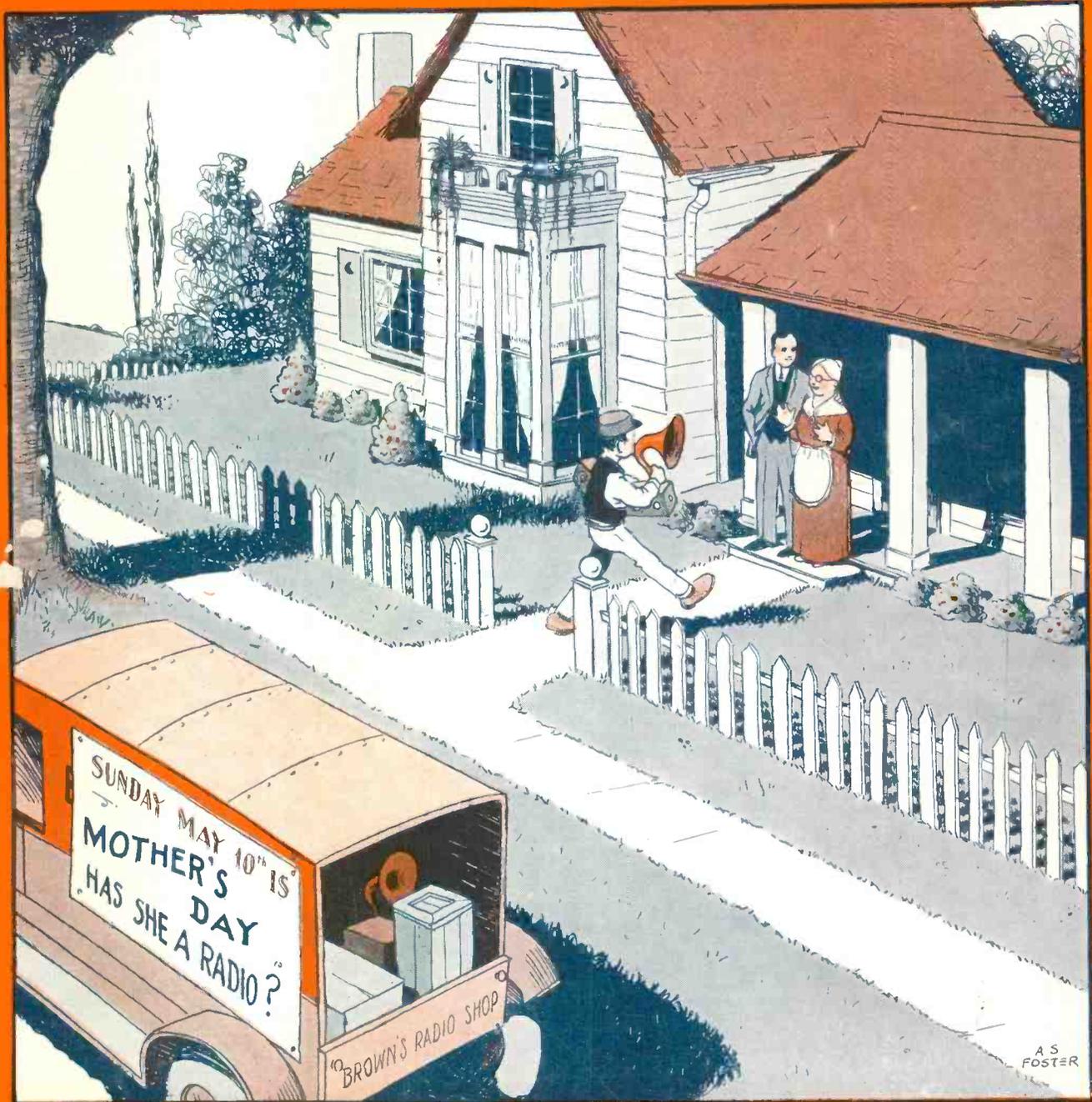


Radio Retailing

The Business Magazine of the Radio Industry

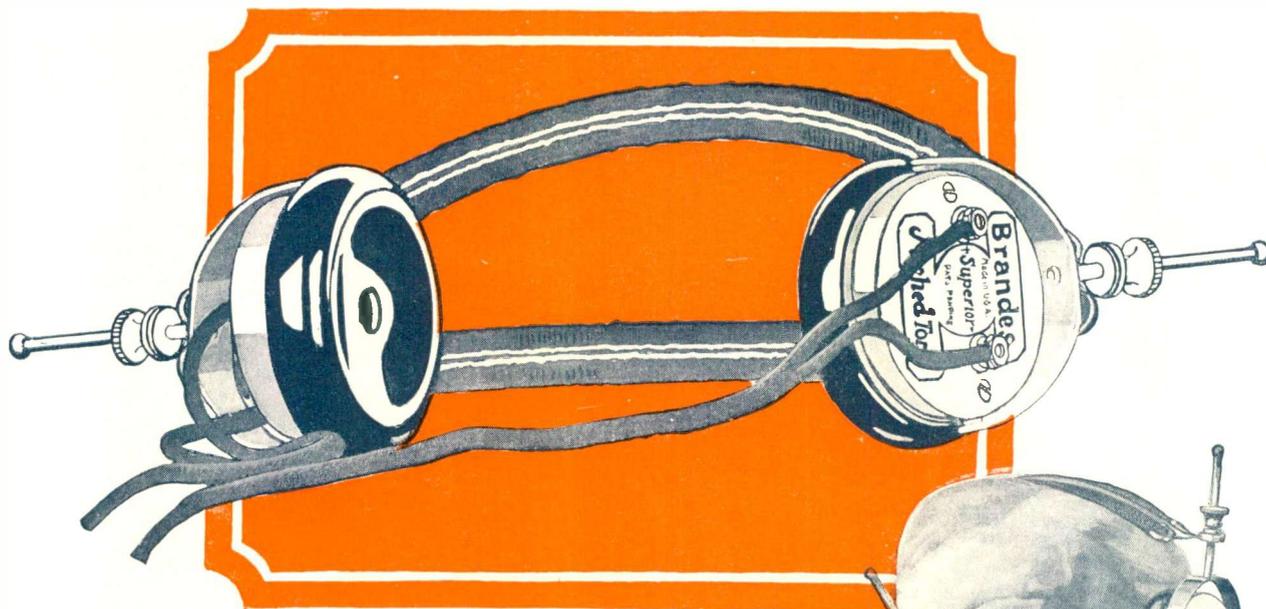


"How They Beat the Summer Slump"

"The Lesson in Present Radio Conditions"

"A Body Blow to Gyp Advertising"

Complete Specifications of 1925 Portable Sets



Fans want *distance* ~ and Brandes Headsets get it!



If you want your customers to know the real range of their radio sets, be sure you sell them a Brandes, too!

If you want really satisfied customers, let them hear how clear their sets *can* be—through a Brandes.

Fans want distance—and they want clarity. They get 'em both—and get 'em always—with a Brandes.

Brandes

The name to know in radio

Why Brandes?

Because the receivers are matched in tone.

Because the hard rubber caps are comfortable and efficient.

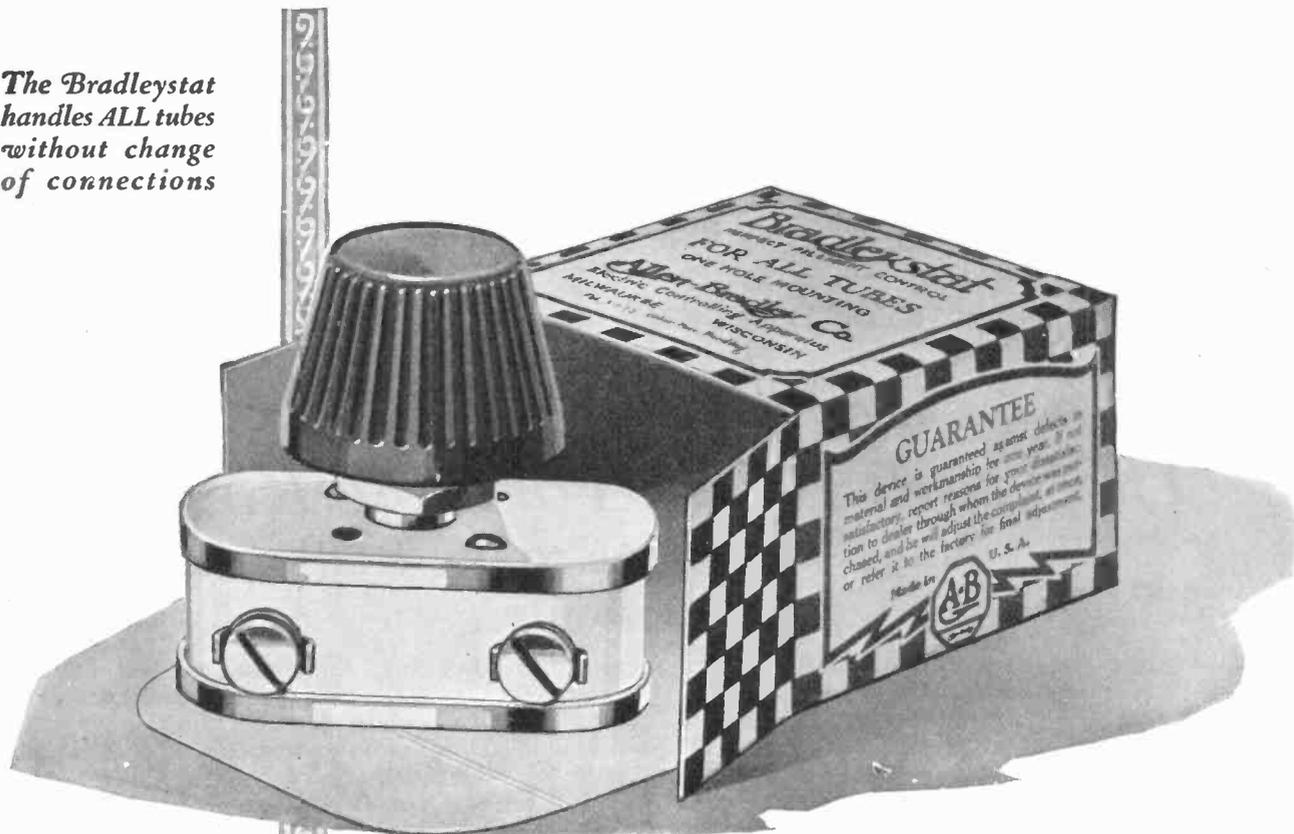
Because the headband is adjustable and extremely comfortable.

Because the twisted copper tinsel cord will never wear out.

Because each headset has to pass twenty-two tests and inspections.

Because each headset carries the Brandes money-back guarantee.

The Bradleystat handles ALL tubes without change of connections



Bradleystat
PERFECT FILAMENT CONTROL

Two columns of graphite discs provide stepless, noiseless control.

Range of control is from 1/4 to 100 ohms, sufficient for all tubes without change of connections.

One-hole mounting for panels. Table mounting for base-boards.

Extremely compact. Easily substituted for wire rheostats.

\$1.85

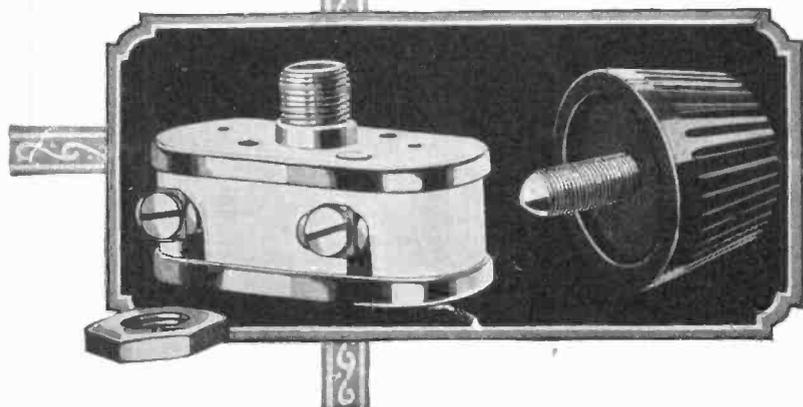
In Canada, \$2.50

**Rheostats have come and gone—
but the Bradleystat is still the leader!**

The Bradleystat has won permanent favor with radio dealers and jobbers, because it is a well-built filament rheostat of exceptional performance, and is backed by a strong merchandising policy that makes it the most widely-advertised radio rheostat in the field. The Allen-Bradley Guarantee, printed on each carton, safeguards every dealer and jobber against loss from defective workmanship and materials, and with a record of more than twenty years of successful merchandising experience, the Allen-Bradley Company is able to offer helpful dealer co-operation that boosts sales, turn-over and profits. Investigate the Allen-Bradley line of perfect radio devices. Use the coupon!

Allen-Bradley Co.

Electric Controlling Apparatus
489 Clinton Street
MILWAUKEE, WISCONSIN



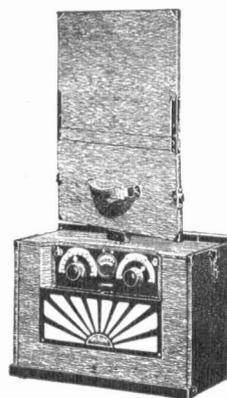
MAIL THIS COUPON

We certainly want to know more about the Allen-Bradley line. Please send literature and prices.

Name

Address

Our jobber is



The Truth About Portable Radio A Timely Message to the Radio Retail Trade

For the past three years, The Operadio Corporation has centered all its efforts on the development and production of one style of set—the self-contained, or so-called portable type. Today this organization is by far the largest producer of six-tube portable radio receivers in the world.

During the course of this progress, other portable sets have, of course, appeared. But no set of this type has ever challenged or even approached the popularity of the Operadio.

This is because the public realizes that as specialists, Operadio engineers have had an advantage over manufacturers of big lines of sets, who naturally can devote but a portion of their time and attention to designing a really successful portable—wherein extreme compactness must be secured without sacrifice of efficiency.

When "Light Weight" is Underweight

Right now, when rumors are afloat of sets of extremely light weight and great power, it is significant to note that Operadio engineers are building a 1925 set which, though slightly smaller, weighs eighteen pounds more than their thirty-three pound model of a year ago.

The added weight of the 1925 Operadio is due to increased battery supply, which gives more economical operation, and adds to the serviceability of the set.

The public has learned that to replace batteries every week or two, is far less desirable than to carry a few pounds more weight.

Moreover, they have found that with small batteries, the set operates at maximum efficiency only a short time, as the voltage begins to diminish almost immediately.

Ample Battery Supply and Good Loud Speaker

The Operadio has four of the largest "B" batteries built, providing more than 400 hours' service, and the "A" batteries deliver a minimum of 150 hours' service. This is unquestionably one of the biggest reasons why the set has given such universal satisfaction, and has proved so phenomenal a success.

The marvelous clarity and fidelity of tone for which the Operadio is noted is the result of the most exhaustive research in loud-speaker development. Tests lasting over periods of months were made, and innumerable units were designed before one that was up to the high specifications of the engineers was accepted.

What makes the 1925 Operadio such a remarkable achievement, however, is that while offering portability, it also provides every other advantage found in radio. It meets every requirement, whether at home, touring or on vacation.

Now on the threshold of the biggest selling summer in radio history, investigate portable radio thoroughly. It will pay you to consider more than the weight of the set, the size of the case or the number of tubes. Look into experience; look to the proven results that such experience has produced. Then, we feel sure you will do as thousands are doing profitably—turn to the Operadio the pioneer portable set of the radio industry. Write for further facts and details of the Operadio proposition to dealers.

THE OPERADIO CORPORATION
8 South Dearborn St., Chicago, Illinois

OPERADIO

Reg. U. S. Pat. Off.

\$189 Complete [East of
Rockies]



Standardyne

IS CHOSEN BY THE
BILTMORE HOTEL
 NEW YORK,
 AS THE PERFECT
RADIO RECEIVER
 FOR THE
 CONVENIENCE OF
 ITS GUESTS!

Distributors of **Standardyne** will be proud to learn that the famous Biltmore Hotel, New York, has selected from the entire field of radio receivers the console type of **Standardyne** for installation in every suite in the hotel.

The answer to **Standardyne** popularity will be found in the sales books of **Standardyne** distributors. Week in and week out this set brings re-orders from pleased dealers and new orders from dealers who have learned of its tremendous public popularity, a reputation justly earned through remarkable distance performance, lack of distortion, quality of parts and smoothness of reception.

Send for literature descriptive of both models and details of Hotel Biltmore installation

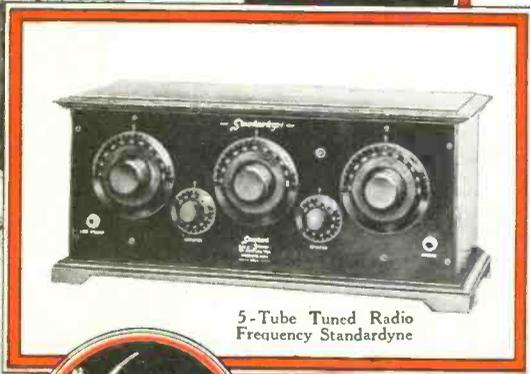


BILTMORE HOTEL

WITHOUT ACCESSORIES



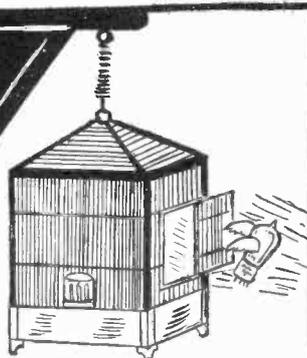
CONSOLE MODEL BH \$135.00



5-Tube Tuned Radio Frequency Standardyne

\$60
 WITHOUT ACCESSORIES

MANUFACTURED BY
The Standard Radio Corporation
 41 Jackson Street
 Worcester Mass
 U.S.A.



THE
GREATEST SENSATION
IN THE RADIO
INDUSTRY

Supertron

always a good tube, is now better than ever. Supertron is making radio history by being the first to make the tube price what it should be. A national advertising campaign will tell the whole world that the best tube should retail for not more than \$2.00. That includes a fair profit to the manufacturer and the trade and amply provides for a guarantee and service to the public with complete satisfaction. They will all follow SUPERTRON. But the industry and the public will always appreciate SUPERTRON because SUPERTRON did it.



\$2.00

ALL
TYPES

NO
ARGUMENT
GUARANTEE

*Distributors, Jobbers, Dealers, Factory Representatives
and Public, We Welcome You—Write Now*

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

SUPERTRON MFG. CO., INC., 32 Union Square

New York, N. Y.

This advertisement appears in May issues of

Radio Broadcast
Popular Radio
Q. S. T.

It is the first announcement of a fixed condenser of superior accuracy and neat workmanship. Prices are attractive.

Inquiries from the trade will receive careful attention.



The new Sangamo Mica Condenser, actual size; accuracy guaranteed within 10 per cent. of marked capacity, and guaranteed to sustain that accuracy. Solidly molded in smooth brown bakelite, this condenser sets a new standard of neat compactness.

Announcing

an accurate fixed condenser of Sangamo Quality



High accuracy, sustained in service, has been inseparably identified with the name Sangamo for over a quarter of a century. It has won world-wide renown for Sangamo Meters. Linked with a reputation for accuracy too great to be jeopardized by the least deviation from its high standards, the name "Sangamo" is synonymous with success.



FIXED condensers are important units in a radio receiver, and should be carefully chosen for *sustained accuracy*. A poorly made fixed condenser varies with every temperature and humidity change. In reflex and other circuits where capacity is a critical factor, accuracy in the fixed condenser may make the great difference between a set that performs perfectly, and one that is as uncertain as the weather.

Sangamo Mica Fixed Condensers are guaranteed to be accurate to within 10 per cent. under all temperature and humidity conditions. Neither the intense heat of soldering, nor the dampness of the rainy season will impair the accuracy of these condensers. Even at the seashore where the salt air creeps in to change the capacity of exposed condensers, the accuracy of the Sangamo is not affected in the least.

Sangamo Condensers are made in all standard capacities, and sold at very reasonable prices. Also supplied with grid leak clips.

Sangamo Electric Company
Springfield, Illinois

1310-2

RADIO DIVISION, 50 Church Street, New York · Offices in all Principal Cities

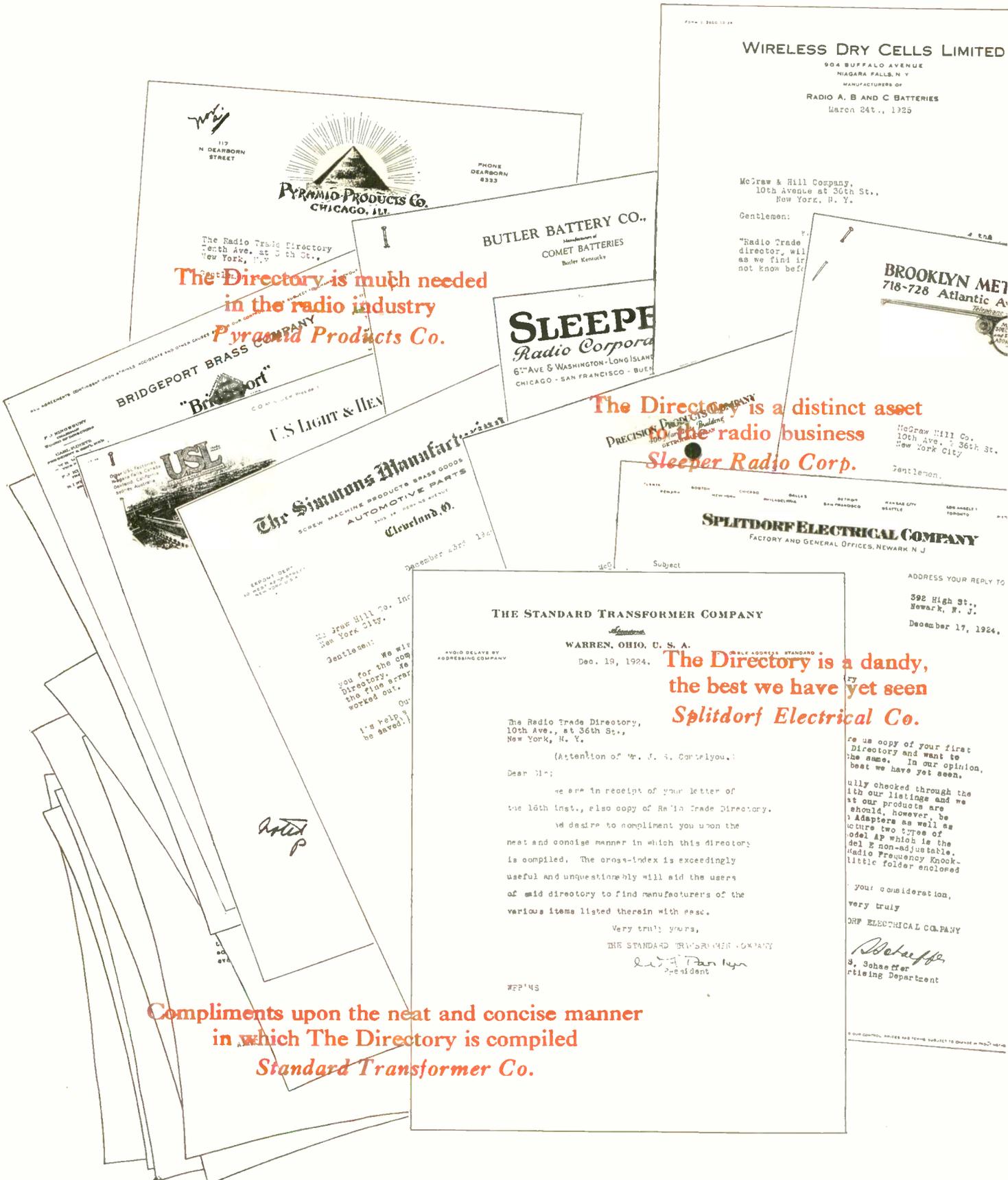
Manufacturers

The Directory is much needed in the radio industry
Pyramid Products Co.

The Directory is a distinct asset to the radio business
Sleeper Radio Corp.

The Directory is a dandy, the best we have yet seen
Splitdorf Electrical Co.

Compliments upon the neat and concise manner in which The Directory is compiled
Standard Transformer Co.



117 N DEARBORN STREET



PHONE DEARBORN 8333

PYRAMID PRODUCTS CO. CHICAGO, ILL.

The Radio Trade Directory
10th Ave., at 36th St.,
New York, N.Y.

BUTLER BATTERY CO.,
Manufacturers of
COMET BATTERIES
Butler, Kentucky

SLEEPERS
Radio Corporation
67th AVE & WASHINGTON - LONG ISLAND
CHICAGO - SAN FRANCISCO - BUENOS AIRES

BRIDGEPORT BRASS COMPANY
"Bridgeport"
COMMERCE BUILDING
U.S. LIGHT & HEAT



The Simmons Manufacturing Co.
SCREW MACHINE PRODUCTS BRASS GOODS
AUTOMOTIVE PARTS
10000 W. 10th St. Cleveland, O.

December 23rd 1924

McGraw Hill Co. Inc.
New York City.

Gentlemen: We wish to thank you for the copy of the Radio Trade Directory. The fine error worked out. Our help is appreciated.

Arted P

WIRELESS DRY CELLS LIMITED
904 BUFFALO AVENUE
NIAGARA FALLS, N. Y.
MANUFACTURERS OF
RADIO A, B AND C BATTERIES
March 24th., 1925

McGraw & Hill Company,
10th Avenue at 36th St.,
New York, N. Y.

Gentlemen:
"Radio Trade Directory", will
as we find it
not know before

BROOKLYN MET
718-728 Atlantic Ave

PRECISION POWER CO.
100 W. 10th St. New York City

McGraw Hill Co.
10th Ave., 36th St.
New York City

SPLITDORF ELECTRICAL COMPANY
FACTORY AND GENERAL OFFICES, NEWARK, N. J.

THE STANDARD TRANSFORMER COMPANY

WARREN, OHIO, U. S. A.

Dec. 19, 1924.

AVOID DELAYS BY ADDRESSING COMPANY

The Radio Trade Directory,
10th Ave., at 36th St.,
New York, N. Y.

(Attention of Mr. J. S. Connelley.)

Dear Sir:

We are in receipt of your letter of the 16th inst., also copy of Radio Trade Directory. We desire to compliment you upon the neat and concise manner in which this directory is compiled. The cross-index is exceedingly useful and unquestionably will aid the users of said directory to find manufacturers of the various items listed therein with ease.

Very truly yours,

THE STANDARD TRANSFORMER COMPANY

W. J. Connelley
President

WJF:MS

ADDRESS YOUR REPLY TO
392 High St.,
Newark, N. J.
December 17, 1924.

We enclose a copy of your first Directory and want to say that we are very pleased with the same. In our opinion, it is the best we have yet seen.

We have fully checked through the 10th our listings and we find that our products are listed. We should, however, be listed as well as our adapters as well as our Model AP which is the best non-adjustable radio frequency knock-out little folder enclosed.

In your consideration,
Very truly

SPLITDORF ELECTRICAL CO. COMPANY

W. J. Schaeffer
S. Schaeffer
Rising Department

Use It, Too!

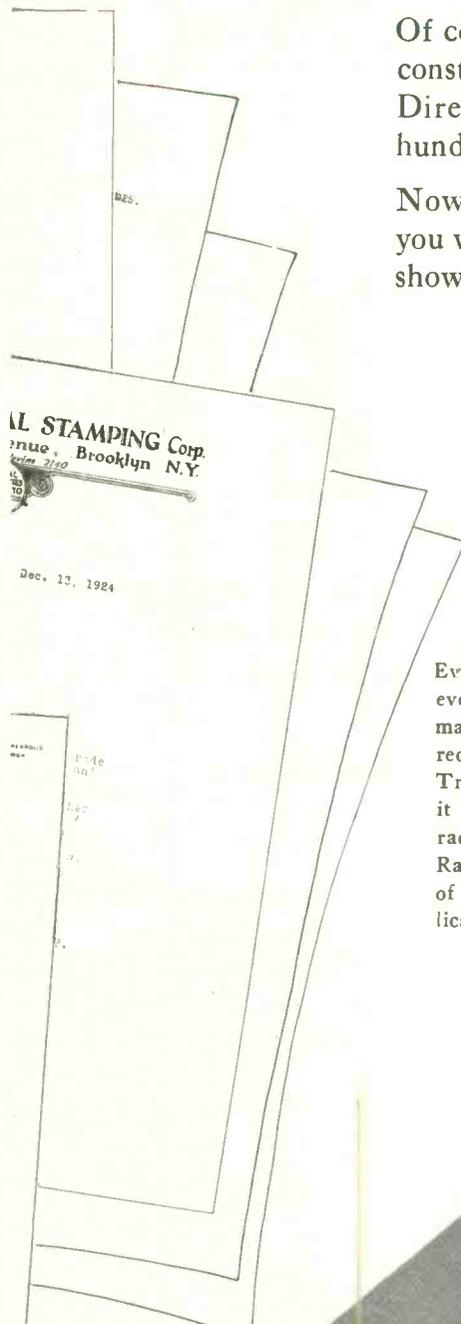
Of course radio dealers and jobbers constantly use "The Radio Trade Directory." They've told us so in hundreds of letters.

Now let radio manufacturers tell you what they think of the book that shows "where to buy in a flash."

We find in the Directory names of firms we did not know before. (*Wireless Dry Cell, Ltd.*) In sending out inquiries for our next buy on radio materials we used your Directory and found it mighty handy. (*Precision Products Co.*) It has been a great help to us and is in constant use. (*U. S. Light & Heat Corp.*) Our purchasing department believes that through its help a great deal of time and correspondence will be saved. (*Mazda Radio Mfg. Co.*) The Directory is without a doubt the most complete classification of all firms connected with the industry. (*Bridgeport Brass Co.*)

Whether your prospects are manufacturers, jobbers or dealers, you can increase your sales through The Radio Trade Directory. Its advertising pages can carry to your prospects, at the very moment they are ready to buy, full details of your products.

Every responsible radio parts dealer, every radio jobber and every radio manufacturer—over 20,000 in all—receive each issue of The Radio Trade Directory. Issued quarterly, it lists and classifies every known radio part, set and accessory. The Radio Trade Directory is a product of the world's largest business publications house.



Now—
let us give you
proof — evidence
submitted by present
advertisers — that the
Directory is a necessary
part of your sales campaign.
Ask for it now. No doubt you
will want to be represented in
the May issue, now being prepared.

THE RADIO TRADE DIRECTORY
A McGraw-Hill Publication
473 Tenth Avenue New York City

ATWATER KENT RADIO

READY 22 YEARS WHEN RADIO CAME

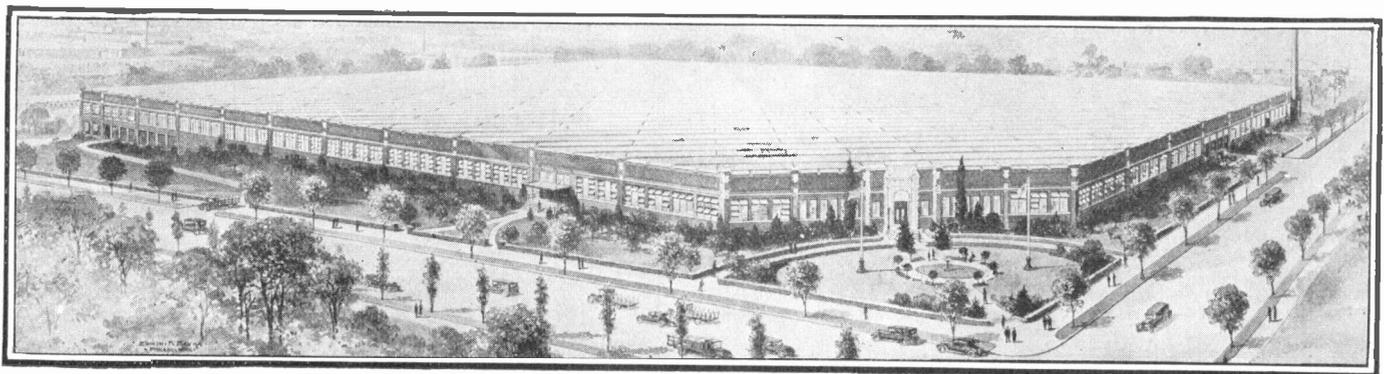
THERE is one radio set that rode into the industry on half a million automobiles. That set is the Atwater Kent.

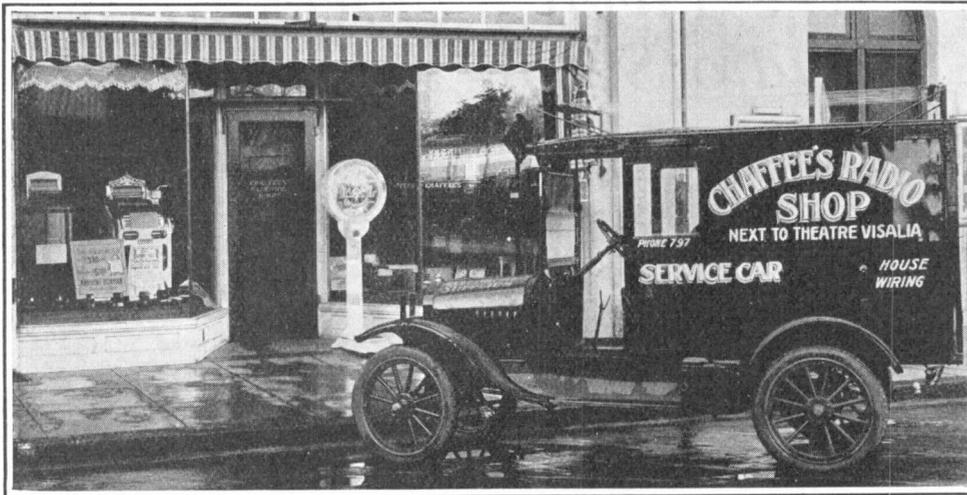
A quarter of a century ago we built our first Ignition System for automobiles and motor boats. That business grew and grew. Its growth expressed the confidence of leading motor manufacturers and of owners that we were truly trying to produce "the spark that couldn't fail."

And when radio came, it called for the same sort of manufacturing machinery, performing the same operations and run by the same experienced hands.

Perhaps the fact that we were ready, coupled with an earnest desire for precision and care, explains the confidence with which the Radio Industry regards Atwater Kent Receiving Sets and Radio Speakers.

ATWATER KENT MFG. CO.
Philadelphia





"Catch Them Outdoors" This Month and Throughout the Summer

If the usual excuse given for a slump in radio during the spring and summer months is the fact that people do not then remain indoors, the answer, in the opinion of L. W. Chaffee of Visalia, Calif., is to "catch them while they are out-of-doors."
Mr. Chaffee has designed a service car with antenna on top and outlets for connecting up

a set in the rear. On pleasant evenings, he backs the car up to the curb, either in front of his store or elsewhere where people congregate and connects up one of the makes of sets from his stock. With the aid of a loud-speaker a radio concert is given for the benefit of the sidewalk crowds and the strolling couples in different sections of the city.

Radio Retailing

The Business Magazine of the Radio Industry

Contents for May

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A Complete Summer Sales Campaign Outlined 428 <i>Here is a Program You Can Follow Step by Step in Planning Your Summer Radio Activities</i>	Dealer Leads Campaign Against Radio Interference 445 <i>Niagara Falls Radio Dealer Starts Contest to Eliminate Reception Noises</i>
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A Body Blow to Gyp Advertising 435 <i>"Radio Retailing" Co-operates with Advertising Clubs of the World to Clean Up Radio Dealer Advertising</i>	Charging Radio Batteries 452 <i>Brooklyn Dealer Declares Charging Batteries Is a Necessary Service to Render Customers</i>
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McGRAW-HILL COMPANY, INC., Tenth Avenue at 36th Street, New York, N. Y.

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Electrical World Journal of Electricity Ingenieria Internacional
Industrial Engineer Engineering and Mining Journal-Press
Engineering News-Record Coal Age American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Chemical & Metallurgical Engineering

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PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, Leader-News Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 853 Mission Street
LONDON, E. C., 8 Boulevard St.
Annual subscription rate is \$2 in United States and Canada.

Do You Realize That, Within Walking Distance,
*There Are Twenty Places to Sell Each
 Radio Set in Your Store?*



20 Homes Without This Radio Set.



Another 20 Want This Set.



One of These 20 Homes Will Buy This Receiver



20 More Families Waiting for This Set.



20 Possible Markets for This Receiver.

20 Prospects for Every Set in Your Stock

This Receiver Has Another 20 Potential Purchasers.

20 Families Lack the Pleasure This Set Will Give Them.



PICK up any radio set in your stock. Look at it. You haven't sold it. Yet there are twenty homes—each without a radio—within walking distance of that set, as you stand there holding it. Pick up the next set. There are another twenty homes right in your community that would like to

have that set, because they, too, have no radio. And that set over in the corner. Mark opposite it *twenty more families* waiting for a radio. And so on through your stock. For every set in your store, *twenty near-by homes have no radio.* Out of each of these twenties, select the best four

prospects and arrange to send sets out to these homes for demonstration. Statistics show that of every four sets thus left on demonstration two to three stick and become sales. Afternoon and evening demonstrations in selected homes will sell radio this summer.

Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 1

MAY, 1925

NUMBER V

Now,—and Through the Summer

Demonstrations in "Selected Homes" Will Sell Radio

RADIO buying is unmistakably "off." For a month or more, people have not been coming into radio stores and putting down their money, as in the busy days of the winter. The dealer who placidly "accepts" these slack conditions and is content to sit in his shop and wait for trade to *come to him*, is probably pretty discouraged at this turn of things. Moreover, his present state of mind will have cause to grow worse, rather than better, as the summer months come on.

But let any thinking radio dealer jot down, just for his own study, some actual facts and figures on the radio situation right in his own town. Checking up, he will find that of the homes within walking distance of his store, hardly 20 per cent so far have radios. The other 80 per cent are still *without sets*. In fact, there are probably twenty such radio-less homes for every radio set on his shelves.

And in most of these radio-less homes, the desire to have a set is mighty strong. In some, it is of course checked by other insistent demands for family expenditures. But out of the total there remain many homes today that have the means as well as the desire to buy radios. That these homes so far have had no radio is mostly because "nobody ever came and tried to sell them."

THESE are the homes to go after for demonstrations now—the homes where well-directed effort will pay, this spring and summer. There are enough such "hesitating buyers" to keep every dealer busy and reasonably prosperous the next four months—enough prospects to "turn" local retail stocks two or three times, between now and September.

It will mean work. It will mean demonstrating in homes afternoons and evenings—by the boss, by his clerks, by the service men, by outside men selling on commission, and by part-time salesmen. It will mean paring down expenses, and making every outlay count toward home demonstrations and sales. But, as experience has shown, it will move the goods.

TO GUIDE readers in this new effort, so necessary to the existence of the radio trade this summer, *Radio Retailing* has compiled from many sources and authorities both a complete "plan of action" for the direction of a radio business in summer, and items of experience from the summer sales methods of successful dealers. These appear in detail on following pages. They are practical and common-sense. But they all center about the "action" formula—"Afternoon and Evening Demonstrations in Selected Homes Will Sell Radio—*Now and Through the Summer.*"

Here is

A Complete Plan of Action to Sell

**This Common-Sense Program You Can
Customers and Keep Radio**

T*AKE a careful inventory* of your stock as the first thing to be done in preparing for the summer season. Compare stock on hand with your local buying demands and with what you think you can get your customers to buy this summer.

C*UT stock down to the lowest possible amount.* Carry only enough to get by during the so-called dull months. Ruthlessly weed out overstock and stuff that is moving slowly, by holding "inventory clearance sales." Move it, turn it over for what you can get. By no means carry a heavy load this summer. However, don't make the mistake of cleaning out anything that you may be able to sell profitably by means of your summer sales campaign. Remember, also, that an honest, seasonable house-cleaning this spring is not gyping.

T*HEN "sweeten" your stock* by purchasing what you think you can sell this summer, but only in the quantity that will permit a quick turnover. Pay special attention to items that have a summer market, such as portable sets, loop aeriels, small speakers, dry cells, batteries built for portables, etc.

C*UT your payroll to the bone,* and get along with the fewest possible number of salaried employes. Do everything yourself that you reasonably can do, particularly contacts with prospects. Make your summer slogan, "I'll do it myself."

C*ONSIDER putting out a few outside salesmen* on commission only. These may be either part-time or full-time men. For the part-time men, try out men already employed, "good mixers," college students home on vacation, also the postman, the bank clerk, the garage man, and similar men who have wide contacts.

G*O out after a list of summer prospects,* when your stock and sales staff are set for the summer. Such prospects as auto owners, boat owners, yachtsmen, vacationists, campers, etc., may be obtained from a number of sources—newspapers, auto dealers, club year books, boat sellers. Weed the list down to those who "look good" and concentrate on them. You can sell more sets by giving a lot of attention to ten people than you can by giving a little attention to a hundred people.

G*ET literature for a direct-mail campaign* from jobbers and manufacturers. It may be scarce, but get it. Send these mailing pieces to your prospect list, followed by a personal letter, with a return card. Follow up the mail campaign with the telephone and make a few personal calls.

C*ALL people on the telephone.* Have each salesman or part-time man telephone five to ten well-known citizens each day, saying: "Have you a radio? If not, may I have the privilege of interviewing you tomorrow night at your home?" If he has a radio, get the names of two neighbors or friends who are interested in getting a radio. Phone them. Check off all calls to avoid duplication.

D*EMONSTRATE in the homes of "selected prospects."* After picking out the names of people interested in radio or able to buy a set, send your salesman to demonstrate sets in these prospects' homes. Evening is the best time, but an afternoon demonstration to the woman of the house will often stimulate her interest for the evening meeting when the man is home. Instruct your salesman: "Don't talk too much. Let the set do the talking and sell itself." And show the prospect how to tune in his own stations.

Radio Through the Dull Months

Follow Step by Step to Reach Selected Sales Going All Summer Long

USE newspaper space sparingly during the warm months. The best use of the space you do take, may be to list those who have bought sets and tell how they are enjoying them. In advertising portables, one dealer listed those who had purchased portables last year, and the uses to which they had been put. And in your newspaper ads don't mention either "distance" or "static."

MAKE public demonstrations. Watch the papers for announcements of picnics, lawn parties, church bazaars, club outings, clambakes, etc. Get acquainted with entertainment committees of local organizations and ask permission to give them a free radio concert. Don't be put on the program, but come in as a special feature, so that if, at the last minute, atmospheric conditions prevent a good trial, you can drop out quietly. Always protect yourself, before a public demonstration, by making a private test. These public demonstrations will attract those who are interested, then get their names for a home demonstration.

MOUNT a set on your service car and give free concerts, on Saturdays, Sundays and holidays particularly, on the downtown streets, and at summer resorts, beaches, swimming pools and amusement parks. Use every means of propaganda at your command to spike the belief that "there's no use trying to get radio in the summertime." With improved receivers, high power broadcasting and better programs, this summer should surpass all others in radio interest.

TIE up with broadcasting features, such as baseball scores, symphony concerts, boat races, boxing bouts, Fourth-of-July programs, etc. When an athletic event is broadcast, set up a receiver in an athletic club. If a boat race goes on the air, see

if a local boat club would like to listen in. When some station sends out golf or tennis stuff, try the country clubs.

STRIVE for cash sales. Never accept a time payment contract in the summer unless you get at least fifty per cent down.

ACCEPT trade-ins, if necessary. Very often a sale can be made to a man who has a poor set which can't overcome static, but he wants something for his old set. Figure out what the parts of the old set are worth and never make an allowance of more than ten or twelve per cent of the new sale. You'd probably have to pay a salesman that much anyway. In most cases, the old set will have to be torn down and the individual parts sold.

MAKE your service man earn his keep, if you must keep him on the payroll this summer. Send him out with tubes and batteries on a house-to-house tour for replacement business.

GO to your local banker, jobbers and other sources of credit, and tell them what you are doing. Tell them that any sales you may advertise are not because you are going bankrupt or trying to gyp the market, but because you are "cleaning house" to tide yourself over the slow period. In that way, any misconstruing of your motives will be avoided, and your credit standing increased when you want more credit in the fall.

STUDY local and national market conditions by reading what industry leaders are saying and what manufacturers are advertising. Thereby you may get tips on how to gauge your business conduct this summer, and ideas from the best thinking of the radio industry—ideas which you can put to work for your own profit in your town.

How They Beat the Summer

Actual Experiences of Live Radio Dealers—Methods They Have Used in the Past and Are Putting Successfully Into Practice Today to Pep Up the Hot Weather Sale of Radio



College Students Are Usually Presentable Young Men to Whom Women Prospects Like to Talk

How to Find Salesmen

Finding good men who can sell is always a problem in every business. One Illinois dealer's advice is:

"Be always on the lookout for men who will make good salesmen—men who are 'good mixers,' men who 'know people' in the town. Put down such fellows' names and addresses whenever you run across them, whether you need them right away or not. Such names always come in handy."

Salesmen can also be located by inquiry among other local business men; by placards placed in your windows or on your delivery wagon; and, in cities, by newspaper advertising.

Locating College Boys for Radio Selling

"College and high-school boys on vacation make the best kind of radio salesmen for home demonstration work," comments a Maryland merchant. "Such students are usually presentable young men to whom women prospects are glad to talk. They also quickly get the sympathy of both men and women, by the fact that they are earning money to go through college. Such boys, above others, have the intelligence necessary to sell a technical product like radio."

Names of college boys who will be back home in June can be obtained by inquiry among your friends and neighbors, or by want ads, if in a city. Names of bright boys in the senior class at high school will be given you by the high-school principal upon inquiry. Boys who are amateur radio operators may be secured from the radio amateur Call Book, or by advertising.

Picking Part-Time Salesmen

As part-time salesmen, for evening work demonstrating radio, men who are regularly employed in jobs where they meet many people, have an advantage. Salesmen in downtown stores, whom "everybody likes," insurance men, and even postmen, grocery clerks and delivery men (who are "bright" and "know the community"), have turned out to be excellent solicitors for selling radio during the evening hours.

Men teachers in the local high school have

the summer months unoccupied. Several such teachers last year successfully sold radio sets. These sales, being of highly technical articles, they regarded as quite appropriate to their own personal dignity for a part-time summer occupation.

Use the Local Amateurs

There are between 15,000 and 20,000 amateur radio operators in the United States. These are the men and boys who delight to "pound brass," as they call it—in other words, communicate with each other by radio telegraphy. These amateurs are all licensed by the Government and by examining a copy of the "call book" you can pick out the amateurs located in your city.

These men know radio and will not exaggerate in order to make a sale. Any progressive dealer will find it worth while to get in touch with some of these amateurs and to take them on, on a strictly commission basis for canvassing and selling radio sets. A great many of these amateurs are high-school or college boys who will be glad to pick up a few dollars every week, for selling radio sets to their friends and neighbors.

In most cases they are also able to do their own installing, and the dealer will not have to worry about what kind of a job it will be. Some of the most successful radio stores have sales forces and service men recruited almost entirely from the amateur ranks. A list of licensed amateurs may be secured by writing to the Superintendent of Documents, Government Printing Office, Washington, D. C. The price is fifteen cents in cash, *not* stamps.

How to Train Salesmen

The new radio salesman should be taught to be courteous and to be accurate in the statements he makes. But above all, such a radio solicitor must be instructed *not to do too much talking*, but to keep quiet and "Let the Radio Set Sell Itself."

A Kentucky dealer puts new solicitors behind his store counter for three days, and then has them help on installation and repair work for the remaining three days of the week. The counter experience helps them understand some of the questions

which are asked and teaches them the rudiments of making radio sales. The repair and installation department teaches them the workings of the goods they are going to sell.

How Much to Pay Salesmen

While in training, it is common practice to pay the prospective radio salesman from \$20 to \$25 a week, but afterwards he should be free to earn all he can, on a commission basis. It seems to be generally customary to pay only a ten per cent commission, although a few dealers have paid up to 13 per cent and 15 per cent—the latter when the salesman furnishes his own car.

The question of *when* the salesman's commission shall be paid over to him, depends entirely on the individual salesman. If the salesman is known to be reliable, and the dealer can trust him implicitly, he may receive his commission 'out of the first payment. Note, however, that full-cash sales should be pushed in summer time, even offering an extra 2 per cent premium for cash. No installment-plan sale should be accepted in summer-time without a down payment of at least 50 per cent.

Some salesmen are inclined to exaggerate the properties of a radio receiver so that it will subsequently be turned back on the dealer when these claims are not fulfilled. In order to overcome this, some dealers keep back the commission for ten days or two weeks. In this way they hold the salesman responsible for "keeping every set sold."

Uses Students to Go Out and Sell

One dealer in New Haven, Conn., has his "anti-spring slump" campaign already under way. This is the American Radio Store, presided over by E. M. Walden. He is the only dealer in New Haven who seems to realize that Yale University is located there! Therefore, he has made arrangements with some fifteen students who are working their way through college, to do summer radio soliciting for him.

Walden handles only one line of radio sets, and practically no parts. The set he carries sells for \$133, and he pays his student salesmen ten per cent on each sale they make. But every set sold in this manner, declares Walden, usually also brings in at least one more order, and in some cases two or three. On these he does not have to pay commissions.

When a student salesman installs a set in a home, he is instructed to say nothing about distant reception, but to play up the "quality" from nearby stations. Then when the buyer discovers that he can listen in on a station a thousand miles away, he is delighted and forever after is a booster for that set and the people who sold it to him.

Set Replaces Orchestra in Hotel

C. W. Perdue of Montclair, N. J., has just been given the order to install a radio receiver in the Montclair Hotel. This set is

Slump—

to take the place of the five-piece orchestra which formerly held the center of the stage on Saturday nights.

The hotel is particularly well situated for radio reception and it is planned, later on, to install a power amplifier and public-address system.

Undoubtedly many hotels similarly situated might be interested in such an installation.

June Business Bigger Than December's

"The way to speed up business during a slack period," according to B. E. Griffin of Charles Brown and Company of San Francisco, "is to reach people direct by mail. Last year we sent out 2,000 folders every two weeks, to our charge accounts, with the result that we did a larger business in June than we did at Christmas-time the year previous. And whereas we estimated that our radio department would total \$85,000 for the 12-month period, it actually exceeded \$150,000."

Sold to Farmers All Summer Long

A dealer in Poughkeepsie, N. Y., G. G. Nelson by name, decided that the rich farming community inland from the Hudson River could be made a profitable field for radio endeavor. With a service man, he took out a small car, loaded with several receiving sets, and started out to sell radio as it had not been sold before.

The results of his all-summer campaign showed a nice profit and more actual radio sales than any other dealer in that section. The sets were left on trial and nine out of ten were sold. In some cases difficulty was experienced with receiving conditions, but as a rule everything worked satisfactorily.

May Radio Show Stimulated Interest

"Sell people radio to take on their vacations," is the slogan of a group of San Francisco dealers. In a state where every third automobile on the highway is a camping outfit, there is a big summer opportunity for selling a radio set to go with the family car. Last year, a joint exposition of radio dealers was held during May in San Francisco in conjunction with the Chester N. Weaver automobile concern. The entire building was given over to radio exhibits,



Have Your Service Man Tune the Set in at the Auto and Bring it in Playing

combined with camping and automobile equipment. Lectures were given and programs offered every night, which attracted large crowds. A gate prize of a radio set also increased interest. Considerable interest in the vacation possibilities of radio was reported by dealers as a result of this display.

Push Portable Sets for Summer Use

Portable sets are particularly saleable in spring and summer, provided reasonable effort is made to move them. Most dealers are located in cities or towns where a nearby resort plays an important part in the community's summer life. Tie up with this resort by a window display featuring both the set and the beach. Call attention to how easy it is to set up the portable receiver and get it working, and how ruggedly it is made. List any special features being broadcast, and do not neglect to show the price of the set.

A Radio Set in the Bank Lobby

"If I were a radio retailer, the first thing I would do to help summer sales would be to install a good radio set in my local bank. This is the statement of a well-known New York City jobber.

"Installing this set would add to my prestige and the prestige of the merchandise I sell.

"I also believe that the summer time is the best time to sell sets on installments. If a set is purchased in the late winter, receiving conditions may get poorer with the coming of warm weather, and long before the set is paid for, the purchaser may begin to feel that he has not secured full value. On the other hand, when the dealer sells a set in the middle of summer, by the time the last payments are coming due, the buyer is getting far better results than at first. He becomes a booster for the line and through him the dealer should be able to sell more sets."

Sold a Set a Day All Summer Long

In order not to violate a confidence it is necessary that the next dealer's name remain untold. He is located in Yonkers, N. Y., and has been doing a music business there for nearly fifteen years. In selling radio he makes the most of his established reputation, and declares that his radio department now *pays* all year long. He claims that it is purely a waste of time to attempt to sell sets costing less than \$100. He uses the mails in soliciting business and has a good list of customers accumulated from the piano and phonograph business. He has a radio salesroom upstairs, over the music store, where all the higher grades of sets may be seen and demonstrated. He sells no parts. His sales books for last June, July and August show continued sales, nearly one a day, but none of which go below \$100. Think that over.

He does some business on the installment plan, but will not accept less than 25% down.

"Pay Your Overhead with Electrical Appliances this Summer"

This is the advice George Patterson, President of Stanley & Patterson, radio and electrical jobbers, New York City, is now giving to his radio dealers—backing it up with a special 64-page catalog of selected "across-the-counter" electrical items which radio men can sell during the summer months. Incandescent lamps, electric fans, heating devices, irons, toasters, and even vacuum cleaners and washing machines are recommended—these articles to be purchased in very limited quantities, with the idea of drawing on the jobber's stock for replenishment as fast as sold. In this way, the dealer is safeguarded against tying up any considerable amount of investment.

Mr. Patterson believes that such electrical sales will not only "pay the rent" but a large part of the radio man's summer overhead, thus making all the difference between loss and profit. Electrical items will also diversify the radio dealer's stock, he points out, attracting more customers into his store for radio sales.

Follow Up Former Customers

Every radio dealer should have a complete list of his past customers, in order that other sales may be made from time to time. If you have such a list, now is the time to start a mail canvass in order to keep busy during the hot months. Most sets have been hastily installed and usually the woman of the house will welcome the opportunity to have the installing done over again in the approved electrical manner. This means batteries concealed in the cellar with wiring



One Radio Dealer Sold a Set to a Summer Hotel to Replace the Orchestra

running up through the floor to flush outlets in back of where the set is to be placed. Aerial, ground and all battery leads may be run in this manner, making a better job. Here is good business for the dealer's service organization.

Any canvassing done in this way should also contain propaganda for the use of radio at the summer camp or bungalow, calling attention to the advantages of such installations.

Direct attention to the installation of outlets in various rooms for loud speakers, with especial emphasis on one for the porch.

Stock Reports for Out-of-Town Week-Enders

A New York dealer who has a store in a rather exclusive section of the city, is cashing in on radio sales wholly on the strength of the stock quotations furnished by a local broadcast station.

This dealer checks up on the population of his district by means of a bi-monthly round of the apartment houses. In most of these he is able to secure the names from the letter boxes, but in other cases it has been necessary to "oil" up the janitor or to secure the names from the trade bells in the basements.

He solicits by mail, calling particular attention to the stock quotations. In several cases he has sold two sets to the same man, one to be used in New York City and the other to be taken to his country home for use over the week-ends.

Will Let 'em Swim to Radio Music

Fred Wilson, Newark, N. J., distributor of radio apparatus, reports that several of his dealers are preparing to install radio sets with suitable loud-speaker arrangements, in some of the local swimming pools which are

so popular on hot summer days in inland towns.

A five-tube set with amplifiers is recommended as the proper equipment for a swimming-pool job. If the purchase of a radio is interpreted to the swimming-pool proprietor in terms of increased attendance and gate receipts, he will spend real money.

Features Summer Broadcast Events in Newspaper Ads

The American Radio Store's advertising in the New Haven (Conn.) local papers is quite unusual. Testimonial letters are secured from prominent citizens, not only in New Haven, but in outlying communities, and these letters are run in the ads. When there is some really good broadcasting coming, the program is announced formally in the store's advertisement that evening and those who are interested may call at the store and hear the "recital." Walden finds that this is a wonderful puller.

This store maintains list prices. Price cutting, it is felt, only arouses suspicion and does not create sales.

Service Routes in Country District

A dealer who had sold a number of sets to farmers later established regular service routes. His "service car" ran on a regular monthly schedule, the farmers knowing in advance on what days the service car would arrive. This car was stocked up with new batteries, tubes, loud-speakers and other accessories. In many of the sales, time payments were resorted to.

Strange as it may seem, the most unpromising farms were the very ones which usually paid cash for the set. Many of these original installations led to others through friends, and it was not long before the whole section was liberally sprinkled with radio receivers, making the monthly service calls profitable.

Pushes Sales of Small Tubes for Portables

B. Davis, a radio dealer in Mount Vernon, N. Y., states that with warm weather, there is usually a noticeable increase in the sale of small B and C batteries, dry cells and dry cell tubes. These are used extensively in portable sets, both home-made and commercially built, and a window display featuring these parts usually pays in bringing summer business into the store. Mr. Davis does not believe in canvassing, but reports a fairly active store business in radio last summer.

His store handles an extensive electrical line, including fans, fixtures, lamps and everything electrical. He finds that this electrical business is invariably a "life saver" when the radio business drops off.

Will Tour Neighborhood with Set on Auto

A Westchester County dealer was found busily rigging up a good portable set on an automobile, preparatory to a tour of his whole section. This dealer expects to canvass new summer residents who have not brought radio sets with them from the city. A friendly real-estate dealer is supplying the necessary names and addresses of new comers. Later, the same plan may be used the whole year around, as an aid to locating new radio prospects.

This dealer also has a car continually doing "service duty," and under his one-year free-service guarantee makes regular "inspection" calls whether summoned or not. Full prices are maintained on all sales, and 75 per cent of his business is on the installment basis.

Borrow Wax Figures for "Vacation Group"

The Namsal Radio Corporation of New Rochelle, N. Y., is doing creative work to boost spring and summer sales through its show windows. In one display shown, two wax figures of women, seated on a bungalow porch, were quite evidently discussing the merits of the portable receiving set on the table between them.

Of course, wax figures as window "properties" are beyond the means of most radio dealers, but it is usually possible to tie up with some local dry-goods or women's-wear store for the loan not only of such figures, but the costumes as well. A small "acknowledgment" sign in the window is the only compensation the average dry-goods store will require for the loan of the "dummies."

The Namsal window is changed every week and arouses not a small amount of interest among buyers in New Rochelle, supplementing this dealer's extensive newspaper advertising.

Gives Advance Tips on Programs

Another dealer in a small town, who has accumulated a large mailing list both from customers and the telephone book, sends out a weekly advance sheet, mimeographed, in which he outlines the "best bets" for the coming week via radio.

This is not only helpful to those who already have radio sets, but also arouses no small amount of interest among people who have not yet purchased sets. The latter folk, sooner or later invariably come to realize just what they are missing. When the time arrives for them to buy a set, it is only

\$75 for your old radio set

HERE is the HAYNES-GRIFFIN solution to the constantly increasing price confusion which has resulted from extravagant newspaper advertising, offering discontinued or obsolete radio sets at so-called "phenomenally low prices."

HAYNES-GRIFFIN is determined to give its customers only the best in radio sets. And we are determined to offer the best at a price even lower than any one of the countless cheap or poorly constructed sets being thrown on the market daily as remarkable bargains.

We know that many of our customers have waited patiently to turn in their present set for one that is up-to-date in every respect, discarding it for a set which is not only the outstanding value of this year, but the set which will set the standard for the next year and the year after.

Absolutely the best

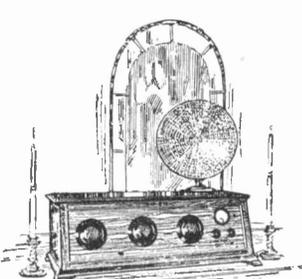
The price of the powerful Garod V is \$195, without accessories, such as tubes, loud speaker and batteries.

This is our special offer: we will pay to every purchaser of a powerful GAROD V the sum of \$75 for his or her four or five-tube radio set, regardless of original cost, age or present condition!

For a three-tube set we will pay \$60!

You can have "7 Days' Free Trial of the GAROD V in your own home, so that you can convince yourself that it is far superior to the set you now own. If you decide not to keep the GAROD V, return it to us and we will at once give you back your old set, plus the full amount you have paid us for the GAROD V.

If you like, your new powerful GAROD V can be purchased on liberal time payments requiring a deposit of but



- 1 If you turn in a four or five-tube set, deduct \$75 from \$195, the price of the GAROD V. This leaves a balance of but \$120 which is the net cost of the GAROD V to you. If you buy the set on time payments, your original deposit will be but \$40. Pay the balance in six monthly installments.
- 2 If your present radio is a three-tube set, deduct \$60 from \$195, which means that your new GAROD V will cost you but \$135. The down payment will be \$45, the balance to be paid in six monthly installments.

DECIDEDLY, the Garod is not just "another radio set." In faithfulness of reproduction it is far ahead of all the others. Of the varied assortment of receivers (we have 18 types and models) on demonstration in our show rooms, the Garod invariably is picked by musicians and those who have four

This novel advertisement, offering \$75 for the customer's old radio set in exchange for a new one, resulted in the sale of 200 sets within a period of 17 days, for the Haynes-Griffin Company of New York City.

The advertisement was run four times, and only twice in large size. Here is an excellent way to make warm weather sales increase without having to resort to cut prices.

natural that this particular dealer will have a good chance of getting the business, for the simple reason that his name has become to them synonymous with "radio."

Advance information on radio programs can generally be had direct from the broadcasting stations for the asking, and the listings merely have to be copied off and mimeographed onto the dealer's own stationery.

"Carry the Set in With the Program Playing"

Several dealers in different sections of the country have given a form of demonstration which frequently settles the sale or at least startles the prospect into realizing the possibilities of present-day radio sets.

Two men, a car and a loop set, are used, and in making a house-to-house canvas in the rural districts one man goes in and engages the householder in conversation, while the other remains in the car and tunes in some broadcasting station on the set. The signal is brought up to maximum intensity and then the set is carried from the car into the house with the program pouring from the loud speaker.

The "mystery" of being able to actually hold aloft or walk about with the set while it is playing, usually clinches the deal right then and there.

Salesmen Work Resorts and Farms

The Radio Equipment and Supply Company of Bridgeport, Conn., makes a point of having its store exceptionally neat and light, to attract summer business. The walls are painted a cool cream, and an attractive window display extends across practically the full width of the store. This store is not located on the main street, yet is probably doing more business than any other dealer in town. Three canvassers are kept on the job the year around. In the winter they "work" the city and in the summer are to be found at the nearby summer resorts.

This dealer sells both sets and parts, and maintains full prices. He will install a set for a three-day free trial and upon making a sale gives six months' free service. "The free-trial idea sells," says he, "make no mistake about that."

He expects to load up a car this summer and send one of his canvassers out in the back country to solicit the farmers.

Woke Up Summer Newspaper Readers with Stunt

Publicity is the backbone of any business. Realizing this, a Connecticut dealer believes in breaking into print on the slightest excuse.

Recently he cleared up some interference trouble caused by a defective transformer belonging to the electric-lighting company. He didn't do it in the usual way. Instead, he borrowed a platform motor truck and cruised over the town for several days, tracing and running down "noises in the ether." Several radio sets were displayed on that truck and a sign told the story of what its crew was attempting.

The local papers played up the stunt and the dealer thus earned the gratitude of the local fans, for he really did locate and clear up a lot of man-made static.

Sold Sets to Hotels to Amuse Guests

David Rapp, a dealer in South Fallsburgh, N. Y., had the satisfaction of selling

several large sets to summer hotels in his vicinity last year. These sales ran \$300 to \$400 each. He sold not only the sets, but also found it necessary to install with each a power amplifier and usually more than one loud-speaker. Hotels require more volume and amplification, especially when located at some distance from powerful broadcasting stations.

Electrical Contracting as a Summer Side Line

The best way of meeting the summer slump, in the opinion of Edmund Dupree of the Star Electric and Engineering Company, Houston, Texas, is to combine your radio business with some other activity which has its peak during the summer months. Electrical contracting, he believes, fulfills this requirement.

Puts Radios on Boats

The motor-boat trade should not be neglected. Dealers located in coast, lake and river towns where considerable boating is indulged in, should take advantage of their summer opportunity.

M. Beggraff of Oyster Bay, L. I., is planning to do a good business this summer by installing portable radio sets, particularly "supers," on some of the pleasure craft that make Oyster Bay a port of call. He intends to work through the yacht club and through friends who are acquainted with the local yachtsmen.

Sold Incandescent Lamps During Summer

The Radio Shop of Waterbury, Conn., decided that it was necessary to work in another "line" in order to keep the summer "wolf" from the door. The manager of the store canvassed the business section of the city and picked up enough electric incan-

descent lamp business to keep him going for some time. Replacements in the lamp business are always profitable and will prove to be excellent as an aid to the summer radio business.

Return Post Cards to Get "Leads"

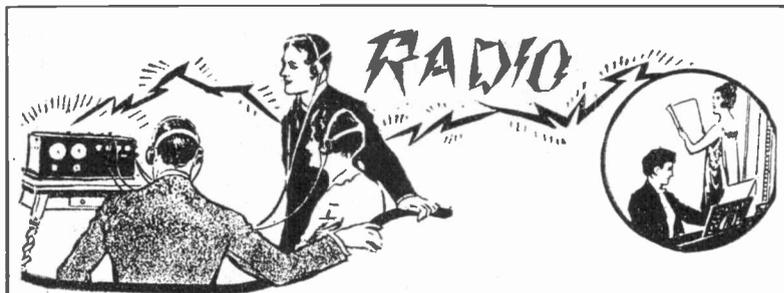
An Eastern dealer last summer had printed a number of postal cards with prepaid return-cards attached. These double cards were sent out to a selected list of doctors, lawyers and business men, and requested information on whether the recipient already had a radio set, and if not, what the most convenient time would be at which a demonstration could be arranged in the prospect's home.

The return post card brought many replies. Following up these, the dealer estimates that for every ten demonstrations he made in homes, at least six sales resulted. This dealer always makes it a point to have the prospect tune in the set himself, after the preliminary instructions have been given.

Builds "Special" Portable Sets to Customers' Orders

A Pelham, N. Y., dealer is doing a remarkable business in assembling and selling compact portable sets, designed especially for vacation and automobile use, to meet the particular requirements of the customer giving the order. These are mostly six-tube "supers," using dry cell tubes. Many purchasers seem to take a pride in having these "custom-built" sets constructed especially for their own use, like a tailor-made suit or a hand-cobbled pair of shoes.

This dealer uses the mails for solicitation, getting the names from the local telephone book, but picking out the most prosperous sections of the town. When visited by a *Radio Retailing* man he explained that he had on hand more orders than he can fill in the next three weeks.



Take A Radio Along On Your Vacation

When you're far away from the worry and scurry of the city—up in the woods or on a camping trip—how interesting is a Radio then!

Just a simple Set is all you need—one of those moderately priced ones—and you're in touch with the country.

Surely nothing will prove more interesting, more entertaining than one of these one or two tube Sets. Larger Sets, too, if you want one.

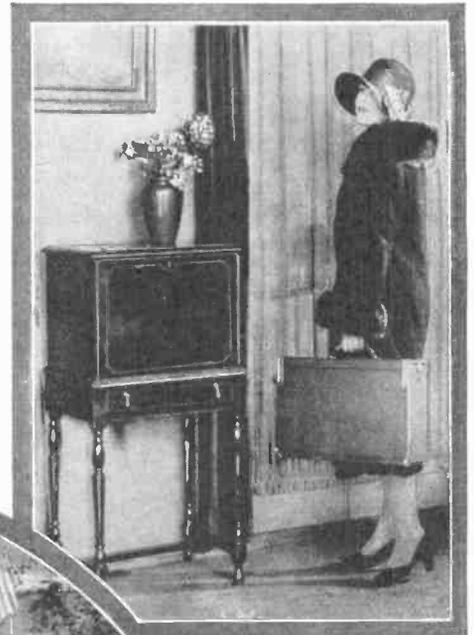
The Favorite City Electric Co.

W. Water Street

Summer advertising is a problem. Here is a newspaper ad which embodies some good summer selling points. In the accompany-

ing article you will find several more excellent ideas on what to say in your summer advertising.

Radio as an Outdoor Sport



This year more than ever before radio will be used in the out-of-doors. Due to improved receivers, high power broadcasting and superior programs, radio is becoming an all-year round recreation. Those who have summer homes, seaside bungalows or mountain lodges present unusually good prospects for a portable receiver.

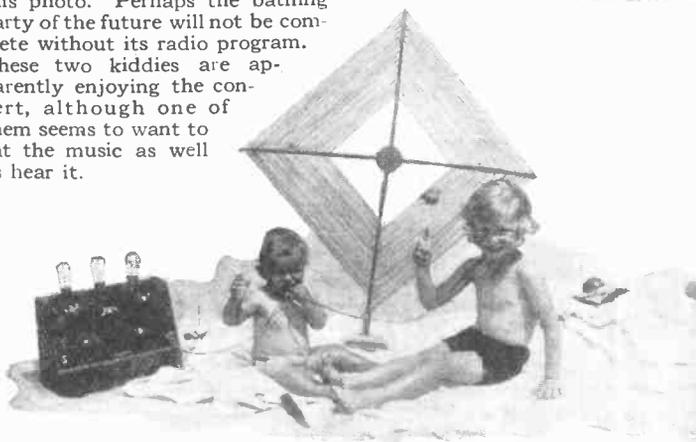
At right is a window display, which, providing your window is big enough, may be made at slight or no cost to you. The radio display you can make yourself and the camping equipment you can borrow from some other merchant in town, the only payment required usually being a sign in the window reading, "Camping equipment by courtesy of Co."

That radio reception at the beach is not an impossibility is shown by this photo. Perhaps the bathing party of the future will not be complete without its radio program. These two kiddies are apparently enjoying the concert, although one of them seems to want to eat the music as well as hear it.



"One for the outdoors as well as one for the indoors." Even if a prospect already has a stationary set in his home, sell him the idea of a portable one to take with him on his outdoor trips. No home is complete without two sets, one for the parlor and one for the automobile.

Last summer, the owner of a motorboat on Sheepshead Bay, New York City, fitted it up as a floating radio salesroom. He christened his boat, "Radio," mounted a loud speaker on top of the cabin and sold sets by giving concerts for other boat owners.



And Now "Radio Retailing" Is Getting Ready to Deliver

A Body Blow to Gyp Advertising

In Co-operation with the Vigilance Committee of Advertising Clubs of the World, "Radio Retailing" Is Helping Search Out Fraudulent Statements in Newspaper Ads—Approved Standards for Radio "Copy" Also Planned—How Readers Can Help

IN RADIO, as in most other lines of business, advertising is the means through which the dealer contacts with the potential buyer. The radio retailer must do business with the public in order to do business at all, and thus it follows that newspaper and other local advertising is not only an asset but virtually a necessity.

From a preliminary survey of the retail field, *Radio Retailing* believes that if retail radio advertising can be put on the right plane of truthful statement much of the trouble in the radio trade will disappear. Certainly there will be less distress from cut-throat competition, bootleg-tube sales, gyp merchandising, and other factors that help to encourage the frequent charges of lack of integrity and stability in the industry. Retailers will be able to sell their merchandise with greater assurance that customers will be satisfied. Returned goods, refunds, exchanges and the general complaints of disgruntled purchasers will become less prevalent.

To Outline Code of Standards for Radio Ads

The success met by the Better Business Bureau movement of the Associated Advertising Clubs of the World, in developing standards of advertising and merchandising for the use of specific industries, is evidence of the need for co-operative effort on the part of those engaged in a new business like radio.

Standards tend to clarify any complex situation. They afford a middle ground between the ultra-conservative advertiser and the man who throws caution to the winds and in-

dulges in exaggeration and deceptive statements. It is entirely possible to advertise merchandise truthfully and sell it honestly without bending too far backwards. Organized advertising has been practical enough to realize this and the success of what is popularly known as the Truth-in-Advertising movement is due in large part to the practical common sense attitude it has taken toward advertising and retailing practice.

Radio Retailing believes that one of the greatest services it can render its dealer readers is a proper conception of radio dealer advertising. If, in these pages retailers can be shown how to advertise merchandise truthfully and at the same time effectively, a great step forward will have been taken toward stabilizing the industry.

On its own initiative and in co-operation with the program being developed by the National Vigilance Committee of the Associated Advertising Clubs of the World, *Radio*

Retailing has undertaken a study of radio retail advertising and merchandising practices. This will not be done haphazardly but through carefully planned procedure and by men who are well-versed in radio methods and advertising ethics.

Dealer Ads Being Clipped and Studied

Already dealer advertising from all sections of the country is being clipped and classified by *Radio Retailing's* staff. On the basis of this advertising, shopping surveys will later be undertaken by local groups. The facts and figures thus obtained will be placed at the disposal of the National Vigilance Committee of the Associated Advertising Clubs, for study and investigation, in view of the experience of that organization in other lines of business. Conditions peculiar to radio, both in manufacturing and retailing, and from the

(Continued on page 456)

In Your Town—

Does Any Dealer Run Radio Ads That You Believe Are Deceptive?

Clip Them Out and Send Them In to "Radio Retailing"

with your comments and reasons why you suspect the claims made are fraudulent. Such ads and comments will be turned over at once to the Vigilance Committee of the Associated Advertising Clubs of the World, for follow-up

and investigation by the trained "shoppers" of their local Better Business Bureaus. Your own name will not appear. Send ads to Editors, "Radio Retailing," Tenth Avenue at Thirty-sixth Street, New York City.

The Lesson in Present Radio Conditions

We Have Committed the Farmer's Error—Over-Production Followed by "Dumping"—More Re-adjustments Coming—But the Future is Safe and Sure

By EARL E. WHITEHORNE

A GOOD many hundred men in the radio industry are worrying right now over the condition of business. They are wondering what is going to happen this year and in years to come. For a rather alarming condition has arisen.

Last year and in 1923 the month of February marked the peak of the manufacturers' season. The jobbers' peak came in March. The dealers' peak came in April. Business continued well into May and dropped off to almost nothing in June and lay quiet until September. But this year the bottom fell out of the market right after Christmas. Manufacturers were left long on stock and so were jobbers. This one and that began to cut prices and dump and the result has been chaotic. Now the question is—What caused it and how could the evil effect have been relieved or avoided? How can it be prevented in future? It is something that every radio man should get clear in his own mind against another season.

In a word, we are confronted with a brand new situation in the radio industry. Following three years of under-production, when no manufacturer could meet the demand for goods and every jobber was taking on additional lines and pyramiding orders, because no manufacturer could supply him with all the stock that he was clamoring for, we have run into a condition of extreme over-production. In spite of the fact that the public has bought in enormous quantities, we have found that there are too many radio manufacturers, too many radio jobbers, too many dealers and too many kinds of receiving sets looking for a market. And it has all come about in the same way and with the same result that we have seen for years in the agricultural field.

The farmer has also suffered from being an opportunist. If wheat or potato prices were conspicuously high one year, every farmer would say to himself, "I'll cash in on wheat—or potatoes—next season." Then without saying anything to his neighbor he quietly put in a larger acreage of this crop and so did everybody else—the result would be a tremendously increased production of wheat or potatoes next year and because of over-production the crop would bring a poor price. It has been just that way in the radio industry.

For every manufacturer and jobber and dealer who built, distributed or retailed radio in the seasons of 1922-23 and 1923-24 a lot of new manufacturers and jobbers and dealers came into the field in time for this season. General political and economic conditions throughout the country looked fine. Everybody felt

sure of a big demand. And the new manufacturers set up production schedules fashioned after the operations of successful established manufacturers of former years and every new jobber ordered on the scale at which some successful established jobber had operated the year before. And the new dealers, knowing the extent of the demand, went in with assurance and got ready to do the kind of business that they had seen other established dealers do in the past seasons.

The business was there all right. The public made enormous purchases—just about as much as the year before—but where there was one manufacturer and one jobber and one dealer in 1923-24 now there were several, everybody expecting a full share of business in the volume of former records. Naturally they did not get it. The established manufacturers, jobbers and dealers had to give up a lot of business to the newcomers. The newcomers discovered that for all its great volume the only way they could get into the business was to divide with the rest. And there were now so many fingers in the pie that it had to be spread out pretty thin—too thin to satisfy anybody's appetite or aspirations.

Then Came Dumping

This new condition became more and more apparent during the late fall, and when Christmas was over and everybody decided that something had to be done and started to tighten up his belt and play a little safe, and the aggregate influence of all this was to stop almost all buying from the jobber and from the manufacturers, except for pressing current needs. When buying stopped, naturally everybody began to worry about stock on hand and then the real trouble began, for many manu-

Here Is the Lesson—

Men of the radio industry must appreciate that they can not distribute and sell radio successfully, except by the methods they would use with any other line of merchandise. No one need be afraid of the radio business. But every radio man, no matter what his function, must realize that he cannot break economic laws and get away with it.

Every radio man must play fair with the men from whom he buys and those he sells to.

That means he cannot pyramid his orders in times of shortage and drive his supplier into over-production.

Nor can he dump his stock in times of over-production and drive his customers into bankruptcy.

These are two basic laws of business.

facturers seeking a quick liquidation of finished stock, by-passed their jobbers and sold quantities of material to chain and department stores at long discounts. These stocks of course were immediately advertised and sold to the public at cut prices which the regular radio retailer could not meet. This, of course, upset everybody's calculation and put a bad crimp in the radio business. Values were shot to pieces, and swollen stocks began to freeze up, with the summer off-season not far ahead.

Perhaps it was inevitable that there should be over-production in this great booming industry before the processes of stabilization could start. But a great mistake has been made in the dumping of sets upon the retail market at cut prices. If the manufacturer was long on stock and had to liquidate there was but one thing to do in fairness to his distributors and that was to reduce prices to his jobbers and rebate on the stock that they had on hand so that he could unload through the regular channels of distribution. The jobber in turn could unload on his dealers by letting them in on the reduced price and rebating them on stock on hand. At the same time, if this manufacturer had some jobbers who were long on stock and others who were not, equalizing shipments could have been made to shift around the stocks in jobbers' warehouses and cure the glut without more production. The jobber should do the same thing for his dealers. In this way, the new price would become a regular reduction for a short period of time. The goods would be moved

and the trade would not be left out on a limb with nothing to do but listen to the music of the saw.

But the purpose of this article is not to paint a scene of gloom or to wave the crape or rattle anybody's skeleton. Yet the situation lies heavy in the mind of every radio man right now, and some are over fearful because they do not clearly see the simple causes of it all.

Protection Essential

It is a good thing, therefore, to set it down in black and white and urge upon the individual radio dealer, jobber and manufacturer that the prevention of a recurrence of this kind of trade destruction lies in their own hands. They must appreciate that they cannot distribute and sell radio successfully except by the methods that would be used with any other line of merchandise.

Expediency and opportunism lead to inevitable disappointment. The only enduring sales plan is that which provides protection for the jobber, for the dealer and for the manufacturer. The good name of the product must be upheld and this can only be done when each man who helps to build the market and move the goods recognizes his responsibility for the mutual interests of the whole organization and plays the game.

The Future Sure

It is all subject to cure, this present trouble in the radio industry. For it has not been caused by any mysterious catastrophe. It is the product of irresponsible marketing practices

that got by in a period of boom but will not work when there is over-production.

The future of radio is as safe and sure as the future of any other industry that is founded on a universal demand for something that the public has adopted as a vital service. No man need be afraid of the radio business. But every radio man, no matter what his function, must realize that he cannot break economic laws and get away with it. He must play fair with the men from whom he buys and those he sells to—and that means that he can neither pyramid his orders in times of shortage and drive his supplier into over-production, nor can he dump his stock in times of over-production and drive his customers into bankruptcy. These are two basic laws of business, which the radio trade, also, must obey.

May Is Good Month for Retail Sales

May is the best month, from January to September, inclusive, for retail sales, according to figures of the Federal Reserve Bank of Boston, Mass. May retail sales show a slight advance over March and April, and are also higher than June.

Make it apply to radio by getting out and selling! Plan your summer sales campaign now. Start it this month and make up your mind to go out after the trade this summer—don't sit back and say the hot weather slump can't be overcome. There are scores of summer markets. Go after them.

Sunday, May 10th, Is Mother's Day— Has She a Radio?

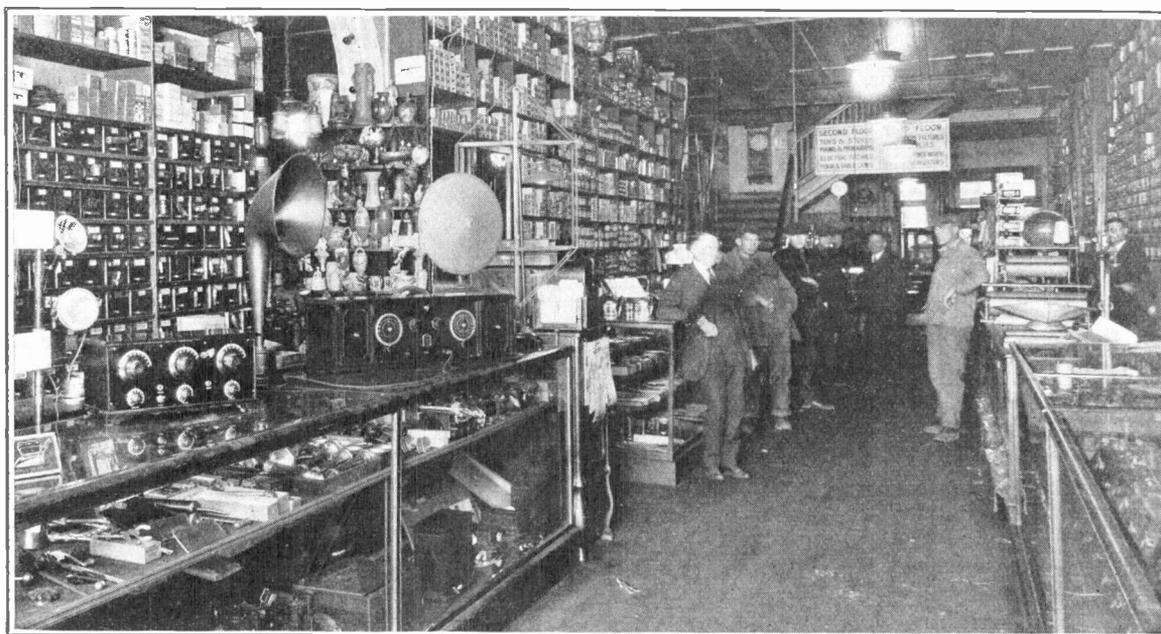
THE spirit of giving is the spirit of Mother's Day — Sunday, May 10. Have you suggested, in your advertising and window displays, that a radio set is an ideal gift for Mother on her day of days? That, everywhere in the United States, men and women will honor Mothers on that day?

"Mother's Day" is a nationally observed day. With the possible exception of the Fourth of July, there is no other one day, celebrated in a nationwide manner between today and Christmas, that so effectively lends

itself to exploitation. Get imbued with the spirit of "Mother's Day" as a day of gifts. Make it the Christmas day of early summer and spread the thought that "every Mother should have a radio receiver and Mother's Day is the time to give her one."

Tie-up with your local newspapers, churches and women's clubs to pay homage to Mother. If clubs or institutions are planning meetings or ceremonies that day, seek permission to make a radio demonstration. Tie-up with Mother's Day and spread the slogan — "Has She a Radio?"





How an Indiana Dealer Gets the Farmer Business

Direct-Mail and County Newspaper Advertising, Demonstrations at the Farm, Personal Canvassing and Adequate Service Facilities Are Paths to Success in Selling Radio to the Farmer

THE farm market is one of the big present-day selling realities of radio. To no class of home does radio offer more solid advantage than to the farm, and the farmer's realization of this fact is making business good for the radio dealer who goes after and serves the farmer market.

That is why the J. G. DePrez Company, Shelbyville, Indiana, a town of less than 10,000, sold last December sixty-three radio sets complete at \$100 and upward. Most of these went into farmers' homes.

The DePrez Company has been operating a general store in Shelbyville for forty-five years. The store is a farmers' headquarters, drawing customers from a radius of about twenty-five miles and supplying hardware, auto accessories, sporting goods, tinware and house furnishings, pianos, phonographs, toys, electrical farm light plants, fixtures and supplies. The radio department is only one year old but for 1924 this new department exceeded in sales every other department in the store.

This result indicates the farm

market is ready and waiting to be sold, but, to more than a ready market, this result is due to selling methods that reflect years of experience in supplying the farmers' needs.

Selling method is, perhaps, too definite a term, for in the DePrez store there is no evidence of a cut and dried system of going after and closing sales. There are few rules for the customer to bark his shins against. There is a general policy that governs all selling operations and this policy is to look at every transaction from the customer's standpoint whenever there might be a difference of opinion.

Farmer Wants Personal Attention and Service

It would be easy at this point to make a general statement that the farmer is more of an individualist than his city cousin. This may or may not be true but the farmer does demand a very close personal attention to his major purchases.

When he is buying a radio set the matter occupies an important place in his thinking. Before he actually

buys he wants to investigate a bit, he wants to be sure he is getting the very best possible equipment for his money. Perhaps he wants to trade in a phonograph or a piano. And when the set is bought and installed he is sometimes very exacting in the matter of service.

A sale which illustrates this customer psychology is described by W. H. Bennett, who manages the radio department in the DePrez store.

"An old gentleman, twenty miles from here," Mr. Bennett said, "bought a high priced set and traded a piano in on it. His set was installed about two weeks when I got the first call. He couldn't get anything but a very weak signal now and then. I told him I thought his batteries needed charging. No, he had the batteries charged. Well then, he must have had the connections reversed. No, he was sure the batteries were properly connected. I went out and sure enough the battery connections were reversed.

"In another few weeks I had a second call. He hadn't had any radio for several days and was very much

disappointed and discouraged. I went out again. A forty-mile drive, remember. This trouble was harder to locate, but I found that in plugging in his loud speaker he pulled on the cord instead of grasping the plug and had pulled a connection loose.

"After another interval I got a letter. He just couldn't get reception and, as he put it, his piano was gone and his money was gone and his radio set wouldn't work. This time when I went out I found that his wife had been cleaning up and detached the ground wire. This is not exactly a typical case as most of our customers call for little or no service. But the exceptional customer who wants a lot of service has to get it and does not expect to pay for it.

"This costs money but it pays. A policy of customer satisfaction has built this large business which, after forty-four years is still growing on a solid foundation. In such a community no other policy is possible. With a population to draw on of probably 10,000 families, customers must repeat with fair regularity to keep up sales, which run into several hundred thousand dollars yearly."

Sales Methods That Get the Farmer's Trade

One of the means that keep the store in regular contact with its customers is a monthly publication, "Dep's Pep," which is mailed to 3,800 homes within 20 miles of Shelbyville.

Printed on news stock this four-page newspaper is filled with personal notes and store advertising. The personal notes usually have to do with the purchase of one or more of DePrez' specialties. Radio comes in for a good deal of space and every month there are lists of the people who have recently bought radio sets. Such well known local people as a judge of the circuit court, a rural route mail carrier, the pastor of a church, who have installed radio, get a paragraph, and a half column will be filled with the names of the plain citizens who are also recent radio purchasers.

In such an essentially neighborly community this is about the best form of advertising. Everybody knows who these people are and it answers the question, "Who has one?" before it is asked.

In addition to this monthly mailing much space is used in the town and county newspapers.

The policy toward radio home

When the Farmer Buys a Radio Set:

He does not want to be rushed. High-pressure methods are a mistake.

He may want to try more than one set before he is satisfied.

He may want an amount of service that seems unreasonable, but on the average demands no more service than the city man.

He wants standard merchandise and favors the higher priced sets because he needs distance and reliability.

demonstration is a liberal one. The store sends out a set and puts up an aerial if necessary. The customer is given a demonstration and the set is left about a week usually. Longer, if reception conditions are not favorable. It is Mr. Bennett's idea that the customer should use the set at least two evenings when there is very good reception.

A high percentage of these demonstrations produces sales. When the customer is uncertain about purchasing at the moment there is no high pressure selling. The set is brought back to the store and frequently the customer makes up his mind later and comes in for it.

"It is our experience that a demonstration is always a good policy, even when followed by no immediate sale," said Mr. Bennett. "Five years ago we canvassed every house in the county on a home trial

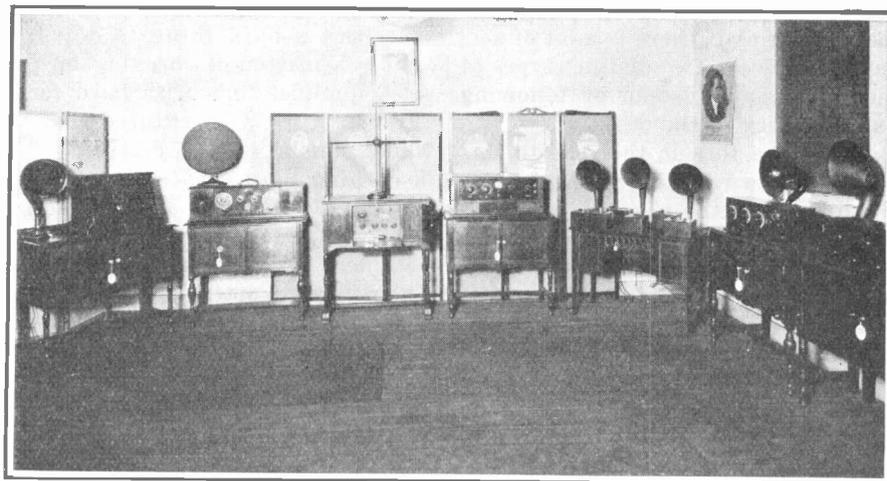
propositions for phonographs. We sold immediately two out of every five machines we put into the homes on trial. But we kept a check on the people we had failed to sell after the home trial and found that since then 90 per cent of them have bought phonographs from us. There may be many good reasons why the sale cannot be closed at once but a very big percentage will come back later and buy."

Farmer Wants Standard Radio Merchandise

Because of the time and expense involved in selling the farm market, Mr. Bennett believes that it does not pay to sell a set for less than \$100. The farmer's own preference is for equipment at the higher price ranges as he wants distance, reliability and standard products.

A desirable feature of the farmer business is that most farmers, when they have been well sold, are willing and able to pay cash. Only a small percentage of the DePrez radio business has been carried on the time payment basis.

Mail order competition is not a disturbing factor to the retailer who goes after the farm market, at least not to the DePrez company. Standard merchandise and service are buying advantages that the catalogue house does not offer. On the whole the farmer does not demand any more service from his radio supplier than the city man does. But some farm customers make exceptional service demands which the dealer must be ready and willing to meet. And in all cases he must be sold on the idea that the service will be there when he needs it as few farmers possess technical radio knowledge.



This is the radio set department on the second floor. Here, out of the way of store crowds, the customer can make his first acquaintance with radio reception. The

large percentage of sales, are, however, made after demonstration in the customer's home. Sets are often taken 25 miles for a farm demonstration.

This Business of Ours

¶ *Stores for Service, and Stores for Price*

¶ *Portable Sets for Summer Selling*

¶ *Why We Need Not More, but Fewer and Better Broadcasting Stations*

Inaugurating a monthly department of retail radio comment

By J. ANDREW WHITE

BERT WILLIAMS had a characteristic song with a refrain that ran: "It's over, brother; it's...all...over"—and not only the words, but his lugubrious droning of that one phrase is running through my mind as thoughts turn to the all-absorbing question of the "end of the radio season" and the coming of the Summer Slump.

All over. Business dead, already. Cheerless Charlies have been telling me that for weeks.

And I don't believe it, somehow.

We are still doing business in the stores with which I am associated; people are coming in and buying; and not because of slashed prices, either.

Understand—business is not so good that we are excited about it; but it is a long way from being dead. At no time has it ever been dead; and I think I know, pretty well, the reason why.

THE weakness I find in most retail stores is lack of a policy. It looks to me as if there is a lot of seesawing between two distinct types of merchandising, instead of following one set policy or the other.

There is a fork in the road to success in radio retailing; one path or the other must be selected.

Taking stores by types—there is one class which stakes everything on price, which attracts customers by selling at a figure lower than list, or standard levels. And that is a policy; a well-established one; some notable successes have been built up along this line. Properly run cut-rate stores have their place in the scheme of things. I am not ready to condemn them; to say they are all wrong; or that they will ruin my business and yours.

The reason that I feel this way about it, is that policy paths lie far apart.

The other type of store should not concern itself with the bargain hunter. Nothing would be nicer than to be able to sell everybody. But it can't be done. That's positive.

Looking at it practically—the particular stores which furnish me with bread and butter, and occasionally a little cake, make their appeal solely to the very large section of the populace which buys carefully but is not (first, last and wholly!) determined upon securing radio bargains. This type of store has to be run differently, and—to paraphrase Kipling—that is another policy.

A STORE which has neither one policy or the other, will be out of luck this summer.

It seems that if all retailers would get straightened out on that one question, there would be fewer panicky people and the industry would be helped a lot.

It isn't a hard thing to do; it is simply a matter of checking up personal qualifications with hard facts:

First, it must be realized that the whole foundation of a cut-rate policy is nothing more or less than opportunism. Its basis of success is quick turnover at small profits, and sales (without service) in large volume. The policy keynote is intensive alertness and aggressive salesmanship, close buying, and plunging when the price is right. Success largely rests upon having plenty of ready cash and the sporting instinct. Incidentally, that illusive something known as a seventh sense about merchandise is far more important than an exact and comprehensive knowledge of radio.

Now, the fellow who is going to run the other kind of store—what a jam he is sure to get into if he doesn't know radio! Almost every day I run into merchants who haven't given the slightest consideration to what should be the most obvious thing in radio retailing—that the store which makes no attempt to compete on a price basis, has only two things with which to attract trade—reliability and service. Reliability, of course, means nothing more or less than standing back of everything it sells; so there isn't much to be said about that. But "service" (overworked word!) that has to be something very real.

NOW to give service worthy of the name, the proprietor or somebody around the place must have exact and practical technical knowledge. Installing the set in the customer's home doesn't constitute service; it must accomplish all the buyer expects or be taken back, either for replacement or refund. And with no red tape in either case. Accurate and prompt technical advice and information also must cheerfully be given at any time without charge, and maintenance and repairs accomplished with dispatch at nominal figures. That is what holds the customer; brings him back to you when the fellow across the street has you beaten a mile on prices.

If service means anything, it is that your customer is always right, and that his trouble is your trouble.

If you are organized so that people who trade with you get a lot of pleasure from broadcast reception, and a minimum of grief, they will stick to you the year round. There will be a falling off in sales in the summer months, but business won't go al-

together as flat as the usual pancake.

One of the things we have done for stabilization is the institution of a service-club plan. The customer pays ten dollars a year, for which he can have all the advice he wants and service at his home at any time it is asked for, but automatically anyhow, inspection of his set once a month. This keeps us in touch with our trade twelve months in the year. And it sells batteries and chargers and all kinds of accessories that might be bought somewhere else.

Things like this insure a steady if moderate income in the warm months, and the rest of the trick is cutting overhead in accordance with lessened volume of sales. Trimming sail for the slack season is largely a matter of bookkeeping and balancing expense against income.

The remaining question—what are we going to do about sales of sets this summer? Well, I think we will be able to sell portables. The very fact that they virtually were a flop last year inclines me to believe that they will go over well this summer. Radio has been like that; a succession of complete reversals in public taste. Maybe it's based on nothing but a hunch; but portables look good to me for the coming summer season.

AND, in the matter of questions, there is the one of "who is to pay for broadcasting?" An interesting topic this one; but sort of academic just now. Plenty of people are willing to pay. Something like 554 stations are operating . . . so that's the answer.

It looks as if the wrong bridge has been selected for premature crossing.

Isn't the vital thing: who is to be permitted to broadcast?

Anyone can get a license now; that is why we have about five times too many stations. Everyone free and equal is a fundamental American idea; fine in principle; but in this instance capable of an interpretation more liberal than wise.

There is a difference between willingness, and ability, to entertain the public.

All of us, many times, have dialed-in stations and caught stuff labeled "entertainment" that we verniered out in a hurry. Now I don't mean things which hit our personal prejudices or preferences; I'm referring to the impossible balderdash that some broadcasters emit occasionally as stop-gaps, and others pass out as a regular thing.

Isn't it true that in every community there is at least one station that the majority of listeners wish would close down?

And, from the other angle, equally true that in the matter of leadership, a few stations are way out in front?

If we are to be frank about it, here is the situation:

In congested metropolitan areas, three or four stations are overwhelming favorites. The rest are merely cussed at, for overlapping interference.

The listeners in rural districts have their favorites too; and carrier-wave whistles take away a lot of the enjoyment of pulling them in.

As for the DX hounds! Static is bad enough and we can't do much about that, yet, but hetrodyning and the multiplicity of carriers has just about ruined things.

Too many stations hurt radio sales. I feel certain of that.

NOW my business, like yours, is to make money out of radio. Receiving equipment in every home—that's the target we are all shooting at. To

me, the program is the thing! And here is how I know it:

I meet at least ten thousand people in the course of a year, all interested, or willing to be, in radio; and I shake hands with them individually and chat with them personally. It gives me a very definite idea of what they want, and what they don't.

They have their kicks. Also their enthusiasms. And the ring of the cash register and the totals on the daily sales sheet record these with amazing accuracy.

I am given to consulting a "daily average" sales graph and I find it tells a consistent story. Excepting only the holiday season, it shows that every peak reached has preceded the public announcement of something of special and general interest which is to be broadcast. Also, that when these high spots come, sales are better the next day, and for several days following.

Special sales; new models; exhibitions—all these established precepts of merchandising—are sales stimulants of varying value. The special broadcast event, on the other hand,

Major White—Radio Retailer, Broadcaster and Editor



J. Andrew White—pioneer radio editor, broadcasting consultant of RCA Stations WJZ and WJY, and vice-president in charge of merchandising of the Haynes-Griffin Radio Service, with retail stores in New York City and Chicago—with this issue becomes contributing editor of "Radio Retailing."
Major White has devoted fourteen years exclusively to radio, and is in the very center of the trade and broadcasting situations. Primarily, he is now a retailer. As vice-president of the Haynes-Griffin stores he is actively engaged in putting over one of the notable successes in the field to which this magazine is dedicated. He was one of the originators of practi-

cal broadcasting, and is still among the foremost today, in direction and participation, in the air entertainment which is the life-blood of our business. Major White's broadcasting of famous fights, world series baseball and of the National Democratic Convention last summer, has made his voice well known to millions. As an editor, he started the first exclusively radio magazine in America, establishing through years of publishing, the sincerity of his very definite ideas and ideals about radio. His department, "This Business of Ours," which will appear each month, should prove to be a most interesting feature of "Radio Retailing."



"A Radio Set for Every June Bride"—The Distinctive 1925 Wedding Gift

HERE is a slogan that lends itself to exceptional exploitation. One-sixth of all the weddings solemnized in the United States every year—and there are almost a million and a quarter—take place in June. There's a tip. 'Nuf sed. Go to it. Look over the newspapers for announcements of com-

ing weddings and keep a file of them. What prospective bridegroom or proud Papa, approached in the right way, could possibly refuse to buy fiancée or daughter a radio set? And then there are the bride's family and the bridegroom's family or friends to approach with the idea of a "group gift."

Did it ever occur to you that the only new thing in "gifts for newly weds," within a generation, is a radio? That a radio set is the one new article that has taken its place as a wedding present of the first order, since wedding presents were standardized twenty or twenty-five years ago.

is unfailing. That is my personal experience; and every radio retailer I talk to, says the same.

SO I have come to the conclusion that we are all united in the thought that, after all, it is the programs that sell the sets.

Humdrum, routine broadcasting hasn't the slightest appeal any more. I remember how different it was in the early days; how we used to make a wisecrack introduction to the playing of a phonograph record or a mechanical piano selection, and the listeners thought it was great. It was new; they were picking sound out of the air; and that was fascination enough. But things have changed. The "romance of radio" exists only as a musty phrase. Broadcasting is institutional in the home. Scarcely a passing thought is given to radio as a scientific wonder; the question invariably put to the salesman is: "What can we hear on the set?"

There is the pulse-beat of our business—what are they going to hear!

We have to cater to those who want distance; also those who are satisfied with the locals; and those who want both. This we can do, after a fashion; but we are up against it, already, in giving assurances that both far and nearby stations can be heard clearly through the squeals and whistles.

Our situation sizes up, then, that fewer stations and better programs mean more sales. That's worth while for all of us to be thinking about and working for.

A Letter to Send to Your Prospect List

Many radio dealers would like to use letters to customers in order to build good-will and promote sales, but often feel that they do not know how to write good letters of the attention-getting kind. The following was drafted by Walter W. Jenkins, Fort Wayne, Ind., for a small-town radio dealer and seems to embody exactly the needs of the average radio dealer.

Dear Mr. Brown:

There's a host of treats in store for you and all the folks!

If you could take a couple of friends or relatives to hear the marvelously beautiful music of the finest orchestra in North America this evening, and it should cost you only a dollar or two, you'd think you were getting off mighty light, wouldn't you?

Yet a radio is a magic-box that will whisk the finest talent of the land to your family circle every evening, for everyone in the home to enjoy—without any "dressing up" for the occasion, without any "digging up" for the program!

You simply turn the dial to enjoy rollicking fox-trots that put a jiggle in the feet, or divine symphonies that soothe the soul; songs that gladden and lectures that elevate; the sport returns play-by-play and the thrilling news from everywhere. That, and much more, is always in the air for you and your loved ones.

You don't want to miss radio's good things any longer. Install a radio now as a gift to all the family, a wonderful gift which will last over many years.

I can install a set at a surprisingly low cost—and on small monthly payments, too, if you wish! Come in as soon as you can—day or evening—to

talk "radio" with us or let us demonstrate an outfit for you. No obligation whatever.

Yours for happy radio-evenings,
BLANKVILLE RADIO SHOP,
J. Smith, Prop.

Telephone 326

Dealers Co-Operate in School Demonstrations

Radio dealers in Kenton, Ohio, recently combined in a publicity stunt to reach those who make up the bulk of the prospective buyers—the students in the schools—when they installed receiving sets in every school in the city for a period of a week. The sets were placed in the auditoriums of the buildings and demonstrations given twice each day. Experts were on hand to answer any questions of the students concerning radio.

Scrapbooks Sell Radio

Scrapbooks make good assistant salesmen, according to an Elgin, Ill., dealer who keeps several of them on his counter. They are filled with the cream of information clipped from radio, electrical and national magazines concerning the material he stocks.

Items from newspapers are included, and of course, much of the matter consists of advertisements. These answer many questions the customers would otherwise ask the salesman, saving time. In addition people read about sets and accessories they are considering.

Phonograph Owners Are Good Radio Prospects

Georgia Music Dealer Makes Biggest Radio Appeal to Those Who Have Purchased Phonographs—Specializes on Phono-Radio Combinations and Takes Old Phonographs as Trade-ins

“EVERY phonograph owner is a radio prospect,” they say at the music house of Bame’s, Inc., Atlanta, Georgia. They have built up an extensive radio business by re-selling to their phonograph customers.

The best seller is the combination phonograph and radio receiver, in a handsome case. Nearly all sales are made to owners of less expensive phonographs by trading in the phonographs as part payment on the new and higher priced sets. They allow the phonograph owner a reasonable price for his old instrument, which is based on the re-sale value of the instrument, and it is disposed of through various channels as second hand goods.

Most of the sales are made on the club plan, whereby a buyer pays one third cash and the balance in monthly installments spread over a period of six or eight months. There are no hard and fast rules as to terms, the amount of the first payment and the monthly payments being varied in many cases where the customer is known to be financially responsible. In the case of the combination radio and phonograph sets, the amount allowed for the old phonograph in many cases represents the first payment.

Prospects Reached Through Direct-Mail Advertising

Most prospects are reached through letters sent to people who have previously bought phonographs from them. These letters suggest the desirability of having radio as well as the phonograph in the home, and call attention to the popular combination set. The letters suggest that in case the customer does not wish to keep the old phonograph after buying the combination set, it will be taken in at a liberal allowance on the price of the combination set.

Radio will be pushed throughout the coming summer just as it has

Direct-by-Mail

advertising, stressing the pleasures that may be had from a radio set are sent to its phonograph customers by Bame’s, Inc., of Atlanta, Ga.

The old machines are taken as trade-ins and disposed of through second-hand channels. Summer sales are built up by featuring the phonoradio combination.

been through the winter, particular attention being given to the combination sets, Mr. Bame states. It will be pointed out that the phonograph will be available whenever static interferes with the radio.

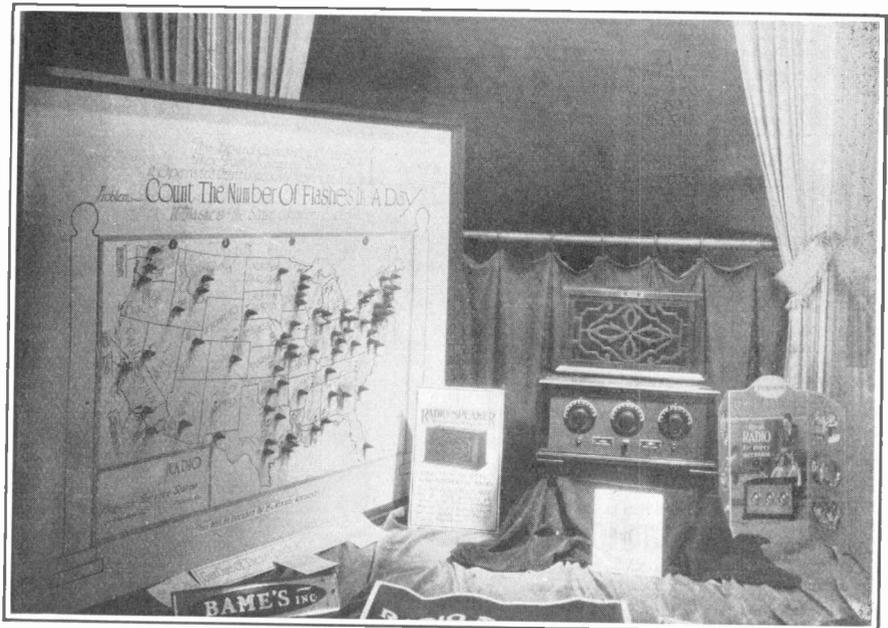
Nearly all sales are made on home demonstrations. As a rule, loop aerials are used. It is the policy of the store that a person’s financial responsibility must be known to be

good before a home demonstration is arranged for. Most sales are made on the club plan and home demonstrations call for a lot of valuable time, hence it is very desirable that no time be wasted in trying to sell a man a set if his standing is not of the best.

Straight radio sets were added to the stock only a few weeks before Christmas, but within three months sales had grown to the point where they represented ten per cent of the business done by the store, which, up to the time radio was added, was an exclusive phonograph house.

Bame’s store is located on the busy side of Peachtree Street, in the heart of the theater, shopping and hotel district. Full advantage is taken of the window display opportunities, making them among the most striking and best lighted in the street.

Newspaper advertising is used in large volume. It has been found that best results come from advertising used in the Friday papers.



Manufacturers' displays are effectively used in this window of Bame's, Inc., Atlanta, Ga. The map at the left is a guessing contest, also a manufacturer's "dealer

help" idea. There are 100 bulbs, flashing at intervals, and the contestant guesses how many total flashes are made in the course of a day.

A Way to "Clean Up" Radio Reception

BULLETIN No. 1

Interference Elimination Campaign

Periodic Interference

Information is desired concerning electrical disturbances that start and stop at a certain definite time.

Several complaints have been received concerning this type of disturbance, but owing to lack of definite information we have been unable to trace it to its source.

Give us the exact starting and stopping time and also description of the noise itself.

If you have a log type receiver give us direction from which noise seems to come.

Mail all information to

Niagara Radio Stores, Inc.

310 Niagara Street

Niagara Falls, N. Y.

DR. J. W. LENT
1961 LOCKPORT STREET
NIAGARA FALLS, N. Y.

Feb. 15, 1925.

Niagara Radio Stores,
City.

Dear Sir:

I dropped a line to your store last Thursday concerning a 25 cycle buzz and thought that perhaps a more full report would be of interest. This 25 C. buzz commenced last Monday evening, Feb. 9, at 10:30 and has continued night and day ever since. At the present moment of writing, 10:00 P.M. Sunday, it shows no signs of letting up. I thought it might be a defective socket or something in our own house— so pulled the switch thus shutting off current from outside - and listened in and the buzz still goes merrily on.

Evidently it is a power leak, or defective transformer on some of the outside service lines. I have interviewed some of the neighbors with sets and they report the same thing.

This noise totally ruins reception - as far as listening in is concerned, nothing doing.

If there is anything I can do to cooperate in locating the trouble, I'm sure there even to paying for a man's time to get rid of it.

The radio set just now is in the discard because the buzz makes reception impossible.

Thanking you,

Yours truly,

J. W. Lent

P.S. Thought I'd delay mailing this for another day to see if any improvement - no, it's still going.

J. W. L.

BULLETIN No. 2

Attention Radio Fans!

Prizes Now Offered on Radio Interference.

- No. 1 \$5.00 prize for suggestion leading to eliminating the interference. \$10.00 prize for eliminating interference. Location, near Sixth Street and Jefferson Avenue. Trouble, vicious disturbance of intermittent character. Causes steady hum or buzz. Lasts for various lengths of time. This disturbance started about the middle of December and occurs practically all day, evening and on Sundays. Interference is so bad as to render loud speaker operation impossible.
- No. 2 \$2.50 prize for suggestion leading to eliminating the interference. \$5.00 prize for eliminating interference. Location, Lockport Street near Michigan Avenue. Trouble, interference seems to be caused by battery chargers and other electrical appliances in this neighborhood.
- No. 3 \$2.50 prize for suggestion leading to eliminating the interference. \$5.00 prize for eliminating interference. Location, Spruce Avenue near the Armory. Trouble, interference resembles 25 cycle hum, is constant and at times is across all dials and cannot be tuned-out.
- No. 4 \$2.50 prize for suggestion leading to eliminating the interference. \$5.00 prize for eliminating interference. Location, Third Street corner of Ferry Avenue. Trouble, interference seems to be from electric motors.

A special prize of \$2.00 is offered for the locating of any one of the above interferences.

All prizes are good for 10 days from date of this notice and prizes are payable in any merchandise at any of our stores. Do not phone complaints—write a letter.

We have received over 100 complaints on Regenerative Sets where the operators do not properly tune-in, causing squeals and howls and the Radio Fan should know that when his set is oscillating to this point he, himself, cannot receive any broadcasting and it is much better to have his rheostats turned down just below the point of oscillation.

Niagara Radio Stores, Inc.

310 Niagara St.
Open Evenings

Niagara Falls, N. Y.
Phone 623

MAIL INTERFERENCE COMPLAINTS

1961 Lockport St.
Niagara Falls, N. Y.

Dear Sir

I wrote you a letter on the 17th inst, telling you of a 25 cycle buzz that had been going on for a week in this neighborhood. Wednesday it stopped and so far it has not returned. It surely is a relief when you listen in.

Thank you Very truly,
J. W. Lent

These newspaper ads, announcing a contest offering cash prizes to the radio fans who locate sources of radio interference and suggest ways to get rid of them,

caused a furore in the city where it was done and placed the store back of the idea in an enviable position in the minds of radio fans. Scores of letters similar to the

one reproduced above, were received and it was not long before the reception had been improved a hundred per cent, along with the store's radio business.



Dealer Leads Campaign Against Radio Interference

Contest to Discover Sources of Noises in Local Sets Gets Phenomenal Results for Niagara Falls Retailer

A CAMPAIGN to eliminate interference with radio concerts in an entire city is one of the most progressive steps to be undertaken since the wholesale establishment of broadcast stations, but one which is meeting with surprising success in Niagara Falls, N. Y., under the leadership of the Niagara Radio Stores, Inc., whose guiding spirit is Albert Messersmith of that city. Radio dealers all over the country are naturally interested in the effects of such a campaign; its influence on retail trade, what response is received from the public, and what methods are employed in carrying out the idea.

Convinced that by proper co-operation between the radio fans themselves and the electric service and power distributing organizations in the city, the disturbances might be ended, Messersmith determined to launch an aggressive campaign to this end. There appeared simultaneously in the local press, the Niagara Falls *Gazette*, an advertisement calling the attention of radio owners to the intention of the man-

agement, and a news story dealing at greater length with the method by which those intentions would be carried out.

Offer Prizes for Location of Interference Sources

It was announced on that first evening that the Niagara Radio Store was launching a campaign to remove all obstacles from the path of complete enjoyment of radio concerts. That the complete co-operation of local fans was necessary for success was pointed out and greatly emphasized. It was told that prizes would be offered for suggested means of eliminating disturbances complained of during the campaign, and pointed out that prizes up to \$25 would be awarded for locating sources of interference, other prizes for suggesting means for its elimination, and still higher prices for its actual obliteration.

From the very start, the idea met with an active response from the radio public. Follow-up bulletins appeared daily in the local paper, giving the approximate location of

various disturbances complained of by the fans, an estimate of what its source might be, and stating the prizes to be awarded for its exact location, or for suggestions pertaining to the actual elimination of the sound. In many cases, the complainants themselves offered to pay the prize for its elimination, and insisted upon doing so when success had been attained.

In cases where the interference was caused by a transformer of the electric service company, the defect was speedily repaired through the co-operation of the officials of the company. The Niagara Falls Power Company, supplying electric power to the industrial plants in the city, were of further assistance in eliminating disturbances once they had been located by the fans. Even trouble due to tickers of the Postal Telegraph Company had been traced to its source, and a group of service men sent to overcome the difficulty.

In one case it was found that the leakage came about from a broken connection somewhere and in taking it up with the public electric service

company, they were asked if they operated the street lamps in that neighborhood by automatic clock switches and if so that they might have a defective switch.

They reported very promptly and found a broken spring and if this had continued it would have cost them considerable as they would have had to replace the entire switch. This practically eliminated all trouble in this neighborhood.

Street Car Interference Also Cleared Up

When radio owners complained of passing street cars interfering with their reception, instances were called to the attention of the city manager where imperfect bonding of rails belonging to traction companies had caused electrolysis in nearby municipal water mains at an ultimate cost to the city of thousands of dollars in repairs. The city manager ordered an investigation by the city department of engineers, which will undoubtedly result in the removal of this source of interference.

Many other remarkable cases of successful elimination of annoying noises are on the records of the store, reflecting praise for the sponsor of the movement, increased business for his store and a greater public interest in radio. Not only did the campaign result in greatly in-

creased trade for the Niagara Radio Stores, but it brought them sharply to the attention of every radio fan in the city.

The campaign has had a direct effect upon retail trade. The reason requires no explanation when it is recalled that there is hardly a neighborhood in which there is not located one radio set at least. The prospective fan first listens in on his neighbor's set, and determines not to invest until the weird howling peculiar to that locality has been eliminated. And to the complainant himself, the Niagara Radio Store has become a friend for life. The extent to which they appreciate the efforts of the management to improve the reception of their sets is apparent from the vein of the many letters received by the store, one of which is reproduced on another page.

"Free-Crystal-Set" Plan for Selling People on Better Radio Sets

By JOHN T. BARTLETT

Once convince the tyro that a radio set is just as essential and desirable, in the well-appointed home, as a piano, or phonograph, as well as cheaper, and he will not rest until

he has one. A Denver plan using crystal sets, in two weeks got 2,000 homes to "sampling radio." The radio departments of Daniels & Fishers, Knight-Campbell's, and The Thor Shop participated.

It started with a bank. When KOA began broadcasting a daily program, officials of the Denver National Bank, who were enthusiastic radio fans, conceived the idea of promoting their business by means of radio.

They worked up a co-operative plan with the three local radio retailers—one an electrical shop, one a department store, and one a music store.

Organized "The Denver National Thrift Club"

The "Denver National Thrift Club" was organized, and to each member, who was required to open a five-dollar savings account with the bank, or in event of his having already an account, to increase it by five dollars, a coupon was given. This, when presented to either of the radio dealers named, entitled the bearer to a crystal receiving set free, provided he purchased phones, aerial and other essentials at a cost of \$3.50 up.

The set which retailed at \$1.75, was given free by the dealer, but just about enough profit was made from the other equipment that the customer was required to buy, to cover expenses. Thus, the "Bug" is loosed in another home, without present profit, it is true, but likewise without expense, and the dealers interested in the plan insist that the "comeback" is already found to be very satisfactory.

The new "fan" is not expected to long remain satisfied with listening to the local programs on his crystal set, but will, shortly, want a more elaborate receiving apparatus, by which he can get distant stations. And what is more natural, they say, than for him to return to the same dealer for the new receiver? He has lost nothing in the first transaction, for the receiver was free, and the other accessories may be used as well with the large one. Mr. Mason, of Daniels & Fisher, reports that several large orders have already been filled, that are directly traceable to the coupon stunt.

The bank advertised the plan with page and other advertisements. It put on special talks at KOA, tying in, and was, like the radio dealers well satisfied with results.

A Novel Method of Dealer Advertising



The old-time "country store" which has long been popular in theaters in the smaller communities is being used to advertise radio. The Browning Brothers Company, Zenith distributors in Utah and Denver, recently co-operated with "Fat Sander's Country Store," a popular Middle West

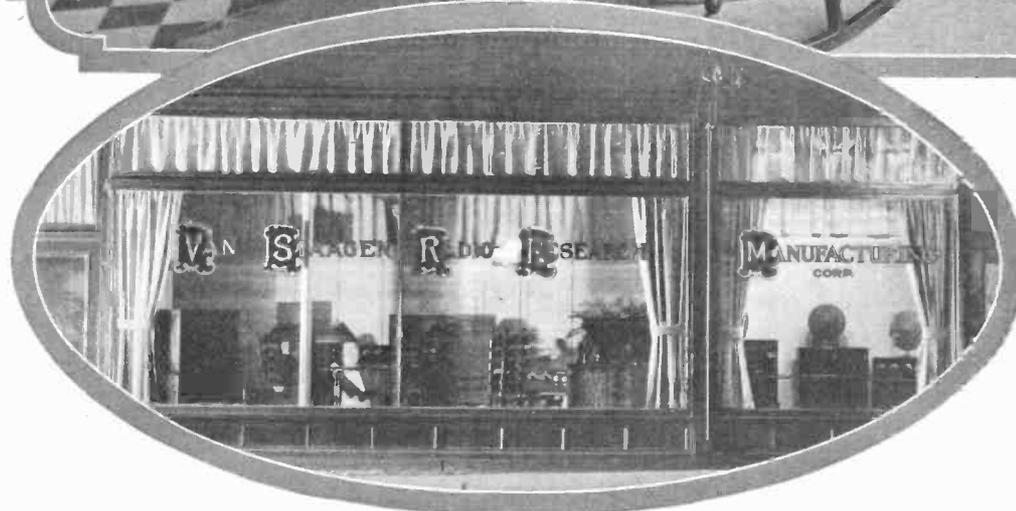
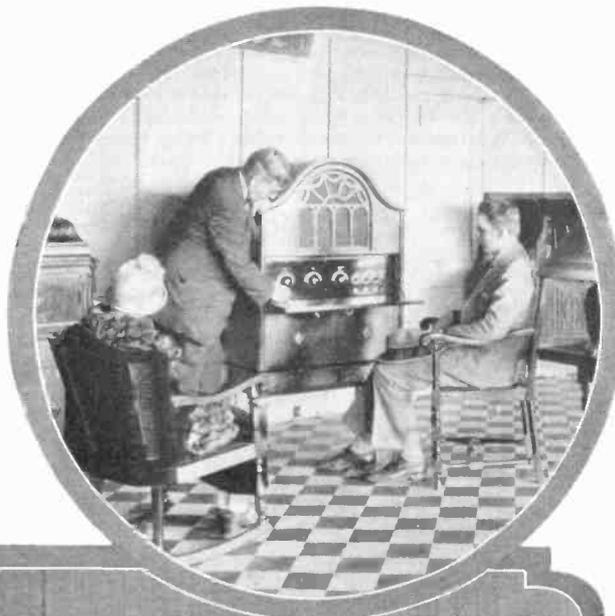
vaudeville act, by loaning a radio display for the act. In return for the advertising received, the dealer gives away an inexpensive set, which, in turn, is given to the lucky theater patron. It gives the radio dealer an opportunity to make an effective display before a large number of people.

"Merchandise Well Displayed Is Half Sold"

Radio Seems to Be Following the Automobile in the Matter of Attractive Display Rooms

That tastefully appointed radio showrooms work out successfully in the smaller towns as well as in the large centers of population is demonstrated by the Van Staagen Radio Corporation of New Rochelle, N. Y., a city of 40,000. H. H. Van Staagen, president, took an ex-auto showroom and converted it into a radio display studio and laboratory.

The studio presents a bright and cheery atmosphere and is equipped in such a way as to attract a well-to-do clientele. Period furniture is used, and a pot of ferns or palms here and there adds to its effectiveness. Folding chairs and smoking stands are also provided so that patrons may listen to a concert in comfort. Mr. Van Staagen is shown demonstrating a console receiver.



Van Staagen's entire store interior is also his window display. There was no background to the automobile display windows, and when Van Staagen went in, he turned it to his own advantage by making his store interior so attractive that any other window display was unnecessary. Amber lights are used exclusively, and in the evening, as the whole interior is visible from the street, Van Staagen's stands out from all the other stores on the block. Curtains, framing the window, aid in making the studio distinctive, as does a large electric sign mounted on the roof of the one-story building.

"Radio Retailing's" Complete Specifications of

LISTINGS of radio products, with the name and address of the manufacturer, together with complete information concerning each product is a monthly feature of *Radio Retailing*. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is *Radio Retailing's* desire to make these lists a complete, representative

directory of radio products, so that, by keeping and filing the lists each month, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representation in these lists, which will be revised, brought up-to-date and published in rotation.

For Radio Sets—See February Issue, Pages 154-159

For Loud Speakers, Earphones and Phonograph Units—See March Issue, Pages 252-255

For Batteries, Chargers, Eliminators and Power Units—See April Issue, Pages 360-365

For Makers of Assembled Kits—See the Next—the July—Issue

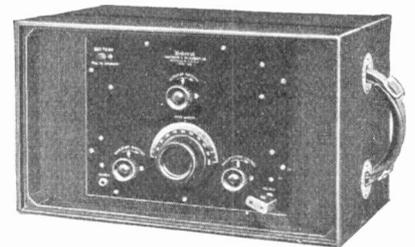
Portable Radio Receivers



Crosley Radio Corporation, \$25

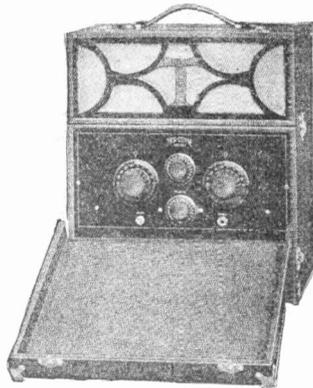


Westburr No. 6 Super, \$165

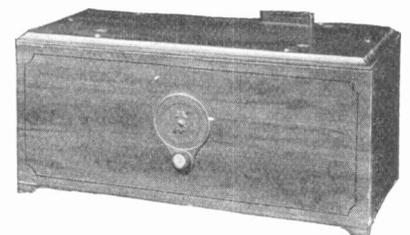
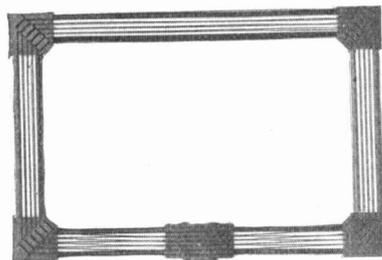


Federal Telephone and Telegraph Company, \$140

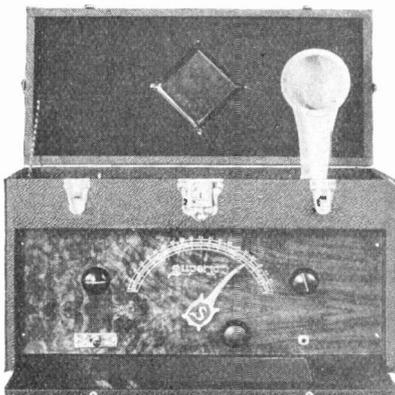
For complete specifications of these new portable sets, see listings on opposite page



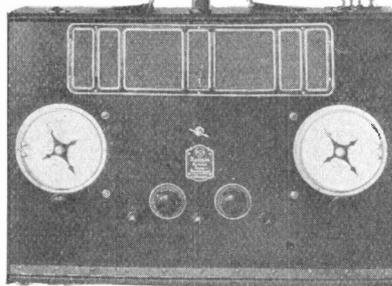
Yale Radio Electric Company, \$85



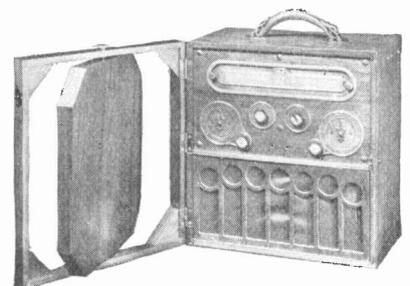
Home Battery Box for Set Shown Below



Electrical Research and Manufacturing Company, \$125



Radio Corporation of America, \$195



Radio Corporation Portable with Home Battery Box (above). Complete, \$225

Portable Radio Receivers and Loop Antennas

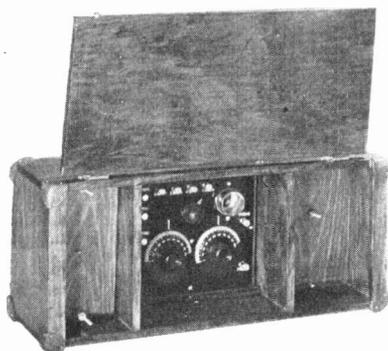
Portable Radio Receivers

Manufacturer's Name and Address	List Price	Extra Accessories	Overall Dimensions	Weight Complete, Lb.	Number of Tubes	Dry Cell or Storage Battery	Enclosed Loop or Outside Antenna	Loud Speaker Built-in or Separate	See X	Number of Tuning Dials	Kind of Case
American Apparatus Co., Richmond, Ind. "Amaco CNW-6"	\$20.00	Tube, batteries, phones, aerial	6x8x7	12	1	Either	Outdoor	Phone	No	1	Walnut
Armley Radio Corp., N. Y. C. "Karr Yadio"	75.00	Loop, horn Cable	18½x14½x5½	28	6	Dry cell	Loop or antenna	Collapsible	Yes	3	Black fabrikoid
Crosley Radio Corp., Colerain St., Cincinnati, Ohio	16.00 23.50 35.00	None None None				Either Either Either	Antenna Antenna Antenna	Separate Separate Separate	Yes Yes Yes		Leather Leather Leather
Echophone Radio Corp., Chicago, Ill.	65.00	Loudspeaker	9x12x17	30	3	Dry cell	Aerial	Built-in	Yes	2	Du Pont leather
Elec. Research & Mfg. Co., "Superorflex" Waterloo, Iowa	125.00	Aerial	24x12½x9½	31	3	Either	Short antenna	Built-in	Yes	1	Leather
Federal Tel. & Tel. Co., Buffalo, N. Y.	140.00	Phones Adapters		35	4	Either	Antenna	Separate	Yes	1	Mahogany
J. B. Ferguson, 80 Beaver St., N. Y. C.	120.00	None	13½x14x5½	18	4	Dry cell	Antenna	Separate	A & B Batt.	2	Black leatherette
Gled Radio Co., Phila., Pa.	150.00	Complete			6	Dry cell	Loop	Built-in	Yes	1	Leather
Hamilton Radio Inc., N. Y. C. "B-A B-E"	125.00		19x11½x15	26	6	Dry cell	Needs none	Built-in	Yes	1	Leather composition
Colin B. Kennedy Corp., St. Louis, Mo. "Royalty of Radio"	75.00	None	14½x8x13½	24	3	Dry cell	Antenna	Head phone	Yes	1	Keratol
Jos. W. Jones Radio Mfg. Co., 40 W. 25th St., N. Y. C.	160.00	None	20x12x7½	25	6	Dry cell	Loop	Built-in	Yes	1	Leather Suitcase
Kodel Mfg. Co., "KRC" Cincinnati, Ohio	16.00 22.50 37.50		5½x4½x8½ 9½x5½x8 12½x12½x9½	5 8 25	1 2 4	Dry cell Dry cell Dry cell	Aerial Aerial Aerial	Phone Phone Phone	Yes Yes Yes	1 and 2 1 and 2 1 and 2	Leatherette Leatherette Leatherette
Luxem & Dazis Co., "DeLuxe" 6229 Broadway, Chicago, Ill.	150.00	Everything	15½x16x9½	30	4	Dry cell	Loop	Built-in	Yes	1	Brown leather
Lytton, Inc., Lytton Building, Chicago, Ill.	225.00 195.00 42.50	Everything Everything Everything	18x15x9 18x15x9 17x10x6½	31 31 15	7 6 2	Storage Storage Dry cell	Loop Loop Antenna	Built-in Built-in Separate	Yes Yes Yes	1 1 1	Brown leath. Brown leath. Black leath.
Moe Mfg. Co., "Aladdin" Fall River, Mass.	45.00	None	7x17x11	14	3	Either	Antenna	Separate	Yes	2	Mahogany
National Radio Mfg. Co., "Country Gentleman" Oklahoma City, Okla.	110.00	Tubes, batteries and loud speaker	20x9x8	32	4	Dry cell	Outdoor	Separate	A and B	2	Steel
Operadio Corp., Chicago, Ill.	160.00 189.00	None Everything	17x9x12	51	6	Dry cell	Loop in cover	Built-in	Yes	2	Keratol
Ozarka, Inc., Chicago, Ill.	55.00 75.00	None Complete	18x16x8		4	Dry cell	Antenna	Both	Yes	2	Walnut
Parkin Mfg. Co., San Rafael, Cal.	17.00	None	8x6x8	7	1	Dry cell	Antenna	Phone	A & B Batt.	1	Leatherette
Radio Corp. of America, New York City Radiola Portable	256.00 195.00 225.00	6 tubes, speaker, aerial 6 tubes, speaker, aerial 6 tubes, speaker, aerial, and home battery box	35x11½x11 21½x16x7½ 13x14½x9½	55 41 40	6 6 6	Dry Cell Dry cell Dry cell	Enc. loop Enc. loop Enc. loop	Separate Built-in Built-in	Yes Yes Yes	2 2 2	Mahogany Black leather Walnut
Stanley Radio Prods. Co., 303 W. 125th St., N. Y. C. "Concert Master, Jr."	60.00	None	14x22x7	26	6	Dry cell	Loop	Built-in	Yes	3	Wood
Simplex Radio Co., Philadelphia, Pa.	80.00	None	10x19x9	25	4	Dry cell	Antenna	Separate	Yes	2	Leatherette
Seery-Bartell Co., Lansing, Mich.	125.00	Complete	16x9x11	35	5	Storage	Antenna	Separate	B Battery	3	Leatherette
Steinite Labs., Atchison, Kan.	17.00	None	22x16x10	21	1	Dry cell	Antenna	Phone	Yes	2	Mahogany
Telephone Maintenance, "Telmaco" Chicago, Ill.	125.00	\$18.50 extra	8x10x18	26	4	Dry cell	Either	Built-in	Yes	1	Du Pont covering
Wells Radio Corp., "Bear Cat" Chicago, Ill.	110.00	Aerial and ground	9x14x18	36	5	Dry cell	Aerial on reel	Built-in	Yes	3	Leather
Westburr, N. Y. C.	165.00	Complete	17x13x5½	23	6	Dry cell	Loop	Built-in	Yes	2	Fabrikoid
Yale Radio Electric Co., "Thor-o-Dyne" Los Angeles, Cal.	85.00	Speaker and antenna	17½x14½x12	47		Storage	Enc. loop	Built-in	Except tubes and batteries	2	Leather composition
Zenith Radio Corp., Chicago, Ill.	218.00	Complete			6	Dry cell	Loop	Built-in	Yes		

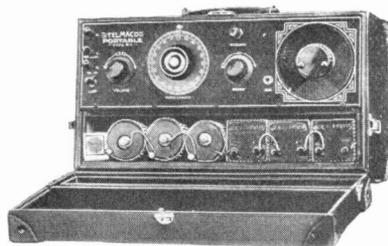
Key: * = Weight complete with all equipment necessary for operation; X = Compartments for A and B batteries, phones, loud speaker, loop or antenna.

Portable Radio Receivers

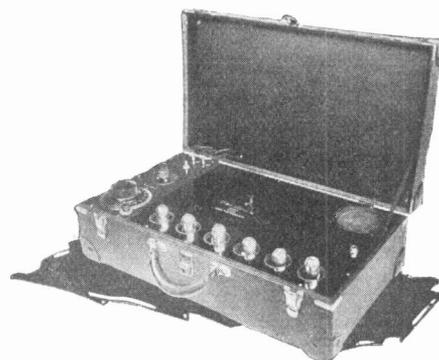
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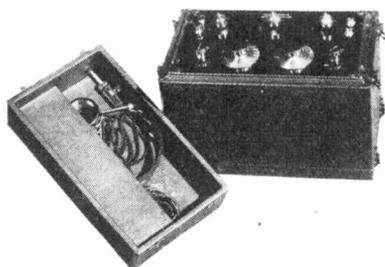
Steinite Laboratories, \$17



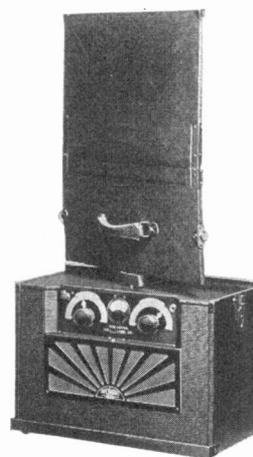
Telephone Maintenance Company, \$125



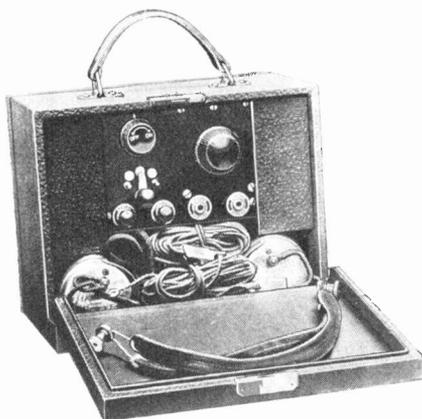
Hamilton Radio, Inc., \$125



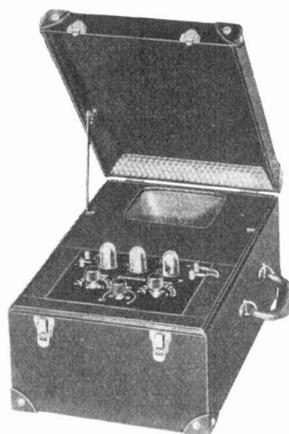
Colin B. Kennedy Corporation, \$75



Operadio Corporation, \$189



Kodel Manufacturing Company, \$22.50



Echophone Radio Corporation, \$65



Wells Radio Corporation, \$110

Loop Antennas

Name and Address	Trade Mark	Model No.	List Price	Dimensions of Loop Folded and Open, Inches	Weight Lb. Oz.	Material of Frame	Wave Length Min. and Max. With Var. Condenser	Spiral or Solenoid Shape	Extra Equipment
Amplifex Radio Corp., Arlington, Mass.	Amplifex	Senior	\$12.00	Open-43h.x39w. Closed-24h.x5w.	7	Maple Mahogany Fin.	88 to 1,000 Meters—tapped	Solenoid	Compass
Acme Apparatus Co., Cambridge, Mass.	Acmeflex	L. S.	8.00	Knockdown size 21 x 24 x 4	5	Wood	.0005 var. cond. 200 to 600 meters	Spiral	C. C. Litz wire
Amoroso Mfg. Co., Boston, Mass.	Nifty Nifty Junior	Loop Loop	18.00 7.00	Open-33h.x31w. Open-31h.x27w.		Solid Mahogany Mahogany Fin.		Solenoid Spiral	Litz 60-strand S. C. Wire
Baker Windshield Co., 5722 Ellsworth Ave., Pittsburgh, Pa.	Banker Super Hetrodyne Loop		12.00	Open 20½w.x44h.	5	Wood	With .0005 var. cond.-180 to 600 meters	Solenoid	Belden loopwire
Betts & Betts Corp., 645 W. 43rd St., N. Y. C.	Betts-Bonner Folding Loop	810	5.00	Open-3½x3½x16 Closed-27½x31h.	2 8	Birch and Mahogany	With .0005 var. Cond. 100 to 610 Meters	Bunched Winding	None

Loop Antennas—Continued

Name and Address	Trade Mark	Model No.	List Price	Dimensions of Loop Folded and Open Inches	Weight Lb. Oz.	Material of Frame	Wave Length Min. and Max. With Var. Condenser	Spiral or Solenoid Shape	Extra Equipment
Bodine Electric Co., 2256 W. Ohio St., Chicago, Ill.	Boden	B-12	8.50	Open-24 sq.	3 11	Wood	190 to 600 meters	Flat	Graduated dial and handle
	Basket	B-12TS	10.00	Closed-3½x6x18 Open-24 sq.	3 11	Wood	190 to 600 meters	Basket	
	Weave	B-10	8.50	Closed-3½x6x18 Open 24 sq.	3 11	Wood	190 to 600 meters	Weave	
	Loops	B-16TS	10.00	Closed-3½x6x18 Open-24 sq. Closed-3½x6x18	3 11	Wood	190 to 600 meters	Double	
Chas. A. Branston, 813 Main St., Buffalo, N. Y.	Branston	R210	13.50	38h.x23w.	8 11	Hardwood	With .0005 var. cond.-200 to 600 meters	Split winding	None
Calbert Specialty Co., 1312 Callowhill St., Phila., Pa.	Calbert	18	10.00	17-sides		Oak	With .0005 var. cond.-195 to 630 meters	Solenoid	None
Carter Radio Co., 209 S. State, Chicago	Carterloop	L-1	15.00	22h.x18 dia.	2 2	No frame used	160-600 meters	Interwoven pentagon	type compound on wound
C. A. Cook Co., Cambridge, Mass.	Cook Collapsible		13.50	Open-45x29		Wood	Broadcast range	Solenoid	Switch taps
Tobe C. Deutschmann, Boston, Mass.	D. T. W.		25.00	Open-42h. Closed-31h.	6	Mahogany	100-800 meters	Solenoid	None
D. F. Dunham, Los Angeles, Calif.	Dunham Collapsible Loop		11.00	Open-6x18 Closed-4x18		Hardwood		Solenoid	None
Elect. Research Labs., Chicago, Ill.	Erla	Standard	7.50	Open-31½h.x29½w. Closed-18	15	Mahogany	200-650 meters	Spiral	None
Four-Way Co., Myrick Bldg., Springfield, Mass.	4-Way Folding Loop		12.50	Open-23½ Closed-18	3	Either mahogany or Nickel Bronze	With .0005 var. cond.-250 to 550 meters	Cylindrical	Connecting wires
W. B. Haller, 2100 Sarah St., Pittsburgh, Pa.	Hallerio		6.50	Open-33h. Closed-18x4	2 12	Maple, Iron Base		Spiral	Turning Arm and connecting wires
Korach Radio Co., 309 S. La Salle St. Chicago, Ill.	Korach Tuned Loop		16.50	Open-30 Closed-31x9	8 8	Wood	200-540 meters	Spiral	Compass, panel 9 taps, graduated dial
Lincoln Radio Corp., 224 N. Wells St., Chicago, Ill.	Lincoln	Cent. tapped 4 Pt. Tap.	6.50 8.00	Open-31½h.x28w. Closed-17½x3½		Wood Wood	Broadcast Broadcast Tap.	Spiral	Tap panel
Manhattan Elect. Supply Co., 17 Park Pl., N. Y. C.	Red Seal	2580	7.50	Open-17½l.x26w.x32h.	2 12	Wood	200-600 meters	Spiral	Scale on base
Marion Elect. Mfg Co., 24 Cliff St., Jersey City, N. J.	Marion	Folding	5.00	Open-28 Closed-14x4		Wood	With .0005 var. cond.-150-690 m.	Spiral	Center tap
	Marion Centre Tap		5.50	Open-28 Closed-14x4		Wood		Spiral	Compass dial
	Marion Compass		9.00	Open-28 Closed-14x4		Wood		Spiral	Compass dial
Music Master Corp., Philadelphia, Pa.	Music Master		10.00			Wood, metal base	Broadcast	Spiral	Connecting leads
			10.00		3 2	Mahogany	200-600 meters with .0005 conden.	Double flat spiral	3½-in. graduated dial
J. Nazely Co., 571 Hudson St., N. Y. C.	Portena Selecto Suportena		7.00	Open-30h.	3	Maple	175-575	Spiral	Slider tapper
			5.00	Closed-28h.	3	Maple	175-575	Spiral	
			9.00	Closed-28h.	3	Maple	175-575	Spiral	
Paramount Radio Corp., Newark, N. J.	Paramount	E	12.00	15		Bakelite	Broadcast range	Spiral	
Phillips Laboratories, Grand Rapids, Mich.	Ultra Antenna		15.00	Open-16d.x18h.	1 8	Black Pyrolin	200-550 meters	Staggered Solenoid	Compass connecting wires
Pollard Bros. Mfg. Co., 4034 N. Tripp Ave., Chicago, Ill.	Pollard Loop	D8-1	10.00	24x37x39h.		Wood	With .0005 var. cond.-150-565 meters	Double	None
		D8-2	10.00	16x24x25h.		Wood		Spiral	
Radio Appliance Lab., 4884 N. Clark St., Chicago, Ill.	Fiat	A	15.00	Open-29½h.x26½w. Closed-21½	3	Mahogany or Walnut	With .0005 var. cond.-156-630 meters	Double Spiral	Center tap Bank wound
Radio Corp. of America 233 Broadway, N. Y. C.	Radiola Loop	AG-814	12.00	20½h.x17w.		Wood	Broadcast range	Solenoid	None
Radio Units, Inc., Maywood, Ill.	Duo-Spiral	FG-24	8.50	Open 24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial and hand.
	Duo-Spiral	Fa-24	8.50	Open-24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial and hand.
	Duo-Spiral Hetro	Fu-24	8.50	Open-24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial and hand.
	Duo-Spiral Hetro	Fv-24	8.50	Open-24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial and hand.
	Duo-Spiral	FF-24	8.50	Open-24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial and hand.
	Duo-Spiral	FT-24	10.00	Open-24 Closed-3½x6½x18	2	Wood		Dou. spiral	Dial
Silver-Marshall, Inc., 105 S. Wabash Ave., Chicago, Ill.	S-M	601 A	6.50	Open-20w.x31h. Closed-3x16½	1 8	Wood, aluminum base	With .0005 var. cond. 200-600 meters	Spiral	Switch tap.
Signal Elect. Mfg. Co., Menominee, Mich.	Signola	R 148	8.50	Open-5x36x39 Closed-5x7x24	2 8	Wood, brass and Formica	200-640 meters	Spiral	None
The Scott & Fetzer Co., Cleveland, Ohio	Volumax	Type-R Type-S	14.50	Open-69 Closed-15x3½x7	5 12	Maple	250-625 meters	Solenoid	Center tap.

h—High. w—Wide.

Charging Radio Batteries

Is a Necessary Service for Every Radio Store to Render, According to a Brooklyn, N. Y., Dealer Who Found It a Means of Regaining Lost Trade

HAVE you ever noticed that some of your customers, who should be in the market for new "B" batteries have not purchased them?

The Blumenstein Brothers, Sam and Max, who operate two retail radio shops in Brooklyn, N. Y., made that startling discovery one bright day and set out to find the reason. They made inquiries and learned that an auto battery recharging station down the street was getting the "B" battery trade, as they made a specialty of also recharging radio "A" batteries.

This set the brothers to thinking. Owing to the fact that they had never undertaken to recharge "A" batteries, they were losing not only this profit, but also some of their "B" battery trade and business in other accessories as well.

Now, neither of the Blumenstein Brothers, having been in the radio game four years, intended to sit back and let the trade go right by their door simply because they lacked a little necessary technical electrical knowledge.

The answer was to install a recharging station, which they did at once. They had the money, they acquired the knowledge, they got the charger and now they have the business. It's all a matter of simple logic and a small investment.

Two Small Rectifiers Installed at First

However, as they had made it a practice to go slowly in all such matters, they did not start in with three or four large rectifiers, delivery service, battery expert, etc. Instead they installed 5-amp. and 7-amp. rectifiers of a popular make. They differ from the rectifiers used in most battery recharging stations in that they will charge only at the rate of five and seven amp. an hour, regardless of the number of batteries attached. In other words,

if four batteries are hooked to the 5-amp. rectifier each receives only one and a quarter amperes hourly.

Of course, it becomes apparent that battery charging on this basis would never be an extremely profitable enterprise by itself, but it has proved to the Blumenstein Brothers that battery charging, if conducted on a proper scale, is a very profitable enterprise and that dealers, in ignoring the possibilities of this, are throwing away the opportunity to make money on the side and at the same time to increase their sale of parts.

Having found that with two small rectifiers and without the aid of a delivery service they could make considerable money by recharging batteries, the Blumenstein Brothers now propose to go into the matter on a larger scale. This will mean a larger charging outfit, the establishment of a delivery service and the

employment of an expert who knows batteries and also can sell parts.

"Radio dealers," Sam Blumenstein says, "and there are hundreds of them, who do not charge batteries are losing a golden opportunity to gain both friendship and sales, to say nothing about the lucrative income from the service itself. In the first place, largely as a result of the fact that the average dealer does not recharge batteries, the customer loses confidence in him as an expert. He looks at the dealer as someone who sells radio because there is a profit in it, but who does not know anything about the technique of his business. Persons come into our stores almost every day for a battery or some other part, saying that some auto service station sent them in. In other words, because they have lacked confidence in radio dealers in the past, they have gone first to the auto service station when it came to a question of buying or charging 'A' batteries.

Cost of Battery Charging Service Is Negligible

"It becomes obvious, of course, that ultimately the radio dealer would lose all his trade if such a condition continued. This matter of allowing your customers to have their batteries recharged at an auto service station amounts to a 'leak' in the business, and leaks are things which should be repaired immediately. Consequently, at a small cost, we have installed a battery charging service and it has proved so successful that we propose to enlarge it."

Lest some dealers balk at the expense of a recharging outfit, let us see what it has cost Mr. Blumenstein. In the first place, he purchased a 5-amp. rectifier. This cost \$23. The 7-amp. outfit was slightly more expensive. With the addition of a quantity of distilled water, some sulphuric acid and a hydrometer his outfit was complete. With this,

Are Your "B" Battery Sales Falling Off?

If you don't recharge "A" batteries, that's the reason. Sam Blumenstein, of Brooklyn, watched his trade walk right by into an automobile battery station—watched it, that is, until he installed his own battery charging service. Now Sammy makes a profit of exactly 92 cents on every dollar. Here's how:

Cost of current—Six cents.
Charge to customer—Fifty cents.

Two-day rental — Fifty cents. Cost of recharging rental when returned—Two cents.

Total profit—92 cents on every dollar—or over 11 times the cost!

he can recharge a 120-amp. battery in about twenty-four hours. The cost of the current he consumes is approximately six cents while the charge to the customer is fifty cents. In addition, he charges twenty-five cents a day for a rental battery, while the recharging of the old battery is under way. This is usually a two-day rental, so he gains another fifty cents, which is almost pure profit, since the cost of renewing the rental battery after each time it is rented is not more than one or two cents. Thus, the profit is 92 cents on every dollar, a profit of over eleven times the actual cost! After deducting the original cost of his outfit and rental battery, he still has a profit which is far greater than that which he receives on any sets or parts which he may sell.

Attracts Other Trade as Well

Quite aside from this one factor, however, Mr. Blumenstein has been able to attract trade to his store which otherwise would have been lost. When customers bring in an "A" battery to be recharged he is frequently enabled to sell them a new "B" battery or renew it for them if it is of the chargeable kind, or he may dispose of a tube, condenser, rheostat or some other part. Furthermore, he finds it possible to hold customers who, otherwise, might drift away from him.

Up to the present, the Blumenstein Brothers have not gone into battery charging on a commercial scale. They have merely been experimenting with it to find out if it could be made profitable. Nevertheless, with this small station, with no delivery service, no advertising and not even a sign over the door, they have netted from \$50 to \$75 a month on the idea and have noticeably increased their sales of parts and accessories.

The next step in their present plans is the installation of a station in each store which will charge at least a dozen batteries a day, the addition of an automobile delivery service and considerable newspaper advertising. The cost of recharging and delivering a battery will be seventy-five cents which, with the rental cost of fifty cents, will provide \$1.25 on each transaction, or about \$900 a month on the basis of twenty-four batteries a day for the two stores. After deducting costs for equipment, current and an expert, it is believed that the net profit on the service will still be very nearly fifty to seventy-five per cent.

With the larger outfit it will be possible to charge a battery in about 12 hours, so that the load may be doubled without any increase in the overhead expense. The new plan also provides that the man who picks up the batteries and makes deliveries will be a radio expert, will give service and, where possible, make sales of parts and accessories.

Thus have the Blumenstein Brothers worked out a plan which has proved itself practicable and which, if followed generally, would be of great advantage to the radio trade. Many dealers seem to be content with their sales in sets and parts and have not realized that the finest store in the world in any line of merchandising will ultimately lose its trade if it does not provide a complete service for that trade.

Boston Dealer Demands Trained Salesmen

That the selling of radio sets can best be accomplished if field men are carefully trained in the most approved methods of merchandising and in radio technique, both theory and design, is the opinion of John D. Coward, sales manager of the Coward Automobile Accessories Company, Boston. This company specializes in the distribution of standard, built-up radio sets.

Salesmen entering the employ of the company are required to take a course at the night radio school of the Massachusetts Institute of Technology. This instruction, given at the company's expense, includes the theory and design of radio apparatus. After the completion of the course,

which lasts twelve weeks and includes thirty-six sessions, each salesman is given further instruction by the manager. In this way every field man becomes a specialist in radio work.

This advanced technical training is required by the type of contract which binds each sale made by the company. Each set is certified for satisfactory performance, and when sold, is installed for the buyer. All salesmen must have a thorough knowledge of radio in order to meet satisfactorily the problems presented by the prospective buyer, who is equipped today with an extraordinary knowledge of radio gleaned from newspapers and magazines which have given unceasing publicity to the theory and design of apparatus.

"Another reason why advanced technical training is desirable," says Mr. Coward, "is that the increasing turn-back and re-sale of radio sets involves a situation which must be handled by experienced men only, if the sale is to be consummated to the satisfaction of the seller and the buyer. The re-sale of any product and of radio appliances in particular, imposes great responsibility upon a salesman. Too often a good name is lost even through the unintentional distribution of imperfect appliances to unsuspecting buyers. A technically trained salesman who is equipped with an understanding of assembly and operation is an asset to a company trading in used outfits. He is in a position better to guarantee the results that may be expected, and this type of man, in the long run, is a safeguard to any company, whether a wholesale or retail house.

Boston College Has Radio Sales Classes



Night view of Massachusetts Institute of Technology, where radio salesmen attend evening sessions to better fit themselves to sell this highly specialized merchandise.

*How the
Radio Corporation
of America
is Meeting the
Responsibility of
Leadership*

It has made America the radio center of the world, through the high power radio telegraph circuits that link our country, by direct radio communication, with seven countries of Europe, with Asia and with South America.

It has developed radio ship sets, and a ship-to-shore radio service that makes the high seas safer, and aids all marine commerce.

It has the technical resources of laboratories for research that not only carry on unceasing experiment for the perfecting of Radiolas and Radiotrons, but study the problems of high power commercial transmission, and conduct research into every phase of radio.

With its associates, the Radio Corporation of America maintains ten powerful broadcasting stations, whose programs serve the whole nation: WJZ, WJY, WGY, WBZ, WRC, KDKA, KOA, KFKX, KGO, KYW— from New York to California!

By its extensive research in the development of Radiotrons, the standard vacuum tubes of radio, it has made contributions of inestimable value to radio progress.

Lea



Radio

REG. U.S. PAT. OFF.

PRODUCED ONLY BY RCA

dership

~~ in quality
in performance
and in SALES

Radiola Super-Heterodyne

Famous for *performance!* Because it needs no antenna—no connections of any kind, it is the set for summer homes, motor boats, all outdoor places. Don't miss a single sales opportunity!

RADIO CORPORATION OF AMERICA

Sales Offices:

233 Broadway, New York

10 So. La Salle Street, Chicago, Ill.

28 Geary Street, San Francisco, Cal.

la



A Body Blow to Gyp Advertising

Continued from page 435

viewpoint of individual purchasers of sets or equipment, will be analyzed. Eventually definite conclusions will be drawn, but in the form of standards, and placed at the disposal of radio retailers for their use.

In the meantime, and in order that substantial progress may begin without delay, *Radio Retailing* will present in its pages in following issues specific illustrations of fraudulent or deceptive practices as sent in by readers, disclosed by our own clipping services, or turned up by the National Vigilance Committee in its work in the radio field. This presentation of improper ads will be in the nature of a special service to retailers

in helping them to avoid those advertising and merchandising practices which undermine public confidence in claims made concerning radio sets, accessories and parts.

Each reader of this paper can be of help in the work of cleaning up radio advertising. Send in to the editors of *Radio Retailing*, clippings of any radio advertisements, either of manufacturers or retailers, which you suspect of being fraudulent or deceptive. Attach a memorandum pointing out your objections. This material will be forwarded to the National Vigilance Committee of the Associated Advertising Clubs of the World, at the New York headquarters. Your name will not be used. But in this way you can help to protect the industry from the undermining influences of fraud and deception.

ing for the store that does it. And the cost is practically nothing except for the time it takes to make the installations. The same thing applies to a tie-up with news events that are being sent out, and installing sets in public meeting rooms such as school auditoriums, municipal buildings, etc.

Radio Jobbers Adopt Standards of Practice

The Radio Jobbers' Association of New York recently adopted the following resolutions:

Financial Statements—It is the sense of the members of the Radio Group, in order that the Board of Trade may be in a position to give prompt and accurate response to inquiries from those who are seeking to establish credit relations, that all individuals, partnerships, or corporations in the various branches of the radio industry should follow the practice required by banks of preparing financial statements and should file with the Board of Trade an annual financial statement covering the fiscal year in their business.

Credit Rules Adopted

Personal Endorsement — Credits — That the Radio Group recommends that all individuals, firms or corporations applying for credit, not satisfactorily rated in Bradstreet or Dun should give satisfactory personal endorsements or guarantees as a necessary preliminary to the establishing of a credit account.

Time and Special Orders—That normal service in the way of stock shipments from a jobber's warehouse be within a twenty-four (24) hour period after receipt of order by the jobber at his office or warehouse, and that service requiring a quicker delivery than above, be considered special and the customer be charged for extra expense of such service.

Free Delivery Points—That free delivery points of jobbers in the Metropolitan District shall be:

North—To and including Mt. Vernon and Yonkers, N. Y.

East—To and including Jamaica, L. I.

South and West—To and including Perth Amboy, New Brunswick, Dunellen, Summit and Paterson, N. J., and that any shipments from a jobber's warehouse to points beyond those named be f.o.b. point of shipment.

Telephone Calls—That the reversal of telephone charges on out of town calls from customers be not permitted.

Return of Merchandise—That a jobber is entitled to make a service charge of not less than ten per cent (10%) on standard material, which the jobber may be willing to take back for credit, but that in all cases written permission must be asked for and obtained from the jobber before return shipment is made; the charge shall not apply where the error is made by the jobber.

The above shall be considered as standard practice.

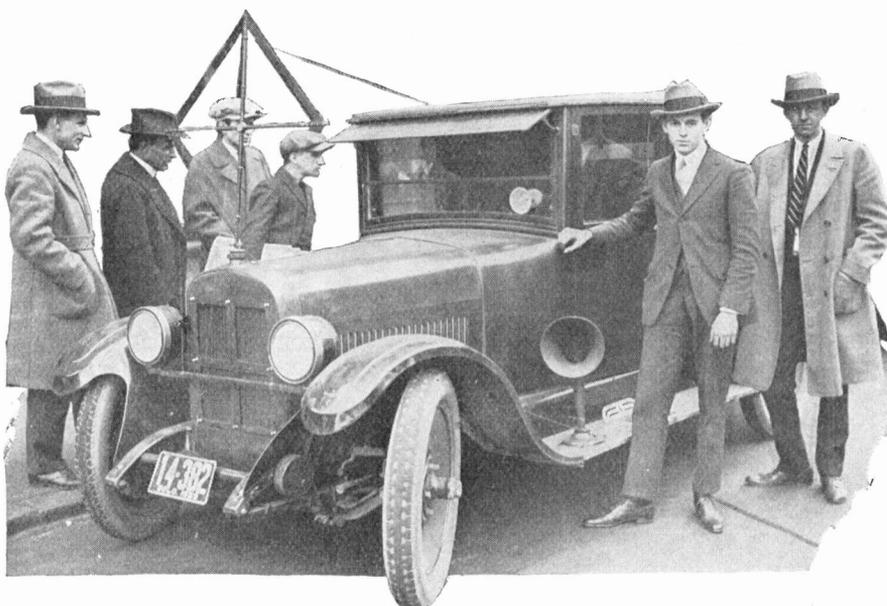
Makes Public Broadcasts of President's Address

Tying up your sales campaign with current news events of national or local importance is always an excellent way to put your store in the public mind, thus not only boosting immediate sales, but building future prestige.

The Maedel Hardware Company, of Denver, Col., broadcast President Coolidge's inaugural address in three different places. First, by means of a receiver installed on an automobile, in front of the *Denver News-Times*

office. Also, sets were installed in the West Side High School and in the Denver Post Office building, thus bringing the Maedel Company's radio department to the attention of the crowds who were anxious to hear the address, but who had no sets of their own.

This idea can be profitably used at summer resorts, beaches and swimming pools during the hot weather. While setting a receiver up on an auto and broadcasting at places where crowds congregate may not result in immediate returns, it cannot help but prove excellent advertising.

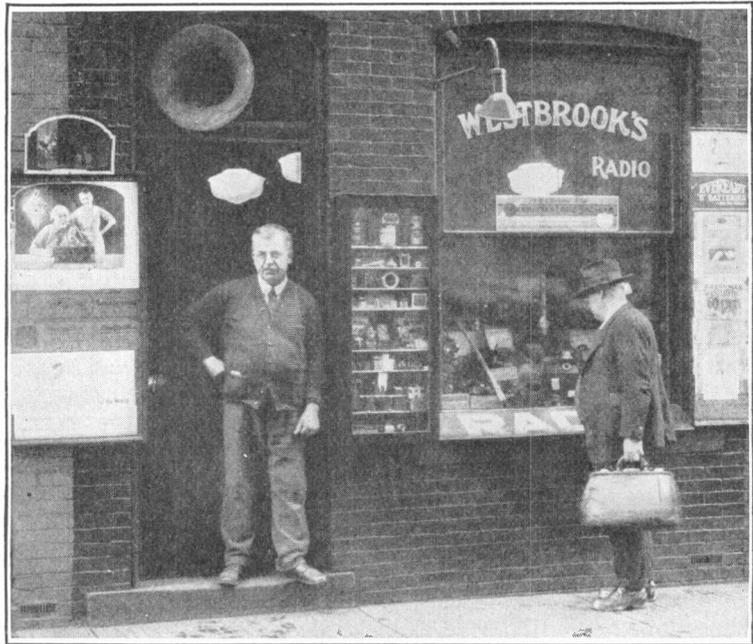


Ted Maedel, of the Maedel Hardware Company, Denver, Col., equipped his automobile and broadcast the President's recent inaugural address, locating his set in front of the *Denver News-Times* office, resulting in some excellent advertising, as well as increased

radio business, at small cost. Also, Maedel set up receivers in a Denver high school and the post office building, to get the address, which won several good newspaper stories and the commendation of those who had no other means of hearing it.

"Parts" Buyers Come Back for More

Set Builders Are Steady and Profitable
Customers for Pennsylvania Dealer
Whose Store Is Just Twelve by
Eighteen Feet "Large"



C. D. Westbrook, whose good-natured countenance is looking out at the world from the doorway of his store, is a small-shop dealer

whose success is proof of the contention that parts and accessories are necessary to build a profitable trade outside of large cities.

ANYBODY who thinks that the skids are under the parts business would do well to stop in and have a talk with C. D. Westbrook at East Liberty, Pa.

East Liberty is a suburb of Pittsburgh with a typical shopping center serving some thousands of families and off the main street about half a block in a shop that is 12 by 18 feet, Westbrook sells radio parts.

A good sized illuminated sign inscribed, "Westbrook's Radio," can be seen from the main thoroughfare and this draws some shoppers but the biggest patronage comes from the confirmed set builder who has dealt with Westbrook's and who comes back for more and brings other customers with him.

Westbrook has been in this business and this location for about three years. Before that he was in the phonograph business and about the first he knew of radio was when the bottom fell out of his phonograph sales. Tracing the cause to the public interest in radio and set building, Westbrook didn't waste any time in waiting for the public to come back to phonographs. He had a hunch that they wouldn't come back and as they were certainly buying radio parts he decided that he might as well sell the public what it was buying.

With an eye to the relation between overhead and net profits he took a small store with a moderate rent where he has built a business

that shows a steady increase from year to year. The outstanding thing about his business is that it is a parts business, practically no sets having been stocked or sold and also that it has been built on high grade merchandise with no price cutting.

Not Necessary to Cut Prices to Sell Parts

"I would rather keep an article on my shelves than cut the price," said Mr. Westbrook. "In the first place it is not necessary to cut prices to move stock if the stock is bought right. By buying right I don't mean

buying cheap goods to get a cheap price. I buy the best parts obtainable and in the quantities that earn a profitable discount. I don't try to get twelve turnovers a year but I know what my customers want and that standard parts bought with a knowledge of customers' needs do not depreciate so quickly that they have to be sold out at cut prices."

Complete stock and special attention to the set builder's needs is Westbrook's explanation for his success. "I try to have everything here that is needed by the builder of almost any type of set," he explained, "and as the set builder is never through building, my customers keep coming back steadily. I have some customers who have built four or five sets for themselves and who spend more with me than if I had sold them a high priced set complete.

"I think the set builder and the set buyer are two different types. They have to be sold by different methods and that consideration as much as lack of space has kept me from selling sets.

"It is by no means the boys who buy the bulk of the parts. They buy some but most of the business comes from men who get a great deal of pleasure from building and altering and tinkering around with their sets. They are bugs on distance and getting through the Pittsburgh stations which are very powerful and hard to cut out. They like to come in and

Elaborate Surroundings

and expansive window displays are not necessary to the suburban or small-town dealer's business. "Westbrook's Radio," of East Liberty, Pa., does a healthy parts and accessories trade in a very small store.

Residents of the smaller towns are better parts customers than those who live in cities,—not because they spend less, but because their means of recreation are more limited and tinkering with a radio set gives them the desired "something to do."

tell me of the results they are getting and usually buy something they see before they go out.

"And I make sure that my display is so arranged that several necessary parts, newly marketed or in demand, catch the customer's eye as soon as he enters."

Parts Sell When Set Business Declines

Other advantages to parts business, according to Westbrook, are that the business is all cash, that the discounts are good and that the parts trade holds up well in the season when the set business shows a decline.

It was impossible to get an adequate photograph of the inside of the shop because it is too small. This small size, 12 by 18 feet, is an aid instead of a handicap for parts displays, Westbrook declares. The stock is all out in view of the customer. Shelves clear up to the ceiling, on the counters, the glass counter cases filled, everywhere you look there are radio parts and accessories. You get the sense that in this stock there is everything the set builder is likely to want and that is about as good an impression as can be made on a customer.

Taking Time to Make a Ten Cent Sale

It is interesting that Westbrook pretends to no expert knowledge of radio. He has learned much about it in three years but has not found that his customers want expert advice. Most of them know radio pretty well or are willing to experiment until they find out.

The writer had a chance to see an example of salesmanship in this shop that must be a factor in successfully serving the set builder. A customer came in who wanted a clip for some particular use. The purchase would amount to about ten cents and the customer wanted to look through a lot of stock.

There are shops that would not have paid much attention to this dime customer but Westbrook seemed to take the same view that the customer did. It was not a ten cent article that he was buying. It was a part vital to the set he was building and Westbrook took much time and trouble to see that the customer was exactly suited.

That is the kind of salesmanship that builds a business on good will, particularly for a small shop in a small town.

Special Wiring for "Radio Outlets in Every Room" Not Required

By VICTOR H. TOUSLEY

Member Electrical Committee, N.E.P.A.,
Chief Electrical Inspector, City of
Chicago

A reader writes in: "A customer has asked me to figure on wiring his home so that he can have 'radio music in every room' as shown in the January issue of *Radio Retailing*. What type of construction must I install in running the wiring? From the standpoint of safety, ordinary bell wiring or telephone pairs will serve, but I understand some inspectors are requiring pipe conduit. The wiring only extends the loudspeaker circuit."

The subject referred to in the above question is covered by Rule 3,702n of the National Electric Code which refers to radio installations. This Rule reads: "Wires inside of buildings shall be securely fastened in a workmanlike manner and shall not come nearer than two in. to any electric light or power wires not in conduit unless separated therefrom by some continuous and firmly fixed non-conductor, such as porcelain tubes or approved flexible tubing, making a permanent separation. This non-conductor shall be in addition to any regular insulating covering on the wire. Storage battery leads shall consist of conductors having approved rubber insulation. Note: It is recommended that the circuit from the storage battery be properly protected by fuses as near as possible to the battery."

Storage Battery Leads Must Have Rubber Insulation

It will be noted that there is nothing in this Rule that specifies the type of insulation to be used on the interior wiring of the radio set except in the case of storage battery leads which shall have a rubber insulation. It will be seen also that the only restrictions on the manner of running the wires is a duplication of the restrictions appearing under the head of "open work" in Rule 501r. The intent of Rule 3,702n is to keep the radio wires away from light and power wires. This Rule does not imply, and cannot be fairly construed, as to in any way indicate that the radio wires themselves present any hazard and it will be observed that there is no requirement that the radio wires be kept away from anything else except electric light wires.

While it is understood that the loudspeaker circuits are supplied with a fairly high voltage, the current is generally of very small value and it is a question if there is any fire hazard involved. It is a matter of common knowledge that telephone circuits for a long time used 110-volt lighting current for the operation of the coin boxes; also, that telegraph circuits, which in many cases entered buildings, were taken off 500-volt trolley systems. All of these circuits were, however, classed as signal circuits and ordinary bell or telephone wiring was used inside of buildings.

The writer can see no particular hazard in the use of ordinary bell or telephone wiring for the loudspeaker circuits of radio sets, it being assumed that the restrictions of Rule 3,702n are complied with. Neither is it the understanding of the writer that the Code has ever intended any other requirements than those outlined above. Where loudspeakers are used which employ a low voltage storage battery circuit in addition to the usual loudspeaker circuit, it is well to fuse the storage battery at the battery.

Dealer Displays Photographs of Popular Broadcasters

A Chicago radio dealer in searching for a new point of interest which would be of help to him in making sales, hit upon the plan of going to the nearby broadcasting stations and having personal talks with the announcers, then getting their autographed photographs.

The photographs were put on the walls of the store, with typed cards telling all about the announcers and giving the stations where they announced and the wavelengths at which their stations broadcast.

Also the dealer ran newspaper advertising in which he told about his visits to the broadcasting stations and in which he urged the people of the city to come in and talk to him about their favorite announcers. He also brought into the talk little human interest stories concerning the popular artists who regularly were heard from the stations.

Perhaps other dealers might find it to their advantage to visit various broadcasting stations and get the autographed pictures of the announcers and artists, or to write to the stations for the pictures, which the stations are usually glad to supply.

"To the Editor"

"Radio Retailing's" Readers Express Opinions on Subjects of Vital Interest to the Radio Trade

Customers Buy Sets at Their Own Price

Editor, *Radio Retailing*:

After reading an article published in a recent issue of *Radio Retailing*, "Ruining the Radio Business," I might say that Providence, R. I., may not be the leading city in price cutting. People living in Canton, Ohio, may now buy radio sets at their own price. Five sets complete with loud speaker, tubes, batteries, aerial, etc., sell at \$100. Other sets sell at about 30 per cent off list price.

I am enclosing herewith an advertisement which appeared in the *Sunday Repository*, Canton, Ohio, not long ago. You will note the advertisement plainly states that people may buy sets at practically their own price.

CLARENCE W. JUNIOR.

Massillon, Ohio.

Wholesale Houses Should Sell Only to Recognized Dealers

Editor, *Radio Retailing*:

We have read with much interest your page headed "The Gyp Must Go," and if we may have something to say, we wish to state that we consider that the whole situation is squarely up to the manufacturer.

Here in Kansas City we are fairly free from gyps in the retail game. The wholesalers, so-called, are the ones who are making it difficult to get anywhere in the legitimate retail business. With possibly one exception, the straight radio jobbers handle their business in a manner that does not call for criticism, but the electrical and general merchandise jobbers, who have no particular interest in the retail radio dealer, and who sell to anyone anywhere at wholesale prices, certainly are not building toward anything permanent in the whole radio game.

Some well-known receivers are handled here by as many as three wholesale outlets. Even if two of them have the best of intention as to a distribution plan, the other one can wreck the whole layout. Each jobber is seeking his own retail outlet, whether thru a regular established dealer, or to the public at large at wholesale prices, in order to dispose of his quota.

To the manufacturer, the immediate result is the sale of his stock of merchandise; but how about next year, and how about the dealer's attitude? Is he going to push a set that is so handled? Is it to his interest to advertise it? Assuming that the retailer is the ultimate outlet for radio merchandise, where is the manufacturer going if he

takes no steps to protect and otherwise help maintain this outlet?

As far as we are affected by the local situation, our suggested remedy is one straight radio jobber for each territory, with a factory-supervised line-up of retailers, each of whom must maintain such organization as is necessary to properly handle demonstrations, sales, installations and service, and a strict policy of selling merchandise to no other retail outlet.

BROADWAY RADIO ELECTRIC COMPANY,
By Wm. L. Davidson,
Kansas City, Mo.

Who Has a Better Word for "Loudspeaker"?

Editor, *Radio Retailing*:

It is too bad that we have not a better word for "loudspeaker." Your magazine might well improve upon this unfortunate terminology. Some kind of a contest might bring out a word or words which would be far superior to the designation generally used at present.

EDWARD I. PRATT,
Kellogg Switchboard & Supply Company,
Chicago, Ill.

From the Music Industries Chamber of Commerce

Editor, *Radio Retailing*:

Your article on "How Music Dealers Are Selling Radio," in your April issue, is an excellent presentation as to the facts of radio selling costs, in the securing of which we are glad to have extended our co-operation.

There is, however, a discrepancy between your analysis of the figures obtained and your paragraph on the relationship of radio to the phonograph business, for which we wish to offer an explanation to our members, and you doubtless will want your readers to have it also. Let us agree with your statement that "Radio broadcasting may have delivered a serious blow to the sale of phonographs and records," and yet we find two leaders in the latter field, Victor and Brunswick, broadcasting better programs of music than radio has previously known, thereby increasing their sales of phonograph records.

This indicates that the phonograph interests, dealer and manufacturer, are not to be left stranded by any "ebbing tide" which you mention, but are riding on the crest of a new wave of progress.

We cannot put these two great developments, the established phonograph and the comparatively new radio, one

against the other, but rather must relate their kindred interests. We simply have a case of re-adjustment of one industry and growing pains of another. A new arrival in the family sometimes keeps its elders awake at night.

The "new golden flood from the sale of radio sets," described in the one paragraph from which we quote, remains to be demonstrated, with the average music dealer. The figures from our joint inquiry with you into radio costs in the music store, and also your figures previously gathered from department stores, do not bear out the statement that "Some phonograph dealers have thus actually built their total gross sales and net profits far above what they were in the old phonograph days."

Admitting the sales and the vast selling possibilities, we see no evidence of a "golden flood" of net profits. Radio merchandising must be stabilized, and more evidence must be forthcoming than we now have, before we can demonstrate "net profits far above what they were in the old phonograph days." Unless it was intended to confine that comment to a few dealers, some of whom doubtless have made money from radio sales, the figures of 2.6% average profit on sales do not confirm this point.

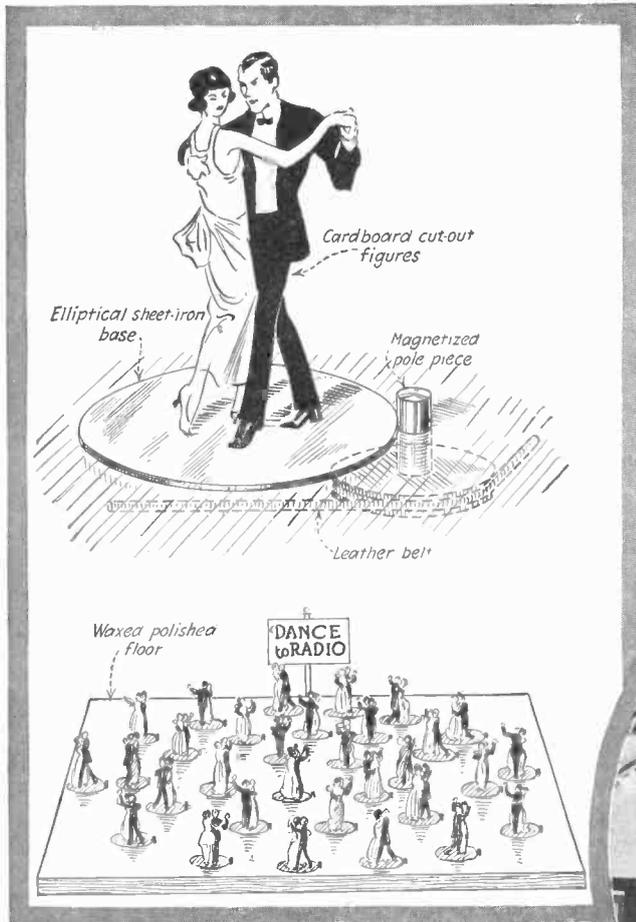
Then, too, the music dealers whose figures were available for your analysis are the alert type, who know more about their costs than do others, or perhaps they are more inclined to show what they have done than others who cannot show profits. Even these alert music dealers, proven to be producers of greater sales profits than the department stores despite nearly two per cent higher merchandise cost, are dubious about their servicing expense. Doubtless this is a bugbear to all radio dealers, except the fly-by-night "gypps," who must be weeded out before radio finds its rightful place in music store merchandising. The price-cutting which is rampant to-day, the obsolete sets still unsold, the over-stocks and un-stabilized production, as well as the unknown service costs—all cast their shadows over the "golden flood" of net profits, which we think has yet to reach the retailer of radio.

You sum up our present impression in your concluding paragraph when you say: "All in all, though the music dealer feels that he has made nowhere near a fair profit on his radio business, he is optimistic as to the future of radio selling. He believes that another two or three years will see the radio industry more stable, resulting in a better profit for the retailer."

C. L. DENNIS, Manager.
Trade Service Bureau.

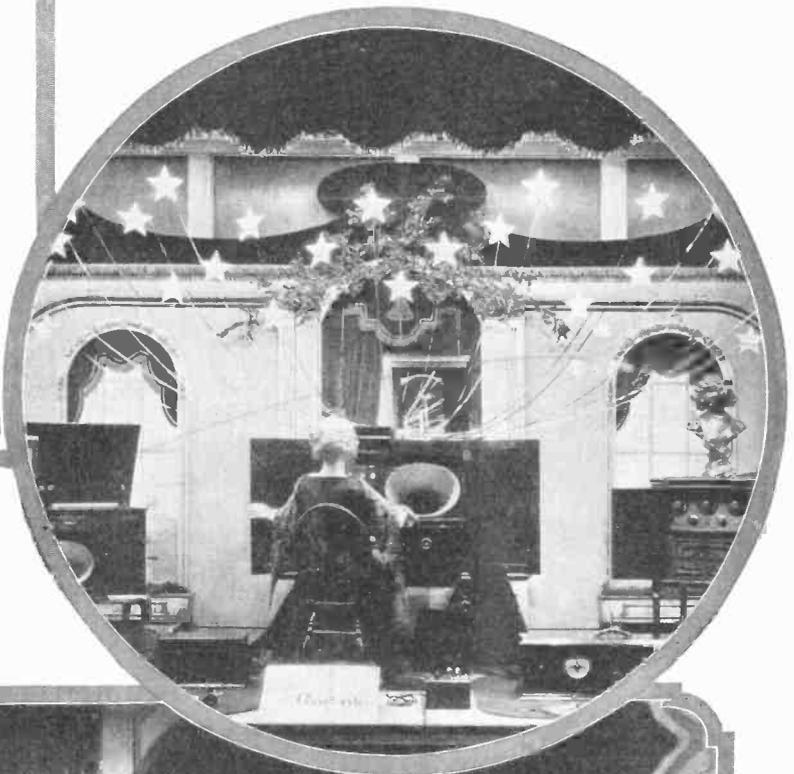
Music Industries Chamber of Commerce
New York City
April 4, 1925.

Window Displays That Flash a



There is nothing that attracts as much attention to a show window as some sort of motion in the window. At the left is visualized, in diagram form, an idea recently put into practice by a Washington (D. C.) dealer. He constructed a miniature dance floor, with a number of whirling couples dancing on the floor, with the legend, "Dance to Radio," prominently displayed. How this idea was carried out may be seen at a glance. The figures are cardboard cutouts, mounted on elliptical sheet-iron bases resting on the dance floor.

These bases are each revolved by contact with a magnetized pole piece extending through the floor where it, in turn, was made to revolve by a leather belt, which also circled all the other whirling platforms, and was connected with a small electric motor, which supplied the necessary power.



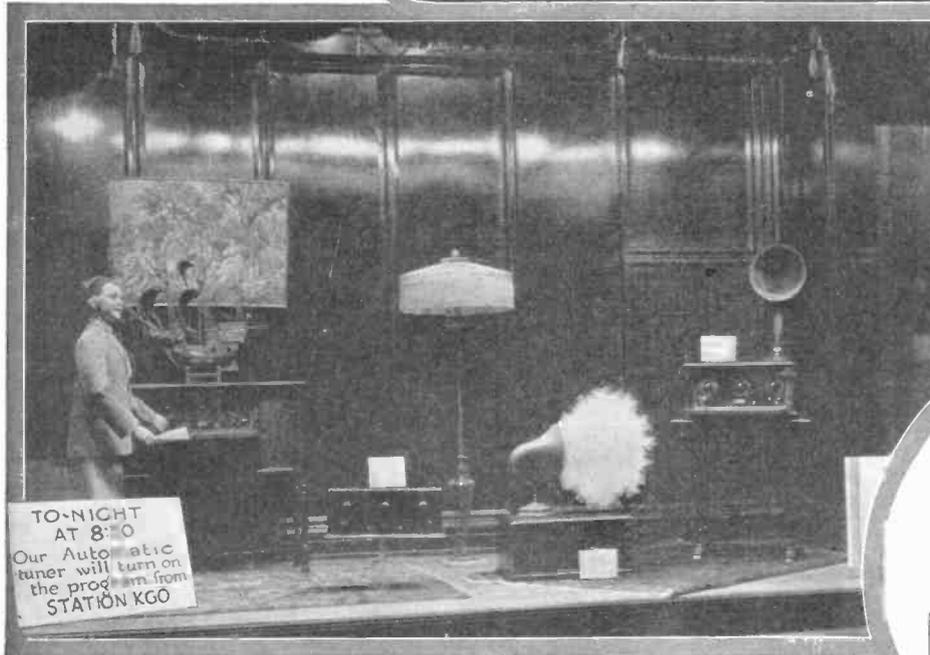
The stars on this radio window are lettered with the names and call letters of principal broadcasting stations. Note that there are no sets open to exhibit the mechanical construction. The William Gushard Company of Decatur, Ill., believes in selling radio to women by showing a feminine figure listening to a receiver and listing the stations she will be able to hear with it.

Here is a window display of the Bissell-Weisert Piano Company, Chicago, Ill., whose very simplicity makes it outstanding. The three most popular musical instruments, the radio, the piano and the phonograph, are presented in an atmosphere of dignity that puts across its message far more forcefully than would an elaborate presentation. The solid black of the background doorway is softened by the deep gray of the curtain panels at either side. Holding to one color, but varying the lights and shades, seems to be increasing in popularity as a mode in window displays.

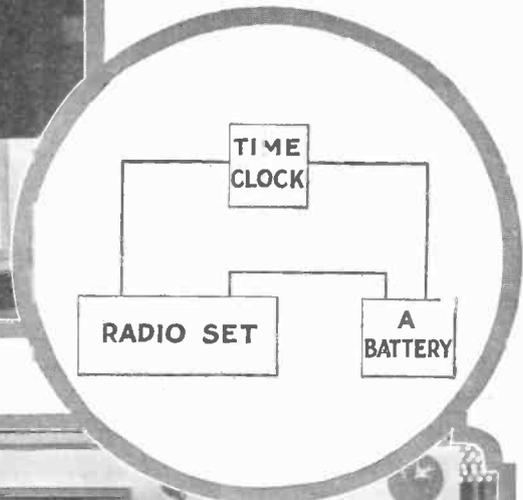


Radio Message to the Passer-by

The main feature in this attractive display of the Consolidated Music Company, Salt Lake City, Utah, was the picturization of radio reception from the four corners of the country. Five scenes were painted on a screen in the background, the central scene depicting reception of programs at the Consolidated Music Store as they were sent out from Los Angeles, Portland, New York and Cuba. While the rest of the background was solid, the scenes themselves were transparent, and, at night, lights shining through them, bringing the scenes into sharp relief, made an arresting picture. The rest of the display included a miniature aerial and aerial towers, with seven radio receivers placed so as to preserve a good balance.

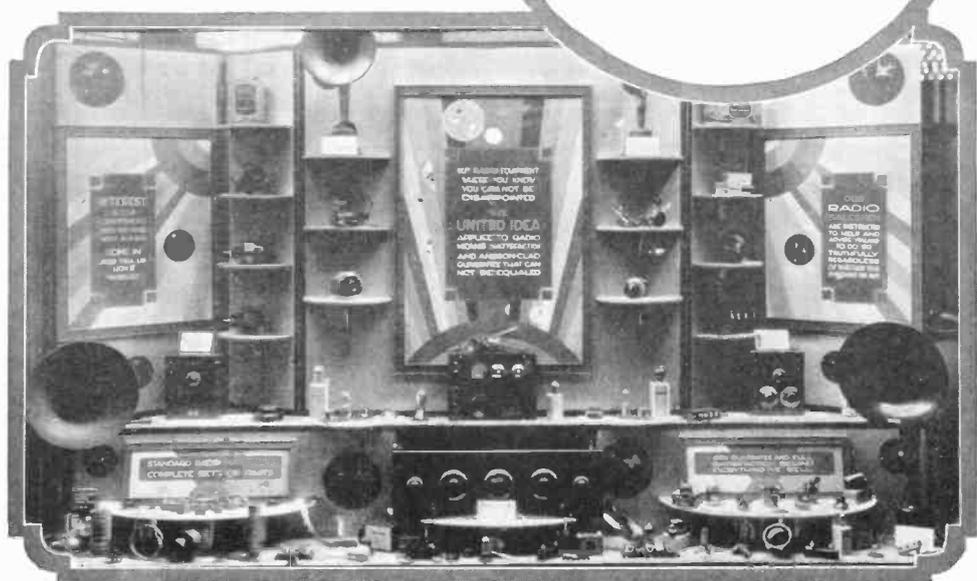


The West Coast seems to be well represented in the matter of unique window displays. Here is an idea used by a San Francisco dealer to tune in automatically on any pre-arranged station. The window display depicted a home setting, with the wax figure of a boy tuning a receiver. A sign announced, "Tonight at 8.30, our automatic tuner will turn on the program from



Station KGO." A time clock cut into the "A" battery circuit (see wiring diagram) closed the circuit at the specified time. The dials were put at the proper settings beforehand.

At the right is a typical radio window display of the United Cigar Stores Company. Note the effective display of parts and accessories in an extremely shallow window by the use of panels and shelves in the background. This is an exceedingly well balanced display, presenting a varied assortment of radio products in a small space, and still preserving an appearance of symmetry.



The Editors Have

One Man's Trouble Troubles All

WHEN a dealer cannot sell in competition with the price-cutting store, he lingers, languishes and fails,—but that is not the end of it. Every time a dealer goes into bankruptcy his trouble kicks back at the jobber. Also, every time a jobber gets into financial difficulties it reacts upon the manufacturer. And every time a manufacturer quits he leaves thousands of orphan receiving sets scattered about the country that nobody is going to service any longer—which hurts the whole radio business in the eyes of the public.

That is what makes the distribution policy of every manufacturer of such vital interest to the entire industry. The radio trade cannot prosper, in any one of its three component parts, if "the man higher up" has dumped goods and destroyed the price.

A Blow at Fraudulent Radio Claims

HOW *Radio Retailing* is undertaking to help drive fraudulent retail advertising out of radio with the aid of the Vigilance Committee of the Advertising Clubs of the World, is told in detail on a preceding page. Here, we believe, is an effort well worth while.

In this and in other respects *Radio Retailing* is endeavoring to help its dealer readers conserve their most valuable asset—the good will of the public. Business men insure their stocks of goods and the buildings in which they do business, but all too often they overlook the protection of consumer good will. The goal of the industry should be the development of this good will to a maximum point and the two fundamentals—truthful advertising and honest merchandising—will aid materially in helping retailers attain it. This magazine proposes to be one of the agencies through which this may be accomplished.

Four Sales Instead of One

WHY do radio dealers continue to sell *only one* loudspeaker per customer, when they might sell *four or five*?

Why not, in fact, provide a loudspeaker for each of the principal rooms of the customer's house—as we now provide other conveniences? People used to heat

only one room in the house. They formerly wanted running water only in the kitchen. And the old-fashioned *phonograph* taught them to expect to have *music* in *only one room*.

But with radio and a pair of bell-wires, one can have music in any room at negligible expense—(For, a few dollars will wire a whole house).

If a few radio leaders among dealers and manufacturers will try out the radio-in-every-room idea in their own homes, and discover for themselves its appeal, *Radio Retailing* believes we shall see the launching of a new force for radio satisfaction and loudspeaker sales.

Learning by the Other Fellow's Experience

EXPERIENCE is the great teacher of practical wisdom, but the wise man is the one who learns from the *other fellow's experience* as well as his own. This applies not only to the other man in your particular line, whose triumphs and problems are reported in your trade paper. It refers also to the merchants in other fields in your own town. Watch the department stores, if you are a radio dealer, and the music shops and the stationery stores; they will have ideas in window display and in store arrangement and in sales enterprise which, though differently expressed, will be applicable in principle to your own affairs.

There are allied elements in all retail businesses, and often ideas which are "old stuff" in one line, will prove novel and profit-producing when introduced into your own business.

"Mrs. Prospect"—Sell Her!

THE wise dealer will train his whole organization to be salespeople from the girl who answers the telephone to the very head of the company. Instead of greeting Mr. and Mrs. Jones, prospective radio buyers, in technical terms far above their heads, he will see that the sales person picks out the selling points of the line and in effective tones, closes the sale before the customer leaves the store.

But more and more the appeal must be directed to Mrs. Jones. Teach the salesmen to ascertain the finish of the furniture in the prospective customer's living room; then let him pick out a set, the cabinet of which



"After All, It's What the Readers Think

We wish to congratulate you on your publication, "Radio Retailing." We feel certain that it fills a long felt want. Please accept our compliments.

THOMAS BARLOW
& SONS, LTD.
Durban, South Africa.

I think the articles in "Radio Retailing" are fine and will do a world of good for the radio trade.

J. STUART REED,
Charleston, W. Va.
"Radio Retailing" is the best radio

magazine we have seen and we enjoy every page of it. Do continue it.

JAGER-ASMUS
HDWE. CO.,
Wyandotte, Mich.

I think "Radio Retailing" is one of the most valuable helps

to the dealer. Every issue is a jewel.

D. O. KESSLER,
Zion, Ill.

I sure like "Radio Retailing." It is the best radio trade paper I get.

H. A. FENSKE,
New Ulm, Minn.

This to Say—

very nearly matches that furniture. All in all, direct the appeal to the women. Remember that when Columbus wanted to take that historical trip, he went to the Queen. When she was fully sold on his prospective venture, she went to the King for the money. What else could the King have done, but furnish that money?

Broadcasting as Dealer Advertising

RADIO broadcasting is a powerful maker of good will. But it is not a real substitute for regular advertising. As a consequence, the radio retailer who wishes to create increased local market for this particular goods must plan with care any broadcasting effort which he expects to make. Otherwise it may absorb all of the funds which he can afford to expend for advertising.

Any broadcasting station, no matter how small, is a constant expense for maintenance, operation, and provision of programs. Small stations are run for a few thousands of dollars per year, but this fact is apt to be quite as evident to the listener-in as to the auditor of the owner's books. Big station costs are figured in hundreds of thousands of dollars per year, some of the larger units costing more than a thousand dollars per day. Consequently the establishment of a broadcasting unit, even of small size, cannot be lightly undertaken by the average retailer.

Getting In on the Big Stations

FORTUNATELY, there is growing up a practice which will afford to the retailer use of big-station broadcasting facilities by rental at hourly rates for a relatively small charge. This development is yet in its infancy, but gives promise of being a satisfactory medium for building of radio good will. From its analogy with long-distance telephoning it has acquired the designation "toll broadcasting."

It will be well worth while for dealers who desire to do broadcasting to investigate the toll broadcasting facilities in their neighborhoods with a view to arrangement for a suitable period each week or each fortnight, rather than hastily to commit themselves to unknown and probably greater expenditures for their own stations from which they can hope to gain much less

in real returns and certainly little added profits.

Substantial benefit can come only from giving high class programs on such occasions, for whether it be jazz or grand opera it must be the best in its class to become a good-will builder. Hence if the entire broadcasting appropriation be spent on the program and toll, rather than upon the construction maintenance and operation of the station, the chances of success are often greatly increased.

Sell Him on the "Local" Programs

"DISTANCE" is the claim which every dealer and salesman is tempted to use. Yet—

It does not pay to show a radio set up too favorably at first, in your selling talk. One may be able to get any station in the country on the set—but do not sell the customer on the expectation that he can count on cross-continent reception. Make the sale on the basis of ordinary daylight conditions—citing the possibility of long-distance as so much extra thrown in, which should clinch the sale. For the customer will operate the radio in his home 90 per cent on local programs and 10 per cent in experimentation with long distance. Sell it to him on the same basis, and he will not later be disappointed.

Getting Down Onto the Ground

POST mortem talk is easy. But those who find fault must remember that the whole radio world has been riding a great wave of prosperity. It was inevitable that the time would come when radio would have to pull itself together or be shaken down into a regular business, operated in the regular way, with competitive conditions of selling and the same need for creative market development that exists in any other seasonal industry.

We are all up to the ears in that process right now. Manufacturers, jobbers and dealers who thought that radio was to be "all beer and pretzels" are reorganizing their selling plans and getting down on the hard ground. They are going to work to build for stability and permanence along sound economic lines. And they will find that radio is just as good a business as any man can desire.

That Counts"

Your "Radio Retailing" is a very good set-up for the retail radio store and is just what they must have.

F. J. HOLZHAUER,
Toledo, Ohio

The last issue of "Radio Retailing" is

More Comments by Radio Men, from the Editors' Mailbag

certainly great and cannot fail to be of help to dealers in radio.

C. CHARLES,
Dorchester, Mass.

"Radio Retailing" is the best of its kind to date and is

just what the business needs.

NORTHERN ELECTRIC
COMPANY,
Saulte Ste. Marie, Mich.

"Radio Retailing" looks good and should be had by every radio dealer.

Our subscription follows.

A. F. SNYDER & SON,
Weissport, Pa.

We congratulate you on the quality of your publication.

GOULD STORAGE
BATTERY CO., INC.,
New York, N. Y.



Newest Books on Radio

A Review of the Latest Publications, Compiled for the Information of the Radio Dealer and His Customers. Concluded from the March Edition of "Radio Retailing"

The Super-Heterodyne

By F. F. Webb. *Consrad Company, Inc. New York.* 46 pages. Paper. Price, 25 cents.

The purpose of this book is to correct any erroneous ideas concerning the value of the super-heterodyne as the ultimate in radio broadcast receivers and as well to point out the defects in each of several types. In addition to this, full instructions are given in simple terms, also comprehensive matter explaining each step in the construction of an efficient super-heterodyne receiver.

How Radio Is Received

By R. S. Ould. *Consrad Company, New York City.* 47 Pages. Paper. Price, 25 cents.

This booklet comprises a simple and concise exposition of radio transmission and reception, written in language anyone can understand.

The Radio Amateur's Handbook

By A. Frederick Collins. *Thomas Y. Crowell Company, New York City.* 413 Pages. Price, \$1.75.

An up-to-date, revised edition of the original, published in 1922. It is what the name implies—a radio handbook for the builder of receiving sets, containing full instructions. It includes a summary of radio laws and insurance requirements.

Principles of Transmission in Telephony

By M. P. Weinbach, *Professor of Electrical Engineering, University of Missouri. The MacMillan Company, New York City.* 300 Pages. Price not given.

One of the "Engineering Science Series." A complete textbook for students in electrical engineering, particularly in telephone engineering, embodying a rigorous mathematical analysis of the problems met in modern telephony. Purely a scientific study, accurately and authoritatively told.

Practical Radio

By James A. Moyer and John F. Wostrel. *McGraw-Hill Book Company, New York City.* 250 Pages. Price, \$1.75.

This book explains radio as it is known today. It describes the best kind of sets, how to buy them, how to operate them, how to test them, how

to repair them and how to build them. It is a complete radio guide. Up-to-date information is given on the control of static, atmospheric and directional effects, long and short-wave transmission, etc. While the subject matter is technical its treatment is extremely simple and easily understood.

Radio Trade Directory

McGraw-Hill Company, Inc., New York City. 120 Pages. Subscription price, \$5.00 annually. Published quarterly.

A trade directory, as complete as it is possible to make, listing all known manufacturers of radio apparatus, with their products and trade names.

Radio for Everybody

By Austin C. Lescarbours. *Scientific American Publishing Company, New York City.* 361 Pages. Price \$1.50.

A new edition, entirely rewritten, the first edition appearing in 1922. It tells, in an easy, readable style, the "hows" and "whys" of radio reception, with, also, a chapter on broadcasting. Well illustrated and authoritatively told.

Radio Craft

By Frank I. Solar. *The Bruce Publishing Company, Milwaukee, Wis.* 30 pages. Paper. Price not given.

Mr. Solar, of the Northern High School, Detroit, Mich., has written this manual for boys of high school age. Profusely illustrated, it gives the construction of various parts of sets and several simple hook-ups.

The Boy With the U. S. Radio

By Dr. Francis Rolt-Wheeler. *Lothrop, Lee and Shepard Company, Boston, Mass.* 331 Pages. Price, \$1.75.

An excellent presentation of the history, theory and methods of radio, done in fiction style for boys of grammar school age. The educational pill is sugar-coated by a light, fictional treatment that should prove popular with boys.

Henley's Workable Radio Receivers

By John E. Anderson and Elmer H. Lewis. *Norman W. Henley Publishing Company, New York City.* 192 Pages. Price, \$1.00.

This paper-bound book contains the design, construction and wiring dia-

grams of ten popular circuits, with all necessary information to build them. Included also are instructions on how to read wiring diagrams, information on modern, factory-built sets, and a chapter on the effect of location on radio reception.

Construction of Radio Receiving Sets

By L. Day Perry and R. O. Buck. *Bruce Publishing Company, Milwaukee, Wis.* 70 Pages. Price not given.

A simplified exposition of radio reception, written for the "man who builds his own." Complete instructions for building various types of receivers are given.

The Radio Instructor

Professor J. H. Morecroft, Columbia University, Associate Editor and Advisor. New York City. Radio Courses, Inc. 178 Pages. Price, \$1.00.

Revised popular edition of the first number, which appeared in 1922. The five volume "Radio Reading Course," published by this concern, in condensed form. It contains the five lectures of the course and teaches the simple theory, design, construction, operation and maintenance of radio receiving apparatus. Considered the best work in that field and used as a textbook by several schools.

Modern Radio Reception

By Charles R. Leutz. *Experimenters' Information Service, Inc. New York City.* 337 Pages. Price not given.

An exposition of the technique of radio reception, written in clear language, profusely illustrated. In addition to wiring diagrams of several popular circuits, with instructions on how to build them, the book contains a clear explanation of radio parts and accessories and their uses.

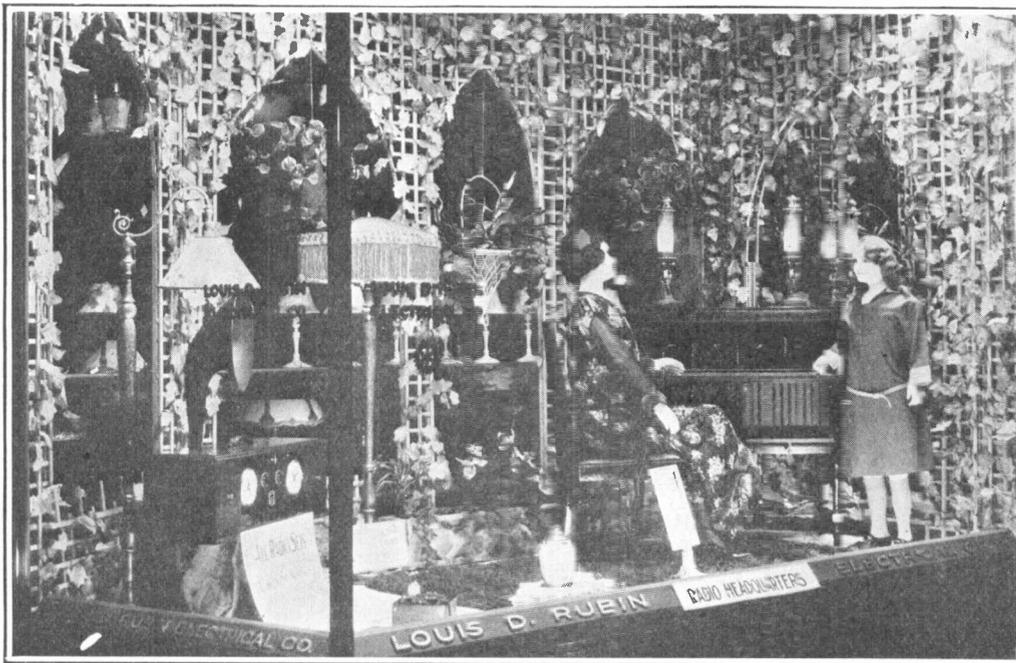
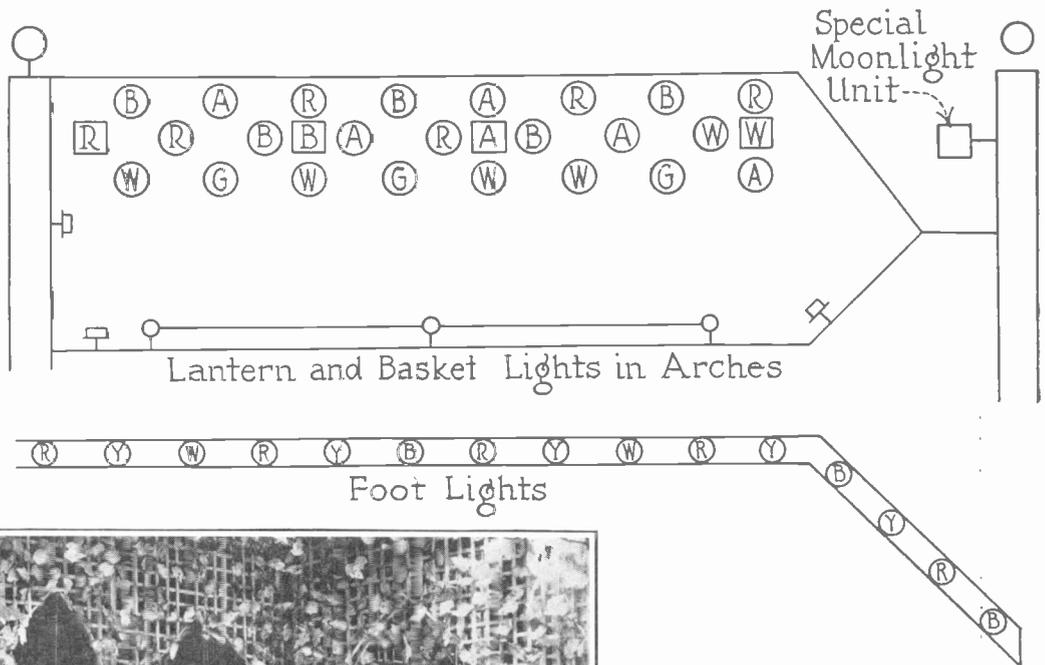
Radio Up to the Minute

By John R. Irwin and Arthur R. Nilson. *Edward J. Clode and Company, New York City.* 388 Pages. Price not given.

This is a practical handbook, written in non-technical language, including a complete theoretical and practical explanation of radio, written from the standpoint of the needs of a "listener-in." The principles and workings of receiving apparatus and circuits are clearly set forth. It includes a department of questions usually asked by radio fans and their answers.

Colored Lighting Makes Window Displays Effective

The Louis D. Rubin Electric Company, Charleston, S. C., has wired its radio and electric show windows according to the diagram illustrated on the right. Blue, amber, red, white, green and yellow tinted bulbs are used and by switching from one circuit to another, several color combinations can be worked out, such as sunrise, moonlight, twilight,

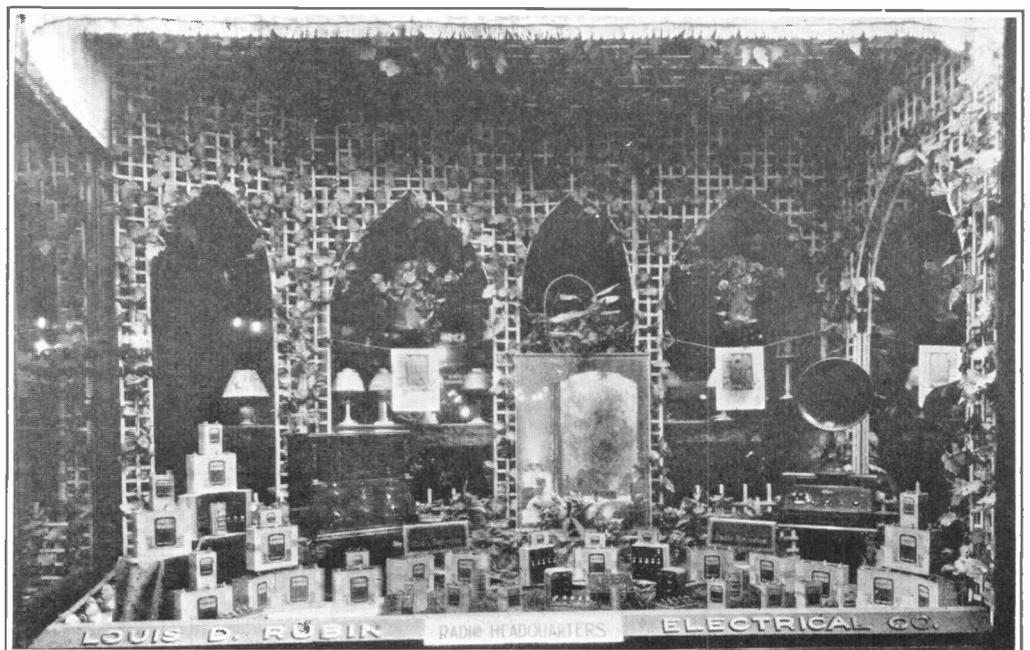


etc. With lighting changes, the same display is made to present a different appearance each evening.

The background of an arbor, with flowers in bloom, climbing the trestle and spreading over the roof of the arbor, gives just the right Spring atmosphere for this time of year, and the use of wax dummies, which, in the soft illuminations, present an extremely

lifelike appearance, all combine to make Rubin's radio and electric windows one of the outstanding spots on Charleston's main street.

Overhead, there are three rows of lamps, as well as several "baby spots" and lantern and basket lights in arches. A single row of bulbs along the lower frame of the window constitutes the "foot-lights." With a display that is already attractive in itself, the colored lighting presents a scene of unusual beauty.





What's New in Radio and

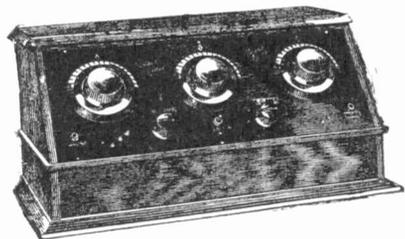
This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products on the market.



Six-Tube Receiver

Radio Retailing, May, 1925

Two radio frequency amplifiers, detector, and three audio frequency amplifiers are employed in the new "Neutrowound" set offered by the Neutrowound Radio Manufacturing Company, 1721 Prairie Avenue, Chicago, Ill. An exclusive feature found in this set is the Neutrostat, used to vary the effective plate potential. The set is inclosed in an all-metal case, finished in crystal-line black and nickel. Three dials provide for the tuning. A cable is furnished for battery connections. Overall dimensions are 34 in. x 9 in. x 6 in. Net weight 23 pounds. Intended retail price, without accessories, \$85. In Canada \$115.



Six-Tube Receiver

Radio Retailing, May, 1925

Departing somewhat from the usual practice of American manufacturers, this set uses three stages of resistance-coupled audio frequency amplification in combination with two stages of tuned radio frequency amplification. The result, according to the Blair Radio Laboratories, Twenty-third Street and Sixth Avenue, New York City, manufacturer, is distance, selectivity, and tone quality. It is a well known fact that resistance-coupling is superior to transformer coupling for clarity and distortionless amplification, so, this set now being placed on the American market should meet with favor with the radio public. The cabinet has mahogany or walnut finish, with sloping bakelite panel and three large dials, as shown in the illustration. Other features claimed by the manufacturer are, straight line condensers, special battery cable, and that it can be used with all types of tubes and aeriels. The set is sealed at the factory and is guaranteed for one year if the seal is not broken. The intended retail price is \$75.

Radio Cement and Varnish

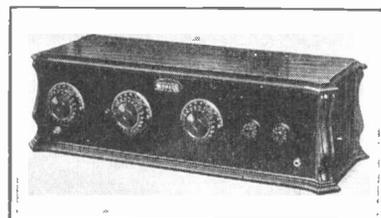
Radio Retailing, May, 1925

A high-grade "Nitro-cellulose" cement and varnish is being marketed by the Phenix Aircraft Products Company, Williamsville, New York. It is said to be a quick drying, highly insulating, water-proof varnish, for cementing, and insulating coils, wires, paper, wood, glass, foil, rubber, and other materials. A liquid spaghetti claimed to be water- and oil-proof is also made by the same company, which dries to a thin brilliant colored film. The intended retail price of the varnish is 25c. for a 3-ounce bottle and 25c. for a 2-ounce bottle of the spaghetti which may be obtained in six different colors.

Five-Tube Receiver

Radio Retailing, May, 1925

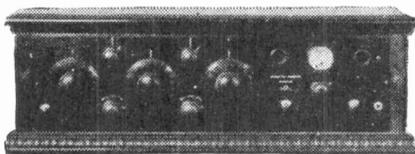
Two stages of tuned radio frequency amplification, and two stages of audio frequency amplification are used in the new set brought out by the Sonora Phonograph Company, Inc., 279-281 Broadway, New York City. Three tuning dials and two filament rheostats take care of all adjustments. Both the grid leak and grid condenser have been eliminated, which removes a possible source of distortion. The cabinet is finished in brown mahogany with concealed terminals and a five foot battery cable extending from the back of the set. Intended retail price, less accessories, is \$90. Overall dimensions are 29 in. x 8½ in. x 11 in.



Five-Tube Set

Radio Retailing, May, 1925

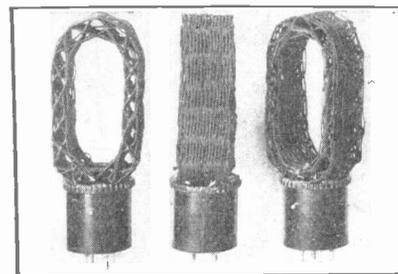
Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification are employed in the Nameless, Type B-T3 receiver brought out by Rossiter-Manning, 1830 Wilson Avenue, Chicago. A 6-volt "A" battery and 90-volt "B" battery are recommended for its efficient operation. Included in the equipment is a Roller-Smith double range voltmeter to indicate the condition of the "A" and "B" batteries without the use of a hydrometer. Enclosed in mahogany or walnut cabinet, which provides ample space for dry batteries. Intended retail price, \$198; console model with loudspeaker, \$325.



Coil Kit

Radio Retailing, May, 1925

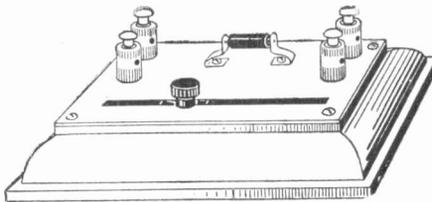
A very commendable attempt to make the popular five tube radio frequency set more flexible to a wider band of frequencies is being made by the Washburn Burner Corporation, Kokomo, Ind., in its new type of coil. The coils are of basket weave type and are mounted to bases that fit into the standard tube socket. There are three coils to a kit and three kits to a set. The range of the kits in meters is, 40 to 180, 100 to 300, and 224 to 555. The intended retail prices per kit are, \$7, \$8 and \$9.



Fixed Crystal Receiver

Radio Retailing, May, 1925

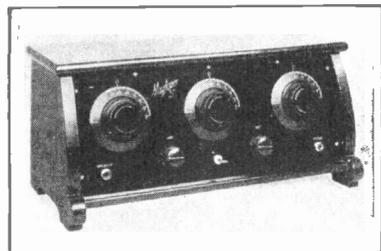
A small fixed crystal receiver is made by the L. D. Van Valkenburg Company, Holyoke, Mass. The base is mahogany finished with a satin-finished aluminum plate on top. Tuning is done by means of a coil slide. For the receiver alone, the intended retail price is \$3.50. With phones and aerial, outfit is \$8.50.



Five-Tube Receiver

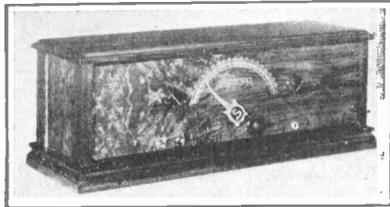
Radio Retailing, May, 1925

"Mayflower 5" is the name of a new five-tube receiver announced by the Wheelock Manufacturing Company, West New York, N. J., sold through the C. & M. Sales Company, 154 Nassau Street, New York City. Enclosed in mahogany cabinet with bakelite panel. Intended retail price, \$60.



Where to Buy It News of Latest Products Gathered by the Editors

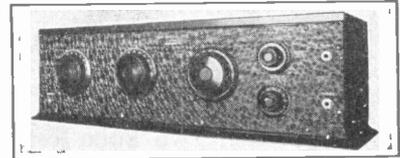
It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Three Tube Reflex

Radio Retailing, May, 1925

A unique, originally designed three tube reflex receiver, with a single control is being made by the Electrical Research and Manufacturing Company, Waterloo, Ia. The set makes a very neat appearance as can be seen from the illustration. This is the standard set, although it is made in portable and console models. Intended retail price, \$100.



Five-Tube Receiver

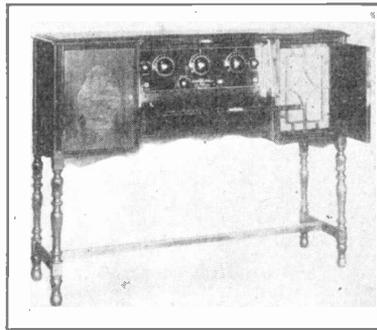
Radio Retailing, May, 1925

Known as the "Gar-Shear-Dyne" TRF 25, is the five tube tuned radio frequency (two stages) receiver, built by A. J. Gardenhour, Arcade Building, Waynesboro, Pa. The set embodies low loss construction throughout and has the speaker in the rear. The front presents a very neat appearance with the crystalline finished panel as can be seen in the illustration. Two phone jacks in the front permit the use of phones with or without the speaker. Intended retail price \$110.

Five-Tube Console Type Receiver

Radio Retailing, May, 1925

A beautiful and attractive addition to the drawing room is found in the new No. 53 "Logodyne" console model manufactured by the Kodak Radio Corporation, 111-120 West Third Street, Cincinnati, O. On the left, as is shown in the illustration, is the loud speaker, and on the right is ample space for batteries, etc. It is a tuned radio frequency receiver with a sloping gold engraved Formica panel. Inside the set all wires are concealed beneath a sub-panel. The front opens down and may be used for writing. All three doors have locks on them. The intended retail price is \$250.



Three-Tube Receiver

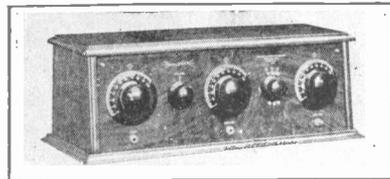
Radio Retailing, May, 1925

For the summer vacationist who would take his radio set in his car the Radio Auto Distributors, 920 D. Street, N. W., Washington, D. C., have their Model 3-P Airtone. It employs a special patented circuit with two tuning controls and three tubes. It is encased in either walnut or mahogany with a built-in loud speaker which utilizes a Baldwin H Radion horn. It may be used with either a storage battery or dry cells and may also use any kind of an antenna, it is pointed out by the maker. The overall dimensions are 8 in. x 19 in. Intended retail price of \$60.

Five-Tube Receiver

Radio Retailing, May, 1925

A special circuit controlled by a three-position switch is incorporated in this five tube tuned radio frequency receiver, so that its operation on the lower wave lengths will be more satisfactory. Explains the Hallock and Watson Radio Corporation, 190-192 Park Street, Portland, Ore., maker of the "Halowat" receiver. The cabinet is hand finished, dark walnut with a sloping, walnut formica panel, 7 in. x 21 in. x 3/4 in. General radio condensers, low-loss radio frequency coils and "Hedgehog" audio frequency transformers are used. Intended retail price is \$90.



Loud Speaker

Radio Retailing, May, 1925

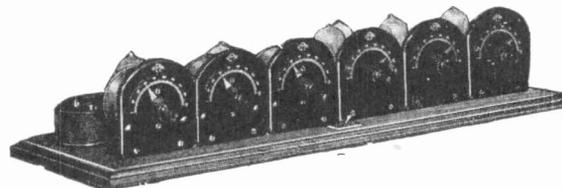
Made entirely of wood and finished in walnut or brown mahogany is the "Tele-tone" type L S loud speaker made by the Teletone Company of America, 449-453 West Forty-second Street, New York City. It stands 15 1/2 in. high, requires no batteries and has 7 ft. of cord. The intended retail price is \$30.

Three New Models

Radio Retailing, May, 1925

Added to the line of receivers made by the Crosley Radio Corporation, Cincinnati, Ohio, are three new models, exclusive of the "Trirdyn Special" which was described previously in this section. These new models include the No. 50 one-tube portable set, leatherette-

covered, listed at \$16; the No. 51 "Special," a two-tube receiver similar to model 51 but with sloping panel set in a cabinet large enough to hold the necessary batteries. This model is listed at \$23.50; then the No. 52 "Special" which is the old No. 52 model encased in a new and artistic cabinet with sloping panel. This model is also made to accommodate batteries. It is listed at \$35.

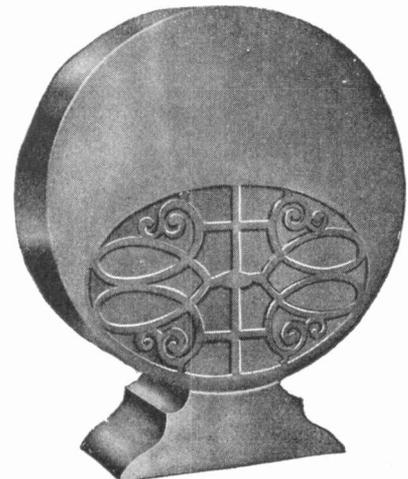


Additional Units for Building Up Radio Set

Radio Retailing, May, 1925

Radio beginners, it is pointed out, usually purchase small outfits at first and as their knowledge of radio increases, try to obtain better and more up-to-date sets. So that no parts or

material are wasted in enlarging sets, the Radio Products Manufacturing Company, 501 South Jefferson Street, Chicago, has arranged to furnish additional units which may be added to the set from time to time as desired. These parts are known as the "Add-a-Unit" line and include variometers, variocouplers, coupled circuit tuners, detector units and amplifying units for both audio and radio frequency.



What's New in Radio and Where to Buy It—



A.C. Operated Two-Tube Reflex

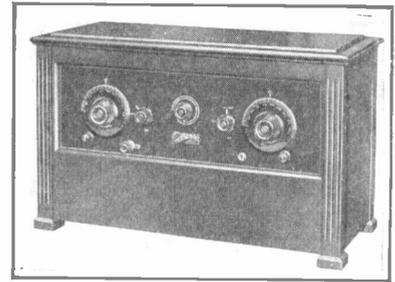
Radio Retailing, May, 1925

In the "Electradyne," made by the Peerless Radio Corporation, 5245 Ravenswood Avenue, Chicago, Ill., one finds a two-tube, two control, reflex set that does away with an A battery by using the house current (110 volts 60 cycle). The loud speaker is built in with plenty of room on each side of the sound chamber for B batteries. A Baldwin Type H phone is used for the loud speaking unit. With solid mahogany cabinet the intended retail price is \$125 complete.

Five-Tube Receiver

Radio Retailing, May, 1925

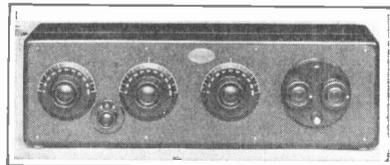
Selectivity, tone, volume, ease of tuning and stable operation, are some of the features pointed out by the W-K Electric Company, Kenosha, Wis., maker of the "Orion" model 7 receiver. The circuit uses new principles which enable the operator of the set to separate distant stations with a difference of 1.5 meters or less. There is also a feature which permits the user to adjust the set to maximum efficiency to the particular aerial being used. Two major tuning controls are used. The cabinet of solid mahogany, with B battery compartment below, has overall dimensions of 15 in. x 12 in. x 25 in. The intended retail price, less accessories, is \$150. Three other models are also being offered.



Five-Tube Receiver

Radio Retailing, May, 1925

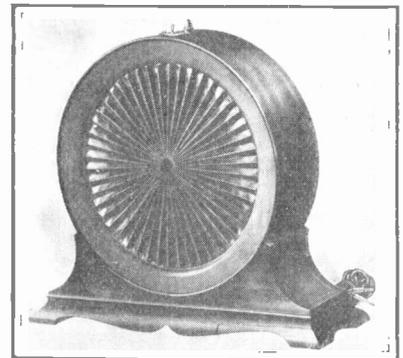
A recent addition to the line of radio receiving sets of the Atwater Kent Manufacturing Company, 4700 Wissahickon Avenue, Philadelphia, Pa., is the Model-20-compact. It comprises the usual two stages of tuned radio frequency amplification, detector, and two stages of audio frequency amplification, with three tuning dials. Overall dimensions are 6½ in. x 19½ in. x 5½ in. Intended retail price without accessories but with battery cable attached, \$100.



Loudspeaker

Radio Retailing, May, 1925

Unusual in design and construction is the "Victor Lumiere" loudspeaker, the latest product of the Victor Talking Machine Company, Camden, N. J. It consists of a highly sensitive electrical unit with special diaphragm, which, in turn, actuates a rosette or pleated diaphragm of parchment, as can be seen in the illustration. There are two of these diaphragms, one on the "face" and one on the rear. It has the appearance of a mantel clock, is finished in brown mahogany, with the diaphragm finished in mottled brown to match, and uses the same wood as is found in Victrola instruments. The speaker is adjustable for volume by a lever. It is said to be super-sensitive, to have great volume, and reproduce faithfully. The intended retail price is \$40.



Loud Speaker

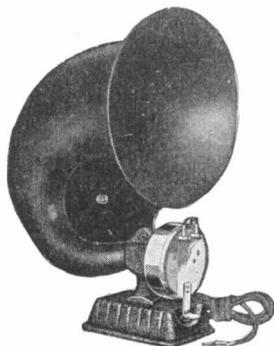
Radio Retailing, May, 1925

The Spartan Electric Corporation, 99 Chambers Street, New York City, has announced a new loud speaker employing a hard rubber horn and a bakelite base which includes a diaphragm adjustment on the sides. This assists greatly in getting the best tone quality and sensitivity from the speaker. Intended retail price, \$10.

Loudspeaker

Radio Retailing, May, 1925

The model BG Baby Grand loudspeaker, using the G-G-H Model WG constant tension diaphragm unit, is now offered to the radio public by the Grigsby-Grunow-Hinds Company, 4540 Armitage Avenue, Chicago, Ill. The horn is made of DuPont Pyralin, which, the manufacturer points out, has no audible period of vibration. The overall height is 13 in. with a bell diam. of 9 in. An exclusive feature with this model, as well as with the WG-10 model, is the constant tension diaphragm. Complete with a 5-foot cord and adjustable volume control the intended retail price is \$9; that of the WG-10, \$12.50.



Radio Table

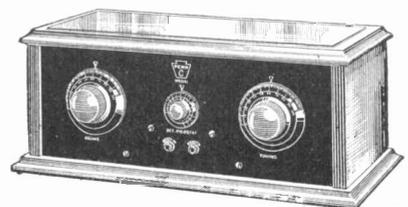
Radio Retailing, May, 1925

A radio table, with room for batteries and loudspeaker horn, has been put on the market by the Wasmuth-Goodrich Company, Peru, Ind. The front is made of selected mahogany ply wood, and the rest of the cabinet of suitable materials, finished in duo-tone brown mahogany. The drop door in front hinges to the top and when raised is an arm rest for tuning. There is also a false panel back of this so as to hide the batteries when the front is raised. The hinged support (which is 9 in. in diam.) at the back will hold any loudspeaker, bringing the horn above the set. The overall dimensions of the table are 30 in. x 31 in. x 12½ in. The battery compartment is 28½ in. x 11 in. x 10 in. The intended retail price is \$20.

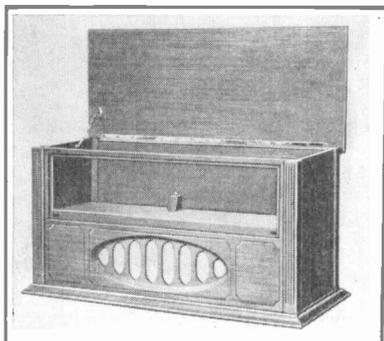
Three-Tube Set

Radio Retailing, May, 1925

Using the "Uncle Sam" coil circuit, with any kind of tubes, the "Penn C" special, made by the Pennsylvania Wireless Manufacturing Company, 507-511 Florence Avenue, New Castle, Pa., tunes from 200 to 600 meters. The cabinet is of black walnut, with a panel of bakelite mahogany and dials to match. Jacks are provided on the first and second stages and the amplifier tubes have automatic filament control. About \$65.



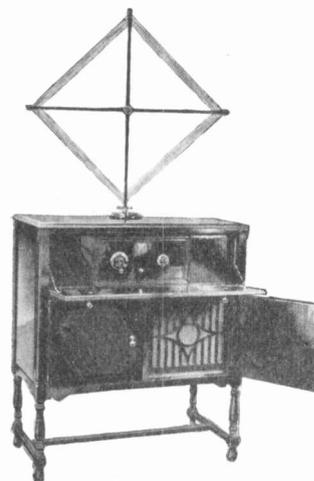
News of Latest Products Gathered by the Editors



Cabinet with Built-In Horn

Radio Retailing, May, 1925

The new Blandin 35-D is a completely self-contained cabinet with built-in loudspeaker horn and two B battery compartments, made by the Blandin Phonograph Company, Inc., Racine, Wis. Batteries and horn are reached through a door opening in the rear of the cabinet. The upper compartment accommodates a panel 7 x 26 in. and is 10½ in. deep. It is built of solid select Honduras mahogany, with back panel and extra mounting board of bass wood. The horn is of Oregon spruce, back of a silk lined grill. A hand rubbed lacquer finish is given the cabinet. Intended retail price is \$35. West of the Rockies, \$38.50.



Four-Tube Loop Receiver

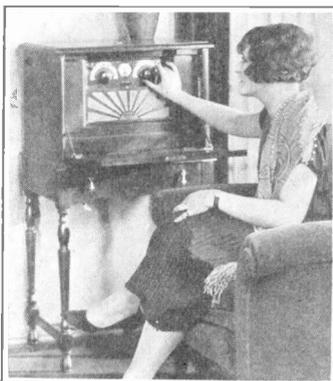
Radio Retailing, May, 1925

Known as the "Just-Rite," and made in both console and table models, the Air-Ola Radio Company, Huntington, West Virginia, offers a four-tube, single dial, loop receiver. Two tubes are reflexed with the use of a crystal receiver. Automatic filament control is used with the 201-A tubes required. Intended retail price of the console type complete, less tubes and batteries, \$250. That of the table type with loop aerial only, \$133.50.

Portable Receiver

Radio Retailing, May, 1925

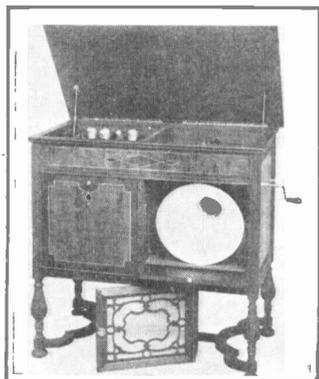
"One radio receiver for two uses" is apparently the motto of the Operadio Corporation, 8 So. Dearborn Street, Chicago, Ill., which manufactures the Operadio portable receiver. The receiver itself has had no material change made in circuit or design, but two models of console cabinets have been designed in which the portable set may be placed. A loop antenna built in the cabinet takes the place of the regular external loop and if directional loop effects are necessary the regular loop may be plugged through the top. When it is desired to take the set on an outing, the cover of the console is raised, the receiver is lifted out, and you have a self contained six tube, portable receiver. Intended retail price, complete, \$273.50; cabinet only, \$84.50; portable receiver, \$189.



Eight-Tube Reflex

Radio Retailing, May, 1925

In the P.R.4 and the P.R.6 the Pries Radio Corporation, 693 Broadway, New York City, has recently brought out two 8-tube reflex receivers. The former is a table type and the latter is a console type with loudspeaker built in. They are designed for loop antenna, using either dry-cell or storage-battery tubes. With the announcement of these two sets it is stated that the P.R.3 and P.R.5 have been withdrawn from the market. The intended retail price of the P.R.4 is \$165 and that of the P.R.6 is \$275.



Combination Console Phonograph Receiver

Radio Retailing, May, 1925

One of the three new "Phonoradio" consoles, made by the Wasmuth-Goodrich Company, Peru, Ind., is shown in the illustration. It is called the "Verdi" console model, obtainable in either burl walnut or figured mahogany, and contains the new Emerson phonograph with Music-Master full floating horn, copper screened front grille, Heinman double spring motor, disappearing drop front door, tone modifier, battery compartment with rubber mat and back door. Intended retail price without set \$150. Complete with four-tube Federal non-regenerative set \$300 or with a five-tube Howard neutrodyne \$375.

Loudspeaker

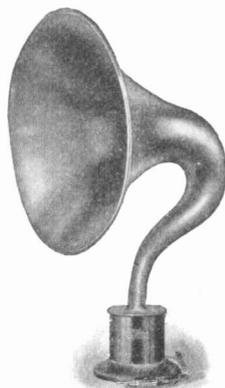
Radio Retailing, May, 1925

The new adjustable "Table Talker" announced by C. Brandes, Inc., 237 Lafayette Street, New York City, has a gooseneck horn of fibre and an adjustment lever at the bottom of the base. The horn is 18 in. high, has a 10-in. bell, and is finished in a neutral shade of dark brown with a felt padded base. Sold under the Brandes guarantee and furnished with a 5-ft. polarity-indicating cord, it has an intended retail price of \$10.

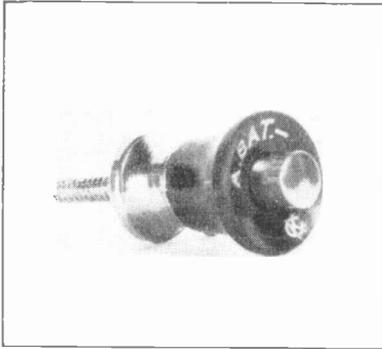
Loudspeaker

Radio Retailing, May, 1925

"Federal" Type 180 is the loudspeaker offered by the Federal Telephone Manufacturing Corporation, Buffalo, New York. The horn is of moulded rubber of the goose-neck type, 23 in. in height, and the bell is 18 in. in diam. Its total weight is 19 lb. and it has a mica diaphragm with no volume adjustment. The mechanism is of the permanent magnet type having a suspended armature. It may be used with any tubes from the UV-199 type to the UV-202 type and is unique in that it will take all the power supplied to it without injury to the mechanism or quality of reproduction, the manufacturer declares. Intended retail price, \$60.



What's New in Radio and Where to Buy It—



Spring-Cap Binding Posts

Radio Retailing, May, 1925

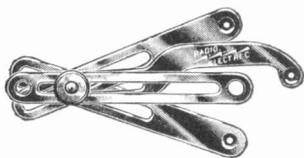
In order to eliminate the inconvenience of radio binding posts which have to be screwed together, the Gano-Kramer Company of 238 West Fifty-third Street, New York City, has placed on the market binding posts with spring caps. In order to place a wire in these binding posts, it is only necessary to lift up the cap, insert the connection in a hole provided for this purpose and release the cap. A spring in the cap holds the connection firmly in place. These binding posts can be obtained for antennas, ground and the various battery connections, all visibly marked.



Grid Leak

Radio Retailing, May, 1925

The "Tridot" grid leak manufactured by the Tridot Electric Company, Inc., 16 Hudson Street, New York City, is tested, glass inclosed and guaranteed accurate. The resistance element is impregnated paper which makes the carbon an integral part of the wood pulp of which the paper is composed. Intended retail price, 35c.



Adjustable Template

Radio Retailing, May, 1925

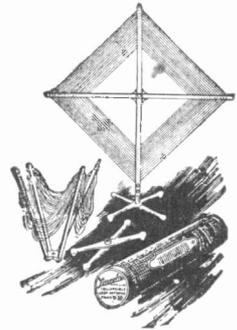
To indicate the exact location for the drilling of holes in panel or baseboard of any radio set, the Bridgeport Hardware Manufacturing Corporation, Bridgeport, Conn., has introduced its "Radio-Lectric" adjustable template which is made to fit on any part and which is then locked in position by the thumb nut.

Among the other radio tools made by the company is a nut forcep, No. 442, which gives the desired grip on all sizes of knurled, hex and square nuts and socket wrench sets which are sold in two groups, No. 480 comprising sizes $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ in. and No. 485, containing these sizes and two additional sizes, $\frac{5}{16}$ and $\frac{3}{8}$ in. Intended retail price of the template is 50c.; forcep, about 60c.; and wrenches, 50c. and 80c.

Collapsible Loop Antenna

Radio Retailing, May, 1925

The "Lincoln" loop is composed of sixteen turns of No. 38 gauge wire, 60 strands of copper and 5 strands of phosphor bronze, the latter to give strength and prevent stretching. It is made by the Lincoln Radio Corp., 221 North Wells Street, Chicago, Ill. Two binding posts are placed near the base. The natural period of this loop is 140 meters. When shunted with a 23-plate variable condenser it covers a wave length range of 190 to 620 meters. Extended the loop is 31½ in. high and 28 in. wide. When collapsed it fits into a packing tube 3½ in. in diam. and 19 in. long. Intended retail price, \$6.50.

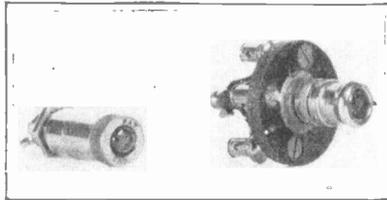


Short-Circuit Signal

Radio Retailing, May, 1925

A warning signal device known as the "Kant-Blo" is now being produced by the Gano-Kramer Company of 238 West Fifty-third Street, New York City, in two styles. One combines the short-circuit signal with a negative "B" battery binding post while the other is furnished in an "A" battery switch style. A special miniature lamp in the signal, which is installed on the panel of any radio set, becomes illuminated when a short-circuit occurs.

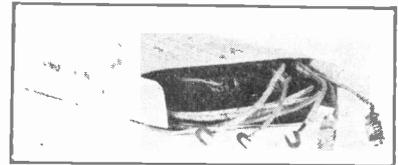
The retail price of the binding post style signal is \$2 and that of the battery switch style is \$3. Replacement lamps fitting either style list at 75c.



Battery Cable

Radio Retailing, May, 1925

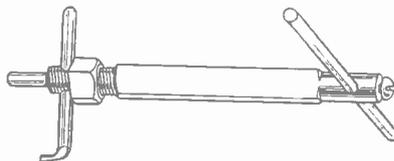
The "Premier" five-wire battery cable of the Crescent Braid Company, Providence, R. I., employs five different colors for identification of leads and is equipped with clips for "A" battery connections and lugs for "B" battery connections; also lugs for set connections.



Cutting Tool

Radio Retailing, May, 1925

Used as a hand tool or applied to brace or drill press, the Economy Fly Cutter is particularly designed for cutting holes in panels. It is made to cut steel as well as insulating materials. The manufacturer is the Economy Screw Corporation, 5215 Ravenswood Avenue, Chicago. Intended retail price, \$1.



Tester for Tubes, Loudspeakers, Etc.

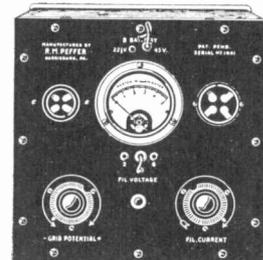
Radio Retailing, May, 1925

R. M. Peffer, Harrisburg, Pa., has designed a testing device to test vacuum tubes, head phones, loudspeakers, transformers, etc. It is also made to show open circuits or grounded circuit in phones, amplifying transformers, jacks, coils, etc.

One-Knob Vernier Condenser

Radio Retailing, May, 1925

One knob makes both the group plate and the vernier plate adjustment, declares the Cruver Manufacturing Company, 2456 West Jackson Boulevard, Chicago, of its new condenser. For rough adjustment, when this knob is turned in either direction, the vernier plate lines up with the group plates and operates as one of them, it is pointed out. Vernier adjustment is then made by turning the knob in the opposite direction. The "Proudfoot" condenser is intended for sale at \$3.75 for 13-plate, .00025 m.f.c. type; \$4.50, 25-plate, .0005 m.f.c.; and \$5.75, 43-plate, .001 m.f.c.



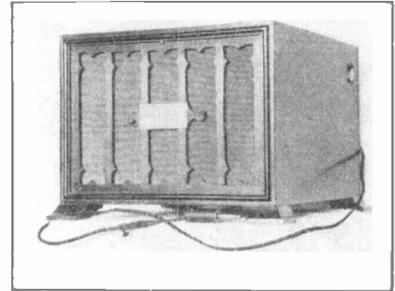
News of Latest Products Gathered by the Editors



A and B Battery Charger

Radio Retailing, May, 1925

A permanently connected charger for both A and B batteries is offered by Globe Electric Company, 14-28 Keefe Avenue, Milwaukee, Wis. Charging either A or B battery is accomplished by moving a switch. According to the manufacturer, any voltage of B battery up to 125 volts may be charged in series, with a charging rate of 3-10 amp. maximum, with from 1 to 5 twelve-cell batteries in series. The A battery charging rate is 2½ amp. maximum. Made for 110-volt, 60-cycle current only. Intended retail price, \$30.



Sound Reproducer

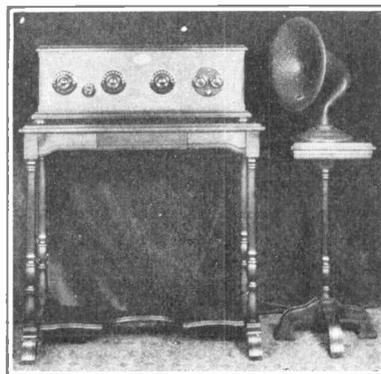
Radio Retailing, May, 1925

The refined tone of the "Wilfert" radio speaker, made by J. Fred Wilfert, 21 Cambria Street, Boston, Mass., is due, says the maker, to the elimination of the customary horn and using instead several chambers of different sizes, through which the sound waves are filtered. The chambers are built of wood on the principle of violins. The wood is mahogany with a rich rubbed finish. It is a patented device, and has an intended retail price of \$30.

Radio Table and Loudspeaker Pedestal

Radio Retailing, May, 1925

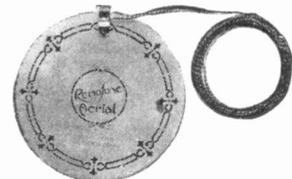
A new radio table, designed exclusively for the Model 20 Atwater Kent receiver, has been announced by the Chas. E. Roat Music Company, Battle Creek, Mich. The dimensions of the table are 30 in. wide, 28 in. high and 12 in. deep. The pedestal is 26 in. high, with a top measuring 10½ in. x 10½ in. The tops of both table and pedestal are of mahogany while other parts are of gumwood, finished to match the radio set. The shelf at the bottom of the table is strong enough to hold the batteries although it is recommended that they be placed in the basement.



Aerial Device Utilizing Telephone Wires

Radio Retailing, May, 1925

When placed underneath the telephone desk stand, the "Remofone" aerial, brought out by the Remo Corporation, Meriden, Conn., takes the place of an outdoor aerial. The wire, as seen in the illustration, is connected to the aerial post of the set and energy is picked up by induction from the ungrounded side of the telephone line. Signal volume may be regulated by the relation of the base of the desk stand to the surface offered by the Remofone. A device of this sort should be found valuable by apartment dwellers, as it is unnecessary to tamper with the telephone in any way. The intended retail price is \$1.



Battery Crystal

Radio Retailing, May, 1925

That it is a power unit within itself, delivering 25 to 50 millivolts right into the most sensitive part of the circuit, which is in turn amplified, is claimed for the new battery crystal brought out by the A. H. Miller Radio Company, 1220 Twentieth Street, Detroit, Mich. The crystal is made to fit any size of standard crystal cup. The rectifying properties of radio signals are amplified in the battery crystal by charging or electrifying the crystal and keeping it electrified to a certain potential it is explained. By means of a "Pop Powder," developed by the company, the battery crystal is kept at the peak of efficiency. The company points out by recharging with the powder. Intended retail price, \$1.

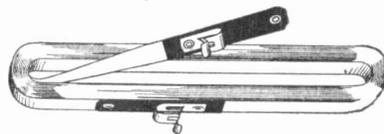


Antennae Ribbon

Radio Retailing, May, 1925

A ribbon conductor called "Zincalite Double-All," made from a special alloy, having a maximum conducting surface in proportion to weight, is offered by the Morris Register Company, Inc., 2925 Broadway, Council Bluffs, Iowa. Insulating attaching pieces, fitted with

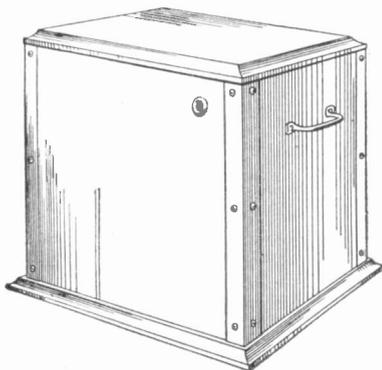
spring binding posts, are at each end of the coil which is 50 feet long. The intended retail price is \$1.25.



Battery Cabinet

Radio Retailing, May, 1925

Made from No. 14 gauge sheet metal, and thoroughly protected against corrosion by a covering of acid proof compound, are the battery cabinets offered by the Morris Register Company, Inc., 2925 Broadway, Council Bluffs, Iowa. The size made for "A" batteries is 12 in. x 9 in. x 10½ in. while that for "B" batteries is 18 in. x 7 in. x 4 in. All openings for wires are protected by rubber grommets. The intended retail price for both types of cabinets is \$7.50. Cabinets may be had in any size to fit the standard batteries in use, the maker states.



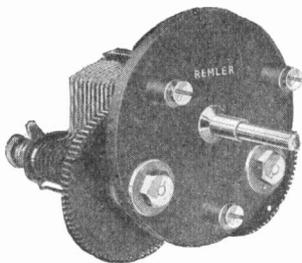
Radio Kit

Radio Retailing, May, 1925

The Lincoln Kit, made by the Lincoln Radio Corp., 224 North Wells Street, Chicago, Ill., contains all the parts necessary for the construction of a complete "Long 45" set. The panel is drilled ready for mounting the apparatus. Necessary tools are a screwdriver, a pair of pliers and a soldering iron. Full instructions and circuit drawing in every Lincoln Kit. Intended retail price, \$21.50.



What's New in Radio and Where to Buy It—



Capacity Unit

Radio Retailing, May, 1925

For short wave work the "Remler" type 630 variable capacity unit, made by the Remler Radio Manufacturing Company, 182 Second Street, San Francisco, Cal., is claimed by the maker, to be most adaptable due to its exceptionally low minimum capacity. It has a novel feature, in that it uses twin rotors with 360 degree dial rotation and vernier control. Bakelite is used for insulation and gears, with the connections being made from the rear. Condenser gearing can be meshed so condensers can be mounted in "gangs" of two or more and controlled from a single dial. The plates are made from sheet brass, die embossed and tempered. A space is provided on the face of the dial, which is fitted with a renewable paper chart, for recording call letters, wave length, or both of each station. The dial is 4 in. in diam. with a large knob of moulded bakelite. Made in capacities of .00035 and .0005 mfd., with a minimum capacity for both of .000003 mfd. and an intended retail price of \$5.



Rectifying Tube

Radio Retailing, May, 1925

Giving a constant output of from 30 to 50 milliamperes and guaranteed for at least a thousand hours, is the "Puratron" tube made by the Puratron Sales Company, 1026 Drexel Building, Philadelphia, Pa. This tube is designed to be used for "B" battery eliminators. Intended retail price, \$3.

Super-Heterodyne Kit

Radio Retailing, May, 1925

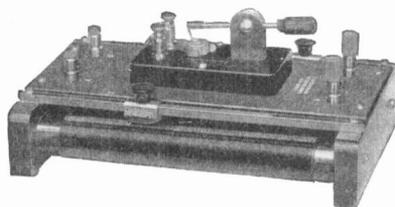
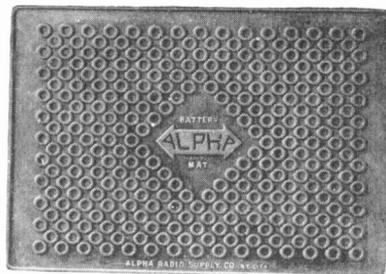
For those who wish to build their own super-heterodyne, the "W. R." super-heterodyne kit and blueprints manufactured by William Rosenbloom, 11 Deering Road, Mattapan, Mass., have been placed on the market. One oscillator coupler, one antenna coupler, one filter transformer, three intermediate transformers, and instructions for the assembly of the set, are contained in the kit. A two-dial control, and a high grade of selectivity are two advantages pointed out by the manufacturer. Any standard tube may be used, this being determined by the type of socket used. Intended price, \$10.



Vacuum Cup Battery Mat

Radio Retailing, May, 1925

Safety for floors and rugs can now be assured by the use of an acid proof, non-blooming rubber battery mat made by the Alpha Radio Supply Company, Inc., 621 Broadway, New York City. An extra thick and high edge border is used to prevent any of the acid which might spill over, from overflowing. A unique feature pointed out by the manufacturer are the vacuum cups distributed over the surface of the mat which holds the battery firmly in place. Intended retail price, \$1.



Crystal Set

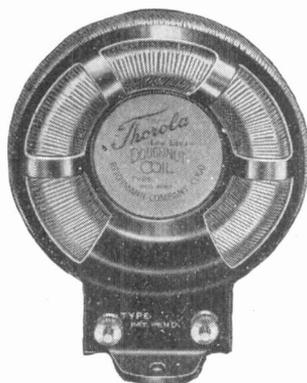
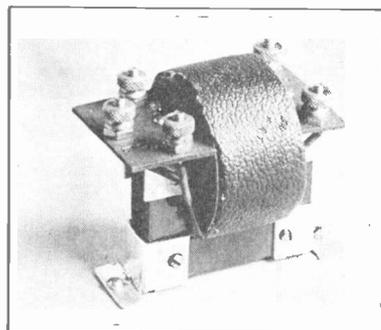
Radio Retailing, May, 1925

Equipped with binding posts to take four sets of head phones, is the special feature given by the Gundlach-Manhattan Optical Company, Rochester, New York, in its crystal receiving set. A two-slide tuner is used with an adjustable crystal. The intended retail price is \$6; headset, \$6.

Audio Frequency Transformer

Radio Retailing, May, 1925

Being able to change the ratio of your audio frequency transformer is a distinct advantage if you want to change it from the first to second stage. This can be done with the type "M" audio transformer, manufactured by the American Apparatus Company, Richmond, Ind. The ratio may be either three to one or five to one, permitting the transformer to be used in the first, second or third stage without distortion. Two other transformers are also made by the same concern which are plain three to one and five to one ratios. Intended price, type "M," \$5.00, other types, \$4.00.



Low Loss Doughnut Coil

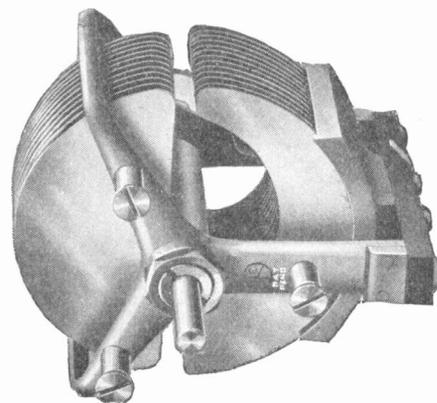
Radio Retailing, May, 1925

A feature of the new "Thorola" low loss doughnut coil is that due to the fact that the magnetic field is entirely confined, intercoupling between various parts of the set has been eliminated. This coil, the manufacturer points out, will not pick up or absorb any signal other than that brought in by the antenna system. Two types of this toroidal type coil will be placed on the market, one as antenna coupler and one as radio frequency transformer. It is manufactured by the Reichmann Company, 1725 West Seventy-Fourth Street, Chicago, Ill.

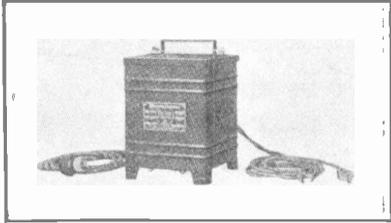
Variable Condenser

Radio Retailing, May, 1925

Even distribution of stations over the dial is one of the features of the "Ultra Low Loss" condenser manufactured by the Phenix Radio Corporation, 114-A East Twenty-fifth Street, New York City. Due to the cut of the stator plates, the wave-length curve is a straight line, while an adjustable ball bearing insures smooth action and even calibration. A minimum amount of bakelite insulation has been used, and a minimum of metal in the high frequency field tends to reduce the losses still further. Intended price, \$5.



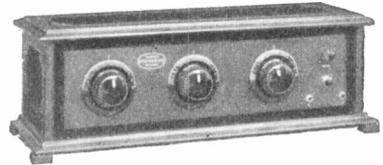
News of Latest Products Gathered by the Editors



Two-Amp. Battery Charger

Radio Retailing, May, 1925

The new "Rectigon," made by the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., has been designed to charge any combination of storage A and B batteries as well as three to six-cell automobile batteries. The insulated secondary windings for A and B battery charging is a feature not previously incorporated in chargers. The unit is moisture proof and the case is finished in maroon.



Five-Tube Receiver

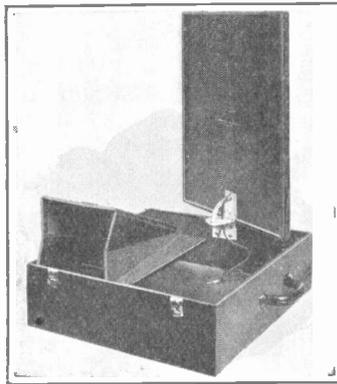
Radio Retailing, May, 1925

Two stages of self-balanced tuned radio frequency amplification, non-oscillating tuned detector, and two stages of audio frequency amplification make up the circuit of the new "Arbor-Phone" brought out by the Machine Specialty Company, 406 Marquette Building, Detroit, Mich. An automatic filament control is used with the audio frequency tubes. One rheostat is used for the dual purpose of filament control, and a potentiometer for the radio frequency tubes. Low loss parts are used throughout. The cabinet is two-toned walnut, 27 in. x 9 in. x 10 in. A two-toned bright and dull black front panel is used. Intended retail price, \$55.

Portable Case

Radio Retailing, May, 1925

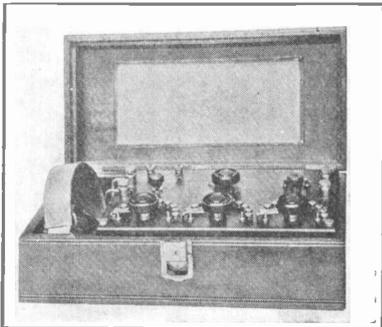
As a solution to the portable builder's problem, the "Karryadio Case" is being made by the Armley Radio Corporation, 27 East Twenty-first Street, New York City. It is made of black fabrikoid, with collapsible horn, pivot loop aerial, and compartments for A and B batteries. The overall dimensions are 18 1/2 in. x 14 1/2 in. x 5 1/2 in. It has an intended retail price of \$15. To go with this case the Armley Radio Corporation has also a six tube (UV-199), three-control, tuned radio frequency set whose dimensions are 7 1/2 in. x 18 in. x 5 in. Intended retail price \$60, less accessories.



Direct-Reading Capacity Meter

Radio Retailing, May, 1925

To obtain capacity measurements ranging from 0.001 to 10 microfarads with an accuracy to one-half of one per cent, the General Radio Company, Cambridge 39, Mass., has placed on the market the type 240 capacity meter. It consists of a capacity bridge with variable resistances in the ratio arms and capacitances in the unknown and standard arms. The input is from a specially designed microphone buzzer, supplied from a 4 1/2-volt dry battery contained in the case. Provision is also made for the use of an external battery. It is especially suited to the uses of condenser manufacturers, whereby condensers may be quickly and accurately tested to a standard capacity. The power factor dial offers a ready means of detecting condensers with high losses. It has an intended retail price of \$80.



Reflex Receivers

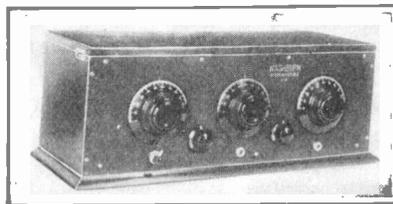
Radio Retailing, May, 1925

Simplicity of operation and neat efficient wiring and apparatus, together with a well designed panel face are features of the type R-3 three-tube reflex receiver, manufactured by the Barnett-Lloyd Company, 19 South Wells Street, Chicago, Ill. The makers also point out that unusual selectivity is secured by using the "Hi-Power" tuner, another product of this concern, which was designed for use in reflex circuits. The makers also announce that the three tube reflex can be had in a "Pooley" console cabinet. The type DX-5 receiver is a five-tube tuned radio frequency using Diamond Weave coils. It is said by the manufacturer that unusual selectivity and tonal quality are the two outstanding features of this receiver. Intended prices are, type R-3, \$80, with Pooley cabinet, \$200. Type DX-5, \$125, with Pooley cabinet, \$240.

Five-Tube Receiver

Radio Retailing, May, 1925

The Washburn Burner Corporation, Kokomo, Ind., makes a five-tube, three control, tuned radio frequency receiver, using coils that have a range of from 224 to 555 meters. Its intended retail price is \$90 f.o.b. Kokomo.



Grid Leak

Radio Retailing, May, 1925

An entirely new method in the manufacture of grid leaks is used by Durham and Company, Inc., 1936 Market Street, Philadelphia, Pa., in making the "Durham" metallized filament grid leak. A glass rod is coated on the outside with an element which is annealed to the glass surface. The filament is then cut to standard lengths and soldered to the brass caps, that comprise either end of the grid leak. These leaks are made in ranges from 40,000 ohms to 10 megohms. They are said to be accurate, permanent and noiseless in operation. The intended retail prices are 50c. and 75c. depending on size.

Fixed Condenser

Radio Retailing, May, 1925

Completely sealed in a smooth brown bakelite case is the new mica fixed condenser made by the Sangamo Electric Company, Springfield, Ill. The condenser is heat-proof, moisture-proof and guaranteed accurate within 5 per cent. Solid brass threaded terminals for either screw or soldered connections are furnished. Made in capacities from .00005 mfd. to .006 mfd. with intended retail prices ranging from 40c. to 85c. Grid leak clips 10c. extra.



How Manufacturers Promote Dealer Sales

New "Dealer Helps" Offered to the Radio Retailer by the Manufacturer to Increase the Merchant's Radio Profits

Are You Looking for Ideas?

To give its dealers the benefit of successful radio displays and sales methods used by other Atwater-Kent dealers all over the country, the Atwater-Kent Manufacturing Company, Philadelphia, Pa., has prepared a Bulletin Service dealing with several different phases of radio selling. One subject given special prominence in these bulletins is window display. Reproductions of good radio windows appear from time to time that the dealer can easily adapt to his own use.

In addition to this window display service, the company issues bulletins dealing with sales methods used by other dealers, methods of tying up with its national advertising, service bulletins, publicity material bulletins containing material for use in the dealer's local paper, better sales letter bulletins, good will bulletins,

etc. Two bulletins are issued each week though special and service bulletins are issued as occasion demands. Only one subject is treated in each bulletin.

All this material is prepared for the use of the dealer. If you are not receiving copies of the bulletin, write and ask to have your name placed on the mailing list.

A Radio Primer for the Uninformed

Part One of the Radio Primer prepared by the National Airphone Corporation, 16 Hudson Street, New York City, is headed: "For the person who knows *nothing* about radio." But on the twelfth following page is found Part Two, which is prepared for "the person who knows *something* about radio." And a real radio education has been obtained when the reader reaches "Part Two."

The first question treated is: "What is radio?" which is paralleled to the telephone system. Then "vibration" is discussed, followed by "radio waves." "How the parts work" is the next lesson, "wave lengths," "change to audio frequency" and then "that mysterious ground."

Just as in the ABC primer of old, where big and clear illustrations grace every page, so here every radio part and accessory mentioned is sketched in black and white, so that the reader cannot choose but learn.

Part Two describes the five types of radio receivers, setting down the features of each, to assist the radio purchaser to select the receiver best suited to his needs. When choosing a set, the primer advises, ask yourself these questions:

1. How much can I afford to invest in a radio set and spend for its upkeep?
2. What are the conditions which my set must meet?—distance from broadcast stations, facilities for aerials and grounds, etc.
3. For what purpose do I want my set principally? Individual reception

by a shut-in or entertaining a crowd? A volume of music for dancing or quiet enjoyment of lectures and music by two or three people?

The primer is intended for distribution by "Somerset" dealers and is furnished with the dealer's name imprinted on the cover.

Radio Picture Puzzles

Running in a score or more of large newspapers throughout the country are picture puzzles—cartoons representing leading broadcasting stations of the United States. Contestants are expected to determine from the illustrations what stations they represent, and to the person getting the most correct list the newspaper presents a Mohawk single-dial, five-tube set valued at \$150. A two-column cut of the Mohawk receiver is shown every day in the newspapers, along with the cartoon, which appears daily in each of the papers over a period of one month. According to officials of the Mohawk Electric Corporation, Diversey at Logan Boulevard, Chicago, a great deal of radio interest has been created through this novel form of publicity.

The Philadelphia Storage Battery Company, Philadelphia, Pa., has a very complete line of "sales help" material available to its dealers. Included in this material is a booklet, "How to avoid dangerous embarrassing humiliating experiences," folders on its different types of batteries, applause cards for dealer distribution to customers, and a "Philco" storage battery manual. "The Philco Retainer" is an interesting little publication, issued monthly. It contains articles on sales methods, inspiration material and general battery information.

A. H. Grebe & Company, Richmond Hill, N. Y., has available a window or store card on its "Synchrophase" receiver. The card is done in colors, showing the receiver in the rays of a shaded lamp, with radio log and pencil, ready for further use. An additional human touch is given by a friendly pipe, in the smoke of which appears the familiar face of Doctor Mu.

Things Radio Workers Need



Oftentimes the radio fan completes his radio purchases without once thinking of the particular article he set out to buy. As the dealer cannot be expected to name every device he sells to every one entering his store, the next best thing to do is to place within view of customers reminders of articles they are likely to need. Here is an orange and blue carton of friction tape of the Plymouth Rubber Company, Inc., Canton, Mass. It only needs about 9 sq. in.



Turning Small Terminals Into Big Sales

It is not always the large and impressive-looking devices that bring in most profits to the dealer. In these days of intensive selling "turnover" is a big factor. Displaying the useful little terminal in a carton which tells its own story will transfer loose change from customers' pockets to the dealer's cash register, says the Hatheway Manufacturing Company, Bridgeport, Conn.

The Radio Specialty Company, 25 West Broadway, New York City, has issued a new catalog on its "No-Sod-er" radio kits.

"Do You Know Bakelite?" is the name of a new broadside of the Bakelite Corporation, 247 Park Avenue, New York City. A partial list of about one hundred and twenty uses of bakelite is given and some of these uses are indeed unique.

The Federal Telephone Manufacturing Corporation, Buffalo, N. Y., has available for distribution to its dealers a large-sized display sheet illustrating Federal sets and radio parts, including sets 141, 142, 143 and 144 and loudspeakers, battery cabinets, headsets, condensers, transformers, etc.

The Crosley Radio Corporation, Cincinnati, Ohio, has mailed to its dealers a large and decorative window display featuring its Musicone speaker. The window display, handled properly by the dealer, explains the company, will tie him up in good fashion with the Crosley national advertising. Accompanying the display was a circular explaining the use of the specially-built loudspeaker switch in demonstrating the Musicone. There was also an explanation of a national slogan contest in which hundreds of dollars will be given to persons sending in the best advertising slogans for the Musicone.

The Allen-Bradley Company, Milwaukee, Wis., has prepared a radio sales manual which describes the company's products and in the Question Box, following the descriptions of each part, are found the correct answers to questions most commonly asked by radio purchasers. There is also a chapter on "Rapid Turnover and What It Means to the Radio Dealer." "Big merchandising profits are made on the fast-moving items, rarely on the slow-moving stuff," says the company, "which explains the success of the chain store."

The Eagle Electric Manufacturing Company, Brooklyn, N. Y., mounts its variable grid leaks on a vivid yellow display card that points out the outstanding features of this new grid leak with the micrometer adjustment.

The Manufacturers' Supplies Company, Juniper and Cherry Streets, Philadelphia, Pa., has issued its catalog No. 17 on radio sets and accessories.

The Power City Radio Company, 601 Minnehaha Building, Sioux Falls, N. D., has a new radio catalog.

The Philadelphia Storage Battery Company, Philadelphia, Pa., has some applause cards for distribution to appreciative radio fans.

The Kellogg Switchboard & Supply Company, Chicago, has a calendar showing an attractive blond maid listening in on the top of the world with a Kellogg headset. The calendar commences with the month of April running through to March, 1926.

The Antennaphone Company, 90 West Street, New York City, has a four-color window card, measuring 12 in. x 20 in., which accompanies each shipment of Antennaphones, the aerial that is used in connection with the house telephone. The telephone is placed upon the Antennaphone plate and its wire lead is then connected to the antenna binding post of the receiver.

The Atwater Kent Manufacturing Company, Philadelphia, Pa., among other "sales helps" recently issued, has a gigantic window poster, done in vivid colors, to attract the eye of every passer-by. The receiving set sign, Form No. 201, has been given a new use, and can now be displayed with any of the six Atwater Kent sets. Two metal clips hold a price card measuring 3 3/4 x 9 in. giving the number of the model displayed and its price.

The Fansteel Products Company, Inc., North Chicago, Ill., has issued a broadside reproduction of its *Saturday Evening Post* advertisement. This is intended for use as a window poster.

The Duplex Condenser & Radio Corporation, 36 Flatbush Avenue Extension, Brooklyn, N. Y., has available folders on its Junior and Standard condensers.

Day-Fan Puzzle Solved

Out of half a million crossword puzzle fans who asked for blanks in the Day-Fan crossword puzzle contest, only five were correct in their answers, the lucky puzzlers being Roy W. Smith, 28 Gates Avenue, Montclair, N. J.; Howard R. Barton, 54 Franklin Street, Englewood, N. J.; Miss Olive Rile, 543 Argyle Road, Brooklyn, N. Y.; John F. Cameron, 814 Devon Street, Arlington, N. J., and Edward B. Parker, 31 Hasbrouck Place, Rutherford, N. J. To these five contestants will be sent the five Day-Fan radio sets, as advertised in the New York papers.

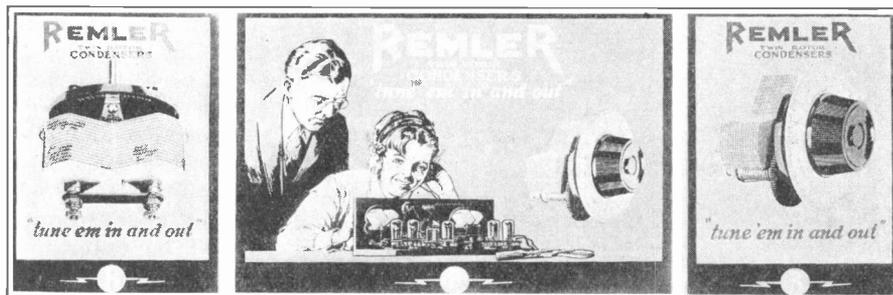
"Blind Husbands" is the name of a booklet issued by J. B. Ferguson, Inc., 154 Nassau Street, New York City, on its new line of receivers. "The day of the home-made receiver is past for the discriminating family," reads the opening sentence in the booklet. "Blind indeed is the husband who does not see that his wife and family are deprived of his wanted company night after night. And for what? A receiver that is never really finished."

The Daven Radio Corporation, Newark, N. J., has prepared a Resistor Manual, profusely illustrated with diagrams of hook-ups. The Manual, it is pointed out, is a treatise on high resistances in their various applications to radio reception and transmission, including a practical monograph on the characteristics, possibilities and advantages of resistance coupled amplification, with operating data. This book will be sent free to any radio dealer who requests it.

The Federal Telephone Manufacturing Corporation, Buffalo, N. Y., has a little folder, "Whispered Secrets of the Night," on its panel receivers for phonograph installation.

Langbein & Kaufman, 654 Grand Avenue, New Haven, Conn., have issued a sheet describing the new improved Greene concert selector recently brought out by the company.

There's Profit in Radio Parts, Too!



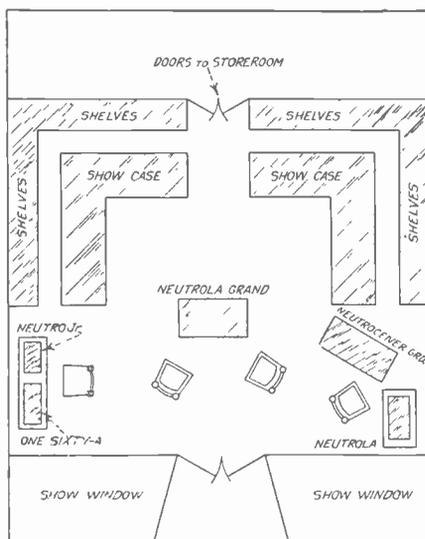
Although it is both wise and profitable to push complete set sales, a dealer's parts business should not be permitted to die of neglect for there always will be radio fans who would not swap the best set going for one of their own creation. To remind passers-by and store customers, too, that up-to-the-minute radio parts are stocked and ready for sale, the dealer can display

the new condenser window and store cards of the Remler Radio Manufacturing Company, 248 First Street, San Francisco, Cal. "Tune 'em in and out" is the message of the cards which are vividly colored in orange and blue, engaging instant attention. The cards measure, approximately, 19 in. by 13 in. and have easel backs. Make room in the window for these cards!

Is Your Store Well Arranged?

The average radio dealer doesn't get much opportunity to go about seeking new ideas in retail methods and store arrangement and is glad to get suggestions that he can turn into practical use. In the service bulletins issued by various radio manufacturers in the interests of their dealers, there is many a good tip that can be turned to good account. The best suggestions are those which have been carried out successfully by other dealers.

In a recent issue of "Fada-Sales," the dealer merchandising service published monthly by F. A. D. Andrea, Inc., 1581 Jerome Avenue, New York City, a cordial invitation is extended to all radio dealers to send in the story of their retail methods, store layouts, window displays, etc., so that these ideas may, in turn, be passed on to others.



Here is a good layout for a radio store which appeared in "Fada-Sales" with the suggestion that: "The arrangement of a radio store will probably be most effective if the completed receivers are displayed well toward the front with the more stable accessories, parts, etc., on shelves and in showcases at the rear."

About the Radio Antenna

In the second issue of the "Engineering Service Bulletin" published monthly by the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., in the interests of the radio dealer, there are a few antenna suggestions which the dealer may like to read.

"The whole problem of correct antenna installation is fortunately quite simple, and with a few salient facts to remember," it is stated, "the radio user should have no difficulty."

As the antenna is the hand that reaches out into the sky and captures the signals, it should therefore be as high as possible and unshielded from surrounding objects. It should not be strung in a courtyard between

two buildings, nor should it be placed along the front or sides of a building running vertically to the roof. Antennas that are behind an apartment building or next to a wall will generally be shielded in certain directions and may never receive distant stations in those directions.

Avoid Proximity to Possible Sources of Interference

Keep the antenna as far away as possible from power-house lines, trolley wires, telephone or arc-light wires. Power-line and induction noises, as they are called, are the problems in perfect reception which are most difficult to solve. When such conditions are unavoidable, a considerable help will be to run the antenna at right angles to such wires. When the antenna and such wires run parallel for any appreciable length, unwanted noises are bound to increase.

Have the antenna well insulated at its various points of support to prevent leakage to the building and thence to ground. If possible, see that the lead-in wire to the set and the wire on the roof are in one piece. If a joint is necessary, it should be well soldered to prevent corrosion, which introduces high resistance with consequent losses in signal strength.

Finally, it should be determined what length antenna is desired. With most sets, it is true that distance and volume are helped by a long antenna, although the receiver may tune broadly, while a short antenna, even though the signals sound weaker, will enable one to obtain more selec-

tivity in stations of nearly the same wave length. Two or even three antennas connected to a single pole double throw switch, so as to enable the use of either one, will show interesting differences in results obtained, on local stations especially. An indoor antenna of 40 or 50 ft. will be a revelation as to absence of outside noises and clarity of signals received."

Dealers interested in receiving regularly the "Engineering Service Bulletin" might write the Freed-Eisemann Radio Corporation asking that their names be placed on the mailing list.

What It Costs to Build and Operate a Broadcasting Station

The new broadcasting station WEEI of 500 watts rating, opened by the Boston Edison Company, cost about \$80,000, including steel towers, building alterations and complete equipment. President C. L. Edgar reports that for the first three months the cost of operating this station was \$13,215. Income from rentals of its service amounted to \$3,850, leaving a net cost of \$9,365 for the initial period.

The station was built (1) to yield a financial profit; (2) to advertise the company's service and developments, and (3) to develop good will toward the company. The broadcasting budget for 1925 is as follows:

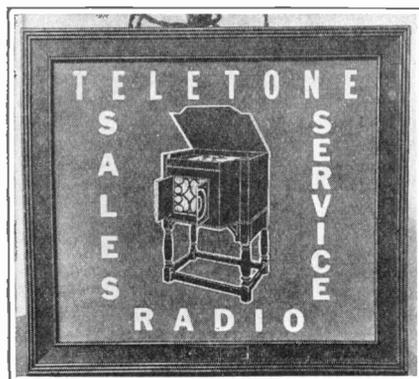
Station Will Earn More Than \$50,000

Salaries, including special payroll, \$33,000; miscellaneous expenses, including traveling, \$2,500; office supplies and postage, \$2,500; good will broadcasting (Boston Edison "Big Brother" Club), \$10,000; studio supplies, \$2,000; total \$50,000.

Mr. Edgar said that there is no question that the station will earn more than \$50,000 this year. Active solicitation of paid patronage forms a part of the conduct of affairs of the Edison Company's broadcasting installation.

The Federal Porcelain Company, Carey, Ohio, is issuing a new condensed catalog on its standard electrical porcelain, including radio antennae insulators. The catalog contains complete statistical data, including list prices, weights, barrel quantities, dimensions, wire carrying capacities, etc. This information is compressed into the space of a four-page folder, 10 x 8½ page size.

Radio Sales and Service Sign



Every business uses an electric sign to flash its sales message. And so it is, too, with radio. Here is an electric sign supplied to authorized dealers by the Tele-tone Company of America, 449 West Forty-second Street, New York City.

What the Trade Is Talking About

No Decision Reached on Increase in Radio Freight Rates

Interstate Commerce Commission Hears Arguments for and Against Increases Presented by the Railroads and Representatives of the Radio Industry

AN EXTENDED hearing was held in Washington, D. C., on April 7 and 8, before the Interstate Commerce Commission for the purpose of determining whether or not radio receiving apparatus should be placed in a higher classification when in transportation from one part of the country to another. Further hearings are to be held and briefs are to be submitted on or before May 15.

Among those attending the hearing were H. C. Bush, representing the railroads, Joseph C. Colquitt, for the Radio Manufacturers' Association, the Music Industries Chamber of Commerce, the Atwater Kent Manufacturing Company and other interests. I. C. Lampert appeared for the Radio Corporation of America and Alfred F. Smith also represented the Music Industries Chamber of Commerce.

F. W. Smith, chairman of the Official Transportation Committee, declared:

"When in 1920 we were called upon to rule as to the classification into which radio receiving sets would fall we naturally held, in the absence of any specific inquiry, that they would be subject temporarily to the ratings applicable on electrical appliances or instruments. We realize that in applying this rating to radio sets it was sub-normal and entirely out of harmony with the classification that we then could secure, but we had no recourse under the circumstances. Finally we provided an entry, which is now under question, which reads: 'Radio receiving sets in boxes less than carload: one and one-half times first class; in boxes, carloads, minimum weight 20,000 pounds, subject to rule 34, second class, including bulbs, tubes or loud speakers.'

Placed Under a Temporary Classification

"In the absence of any rating we ruled that until such time as a specific entry might become effective, the rating on talking machines would be applied. It was distinctly understood that it was a temporary ruling and that the sets were to be shipped without tubes or bulbs."

In the testimony of H. C. Bush, he pointed out that the average value per pound based on an examination of ninety-six models of receiving sets is \$1.60, and that the average weight per cubic foot is 10.8 pounds. An average value of \$1.60 per pound, coupled with the weight per cubic foot of only 10.8 pounds fully justifies a rating higher than 1½ times first class, and it is the view of the carriers that the proper rating is double first-class rate. He

declared that the proposed increases in the freight charges on radio receiving sets brought forth a great hue and cry that the increase would place a burden upon the purchaser of the radio set and restrict the use of the radio, which he denied.

The proposed rates provide that radio receiving sets in boxes in carloads shall take second-class rates. In less than carload shipments the rate is to be 1½ times first class in official and western territories and double first class in southern territory. This represents a considerable increase over the rates on electrical appliances or instruments which are third class in carloads and first class in less than carload lots.

Radio Corporation Presents Argument Against Increases

The witnesses appearing against the change contended that the rates on electrical appliances are equitable and fair and the proposed increases are unjust and unreasonable.

The Radio Corporation of America in its protest makes among other things, the following declaration: "It is apparent that the increase proposed will result in increases on less than

carload shipments in official classification territory and western classification territory of fifty per cent and in southern classification territory of 100 per cent, and on carload shipments in all territories of approximately twenty per cent. The radio industry has been developed on the basis of the present ratings. It is estimated that the proposed drastic advances will add approximately \$5,000,000 to present transportation costs. We are of the opinion that this is not an opportune time for any such radical changes."

New Broadcasting Stations

Ten new broadcasting stations, of direct interest to the retail radio trade, have been licensed by the Government within the past month or so, all, transmitting on wavelengths below 260 meters.

Briefly, they are: KFVC, Bensberg's Music Company, Camden, Ark., 10 watts, 242 meters, KFVD, McWhinnie Electric Company, San Pedro, Cal., 50 watts, 205.4 meters. KFBH, Whan Radio Shop, Manhattan, Kan., 10 watts, 218.8 meters. WBOQ, A. H. Grebe and Company, Richmond Hill, N. Y., 100 watts, 236 meters. WDBK, M. F. Broz Furniture, Hardware and Radio Store, Cleveland, O., 100 watts, 227 meters.

WENR, All American Radio Corporation, Chicago, Ill., power and wavelengths undecided. WGBL, Elyria Radio Association, Elyria, O., 10 watts, 227 meters. WHBR, Scientific Electric and Manufacturing Company, Cincinnati, O., 20 watts, 215.7 meters. WHBV, Fred Ray's Radio Shop, Columbus, Ga.,

Secretary Hoover and His One-Tube Set



Herbert Hoover, friend and protector of radio, modestly carries the largest array of university honors of any man in the world, *Radio Retailing's* Washington editor discovers. In fact, the Secretary of Commerce has an honorary LL.D. or Ph.D. from 18 American universities and colleges, in addition to holding degrees from Liege, Brussels, Warsaw, Cracow and Oxford.

A speaker at a dinner recently informed his astonished listeners that Dr. Hoover has more degrees than eight Al. Smiths, four George Harveys, seven William Jennings Bryans, ten McAdoos, four Judge Garys, two and one-half John W. Davises, ten Otto Kahns or 20 La Follettes; and as many as any two university presidents in the world.

Radio Expositions

August 22-29: Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

September 5-12: Fourth Annual National Radio Exposition, Grand Central Palace, New York City.

September 14-19: Second Annual Radio World's Fair, 258th Field Artillery Armory, Bronx, New York City.

September 14-19: Pittsburgh Radio Show, Motor Square Garden, Pittsburgh, Pa.

September 23-October 4: International Radio and Wireless Exhibition, Geneva, Switzerland.

October 5-11: Washington Radio Show, Convention Hall, Wash., D. C.

October 10-16: National Radio Show City Auditorium, Denver, Col.

October 12-17: St. Louis Radio Exposition, Coliseum, St. Louis, Mo.

October 17-23: Brooklyn Radio Show, Twenty-Third Regiment Armory, Brooklyn, N. Y.

October 24-31: National Radio Exposition, American Exposition Palace, Chicago, Ill.

November 9-15: Milwaukee Radio Exposition, Civic Auditorium, Milwaukee, Wis.

November 17-22: Second Radio World's Fair, Coliseum, Chicago, Ill.

December 1-6: Boston Radio Show, Mechanics' Hall, Boston, Mass.

20 watts, 244 meters. WHEC, Hickson Electric Company, Rochester, N. Y., 100 watts, 258 meters. WSMH, Shattuck Music House, Owosso, Mich., 10 watts, 240 meters.

Two new 500-watt stations were recently licensed in New York City. One, WMCA, the Hotel McAlpin, is already on the air with a wavelength of 340.7 meters, and WRNY, operated jointly by the Hotel Roosevelt and the Experimenter Publishing Company is expected to be ready shortly.

Bridgeport Radio Dealers Organize

The radio dealers of Bridgeport, Conn., recently formed an organization called, "The Bridgeport Radio Trade Association." The aims of the new group are: "To foster trade, to reform abuses, to settle differences, to promote friendly dealer relations and to locate and eliminate causes of reception interference." The officers elected were: F. J. Thompson, Radio Equipment and Supply Company, president; T. F. Leonard, The Radio Shop, vice-president; Sherman Whiting, Whiting's Radio Shop, secretary, and William Wakelee, Deluxe Radio Shop, treasurer.

International Radio Exhibit to Be Held At Geneva

An international exposition of radio and wireless telegraphy, which will include the exhibition of moving picture apparatus, talking machines and scientific toys, will be held at Geneva, Switzerland, from September 23 to October 4, according to Consular advices to the Department of Commerce.

The exposition will be held in the rooms of the Electoral Palace at Geneva, during the session of the Assembly of the League of Nations. The rates for floor space will range from 400 to 2,000 francs.

Information regarding the exposition

and conditions for exhibition may be procured from the Direction de L'Exposition Internationale, de T.S.F., 6, Boulevard du Théâtre, Geneva, Switzerland.

One Milwaukee Family in Six Has a Radio

A survey of radio listeners in Milwaukee and suburbs, just completed by the research bureau of the *Milwaukee Journal*, reveals the fact that only 16.74 per cent of the 137,774 families in Milwaukee have radio sets—leaving 114,711 families who are still prospects for radio sales. The rapid development made by radio in Milwaukee during 1924 is also shown. In January, 1924, 12,471 families owned radio sets, but one year later this number had increased to 23,063 families, a growth of nearly 100 per cent.

The year also showed a decided trend toward the purchase of ready-built sets, there being in January, 1925, 10,941 owners of purchased radio sets (representing 47 per cent of the total), as compared with 3,886 (representing 31 per cent of the total) radio set owners in January, 1924. This indicates the sale of approximately 7,000 radio sets in greater Milwaukee during 1924, an increase of over 200 per cent in the sale of sets. The three-tube set is the most popular, 34 per cent of the local sets being of this type.

Additional figures revealed by the survey are as follows:

Owners of home-made radio sets, 1925, 12,122.

Owners of home-made radio sets, 1924, 8,585.

Families with outside aerials, 63 per cent.

Set owners using dry B batteries, 87 per cent.

Percentage using storage A batteries, 50 per cent.

Percentage using dry A batteries, 50 per cent.

Hours use per week of average radio set in Milwaukee, 21.2.

E. O. Jackson and Company, 504 South State Street, Chicago, Ill., have been appointed exclusive distributors in the United States and Canada of the radio products made by the Steinite Laboratories, of Atchison, Kan.

The Spartan Electric Corporation, 99 Chambers Street, New York City, radio manufacturer and distributor, has opened sales offices at Boston, Detroit, Chicago, Omaha, Kansas City, San Francisco and Los Angeles. The main office remains in New York.

The Sleeper Radio Corporation, Long Island City, has appointed C. J. Brown district manager. Mr. Brown was formerly with the Elliott-Lewis Electrical Company as manager of its radio department.

West Coast Prepares for Annual Show



The 1925 Exposition Committee of the Pacific Coast Radio Trade Association is busy planning the annual radio exhibit to be held August 22 to 29 at the Civic Auditorium, San Francisco, Cal. Reading from left to right—C. C. Langevin, Ernest Ingold, A. S. Lindstrom, H. W. Dickow, F. J.

Cram, Don Lippincott, Herbert L. Parker and Mrs. E. H. Gray. Seven husky men and true, who look capable enough to put over any kind of an exposition, although the secretary seems to be the only busy person in the picture. Mr. Parker is manager of the association.

Forest Electric Makes Two Home Charges

The Forest Electric Company, Newark, N. J., manufactures two home battery chargers, the Model O, which sells for \$30, and the Model OO, which retails at \$18.

These are made in addition to the three commercial type chargers, listed under the heading of "Battery Chargers" in the April issue of *Radio Retailing*. These commercial chargers sell at \$130, \$155, and \$220 respectively.

The Sterling Manufacturing Company, 2831 Prospect Street, Cleveland, Ohio, was omitted from the listing of battery chargers in the April issue of *Radio Retailing*.

The Sterling Company makes two battery chargers, Model 17, which is a 6-volt A battery charger for use on a.c. current only and is made in three sizes, 25, 50 and 60 cycle. The 25-cycle charger lists for \$21, and the other two for \$18.50. Model 19, is a 6-volt A battery and 24- to 72-volt B battery charger, and is also made in three sizes, 60 cycle, 50 cycle and 25 cycle. The 60-cycle and the 50-cycle chargers list for \$22.50 and the 25-cycle for \$25.

The Dubilier Condenser and Radio Corporation, 43 West Fourth Street, New York City, is moving into its new factory at Bronx Boulevard and Two Hundred and Thirty-Eight Street, New York City, where increased space and added equipment will facilitate the manufacture of Dubilier radio products.

The American Bosch Magneto Corporation, Springfield, Mass., announces that Dr. J. E. Lilienfeld, Professor of Physics at Leipzig University, has been appointed head of the radio research and development department. Professor Lilienfeld is on an extended leave of absence from the German University.



Dr. Marius Latour (center) with Joseph Freed and Alexander Eisemann, is the French electrical wizard who recently startled the radio world by claiming patents on nearly every radio device on the market. Virtually every set was said to be an infringement of some one of Dr. Latour's



Clarence E. Ogden, president of the Kodol Radio Corporation, of Cincinnati, was given a basket of flowers at the opening of the Kodol broadcasting station, WKRC. Mr. Ogden (in his youthful days) was an elevator operator in a Cincinnati hotel. Now, as a radio magnate, he still has his ups and downs, although recently, his "downs" have all been "ups," if the success of the Kodol Radio Company can be taken as a criterion.

The Stevenson Association, No. 44, of the National Association of Stationary Engineers, had for its speaker at its last meeting in New York City, Edward E. Laufer, sales engineer of the F. A. D. Andrea Company.

The Adler Manufacturing Company has opened a direct factory branch in St. Louis, Mo., at 408 Benoist Building. Louis Marks has been appointed Adler representative at St. Louis. The Benoist Building is at Ninth and Pine Streets.

The Hudson-Ross Company, Inc., 123 West Madison Street, Chicago, Ill., moved, on May 1, to its new location at 116 South Wells Street, Chicago. The Hudson-Ross Company is a wholesale house exclusively and was organized three years ago.

many patents. The situation was cleared up when he issued licenses to the Radio Corporation of America, the American Telephone and Telegraph Company and the Freed-Eisemann Radio Corporation. Later, Dr. Latour sold his interests to the Hazeltine Corporation for a mere million.

The Eagle Auto Supply Company of Des Moines, Ia., has announced that it will establish a high power broadcasting station in that city. Joe Gottstein, president of the company, stated that a 500 watt plant will be erected by the Western Electric company and in operation about May 20. The plant will be located at the Eagle store at Ninth and Locust streets, and George Lavien, radio department head, will be in charge.

The Northwest Radio Trade Association, 515 Tribune Annex, Minneapolis, Minnesota, is preparing for the second annual Northwest Radio Exposition to be held during the week of October 5 to 10, at the St. Paul Auditorium, St. Paul. During the next few months the association also plans to run down and eliminate much local radio interference. The Technical Committee, headed by Professor C. M. Jansky, Jr., of the University of Minnesota, is preparing a report and making out a plan of operations for the interference elimination campaign.

The Gould Storage Battery Company, Thirty East Forty-second Street, New York City, announces the appointment of K. M. Smith as assistant to William S. Gould, president of the company.

The Wholesale Radio Equipment Company of Newark, N. J., and also of New York City, has opened a third point of distribution at 108 Pearl Street, Buffalo, N. Y. This company does an exclusively wholesale business under the direction of Bernard Miller, president.

The Indiana Manufacturing and Electric Company, of Marion, Ind., has a five tube radio receiving set about ready for the market. It will be sold at a popular price. The company has just completed a modern manufacturing plant at Marion, providing ample equipment and space for its new product.

The Hartford Battery Manufacturing Company, of Milldale, Conn., has promoted Allen Price Parker from the position of district sales manager to the office of vice-president. Mr. Parker commenced his services with the company immediately upon receiving his discharge from the U. S. Army in 1920. He will be located permanently in Milldale.

The Service Radio Corporation, 119 West Nineteenth Street, New York City, is exclusive United States distributor of the Rapid Engraving Machine, which may be used to engrave radio panels, and is manufactured by the Branch Tool Company of Providence, R. I.

The Kodol Radio Corporation, 111 West Third Street, Cincinnati, Ohio, has just completed the purchase of broadcasting station WMH, from the Ainsworth-Gates Radio Company. The station which has been operating on a wavelength of 325.9 meters, and 422.3 meters, alternating each month with the stations WSAI and WLW, will continue this arrangement. However, power will be increased from 500 to 1,000 watts and additional equipment will be added.



From the worried look on Roy Weagant's picturesque features, it seems as if his latest hook-up wouldn't work. Or perhaps he's wondering how he can make his latest invention, the De Forest Anti-Radiation Device, apply to one-tube howlers. He is, apparently, a follower of the Dawes mode of wearing pipes.

Radio Association Furthers Co-Operation

With the cry of "co-operation is radio's greatest need" heard in all branches of the trade, it is interesting to note the objects of the Northwest Radio Trade Association, 515 Tribune Annex, Minneapolis, Minn., as outlined in the organization's constitution.

These objects, briefly, are as follows:

Advertise radio as a necessity to every home in the Northwest. Co-operative advertising of members in newspapers and trade journals. Conduct an annual exposition of radio sets and accessories. Foster research work in radio among schools, colleges and amateurs. Standardize on reliable sets and accessories. Protect the public against fake sets, circuits and parts. Support government radio inspectors in policing the air.

Keep its members informed on trend of radio business throughout the year. Furnish assistance to dealers in sales campaigns; organizing time payment selling plans. Educate public to proper use of regenerative sets to eliminate howling in other sets. Organizing and conducting of classes in radio communication. Assist broadcasting stations in giving programs desired by the public. Co-operate with national associations to work in close co-operation. To secure every legitimate dealer in the Northwest as a member.

The Phenix Radio Corporation announces that Robert E. Lacault, designer of the Ultradyne Radio Receiver, has been appointed chief engineer of the Phenix Corporation. His entire time will be devoted to the design, development, and perfection of radio devices. During the war he was radio research engineer with the French Signal Corps. Lately he has been connected with *Radio News*.

The Sleeper Radio Corporation has acquired the services of Allan McLean, for the past few years an engineer of the American Telephone and Telegraph Company. Mr. McLean will join

the engineering and research staff of the Sleeper corporation as assistant to J. Louis Reynolds. Mr. McLean is a member of the American Institute of Electrical Engineers, and a graduate of Union College.

The Di-Kast Condenser Corporation, 25 West Forty-third Street, New York City, has acquired the entire plant of the Radio Development and Manufacturing Company at Weehawken, N. J., where the "Veldar" and "Di-Kast Microloss" condensers will be made in the future.

James H. Gooley and Harold A. Gibb, formerly in charge of the radio sales and service of the Hughes-Peters Electric Company, Columbus, Ohio, have gone into the radio and electric field for themselves in that city, under the name of the Radio Electric Company.

The Mohawk Electric Company, of Chicago, Ill., has opened a branch sales office at 1400 Broadway, New York City. H. G. Cisin has been appointed manager of the new branch.

Stocks Continue Irregular

A drifting of prices to lower levels characterized the radio stock situation the early part of this month. Some of the leading and stronger stocks have recovered a portion of the decline, but taken as a whole the market reflects the merchandising situation and is in a sluggish condition.

Rumors of revolutionary changes in models, consolidations and patent litigation are rife in trading circles, nevertheless little interest is shown by the buying public. A revival of the speculative fervor that furnished big profits for manipulators around the holidays is not looked for until late summer.

The great decline in some issues substantiates suspected weaknesses, particularly in the late comers, which were floated for speculative purposes when the industry was in the heyday of activity.

Considerable interest in Radio Corporation stock the past three weeks is attributed to rumors of new products

about to be announced. While it is generally known that this company has two new models of portables in production, it is also declared on good authority, that a "lamp-socket" receiving set, doing away with all batteries, would be ready for the fall market. This stock has demanded most attention the past 3 weeks, and has gained ground consistently, registering a 16-point gain from the low of 48½ last month.

Next to Radio Corporation, Victor has commanded a wide range, but for the most part, in the opposite direction. Coincident with the Victor company's announcement of a new loudspeaker was a trend of underlying strength in the Victor stock, which was undoubtedly taken advantage of by manipulators. Later this confidence could not be maintained in the face of unexpected selling pressure, the stock yielding more than 20 points, nearly all of which was lost between April 22 and 25, when it ranged from 86 to 65.

E. R. Johnson, president of the Victor Talking Machine Company in reviewing his company's operations during 1924 said: "Plans, carefully and deliberately developed toward meeting the conditions confronting the industry, are rapidly nearing maturity and are anticipated to maintain your company in its position in the van of the entertainment field."

While no other comments were forthcoming, reports in the radio trade point to the possibility of a working agreement between the company and the Western Electric Company.

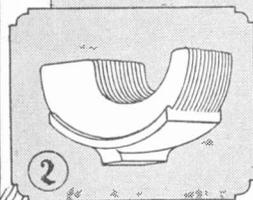
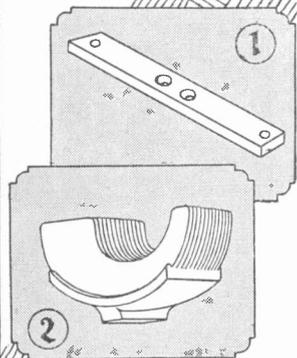
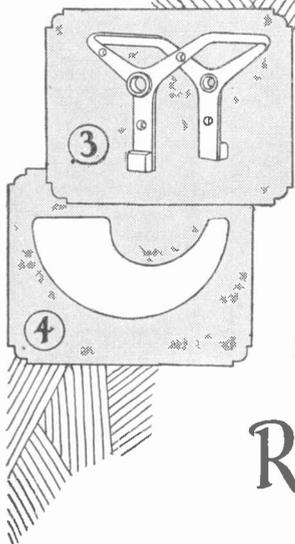
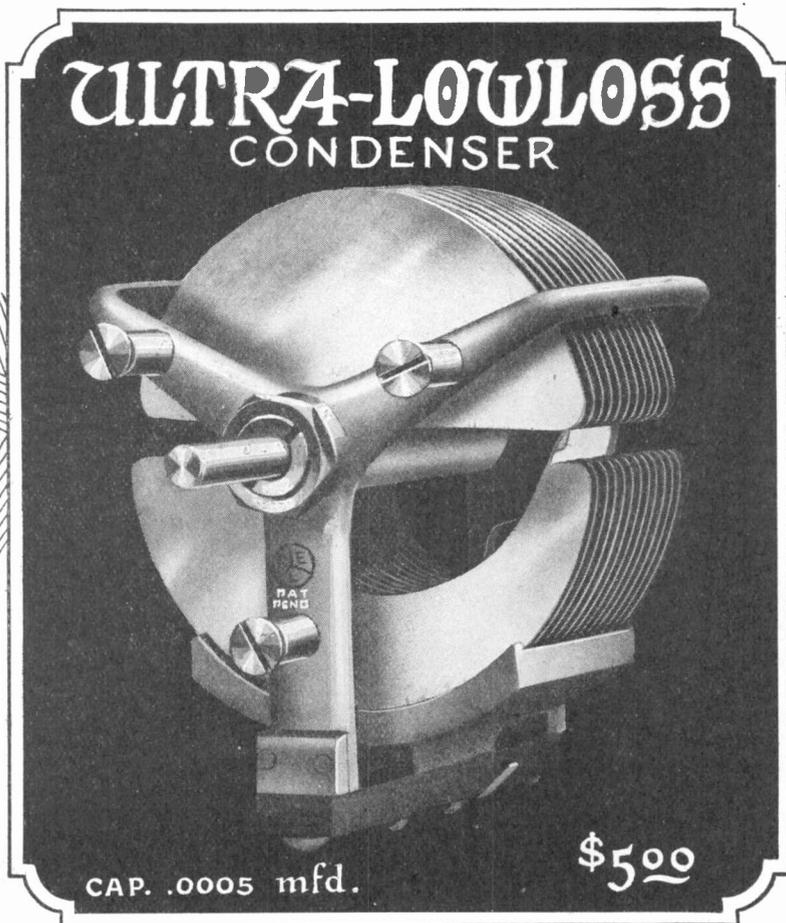
Following a director's meeting of the Chas. Freshman Company, Inc., at which the regular quarterly dividend of 50 cents per share was declared, Charles Freshman, president, in commenting on the company's affairs, said: "The company has had a highly satisfactory season. The outlook for increased sales is particularly bright because of the perfection of new models which we will shortly bring out on the market and, which, in our opinion, will have a greater market than our present model of receivers. These new models include battery eliminators and console type receivers which will be sold to the public at very popular prices."

Radio Stock Quotations

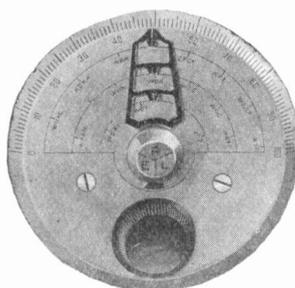
Stock	Div.	Authorized Cap. Stock	Current Market April 24		
			Close	1925 High Low	
Amer. Tel. & Tel.	2½Q	900,000,000	136½		
DeForest		*250,000	23½	34	18½
Dubilier		*500,000	17½	35½	12
Freed Eisemann		*300,000	8½	33½	7
Chas. Freshman	50cQ	*225,000	12½	28	9
Garod Corp.		*100,000	17½	3	227¼
Gen. Elec. Com.	1Q	185,000,000	268		
Gen. Elec. Special	15cQ	35,000,000	11½	320	
Hazeltine	1½Q	*200,000	21½	51½	15½
Inter-Ocean		*100,000	5½	14	3
Jones		*250,000	2½	9	2
Liberty		*150,000	8½	9	7½
Music Master		*500,000	10½	21½	8
Radio Corp. A Com.		*1,500,000	62½	77	48
Radio Corp., Pfd.	87½cQ	*25,000,000	51½	51	51
Rova		*150,000	5½		
Sleeper		*110,000	5½	19½	5½
Thermodyne		300,000	8½	22½	6½
Thompson		*140,000	7½	25	5
Ware		60,000	12	40½	8

*Shares—all others are in dollars.

Gives you something to talk about.



Real Sales Arguments For ULTRA-LOWLOSS CONDENSERS



Simplifies radio tuning. Pencil record a station on the dial—thereafter simply turn the finder to your pencil mark to get that instantly. Easy—quick to mount. Eliminates fumbling, guessing. Furnished clockwise or anti-clockwise in gold or silver finish. Gear ratio 20 to 1. Silver \$2.50. In gold finish, \$3.50.

**ULTRA-VERNIER
TUNING CONTROL**

THIS message is directed to the dealer who realizes that there will *always* be set-builders—parts buyers! Who peeps up his parts display to attract them—ultimately to enjoy bigger parts turnover. If you are a critical merchandiser, our story is to *YOU*.

The Ultra-Lowloss Condenser is a superior product, designed by R. E. Lacault, originator of the famous Ultradyne receivers, with one big purpose in mind—to overcome losses common with other condensers—to build up the operating efficiency of a set.

These predominating Ultra-Lowloss features are nationally advertised: (1) Single insulation strip reduces leakage losses materially (2) Monoblock mounting with plates cast into block reduces series resistance (3) Minimum of metal in the field and frame of high resistance material reduces eddy current losses (4) Cutlass stator plates produce a straight line wave length curve—separates stations evenly over the dial. Each degree of a 100 degree scale dial represents approximately 3½ meters over the broadcast wavelength range.

Design of lowloss coils furnished free with each condenser for amateur and broadcast wavelengths showing which will function most efficiently with the condenser.

Write for Folder and Sales Helps

PHENIX RADIO CORP., 114-116 East 25th St., N. Y.



R. E. Lacault

To manufacturers who wish to improve their sets

I will gladly consult with any manufacturer regarding the application of this condenser to his circuit for obtaining best possible efficiency.





**EVEREADY
HOUR EVERY
TUESDAY AT
9 P. M.
(E. S. T.)**

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

- WEAF New York
- WJAR Providence
- WEEI Boston
- WFI Philadelphia
- WGR Buffalo
- WCAE Pittsburgh
- WEAR Cleveland
- WSAI Cincinnati
- WWJ Detroit
- WCCO St. Paul
- WOC Davenport

"Practically every customer specifies Eveready"

WHEN customers come into your store at the rate of 250 a week and ask for a certain article by name, so that all you have to do is wrap it up and punch the cash register, you know that you've made a mighty profitable connection with that particular line.

Melvin M. Burtis, manager of the radio department of the Alexander Grant's Sons store in Syracuse, N. Y., says: "The Eveready line has been one of the most, if not the most, profitable of any single item in the radio department. . . . With your continuous national advertising we

can safely say that sales resistance has been very limited. Practically every customer specifies Eveready."

Eveready high quality batteries, Eveready national advertising and multi-station broadcasting, Eveready window display material and Eveready trade service make Eveready Radio Batteries the quickest selling, most profitable of radio lines.

Order from your jobber.

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

EVEREADY

Radio Batteries

- they last longer

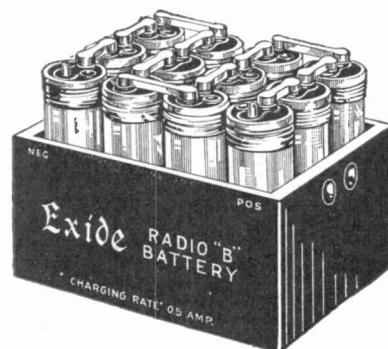


Compact Exide 2-volt "A" battery for low-voltage tubes. Made also in 4-volt size.



The new rugged, good-looking Exide 6-volt "A" battery with one-piece case.

For Better Radio Reception, Use Storage Batteries



Exide 24-volt "B" battery in glass jars. 6000 milliampere hour capacity. Made also in 48-volt size.



Exide rectifier for economical recharging of "B" battery from house current.

Here is one way to reduce servicing hazards

THE customer buys a receiving set from you. It is rigged and connected in his home. If the set doesn't work as it should, the customer puts it up to you. More profit-eating service.

Here is one way to reduce servicing hazards. When the customer selects his batteries, recommend storage batteries. Show him Exide Batteries. He will recognize the name, and respect your good judgment. Then if the customer doesn't get the proper reception from his set, you can be reasonably sure that it is not the fault of the batteries.

For every radio set there are effective, reasonably-priced, good-looking Exide Batteries. The makers of Exide Batteries have been making and developing storage batteries for thirty-seven years. Today they are the world's largest manufacturers of storage batteries for every purpose. For many years Exide Batteries have been widely and forcefully advertised. Few of your customers will not know them.

For the merchant who seeks to reduce servicing hazards, who looks to the future of his business, there is prestige and profit aplenty in the Exide line.

Exide

RADIO BATTERIES

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia
In Canada, Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto



*The NEW MODEL
2 ampere size is
a big seller—for*

charging all types of radio storage batteries ordinarily used in the home.

This includes 2, 4 and 6 volt "A" storage batteries—and 24 to 96 volt "B" storage batteries in series.

No attachments are needed. This size is effective, too, for charging a 6 or 12 volt auto battery—which makes it twice as easy to sell to the man who has both an auto and a radio set. List price (East of the Rockies) \$18.

*The 5 ampere Tungar
is a big seller—for*

- charging extra large "A" batteries.
- charging large size auto batteries.
- experimental radio stations.
- radio batteries used in schools, colleges, clubs and churches where the radio set is in continuous use for long periods.

List price \$28

Attachment for charging 2 and 4 volt radio "A" batteries \$1.25

Attachment for charging 24 to 96 volt radio "B" batteries \$3.00



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

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

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DIVISION BRIDGEPORT, CONNECTICUT

Summer profits!

JEFFERSON TUBE REJUVENATOR

Keeps tubes at full efficiency

—Improves summer reception

RADIO owners have been waiting for a device such as this—a “tube rejuvenator” for home use to keep tubes at full efficiency and increase their length of life.

Here is your opportunity to fill this waiting demand. The Jefferson Tube Rejuvenator attaches to any electric light socket. It “brings back” weak tubes in 10 minutes. Used once a month it insures uniform, efficient tube performance.

The first public announcement of the Jefferson Tube Rejuvenator—full page May 9 Saturday Evening Post—is being followed by a powerful advertising campaign in the Saturday Evening Post and eleven other important national magazines. Yes indeed—you can readily see the interest this advertising will create among radio owners—what an opportunity it will open to you for immediate sales and profits!

During summer, of all seasons, tubes must be kept in good condition for satisfactory results. This fact is the key note of our current national advertising. Be sure you are prepared to take full advantage of this unparalleled opportunity for summer radio profits!

And don't overlook another important point. The Jefferson Tube Rejuvenator, by insuring better summer radio reception, will result in wider summer use of radio—which means increased sales of batteries and other radio equipment. Put this new profit-maker on display at once. Don't delay, but order from your jobber today.

Jefferson Electric Manufacturing Co.
501 S. Green St., Chicago, Ill.

Makers of Jefferson Radio, Bell Ringing and Toy Transformers; Jefferson Spark Coils for Automobile, Stationary and Marine Engines; Jefferson Oil Burner Ignition Coils and Transformers.



For Home Use

\$7.50
\$10 in Canada

Takes large or small tubes—201-A, 301-A, UV-199, C-299. Operates on alternating current only.





Music Master
*Resonant Wood
 Insures Natural
 Tone Quality*

*Model V1, \$30
 14" Wood Bell*

*Model V11, \$35
 21" Wood Bell*

*Connect Music Master
 in place of headphones
 No batteries
 No adjustments*

*(Prices of all models slightly
 higher in Canada)*

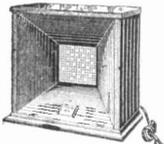
SUPREME QUALITY of Broadcast Programs is the 1925 radio demand—quality of entertainment, quality of information, quality of instruction.

Perfect enjoyment of the wonderful Super-Programs by grand opera stars and noted artists, now a regular feature of New Era broadcasting, requires the faithful re-creation of Music Master.

Wood alone for vibrant, resonant amplification—heavy cast-aluminum for tone development without distortion—finest watchmaking accuracy in the reproducing instrument—all these elements combine to make

Music Master—the Musical Instrument of Radio. There IS no substitute.

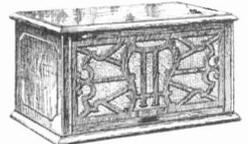
Music Master Radio Products are now, and always shall be, of highest quality, fairly priced to the public, liberally margined to the trade to yield the dealer a handsome net profit, and well advertised to move the goods. It pays to handle Music Master—the most merchantable item of radio today. *There IS no exception.*



Model V, Metal Cabinet, Mahogany Finish, Wood \$18 Bell

Music Master Corporation

*Makers and Distributors of High-Grade Radio Apparatus
 Tenth and Cherry Streets
 Chicago PHILADELPHIA Pittsburgh
 Canadian Factory—Kitchener, Ontario*



Model VIII, Mahogany Cabinet with full-floating Wood \$35 Bell

Music Master
 RADIO REPRODUCER

Twenty customers out of twenty-one buy parts!

One of our leading radio magazines has estimated that for every one customer who buys a set, *twenty* buy parts!

Beside bringing in profits, parts bring in customers. Customers who come to buy a Micadon or a Ducon and decide that they need some other equipment, too.

Give your business a boost—and keep it lively right through the summer—by stocking the *standard* parts made by Dubilier.



Dubilier

CONDENSER AND RADIO CORPORATION

The Superspeaker

Trademark Registered

RADIO circuits are constantly being improved. Radio art moves steadily forward.

But the laws of acoustics are not new. Telephony and the musical instrument art have long since made them final and definite.

The Jewett Superspeaker is merely the foremost musical instrument, applied to Radio reproduction. There is nothing electrical about it—nothing but its performance. And there are no mysterious new principles that threaten to affect its leadership.

In The Superspeaker you sell, therefore, Permanent Radio Equipment—as modern tomorrow as it is today.

That same idea of Permanence is back of every Jewett Product.

Good Permanent-Value Merchandise, built to Quality standards! Sell it with confidence.

Run through the list of Jewett Products given below, and see how superbly they meet these essentials of Permanence and Quality. Then ask us for full details.

JEWETT RADIO & PHONOGRAPH CO.
5696 TELEGRAPH ROAD, PONTIAC, MICHIGAN

Factories:

Allegan, Michigan—Detroit, Michigan—Pontiac, Michigan

Canadian Sales Offices:

Walkerville, Ontario

Export Sales Offices:

116 Broad St., New York City

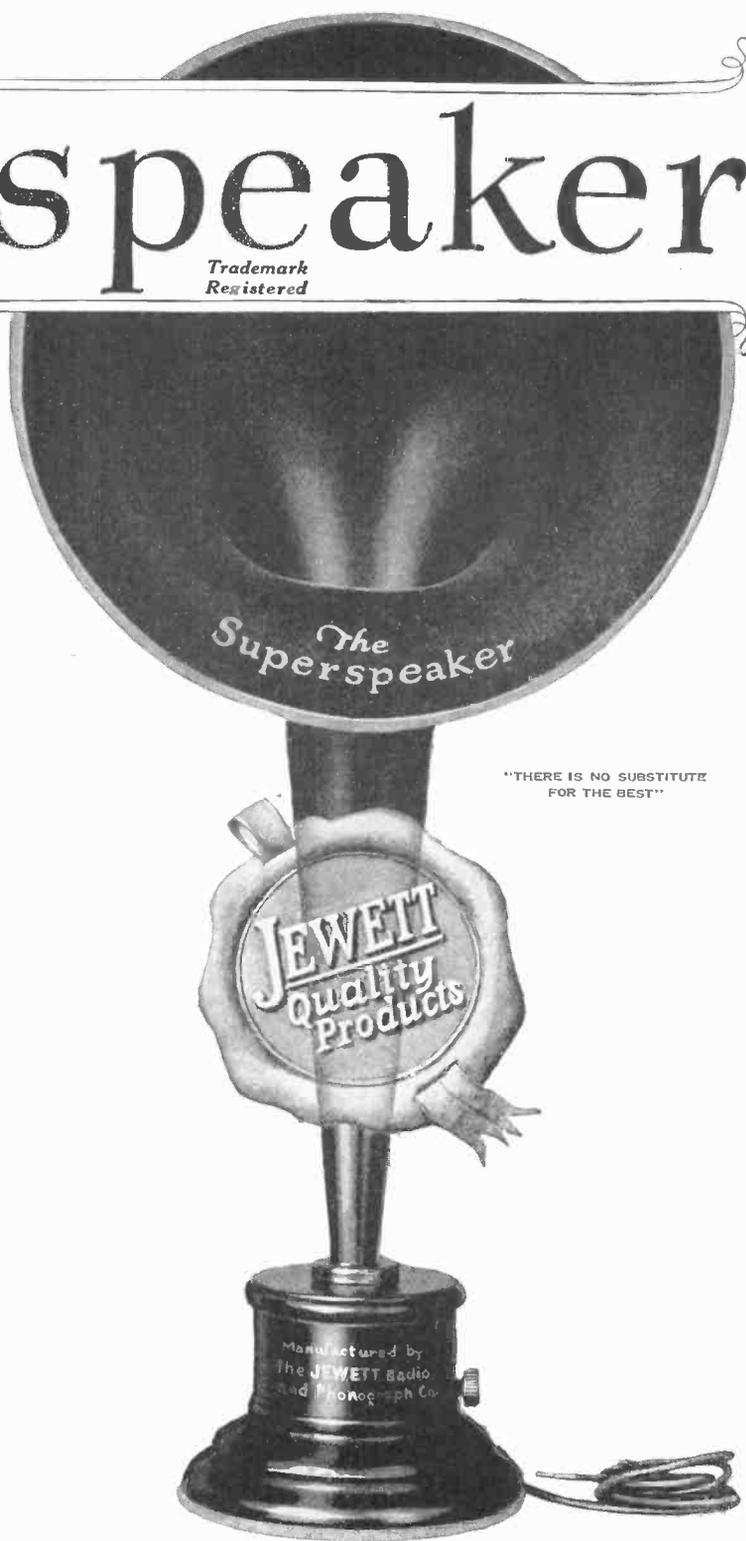
The Jewett Parkay Cabinet—With parquetry top. Puts the amateur on a par with the most exclusive cabinet worker. All sizes, prices to correspond.

The Jewett Superspeaker—All that the name implies. Recommended by experts everywhere. Price \$30.00.

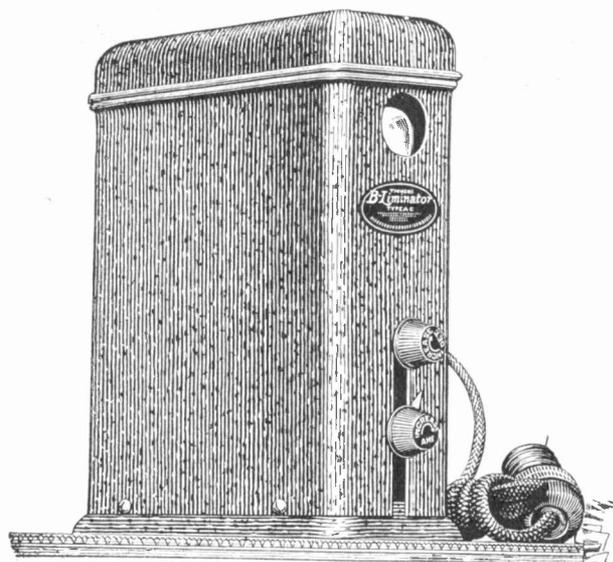
The Jewett Vemco Unit—Makes a loud speaker out of your phonograph. The Reproducer used in the Superspeaker. Price \$12.00.

The Jewett Micro-Dial—Makes tuning 50 times as accurate. Fits any set. Needs only a screwdriver to install. Price \$3.50.

The Jewett Superspeaker High-boy—Houses Radio set and all batteries. Superspeaker built in. Takes Radio into the realm of fine furniture. Price \$130.00.



Jewett Quality Products



B-LIMINATOR
Price \$35
with Special Tube

A three months' test of the B-Limiter was run, without our knowledge, by the Newark, N.J. Call

This letter tells the result

"I have been running a test on the Timmons B-Limiter since the first of January and am pleased to report that both the B-Limiter and rectifying tube are still standing up under a daily schedule of about four hours.

"I can see no depreciation in the tube as a rectifier, as the volume of the receiving set is as great as ever.

"I am very much pleased with its performance. So far it has not given one bit of trouble and has not required any attention."

This letter was dated March 25th.

This letter came from the Technical Radio Editor of the Call. And he certainly would test the B-Limiter thoroughly, knowing that we would make wide use of so enthusiastic a letter.

Down in the corner of this page, we are giving you also excerpts from other letters equally as enthusiastic. They are from users of all types of sets.

We believe that in view of the remarkable success which people are having with B-Limiters, they will continue to be the fastest selling article in radio, and will sell heavily throughout the summer months. Last year, tubes and B batteries made up most of the radio sales during June, July and August. This year, the B-Limiter will take the place of B batteries in your sales.

Let us know if you want window signs showing the B-Limiter, or folders telling of their success.

Something else you might capitalize for sales. The fan who has used a headset will soon find it too hot to wear them. Sell him a Timmons Talker. Adjustable type, list \$35; non-adjustable, list \$18.

TIMMONS RADIO PRODUCTS CORP.
GERMANTOWN, PHILADELPHIA

The endorsements below are taken from our new folder, "Let These Letters Tell You."

Tunes in Newcastle, England:

"I have a B-Lim which I value very much and upon which I put the credit for getting "DX, i.e. Newcastle, England, etc.

Everett E. Abrahams,
66 Fort Washington Ave.,
New York, N. Y.

On a five-tube Appleby set:

"The B-Lim operates perfectly on my five-tube Appleby set."

Thomas Appleby, Philadelphia, Pa.
Pres. of the Radio Council,
3rd U. S. Radio District.

On an Atwater-Kent:

"I am using a B-Limiter in connection with a new Atwater-Kent radio, and I am getting all stations from coast to coast."

Willard Rapp,
503 Walnut Street, Elmwood Place,
Norwood, Ohio.

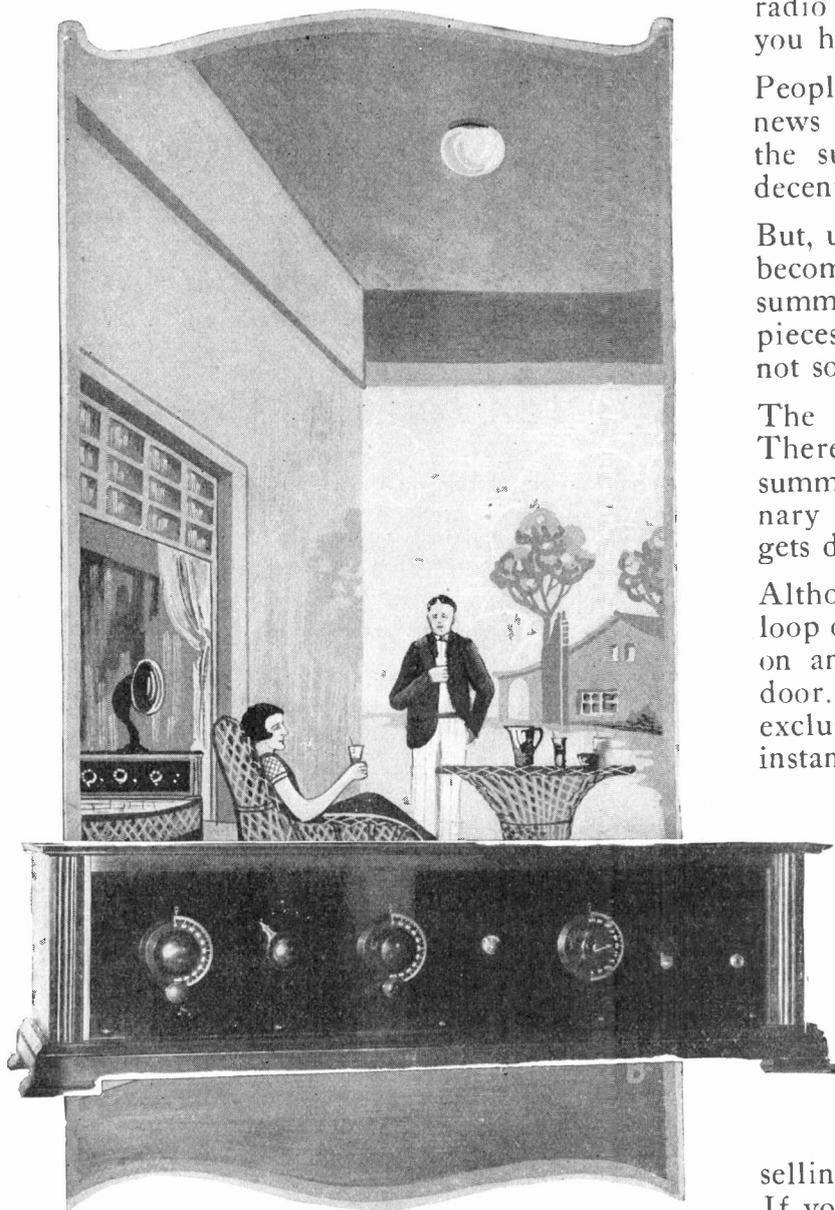
On a Freed-Eisemann:

"I am using a B-Limiter on a Freed-Eisemann five tube set with very best results."

Dr. Gordon W. Welch,
166 W. Main Street,
Jackson, Michigan

TIMMONS *Radio Products*

SUMMER RADIO



Four stages of radio and three stages of audio amplification are obtained with the five-tube reflex circuit used in both table and console models.

It is possible to keep right on selling radio throughout the summer — if you handle the right set.

People have no dislike for music, news events, baseball scores, etc., in the summer time, if they can get decent reception.

But, unfortunately, they have almost become accustomed to the idea that summer static shoots reception all to pieces. With the Premier set that is not so.

The Premier is a year-around set. There is no "off season." In the summer, when conditions upset ordinary radio reception, the Premier gets distance regularly—and clearly.

Although designed especially for loop operation, it works equally well on an aerial, either outdoor or indoor. A feature which we believe exclusive is that the Premier can be instantly switched from loop to aerial or back with no change in wiring. This is a decided advantage when static is bad.

A demonstration seldom fails to sell a Premier. And this is as true in summer as any other time.

Somebody in your town is going to keep right on selling radio throughout the summer. If you are handling Premier sets, it will be you.

We will gladly tell you about our dealer offer and exclusive selling franchise. Write to us.

The Premier Radio Corporation.

DEFIANCE, OHIO

How better contact helps summer sales

"It's important at all times—but *doubly important in summer* when static is apt to be troublesome—to have clean, perfect contact between tubes and sockets. If you don't, the almost unnoticeable films of corrosion act as barriers for the delicate current; magnified, they cause annoying noises. *It's the contact that counts.*"



Na-Ald De Luxe Socket
No. 400, 75c.



Na-Ald Small Space
Socket No. 401, 35c.



Na-Ald Socket No. 411,
75c.

THIS is the message of Alden advertising in the June and July issues of all the leading radio magazines. The radio owner is shown that Na-Ald Sockets, with their exclusive side-scraping contacts (not just side-pressure), are the *only* ones that completely remove the corrosion from the sides of the tube terminals—without removing the tube from the socket.

Feature Na-Ald Sockets Nos. 499 and 411

Also Na-Ald Adapter No. 429

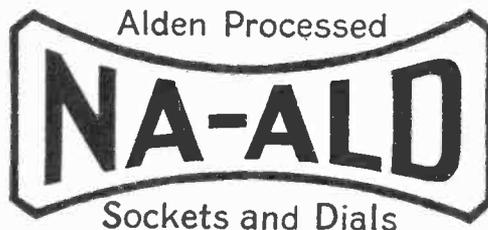
Na-Ald Adapter No. 429 and Na-Ald Socket No. 499 are especially made for use with UV-199 and C-299 and No. 411 for WD-11 tubes, all of which are used with dry batteries. They are a big aid to the highest tube efficiency.

This has a strong appeal to the many radio owners who are adapting their sets to dry battery use for portability outdoors, in summer camps, etc.

"Better contact, the easy way to clearer radio" is the Na-Ald slogan that will boost your summer sales of sockets—if you will tie-up to it. Display Na-Ald Sockets in your windows. Place them prominently on your counters.

Write for special window display proposition.

ALDEN MANUFACTURING COMPANY
Also makers of the famous Na-Ald Dials
Dept. A5, Springfield, Mass.



Na-Ald Socket No. 499,
50c.



Na-Ald Adapter No. 429,
75c.

BRISTOL TRADE MARK AUDIOPHONE LOUD SPEAKER

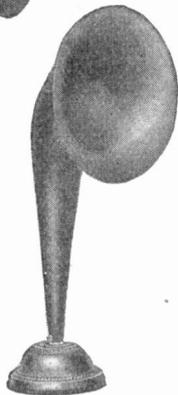
Represented by Branches in

NINE PRINCIPAL CITIES

BOSTON
Old South Bldg.
NEW YORK
114 Liberty St.
PHILADELPHIA
Widener Bldg.
PITTSBURGH
Frick Bldg.
BIRMINGHAM
Age-Herald Bldg.
DETROIT
Book Bldg.
CHICAGO
Monadnock Block
ST. LOUIS
Boatman's Bank Bldg.
SAN FRANCISCO
Rialto Bldg.



Model S
\$25.00



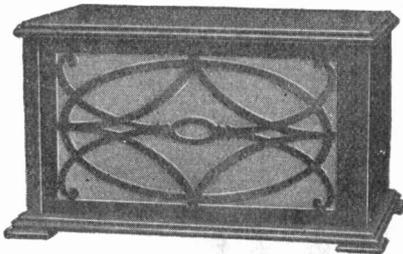
Model J
\$20.00



Baby Grand
\$15.00



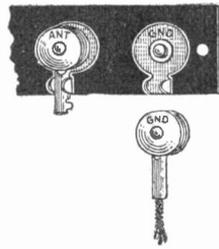
Baby \$12.50



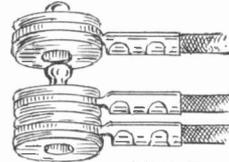
Model C \$30.00

Send for Bulletin AL-3022
showing the Bristol line.

The Bristol Company, Waterbury, Conn.



View showing NU-WAY Snap Terminal assembled. Note how snap is attached to wire merely by closing down the small prongs.



MULTI
TERMINAL

STUD



TERMINAL

Just snap
it on—

Here's a new business-getter for you—the NU-WAY Snap Terminal. It affords a quick, sure way of making contacts on terminal boards, phones, batteries and many other devices. Each terminal is clearly marked, making wire tracing unnecessary and thus preventing the possibility of burning out tubes. Closing down the small prongs

on the terminals quickly fastens them to wires.

You sell *simplicity, speed and perfect contact* when you sell NU-WAY Snap Terminals. Your customers will find many more uses for them. Let us send you more complete information.

THE HATHEWAY MFG. CO.

Bridgeport, Conn.

Metropolitan N. Y. Representative—C. A. Olmstead, 107 Halsey St., Newark, N. J.

—An Ideal Set for 6,800,000 Farmers —A Fertile Market for You

Recent statistics show that there are over 6,800,000 farms in the country without radio sets and most of them excellent radio prospects. Statistics also show that the average price of sets bought by farmers is from \$100 to \$150. It is a huge market for you with

the Murdock five tube Neutrodyne with a built-in loud speaker. This is it—the ideal set for the farmer. It isn't a kit—it is a standard Murdock product carefully built in a fine mahogany cabinet, with compartment for "B" batteries.

A Neutrodyne for \$100

Also Model No. 101 without Loud Speaker. Sells at \$92.50 And Model No. 110 with Loud Speaker having an adjustable Loud Speaker Unit. Sells at \$110

Dealers will be interested in our proposition—let us send you complete data.



MURDOCK

Wm. J. MURDOCK Co., Chelsea, Mass.



ECLIPSED!

Stock stored in blind counters, or piled on shelves, without visible display, means eclipsed sales. *Seeing*, the most vital factor in successful selling, has no chance.

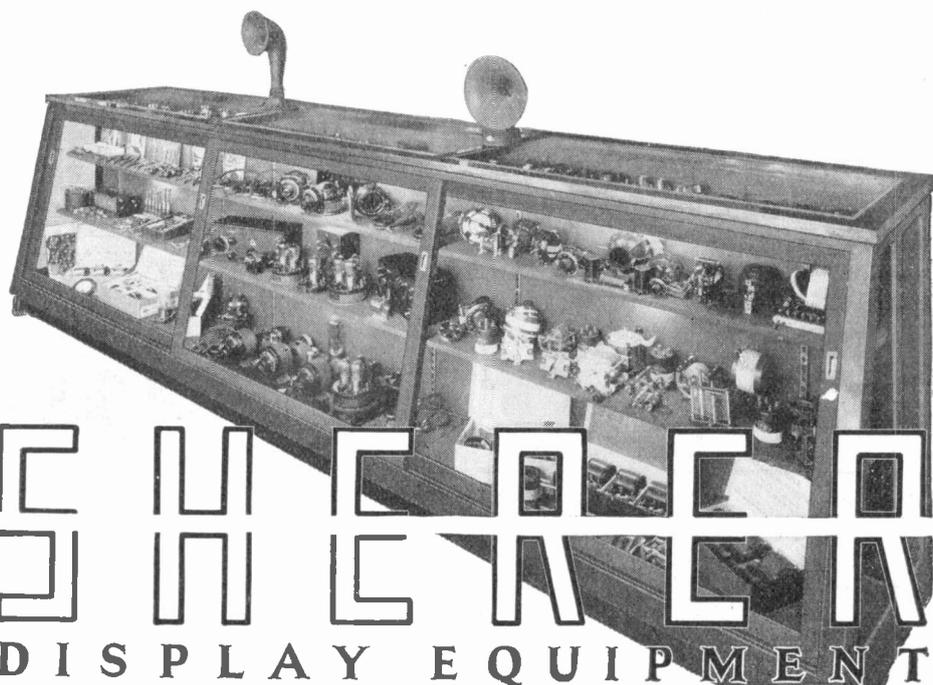
The Sherer Radio Display Case provides for both display and storage. It brings to your store modern methods for increasing turnover, speeding up service, and preventing shop-worn goods.

Sherer Equipment pays for itself in increased business. Invariably, it is sold only where it *will* prove profitable.

Your need for a Sherer Accessory Display Case is determined by the Retail Advisory Bureau. A staff man consults with you and assists in solving your problem of getting more business without increased expense.

Be sure to see the Sherer Retail Advisor when he comes in, or write and make an appointment with him. He offers you intimate knowledge of the most successful retail merchandising methods.

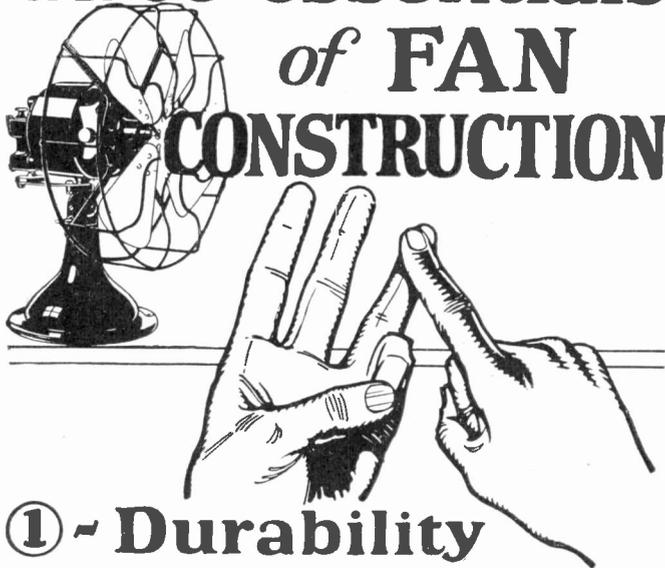
SHERER-GILLETT COMPANY, 17th and S. Clark Sts., CHICAGO



SHERER
DISPLAY EQUIPMENT

Dayton Fans

embody the
three essentials
of FAN
CONSTRUCTION



- ① - Durability
- ② - Large Volume of Air Delivery
- ③ - Attractive Appearance

We offer you a splendid opportunity to increase your profits by supplying your customers with Dayton Fans.

There are two wonderful new models. A ten-inch oscillating fan retailing at \$15 and an eight-inch non-oscillating model for \$7.50. The new ceiling fan is another big seller. There are large and small oscillating models, non-oscillating models, ceiling fans and ventilating fans.

"Trade Winds" is full of information that will help you. Send for it.

The Dayton Fan and Motor Co.
Dayton, Ohio

For 36 years manufacturers of high-grade electrical apparatus

Day Fan

RADIO · MOTORS · FANS
PRODUCTS



DAYTON FAN & MOTOR CO., Dayton, Ohio

Send me a copy of "Trade Winds".

Name

St. No.

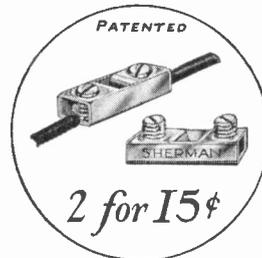
City State

A sight selling pair of radio trouble savers

which pay for their place on every dealer's counter

Make strong, quickly detachable connections of cords, extensions and lead wire by simple means without resorting to complicated, "fussy" radio contrivances which are both expensive and hard to manipulate.

An ordinary screw driver (not a midget) connects or detaches in a jiffy—and the screws can't come out.



SHERMAN FIXTURE CONNECTOR

Solderless, all brass with non-removable screws. A long popular fitting, finding added uses in Radio.

For connecting—
Aerial lead-in wires, ground wire extensions, battery extension wire, multiple headsets, two loudspeakers, etc.

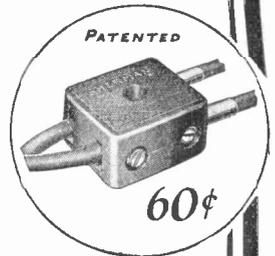
2 for 15¢

Patented Approved

EXTENSION CONNECTOR

A pair of fixture connectors within a handsome insulating case. For—

- Loud Speaker extension.
- Replaces portable jack and plug at less than a third of their cost.
- Takes any kind of wire; expensive cord with metal tips not essential.
- Multiple headsets—the simplest, quickest, cheapest method. All double cord extensions.



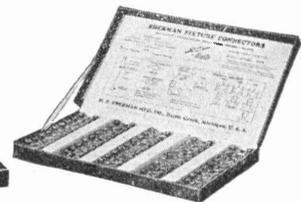
60¢

To see is to buy

Handsome display cartons insure attention



Carton of 50—Dealer price, \$2.05.



Carton of 12—List, 60 cents each—Dealer discount, 35%.

Send today for a carton of each. The investment is small—the sale quick.

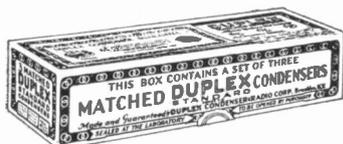
Sold by Jobbers

MADE BY

H. B. Sherman Mfg. Co.
Battle Creek, Mich.



Because They Are Matched



Each matched kit contains three DUPLEX Standard condensers, specially selected, matched, packed and sealed, so they remain unopened, untouched, unchanged until ready to be placed in a set.

DUPLEX Standard condensers are the accepted standard of condenser excellence. They are made in strict accordance with the Bureau of Standards specifications and are being used in the famous Thermiodyne, where matching is absolutely essential.

SET builders want them because they are **MATCHED**. Engineers specify them because they are **MATCHED**. Dealers sell them easily and with profit, protected by a guarantee that is a new departure in merchandising.

Ask your jobber about



DUPLEX MATCHED CONDENSERS



or write to the

DUPLEX CONDENSER & RADIO CORP.
34 Flatbush Avenue Extension Brooklyn, N. Y.

DUPLEX MATCHED CONDENSERS

Two Curves



The New General Radio
Type 285 Transformer
Price, \$7.00

which interest the dealer
in selling Transformers—

*Sales and
Amplification!*

They go hand in hand

In selling radio every dealer wants merchandise that will give him a high and steady sales curve. The surest way to get that kind of a curve on your transformer sales is to sell the new General Radio Type 285 transformer. It is a popular item and much talked of by experienced radio set builders. Its popularity is due to its high and flat amplification curve and moderate price. The outstanding features of this new transformer when installed in a set are that it delivers noticeably more volume per stage and gives a much purer tone quality than any other transformer in popular use.

Ask your jobber or write today for our latest parts catalog 920-R.

GENERAL RADIO Co

Cambridge, Mass.

Watch your summer sales grow when you sell the

Karryadio
TRADE MARK

\$15



Patents Pending

A completely equipped portable radio case

Three features make the Karryadio case of instant appeal to the portable set builder.

The cover contains a low-loss loop and is so designed that it can be turned in any direction—to pick up the different stations.

The case contains a collapsible horn. When closed, the horn occupies a space only an inch thick and can rest on top of the batteries. When snapped open it measures six inches square, giving wonderful volume.

The case is compact. The dimensions are 18¾ in. long, 14¾ in. wide by 5¾ in. thick—covered with good, black leatherette.

FEATURE THE KARRYADIO CASE this Summer. It will sell parts and units for you too. Write for literature and discounts.

ARMLEY RADIO CORPORATION
68-70 Fleet St., Jersey City, N. J.

RADIO H&H PARTS

*“The Line Complete”
from Insulator to Ground Clamp*

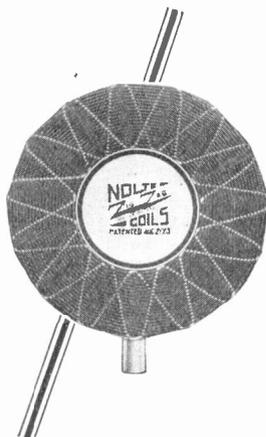
IT'S the one way out of a duplicated, disjointed stock. With a smaller investment in a *balanced* stock—in the radio-electrically balanced *line*—you can satisfy every call for

**Loud Speaker Units
Variable Condensers
Rheostats and
Potentiometers
Battery Switches
Sockets and all
essential parts**

*They are
all stan-
dardized,
interchan-
geable;
radio-el-
ectrically
balanced.*

To get a line on simplified parts-selling, send for H & H Catalogue 4W. Describes every saleable, serviceable unit *from Aerial Insulator to Ground Clamp.*

HART AND HEGEMAN
HARTFORD MFG. CO. CONN. U.S.A.



NOLTE COIL

TYPE F26

for the Roberts Circuit

LIST PRICE
\$5.50

Write for literature.

NOLTE MFG. CO.
61 Gautier Ave., Jersey City, N.J.

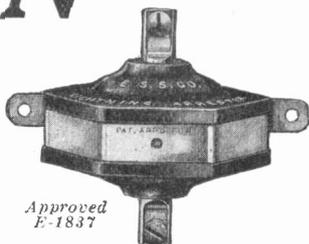
A REASONABLY priced five tube receiver that sells and satisfies.

Write for details.

THE
A-C ELECTRICAL
MFG. CO.
Dayton, Ohio



NOW is the time—



Approved
E-1837

to sell your customers
**KEYSTONE
RADIO LIGHTNING
ARRESTERS**

Order through your
jobber or write for
complete information.

\$1.50 Complete
Electric Service Supplies Co.
17th and Cambria Sts., Philadelphia, Pa.

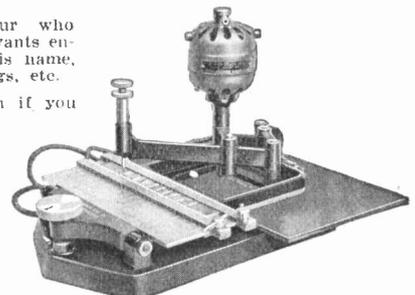
Engrave Panels for Radio Builders!
Keep Busy This Summer When
Retail Sales Are Quiet.

EVERY radio amateur who builds his own set wants engraved on the panel his name, trademark, dial markings, etc.

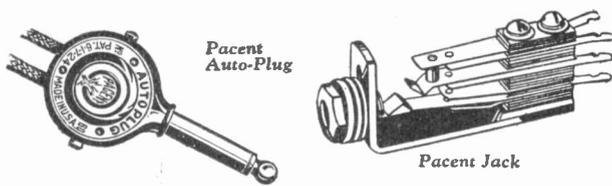
You can do it for him if you own a Rapid Engraving Machine, and make several dollars an hour doing it.

Complete equipment, \$135. Usual prices are several hundred dollars.

*Be first to own one
and coin money.*



Branch Tool Co., Dept. H, Forestdale, R.I.



Push these winners

The Pacent Auto-Plug—It's patented. A scientific marvel—simple and efficient. Shockproof. *Retails for 75c.*

Pacent Jacks—Over two million in use. Fine springs! Ten types retailing at 50c to 90c.

All Pacent Radio Essentials gives utmost consumer satisfaction. The very name "Pacent" helps to clinch sales quickly and easily.

Get in touch with your jobber—or write direct for a catalog of the entire line and dealer's discounts.

PACENT ELECTRIC COMPANY, INC.
91 Seventh Avenue, New York City

Washington
Minneapolis
Boston
San Francisco
Chicago
Birmingham

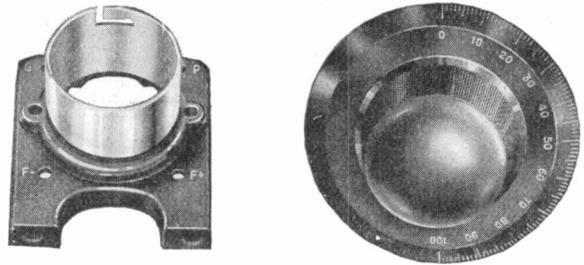
Pacent
RADIO ESSENTIALS

Philadelphia
St. Louis
Buffalo
Jacksonville
Detroit
Pittsburgh

Canadian Licensees: R. H. White Radio Company, Hamilton, Ont.

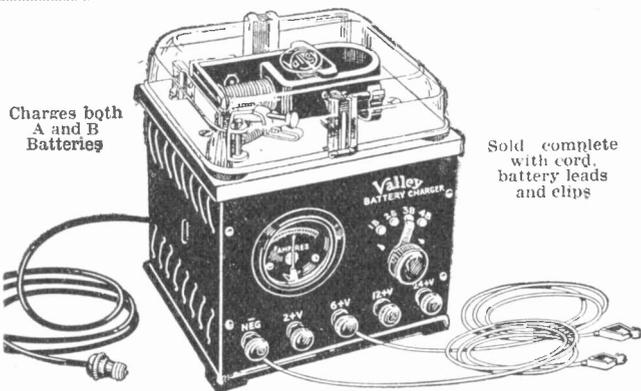
DONT IMPROVISE - PACENTIZE

Molded Bakelite for Radio



Bakelite and Condensite knobs, dials, socket bases, rheostat bases, condenser end plates, and other parts, produced by our large and experienced Molding Organization.

American Insulator Corp.
52 Vanderbilt Avenue, New York City



Charges both
A and B
Batteries

Sold complete
with cord,
battery leads
and clips

Sell a Winner

It's just a small margin — that difference between profit and no profit. In radio chargers, sell a winner and be sure of that margin.

The Valley is the radio battery charger with ten points of superiority — ten selling points which move it for you. That's why it's a winner.

If you are not handling Valley Chargers you are missing sales, that's all. But that's enough for the progressive radio retailer. Order from your jobber or write us for information.

VALLEY ELECTRIC COMPANY
3157 S. Kingshighway—Saint Louis, Mo.

**Valley Battery
Chargers**



Dealers who make the Harry Alter Company their source of supply have, at all times, access to complete stocks of the products of America's leading manufacturers...and prompt deliveries from these stocks.

The HARRY ALTER CO.

OGDEN at CARROLL AVENUE • CHICAGO

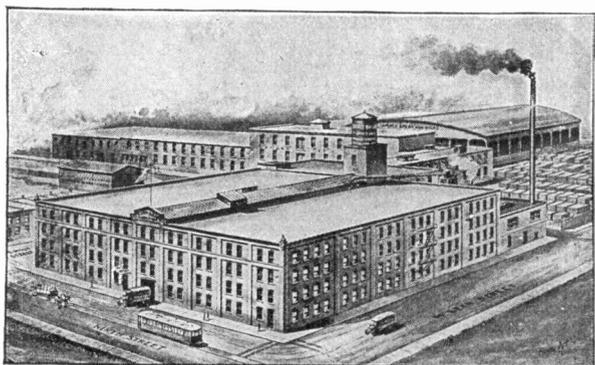
Wholesale Distributors for

Freed-Eisemann Sets
Radion Panels
Freshman Receivers
Premier Parts
Signal Apparatus
Balkite Chargers
Brandes Headsets
Dubilier Condensers
Carter Apparatus
Pacent Parts
Erla Kitsets
Allen-Bradley Parts

Benjamin Products
Hold-Heet Appliances
American Beauty Irons
Appleton Fittings
Duraduct Products
Save Lamps
Wadsworth Switches
Inland Glass
Liberty Stoves
Dim-A-Lite Sockets
Burgess Batteries
Master Motors

*And many others nationally advertised
and nationally known*

RADIO CABINETS

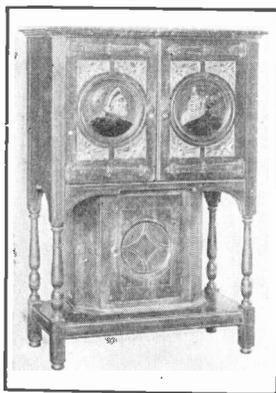


Fifty Years of Building Furniture

Let Us Build
Your

Radio
Cabinets

Aside from our regular line of cabinets, we are building them by the thousands for large users of cabinets. With substantial orders, we build special, exclusive designs.



BURT BROS., INC.

2000 S. 9th Street, Philadelphia, Pa.

U. S. Patent Granted DURHAM Variable High Resistance



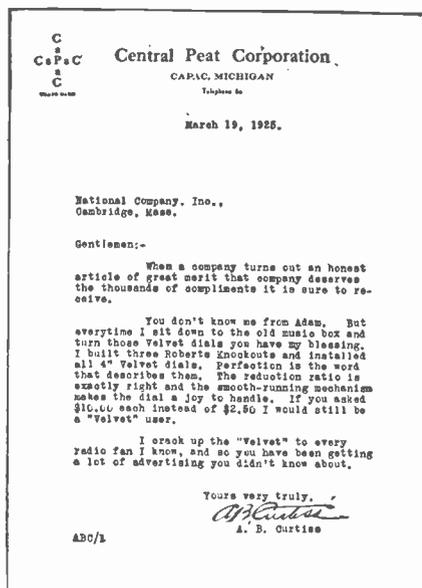
This plunger
now fully
protected

The trade has been long familiar with the DURHAM plunger adjusted Variable High-Resistance — formerly labeled "Pat. Pending." Under U. S. Letters Patent No. 1,526,191, date Feb. 10, 1925 DURHAM & CO., Inc. now enjoy sole rights to manufacture, sell or license the plunger adjusted type of Variable High Resistance. Said rights will be adequately defined against all infringers.

DURHAM & CO., Inc.
1936 Market St., Philadelphia,

Canadian Distributors: De Forest Radio Corp., Ltd., Toronto

One Good Reason Why Radio Dealers Should Stock NATIONAL Velvet Vernier Dials and Condensers.



“—if you asked \$10 each instead of \$2.50, I would still be a Velvet user,” writes Mr. Curtiss

The reputation of your store increases in direct proportion to the degree of service rendered by the products you sell. Why not handle a product that is as satisfactory to the user as the NATIONAL Velvet Vernier Dial?

NATIONAL COMPANY, Inc.

Cambridge, Mass.

Sole Licensees for the Manufacture of the National Regendormer under the Browning-Drake patents.

FRESHMAN MASTERPIECE

In the June Issues
of the Leading

RADIO TRADE JOURNALS

Will Appear an Announcement
of the

Permanent Sales Policy

Under Which Our

New and Improved
Line of Radio Frequency
Receiving Sets

Will Be

SOLD, SERVICED AND PROTECTED

Register your name now for consideration
when territory is allotted.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.—NEW YORK, N.Y.

Hamilton

The Wonder Portable and Home Set Combined

\$125

less tubes and batteries.



These features will sell portables for you—

The Hamilton embodies in a portable the qualities found in the most expensive of instruments!

A six-tube non-reradiating receiver employing three stages of transformer-coupled Radio Frequency Amplification, Detector and two stages of Audio. It operates without aerial or ground.

Only one tuning control. It is highly selective, has exceptional volume and sets a new distance record among portables.

It is entirely self-contained, light in weight, and compact. Inside and out, workmanship is of the finest.

It has the outward appearance of a very high grade suitcase.

Get our proposition (without obligation) and full details!

HAMILTON RADIO, INC.

Office: 7 Hamilton Place, Broadway at 137th St., New York City.

Factory: 12 Diagonal St., Long Island City.

Highest efficiency gained through the use of standard parts selected after exhaustive tests.

THORDARSON Audio Transformers

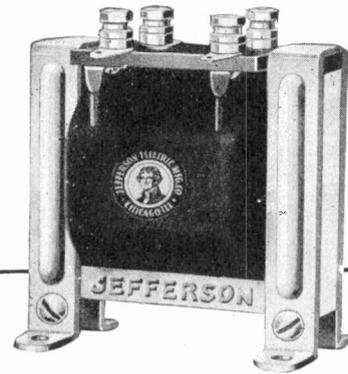
ACME Radio Transformers

U. S. L. Condensers

TIMMINS Speaker

BENJAMIN Sockets

FORMICA Panelling Etc., Etc.



Bringing 'em in—

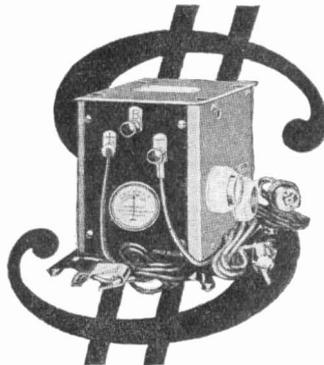
The extensive advertising program of The Jefferson Electric Mfg. Co. is of direct benefit to Jefferson dealers.

Dominating Jefferson space in leading radio publications—Jefferson publicity in newspapers and trade journals through the country—thousands of large scale wiring diagrams specifying the use of Jefferson Transformers sent out to consumer inquiries. The cumulative effect of well directed advertising is resulting in larger and larger sales for Jefferson dealers. We're "bringing 'em in" to radio stores the country over.

Are you lined up to cash in on Jefferson advertising and publicity? Write us today.

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

Money in your pocket—the Master Fore Battery Charger



Rapid turnover with a handy margin of profit for you. For your customers, a dependable and economical battery charger for practically every requirement. The Master Fore Battery Charger charges any 6-volt Radio or Automobile Battery, also Radio "B" Batteries up to 48-volts in series and up to 120-volts in multiple. Easily operated by anyone—a big sales builder for you.

Fill in, clip and mail the coupon now—
TODAY

Manufactured by Fore Electrical Mfg. Co. 5255 N. Market Street, St. Louis, Mo.

Sales Department The Zinke Company 1323 S. Michigan Ave., Chicago, Ill.

RADIOGRAM

Fore Electrical Mfg., Co., St. Louis, Mo., Manufacturers The Zinke Company, Chicago, Ill., Sales Department.

Send me free of charge complete information on how to make more money with the Master Fore.

Name

Address

City

State

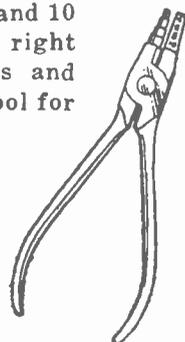
THE WINDHAM WIRE FORMER

Forms loops for No. 4, 6, 8 and 10 screws, makes easy radius right angle bends, has flat jaws and wire cutters. A complete tool for those who build their own.

Price \$1.25

(Patents pending)

THE GOYER COMPANY
Willimantic, Conn.



Sell this special antenna with every set!

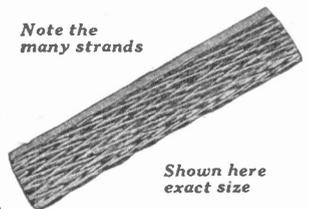
Greatest possible capacity and conducting surface, with less resistance, it actually increases range and volume.

It makes an excellent indoor antenna too! Made in copper, tinned copper, enameled copper. Put up in coils of 100 and 150 feet.

Ask your jobber for literature and sales-pulling prices!

ROSS WIRE COMPANY
69 Bath Street, Providence, R. I.

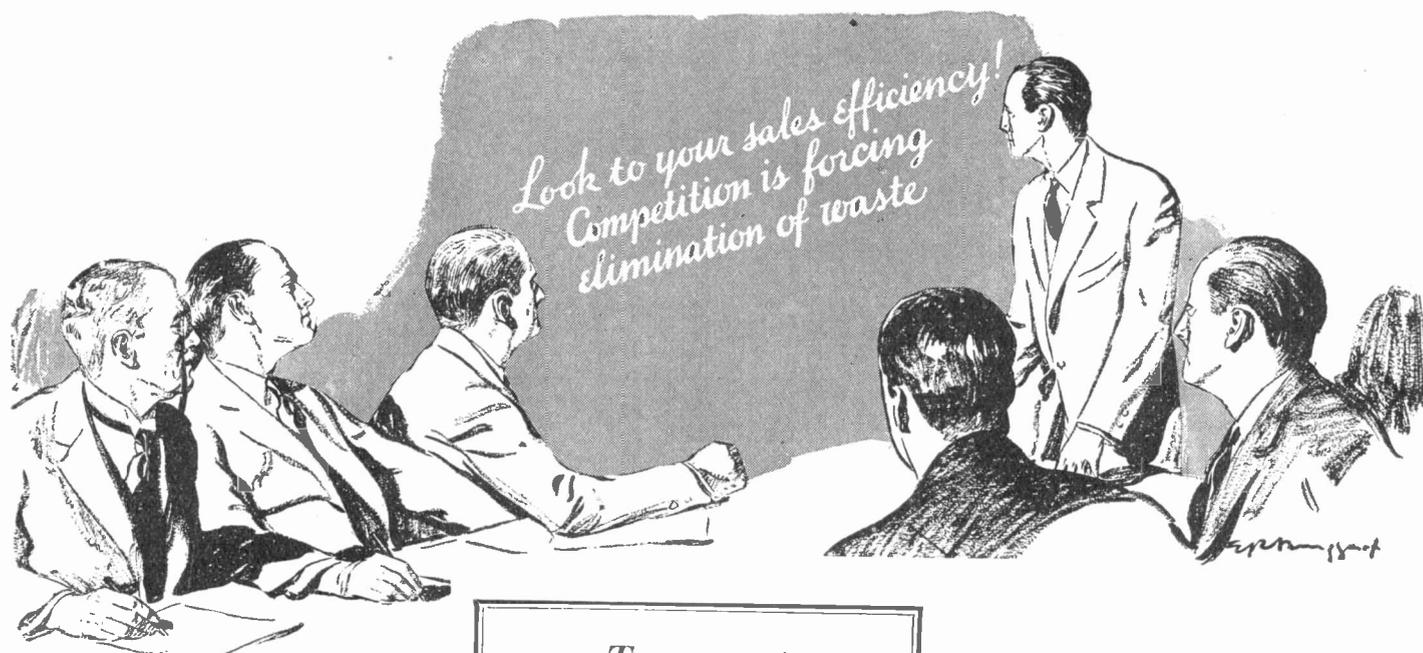
Note the many strands



Shown here exact size

ROSS
RADIO ANTENNA

The Modern Hand



ELIMINATION of waste in selling and distribution is the need of the hour. It is not a fad, nor the outpourings of the "tormentors of progress." The demagogue is in no way responsible for it. Economic factors are forcing it. Following the elimination of waste in production which made America the greatest producing nation of the world, elimination of waste in distribution is the logical next step.

With the exception of infrequent periods of depression America always has been a seller's market. The rapid development of the United States constantly has created a demand for practically everything we could produce.

In half a century we have poured over ten billion dollars into a construction

Two great national wastes in distribution

"Waste due to enormous expenditure of effort and money without adequate basic information on which to base sales promotion.

"High pressure selling and marketing expenditure in unprofitable areas."

HERBERT HOOVER
Secretary of Commerce

program for public utilities alone. Within a century we have built railroad systems aggregating 275,000 miles.

We have transformed the farm from the source of supply of the individual to the great producing force of American life.

Our mines, answering the call for coal and ore to feed the hungry maws of growing industry, have themselves demanded the means wherewith to produce.

Because of this great expansion, industry did not feel the need to analyze and study sales efficiency. Unwieldy systems of distribution have been the natural result of a rapidly expanding population and a growing demand for higher standards of living.

writing on the Wall

When the world war came its unparalleled demands on industry were met with a production expansion which was a marvel then—but a problem today.

What Is Industry's Answer?

Increased sales efficiency and the elimination of waste! The great production geniuses of industry must become equally great geniuses of distribution.

Markets must be studied, buying habits determined, the potential buyers located and selling effort concentrated within the area where profitable results are possible. Salesmen must be trained to serve, their eyes must be lifted from the dotted line to the higher vision of selling in terms of the buyer's interest.

There is no room for the business which selfishly pursues the order without thought for the buyer's interest and whose greediness tempts it to go beyond the border-line of profitable selling.

With half a century of accumulated knowledge of industry back of it, the McGraw-Hill Company has perhaps a broader view of the needs and possibilities of the industrial market than any other single organization. Its fifteen publications, serving many industries, have, as the price of leadership, kept abreast of the

most advanced thinking in industrial progress.

Industrial Marketing Survey

Foreseeing the need for more scientific selling, the McGraw-Hill Company has consolidated into useful form the mass of information which it possesses. This has been supplemented by a recent survey which definitely indicates what positions the real buyers in industry occupy and what influences their buying.

Accepting the message of Secretary Hoover as a challenge, the McGraw-Hill Company places itself and its facilities at the service of industry in the necessary work of eliminating waste in selling and distribution just as, in the past, it performed a similar service for production.

Manufacturers who sell to industries served by the McGraw-Hill publications are invited to make use of the McGraw-Hill facilities in developing their sales and distribution plans. The McGraw-Hill staff will gladly assist them or their advertising agents in determining their potential markets, and in formulating plans for reaching and selling these markets.

The McGraw-Hill Company welcomes this new opportunity to serve industry in furthering a program so fundamentally sound.

McGRAW-HILL COMPANY, INC., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, SAN FRANCISCO, LONDON, PUBLISHERS OF

McGRAW-HILL PUBLICATIONS

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Electrical
ELECTRICAL WORLD
JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING
RADIO RETAILING

Mining
COAL AGE
ENGINEERING & MINING
JOURNAL PRESS

Industrial
POWER AMERICAN MACHINIST
CHEMICAL & METALLURGICAL
ENGINEERING
INDUSTRIAL ENGINEER

Overseas
AMERICAN MACHINIST
(EUROPEAN EDITION)
INGENIERIA INTERNACIONAL

Construction & Civil Engineering
ENGINEERING NEWS-RECORD
Transportation
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:
Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 to 3 inches.....\$8.65 an inch
 4 to 7 inches..... 6.40 an inch
 8 to 14 inches..... 6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMEN WANTED

Salesman Wanted
 If you are a wide awake salesman who has kept step with the manifold changes and improvements effected in radio during the past two years, there's a good job awaiting you somewhere in this ever expanding field. You can find this opportunity through a "Searchlight" advertisement in Radio Retailing.

BUSINESS OPPORTUNITY

A Retail Radio Store
 for sale in a large western city for \$1,500 cash. Excellent location, exclusive city franchise for well known make. Will consider partnership. BO-4, Radio Retailing, 7 So. Dearborn St., Chicago, Ill.

\$ CASH PAID \$

We buy for cash, all electrical and radio goods, surplus stock, radio sets, parts, loud speakers, electric fans and motors, etc. We buy any quantity—No stock too large for us. Manufacturers and Jobbers send us your close out lists.

STUART STREET BOSTON MASS
RADIO SURPLUS CORPORATION

Sales Agents Wanted for the well-known Eagle Condensers

Exclusive territories open in various parts of the United States. The right type of agents can make very favorable arrangements.

Eagle Condensers, Inc.
 760 Bedford Ave. Brooklyn, N. Y.

Department Store Radio Space For Rent

in oldest store, city of 60,000 population. Radio business established in the store enjoying good trade. Excellent opportunity for two young men who thoroly understand radio and are good salesmen. We will make a good proposition to the right parties. Write or call

GEO. A. DUCKER CO.
 Joliet, Ill.

Radio Department For Rent

Good established business in large department store situated in city of 40,000 population, surrounded by rich farming community. Splendid proposition to right party. Address

Mandel & Schwarzman
 Bloomington, Ill.



Something of Interest!

Yes sir, in the *Searchlight Section* there is something of interest for every reader.

Watch the advertisements here. Any issue may hold just the opportunity you have been seeking, or one you would like to take advantage of.

On the other hand, if you have an opportunity to offer others in this field—surplus, employment, business, selling, etc.—you will find advertising it in the *Searchlight Section* the quick and efficient way to get the attention of interested persons.

For Every Business Want
Think "SEARCHLIGHT" First

Telephone Cords

High-grade Cords for all makes of Headsets and Loud Speakers

We solicit your 1925 Business.

Write for Prices.

Gavitt Manufacturing Co., Inc., West Brookfield, Mass.

Elektron Radio Tubes

(Tipless)

Bakelite
Bases

List Price



Fully
Guaranteed

\$3⁰⁰

200

201A

199

A REAL TUBE MADE by an organization with years of experience, and capable of giving you the best possible combination, quality and service.

Territory now open to Jobbers and Dealers. Our unusually large discounts mean more profit to you.

Lectrodio Corporation

186 Market St., Lynn, Mass.

Radio Tube Specialists

Sell Them A Knickerbocker Radio Case

To Build Their Own Portable

\$12.50

Retail



High Grade Black Artificial Leather Covered. Removable Back and Front. Wood Horn for Loud Speaker. Space for Panel 21-in. x 7-in. Deep cover for Dials and Straps to Hold Collapsible Aerial. Battery space both sides of Horn.

Liberal Discount to Dealers

Order Direct. Now's the Portable Season!

KNICKERBOCKER CASE COMPANY

228-238 N. Clinton St., Chicago

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				Premier Radio Corp.	490		

The Spring's the Thing—



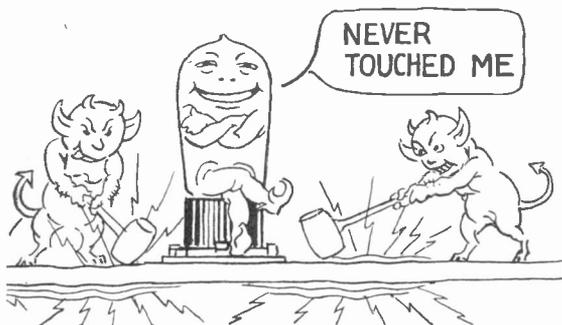
Cle-Ra-Tone Sockets Stop Tube Noises and Start Sales

Irritating microphonic distortions caused by the transmission of all sorts of outside vibrations to tube filaments, one of radio's most troublesome shortcomings, have been ended.

Cle-Ra-Tone Sockets have stopped these tube noises—by "floating" the tubes above all jars and shocks in a spring suspended socket. This exceptional feature, necessary in every radio set, has gained nation-wide popularity since its inception, as its vast sales in all radio retail stores show.

Forceful, sales-making advertising in Popular Radio, Radio, Radio News, Radio Engineering, Citizen's Radio Call Book; hook-ups, featuring Cle-Ra-Tone Sockets, by leading radio engineers, in dominant daily newspapers, are constantly telling the radio fans in your community of the many distinctive features in the Cle-Ra-Tone Socket. They not only stop tube noises, but also improve the clarity, selectivity, and distance getting powers of any set. Leading radio authorities, radio engineers and widely known radio manufacturers recommend and install it in their finest radio creations.

There are no easily deteriorating parts in the Cle-Ra-Tone Socket. Bakelite is used wherever possible to insure high insulation, sturdiness and long life. Contact points to tube terminals are perfect and permanent. Four lugs make soldering easy. Stiff bus wiring does not affect the flexibility of the supporting springs.



Benjamin Electric Mfg. Co.

247 W. 17th Street
New York

120-128 S. Sangamon Street,
Chicago

448 Bryant Street
San Francisco

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario

The Big Sets are Tough on Batteries—

*Which Presents a Real
Sales Opportunity to YOU!*

RADIO FANS don't want to waste time charging batteries. And the big sets certainly do "burn the juice."

There's a real demand for APCO Chargers. They do their work overnight, efficiently, quietly — without annoying hum or buzz. They consume but little current. Cannot over-charge because they taper the charge. Easy to hook up.



Apco "A" Charger
7½ ampere capacity. Self-polarizing. Tapers the charge.
List \$13.50



Apco "B" Charger
For 24 or 48 volt "B" storage batteries, or 90 volts in multiple.
List \$10.00

APCO Chargers are compact and neat in appearance. There's \$6.00 for you on every APCO "A" Charger sale; \$3.25 on the "B" Charger. And APCO Chargers are mechanically *right*, hence good-will builders for dealers.

Order from your Jobber or write for full details.

Apco Mfg. Co.
Providence, R. I.

Apco Branches

Apco Mfg. Co., Electrical and Export Office,
154 Nassau St., New York City.
Apco Mfg. Co., 1438 S. Michigan Ave.,
Chicago.
Apco Mfg. Co., 2005 E. 15th St., Kansas
City, Mo.
Southwestern Office: M. L. Martin, 2006 ½
Commerce St., Dallas, Tex.
Canadian Factory: Apco Canadian Company,
Ltd., 3150 Jeanne Mance St., Montreal.

APCO

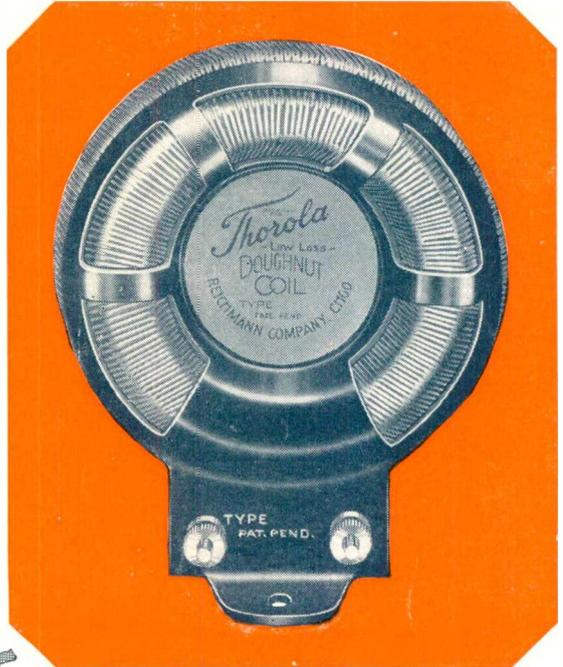
BATTERY CHARGERS

for "A" and "B" Batteries

Thorola

LOW-LOSS DOUGHNUT COILS

This Summer You Can Sell Positive Selectivity!



MEMBER
RMA

In summer you can sell Thorola Low-Loss Doughnut Coils, pronounced the greatest radio advancement since vacuum tubes. Summer can't stop the interest in the remarkable effects now made possible by Thorola coils.

These coils do not "pick up" signals independently of the aerial. These coils have a self-contained field which prevents intercoupling and ends the need for wasting space on "funny" coil angles. These coils introduce the Thorola principle of *Isolated Power*, an effect which ranks in importance with Heterodyning and Regeneration!

Selling Thorola Low-Loss Doughnut Coils is selling acute selectivity, extreme clarity, sharpest response to controls, increased volume on distant signals particularly. The difference in any set is unmistakable.

The market consists of most of the present owners of radio receivers, together with all builders of new sets. They can obtain new and finer radio entertainment simply and quickly with Thorola Low-Loss Doughnut Coils.

Here is another Thorola product built and backed to give the trade its 1925 selling sensation; to stimulate summer interest as never before. See your jobber or write for complete description of this remarkable radio advancement, including diagrams of new circuits illustrating the most effective use of these coils.

REICHMANN CO.
1725-39 W. 74th St., Chicago

Please send me complete description of your new discovery, Thorola Low-Loss Doughnut Coils, together with circuit diagrams illustrating the most effective use of these coils.

Name.....

Street and Number.....

Town.....