

Seen

Radio Retailing

The Business Magazine of the Radio Industry



Interference 175
Fans *know* the name!

Boost the charger they *know*. Push the charger that sells.

Tungar is the original bulb charger. Made by General Electric. It charges all batteries. It will not blow out Radiotrons. It's the trouble-proof, easy-to-use charger. Stock it. It sells!

Tungar

REG. U.S. PAT. OFF.

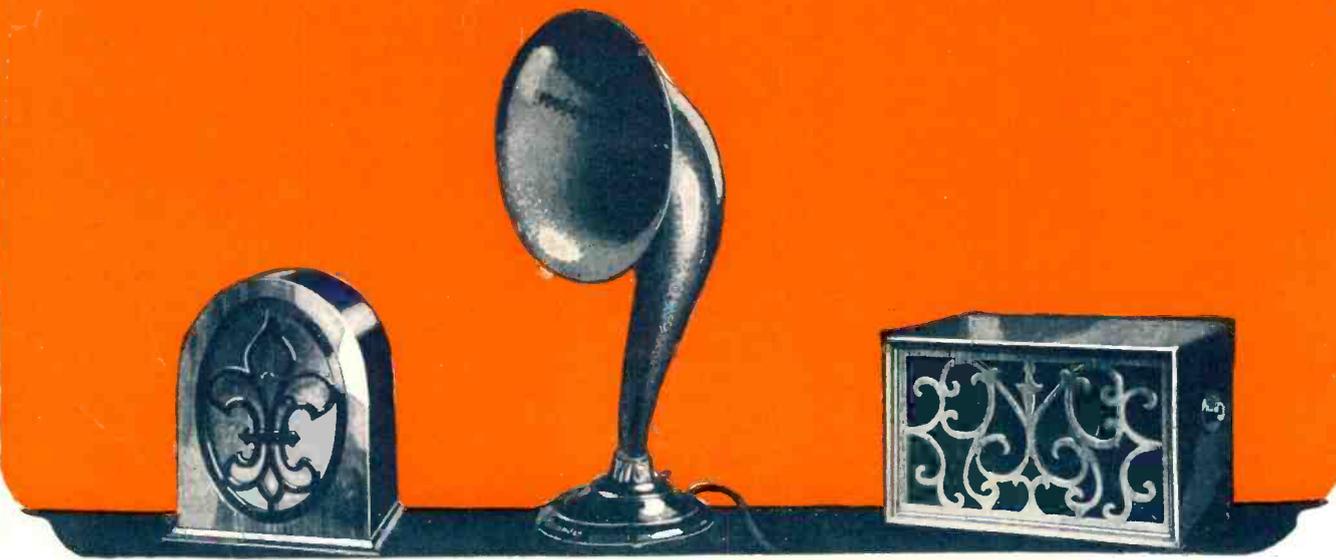
BATTERY CHARGER



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

GENERAL ELECTRIC

Acoustics by Brandes



Cone Speaker

Type H Speaker

Cabinet Speaker

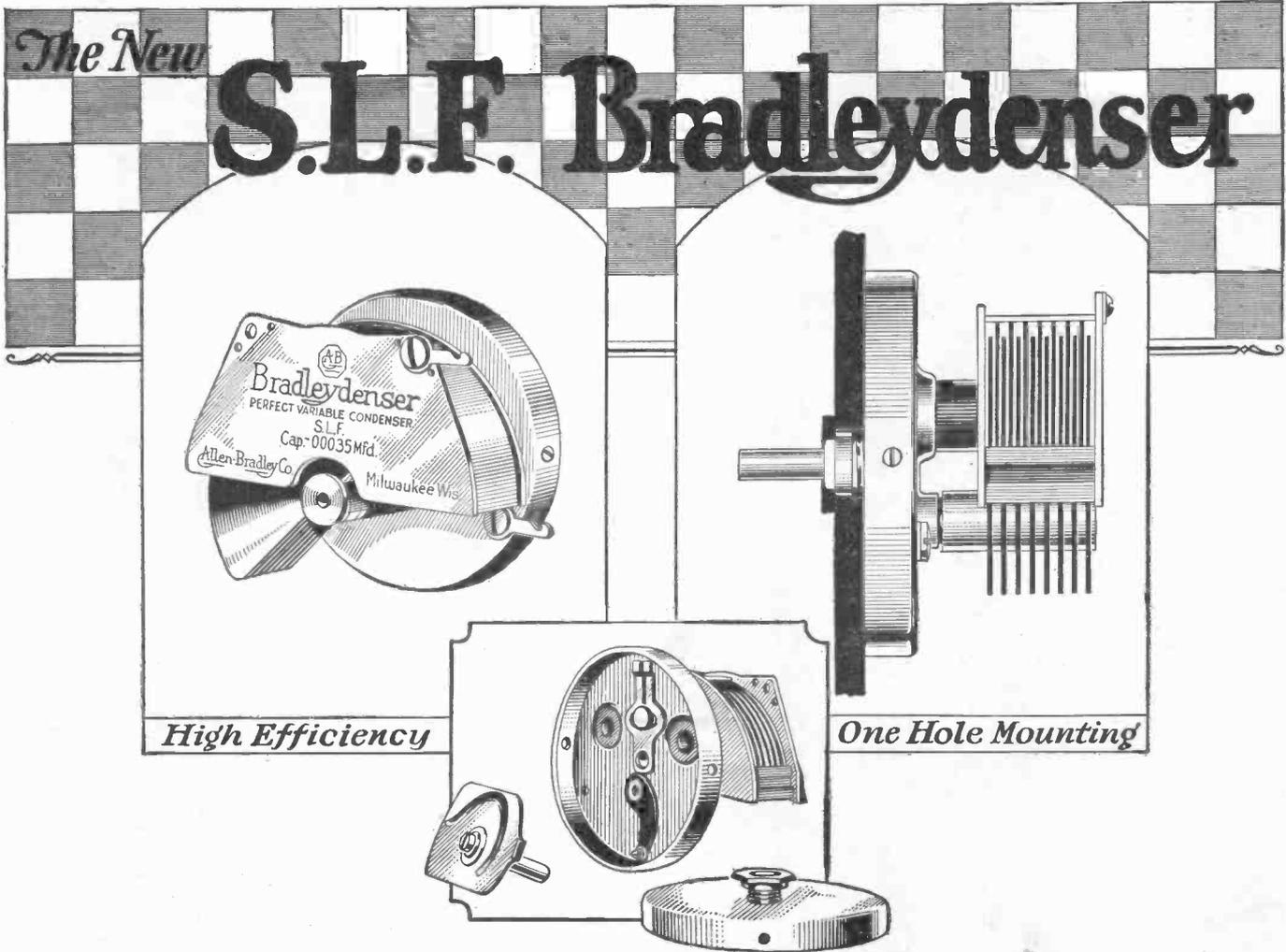
That phrase, "acoustics by Brandes," has taken hold! We started it—but the public snapped it up.

They soon learned that it means unsurpassed tone quality, in any type of speaker — cone, cabinet or horn.

This year's line of Brandes Speakers has been supremely satisfactory. Satisfactory to our dealers—to the public—and to us. If you handled them, you know. If you didn't—it's not too late to get the line.

Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908



Big Selling Points that mean Profits to You!

THE new S. L. F. Bradleydenser opens up new sales possibilities to the enterprising dealer. The demand for straight-line-frequency condensers is constantly increasing and the Bradleydenser, due to its small size, will boost parts sales because it can be substituted for old style condensers, without disturbing other parts on the panel.

REMEMBER these big features that mean profit to you:

- 1 — Straight-line-frequency tuning.
- 2 — Compact size, due to cam which eliminates long rotor plates.
- 3 — Spaces stations equally over 360-degree dial.
- 4 — One-hole mounting simplifies installations.
- 5 — Brass plates are soldered and efficiency is high.
- 6 — Backed by the Allen-Bradley guarantee and merchandising policy.

Order the new S. L. F. Bradleydenser for your stock today.



OTHER Allen-Bradley Devices

Sell the Bradleystat, Bradleyleak, Bradleyometer, and Bradleyohm to set builders. For resistance amplification, recommend the Bradleyunit Resistor.

Mail the Coupon

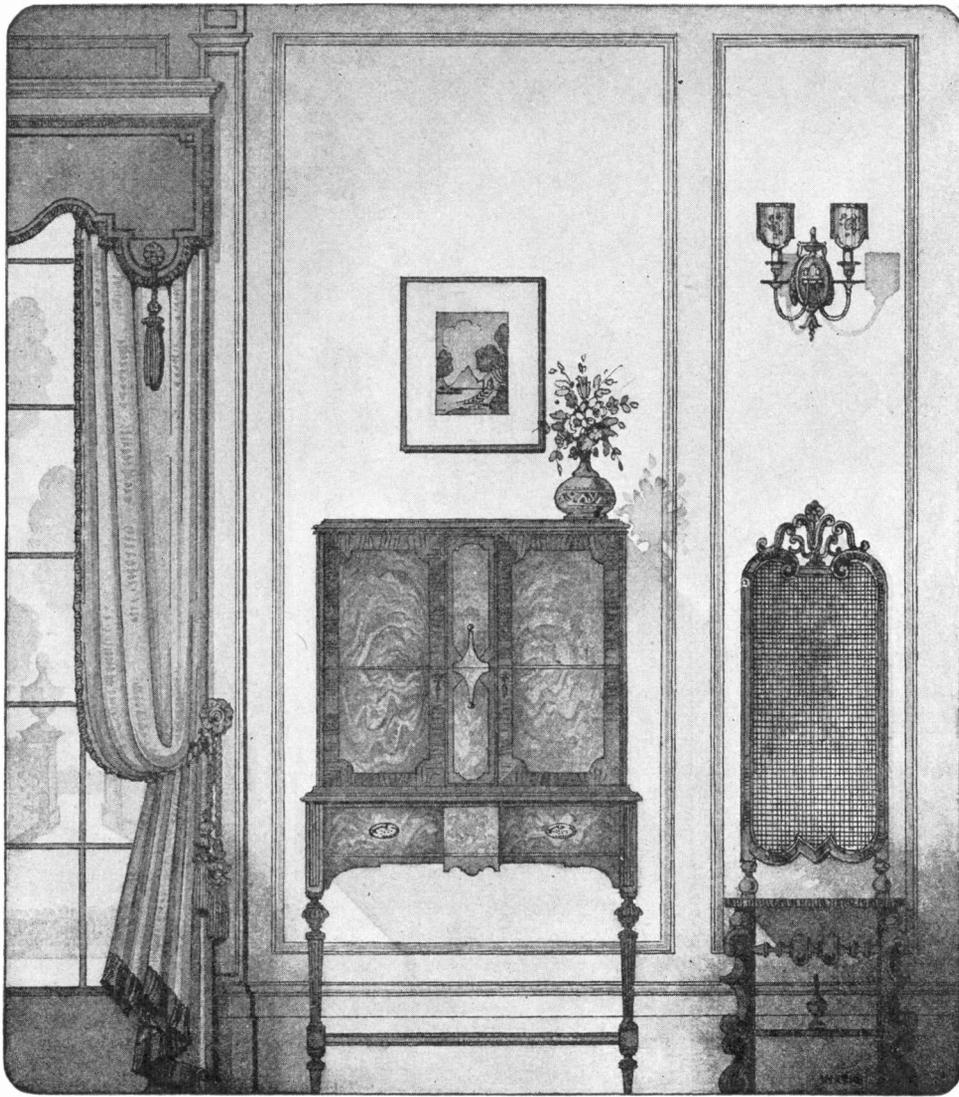
Allen-Bradley Company,
489 Clinton Street,
Milwaukee, Wisconsin.

Please send us your sales literature
on the new Bradleydenser.

Name.....

Address.....

.....



Its performance is equal to its beauty

Musically cultured people prefer Stromberg-Carlson Receivers. Those who appreciate fine violins, grand pianos, boxes at the opera and season tickets to concert courses know what well-played instruments sound like. They wish to appraise the playing of Hoffman, the singing of Homer, the technique of Seidel as accurately by radio as though seated before them. They prefer a Stromberg-Carlson

Receiver because of its faithful tone reproduction. This fidelity of tone is due in large measure to "Rejectivity," an exclusive Stromberg-Carlson feature, made possible by *totally shielding* each radio frequency circuit.

You will attract your finest prospects for radio sales with Stromberg-Carlson Receivers.

No. 602. Art Console Type, illustrated above. American Walnut Cabinet. Built-in Loud Speaker. 6-tube; dual control. Equipped with voltmeter. Price \$340 without accessories.



No. 601. Treasure Chest type. 6-tube; dual control. Equipped with voltmeter. Arranged to operate with either cone type or horn Loud Speaker. Solid Mahogany. Price \$210 without accessories.

Prices are for the United States east of the Rockies

Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years



Grebe
"Colortone"



Flexible Unit Control



A

B

The high-wave reception range of the Grebe dial (B)—from 550 down to 240 meters—equals the practical tuning range of the usual receiver. The low-wave range of the Grebe dial (A) provides additional reception down to 150 meters.



Grebe
Binocular Coils
Reg. U. S. Pat. Off.
and
Low-wave
Extension
Circuits

No Price-Cutting —No "Unloading"

GREBE never has and never will cut prices. Nor will this be permitted on the part of dealers.

Grebe never has "unloaded" and never will. We protect the dealer absolutely.

For these and other reasons, as well as on account of rigidly maintained quality, Grebe retailers can build trade and reputation. The Grebe Synchronphase has outstanding selling points, due to exclusive Grebe developments, which account for its remarkable reception. It sells readily and stays sold without profit-reducing servicing.

Write for full information.

A. H. Grebe & Co., Inc., 109 West 57th St., New York

Factory: Richmond Hill, N. Y.

Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

This company owns and operates stations WAHQ and WBOQ; also low-wave re-broadcasting stations, mobile WGMU and marine WRMU.



It is written:

"Just scales and full measure injure no man."

Full measure in quality and just treatment of all have built a reputation that is the env of others.

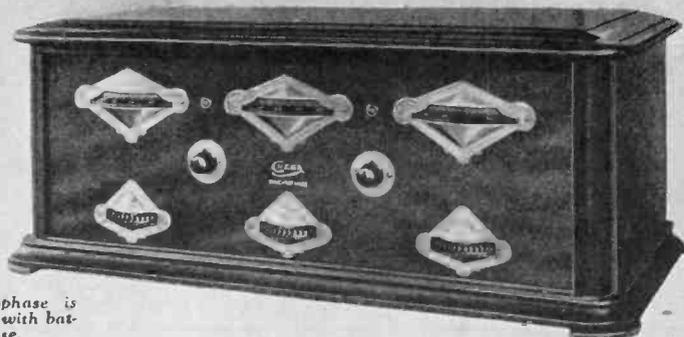
Doctor H. H. H.



All Grebe apparatus is covered by patents granted and pending.

The GREBE SYNCHROPHASE

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



The Synchronphase is also supplied with battery base.

Announcing RADIO CENTER

FOR the first time in the history of the industry, radio manufacturers can now enjoy year-round demonstration and sales facilities of unequalled attractiveness in the heart of the world's greatest radio market—New York City.

Sound-proof booths of special construction—a location where unusual clarity of reception can be had from any of the well-known broadcasting stations—every facility for the efficient transaction of business—conference rooms—a radio laboratory—these are but a few of the unique advantages provided at Radio Center.

Occupying two floors of more than twenty thousand square feet in the famous Bush Building, 42nd Street, Radio Center is superbly situated for all-round accessibility—and its patrons enjoy the unequalled Bush Terminal Distribution service.

Radio Center is the big move of the year—directed by men of wide experience in successful co-operative merchandising, and backed by ample financial strength.

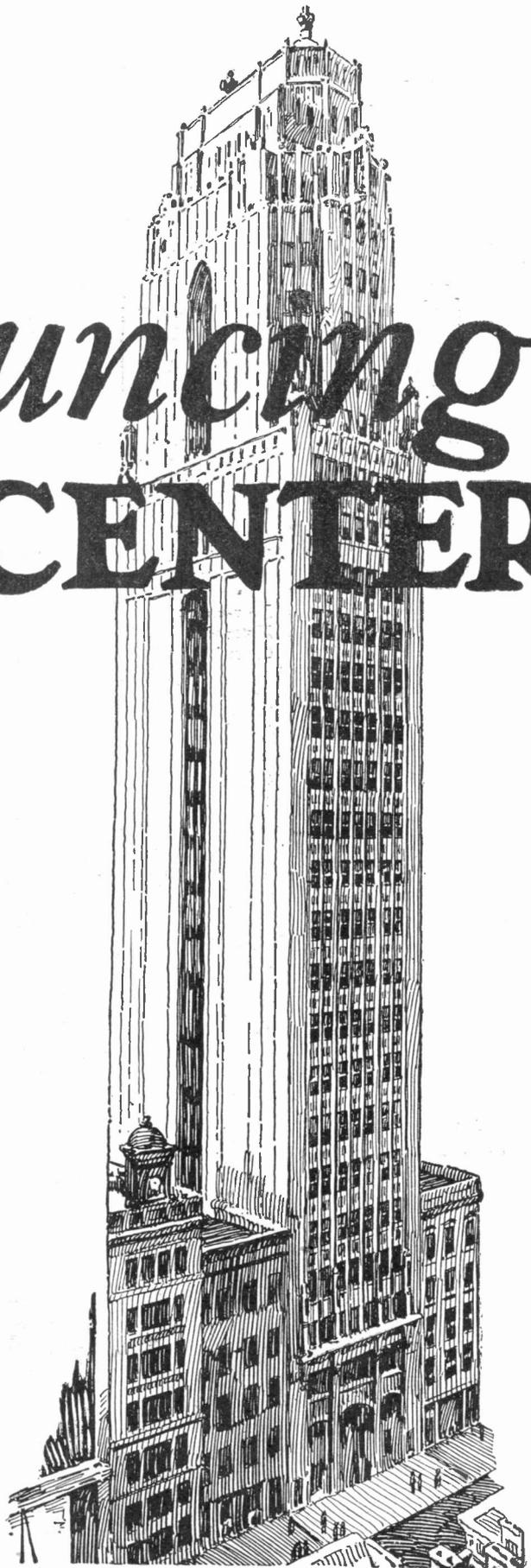
The demand for space is already large—the time to investigate is NOW—call in person if you possibly can—write, or better still, wire for a copy of the Radio Center Book.

RADIO CENTER, INC.

S. Herbert Mapes, President

BUSH BUILDING

130 West Forty-Second Street
New York City



New



Model—100% increased volume over previous models—clearer reproduction—richer tone—entire freedom from distortion and blare—that's what you'll find in the new, perfected Dulce-Tone, the ideal radio-talking-machine-speaker.

Now you can sell for \$10 the best loud speaker that money can buy—the unit that fully utilizes the sound box, tone arm and horn in the phonograph your customer already owns.

Nothing to change or take off the phonograph. Simple, sure, fully guaranteed.

Support—Dulce-Tone is now made and Dulce-Tone dealers are now backed by The General Industries Company—large makers of phonograph spring motors, tone arms and sound boxes for 15 years.

Early February issues of The Saturday Evening Post, the Literary Digest and Liberty Magazine carry forceful Dulce-Tone sales advertisements to more than 5,500,000 readers. This is only the beginning of an aggressive, continuous advertising campaign that will sell Dulce-Tone to thousands of radio buyers in your territory.

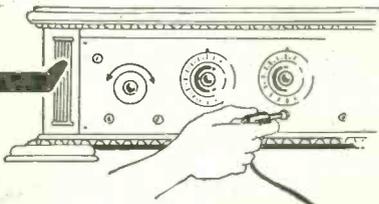
Profits—A new, perfected Dulce-Tone—popularized through a strong, nation-wide advertising campaign—backed by a soundly-established, well-financed corporation—means sure profits and greater profits to Dulce-Tone dealers.

Be ready. If you haven't tried Dulce-Tone, send the coupon, now. Dulce-Tone will sell itself to you just as it sells itself to your customers.

THE GENERAL INDUSTRIES COMPANY
Formerly named The General Phonograph Mfg. Co.
Dulce-Tone Division
Elyria, Ohio



Dulce-Tone



GENERAL INDUSTRIES CO.
Elyria, Ohio:

Send me a Dulce-Tone for free trial—on memorandum invoice only. I will either keep it and place my order, or return it at your expense in ten days.

Name.....
Firm Name.....
Street.....
City.....
State.....



Kolster Eight. Single control. Internal loop. Provisions for external loop or antenna. Built-in reproducer.



Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Built-in reproducer.



Kolster Six. Dual control for antenna. Built-in reproducer.



Kolster Six, dual control, loud speaker enclosed, space for batteries.



Kolster Six. Dual control for antenna. External reproducer.

Profitable Representation

is dependent upon confidence between the manufacturer and the dealer.

A dealer's faith in the factory he represents is aided by familiarity with the manufacturer's policies.

The fundamental policies of Kolster Radio are based upon sound merchandising principles of proven worth.

Kolster Radio is technically correct and thoroughly guaranteed.

Dealers are given exclusive territory and protection against price decline and obsolescence.

These policies are simple and effective. They are and must be the basis of good merchandising.

We have popularized Kolster Radio through dominating space and sincere copy in the *The Saturday Evening Post* and in newspapers throughout the country. The name Kolster is familiar to every radio prospect.

The Kolster franchise is a valuable asset to dealers. It is an acknowledgment of Kolster's faith in the dealer. It is his assurance of assistance, protection and profit.

We invite interested dealers to communicate with us concerning the Kolster franchise for reliable dealers.

FEDERAL TELEGRAPH COMPANY
(of California)

Woolworth Building, New York City

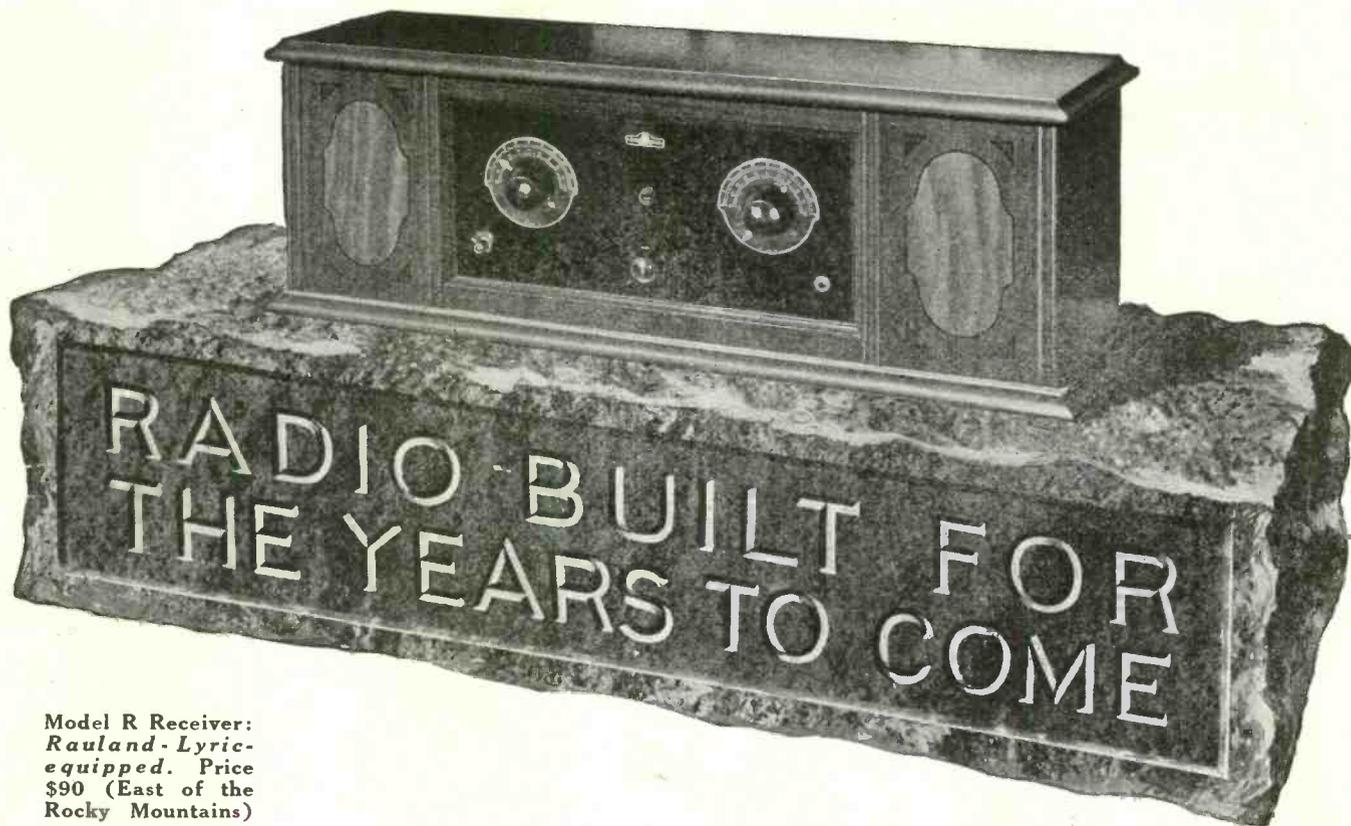
KOLSTER RADIO

again!

For the 3rd
consecutive year
public demand has
again made

FREED-EISEMANN

the **WORLD'S LARGEST**
maker of **Neutrodyne RADIO**

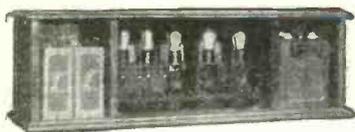


Model R Receiver:
Rauland-Lyric-
equipped. Price
\$90 (East of the
Rocky Mountains)

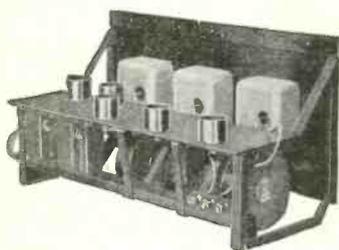
Give It a *Hard Job*

This receiver was designed to convince the customer to whom you have sold it for \$90 that he has received a big \$90 worth of radio.

Set it up on your own test bench—compare it with the best \$150 set you've got—and then ask yourself how the customer will feel towards you who has obtained from you, for \$90, a set that will do what the Model R does.



"The leading wholesaler of radio apparatus" in your locality is a ready source of supply, and the discount to you is a *maximum*. Ask the jobber's salesman, write us direct, or telephone our sales offices in Boston—New York—Philadelphia—Atlanta—Pittsburgh—Buffalo—Detroit—Chicago—Minneapolis—St. Louis—Denver—Boise—Los Angeles—San Francisco—Seattle.



COMING

Constant-B
TRADE MARK ALL-AMERICAN
PERMANENT PLATE-POWER

Built to do full justice to the Famous Raytheon Tube—as only ALL-AMERICAN knows how to build iron-core products. Be prepared for a convincing surprise when you see it. **List Price \$45**

Complete with Raytheon Tube

Filtrola
ALL-AMERICAN
STATION ELIMINATOR

Solves the problem of reception in the neighborhood of a powerful broadcaster, by *deflecting* to ground the undesired signal. Set it for that wave length and forget it—no tubes or batteries.

List Price \$15

Get Your Order In Early

ALL-AMERICAN RADIO CORPORATION, E.N. Rauland, Pres., 4221 W. Belmont Ave., Chicago, U.S.A.

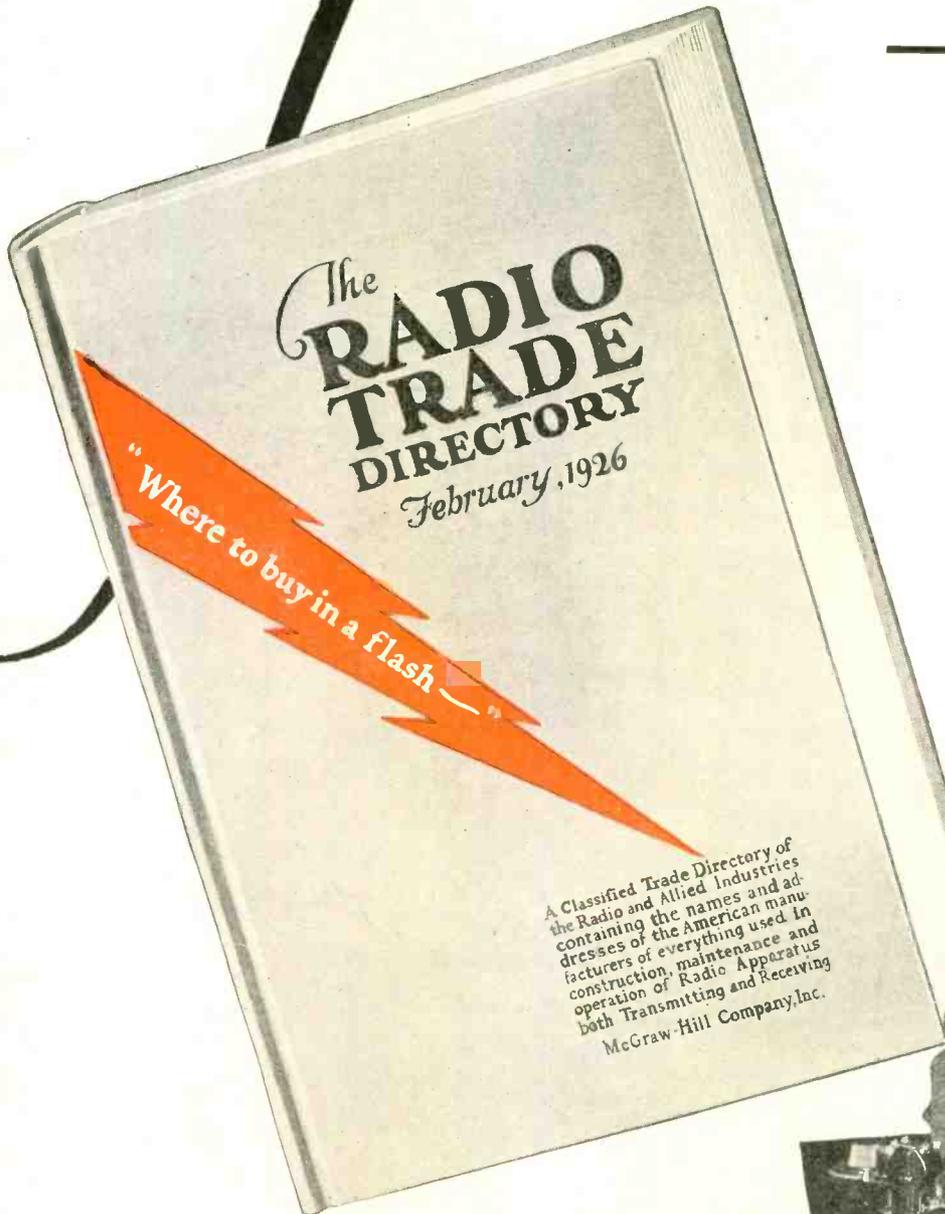
RMA

OWNING AND OPERATING STATION WENR—266 METERS

ALL-AMERICAN

Pioneers in the Radio Industry

*This is the Directory
—if it's*



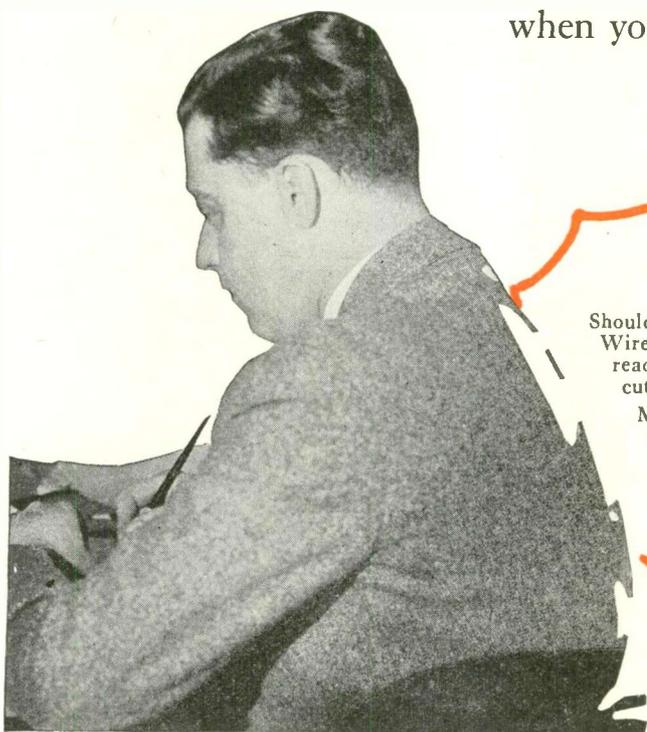
*Published
Quarterly—
February,
May,
August and
November*



The Buying Guide of Radio Manufac

that tells you where to buy it anything in Radio!

EVERYTHING used in Radio—from Adaptors to Zincite—is listed in your Radio Trade Directory—together with all the known sources of supply. ¶ Accurate classifications and cross reference headings make it easy to find what you're after—in a flash! ¶ Many of the manufacturers whose products you want to know about publish catalog or reference advertising giving such helpful buying information as types, sizes, finishes, prices, etc. Many list their distributors and branch offices so that you need lose no time in locating the nearest source of supply. ¶ Keep the Directory ON your desk so you'll always have it handy when you need it!



Advertising for the February Issue

Should be in our hands within the next few days. Wire your space reservations—if you haven't already provided for representation. Copy and cuts should follow by first class mail.

More than 20,000 distribution for the February Issue among all radio set manufacturers, wholesalers and parts dealers.

THE RADIO TRADE DIRECTORY
Tenth Avenue at 36th Street,
New York, N. Y.

turers, Wholesalers and Parts Dealers

STEWART-WARNER

Matched-Unit Radio

Sound Business Building-

RIGHT-ABOUT, FACE! Turn your back on haphazard radio manufacture and selling. Start sound business building with Stewart-Warner Matched-Unit Radio under the protection of the Stewart-Warner franchise.

Stewart-Warner Matched-Unit Radio is a complete line of radio sets and equipment, and includes cabinet models, console models, reproducers, tubes, aerial and ground equipment—the finest that brains and money can produce—all built to function together—an achievement in the radio industry.

Stewart-Warner Radio is distributed exclusively through our own established factory branches—there is one “within six hours of you.” Dealers who can qualify receive from the branch in their territory an exclusive franchise protecting them against all the unfair trade practices of today. Price cutting, loading, unfair competition are unknown to the Stewart-Warner dealer.

In 1925 over 3000 Stewart-Warner dealers laid the foundation for a permanent success in the radio business. Operating under the Stewart-Warner franchise and aided by consistent Stewart-Warner consumer advertising, they put complete radio satisfaction into thousands and thousands of homes.

Exclusive Stewart-Warner dealer franchises are available to a limited number of dealers who can measure up to Stewart-Warner Standards and want to start Sound Business Building.

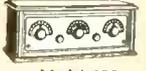
STEWART-WARNER SPEEDOMETER COR'N
1820 DIVERSEY PARKWAY - CHICAGO

Stewart-Warner

**Instrument
plus Reproducer
plus Tubes plus
Accessories**



Model 300
\$65.00



Model 325
\$80.00



Model 305
\$95.00

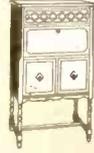


Model 505
Radio Table
\$22.50

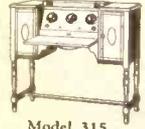


Model 410
\$65.00

Console Table including Built-in Speaker and Battery Compartment, without Radio.



Model 310
\$175.00



Model 315
\$285.00



Model 320
\$450.00



Model 400
Reproducer
\$25.00



Model 405
\$19.50

Radio Tube
Model S-W
501-A
\$2.50



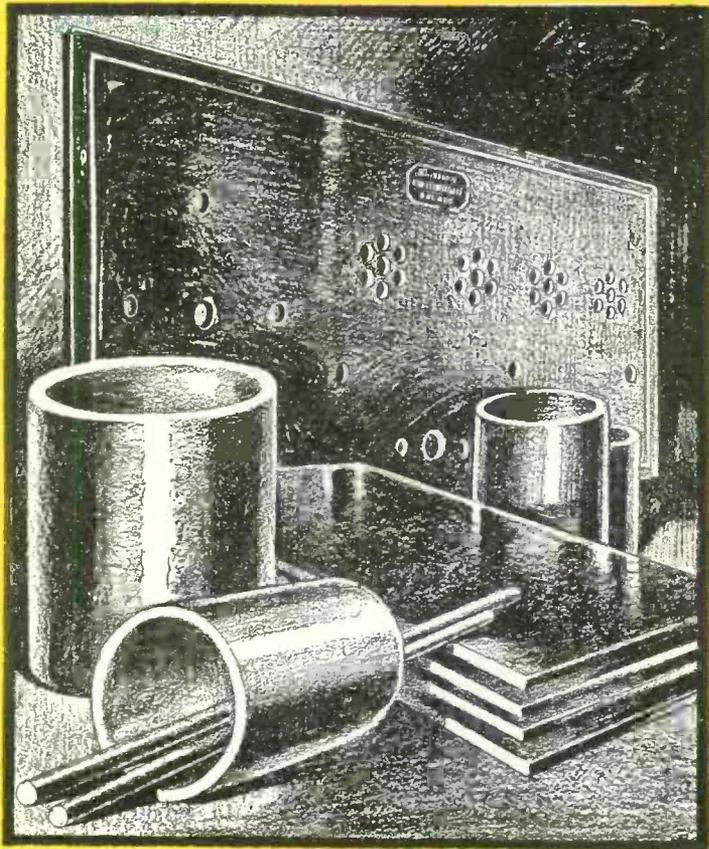
Prices are slightly higher
West of the Rockies

Tune in Stewart-Warner
Station WBBM, 226 Meters

Mon. - 12-3 a.m., 6-7 p.m. Fri. - 8-10 p.m.
Tues. - 9-12 p.m. Sat. 8-9:30 p.m., 11-2 a.m.
Wed. 8-10 p.m., 12-2 a.m. Sun. - 4-6 p.m., 8-10 p.m.
Thur. - 8-10 p.m. CENTRAL STANDARD TIME

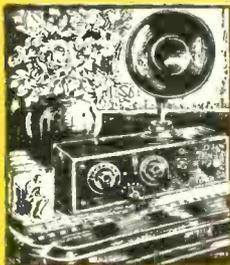
TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

Phenolite can be milled, punched, threaded, turned, tapped, sawed, drilled, bored, ground!



-sell perfected quality!

FOR more than thirty-five years we have been producing laminated insulation materials for use under conditions demanding absolute uniformity—physical and chemical! . . . And now, out of these more than thirty-five years of experience comes Phenolite, laminated Bakelite, built to meet the exact requirements of radio insulation. America's leading manufacturers of radio receiving sets are paying a premium to insure perfect insulation—they are standardizing on Phenolite . . . Your jobber will supply you with panels or tubing of Phenolite . . . Or write us.



Radio panels and tubes of Phenolite combine perfect insulation with great physical strength and fine machining quality! . . . Phenolite has a dielectric strength of 700 to 1300 volts per 1-1000 of an inch!

National Vulcanized Fibre Co.
PHENOLITE PRODUCTS DIVISION, WILMINGTON, DEL., U. S. A.

We operate six great plants and maintain sales and service offices at New York, Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Los Angeles, San Francisco, Detroit, Rochester, Birmingham, Denver, Seattle, Toronto, Greenville, St. Louis, Baltimore.

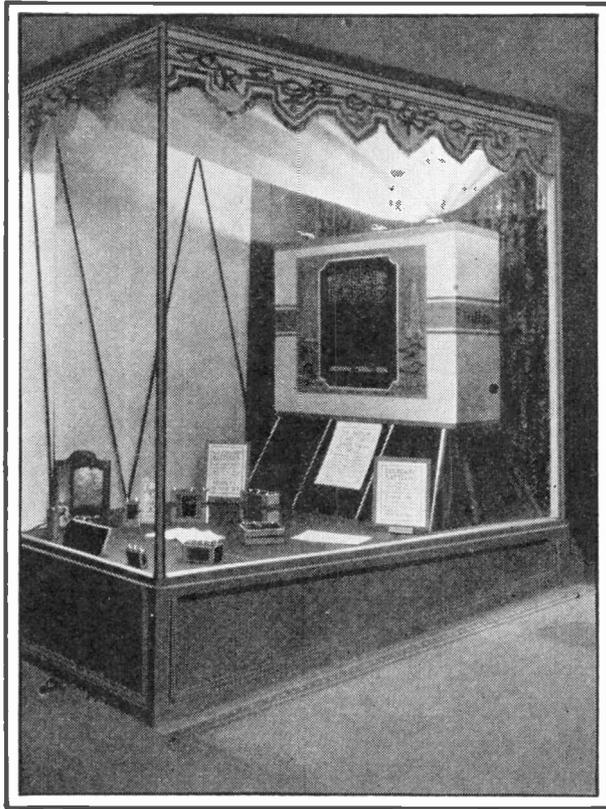
PHENOLITE

Reg. U.S. Pat. Off.

Laminated BAKELITE

SHEETS: RODS:TUBES:SPECIAL SHAPES

Made by the makers of National Vulcanized Fibre



“We have been able to more than triple our sales”

WHEN the Ideal Electric Co., Creston, Iowa, started to handle Eveready Radio Batteries, they knew that they had tied up with a mighty profitable line. But they never guessed that a little over a year later it would be possible for them to write such a letter as this: “Through window display and advertising, we have been able to more than triple our sales. We find the sale of Eveready ‘B’ Batteries gives us the cleanest profit we are able to get in the radio field. With Evereadys we are able to give customers more for their

money than they have ever been offered before, and we believe that the coming year’s sales will more than triple again.”

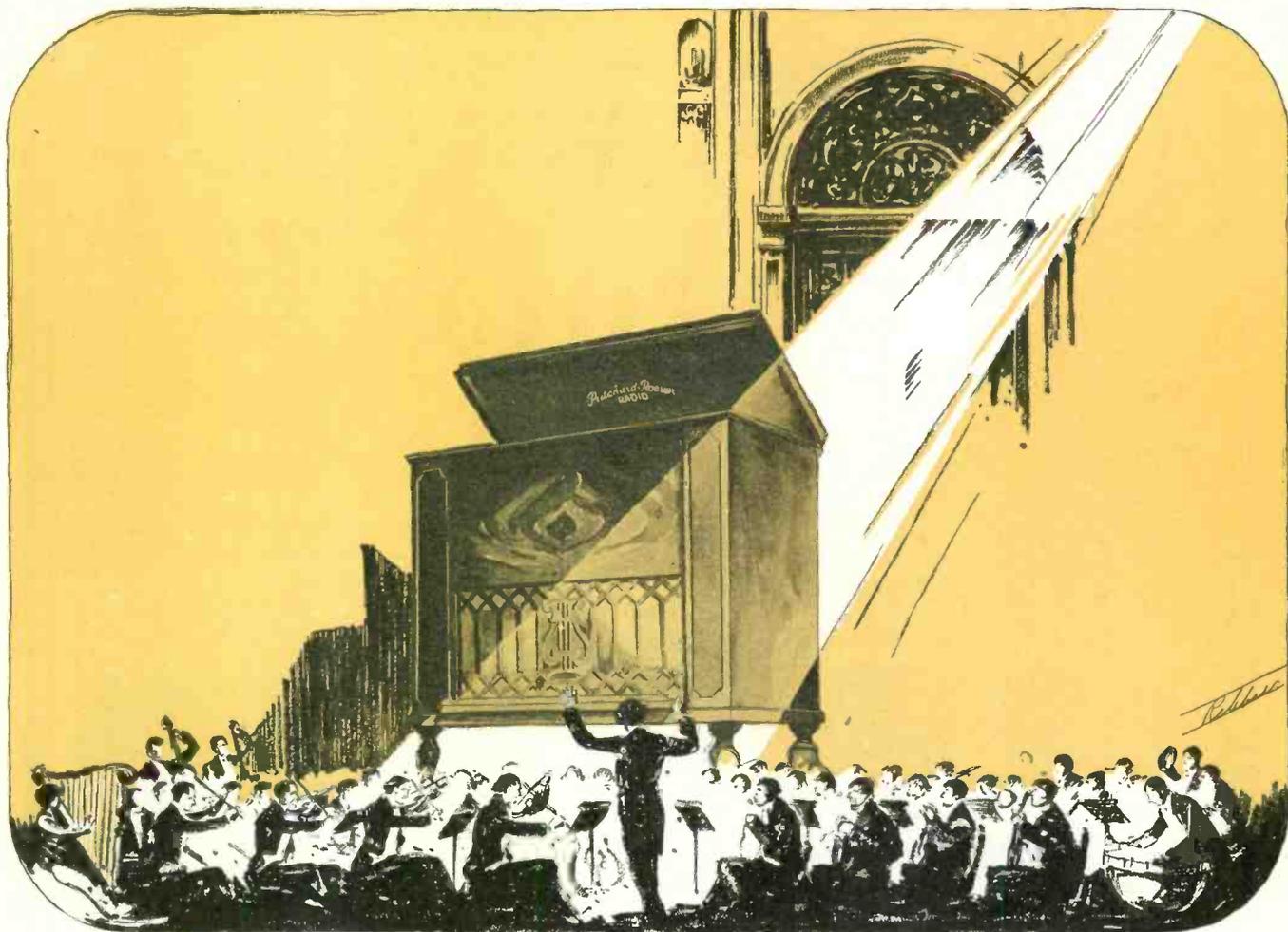
The large dummy “B” battery displayed in their window is their own original idea. It contributed considerably towards increasing their profits, as did the display material we supplied. Order Eveready

Radio Batteries from your jobber and write us for free display material.

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

Tuesday night means Eveready Hour
 — 9 p. m., Eastern Standard Time,
 through the following stations—
 WEAF—New York WGR—Buffalo WEAR—Cleveland
 WJAR—Providence WCAE—Pittsburgh WCCO { Minneapolis
 WEEL—Boston WSAI—Cincinnati WCCO } St. Paul
 WTAG—Worcester WWJ—Detroit WGN—Chicago
 WFI—Philadelphia WOC—Davenport KSD—St. Louis

EVEREADY
Radio Batteries
—they last longer



Radio's "lost chord" is restored to musical reproduction!

Long before radio came into popularity, music critics recognized that there existed distinct limitations in the tones which could be satisfactorily reproduced.

The Pritchard-Roever now achieves for the first time in radio a sound reproducer which not only makes possible the reproducing of *all* the tones of which any musical instrument is capable, but brings to radio a purity, resonance and fullness of tone which is amazing.

**Tones which it has never before
been possible to reproduce . . .**

(Read these facts)

The Pritchard-Roever engineers have specialized in phonograph horns and loud speakers for more than twenty years. They were the originators back in 1908 of the idea of a very long and large horn and were the first to conceal such horn within a phonograph cabinet.

Their new radio horn is of material never before used for horns, and is the longest and largest of any cabinet enclosed horn in existence. It is hard yet soft, resilient yet absolutely non-vibrating.

Naturally, such reproduction must begin with the receiving instrument itself. And in this the Pritchard-Roever engineers have developed and perfected a receiving circuit with such perfect balance and synchronizing of elements as to achieve remarkable efficiency.

The music flows freely, and is not pent up or choked. It is mellow and clear, perfectly diffused, every tonal shading being clearly separated and distinct.

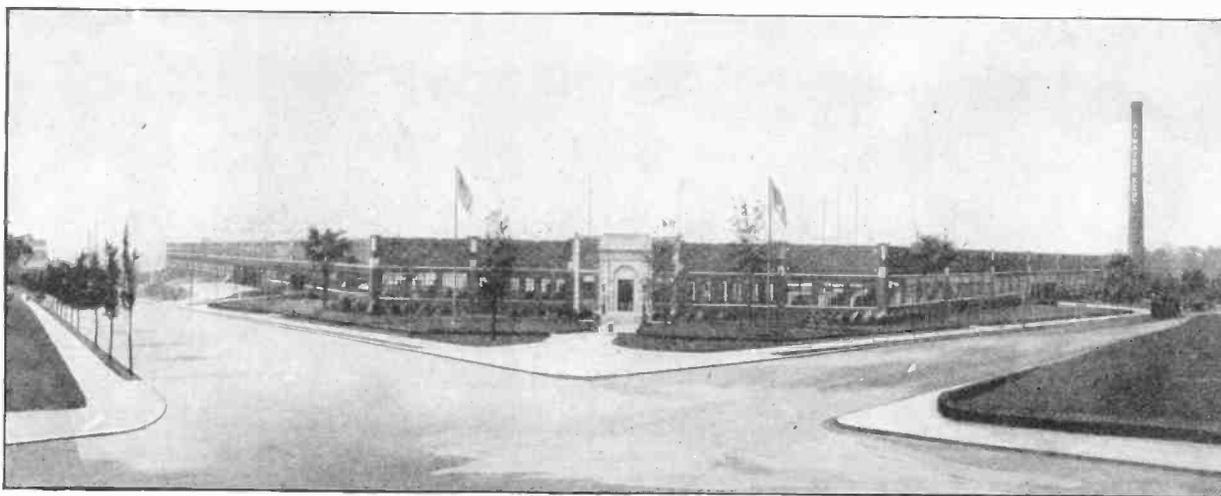
Now, for the first time in the history of radio reception, the Pritchard-Roever Radio gives with exquisite fidelity tone reproduction that is absolutely perfect. To the right distributors we extend an attractive proposition. Write us.

AUTOPHONE MANUFACTURING CORP.]
324 East 23rd Street, New York

Pritchard-Roever
RADIO

List \$325
without tubes
and batteries

ATWATER KENT RADIO



Fifteen acres of radio

What does it mean to you?

LOOK at this building. It is the factory where Atwater Kent Receiving Sets and Radio Speakers are made.

To every dealer this picture tells a story of Stability.

Already the largest radio factory in the world, our plant is still growing. The demand for Atwater Kent Radio has proved that we didn't have room enough.

By May, a three-and-one-half acre addition will be completed. The main building will then cover nearly fifteen acres.

If this isn't enough, we shall go on building, for we have the ground.

Think of it! Fifteen acres of radio—and every part of every Receiving Set and Radio Speaker made from our own designs by our workers in our own way. And every set and speaker constructed with as much

care as if this were the smallest factory in the world and we had a reputation yet to win.

Thus we prove our confidence in Radio now and in Radio five, ten, twenty years from now—indefinitely.

Look at this picture again and let it remind you that

1. A sound product, rightly designed, carefully manufactured, and sold at a sensible price made possible by large production and modern methods, has become so popular that it takes a fifteen acre plant to meet today's demand.
2. The Atwater Kent Manufacturing Company has invested its money in this plant because it is in the radio business to stay.

Is not this something to think about?

Write for illustrated booklet telling the complete story of Atwater Kent Radio

ATWATER KENT MFG. CO.
A. Atwater Kent, President
4733 WISSAHICKON AVE. PHILADELPHIA



Radio Speaker
Model H, \$22



Model 20 Compact,
\$80

*Prices slightly higher
from the Rockies west,
and in Canada.*

Every Sunday Evening

The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

- WEAF New York
- WJAR Providence
- WEI Boston
- WCAP Washington
- WSAI Cincinnati
- WCCO Minn.-St. Paul
- WFI } Philadelphia
- WOO } alternating
- WCAE Pittsburgh
- WGR Buffalo
- WOC Davenport
- WTAG Worcester
- KSD St. Louis
- WWJ Detroit
- WEAR Cleveland
- WLIB Chicago

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Radio Retailing

The Business Magazine of the Radio Industry

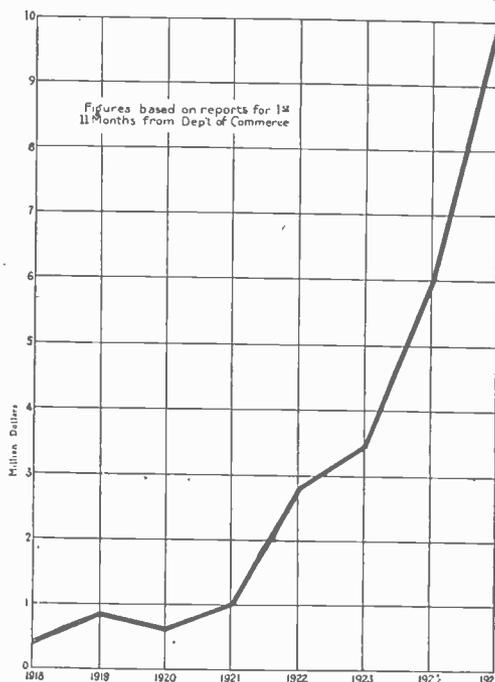
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How American Radio Exports are Growing



To Promote Radio Sales Abroad This Spring

FROM \$1,000,000 in 1921 to over \$10,000,000 in 1925 is the record achieved by exports of American radio apparatus.

Interest in radio increases rapidly in foreign lands. Broadcasting stations are in full swing. New ones are under construction. Most foreign countries have no native companies turning out radio products and few experienced radio retailers. Consequently foreign markets are turning to America not only for radio apparatus but for better radio selling methods.

As a means of introducing American radio retailing methods and American radio apparatus into foreign markets, copies of the March, April, and May issues of *Radio Retailing* will be distributed to every known radio merchant, broadcasting station, and radio club, in foreign countries all over the globe.

McGRAW-HILL COMPANY, INC., Tenth Avenue at 36th Street, New York, N. Y.

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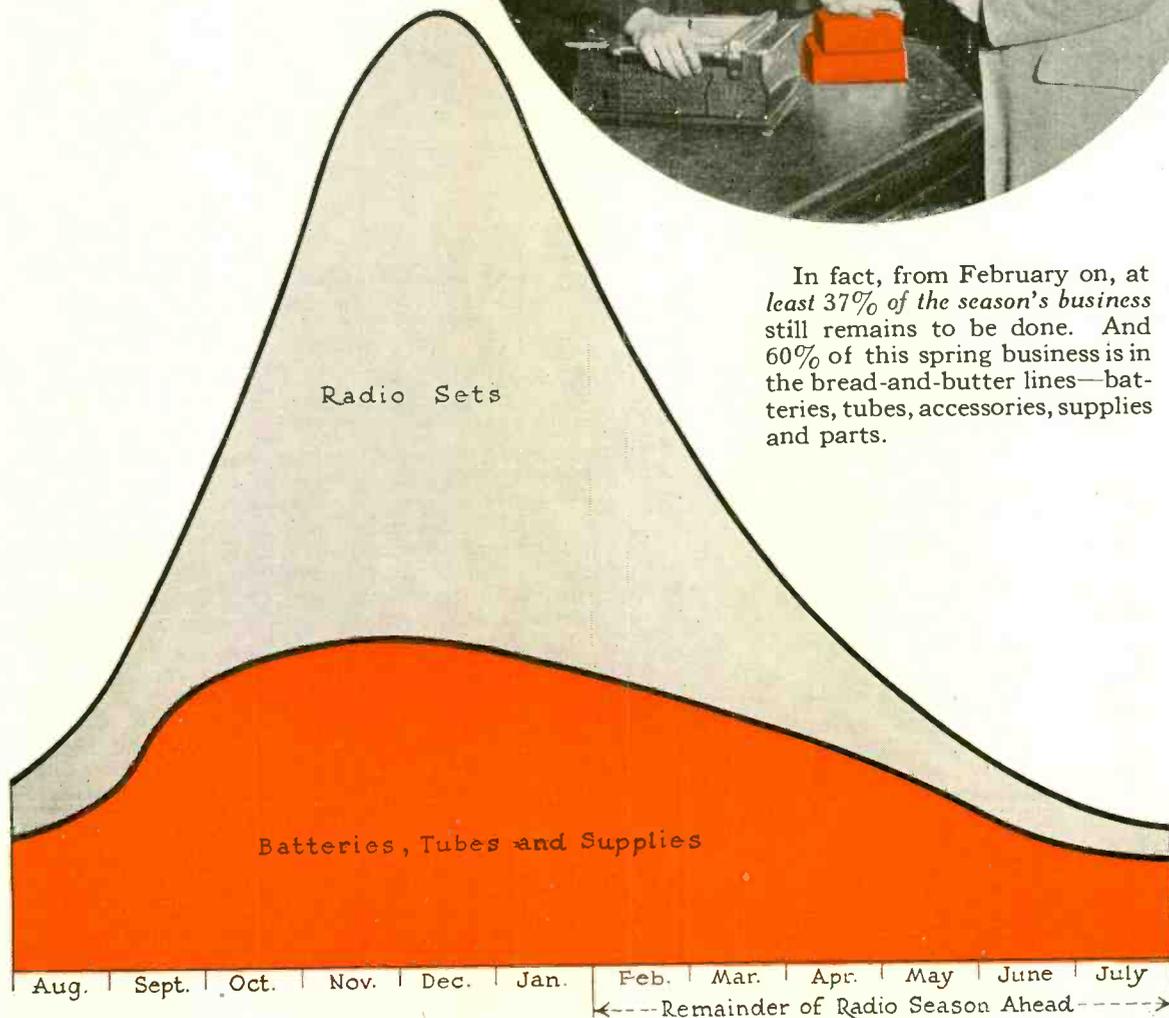
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The "Bread-and-Butter Lines" Keep Right On Selling—Into Spring!

37 per Cent of This Season's Business Is Still Ahead

DEALERS sometimes complain of the falling off in receiving-set sales after the winter rush.

But sales of accessories and supplies and parts go on, with little reduction in volume, right through the spring months. *Radio Retailing's* survey of retail radio selling shows that month-by-month sales follow closely these graphs—with accessories and supplies paying the dealer's rent and overhead and holding up their own sales volumes well into the late spring.



In fact, from February on, at least 37% of the season's business still remains to be done. And 60% of this spring business is in the bread-and-butter lines—batteries, tubes, accessories, supplies and parts.

Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 3

FEBRUARY, 1926

NUMBER 2

The Radio Legislation Now Pending at Washington

What It Means to the Radio Retailer, the Radio Industry, and Our Broadcast-Listener Customers

RADIO men can take pride in Secretary Hoover's designation of radio as "the world's greatest example of self-government in business."

It's a rich phrase. Incidentally, those of us who have grown up in the industry and who have reflected on the spirit of service that has graced all occasions when co-operation has been sought on major problems, know how richly deserved is that happy designation. Moreover, it now appears not at all unlikely that a long-awaited reward is in sight, in the form of the removal of the one persistently inharmonious note in the scheme of things radio—inadequate legislation.

Recognition of the Public Interest

For, apparently, we are going to get proper radio legislation, soon.

That sounds optimistic. Previous delays still remain inexcusable; so are the past petty bickerings and maneuverings for position to gain the greatest measure of political capital—which resulted in session after session of Congress closing with nothing accomplished in revision of the regulatory law of radio enacted some fourteen years ago. But now, it looks as if all that's over. And why? Because of that ability for self-government within the industry which, as Mr. Hoover says, is unex-

amplified in the business of the world.

Recognition of the public interest from the very beginnings of broadcasting has made our particular business distinctive. In the short span of five years, 25,000,000 people have become listeners and they have been allowed a lot to say as to how broadcasting should be developed, so as to give them the maximum of educational and recreational value. The whole thing is unprecedented.

The public has paid nothing for the support of broadcasting beyond an initial investment in receiving apparatus, not even license fees such as have been required in other countries, and yet the United States has unchallenged supremacy both in number and equipment of stations and quality of program offered. Add

to this, that the public voice has been given preferment over even expressions from those whose capital investment and energies have made radio what it is, and that practical unanimity has resulted as to what is essential in legislation, and you have the reason for optimism that Congress will get busy this time.

Interference Elimination Stands First

In America, radio certainly belongs to the people. Nothing need be said about how careful our representatives at Washington are that they do not lightly toss aside the desires of the neighbors back home. And the wallop carried in the recommendations now before Congress lies in the fact that five hundred men and women left their homes and business affairs in all parts of the country to get these ideas agreed upon at the recent Washington conference.

So, now for the trade viewpoint.

Of primary importance to the business of selling receiving equipment at retail is the fact that the principal objective is the elimination of interference.

Howls, whistles, dat-dit-dahs, scratches, blups, and varied forms of rasping noises they are to our customers. To us, they are perfectly understandable annoyances which can be traced to definite sources and it has been irritating in no small

Three Bills for Regulating Radio Are Now Before Congress:

The White Bill

The Howell Bill

The Dill Bill

The respective provisions of these proposed laws for the federal control of the ether, are analyzed on the following pages.

degree, to say the least, when we have had to explain to the man who is buying his first set that clearing up the trouble is something beyond the control and scope of the most able service man in radio today.

With the bills before Congress enacted into law, however, there should be adequate basis for control to accomplish these things:

Relief from heterodyning carrier waves.

Reduction of commercial spark telegraph interference.

Abandonment of amateur spark transmitters.

Removal of high-power stations from congested areas.

It will be regretted by many that no provision has been made for prohibition of the manufacture of radiating receivers,—for the howls and shrieks from a nearby set which has been thrown into oscillation by either unskilled or selfish manipulation are goat-getting at all times. Yet legislation on this matter may not be necessary. The resolution which came out of committee at the Hoover Conference condemned manufacture of this type of receiver after some definite date to be agreed upon. If such discontinuance is voluntarily arranged by manufacturers, that should be sufficient; otherwise there is nothing to it but delivery of a knockout by legislative mallet in future amendment of the law.

Retailer Can Help to Prevent Regeneration

Where the retailer can help is in not selling the stuff. If every dealer in the country refused to carry receivers that turn themselves on occasion into miniature sending sets this evil would quickly be mitigated. A

certain number of these sets might be sold even then by mail order, it is true, but every manufacturer knowing that the bulk of the radio business is done by the retail stores, will hesitate before the prospect of losing that market.

The mail-order business will remain relatively small, and furthermore, if all the radiating receivers on hand were sold that way the annoyance would be minimized, for mail-order buyers in the main live in the great open spaces where the fellow next door is sufficiently far removed to be without the sphere of influence of the whoop of the oscillating receiver. Thus two obvious possibilities are presented for another chance to exercise the co-operative spirit which has guided radio into common-sense channels since the inception of broadcasting.

By and large, though, the pet annoyance to the man who sells radio sets at retail is the heterodyned carrier wave that muses up the particular program a customer wanted to hear.

This is a pretty problem to deal with. It exists, of course, solely and simply because the air is overcrowded. Under the existing order of things an indiscriminate issuance of licenses for the privilege of broadcasting resulted in something like 600 stations clamoring for the use of eighty-eight wavelengths, forcing the Department of Commerce to the expedient of division of time and allocation of duplicate channels by geographical separation. That was all right at first, but of what good was it when sets came along with the super-sensitivity given by several stages of radio-frequency amplification ahead of the detector! The

darn things pick up just about any station in the country. And they've been picking them up, several at a time.

Beware Selling Sets that Are Supersensitive

There must be more of hope than expectation that the number of broadcasters will diminish voluntarily, at least for a while; for there are many waiting to take the place of those who drop out or who are dropped. So it is not wise to expect too much in immediate diminishing of the interference from heterodyned carrier waves, but at least the retailer can know now where he stands. With the channels clearly defined and the knowledge that congestion has reached its peak he can arrive at some approximation of the needs of customers in his particular locality, as to the degree of sharpness in tuning required, the value or inadvisability of selling a customer a set that is very sensitive on pick up when it is obvious that he is of the familiar type who "gives 'er the gun" alike for locals and DX-ing.

Development of receivers has proceeded pretty far in working up sensitivity and selectivity so as to deliver the volume that is required to produce the tonal quality the public is looking for, nowadays, and the retailer has had no cinch in making his selection of receiving sets to carry in stock regularly. Clear definition, therefore, of what is to be expected from interference of the heterodyne order is valuable knowledge to the owner of a radio store.

Parenthetically, it might be observed here that this matter of too great sensitivity of many types of receivers has had an interesting sales

The Three Radio Bills Now Pending

The Howell Bill S. No. 1

Introduced by Senator Robert B. Howell, Republican, of Nebraska.
"Reaffirms the use of the ether for radio communication to be the inalienable possession of the people of the United States."

A short bill, intended to anticipate any one claiming a radio wave length as a vested right.

Referred to the Senate Committee on Interstate Commerce.

The White Bill H. R. No. 5589

Introduced by Representative Wallace White, Jr., Republican, of Maine.

Embodies the recommendations of the Fourth National Radio Conference.

Provides for a Radio Commission of nine members to counsel with the Secretary of Commerce, and appointed by him.

Referred to House Committee on Merchant Marine and Fisheries.

The Dill Bill S. No. 1754

Introduced by Senator C. C. Dill, Democrat, of Washington.

Embodies the Conference recommendations, but provides a section prohibiting censorship.

Provides for Radio Commission of five members to be named by the President, with the consent of the Senate.

Referred to the Senate Committee on Interstate Commerce.

Radio Legislation Before Congress Is Designed to Accomplish These Things:

1. Give relief from heterodyning carrier waves.
2. Reduce commercial spark telegraph interference.
3. Effect abandonment of amateur spark transmitters.
4. Remove high-power stations from congested areas.

reaction in stores in the metropolitan centers. Where customers are city people, living in or near New York and Chicago, and close to the best there is in air-entertainment, they are in the main well satisfied to take their broadcast enjoyment from the locals. Under these circumstances a multiplicity of radio-frequency stages in a set has been found of no advantage and in fact a bit of a handicap to clear reception because of picking up the noises of motors and elevators and electrical household utilities in use nearby.

Sets having a single stage of radio amplification, on the other hand, have increased in popularity with the average buyer, who notes only that they seem to operate more quietly and therefore decides they are better. Such a viewpoint, of course, does not apply in small towns, but it is an interesting angle from which to view the effect of a multiplicity of stations and their influence on receiver design.

Co-operative Effort Must Supplement Any Legislation

Doing away with unnecessary noises is perhaps the greatest service that can be rendered today to the radio dealer. Many of these noises can be legislated out of existence and the others can be made less of a nuisance by co-operative effort which is more easily secured when the trend of thought is toward that elimination.

Interference from spark telegraphy has been considerably lessened by co-operation but it still remains a fact that to clean up the whole situation involves dealing with the treaties with foreign governments, and it must not be lost sight of that there are many radio services aside from broadcasting for which provision has to be made. Communication with ships at sea is of prime importance, overseas message traffic is increasingly important in relieving cable congestion, and the armed forces must have scope for operation of

their means of communication with aeroplanes and mobile bodies.

Then there is the amateur experimenter; no one wants to restrict his field of activity, least of all the dealer who has found him a good customer. These problems can be intelligently dealt with only when there is adequate legislative authority given to the Department of Commerce, in that way differing from the handling of another character of unnecessary noise which comes from stray currents loosed from the plants of electric light and power companies, the clean-up of which is solely a matter of intelligent co-operation with the radio fans of the community.

Controlling the Quality of Broadcast Programs

And now that we have pretty well covered the subject of thus reducing interferences, let us reflect for a moment on the other accomplishment next to be desired. Almost without exception, the retail trade has felt the need of fewer stations and better programs as an aid to selling receivers. In the new order of things we see an end to the willy-

nilly granting of the franchise to come on the air with any old collection of junk labeled a transmitter and to shoot into the air stuff that no liberality of interpretation would possibly designate as entertainment or education.

The whole spirit of the new legislation is to give control for the protection of public interest and the perfection of broadcasting service. It becomes an obligation to provide things of real value in home entertainment, in education and in spiritual thought—and the means will be at hand to silence the broadcaster who does not reach the standard in these that the public requires, which is a very different situation from the old one where the right of free speech had a one-sided interpretation. So that there can be no mistaking the spirit in which the legislation has been conceived, let us quote Mr. Hoover:

"We do not get much freedom of speech if fifty people speak at the same place at the same time, nor is there any freedom in a right to come into my sitting room and make a speech whether I like it or not."

To which he added: "No one can raise a cry of deprivation of free speech merely because he is compelled to prove that there is something more than naked commercial selfishness in his purpose. The ether is a public medium, and its use must be for public benefit. The dominant element for consideration in the radio field is and always will be, the great body of the listening public, millions in number."

Authors of Principal Bills for U. S. Control of Ether



*Representative Wallace White, Jr.,
of Maine*



*Senator C. C. Dill,
of Washington*

Going to the Home to Sell

THE editors of "Radio Retailing" have gathered from all over the country the practical experience of radio dealers who are creating radio business by "outside selling"—that is, by sending salesmen to call on prospects at their homes. More and more radio is being sold in this way. The dealer, therefore, who wishes to make the most of his sales opportunities, will want to take advantage of the lessons learned by other men in this field of intensive selling.

Letters in Advance Will Pave the Way

The use of form letters can often be of great help to the house-to-house salesman. Many women are timid and do not like to let strange men into the house and therefore dismiss them as quickly as possible.

A salesman whose call is announced by mail a day or so in advance will get much better attention because the prestige and reputation of his store or firm are unconsciously associated with him. He may then conclude arrangements which a form letter alone could not do.

Getting Lists of Names— Election Lists

Where to get names for prospect and mailing lists is a question always of interest to the dealer. One of the cheapest and best sources is the election list. For example, the list of voters of the Twentieth Assembly District of Brooklyn, N. Y., contains more than 10,000 names and can be had from the Board of Elections for 25 cents.

Of course these lists will vary in cost and number of names contained in the different towns, but they should be one of the first sources investigated. Maps can be had to accompany these lists and the dealer can record on them just when and where he has mailed his circulars or sent his house-to-house salesmen.

By keeping such a record he will be

able to develop his territory more efficiently than if he depended entirely on his memory.

Stand Well Back from the Doorway

Many a house-to-house call has been ruined at the very start by a poor approach. After knocking on the door, the salesman should stand back a few paces. This is especially important in dimly lighted halls of apartment houses. If the woman who opens the door does not at first see the salesman, due to the poor light, she will be thoroughly frightened to suddenly find him standing right in her doorway. This is particularly true in case the person is an elderly woman.

Also when the prospect is of a timid, nervous, disposition, the salesman should stand at a distance until he has talked to her long enough to make her feel at ease. Many of these elderly people are not only good prospects, but can also be led to give much valuable information regarding their neighbors.

Excite a Little Curiosity to Get Past the Maid

In some homes it is difficult to get by the maid. When a home demonstration is offered by mail and followed up by a salesman the task is much easier. He will do best not to mention radio until he is compelled to. For example:— After announcing the salesman to her mistress the maid returns and says, "Mrs. Brown is busy now. She does not remember your name. What do you want to see her about?" If he replies, "I would like to interest her in a home radio demonstration," he is more likely to be dismissed than if he said, "I wrote Mr. Brown a letter the other day but I suppose that he has not had time to answer it yet. No doubt Mrs. Brown can tell me what I want to know if she will come down for just a moment."

Mrs. Brown does not know what letter is referred to and will generally be curious enough to find out by coming down.



Letters Will Line Up Live Prospects

impatience or even irritation on the part of the prospect. "No, not interested," and they close the door in his face.

In not a few of these cases the housewife was busy, and said she had a radio just to get rid of the caller. Further talk on service annoys her because she is not interested and afraid that further conversation will reveal she has no radio and lied in the first place. If the salesman opens his presentation with some question as, "How did you enjoy Roxy's program last night?", he will be able to tell from her answer whether or not she owns a set.

Using the New Fusing Rule to Gain Entree

How many of your customers' sets have had fuses installed in the A and B battery circuits? Do you know that the 1925 fire underwriters' code has been changed to require this? Get busy, either send out letters or use the telephone in explaining to the set owner that if his batteries cause a fire due to a short circuit and there are no fuses in these circuits, he is not protected by his fire insurance. An ordinary porcelain fuse receptacle such as is used in house wiring is suitable. The fuses must not be greater than 15 amp.

Here is an opportunity for wide-awake dealers to be of vital service to customers and at the same time it will prove to be profitable business. The service-salesman can use this as a means of gaining entrée where there is a possibility of future sales.

Keep on Talking, Even If She Has a Radio

The least the house-to-house salesman's call can return is its advertising value, and this will vary with the personality of the man. Just because the prospect says she already has a radio is no reason why the salesman should run right away. Such questions as, "Does it work as well as when you first got it?", "Are you completely satisfied with it?", "Do you charge your batteries yourself?", frequently disclose a good set which is not operating satisfactorily because it needs



The Salesman Can Save Time by Telephoning Ahead

Much Depends On the Opening Question

"We have a radio," is a favorite excuse of the housewife for not being interested in the house-to-house salesman's canvass. A radio owner is a prospect for batteries and service; but the salesman wonders why a presentation of service causes

Sets Will Swell Spring Sales

some slight adjustment which a man familiar with radio apparatus can easily make.

Such free service builds up a good will which is worth the few minutes spent.

Call Mrs. Brown by Name

The housewife is not overjoyed at being disturbed in her work by the house-to-house salesman. In fact when the doors and windows are all open in the summer she will just poke her head out of the window or shout, "Who is it?", from the rear of the house.

A simple statement of the purpose of the visit will not bring her to the door. However, if the salesman asks, "May I see you for just a moment, Mrs. Brown?", she probably will come to the door. Being called by name, she will not expect to see a stranger.

Sold \$60,000 Worth in Five Months

Edmund Dupree of the Star Electric and Engineering Company of Houston, Texas, averages from ten to fourteen sets a week in sales. He sells all his radio on home demonstration, making it a rule never to demonstrate radio in the store. As a matter of fact, it may be said that no sets, except second hand, are sold over the counter. He uses no newspapers advertising, but a direct-by-rail list of 1,000 of the most prosperous citizens, figuring that one out of every hundred in the city is a radio prospect.

A radio magazine is sent to these names, followed up by letters and, when the prospect becomes active, by telephone calls. A personal call and a home demonstration follow.

Delivery and installation of battery and tubes is free, but a \$5 charge is made for antennae. Free service is allowed for one year, but a charge is made for calls made or delivery.

For sets not rating this free service, a charge of \$2 is made for each call. By this method \$60,000 worth of radio has been sold in five months' time.

Automobile Arranged to Carry Six Sets

Ray W. Wilson of Kohn & Keville, San Francisco, reports one record week in September during which he sold nineteen sets. On one other occasion in October this record was nearly equalled.

This he credits largely to the interest aroused in the public by the Radio Show which had just preceded. He gets his leads either from people coming into the store or from satisfied customers. The fact that he gives service personally for one year on all sets sold brings him in many names to be followed up. Every prospect is called on personally at once.

Mr. Wilson uses a Chevrolet coupe

so arranged that six sets can be carried with him showing range of price and of make. Keeping an ear to the ground, following up leads as they come in and keeping in touch with them after they are sold has led to such successes as the selling of four sets to one ranch crew and of fifteen sets to the employes of one garage.



Ring Once,—Then Stand Well Back

Outside Salesman Should Come Into Store

Every salesman should have a daily period in the store, in the opinion of A. L. MacFarland, salesmanager of the Radioart Corporation of San Francisco. This gives him an opportunity to pick up prospects as well as a better grasp of store policies and conditions.

From five to six salesmen are employed and each serves a three-hour store shift daily, so that there are always two men on duty. A prize is offered for the best record of sales by an individual salesman above a monthly bogey of \$1,500, the prize usually going to a record in the neighborhood of from \$1,800 to \$2,200.

Another prize is offered for the largest number of sets sold, this being a record of twenty sets during the past month. The figure of 1,200 phone calls for the month indicates the importance of the telephone in making sales. Wherever possible, however, the first call is made a personal one and the telephone merely used for follow-up. Automobiles are used by three of the salesmen and are very valuable in saving time, but not essential. Sets are not carried along until

a definite appointment for a demonstration is made.

Salesmen are paid on a straight commission basis, 10 per cent for every sale, with 2 per cent extra if the sale is a cash one—that is, entirely paid for within five days after delivery. Every salesman is required to make a personal or telephone call upon each customer within a week following the installation of the set, preferably about five days later. This is in addition to the call of the service department. This furnishes many prospects.

Sell Entertainment, Not Equipment

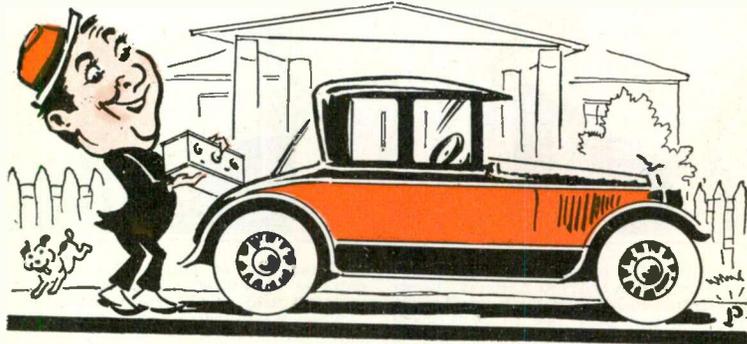
The above statement cannot be too strongly emphasized. The average buyer is more interested in the pleasure he can derive from radio broadcasting, than in technicalities or process. Get the family comfortably seated around the receiver and tune in a program they are most likely to enjoy. Please as many of those present as possible. *But don't try to show off the set by tuning in many stations in quick succession or hunting for distance—difficulties invariably follow such procedure.* Let no selections be broken off in the middle. Let the set *talk itself* into a sale.

Follow Up Contented Customer for More Leads

The wise salesman will not drop his customer after the sale is made. He will call a few days later to see how the new fans are getting along, answer their questions, and get new leads from them. For if they are pleased with their bargain they will be only too glad to give the names of friends who lack radio equipment—friends who can be approached and sold with comparative ease.

"Leave Set Behind on First Call,"—Tustin

"Leave your sets at home when making the first call," says Mr. Tustin of the Radio Sales Service Company of San Francisco. "The salesman should sell only the idea on the initial interview and then make an appoint-



A Padded Compartment in the Car Will Insure Undamaged Delivery

ment for a demonstration." Mr. Tustin has three salesmen in the field; these average three sales a week, with an occasional larger record. They use automobiles in their work and have found good success with house-to-house work, in addition to the following up of leads obtained through former sales.

Good results were obtained by two salesmen who worked the country districts with specially outfitted cars but this work has now been interrupted owing to the greater attractiveness and prompter pay of the city field.

Pays Outside Salesmen 12 per Cent

J. R. McPhillips, vice-president of the N. McPhillips Company, dealers in music instruments and radio, London, Ontario, has eight outside men selling radio. He pays them 12 per cent straight commission and furnishes all the leads. These he gets from customers, exhibits and direct-by-mail solicitation. The men are "on the floor" one day a week. This town has a population of 60,000.

"The business is there for these eight men," he says, "Most of them earn from forty to seventy dollars a week. Five have been with me for almost a year. I sold this way last summer too—sales dropped, of course, but not below 33½ per cent of our winter peak."

There's a Best Time to Call

Most housewives are engaged in domestic tasks during the morning

and are therefore best left alone with the vacuum cleaner. Appointments for demonstrations may be arranged for the afternoon, however.

Installation should be made in the daytime, when most of the family are away. When the salesman-demonstrator calls at the appointed hour he should plan to spend the whole evening on the job.

Outside Selling Increased Sales 500 per Cent

In Westfield, N. J., William J. Rosen has built up flourishing radio sales by going out after business. When Mr. Rosen came to town three years ago and opened up the Westfield Music Shop he carried radio as a sideline to victrolas and musical instruments. But the tables are turned now, for Mr. Rosen has built up such a big radio business that it occupies most of his time, and most of the store.

"I do not wait for customers. I get in my car and find them," says he. "It isn't my idea, and it isn't new, but it has increased my sales five hundred per cent. I just put several sets in my car and go out into the country districts after customers. I stop at the more prosperous farms and summer homes along the roads. I offer to give a free demonstration right away.

This strikes the prospective customer as a fair proposition and I install a set and aerial on the basis of a week's trial. In most cases the customer becomes such a fan in that week that he doesn't want to part with the

set at the end of the week, and a sale is made. I've sold sets this way within a twenty-mile radius of Westfield."

Earns \$50 Weekly Canvassing Cold Leads

The Purcell Electric Company, Jackson, Mich., secured six hundred leads at the County Fair exhibit, marked "Have No Radio." Salesman R. M. Speer called on two hundred of these in September. It took him seven days and cost (time and auto) \$55. He sold three sets. Most of them said "too early, not ready yet." He followed up the other four hundred in November and averaged twenty calls a day and three sales a week.

These were miscellaneous and cold leads. He is making about fifty dollars a week on this kind of canvassing.

Sells Foreign Population Through Interpreter

Paul Wieland of the Model Radio Company, Paterson, N. J., loaded a couple of radio sets in his car and drove out to the little mining town of Fulton Furnace. The population of this place consists chiefly of Polish miners. They speak very little English.

"I looked up an interpreter and sold him a set first," explains Mr. Wieland. "Then, through him, at little gatherings in private homes, I sold over twelve outfits. These sets ran around \$150. It is true most of them were sold on ten months' time, but the Polish people, in that town anyway, are good pay. Haven't lost a nickel on any of them yet."

Go After Families in "Middle Circumstances"

In their canvassing salesmen should concentrate on the homes of the middle classes, who are the big buyers of radio. Approach to the wealthy is difficult: the poor, unfortunately, cannot pay for comparative luxuries. The moderately situated family is therefore the best prospect.

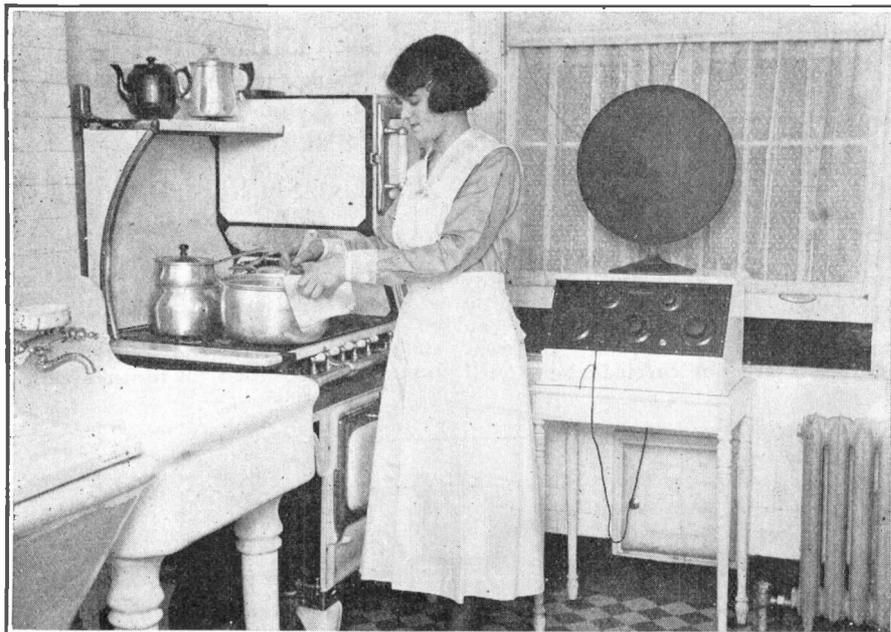
Always Leave a Card with Your Name and Address

The salesman selling house-to-house should always leave his card. In some homes it will be thrown out in a day or so, but in many it will be kept for months and make many unconscious impressions on the mind of the householder.

Some people will hand back the card saying they have no use for the service. The novice will find himself taking back some of his cards as we instinctively take what is handed to us. If the salesman will have his hands busy with a pencil and note book, or linked behind his back, he will overcome this tendency.

Cards to be left in each set sold or serviced provide another means of supplying the dealer's name and address at an opportune moment.

"Take the Loud Speaker into the Kitchen" Campaign Started at Washington



A citizen's committee of Washington (D.C.) radio enthusiasts has started a local "take-the-speaker-into-the-kitchen-with-you" campaign, in the belief that the present good morning programs will make home work less irksome for those who are confined indoors by kitchen chores.

While the housewife or maid peels

potatoes, shells peas or pares apples, she can be listening to a distant lecture or concert, and so the time passes quickly.

The Washington committee, under the leadership of Leroy Marks, philanthropist, has also begun broadcasting a digest of the day's news. This service is sent out every morning between 11 a. m. and 12 noon.

Three Months of "Outside Selling" Produces \$18,600 Gross,—Net Profit 8%

How W. F. Dillon, Who Specializes in This Method, Puts It Over—Has Four Crew Managers and Twenty Salesmen—Wants Men With Abundant "Intestinal Strength"—Methods and Policies

USING "outside selling" methods exclusively, the sales organization of W. F. Dillon, operating in Westchester County, New York, during the last three months of 1925, closed 178 contracts for complete radio installations. This business was all booked at list prices and totaled a little over \$18,600. Because of this method of selling, Dillon is able to hold his store and overhead expenses to less than 6 per cent of his total sales. His selling expenses are also definitely established, at what he considers, a reasonable margin of 20 per cent of his gross sales. His average net profit exceeded \$500 per month for October, November, and December, 1925. This is 8 per cent of his gross monthly sales.

This is all very fine—it shows the possibilities of the "house-to-house" method of selling radio sets—but of even greater interest is Dillon's detailed description of how he does it.

Before we delve into the "how" of this fascinating and—for the radio industry—new, subject, let's first make certain, however, that we are both talking the same language when we use the term "outside selling."

"Outside Selling"

"Outside selling," as *Radio Retailing* interprets it, does not mean simply following up store leads. "Outside selling," if it is to be a constructive factor in broadening the market for radio, must go further than that. It means, of course, an intensive follow up "in the home," of all the leads from the store, and satisfied owners; plus—the introduction of radio in homes where a desire for a set has not previously existed. *Cold turkey* is the common expression applied to this kind of *missionary* selling.

Now Dillon is a man who believes heart and soul in outside selling. He goes right out in the highways and byways after business. "All is grist" that comes to his mill. He is a hard-boiled canvasser himself. He knows all about "the resistance at the front door" and the more-than-usual weakness of the average run of outside salesmen.

And Dillon is making one "wow" of a success with radio, using "house-to-house" methods. Let's see how he does it.

"Get off on the right foot by picking a strategic location," Mr. Dillon says. His unpretentious little store is situated at 2320 Westchester Avenue, sixteen miles north of Battery Park, New York City. Apartment houses to the south of him; suburban homes to the north of him—and his men charge both with equally productive results.

The chief consideration, however, if a dealer would go in for outside

selling is the kind of a sales force he builds up.

"No dealer can make a success of outside selling without a sales organization which has been specially trained for this kind of endeavor" he continued. Dillon started last June with one crew manager and three men. He now has four crew- or district-managers and twenty men. He got them by advertising for them. Just a simple little ten line affair in the "Help Wanted" column of the New York *Times*. It read:

"Radio Salesmen and Demonstrators

to sell standard radio sets, complete, at popular prices, on free, home-demonstration, plan. Automobile furnished, salary paid to beginners, excellent future for those who make good. This is a permanent position with one of the largest radio sales organizations in the city.

Apply W. F. Dillon.

"How about the type of men who answer an advertisement of this kind?" we asked Mr. Dillon.

"Well I get quite a lot of 'bums', naturally," he replied. "Not over one man in ten 'sticks'. But then I expect that, you see, and I don't let it discourage me. Fifteen of my best men were obtained in this manner. Presentable men of sales ability—with plenty of 'intestinal strength,' as the professor politely remarked, are the type of fellows I want. Our service man will take care of any technical talk that may be necessary."

Referring to the clause in the "want ad" which reads "automobiles furnished," Mr. Dillon explained that his crew managers own their own cars and that for the first two weeks or so the new salesman travels with the manager. In this way he learns

Dillon Does This—

- Maintains prices;
- Sells sets that have a national reputation;
- Furnishes the best accessories he can buy;
- Requires a bond from all his men;
- Pays them a liberal straight commission;
- Favors the "on trial" method but "pulls" a set if the order is not closed inside of three days from the time set was left;
- Checks salesman's activities with a letter directly to customer.

while he earns. It is also the general practice of the crew managers to take out two or three salesmen in their cars. When they arrive "on location" the salesmen work out from the cars.

The Steps in the Sale

Fifty per cent of the calls Dillon's men make are on people whose names have been suggested by some satisfied set owner, but the other fifty per cent are just plain "bell-pushing," house-to-house, visits. Let's watch one of Dillon's trained salesmen operate on one of these "cold turkey" prospects. Adolph Regensburg is a Dillon man who averages six sets a week.

"Good morning Mrs. Turkey," he says, if the lady of the house opens the door, "the Wellknown Radio Company (here he mentions the name of a prominent radio manufacturer—not the unknown name of his boss) is installing a few of its nationally-known radio sets in your neighborhood and I am wondering if conditions are such that it would pay us to try one out in this location?" If the prospect doesn't already own a good set—and but one in five do—this line is generally good for an invitation to come in. In the first place, the chances are that the housewife has heard the name of the set Regensburg is introducing, before—probably seen it advertised in some magazine or on some poster board—this inspires confidence in the salesman. Secondly; there is just the least bit of a challenge in her pride and of an appeal to her curiosity in the last part of Regensburg's opening remark.

Once an entrance has been gained, Mr. Regensburg quickly and frankly explains that his is no scientific or altruistic mission. He has, he says, a mighty good radio set that he wants to sell her, and he is sure that if the prospect will but let him prove to her what a thoroughly delightful piece of property a good radio set really is—well, won't she let him demonstrate it to the family that evening anyhow—no harm done, etc.

Three radio sets of various styles and at various prices are tucked away in the car out front. At this point in the conversation Regensburg obtains permission to show one of these sets. He goes out to the car and, selecting the one that he thinks will fit the purse and requirements of his prospect, brings it in. The set is delivered in its original factory container if possible. "This satisfies



Dillon has this to say about his salesmen:

"To get salesmen—advertise for them;

Don't be afraid of salesman turnover—take it as it comes; and keep plugging;

Pay them well—a good man earns all he gets;

If a man cuts prices, I fire him;

Give me men with plenty of 'intestinal strength.' "

the prospect that the set is brand new," says Regensburg. Now is the time to string a temporary aerial and to make the ground connection if it can be engineered. Regensburg is frequently permitted to do this little job during his first call.

The rest of the canvass is handled in much the customary manner. It becomes a matter of salesmanship, personality, product and price. The men are trained to carry the sale as far along as possible during the first visit and prior to the demonstration but the actual signing of the order generally takes place after the demonstration.

Installing and Demonstrating

The temporary installation is made by the salesman or crew manager. When the sale is closed, the service man receives an order to make a permanent installation.

The demonstration is made on the first convenient evening that the prospect names.

During the course of the demonstration the salesman explains that reception will naturally be much better when the permanent aerial has been erected. This helps to dispel any doubts about set efficiency that the prospect may have received due to the presence of static during the demonstration. In case the prospect

wants to try the set for a night or two he (or she) is requested to sign the following "Free Demonstration Offer" form:

"Received the following articles for free demonstration by company's bonded representative. It is understood and agreed that accepting these articles for demonstration in my home does not obligate me in any way to purchase. I agree to return all the articles received, in good condition, on demand provided I do not purchase them after this free trial."

Regensburg says that he is able to interest 85 per cent of the people he calls on. The majority of Dillon's men, however, average one demonstration to every three calls. They close twelve sales to every nineteen demonstrations. This figures one sale to every 4.75 calls.

Controlling the Organization

With a large outside organization of this kind it is quite necessary that accurate records be kept of the whereabouts of stock and of the activities of the individual members of the field force. Dillon keeps a complete record of each radio set—by name, specifications and serial number—from the time it is received until the last payment on it has been made. His crew managers are held responsible for every set charged to them and are required to render a daily report covering the location and status of each radio outfit. Dillon can tell, therefore, at any time whether a certain set is in stock, in the hands of one of his field managers, or out on trial. Sets are never left longer than two nights with a prospect. "If the salesman can't close by then," says Dillon, "we 'pull' the set."

All of Dillon's men must furnish a bond. The salesmen for \$500 and the crew managers for \$10,000. The latter have to put up a much stiffer bond because they sometimes have as high as \$4,000 worth of radio equipment in their possession.

As a further check on both the stock and the sales practices of his men, Dillon mails a letter to the customer just as soon as a sale is reported to the office. To the recipient, this letter appears to be simply an acknowledgment, with thanks, for the order and an assurance of prompt service whenever needed. The last paragraph of this letter is significant. We reproduce it here because it explains two things: Dillon's method of collecting his time-payments by mail, and his system for checking

his copy of the salesman's order with the customer's version. The latter, version is filled in by the set owner on the last page of Dillon's letter and remailed by the customer direct to Mr. Dillon. It reads:

"All future payments are to be sent direct to this office in the form of a bank check, certified check, or money order. A notice to serve as a reminder, will be sent you four days in advance of the date the payments are due. In order to avoid any mistake, will you kindly check up the terms of your contract with us as shown below and return this sheet to

Yours very truly,
 W. F. DILLON.
 Total Time Price \$.....
 Down Payment
 Balance
 Monthly Installments
 Due"

Every employee has to get in touch with the boss, by telephone or in person, daily. A "get-together" of those holding positions of responsibility is held once a week.

Dillon pays his crew managers and their men on the straight commis-

sion basis. The manager gets 19 per cent off the list on everything he sells. He is required to furnish the automobile from which he and his men operate. The men get 13 per cent of their total gross sales. The crew manager gets the difference between the salesman's commission and 19 per cent—approximately 6 per cent—on all the business his men turn in.

Believes in Price Maintenance

Dillon is a great believer in price maintenance. "It's a practical necessity," he says, "in the house-to-house game. I give my men just as large a percentage of the profits as I possibly can but it is self-evident that there is no margin for 'courtesy discounts' the way we do business. Cutting prices would demoralize my entire organization. If I catch a man doing it, I fire him."

"What's going to happen this spring and summer?" was the last question put to Mr. Dillon.

"It doesn't worry me a bit," he

answered with a smile. "Last summer—well here—take a look at the books yourself." Dillon opened his ledger to June and July, 1925, sales and we verified his next statement. "I went out and canvassed a bit myself during those two months," he continued. "I had two men with me. Between us we closed just about \$600 worth of radio business a week. The individual orders ran around \$90 each as against an average price per installation this winter of \$115. Take it from me, radio can be sold in the summertime—I've done it. This year, along about May, I plan to cut down my force, keeping all the star men, however, and I confidently expect that every one of those I retain will be able to book enough business to earn at least \$45 a week right through the summer."

And—because we have seen Dillon's figures of past performances and because we know the kind of a fighter W. F. is—we are inclined to think that his prediction will come true.

More Birthday Good Wishes for "Radio Retailing"

"Radio Retailing" was one year old with its January, 1926, issue. Birthday good wishes were sent in by telegraph and special delivery from many of its friends in time for that number. Felicitations were still arriving as we went to press. Following are a number received too late to be included in the January birthday number:

We think *Radio Retailing* the best magazine on the market. It is a great help to the radio dealer. We have secured lots of help from this magazine.

The writer thinks there is no radio magazine that can come anywhere near it.

E. E. Tisdel,

S. R. Tisdel Company,
 Ithaca, N. Y.

We find *Radio Retailing* very valuable to our business.

Richard's Electric Shop.

Artesia, New Mexico.

I wish to compliment your magazine, *Radio Retailing*, on being a great booster and stabilizer for the radio business. It is a great help.

C. H. Regan.

936 So. Taylor Street,
 Oak Park, Ill.

Check inclosed, and don't you dare stop sending *Radio Retailing*!

William H. Bonnage,

Beaver Falls, Pa.



We have found *Radio Retailing* very helpful and are suggesting it to all our dealers as the best trade paper they can obtain.

James G. Phillips,

Stewart-Warner Service Station
 953 S. Third Street,
 Louisville, Ky.

I consider your magazine the finest published and do not intend to ever miss another month without a copy.

H. E. McKenney,

Air-Way Electric Appliance Corp.,
 997 Forest Ave.,
 Portland, Me.

I find *Radio Retailing* each month of great value in keeping up with new sales methods and new articles.

Raymond V. Wall,

Middletown, Conn.

I have been diligently reading every issue of *Radio Retailing* and believe it is the most helpful of all magazines for the dealer.

R. K. Newton,

New Rad Radio Shop
 108 West Church Street,
 Champaign, Ill.

I don't want to miss a single issue of *Radio Retailing*.

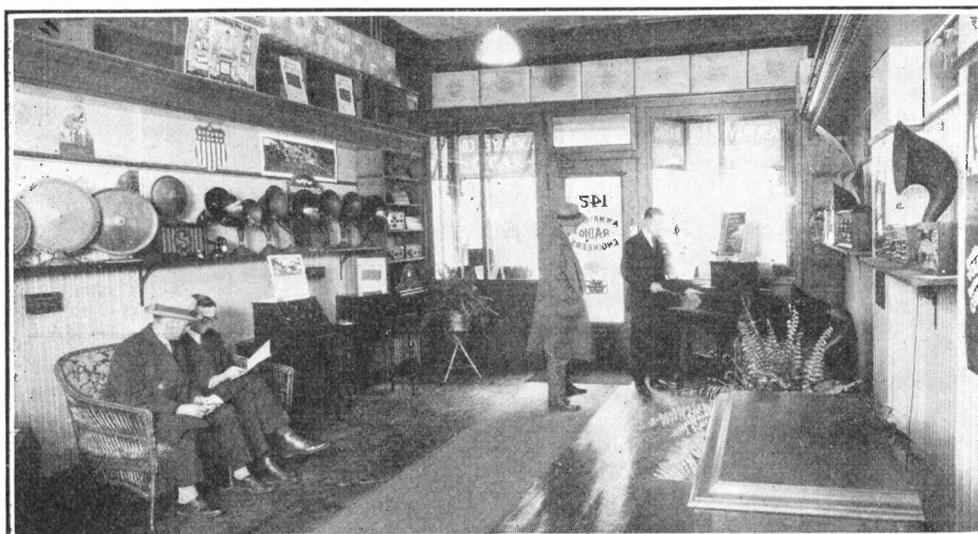
W. C. Warren,

Scott County Electric Company,
 Sikeston, Mo.

We congratulate *Radio Retailing* on its first birthday and also express our appreciation of the service and help this publication has been to radio dealers in general and Dayton radio dealers in particular. Radio dealers have improved their methods of merchandising and *Radio Retailing* has been an important factor in this improvement.

A. C. Electrical Manufacturing Company,

C. H. Bosler, president
 Dayton, Ohio.



The competition of service in the retailing of radio is gradually becoming keener. Standards of radio service are beginning to shape themselves in the public mind. As they take

form their newness will vanish and soon the public will regard them as theirs of right. Then another problem will confront the radio merchant and the radio trade.

Competition in "Customer Service"

By S. J. RYAN*

MODERN merchandising is not so much a competition of merchandise, nor even a competition of price. It is a competition of service.

A huge proportion (probably as much as 80 per cent) of all merchandise sold in all stores is the same—or so nearly alike in essentials—that it is equally acceptable to the customer. Any possible competition of merchandise, therefore, can apply only to the small remainder.

* * *

NO business is so highly competitive as that of retailing. Unquestionably it is more so today than at any time in the past. In modern merchandising parlance, to be "competitive" has come to mean to be equal in price and quality or quantity. This has almost entirely eliminated the advantage

*Merchandising counsellor, *Radio Retailing*, and merchandise manager, B. Nugent & Sons, St. Louis, Mo. Former general merchandise manager Kresge Department Store Corporation, and merchandise manager, J. L. Hudson Company, Detroit, and J. & N. Adam, Buffalo.

of a price differential, where other things are equal.

Extremely rare is the merchant who enjoys a monopoly of merchandise, and certainly he has no monopoly of price. No advantage can accrue to him, therefore, through these channels.

The struggle for supremacy has therefore evolved into a competition of service. Standards of service have been established which a pampered public have come to look upon as inalienable rights. Among them are abuses, such as the return-goods evil, for example. In this day the public is offered merchandise and service in the one price. Merchants follow one another's lead and even try to excel in service features where they cannot in merchandise or price.

* * *

SERVICE means that which will increase consumer satisfaction. It means a mental attitude and a moral standard as well as a physical act. But there are two kinds of service. Service does not necessarily mean a costly innovation.

Radio Dealers Must Exercise Care in Shaping Public's Demands for Essential and Non-Essential Services

Courtesy is service,—and cheerfulness, promptness and intelligence. Willingness to right an error is service, and so is refraining from exaggerated statements or claims or guarantees. Keeping every promise is service. Neatness in person, establishment and merchandise is service.

These are some of the generally understood but *not* generally practiced forms of service that divert trade. To these the public is entitled, without a charge concealed within the price of the merchandise. Furthermore these are the *most effective* methods of service.

Then there are the other forms of service, all too numerous to be included within the limits of this article, but familiar to all. Most of them are utterly foreign to the business of retailing specified commodities, many of them are nothing more nor less than the "stunts" of the mountebank. Some retailers seem to be engaged in running a show, the store being a side line. These features are ostensibly "free" but their cost *must* come out of the customer's dollar because that is the retailer's only source of revenue.

* * *

NO such delicate, highly technical merchandise as radio has ever been so widely distributed to a public uneducated in its use and care within such a short space of time. Of necessity,

radio and service are synonymous. The competition of service in the retailing of radio is gradually becoming keener. Standards of radio service are beginning to shape themselves in the public mind. As they take form their newness will vanish and soon the public will regard them as theirs of right. *Then another problem will confront the radio merchant.*

Excessive service is being successfully combated in many lines by *no* service. Examples are the five-and-ten-cent stores, the cash-and-carry grocery chains, cafeterias, "serve-self apparel shops," and so on. These enterprises are educating the public to the price they are paying for *unessential* service. Their rapid expansion would indicate that a goodly portion of the purchasing public is unwilling to pay the price. There is food for thought here for the radio merchant. Unessential forms of service lose their attractiveness to many when a *cash valuation* is placed upon them by such competition.

If radio dealers generally indulge in a competitive orgy of "free" service, such features will soon lose their pulling power because they will be generally practiced and consequently accepted by the public as standard. Two courses will then be open to the radio merchant: the same merchandise and the same service at the same price, or merchandise without "free" service at a discount.



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"Complaint Form" Helps Eliminate Radio Troubles

Northwest Trade Association Distributes Blank Through Its Dealer Members, Following Up Replies with Visits by Interference Expert

THE Northwest Radio Trade Association, 301 Tribune Annex, Minneapolis, Minn., meets the requests of dealers and "fans" for assistance in clearing up local troubles and interference in two ways.

First, it mails the aggrieved party a "Complaint Form." This form contains a list of twenty-four questions; most of them written for the purpose of making quite certain that the trouble is not within the set owner's own four walls, instead of elsewhere. This blank must be filled out and remailed to association headquarters. If, from the nature of the answer, it is quite plain that the trouble is not in the owner's own set or house circuit, then the second step is taken. The "Interference Committee" sends one of its experts to endeavor to locate the trouble.

"We have never given a great deal of publicity to this work," says the N.R.T.A., "as we do not wish to alarm the public about it. We have quietly tried to eliminate the worst causes and to educate the public at the same time, but there is a certain amount of interference that will always have to be put up with. No community on earth can have its conditions perfect, and too much agitation on the subject might keep a lot of people from buying radio sets.

Service Calls at \$2 Each

"This is expensive work," the committee explains in its instructions to set owners, "as each call costs us about \$2, so please co-operate by making first sure that the trouble you have is not in your own set or equipment. Do not report anything over ten days old."

The Association has been very successful in finding and eliminating local troubles. This free "interference service" is a good illustration of one of the ways a local radio dealer trade association can be of real commercial benefit to its members.

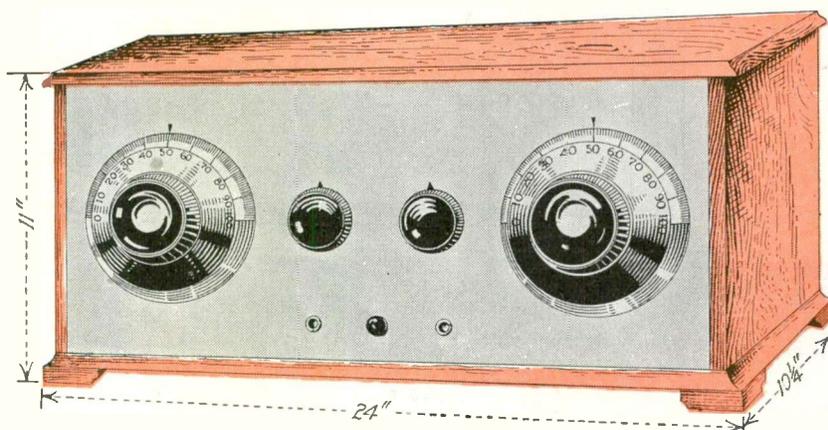
Twenty-four Questions for the Set-Owner to Answer, Which Will Show Whether Trouble Is in His Own Premises or Outside

1. Manufacturer's name on set.....
Number and type of tubes.....
2. Bought tubes.....Last tested or rejuvenated.....
3. Do tubes flicker when tapped gently?.....
Are they tight in socket?.....
4. Does your set re-radiate and interfere with
other sets?.....
5. Have you tightened up all inside and outdoor
connections lately?.....
6. Type of batteries used? A..... B..... C.....
7. When did you buy or recharge them? A..... B..... C.....
8. Date and reading of last voltmeter tests on
batteries? A..... B..... C.....
9. To what is your ground-wire fastened?.....
Is it soldered or clamped on?.....
10. Aerial height.....Length..... Parallel to other wires?.....
11. Is lead-in separate wire?.....
Is it insulated and tightly soldered?.....
12. Is aerial insulated from all trees, ground, houses, etc.?.....
13. Is it fastened to telephone or electric light poles
or cross over their wires?.....
14. With aerial and ground wires disconnected and their
binding posts connected with a wire, do you still
get the interference?.....
What time of day or night do you hear it?.....
15. What do you think is causing interference in your set?.....
.....
16. Does the time and character of interference indicate
what the cause might be?.....
17. Does the interference hum, hiss, roar, squeal, tap,
buzz, crash, surge or seem to accumulate and
discharge?.....
18. About what wave length does it come in loudest?.....
How many points on your dials does it cover?.....
19. Is it continuous or at intervals?.....
Steady or intermittent?.....
20. Does it continue when you pull lighting switch
for your whole house?.....
21. Have you asked any neighbors to pull their switches?.....
22. Any electric sockets, switches or fixtures in
your house with loose connections?.....
23. Do you or any one in your neighborhood operate
oil-burning furnace, heating pad, small motors, violet
ray machines or other electric appliances?.....
Ever turn them on and off to see if they might be
causing the trouble by sparking?.....
24. Give names and addresses of other radio-set owners
in your neighborhood who are having the same
trouble you are having.....
.....
.....

The Average 1926 Radio Set and the Average Radio Sale

FROM its complete listings of all the radio sets on the market for the present (1925-1926) radio season, *Radio Retailing* has compiled

the following average or composite set to show what the average 1926 radio set looks like, also its detail specifications:



The Average 1926 Radio Set

Price: \$80

Weight: 23 lb.

Dimensions:

11 in. x 10 in. x 24 in.

Number of Tubes: 5

Stages Radio Frequency: 2

Stages Audio Frequency: 2

Number Tuning Controls: 2

The above Average Set uses storage-battery tubes, operates a loud-speaker, and has antenna and ground.

The Average Radio Sales Transaction

IT is a matter of common knowledge among the trade that the public is willing to pay far more this season for radio sets than ever before. Just how marked has been this consumer

desire for high-class equipment is well demonstrated in the replies *Radio Retailing* recently received from five prominent retail sources, stating the selling prices of their most popular items.

	Average Selling Price per Set
From a well-known department store	\$230
From a chain of large music stores	150
From a typical big city dealer	225
From an average small town dealer	100
From a large radio specialty house	200
Grand Average	\$180

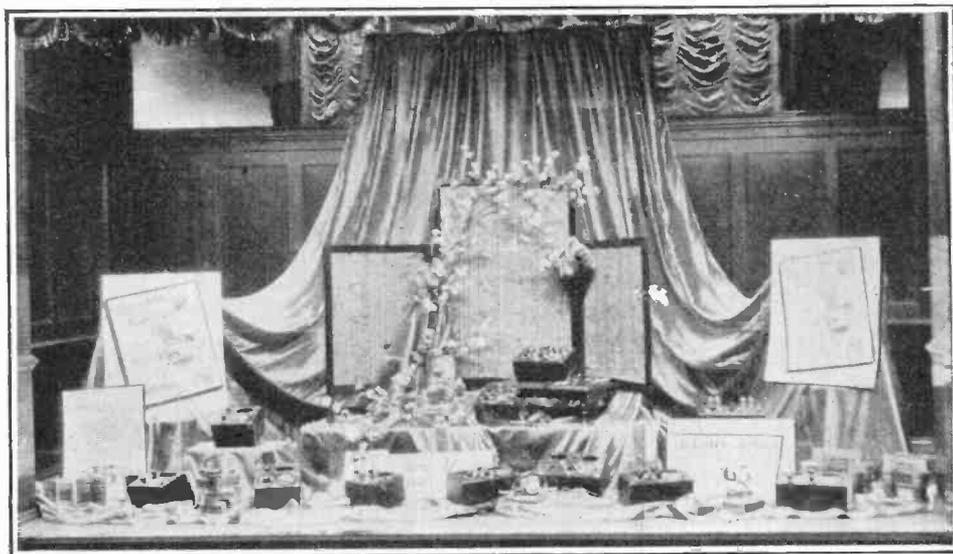
Going back over three years, this paper has also conducted inquiries to determine the "average sale" or transaction per radio customer. In December, 1923, covering purchases of both

sets and supplies, this unit sale in a certain group of five radio stores was \$16.22. For December, 1924, the corresponding average sale had increased to \$51.88. This year it is \$95.

Three Chicago Radio Windows—

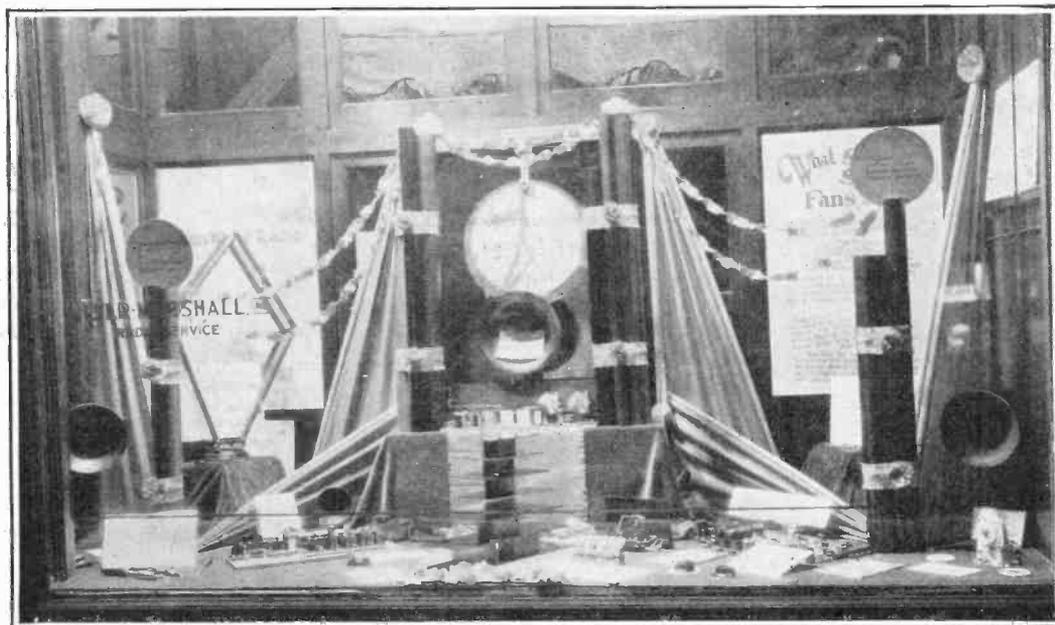
With Some Constructive Comments

Right—Showing the rich and attractive effects obtainable by the use of draping materials and a spray of artificial blossoms. This is one of the radio windows of the Commonwealth Edison Company whose displays are notable for artistic effects.



Left—This window of the Plymouth Electric Company is termed by display men a "catalog" window, because it contains numerous items each carrying its own price tag. The sales and attention values of this window are dependent on the price factor. Not to be recommended if quality merchandise at list prices is being featured or if some "reason why" argument is being presented.

Right—This window in the Silver-Marshall radio store uses crepe paper liberally and obtains, thereby, a very striking "attention value" effect. Paper, if properly handled, as is the case in this window, can be made to look almost like cloth. This trim has no focal point or "rest spaces." A good trim should have both. This window is also, perhaps, a bit too congested.



Music Store Makes Half Its Radio Sales in Home

How Detroit Firm Limits Number of Lines—Hires Best Salesmen Obtainable and Pays Them 2% to 3%—Will Net 6½% on \$300,000 Gross for Past Year

WHEN the books of the Music Store of the J. L. Hudson Company, Detroit, Mich., were closed for the year 1925 they revealed that the store's gross radio sales for the past twelve months approximated \$300,000, with a net profit of close to \$20,000.

"What methods did you use in building such a worth-while business?" E. J. Andrews, Jr., manager of the radio department, was recently asked. In his reply, Mr. Andrews summarized his policies as follows:

1. "We hire the highest type of salesmen we can find, and put them on a commission basis. They work three days in the store and three outside.

2. "We appropriate 4 per cent of our gross sales for advertising.

3. "We limit our terms to eight months.

4. "A reputable music house, with a capacity for sales such as we possess, can make money in radio but it must buy at 40 per cent discount or better.

5. "I do not believe in carrying more than three or four lines. These should be well known, nationally advertised, and quality throughout.

6. "There is no mystery about selling radio sets—just use approved merchandising methods—but use them."

Has Advantage of Wide Contacts

Four other factors, peculiar to the Hudson establishment, have entered into building this large volume. Stated concisely, and in the order of their influence, they line up like this:

The reputation of the Hudson Store for fair dealing.

The active use of a large list of music customers.

The every-day run of "store traffic."

The "follow-up system."

Under the last-named system the man who is an inside salesman during the first part of the week, be-

comes the outside man on Thursday, Friday and Saturday. When working on the outside the salesman is instructed to call on every prospect he contacted during his half-week "inside." He must report, in detail, the result of each call.

Sufficient Margin and Selected Lines

"We have found this out," said Mr. Andrews, in explanation of this sales policy. "You can't tell whether a radio customer means business when he walks into your store, as you can with a phonograph buyer. In other words, radio is more uncertain as yet—the prospect just doesn't know whether he wants one or not. He wants to 'look around,' to 'think it over.' This is why the outside selling is so necessary. About fifty per cent of our sales are closed in the home, although the lead generally originates in our store.

"We pay each of our eight radio specialty men 2 per cent on all sales until his total reaches \$60,000, then

the commission is raised to 3 per cent. This is a well known device for stimulating sales effort. It works quite successfully in our case."

Mr. Andrews stressed the necessity of buying sets on a sufficient margin of profit. He believes that discounts should be in proportion to the firm's capacity for sales effort.

He also emphasized the advantages of limiting the number of lines carried.

"I see no need," he said, "for a multiplicity of makes when the lines of certain well known manufacturers are so complete. I do see many advantages in limiting your set buying to three, or four at the most, companies. By concentrating your attention on 'leaders,' inventories are reduced, servicing is simplified and sales efforts, on any one set, intensified."

Uses the Jobber

Mr. Andrews believes in the jobber. He uses the distributor's stock room just as much as possible—to such an extent that during November, 1925, he was able to turn his stock almost four times. This is exceptional. It meant that but two or three sets of any number were carried in stock and that "next day" deliveries from jobber's warehouse could be relied on. Mr. Andrews reciprocates by running the distributor's name in his full-page copy. By this method, he also secures the added prestige and confidence that a second name back of a product gives.

The phrase he uses runs like this:

"Back of our own assurance of satisfaction stands the reputation of the manufacturer, the Blank Radio Company and of their district distributor, the John Jones Company."

Service Men Report First at Noon

Hudson's service organization rings in to begin the day's work at 1 P. M. They work at night until

The J. L. Hudson Company's music store finds money in the radio business because it—

Handles three lines only—but they are nationally known leaders;

Buys on a wide enough margin to insure a fair profit. Devotes generous floor space (60 x 120 feet) to radio department;

Hires high-class salesmen—not technical experts. Puts them on a commission basis;

Insists that they spend 50 per cent of their time on the outside.

Advertises extensively.

they're through. When a service man reports for duty he receives his orders for the day's assignments on individual cards. These are called "Service Orders."

An interesting feature of the system of service tests is that, before leaving the set he has repaired customary notation such as the nature of the installation, time, location, etc., the service man is required to tune in one local and eight distance stations. These he writes on the back of the card. The customer is then requested to sign under the notation, "The service enumerated hereon is satisfactory."

The J. L. Hudson Co. has conducted a radio department in its main store service since 1921, but "Investigate before you invest," was the procedure adopted by the music store when in February, 1923, it sent Mr. Andrews on a tour of inquiry from coast to coast. This trip was planned for the sole purpose of studying the merchandising possibilities of radio so that he might make accurate recommendations as to whether or not his firm should take it on. Few retailers go to such trouble and expense before making a decision for or against radio as a major line.

Concerning this trip, Mr. Andrews remarked, "Most of the dealers I talked with seemed to shroud the matter of radio merchandising in an air of mystery. Perhaps they took this attitude in order to hide their lack of a definite knowledge as to the facts and figures in the matter—although in justice to these pioneers, it must be admitted that at that time the art of selling radio was just 'a-borning.' However," he con-

tinued, "not one of these dealers—and I interviewed over thirty-five in fourteen states—kept any record of sales costs whatsoever. Not one—with the single exception of the very last one I saw, Barker Bros., of Los Angeles, was able to produce any tangible facts as to his overhead, turnover or average mark-up."

"How then were you able to formulate an opinion on which to base your recommendations?" he was asked.

"In spite of this 'fog' in which I found myself," he replied, "I was able to lay down certain conditions which, from my observations, would have to be observed if the music store of the J. L. Hudson Company hoped to sell radio in volume and at a profit."

Makes a Window Sign Out of a Typewritten Sheet

By means of a little home-made, "attention getter," a New Jersey radio dealer makes a very effective window bulletin out of an ordinary typewritten letterhead. The weakness of the typed sheet as a window card is, of course, that it is too inconspicuous. This dealer focuses attention on the typed message by inserting this 9 x 11 piece of paper in a special metal frame or holder. Back of this gilded frame is a 15-watt incandescent bulb. This bulb is encased and supported by a metal box. The front edges of the container are soldered to the frame which holds the letterhead. The entire affair is suspended, right back of the window glass and at eye level from the ground. A sheet of paper with a real sales message on it, if

suspended and illuminated in this manner, is easily read and attracts the passerby. Of course the message may be changed from time to time at negligible outlay.

"Over the Counter Is Sold"

You don't have to employ an expert and give service to customers twenty-four hours a day to make a profit on radio sales, if the experience of the Katz Drug Company, Kansas City, Missouri, means anything. This concern has an annual sale of \$300,000 worth of radio outfits and parts in its two retail drug stores in Kansas City. Both are on busy corners, slightly out of the main theater and hotel section, but nevertheless near enough to catch the transient trade. Each has a radio department, and the sales in each store are about the same. Identical policies govern both.

"We don't worry about service," declared P. S. Wallingford, one of the managers of the company. "We sell radio under the same policy as we sell all our other merchandise. We guarantee it to be satisfactory in so far as defects are concerned. Our customers buy with the understanding that when a piece of radio equipment goes over the counter it is sold."

The men in the radio department—there are seven—must be salesmen first, and radio men secondly. Although they do know radio parts and how to instruct a customer in the operation of any set he buys, they are not experts. A man never goes out of the store to make a sale, nor do they worry about picking up the names of prospects. It is a matter of interesting the public through advertising, and then selling them when they come into the store.

Such a process naturally calls for nationally advertised radio merchandise. According to Mr. Wallingford, the company stocks no radio set or part that is not fairly well known to the radio public through advertising and reputation. This reduces sales resistance to a minimum. Keeping the stock on the counter where it is easily seen, reducing prices to a level with the store's policy of "over the counter is sold," which means no extra profit tacked on in order to take care of the cost of installing a set and servicing it for a considerable time, and advertising on a large scale completes the company's scheme of radio sales.

THE J. L. HUDSON CO. — MUSIC STORE		
ISSUED	Dec 16 th , 25	PROMISED Dec 17 th , 25
MR.	Char. B. Conroy	
AT	18 No Clark	TEL. 285-5
LUBR.	REP.	POLISH
MAKE	Sprague	NUMBER 35628
WORK DONE	Install and Operate	
TIME	CHARGE C. O. D.	
REPAIR MAN SIG.	J. B. Cunningham	
M3-5M	TALKING MACHINE REPAIR CARD	

THE SERVICE ENUMERATED HEREON IS SATISFACTORY

PLEASE SIGN
Mrs. Char. B. Conroy

This acknowledgment that the set has been properly installed and is operating satisfactorily is signed by the householder

and brought back to the store by the service man. It protects the company against future misunderstandings.



What It Costs to Operate a Radio Store

Compared With Store Operating Costs in Other Retail Lines

THE following compilation compares the cost of operating retail radio stores and radio departments (as compiled by *Radio Retailing*), with the corresponding costs of selling goods at retail in the electrical, hardware, furniture, men's wear, and jewelry lines.

It will be noted that the margins retained by the

radio retailer here analyzed are in general *less* than those of any other retail merchants, except hardware dealers and grocers. Operating costs by items compare closely with other lines, and the net profits of the radio merchants are good, contrasted with many retail operations which produce returns of 2 per cent, 1 per cent and even less.

Kind of Retailers and Annual Volumes of Sales	Net Retail Sales	Cost of Mdse. Sold	Gross Margin	Occupancy Expense	Selling Expense	Publicity Expense	Admin. Expense	Servicing Expense	Other Expenses	Total Expenses	Net Profit on Retail Sales	Ann. Turnover of Ave. Retail Stock	Net Profit Ave. Cost Stock Investment
10 Radio Dealers													
Selling \$315,996 in 1924.....	100	74.00	26.00	4.10	3.80	1.80	8.70	0.92	0.93	20.50	5.50	7.80	57.97
9 Dept. Store Radio Depts.													
Selling \$998,000 in 1924.....	100	73.30	26.70	3.70	9.10	4.40	4.30	3.30	24.80	1.90	5.00	12.97
24 Music Store Radio Depts.													
54 Utility Electric Shops (c)													
Selling \$16,027,746 in 1924....	100	71.00	29.00	3.00	10.30	3.20	4.00	0.60	4.90	26.00	3.00	(a) 4.51	19.00
43 Electric Dealers (c)													
Selling \$2,740,749 in 1924....	100	68.90	31.10	3.30	9.40	2.70	7.40	0.90	3.30	27.00	4.10	(b) 4.47	26.55
1,267 Retail Hardware Stores (d)													
Selling \$77,287,000 in 1924....	100	75.15	24.85	3.00	9.54	0.85	4.81	0.11	6.10	24.41	0.44	2.28	1.33
545 Retail Grocers (e)													
Selling \$88,038,000 in 1924....	100	80.20	19.80	2.05	7.80	1.25	4.20	2.70	18.00	1.80	10.00	22.44
364 Retail Jewelers (e)													
Selling \$34,502,000 in 1924....	100	60.50	39.50	9.00	12.40	3.80	5.70	5.70	7.40	38.30	1.20	0.90	1.78
31 Dept. Store Jewelry Depts.													
Selling \$6,141,000 in 1924....	100	61.40	38.60	5.30	11.10	3.40	5.70	5.60	31.10	7.50	2.20	26.87
168 Department Stores (e)													
(exceeding \$1,000,000 each)													
Selling \$808,448,000 in 1924....	100	67.90	32.10	6.55	10.10	3.70	6.45	3.30	30.10	2.00	3.50	10.29
399 Department Stores (e)													
(Less than \$1,000,000 each)													
Selling \$135,814,000 in 1924....	100	71.50	28.50	5.85	10.10	2.80	5.25	4.20	28.20	0.30	2.30	0.96
46 Departmentized Specialty Stores (e)													
Selling \$107,366,923 in 1924....	100	67.00	33.00	7.25	10.50	4.70	6.15	3.50	32.10	0.90	5.00	6.72
27 Men's Wear Shops													
Selling \$14,980,000 in 1924....	100	70.10	29.9	5.30	8.70	3.60	5.10	3.80	26.50	3.40	3.10	15.09
41 Furniture Stores													
Selling \$16,715,500 in 1924....	100	58.50	41.50	8.50	11.60	5.60	6.60	5.40	37.70	3.80	2.80	18.18

(a) 31 Central stations. (b) 34 Dealers. (c) Electrical Merchandising. (d) National Retail Hardware Assn. (e) Bureau of Business Research, Harvard University

How the Small-Town Radio Dealer Does It

A Review of the Radio Selling Policies and Practices Encountered in a Survey of Dealers in Rural Communities Where List-Prices and Customer Satisfaction Prevail

By PIERRE BEUCHERON

THE well-known biblical theme of David and Goliath repeats itself every day in the activities of the successful small-town radio merchandiser. For here is a little fellow who is often threatened with early extinction at the hands of the type of big-city dealer who smashes prices unmercifully in an attempt to move a quantity of goods at any cost. But the present-day David, unmindful of the big fellow's threats, picks up the sling of public confidence and slays Goliath's chances with the missile of real service. Whereupon he has the local field pretty much to himself.

The day may arrive when radio sets will be reduced to the simplicity of a can of baked beans, with nothing more to do than to open and serve. But just so long as we have circuits and batteries and tubes, not to forget loops, and antennas, and ground connections, radio must be subject to just a little attention now

and then to keep it functioning at top form.

It so happens that the average suburban or rural radio buyer is apt to know nothing about radio and cares even less about it. But he is interested—and very keenly so—in what radio has to offer by way of entertainment, information and education. And when that receiver is bought and installed in his home, he expects it to perform day after day without a let-up except of his own making.

Big City Methods Often Fail in the Small Town

Installing the radio receiver and keeping it in first-class working order is real radio service. And that is precisely what the small town radio merchandiser has to offer. It's his main stock in trade and, fortunately, the very thing which the country folk are most insistent on. By way of contrast, the big city

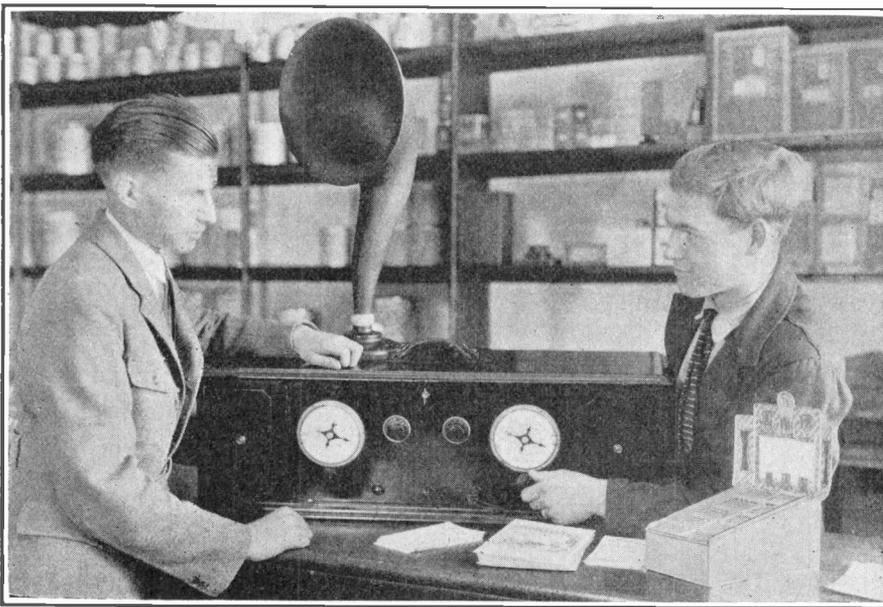
merchandiser, when he slashes prices to the point of vanishing profits, cannot afford to give service. He sells radio goods "as is," over the counter, "take - 'em - or - leave - 'em," "next!"

A well-known chain of radio merchandising stores of the cut rate, rare-bargain variety recently selected a small town of about sixteen thousand population for still another branch. With three other radio merchants in that town, doing business at list prices and in their own peculiar way, it did seem as though this chain store would gobble up the radio trade in jig time.

Big advertisements of the catalog type, with startling price reductions tied up with well-known radio goods, were published in the local newspapers. The store window was filled literally to the bursting point with a conglomeration of radio receivers and parts and accessories, with big price tags announcing tremendous savings for the fortunate people of this small town. The cash registers were all tuned up, ready for a steady grind of trade. Plenty of clerks were placed behind the counters, ready to serve the steady flow of trade which was expected to flow in and out of the store.

Why the Chain Store Failed

The first week went by without much trade. That was to be expected, perhaps, for it takes time for the glad tidings to get around. The next week followed, with still very little trade. Several more weeks came around, and still not much trade. Meanwhile, the local radio merchandisers, still selling at list prices, seemed to be doing a steady, if not startling, trade. Finally, after trying it out for several months without success, the chain store "closed up shop" and moved on to parts unknown, presumably bewildered.



Taking the country as a whole, probably one family in six has a radio. But in the small towns and rural communities this ratio of saturation runs as low as one radio

set to ten families, or even one to twelve families. Hence the opportunity—and responsibility—before the small-town radio dealer to-day.

Why did the chain store fail? Why did the local trade continue to patronize the local radio merchandisers, when they could have saved money by going to the chain store?

Simple enough—if one understands the psychology of the small town. First of all, rare bargains are looked upon with suspicion in the small town, especially if they are offered by strangers. Secondly, the small-town folk prefer to patronize their own people. Bill Jones, now in the radio business, has grown up with his customers. They call him plain Bill, and he calls them Tom and Frank and Mary. Thirdly, when Bill sells them something, he stands behind it. Fourthly, Bill doesn't merely sell them a radio receiver: he sells them radio service.

He'll call at their home, look over the local conditions as regards radio, find out what kind of receiver fulfills their requirements, and then proceed to install that kind. If it fails to give complete satisfaction, Bill will take it back and put in another kind. And if that fails, he'll put in a third kind, and so on, until everyone is satisfied. The chain store, with its small margin, cannot afford to give such service. And the country buyer felt that even though he might be saving ten or fifteen per cent on the purchase price, he was buying more or less a "cat in a bag."

Word-of-Mouth Is Small-Town Dealer's Best "Ad"

The successful small-town radio dealer generally advertises in the local newspaper. His advertisements, for the most part, are merely "cards"—a sort of "shingle" which informs the town and surrounding countryside at large that he is in the radio business and that he can be found at such-and-such address. Once in a while, when he has certain stocks of goods to move, he may make mention of specific goods and their reduced prices; but that is the exception rather than the rule.

There is no better form of advertising for the small-town radio merchandiser than the word-of-mouth variety. As a foundation for a successful business, the small-town radio merchandiser will usually endeavor to sell radio receivers to the leading citizens of the town, such as the mayor, or president of the town or village, the judge, the leading doctor, the principal of the school, the leading dentist and so on. For, with those leaders satisfied, he



Prompt and effective service is the thing that makes for radio sales against cut-price competition of the big city. When a radio receiver is bought for use in the country, the main consideration is performance of the set.

is certain that they will advertise his business far and wide. One word from a leading citizen in a small town is sufficient to send a new customer to the radio merchant. That one word is by far a more potent force than the advertisements of cut-rate prices.

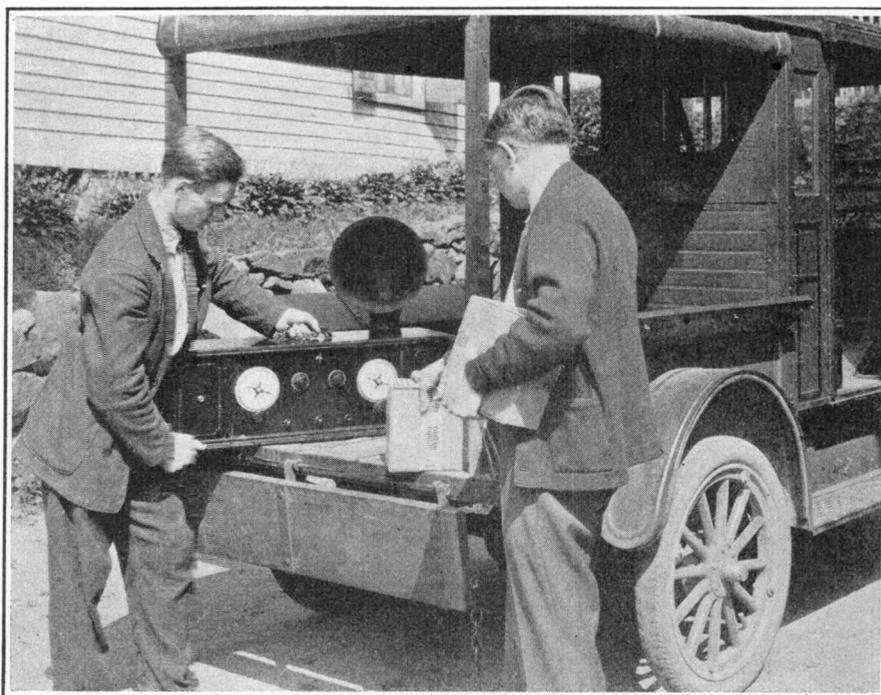
And then there are the dealer

helps of the radio manufacturers. While the big-city dealer may depend more on the passers-by for his trade, the small-town dealer uses his store more as a headquarters while devoting much of his time to calling on his prospects and circularizing them at every opportunity. To this end the multigraphed letters and the literature supplied by manufacturers come in handy and, in the long run, produce excellent results.

Radio Stock Chosen for Quality Rather Than Quantity

When it comes to his stock, the average small-town dealer cannot afford to go in as heavily as his big-city competitor. Hence he goes about selecting his stock with exceptional care, endeavoring to stock just those items for which there will be a good demand, and with just sufficient variety to take care of all classes of trade.

Many successful small-town radio merchandisers handle just a few lines of standard, well-advertised goods, in some instances even a single line of sufficient range. The lines are selected for their reliability; for the small-town dealer cannot afford to sell goods which will fail to perform satisfactorily. Where a given line of goods is handled on an exclusive basis, of course it is pushed ahead of all others; and in such instances it is not unusual for the radio merchandiser to co-operate



While the city radio dealer's customers come to his store; the small-town country dealer must take his goods to his customers in at least half the cases. With a small

delivery car, the small-town dealer delivers receivers and accessories to prospects and customers alike and in this way, covers a wide field.

with the manufacturer in extensive local advertising.

The greater part of the stock is devoted to complete receivers and their accessories, while a very small part is devoted to parts. While there are those who prefer to build their own receivers, the trend in the rural sections, as well as in metropolitan districts, is turning decidedly towards manufactured receiving sets.

As for the show window of the small-town dealer, it must be admitted that, as a rule, better taste is shown than in many a big-city radio dealer's windows. In the first place, the small-town dealer goes in for simplicity. He shows just a few items, but they are attractively presented. He may show a few accessories and parts, but as a general rule the receivers predominate.

Successful Small-Town Radio Dealer Is a Go-Getter

After all is said and done, the store of the small-town radio merchandiser is more of a headquarters than a place to handle trade. True, some trade comes to the store, particularly on Saturday afternoon and evening; but for the most part the real trade is done *by calling on the prospects*.

An indispensable adjunct to the small-town radio merchandiser is his flivver, not only for calling on prospects but for delivering radio receivers and accessories. It is common practice for the successful merchandiser to devote every morning to calling on prospects, since trade at

Half the Population of the United States

lives on farms or in villages of 1,000 population or under. This fact is evidence of the importance of the small-town market for radio.

The author of the accompanying article has recently traveled extensively investigating the small-town situation, and here sets down for *Radio Retailing* his observations of the practices in small-town selling today.

the store during that time is apt to be small. Some dealers have found it good policy to hire boys or young men to handle the store while they themselves spend time outside, calling on prospects, for the greater part of each day, and making it a point to be at the store only when there is rush trade, such as Saturday afternoon and evenings. A survey of several typical small-town districts discloses the fact that home demonstrations generally result in an average of between 60 and 70 per cent in sales.

The main thing is to sell radio satisfaction. The small town, unlike the big city, is a place where everyone knows almost everyone else. And the radio merchandiser, if he intends to build a permanent business, cannot afford to have dissatisfied cus-

tomers to cancel his good will just as rapidly as he creates it. In some cases radio merchandisers have been known to install several different receivers until one was found that gave the desired results. Obviously, the merchandiser must see to it that his prospects are sincere in intending to buy.

He Gets the List Price

With relatively low overhead, because of cheap rent, wages and other items, and the list prices to work with, the small-town radio merchandiser can well afford to give satisfactory service. So he sees to it that the radio receiver is properly installed and that, once it is in use, it continues to provide satisfaction. If, for any reason, the receiver fails to function properly at any reasonable time after it has been purchased, the radio merchandiser renders the necessary service. If the fault lies in the receiver itself, he will bring it to his shop for repairs. If the trouble is serious, the set is returned to the manufacturer, while another receiver is temporarily installed.

Servicing of this kind more than pays for itself, not only in that intangible thing called good will, which is so important in the small-town career, but in the sale of accessories. The receiver will require new B batteries, or new tubes, from time to time. Again, the trouble may be with the antenna, which has been blown down. In instances where the receiver itself is not at fault, the radio dealer makes a charge for his services. This, however, is entirely a matter of discretion, and each individual case must be handled by itself.

Radio Trouble Shooting Brings in the Dollars

A very necessary part of the small-town radio merchandiser's business is radio trouble shooting. At almost any time he is called upon to look over receivers which do not operate properly. And armed with a bag of tools and with extra tubes and batteries, he is prepared to put any receiving set back into proper working order. For such services the usual charge is \$1 per hour, with all materials extra.

To make a success of it, the small-town radio merchandiser *must sell radio service*, rather than mere radio goods. And that is precisely what he has learned to do in the past year or two.



This store is that of the Radio Service, Inc., of Peekskill, N. Y., a town of about 16,000 people. It is a typical small-town

radio store which is doing a thriving business, with a brisk trade in receivers and accessories.



“Leave It to Us —and Be Satisfied”

“Specialized, Personalized Service” Is the Fundamental Reason Underlying the Success of This Radio Dealer—Makes Annual Charge for Service Calls by Giving “Radio Insurance Policies”

SERVICE FIRST” is the sales standard of the Blanchard Radio and Electric Company, Providence, R. I. “Specialized, personalized service” is the policy of this company. “Leave it to us and be satisfied,” is the slogan on which R. C. Blanchard, president of the company, has built up his business.

A noteworthy feature in the sales policy of this company is given in a copyrighted booklet which it has issued:

“We will not install any radio set until we have visited the place where the equipment is to be used. Greatly varying local conditions prompt us to go to this extra expense in order to satisfy you. If we believe that your location for radio reception is poor, we will tell you so without any equivocation.”

Blanchard himself calls within a week from the date of installation of a radio set for a customer and checks up both installation and operation, making certain that the set is giving satisfaction.

In addition to this inspection, the company sells its service in the form of Radio Satisfaction Policies. Any one owning a radio set is entitled to ten calls within a year at any time he wishes for twelve dollars. When a person purchases a set from the company he can have six service calls for \$6 in addition to those included in the installation and inspection of the set.

This service has proved very popular and has been instrumental in the sale of a great many sets. With apparently everyone anxious to go into the radio business, with people selling radio who know little or nothing about it but who are convinced that “there is a lot of money to be made in the business,” it is only natural that a considerable number

of sets are sold which are not properly installed and which require a certain amount of service before they will give satisfactory reception. The concern that renders this service is likely to be the one from which the next set is bought when the owner decides he wants a bigger and better receiver.

Trade-in Sets Sell Readily

Featuring service to the extent it does, doing its business in the home of the customer rather than exclusively in the store, it is only natural that the trade-in demand should early have been brought to the attention of the Blanchard company. Its policy being satisfying customers by rendering what practically amounts to a professional radio service, it also followed that this company was among the first to handle trade-in transactions.

The trade-in idea has worked out very satisfactorily and no serious difficulty has been experienced in disposing of the sets taken in. As in the automobile business the most important thing has been to put a fair price on the set taken in, one not so high that a loss will result to the dealer and one not so low as to be unfair to the owner.

Trade-ins are something new in the radio field. They are a fixed custom in many other industries. Radio sets have been distributed so

“Radio Insurance Policies”

are the features of the unique service plan inaugurated by Blanchard, of Providence, who issues two “Radio Satisfaction Policies.” The idea is to supply service to any set on the customer’s purchase of a “radio insurance policy.” One type of policy may be bought for \$12, entitling the set owner to ten calls within a year, at any time he desires the call.

The second type of policy is issued to anyone who buys a set from Blanchard and sells for \$6, entitling the purchaser to six calls within the year. Non-holders of service policies are charged at the rate of \$1.60 an hour.

widely, that if the industry is to grow and prosper some provision must be made for disposing of sets now in possession of the consumer, so that they will feel free to buy more expensive and more modern sets. Blanchard has been quick to meet this need by offering to take old sets in trade.

Circular letters have been used extensively by this company. The service feature was introduced to radio fans by mailing to several thousand set owners and prospects in the vicinity of Providence a letter featuring a special "get acquainted" offer of a service and inspection call for \$1, the regular price being \$1.60. With this letter was enclosed a twenty-page booklet telling about the service offered by the company and its general business and sales policy, together with a list of the sets it sells.

It has been found that letters going directly to those known to be interested in radio or already owning a set command attention that other kinds of advertising do not. It is customary to enclose a stamped postcard in all these letters. With the carefully selected lists used this policy pays. With a haphazard list not kept strictly up-to-date, it would probably not pay to enclose the stamped card.

Every newspaper advertisement is made distinctive by the use of a

border at the top and bottom. The top border is a black band with white circles enclosing a line representing an electric spark, which is the trademark of the company. The bottom border of black has the words, "Specialized—Personalized." These heavy borders make the Blanchard advertising stand out on a page carrying other radio advertisements.

Radio Cross-Word Puzzle Used

Perhaps the most attention-compelling advertisement that has been used was a cross-word puzzle. All the fans naturally wanted to win the prizes offered for the correct solution of the puzzle. The answers resulted in adding the names and addresses of a number of good radio prospects to the mailing lists. These have since been followed up by mail.

This business is conducted with very much of a professional atmosphere. When one enters the store, he does not feel he is in a store so much as in the office of a concern rendering professional service. There are not the distractions likely to be found in a street floor store and one feels like sitting down and talking over his radio problems.

If the experience of Blanchard proves nothing else it demonstrates that radio fans appreciate service. His is a company founded on service, doing business on a service

Trade Association Adopts "Radio Guarantee"

Wisconsin radio dealers are making every franchise a protective one. The following radio guarantee is given with every radio set purchased from a member of the Wisconsin Radio Trade Association. Although it has been in use only a short time, it is reported that it has served greatly in protecting the dealer from unwarranted kicks from purchasers and in establishing a general good will for members of the association.

Conditions of Contract Fully Specified

1. We guarantee radio sets and all equipment furnished by us to be free from defects in material and workmanship. If any defects develop within the manufacturer's guarantee period, provided the mechanism has not been tampered with, we agree to repair the set satisfactorily, or at our option replace it with another of the same make. Where such an exchange is made, tubes and batteries will not be included in the exchange.

2. We do not guarantee the reception of distant stations on any radio receiver, regardless of make or price. The securing of distant stations depends upon elements beyond our control, such as weather conditions, location of the radio, and the skill and patience of the operator.

3. Equipment such as tubes and batteries furnished by us are of standard make and tested quality. Owing to the fact that the life of the very best of such equipment is uncertain, and also because we have no means of determining the amount or kind of usage such equipment receives in the hands of a purchaser, we do not guarantee the life of either vacuum tubes or batteries. When our Service Department is called upon to replace batteries or other accessories in the home of a customer a cash charge is made for such service.

4. Storage batteries should be recharged and refilled according to instructions which we furnish at the time of installing the set. We are not responsible for damage to storage batteries which are allowed to completely discharge, or allowed to run dry.

5. We gladly give advice to our customers on request with regard to proper operation of their radio receivers. We feel, however, that in a period of thirty days any purchaser can fully familiarize himself with the proper operation of his radio equipment, and therefore on service rendered after the thirty-day period a charge is made at our regular rates.

6. This guarantee applies to..... radio receiver, Serial No., purchased 192....

Dealer's Signature.

Accepted.....

Purchaser.

Date.....



RADIO SATISFACTION POLICY TYPE _____

Issued by Blanchard Radio & Electric Company, Inc.

In consideration of the sum of \$ _____ received from Mr. _____ the Blanchard Radio & Electric Company guarantees to keep the insured Set operating at maximum efficiency at lowest upkeep cost.

This policy entitles the holder to free service calls, to be made at the Policyholder's convenience, but within one year from _____ Our service consists of inspection and repair, but does not include the free replacement of parts worn out through ordinary use.

This policy becomes void if anyone but a representative of Blanchard Radio & Electric Company adjusts, changes or tampers with insured set or if the necessary replacement tubes and batteries are not tested and O.K'd by us.

To insure your complete and positive satisfaction why not "Leave it to us and be satisfied."

SPECIALIZED PERSONALIZED

RADIO SATISFACTION POLICY TYPE _____

This type of Policy entitles you to _____ calls and reports. Do not hesitate to ask our Service man anything in regard to your set or about Radio in general. We want you to enjoy and appreciate our service.

Calls	Reports
1	_____
2	_____

9 _____

10 _____

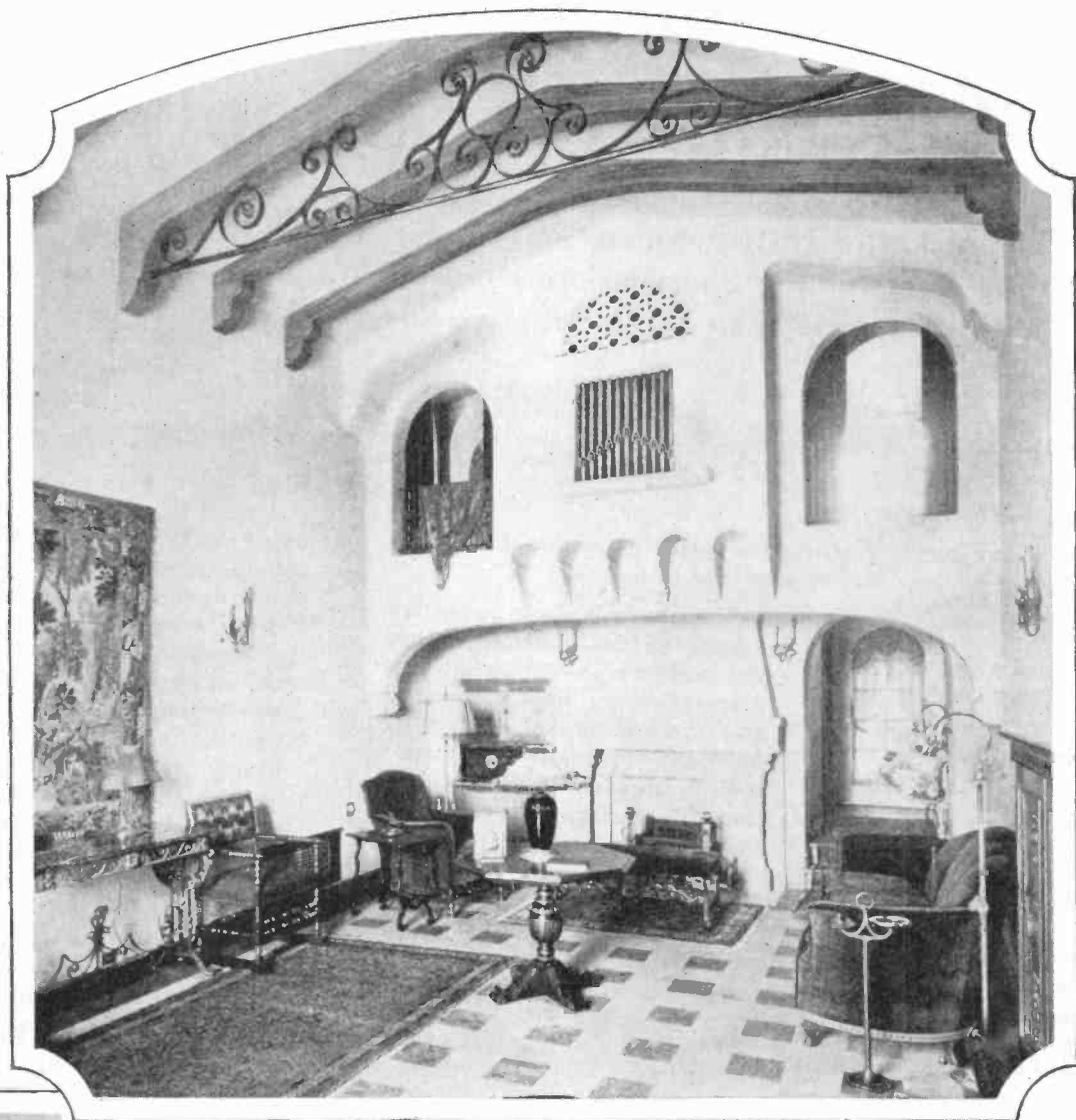
Remarks _____

BLANCHARD RADIO & ELECTRIC COMPANY, INC.

Here is one of the "Radio Satisfaction Policies" issued by the Blanchard Radio and Electric Company of Providence, Rhode Island. These "radio insurance policies" provide service to any set owner at a stated annual price and seem to be an answer to the so-called service "problem." Ten calls yearly are made for \$12, or six calls for \$6 if the set is purchased from Blanchard.

basis, growing on service. It elevates radio selling to the standard of a profession rather than a mere matter of selling merchandise. It shows that the standard upon which the business is conducted may be of far greater importance than the location or the appearance of the store. "Leave it to us and be satisfied," means a bigger and a much better radio business. It means satisfied set owners and enthusiastic radio fans.

California's Radio Home de Luxe

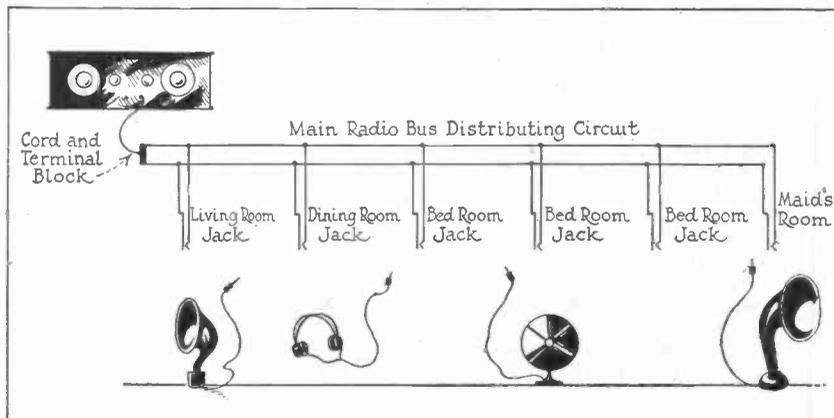


Behind That Organ Grill Is the Loudspeaker

IN this home, completely wired for radio, which was recently exhibited to the public in Oakland, California, by a local building contractor, the loud speaker was placed behind the "organ pipes" in the balcony, whence the tone is said to have appeared sweeter and more natural.



Standard loud speakers were operated in the bedrooms and other sections of the house, to illustrate the advantages of complete wiring.



Court Decisions Permit Manufacturers to
**Stop Price Wrecking by Cutting
Off Source of Supply**

The Maker or Distributor of Merchandise Can, Without Running Afoul of the Sherman Anti-Trust Law, Refuse to Deal With Customers Who Fail to Observe Suggested Resale Prices

By FELIX H. LEVY

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in the Sherman Law Prosecution of the Tobacco Trust

IF THERE is any single feature in the conduct of modern business which all will agree to be of the greatest importance, it is the question of the prices which a merchant gets for the goods which he sells. No business can keep going unless prices are large enough to pay expenses and leave enough over for at least a living profit. Any industry in which price-cutting is carried on to such an extent as to prevent a living profit, cannot long continue to exist.

Now keeping in mind that the Sherman Law passed by Congress in 1890 forbids business competitors from making any agreements about prices, we will consider several instances which often arise and see what a business man can do in regard to them without violating the Sherman Law.

Can a retailer or a wholesaler cut the price of an advertised article whether patented or not patented, when the manufacturer has named

the price at which he wishes the article to be sold?

The Sherman Law leaves but one answer to this question, and that is, yes. Before the Sherman Law became effective, manufacturers of a trademarked or advertised article, were unwilling that their customers, both retail and wholesale, should cut the advertised price because such of their customers who could not afford to cut the price, would lose the business in that article in favor of the price-cutter and would naturally cease handling the article. The result would be that the manufacturer's business would be injured or demoralized and it might even go so far as to ruin the value of his costly trademark. Accordingly, the manufacturer would require his customers to agree to maintain the price and not cut it. But in 1911, when the Dr. Miles Medical Company brought a suit against a customer who had made such an agreement with it, and asked the court to forbid the cus-

tommer from breaking his agreement not to cut the price, the Supreme Court declared that such an agreement is unlawful because it violates the Sherman Law in that it constitutes an agreement interfering with free competition. Ever since, it has been the law that any one can sell any article, patented or non-patented, at any price he pleases even though the manufacturer has advertised a standard price.

The manufacturer, on the other hand, can, according to recent court decisions, refuse to sell any more of his goods to such customer; but that is all that he can lawfully do.

Can a retailer or a wholesaler prevent price-cutting by a competitor and ask for protection from his manufacturer?

To the first part of this question, the answer is, no. As has already been stated, any merchant can sell his merchandise at any price he pleases, and therefore the price-cutting competitor in so doing is within his legal rights. Consequently there is nothing which the retailer or wholesaler can lawfully do to the price-cutter to prevent further price cutting.

As to the other part of the question, the Sherman Law forbids the retailer or wholesaler from making any agreement with the manufacturer binding the latter not to sell to price-cutters. But, just as we have seen that a manufacturer can refuse to sell any more of his goods to a price-cutter, so a retailer or a wholesaler can refuse to buy any more goods from a manufacturer who sells to price-cutters. The distinction which the Sherman Law

**“Radio Sets Being Sold at List—
But Accessories at Cost”**

THIS situation, prevailing in many large buying centers, could be wiped out by the enactment of the Capper-Kelly Bill now before Congress, advocates of that measure believe.

Briefly the Capper-Kelly Bill would give the manufacturer control over the resale price of his product, excepting in cases where the dealer is a bankrupt

or discontinues handling the line. Whether radio, with its trademarked merchandise requires such arbitrary legislation is a moot question. But, already available, there is a more direct course for firms or individuals who really want to attack the price-cutting evil. Mr. Levy points it out in this article.

—Editors

makes is that it forbids any agreement between a retailer or a wholesaler and a manufacturer, but permits either party of his own free will to stop further buying or further selling, as the case may be.

This point came up in a suit brought by the Government against Colgate & Company, to prevent that firm from refusing to sell to customers who had cut the advertised price. The Supreme Court decided in favor of Colgate & Company and said: ". . . the Sherman Act does not restrict the long recognized right of trader or manufacturer . . . freely to exercise his own independent discretion as to parties with whom he will deal."

Can a group of merchants, acting through their trade association or otherwise, prevent price-cutting?

This has often come before courts and has always been emphatically answered, no. The courts regard this as a more obvious offense than where a single merchant tries to prevent a manufacturer from selling to a price-cutter, for where a group acts together the courts hold that besides involving an agreement in violation of the Sherman Law, there is present also the element of coercion upon the manufacturer based upon the persuasive or threatening power which a group of customers would naturally have.

To put the matter in plain words, if there are price-cutters in an industry and members complain to their trade association or act in a group, it is unlawful for the association or the groups to make united complaints to the manufacturer that unless he stops dealing with price-cutters, they will stop dealing with him.

All that the law permits, is that an individual member, acting on his own initiative and not as a result of any understanding with the other members, may refuse to deal with such a manufacturer and he may frankly tell him the reason.

What can a manufacturer do to fix the retail price of a trademarked or advertised article; and to prevent dealers from cutting such price?

This has been partially answered above. But a complete and clear answer has been given to precisely this question by the Supreme Court in the proceeding brought by the Federal Trade Commission against the Beech-Nut Packing Company. The court said:

"By these decisions, it is settled

that in prosecutions under the Sherman Act, a trader is not guilty of violating its terms who simply refuses to sell to others, and he may withhold his goods from those who will not sell them at the prices which he fixes for their resale."

The result of these decisions is that the law on the subject is perfectly plain, namely, that it is unlawful to make agreements making obligatory the maintenance of resale prices; but a manufacturer or a distributor may sell his goods with suggested prices of resale and publicly announce to his customer and to the trade generally that if a customer does not observe and maintain such resale prices, the manufacturer or the distributor, as the case may be, will not sell to such customer any more of the former's goods.

It may throw some further light on the whole subject, to quote another important statement made by the Supreme Court in the Colgate

case. It said: "A retailer has the unquestioned right to stop dealing with a wholesaler for reasons sufficient to himself, and he may do so because he thinks such dealer is acting unfairly in trying to undermine his trade."

If you will change the word "retailer" to "wholesaler" and the word "wholesaler" to "manufacturer" in this quotation, the result will be equally good law.

Can a group of dealers agree to fix the price of an article?

Clearly not, because the Sherman Law as we have seen, forbids agreements among competitors which interfere with free competition.

To sum up the entire matter, the laws of the United States permit an individual business concern to do anything it pleases with regard to prices; but it forbids any agreement or understanding between two or more business concerns in that regard.



Service Calls Bring "Good Will" Sales

THE William A. Parker Company, San Antonio, Tex., is selling radio successfully on the basis of service, according to Grover C. Blanchard, radio manager. "Service sells" is the Parker motto, and Blanchard believes the no-charge service calls bring in more than their share of added business. The Parker Company makes radio show a profit by—

Adhering to the belief that when a customer buys a set he also buys service for that set.

Using both direct mail and newspaper advertising.

Allowing a fair amount on trade-ins.

Selling old sets over the counter for what they will bring.

Taking on a typewriter agency as a sideline to help radio during the summer.

Building up a sizable accessory trade by means of "good will" calls on set owners.

How to Get Started in Easy-Payment Radio Selling

Tieing Up With a Discount Company—What the Dealer Has to Do in Such an Arrangement—The Risks Involved—The Profits

By EARL F. WHITEHORNE

THERE are a lot of radio dealers in the country who would like to edge into easy payment selling but do not know just how to get started. They realize that it is this installment selling that made the phonograph dealer and the piano dealer. They would like to try it out on some safe basis that will neither tie up their cash capital nor clutter them all up with detail. They hesitate, however, because they have never taken any "time paper" from customers and are not sure just how to go about it.

Well, in the first place, it is not necessary to tie up capital. No dealer buys radio sets from the manufacturer and pays in ten or thirty days and then turns around, sells them for eight or ten monthly payments and is out the cash meanwhile. Nobody does that unless he has so much idle capital that he wants to embark on the side in the installment finance business, by carrying his own accounts. The average dealer simply sells for a down payment and a negotiable contract and then sells that contract for cash.

That gives him his money for his sale—less ten per cent of the part the customer has time on, which comes to him when the customer has completed all payments.

Who does he sell this "paper" to? Not to the local bank—because the local bank loans on notes or stock collateral. Buying time contracts is a business in itself and there are available a large number of credit finance companies whose specialty is the purchase of easy-payment paper from dealers.

Who Buys the Paper

Your own bank can tell you if there is such an organization in your town and advise you whether to make your arrangement with them or with one of the national companies.

When you have picked the company that seems to offer the best service, go to their office if they are nearby, or if not, write them to send a representative. Tell him what you want to do and show him your own financial statement. You are proposing to enter into a business part-

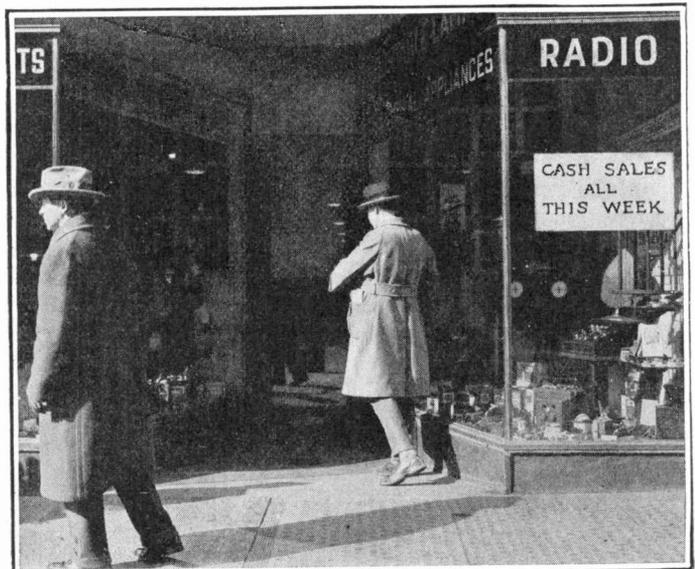
nership with this credit company—insofar as your time selling is concerned. It is a good deal like getting married—only it isn't for life. You must be absolutely frank with them as to your own condition of financial health. You must be just as frank in asking questions and finding out how they handle such business, what your function and responsibility will be and what they undertake to do.

Don't Misunderstand Terms

There is nothing to be afraid of in such a partnership, except your own misunderstanding. For the only way the credit company can make any money is to have the arrangement satisfactory to you. The only way they can make it permanent is to handle their relations with your customers so skillfully and courteously that the customers will be entirely satisfied and make no complaints to you. If their collection methods were such that your customers complained to you, you would quit and the credit company would lose an account. In most cases, therefore, the collecting is



The dealer on the left has put his dragnet—time payment sales—into operation, and is drawing in his catch with no great effort. For, "easy payments" promote buying.



He on the right, with unattractive bait, has but a casual nibbler. The moral is that four or five times as many sales should be the result of a good time payment policy.

Installment Buying Approved by President Coolidge

IN A statement given out in January, President Coolidge expressed his personal belief in the soundness of the installment buying plan.

The President said he saw no reason to be alarmed over present-day methods of extending credit for the purchase of goods, but rather compared the practice favorably with the less satisfactory system of "charging" in use during his boyhood when he was a retail clerk in his father's store—a plan by which the customer was granted credit, perhaps not indiscriminately, but at any rate with no clearly defined method for meeting the bill.

The President expressed his confidence that the present installment payment system has been strengthened sufficiently to meet any unlooked-for crises.

made in the dealer's name and paid to the dealer.

But in any case, the whole affair must be agreeable to both parties and the customer—or it will not work, and the best proof that it does work is the fact that there are today all these big credit investment houses making a specialty of buying time payment sales contracts from dealers in radio, phonographs, clothes washers, furniture, books, housewiring, automobiles and a dozen other articles of household equipment that the American public likes to buy that way. And it is only because this is a practical plan that is pleasant and profitable for the dealer that nine phonographs are sold on time payments for every one that is sold for cash and for every single sale for cash, dealers today are selling six automobiles, nine electric clothes washers, and six times the value in furniture.

What the Dealer Does

What does it mean to the dealer in terms of work to sell on easy payments?

First—It means that probably five times as many customers will buy radio sets as heretofore, because it is not necessary for them to pay down so much cash. And instead of coming into your store to look at a set and going off to think it over and probably not returning to you, you are able to close the deal, by suggest-

ing that the man or woman purchase now on the easy payment plan—for a small cheque and a contract.

People have no hesitation today in signing such a contract. The questions that you should ask are all on the contract form. They write down their references and the names of their banks and whether they own or rent their homes, just as they write down their own names and addresses.

You know by looking at them, sizing up the location where they live, and perhaps telephoning their references, whether you want to extend the credit or not. The credit problem is no different than with any other sale, for in this case you have the added protection of a chattel mortgage. The down payment will be sufficient so that no family will want to give up their new radio and sacrifice all that they have paid.

The terms of the contract may vary in small details with different companies. You will find that all out when you talk to the credit company man. But in the main the dealer's part in the transaction, after closing with a finance company, is as follows:

1. Make the sale.
2. Secure down payment of 25 per cent or better.
3. Secure the customer's signature to the contract form provided by the credit company.
4. Check up the credit references the customer gives.
5. Forward contract to discount company.
6. Receive cheque for usually 90 per cent of unpaid balance of purchase price.

7. Receive monthly installment payments from customer, and forward the money to discount company or deposit it to their account in a local bank, unless the discount company collects direct.

8. When the account is paid in full, receive the 10 per cent withheld by the credit company when contract was sent to them.

9. In case of delinquency write, telephone or call on customer and investigate according to the routine arranged with credit company in beginning.

10. In case of default, repossess the radio set, retaining down-payment as damages. The subsequent payments are sacrificed by the customer to the discount company.

The Two Risks

The possibility of delinquency or default, of course, must be always kept in mind, for these are possibilities to be avoided only by proper scrutiny of credit references and qualifications and systematic observance of the routine of collecting as prescribed by your contract with the credit company in accordance with their broad experience. As a matter of fact, repossession of property is of very rare occurrence. One of the credit companies which has been discounting contracts on radio for over a year and has hundreds of thousands of dollars outstanding in radio paper all the time, has had to take back only one receiving set.

The two principal elements of protection in the easy payment selling of radio lie in the careful selection of customers by the dealer, as just stated, and in selling a standard radio set that has an established reputation and can be counted on to give full satisfaction to the customer.

Finding Companies to Buy Time Payment Contracts

depends entirely upon the community in which you are situated. There are many such companies, usually the ones who have been buying electrical appliance or phonograph contracts, in every large city. Ask your banker, jobbers or other local merchants for the name and address of the contract purchase company they do business with, then drop a line to the company and a representative will call.

Here is an outline of the nine major steps to be followed in time payment selling, after you have arranged with the purchase corporation and sold the set:

1. Secure down payment of 25 per cent or more.
2. Secure customer's signature to contract form provided by company.
3. Check up credit references given by customer.

4. Forward contract to discount company.

5. Receive check usually for 90 per cent of unpaid balance of purchase price.

6. Get monthly installments from customer and send to discount company, or deposit to their credit at local bank, unless credit company collects direct.

7. When account is paid in full, company sends you the 10 per cent held back at beginning of contract.

8. In case of delinquency, write, telephone or call on customer, according to routine arranged with company.

9. In case of default repossess set, retaining down payment as damages. Subsequent payments are sacrificed to credit concern.



RCA Rectron UX-216-B, new high power half-wave rectifier tube—built for long service. List \$7.50



RCA Rectron UX-213, new long life, full-wave rectifier tube. List \$7.00



Radiotron UX-120

the new dry battery power Radiotron for use in sets licensed to employ Radiotron UV-199. List \$2.50

Radiotron UX-112

the new storage battery power Radiotron for use in sets licensed to employ Radiotron UV-201-A. List \$6.50

RCA Radiotron

MADE BY THE MAKERS OF RADIOLAS

more power

—for more Radiotron sales



The biggest repeat business in radio—the steadiest—surest—livest—is the sale of RCA Radiotrons. And it's a come-again-and-again business. It keeps your customers for you. Sell the new power Radiotrons and you sell more batteries—better tone—bigger volume—greater satisfaction. Remember that in addition to the *new* sets, there are thousands of *old* sets in use—all prospects for more power with the new power tubes.



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF RADIOLAS

Radio in the World's News—Camera Glimpses



At London's Radio Ball— See the Head Antennas!

Above—The Olympia, London, England, furnished a spectacle of impressive brilliance during the 1926 Radio Revels when the dancers appeared with radio-antenna head cresses.

This Machine Makes a Radio Tube a Minute

Below—The accuracy and dependability of the modern radio tube is largely due to the unerring automatic machinery by which almost all the work is done, as well as to the dozens of tests.

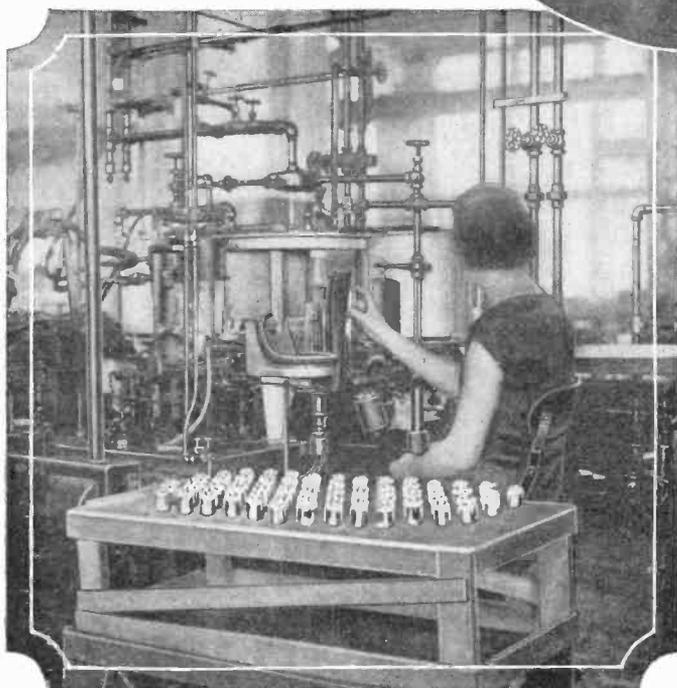


He'll Be Making Sales for You Next Summer

Left—Capt. George H. Wilkins, who left America Jan. 21, for his North Pole aeroplane flight during the summer of 1926, under the auspices of National Geographic Society, giving his verbal farewell from WOR, Newark, N. J.

Music While They Skate —by Radio

Below—Mrs. Lucy Kerr and Lars Graftstrom, world-famous fancy ice skaters, who invented the Ice Charleston, doing their stuff with the aid of a sled-carried radio set.



Store Methods That Move Parts

Ideas from the Kresge Chain That Can Be Applied by Other Dealers—Quality Radio Is Emphasized in Buying Supplies—Demonstrations and Expert Advice

By D. G. BAIRD

SOME idea of the extent to which the chain stores, like Kresge's, Woolworth's, etc., are featuring radio and electrical supplies may be had from the statement that these two departments do a larger volume of business than any others in the S. S. Kresge Company's chain of 5 and 10c. stores, a chain which does a total business of approximately \$90,000,000 a year.

As a matter of fact, the electrical and radio departments in the Kresge stores are separate, yet the older electrical department is one of the largest departments and it has been estimated that the Kresge Company sells more radio than any other retailer.

There are several reasons why his company enjoys such large volumes in these lines, according to F. G. Hitchcock, who buys the radio and electrical goods for all the Kresge stores. They are: a wide variety of goods, low prices, high quality, attractive displays, and the large number of customers who enter the stores to make other purchases and while there buy electrical goods also.

Quality First

"It is surprising to many to learn that we emphasize quality first in our electrical department," Mr. Hitchcock says. "They think that because we are a ten-cent store chain, we must necessarily sell cheap goods. I have a letter on my desk now from a man who writes that he has the cheapest earphone on the market. That, he seems to think, is the only matter of importance; if his is the cheapest product there is, we'll certainly buy it, regardless of other considerations.

"Just the opposite is true. We won't have cheap goods, if by cheap we mean goods of poor quality. Our electrical business would be ruined at once if we undertook to sell inferior merchandise. The underwriters and jobbers would be only too glad to find something to

criticize. The underwriters have a tendency to seek faults in our goods anyway, because it is hard for them to believe that a ten-cent store sells wire, for example, of the best quality made, but we do nevertheless. I'll match our wire with that of any that's sold in any store.

"It is true that our prices are low and that we do not carry the most expensive goods but our quality is the equal of any. A builder or contractor can buy all the electrical supplies and fixtures necessary for an inexpensive home in our stores, as many of them do, and there'll never be any question as to whether the electrical inspector will pass it or whether the electrical goods will give satisfaction.

"The merchandising methods of ten-cent stores are generally known. We buy in large quantities and sell at a close price to get a large volume. The individual dealer simply can't equal our prices because he buys in small quantities and usually buys from the jobber rather than from the manufacturer. Our stores are always located where traffic is heavy and the many inexpensive articles which we handle bring large numbers of people into the store. Our plan of displaying goods on tables where customers can pick them up

and examine them is also generally known and is highly effective, although we have had to modify this somewhat in the radio department because too many small parts were being stolen."

Articles Priced by Parts

Of the 253 stores in the Kresge chain, 61 are 25c. to \$1 stores and these, naturally, carry more expensive radio and electrical merchandise than do the 5 and 10c. stores, but all Kresge stores carry a wide variety of electrical goods and all carry radio parts and supplies in increasing variety.

As might be expected, even the 25c. to \$1 stores carry many articles that cost considerably more than indicated by the name, but this is avoided as much as possible by pricing such articles by parts rather than naming the total price. Thus, radio earphones consist of headband, cord, and phones; a boudoir lamp consists of stand, shade, cord, lamp, and perhaps other parts; and an electric iron consists of the iron and cord set. The latter can be priced by parts if necessary.

In the radio department, parts for building sets costing up to \$50 or more are carried, together with hook-ups, blueprints, and books.

Principal Chain Stores to Handle Radio Items Up to \$5

ALTHOUGH the chain stores have heretofore limited their radio items to articles selling for 25 cents or one dollar, depending on the store's classification, certain of the well-known chains have now raised their limits to \$5 on radio parts. The S. S.

Kresge, W. T. Grant and F. & W. Grand stores have already gone to a \$5 limit, and it is understood that the Kress and McCrory stores will shortly follow with larger sales units.

Among the radio items included in the new \$5 limit are:

Receiving sets
Head sets
Loud speakers
Phonograph units
B batteries
Tubes

Battery chargers
Battery eliminators
Wave traps
Quality transformers
Quality condensers



Here is the store of a radio dealer who has applied the chain-store principles of (1) open display and (2) easy access to the

goods. People in general, and radio buyers in particular, like to pick up and handle the articles they are considering buying. The

chain stores have long utilized this point in stock display, but more radio dealers should follow their leads in counter arrangement.

Merle Duston a radio expert and inventor and author of numerous books on radio, is employed at one of the 25c. to \$1 stores from 12 to 5.30 p.m. daily and is continually busy advising customers, both of that store and of the several Kresge 10c. stores in the city.

Where practicable, one or more sets are connected and receive programs from the local broadcasting stations during business hours. In one ten-cent store, though, the radio department is next to the sheet music, and radio would stand little show in competition with the piano here. In the 25c. to \$1 store, Mr. Duston has built a five-bulb set that is said to compare quite favorably with very expensive manufactured

sets. To build such a set, he says, costs less than \$60 for "everything," including A and B batteries, cabinet, and loud speaker.

It is said that one man recently bought a large number of battery clips at 10c. each and when asked why he took so many replied that he was a merchant, that he paid 15c. each for exactly the same clip in dozen lots or 12c. each in lots of 100 at his jobber's. He, therefore, bought his clips at Kresge's.

Indicative of a number of radio customers that patronize the Kresge stores is Mr. Duston's statement that these stores are selling over 100,000 copies a year of his book on radio construction for the amateur.

Mr. Duston is head of the Duston

Laboratories, Inc., and takes occasion to test many radio parts carried in the Kresge stores and to compare results with similar tests of more expensive articles offered by others. The results, he says, are very favorable to the Kresge merchandise.

Ten-cent stores seldom advertise very much, if at all, but the Kresge 25c. to \$1 stores have been advertising radio rather liberally of late.

Other Electrical Supplies

Electrical supplies carried in all Kresge stores are about the same and include lamps of different sizes and colors, fuses, two-way sockets, separable plugs, wire of all kinds, extension cords, sockets, push buttons, knife switches, wall switches, parts for appliance cord sets, flashlights and batteries, boudoir lamps, desk lamps, lamp shades of many kinds, and porch globes.

The large volume of electrical merchandise sold in the ten-cent stores indicates that there is a tremendous demand for electrical goods at low prices and while the individual retailer may not be able to compete with the chain stores in the matter of price, it is suggested that he might at least learn something by visiting one or more stores of the kind and studying their merchandise, their methods and the effective results obtained.

Chain Stores Sell Radio Parts on 35 per Cent Margin

EMPLYING smart young women to sell radio parts, the chain stores are able to hold down their operating costs, so that on 35% margin they can make a substantial profit. At the same time they are able to undersell the prices of other dealers by 15 to 20%. For

example on a typical item;

The chain store buys for	\$3.33
The chain store sells for	5.00
The "legitimate dealer" sells for	6.00

It is estimated that sales of radio equipment by the principal chain-store outlets this year will run above \$10,000,000.

Dealers Use "Spook-Hunter" to Trace Radio Interference

California Trade Association Finds Regenerative Circuit Is Best for Searching Out Foreign Noises

ONE of the greatest problems confronting radio dealers is the hunting and elimination of "man-made static"—power leaks, X-Ray interference and the myriad noises that sometimes make reception and sales impossible.

Some power companies, while very willing to co-operate, usually haven't the right equipment or the time to locate noises, although they will remedy any trouble that is pointed out.

The Sacramento, Cal., Radio Dealers' Association took the matter into its own hands. A committee was appointed to determine the details and the following conclusions were reported:

The ordinary set when used as a "spook-hunter" is subject to a great deal of trouble, so the committee decided to have its own special trouble-finder designed and built. A portable, completely-shielded case was used to house the receiver. The circuit is the old ordinary regenerative type, not sensitive enough on the loop aerial for broadcast reception, but enough for noise finding. As it is hard for the ear to tell the difference between two sounds near the same level, a General Radio Audi-

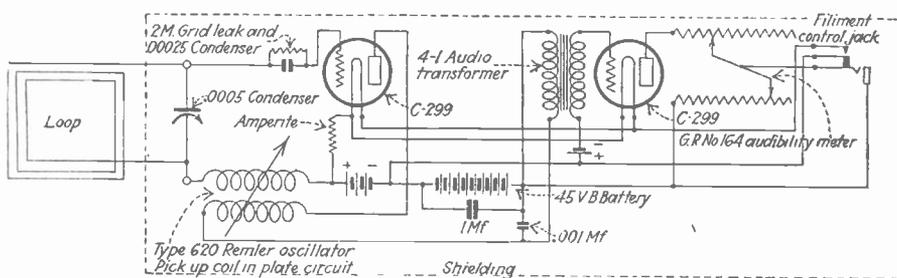
bility Meter was incorporated in the design. The details are shown in the accompanying circuit diagram.

The loop aerial is used for purposes of portability and in cases where the directional effect is necessary. There is one stage of high ratio transformer-coupled amplification. Almost any kind of tubes can

anything from a cracked insulator to a defective ground on the pole. It was found that a great many leaks were caused by other things than power leaks. Street cars, elevators, sign flashers, household appliances, generators, telephone ringers, precipitators and many other electrical disturbances caused trouble.

With regard to the audibility meter, it is simply two banks of resistors, controlled by one switch arm. One set of resistors is cut across the phones, the other in the plate circuit.

As the resistance across the headphone is decreased, the resistance in the plate circuit is increased, thus



Wiring diagram for regenerative circuit used in "Spook-Hunter"

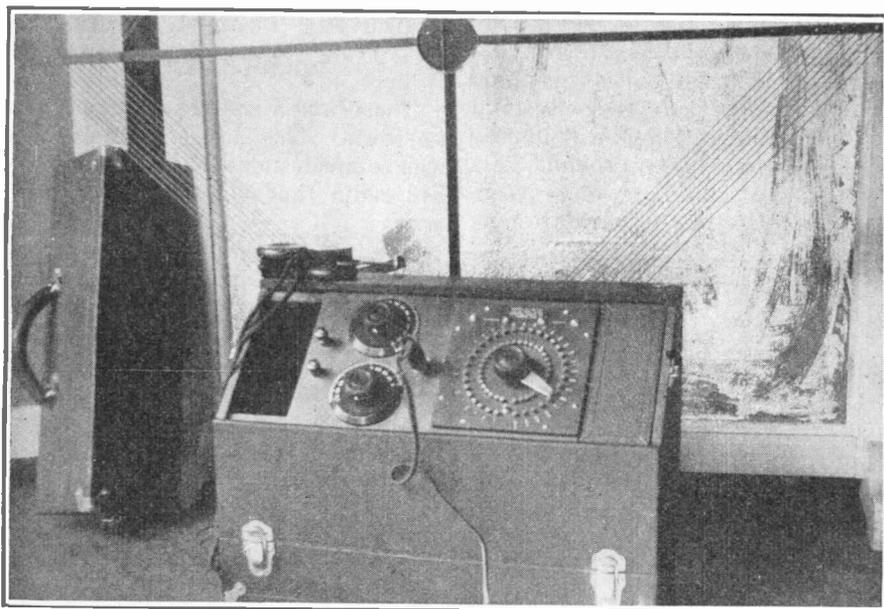
be used. The operation is as follows:

The noise is narrowed down to a small area, by moving the machine by automobile; then by going on foot from pole to pole, and keeping the tuning dials in the same position, the strength of the signal may be determined by the audibility meter.

The loudest spot, of course, is the location of the "leak," which may be

keeping the plate circuit resistance, and consequently maintaining the output constant.

The arm is rotated on the calibrated dial until the signal is eliminated, then the reading is noted. The set is then moved to another location and the process repeated. If more resistance is required to cut out the signal—the "noise" is being approached.



Here is the "Sacramento Spook-Hunter"—simply a two-tube regenerative receiver, with an audibility meter housed in a

shielded, portable case, and using a large loop aerial. Being highly directive, interference sources can be quickly isolated.

Starts Fund to Put an End to Interference

A fund to eliminate interference with radio reception has been started in Grand Rapids, Mich., by A. V. Hall, general manager of the Sherwood-Hall Company, Ltd., of that city.

Newspapers took up the campaign with the idea of ascertaining whether or not the public would be interested enough to subscribe to a fund for the purpose of searching out and stopping the cause of the interference.

Public response was so great and immediate that the fund is now in force and a committee has been formed to direct the expenditure of the money. Subscribers to the fund form a nucleus of a Broadcast Listeners' Association in Grand Rapids and it should develop into a permanent, mutually beneficial organization. Dealers who wish to start such a club in their own town might well follow Hall's lead and write to their local newspaper editors, suggesting such a fund and a similar club.

Servicing Kinks and Ideas That

Snow and Ice on Lightning Arresters Cause Much Trouble

The easiest and most natural place in which to put a lightning arrester is either on the window ledge or on the side of the house near the point where the lead-in goes through to the receiving set. But after this has been done very little thought is ever given to it. This may all be very well in the summer time, as rain storms do not have much more of a short-circuiting effect on the lightning arrester than they do on the insulators which hold the antenna, therefore, there is no noticeable decrease in signal strength. But in the winter time snow, ice, and sleet will form across the terminals giving a direct short circuit from the antenna to the ground through, possibly the paint on the house, which is mostly lead. Although this short from the antenna to the ground is in most cases of very high resistance, there is enough energy lost to noticeably diminish signal strength.

Precaution Averts Loss

When the signals begin to fade and the trouble is finally traced to short circuiting of the lightning arrester, the ice will be knocked off or the lightning arrester disconnected, and then forgotten until the next time this happens. Therefore, as long as we know that this sort of thing is to be expected in the winter time, why not provide for it in the first place so that we may never have to give the lightning arrester another thought after it is installed.

As much care as possible should

be exercised when installing the lightning arrester to see if it cannot be put in some protected place, such as under the window ledge. However, this is not always possible, in fact, in very few cases can it be done. The next logical thing to do is to give the lightning arrester some sort of a protective covering. Either metal or wood may be used in building a little box to put over the lightning arrester, making sure that it is as watertight as possible. Then run the antenna and ground wires to the lightning arrester using No. 14 standard, rubber-covered wire; also see to it that the holes going through the protective covering are not any larger than is necessary for passing the wire through. Just a little forethought and a few moments of work will save both time and patience on some cold, bleak, wintry night.

How to Eliminate Interference Caused by Motors

BY H. W. BAUKAT

Arcing brushes and bad commutation on motors will create a lot of radio interference. With the power lines acting as guides, the oscillations set up will travel for considerable distances and cause all sorts of "static" and noises in receivers unlucky enough to pick them up.

When such a condition is found and a remedy cannot be effected by repairing the apparatus which is defective, the next and only thing to do is apply a filter to the electrical source of trouble which will bypass these oscillations to the ground. This will entirely eliminate the interference. Very light sparking may

be absorbed by shunting a 1 to 2 mfd. condenser across the line as shown in Fig. 1. If this method proves inefficient it will be necessary to resort to the scheme illustrated in Fig. 2. Here two condensers of the same capacity are used, with the ground connected to the center point.

Choke Coils Help

In order to make this even more effective, a radio-frequency choke coil can be inserted in one or both sides of the line near the motor, as seen in Fig. 3. This coil should consist of from 50 to 160 turns of wire, sufficient in size to carry the current used by the motor, and wound on a tube. The coil will be found to have sufficient self inductance to act as a high impedance to the radio frequency current, without at all interfering with the operation of the motor. In Fig. 4 is shown one of the various combinations that can be set up by using a minimum of apparatus of proper characteristics with which to eliminate the interference.

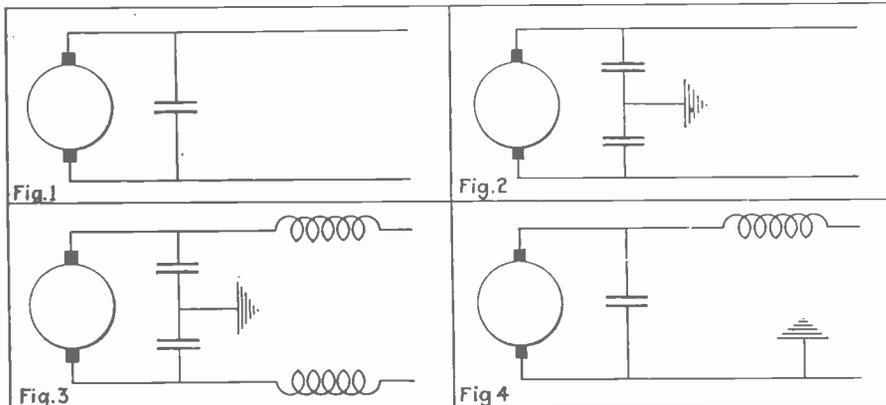
Interference is sometimes experienced from small motors, such as are used in vacuum cleaners, sewing machines, electric fans, and other household devices. In these cases a $\frac{1}{2}$ -mfd. condenser bridged across the commutator brushes will usually solve the problem.

Locating Trouble in Loud Speaker Cord

There was a trouble call from way up town. The lady said that there was so much noise with the music on her radio that it gave her a headache.

The service man went up to see about it, expecting almost anything. The receiver was turned on and the music came in fine and clear. The lady was astounded, and the service man was just about to figure that the disturbance must have been caused by some local interference in the neighborhood.

Then the crackling noise started. The aerial and ground connections were removed from the set but the noise still continued, thus proving that the noise originated in the receiver. The service man took the loud-speaker cord in his hand, wound it once around his finger, and then



Interference from motors and other sources may be eliminated by use of the illustrated filter systems. For convenience and safety

the unit should be mounted on an asbestos covered board and this in turn mounted near to the electrical source of disturbance.

Other Men Have Found Out

ran through the full length of the cord. At a point about half way down a place was found where the noise increased and then stopped when he moved his finger. A piece of the cord was cut out at the defective place and spliced. The lady was advised to buy a new cord as a splice in a cord is by no means an effective remedy.

Rendering Service by Phone

BY K. B. HUMPHREY

A dealer may oftentimes save himself a service call by the proper use of the phone. Here is an example. A customer calls in and says his set is not working properly, and the dealer elicits the following information.

When the receiver is first turned on, it works very well, but in a few minutes the music gradually dies out. If it is then turned off and allowed to rest for a few minutes the same thing occurs again.

Now there is only one thing that can cause this particular action, and that is a run-down A battery.

If the dealer charges batteries he can send up a rental battery and the trouble is ended, making only one call instead of two. If, however, he does not charge batteries he can

recommend the customer to some reliable battery service station, and thus save an unnecessary service call.

Again, the customer may complain of noisy reception. The dealer should then find out if it sounds like static. If the answer is in the affirmative the next move is to get the customer to disconnect the antenna from the set. This being done and the noise still continuing, it is at once known that the fault is with the B batteries and that new ones will have to be supplied. Intelligent answering of the phone can save the dealer a great deal of money.

Noise from Grid Leaks

The cause of a lot of "static" in some receiving sets may be traced directly to the grid leak. A noise like thunder comes out of the receiver every time it is jarred. Even a person walking across the room may make it do this.

Of course, a loose connection, may cause this effect, but the next time you have a receiver that acts like this, try changing the grid leak.

The grid leak is a small thing, but it plays a mighty important part in the present-day receiver. It is located

in such a position that the slightest change in resistance due to a loose connection makes a noise which is amplified many times.

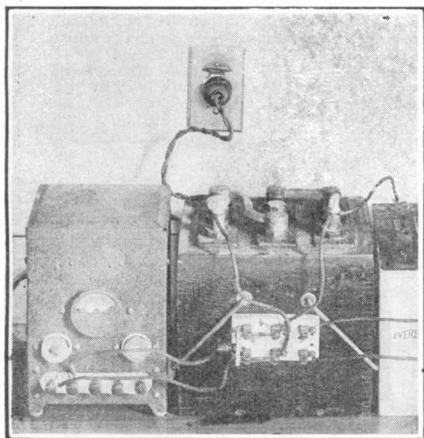
Some leaks are made with a glass tube having metal caps placed over the ends. A trouble occurring with this type is usually that the clip holding the high-resistance element is not in proper contact with the metal end caps. A new grid leak is the only remedy.

A Tip About Tips

According to N. T. Young, radio department manager for the Eastern Cycle Company, Hartford, Conn., too many radio dealers are careless about watching polarities when they sell loud speakers or plugs. "The plug tip is negative and the sleeve positive," he says, "and, as most dealers know, the red thread woven in the cord signifies that this also is the positive side of the circuit.

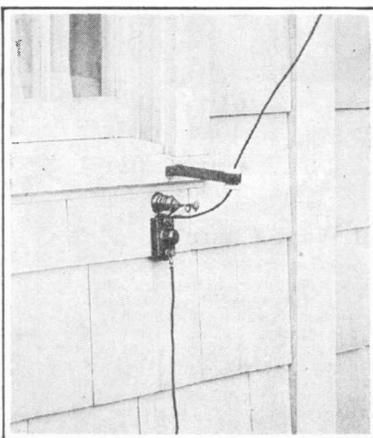
"A little more care should be taken in checking the connections of speaker cord to the plug. Also make certain that the plug polarity corresponds to that of the jack. This will avoid the almost certain inefficient operation and depolarization of the loud speaker unit which will otherwise take place."

Permanent Connections for Antenna, Battery and Charger



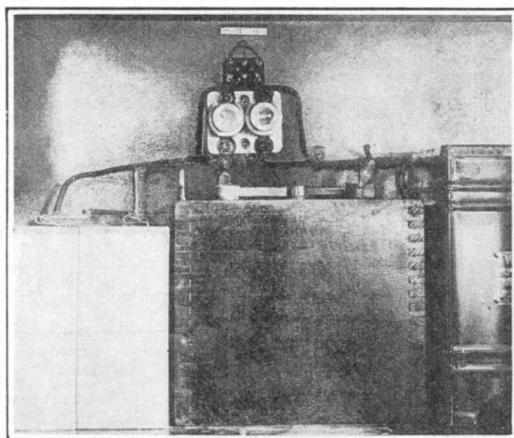
Battery and Charger

On the left is illustrated one of the most common ways of connecting a storage battery to the set and charger permanently, by means of a double-pole, double-throw switch. Where the battery case is of wood, the switch is sometimes conveniently mounted as shown, with the fuses in the A and B battery circuits located at the set. The battery is connected to the center blades, the charger to one end, and the



Antenna Entry

set to the other pair of end blades. The center picture demonstrates how to install the lead-in and lightning arrester. A No. 14 insulated rubber-covered wire comes from the antenna, is held 6-in. away from the house, at the window sill, by means of a porcelain hold-off insulator, then goes to an approved arrester located directly below, and from there to a pipe driven into the ground. The lead-in is taken



15-Amp. Fuses Protecting Battery

to the set by means of a porcelain tube and bushing, through the house. This should always be at right angles to the lightning arrester. The bushing makes the job watertight and weatherproof. On the right is shown a fuse block mounted inside a cabinet where the batteries and charger are kept. Fifteen-ampere fuses protect the A battery circuit. No. 14 rubber-covered wire is used throughout in wiring up the batteries.



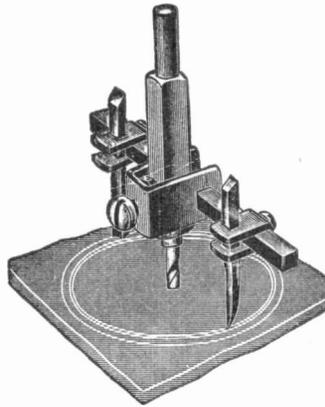
New Service Tools and Equipment for the Radio Dealer's Use

Circle Cutter

Radio Retailing, February, 1926

Especially designed for the radio constructor is No. 1 circle cutter, manufactured by the General Hardware Manufacturing Company, 35 Warren Street, New York. It is equipped with high-speed, steel cutting bits, and does three things at once. First, it drills its own pilot, then cuts out the plug, and last, puts a bead or scroll around the hole. Holes from 1 to 4-in. diameter may be cut with this tool. The cutter is furnished with a round shank intended for use with a drill press chuck.

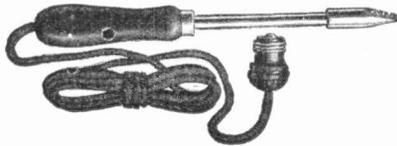
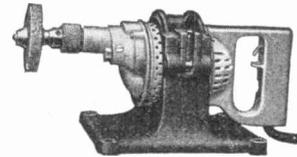
No. 2 is made with a single high-speed cutter. With the exception that it is not fitted with a bead or scroll cutter, it is identical to No. 1. Made of high-grade carbon steel, it is adapted to cutting hard rubber, beaver board, fibre, etc., at a slow rate of speed. It is adjustable from $\frac{1}{8}$ to $2\frac{1}{2}$ in. The intended retail price of No. 1 cutter is \$2.50. That of No. 2, \$1.



Electric Drill and Grinding Tool

Radio Retailing, February, 1926

The Cincinnati Electrical Tool Company, 1501 Freeman Avenue, Cincinnati, O., is manufacturing a very handy outfit for the average radio shop in the $\frac{1}{2}$ in. drill, together with the extra attachments enumerated below. The drill itself is suitable for drilling panels of all kinds, and when mounted in the bench rack furnished will be found very valuable for light grinding and polishing. A mandrel with grinding wheel and one with a buffing wheel is furnished for that purpose. The gear end of the armature shaft is mounted on ball bearings and a ball thrust bearing is provided to take up the end thrust. The motor frame being of aluminum, the drill combines lightness of weight with power. The intended retail price of the drill is \$28. The intended retail price of the complete set of attachments \$5.



Electric Soldering Iron

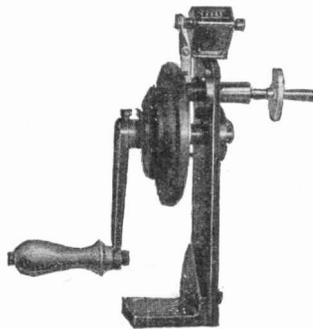
Radio Retailing, February, 1926

The Wellmade Electric Company, Torrington, Conn., is manufacturing a low priced, yet well constructed, soldering iron. The entire tip is made of pure copper. Rockbestos is incorporated in both the heating element and the cord. The tube is nickel plated. The intended retail price is \$1.50.

Hand Coil Winding Machine

Radio Retailing, February, 1926

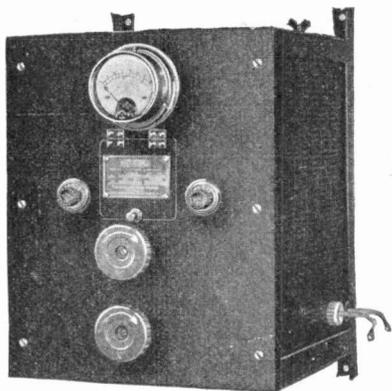
The Radio Production Machinery Company, 212 Center Street, New York, is making a hand winding machine with a step-up gear ratio of 4 to 1. A counter is mounted on top of the instrument which registers each turn of wire put on and can be reset to zero instantly after finishing a coil. An internal gear is used so that the wire will run on the coil in the same direction that the handle is turned. With the machine is supplied a bracket and a shaft to hold the supply spool. These will be found very suitable for jobs where speed is desired. Intended retail price \$35. This company also manufactures an automatic motor-driven machine which has an intended retail price of \$175.



Package Sealer

Radio Retailing, February, 1926

Helping greatly to speed up sales, the "Emmert Package Sealer" manufactured by the S. M. Emmert Manufacturing Company, Incorporated, 225 West Fifty-seventh Street, New York, moistens and cuts a gummed tape to any desired length. As the machine is made entirely of brass it will not rust and has a longer and more satisfactory life than if made from some other material. It is equipped with a spinning brass roller that evenly distributes moisture and creates an instant seal. As the knife is always open the machine will not jam. It is automatically operated by means of a lever which makes it unnecessary to touch the gum side of the tape with the hands. Overall dimensions are $11\frac{1}{2}$ in. x $5\frac{1}{2}$ in. x 6 in. and the weight is 9 pounds. The intended retail price is \$25.



Full Wave Charger

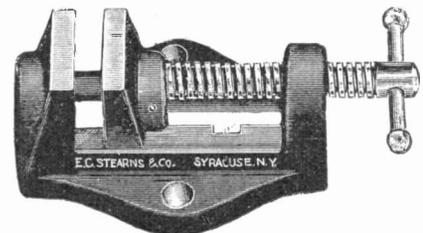
Radio Retailing, February, 1926

A 12 ampere charger utilizing two 6 ampere rectifying tubes is being manufactured by the Heyer Products Company, Incorporated, Montclair, N. J., and sold through the Consolidated Equipment Corporation, 160 Grand Street, New York. By using two tubes, both halves of the a.c. wave are utilized which means that a battery may be charged in 12 hours or less with this charger. There are two control switches, one in large and the other in small steps. Fuses protect the tubes and transformer. Either one or both tubes may be used. The charging rate can be varied from 1 to 12 amperes, and from 1 to 15 6-volt batteries may be handled. A fully jeweled 4-in. diameter ammeter indicates the charging rate. The efficiency is set by the manufacturer to be 84 per cent and the current consumption from 1 to $1\frac{1}{4}$ kw. Intended retail price is \$144.

Radio Vise

Radio Retailing, February, 1926

No. 22 vise, manufactured by E. C. Stearns & Company, Syracuse, N. Y., is particularly well adapted to radio work. Its jaws are $1\frac{1}{2}$ in. wide and open up to $1\frac{1}{2}$ in. It has an overall length of $4\frac{1}{2}$ in. and overall width of $2\frac{1}{2}$ in. Finished in Royal Blue enamel. The intended retail price is \$1.



As the Small Dealer Sees It

Editor, *Radio Retailing*:

As I sit at home this New Year's Day reading *Radio Retailing*, my attention is called to page 810, in the December issue, to an article on Standardization.

I have not sold the parts this year by 75 per cent that I should have sold, and I am of the opinion that the reason for this is that too many "would-be" better hook-ups are recommended in radio papers, calling for many, many "would-be" different parts, while in fact there are really only four or five circuits.

The above statement, as you know, is true. Now how in the world can a dealer in a small city keep up with these radio papers?

I realize that the radio papers get their existence from the advertising, but on the other hand, the manufacturers suffer because the dealers cannot keep up the pace of the different parts required for these different hook-ups.

Standardization of the four or five hook-ups using any and all parts manufactured by the many good manufac-

turers would in my mind help the parts business.

The standard circuits referred to are as follows:

Three circuit now reradiating regenerative.

Radio frequency transformer coupled.

Tuned radio frequency.

Neutrodyne tuned radio frequency.

Reflex.

Super Heterodyne.

Would it not be a good plan for the manufacturers to standardize on these hook-ups, and enclose copies of plans for such hook-ups with their parts? This plan will make the parts of different manufacturers interchangeable, giving the dealer a chance to substitute.

Stop fooling the people. Why sell two parts when one would do if it were manufactured properly? Here I refer to air core transformers, variable condensers, and couplers.

It would be fine to be able to complete an order for radio parts from a stock of \$400 or \$500. As it is today, my stock of parts invoices between \$500 or \$600, and I cannot fill more than 20

per cent of any part order. (This does not include tubes, batteries, etc.)

I am quite sure that I have here voiced the opinion of many parts dealers. I am sorry that they do not give more thought to this subject and personally express themselves.

H. D. FIDLER, Prop.,
Fidler Sales Company.

116 East Jackson St.,
Muncie, Ind.

I believe "Radio Retailing" to be of great value to anyone interested in retailing radio. Your magazine helps me to keep posted on the latest apparatus.

H. C. HOGENCAMP

Midland Park, N. J.

"Radio Retailing" is certainly worthy of the support of every radio dealer in the United States. Not because you have a good magazine—you have that—but because you have a great purpose in trying to solve some of the many problems before the radio retail merchant of today. I believe you are making good every effort.

H. O. STANTON

Kingston, Ont., Can.

Suggests One Large Organization for the Radio Industry

By CLARENCE E. OGDEN

President, The Kodak Radio Corporation

IT IS trite to point out the relationship of the automobile industry with the radio industry—but the motor car manufacturer and dealer saw the handwriting on the wall and got together to seek a cure for their ills. Following the same line of action the radio industry must form itself into an association that is hide-bound and water-proof—there must be no lost motion. This association should have as one of its greatest duties that of overcoming the public fear of a new model coming out day-after-tomorrow obsoleting their old one. How can this be done—and gracefully done?

Radio manufacturers must begin the work of educating the public, with the aid of jobbers and dealers, to the knowledge that radio sets may be improved—never revolutionized. Each year radio equipment will be improved—but the old sets will not be obsolete, unfit for use, junked and thrown in the scrap heap. The new ones will be more desirable—more appropriate for the home—probably give better results but if the old set got a station in New York and another one in Cincinnati, it will continue to get them.

One of the first methods of accomplishing this is to present three radio shows, exclusively for jobbers and dealers, during the month of July, at New York, Chicago and the West Coast. Manufacturers must have their new merchandise ready to exhibit in these shows by July and thus guarantee the jobber and dealer that he can buy in July and get this year's merchandise without any "revolutionizing" to worry about.



Dealers and jobbers should be invited to these three shows, under the endorsement and approval of the association, by card and admitted by card. Consumers are not permitted at these shows. In this manner manufacturers may meet, exchange ideas, thrash out their difficulties and when the rise of the radio season begins in the early fall—models will be ready for delivery. In most cases manufacturers could defray the expenses of their jobbers and dealers visiting this show. In the fall the consumer radio shows should be opened in the various cities and the styles advanced.

Radio's problems belong to the manufacturer primarily, the jobber and dealer secondarily and the public finally. The manufacturer must take the initiative in promotional work of this type, aided by jobber and dealer. Without the unified effort on the part of the majority, any plan will fail. So far, there has been no plan. It is probable that an annual July radio show exclusively for the presentation of "improved" models to jobbers and dealers and under the direction of one big industrial organization will inspire a spirit of confidence not only among the jobbers and dealers but with the public. If there is a better plan it should be worked out—but something should be done to keep the radio carousel from continuing its dizzy whirl, around and around, with one manufacturer watching another and constantly "revolutionizing" the industry.

What the radio industry needs is "improvement" not "revolution."

Here's What Your

The Trump Card in Outside Selling

IN A summary article in this issue, and in articles to follow, *Radio Retailing* gives, and will continue to present, the actual experiences of various radio dealers with "outside" selling methods.

The results these dealers have obtained indicate that "cold turkey canvass," as it is frequently called, is not only an effective way to increase sales but—in view of the radio retailer's present and necessary organization—the logical thing to do as well.

The radio dealer already holds in his hand the ace of trumps. This card bears on its face a winning word—"equipped." If the dealer wants to collect his full quota of sales tricks in this radio game of ours, he will find it the wise and an economic thing to play this winning card already in hand.

Boom in Music Appreciation Will Boost Radio Sales

A WIDE field for the radio merchant to conquer is indicated by the phenomenal increase in attendance at opera, symphony and recital—all of which furnishes a clue to the magnitude of the movement in music appreciation now under way throughout the United States.

For the greater portion of those involved in this music boom are among the unsold millions whose demand for really worth-while pleasures from radio, in fair profusion and regularity, has kept them out of the market.

This large and reasonably prosperous class was not interested in "experiments" or "machinery." But vastly improved programs and receivers designed for quality reception have made possible sales appeals to the culture and pleasure motives—motives which could not heretofore be emphasized with assurance.

The Especial Value of a Good Reputation to the Radio Dealer

FOR over a year the editors of *Radio Retailing* have been asking successful radio dealers, all over the country, to state the reasons for their business success. Invariably the prompt reply comes, "We owe our success to our reputation for square dealing and for service."

The other day a prosperous radio dealer gave us this explanation of the *especial* value of a good reputation to the merchant who expects to build up a permanent and profitable radio trade. "The large majority of people who are in the market for radio really don't know how to distinguish the merits of one set from those of another. They do know, however," he continued, "that all sets require a little attention from a good service man once in a while. This is why the average man, when he makes up his mind that he wants radio, instinctively weighs and compares the reputations

of the various dealers in town and *not* the technical merits of different makes of sets."

This dealer's explanation sounds plausible, but, regardless of the reason behind it, the cumulative evidence of the absolute necessity for playing fair with the radio buying public, is overwhelming.

He Replaces Batteries and Tubes Before They Go Bad

THE experience of S. P. Hilliard of Rensselaer, Indiana, is, in this respect, illuminating. Hilliard insists on making the complete installation—from aerial to ground—on every set he sells, and he keeps an individual record of battery and tube life. He inspects and replaces these active elements *before* they wear out—not after.

Mr. Hilliard says "I have no service problem. I retain the control of this important matter right in my own hands. Result—Every customer satisfied and every set operating."

From the above analysis and actual illustration it would appear that from the service standpoint the dealer should first put his own house in order if he discovers an undue number of sets giving trouble.

They Can't Endure Monotony— Radio Offers Way Out

EVIDENCE accumulates that mankind can endure drudgery more easily than it can endure monotony," says Glenn Frank, the brilliant young president of the University of Wisconsin. This statement is born out by the findings of a recent research covering nearly half a million homes. This investigation revealed the fact that the average American householder prefers automobiles to bath tubs; telephones to washing machines, and radios to electric ironers.

In the race between luxuries and conveniences, luxuries invariably seem to win. People will resignedly accept routine work, but not lack of amusements. Radio, therefore, will always be a popular "buy" in the eyes of the great American public.

A Law Against "Regeneration"

WHY not pass a law making it a misdemeanor to let one's radio set 'squeal' or interfere with the operation of other sets?" This is a question we are often asked by distracted listeners. Some radio men, too, would like to see the ether trouble-maker brought to justice by such strict *legal* means.

But would such a law really accomplish the result we all seek? In Canada, they have exactly such a statute, imposing a fine of \$50 on the set-owner convicted of annoying his neighbors. But to secure the "conviction" necessary, it must be proved to the satisfaction of a court or jury not only that the defendant was able to cause the disturbance, but that *at the very moment* the

Editors Think—

injured party was listening in, the defendant was actually manipulating his dials so as to cause interference. Obviously convictions are rare under such a statute. Hence the Canadian officials have wisely turned their own efforts to *educating* Dominion listeners in ways to *avoid regeneration*. And this, we think, is the direction in which lies the solution of the problem in the U. S. A.

"Radio Movies"? **Not Quite Yet**

WHAT about radio movies? What about *seeing* distant events by radio? Every once in a while I read something in the newspapers about such inventions. How long will it be before dealers are selling radio motion-picture projectors for use in every home?"

These are questions radio men are being asked every day. For, considerable confusion has arisen in the public's mind as to just *how near* we are to "radio vision" and "radio movies."

From an authority on the subject, *Radio Retailing* passes along this final word to date. Radio movies are still an achievement *of the future*. Some of the devices so far produced give faint indications of motion pictures, but on such a small scale, so far as the number of elements is concerned, that nothing really worthwhile can be expected in this line in the near future, until we are able to do more with short waves and transmissions of higher frequencies than we yet know how to handle.

The Broadcast Bands Will Stay **Where They Are**

THE forthcoming radio legislation at Washington will settle one vexing question for the retailer. There has been much talk of making room for more broadcasters by widening the broadcast band of wavelengths.

Now we know that this will *not* be done. A definite answer may now be given to the prospective buyers—and we all have known plenty of them—who have held off purchasing because they understood that there might be changes in the broadcasting wavelengths which would make the average receiver cover only part of the entertainers on the air. It was just one more thing added to the manifold problems of merchandising, and another impediment, too, to restoration of buying confidence with the public.

Anyhow, it's out of the way now, or will be officially when the new legislation becomes such in fact.

There's the "Human Side" **to Servicing Work**

A RADIO set is not merely another piece of furniture which can be sold without care for its future service. A radio receiver is a combination of comparatively delicate devices which must be handled with reasonable *Radio Retailing, February, 1926*

intelligence by the operator or trouble is certain to result.

It is during the first month after the set is installed, while the purchaser becomes familiar with his receiver, that the seller must be handy to advise the customer regarding the simple, but to him mysterious, problems that will inevitably come up. If the buyer can run over to the merchant's place or call on the telephone and get his problem off his chest, things will take care of themselves nicely. A little attention to the customer's very human problem will keep the set sold solidly. This fact is emphasized here because it applies to every sale of a complete set, however made.

Are the Builders In Your Town **Using Radio to Sell Houses?**

A HOME completely wired for radio was recently displayed to the public in Oakland, Calif., under the sponsorship of a local building contractor. The main radio instrument was placed in the living room and was made unusual by the placing of the loud speaker behind a frame work resembling organ pipes located on the mezzanine balcony.

In addition to this feature of the exhibit, the house was wired throughout for radio, so that a loud speaker or ear phones could be used in any room in the house. A loud speaker was also operated occasionally in one of the bed rooms to illustrate this system and emphasis was always laid on the completeness of the radio convenience.

An interesting side of this Radio Home exhibit was the fact that the radio industry was in no way responsible for it, all expense being borne by the contractor himself. But the sales value of radio as a factor in selling real estate was well brought out by the interest shown.

It Means Better Programs and **Fewer Stations**

RADIO retailers saw the present congestion in radio coming, long before it had worked itself into the problem it has developed. Listeners knew a thing or two about it, too, from experience. Everybody, in fact, seemed to sense the importance of proper regulatory measures except those whose job it is to get these on the statute books.

Now our Washington legislators will have to do their part in the establishment of the principle of public service as the determining factor for issuance or retention of a license to broadcast, and in placing a legal limit upon the total number of stations, at least until engineering progress in transmission develops additional channels.

Any way you look at this, it means fewer stations or better programs, or both; for the licensee must perform the service promised and deliver the specified grade of program or the permit can be revoked and his life as a broadcaster come to an end.



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.



Radio Cabinet

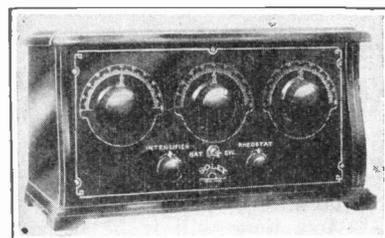
Radio Retailing, February, 1926

Illustrated is one of the most recent additions to the line of radio cabinets manufactured by the Watsontown Table and Furniture Company, Watsontown, Pa., which is known as No. 911. The top measures 18 in. x 35 in. This cabinet may be had finished in either solid mahogany, walnut finish, polished or dull, on quartered red gum. It is also equipped with gliding casters. The intended retail price is \$13. This is but one of the many models made by the above company.

Five-Tube Receiver

Radio Retailing, February, 1926

A five-tube tuned radio frequency receiver is being manufactured by the Solex Electric Company, Incorporated, 451 Greenwich Street, N. Y. Straight line frequency condensers are used and the insulation is of Bakelite throughout. Coils of the solenoid type are incorporated in the circuit and the set may be operated either on an outdoor or indoor aerial. It is recommended, however, that an outdoor antennae be used. The cabinet has a mahogany piano finish. The intended retail price, without batteries or tubes, is \$37.50.



Six-Tube Console Receiver

Radio Retailing, February, 1926

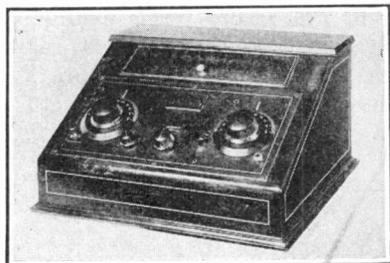
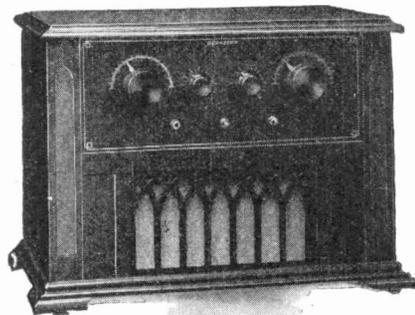
A six-tube console type radio receiver, known as No. 700, is being made by the Indiana Manufacturing and Electric Company, Marion, Ind. Vernier controls are used, the pointers of which are gold plated, the dials being engraved on the front panel. Three tuning dials are used in connection with volume and quality control rheostats. The cabinet is of walnut, paneled and finished in hand rubbed lacquer. Inside is provided space for batteries, charger, logs, etc. The intended retail price is \$200.



Five-Tube Receiver with Built-in Reproducer

Radio Retailing, February, 1926

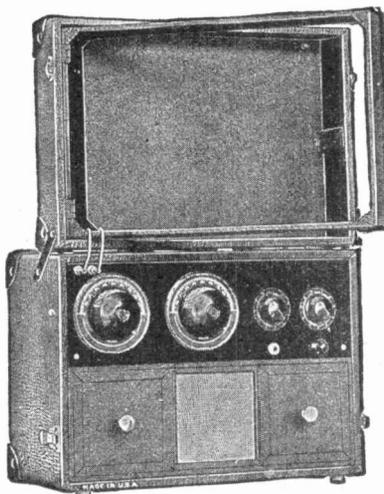
"Hetrola No. R-47" is a five-tube tuned radio frequency receiver utilizing two tuning controls manufactured by Chas. A. Branston, Incorporated, 815 Main Street, Buffalo, N. Y. It is claimed that sensitivity and selectivity are acquired by the use of doughnut type coils. Straight line frequency condensers are incorporated and the panel is engraved by special process. The unit is housed in a walnut finished cabinet with specially built-in reproducer and space for batteries. Over-all dimensions are 22½ in. x 16½ in. x 13 in. The intended retail price is \$120.



Five-Tube, Two-Dial Receiver

Radio Retailing, February, 1926

The Sleeper Radio Corporation, Long Island City, N. Y., announces a five-tube set known as the "Troubadour." This set uses a tuned radio frequency circuit, with two stages of radio frequency, detector, and two stages of transformer audio amplification. It is equipped with a two-dial control, volume knob and a tuning vernier, and is designed to work with an outside aerial. It requires a storage A battery and a dry or storage B₁ batteries and is adapted to all standard types of storage battery bulbs. The set is housed in mahogany cabinet. The panel is inclined at an angle that permits the user to rest his hands comfortably on the dials. The outfit is 18 in. long, 16 in. deep, and 9½ in. high. The inclined front section is 12 in. wide. The actual instrument panel is etched brass, 7½ by 15 in. Just above its top edge there is a movable little wood panel, through which the tubes are inserted. Binding posts for the aerial, ground, and various battery wires are provided on the back of the cabinet. Intended retail price, less accessories, \$65.



Six-Tube Portable Radio Receiver

Radio Retailing, February, 1926

A convenient compact portable receiver is found in the No. 105 being manufactured by the Mohawk Corporation of Illinois, 2222 Diversey Parkway, Chicago, Ill. Its total weight when fitted with batteries is 35 lb. The set is housed in a black leather case that is both durable and good-looking. The circuit incorporates one stage of tuned radio frequency, two stages of untuned radio frequency, detector and two stages of audio frequency amplification, making a total of six '199 Tubes. Two low-loss, straight-line wave length condensers are used for tuning, with vernier dials having a ratio 8 to 1. The loop, which is built in the lid, swings in a semi-circle when the case is open, giving maximum selectivity without moving the position of the receiver. Over-all dimensions are 11½ in. x 10½ in. x 17½ in. A special reproducing unit is used in conjunction with a tone chamber of seasoned wood said to give soft natural tone. Intended retail price, less accessories, \$135.

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

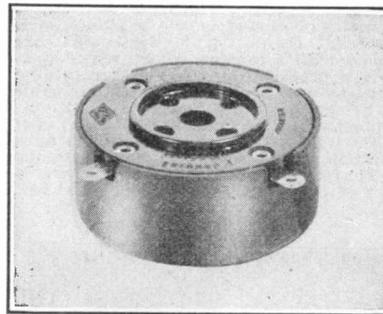
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Radio Cabinet

Radio Retailing, February, 1926

A new radio cabinet No. 225 is being manufactured by Schloss Brothers, 801 East One Hundred and Thirty-fifth Street, New York, to accommodate a Radiola 25 receiver. It has a height of 28 in., width of 29½ in. and a depth of 20½ in. A sliding shelf on the side for reproducer is furnished and enclosed compartment space is also provided where a power unit or battery eliminator may be placed. It has been designed especially to match this particular receiver.



One Hole Mounting UX Socket

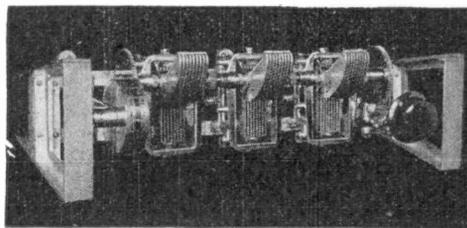
Radio Retailing, February, 1926

A universal socket designed to take all the new types of tubes is being made by Amsco Products, Incorporated, Broome and Lafayette Streets, New York. All metal parts are made of electrically tinned phosphorus bronze, enclosed in mottled green bakelite. The base has four moulded prongs which prevents its turning as it is designed for one hole mounting. Upon inserting the prongs of the tube in the socket, the contacts click in place giving a sure, positive contact. It is not quite ¾ of an inch in height and just a little larger than the base of a tube in diameter. Complete with mounting screws, the intended retail price is 75c.

Condensers Mounted for One Dial Control

Radio Retailing, February, 1926

The Perlesz Radio Corporation, 664 West Austin Avenue, Chicago, Ill., is manufacturing a one-dial control outfit consisting of three die cast condensers mounted on a channel shaped aluminum casting. The condensers rest on milled surfaces and are made to line up accurately on one shaft. Straight line frequency tuning is utilized up to 400 meters and straight line wave length from 400 up. The end bracket which gives the unit about a 10 degree slant, may be removed and the unit mounted otherwise without disturbing any part of the control. At one end of the shaft is a worm gear to move the rotors, so designed that it cannot become inaccurate

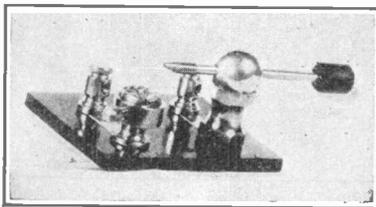


from wear. At the other end of the shaft is a speedometer type dial. The gear ratio is 20 to 1. The intended retail price is \$60. This may be also had with three, single layer, space wound solenoid coils, making a completely matched unit which has intended retail price of \$70.

Ball Friction Crystal Detector

Radio Retailing, February, 1926

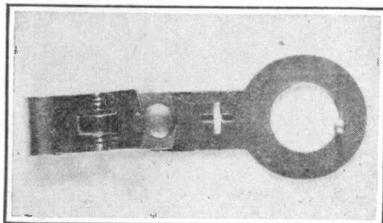
The Non-Skid Crystal Manufacturing Company, 917 Fuller Avenue, Kansas City, Mo., recently introduced the crystal detector illustrated. The unit is mounted on a small piece of bakelite and the ball at the top fits in a ground socket. This is placed at the top of the post, and designed to stay in any position. A spring supplies sufficient tension so that there is no slipping. The cat-whisker being of a spring type also provides additional flexibility. This device is so constructed that although it is adjustable, once it is set on a sensitive spot on the crystal, it will remain there indefinitely unless struck by a direct blow. Intended retail price, \$1.



Marked Terminals for Storage Battery

Radio Retailing, February, 1926

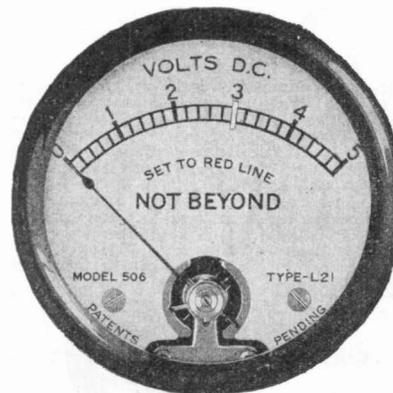
The Eagle Electric Manufacturing Company, 110 East Twenty-third Street, New York, is manufacturing the illustrated battery terminal for use on storage batteries. The flat copper piece is inserted beneath the battery terminal while the clin on the end provides a means of connecting the wire. The designation of plus or minus is cut out of the flat side of the metal so that there will be no mistake. Intended retail price, 10c.



Voltmeter for Radiola 25

Radio Retailing, February, 1926

A high resistance voltmeter of 125 ohms per volt, known as model 506, has been designed by the Weston Electrical Instrument Corporation, Waverly Park, Newark, N. J., for use with Radiola 25 receivers. Its scale is calibrated from 0 to 5 volts and the scale division figure 3 is marked in red. The finish is in black lacquer. Two pin terminals with rotary adjustable links are on the rear, so that the terminal pins may be positioned to fit the spacing of jacks on any Radiola Superheterodyne. No tools are required for the adjustment of the terminals. Intended retail price is \$7.50.

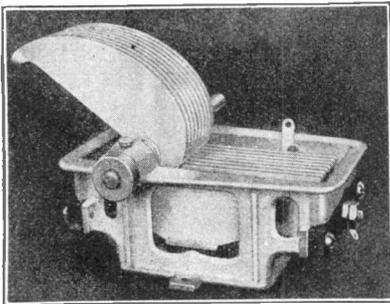


What's New in Radio and Where to Buy It

Straight Line Frequency Condensers

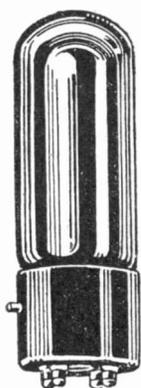
Radio Retailing, February, 1926

Straight line frequency condensers of .00025, .00031, .00035 and .0005 mfd. capacity are being made by the Perlesz Radio Corporation, 664 West Austin Avenue, Chicago, Ill. This condenser is said to give uniform dial readings over the entire scale, spreading out the stations equally on both the lower and upper wave lengths. The rotor and stator are made of one piece die castings as is also the frame. The bearings are coupled with a tension device which puts an even pressure on the rotor, retaining it in any set position, but still capable of being adjusted minutely at the slightest turn of the dial. This condenser will take a shaft of any length permitting grouping of condensers on one shaft. Intended retail prices are in order of capacity, \$5.50, \$6.00, \$6.50 and \$7.75.



Dry Cell and Storage Battery Tubes

Radio Retailing, February, 1926

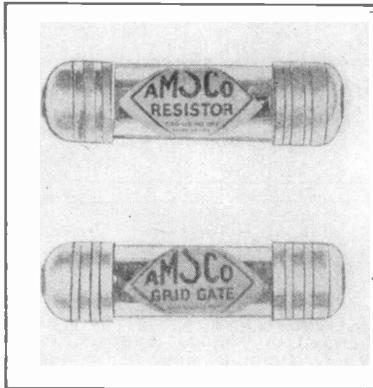
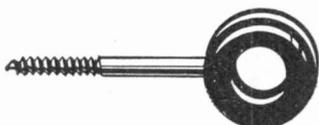


Radio receiving tubes, types K-R 0201-A and K-R 199 are being manufactured by The Ken-Rad Corporation, Owensboro, Ky. The former is a five volt, 4 ampere tube for use with a storage battery. Operates without critical adjustment of filament rheostat and is supplied with a standard size, black bakelite base. The K-R 199 is a dry cell tube which may be had with either a small or standard base without additional charge. These tubes are of the tipless type and are very well made. The intended retail price for all types is \$2.50.

Insulated Screw

Radio Retailing, February, 1926

Rubber covered insulators as shown in the illustration can be obtained from Culver-Stearns Manufacturing Company, Worcester, Mass. They can be used for antenna, ground and lead-in wire supports, or to support an indoor aerial. The screw is small, starts readily and makes a neat appearance. These can also be used in many other places where it is desired to keep the wires in place and out of the way. Packed ten in a box, the intended retail price is 25c.



Grid Gates and Resistors

Radio Retailing, February, 1926

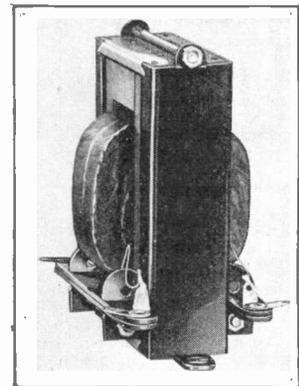
AmSCO Products, Incorporated, Broome and Lafayette Streets, New York City, is making resistances designed for the grid circuit which are called "Grid Gates." These are said to be very accurately made and are fitted with extra size aluminum caps which provide positive contact in all types of mountings. Each is hermetically sealed, making it moisture proof, and tested before leaving the factory. Sizes from .2 to 10 megohms may be had. Intended retail price, 45c. each.

The resistors are made in sizes varying from .15 to .0025 megohms, said to be as noiseless in operation as the grid gates, and have intended retail prices of from 45c. to 90c. each.

Audio Frequency Transformer

Radio Retailing, February, 1926

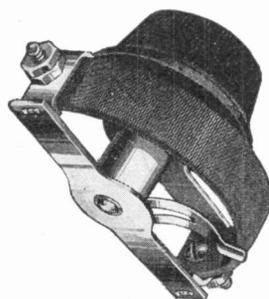
The Pacent Electric Company, 91 Seventh Ave., New York, is manufacturing the "Superaudiformer" which is said to be a superior type of audio frequency amplifying transformer. It will operate equally well with the 199 or 201-A type of tube and is capable of handling volume without distortion. Its ratio of 3 to 1 is claimed to be right for energy amplification of 500 to 1 per audio stage when using a 201-A tube or its equivalent, and is low enough so that higher frequencies are not distorted. The insulation used is designed to withstand plate potentials up to 500 volts. The four terminals are placed at the bottom and conveniently marked for ease in wiring. When this transformer is used alone with another type of transformer it should be placed in the first stage of amplification. Intended retail price \$6.



Single Hole Mounting Rheostat

Radio Retailing, February, 1926

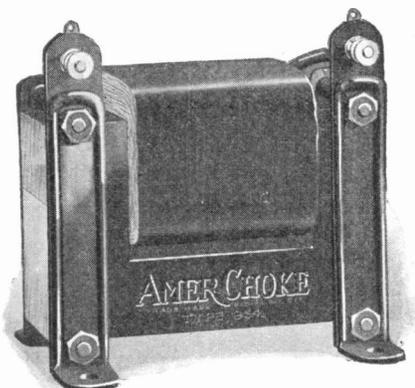
Smoothness and dependability are said to be the outstanding features of the new Thorola rheostat, manufactured by the Reichmann Company, Chicago, Ill. The unit is single hole mounting and to place it on the panel it is necessary to remove but one nut and the knob. Mounting may then be accomplished without disturbing the operating mechanism which remains exactly as adjusted at the factory. The resistance is made in a half circle instead of the usual circle, thereby permitting placing at any angle in a variety of positions. This is a convenience in the assembly of a receiver with limited space. A rugged pressed steel frame secures the two ends of the resistance strip rigidly, preventing its working loose. Both 6 and 15 ohm sizes are made with intended retail prices of \$1.



Impedance for Filter Circuits

Radio Retailing, February, 1926

Type 854 impedance, made by American Transformer Company, 178 Emmet Street, Newark N. J., has a no-load inductance of approximately 100 henrys at 60 cycles and a maximum d.c. capacity of 60 milliamps. The d.c. resistance is approximately 600 ohms. This choke has been designed primarily for use in filter circuits. It may be used as an output impedance for by-passing direct current from the loudspeaker and when so used, with a 1 mfd. fixed condenser, it is said that the tone quality equals that of the best output transformer. D.c. saturation is prevented by means of two adjustable butt joints in the core. Intended retail price, \$6.

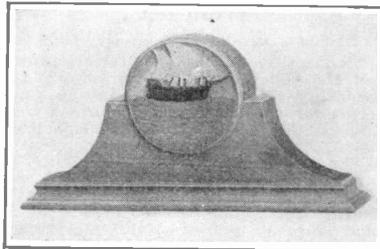


News of Latest Products Gathered by the Editors

Ornamental Reproducer

Radio Retailing, February, 1926

The ship clock reproducer is being manufactured by the Seaman Jones Fibre Products Company, 800 Weed Street, Chicago, Ill. It is built of black walnut and measures 20 in. long by 10 in. high. The grill inside of the frame is a departure from the typical scroll work and all coloring is done by hand. The boat is painted black with yellow sails, behind which is a golden sky over a blue sea. The horn plays equally well on most any one of the well known reproducing units, all of which may be easily affixed to the base of the ship clock according to the manufacturer.



Antenna Compensating Spring

Radio Retailing, February, 1926

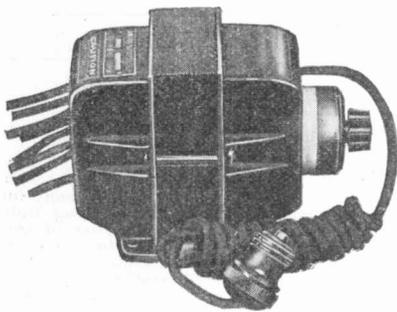
In order to keep the antenna at the proper tension, the Cleartone Radio Electrical Supply Company, 70 Audubon Avenue, Providence, R. I., is manufacturing a spring called "The Storm King." This consists of a special high-duty compression spring, enclosed in a brass housing, said to be tight enough so that snow or sleet cannot enter it. It measures 8 in. long by 1 1/4 in. in diameter. This should prove of value not only in ordinary antenna installations but especially where one end is fastened to a tree or other object subject to movement. Intended retail price \$1.



110-Volt, 60-Cycle Power Transformer

Radio Retailing, February, 1926

Intended for use on 110-volt, 60-cycle house current is type PF-45 power transformer, manufactured by the American Transformer Company, 178 Emmet Street, Newark, N. J. It has three separate secondary windings; one for 450 volts with a current capacity of 60 milliamp. and two 8 volt windings, each with a center tap and a current capacity of 2 1/2 amp. The windings are enclosed in a strong metal case provided with mounting feet. The secondary leads are standard code, flexible wires, left long enough to reach the terminals in the average set without splicing. This transformer is well suited for supplying a.c. power for filter circuits. Intended retail price, \$15.



Horn Type Reproducer

Radio Retailing, February, 1926

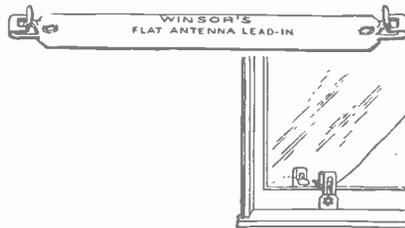
The Thorola junior loud speaker is a product of the Reichmann Company, Chicago, Ill. It stands approximately 13 in. high and weighs 4 lb. The unit is adjustable and diaphragm is composed of a special metal which is said to possess a quality that insures excellent reproduction. A single piece bakelite bell, 11 1/2 in. in diameter is used with a dead metal throat of proper design for best reproduction. The armature used is of the permanent magnet type. The intended retail price is \$15.



Flat Window Lead-In

Radio Retailing, February, 1926

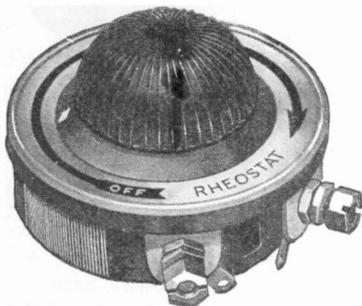
Winsor & Whitford, Wolcott, N. Y., are manufacturing a flat antenna lead-in that may be placed under a window. It is said to be specially insulated, making it impervious to moisture under any weather conditions. As it is very thin, it will not interfere with the closing and locking of the window. A copper ribbon is used whose cubical contents are equal to No. 10 B & S copper wire, which is of the proper size for lead-in processes as specified by the underwriters rules. Fahstock clips are used on either end for connections. Two sizes are made, whose intended retail prices are 35c. and 45c. respectively.



Bakelite Rheostats and Potentiometers

Radio Retailing, February, 1926

Two-unit construction simplifies installation and preserves accurate factory adjustments in the rheostats and potentiometers being made by the Pacent Electric Company, Incorporated, 91 Seventh Avenue, New York. They are adaptable to either one or two hole mounting and connections may be either soldered to lugs or held under binding posts. Supplied with either silver or gold finished dials and black or mahogany knobs. All mounting screws and nuts are included. The intended retail price, \$1.



Hanger for Hydrometer

Radio Retailing, February, 1926

Where to put the hydrometer when not in use is a problem now being solved by the Elwood Manufacturing & Specialty Company, 30 Church Street, New York City. This company has recently introduced a hanger or receptacle which holds the hydrometer, making it within reach when needed. The hanger may be placed on the battery itself or fastened to the wall.

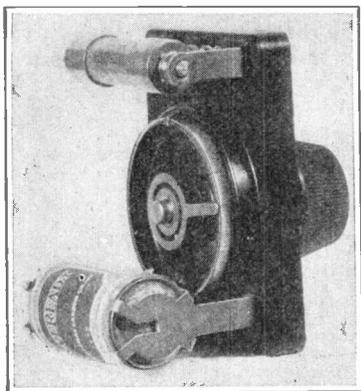


Receiving Tubes

Radio Retailing, February, 1926

Tubes of a standard dry cell and storage battery type and also a power tube are being made by the Cable Supply Company, Incorporated, 907 Broadway, New York. The filament wire used in these tubes is said to be specially treated, which process gives it a very high emission and long life. Prices depend upon quantity.

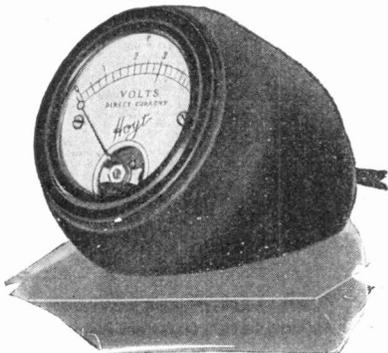
What's New in Radio and Where to Buy It



Carborundum Detector

Radio Retailing, February, 1926

A stabilizing detector unit built around a carborundum fixed detector is manufactured by the Carborundum Company, Niagara Falls, N. Y. The entire unit consists of a fixed carborundum crystal detector, potentiometer, small flashlight battery and a condenser. This is mounted on a piece of bakelite 2½ in. x 3½ in. One-hole panel mounting permits easy installation. Use of this device is said to permit operation at the peak of regeneration, and to give greater sensitivity and clearer tone. Intended retail price, less the battery, is \$3.50.



Filament Voltmeter

Radio Retailing, February, 1926

Designed especially for use with the Radiola Superheterodynes No. 25 and 28 is the Hoyt "Super" controlmeter being distributed by the Burton-Rogers Company, 26 Brighton Avenue, Boston, Mass. This is made in a very convenient form which may be placed on top of the set. It is furnished in a mahogany case to match the set, with a cloth-covered base, 3-foot cord and tips, and a bronze rim round the glass face. By use of this meter, exactly 3 volts may be placed on the filament at all times. This meter may also be easily adopted for use with any other set. The intended retail price is \$3.50.

UX Adapter

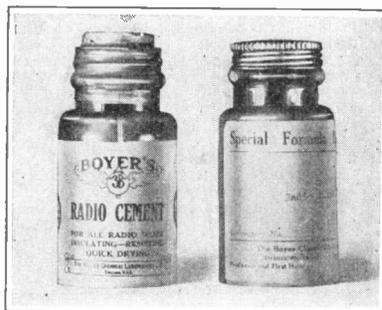
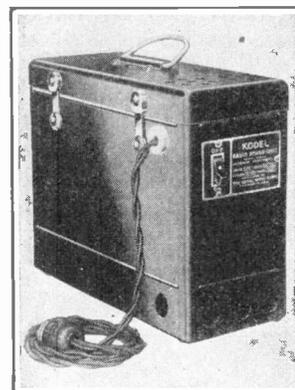
Radio Retailing, February, 1926

In order that small base tubes of the new UX type may be used in standard sockets, the Patent Electric Company, 91 Seventh Avenue, New York, has introduced a special adapter. This makes available for the existing sets, the high efficiency of dry battery tubes together with their low current consumption. "Isolantite" forms the shell of this adapter, the base is provided with four holes, one larger than the other three, to accommodate the base prongs. A lock screw securely holds the tube in the adapter, while a pin assures proper engagement with the bayonet slot of the usual socket.

A and B Power Supply from A.C.

Radio Retailing, February, 1926

Two units, one an A battery supply and the other a B battery supply both operating from 110 volts, 40-50 or 60 cycle current are being made by the Kodak Radio Corporation, 507 East Pearl Street, Cincinnati, O. Both are identical so far as outward appearances go. The finish is maroon over pressed steel, with brass or silver handles and locking clips. Overall dimensions are 12 in. x 5 in. x 9 in. The A power unit contains a standard 2 amp. Tungar bulb connected to a 20-amp. hr. 6-volt storage battery. The current consumption is said to be 60 watts. The B power unit uses a tube of the UX-213 type and will deliver 65 millamp. at 140 volts. The intended retail price of the A power unit is \$42.50 of the B power unit \$40.



Radio Cement

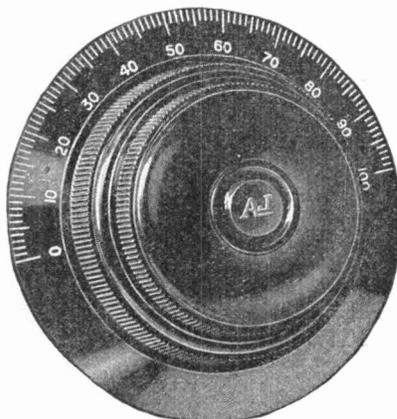
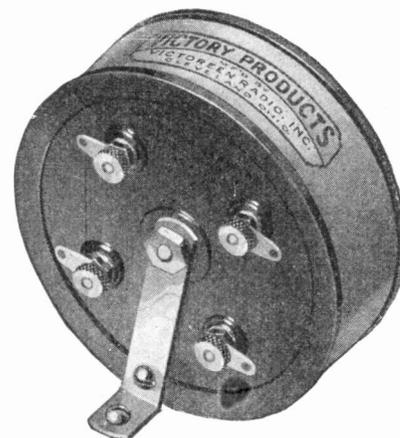
Radio Retailing, February, 1926

The Boyer Chemical Laboratory Company, 2770 Wabash Avenue, Chicago, Ill., is manufacturing a radio cement for coating coils, and also a thinning fluid for use with the cement. By use of this a coil may be wound on a form, coated with the cement and in from twenty to thirty minutes after coating may be taken from the forms and will be self-supporting. In addition to mechanical strength this cement has insulating qualities. It does not chip when dry and by use of the thinner, a solution for any type of work may be prepared.

Radio Frequency Transformer

Radio Retailing, February, 1926

The George W. Walker Company, 6528 Carnegie Avenue, Cleveland, O., is the sales agent for "Victoreen" transformers. These transformers are especially recommended for Super Heterodyne sets. The resonance curve is said to be much sharper than that of other transformers, which gives greater selectivity and permits the use of a periodic primary. This in turn prevents interstage oscillation, thereby making the set more stable in which the potentiometer may be used more as a volume control than as a medium through which losses occur. At the factory the coils are adjusted to a precision of one-third of one per cent. The above company will be glad to furnish a hookup and layout to any who may write for it.



Vernier Dial

Radio Retailing, February, 1926

Molded entirely of genuine bakelite is the "A. J. Vernier" dial, being made by the Mydar Radio Company, 9 Campbell Street, Newark, N. J. The high gear ratio makes it possible to tune easily and the dual control feature offers coarse or fine tuning at will through a double worm drive. These dials may be had for either clockwise or anticlockwise rotation, are graduated from 0 to 100 and have a diameter of 4-in. A standard carton contains fifty dials, and they have an intended retail price of \$2.25 each.

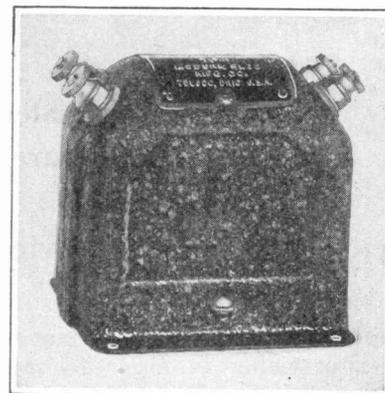
News of Latest Products Gathered by the Editors



Lamp Reproducer

Radio Retailing, February, 1926

Illustrated is a lamp type reproducer which the Crucet Manufacturing Company, 18 West Twenty-third Street, New York, is making. Provision is made for two lights under the tinted mica shade. The fringe is of pure, heavy, silk and the color scheme carried out is that of soft brown combined with old gold. The base stands 27 in. high and is made of wood accommodating an 18 in. shade. The intended retail price complete is \$39.



Audio Frequency Transformer

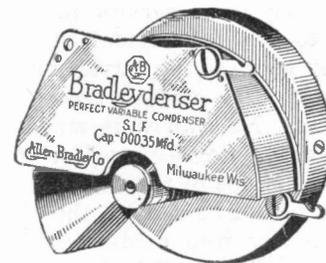
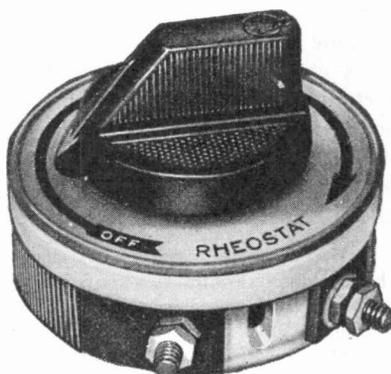
Radio Retailing, February, 1926

A larger coil and core than formerly used are incorporated in the new transformer being manufactured by the Modern Electric Company, Toledo, O. This design is said to give higher amplification and greater ability to withstand overloading. It is also claimed that this transformer will amplify equally over the entire range of frequencies audible to the human ear. The case is so designed that the transformer is entirely shielded and easily adaptable to various forms of mounting. Intended retail price, \$6.00.

Porcelain Rheostats

Radio Retailing, February, 1926

Rheostats and potentiometers with porcelain bases may be had from the Pacent Electric Company, Incorporated, 91 Seventh Avenue, New York. Either a gold or silver finished dial is furnished which may be used also as a drilling template. Other details are, two-unit construction; winding spaced to give maximum cooling effect; a $\frac{1}{8}$ " shaft having flat sides to facilitate mounting, and elongated holes to accommodate varying spaced mounting holes on panel. The Pacent type molded knob is supplied. The intended retail price, without dial, 55c; with dial 65c.



Variable Condenser

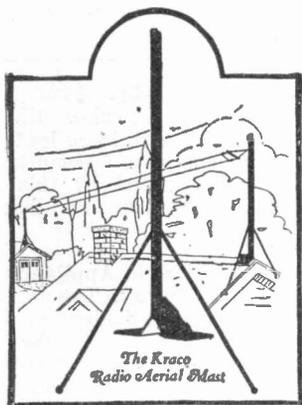
Radio Retailing, February, 1926

A very compact straight line frequency condenser has been designed by the Allen-Bradley Company of Milwaukee, Wis. A unique feature of this condenser is a cam which converts a symmetrically shaped condenser into a straight line frequency condenser, which distributes stations uniformly over a 360 degree dial. The one hole mounting makes installation easy and the plates are of brass which are soldered, to provide highest conductivity. A close fitting removable metal cover protects the stator and rotor plates from dust and dirt. Low-loss construction is incorporated and the rotor plates are grounded.

Steel Antenna Mast

Radio Retailing, February, 1926

Known as "Kraco" are the all-steel antenna masts being made by the Kedmont Manufacturing Company, Incorporated, Chicago, Ill. These are furnished in heights of six and ten feet, and are finished in a deep glossy rich shade of green. The mast may be adjusted to the patented steel base to which it is bolted at three different angles, ranging from 30 to 90 degrees. The base is very easily attached to all types of buildings and comes packed in a small carton with all necessary fittings. Two heavy steel brace rods are furnished with each mast and are to be used in preference to guy wires. Each set consists of two steel masts, two sets of patented steel bases, four heavy steel braces rods, and all the necessary hardware such as nuts, bolts, screws, etc., for complete assembly. Intended retail price of the 6 ft. size complete \$5. 10 ft. size complete \$7.



Reproducer

Radio Retailing, February, 1926

Electrical Products Manufacturing Company, Providence, R. I., is now manufacturing a horn type reproducer. The fabricated horn of black decked enameled finish has a 10 in. bell and is 21 in. long. The electrical unit has a micrometer adjustment which insures perfect volume control. All parts are die cast and the outside fittings are black decked enamel with nickel trimming. Each reproducer is equipped with a 5-foot, 18-strand Dymac tinsel cord with standard tips. The shipping weight is 6 pounds and the intended retail price is \$8.50.



Battery Cable

Radio Retailing, February, 1926

A battery cable has been placed on the market by the Belden Manufacturing Company, 2300 South Western Avenue, Chicago, Ill. It is supplied in 100 foot lengths on spools, or 200 ft. lengths in coils and can thus be cut in any special length as required. The cable consists of 2, No. 16 B and S standard and 3, No. 20 B and S standard copper conductors each rubber covered and insulated with an individually colored cotton braid. The entire unit is then encased in a heavy glazed cotton braid cover.

How Manufacturers Promote Dealer Sales

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

Sales Aid in Jobber's Service Manual

Realizing the great importance of proper servicing in order to save expense, delay, and to obtain the customers' good will, Ludwig Hommell & Company, 929 Penn Avenue, Pittsburgh, Pa., has issued a manual containing data for servicing receiving sets. The most common troubles to be expected, especially in radiolas, are pointed out and methods of correction outlined.

In addition to this manual written for the dealers' use in order that he may better service his customers sets, the above company maintains an extensive service department. Dealers and their service men are invited to this department in order that they may see the service men at work, ask questions and receive instructions. No charge is made for this service. Service work that is beyond the scope of the dealers service man should be sent to the Hommell company who prides itself on giving prompt and efficient attention. In exceptional and urgent cases as a matter of extra service to the dealer, this company is even willing to service apparatus of makes which it did not sell. Those dealers who are too

far away to bring in their troubles personally will receive prompt replies to any written requests for information.

Considerable amount of chasing and eliminating interference caused by defective insulators on high tension transmission lines, sparking of rough commutators, on motors or generators, x-ray machines, etc., has been done by the service department of this company. When the dealer reports that there is serious interference in his town a service man is sent to investigate the cause and in most instances has been able to entirely eliminate the disturbance.

The Goldseal Products Company, Incorporated, 25 Park Avenue, New York, is furnishing its tubes in a new patented container. In this container is a cardboard spring which goes around the tube and absorbs most of the jars and jolts, thereby greatly reducing breakage in shipment. An opening in the bottom of the container and an observation hole in the side permits testing of each Goldseal tube without breaking the seal. This latter feature gives additional protection to the buyer.

The Powerola Radio Corporation, 1845 Broadway, New York, has issued a very attractive booklet which covers completely the radio receivers being manufactured by this concern. It is folded in convenient size, contains complete information, specifications, prices, etc., regarding each set and has space on the back for the dealer's imprint.

The Crescent Braid Company, Incorporated, Providence, R. I., in a pamphlet called, "The Modern Way to Install Radio Batteries" shows just why it is advantageous to place the batteries in the cellar and connect them through the radio set by the use of one of their cables. All cable prices are also listed.

The Atwater Kent Manufacturing Company, Philadelphia, Pa., is encouraging its dealers to send in for the radio trade press news items about themselves that might be of interest to other dealers. Particularly sought are sales helps, ideas for window displays, details of dealer meetings, accounts of especially difficult sales experiences, and neighborhood radio "doings" which could be utilized by the advertising department as publicity or dealer help material.

Samples Effectively Displayed



This is a small but well designed card measuring 10 in. x 6½ in. which displays an actual sample. The Amasco Products Incorporated, Broome & Lafayette Streets, New York, will be very glad to furnish a set of these displays to any dealer selling Amasco condensers or dials. The color scheme is black and gold.

The Zinke Company, 1323 South Michigan Avenue, Chicago, Ill., has available a catalogue in loose leaf form which contains complete descriptions of the products distributed by this company, including prices and discount rates.

The Air-Way Electric Appliance Corporation, 618 Broadway, Toledo, Ohio, presents in a six-page folder, its dealer organization co-operation in the form of dealer advertisements. Stereotypes or mats are offered free to dealers. In this folder also are suggestions for form letters which may be sent on the dealers' own stationary to old customers or any prospects on whom he may be working.

The Acme Electric & Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio, has available envelope stuffers descriptive of its new B power supply unit. Sepia stock is used with blue lettering and a red border. Space is left on the back for the dealers' imprint.

The Zenith Radio Corporation, Straus Building, Chicago, Ill., has issued a 12-page broadside which deals with the Zenith line, and shows how some dealers have made effective displays.

Small Cards for Counter



Several small easel-back counter cards have been issued by the Carter Radio Company, 300 South Racine Avenue, Chicago, Ill. These are available to dealers along with window streamers, descriptive of the new Carter panel lights and switch. The cards measure approximately 5 in. x 6 in. and are brightly colored in blue, green and red.

The Brandes Products Corporation, 200 Mount Pleasant Avenue, Newark, N. J., in one of the latest issues of "Brandes Broadcast" which is its official publication, has incorporated a series of letters from satisfied dealers who are handling Brandes products. These letters are short and to the point, each one bringing out clearly an expression of satisfaction obtained through the use of the speakers made by this company.

Amsco Products, Incorporated, Broome and Lafayette Streets, New York, has issued a series of five radiograms pinned together which have been sent to dealers. These are done in true telegram style and give the dealer knowledge of new plans and products in the shortest time and fewest words. A postcard to this company will bring samples and prices.

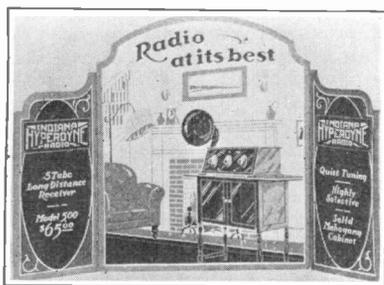
The American Hard Rubber Company, 11 Mercer Street, New York, has just issued a new catalog showing its entire Radion line. A price-list accompanies the catalog which quotes, in addition to the Radion line, Ace quality hard rubber panels. Several items listed this season for the first time include a new socket, new tuning dial and new Ace panels.

The Philadelphia Storage Battery Company, Philadelphia, Pa., in a late issue of the "Philco Retainer," gives a complete description of socket power A, Type A-25, its care and use. Many suggestions are also offered for its use with various receivers in order that greatest efficiency may be obtained.

The All American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill., in its latest broadside, shows all available advertising which has been prepared, featuring the Rauland-Lyric transformer. A postcard is inclosed by use of which the dealer may obtain display cards or circular matter.

Hudson-Ross, Incorporated, 116 South Wells Street, Chicago, Ill., has a monthly publication called the "Salespeaker" in which is listed a complete line of parts together with a price sheet for the dealers' use.

Selling "Radio in the Home"



Most any counter will do well to display the illustrated card furnished by the Indiana Manufacturing and Electric Company, Thirtieth and Adams Streets, Marion, Ind. Calling attention to the "Hyperdyne" radio receiving set made by this company, this card is unobtrusive to the eye due to its coloring being of brown and tan, yet it is effective in attracting attention.

The Benwood-Linze Company, 1700 Olive Street, St. Louis, Mo., has issued a 24-page radio supply catalogue in which is listed a full line of radio receivers, parts and accessories. Twenty-four hour service on all orders is claimed by this company or it will immediately notify that the goods are not available for immediate shipment.

Opinion of Business Men Sought on Resale Price Legislation

The attitude of 1,400 business organizations throughout the country on the question of resale price legislation is being polled by the Chamber of Commerce of the United States in a referendum submitted to its membership.

The result of this nation-wide referendum will determine the Chamber's policy toward the whole question of the maintenance of resale prices. Organizations will make known their positions toward this question by voting on five proposals, as follows:

1. "Should there be federal legislation permitting the seller of identified merchandise sold under competitive conditions under a distinguishing name, trade-mark, or brand to control the resale price thereof?"
2. "If there is to be such legislation, should the legislation take the form of permitting contracts for the maintenance of resale prices on identified merchandise sold under competitive conditions under a distinguishing name, trade-mark or brand?"
3. "If there is to be such legislation, would the restrictions in the report of October 5, 1925, be proper restrictions?"
4. "In addition to such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price which results in misappropriating or injuring good-will attaching to articles identified as to their origin?"
5. "Instead of such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price which results in misappropriating or injuring good-will attaching to articles identified as to their origin?"

The report referred to in the third proposal was made by a special committee of three members. It specifies that "any legislation for the maintenance of resale prices should include in principle as proper restrictions the following:

Conditions Under Which Restrictions Would be Removed

"Merchandise, within the terms of the legislation, sold subject to contract for maintenance of price, upon resale, should be freed from the restriction as to price upon resale: (1) if the purchaser shall actually discontinue dealing in such merchandise; (2) if the purchaser shall discontinue business; (3) if the purchaser shall become insolvent and some officer of a court shall have been designated to liquidate his business, or (4) if there should be attachment or levy of any kind upon the merchandise by virtue of a court proceeding. The foregoing should be subject, however, to the further provisions that in each such case the merchandise shall have first been offered to the seller at the price originally paid for the merchandise and that the seller, having been allowed reasonable time and opportunity to inform himself as to the condition of such merchandise, shall

have declined or failed to accept the offer.

Damaged Merchandise Offers Exception

"In case of merchandise which has become damaged or deteriorated additional provisions are required. In such cases, the purchaser should be permitted to sell at such price as he wishes if he shall first offer the merchandise to the seller at the price which he paid for the same or for exchange for like merchandise which is in good condition but that also in such cases the purchaser should be required to give the seller reasonable opportunity to inspect the merchandise and that the seller shall have declined or failed to accept the offer. Also, the purchaser should be permitted to sell such damaged or deteriorated goods free from restriction only in conjunction with definite notice that the merchandise is damaged or deteriorated and that such is the reason for its being offered at the reduced price."

This report was signed by Robert R. Ellis, president of the Hessig-Ellis Drug Company, of Memphis, Tennessee, and P. H. Gadsden, vice-president of the United Gas Improvement Company, Philadelphia.

Filene States Minority View

The third member of the committee, A. Lincoln Filene, treasurer and general manager of William Filene's Sons Company, Boston, filed a minority report, in which he stated that he dissented from the majority report on the ground that "it did not sufficiently define 'proper restrictions' on resale price maintenance legislation." His views on this phase of the subject are summed up in the concluding paragraph of the minority report, which reads:

"'Proper restrictions' can only be defined in our minds if we ask ourselves the following questions, the answers to which will, in my opinion, inevitably indicate that the restrictions proposed by my colleagues are insufficient to accomplish the purpose for which they were framed: Should all distributors, whether wholesalers or retailers, be permitted by legislation to sign individual agreements with the owner of a trade-marked article not to sell below the resale price fixed by said owner? Should such legislation include restrictions designed to protect the distributor who may require rapid turnover of merchandise on hand in order to get capital for new merchandise which he needs? Should legislation differentiate between 'predatory' price cutting on branded merchandise and such price cutting as might be normally expected from distributors who enjoy closeness to market, lower operating costs or other economic advantages over their competitors? If there is federal legislation passed to protect the resale price fixed by the owner of branded merchandise should there also be legislation to protect the public against suffering a loss due to the elimination of competition among distributors in the sale of such merchandise? Should such legislation take the form of requiring scrutiny by an agency of the federal government of the profits of owners of branded merchandise who have taken advantage of the provisions of resale-price legislation?"

What the Trade Is Talking About

Broadcast Resume of Congress Activities

With Congress unwilling to permit the microphone to come within its houses, radio broadcasting station WRC at Washington has made arrangements to bring at least a part of Congress to the microphone.

Beginning in January WRC along with the super-power WJZ, New York, broadcast resumés of the week giving both the Republican and Democratic views. For the opening on Jan. 16 the speakers were Representative John Q. Tilson, Republican, of Connecticut, and Finis J. Garrett, Democratic floor leader, of Tennessee. Each summarized the week in Congress in fifteen minutes. It is planned to broadcast several debates on leading issues by spokesmen for the two parties.

Secretary Hoover Discusses White Radio Bill

Secretary Hoover on January 6 appeared before the House Merchant Marine and Fisheries Committee and argued in favor of the White bill, which proposes to give to the Secretary of Commerce the power to regulate broadcasting.

Mr. Hoover, said:

"In discussing this bill, we may take three facts as settled: First, radio legislation is absolutely and immediately essential if we wish to prevent chaos in radio communication, especially broadcasting; second, the bill now proposed has already received substantial approval, and third, the principles declared in this bill have received the approbation of both the radio industry and the radio public.

"The distinctive features of this draft, which I consider of the greatest importance, are as follows:

"First—The bill affirmatively asserts and assumes jurisdiction in the Federal government over all phases of radio communication in so far as such communication constitutes or affects interstate or foreign commerce.

"Second—It provides an administrative organization by which Federal control is to be exercised. It requires a Federal license as a prerequisite to the operation of a transmitting station.

"Third—It retains complete control in the Federal government of all channels of radio communications. It declares that there shall be no ownership or vested right in wave lengths and that the period of use allowed under the license shall be limited to five years, subject to renewals.

"Fourth—It recognizes that the public interest is paramount in all forms of radio activity.

"Fifth—It vests in the Secretary of Commerce the power to grant or refuse licenses, but this power is so limited as to obviate the possibility of its arbitrary exercise.

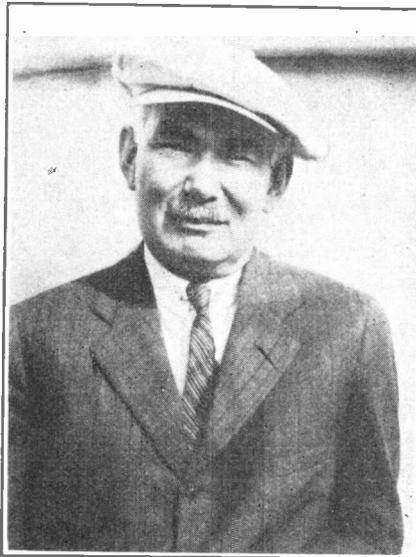
"Sixth—The bill provides for a national commission of nine members to which may be referred any question upon which the Secretary of Commerce desires their judgment.

"Seventh—Applicants desiring to engage in broadcasting or commercial communications are required to obtain permits in advance of the construction of the stations.

"Eighth—The bill authorizes the revocation of station licenses for failure to operate or for violation of law.

"In the main, this bill accords with what I believe to be the present public necessity."

He Was Once an Editor



In Dr. DeForest's brilliant biography of achievement, there is one dark chapter concerning which his historians say little. And though we would not drag it out at this late date to blacken a great man's reputation, candor requires that we here set down that, for a few short months in Chicago, 19 years ago, Dr. DeForest was an editor. But just as he was getting into his editorial stride, a happy windfall or payments from some earlier inventions enabled him to resign from the sombre brotherhood of editorial scribes. Indeed, it was at that moment back in 1907, that he turned over his editorial desk on the old *Western Electrician*, Chicago, to your present Editor of *Radio Retailing*, then just commencing his own career of crime.

Amateur Radio Show at New York, March 8-14

The Sixth Annual Radio Show and Convention of the Executive Radio Council of the Second District, an organization composed of representatives of amateur radio clubs in and about New York City, will be held at the Hotel Pennsylvania the week of March 8, 1926. This announcement has been issued by Capt. George T. Droste, president of the Council, from the body's headquarters at 74 Cortlandt Street, New York City.

The officers of the show are: Capt. George T. Droste, general manager;

Frank Frimmerman, show manager; Earl Peacock, convention manager; Edward Fink, banquet manager; Robert T. Morris, finance director; Paul C. Oscanyan, advertising manager; and Robert Hertzberg, publicity director.

The Executive Radio Council is a non-commercial body formed six years ago by New York radio enthusiasts for common guidance and protection. It instituted the first radio show and convention ever held in New York, at the Hotel Pennsylvania in March, 1921, and has conducted highly successful shows at the same place every year since then.

Navy Department to Enforce Silent Periods

The Navy Department has taken official action to insure radio stations' observing required silent periods. The warning from the department continues, "Very often this is not the fault of the shore station. Naval transmitters of a type likely to cause interference to broadcast reception are to remain silent between 7 and 11 p.m. Eastern Standard Time, except in an emergency. No station, however, is authorized to ignore a call from a ship at any time. Obviously, the call might indicate an emergency. Ships are expected to co-operate by refraining from calling those shore stations during this desired silent period. The onus for the interference falls on the calling station."

"Better Farm Homes" Conference of Importance to Radio Men

The first concerted effort to launch a better farm homes movement will be under way on February 18 with the opening in Chicago of the Better Farm Homes Conference at the Hotel Sherman under the auspices of the American Society of Agricultural Engineers. At the opening session D. G. Carter, chairman of the farm structures division, will outline the purpose of the conference, and will be followed by F. A. Wirt, president of the society, who will give an address on the general subject, "The Agricultural Engineer and The Farm Home."

Other speakers of prominence in their several fields will read papers on the following subjects, "An Analysis of Farm Home Needs," "Planning the Farm Home," "What We Farm Women Want Our Homes to Be," and "Improving the Farm Home."

Readers of *Radio Retailing* will be interested in observing that in the program as outlined there is no mention of the part played in modern farm life by electrical appliances, power devices, and radio. It is inconceivable that so important a development in present day

rural life should not come in for a large share of the discussion, but undoubtedly it will be given due attention in the several papers mentioned above.

Radio Exhibition Company Formed by A.M.E.S. Radio Section

At the last annual meeting of the Associated Manufacturers of Electrical Supplies, it was unanimously decided that measures be taken for organizing the radio show situation, and smoothing out what were claimed to be demoralized conditions in this phase of the industry.

As a result of this decision, the Radio Exhibition Corporation has been formed under the laws of the State of New York to organize and direct radio shows for the benefit of the industry and to the greater interest of the public.

The officers of the new association are as follows: chairman of the Board, Geo. A. Scoville, vice-president of the Stromberg-Carlson Telephone Manufacturing Company; president, E. B. Mallory, Westinghouse Electric Manufacturing Company; treasurer, R. M. Klein, general manager F. A. D. Andrea, Inc.; secretary L. W. Staunton, Brandes Products Corporation.

The corporation has announced to interests connected with the show industry that it will, insofar as possible, take advantage of existing facilities and experienced men in the show business, and will make arrangements, if possible, to conduct exhibitions with the existing organization which are best qualified to operate for the corporation.

The corporation's constitution and by-laws have been designed to be very broad in scope and capable of embracing the entire industry and insuring to all radio manufacturers the compre-

Radio Shows and Conventions Announced

March 8-14: Sixth Annual Amateurs' Radio Show at Hotel Pennsylvania, New York City.

May: Radio Manufacturers' Association. Atlantic City, N. J.

June 7: Radio Section, Association Manufacturers of Electrical Supplies. Hot Springs, Virginia.

September 10-17: Fifth National Radio Exposition. Grand Central Palace, New York City.

September 13-18: Radio Manufacturers' Show. New Madison Square Garden, New York City.

September 27 - October 2: National Radio Exposition. Chicago, Ill.

October 11-17: Radio Manufacturers' Show. Coliseum, Chicago, Ill.

hensive administration of radio activities.

Shows operated by this corporation with the sanction of the Associated Manufacturers of Electrical Supplies will operate under rules of the Electrical Manufacturers Council which provide that such shows be operated on a profit-sharing plan.

Heckert L. Parker, formerly manager of the Pacific Radio Trade Association and more recently connected with the sales department of the Magnavox Company, has been appointed factory manager for the Magnavox

Company with headquarters at Oakland, Cal.

International Radio Week Tests January 24-30

The Fourth Annual Radio Week, this year given a strong international flavor, was held the last week in January.

All stations in the United States, Canada, Mexico and Cuba were asked to maintain silence for five days beginning Sunday, Jan. 24, between the hours of eleven p.m. and twelve, midnight, eastern standard time. These silent periods were given over to attempts to pick up signals from the twenty-four countries in Europe whose stations were scheduled to be on the air at those hours. The hour preceding had been given over to special programs by American stations, many operating with increased power, with the expectation of their being received abroad. On Friday and Saturday a more local subdivision of broadcasting periods was put into effect on the North American continent, fifteen minute periods having been assigned to the Atlantic and eastern standard time zones, the central standard time zone, the mountain zone, and to the Pacific zone. Following these periods fifteen minutes each were given over to an all Canadian program, a Northern and a Southern United States program, and the final quarter of an hour to the Mexican and Cuban stations.

Confirmation programs have been prepared by the Radio Week Executive Committee, 1133 Broadway, New York City, for the purpose of checking results of reception received during the test hours. The committee, which is composed of representatives of fifteen different radio trade bodies under the chairmanship of Powell Crosley, Jr., will supply such programs to anyone requesting them, or they may be obtained from local newspapers.

Institute of Radio Engineers Convenes at New York City



Radio transmission of wave-lengths measured in fractions of millimeters was predicted by Dr. Irving Langmuir at the annual dinner of the Institute of Radio Engineers at the Waldorf, New York City, January 19. Donald McNicol, newly elected president, was toastmaster, and others who spoke were Dr. A. E. Kennelly, F. W. Alexanderson, Dr. F. B.

Jewett, Edward J. Nally, Dr. Reginald Fessenden, Professor J. H. Morecroft and A. H. Grebe.

This picture, snapped during the two-day convention of the Institute, shows: Left to right, front row: Frank Conrad, who was awarded the Institute's \$500 prize for the outstanding radio work of the year; President Donald

McNicol, Dr. J. H. Dellinger, Dr. A. N. Goldsmith, R. H. Marviott, E. F. W. Alexanderson. Back row, W. H. Hubley, J. V. L. Logan, C. W. Horne, L. Espenschied, A. H. Grebe, Prof. J. H. Morecroft, of Columbia University; Melville Eastham, Greenleaf Pickard and L. E. Whittemore. Some 300 persons attended the evening sessions.

Victor Radio Hours Conspicuous Success

A further step toward the improvement in the quality of broadcasting so shrilly cried for by the populace at large has been taken by the Victor Talking Machine Company with its recently instituted radio hours. Three concerts were given during January; one in New Year's night with Lucrezia Bori and John McCormack, the second on January 14 with the Flonzaley Quartet and Frances Alda and Titto Ruffo of the Metropolitan Opera, and the third from station WJZ on Friday evening January 29 with Giuseppe de Luca of the Metropolitan Opera, Dusolina Giannini, and Renée Chemet, accompanied by the Victor Salon Orchestra.

Col. Mapes Establishes Radio Exhibition Center

Radio Center, Inc., New York, has been recently organized by Col. S. Herbert Mapes, formerly of the Joseph W. Jones Radio Company. The new organization is designed to offer to manufacturers of all makes of sets, parts, and accessories, a display center where dealers and wholesalers may find concentrated in one place all perquisites of their stock in trade,—a sort of glorified "buyer's guide." Two floors in the Bush Terminal Building at 130 West Forty-Second Street are being fitted with sound-proof demonstration booths, library, and reception and assembly halls, all of which will be used cooperatively by the various exhibitors,

whose exhibits will be permanent. Ample space is provided for this new and ambitious project, since over 20,000 sq. ft. of floor area are available in the two floors which have been engaged by Colonel Mapes and his associates.

Announces that Grebe Sets Will Not Be Cut or Dumped

Under date of January 13, G. F. Rhodes, sales manager for A. H. Grebe & Company, Richmond Hill, N. Y., addressed the following letter to Grebe dealers:

"If you are among those who refuse to read long letters, we'll tell you a big story in sixteen words:

"Synchronphase prices will not be cut and no surplus stocks will be dumped on the market."

"This is a definite promise, and you may therefore make immediate plans for a strong campaign during the next few months, which are, as you know, the best of the radio season.

"A. H. GREBE AND COMPANY, INC.,
"G. F. Rhodes,
"Sales Manager."

The Federal Radio Corporation, Buffalo, New York, announces the appointment of the Electric Corporation of Portland, Oregon, and Seattle, Washington, as Federal wholesalers in their respective territories. Reports from these wholesalers are to the effect that Federal Ortho-sonic radio receivers are in demand in those territories and that they are carrying the complete line to supply interested retailers.

Listeners' Association Dis- cusses Interference

The Broadcast Listeners' Association of Indianapolis met at the Hotel Severin on Friday, January 8, and discussed methods of eliminating interference due to "squealing blooper" sets that cause the whines, whistles, growls, and similar annoying interruptions to good reception. Plans for the association's 1926 Radio Exposition were also discussed at the meeting.

The C. B. Cooper Organization, 154 Nassau Street, New York, has announced its withdrawal as representative of the Crosley Radio Corporation in the New York District. The C. B. Cooper Company continues in business as representative for other manufacturers of radio apparatus.

The Gray Instrument Company has been formed by J. G. Gray, formerly president of Queen and Company, Inc., and of the Queen-Gray Company. The address of the Gray Instrument Company is 64 West Johnson Street, Germantown, Philadelphia, Pa. The company will manufacture electrical measuring, meteorological, engineering and scientific instruments.

The Daven Radio Corporation, 158-160 Summit Street, Newark, N. J., held a two-day sales convention the middle of December which was attended by the company executives and the district sales managers. W. H. Frasse, president of the company, took advantage of the occasion to film another episode in the Daven motion picture which he is making.

The Indiana Manufacturing and Electric Company, Marion, Indiana, manufacturers of automobile accessories and Indiana Hyperdyne Radio Receivers has announced that the trade name of the company's entire line of products will be changed to "Case." The Indiana Manufacturing and Electric Company has been operating in combination with a subsidiary company, the Indiana Radio and Electric Company, in the manufacture and marketing of this line of radio receivers. These two companies have been consolidated with officers as follows: Arthur E. Case, president and general manager; O. F. Heslar, vice-president and chief engineer; R. J. Spencer, Jr., treasurer.

J. J. Raftery, formerly of the Western Electric Company and the Manhattan Electrical Supply Company, Inc., and J. G. Dougherty, more recently with the Illinois Steel Corporation, have purchased a controlling interest in J. H. Bunnell & Company, 32 Park Place, New York, manufacturers of radio and telegraph supplies, and electrical fire alarm apparatus. Mr. Raftery succeeds Mr. Ghegan, retiring president, who has held the position for forty years; and Mr. Dougherty becomes vice-president. Further development of the manufacturing and jobbing activities of the company are planned.

Radio Stock Quotations

Stock	1925		1926		Current Market Jan. 19
	High	Low	High	Low	
Amer. Bosch Mag.	54 $\frac{1}{2}$	26 $\frac{1}{8}$	34 $\frac{3}{8}$	29 $\frac{3}{4}$	30
Apco Manufacturing Co.	26 $\frac{3}{8}$	21	22 $\frac{1}{8}$	22	...
Brunswick-Balke Col. Co.	49 $\frac{3}{8}$	24	30 $\frac{3}{8}$	28 $\frac{1}{2}$	28 $\frac{1}{2}$
DeForest Radio	34	12	10 $\frac{1}{4}$	9 $\frac{3}{4}$	9 $\frac{3}{4}$
Dubilier Condenser	35 $\frac{1}{2}$	7 $\frac{7}{8}$	11	8 $\frac{1}{2}$	8 $\frac{1}{2}$
Duplex Condenser	17	1	1 $\frac{1}{8}$	1	...
Freed-Eisemann	33 $\frac{3}{4}$	6 $\frac{3}{8}$	8 $\frac{1}{2}$	7	7 $\frac{1}{2}$
Freshman Co., Chas.	28	9 $\frac{1}{2}$	22 $\frac{1}{4}$	17 $\frac{1}{2}$	20
Garod Radio	17 $\frac{3}{4}$	2	7	4 $\frac{1}{4}$	4 $\frac{1}{4}$
General Electric Comm.	337 $\frac{1}{4}$	227 $\frac{1}{4}$	347 $\frac{1}{2}$	323	335 $\frac{3}{4}$
Grimes Co.	27	2	7	3 $\frac{3}{4}$	4
Hazeltine Corp.	51 $\frac{3}{4}$	14 $\frac{1}{4}$	17	16 $\frac{1}{4}$	16 $\frac{1}{2}$
Inter Ocean Radio	14	1 $\frac{1}{2}$
Jones, Jos. W. Co.	9	1	1 $\frac{3}{8}$	1	1 $\frac{1}{8}$
Liberty Radio	10 $\frac{1}{2}$	2 $\frac{5}{8}$	3 $\frac{3}{8}$	1 $\frac{1}{8}$	1 $\frac{1}{8}$
Manhattan Elec. Supply	59	42 $\frac{1}{4}$	67 $\frac{1}{4}$	56	65 $\frac{1}{4}$
Mu-Rad Radio	6 $\frac{1}{2}$	2 $\frac{1}{8}$
Music Master	21 $\frac{1}{2}$	1 $\frac{3}{4}$	3 $\frac{1}{4}$	2 $\frac{1}{2}$	2 $\frac{3}{4}$
Pathe Co., A.	92	42 $\frac{1}{4}$	83	76 $\frac{1}{4}$	79 $\frac{1}{8}$
Radio Corp. Comm.	77 $\frac{7}{8}$	39 $\frac{1}{4}$	46 $\frac{3}{8}$	42	43 $\frac{1}{2}$
Rova Radio	14 $\frac{1}{4}$	51c.	73c.	50c.	...
Sleeper Radio	19 $\frac{3}{4}$	2 $\frac{1}{8}$	2 $\frac{1}{2}$	2	2 $\frac{1}{8}$
Stewart-Warner	96 $\frac{1}{2}$	55	92 $\frac{1}{4}$	85 $\frac{3}{4}$	88
Thermodyne Co.	22 $\frac{1}{4}$	2	2 $\frac{1}{2}$	1 $\frac{1}{4}$	1 $\frac{5}{8}$
Thompson Radio	25	4 $\frac{1}{2}$	5 $\frac{3}{8}$	4	4 $\frac{3}{8}$
Tower Manufacturing Co.	24 $\frac{1}{2}$	5	7	7	8 $\frac{1}{2}$
Victor Talking Machine Co.	117	65	97 $\frac{3}{8}$	91 $\frac{5}{8}$	92
Ware Radio	40 $\frac{1}{4}$	1	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1
Weston, A.	28 $\frac{1}{2}$	19 $\frac{3}{8}$	28 $\frac{3}{4}$	27 $\frac{1}{4}$	28 $\frac{1}{2}$

The Music Master Corporation, Philadelphia, Pa., has organized a distribution department with H. N. McMenimen in charge of plans and operations. As manager of distribution he will divide his efforts between sales promotion and devising methods of speeding deliveries to Music Master dealers.

Station WLS, the Sears-Roebuck Agricultural Foundation, Chicago, presented its premier program from its new super-power station on October 31. One of the primary purposes of this station is to spread agricultural knowledge and the knowledge of subjects relevant to agricultural pursuits. The studio is in the New Hotel Sherman Annex. The transmitting station, near Crete, Ill., has a capacity of 5,000 watts.

The American Bosch Magneto Corporation, Springfield, Mass., has appointed the Progressive Musical Instrument Company, New York City, wholesale distributor of the American Bosch Magneto radio products in the following exclusive territory: New York State: Counties of New York Bronx, Richmond, Kings, Queens, Nassau, Suffolk, Westchester, Rockland, Putnam, Orange, Dutchess and Ulster; New Jersey: Counties of Monmouth, Mercer, Middlesex, Somerset, Hunterdon, Union, Hudson, Essex, Orange, Warren, Berge, Passaic and Sussex. The Progressive Musical Instrument Company plans shortly to open a branch office in Newark, N. J.

The Sleeper Radio Corporation, Long Island City, N. Y., has taken over an additional building near its factory, which will increase its manufacturing space by about sixty per cent. The Langstadt-Meyer Company, Appleton, Wis., has been appointed wholesale distributor for Sleeper products in northern Wisconsin and northern Michigan. The Duluth Electrical Supplies Company, Duluth, Minn., will distribute the Sleeper line in Minnesota, eastern North and South Dakota and southern Wisconsin.

The Hazeltine Corporation, Jersey City, N. J., owner of the Hazeltine neutrodyne and La Tour patents, has elected Edgar Rickard of New York City a director of the corporation. Mr. Rickard was closely associated with Secretary Hoover during the War, and holds several medals of honor given him by various countries.

R. C. Blume, president of the R. C. Blume Company, 1650 Monadnock Building, Chicago, Ill., after ten years as manufacturer's agent in the electrical and radio trades in the Chicago district, has incorporated a company for the purpose of handling a complete line of electrical and radio products on a distributor's basis.

The Forest Electric Company, Newark, N. J., announces an advance in price on its "Unitron Combination" and "Unitron No-Bee" battery eliminators to \$52.50 and \$35, respectively.

The General Radio Company of Cambridge, Mass., at its annual board meeting on January 12 elected Henry S.

Shaw chairman of the board. H. B. Richmond was elected treasurer, and Melville Eastham and E. H. Locke will continue as president and vice-president respectively. The company has lately moved into its new plant, which provides 50,000 sq.ft. of floor space for the manufacture of telephone and radio apparatus and the GR line of radio parts.

The Brown Radio Manufacturing Company, Kingston, Pa., announces that the Supplee-Biddle Hardware Company, 517 Commerce Street, Philadelphia, Pa., has been appointed one of the jobbers of the Thorobred line of radio receivers made by the Brown Company.



The Stromberg-Carlson factory at Rochester, N. Y., is a mecca for many dealers who handle the Stromberg-Carlson line of neutrodyne receivers. Colonel Robert Churchill, president and general manager of the Electric Appliance Company, of New Orleans, La., was among the recent visitors.

F. A. D. Andrea, Inc., New York City, manufacturer of the Fada neutrodyne, has two new appointments to its engineering staff to announce. F. X. Rettenmeyer becomes research engineer of the Fada laboratories, and F. J. Strassner, development engineer. Both men report to Lewis M. Clement, acting chief engineer.

Stern & Company, 308 Asylum Street, Hartford, Conn., has sold its radio retail department to the Sport Radio Center, of the same address. I. E. Wiesen has been elected president of the latter concern. Stern & Company will devote its entire energy to the conduct of its radio jobbing business. It has branches in Albany and Boston.

The Metropolitan Engineering Service Company of Boston, Mass., manufacturer of the Veriphone neutrodyne receivers, has announced that Roy A. Olaguibel of Havana, Cuba, has been appointed exclusive sales representative for the Cuban and Mexican territories.

The Union Light Company, 1127 Broad Street, Bridgeport, Conn., jobber and manufacturers' agent in radio and electrical appliances, desires to make connections with radio-set manufac-

turers to handle sets exclusively in the state of Connecticut. The company has three men traveling, covering the entire state, and handles a complete line of electrical appliances and fixtures. It acted as a jobber of radio parts until two years ago, at which time it discontinued its parts business.

The Acme Electric and Manufacturing Company of Cleveland, has appointed factory representatives for the following territories:

The Factory Sales Company, Cleveland, covers Ohio, Pennsylvania, New York, West Virginia, Maryland and the District of Columbia, and a branch office has been opened in New York City by Cleverly and Cross at 321 Broadway.

The Dunga-Sternfield Radio Sales Company, Chicago, will cover the entire state of Illinois. H. J. Arens and Company, Indianapolis, have had Indiana and Kentucky assigned to them. The Biltmore Radio Company of Boston are to operate in the New England states. N. F. Andruss, San Francisco, has the entire Pacific Coast and Barnes and Company, Atlanta, Ga., are to cover Georgia, Tennessee, Florida, Alabama, and both the Carolinas. The Wagener Battery and Supply Company, St. Paul, Minn., are to cover Minnesota and both of the Dakotas.

Philip K. Murdock has been appointed export manager for The Perryman Electric Company, manufacturers of a complete line of radio tubes, with offices in the Woolworth Building, New York City. Clark Fleming & Baer, 1400 West Twenty-fifth Street, Cleveland, Ohio, have been appointed representatives of The Perryman Electric Company, manufacturers of Perryman radio tubes, for the states of Illinois and Indiana in addition to Michigan and Ohio, their present territory.

Ernest Walker Sawyer has moved his office from the Chapman Building to 1915 Santa Fe Avenue, Los Angeles. Sawyer represents the Silver-Marshall, Anso, Radiotive, the Osborne-Kelsey Company of Los Angeles and several other well known lines.

Myron M. Studner has resigned as vice-president of the Racon Electric Company in the United States and Canada, and of the Racon Electric Company, Ltd., England. After a short vacation in the West, Mr. Studner will take up other duties.

The Cleartron Vacuum Tube Company, 28 West Forty-fourth Street, New York, has a new window display for its dealers. This consists of a miniature stage effect in the base of which four tubes are inserted. Behind this, forming a background, is a Cleartron Guarantee.

F. A. D. Andrea, Inc., 1581 Jerome Avenue, the Bronx, New York City, manufacturer of Fada neutrodyne sets, has purchased an acre plot at 138th Street and Mott Avenue, the Bronx, whereon it is planned to erect a new factory for the manufacture of radio apparatus. According to present plans, the cost of the project will approximate one million dollars, including land and buildings.

Radio School of Agriculture Established by Sears- Roebuck

A radio course in agriculture divided into three branches—practical farming, practical marketing, and rural life—has been inaugurated over station WLS by the Sears-Roebuck Foundation, Chicago.

Sessions are held every evening, except Saturday and Sunday, between the hours of six and seven, and "students" enrolling for the course are urged to attend punctiliously the series of 180 lectures which are being given by noted agricultural-college professors and practical farm leaders. E. B. Heaton, farm advisor of the foundation, is dean of the radio college, and lectures on practical farming. Fred L. Petty, WLS farm expert, conducts the course in practical marketing, and Samuel R. Guard, director of the foundation, directs the department on rural life. E. J. Condon, the foundation secretary, is registrar in charge of student enrollment.

The United States Department of Agriculture is shortly to begin broadcasting to the rural population; information resulting from experiments and discoveries made on the government farms and in its laboratories. This announcement comes from Sam Pickard, head of the newly-created radio division of the department.

The Chicago Solder Company, 4201 Wrightwood Avenue, Chicago, Ill., in advancing its rosin core solder for radio use, has issued a small booklet, approximately 2-in. in diameter and containing 8 pages. In this is shown how and where to use solder. Each page is attractively illustrated at the top with a descriptive picture done in bright colors.



J. D. R. Freed carrying on a little personally conducted research of his own. Such is the picture one sees if he comes upon the president of the Freed-Eisemann Radio Corporation in his home testing laboratory where he has over thirty

The H. B. Sherman Manufacturing Company of Battle Creek, Mich., manufacturer of brass goods, has completed an expansion program which included the erection of several new buildings and the complete remodeling and modernizing of the plant. The increased size of the plant and its greater efficiency are expected to result in a production increase of nearly one hundred per cent.

The National Engineering Company, headed by M. M. McCabe and M. B. Benson, 1930 Straus Building, Chicago, has just closed an agreement to serve as sales agent for radio equipment manufactured by the Buckingham Radio Corporation, also of Chicago. The Huntington set, also manufactured by the latter company, and embodying the same engineering principles as the Buckingham, though unenclosed in a cabinet, will be distributed by the National Engineering Company.

Robert Hertzberg, until a few months ago technical radio editor of the *New York American*, has been appointed publicity director of the Sleeper Radio Corporation, and has taken up his duties at the Long Island City, N. Y., plant of the company. Hertzberg was one of the two members of the original radio staff of the old *New York Globe*, and served on the combined *Sun-Globe* and the *New York Sun*.

Forbids Battery Charging in Evening

Residents of Zanesville, O., are liable to a fine of \$10 for operating vibrating battery chargers between the hours of 6 p.m. and 5 a.m. The ordinance is the result of a campaign to eliminate interference during broadcasting periods.

Madison Square Garden to Have Broadcasting Station

The world of sport is shortly to have another vociferous press agent, so to speak, in Tex Rickard's new broadcasting station now in course of construction at New Madison Square Garden, New York City. The station will be used particularly to broadcast sporting and athletic events held in the Garden, though Mr. Rickard intends also that other classes of entertainment of a high quality will be given. Walter Nehf has been appointed director of the station.

The Radio Corporation of America, Woolworth Building, New York City, has divided its sales activities into several new divisions organized as follows: The Radiola sales division will handle Radiolas and Radiola loudspeakers and accessories under the direction of Quinton Adams, assistant sales manager. The sale of Radiotrons and Rectrons will be the responsibility of Meade Brunet, assistant sales manager in charge of the Radiotron sales division. Sales to special contract customers will be in charge of J. M. Sawyer, H. T. Melhuish continues as assistant sales manager in charge of sales administration, and V. N. Philip remains as export manager in charge of the export division.

The Electric Service Supplies Company, Chicago, has made several new assignments in its sales organization. C. V. Root will cover the Chicago territory to promote sales of flood-lighting equipment, G. R. Scott is to be in charge of sales activities in the states of Minnesota, North and South Dakota, Iowa and Eastern Nebraska; Charles J. Brickley has been assigned to Wisconsin and Northern Michigan; and L. S. Belding will represent the company in Ohio and part of Michigan.

The Windsor Radio Corporation, of Minneapolis, Minn., manufacturer of Magnadyne receivers, has moved its offices and plant to a new modern concrete building at 108 Washington Avenue North. The company's new quarters occupy about 7,000 square feet of floor space.

National Fading Tests Start February 9

In co-operation with Northwestern University, Evanston, Ill., the Stewart-Warner Speedometer Corporation of Chicago, maker of Stewart-Warner radio sets, is conducting a series of experiments in an attempt to discover the causes of, and ways of eliminating, static and fading. Twenty control stations, supplemented by four thousand amateur observers, will make observations on the nights of February 9, 10 and 11 between the hours of eight and eleven p.m., central standard time. Should the tests be at all productive of encouraging results, they will be continued at intervals during the winter.

loudspeakers connected to the same set. A switching unit enables him to turn on any one of the speakers at will, thus making it possible more easily to determine which types possess points of greatest superiority in tone, volume and clarity.

The Newest Achievements of POWEL CROSLLEY JR.

Industrialist — Pioneer Radio Builder — Master of Mass Production

Four Entirely New 4- and 5-tube Radio Sets—Also the Crescendon

Never before has Crosley engineering and manufacturing genius been so brilliantly demonstrated as in this group of new Crosley sets.

Here, at prices so low as to be literally revolutionary, are three 5-tube sets and one 4-tube set—entirely new in principle, design, circuit, and appearance—entirely unique in the results they give on distant and local stations—entirely unprecedented in the values they now introduce.

On two of these sets is offered the Crescendon, a new and exclusive Crosley feature—an extra volume control by which average incoming signals can be built up or modified in a manner nothing short of amazing. Introduced on the new 4-29 and 5-38, the Crescendon principle makes its first appearance in the low price field, its use having hitherto been restricted to one set costing several times as much.

Particular emphasis is directed to the new

Crosley RFL receiving sets that utilize an entirely new and patented circuit which provides true cascade amplification and closely approaches the theoretical maximum of efficiency per tube. Non-oscillating at any frequency and absolutely non-radiating, the RFL Crosleys are specifically recommended for use in congested areas and for satisfactory performance in the hands of inexperienced operators.

In addition to their truly marvelous selectivity, sensitivity, and purity of tone, these new Crosleys have been given a new order of beauty that cannot help but win the highest admiration.

We do more than urge you to go to the nearest Crosley dealer for a demonstration! We ask you to go prepared for the most startling revelation in radio ever announced in the entire history of the industry—and predict that your expectations will be more than satisfied!

If you are a radio dealer—you owe it to yourself to write for complete details of Powel Crosley, Jr.'s latest and greatest triumph and of the Crosley dealer franchise.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,119, or under patent applications of Radio Frequency Laboratories, Inc.

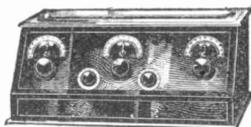
THE CROSLLEY RADIO CORPORATION, CINCINNATI, OHIO

Owning and operating WLW—first remote control super-power broadcasting station in America



The Crosley 4-tube—
4-29

in which the Crescendon is equivalent to one or more additional tubes of tuned radio frequency amplification **\$29**



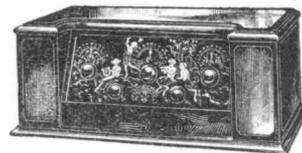
The Crosley 5-tube—
5-38

All the volume, selectivity, sensitivity and purity of tone available in the best 5-tube set—plus the Crescendon **\$38**



The Crosley 5-tube—
RFL-60

A set so marvelous in performance that its appearance on the market is bound to create a new standard of comparison **\$60**



The Crosley 5-tube—
RFL-75

For simplicity and speed in tuning, fidelity of tone, and decorative beauty—it stands unchallenged at twice the price **\$75**

West of the Rocky Mountains all prices as published are 10% higher

CROSLLEY · RADIO

B E T T E R · C O S T S L E S S

Even the amateur knows *this* about radio

A GREAT many people to whom you sell radio sets probably have only a vague understanding of the technical principles of radio operation. But at least they all know that one of the essentials to clear reception is a *good* battery—and they all know that Exide *is* a good battery.

That is why so many progressive radio dealers carry Exide Batteries. These batteries sell easily—first, because the name is favorably known through strong national advertising and the dependable performance of Exide Batteries in other fields; secondly, because Exide Batteries for radio work give the same long, efficient service that batteries bearing this name have always given.

There are Exide "A" and "B" Batteries for every size of radio set and every type of tube. Help your customers get the best results—and add to your own profits by selling them an Exide.

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia

Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto



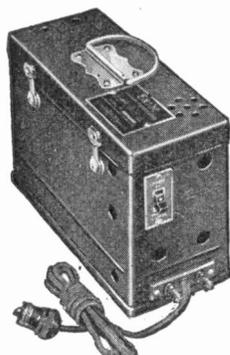
6-VOLT "A" BATTERY
The rugged, good-looking Exide 6-Volt "A" Battery, in the one-piece case.



24-VOLT "B" BATTERY
In Glass cells, 6000 milliamperes hour capacity. Also made in 48-volt size.



4-VOLT "A" BATTERY
Compact Exide "A" Battery for low-voltage tubes. Also made in 2 volt size.



EXIDE RADIO POWER UNIT
(Combination "A" Battery and Charger.) To be kept connected to both light socket and radio set. When switch is raised, radio set is connected, when lowered, battery is automatically placed on charge. Made in two sizes—for sets using 4-volt and 6-volt tubes.



RECTIFIER
Exide Rectifier for economically recharging "B" Battery from your house current.

Exide

**RADIO
BATTERIES**

FOR BETTER RADIO RECEPTION, USE STORAGE BATTERIES

Andrew White "B" Radio Power Supply



THE new tubes and modern sets require 135 volts. Don't buy less current than you need, now or in the future!

There is no hum, no noise at all. It uses so little current, customers will notice no difference in their electric light bills.

It plugs into the light socket. Nothing to get out of order. Its large size condensers improve the performance of a radio set—better quality of speech and music.

There are no parts requiring replacement or renewal. Unconditionally guaranteed to be absolutely silent.

After 15 years in radio I offer this power supply device as the best that can be produced. It has had the most rigorous laboratory tests and months of hard usage under difficult working conditions. I look upon it as a complete solution of the nuisance of replacing "B" batteries in a radio set.

J. Andrew White

J. ANDREW WHITE
Vice-President,
Haynes-Griffin Radio
Service, and a lead-
ing retailer. Pioneer
radio editor, the coun-
try's first broadcast
director and veteran
radio editor and
manufacturer.



135 VOLTS!!

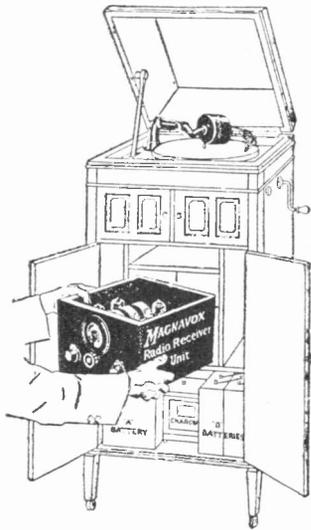
\$ 38

Eight cells
Passes 60
milli-
amperes.
40% dis-
count to
dealers

J. ANDREW WHITE
41 West 43rd Street, New York

Why Magnavox

sell More and worry Less



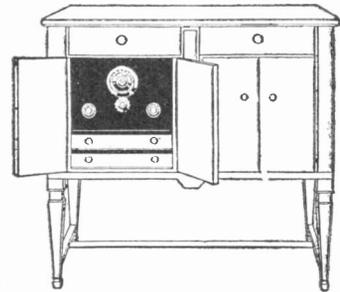
A million owners of upright and console phonographs are now ready for this new unit

What's your answer to these everyday questions?

“Will you take my phonograph as a trade-in on a radio set? . . .

We won't buy a radio just now because we have a phonograph.

. . . We have been looking for a combination radio-phonograph set at a reasonable price.”



THE profitable answer to these questions is the new Magnavox Receiver Unit. It is a standard New Magnavox single dial, 5 tube circuit encased in a mahogany drawer, retailing for \$75 (without accessories.)

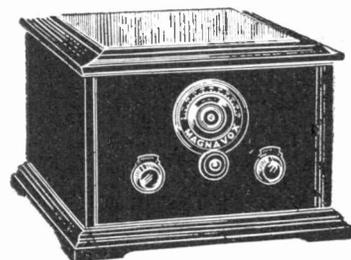
And with each receiving unit you can

also sell a Magnavox Radio-Phonograph reproducer for \$12.50. An \$87.50 sale.

The popularity of this exclusive selling feature has been immediate. Don't delay in getting full information at once. Write or wire us or the Magnavox distributors for your territory.

Meet all comers in the \$100 radio class with Magnavox Junior retailing at \$85 (without accessories)

THIS set has the same fine receiving circuit—the same single dial control with calibrated dial and the same beauty of finish as highest priced Magnavox sets. It is 15½" x 15½" x 10½", meeting all demands for compactness and unobtrusiveness. It is the most extreme dollar-for-dollar value we have ever offered during fifteen years of making radio products. It gives the Magnavox dealer a most effective competitive weapon in any kind of a radio market. Other models up to \$200 list. Are you acquainted with the Magnavox dealer policy? It couldn't be fairer if you had made it yourself.



*Magnavox Junior
single dial control*

MAGNAVOX

Radio Sets • Speakers • Tubes © 1936

dealers

CLASS OF SERVICE DESIRED	
TELEGRAM	<input type="checkbox"/>
DAY LETTER	<input type="checkbox"/>
NIGHT MESSAGE	<input type="checkbox"/>
NIGHT LETTER	<input type="checkbox"/>

Patrons should mark an X opposite the class of service desired. OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL RATE TELEGRAM

Send the following in

Form 1206
 NO. CASH OR CHG
 CHECK
 TIME FILED
 I, **CARLTON, PRESIDENT**, of **OAKLAND CALIFORNIA**, do hereby agree to the terms on back hereof, which are hereby agreed to
DECEMBER 1925

TO DEALERS AND DISTRIBUTORS
PRICES GUARANTEED ON ALL
MAGNAVOX RADIO PRODUCTS
UNTIL APRIL FIRST
THE MAGNAVOX COMPANY



Magnavox perfected the single dial control

The Magnavox Company
 OAKLAND, CALIFORNIA
 1315 SOUTH MICHIGAN AVE., CHICAGO
 Makers of Radio Products Since 1911

Operates from
105-125v 50-60 cycles
Charges both 4 and
6-volt batteries



\$15.00
complete
with switch

"A Revolutionary development in radio, one of incalculable importance, and one that has been the pot of gold at the foot of many an engineer's rainbow for more than a score of years."

DAVID G. CASEM

I. R. E. in the New York
Evening Telegram

ELKON TRICKLE CHARGER

The first practical device for charging Radio "A" Batteries direct from A. C. Current by means of a Dry Electrolyte (Crystal Plate)

1 The Elkon Trickle Charger has been brought to its present high state of perfection by avoiding the practical and commercial limitations inherent in earlier efforts, through discoveries by Samuel Ruben, of entirely new principles underlying rectification.

2 These discoveries have made possible a trickle charger of tremendous commercial importance.

3 A Trickle Charger for "A" batteries that is absolutely *bone dry*, made of nothing but immovable solids, operating without liquids or acids to spill, without discharges of gases to corrode costly consoles or cabinets.

Without tubes to break or burn out.
Without moving parts to adjust or replace.
Without noise or interference with other sets.
With nothing to watch.

4 INSTALL IT—SET IT—FORGET IT—The Elkon does the watching, replenishing the "A" batteries automatically, current tapering off, or increasing, from zero to maximum operating rate, with no attention and as needed.

We do not know how long an Elkon Charger will function. We guarantee without qualification, 2,000 Service hours—a minimum. Its maximum life we ourselves have still to learn, through life tests which continue day by day with no measurable decrease in efficiency.

5 The Elkon Trickle Charger is now in limited production, and we are ready to discuss the establishment of business relations with distributors, wholesalers and retailers equipped to handle its sale. We will send an Elkon Trickle Charger for the list price \$15.00, less 30% discount, to any wholesaler or retailer wishing to make tests, with the understanding that it may be returned if it has been mis-described in any way.

For further information write

ELKON WORKS
Subsidiary of P. R. Mallory & Co. Inc.
Weehawken, N. J. Inc.

Sole licensees under patents pending to Samuel Ruben

Also manufacturers of

ELKON CONTACT POINTS of Tungsten, Silver, Platinum, Special Alloys
"ELKONITE" Welding Electrodes and Dies. Molybdenum Sheet Metal Products

SPECIALISTS IN RARE ELEMENT METALLURGY



Best January on Record!

*February promises even better prospects
to Federal ORTHO-SONIC*

January was the greatest month in Federal's entire history. There are many reasons for this overwhelming success. Chief among them is the established public preference for Federal ORTHO-SONIC Receivers. The ORTHO-SONIC Principle produces a life-like tone acknowledged by radio experts and music lovers alike to be far in advance of contemporary theories. Such praise has naturally been conducive to an unparalleled consumer demand.

Then, too, our merchandising policy is the finest and most satisfactory in the industry. (Ask any Federal dealer or distributor.) As a result, Federal's Retailers and Wholesalers actively promote trade for Federal Products. They know their connection will be a permanent and profitable one.

The trade and the public know that Federal is in radio to stay! They also know that Federal will never sacrifice permanent welfare for temporary gain. Federal Receivers are built to give lasting satisfaction—to fill the needs of a discriminating public who demands *its dollar's worth* in radio!

There are many reasons why you should investigate the Federal proposition. Federal financial resources are vast! Federal's word is a bond that has never been forfeited! We demand no signed contracts!

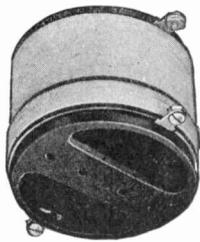
The Federal advertising and merchandising program for 1926 is most extensive. Retailers who join with us now will reap a rich harvest! Federal is on its toes — *and going strong!* Why not sit in with a winner?

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

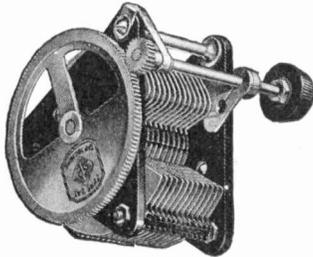
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal
ORTHO-SONIC
Radio

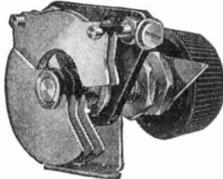
"Rivaled Only by Reality"



Type 277-D Coil
Price \$1.50



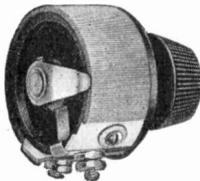
Type 247-H Condenser
Price \$5.00



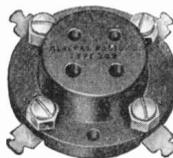
Type 368 Micro Condenser
Price \$1.25



Type 285 Audio Transformer
Price \$6.00



Type 301 Rheostat
Price \$1.25



Type 349 Socket
Price 50c.

What  The RADIO BROADCAST
UNIVERSAL
FOUR TUBE RECEIVER
Means to YOU?



THE best way to build up a profitable business in radio parts is to encourage your set-building customers in the construction of reliable circuits using reliable parts. The Radio Broadcast "Universal" has been chosen from more than 200 circuits as the one representing the best practice in receiver design. It will soon be the outstanding circuit of the season — winning its popularity through its performance.

The "Universal" does not require any special parts — being constructed entirely of General Radio standard parts. These same parts may be readily adapted to numerous other circuits, thereby making it possible to reduce your inventory, speed up your turnover, and increase your profits by concentrating upon General Radio parts.

The "Universal" circuit is due for wide popularity. Be ready to supply your set-building customers with parts and construction information when the demand is created. Ask your jobber or write us for full information on the Radio Broadcast "Universal."

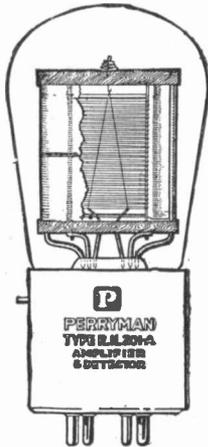
GENERAL RADIO CO.
Cambridge 39 Mass.

GENERAL RADIO

PERRYMAN P RADIO TUBES

"Distance without Distortion"

PROFIT!



Clear Glass Demonstrating Tube, showing internal construction of Perryman Type R. H. 201-A.

The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges, top and bottom. You can't shake them apart. Notice the spring catch which holds the filament in position and allows for expansion and contraction with changing heat conditions. You can see at a glance that this tube will deliver the best results obtainable for the longest possible period of time.

Perryman Type R. H. 201-A
 Perryman Type R. H. 199
 (Standard and Miniature Base)
 Perryman Rectifier
 \$2.50 each.

The net profit on Perryman Radio Tubes is not wasted by service and replacement expenses.

The infinite care in the selection of materials, the orderly inspection and the intelligent testing of tubes in manufacture make Perryman Radio Tubes as good as they are.

And they are so good that \$2.50 each makes them seem like bargains in the tube market. The money a Perryman dealer makes on Perryman Tubes is his to keep—all of it.

Are you selling Perryman Tubes, or do you still have to figure replacements and service as part of the tube business?

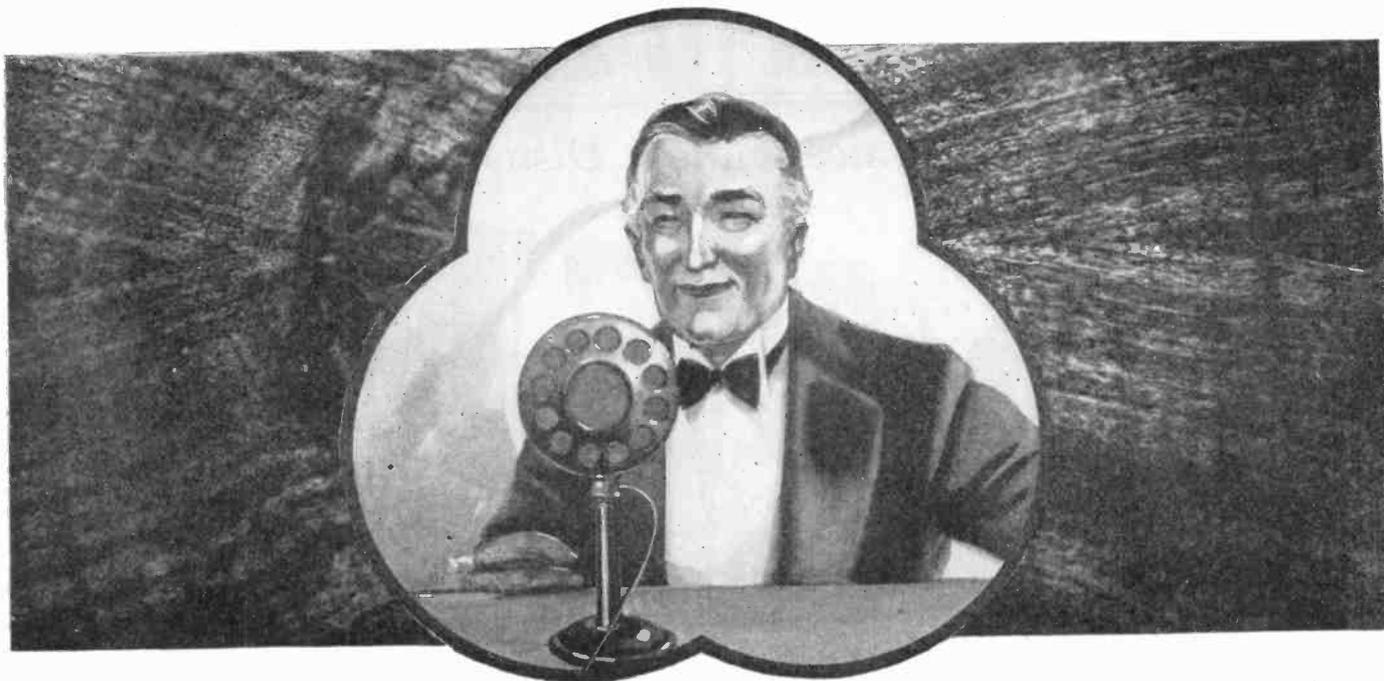
Wholesalers, Dealers and Manufacturers are cordially invited to write us for full information about Perryman Tubes.

PERRYMAN P ELECTRIC CO., INC.

LABORATORIES AND PLANT
 NORTH BERGEN, N. J.



SALES AND EXECUTIVE OFFICES
 33 W. 60th ST., N. Y. C.



Your customers know the value of Bakelite for Radio

In the reading columns of radio magazines and newspapers, in the advertising of radio set and parts makers, in the discussions of radio fans, and through Bakelite advertising, your customers have learned of the importance of Bakelite to clear radio reception.

You can profit through this acceptance of Bakelite by the radio

public by pointing out to your customers that the sets you offer are Bakelite insulated—that the panels and parts and accessories you sell are Bakelite.

That 95% of Radio Set and Parts Manufacturers use Bakelite is convincing evidence of its importance to you and your customers.

Write for Booklet 39

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.

Chicago Office: 636 West 22nd Street

Bakelite Corporation of Canada, Ltd.

163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

REGISTERED

U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

Sell the condenser that's made for the job

The Filter Condenser

*For "B" battery
eliminators*

Especially designed for the high voltages developed in the filter circuits of "B" battery eliminators, this condenser has a life of permanent efficiency even when operated continuously at voltages up to its maximum working rating.

Recommend this condenser for building any type of battery eliminator.

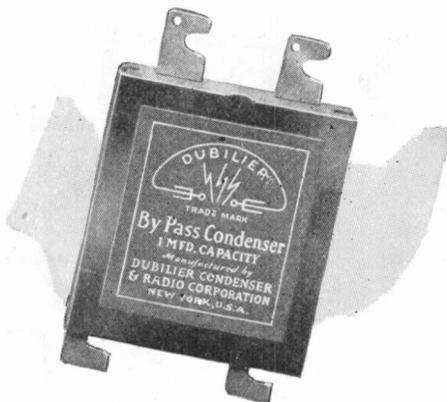


The By-Pass Condenser

*For use across
"B" batteries*

To shunt radio frequency currents around the high internal resistances of "B" batteries, to insure an even flow of battery current, and cut down battery noises—use a By-Pass Condenser across your "B" battery.

Don't sell By-Pass Condensers for use in the filter circuits of "B" battery eliminators—sell the Filter Condenser especially designed for that work.



Dubilier

CONDENSER AND RADIO CORPORATION

RE-ORDERS

*the
biggest word
in the language
of*

SELLING



FARRAND MFG. CO., *Thompson Ave.
at Court Street* LONG ISLAND CITY, N. Y.

Every Set You've Ever Sold Needs UX POWER TUBES.

Na-Ald Adapters eliminate rewiring and make winning this profitable market easy.

EVERY SET OWNER WANTS THE INCREASED VOLUME AND CLARITY FROM POWER TUBES



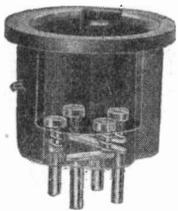
No. 420 Connectorald



No. 120 Connectorald



No. 421-X Adapter



No. 429 Adapter



No. 920 Connectorald



No. 419-X Adapter

HERE'S a big market ready made for you! Every set owner wants the increased volume and clarity from power tubes. Push their sale. The easiest means of installation are Na-Ald adapters. Sell these and you make a profitable unit sale. You make a profit on the tubes, a profit on the B and C batteries required, and you make a good additional profit on the sale of the Na-Ald adapters themselves.

Na-Ald Adapters Have Proved Their Efficiency

There are Na-Ald Adapters and Connectoralds to take care of every possible tube change. Scientific design insures their efficiency. Na-Ald Connectoralds perform the double function of adapter and connector as cables for attaching the necessary B and C batteries are provided. Detailed instructions are given with each device clearly explaining the various tube changes made possible by the particular device. This insures correct installation and full enjoyment of the improvements the new tubes will bring. Na-Ald Adapters and Connectoralds mean satisfied customers for you.

Good Profit in Increasing Volume and Clarity in Dry Battery Sets

UX-120 and CX-220 tubes give the fans something they have been waiting and looking for—storage battery volume from dry cells. Increase your number of sales and your profit on each sale by making installation easy. Sell the Na-Ald No. 420 or No. 920 Connectorald to fit the UX-120 tube to the UV-199 socket. Cables are provided for attaching the necessary B and C batteries. List price, No. 420 or No. 920 Connectoralds, \$1.25.

Easy to Change From Storage to Dry Battery—and Profitable to You

Now that storage battery results are

obtainable from dry cells many set owners are changing to dry cells to rid themselves of the troubles of the storage battery. The Na-Ald No. 120 Connectorald fits the UX-120 tube used in the last stage, to the UV-201 A Socket. Cables provided for attaching additional B and C batteries required. And Na-Ald No. 419 X Adapters will fit the UX-199 tubes to the other UV-201A Sockets. List Prices: No. 120 Connectorald, \$1.25; No. 419 X Adapter, 35c.

Profitable to Increase Volume and Clarity in Storage Battery Sets

Sell owners of storage battery sets who wish to get the maximum of power, the UX-112 tube to use in the last stage—handles double the output of the 201-A without distortion. Make an additional profit and the installation easy by selling a Na-Ald No. 112 Connectorald with each 112 tube. Does not raise the tube at all in the socket. Connections provided for attaching necessary extra B and C batteries so that proper voltage is supplied to the UX-112 tube without affecting the rest of the set. List price, \$1.25.

Other Na-Ald Adapters

Na-Ald No. 421-X adapter makes it possible to use any UX tube or a UV-201A tube in a WD-11 socket. List Price, 75c. Na-Ald No. 999 Adapter makes it possible to use any UX tube or a UV-201 A tube in a UV-199 socket. List Price, \$1.00.

Na-Ald No. 429 adapter makes it possible for fans to use the small UV-199 tubes in regular large sockets. List price, 75c.

This Na-Ald line is the only complete line of Adapters for all purposes. Mail coupon below for complete adapter information.

ALDEN MANUFACTURING COMPANY
Dept. A-13 Springfield, Mass.

Mail coupon to-day for complete adapter information.



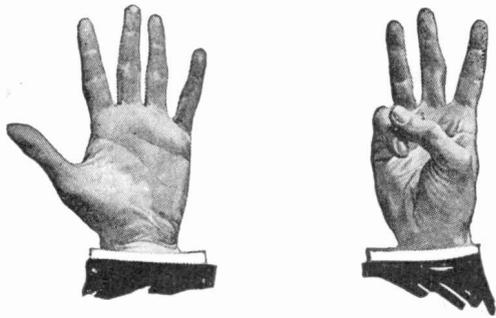
All Na-Ald Sockets, Dials and Adapters are protected by patents. Many patents pending



No. 999 Adapter

ALDEN MFG. CO. Dept. A-13, Springfield, Mass.
Please send me complete information on Na-Ald Adapters and Connectoralds.

Name.....
Firm.....
Street.....
City..... State.....
My Jobber Is.....



8 out of 10

**Manufacturers
Standardize on EBY**

Eby Binding Posts are standard equipment on eight out of ten of the leading radio receivers manufactured today.

Such wholehearted acceptance is convincing proof of the superiority of Eby products.

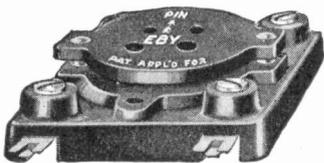
Eby has been nationally advertised in the leading radio magazines consistently since the beginning of radio.

Your customers know Eby and your jobber has all the twenty-seven different markings.



List Price
15c.

**And Now
Another Eby First**



List Price
60c

The new Eby Quality Socket insures a positive wiping contact at all times. Its ingenious design allows the tube to "float" when in service, thereby reducing microphonic noises and protecting the tube against damage. And it also permits interchangeability and other features of the new UX and CX tubes.

Eby Quality Sockets come packaged in convenient cartons of 10. If your jobber can't accommodate you—write to us.

H. H. EBY MFG. COMPANY
4710 Stenton Ave., PHILADELPHIA, PA.



ARBORPHONE

Why Arborphone Sales Are Big

A new thrill is coming to you the morning after you sell and deliver your first Arborphone. When the owner rushes in to tell you about it your realization of Arborphone sales possibilities begins. You will then be convinced that your Arborphone customers will be your best salesmen. Here's the point—all dealers will appreciate it. An Arborphone will get what you want when you want it if it's practical in radio. Distance? Yes. Clear, uninterfered-with reception? Yes—emphatically. Briefly—you can offer a set that equals any in the market for a price less than the customer expects to pay.

That's why Arborphone has taken by storm every community where we have appointed dealers—that's why Arborphone keeps selling.

Get our proposition at once for your territory. We have an interesting story to tell you—ask for it.

\$55.00

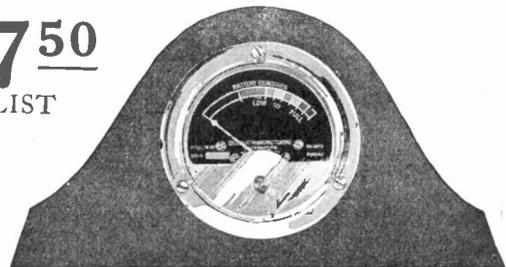
\$60.00 in Rocky Mt. and Pacific Coast States

MACHINE SPECIALTY COMPANY

323 S. MAIN STREET, ANN ARBOR, MICHIGAN

"All you could Ask of a Radio"

\$7⁵⁰
LIST



*More efficient than voltmeter
and hydrometer combined—*

The compact little Cell-O-Meter tells you instantly more about the condition of the "A" battery than hydrometer and voltmeter combined.

An electrical instrument of this kind must be made of the very best materials, and with great precision if it is to be accurate and remain accurate after continued use. In making this instrument we have refused to compromise on any detail in order to cheapen its price.

Cell-O-Meter is connected to the set very simply, and is operated by the pressing of a button.

Its attractive wooden mounting makes it possible to have a real instrument of this character without boring holes in the panel, and without making the radio front look like a switchboard.

It is sold without the mounting where desired.

You can sell it to set owners everywhere for the enjoyment it adds to radio reception.

Dealers—write for literature

CELLOKAY MFG. CORP.

Sales Office—1705 Flatiron Bldg., New York

CELL-O-METER



GLOBE

Supersensitive Adjustable Speaker

List Price \$12

After nearly 20 years of developing supersensitive acoustical devices, we now announce the perfection of a new Globe radio reproducer.

The Globe Speaker has an extra large drop-forged magnet which insures permanency—extreme long life, with carefully balanced coils mounted on a sound bridge with a special tone pocket beneath.

The result is an achievement which sets the Globe apart from others in faithful reproduction over the entire acoustical range.

Judge it by performance—not the price.

Globe Phone Mfg. Co., Reading, Mass.

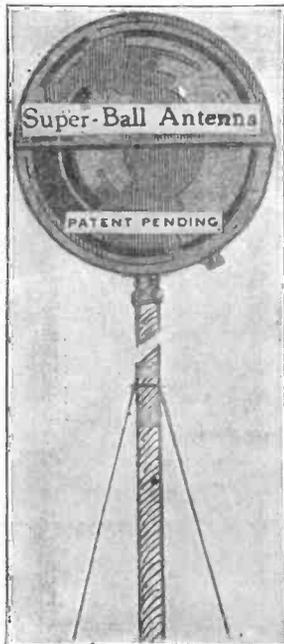
.....COUPON.....

Special Introductory Offer

Upon receipt of your check for \$8.00 we will ship you one sample Globe Speaker, parcel post prepaid. Use this coupon. Ship to:

Name

Address



Super Ball-Antenna

There is a reason for its popularity, because it has proven every claim we make for it.

Dealers and Jobbers, the Super-Ball Antenna is the fastest selling patented Antenna in the world today.

And if you do not stock this Antenna, you are not profiting by its Nation wide distribution.

Don't let your competitor supply your customers.

Write for Proof we can show you.

It's worthy of your consideration.

List \$10.00

National Distributors

Yahr & Lange

215 E. Water St., Milwaukee, Wis.

Manufacturers

Super-Ball Antenna Co., Green Bay, Wis.



ACME WIRE

RADIO PRODUCTS

Stranded Enameled Antenna

The best outdoor antenna you can put up. 7 strands of enameled copper wire; maximum surface for reception. Enameling prevents corrosion and consequent weak signals. 100, 150, or 200 ft. coils, boxed.



Loop Antenna Wire

You can make a good loop with Acme wire made of 65 strands of fine copper wire, green silk covered. Flexible; non-stretching, neat.

Celatsite Battery Cable

For connecting A and B Batteries (or current supply) to radio set. Silk braid covering 5 flexible Celatsite wires—5 feet long—a different color for each terminal. Prevents messy wiring and "blown" tubes. Adds greatly to the appearance of your set.



Celatsite Wire

Celatsite is a tinned copper bus bar wire with a non-inflammable "spaghetti" insulation in five colors. Supplied in 30 inch lengths.



Flexible Varnished "Spaghetti"

A perfect insulation tube for all danger points in set wiring. Costs little more and is worth a lot more than the cheaper substitutes offered. Black, yellow, red, green, brown; for wires No. 10 to No. 18. 30 inch lengths.

Flexible Celatsite

Flexible stranded wire for "point to point" and sub-panel wiring—latest method of wiring sets. 5 colors: black, yellow, green, red, and brown, one for each circuit. 25 ft. coils.



Write for Folder E

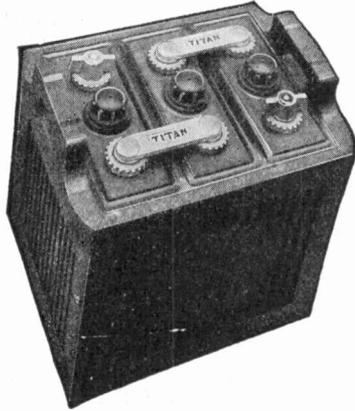
THE ACME WIRE CO., NEW HAVEN, CONN.

Branches:

New York, 52 Vanderbilt Ave.—Chicago, 427 West Erie St.
Cleveland, Guardian Bldg.—Boston, 80 Federal Street.

Battery Business is breaking good Particularly the TITAN Radio "A"

TITANS are only sold direct to the dealer, so you'd better write in for the TITAN Dealer Plan.



Here is a battery that stands apart from the great number of short-lived batteries. TITANS are sturdy and reliable batteries that always reflect credit on the dealer that sells them. Take any type TITAN—Radio, Automotive, Isolated Plant, or Marine-Wireless—they are all the best in their class—and their prices never cause sales resistance.

The new TITAN Radio "A"—Type RS, (shown above) is bringing a lot of dealers a lot of radio battery business—and it is building a lot of good will. It is a rugged battery—rubber case—heavy connections—thick wood separators—in all standard models of 80 amps. to 140 amps. at 6 volts.

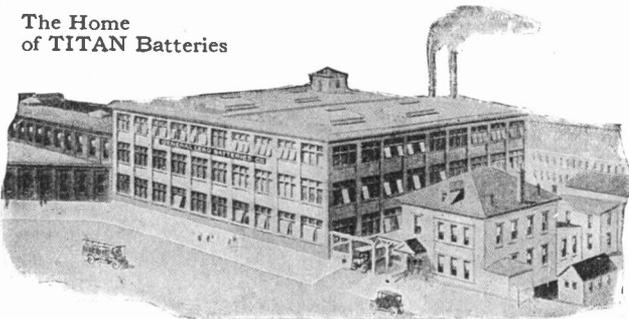
[TITANS are only sold direct to dealer. Let us show you how to make more on TITANS by sending you the TITAN Dealer Plan.]

GENERAL LEAD BATTERIES COMPANY

6 LISTER AVE.

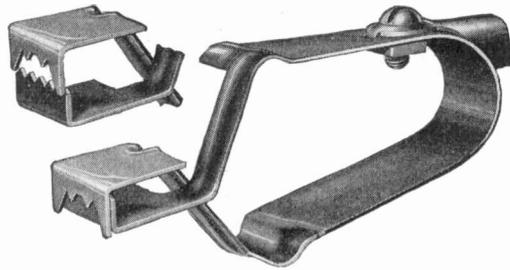
NEWARK, N. J.

The Home
of TITAN Batteries



HARTUNG CLIPS

Continuous Circuit
-Bulldog Grip



No. 14
(Actual Size)

This size clip has in the past proved very popular for radio service, particularly in A and B battery charging. The new features of the improved Hartung line insure even greater convenience and longer service.

Judge for yourself from this Free Sample

Nothing will convince you so readily of the merits of the New Hartung Clips as a personal inspection of this free sample. Send for it today. Note the simple construction... wide continuous current path... lack of springs to crystallize and break... strong, positive grip. Then order a supply from your jobber.

THE NEW HARTUNG LINE

Code No.	Capacity	Length	Jaw Spread	List Price
16*	10 amps.	1 1/2 in.	1/2 in.	.07 1/2
14*	20 amps.	2 1/2 in.	1 in.	.12
25*	35 amps.	3 in.	1 1/2 in.	.16
15	50 amps.	3 1/2 in.	1 1/2 in.	.18
36	100 amps.	4 1/2 in.	1 in.	.30
18	200 amps.	4 1/2 in.	1 1/2 in.	.60

* Specially adapted for radio service.

Clip and mail coupon now!

CHARLES F. HARTUNG CO.
730 61st St. East, Los Angeles, Calif.

Gentlemen:

Please send me free sample of the New Hartung

Clip, Code No. Send also description of

full line and prices on straight and assorted lots.

My jobber on clips is.....

Name

Address

City State

Hang it
anywhere!
Greater
Selectivity!
Better Tone!
Less Static!
Use Indoors
or Outdoors!



For Your Customer's Sake

Radio men agree that 80% of set troubles are due to faulty installation, chiefly antennae. You're sure of a satisfied customer if you use Effarsee Antennae—installed in a few minutes and you have a permanently satisfied customer.

On performance alone you can sell to an unlimited number of set owners now using outside antennae. Effarsee Antennae have proved their superiority in improving selectivity, better tone, reduction of static and all around efficiency.

Effarsee
ANTENNAE
REG. U. S. TRADE MARK
PATENT PENDING

EFFARSEE ANTENNAE may be used outside or inside. May be installed conveniently in the attic, under a rug, back of a door or any convenient place.

IXL (large) \$4.00 List.
BXL (small) \$2.50 List.

Effarsee is a year around seller!

Every set owner is a prospect. You can cash in on the popular prejudice against the unsightly outside wires that require continual attention.

FISHWICK RADIO COMPANY

135 W. Central Parkway, Cincinnati, Ohio

Used and Surplus Equipment

INDIVIDUAL items of used equipment, or surplus new equipment, or complete plants, are disposed of (and found) through advertising in the *Searchlight* Section of this paper.

This is the section which so effectively aided the Government in selling the many millions of dollars worth of surplus material and equipment accumulated during the war without disturbing the market.

“SEARCHLIGHT”



UDELL Radio Cabinets

A good example of our stock line of Radio Cabinets is illustrated at left. UDELL covers a complete range in design, finish and price. Write for complete catalog R-83 and dealer's discounts.

We also build special Radio Cabinets under contract. Write us your requirements.

THE
UDELL WORKS, INC.
28th Street at Barnes Ave.,
INDIANAPOLIS, IND.

Only reliable products
can be continuously
advertised

DEALERS!

Increase Your Profits by Knowing Radio Thoroughly

Earn more on service jobs—and keep your customers satisfied! You can make every hour more profitable if you know radio thoroughly.

Radio Institute of America teaches you set assembly, repairs and troubleshooting on all standard receivers. World's oldest radio school. Courses constantly revised to keep abreast of latest developments.

This coupon will bring you a wealth of important and interesting information.

RADIO INSTITUTE OF AMERICA

Formerly Marconi Institute
Established in 1909
324-B Broadway
New York City

TEAR OUT

RADIO INSTITUTE OF AMERICA
324-B Broadway, New York City

Gentlemen,
Please send me full information on your Residence and Home Study Courses for radio dealers, jobbers and salesmen.

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

RADIO PEP

B-BATTERY ELIMINATOR

NO TUBES

NO HUM



Buy no more B-batteries!

USE the unlimited supply of cheap, dependable electricity right at hand in your house-lighting circuit.

This can be done with *permanent* satisfaction with RADIO PEP.

RADIO PEP is the FIRST eliminator to completely solve the problem, as it is the only one made with EIGHT PERFECTED ELECTROLYTIC CELLS, replacing tubes and doing away with all the familiar tube troubles.

Two or four cells *overloaded* will not give PERMANENCE and POWER—the outstanding characteristics of RADIO PEP.

135 VOLTS are called for by the modern sets and tubes; here you get it year after year without weakening.

For 110-125-volt, 60-cycle alternating current.

Send for particulars and name of our nearest distributor. Price \$38. Money-back guarantee.

PEP MFG. CO., Inc.
33 W. 42nd St. New York



Mr. Dealer, you ought to be sharing in the Gold Seal profit harvest. If you are not, write today for full particulars of our proposition.

TUBES That Sell!

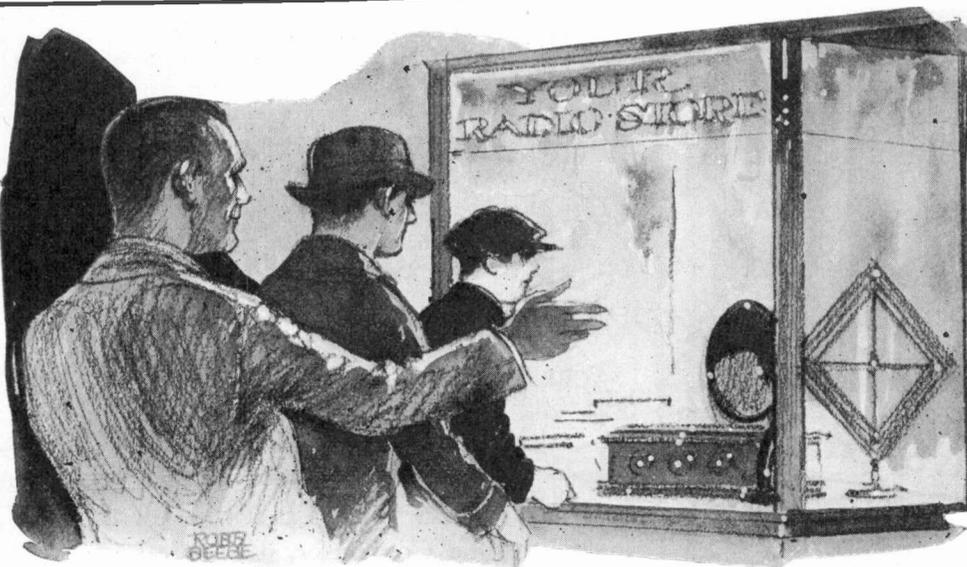
Tubes that sell—that's where your profit lies, Mr. Dealer.

Sales of Gold Seal Matched Tubes are breaking all records—an unprecedented success. Every tube you sell brings customers—and their friends—back for more.

It is a striking tribute to superior quality and uniformity—maintained by the strictest supervision and test in our own modern factory. No "good enough" tube ever wears the Gold Seal label!

GOLD SEAL PRODUCTS CO., INC.
250 Park Avenue, New York

Gold Seal Radio Tubes



Hommel is a Helpful Jobber

- † He maintains close contact with his dealers at all times.
- † He carries ample stocks of reliable radio apparatus only so that his dealers are assured prompt deliveries.
- † All user inquiries, resulting from his national advertising, are turned over to his dealers.
- † A dealer repair and inspection department is maintained

so that all sets needing minor repairs can be fixed up immediately—thus saving the time and trouble of sending them to the factory.

† And last, but not least, he issues a complete catalogue of the Radio Sets and Apparatus he carries—known as the "Hommel Encyclopedia of Radio Apparatus" that Hommel dealers find invaluable in ordering and dealing with their customers.

WHOLESALE

Write today for Hommel's Encyclopedia No. 466-R.

EXCLUSIVELY

LUDWIG HOMMEL & CO

929 PENN AVENUE



PITTSBURGH, PA.

You can test 3 tubes in one minute!

No errors
—no calculations

Just use a
Superadio Vacuum Tube

Dynamometer

Here's what the test does for you



Patents Pending

1. Tells whether or not a tube is a good R. F. Amplifier, A. F. Amplifier or Detector and how good.
2. Tubes may be matched.
3. Measures the performance of the tube before it is placed in the set.
4. Gives definite measure of the power of the tube.
5. Tells whether or not tubes should be reactivated.
6. Discloses tubes that have been operated with excessive filament voltages.
7. Tells if tubes have been roughly handled.
8. Compares tubes of different manufacturers.
9. Gives Relative Efficiency of any number of tubes.
10. Tells if grid is exercising proper control of plate current.

The following defects in manufacture may be disclosed:

11. Under ageing.
12. Poor filament wire.
13. Low Vacuum.
14. Improper size of tube element.
15. Improperly spaced elements.

The Amplification constant, Plate Impedance and Mutual Conductance are obtained directly without calculation.

Send today for complete particulars of the Superadio Dynamometer —the scientific design and up-to-date production methods.

DEWITT LAFRANCE CO., North Cambridge, Mass.
BOSTON REPRESENTATIVE: Martin, Hartley & DeWitt Sales Co., 99 Bedford St.
CHICAGO REPRESENTATIVE: William A. Welty & Co., 36 So. State St.



-it's in the Tube

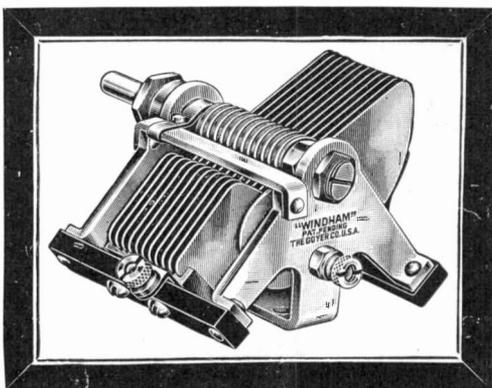
You sell radio satisfaction when you sell CeCo Tubes. Whether used as detectors or amplifiers, they deliver maximum results in tone, volume and life.

Our charted tests (results confirmed by laboratories of national reputation), prove CeCo superiority.

Now ready! CeCo Tubes with new type Long PRONG BASES. Also, Power Amplifier Tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency.

Dealers write giving jobbers name.

C. E. Mfg. Co., Inc.
702 Eddy Street,
Providence, R. I.



Small
Sturdy
Efficient

Practical separation of
short wave stations

THE NEW "WINDHAM"

One of the few really distinctive condensers! Here is perfect separation of short wave stations; and in addition, small, compact construction, an adjustment brake for balancing the rotor, and independent adjustment of bronze cone bearings.

Write for Details.
Desirable Territories Open.

THE GOYER COMPANY
WILLIMANTIC, CONN.

PREMIER Blue Ribbon Battery Cables

IN 3 STYLES



They sell profitably and easily, and when you think about cables remember these points:

"Standard New Code" is our rubber content for insulation. (It is dangerous to sell a cable not rubber insulated. Tubes blow out, batteries are exhausted, and there is a constant fire hazard present.) All terminals are soldered to the wire. (Prevents microphonic noises in the set.) Terminals have a coating of lead to prevent corrosion.

MUELLER CLIPS
for A Storage Battery Leads
Tightly braided, heavy cotton, fast colors that will not fade out and lose the markings and tracers.

3 styles listing for \$1.00, 75c., and 60c. respectively
Attractively boxed and counter display boxes.

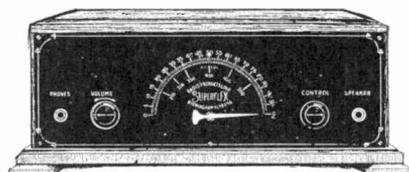
CRESCENT BRAID CO., Inc., Providence, R. I.

Makers of Premier Extension Cords, 20 ft. and longer. If your Jobber is out of stock, write us and we will have you supplied promptly from the nearest distributor.

SEPARATES STATIONS—ONE DIAL (One Condenser, pat. pndg.)

Volume—Clarity—Distance—Ruggedness—Beauty

S
U
P
E
R
F
L
E
X



LIST
\$80.00
BARE

DEALERS:—Don't believe US—test one

RADIO PRODUCTS CORPORATION, Inc.
3816 N. 28th St., Birmingham, Alabama
Hemlock 4158

Every No. 20 Compact Owner
A Prospect
for the Console Compact

\$60 LIST

Finished in the
very popular
Huguenot
Walnut

Height 42 in.
Depth 13 in.
Width 26 in.

All wood horn of
beautiful tone.

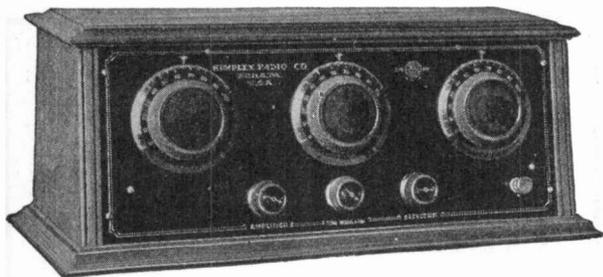


Atwater Kent Dealers:

Order a Console Compact Today
and see how easily it sells.

Liberal Discounts

CRESCENT CHAIR COMPANY
PLYMOUTH, WISCONSIN



The right way
to go after 1926 sales

Radio sales in 1926 will mount higher than any preceding year. Are you prepared to get your share? The best way to go after it is to handle a radio receiver that offers satisfactory reception and low cost. You will find both in the new

Simplex SR 8
\$65 list

With a list price like this your 1926 radio success will be assured. The Simplex SR 8 is a five tube set—the latest development in radio engineering. Tone modulator gives gradual, noiseless adjustment. Straight line wave length condenser spreads stations conveniently over dial. Genuine mahogany cabinet with Adam Brown finish.

*JOBBERS and dealers write for
our proposition*

SIMPLEX RADIO CO.
Main and Rector Sts., Philadelphia



**Radio's Biggest
Value!**

TTRIMM Home Speaker gives more dollar-for-dollar value and complete satisfaction to the user than any other speaker selling anywhere near its price. This is the big outstanding fact in radio this season. There is nothing that can equal this scientifically designed goose neck speaker in actual performance at the price.

A clear, rich, full tone, free from chattering, blasting or harsh overtone—a world of volume. Genuine Volconite Horn. Trimm Laboratory adjusted unit. Life time guarantee.

**TRIMM
Superior Reproducers**

HEADSETS

Professional..... \$5.50

Dependable..... 4.40

PHONODAPTERS

Giant Unit..... 10.00

Little Wonder..... 4.50

SPEAKERS

Home Speaker..... 10.00

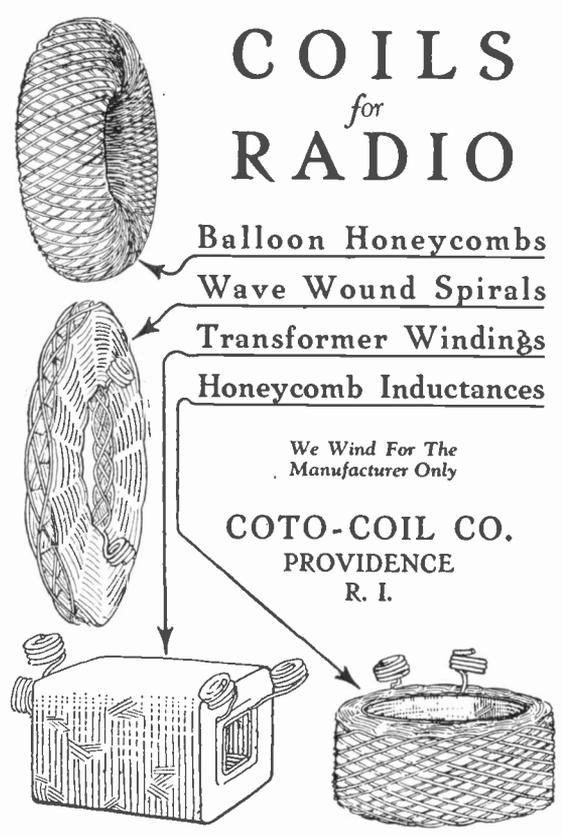
Entertainer..... 17.50

Cabinette..... 25.00

Chello..... 30.00

TRIMM
RADIO MANUFACTURING
COMPANY
24 So. Clinton St.
CHICAGO
U.S.A.

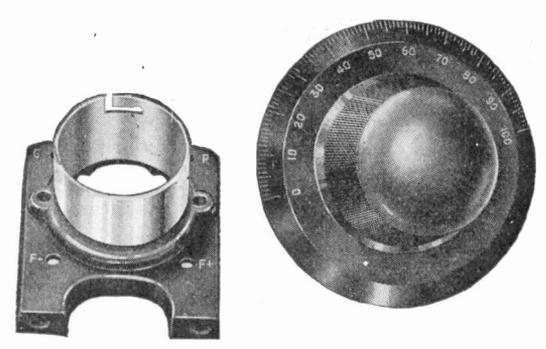
COILS *for* RADIO



Balloon Honeycombs
Wave Wound Spirals
Transformer Windings
Honeycomb Inductances

*We Wind For The
Manufacturer Only*

COTO-COIL CO.
PROVIDENCE
R. I.



Efficient service on Molded Bakelite Radio Parts

**MOLDED INSULATION
MADE TO YOUR
SPECIFICATIONS**

American Insulator Corp.
52 Vanderbilt Avenue, New York City

THE HOUSE of SUPER-SERVICE

Distributors of

Radion	Pacent
Cunningham	Premier
Balkite	Howard
Brandes	Utah
Remler	Allen-Bradley
All-American	Weston
Frost	Dulce-Tone
Dubilier	Burgess
Benjamin	Jefferson
Rasla	Erla
Carter	Signal
Gould	Bremer-Tully

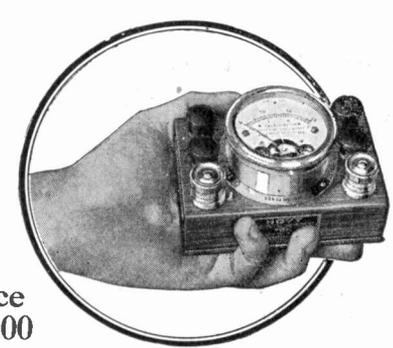
and Many Other Nationally Known Products

Dealers:—Write for a FREE copy of
"HARRY ALTER'S POCKETBOOK,"
the convenient-to-carry Buying Guide
listing over 2,500 items.

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.

Hoyt

RADIO ROTARY METER

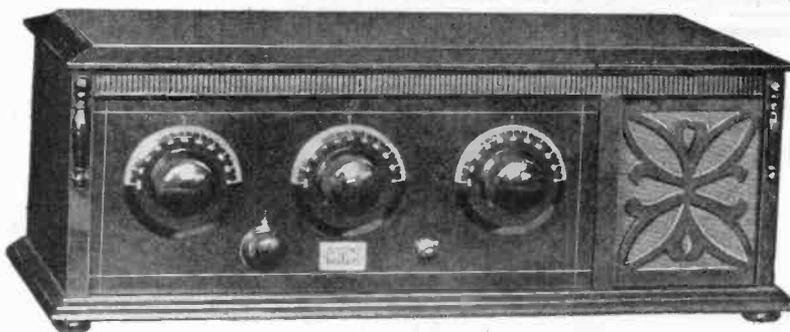


**Price
\$24.00**

The Hoyt Radio Rotary Meter gives the service man in one unique and exclusive design (patented 1920) a five-range precision 2½-in. moving-coil volt-ammeter. This *one* instrument will do *all* testing necessary on Radio receiving sets, tubes, batteries and battery eliminators.

BURTON ROGERS CO.
26 Brighton Ave., Boston, Mass.
Write us for Booklet "Hoyt Meters for Radio"

Perfection in:
Tone Quality
Selectivity
Volume
Beauty



SIZE 9 x 26

Super Special Model—\$49.50

Our policy of direct to dealer makes this value possible.

One Sample Set to New Dealer, \$24.75

This price is actual labor and material cost. We lose the overhead and advertising cost but it is worth a lot to us to prove our wonderful value.

If you are not satisfied, you may return it within 10 days and we will refund price paid us and no argument or questions asked.

Send check with order. Only one at this price.

If you are fortunate enough to get a franchise for

the Diamond T line this year, you should be successful.

We have five models, all with built in speakers and at prices that make them sell on sight.

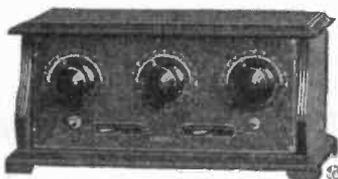
Remember, this is quality merchandise both in looks and performance.

Nothing to equal a Super Special under \$100.00.

If you don't agree with us send it back and get your money.

DIAMOND T RADIO MFRS., SOUTH BEND, INDIANA

5 Tube



Tuned Radio Frequency

"The Circuit Most in Demand"

Yours—for Profits that stay and GROW!

You know what caused your greatest cost on service calls during the last radio season—Loose wires! Broken connections! Many times you knew it was your customer's fault, but a broken solder joint couldn't prove it—so you paid the bill!

Every radio merchant who has charged up "service after the sale" will want more information regarding Kardonstrip—the solderless, rivet-jointed radio set. Think of a set that needs no service—that cannot have a loose connection! It's new, but it's more than new—it's revolutionary and fool-proof.

And greater still—the patented method used in the construction of Kardonstrip reduces the cost of manufacture so that we can produce a winning five-tube set—incorporating the best possible radio parts and finest materials—to list at

\$35

A few more territories are still open for the Kardonstrip sales franchise. Jobbers, write or wire for our profit-making proposition. Retailers, ask your jobbers to show you a Kardonstrip set. If you do not know the Kardonstrip jobber in your territory, write and we will give you the name of your local Kardonstrip distributor.



KARDON RADIO CORPORATION
 294 EAST 137 TH STREET
 NEW YORK, N.Y.

A Sure Winner With the Trade!

Better Tone, Larger Volume, Compactness—

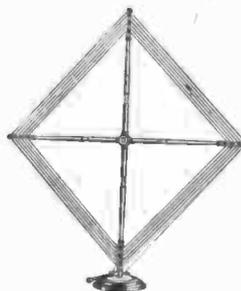
When you offer your customers this new type of Tuned Radio Frequency Transformer, you offer them merchandise they are glad to buy, for it has many advantages over ordinary toroidal or doughnut coils. And its performance is remarkable.



BODINE
 TWIN-EIGHT
 R.F. TRANSFORMER

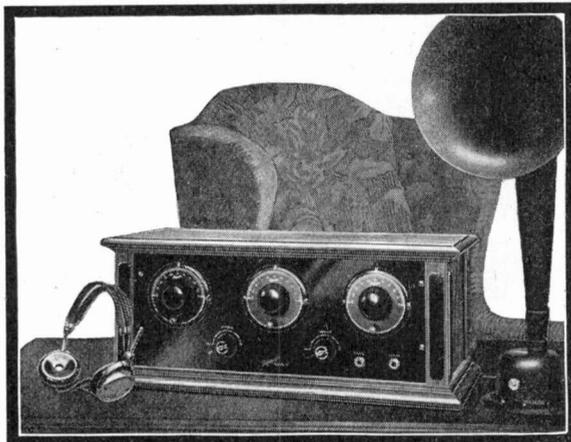
The self-contained field of the Twin Eight Coil prevents magnetic interference from other coils, condensers, tubes, etc. **Absolutely no distortions.** Also, its condensed field and close coupling of primary and secondary windings assures exceptional volume—clarity of tone. And its compactness makes it easy to assemble in the set. Price, each, \$3.00, set of three matched transformers, \$9.00.

Better Loop Reception



Remarkable selectivity and distance—greater volume—finer tone. The big advantages of the Bodine Folding Loop—advantages made possible by Bodine's basket-weave winding and superior construction throughout. Mahogany finish, wound with green silk wire. Satin silver calibrated dial for logging, concealed hinges; fully collapsible, folding to fit into a box 3 1/2 x 6 x 1 1/2 in. Price \$8.50 to \$10.00.

BODINE ELECTRIC COMPANY
 2242 W. Ohio St., Chicago, Ill.



1926 **February** 1926

SUN MON TUE WED THU FRI SAT

1	2	3	4	5	6	
<i>The Best Month for</i>						
<i>Reception by Actual</i>						
<i>Broadcasting Tests</i>						
28						

~and for DYMAC Dealers
an exceptional sales month for
The Dymac
SELECTO FIVE

Broadcasting tests for two years have shown that the best radio reception occurred the last week of January and during the month of February.

This is a good sales fact to use in selling the DYMAC Selecto Five. And you can point out that the DYMAC Selecto Five produces good reception results the year round when conditions are not so favorable.

Its handsome walnut finished mahogany cabinet speaks for itself as an unusually beautiful piece of musical merchandise—an addition to the appearance of any home.

You can easily sell a DYMAC Loud Speaker, \$8.50, and a DYMAC Type G Headset, \$5.00, to go with the DYMAC Selecto Five.

Other DYMAC products are: Type E. Headset, \$3.00; Vernier Dial, \$1.50; Loud Speaker Unit, \$5.00; Soldering Set (Standard), \$2.50; Crystal Set (Complete), \$7.50; Sub-panel Socket, 75c.

Write to us for details of the profit possibilities of the DYMAC line of guaranteed Radio Equipment.

ELECTRICAL PRODUCTS MFG. CO.
 PROVIDENCE, RHODE ISLAND

SPEED UP
 WITH THE 12 HOUR CHARGER



SPECIFICATIONS:
 Charges 1 to 15 Batteries at 2 to 12 ampere rate. Capacity 15 Batteries every 12 hours. Made in all voltages and cycles.

"TWIN SIX"

GREATER PROFITS BETTER SERVICE

Another engineering triumph of the Heyer Products Corporation! Leader of them all.

FULL WAVE TRANSFORMER TWO BULBS
 Balanced and Equalized
 ADJUSTMENTS

Coarse and Fine
 Same Switch Controls Both Bulbs

EFFICIENCY—84%

Sales Department

CONSOLIDATED EQUIPMENT CORP.

Send for Catalog

160 GRAND STREET
 NEW YORK CITY

Write for Terms and Prices

A Representative will call on request.

Sixth Annual
RADIO SHOW
 THE AMATEURS' SHOW
 HOTEL PENNSYLVANIA
 NEW YORK—MARCH 8TH TO 13TH

This show, which is run under the auspices of the Executive Radio Council, 2nd District, is the famous Amateurs' Show, which has always attracted the largest radio buying crowd.

Dealers from all over the country, professional set builders, and the original fans who are radio's biggest boosters, flock to the Pennsylvania to see the industry's newest developments first.

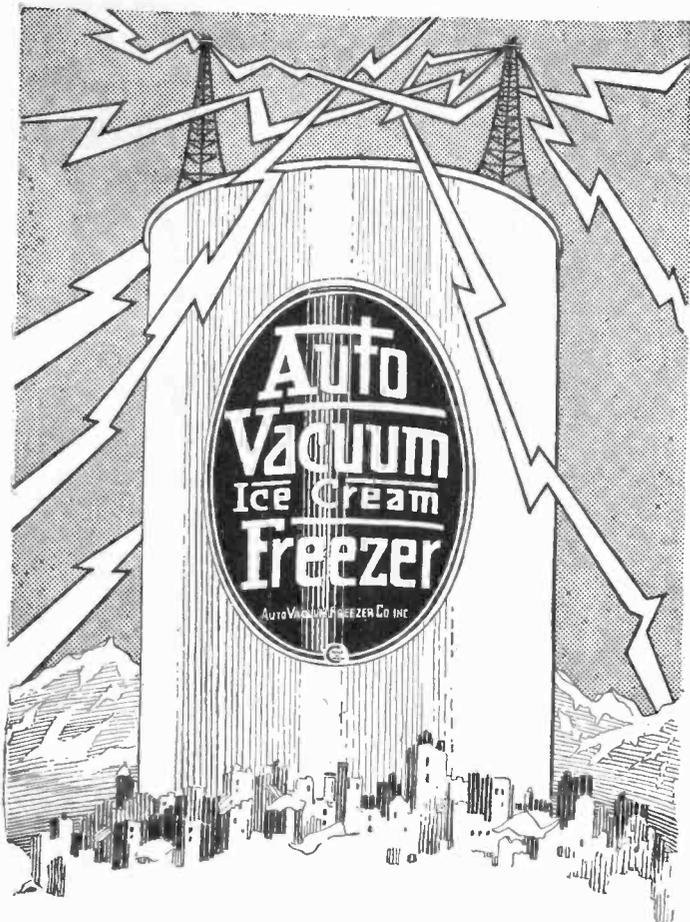
This Show is the Most Interesting to the Public and the

Most Profitable for the Manufacturer

Among the exhibitors who have taken space in this show, ever since its first year, are many of the industry's leading manufacturers.

Write at once, before the choicest booths are sold, for floor plan and complete particulars.

EXECUTIVE RADIO COUNCIL
 74 Cortlandt Street, NEW YORK CITY



Tune in For Summer Profits

Many of the important Radio Jobbers have taken on this ideal Summer specialty—the Auto Vacuum Ice Cream Freezer. They believe it is the fast-selling article they have been looking for to take the warm-weather static out of the radio business.

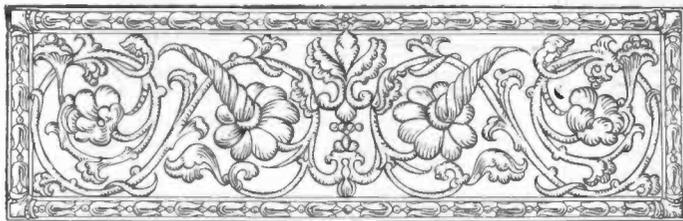
The Auto Vacuum Freezer is simply made—just three strong parts. It is neat and sanitary with a white enamel finish. No parts to get out of order, no cranking, no labor, no fuss, no muss. Easy to display—easy to sell, for everyone's a prospect. Everybody likes smooth, delicious ice cream in the Summer time.

FOUR CONVENIENT SIZES:

1 quart . . \$5.00 list 3 quart . . \$8.00 list
2 " . . 6.00 " 4 " . . 10.00 "

Ask your Jobber about it now. He will give you complete information. If he cannot serve you write us direct.

AUTO VACUUM FREEZER CO., Inc.
220 West 42nd Street
New York City

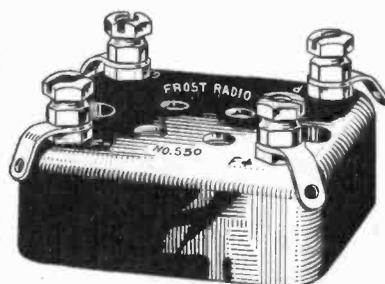


FROST-RADIO

Ask Your Neighbor

New! Better!

Two useful new items of
FROST-RADIO now ready



FROST-RADIO

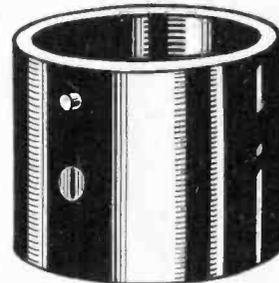
No. 530 **FROST-RADIO** SOCKET . . . 40c

cleaning, sliding contact. We believe this socket to have the most satisfactory contacts of any socket made. All terminals plainly marked. It is equipped with soldering lugs. Genuine black Bakelite in high lustre finish.

A new
FROST-RADIO socket that fits all new type tubes

THIS new socket takes ALL tubes with the new type bases. It has perfect spring construction which grips each of the tube prongs full length with self-cleaning, sliding contact. We believe this socket to have the most satisfactory contacts of any socket made. All terminals plainly marked. It is equipped with soldering lugs. Genuine black Bakelite in high lustre finish.

Converts present standard sockets to UX199—CX299, or UX120—CX220—a fast seller!



FROST-RADIO

No. 540 **FROST-RADIO** ADAPTER . . . 25c

With this handy, inexpensive adapter, set owners can instantly fit the new CX299 or UX199, and the CX220 or the UX120 into their present standard base sockets.

No need to rebuild set to take the new tubes. Genuine black Bakelite—high lustre finish.

Wire your requirements on these two popular new items. Be first in your neighborhood to fill the already large demand

HERBERT H. FROST, Inc.
314-324 WEST SUPERIOR STREET, CHICAGO
NEW YORK CITY CLEVELAND KANSAS CITY LOS ANGELES
EXPORT OFFICE: 314 WEST SUPERIOR STREET, CHICAGO



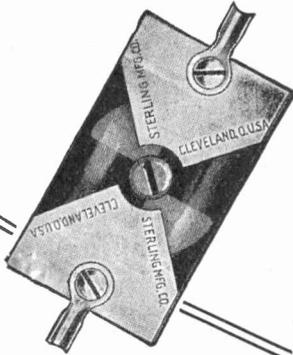
WANT VOLUME SALES ?

These two Sterling items are always on the go—there's an unceasing demand for them. Quality, no doubt, tells the story.

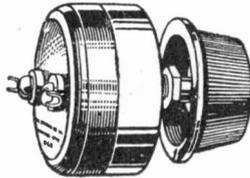
MICRO CONDENSERS

For equalizing the circuit, this little device is in a class by itself. Extraordinary ease of adjustment. A turn sets it and it stays set permanently.

R-311. Max. capacity 5 micro microfarads. List Price, \$1.00.
R-312. Max. capacity 40 micro microfarads. List Price, \$1.50.



"Soft Tread" RHEOSTAT



Set builders and those who improve their sets are quick to appreciate the advantages of this rheostat. Free, noiseless movement in either direction, dust-proof construction, easily and quickly mounted on panel. A beauty!

List Price \$1.25

THE STERLING MANUFACTURING CO.

2831-53 Prospect Ave., Cleveland, Ohio Dept. C

Sterling
RADIO PARTS

The Reason

THE TUBE WITH A SENSIBLE GUARANTEE

RECUSOR OFF SUPERTRON A GOOD TUBE

Quality! Performance Dependability

are the factors which made Supertron the foremost Independent Tube in America !!

The Public buy and enjoy Supertrons because they are assured of satisfaction by a serial number guarantee on each tube for their protection—at their own price: the public demand price—two dollars.

The best dealers sell Supertrons because they give the most satisfaction, the best profit and a permanent good will.

The jobbers who practice their purposes sincerely carry Supertrons to serve their dealers better, because Supertron facts are beyond dispute.

Backed by a rigid policy, substantial organization and clean merchandising.

All Types \$2.00 Each (Canada \$2.75)

SUPERTRON MFG. CO., Inc., Hoboken, N. J.

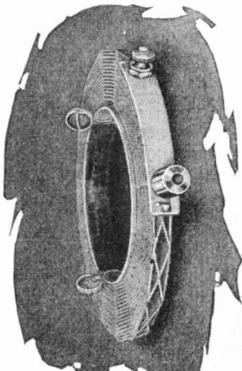
Export Department, 220 Broadway, N. Y. City

SUPERTRON

A SERIAL NUMBER GUARANTEE

Branch offices in principal cities throughout the United States

Set Manufacturers!



Standards of radio reception are becoming higher with each new year. 1926 models must be an improvement over those of 1925, and they will be.

Correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.

Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.

SICKLES DIAMOND-WEAVE COILS

Attention Dealers! Send for our 200-page Catalog



The finest and largest exclusive Radio Catalog in the United States

SCHNEITTER RADIO COMPANY

Dept. I

ST. JOSEPH, MISSOURI

MUTER Dependable Radio Products



Resistance Amplifiers—
Completely assembled - - - List **\$8.00**

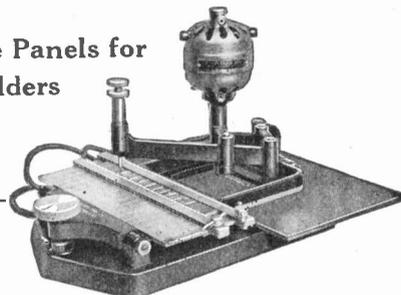


Audio Frequency Transformer
— Quality at a popular price. - - - List **\$2.25**

Sold by Leading Jobbers — Ask for Catalog

LESLIE F. MUTER COMPANY
76th and Greenwood Ave. Chicago, Illinois

Engrave Panels for Set Builders



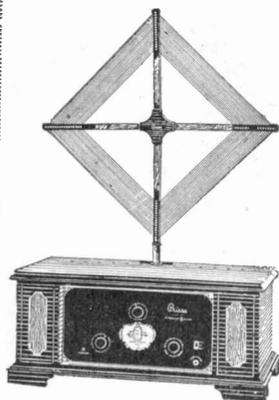
You can earn several dollars an hour engraving panels for amateurs building their own sets.

A low price engraving equipment for engraving the words used on radio panels, trade-marks, and border and corner designs. Will engrave on Hard Rubber, Bakelite, Aluminum and other soft metals. PRICE OF COMPLETE EQUIPMENT \$135.00.

Branch Tool Co., Dept. P, Forestdale, R. I.

The set that pays you dividends

A Priess dealership insures a definite dividend on your investment in sets. The Priess dealer franchise guarantees



List Price—\$175

Console model with built in loud speaker \$285

PRIESS RADIO CORPORATION
697 Broadway, NEW YORK, N. Y.

- Protection against price cutting
- dumping of surplus stock
- price decline
- unfair competition

and being loop operated, you have all year round sales.

Have us put you in touch with our distributor in your territory.

Priess
TRADE MARK
STRAIGHT & EIGHT

Dealers!

REAL PRICES

We carry in stock at all times the following merchandise—

- | | |
|---------------------|---------------------|
| Electrical Supplies | Chinaware |
| Furniture | Hardware |
| Radio | Musical Instruments |
| Automotive | Leather Goods |
| Equipment | Sporting Goods |
| Aluminum Ware | Jewelry |
| Novelties | |

FREE! 1926 complete illustrated catalog just off press. Write for a copy at once. Supply limited.

GENERAL MERCHANDISING CO., INC.
818 Walnut St., Philadelphia, Pa.

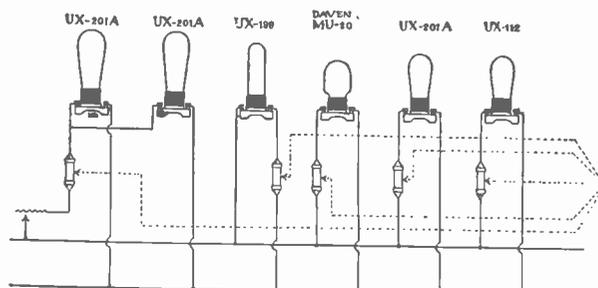
AMPLION

The Product of 38 Years' Experience

Due to supremacy of performance this creation of Alfred Graham & Co., England leads in sales throughout the world. Six models, including phonograph units, equipped with cords and pane. plugs, \$12 up. Nationally advertised. Write for "Amplion Pedigree" and proposition to trade.



THE AMPLION CORPORATION OF AMERICA
Executive Offices: Suite E, 280 Madison Ave., New York City
Chicago Branch: 27-29 No. Morgan St.
In Canada: BURDETT OF CANADA, LIMITED, Toronto



Use any combination of tubes with the—



TUBE EQUALIZER SYSTEM

This System comprises a wide range of flexible filament control Equalizers to slip into spring clips. Equip a set with these clips, and ANY TUBE + THE CORRECT EQUALIZER = 6 VOLTS! With exception of the R. F. stages, no other filament control is needed. A set can be changed instantly from dry cell tubes to big tubes, for instance; and, in these days of UX tubes, the System is ideal. Shown above is a standard tuned R. F. circuit filament line, with four different kinds of tubes equalized to 6 volts. Price of Equalizers, 50c.; with clip, 75c. Write for complete folder on the Elkay Tube Equalizer System.

For Any "Ballasting" Need

or wherever any cartridge type of filament control is needed, use Elkay Equalizers.



ELKAY 5-TUBE SUPER-SELECTOR, \$80

(Equipped with Equalizer System)

Compares favorably in appearance, selectivity, volume, distance and tone quality with sets at twice its price. Has one stage R.F. detector, one stage of transformer coupled amplification and two resistance coupled amplifiers. Only two dials. A radio frequency choke permits same smooth operation on low or high wave lengths. Control over selectivity a distinct departure—an ELKAY invention.

The Langbein-Kaufman Radio Co., Dept. M.
511 Chapel St., New Haven, Conn.

TUNERS **ELKAY** SETS, KITS

Here's a live wire battery proposition

The "Hawley" 22½ volt un-acid everlasting re-chargeable "B" storage battery \$2.95 list. Includes chemicals. 90 volts \$10 list. Other and larger sizes. Sold for over 3 years on a non-red-tape 30-day trial refund with a further guarantee of 2 years.

Complete ready to run "B" battery charger \$2.75 list.



RIGHT now, with the opening of the new selling season, you need as many drawing cards as possible to attract trade.

These "Hawley" products are sales getters. Use them *now* as feature merchandise. They will build up a larger trade for you. They will stamp your store as the most aggressive in the community—as the place to go for up-to-date developments. Exclusive dealer territories make the "Hawley" line particularly attractive.

Write for literature. Get particulars on these products and determine their salability for yourself. They are backed by advertising in over 12 national radio publications. Let us tell you about the selling proposition and the organization behind it! *Write today.*

B. H. SMITH, 39 Washington Ave., Danbury, Conn.

Goodrich Silvertown

The Radio Panel Supreme!

- 1 Easier to drill and machine.
- 2 Better color, lasting lustre.
- 3 Lower free sulphur — no discoloration.
- 4 Higher softening point—no warping.

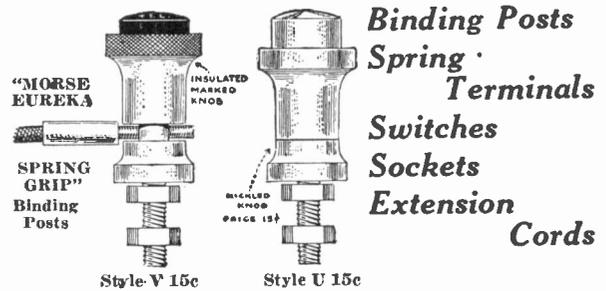
Goodrich V.T. Sockets Spaghetti Tubing
 Radiophone Ear Cushions
 Battery Mats
 Hard Rubber Tubes for Coils

The B. F. Goodrich Rubber Company
 Established 1870 Akron, Ohio

Morse Eureka

TRADE MARK

everything in parts for radio



Nationally known for their quality. Backed up by large production facilities efficiently organized — with consequent advantages of cost.

FRANK W. MORSE CO.
 289 Congress Street, Boston, Mass.

**KNOWN
or UNKNOWN**
*which
builds business?*

IT MAKES your selling job that much easier—to handle Prest-O-Lite Batteries. Because the name Prest-O-Lite is known to millions of motorists the world over, and has been known by them for more than twenty years. Prest-O-Lite gave the automobile its first dependable eyes, and now it has given radio a dependable long-lived battery that brings out the best qualities in any radio set.

Prest-O-Lite Batteries are backed by an outstanding national advertising campaign. The name Prest-O-Lite will be even better known, and the service it stands for will be even more appreciated.

What is more, you are always sure of service on Prest-O-Lite Batteries. With warehouses all over the country supplying thousands of distributors, Prest-O-Lite Service is always "just around the corner."

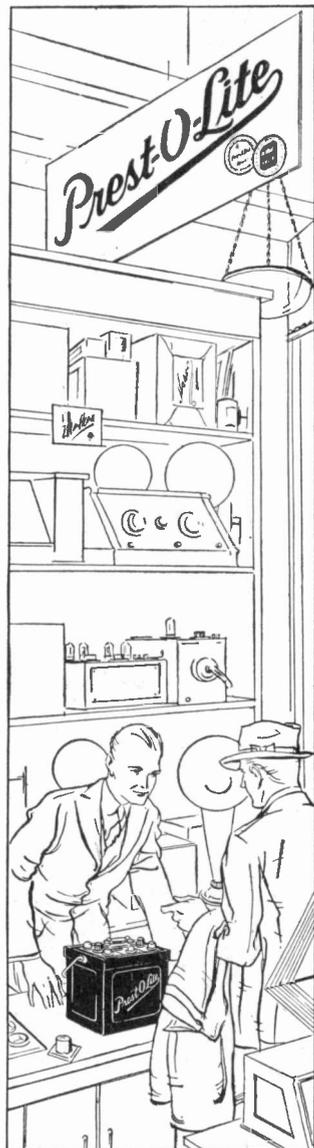
Because of Prest-O-Lite's vast distribution, your investment need not be large, while your profits from the sales of Prest-O-Lite Radio Batteries are always gratifying. No batteries offer more in the way of profits than Prest-O-Lite.

Write today for the Prest-O-Lite dealer plan. Cash in on the ever-increasing demand for Prest-O-Lite Radio Batteries.

THE PREST-O-LITE Co., Inc.
INDIANAPOLIS, IND.

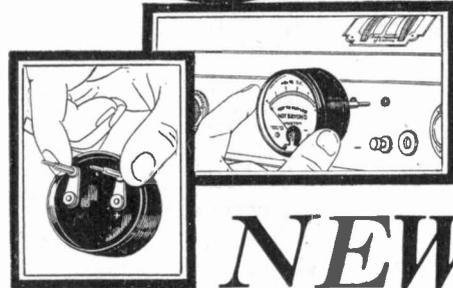
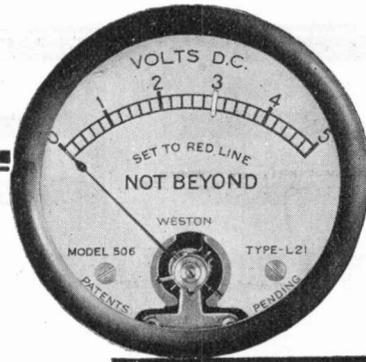
New York San Francisco

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



Designed especially for radio

Prest-O-Lite 
STORAGE BATTERIES FOR
MOTOR-CARS AND RADIO



NEW-
The WESTON
Pin-Jack Voltmeter

HERE'S an instrument that's already sold to your customer! Because Radiola, Victor and Brunswick have provided Pin-Jacks on their new models for its reception and Saturday Evening Post advertising is featuring it. See the illustration—no tools, no trouble, no adjustment—just plug in.

This Pin-Jack Voltmeter has a red mark at three volts (the critical tube voltage), enabling operation that will lengthen tube life, prolong the use of batteries, and give satisfactory set operation.

The use of this instrument will cut the operator's radio troubles 90%—it will also cut your troubles and increase your profits.

You know the Weston Radio Plug—for the surest, fastest, most satisfactory connection to headset or loudspeaker—this is a reminder that the price is now only sixty cents.

Do not delay, write us at once for full information.



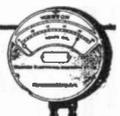
WESTON ELECTRICAL
INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER

WESTON

Pioneers since 1888



COMO

VARIABLE-RATIO AUDIO-TRANSFORMER



This new type of transformer, made by Como, a pioneer in the construction of high-grade radio apparatus, is arranged so that three different ratios: 4 to 1, 6 to 1, and 8 to 1, may be obtained all from the same instrument. Instead of stocking various ratios, the dealer and jobber has one model only to carry, which can be applied to all stages of audio amplification, whatever the best ratio may

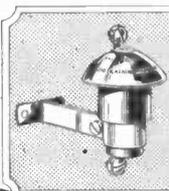
be. The simple arrangement of a tap-switch in the set, connected to the primary binding posts, allows excellent volume of control which does not affect the tuning. In the familiar Como round-top shielded metal case.

Price \$6.00

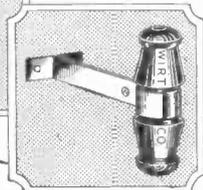
Dealers and jobbers write us for full particulars.

COMO APPARATUS COMPANY, Inc.
Kelley St., MANCHESTER, N. H.

When a Customer buys a WIRT LIGHTNING ARRESTER



sell him also a WIRT INSULATOR



Protect Your Customers From Lightning by Selling Them the

WIRT Radio Lightning Arrester

—and Ring Up Another Profit By Selling Them the

WIRT Radio Wall Insulator

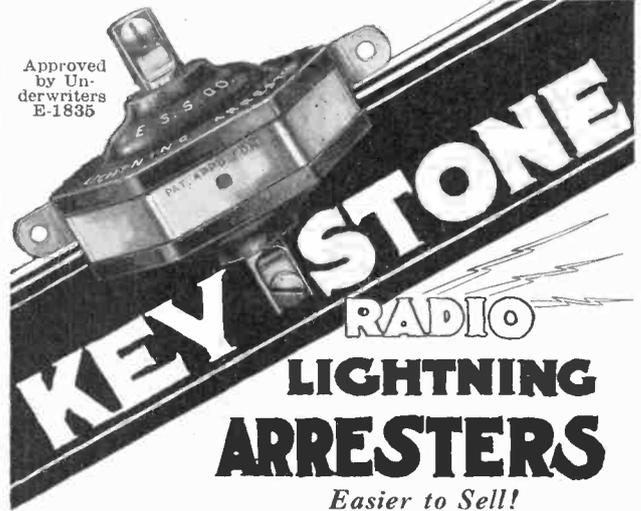
Approved air-gap type arrester, made of bakelite. A petti-coat of bakelite shields the arrester from water and dust. Terminals far apart to prevent leakage. Tell your customers the National Board of Fire Underwriters specify that an approved radio lightning arrester be used with all out-door aerial installations.

Sell the two together and increase your profits with no more effort.

Wirt Lightning Arrester.....	\$1.00
Wirt Wall Insulator.....	.35

The Wirt Lightning Arrester is Listed as Standard by Underwriters Laboratories

WIRT COMPANY
PHILADELPHIA, PENNSYLVANIA
MAKERS OF DIM-A-LITE



Approved by Underwriters E-1835

Retail
Price \$1.50
In Canada
\$2.00

A good proposition for jobbers and retail dealers. Write for details.

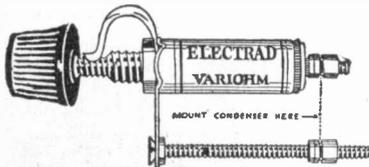
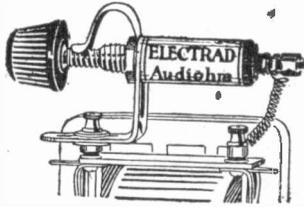
Easier to Sell!
Purchasers of antenna material can be interested at once. It looks and is a substantial piece of equipment. Made of genuine Bakelite, the best material the market affords. All metal parts of heavy brass. Maximum protection is assured, because this device is manufactured in a company having specialized in lightning arresters for over thirty years.

ELECTRIC SERVICE SUPPLIES CO.

50 Church St. New York, N. Y. 17th and Cambria Sts., Philadelphia, Pa. Ill. Merchants' Bk. Bldg. Chicago, Ill.

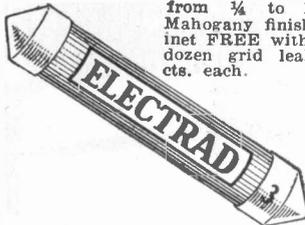
An ELECTRAD Dealership is a Real Business Asset—

"Electrad" Audi-ohm — An ingenious device to banish stuttering, sputtering reception forever. Installed across secondary of first audio-transformer. List, \$1.50.



"Electrad" Vari-ohm — A variable grid leak for extra fine tuning. Resistance variable from 1/4 to 30 megohms. List, \$1.25 for panel mount; \$1.50 for base mount.

"Electrad" Certified Grid Leaks—Absolutely accurate, calibrated in fixed resistances from 1/4 to 10 megohms. Mahogany finish display cabinet FREE with order of six dozen grid leaks. List, 50 cts. each.



THE "Electrad" line is a remarkable sales stimulant in good stores everywhere, due to its good quality and value. It is powerfully reinforced by the "Electrad" policy of backing up dealers with national advertising and valuable selling helps.

Thousands of radio fans are being told each month about "Electrad" Products in the leading radio magazines. And the effective sales helps make the dealer a part of the big "Electrad" National Advertising Campaign without expense to him.

If you are not handling "Electrad" Radio Products you have a profitable opportunity open to you. Get the "Electrad" proposition.

ELECTRAD, Inc.

428 Broadway, New York City

Also makers of Resistance Coupled Amplifier Kits, Lightning Arresters and Lamp Socket Antenna.

FREE TO DEALERS—"Electrad" Lead-In mounted on display card.

Write for yours today.

"Electrad" Lead-In.

A tremendous market for this efficient accessory. Water proofing and insulation of superior quality. Made to satisfy "Electrad's" high standards—there IS a difference. Fits under closed or locked doors or windows, no holes to bore. Absolutely safe. List, 40 cts.

ELECTRAD LEAD-IN

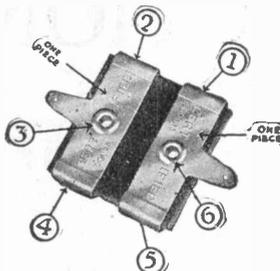
Goes under the window
No holes to drill

40¢

There is a difference
Get the Genuine!

Mfd. solely by ELECTRAD Inc. 428 Broadway New York

ELECTRAD



"The Six Point Pressure Condenser"

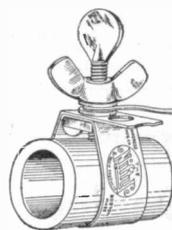
The "Electrad" Certified Fixed Mica Condenser is a revelation in accuracy and design. Ingenious, rigid binding and firm riveting fasten parts securely at six different points, insuring positive electrical contact. Impervious to temperature and climatic variations. Exerts even pressure upon the largest possible surface—can't work loose. Binding strap and soldering lug in one piece. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916, and applications pending. List 30 cents to 75 cents, in sealed dust and moisture proof packages.

DIATRON Radio Tubes

are good because Walter
Armstrong made them good.

Ever dependable. The result of 38
years unparalleled experience.

DIAMOND VACUUM PRODUCTS CO.
4049 Diversey Avenue, Chicago, Illinois.



Hook up with **Nifty Ground Clamps**

No tools required—no soldering necessary. Made of tinned copper and brass. Easily adjusted to pipes most commonly used. Retail Price 20c. each. 50 in a Nifty Box.



Nifty Lead-ins

Completely weatherproof—pliable—and insulated. No holes to bore. Fits under windows and doors tight closed. 50 in a Nifty Box.

Amoroso Manufacturing Co.
14 Sears St., Boston, Mass.



Burns LOUD SPEAKER With Concert Unit

Large size and scientific construction in the Concert Unit gives remarkable tone values which with the special amplifying properties of the Burns horn produce wonderful results.

Burns horn is of a distinctive design with pyralin flare in several handsome finishes.—It pleases the eye as well as the ear.

MANUFACTURERS

American Electric Company

State and 64th Sts., CHICAGO, U. S. A.



Radio Dealers WANTED!

If you are the type of dealer who hustles after business, who isn't content to wait for trade to come in but who takes sets out to demonstrate, can talk and sell quality merchandise, and knows Radio values, we have a big proposition for you. Are you that dealer?

50% Discount to Dealers

We manufacture a complete line of high grade receivers and sell to dealers at 50% discount. We are distributors for more than 225 Nationally advertised lines.



FREE Write today for amazing offers, new 112-page catalog and regular monthly catalogs quoting below-the-market prices on latest merchandise—all free. Everything in Radio for less.

AMERICAN RADIO MFG. CO.
1412 McGee St., Kansas City, Mo.



201-A or 199
Types

"Made in Salem"

Hytron Tubes are the result of 15 years' experience in lamp and tube manufacturing.

Hytron Tubes are made at our own factory.

Hytron Tubes are tested and passed in our laboratories under supervision of technical experts.

*Exclusive Territories Open
for Distributors*

Hytron Corporation, Salem, Mass.

A Cabinet that will sell!

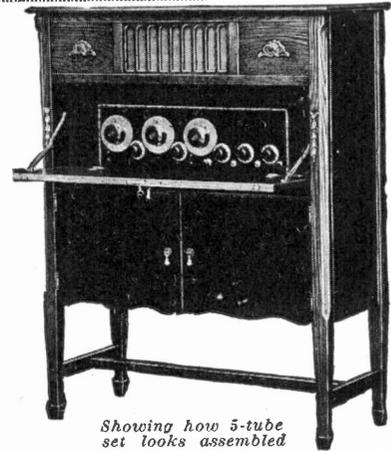
The Standard No. 400 Radio Cabinet combines every Radio convenience with the artistic beauty that radio buyers are now demanding.

Access to set is very simple, compartments are roomy and the horn is made of spruce wood, conceded to be best for tone quality.

Made in Antique Brown Mahogany or Antique Burl Walnut finish. Write for dealers' transportation allowance and discount list.

**STANDARD PIANO
BENCH MFG. CO.**

1221-1227 W. Lake St.
Chicago, Ill.



*Showing how 5-tube
set looks assembled*

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

REPRESENTATIVE AVAILABLE

Export Manager
Now successfully representing several American firms abroad, desires additional line on commission basis; will finance. RA-8, Radio Retailing, Tenth Ave. at 36th St., New York.

DEALERS WANTED

for Popular Priced Line

Famous Air King line of 5-Tube T. R. F. Receivers, 3 models, retail for only \$49.50 to \$59.50. Solid walnut cabinets. Wonderful tone and power. Liberal discounts to dealers. Write today.

20TH CENTURY RADIO CO.
1433 Coca Cola Bldg., Kansas City, Mo.

WANTED

Radio Distributors
to sell the

TURBAX CLOTHES WASHER

Steady year round selling of this electrical specialty is an ideal hook-up for the radio dealer. Sells in your present market. The only portable type washer approved by testing laboratories. Small size. Weight 22 lbs. Will operate in any washtub.

Write for our distributor plan. It works in perfectly with your present merchandising.

TURBAX CORPORATION
331 Madison Ave., New York City

Your Overstock is a Dead Investment—Move it at a Profit!!

Use the Radio Dealers' Overstock Exchange in Radio Retailing

What have you to turn into cash NOW? Get it into the
"EXCHANGE" of the next issue of RADIO RETAILING.

The cost will be small.



MASTER FORE
Charges both A and B Batteries

Every Radio owner wants the best reception possible. Weak A or B batteries are annoying to say the least. Sell him a Master Fore Battery Charger and win the good will of another customer.

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.

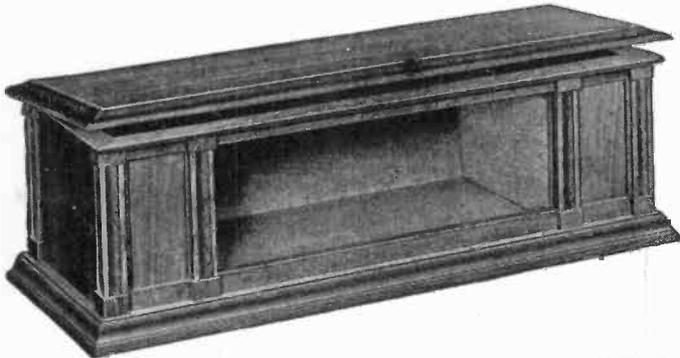
Name

Address

City

State

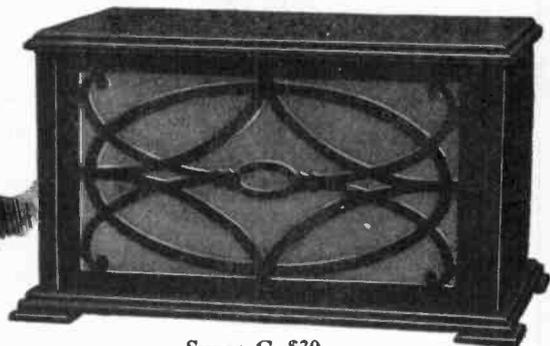
B B Super-Master Cabinet



POSITIVELY the prettiest line of cabinets on the market. Get a sample, inspect it yourself and then you will admit that our cabinets are the cabinets. We make nine styles of cabinets. Capacity 1,000 cabinets daily.

EHLERT CABINET COMPANY
Waukesha, Wisconsin
Phone 46W

Broad Pitch Range
But with
FULL BRILLIANCE OF TONE



Super C, \$30

THE big demand in speakers today is greater pitch range—clear tones, not only from middle "C" up, but all the way down to the deepest bass note. You can accomplish this by enlarging the diaphragm, but that usually means loss of brilliance, with a rumbling, unnatural hollowness.

The Super C, shown above, operates with a large diaphragm, but

Bristol engineers have done other things which produce a tone of full musical brilliance. You can send this speaker out on approval and its "voice" will sell it!

The cabinet is highly polished mahogany, 17 x 10 x 10 1/4 inches in size, an elegant piece of cabinet work that seems to "belong" just about anywhere you want to put it. Write for trade terms—also ask about our special proposition on horn type speakers.

THE COMPAROPHON

—an instrument which, when used with any phonograph, enables a dealer to make a truthful comparative test of three speakers at a time—entirely without radio. You can switch from one to the other instantly. Wonderful tone, very convincing. Write for folder.



BRISTOL SPEAKER
(AUDIOPHONE)

THE BRISTOL COMPANY
Radio Div. AL
Waterbury, Conn.

For 36 years makers of the highly sensitive and accurate Bristol's Recording Instruments

Manufacturers:

Waiting—a Ten Million Dollar Market

BACK in 1918, the exports of radio and telegraph apparatus from the United States amounted to less than \$400,000. Three years later exports had risen to \$1,000,000. Then came broadcasting. Exports of radio apparatus alone in 1922 reached \$2,897,799. In 1923 the figure was \$3,448,112. In 1924 the figure jumped to \$6,030,914. And last year exports of radio sets, parts and accessories from the United States reached the phenomenal figure of \$10,000,000.

Interest in radio grows daily in foreign countries. Broadcasting stations are in full swing. New ones are under construction. Most countries have no native companies turning out radio apparatus. Foreign markets therefore look to America to supply their radio needs.

In 1926 you can increase your sales to foreign markets. You can make shipments at a time when domestic business is not so heavy—in the late spring and early summer.

"*Radio Retailing*" has worked out a plan whereby information on American radio selling methods and American radio manufacturers' products will be placed before every known radio merchant in foreign countries in the months of March, April and May. Radio manufacturers who participate in this plan will be reaching their domestic market and at no extra cost they will be reaching the \$10,000,000 foreign market.

Information on this foreign trade plan as well as complete data on radio conditions in each foreign country where radio broadcasting is being done will be gladly furnished upon request.

Address

Radio Retailing
473 Tenth Avenue, New York City

ANNOUNCEMENT EXTRAORDINARY

To the Radio Trade of Joyce Bros. Wonder Cell

FILTER CIRCUIT

This filter is designed for use with any of the standard rectifiers and smooths out the rectifier current and therefore allows the operation of radio tubes direct from lighting circuit without any humming noises. The approximate dimensions are 6½ x 7 x 7¼ high.

Announcing also,—Joyce Bros. FULL WAVE Trickle Chargers for charging Joyce Bros. Wonder Cells or other low capacity storage batteries.

Manufacturers—this filter circuit solves your problem of electric radio. Write for further information.

Distributors and Jobbers Wanted

**Factory Representatives of
Joyce Bros. Products:**

Wm. H. Kreeb, 2505 Union Central Bldg., Cincinnati, Ohio.
Mandisco Co., 5 No. LaSalle St., Chicago, Ill. Lenord C. Kohn-Noah Co., 917 Phoenix Bldg., Minneapolis, Minn. Lenord-Kohn Co., 625 Security Bldg., Omaha, Neb. Strimple & Gillette, 168 Jackson St., Seattle, Wash. Strimple & Gillette, Corbett Bldg., Portland, Oregon. Stephen Brown, Ft. Smith, Arkansas. Eclipse Sales Co., 751 First National Bank Bldg., Chicago, Ill. Edward Park, 1643 Ridge Ave., Evanston, Ill. I. D. Livingston, 1529 Hutchinson St., Montreal, Canada.

HELIOS BATTERY CO., INC.
71 Chestnut St., Boston, Mass.

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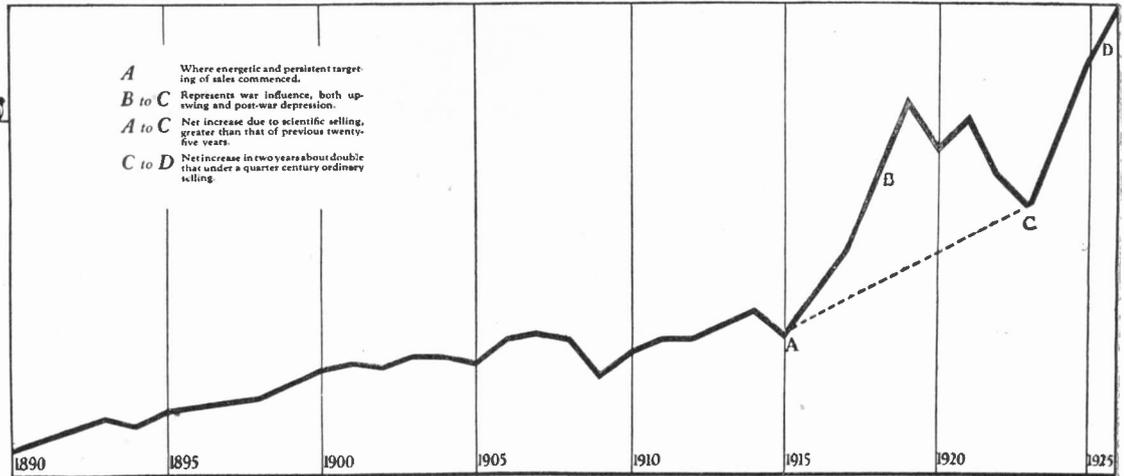
Sales Mount Despite



What the Weston Electrical Instrument Corporation did, as expressed in terms of the McGraw-Hill

FOUR PRINCIPLES OF INDUSTRIAL MARKETING

1. **Market Determination:** Each Market was analyzed and its sales possibilities were accurately appraised. The application of Weston instruments in solving the problems of each industry was also carefully worked out. This provided the salesmen with definite information on which to base their selling and eliminated misdirected effort.
2. **Buying Habits:** Since Weston salesmen were selling service first and instruments only as an incident to the service it became important to contact with the men who came closest to the problems involved. This idea was behind the careful study of buying habits.
3. **Channels of Approach:** The Weston Sales promotion program to get its story to the proper persons was nicely balanced to include the intensive use of publications which cover worth-while buying groups: manufacturers' literature and special missionary work through salesmen. These were supplemented by certain worth-while exhibits.
4. **Appeals that Influence:** The Weston advertisements and literature were changed from descriptions of instruments and made a source of helpful information. Industry found in them solutions of their problems and suggestions for more efficient and economical operation. Salesmen keyed their selling to the same basis of helpfulness. This type of appeal was very helpful in winning recognition for Weston representatives.



Eloquent Testimony for McGraw-Hill

Four Principles of Industrial Marketing

AT SOME time in its career most every business faces a situation that is perplexing. The course is not always charted—the way not always clear.

The Weston Electrical Instrument Corporation faced perplexing situations not only once, but often. Tied up as they were with the electrical industry, their problem continually was to keep abreast of its ever-shifting development.

More than once the company saw markets which consumed as much as 40% of its volume gradually disappear. Fortunately the foresight of Weston engineers anticipated develop-

ments. The needed new types of instruments were ready.

But would Weston continue to keep sales mounting under shifting markets and the highly competitive conditions ahead?

What would be the position of the company when important patents expired?

These were the questions which faced the Weston corporation at various times.

The company answered them by deciding on a policy of intensive study and cultivation of markets. Not only were present markets an-

Shifting Markets

alyzed and appraised, but trends were studied and many types and forms of new instruments were developed to meet the future markets. Complete detailed studies of the production problems of each market were placed in the hands of the Weston field organization. Salesmen were equipped to know where business was to be obtained and how to perform a service to the customer in getting it.

This plan squares perfectly with the McGraw-Hill Four Principles of Industrial Marketing, and the results prove their effectiveness.

The net result of ten years' operation under this plan shows in the chart. A gain in eight years greater than that of the previous twenty-five is an achievement, while a gain in the past two years of about twice the gain of a quarter century is tremendous testimony to scientific selling.

Every manufacturer who sells to industry cannot fail to recognize the soundness of these McGraw-Hill Four Principles of Industrial Marketing. The important thing is to apply them to one's own selling. To help accomplish this the McGraw-Hill Company offers its fifty years' accumulated experience with industry. The same wide knowledge of industry which makes the McGraw-Hill publications the authority in their fields is available to individual manufacturers and their advertising agents in working out their sales programs.

Each McGraw-Hill office is able to extend this service to manufacturers in its territory. Its staff of Marketing Counselors will be available at any time for conference on this most important matter. Such counsel is freely offered in the interest of efficient selling to industry.

The McGraw-Hill Publications

MINING
ENGINEERING & MINING JOURNAL-PRESS
COAL AGE

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

RADIO
RADIO RETAILING

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(European Edition)

DIRECTORIES & CATALOGS
CENTRAL STATION DIRECTORY COAL CATALOG
ELECTRIC RAILWAY DIRECTORY
EMF ELECTRICAL YEAR BOOK
RADIO TRADE DIRECTORY
COAL FIELD DIRECTORY

KEYSTONE CATALOG KEystone CATALOG
(Coal Edition) (Metal-Quarry Edition)

ANALYSIS OF NON-METALLIC MINING, QUARRYING
AND CEMENT INDUSTRIES

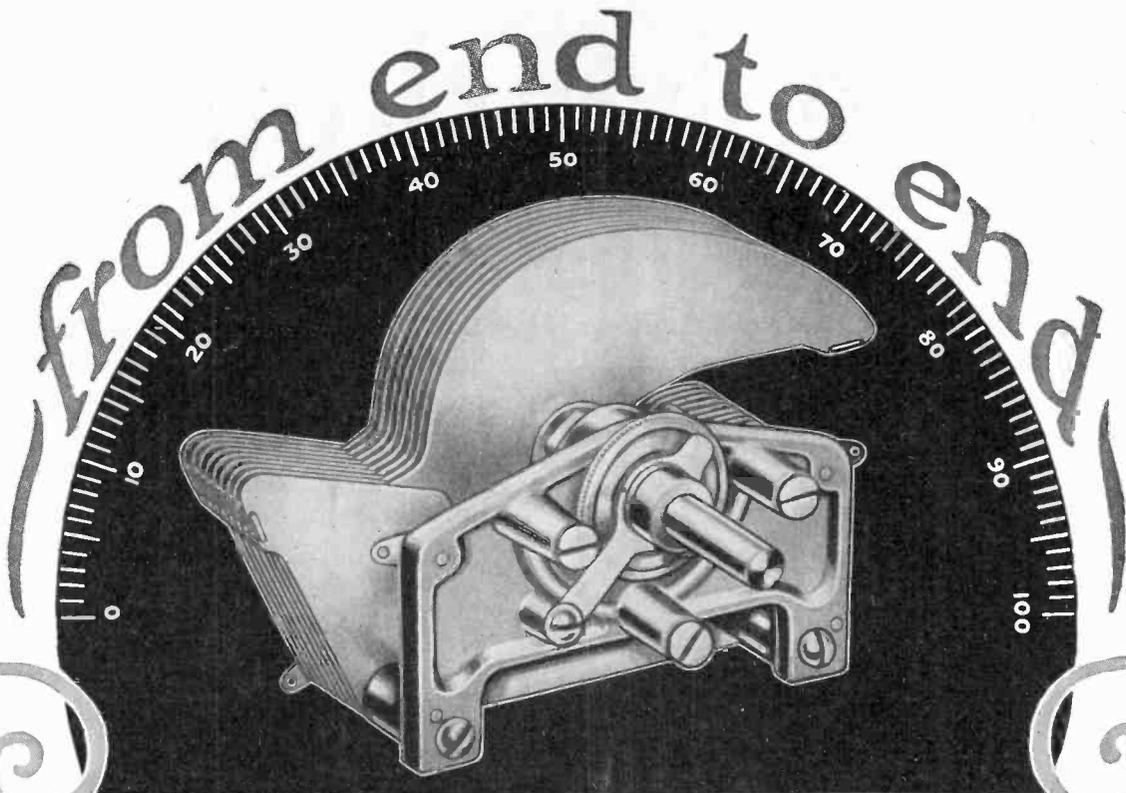
[This advertisement is the eighth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Wall Street Journal*, *Cleveland Plain Dealer*, *Chicago Journal of Commerce* and *New York Herald-Tribune*; in *Printers' Ink*, *Advertising and Selling Fortnightly*, *Class*,

Sales Management, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.]

McGRAW-HILL COMPANY, INC., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON, PUBLISHERS OF

McGRAW-HILL PUBLICATIONS

REACHING A SUBSTANTIAL MAJORITY OF THE BUYERS IN THE INDUSTRIES THEY SERVE



its range covers the dials

**BENJAMIN
Straight Line Frequency Condensers**

String out the stations symmetrically from one end to the other.

That is selectivity supreme! Every station has a clear space for tuning. The old-time crowding is eliminated. Tuning is simplified and best of all, with its low loss characteristics, radio reception is definite and distinct. The precision in workmanship is superlative. The finish is dull silver. In 3 sizes:

.00025 Mfd.; .00035 Mfd.;
.0005 Mfd.

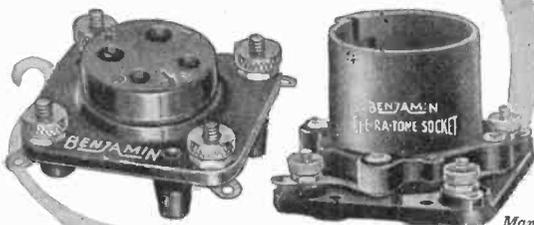
*Benjamin
Tuned Radio
Frequency
Transformers*

Improvement in tone, volume and selectivity. Low Resistance. Low Distributed Capacity. Space wound, air core; double green silk insulation — the nearest approach to an all-air dielectric construction and the highest type of inductance possible. Put up singly and in sets of 3.

*Benjamin
Cle-Ra-Tone
Sockets*

Stop tube noises by preventing the transmission of outside vibrations into microphonic disturbances. Four springs support the socket — "float" it above the base and absorb all shocks and jars. The new "Push" type Cle-Ra-Tone Sockets are for standard UX and WX tubes.

Patented July 25, 1925; May 2, 1911

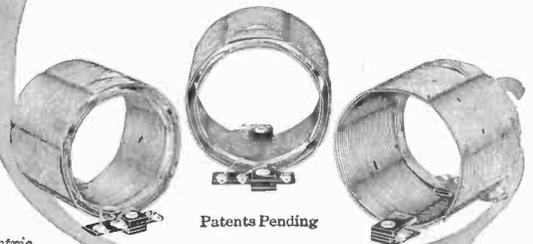


**Benjamin
Electric
Mfg. Co.**

120-128 S. Sangamon St.
Chicago

247 W. 17th St., New York
448 Bryant St.
San Francisco

*Manufactured in Canada by the Benjamin Electric
Mfg. Co. of Canada, Ltd., Toronto, Ontario*

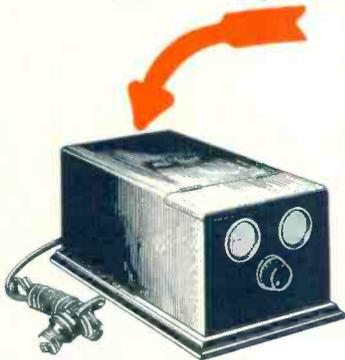


Patents Pending

BENJAMIN
TRADE MARK

SALES

SALES
with the

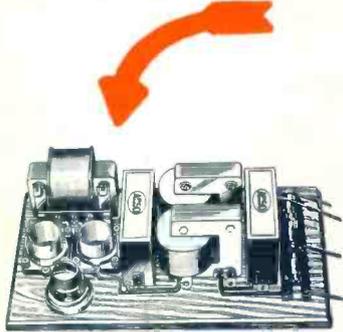


**Apco
Rectodyne**

The APCO "B" Eliminator enclosed in handsome cabinet gives current direct from lamp socket with no "hum." Comes ready for use when attached to lamp socket.

List, \$44.00

SALES
with the



Apco "B" Kit

The APCO "B" Eliminator in knock-down form for those who prefer to wire their own "B" Eliminators.

List, \$30.00

SALES
with the



**Apco "B"
Battery Charger
No. 89**

For those who want a satisfactory Charger at reasonable price. Will charge any 24 to 100 volt "B" battery in ten hours without disconnecting battery from set.

List, \$4.00

SALES
with the



**Apco "A"
Battery Charger
No. 77**

Charges "A" batteries in ten hours at nickel's cost. No noise in operation. Never fails.

List, \$18.00

**APCO
RADIO
PRODUCTS**

Always have a steady demand. The APCO Franchise gives you the opportunity to make many profitable sales on every one of the products shown on this page. Write us for further details. We will send you complete information about this Franchise with particulars as to how it will make money for you.

APCO MFG. CO.

1231 Eddy Street
Providence, R. I.

SALES
with the



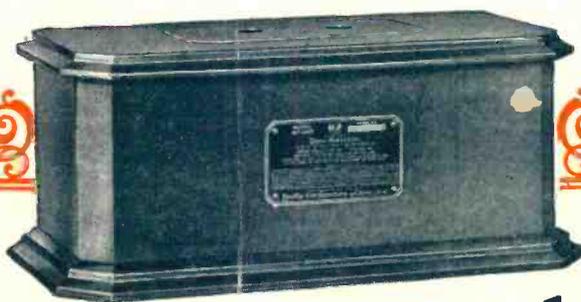
**Apco "A"
Battery Charger
No. 79**

Modification of the famous APCO No. 77 Charger. Same quietness and efficiency of operation. Delightful in appearance and durable.

List, \$12.50

The new RCA "B" power unit

RCA Duo-Rectron, complete with tubes—supplies "B" voltage from any 50 or 60 cycle, 110 volt lighting source. List \$65



has new points that will out-perform—and *out-sell!*

- Rectron UX-213* 1. a new long life rectifying tube
- Radiotron UX-874* 2. a new "voltage regulator" tube
- for one to ten tubes* 3. supplies up to 135 volts—and up to 50 milliamperes
- great for demonstration* 4. silent, hum-free
- good selling point* 5. economical to run
- will sell on its name* 6. produced by RCA



RCA Uni-Rectron, a rectifier-amplifier unit, that may be used to operate any type of low impedance loudspeaker from a 50 or 60 cycle, 110 volt A.C. lighting circuit. Complete. List \$105

RCA Duo-Rectron

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