

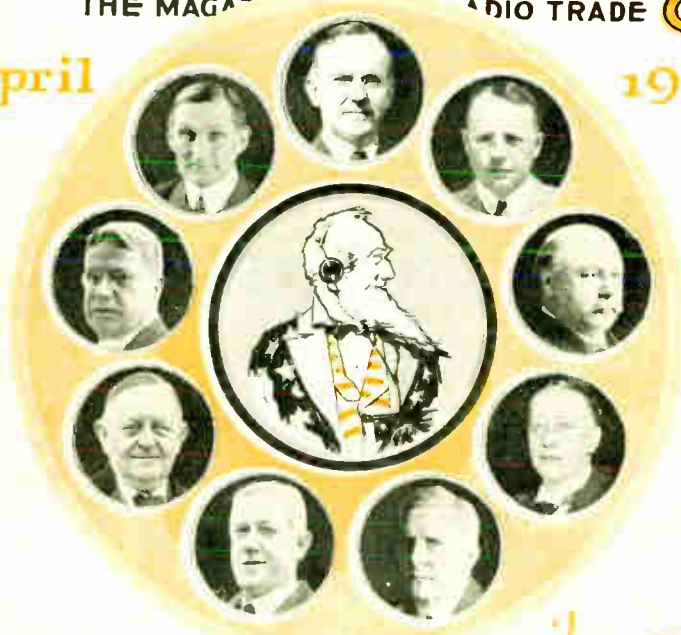
RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

April

1924



*Will our
next President be elected
by Radio?*

**1138 Readers of Radio Merchandising Vote on
A Definite Model Time**

(See pages 1, 2, 3 and 4)

125 MANUFACTURERS USE FORMICA FOR RADIO PANELS AND INSULATING TUBES



FORMICA won the unquestioned leadership among radio insulating materials when practically every well known independent radio manufacturer adopted it. These men have tried everything and they know what they are doing.

Formica keeps its leadership by pioneering the way. The Formica laboratories developed the finest, most beautiful finish that ever went on a Bakelite product. They made the top softer for easy engraving—the bottom hard for perfect enduring insulation. They developed the finest mahogany finish panel that has ever been offered the radio trade.

Formica quadrupled its tube capacity last year to give its tube customers service when the Neutrodyne boom struck. It found a way to give tubes a handsome high gloss finish. You only have to look at Formica to see that it is better!

Dealers and distributors find Formica service, advertising and support the best in the business. The Formica name means something in radio!

THE FORMICA INSULATION COMPANY
4644 Spring Grove Avenue, Cincinnati, Ohio

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

1138 Readers of RADIO MERCHANDISING Vote on A Definite Model Time

Returns on the post card ballot, which was enclosed with the March issue of Radio Merchandising, reaching over twenty thousand retailers and jobbers, are being received from every state in the Union.

On the following two pages a summary of these returns up to March 15 are given. They are of immense interest to every radio manufacturer.

[This is an enlarged reproduction of the



Vote on a

MR. RADIO DEALER: You can cure a Definite Model Time by this stamped postal card. We very much. **RADIO MERCHAND**

~~~~~

We have read your article on A  
We are in **FAVOR** of A Definite  
We are **AGAINST** A Definite Model

For your records we would advise that in

|                           |     |        |
|---------------------------|-----|--------|
| Electrical Apparatus..... | 718 | Stores |
| Auto Accessories.....     | 298 | "      |
| Sporting Goods.....       | 176 | "      |
| Jewelry .....             | 64  | "      |
| Phonographs .....         | 130 | "      |

Will you please designate to which, if any, scriber.

|                               |      |
|-------------------------------|------|
| Radio Merchandising.....      | 1138 |
| Electrical Record.....        | 310  |
| American Radio Journal.....   | 44   |
| Electrical Merchandising..... | 428  |
| Radio Dealer.....             | 194  |
| Radio News.....               | 88   |

Name of Store.....

Postal Card on which the Vote was taken.]

# Definite Model Time

greatly aid us in our efforts to se-  
filling out and returning to us  
would appreciate your action  
ISING.

~~~~~  
Definite Model Time. 1138 Dealers
Model Time 1034 Dealers
Time. 62 Dealers

In addition to Radio, we sell:

Hardware	178 Stores
Stationery	74 “
Drugs	36 “
Furniture	42 “

of the following publications you are a sub-

Radio Broadcast	16
Popular Radio	38
Electragist	10
Wireless Age	14
Radio Digest	32

Town.....State.....

The First Complete Inventory of the Radio Trade

The vote now being taken by Radio Merchandising represents the first attempt made by any publication to take a complete inventory of the radio retail trade.

Complete statistics on the entire retail trade, in the form of a National Radio Trade Survey, will be furnished to radio manufacturers on request.

We're Boosting Summer Radio Sales; Will You help us help you?

The radio industry is out to build summer sales. Brandes is backing the movement with a whale of a campaign in the Saturday Evening Post and a dozen other sales-producing periodicals.

We've printed a new folder for you—"Radio—All Summer Long."

And a stunning eight-color window display that will stop the speediest passer-by.

And what will *you* do? Keep all your pep behind selling during the summer. Read the Brandes ads—use their talking points for summer radio. Distribute the new folders. Show the new window display.

Talk summer radio—believe in summer radio—and you'll find your sales mounting steadily, speedily, surely.

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

Brandes

The name to know in Radio

© C. Brandes, Inc., 1924

Say you saw it in Radio Merchandising



Leading publications which carry Magnavox National Advertising.

The combined circulation of these magazines is over nine and one half millions monthly.

MAGNAVOX Advertising for May features M1

THIS model meets the demand for Magnavox quality in a Reproducer which does not require a battery for its operation.

M1 secured the immediate approval of thousands of discriminating Radio users, with the result that

another "best seller" has been added to the famous Magnavox Radio line. The present interest in M1 will be further increased by our National Advertising next month.



R3 Reproducer



A1-R
Combination Set

The MAGNAVOX Line

Magnavox Radio Products include reproducing and amplifying units for every receiving set—the only complete line in this field.

Reproducers

R3 and R2—New models with reduced current consumption and volume control
\$35.00, \$50.00
M1—Requires no battery . . . \$35.00

Combination Sets

A1-R and A2-R—The only instruments which combine a Reproducer and Power Amplifier in one unit \$59.00, \$85.00

Power Amplifiers

A-1—One stage, in metal case . \$27.50
AC-2-C—Two stage, hardwood case 55.00
AC-3-C—Three stage, hardwood case 75.00

Magnavox Products are distributed in accordance with definite sales policies extending valuable cooperation to the Dealer. Order from nearest Magnavox Distributor or Jobber and write us for details of our sales service.

THE MAGNAVOX CO.

OAKLAND, CALIFORNIA

New York Office: 370 Seventh Avenue

Canadian Distributors: Perkins Electric Limited,
Toronto, Montreal, Winnipeg

UNITED TRANSFORMERS

*"Give me
a United,
please"*



With over 250,000 "UNITED" Transformers giving perfect satisfaction in home-built, locally-built and nationally-built sets (such as those of General Radio Corp'n, Michigan Radio Corp'n, Globe Electric, Joy-Kelsey, Walter Lytton, Inc., Wilson & Jaspert, Couch Mfg. Co., Harmony Mfg. Co., Donaldson Radio Co., Orator Radio Corp'n, Telmaco United Distg. Co., etc.).



"UNITED"
AUDIO FREQUENCY
TRANSFORMER
Ratios 1-5—1-3½

List \$4.50

Naturally there is a rapidly increasing demand for them, aided, of course, by "UNITED" publicity which keeps hammering away at the fans.

Backed by their money-back guarantee, "UNITED" Transformers, "UNITED" Units and Sockets are fast sellers.

As for profits!—you can easily sell 100 "UNITED" Transformers every week, which means almost \$200 profit!

Get our selling proposition. Write us today!

United Mfg. & Distg. Co.

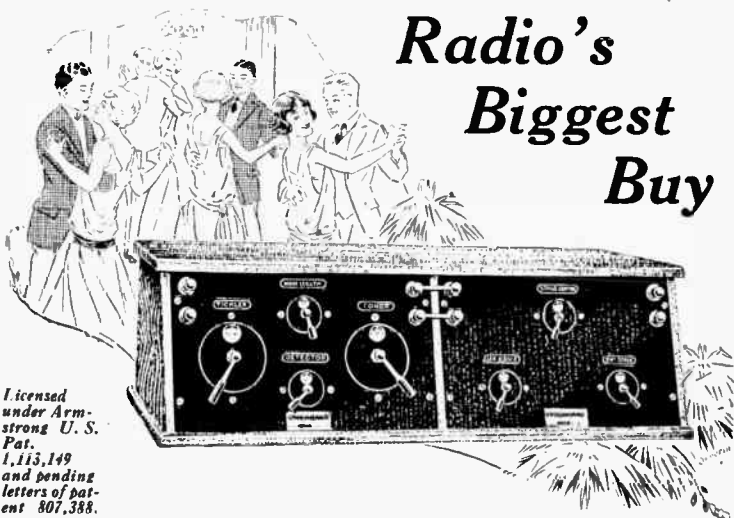
Radio Division

9710 Cottage Grove Ave., Chicago

New York Office: 145 W. 45th St., New York City
San Francisco Office: 709 Mission St., San Francisco, Cal.



Say you saw it in Radio Merchandising



**Radio's
Biggest
Buy**

*Licensed
under Arm-
strong U. S.
Pat.
1,113,149
and pending
letters of pat-
ent 807,388.*

MICHIGAN

M-12

Detector and Two Stage Amplifier

\$57

LIST

America's most discriminating buyers are ordering these sets by the thousands.

Two months ago we doubled our plant.

Today we have again doubled our plant, and still sales are ahead of production.

The Michigan is not a cheap set.

We manufacture everything complete, using only the best material obtainable.

We suggest you place your order now for present and future shipment.

Other Models—

M-10 Detector only\$27.00

M-11 Two stage Amplifier30.00

MICHIGAN RADIO CORPORATION

32 Ottawa St.

GRAND RAPIDS, MICHIGAN

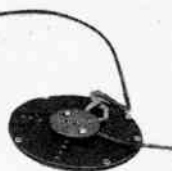
Say you saw it in Radio Merchandising



Announcing the New GREBE CLARIFIER



\$30⁰⁰



THE GREBE CLARIFIER is the first practical, workable solution of the problem of radiation from regenerative receivers. Unlike the "wave-trap," it *increases* signal intensity.

Wide publicity and powerful advertising insure quick sales on this efficient unit. This is what it does:—

Prevents radiation from your receiver.
Increases signal intensity.
Increases selectivity.
Improves quality of signals.

Increases your distance range.
Uses dry or storage battery tubes.
Works with either long or short aerial.

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

Western Branch: 451 East Third St., Los Angeles, Cal.

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

Ship one Clarifier, Type RORQ. You are to bill this through my regular jobber at \$30.00, less usual dealer discount.

Name

Address

Bill through (Jobber)

Say you saw it in Radio Merchandising

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office
G. DOUGLAS WARDROP
EDITOR

VOL. 3

APRIL, 1924

NO. 7

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RADIO PUBLISHING CORPORATION

G. D. WARDROP, Pres.

F. C. THOMAS, Vice-Pres.

D. MAGOWAN, Sec.-Treas.

FRANK C. THOMAS, Advertising Manager

WILLIAM KARPEN, Eastern Advertising Manager

342 Madison Avenue, New York

Telephone: Murray Hill 5059—9750

Here's The Big Seller



Radio Digest Blue Prints make you a handsome profit. They go like wild fire, increase your sales on parts.

Don't miss a winning bet. 50c List 40% off. Order today—immediate delivery

Radio Digest Publications

123 W. Madison Street, Chicago, Illinois

Indicate numbers desired

..... Neutrodyne	List 50c
..... Miloplex	EACH
..... Radio Circuits	
..... Reflex DeLuxe	Net 30c
..... Reinartz	EACH
..... Flewelling	

I am enclosing { Check Money Order } for \$.....

NAME

ADDRESS

CITY STATE

Say you saw it in Radio Merchandising



*The World of Politics on a Silver
Platter to all America.*

RADIO

and the

National Political Conventions

A Great Stimulus to Summer Radio Sales



ILLIONS of people will attend the Republican and Democratic National Conventions this year.

Hitherto national conventions have been things we all talked about and read about but something that mighty few of us ever had an opportunity of seeing or hearing. But this year the whole scheme of things will be changed, and everyone who has a mind to will be able to listen in to the big party pow-wows and the people will learn at first hand for the first time just how the "people's choice" of presidential candidate is effected. Radio is a new and revolutionizing force that the Committee on Arrangements will have to deal with, and it is our guess that much of the palaver and bunk will be cut out of the party conventions this year. Perhaps the radio audience's only regret is that

there will be no microphones allowed in the private sanctum sanctorums of the big bosses!

The Democratic Convention in New York in June will be tied up by land lines with six or more of the most powerful broadcasting stations in the country so that the voters in every corner of the land can tune in. The Republican Convention will be staged in Cleveland in July and similar broadcasting arrangements are in preparation for that event.

To those of us who live in the large cities the significance of this broadcasting is not so apparent. We have been accustomed to hourly editions of the newspapers with their convention gossip, rumors and news. It is out in the smaller towns and on the farms that this new departure will be hailed with enthusiasm, for over the air will go the news while it is in the making — distance will mean

nothing—literally, and for the first time, the conventions will really be national.

Our worthy President was quick to realize the value of radio. His voice and his views are known throughout the length and breadth of the land, and this great new means of instant communication is going to be one of the greatest conserving factors of the physical health, and time of our chief executive. Radio may indeed make the "swing around the circle," made famous in the Roosevelt era, a thing of the past.

Even at this early date there is not one of the prospective presidential candidates who has not been heard over the air. One of the Democratic candidates has said that if he receives the nomination he will erect a powerful broadcasting station and use it almost exclusively to get his views before the voters.

And so it is largely possible that radio will elect the next President of the United States. Certainly it will be the greatest single factor in the disseminating of the candidate's views.

And this fact is one of the most important before the radio merchants of the country at the present time. The broadcasting of the national conventions will offer a tremendous stimulus to the sales of radio receiving sets and it is appropriate that the merchants should get busy mapping out ways and means of securing these sales immediately.

Obviously the first sales efforts should be concentrated on the local Republican and Democratic clubs and associations. The best way to approach these sales would be to have the set secured by popular subscription of the membership. Naturally, all the club funds available in this political year are going to

A Department Store Stunt



© Foto Topics.

Bloomington's, New York City, Display Their Radio Apparatus in This Unique Radio Hut. Their Newspaper Radio Idea Always Ties-Up With the Idea and It Has Been Found That It Arouses Real Interest.

be expended for purely political purposes, and while excellent arguments could be presented as to why the installation of a radio set should be regarded as a political investment, less sales resistance will be met if it is made a subscription proposition. In many cases it will be possible to get a prominent member of the club or organization to present a receiving set to his club.

It would be good business for the radio merchant to consider presenting such a set to the club himself. It could then be used more or less as propaganda on behalf of sales to individual members.

The conventions, coming as they do in June and July, will do much to even up the sales which ordinarily slow down a bit at this time of the year. Radio actively sold should not show any appreciable summer slump, but here's a sales booster all ready to be used this year. Go to it, Mr. Merchant, and make your May, June and July sales equal those of December and January.

The New York World dealt very effectively with the subject in a recent editorial, entitled "Radio in Politics and Religion," as follows:

The Modernists have arranged to resort to the radio for the purpose of educating the public along their line of thought. President Coolidge proposes to conduct his speaking campaign largely by radio, and Mr. Mc-

Adoo is planning the installation of a powerful instrument for the broadcasting of his speeches. In politics and religion the radio promises to play a tremendously important part in the immediate future.

Thus the genius of invention continues to contribute to the democratization of the country. In the early days news and arguments traveled slowly on horseback and by word of mouth. Then came the telegraph and the newspapers—and then the development of the Post Office Department and the free rural delivery. Now, the radio.

It is too early to determine the ultimate effect on methods of political campaigning. We have an intimation in the statement of Mr. McAdoo that extensive speaking tours are physically and financially destructive and that the radio meets the purpose. It may mean that enormous campaign funds will no longer be necessary for reaching the four corners with political fact and fiction.

This not only means more potentiality for truth but for falsehood in the moulding of public opinion; which makes more imperative the need of raising the standard of popular intelligence to the end that the people may differentiate between the true and the false.

In short, it very conceivably subjects democracy to another test.

Millions of citizens will want to listen in on the National Political Convention speeches. This fact represents one of the greatest sales opportunities radio merchants have ever had. Make the most of it.



© Fotograms

Sounding the Key-Note of the Summer Campaign

*How to Make the Folks in Your Town Realize Radio
Is the Greatest Outdoor Sport*

By Sewell Peaslee Wright



APRIL showers bring more than May flowers — unfortunately for the radio dealer. They bring static; and static, atmospherics, "X," whatever you want to call it, spoils to a certain extent radio reception on the outdoor aerial.

Then, too, the warm weather calls people out of their homes; the long winter evenings that are so ideal for radio are no more. Everybody is out of doors; planning vacations; doing anything but sit around in the house. It is evident, then, that radio must be merchandised

on a different basis now that warm weather is with us.

The big thing, of course, is to stress the "Radio is an outdoor sport" idea. This has been put over with great success during the past two summers by various progressive radio dealers, and this year the national advertisers are doing more than ever to help the good work along.

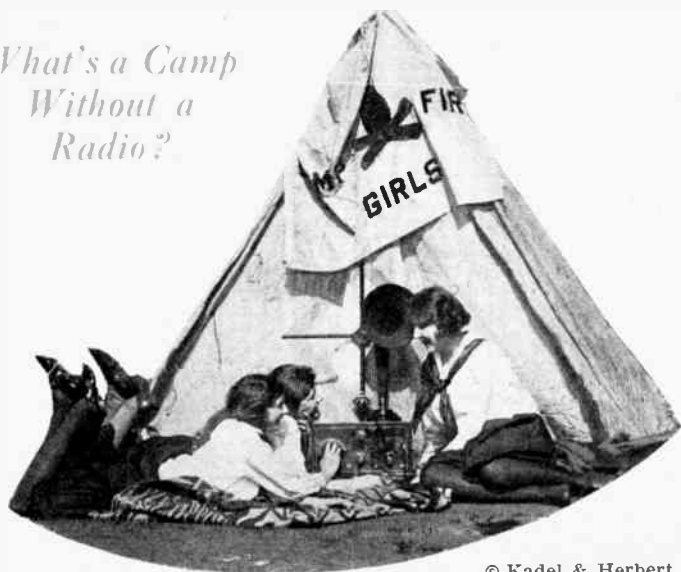
Advance proofs of the advertisements to be used by the big manufacturers in the national advertising mediums indicate that the industry is unanimously back of the "Radio is an outdoor sport" movement. It is up to the retailer to do his share; to tie up with the movement, and sell it directly to the folks of his town.

In the first place, it would be a good idea to make a call on all of the other merchants in town who put in elaborate windows featuring the use of their merchandise in an outdoor setting. Car dealers, for instance, are very fond of showing camp-

ing, hunting and fishing scenes, and they would be very glad to have one of your radio sets in the background, and acknowledge your kindness on a card in their window. Many ready to wear merchants show their outdoor and sport clothes in a similar setting, and it will be equally easy to get them to use a radio set in their windows. A little thought will bring to mind other local retailers to whom such an offer would appeal, and no time should be lost in calling upon them. Your competitor may beat you to it if you delay, you know.

Your own windows, of course, should fairly emanate the outdoor idea, and if you are on good terms with your competitors, it would be a splendid idea to get them all together and have them agree to help put the idea over in your town. All of you working together towards the one end can accomplish a very great deal, and of course they stand to profit as much as yourself.

What's a Camp Without a Radio?



© Kadel & Herbert

The loop, of course, is the big thing when you talk summer radio, either in the home or afield, for the loop, with its practical freedom from static, is the ideal summer aerial. Its portability is another factor of extreme importance when considering the vacation type of set, which is apt to be constantly on the move.

Now, as most everyone knows, the loop set is necessarily a multi-tube set, for the energy gathered by a loop is naturally much smaller than the energy obtained by a standard aerial. And multi-tube sets cost more than one tube sets. Right there a problem arises; but be it noted, it is a problem that once solved makes for larger profits, for the larger the set, the larger the profit.

It is easier to sell an expensive radio set today than it ever was before. People are more "sold" on radio than they ever were, and they no longer turn white when you tell them the price of a good set. They have learned, through conversation with owners, that a good radio set is like a good automobile: one must pay the price for it. All this will help in selling the more expensive loop set.

Another thing in your favor in merchandising this type of set is the fact that you have numerous good arguments available. A set of this kind is practically free from static; it tunes much more sharply, and because of the pronounced directional effect of the coil or loop antenna, interference is unknown. It can be used in any room of the house, no outside connections are required, there is no work of erecting an aerial, and it can be taken anywhere and will work anywhere that the owner may care to go. It is a "personal"

set; it has the same relation to the regular set that the Corono has to the Standard Underwood.

To be sure, it costs a bit more, but it's WORTH more. It has a greater resale value, it has a much wider range of usefulness, and has none of the disadvantages of the older type of set. If the man has the money, the good radio salesman can sell a set capable of functioning satisfactorily on a loop just as easily as he can sell a standard outdoor-aerial type set.

Then there's another angle to this proposition. Sell the loop idea to the fellow who already has a set. In the first place, sell him the loop aerial itself, and have him experiment with it to see how his set works with it. If it doesn't bring in the stuff, show him what to add to his set, and how to add it, so that it WILL work with the loop. There are a lot of cash register jingles in this suggestion.

Another good thing to take up about this time is the idea that summer is the ideal time to build that new set or revamp the old one. A lot of young fellows will be home from school or college, and many of them will have lots of time on their hands. Show them how to build a set for next winter; show them how to build a portable set for this summer. Remember that your parts department can be made to be the most profitable end of the business, if it isn't already.

I know personally of several dealers who went into the radio game with the feeling that they were going to sell SETS, not parts. They had a feeling that they could sell radio just as they sold phonographs or jewelry or automobiles. They found out that they couldn't; the home builder is today the big factor in radio. Get him com-

Exercise via Radio



© Kadel & Herbert

A Physical Culture Class Atop a New York City
Skyscraper Roof.

ing to you and you can let the rest, the finished set end of the business, take care of itself. The man who sells the most parts is the man who makes the most money. So boost the "Make your set this summer" idea, and boost it hard!

A good advertising campaign is a vital part of the summer campaign. You'll find the mat service of your newspaper full of good cuts that will help you in putting over your idea, and that will also be suggestive of good copy. If you can get the other dealers all lined up, a co-operative campaign would be a mighty good idea—pro-rating the cost to each dealer on a percentage basis, figured on radio sales in 1923, or any other plan that might be feasible and mutually agreeable.

In this campaign I would suggest that you bear down hard on two points; first, that radio

is the GREAT outdoor sport (and then PROVE it in your copy, of course; just SAYING so isn't anything), and secondly, that the loop antenna eliminates ALL radio troubles—including static.

A good window is an important part of such a publicity campaign, and the outdoor setting, such as a camping scene, a touring scene or something of the sort is obvious enough, and very easy to prepare.

A very effective window could be put in, just as soon as the weather is warm, to show that radio CAN be enjoyable in the summer, something along the following lines:

A large frame cover with paper, canvas or wallboard, large enough to fill the entire window from top to bottom and side to side is prepared and painted to represent the side of a house, showing foundation, clapboard-

ing, and a window. The window should have the lower half cut out, and the rest should be painted to indicate that the window is open from the bottom. A screen should be put in, and white curtains hung on the inside.

A lead-in wire should come down diagonally from above and one side, but it is not to be connected to the lightning arrester that is mounted on the window sill. Instead it is twisted to the ground wire which comes up from below.

Just back of the window a radio set should be placed, turned so that one end faces the window. On top of it set a loop aerial. Both are so placed that they are visible through the window and the curtains. A large silk-shaded lamp serves as a background and also, at night, for illumination back of the scene.

The side of the house is set well back from the front on the window—as far as possible. The intervening floor should be covered with sod, dirt, or at least, green cloth. A small electric fan, placed behind the scene, should be kept in operation so that the curtains will blow back and forth across the window in a natural way.

A large card in the foreground should bear a message something like this:

GROUND THE WINTER AERIAL!

Install a loop aerial set; no static, no interference. Take it with you anywhere; it's as portable as a suitcase.

Ask us about making your present set into such a set, and look over our complete, ready-to-use sets, too!

RADIO IS THE GREATEST OUTDOOR SPORT—

GET IN ON IT WITH ONE
OF OUR PORTABLE SETS!

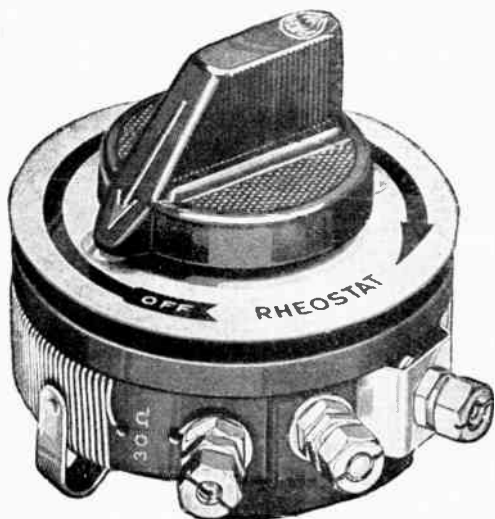
At night, the store window itself should be just faintly illuminated; blue lights, to simulate moonlight, being used if possible. Powerful bulbs should be used in the silk-shaded lamp referred to above, and the effect of this light streaming through the window is very effective indeed, especially if a rich red or rose-colored shade is used. Care should be taken to see that the card is sufficiently illuminated.

A display like this will put over the idea much more forcefully than any amount of talking or writing. Something that can be SEEN convinces. True, it means a lot of work and some little expense to put in a window like this, but remember that you're not doing it every week. One or two windows a year as elaborate as this will earn the respect of the folks of your town; they'll remember these "high-water marks" where a thousand mediocre, just-like-the-other-fellow's windows would be unheeded and unremembered.

* * *

Spring's here! Summer's just around the corner! The radio dealer's peak season is behind—unless he's up on his toes. Then it's just ahead.

Start NOW to get ready to make folks in your town realize that "Radio is the GREATEST outdoor sport!" Get the jump on the season by acting before it gets the jump on you. Lay your plans and then start action—N-O-W, now!



The Pacent Rheostat

*A favorite with well-known
authorities*

—used as standard equipment on many of the finest radio sets, because of its attractive appearance, perfect performance and long, dependable service—the attributes of an ideal rheostat.

Simple construction makes the Pacent Rheostat easy to install. There are only two units. Supplied with screws for mounting and attractive silvered dial.

Catalog No. 85—6-10-20-30-50 Ohms resistance. Price \$1.00. Power Rheostat $2\frac{1}{2}$ Ohms \$1.20. Potentiometer of corresponding design 375 Ohms, No. 88, \$1.25.

Send for Catalog M-4

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

Pacent
RADIO ESSENTIALS

Say you saw it in Radio Merchandising



Demonstrating Ten Loud Speakers in Two Minutes

THE mode of demonstrating loud speakers developed by Harold Herbert, Inc., of New York City is of interest to all radio merchants. As shown in the illustration above, the loudspeakers are arranged on top of the wall shelves and at the base of each is a small light which is flashed on when the accompanying loud speaker



is being demonstrated. All the loud speakers are controlled from the switchboard shown in the illustration below. The plugging-in operation puts on the light as well as connects the loudspeaker.

A prospective customer can hear all of the ten different types of loud speakers in a very brief period of time and consequently is able to make a really comparative test of their merits. This is the best method of demonstrating loud speakers that we have heard of, and the plan can be utilized by many radio merchants throughout the country.

(Photographs by Kadel & Herbert)



No. 7111,
single
cell,
1 1/2 volt



No. 7411, four-cell
power, 1 1/2 volt



No. 7211, two-cell
power, 1 1/2 volt

EVEREADY

Radio Batteries

-they last longer

Fahnestock Spring Clips on No. 7111 at no extra cost to you.

The Popularity of Eveready Radio "A" Dry Cell is growing like wildfire

BECAUSE it lasts longer and gives more satisfaction to the radio user—

Because it is backed by a national advertising campaign in general magazines, radio publications and newspapers—

Because thousands of people are buying new radio sets every day—

The Eveready Radio "A" Dry Cell is the dealer's best bet to-day.

Remember this is a special purpose cell. Its only function is to light the filaments of dry cell tubes. The service required of a radio dry cell differs mate-

rially from that required of dry cells developed for general purpose uses, and the usual initial amperage test has much less significance in determining the value of a dry cell for radio use than for any other purpose.

It is a specialized cell, so highly special that you can tell your customers that they will get from 25 to 125 per cent more "A" Battery life from it than from the usual general purpose dry cell, depending on the tubes used and the amount of listening done.

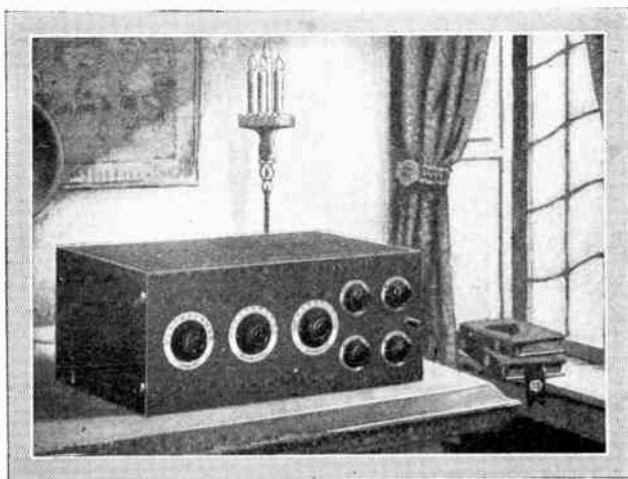
The Eveready Radio "A" Dry Cell is the fastest-growing and fastest-selling radio dry cell on the market to-day. Stock it—display it—sell it! Ask your jobber.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
New York—San Francisco
Headquarters for Radio Battery Information
Canadian National Carbon Co., Limited, Toronto, Ont.

Say you saw it in Radio Merchandising



1924's GREATEST RECEIVER



The C & W TELEDYNE, Dr. Cutting's and Mr.
Washington's Greatest Contribution to Radio

Cutting and
Standard of Excellence

Say you saw it in Radio Merchandising



5 Vital Improvements

In the new C & W TELEDYNE, Dr. Cutting and Mr. Washington have struck with their characteristic directness at the five vital points in radio development.

- 1—TELEDYNE is super-sensitive, catching and developing the weakest signals.
- 2—*Extremely selective*—TELEDYNE tunes local stations out.
- 3—Greater volume—this is a real LOUD-speaker set.
- 4—NO RADIATION—no regeneration howls on the air.
- 5—and it's easy to pick up new stations with TELEDYNE.

Four tubes (do the work of five and save batteries), dry cell A and B batteries, complete in cabinet \$190.00

Console model, complete with batteries, tubes and self-contained Magnavox Loud-speaker \$350.00

Write for complete details and the C & W Dealer Plan

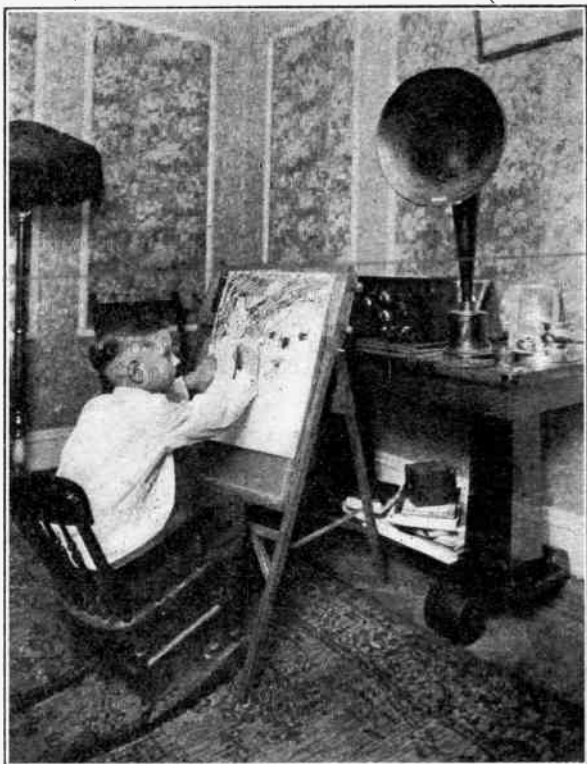
THE CUTTING & WASHINGTON RADIO CORP.

Kasota Building
Minneapolis, Minnesota

Washington

in Radio Since 1914

Say you saw it in Radio Merchandising



© Western Electric

Cash in on the Kiddies' Interest

*Tie Up the Juvenile Broadcast Features With
Your Cash Register*

RADIO merchants throughout the country have been selling "the world's best music and entertainment in your home" idea, but not enough attention has been paid to the sales possibilities of the juvenile broadcast features. Lots of parents may pass up the purchase of a radio set for themselves, but if you once get the idea in their mind that their families will

benefit you are well on the way to making a sale.

As an example of this, the picture above shows Harold Shaver, son of J. C. Shaver, of Jersey City, following the radio cartooning instruction from a broadcast station. It has developed his drawing ability in marvelous fashion. Most kids like to play with paper and pencils. You can sell the idea to their parents on a dual educa-

(Concluded on page 90)



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

Eleven Degrees from the North Pole

Frozen fast in the ice, amid the deadly stillness and unearthly lights of the Arctic, is a staunch little eighty-nine foot schooner. But Donald B. MacMillan and his band of brave explorers are not alone tonight.

Under their ice-bound hatches they listen eagerly to violins in Newark, Schenectady, Los Angeles—to singers in Atlanta—to a lively orchestra in Honolulu.

Stations in all these cities—and in several hundred others—they have readily tuned in; yet the Bowdoin tonight is only eleven degrees from the North Pole!

During the past six months millions of people have "listened in" while the Zenith-Edgewater Beach Hotel Station, Chicago, broadcast the news of the world to MacMillan, *equipped with his Zenith radio receiving set*. The Zenith is the one set every radio enthusiast knows and talks about. By that same token, it's the one set easiest to sell. Write today for complete proposition.

Zenith Radio Corporation
McCormick Building, Chicago, Illinois



Model 3R A specially designed distortionless *three-stage* amplifier in combination with the new and different Zenith 3-circuit regenerative tuner—all in one cabinet. Extreme selectivity. Satisfactory reception over distances of 2,000 to 3,000 miles readily accomplished, *using any ordinary loud speaker*. The Model 3R is compact, graceful in line, and built in a highly finished mahogany cabinet. **\$160**

Model 4R A specially designed three-circuit regenerative receiver in combination with an audion detector and *three-stage* audio-frequency amplifier, all in one cabinet. The Zenith 4R may be connected directly to any loud speaker *without* the use of other amplification for full phonograph volume, and reception may be satisfactorily accomplished over distances of more than 2,000 miles. **\$85**

Zenith Radio Corporation
Dept. W, 328 S. Michigan Ave.
Chicago, Illinois

Gentlemen:—Please send me complete details of your selling proposition.

Name

Address

Say you saw it in Radio Merchandising

The First Thousand Votes on a Definite Time for the Announcement of New Models

*In Favor of Definite Model Time 1034
Against Definite Model Time . . . 62*



THE open letter to the radio trade by Frank C. Thomas, which was published in our March issue, has aroused widespread interest in one of the most important problems confronting the radio industry at the present time. Manufacturers hitherto have been unable to take a complete census of the opinion of the retailer and jobber of radio and consequently RADIO MERCHANDISING, reaching, as it does, every worthwhile retailer and jobber of radio in the United States, undertook to secure an authoritative vote on the question "Should there be a definite time for the announcement of new radio models to the trade?"

As we go to press, March 15, every state in the Union has been heard from and in less than two weeks since the receipt of their postcard ballots over a thousand retailers and jobbers have indicated their views on this problem. The returns are still coming in in large numbers, and in our May issue we will be able to give a majority vote of the twenty thousand radio retailers and jobbers.

Overwhelmingly the vote of the retail and wholesale radio trade, as indicated by the first thousand votes received, is in favor of a definite time for the announcement of new radio models. This partial vote, we believe, will be found to be representative of the majority opinion when the complete returns are tabulated, for the returns come from every part of the country, and from exclusively radio merchants, electrical dealers, hardware dealers, phonograph dealers, sporting goods dealers, jewelry merchants, drug stores and general stores.

When the vote is completed, a complete resume will be presented to all radio manufacturers and to the radio and electrical associations who can be instrumental in giving practical expression to the desires of the radio trade in general.



The disadvantages of summertime broadcast reception experienced in the past have been practically overcome by FADA Neutrodyne receivers. When listening to local programs with a FADA "One Sixty" summer static is entirely absent.

The countrywide popularity of Neutrodyne receivers will, because of the overcoming of static, greatly increase the demand for Neutrodynes during the summer of 1924. This means greater sales for the dealer who is ready to go after summer business aggressively.

The enormous success of the FADA "One Sixty" has brought about increased production facilities and with a summertime sales and advertising program, the demand for this popular receiver is bound to increase from month to month.

This season many events of national importance will be broadcast, particularly the political campaigns, the baseball games and other sports, boxing events, outdoor concerts by famous bands and orchestras, etc. With "old man static" banished by the FADA "One Sixty," broadcast reception will be greatly improved and the number of sets sold will jump by leaps and bounds.

Make sure your stock of FADA Neutrodyne receivers will allow you to take advantage on these summertime sales. Get in touch with the nearest distributor or write us.

F. A. D. ANDREA, INC., 1581, Jerome Avenue, New York

FADA

Radio



More Answers for Mr. Thomas

*From Manufacturers and Jobbers Expressing their views on
"A Definite Model Time"*

SPACE prevents us from publishing all of the letters that we have received, but the following excerpts indicate very clearly that this important discussion initiated by RADIO MERCHANDISING is arousing much serious thought.

R. E. Clark, The Marshall-Gerken Co., Toledo, Ohio: "The proposal for manufacturers to have definite times at which to announce new products meets with our heartiest approval. There is a crying need in the radio industry for manufacturer-jobber-dealer co-operation, and this praiseworthy suggestion will be an effective instrument in achieving concerted action.

"As has been stated in your pages, the better jobbers, the kind we need, are extremely cautious buyers, as they have a very genuine fear of overstocking with goods that are not here to stay. The same reasoning applies to retailers.

"Introducing models in April and July will be a boon to jobbers and dealers, who will then be in position to estimate their needs, stock accordingly and determine upon a settled policy. This, of course, will redound to the benefit of the entire industry, bringing about a steady influence.

"We assure you that we have already made plans to abide by this policy and that we stand ready to help make the practice universal."

Everett Radio Company, Chicago, Ill.: "We are in hearty accord with the suggestions contained in your printed circular 'A Definite Model Time,' by Frank C. Thomas, and shall be glad to lend our support to the ends mentioned."

L. F. Philo, Asst. Gen. Mgr. Tel. Electric Co., Houston, Tex.: "Just a line to say that we are in hearty accord with the idea advanced in your February issue of your magazine. I believe that there is a radio division of the associated electric manufacturers, which appears

to be the proper organization to put the proposed plan in effect.

"The time of catalogue publication could, of course, be determined after some definite action has been taken by them. I have no doubt that this subject will be discussed at the coming meeting of the Electric Supply Jobbers' Association at Hot Springs in May."

B. O. Burlingame, Mgr. Radio Dept., C. J. Litscher Electric Company, Grand Rapids, Mich.: "It is our impression that the matter which you discuss is very timely and will stand considerable thought on the part of the manufacturer. However, we are wondering if possibly the suggested periods are not almost too fast, inasmuch as it gives the dealer two periods of slack trade. We would suggest from our standpoint that only one period a year be given to changing models, said period to come either early in the Spring or early in the Fall—that is, along about either March or September. In this way it would allow the dealer to work out the stock which he had on hand. Really it is our opinion that February or March is a better time, inasmuch as there is a tendency for the summer to be slightly slow in radio, and the new line, if it were to come out in the early Fall, would make one more reason for the dealer to hold off the Summer buying and stop purchase of material. Consequently the one change a year, in the early Spring, is the best time to do this, as we believe it will be for the mutual benefit of all concerned that such a change can be made."

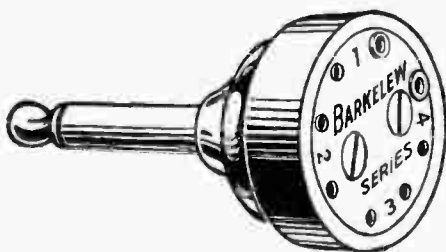
Benj. Gross, President Radio Stores Corporation, New York: "Your article appearing in the February issue of Radio Merchandising suggesting two specific dates a year be fixed for the announcement of new models or price changes is an excellent one. There is absolutely no doubt that it will greatly assist in the rapid stabilizing of radio merchandising. We very heartily subscribe to your suggestion and will use our very best endeavors to make that policy effective here this year.

"We have noted with much pleasure that several concerns have acted likewise, and we extend to you our very best wishes for your

Barkelew Four-Phone Plug

PATENTS PENDING

Connects four phones or less in series to
any Radio Set employing standard
telephone jacks



Cat. No. 616
Price \$1.50

It adds to the appearance of any set.
With all phone tips adjusted, the
diameter is but $1\frac{1}{4}$ inches

CHICAGO, ILL.
15 S. CLINTON ST.

BARKELEW

SAN FRANCISCO.
75 FREMONT ST.

ELECTRIC MANUFACTURING CO.
MIDDLETOWN, OHIO.

success in that movement and incidentally our thanks for the measure in which it will help the industry."

Paul B. Lanins, President Rocky Mountain Radio Corporation, Denver, Colo.: "We have read with a great deal of interest your letter, 'A Definite Model Time,' and it certainly presents considerations which are vital to manufacturer, distributor and dealer."

"It has been our experience that as soon as we have established some standard line and there is some chance to do some constructive building that some manufacturers make a great furor about some new super something and for the time being takes the center of the stage and distracts most of our dealers' attention from standard apparatus which is already proven."

"With the various propaganda that is now being initiated and the so called daily changes that are made to radio sets we cannot blame the general public and the radio dealer for having the impression that there is nothing stable in radio."

"It is unfortunate that radio has a mystical atmosphere which can be used so unscrupulously to affect the public mind by manufacturers who apparently have no thought for conservative building along logical lines an industry which should be one of the greatest in this country."

Wm. A. DeBold, Secretary Oklahoma Radio Co., Oklahoma City: "I am heartily in accord with you in this matter. A definite policy in this respect will do away with a great deal of uncertainty in the minds not only of jobbers and dealers, but also of the general public. They will very shortly be educated to the fact that they can expect changes only once or twice a year and will purchase without fear of some radical change being made in a few days after their set is installed."

"This plan has been adopted with great success in the automobile industry, and there is no reason why it will not work out equally as well in radio. I can see where there will be no objection on the part of the manufacturers for adopting such a scheme, and I believe that organized effort on the part of the industry that is behind such a move will put it over in a very short time."

E. A. Edkins, Gen. Mgr. Electric Shops, Commonwealth Edison Co., Chicago: "The plan which you propose seems to have considerable

merit. The automobile industry has long ago realized the necessity of a similar arrangement. Their annual shows during the months of January and February in Chicago and New York provide a fitting opportunity for bringing out and displaying new models for the ensuing year."

"If the manufacturers of radio apparatus can be brought to see the wisdom of such policy it would go a long way toward stabilizing the manufacture and sale of radio products. However, such a scheme would be dependent for its success upon the unanimous agreement and support of the manufacturers, and the whole scheme would be jeopardized if some independent manufacturers or 'pirates' were to come out in mid season with some radical change in receiving sets which would render existing stocks in the hands of dealers unsalable and obsolete."

"You are making a constructive move in starting this discussion, and I hope it will be productive of definite results in the near future."

L. W. Staunton, Advertising Manager C. Brandes, Inc., New York: "I am attaching copy of letter written by our vice president to all district offices."

"Mr. Rypinski was very much impressed with your suggestion and has given permission to release the attached for publication in Radio Merchandising if you so desire in order to forward your policy."

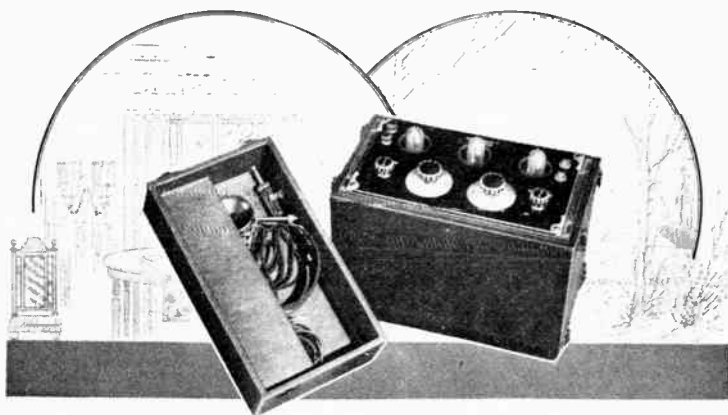
"Following is Mr. Rypinski's letter to the Brandes district offices: 'In the February, 1924, issue of Radio Merchandising the suggestion is put forward that all responsible manufacturers appoint a given time of year to announce new models and prices of sets and parts.'

"This suggestion meets with our hearty approval, and we propose to take immediate action along this line, as follows:

"Please notify all of our jobbers in your district that our policy is to appoint August 1 as the date on which we will announce new devices and will revise prices, if such revision is necessary, and we will work to this date unless unusual emergency should arise."

L. B. Gauthrop, Advertising Manager Electric Service Supplies Company, Philadelphia: "I believe the plan which you outline in your editorial, entitled 'A Definite Model Time,' to be very good. I think, however, that you will have considerable difficulty in getting action and co-operation on such a plan at this time."

"I doubt very much whether a manufacturer will hold up an an-



A Real Summer Seller!

New Kennedy Portable Radio Receiver Model III

This new Kennedy Portable Model III is a real summer sales builder—designed to serve a double purpose. First, it is a radio receiver for the home. Second, it can be instantly converted into a portable receiver, with all accessories enclosed in a case no larger than a traveling bag.

Just think of the sales possibilities of this set! Summer vacationists, cottagers, campers, tourists—in fact, every outdoor enthusiast will welcome Model III.

It is housed in a 3-compartment case that is specially designed for compactness and portability. It has all the excellent features of the other types of Kennedy receivers—tone quality that is unsurpassed, plus a simplicity of tuning that makes it almost as easy to operate as a phonograph. It has a special appeal to those wanting a portable receiver, because its operating characteristics are always the same, no matter where it is used. Each station has its own particular dial setting, which never varies.

An exclusive Kennedy development makes Model III non-interfering—it does not radiate or throw out the howls that have been so annoying as to cause widespread agitation against radiating receivers.

From every standpoint this new Kennedy has unusually attractive sales possibilities. Write us about our desirable dealer proposition. Price, without accessories \$101.50. (\$104.00 west of Rockies.) With Kennedy phones and plug, \$111.50. (\$114.00 west of Rockies.)

*All Kennedy Receivers are licensed under
Armstrong U. S. Patent No. 1,113,149.*

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS



Model III

**Compact, Self-contained
Easy to Carry**

This view shows Model III closed—ready to be taken anywhere. Its 3-compartment case, covered with grain-seal Fabrikoid, provides ample room for all accessories—"A" and "B" dry batteries, phones, plugs, antenna and ground wire. When closed, the case is approximately 13 inches long, 14 inches high, 8 inches wide.

K E N N E D Y



Say you saw it in Radio Merchandising

World Radio History

nouncement of a new product for five months or even less if he is in position to supply an existing demand."

W. W. Benedict, Publicity Manager Multiple Electric Products Company, Inc., Newark, N. J.: "At present this company manufactures of radio products only the Atlas loud speaker, so that our interest in the subject is not as keen as might be. We recognize the vending difficulties involved in any new art, and the materials used in radio are no exception to the rule, but where radio standards are so unstable, due to progress in the art, is the present a time to standardize the date and issue of catalogues?"

"May I say that the subject, in my opinion, is important."

Theodore Sheldon, Vice President Carter Radio Co., Chicago: "We are heartily in accord with this plan, as you well know, and will be only too glad to do anything we can to co-operate with you to have this arrangement more universally carried out."

"We are confident that if this is once done a great step forward in the standardization of the radio industry will be accomplished. It is entirely workable, reasonable and efficient. Once it is put into effect both manufacturers and jobbers will, no doubt, wonder how they ever got along without it."

Paul F. Johnson, Altadena, Cal.: "From the standpoint of an old timer in the radio game and the principal owner of both jobbing and retail stores I look upon your proposal as a very good one and hope to see it speedily carried out."

"I would like to suggest July 1 rather than August 1, as it would give the Pacific Coast a better chance to get their stocks in time for the Fall trade. I have found from experience that the end of June is the best time to take inventory and close the year's business, as at that time we are not so rushed with business and stocks should be at the lowest ebb. If announcements are made July 1 we will at once know what to do for the coming season instead of marking time for a month. In the past it has been marking time most of the time and never feeling sure of just what is best to do."

C. H. Garity, Mgr. Radio Dept., American Wholesale Corp., Baltimore: "It would seem to us that a definite time of bringing out new

models on apparatus is a step in the right direction for manufacturer, jobber and retailer of radio apparatus."

"It is my personal opinion that May 1 or June 1 would be the logical time for changes to be incorporated, which would give the distributor about two months to have his catalogue made up for the beginning of the radio business around September 1."

"You know as well as I that radio is as yet a seasonable merchandising business, and once a year would be enough in which to incorporate all changes made during the previous season's work."

"We trust that you will be instrumental in putting this thing over."

A. E. Caldwell, Pioneer Radio Corporation, Galesburg, Ill.: "I am very enthusiastic about this plan, as it does seem necessary for us to arrange some plan whereby jobbers can be assured of reasonable products as well as the dealer, and we believe that the plan will go further towards this point than any other."

"The Pioneer Radio Corporation will be very glad to enter into any arrangements of this kind and heartily indorse the plan and hope that an immediate movement can be put on foot and pressed to completion."

Bertram C. Rogers, Rogers Radio Co., Pittsburgh, Pa.: "We have read your letter on 'A Definite Model Time.' Unless the policy outlined is put into action the radio business is apt to go plumb to h— as far as we are concerned. Anyway our losses still exceed our gains."

O. C. Dennis, Premier Electric Co., Chicago: "I don't think the plan will go over. Every manufacturer when he has something new and he feels it is ready likes to make all the noise he can about it right then. He feels as though he has a 'scoop' and doesn't want any others to enter in and distract from his show."

Ronald Webster, Secretary Fansteel Products Company, Inc., North Chicago, Ill.: "In regard to the new models, we expect to come out with some definite new models about the 1st of April and possibly another in September. It seems to us that if all of the jobbers could agree on a date and advise manufacturers of this fact we could all save a great deal of effort in cataloging. Please be assured that you will have our support in this movement."

REPUTATION

IN EACH INDUSTRY the names of certain manufacturers are synonymous with highest quality.

The ideals of the Freed-Eisemann Radio Corporation have been realized by master craftsmen in products that have made this organization stand for dependability in the Radio industry.

The Famous Model NR-5

A Receiver of the first magnitude. Marvelous selectivity, absolutely clear reception. Long distance stations easily brought in.

List \$150.00

Model KD-50

Radio engineers recommend this Knockdown Set. By following instructions builder can readily accomplish Neutrodyne principle, now regarded as the acme of perfection in radio art.

List \$80.00

Including instruction book.

Model 350



Special Neutrodyne Parts, consisting of Neutroformer Coils mounted on low loss Variable Condensers with double Neutrodon.

List \$24.00

Freed-Eisemann
RADIO CORPORATION

Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

Say you saw it in Radio Merchandising



Stop, Look and Listen!

A Unique Way of Demonstrating Sets to Window Shoppers.



NEW high-grade phonograph dealers now try to sell the whole world by having an instrument at their door playing the latest jazz ten hours a day. So the loudspeaker, placed over the door panel, and hiccupping its program intermittently, is doomed to pass into disuse.

A radio merchant in Newark was compelled by protesting neighbor merchants to silence his street loudspeaker demonstrations and on thinking of ways and means of demonstrating to window shoppers he hit on a unique scheme that is serving his purpose admirably.

He has fixed up his window in attractive colorings with a single receiving set in the center of it and in the foreground there is an almost full size placard of a traffic policeman and a sign

reading, "Stop—Look—Listen!" The traffic officer is pointing to the receiving set. Whenever broadcasting is in progress the set is in operation, and from a multiple phone plug single phones are carried to the outside where a clerk politely invites the window shoppers to listen in.

This merchant has found that about fifty per cent of the outdoor audience can be persuaded to step inside and try their hand at operating a set themselves.

The purely curious audience that had previously stopped for a few minutes to listen to his loudspeaker demonstrations have been converted into an intensely interested audience, and sets sales have increased correspondingly.

This is a demonstrating wrinkle that can be put to work in lots of city and town stores.

Advertising isn't magic. There is no element of the black art about it. In its best and highest form it is plain talk, sane talk—selling talk. Its results are in proportion to the merit of the subject advertised and the ability with which the advertising is done.—*Herbert Kaufman.*

Dubilier Duratran

reduced from \$5⁰⁰ to

The fast-selling Dubilier Duratran Radio-Frequency Transformer is now made by quantity-production methods. This has lowered manufacturing costs.

Hence we are able to make a big reduction in the list price of the Duratran.

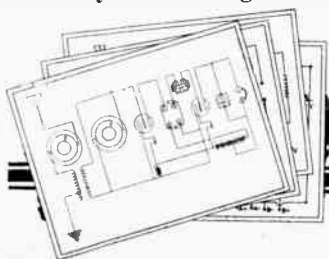
Prompt Deliveries

—Big Sales

Order Duratrans in any quantity from your jobber. Prompt deliveries can be made. Big sales result from Dubilier newspaper and magazine advertising.

Distribute These Blueprints of Radio-Frequency Hook-Ups

We tell readers of newspaper and magazine advertisements to ask their dealers for *free* blueprints of Dubilier Duratran radio-frequency hook-ups. This brings customers to your store. Get the blueprints from your jobber or from us. They cost nothing.



\$4



Dubilier Condenser and Radio Corporation

44-48 West Fourth Street
New York



Say you saw it in Radio Merchandising

Wanted—MEN!

By James Edward Hungerford

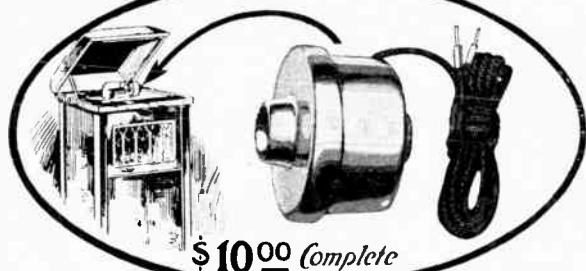


HERE'S the chap with the "Can't," and
the chap with the won't,
And the chap who's betwixt, more or
less;
There's the chap with the "Aye," when it ought
to be "Nay,"
And the "No," when it ought to be "Yes!"
There's the chap who's too weak to get up when
he's down,
And too bluffed to strike back when he's hit;
And the chap who "bobs up," when he ought to
stay down—
And the chap who does nothing but SIT!
There's the chap who is brave, when he's nothing
to fear,
And the chap who's afraid without shame;
But the world wanting MEN has no patience with
these—
What it WANTS is the fellow—DEAD GAME!



HAT it wants is the chap with the "Can,"
and the "Will,"
And the "Get up," and "Hustle," and
"Do";
And the chap who COMES BACK, with a smile
on his face,
When the world thinks he's beaten clean
through!
The chap who'll back down, when he knows he is
wrong,
And the chap who'll "stand pat" when he's
RIGHT!
And the chap who'll keep FAITH, when he
pledges his WORD—
And will back up his stand with a fight!
The chap who forever puts RIGHT over wrong,
And HONOR o'er riches and fame—
Ah, HE is the chap that the world's looking for—
The *trustworthy* fellow—DEAD GAME!

Morrison



Loud Speaker

Business Is Brisk

Distributors of Morrison Loud Speaker report a continued demand from Jobbers and Dealers throughout the country. Our national advertising is creating more and more new Morrison users.

Plenty of volume, combined with true tone values, has made Morrison Loud Speaker one of Radio's most consistent successes.

\$10.00

You will find it a pleasure to deal with the Morrison organization. Our jobbers and dealers know they can depend on the factory at all times.

Write us at once for our sales plan and discounts

Morrison Laboratories, Inc.,

333 East Jefferson Avenue

Detroit, Mich.

Say you saw it in Radio Merchandising

Your Share of Three Hundred and Fifty Million Radio Dollars

***Roger W. Babson, Economist and Business Authority,
Predicts This Volume for 1924.***



THE famous economist and business authority, Roger W. Babson, predicts a volume of radio business, at consumers' prices of over three hundred and fifty million dollars for the year 1924! And the radio industry, as popularly conceived today, is less than four years old. Here is what the business expert has to say:

"It has been my experience that very few people realize just how important, from a business standpoint, the radio industry has become. Just because an industry is comparatively new is not a reason for assuming that it is unimportant. The radio industry is new, but it has grown so rapidly in the past two or three years that it compares very favorably with many of the important long-established industries.

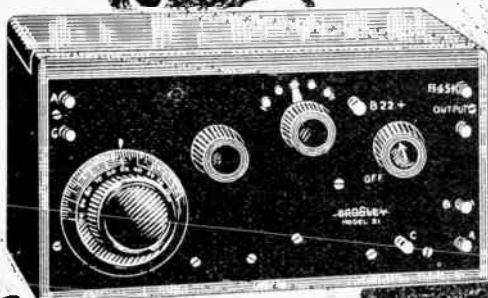
"On the basis of figures for the

year nineteen twenty-three it is probable that the American people will spend approximately three hundred and fifty million dollars for radio equipment during the present year. A conservative estimate of the business in vacuum tubes alone is about fifty million dollars. At least five times as much, or two hundred and fifty million dollars, will be spent for radio sets and parts. The sales of batteries, both dry cell and storage batteries, will very likely amount to over forty-five million dollars. Miscellaneous equipment such as battery chargers, loud speakers and specialties may easily account for fifty million dollars more.

"It is interesting to see how the radio industry compares in dollars and cents with other large industries. Available figures on sporting goods, cameras, etc., show a value of about one hundred and eighty-five million dollars annually. Sales of radio

CROSLEY

for the Radio World



New Two Tube Set ^{at} **\$18⁵⁰**

REGENERATIVE

The most astounding value ever offered in radio—a new two tube receiver, Crosley Model 51, consisting of Armstrong regenerative detector and one stage of audio frequency Amplification. Licensed under Armstrong U. S. Patent No. 1,113,149.

This wonderful set gives loud speaker volume on local stations at all times and on distant stations under fair receiving conditions. Otherwise head phones should be used for distant reception.

Be sure to see this receiver.

For Sale by Good Dealers Everywhere.

Free Catalog Sent on Request.

The Crosley Radio Corporation

POWEL CROSLEY, JR., President

Formerly

The Precision Equipment Co. and Crosley Manufacturing Co.

439 Alfred Street

Cincinnati, Ohio

Say you saw it in Radio Merchandising

equipment are running nearly twice as large as all kinds of sporting goods.

"The value of radio business is nearly twice as great as that of the carpet and rug business. For every dollar spent on furniture thirty-three cents is spent on radio. For every dollar spent for boots and shoes twenty-five cents is spent for radio. For every dollar spent for musical instruments of all kinds, including phonographs, pianos, organs, etc., seventy-five cents is spent for radio. The value of radio business amounts to nearly three-fourths of the jewelry business as a whole, including clocks, watches and novelties.

"I have given you these illustrations in order that I might emphasize the growing importance of radio from a business standpoint. It is not necessary for me to tell you of radio's importance from an educational and social standpoint. I see no reason why the radio industry

should not continue to expand. There has been a decided improvement in the character of the broadcast programs, and we may doubtless look forward to still greater improvement in this direction.

"To sum this matter up, radio has passed through the fad stage and has become a utility. It has rightly achieved its proper permanent status among the important industries of the country."

It is Mr. Babson's profession to make scientific investigations of industries, and his predictions have behind them the research facilities of one of the most efficient business institutions in the world.

Everyone, therefore, associated with the radio industry—the manufacturer, the jobber, the dealer—should give much thought to Mr. Babson's findings and prepare themselves for a year in radio in which all records will be broken.

Some Statistics

Sales of radio equipment are running nearly twice as large as all kinds of sporting goods.

The value of radio business is nearly twice as great as that of the carpet and rug business.

For every dollar spent on furniture thirty-three cents is spent on radio.

For every dollar spent on boots and shoes twenty-five cents is spent for radio.

For every dollar spent on musical instruments of all kinds, including phonographs, pianos, organs, etc., seventy-five cents is spent for radio.

The value of radio business amounts to nearly three-fourths of the jewelry business as a whole, including clocks, watches and novelties.



Radiodyne

"The Voice of the Nation"

NO LOOPS  **NO ANTENNA**

The RADIODYNE meets the needs of more radio prospects than other types of sets. Uses any standard tubes—dry cell or storage battery. Extremely selective. Simple to operate—only two controls. Wavelength, 200 to 700 meters. Radiodyne operators report receiving broadcast programs from Honolulu, Glasgow, Scotland, London, England, and stations in Canada.

The increasing demand for this type set is driving thousands of buyers to dealers' stores. Be the first dealer in your locality to handle the RADIODYNE.

Write for complete information concerning this fast-selling set. You will be interested in our Sales Plan, discounts and service policy that makes every customer a booster for you.

WESTERN COIL & ELECTRICAL CO.

310 Fifth Street

Racine, Wis.



Say you saw it in Radio Merchandising

Better Borders

Produce

Better Business

*Put a Suitable Frame Around Your Advertisements
and Make Them Stand Out on the Printed Page.*



PICK up any newspaper that happens to be lying around and note what limited variety there is in the matter of borders around the various advertisements. Many of the advertisements will indicate real thought in the preparation of the printed story, but few of

these stories get the proper frame. If you pay good money for a photograph of any member of your family you are likely to see to it that that photograph gets a suitable frame. You are paying good money for your advertising; then why not see to it that its border sets off your word picture to its full advantage?

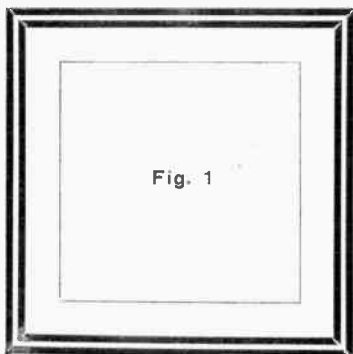


Fig. 1

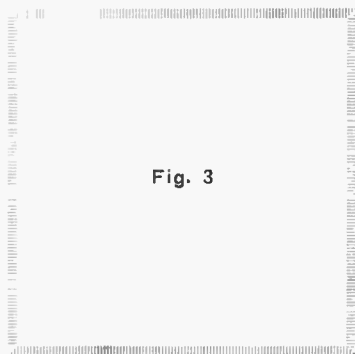


Fig. 3

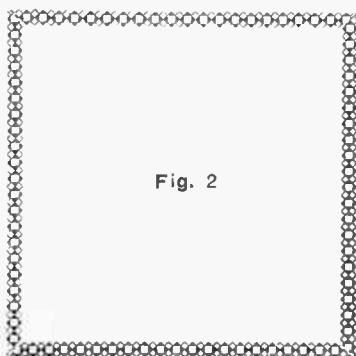


Fig. 2

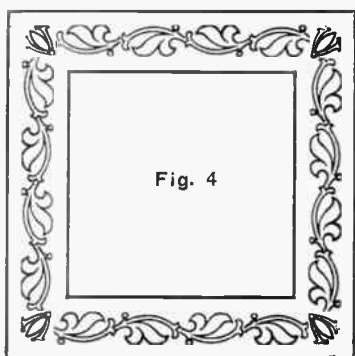
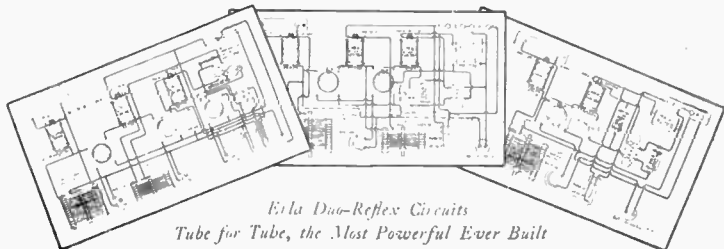


Fig. 4

Circuits Unequaled In Range, Purity, Volume!



*Erla Duo-Reflex Circuits
Tube for Tube, the Most Powerful Ever Built*



Maximum range, selectivity and volume are positively assured through Erla radio frequency transformers. Reflex and cascade types. \$5



The words "tested capacity," found only on the labels of Erla fixed condensers, positively guarantee accuracy and satisfaction. 35c to 75c



Exclusive features of Erla sockets are now available in 199 as well as standard size. Quality and workmanship unequalled. 65c and 75c

TIME serves only to emphasize the superiority of Erla Duo-Reflex Circuits—tube for tube, the most powerful circuits ever built.

An Erla circuit introduced efficient one-tube loud speaker reception, and still stands unsurpassed. So, too, Erla two and three-tube circuits remain unchallenged in range, selectivity and volume, outstripping four and five tubes otherwise employed.

Even in minor phases of operation, Erla superiority is pronounced. Control is positively fool proof, eliminating body effects, reradiation and distortion, while stability is so complete that every station is heard invariably with the same dial setting.

Underlying the efficiency of these circuits, and the mainspring of their success, are Erla radio and audio transformers. Through synchronizing perfectly received radio, reflexed radio and reflexed audio frequency currents, they enable vacuum tubes to do triple duty, multiplying amplification without flaw.

This vital means of tube economy spells opportunity unequalled. Erla dealers know. Widespread satisfaction and consequent broadening of demand inevitably follow Erla sales.

Fully to realize Erla possibilities, broadcast Erla Bulletin No. 20, giving latest Duo-Reflex circuits, in wide demand. An ample supply is yours for the asking.

Electrical Research Laboratories
Dept. N 2500 Cottage Grove Ave., Chicago

ERLA



Say you saw it in Radio Merchandising

The radio merchant should know that it is not necessary to have borders specially drawn to get effective results. Every newspaper printing shop has a large variety of stock borders that can be made into very effective combinations. It is not the purpose of this article to cover the whole field of advertising borders, but a few illustrations are given to demonstrate what the radio merchant can do to properly frame his advertising at no extra cost.

Fig. 1 is a combination rule border. The outside rules are heavy and the inner rule light so that the eye is unconsciously directed to the type matter within. This is a simple, but very effective, frame for advertising matter.

Fig. 2 is a narrow fancy border suitable for framing single column or double column width advertisements. Some white space should be left between the border and the text of the advertisement. With this border it is not desirable to use very heavy type.

Fig. 3 is of the shaded rule, or benday, type and is very effective in advertisements where

no cuts are used. It has an air of refinement and this theme should be carried out in the text layout of the advertising copy.

Fig. 4 is a somewhat more ambitious border of the decorative floral effect and is best suited for advertisements running across three or more columns. A fair amount of white space should be allowed in advertisements using such border designs.

Fig. 5 is effective when there is any special item being offered. The heavy black wavy line stands out very distinctly on any printed page and acts as an excellent frame for type matter.

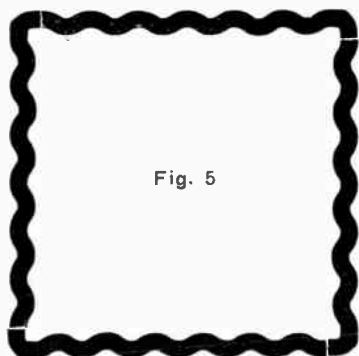


Fig. 5

Listening In

A CERTAIN prosperous business man, when asked where he obtained the information he uses in advertising his wares, laughed and replied, "I listen in."

He conducts what he terms his best advertising scheme, by running a daily "leader." Each morning he advertises some one thing, giving information regarding the merit of the article. He gains the most valuable information by what he calls "listening in" to any conversation, anywhere, relative to any article he carries in his establishment. The personal conversation brings out all the good qualities of the article, and he gives this personal touch in his advertising.

CHELSEA

**CHELSEA offers a complete line of highest grade
NATIONALLY ADVERTISED moulded parts and
complete sets and protects you against**

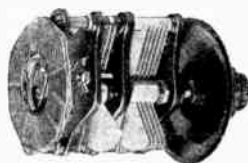
*Patent troubles, price reduction, change
in models, defective material*



Radio Frequency

antenna and in-
tube tuning
units with ver-
nier and dial

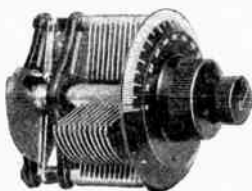
\$5.75 each



Variocouplers

Bakelite tube
and moulded
bakelite with
binding posts
for taps—pigtail
connections to
rotor

\$3.50 and \$8.00



Condensers

both plain and
vernier

*Low Loss
Low Price*
highest efficien-
cy

**Prices from
\$2.75 to \$5**



AMPLIFYING TRANSFORMERS

Both radio and audio.....**\$4.50**

A COMPLETE LINE

REGENERATIVE and TUNED RADIO FREQUENCY receivers
LICENSED FOR sale to distributors, jobbers and dealers. Highest
grade moulded parts—individually packed. Every part built in
our own factory and FULLY GUARANTEED. Liberal discounts.

Write for catalog No. 11

CHELSEA RADIO COMPANY

177 Spruce Street

Chelsea, Mass.

BRANCHES AT

Philadelphia
Chicago

Seattle

New York
Los Angeles

Denver
St. Louis

Cleveland
San Francisco

Say you saw it in Radio Merchandising



Small Store Problems

"It's all very well for a store of that size to use a plan of that nature, but it would never do for us to try it. It's too expensive, and the results wouldn't be worth while." This is the frequent answer of the proprietor of the smaller store to the suggestion, either direct or implied, that he adopt principles which have proved successful in some of the larger stores throughout the country. The small store needs research work quite as much as the larger one does, and it might be added that research work is not the only thing the smaller store needs. In fact, it needs help in solving its problems of salesmanship, display, store management and advertising. It needs to secure an accurate exterior view of its own resources and its own possibilities. It cannot afford to stand still while competitors go ahead, and, while it is true that it cannot install the elaborate system and costly plans which are being adopted by the big stores, there is almost invariably some feature of these which can, and should, be adopted to the store that is operated by limited capital. Merchants who declare that a certain plan "is a good one, but would cost too much to put in effect," should first be certain that there are not portions of that system which would be worth as much to them, in proportion, as the whole idea is to the larger store. It is only through the utilization of ideas of this kind that the "small store" can ever graduate to the "big store" class.

Spring Building Operations

Statistics are being checked up in every community in the annual spring building drive. Therein is an excellent opportunity for radio merchants. When an architect lays out the floor plan for the living room of the unpretentious dwelling house he usually visualizes the furniture that that room is likely to be called upon to accommodate. Electric convenience outlets are built in at strategic points. Then why not convenience

radio outlets in the living room, dining room, sun porch and master bedrooms? In any event the idea is worth talking over with your local architects. Perhaps the electrical contractor will be the first to benefit, but eventually the radio wired home is going to have radio equipment, and the dealer who suggests the thought to the architect is going to be in the count when the business materializes.

Are They Interested? If your sales force is not interested and thoroughly conversant with your advertising how do you expect your customer to follow up your invitation to look at and buy your goods? If they take no interest in your advertising it is up to you to see that they do or get some that will. Post your advertisements on a bulletin board and make it a requirement of your sales force that they read every advertisement. And don't forget to ask them if they have any suggestions to offer concerning your "copy." You never can tell when you will bring forth a really good idea.

Information Headquarters Your customers should look to your store as an active reference library of knowledge on radio and on you and your sales force as authorities in your particular merchandise. They should feel that after they get the answer from your place there is nothing more to ask and the information is complete. Unless you are well-read on affairs of the radio world your sales force will not feel that it is necessary to be posted on them and people seeking information at your store will gradually drift away to other places. This is a day of keen competition. Know what's doing—be a point of information on radio matters.

Summer Sales Now's the time to put your house in order for summer radio sales. We have discussed elsewhere in this issue some real sales-building ideas for the hot months. The only thing that remains to be done is to put these ideas to work. Every merchant who does is going to maintain his sales considerably ahead of the average for last year. Everything that is worth getting requires a little effort, and that's true of summer radio sales.



Tune in on these sales ideas and wear a smile that won't come off.

The Dealer's Calendar

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

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

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

Thursday, April 3rd: To those that do not reply to the first card send another card reading: "We were demonstrating our portable set to our townsman, Mr. Brown, the other night, and we had Station XYZ very clearly. That's over a thousand miles. With one of our sets you will get all of the sport news up

in camp this summer. When can we show you the portable?"

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

Saturday, April 5th: When you get your "fishing" window fixed up try to get a list of local rodmen and send them a funny card something along these lines: "The fishin's good at 21 Main street. Come and see our new rod and reel and a new fishin' requisite that every modern devotee of Walt Whitman should have. You will want to add one to your kit."

Monday, April 7th: Make your second portable set window a Boy Scout window. Some of your local scouts will undoubtedly be glad to give you the necessary paraphernalia to fix up a



Just a Real Loud Speaker Unit

The Camco Loud Speaker Unit is a phone that you can unhesitatingly recommend to folks who want a quality phone at a fair price. It may be attached to any Loud Speaker Horn or to the tone arm of a Phonograph. Its true reproducing qualities meet with the instant appreciation of the prospect.

Retail price \$8.00. Write for complete details.



BESIDES THE CAMCO Loud Speaker Unit

we make the following Camco Headsets: Cannon-Ball, retail price, \$3.50; Superb, retail price, \$4.50; Grand, retail price, \$5.00; De Luxe, retail price, \$7.50.

CANNON & MILLER SALES CORP.

47 W. HURON ST.

BUFFALO, N.Y.

Say you saw it in Radio Merchandising

ment, radio tables, completely contained cabinets, etc.

Saturday, April 19th: Stage a wave-trap demonstration in your store tonight and have one of your clerks telephone a lot of your customers to come in and see it. There's a good profit in the line, and if your customers are satisfied as to the efficiency of the wave-trap in eliminating station interferences you'll make a lot of sales.

Monday, April 21st: Most receiving set purchasers prefer to have the "completely equipped"

price rather than the price of the set alone. In describing a set to a customer say, "In your home and operating for \$—."

Tuesday, April 22nd: "We maintain a well-equipped workroom for our customers who desire to build their own sets," is a paragraph from a letter sent out to prospects by a Pennsylvania radio merchant. It has worked out very well. Usually the dealer can persuade a one tube fan to be a little more ambitious and build a two or three tube set—with the consequent

Has Your Store a Slogan?

If not, here are a few from which to make a choice. The slogan idea is an excellent one, for, through constant repetition, it becomes fixed in the minds of the people in connection with its particular user.

The Shop of Service.

The Small Store with Big Service.

The Oldest, the Largest, the Best.

Business Is Good at Blass'.

If It Comes from Lowe's, It's the Latest.

Smith Makes Life Easy.

The House of Service.

We Treat You Right.

Always on the Jump.

Alive All Day.

A House of Service and Safety.

Style Headquarters.

The Store of Quality.

Dependable Merchandise Priced Right and Truthfully Advertised.

Our Customers Know Why.

The Name Is the Guarantee.

Quality Is the Main Idea with Us.

When Better Goods Are Sold, Smith Will Sell Them.

Not How Cheap, but the Best for the Money.

The Store That Service Is Building.

Satisfaction Guaranteed.

Service, Satisfaction Since 1880.

The Store for Everybody.

The Home of Complete Service.

The Store of Quality.

The Radio Dealer “Tunes In”

The 130 Standard Radio Parts, designed, manufactured and guaranteed by Federal to be mechanically accurate, are the Radio Dealer's means of “tuning in” on real profits.

Federal's good name and iron-clad guarantee eliminate “interference.”

Investigate!



Federal
Standard **RADIO** Products

**Federal Telephone & Telegraph
Company**

Factory: Buffalo, New York

Boston

New York

Philadelphia

Chicago

San Francisco

Pittsburgh

Bridgeburg, Canada

London, England

Say you saw it in Radio Merchandising

expansion of sales. In the work-room are neatly printed cards offering complete tool kits. After the first set is built some of the amateurs buy these kits and do their building at home.

Wednesday, April 23rd: Powerful stations in the East and Middle West are now broadcasting educational courses which the radio merchant can cash in on. The foreign born population and those who had not the advantage of much scholastic training in their youth can all be interested in purchasing radio sets in order that they may receive these educational lecture courses.

Thursday, April 24th: The weather is now more suitable for the erection of outdoor aerials. Your customers who have indoor aerials and loops can be interested in greater distance by use of outdoor aerials, and there's money in their erection.

Friday, April 25th: A dealer in New Jersey made a unique window display out of a series of hook-ups, culled from the newspapers and radio fan magazines. The entire window was blanketed with them and a card in the center foreground announced, "We have all parts required for all these circuits."

The stunt moved a lot of parts. Try it out.

Saturday, April 26th: Some dealers have found it profitable to present each of their regular customers each week with a radio magazine, or radio section from a newspaper. A rubber stamp is used to print on the margin of the different advertisements, "You can secure this at Brown's Radio Shop, 1 Main street," and a hand points to the particular product.

Monday, April 28th: A large map of the United States, going completely across the top half of the display window, mounted on thick cardboard, with red indicating tacks, showing stations received, and with the slogan below, "Stations Heard on Our Sets," will prove a good interest getter.

Tuesday, April 29th: A little over a month to the national political conventions. Get your house in order to put over the sales idea, printed on another page in this issue.

Wednesday, April 30th: Sales should not slump this summer. The merchants who get out and sell, instead of merely take orders, can maintain their sales curve if they have a mind to. Try a little special effort this summer and see how it works.

~~~~~ *The Fragrant Life*

By Thomas Dreier

I am told that visitors to the Mosque of St. Sophia, in Constantinople, are greeted with fragrance when they enter the building. This fragrance pervades the building because, when the mosque was built a thousand years ago, the stones and bricks were laid in mortar mixed with a solution of musk. If we, in our youth, build our years out of helpful, friendly, neighborly acts, we will offer to the world the fragrance of lovable personalities when we go down the Western Slope. I am thinking, too, that, even after we have passed away, as the builders of this mosque have passed away, our works will go on living for us and praising us.

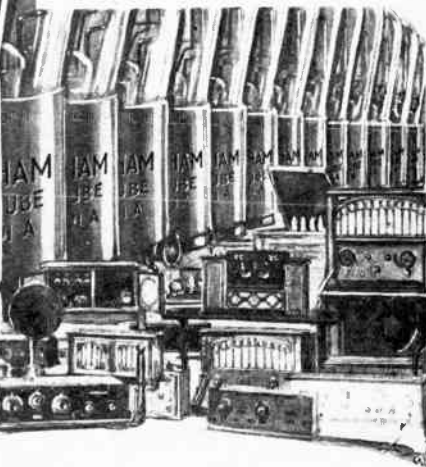


Cunningham RADIO TUBES

The Standard Tube for all Makes of Radio Receiving Sets

The vacuum tube has made possible the broad and far reaching application of radio telephony and plays the most important part in the operation of your receiving set.

Cunningham Vacuum Tubes, standard for all makes of receiving sets— are the product of years of research and experimental work by the Engineers of that great scientific organization, the Research Laboratory of the General Electric Company.



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

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

Cunningham Radio Tubes
C-301A—5 Volts $\frac{1}{4}$ Ampere Filament. \$5.00
C-209—3 Volts .06 Amp. Dry Battery Det. & Amp. . . . \$5.00
C-300—5 Volts Gas Content Detector . \$5.00
C-11—1.1 Volts .25 Amp. Dry Battery Det. & Amp. Special Base \$5.00
C-12—Similar to C-11 with standard base \$5.00

E. J. Cunningham Inc.

Home Office :
182 Second St.
San Francisco, Calif.

154 West Lake St.
Chicago, Illinois

30 Church St.
New York City, N. Y.

Say you saw it in Radio Merchandising

FORE!

Radio Golf Popular Pastime



HE two attractive misses pictured below are having a fascinating radio golf contest. The chart surmounted on their receiving set accommodates scores either by stations or by wave lengths. And the high score wins, which fact may give the game an added appeal to some of your amateur golfers!

Why not start a radio golf tournament among your customers? A multigraphed score card could easily be prepared giving the distance to the stations from your store and the wave length on which they operate. If desirable you could also work out a series of handicaps for the one and two tube sets. Run off the first round of your

tournament on a certain evening, bring down the list of eligibles to half the number of score cards received, then run off your second round, and so on until the final match. You can work up a lot of interest in your final contest. Then present your prize to the winner of your town's first golf tournament on a special evening in your store.



BURGESS

RADIO BATTERIES

THE demand for Burgess Radio Batteries is nationwide. Orders are being received from every section of the United States and Canada and the outlook for Burgess dealers is very gratifying.

A sale of a Burgess battery, whether it be the famous Burgess "B," the new double strength "A" or the vertical "B," invariably results in resales, good-will, and much spoken satisfaction.

Supporting the performance of these batteries in creating an even greater demand is a comprehensive advertising campaign reaching every radio and wireless enthusiast.

Forward-looking radio dealers are invited to investigate the tremendous sales possibilities of the entire Burgess line.

"ASK ANY RADIO ENGINEER"

BURGESS BATTERY COMPANY

Engineers—DRY BATTERIES—Manufacturers
Flashlight—Radio—Ignition—Telephone

General Sales Office:

Harris Trust Building, Chicago
Laboratories and Works, Madison, Wisconsin

Branches:

New York Boston Washington
Minneapolis Kansas City
New Orleans Pittsburgh St. Louis

In Canada:

General Offices and Works,
Niagara Falls and Winnipeg

Branches: Toronto Montreal
St. John



Say you saw it in Radio Merchandising



B1412

While You Work

A Radio will provide you the most delightful entertainment imaginable while you are busy sewing, and since it requires no attention you do not have to interrupt your work while listening. Let us install an outfit in your home on trial, and then you can learn from experience how enjoyable it is.

Prices

NAME HERE

Tell the Story of Radio to the Whole Family

Simple Illustrations Give Your Newspaper Advertising Copy a Real Punch



HE picture's the thing," said an executive of a company spending several hundred thousand dollars

in advertising each year, and while there may be differences of opinion on the subject there is no doubt that the illustrated advertisement stands out on the average newspaper page much more forcefully than the one minus illustrations. A lot of radio dealers believe that it costs real money to secure such illustra-

tions. It does not. We shall be glad to show any merchant how an investment of ten or twenty dollars will provide enough line cuts to carry through a regular advertising campaign.

To illustrate our point we are reproducing herewith a series of four advertisements designed to "Tell the Story of Radio To the Whole Family." The appeal is made to each member of the family.

The advertisement "While You Work" is adaptable to a six inch double column adver-

*Introducing—
A new Broadcast Receiver*

Type RF-2, a receiving set of surpassing excellence is offered to the radio public. Radio frequency amplification at its best is employed—a transformer-coupled tuned radio frequency circuit with two stages of audio frequency amplification.

There are but two controls and tuning is extremely simple. Extraordinary sensitivity is combined with a high order of selectivity. Broadcast programs from far distant points are received with marked clarity and volume. The assembly of instruments is encased in solid mahogany.



Type RF-2
PRICE
\$110.00

Descriptive Literature on Request



EISEMANN MAGNETO CORPORATION
William N. Shaw, President
 37 Thirty-Third Street, Brooklyn, N. Y

EISEMANN

Say you saw it in Radio Merchandising



13148

The World at Home

A Radio places you in instant touch with the world's important happenings. Broadcasting stations are being established in many countries, and it will be only a matter of time when every event of moment will be instantly broadcasted to all who own Radio equipment.

Our display of new models is worth inspecting.

Prices

NAME HERE

They
All
Enjoy
It



A 249

Even more than grown folks, the children enjoy the Radio. They get hours of amusement as well as hear educational talks and lectures which they would get in no other way.

A good set costs so little, let us install one for you today.

Prices

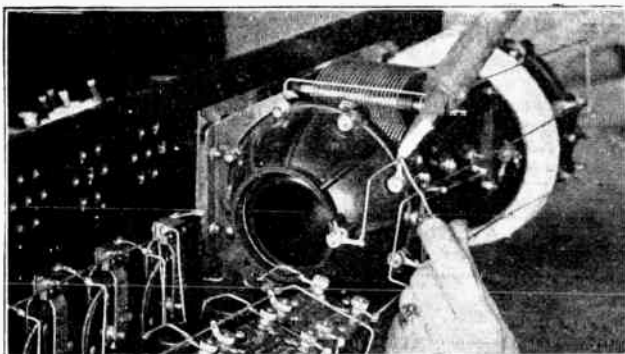
NAME HERE

Say you saw it in Radio Merchandising

Kellogg Radio Parts

Easy

{ to mount
to wire
to solder
to tune



and Easy to Sell

Merchandise that moves is what you want—and at the same time it must satisfy the customer in order to eliminate “returns.”

Kellogg radio equipment is guaranteed and assures the radio fans a line of parts that will give the results they expect.

Kellogg radio apparatus will increase your profit and sales. Arrange to take on our line at once. Kellogg radio is here to stay. A leader among them all.

with
Kellogg



Use Is
the Test

KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 W. ADAMS ST.,
CHICAGO, ILL.

Say you saw it in Radio Merchandising



R2411

Get the Latest

A Radio Set in your home allows you to keep in touch with the latest music, both vocal and instrumental, since every new piece is broadcasted soon after publication.

We have several models from which you may choose.

Prices

NAME HERE

tisement. The home touch of working while listening in will instantly appeal to the lady of the house and will in all probability get her boosting for a radio outfit.

Follow this advertisement with "The World at Home" and you will be on the right path to get the master of the house. This advertisement is also suitable for a six inch double column display.

In your next advertisement, "They All Enjoy It," you will

get both the father and mother pulling your way by showing that the children enjoy radio.

And last, but not least, tell the musical members of the family to "Get the Latest" by the radio route.

Too much radio dealer advertising is presented on a price appeal basis and along stereotyped lines. Try out the illustrated, human appeal line of advertising copy and you'll be surprised at the results.

ADVERTISING does not require faith—merely common sense. If it is begun in doubt and relinquished before normal results can be reasonably looked for, the fault does not lie with the newspaper nor with publicity—the blame is solely on the head of the coward who retreated before he was defeated.

FROST-RADIO

Ask Your Neighbor



FROST-RADIO

No. 611, Bakelite Adapter
for UV-199, C-299 Tubes
50c



FROST-RADIO

No. 620, Bakelite Potentiometer cut-out switch
50c



FROST-RADIO

No. 612, Bakelite Socket for
UV-199, C-299 tubes, panel
or table mounting
50c

Three Big Sellers With a 50c List

Here are three big selling items of **FROST-RADIO** which you should stock for all-the-year-round demand. Each has been proved the most popular item in its respective field. All are made from genuine moulded **Bakelite**. Metal parts are nickel plated and hand-buffed. Radio fans are buying these three items—and the 69 others in the **FROST-RADIO** line—by the thousands each week. Your store should sell them. Your jobber can supply you.

Made by the makers of **FROST-FONES** and guaranteed by the name of the manufacturer.

HERBERT H. FROST, Inc.
154 WEST LAKE STREET, CHICAGO ILLINOIS
NEW YORK CITY KANSAS CITY, MO.

Say you saw It in Radio Merchandising

BERWICK

! It's brand new !

Sells at **\$15**

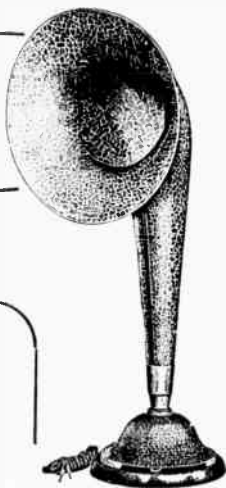
The new Model "B" BERWICK LOUD SPEAKER is, unquestionably, the greatest value at anywhere near the price.

It isn't "half - a - headset" fitted into a mere horn. It is specially and carefully built with $\frac{1}{4}$ in. Tungsten steel magnets full wound bobbins with Swedish iron cores, extra large diaphragm and the exclusive feature of our SLIDING TONE ARM REGULATOR which readjusts the pole pieces should diaphragm buckle under broadcasting.

Finished either black crystalline or black and gold enamel.

DEALERS and JOBBERS—Loud speakers selling at way above \$15.00 give no finer results—we have proofs of profitable business. Want 'em?

Also manufacturers of the Berwick "Supreme" Headset, 2200 ohm—List \$5; 3000 ohm—List \$6.00.



T **RIANGLE** **ELECTRO TRADING COMPANY**
632 Broadway
NEW YORK

Say you saw it in Radio Merchandising



This attractive carton for window and counter display will help you sell—will sell for you.

Double Your Business

Sell Advertised Electrad Products

Other Fast Selling Electrad Products



New Diode Tubes

Replaces the crystal and acts as a rectifier in all reflex circuits, acts as a detector tube on all circuits. Gives greater sensitivity, clearness and volume, no distortion. Requires no B Batteries.
List\$2.50
Including socket.



Lead-Ins

Fit under closed windows, can be bent to any shape, covered with fireproof insulation of 1000 volt resistance, which prevents grounding on wet sills. Fitted with Fahnestock Clips. List 40c.



Fixed Grid Leaks

Absolutely uniform unvarying fixed resistances. A superior product of dependability in all resistances from $\frac{1}{4}$ to 10 megohms. List 30c.

For instance, the Variohm—the most precise and dependable variable grid leak on the market—ask any radio or electrical engineer. Here is an instrument of precision that will enable the radio fan to get exactly the correct resistance for his set from $\frac{1}{2}$ to 30 megohms—that will double his distance, eliminate circuit noises, that is moisture proof and non-microphonic.

Absolutely without peer on the market, yet its list price is one-half or less than competition.

Well advertised in all the leading radio papers, the Variohm and other Electrad Products offer you liberal margin of profit, quick turnover, constantly increasing sales—and a quality of merchandise you can be proud to handle! Order through your jobber. If he cannot supply you, send us his name, and we will see that you are supplied. Write for our price lists and special combination offers.

ELECTRAD, Inc.

DEPT. "B," 428 BROADWAY
NEW YORK

ELECTRAD

A name stamped only on Superior
Radio Products.

Say you saw it in Radio Merchandising



Photo by Wade

"Southwick Leaned Over the Counter Confidentially"

Old Timer—Window Trimmer

*An Idea That Will Work Wonders if
Business Is Slack*

By Sewell Peaslee Wright

"WELL!" sighed Old Timer contentedly, "That's that!" He fished out his blackened, reeking old pipe and filled it with expert ease.

"That's what?" inquired Southwick, proprietor of Seaford's "Only Exclusive Radio Shop," straightening up a display, and eyeing the result critically. "What have you done now that nets you so much satisfaction?"

Old Timer lit his pipe carefully and slowly exhaled a pungent cloud of choking smoke.

"Just got a set to working for an old duffer who claimed the

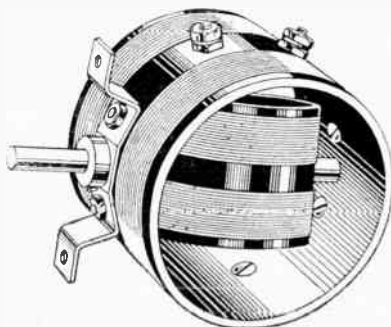
blooming thing wouldn't perk. Grid prong on the detector socket bent down so that it didn't make contact. • Lot of trouble finding out what was wrong—"

"Trouble!" You wouldn't know Old Man Trouble if you met him face to face!" interrupted Southwick. "If you want to know what trouble is—real, all-wool-and-a-yard-wide trouble with a capital T—you ought to tackle running a retail business—a radio business, especially!"

"Every man thinks his own game is the hardest, I suppose," commented Old Timer, emitting a meditative stream of smoke. "Sometimes I think a lineman



The Popular New Vario-Coupler



Type 268 Vario-coupler

THE GENERAL RADIO CO. Type 268 embodies the most recent and desirable features of vario-coupler design.

It is small, compact and rugged, with low losses. It will operate efficiently over a wavelength band of 150 to 600 meters, which covers the range of popular broadcast reception.

Features of the Type 268 Vario-coupler are:

Rotor and stator forms of genuine moulded bakelite.

Positive friction contact of rotor leads.

Stator coil tapped in centre only.

Terminals easily accessible for wiring.

Bearings tight and smooth running.

Convenient mounting bracket with necessary screws and nuts.

Its unusually attractive appearance combined with its electrical and mechanical efficiency make it a PARTICULARLY GOOD SELLER.

Price \$3.50

Thoroughly Guaranteed

Immediate Deliveries

Write *TODAY* for our new Radio Bulletin 917Z

GENERAL RADIO Co

Manufacturers of

Electrical and Radio Laboratory Apparatus

MASSACHUSETTS AVE. AND WINDSOR ST.

CAMBRIDGE

MASSACHUSETTS

Say you saw it in Radio Merchandising

hasn't any snap, right after an ice-storm, but then, perhaps, I'm kind of prejudiced. But what's on your mind just now to make you so discontented with your lot?"

"Oh, there's so dog-gone much to the game!" Southwick leaned over the counter confidentially. "You've got to buy right and you've got to sell right. You've got to display your goods properly, you've got to know who to trust and who to make pay cash. You've got to know how to advertise and how to sell the customer. You've got to put in windows—there! Just take windows as an example. They've got to be changed once a week—ought to be, anyway!—and you've just got the same old windows and the same old things to put in them; I tell you what, old man, it isn't as easy as it looks, this business of running a store!"

"Might be so, Southwick, but I'd sure admire to take on some

of your burdens if the teller would write the same things in my bank-book that he writes in yours!" grinned Old Timer. "Take the matter of windows, for instance. I can't see anything so terribly difficult in putting in a good window—"

"Good!" exclaimed Southwick. "You're just the man I'm looking for, then! If it's so easy, let's have an idea for a good window right now; the Lord knows I need one!"

"Well," mused Old Timer, "if my memory serves me correctly I've given you an idea or two along that line before, and I guess if the worst comes to the worst, I can give you another. Let's see . . ."

Old Timer leaned more comfortably against the counter and concentrated his gaze on the clouds of blue smoke that he sent swirling towards the ceiling. Southwick watched him similingly, and yet with a certain degree of respect; Old



Photo by Wade

"Sounds better and better," admitted Southwick

They heard England on the loud speaker March 14th with an ***Ecodyne***

STATE OF PENNSYLVANIA)
COUNTY OF WESTMORELAND) Sg.

Before me, the undersigned, a Notary Public, in and for said County and State, personally came Clyde Hoffman and Beatrice Hoffman, his wife, who being severally sworn according to law, do depose and say as follows:

On Friday evening the Fourteenth day of March, 1924, during the period of special broadcasting from the English Stations, we were listening in with an ECODYNE Receiver, equipped with a loud speaker, at our home two miles east of Irwin, in Westmoreland County, Pennsylvania, and heard clearly, quite loudly and distinctly on the loud speaker, the performance of an instrumental number and the announcement of the Broadcasting Station 5IT at Birmingham, England.

Sworn to and subscribed
before me this 25th day
of March, 1924.

John E. Irwin
Notary Public

JOHN E. IRWIN, Notary Public
My Commission Expires
April 21st, 1927

Clyde H. Hoffman
Beatrice Hoffman

The Ecodyne is a distinctly new five tube tuned radio frequency receiver. Highly selective, long range. Smart looking, beautiful workmanship throughout. Price \$150.00.

Jobbers and dealers should write or wire at once for territory and discounts.

Ecodyne Radio Company
Irwin, Pennsylvania

Timer had put forth some good ideas in the past, and very likely would in the—

"I've got it!" exclaimed Old Timer. "Have an 'Oldest Set Contest.' Offer a little prize for the oldest piece of radio apparatus loaned for the display, and then feature them in your window. Why, you'd have a collection of radio relics that would be the talk of the town!"

"I don't know about that," objected the skeptical Southwick. "I doubt whether there's any really old stuff around these days—stuff old enough to be really interesting, you know. Most of that's gone in the junk-heap long ago, and—"

"Don't you fool yourself! The fellows who were in the radio game in those days took their radio seriously. They made pets of their apparatus; gave 'em names and loved them as a miser loves his gold! Why, Southwick, any ham that was in the game ten years ago has a chest or a trunk or an attic full of old relics, as useless and out of date as a last year's newspaper, but they'll stay there as long as his heart remains young, and his memory serves him. The ham, Southwick, didn't buy a beautiful nickel and mahogany set for a plaything or a novelty. He assembled his own set from the crude, makeshift parts that were all he could get in those days, and when the thing was finished he loved it. And don't ever think for a moment that that set EVER was thrown away. Maybe it wore out or became obsolete, but the old affection remained and still remains. Why—"

"Phew!" murmured Southwick in mock admiration. "How oratorical we are! How beautifully the boy talks!" He grinned broadly.

Old Timer colored a little un-

der his tan and smiled rather sheepishly. His enthusiasm and his love for the old time "ham" had carried him away again.

"That's all right; kid ahead! It's the truth, just the same. You put on a contest like that and I'll gamble you'll get all the results you need. Why, I could let you have a windowful of stuff myself; old double-slide tuners wound on rolling-pins, funny-looking silicon detectors, fearful and wonderful home-made blocking condensers, an old round DeForest audion, mounted with a big horse-shoe magnet, and—"

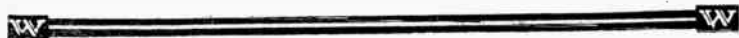
"What's the idea of the horse-shoe magnet on an audion?" asked Southwick, interestedly.

"There you are!" exclaimed Old Timer triumphantly. "'What's the idea?' That'll be the big question when you have all these odd-looking instruments and sets in your window. Will it cause comment? It will! If the thing is put over the way it should be, I'll venture you'll be standing them up at the windows. With a little gumption you ought to be able to get a good story on it out of the newspapers. Why, Southwick, it'll be the best window that you've had since Peter was a pup!"

"Sounds better and better," admitted Southwick. "Only part I can't say appeals to me so much is the prize part of it. There isn't so much profit in the radio business that I can afford to go around donating, you know."

"Donating nothing!" argued Old Timer. "You're not 'donating;' you're paying for a rip-snorting window. How much do you suppose Marshall Field's pay for a window? Why, their chief window trimmer makes more in one year than this store nets in three. The trouble with

(Concluded on page 90)



Weston Instant
Change Plug



Double Range Voltmeter

***Test batteries
as you
sell them—***

LET the customer see you test the batteries he is buying. It prevents the return of batteries after sold—saves time. And this Weston Voltmeter on your counter inspires confidence. This new double range Weston Voltmeter has ranges of 150 and 7½ volts. Tests "A," "B" and "C" batteries—also filament and grid voltages. In fact, it is the "All-Purpose" Voltmeter. Every set owner needs one. It is the voltmeter you should not only sell to customers, but use YOURSELF.

Weston Instant Change Plug

Interchangeable in two seconds. Merely press triggers to pull cables out. Shove cables in to connect. No tools. Operators everywhere admit its infinite superiority. Sells on sight.

Weston Electrical Instrument Company

14 Weston Ave., Newark, N. J.

Offices in All Principal Cities



STANDARD - The World Over

Say you saw it in Radio Merchandising

Show the Goods

When a visitor comes in,

 Show the goods!

Don't stand around and grin,

 Show the goods!

There's no first-class reason why

You can't sell if you try,

Folks who didn't come to buy.

 Show the goods!

When you're asked: "Do you keep
this?"

 Show the goods!

Never say: "What price, please,
Miss?"

 Show the goods!

You won't if you are really wise,

Begin by asking style or size.

You'll get the goods before their eyes.

 Show the goods!

Interest the person first,

 Show the goods!

Question methods are the worst.

 Show the goods!

It's a sad mistake to say:

"How much do you want to pay?"

Don't go at folks that way,

 Show the goods!

[*Seattle Retail Post Intelligencer.*]



*Tune in on Popular Demand
and hear the call for*

Murdock Radio Phones

MURDOCK Radio Phones are meeting a great popular demand for a high-grade phone that sells at a moderate price. For 20 years these phones have been the choice of radio engineers and discriminating amateurs. Today the great army of radio fans are demanding this same efficiency in headphones—and naturally they are asking for Murdocks. Over 1,000,000 are in use.

Murdocks are known and called for everywhere. But we are further broadcasting the name and product of Murdock by an aggressive advertising campaign in radio magazines, also in newspapers. If you want to share in the profits created by the quickest selling headphone on the market place your order now with your jobber or mail coupon.

A multiple plug jack that plugs in volume sales

Murdock Multiple Plug Jacks are meeting a great public need for one to four phone jacks that sell at a low price. They are a wonderful value. Order from your jobber or send for sample.

WM. J. MURDOCK COMPANY, 387 Washington Avenue, Chelsea, Mass.
Sales Offices: Chicago and San Francisco

MURDOCK RADIO PHONES

Standard since 1904

WM. J. MURDOCK CO., 387 Washington Avenue, Chelsea, Mass.

Gentlemen: Send me complete information and dealer discounts on Murdock Radio Phones and Plugs.

Name

Address

Say you saw it in Radio Merchandising

Show Card Lettering

No. 6. Pen Lettering

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

(Copyright, 1924.)

The lettering pens will be found a great time saver in executing all small lettering, say one-half inch high or less, and as many of the stores are using small cards in preference to large ones, a knowledge of pen lettering is very essential.

For large lettering, I would advise, the use of the brush but large letters may be made with the pen if so desired by outlining the letters first with the pen and filling in afterward with a brush.

The pens most commonly used are called "Speed Ball" pens. They are numbered from 1 to 5, No. 1 being the largest size, No. 5 the smallest. They are made in three styles. Style A is reversible and may be used either for Roman or Egyptian letters. Style B is not reversible and is used for Egyptian or Block letters. Styles A and B are bent up on the end while Style C is straight pointed and best for Roman or Text letters.

Styles A and B should be held at an angle which permits the entire surface of the shoe or point to rest evenly on the card, and by moving the pen in any direction, all strokes should be of uniform thickness. In using Style A for Roman letters, simply reverse the pen. Use a firm pressure on these pens, which helps to steady the hand to make straight lines and graceful curves.

Made with Style B Speed Ball Pen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ & *ALSO SLANT*

abcdefghijklmnopqrstuvwxyz

Made with Style C Speed Ball Pen

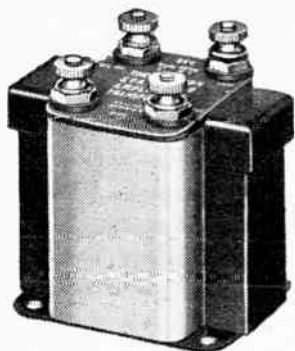
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ & VERTICAL

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890

© KEF W 6



Even
Amplification
over the
Entire
Musical
Range

Super Audio Transformer For Your Neutrodyne

Have you tried the new Super Transformer in your Neutrodyne? If not, there is a pleasant surprise in store for you. Ordinary amplifying transformers are over-powered and over-saturated by the great signal strength of the neutrodyne. The Thorardson Super Transformer contains a generous $\frac{3}{4}$ " 7 mil silicon steel core, which makes over-saturation impossible. Through this transformer you can reproduce speech and music to perfection up to the maximum capacity of the amplifying tubes.

Prominent manufacturers of neutrodyne sets are rapidly turning to Thorardson transformers as the solution of this problem of over-saturation.

WRITE FOR MORE PARTICULARS

You'll want to handle the Thorardson Super-Transformer—surely your customers deserve and want the best. Yes, the price is right. Ask us for all the facts.

THORDARSON

ELECTRIC MFG. CO.

500 W. HURON ST

CHICAGO, ILLINOIS

Say you saw it in Radio Merchandising

Show card colors do not as a rule work to good advantage in Styles A and B but may be used with Style C by thinning to the right consistency. A very good lettering pen ink called "Speed-ink" may be obtained in bottles of various sizes, from Wallbrunn-Kling & Co., 327 S. Clark St., Chicago, Ill. Higgins Waterproof Inks are also good.

Common writing fluid is too thin for lettering pens. The Style C pen should be held so that the point rests squarely upon the surface, the position being similar to that used for brush work except that the pen is held at a slightly reduced angle.

Fill these pens by dipping in the ink, allowing the ink retainer to become fully charged, then draw the point or shoe of the pen over a scrap of paper once or twice to discharge the surplus ink that adheres to the pen. Otherwise, a blot may result from the first stroke after dipping.

The Style A or B pens may be used for ruling border lines, using the back edge of a ruler as a guide. Before using a new pen, hold it in the flame of a match for about a second, then dip it quickly in water, otherwise the ink may not adhere to it.

There are numerous alphabets for both the brush and the pen but generally two or three styles for each are sufficient. It is advisable to secure some good book on lettering containing a variety of alphabets. From this you can select the styles which appeal to you and master them. "Lettering for Commercial Purposes" by Wm. Hugh Gordon is an excellent book and should be in the hands of every card writer. It may be procured from Signs of the Times Publishing Co., Cincinnati, Ohio.

Troubles Best of Teachers

WHEN the bright sun goes down and the black night comes in, it is then that the moon and the eternal stars come out.

The next time a flock of troubles fly over your head and darken your day, remember the stars, recall the moon and think of the sun, all in place and all in the right place.

The small man is daily ducking troubles; the big man challenges troubles with confidence, and it is this confidence that wins him a championship.

Small type tires the eyes and small troubles disturb us most. The little things are the most annoying. Take fleas for illustration.

We get all excited over some small, petty vexation; then we miss, in our excitement, the big chance.

Troubles serve to instruct us. Too much prosperity deceives us. Prosperity has destroyed thousands, while adversity has wounded but a few.

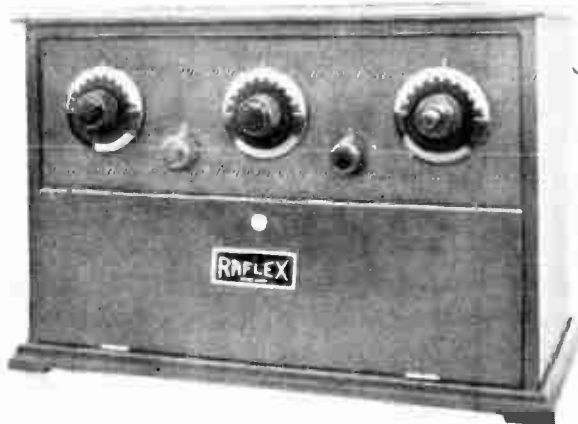
Out of trouble, misery and distress the fairest examples of achievement have been born.—The Silent Partner.

Radio Dealers!

Here is a message to you that if heeded and acted upon quickly will disprove to you the old saying, "There is no royal road to success."

RAFLEX

Raflex Radio Receivers and the Raflex Sales Plan are bringing immediate, gratifying success to Raflex dealers everywhere.



Given a Radio Receiver of positively startling efficiency, simplicity and beauty, and a selling plan which insures quick sales; the most rapid rate of turn-over ever known (excepting only the daily news dealer's), a most attractive margin of profit, and adequate sales compelling advertising in your local newspapers, the success of Raflex dealers is governed only by their capacity for grasping their opportunities.

Some dealer territories are still open. Every Raflex dealer is awarded exclusive territory with complete protection of their exclusive sales rights therein.

Write for details of the Raflex Plan.

Raflex Mfg. & Sales Co., Inc.
644 West 44th St. New York City

Say you saw it in Radio Merchandising



"TELLING" SELLING TIPS

by A. Rowden King



The Fly-by- Night

One of our most prominent ready-made clothing for men manufacturers "says a mouthful" in one of its institutional advertisements with the following: "What the public wants, more than anything else, in buying things is a sense of security in quality; and, when good merchandise is known to them, they buy it, not so much because they are persuaded by advertising to buy it but because they have been made to believe that it is good merchandise. The real function of advertising is to let people know that your product deserves their confidence. Most buying is done on belief in the goods, not because of persuasion." This Sense of Security is important in goods; but is just as important in the case of the seller who serves the public, the retailer. The Fly-by-Nighter, the street vendor with his little stand and his whirlwind of talk would do a really land-office business if he could only sell all those whom he actually persuades. But the reason the crowd holds back is because of a sense of insecurity in the quality of the goods offered. The great merchant princes of our retail fields, our John Wanamakers and Marshall Fields, have striven almost fanatically to constantly

develop this sense of security in the quality of the goods they sell. That sense has been the foundation of their business. Are you striving constantly, Mr. Retailer, to keep this same excellent reputation at the mast-head of your many-sided business efforts?



Under Thirty

If you are one of those retailers who, having gotten along in years themselves, have come to look upon the trade of younger people of both sexes as inconsequential and not worth specially catering to, you are due for a great big jolt some day and it might just as well be right here and now. It would undoubtedly pay for you to make a study of the approximate ages of your customers and to establish clearly in your own mind what percentages of them fall within the main age limits. For instance, a big investigation conducted in a great number of stores in one large and six medium sized cities in the New England and North Atlantic States has established that in four fundamental types of retail stores 43 per cent of the buying is done by young people aged between 18 and 30. The next largest group, registering 28 per cent, is between 30 and 45, the third buys 15 per cent of



“RECEPTRAD” **Super-Heterodyne**

Formulae

Quality and Co-ordination--Product
Product and Co-operation--Profit

RECEPTRAD

Superheterodyne Success
is built firmly upon

The Transformer (R. F. 1716)

highly efficient at approximately 35 Kilocycles, steel cored, steel jacketed, stable, certain.

The tuned filter coupler—H-34, special windings, low losses, with condenser—primary and secondary selective for the best point of the R. F. 1716.

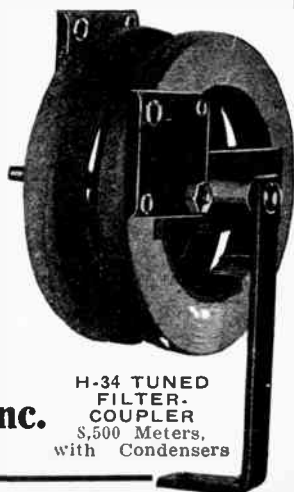
Specially designed certain oscillator—no makeshift coupler, sells at sight—cannot fail.

Our own I M F by pass condensers 600 volt test.

The Superheterodyne Manual—\$1.50 with layout prints, etc. Read it—Sell it—a silent salesman and success insurance.

*Prompt deliveries—
write for literature*

MANUFACTURED BY
Radio Receptor Co., Inc.
59 BANK ST., N. Y. C.



**H-34 TUNED
FILTER-
COUPLER**
8,500 Meters,
with Condensers

Say you saw it in Radio Merchandising

the total and is aged over 45; and the fourth group, aged under 18, buys the remaining 14 per cent. It is important to know the age of your average customer. Once it is known, the whole selling plan can be trained to have its maximum appeal to people of that age.



The
Desirable
Employee

A so-called "big business man" of our acquaintance was discussing a new man whom he had recently taken into his employ. "I hired him," he said, "because he said he could leave his old employer at a moment's notice and come to me." That sounded rather strange. Could it be that the man was more desirable because he had the effrontery to leave his old employer "in the lurch?" But, upon further questioning, the facts in the case came out. It seems that there had been two prominent applicants for the job. The unsuccessful man had explained at some length his utter indispensability to his old employer, "whom he could not even think of leaving upon a shorter notice than a full month, since he would require that much time to break someone else into the responsibility." The other man, who was given the job, had quite a different story to tell. "I have an understudy who has been working under me for some time," he said. "He knows my work practically as well as I do and he can take my work up just where I left off." That is really the type of employee the busi-

ness world is constantly looking for. The old idea of the employee making himself indispensable to the job has resulted in making the job indispensable to him and in automatically cutting him off from many possible promotions.



Labor
Turn over

There is another kind of turn-over which interests the retailer and the retail clerk. It is the turn-over of the man on the job, labor turn-over. Every time a worker leaves one job and goes to another, there are at least three labor turn-overs involved: his own, that of the man who takes his place and that of the man whose place he takes. Incidentally, the latter sallies forth, in turn, to take somebody else's place and so the endless chain keeps on. This labor turn-over is a matter of serious consequences not only to the employers but to the men themselves and to the country at large. The American Management Association says that labor turn-over costs the country in the neighborhood of \$900,000,000 annually. In some industries and stores it is as high as 100 per cent a year. That means that for every hundred employees working on January first there are an entirely different hundred next January first. It costs money to break a clerk in, even though he may have worked before in several similar stores. Knowing the location of goods on the shelves is only one thing. It is much more important that



Type AF-6:
—Turn ratio 5

Type AF-7:
—Turn ratio $3\frac{1}{2}$

Announcing TYPE AF-7 —Turn ratio $3\frac{1}{2}$

—an audio transformer for second and higher stages in conjunction with the accepted standard, AmerTran AF-6, in first stage.



American Transformer Co., Newark, N. J.

Designers and builders of radio transformers for over 22 years

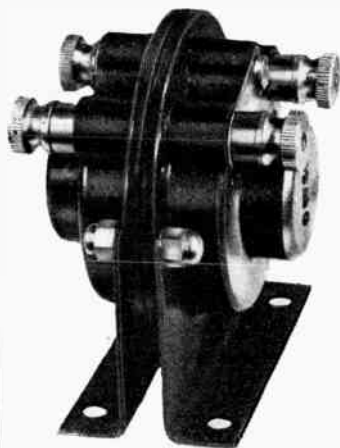
ADDRESS NEAREST DISTRICT OFFICE:

623 Victory Bldg.
Philadelphia, Pa.
302 Flatiron Bldg.
Atlanta, Georgia.

1615 W. Genesee St.
Syracuse, N. Y.
705 Granite Bldg.
Pittsburgh, Pa.

1028 Fourth Ave.
Huntington, W. Va.
2005 Main St.
Dallas, Texas

2111 So. Michigan Av.
Chicago, Illinois.
303 Rialto Bldg.
San Francisco



RAVEN
SUPER HETERODYNE
TRANSFORMER

New **Raven** **Super** **Heterodyne** **Parts**

Transformers
Oscillator Coils
Theostats

Beautiful Workmanship
Highly Efficient

Write us today for prices and jobber and dealer discounts

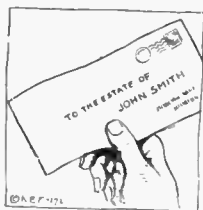
RAVEN RADIO, INC.

8 LEARNED STREET

ALBANY, N. Y.

Say you saw it in Radio Merchandising

the new man learn the new store's ways and its customers and their ways. And he cannot expect to be of full value to his new employer and hence to himself in proportion as he is not fully conversant with his new job. Desirable as quick turnover is on the shelves, it is conversely undesirable in the employee. "They all look good when they are far away" — no matter whether they be oases in the desert, bathing girls on the beach or new jobs.



**When
They
Pay
Slowly**

Ask the average retailer what in his opinion is the greatest stumbling block to his success and he will probably tell you it is the slow-pay customer. For this reason any practical suggestion applicable to the problem of getting delinquent charge customers to "come across" is more than welcome. Here are two of them which have lately come to our attention: Make believe that you understand that the customer is dead; address a statement of the account to his estate. Few men like to be thought of as "dead ones," even the most hardened delinquent. This plan has brought in a great number of settlements for the retailer who conceived it. A Kansas retailer says that the most effective collection letter he ever used consisted of only seven words and ran in this wise: "Mr. and Mrs. John Smith: Come in and see me today, sure." It brought in twelve slow accounts in twenty-four hours. Others phoned. It was sent special delivery and

mailed at 7 a. m. so it would arrive at breakfast time. There was no further explanation; but its ominousness was its pulling power.



**The
Opportunist**

It has been said of Edmund Burke, that remarkable English thinker and publicist of the eighteenth century, that he was "wise ahead of his time." The phrase suggests three headings under which all men of consequence may be classified: Those wise ahead of their times, those wise behind their times, and those wise of their times. These classifications apply in the world of merchandising, in which we happen to be interested, as well as to any other. Which is the more commendable and of which class should we strive to be? There can be no dispute as to the relative undesirability of any man who is wise behind his time. He is a has-been and has seen his best days. In the world of politics, of leading people into new ways of thinking, there can be little doubt of the desirability of the man who is wise ahead of his time, in spite of his occasional impracticability. But in our world of merchandising, of making money, we are certainly not dealing with the past or the future but with the present and in it the man of men is he who is wise of his own times. He is never very far away from contemporaneous events, fads and practices since the latter affect the public's buying of merchandise far more than any influences of the past or future.



You'll Like our Sales Policy

We sell through jobbers and give them co-operation of national and local newspaper advertising.

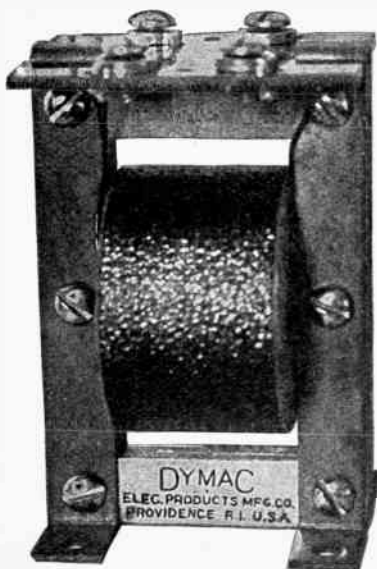
We maintain quality and protect GLOBE dealers from price cutting.

The result is clean, profitable business with every GLOBE user a satisfied customer.

They Sell Best in the Cut Price Centers

Wherever phone prices have become most demoralized and dealers are at their wits' ends to make an honest dollar on phone sales, GLOBES sell biggest. Thirty years' experience counts for the quality that your best customers are ready to pay a fair price for.

GLOBE PHONE MFG. CO., READING MASS.



DYMAC TYPE E

Audio Frequency Transformers

3 to 1 Ratio
Perfectly Balanced

\$2.50
LIST

A fast selling quality product at a popular price and guaranteed.

Write for full description and discounts.

**Electrical Products
Mfg. Co.**


69 SPRAGUE ST.,
PROVIDENCE, R. I.

Say you saw it in Radio Merchandising

Have You a Little Workshop in Your Store?

If You Have You Can Make It Help Pay Your Rent

By Donald Black

AST night I spent four hours soldering some wires, drilling some holes in a panel, burning my fingers, and so forth, and I haven't got much to show for it." Thus spoke one of the customers of Bill Jenkins, who runs a radio store in my little town.

And that gave Bill an idea. Just as soon as his customer had left the store he sauntered back to his own workshop and gave it the once over. He took a mental inventory of its equipment and he found that for very little expense he could outfit the workshop in such a way that four amateurs could comfortably be accommodated and could carry on their tinkering to their hearts' content.

Straight away he set about trying out his idea. First he printed a card for his window, which read as follows:

"IF YOU BUILD YOUR OWN COME IN AND LOOK OVER OUR WORKSHOP. PERHAPS YOU CAN USE IT TO GREATER ADVANTAGE THAN YOUR OWN. WE HAVE ALL THE TOOLS YOU WILL NEED."

This brought quite a few folks into the store, and they found, of course, that the workshop fa-

cilities were much better than their own.

"Can I bring over the job that I am working on now?" asked one of the visitors.

"Sure thing," Bill replied, for he knew that even although he may not have sold his questioner this material there was every likelihood that the next purchases would be made at his store.

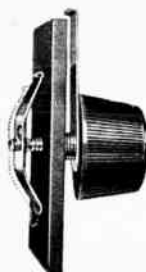
Jenkins next got his mailing list working. He invited his regular customers to use his workshop and offered to help see them over any bumps they might encounter. This letter was the means of Bill making a lot of discoveries. He had not the slightest idea there were so many radio tinkerers in his town, nor did he know that some of the "best folks" were building their own.

In the course of a couple of months Bill has increased his parts business over a hundred per cent, and he has increased his good will in even larger measure. He has made his store literally the radio headquarters of his community.

The only problem that confronts Bill now is to make his workshop big enough to accommodate the gang of radio constructors who want to use it.

The idea is workable in town and city alike. Look around now, Mr. Merchant, and see if that workshop of yours cannot be used to help pay your rent.

Live Dealers Make Money



Marshall-Gerken items, through advertising and satisfied radio fans, have come to mean fast sales and quick turnover to hundreds of dealers. What we want is more such dealers, live, responsible parties who are interested in seeing repeat orders flow in unsolicited. For quality radio equipment we doubt if any manufacturer can quote more attractive discounts. "Read 'em" Binding Posts (the knobs can't come off) 15c, complete set of 10 for \$1.50; "Minute Man" Switch Levers 25c, and our Type S-12 "Thorobred" Standard Tube Socket \$1.00 have new and distinct features that appeal. First quality items, priced right. Write today for our dealer offer.



(We manufacture for the wholesale trade only)

The
MARSHALL - GERKEN
Company

Dept. C

27 No. Ontario St.
TOLEDO, OHIO

Too Raw

Colgate or some other prominent manufacturer of toilet preparations recently offered a prize for the best advertising slogan for the sale of their goods. The judges all agreed that the best one sent in was too raw for use. It read:

"If You Don't Use Our Soap for Heaven's Sake Use Our Perfumes."

Just a Dividing Line

Mr. and Mrs. Jenkinton had obtained a small apartment, and Mr. Jenkinton was hanging the pictures. There was a certain bit which he decided must go up, but which was too small to suspend from the rail. He thereupon got a substantial nail and hammered it into the wall. There came a knock at the door.

"It's our neighbor," said the

wife. "Your hammering has disturbed him."

When the door was opened Mr. Jenkinton immediately began to apologize.

"Oh, that's all right," said the neighbor, cheerfully. "I only came to ask if I might hang a picture on the other end of the nail."

Explained

"Have you any more cake with that nice, nutty flavor?"

"No. You see we got it from the insane asylum bakery across the way and that burned down last week."

Proving It

"I gotta wunnerful horse with six legs!"

"Six legs! I no tink!"

"Yes, sah! Six legs—fore-legs in front and two behind."

(Continued from page 74)

a lot of you radio retailers, in my humble opinion, is that you haven't faith enough in your business to invest in it. Publicity isn't an expense; it's an investment; but like any other investment, you've got to tie up the money before the returns start coming in. Have a little more faith, Southwick!"

"Well, I've got faith enough in your good judgment to put on this little contest and see how it works out," said the boss of the Radio Shop. "I can't make the prizes very big, can't afford to, really, but perhaps they'll be enough."

"You won't have to offer big prizes," prophesied Old Timer, grinning knowingly. "These lads that have the old-time stuff will be only too proud to exhibit it. Remember that these old things are mighty close to their hearts, and it will be a real privilege for them to parade their pets before the world. You won't have a bit of difficulty on that score, I feel sure."

"You sure have a knack of making things sound good!" said Southwick. "As I said, I'm going to try it, anyway."

"Sound good?" bridled Old Timer. "Mean to say that they really aren't good? Haven't they done the stuff for you in the past, these ideas of mine?"

"Yeah," admitted Southwick, thoughtfully. "They have, at that!"

Old Timer drew contentedly on his pipe. "Well then!" said he triumphantly, "Well then!"

(Continued from page 26)

tional-amusement basis. Practically every broadcasting station has something for the youngsters. Look over your local programs now and see if you cannot dig out subject matter for an advertising campaign and some circular letters that will arouse parental radio enthusiasm.

Page the Press Agent

Manager—Where did you keep this diamond tiara which you say has been stolen?

Actress—In the box with the rest of my jewelry.

Manager (coldly)—What's it worth?

Actress—Oh, about a column and a half.

The kind of Material every Dealer wants to Sell for RADIO PANELS and PARTS

Spaulding Bakelite-Duresto is the ideal material for radio panels because it:

1. Cuts cleaner.
2. Drills without chipping.
3. Is easier to engrave.
4. Retains its color.
5. Will not warp or sag with weight of instruments mounted on it.
6. Does not deteriorate with age.

Write for samples and prices

Spaulding Fibre Company, Inc.

(Formerly J. Spaulding & Sons Co., Inc.)
Wheeler St., Tonawanda, N. Y.
New York, Chicago, Philadelphia, Boston

Spaulding
BAKELITE DURESTO

*Standard equip-
ment on the
better sets*



*Nearly three-
quarter mil-
lion in use*

ALL-AMERICAN

the largest selling
AMPLIFYING TRANSFORMERS
— NOW OUT —
and being heavily advertised

—the All-American Type R-100 Long Wave Radio Frequency Transformer (4,000 to 10,000 meters—75 to 30 K. C.) suitable for all Super-Heterodyne, Ultradyne and straight radio frequency and reflex circuits. Lists at \$6. Get behind it! Again All-American leads!

RAULAND MFG. Co.

2650 Coyne St., Chicago, Ill.

All the better jobbers sell the All-American

Sell It!

To bring in
Distant
Stations
Clear — Loud
Stops
Tube Noises



Price

\$1

List

Your
Jobber
Has
Them

Varies zero to six megohms.
Walnart Fixed Condenser .00025 ca-
pacity twenty-five cents extra.

Jobbers and dealers have found this a
fast moving item. Write for folder de-
scribing complete Walnart Quality Radio
Line.

WALNART

VARIABLE GRID RESISTANCE

WALNART ELECTRIC MFG. CO.

Dept. 706, 1249 W. Van Buren St., Chicago, Ill.

Continental Bakelite Dielecto XX is
used as a base for this instrument to
insure positive dielectric insulation.

Say you saw it in Radio Merchandising



Getting at the Root

Some Questions the Radio Merchant Should Ask Himself



Will the radio merchant check up on himself every now and then and see whether or not he is doing just as well as he might do in every branch of his business.

For the purpose of doing such checking, it is suggested that the merchant ask himself the following questions and answer them fully and completely and honestly and candidly:

How many receiving sets did we sell in this month last year?

How does our sale of parts this month compare with last year's sales in the same month?

If we aren't selling at least 25 per cent more this month than a year ago in this month, why are we not doing so?

How many visitors, on the average, came into our store every week last year?

Is the average number of weekly visitors now coming to the store more or less than it was a year ago?

If we are not getting more visitors into our store each week now than a year ago, what's the matter?

What are we doing to bring

the average number of visitors per week up to what it should be?

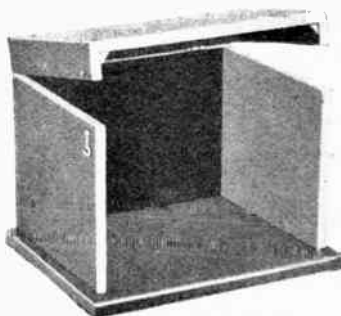
Are we going after prospects more strongly now than we were a year ago?

Are we giving more demonstrations per month on the average outside of our store now than we did a year ago, and if not what other form of promotion work have we substituted which is really better?

Do we know what sales talk or argument is proving most successful at the present time in making sales? Do we use this kind of argument strongly all the time?

Is our store better arranged than it was a year ago for the efficient handling of customers and for so attractively impressing visitors as to greatly help us in the making of sales?

The radio merchant who asks himself these questions and who answers them carefully and conscientiously and who then endeavors to make his business better along the lines suggested by his answers, will not only have an effective check on what he is doing, but will also have a real inspiration for much better work in the future.



7" high and 7 to 30" wide

SIGNAL Radio Tables and Cabinets

Every radio set builder buys a ready made cabinet. We carry eight different stock sizes. Rich mahogany finish. Made complete or knocked down. Write for illustrated folder.

SIGNAL RADIO TABLES

Mahogany finish—30" high, with a 20"x36" top. The compartment is 12" high x 30" wide, with two doors opening full length of compartment.

The legs are 1½" square brass capped with inserted castors.

List\$22.00

SIGNAL Electric Mfg. Co.

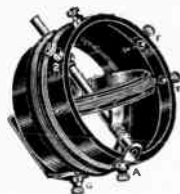
Factory and General Offices 1924 Broadway, Menominee, Mich.
Boston, Chicago, Cleveland, Minneapolis, Montreal, New York, Pittsburgh, St. Louis,
San Francisco, Toronto, Philadelphia, Los Angeles

You'll find our local address in your Telephone Directory

TWO NEW TUNERS

BY

BREMER TULLY



The Bremer-Tully
Oscillator Coupler

is designed for highest efficiency in any circuit requiring an oscillator.

It is up to the standard which characterizes all B-T products.



The Bremer-Tully
3-Circuit Transformer

This is the transformer used in the B-T \$500 prize Radio Frequency circuit. Thousands have sent for circuit diagrams and soon will be coming into your store for these instruments. Extensive newspaper campaign has run in all parts of the country. Order from your jobber today.

Bremer Tully Mfg. Co.,

530 S. Canal St.
Chicago

Say you saw it in Radio Merchandising

PHILOSOPHY

"Do it today" is an excellent motto, but the man who wins is the man who did it yesterday.

Everything worth while in this world requires money and work. Upon the advertising man and the salesman, down to the humble canvasser who shoves his foot in your front door and jollies your wife to get a hearing, this great task of leading people to better lives has devolved.

The fellow who tries to kid himself into believing he's tuned-in on Mexico City when he gets a little static is an optimist.


"True gold," said Confucius, "does not fear the fire." The limitations of a man may readily be estimated by the things he fears, as his fears are master of him.

Intelligence is not shown by witty words, but by wise actions.

Nearly all the knowledge in the world has been acquired at the expense of somebody's burned fingers.

You can tell what some men think of themselves by the little they will do to keep their self-respect.—The Salt Seller.

Self Reliance

O learn to depend on one's self, to look for one's resources inside and not outside of one's self, is to learn the secret of success and of happiness. Without self-reliance we are the sport of every wind that blows, the victims of chance, of environment, of circumstances, of others who would use us, exploit us for their own ends. But those who are self-reliant hold the key to everything that is desirable in life. They are stronger than anything that can oppose them; they are masters of destiny. All the real successes in life and all the great achievements in the world's history have had their root in the vigorous exercise of those self-reliant qualities that make for true manhood and womanhood. Strong characters are not built up by pampering or indulgence; they are the result only of steady individual work towards a great life-purpose.—*Success Magazine*.

Perfectone



Here is the loud speaker that through merit has become the standard of comparison.

Before you stock a loud speaker at any price see and hear the Perfectone.

Write for full dealer information on the entire Perfectone line.

Perfectone
Radio Corporation

490-B Broome St.
New York

THREE
Regal

MASTER PIECES

Nationally advertised quality Radio apparatus that will bring you better business.

Perfect Contact Vernier Rheostat

For fine filament control of tubes and supertune tuning, the Regal Vernier stands alone. Nothing just like it on the market.

Complete with Knob

6-Ohms ...\$1.25
30-Ohms ... 1.25



Fifteen Taps—But Only One Drill Hole Required!



A 15 Point Switch complete in one unit. No more messy soldering. No more drilling of holes. No more chipped panels. Complete with hard rubber Knob and Dial. Type No. 162..\$1.50

Broadcast Tested, High Quality Audio Transformer

For clearness of tone, amplification of voice and music from nearby and distant broadcasting stations, Regals are unequalled by any Transformers on the market.

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



Write for discounts--and our booklet No. 29 showing 30 big Regal items.

American Specialty Co.
BRIDGEPORT, CONNECTICUT, U. S. A.

Humor



The Danger

"Why don't you advertise?"

Town Storekeeper—No siree, I did once and it pretty near ruined me.

"How was that?"

"Why, people came in and bought durn near all the stuff I had."

Female Economy

A lady stopped at a gasoline station.

"Shall I fill her up?" asked the gasoline gump.

"No," said the lady, "give me only a gallon."

"What are you trying to do, missus, wean her?"

Fair Enough

Even the ladies in China wear black satin trousers and it sometimes happens that the wife gets up in the dead of the night and in the dark makes the mistake of taking the change out of her own trousers' pocket and putting it in her husband's.

More Drastic Methods

An Eastern schoolmarm decided that she would like a change of scene and located in a southwestern state.

On the very first day of school a little boy was so bad that corporal punishment became neces-

sary. She led the urchin to the door and directed, "Now, Willie, you go cut me a switch."

"You're sending him on a long journey, marm," suggested a passing cowboy. "There ain't a switch within twenty miles of this schoolhouse. Out here we use a section of cactus."

Only Two

In certain sections of Kentucky the making of moonshine whisky is still the principal industry.

A small native of this district was interestedly interrogating an Eastern commercial salesman, a being from another world, as to his life, connections, etc.

"You got a brother?" he inquired.

"I had one, but he died."

"Got shot?"

"No, he wasn't shot."

"Drink himself to death?"

"Certainly not."

"I knowed you was a liar," exclaimed the boy triumphantly. "There's only them two ways of dyin'."

The Deceitful Child!

Speaking of resourcefulness, did you hear about the fellow who carried his cigarets in his whisky flask so that his mother wouldn't know that he smoked? —Sun Dial.



Coto

"Built First to Last"

Let Others Enjoy the Summer Slump While You Keep Selling

COTO PARTS
for
PORTABLE SETS


Variable Air Condenser with Vernier, Moulded Variometer and Variocoupler, Audio Frequency Amplifying Transformers, 3 to 1—\$2.50, 5 to 1—\$5, Coto grip Tube Sockets and Honeycomb Coils. All laboratory tested.

You can build up a sample Portable set from Coto Parts that will sell sets and parts like hot cakes. You can keep on selling and taking orders right and left. While the glum ones curse static, Coto your way to summer success.

If you are a Recognized Dealer, write for Samples on Memorandum.

COTO-COIL CO., 87 Willard Ave.
 Los Angeles, 329 Union League Bldg.
 Minneapolis, Geo. F. Darling, 705 Plymouth Bldg.
 Atlanta, C. P. Atkinson, Atlanta Trust Co. Bldg.
 Canada, Perkins Electric Co., Ltd.,
 Montreal, Toronto, Winnipeg.

SEXTON CONDENSERS



Pig Tailed Accurately Spaced
 Bakelite End Plates and Dial
 Action of Vernier and Rotor Plates absolutely Independent

Hartford Instrument Co.,
 308 PEARL STREET, HARTFORD, CT.




RECTIFIERS

POCKET METERS



LET us prove to you the wisdom of carrying at least a partial list of Sterling Radio Products if not the full line.

The list includes:
 Portable Rectifier, Audio and Radio Amplifying Transformers, Pocket Meters, Filament Meters, Filament Rheostats, B Battery Charging Attachment, 12 Point Rotary Switches.

FILAMENT METERS

Sterling

RADIO NECESSITIES

Make Friends With Customers

The Sterling Mfg. Co., 2830 Prospect Ave., Cleveland, O.

Say you saw it in Radio Merchandising

Recent Radio Patents

Vacuum Tube: Alexander McLean Nicolson of New York, assignor to Western Electric Company, Inc., of New York. Patented Jan. 8, 1924. No. 1,480,219.

Method and Means for Signaling: John Mills of Wyoming, N. J., assignor to Western Electric Company, Inc., of New York. Patented Jan. 8, 1924. No. 1,480,217.

Transmission System: John Mills of Wyoming, N. J., assignor to Western Electric Company, Inc., of New York. Patented Jan. 8, 1924. No. 1,480,216.

Vacuum Tube: William G. Housekeeper of New York, assignor to Western Electric Company, Inc., of New York. Patented Jan. 8, 1924. No. 1,480,208.

Electron Discharge Device: Robert W. King of New York, N. Y., assignor to Western Electric Company, Inc., of New York. Patented Jan. 8, 1924. No. 1,479,991.

Wireless Receiving System: Ralph E. Marbury of Edgewood Park, Pa., assignor to Westinghouse Electric and Manufacturing Company of Pennsylvania. Patented Jan. 1, 1924. No. 1,479,146.

Space Current Device: Henry K. Sandell of Chicago, Ill., assignor to Herbert S. Mills of Chicago, Ill. Patented Jan. 1, 1924. No. 1,479,256.

Electrical Condenser and Process for Making the Same: Greenleaf Whittier Pickard of Newton Center, Mass., assignor to Wireless Specialty Apparatus Company of Boston, Mass. Patented Jan. 1, 1924. No. 1,479,315.

Radio Receiving Apparatus: Ogden Minton of Greenwich, Conn. Patented Jan. 1, 1924. No. 1,479,475.

Multiple Regenerative Loop Antenna and Circuit: Vladimir K. Zworykin of Kansas City, Mo. Patented Jan. 1, 1924. No. 1,479,638.

Vacuum Tube Device: Hendrik J. Van der Bijl of New York, assignor to Western Electric Company, Inc., of New York. Patented Jan. 1, 1924. No. 1,479,778.

Terminal Connection for Condensers: William Dubilier of New York, assignor to Dubilier Condenser & Radio Corp. of Delaware. Patented Jan. 15, 1924. No. 1,480,604.

High Frequency Receiving System: Howard I. Becker of Schenectady, N. Y., assignor to General Electric Co. of New York. Patented Jan. 15, 1924. No. 1,480,891.

Signaling System: Quincy A. Brackett of Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. of Pa. Patented Jan. 15, 1924. No. 1,480,659.

Electric Discharge Tube: Gilles Holst, Ekko, Oosterhuis and Johannes Bruijnes of Eindhoven, Netherlands, assignors to Naamlooze Vennootschap Philips' Gloeilampenfabrieken of Eindhoven, Netherlands. Patented Jan. 22, 1924. No. 1,481,422.

Radio Receiving System: Julius Weinberger of New York, assignor to Radio Corp. of America. Patented Jan. 29, 1924. No. 1,481,945.

Radiosystem: Walter N. Fanning of Vallejo, Cal. Patented Jan. 29, 1924. No. 1,482,122.

Radio Receiving System: Henry K. Sandell of Chicago, Ill., assignor to Mills Novelty Co. of Chicago. Patented Feb. 12, 1924. No. 1,483,383.

RADIO CABINETS



18 Standard Panel Sizes

IN

BIRCH

Adam Brown Mahogany Finish
GENUINE BLACK WALNUT

Natural Walnut Finish

ALSO

EHLERTS SUPER-FINE
WALNUT CABINETS

We are supplying cabinets to many large Jobbers, Manufacturers and dealers. Prices and illustrations upon request.

EHLERT CABINET CO.

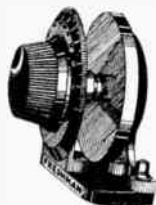
2701-2705 Vliet Str.

Milwaukee, Wis.

Phone West 5678

Universally Endorsed

"FRESHMAN SELECTIVE" VARIABLE CONDENSER



Engineering tests have proved their high efficiency, low phase angle loss, high insulation freedom from leakage. These tests have been substantiated in actual practice in Neutrodyne, Heterodyne, Reflex and other popular circuits.

The "Freshman Selective" is attractively compact, quiet in operation and will withstand 5,000 volts without leakage or danger of short circuiting.

For Transmission or Reception

*All molded parts and
Dial of finest Bakelite*

.0003 MF (Equiv. to 17 Plate) } \$5. ea.
.0005 MF (Equiv. to 23 Plate)
.001 MF (Equiv. to 43 Plate)

With 3 in. dial.

With 4 in. dial 50c extra.

Chas. Freshman Co. Inc.
Radio Condenser Products

106 SEVENTH AVE., NEW YORK

PATENTS

To the Man with an Idea

I offer a most comprehensive, experienced, efficient service for his prompt, legal protection and the development of his proposition.

Send sketch, or model and description, for advice as to cost, search through prior United States patents, etc. Preliminary advice gladly furnished without charge.

My experience and familiarity with various arts, frequently enable me to accurately advise clients as to probable patentability before they go to any expense.

Booklet of valuable information and form for properly disclosing your idea, free on request. Write today.

RICHARD B. OWEN

Patent Lawyer

38 OWEN BUILDING
WASHINGTON, D. C.
2276-V WOOLWORTH BLDG.
NEW YORK CITY

\$8

14 in. ...\$12.50

Beautiful Tonal Reproduction



The reproduction of radio music and speech in the home through the Fibertone is an example of the true tonal quality given by a horn of fiber. This is one of Fibertone's strongest selling appeals. Then its attractive outward appearance, which is significant of the inward beauty that permits such supremacy of reproduction, is another test of Fibertone's superiority. Dealers Write for Terms

Fiber Products Company
32 Orange St., Bloomfield, N. J.

*A Phone plus a Fibertone makes
a beautiful musical instrument*



Say you saw it in Radio Merchandising

Acoustically Correct!



The Trimm extra large Loud Speaker unit with its wonderful ADJUSTO instantly regulating loud speaker to signal strength insures greatest volume without flaws or distortion. At three prices:

TRIMM

Standard Model with non-metallic horn, 21½ in. high; bell 10 in. diam. **\$22.50**

TRIMM GRAND

With solid Cast Aluminum Horn; the world's finest loud speaker. **\$35.00**

TRIMM PHONOGRAPH Attachment..... **\$10.00**

Any Trimm product shipped and sold on approval and Guaranteed FOR LIFE. Write for descriptive folders. Mention your dealer's name.

TRIMM RADIO MFG. CO.

Dept. 60, 24-30 S. Clinton St.
Chicago, Ill.

KEYSTONE RADIO LIGHTNING ARRESTERS



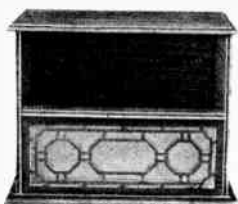
\$1.50

Now is your time to sell these New Keystone Arresters, made of genuine Bakelite approved by Underwriters. Absolutely weather, dust and damp proof and have no vacuum to lose. Ask your jobber or write direct.



Electric Service Supplies Co.

17th & Cambria Sts.
PHILADELPHIA
Menadnock Bldg.
CHICAGO
50 Church St.
NEW YORK



Grand Rapids Quality

Stock Cabinets and Production Contracts

Radio cabinets, built where skilled labor and fine materials are most readily available. Notable superiority of finish and construction. Ample facilities for quick delivery of large or small orders.

GRAND RAPIDS TOY MFG. CO.

GRAND RAPIDS, MICHIGAN

THE NEW CARTER "ONE-WAY" PLUG



Heavy phosphor-bronze spring terminals hold cord tips tight.

- 50c

For one Head
Set or Loud
Speaker



Carter
quality
throughout

Say you saw it in Radio Merchandising

AMPLION

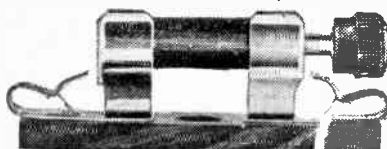
The World's Standard Loud Speaker

RUSONITE

FIXED DETECTOR

TONE ADJUSTER-BAKELITE BASE

Guaranteed—Price \$1.25



RUSONITE

The Perfect Synthetic Crystal Rectifier,
Sensitive Over Entire Surface

No Hunting for "Spots." Loud and Clear. Endorsed by thousands of satisfied users. Sensitivity Guaranteed. **50c**

List Price, Mounted....
14 K. Gold Supersensitive Rusonite Catwhisker. Permanent, will not oxidize. **25c**
List Price

Write for Dealers' Discounts

RUSONITE PRODUCTS CORP.

15 Park Row, New York

NEW!



(Eby Tip-Top Post)

It takes 3 pair of phones

Its beautiful appearance appeals.

Its design is fool-proof.

You can buy it for 50c.

You can mount it in a jiffy.

Your jobber will have them in stock.

The H. H. EBY Mfg. Co., Phila.



**Sell this leak
to set owners**

Your customers can slip this nationally advertised *variable* cartridge leak in place of their present fixed one. Think of the replacement business this opens for you.

DURHAM Variables

No. 101—0.1 to 5 megohms.

No. 201A—2 to 10 megohms.

Listing at 75c

DURHAM Base 30c

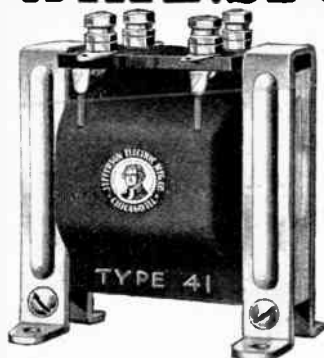
*Buy through the jobber who
sends this magazine*

DURHAM & Co., Inc.

1936 Market St. Philadelphia

Say you saw it in Radio Merchandising

IF YOU WANT A TRANSFORMER



"That reproduces clear from near or far"

SELL A JEFFERSON

"That has just the right characteristics to meet every particular requirement—two radio, six audio frequency"

SELL A JEFFERSON

"That is backed by a national advertising campaign"

SELL A JEFFERSON

"That is made by a company which has specialized in this field for more than a generation"

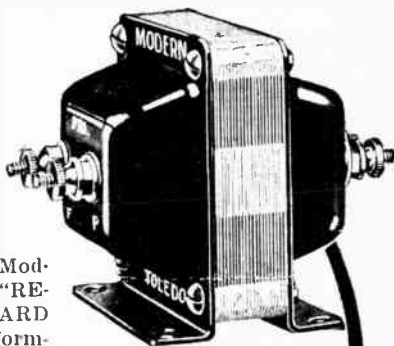
SELL A JEFFERSON

The name JEFFERSON is known wherever Transformers are used. Descriptive literature and price sheet on request, or your jobber will gladly fill your order.

JEFFERSON ELECTRIC MFG. CO.
423 S. Green St. Chicago

MODERN

—the Transformer that made the Rasla one-tube Monoflex Circuit famous!



The advertising of Modern "PUSH-PULL," "RE-FLEX" and STANDARD AUDIO 4 to 1 Transformers to thousands of radio "fans", is making business for good dealers everywhere. Are you getting your share?

Ask Your Jobber

for Modern Transformers and new bulletins of latest hook-ups for distribution to your trade. Or, write direct giving jobber's name.

The Modern Electric Mfg Co.
Dept. 804 Toledo, Ohio



Trade Mark

Say you saw It in Radio Merchandising

You Will Find These Advertisers in This Issue

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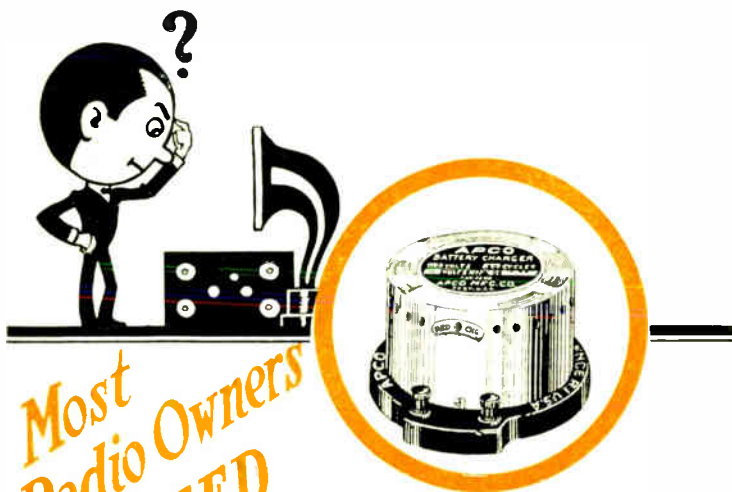
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