

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

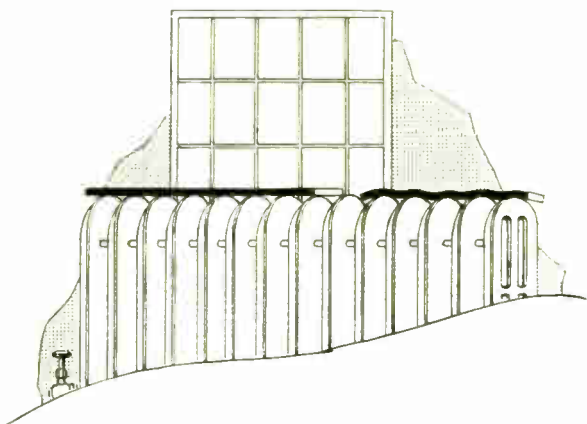
MAY, 1924

\$1.00 A YEAR



9064 Readers of Radio
Merchandising Have Voted on
A Definite Model Time

World Radio History



Formica does not sag warp or cold flow!

IT has none of the other tricks associated with rubber compounds. It does not discolor in the sunlight; it does not soften at temperatures of 95 or 100 degrees; its insulation strength gets better instead of weakening with age.

Those are some of the chief reasons why 125 manufacturers of the best known radio sets made in America use Formica. No other form of Bakelite has so fine a finish either in black, natural brown or mahogany. None is so free from pit marks on the surface.

When you insist on Formica you are getting the best panel or tube sold in America today—and the best informed buyers in the industry back up your judgment by buying it themselves.

Dealers: Formica prestige and advertising help you sell panels and tubes. Formica is known and demanded

THE FORMICA INSULATION COMPANY

1644 Spring Grove Avenue, Cincinnati, Ohio

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

9064 Readers of RADIO MERCHANDISING Have Now Voted on A Definite Model Time

Over nine thousand radio retail merchants have now returned to us the post card ballot, which was enclosed with the March issue of Radio Merchandising, and have expressed their preference in the matter of whether or not there should be a definite time for the announcement of new radio models to the trade.

On the following two pages a summary of these returns up to April 15 is 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 MERCHANT

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	6050	Stores
Auto Accessories	2585	"
Sporting Goods	1540	"
Jewelry	627	"
Phonographs	1089	"

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

Radio Merchandising	9064
Electrical Record	2376
American Radio Journal	374

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
SING.

Definite Model Time. 9064 Dealers
Model Time 8538 Dealers
Time. 526 Dealers

In addition to Radio, we sell:

Hardware	1430 Stores
Stationery	649 "
Drugs	352 "
Furniture	374 "

of the following publications you are a sub-

Electrical Merchandising	3267
Radio Dealer	1562

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

How the Country Voted

State	For	Ag.	State	For	Ag.
Alabama . . .	10	1	Montana . . .	22	1
Arkansas . . .	53	2	Nebraska . . .	10	0
California . . .	438	2	Nevada . . .	10	1
Connecticut . .	154	11	N. H'pshire . .	66	1
Delaware . . .	10	1	New Jersey . .	264	12
Dis. of Col . .	11	1	New Mexico . .	10	1
Florida	31	2	New York . . .	858	32
Georgia	65	1	N. Carolina . .	99	8
Idaho	12	1	N. Dakota . . .	44	1
Illinois	817	30	Ohio	374	54
Indiana	156	21	Oregon	188	32
Iowa	144	10	Penn.	718	30
Kansas	332	53	Rhode Is . . .	42	2
Kentucky . . .	54	2	S. Carolina . .	21	1
Louisiana . . .	74	3	S. Dakota . . .	56	10
Maine	97	2	Tennessee . . .	187	1
Maryland . . .	108	2	Texas	417	11
Mass.	167	19	Vermont	42	2
Michigan	814	21	Virginia	100	32
Minnesota . . .	407	24	Washington . .	98	1
Mississippi . .	67	10	W. Virginia . .	32	1
Missouri	309	31	Wisconsin . . .	539	42

To The Radio Dealer

This is the second gun of our summer radio drive—fired in the Saturday Evening Post and a dozen other periodicals. Use it to bring down the fallacy of a summer slump. Prove that radio has indeed become an all-year-round necessity.

Radio Reception

—more perfect this summer!



Table-Talker . . . \$10.00
50c additional west of the Rockies
In Canada . . . 14.00



Navy Type Headset . \$ 8.00
In Canada . . . 11.00



Superior Headset . . \$6.00
In Canada . . . 7.00

Why Reception Is Clearer

Sets have been vastly improved. They are more keenly selective, more sensitive, more satisfactory generally. Vacuum tubes have been re-designed, new circuits have been developed. New loudspeakers, assuring accurate and true reproduction, have been put on the market. In fact, the combination of finer programs, stronger sending and clearer reception now makes the marvels of radio an active part of every day life.

All Brandes Products are sold under a money-back guarantee by reliable dealers everywhere.

Brandes

The name to know in Radio

G. O. Brandes, Inc., 1924

Say you saw it in Radio Merchandising

World Radio History



FADA

Announces a New Audio Frequency Transformer and New Variable Condensers

FADA
Audio
Transformer
No. 171-A



F. A. D. Andrea, Inc., announces two new FADA products—a new Audio Frequency Transformer No. 171-A and a new Variable Condenser in two capacities. These new FADA products will be well advertised to the general radio public beginning with the June radio magazines.

A year ago transformers were designed to give enormous volume with the loss of clarity, particularly at the lower frequencies or below 500 vibrations per second. This new FADA Transformer has been designed to give a high average of amplification over all frequencies and because the rendition of pure tonal quality has been obtained it is felt that such a FADA Transformer is indeed an important contribution toward better radio entertainment. The case is bakelite—beautifully finished. Binding posts nicked and provided with soldering lugs. Complete with screws. Sells at \$6.

F. A. D. ANDREA, INC., New York

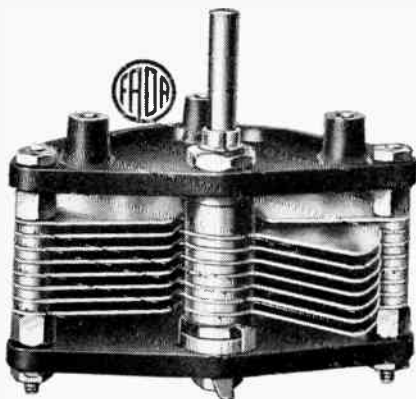


A New FADA Condenser in Two Capacities

FADA
Condensers

No. 142
(15 plate .0003 mf)

No. 144
(23 plate .0005 mf)



FADA Condensers are beautiful pieces of workmanship. Made with FADA precision and care. 15 plate, .0003 micro-farads, retails at \$3.00; 23 plate, .0005 micro-farads, retails at \$3.50. A true "low-loss" condenser with an efficiency exceeding that of condensers selling at much higher prices. Here's a real opportunity to sell the finest transformers and condensers on the market. Get in touch with your regular distributor.

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

FADA

R a d i o

Copyright, 1924

Announcing:



A new Magnavox
that will broadcast
satisfaction to the radio world
*Here's big news
"on the air"*

M4

Requiring no battery

Price \$25.00

THE efficiency, the appearance and the price of Magnavox M4 establish an absolutely new standard of value in the Radio industry. Its exquisite tone quality results from the perfection of the Magnavox semi-dynamic operating principle incorporating:

First: a new magnetically balanced armature

Second: an improved type of diaphragm supported by hollow rubber gaskets; and

Third: an extremely high resistance winding which makes M4 unusually sensitive.

That M4 will be a "best seller,"—the *Reproducer Supreme* for those who desire an instrument capable of operation without a battery,

is a foregone conclusion. The M4 National Advertising starts June 1st. Place your order today.

THE manufacturer's selling policy is almost as important to the dealer as the quality of the product itself. Consistent with this principle, the name Magnavox from the first has stood for stability in marketing, mechanical excellence and the most energetic cooperation with the retail trade.

The central feature of Magnavox dealer policy consists in concentrating our resources of helpful service upon those merchants best able to profit by it.

To enjoy Magnavox cooperation it is advisable to become enrolled as a Registered Magnavox Dealer.

For full details about Magnavox Products apply to nearest Magnavox Distributor or Jobber today. For information regarding our "Dealer Service" and "Selling Helps" write us.

THE MAGNAVOX COMPANY
OAKLAND, CALIFORNIA

New York Office: 350 West 31st St.

Canadian Distributors: Perkins Electric Ltd.
Toronto, Montreal, Winnipeg



MAGNAVOX

The Reproducer Supreme





The New GREBE CLARIFIER



\$30⁰⁰

Increases Signal Strength
Increases Selectivity
Improves Quality
Prevents Radiation

THE GREBE CLARIFIER, Type RORQ, is a balanced radio frequency circuit that solves the problem of radiation from regenerative receivers.

Wide national publicity and attractive sales literature mean quick sales to owners of regenerative receivers.

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

World Radio History

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 3

MAY, 1924

NO. 8

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342 Madison Avenue, New York

Telephone: Murray Hill 5059-9750



THEY HEARD ENGLAND WITH AN *Ecodyne*

STATE OF PENNSYLVANIA)
: SS.
COUNTY OF WESTMORELAND)

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.

:
:
: Clyde H. Hoffman
:

John E. Irwin
Notary Public

:
: Beatrice Hoffman
:

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

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



Some Summer Season Jottings From My Note Book

A Few Suggestions That Will Be of Value to the Far-Sighted Radio Dealer

By Sewell Peaslee Wright

RADIO dealers all over the country are reporting that business is holding up wonderfully well this spring; several have told me personally that to date—and I am writing this just a week or two before you read it—there has been no noticeable slump in their business at all.

This is due, I believe, to several things. The radio dealer has learned to merchandise radio; he goes out and sells it, instead of waiting for the customer to come in and take the stuff away from him. Then, too, the big manufacturers have been

advertising heavily for some time past, and are launching new campaigns every month. This concerted action on the part of the big boys is propping up the sales curve, and I do not think that I am unduly optimistic in saying that there will be little slump in the sales-chart of the progressive radio merchant this year, let the mercury climb where it will!

Next month the hot weather will set in, in all probability, and then the real test of my prognostication will begin. But next month is June, and in June the schools close for the summer vacation, and this reminds me of



© Atlantic Photo

**What Are the Sad Sea Waves—and Radio Waves—Saying?
Radio Beach Parties Will Stimulate Summer Sales.**

two things that the wide-awake radio dealer will take advantage of that month.

When school lets out a lot of young fellows who during the school season are dependent upon the paternal pocket-book will start to work, and when they start to work they will have money of their own, much of which can be diverted into the radio dealer's cash register by judicious merchandising methods. This is a thought that is, I think, well worth thinking over, as a preliminary step in meeting the unfavorable conditions that prevail during the summer months.

Another thing that strikes me in this regard is that many of the young men who will be freed from high school and college when school closes will make excellent salesmen for you. There is always a greater demand for jobs than there are

jobs available, and you will have no difficulty in picking up a nice crew of young fellows who can work for you on a commission basis, selling radio sets to the folks of your town.

I know one radio dealer who had two young college men out last year pulling doorbells, and he is going to put out three this year, so you can see that the plan was a success. Those youngsters are personally interested in radio, and are thoroughly "sold" on it, and their enthusiasm is catching. The work is pleasant, easy, out-of-doors exercise, and they find it interesting and profitable.

Personally, I have thought that if somebody would take a portable set and tour around through the local rural districts there would be a lot of business to be picked up. True, the farmers are busy then, and money is not as a rule any too loose in the

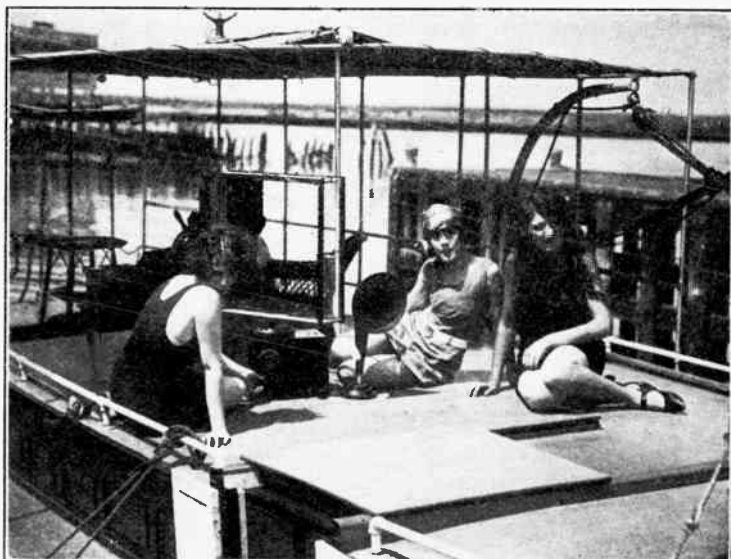
summer, but the evenings are long and the dividend payment plan makes buying easy. It would be worth trying, anyway.

Another good sales prospect that always seems very much overlooked to me is the tourist camper. Almost every town has a camp site for tourists, and in most cities there will be from four or five to several dozen carloads of itinerant citizens holding forth there during the touring season. Many of these tourists have money, most of them have plenty to buy a portable set, if you' show them how nicely they could take it with them, and how it would serve to amuse them when they were laid up for the night or by bad weather conditions, and how they could get advance weather predictions by means of it. It sure would be worth trying, and as soon as the cars started coming in I'd make a practice of spending a night or two in the camp each week.

It will be found that quite a few of these travelers have already installed radio sets, in which case they will be in need of some supplies such as tubes, H batteries, and all the little things that radio men take a notion to from time to time. It might be well to take a few odds and ends of this sort along with you, so that sales can be made on the spot.

In the Old Timer yarn for this month I have discussed some of the additions that a radio dealer might make on his stock, and I'd like to broach the subject again here, for I think that eventually the radio dealer will do what the druggist did.

The druggist, as you all remember, used to be only what his name would imply: a seller of drugs. Today, in the drug store beneath my office, I can buy, besides all kinds of things that you would expect to find there, cameras, films, incense, incense burners, packaged hand-



© Atlantic Photo

A Motor Boat Without a Radio Should Be a Thing Unknown This Summer. Now's the Time to Get After These Prospects.



© Atlanta Photo

An Added Allurement to the Boardwalk. The Radio Equipped Roller Chair.

kerchiefs, thermos bottles, playing cards, tobacco in all forms, chicken feed, dog biscuit, toilet sets, mah jongg sets, fountain pens, automatic pencils and literally hundreds of other things that at first blush one would never expect to find there. "The personal department store" is the way some druggists advertise their stores, and I think it a very good description.

What does this mean to the radio dealer? Well, to me, I see a suggestion that may be of considerable value—especially to the radio dealer who carries only radio goods. Some allied lines could be added to the radio

stock with considerable profit, especially lines that sell at their best in the summer, and could be practically discontinued in the winter.

Sporting goods would come under this head, and as the buyers of sporting goods are the type of men that buy radio, it should be an easy matter to make a line of sporting goods go fine in the summer. Baseball, golf and tennis goods, swimming togs, fishing tackle, and all the little odds and ends could be stocked and sold with considerable profit and such a proceeding would help to build and hold a valuable clientele among the

very type of men that you, as a radio dealer, would wish to reach.

Electrical incidentals that would appeal to men, flashlights and parts, things for the car and some of the smaller touring items, might go over in good style, and would be well worth giving a tryout.

By these suggestions do not conclude that I am advising any radio dealer to give up the ghost just because the weather gets warm. Not by any manner of means. My idea is to suggest means of additional revenue to help take care of the overhead during the summer months when radio sales are not at their peak.

There is bound, I think, to be less business in the summer than in the winter, and yet the overhead goes on just the same. What I am suggesting is that the radio dealers do what the ice man does: sell coal in the winter. It's a thought that I think is worthwhile offering, and worth some serious consideration on your part.

Radio is "side-lined" by many merchants who have their regular business to take care of their overhead; it is the exclusive radio dealer's move to "side-line" right back at them, in my opinion. It has been and is being done all over the country, and with profit. Think it over seriously!



© Photo Topics.

Radio Music Will Stimulate the Artistic Appreciation of the Landscape Painter.

9064 Readers of Radio Merchandising Have Voted on A Definite Model Time

In Favor of Definite Model Time. 8538

Against Definite Model Time. 526



Up to, and including April 15th, about forty-five per cent of the retail radio merchant readers of *Radio Merchandising* have voted on the question, "Should there be a definite time for the announcement of new radio models to the trade?" The vote is overwhelmingly in favor of a definite model time: 8,538 radio retail merchants are for it and 526 against it.

In addition to the votes recorded by the retail merchants, we have heard from hundreds of radio jobbers and they are practically unanimously in favor of the manufacturers having a definite time for announcing new models. Most of these jobbers complain of the difficulty they have had in the past in bringing out their catalogs. Price changes and model changes have made many of the jobbers' catalogs obsolete before they were off the press. These kaleidoscopic changes are the main reason for jobbers in many cases buying from "hand to mouth." The jobbers tell us that they do not know what minute prices or models will change,

and they do not intend getting stuck with a lot of high-priced or obsolete stock on hand. The manufacturers tell us that this and that jobber is a broker ordering half a dozen after he has sold a half dozen, and the reason for both manufacturer and jobber dissatisfaction is that the jobber does not know where he stands from day to day.

Having a given time to bring out new designs—say July or August first for the fall—and the flat announcement that these designs and prices would stay put by these manufacturers for at least six months, would enable the jobbers to size up the field and make their decisions on lines in time to get out a complete catalog for that fall and winter. The retailer would also have a lot more confidence in the early catalog, and the manufacturers could go into production much earlier and stay there. Today the retailer buys only what he has to from the earlier catalogs, believing that the next one along will have either newer things or lower prices, and he can, and frequently does, postpone buying much of anything from anybody.

If the retailer knew that he was sure of protection for a few months, giving him time to move a respectable stock, he would feel better about buying, and so would the jobber.

The jobbers' September first catalog undoubtedly should be supplemented or replaced—particularly in the North—with another one about May first, in which new models, improvements, etc., will add very greatly to the volume of business for summer sales.

It may be argued that radio is moving so fast that such a plan might prove detrimental, but that is overcome by the fact that as new development

amounting to very much has gotten into production in less than six months' time and making wild announcements, which do not turn out so well in the user's hands, has not done anybody any particular good.

The very emphatic endorsement of a definite model time by over nine thousand radio merchants in every part of the country can well be taken by the manufacturers as a clean cut expression of opinion of the trade, which should be taken cognizance of immediately so that a more uniform merchandising policy may be adopted by dealers everywhere to the increasing benefit of everybody concerned.

How the Country Voted

State	Vote		State	Vote	
	For	Against		For	Against
Alabama	10	1	Montana	22	1
Arkansas	53	2	Nebraska	10	0
California	438	2	Nevada	10	0
Connecticut	154	11	New Hampshire ..	66	1
Delaware	10	1	New Jersey	264	12
Dist. of Col.	11	1	New Mexico ...	10	1
Florida	31	2	New York	858	32
Georgia	65	1	North Carolina ..	99	8
Idaho	12	1	North Dakota ..	44	1
Illinois	817	39	Ohio	374	54
Indiana	156	21	Oregon	188	32
Iowa	144	10	Pennsylvania ..	718	30
Kansas	332	53	Rhode Island ...	42	2
Kentucky	54	2	South Carolina..	21	1
Louisiana	74	3	South Dakota ..	56	10
Maine	97	2	Tennessee	187	1
Maryland	108	2	Texas	417	11
Massachusetts ..	167	19	Vermont	42	2
Michigan	814	21	Virginia	100	32
Minnesota	407	24	Washington	98	1
Mississippi	67	10	West Virginia ..	32	1
Missouri	309	31	Wisconsin	539	42

How a Texas Dealer Builds for Permanency

***"Radio Shops Should Look for Business Five Years
Hence Rather Than Today's Sales," Declares
Man Who Believes in Quality Goods***

By Ruel McDaniel

THERE are two kinds of people in the radio business today," recently declared a man well up in the industry; "there are those who are in it for all they can get while the getting's good, and those who went into the business because they believe in its future. It is the latter class that will be the backbone of radio three years, five years or twenty years hence."

This also just about covers the philosophy of J. F. Shiddell,

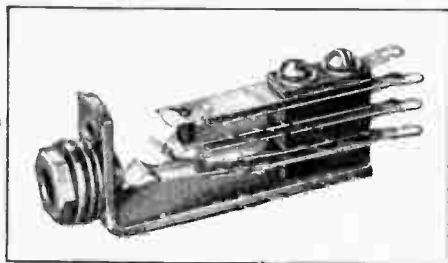
manager of the radio department of William A. Parker Company, 324 Commerce Street, San Antonio, Texas. Although this concern has been selling radio supplies but little more than a year, its members have long been substantial business men in San Antonio, and they thought they knew how radio should be merchandised. The fact that sales in the department were showing more than \$3,000 per month before the end of the first year indicates that their ideas were sound.

Service is an old and time-

Radio Concerts in the Parks



Radio Concerts in City and Town Parks Proved Popular Last Summer. The Merchant Can Tie in on Some Good Sales by Boosting This Idea in His Community.



New Selling Points for Pacent Jacks

1. A new design of tapered springs greatly improves its neat appearance and contour.
2. Heavier nipple construction avoids any possibility of stripping threads or breaking.
3. A lock washer in addition to flat washer under the head of assembly screw, increases sturdiness and prevents wear of insulation.
4. Finer Micarta insulation.
5. Entire frame satin nickel finished.

These, of course, are in addition to the now famous "Pacent Jack Specifications" listed below. Strict adherence to these specifications in making Pacent Jacks have won for them the distinction of being used as standard equipment by many of the leading set manufacturers.

Coin silver contacts (riveted to springs)
 Genuine German silver springs.
 Nickel plated brass frames (not iron).
 Extra booster springs.
 Lugs fantailed for convenient soldering.
 Provided with three washers.
 Fits any panel $\frac{1}{8}$ " to $\frac{3}{8}$ ".
 All details precisely accurate.
 Rugged construction throughout.
 There are 10 types of Pacent Jacks—
 A Jack for every circuit.

Write for catalog M-5

Pacent Electric Co., Inc.

22 Park Place

New York

Pacent
RADIO ESSENTIALS

worn word. It means much or little, depending on the concern using it. There ought to be another word to use in describing the things that such firms as Wm. A. Parker Company do toward building good-will among customers and prospects. Merely saying they give "service" does not cover the ground properly. However, Mr. Shiddell declares that Service is responsible for the rapid growth of their radio business.

"We do not believe that it pays in the long run, for example, to sell a customer a radio set at a bargain price and then leave him at the mercy of the elements and his ignorance of the subject. We find that substantial people prefer paying more for their sets and buying with them assurance, that they will be cared for by us. That is what we do; we charge a good price for our merchandise, handle nothing but standard, high-grade stuff and not only install a set but keep it going without extra cost to the buyer."

In other words, this concern makes a radio booster every time it sells a set. There are no knockers among their list of customers, because the minute a set refuses to function properly, if the owner notifies the company, a man is on his way to put it right. There is no charge except for parts used.

"When we entered the radio business," Mr. Shiddell declared, "competition here was strong, and still is. Price-cutting seemed to be the favorite pastime. Many dealers were picking up job lots over the country at low prices, and they were selling them accordingly. However, it seemed that most of them were going after sales primarily, not boosters. We decided that the only way we could make any showing against such

strong competition was to establish a service that really would serve those whose knowledge of radio was limited. We selected our lines with care and bought only from reputable manufacturers. We eliminated all offers from job-lot dealers who offered 'bargains' in odds and ends or discontinued lines. The paramount issue with us was reliability and responsibility of the manufacturer and his goods. The price was a secondary consideration, because it was not our purpose to sell our stuff on a price argument."

The company began its selling argument about where the average dealer at that time left off. Most dealers were striving to get a set sold and installed—and the money for it. That was the last of the transaction. The William A. Parker Company stressed the importance of the care of a set after it is installed and argued that it was worth much to a radio owner to have the assurance that his troubles would be immediately looked after should anything go wrong.

Sales on this basis naturally came slow at first, but the better the company's policy became known the more favorably it impressed those who were prospective buyers, and the faster the sales record climbed.

The business has been built up with comparatively little advertising, because such service as the concern offers and provides makes every customer a booster. They tell friends, and thus a hand-picked group of prospects steadily come to the store for information and service. The company has just recently started a systematic advertising campaign that will doubtless make hundreds of new friends for them.

"A man does not have to be a customer of ours in order to get



—one of a series of advertisements now appearing in radio and general publications.

Reaching the Radio user through his favorite publication

WHATEVER the circuit that is built or bought, the radio enthusiast knows that Eveready Radio Batteries are the ones to put pep and power into it, for whatever radio paper he reads, in it he sees Eveready advertising.

Large space each month tells the Eveready story. In addition to the leading national publications, fourteen radio publications, four scientific magazines and two boys' papers are used monthly. Full pages appear in the majority of the periodicals and there are double-page spreads in the three most important radio papers.

The power of the printed page plus the natural vim of the batteries themselves make quick turnovers and lively profits. 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, Ontario

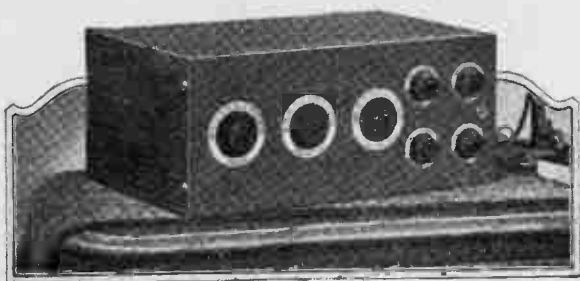
Say you saw it in Radio Merchandising

World Radio History

How to Sell Spring and

first

Stock *practical, dependable Receivers* with which your customers can *get results without trouble*—the C&W TELEDYNE.



5 Vital Improvements

TELEDYNE is as easy to operate, as certain to give results as the old reliable regenerative sets. Yet TELEDYNE has vital improvements which make it 1924's greatest receiver.

1. TELEDYNE is super-sensitive, catching and developing the weakest signals.
2. Extremely selective—TELEDYNE tunes local stations *out*.
3. Greater volume—a real LOUD-speaker set.
4. NO radiation—no regeneration howls on the air.
5. Easy to pick up new stations—no need for a "log."

*The new
Cutting
and
Washington*

TELE

Radio this Summer

then

1. Remember that static doesn't bother local or near-by reception much for a good set even when static is bad.
2. Static doesn't trouble every night.
3. Thousands of people will want to take self-contained sets like TELEDYNE with them on vacations.
4. Radio is a year-round enjoyment — sets sold this summer are good for years of service.
5. People *want* radio sets. You'd have no trouble giving them away any time. And what people *want* — you can *sell*. The man who wants a good receiver isn't going to let the calendar stop him.

Let us send you details of the C&W Summer Sales Plan. Ask for a copy of the C&W Dial — the radio dealer's handbook of live ideas, *based on actual experiences*. Ask, too, for a copy of "What's in the Air?" the national radio magazine of Cutting and Washington Dealers, that brings them business the year round.

The Cutting and Washington Radio Corp.
Minneapolis, Minn.

DYNE TELE means
distance-
DYNE means
power

us to fix his radio set," explained Mr. Shiddell. "If a person brings in a set that he bought from our strongest competitor, we'll gladly put it in shape for him, because we know that he will not keep a secret the fact that he is pleased with the way we do things for radio fans. That looks like it might be carrying service too far, but, with our selling only high-class merchandise and selling it at a price that we are sure of a good profit, it undoubtedly pays.

Recently a stranger brought in a sick set to Mr. Shiddell and asked if it could be fixed. "Certainly," the manager told him, and he proceeded to put it in shape. The stranger was agreeably surprised to learn that there was no charge, even though he had not bought his

set there, and he went on his way merrily.

In a few days he came in with another outfit. "A friend of mine wanted this fixed up; was going to take it down to the man he bought it from, but I made him let me bring it to you. I know you'll put it right, for I remember what you did to mine." There's no telling how many radio fans this former stranger will tell of Mr. Shiddell's service before his enthusiasm wears off. Some of those whom he tells are likely to be in the market for new sets too.

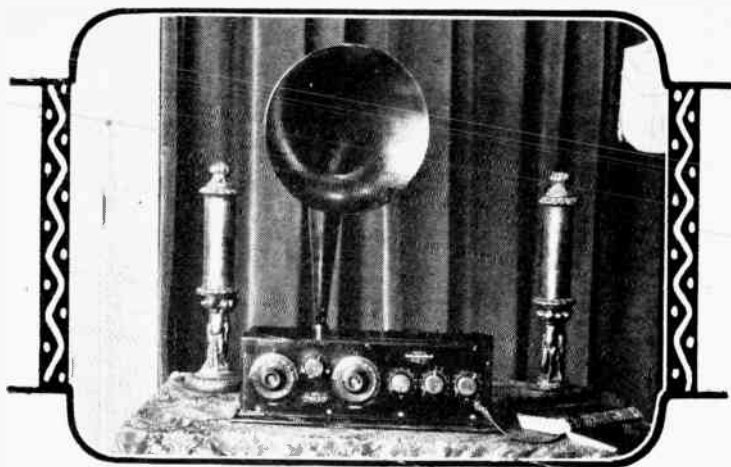
The Parker concern does not go in for the sale of radio parts especially. "We center our selling effort on complete sets primarily," said the manager of the radio department. "and carry in stock only the parts that

Radio Equipped News Stand



© Foto Toples.

Sell Your Newsdealer the Idea of Having His Newsstand Radio Equipped. The Stunt is Sufficiently Novel to Attract Much Attention.



Radiodyne

"The Voice of the Nation"

NO LOOPS  **NO ANTENNA**

The Radiodyne is the kind of receiving set which most radio prospects want. 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 both Honolulu and London.

The increasing demand for this type of receiving 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 make every customer a booster for you.

WESTERN COIL & ELECTRICAL CO.
310 Fifth Street Racine, Wis.



Say you saw it in Radio Merchandising

World Radio History

are necessary for repairing the sets we sell. We prefer selling a set complete and erected to selling the parts to an amateur and letting him do his own building. When we sell and erect the complete outfit we know that the purchaser is going to be satisfied and a booster for us, while, if the buyer does his own assembling and erecting there's no guessing as to how satisfactorily his set is going to work. Although we would not be responsible for its behavior, that customer would not be as good a booster for us as the one who buys the complete set from us and leaves his troubles in our hands."

The company will install a set on trial, allowing it to remain in use for three days. This does not cost so much, Mr. Shiddell explained, because the trial sets are installed with only temporary wiring. Of course, such installations do not produce as good results as permanent wiring, but they make that plain to the prospect beforehand. In fact they paint the picture so black as regards weak connections until the prospect is agreeably surprised that the sounds are so clear on the temporary set. Naturally, he is given to understand that permanent wiring produces still better results.

They sell radio sets on time. The cash payment is 25 per cent of the purchase price, and the balance is to be paid in six monthly installments. However, the company sells the majority of its sets for cash. There is a carrying charge of ten per cent on the unpaid balance where sets are sold on credit.

"We went to the credit basis," Mr. Shiddell explained, "because we believe that most dealers will eventually come to it. In a way, radio is closely connected

with the music industry. Practically all musical instrument dealers sell on time, and there is reason to expect the public to demand the same of the radio merchant."

Although in the past the company has not done a great deal in the way of advertising, because they were gradually establishing a reputation for carrying high-grade merchandise and rendering service, they are strong believers in advertising. They make it a point, in selecting goods, to see that it is advertised to the public and known to be reliable from the consumer's standpoint. They believe in conservatism and truthfulness in advertising, and they will not carry the products of a concern that makes claims for its merchandise that are so glowing that backing them up is doubtful. The advertising that the Parker Company has planned and is using to some extent now carries out this same conservative, sane policy of saying nothing that cannot be carried out to the letter. "This is the only policy, we believe, to be followed by a radio concern that expects to be one of the builders of the industry; a concern that plans doing business ten years from now at the same stand," declared Mr. Shiddell.

They have just begun the mailing of a series of thirteen printed sales letters to a carefully selected list of prospects, and they are taking no more newspaper advertising. The company made a favorable impression with a well-arranged booth at the San Antonio Better Homes exhibit recently. Here they displayed complete radio sets, showed them at work and maintained an expert to talk radio to visitors.



Cunningham
RADIO TUBES

*The Standard Tube
of the World for*

RADIO RECEPTION

The Radio Tube, through radio telephony and public broadcasting, has been largely instrumental in establishing the new and increased interest to humanity attuned to radio. This tremendous progress in radio has brought about the development of radio receiving sets resulting in clearer reception of voice and music throughout the broadcast world.

Cunningham Radio Tubes 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.

There is a Cunningham Radio Tube designed to meet the requirements of your particular set—ask your dealer.

PATENT NOTICE
Cunningham tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, 10-23-17, and others issued and pending. Licensed only for amateur, experimental and entertainment use in radio communication. Any other use will be an infringement.

Radio Dealers:—Cunningham 40-page Data Book fully explaining care and operation of Radio Tubes now available at our San Francisco office upon request.

PRICES ON CUNNINGHAM RADIO TUBES

Now in effect

C-301A—5 Volts 1-1 Ampere Filament.	\$5.00
C-299—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.

Branch Office
Chicago

HOME OFFICE:
182 Second Street
SAN FRANCISCO

Branch Office
New York

Say you saw it in Radio Merchandising



Why Not a Radio for Mother on Mothers' Day?

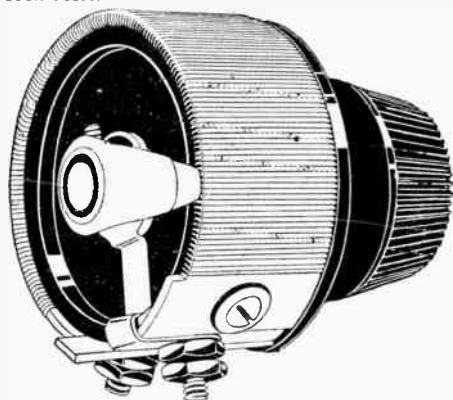
WHILE it is largely due to the far-sighted business acumen of the florists' national association that we have Mothers' Day, this annual event is growing in importance each year, and retail merchants in every line are tying in on its sales possibilities. No merchant has a better sales story than the radio merchant. What gift could bring mother greater joy than a radio receiving set? Breaking down the barriers of isolation, bringing the world of entertainment, good music and a discussion of current events, would be about the greatest boon any daughter or son could bring to their maternal parent.

Play up the theme in your advertising, use suggestive Mothers' Day placards in your window and send out a circular letter to your prospect list. Get the folks to say it with radio instead of saying it with flowers.



"Products of
Proven Merit"

Critical Filament Control



TYPE 301 RHEOSTAT

Don't neglect to impress upon your radio customers the importance of efficient rheostats.

To obtain the maximum efficiency from vacuum tubes, it is necessary to maintain an accurate control over the filament current.

The General Radio Co. type 301 rheostat controls the filament current to a minute degree.

The type 301 is very smooth running, with positive contact, and free from bothersome clicking.

The resistance units are tightly wound on specially treated fibre strips. Genuine moulded bakelite is used for the base and knob.

Rheostats 10 ohm or 30 ohm resistance

Potentiometers 200 ohm resistance

Price \$1.25

Order *TODAY* for *IMMEDIATE DELIVERIES*

Write for our new Radio Bulletin 917-z

GENERAL RADIO Co

Manufacturers of

Radio and Electrical Laboratory Apparatus

MASSACHUSETTS AVE. AND WINDSOR ST.

CAMBRIDGE

MASSACHUSETTS

Say you saw it in Radio Merchandising

Will Radio Make Universal the Use of an International Language?

Chu Radio Faros Universale La Uzon de Internacia Lingvo?

By James Denson Sayres

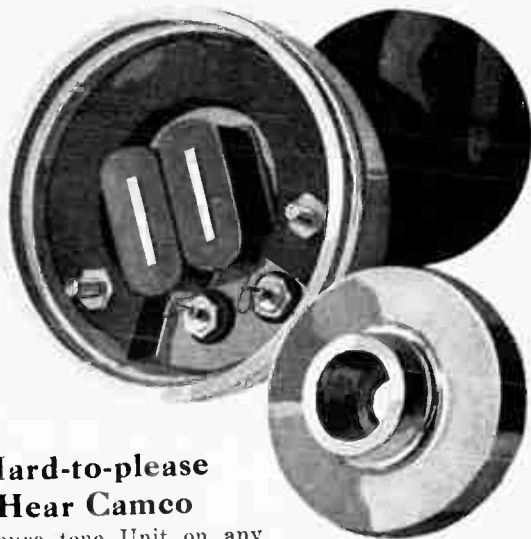
*A Recent Esperanto Address by Mr. Sayres, delivered
at W O R in Newark was Received and Under-
stood Clearly in Japan*

THE tremendous increase in international commerce within recent times is astounding—and happily so—when we stop for a moment to consider such a theme. Imagine what the conditions were just one hundred years ago, which were then practically what they had been for some hundreds of years before. A few sailing ships creeping over the uncertain routes and sometimes taking months for one voyage.

Came the great burst of inventive genius during the last century and humanity is lifted almost during the span of one lifetime from a snail or cocoon-like existence into the radiant sunlight of a new and wonderful age. And the wonders cease not, but day by day and year by year multiply their numbers until we have almost lost our sense of wonder and accept new marvels as a matter of course. Our latest invention is the greatest of all up to the present, for its

LA grandega plimultiĝo en internacia komerco dum lastaj tempoj estas surprizega—kaj felice tiel—kiam ni haltas dum momento por konsideri tian temon. Imagu kiujn estis la kondiĉoj antaŭ ĵus cent jaroj, kiuj estis tiam preskaŭ kiuj ili estis estintaj dum kelkcentoj da jaroj antaŭe. Kelkaj velŝipoj rampirantaj laŭ la necertaj vojoj kaj kelkfoje uzantaj monatojn por unu vojaĝo.

Venis la granda ekflorado de elpensema genio dum la lasta jarcento kaj la homaro estas levita preskaŭ dum la daŭro de unu vivotempo de helika-aŭ lokonsimila ekzistado al la brila sunlumo de nova kaj mirinda epoko. Kaj la mirindajhoj ne chesas, sed tagon post tago kaj jaron post jaro multobligatdas ilian nombron ghis ni preskaŭ estas perdintaj nian inklinon al mirado kaj akceptas novajn mirindajhojn kiel natura afero. Nia plej nova elpensajho estas la plej granda el ĉiuj ghis la nun-



Let Hard-to-please Ears Hear Camco

the pure tone Unit on any Loud Speaker Horn or Phonograph. The sense of hearing makes Camco Loud Speaker Unit sales grow. Show a prospect several makes of Loud Speaker Horns. He's puzzled—can't make up his mind. Then attach a Camco Unit to the horn you wish to sell and—presto! He knows what to choose. Retail price, \$8.00.

*Know Camco products.
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.

potentialities stagger the imagination when we let the latter play over the field of its possibilities.

The radio telephone was considered only a toy until three or four years ago, but today I know more than one eminent newspaper writer that laughed at and joked about the radio as an impractical, foolish thing just a few years ago. They now stoop nightly tuning their radio sets. They have the world at their finger tips—this saying was never before so true—and they like it.

Let us consider for a few moments one of the greatest things that the radio will do for this wide world of struggling, seething, divided humanity. For it is to such heights of possible accomplishment that we must look and reach if we would feel that deeper sense of satisfaction and

tempo, *char ghiaj povkapabloj konsternas la imagon kiam ni permesas chi tiun vagadi chirkau la kampo de ties eblecoj.*

La radio telefone estis konsiderata nur ludilon ghiz antaŭ tri au kvar jaroj, sed hodiaŭ mi konas pli ol unu eminentan ĵurnalverkiston kiu ridis je kaj ŝercis pri la radio kiel nepraktika, sensencaĵa afero ĵus antaŭ kelkaj jaroj. Ili nun sinsinklinas nokte akordighintaj siajn radio-instrumentojn. Ili havas la mondon che siaj fingrofinoj—chi tiu dirajho estis neniam antaŭe tiel vera—kaj ili ŝatas ĝhin.

Ni konsideru kelkajn momentojn unu el la plej gravaj aferoj kiujn faros la radio por chi tiu ampleksa mondo de baraktanta, svarmanta, disigita homaro. Ĉar estas al tiaj altajhoj de ebla efektivigo al kiuj ni devas

Beach Radio Dance Parties



© Fotograms.

A Lot of Dancing Will Be Done to Radio Music at the Beaches This Summer—Now's the Time to Get After These Sales.

Turning to success with MAR - CO

THERE'S a new attitude in radio toward small parts.

Dealers see it.

Jobbers know it.

We feel it here in Providence.

Why not be frank about it?

The plain fact is that fan-amateurs everywhere now pay more attention to the "little things." They want low prices—true. But even more important, they insist that the smallest unit . . . the least important accessory . . . must be a real asset to their equipment.

If it's only a 40-cent plug, they want to *know* that it's well made—that it's not going to let energy leak away!

Last year 350,000 of these particular buyers bought STA - PUT, SHUR - GRIP, and other MAR-CO plugs.

They turned to MAR-CO for sound quality, fairly priced! And today, these buyers are turning to MAR-CO for the same quality, and equally fair prices, in *all* small parts!

And today a powerful, aggressive MAR-CO advertising campaign runs in every issue of Radio News, Popular Radio, Radio Broadcast, Radio, and Radio-in-the-Home.

So today hundreds of dealers—dealers who made money on MAR-CO plugs—are making MAR-CO the backbone of their small parts business. They concentrate on MAR-CO, and with smaller investments, they turn stocks faster and make more money.

250 good jobbers carry the complete MAR-CO line. Get in touch with yours at once!

MAR-CO

PLUGS · JACKS · RHEOSTATS · SOCKETS



SWITCHES · NEUTRALIZING CONDENSER

Giant size (17" x 22") reproductions of current MAR-CO full page advertisements make window display material of real selling power. Send your name and address to Martin-Copeland Company, Providence, R. I., and we'll see that you get copies regularly.

Say you saw it in Radio Merchandising

joy over worthwhile work well done. Just to tune in our sets and listen to a speaker, an orchestra or other entertainment during an evening is partaking of a very small part of the great blessing of radio.

Radio has already begun what poets have dreamed of and statesmen have tried to do during ages past—the forming of a closer bond between the peoples and the pacification of the world. Radio alone is not able to do this big work in its entirety, but fortunately its companion invention is ready at hand and is already being put to its worthy task on the fleeting wings of radio. The language of music and rhythm is international, so that groups of dancers in every nation can dance to the same music being broadcast from Paris, London or New York, but

rigardi kaj braketendi se ni volus senti tiun pli profunda senco de kontento kaj ghojo pri laudinda laboro bone farita. Jhus akordighi nlajn instrumentojn kaj auzskulti al paroladisto, auz orkestro, auz alia amuzado dum vespero estas partoprenado de tre malgranda parto en la granda benado de radio.

Radio estas jam komencinta fari tion pri kio poetoj estas revintaj kaj shtatistoj estas pentintaj fari dum mondaghoj pastintaj—la formado de pli proksimiga ligo inter la popoloj kaj la pacigado al la mondo. Radio sole ne kapablas fari chi tiun grandan faron en ghies tuto, sed, felice, sia akompananta elpensajho estas preta chemane kaj jam oni instigas ghin al ghies laudinda tasko per la rapidegemaj flugiloj de radio. La lingvo de muziko kaj ritmo estas

Radio in the Home



© Kadel & Herbert

Household Duties in the Radio-Equipped Kitchen Are Much Easier.
Fix Up a "Radio Kitchen" Window Display and See
How It Interests the Ladies.



REPUTATION

Out of the crowd in each great industry come leaders whose names stand for unquestioned quality and dependability.

In radio, as in everything else, there is only one safe guide for purchasing. Buy a receiving set with a well-known name and an acknowledged reputation. It is like taking out an insurance policy against bad judgment.

Freed-Eisemann means to radio what Packard means to motor cars—what Sterling means to silver. Reputation is not found, it is earned.



There is only one way to identify the genuine Freed-Eisemann factory-guaranteed receiver—by the name in script and the serial number engraved in white on the panel

Price \$150

Freed-Eisemann Radio Corporation

Sperry Building

Manhattan Bridge Plaza

Brooklyn, N.Y.

the songs and lectures, weather reports and many other forms of spoken language are useless without a RADIO LANGUAGE for all the world. This we have and are already using in Esperanto, the extraordinary co-ordination into a simple, flexible form of the modern languages made by Dr. L. L. Zamenhof.

Esperanto is the logical companion of radio in its transcendently great work of weaving a closer bond between the peoples of earth, because of its surprising simplicity and wide flexibility of thought and expression. English has about forty-five vowel sounds and tantalizing blends of consonant sounds which make it almost impossible for foreigners to learn it in their own countries, much less master it well enough to understand it over the radio. Other national languages have similar objectional features. But in Esperanto, the neutral language, we find just five distinctly different vowel sounds. People of every race and nationality have found Esperanto so simple and easy to master that they doubt its efficiency in use with persons of another national tongue until they have a chance to try it, then their surprise and delight are without bounds when they learn that after fifty or seventy-five hours of study they can converse in this beautiful language with people of wholly diverse national languages. Thousands of cases could be recorded where individuals have undertaken the study of Esperanto alone and have been able to speak and understand it without difficulty, always to their own great surprise, upon meeting other Esperantists for the first time. I, myself, had this unusual experience.

In conclusion I would like to reiterate and emphasize the bigger field of radio. It is undoubt-

internacia, tial grupoj de dancanoj en chiu nacio povas danci je la sama muziko disvastiganta de Parizo, London aŭ Novjorko, sed la kantoj kaj prelegoj, veterraportoj kaj multaj aliaj ekzemploj de parolita lingvo estas senutila sen RADIA LINGVO por la tuta mondo. Chi tiun ni havas kaj jam estas uzataj en Esperanto, la eksterordinara kunordigo al simpla, fleksebla formo de la nuntempaj lingvoj farita de Doktoro L. L. Zamenhof.

Esperanto estas la logika kunulo d radio en chi ties transcende granda laboro de teksi pli proksimigan ligan inter la popoloj de la tero, pro sia surpriziga simpleco kaj ampleksa fleksebleco en pensoesprimado. La angla lingvo havas chirkau 45 vokalsonojn kaj turmentigajn miksajhojn de konsonant-sono, kiuj preskau malebligas ghies lernadon de fremduloj en chi ties propraj landoj, sen diri ion pri lernado de ghi suffice bone por kompreni per la radio. Aliaj naciaj lingvoj havas similajn malsh atindajn apartajhojn. Sed en Esperanto, la neutrala lingvo, ni trovas jhus kvin klare diferencajn vokalsonojn. Popoloj el chiu raso kaj de chiu nacio estas trovintaj Esperanton tiel simpla kaj facila de lernado ke ili dubas ghies efikecon en uzo kun personoj de alia nacia lingvo ghis ili havas oportunon eksperimenti, tiam iliaj surprizo kaj ghajo estas sen limoj kiam ili lernas ke de post kvindek aŭ sepdek kvin horoj de studado, ili povas konverzacii per chi tiu bela lingvo kun personoj de tute diversaj naciaj lingvoj. Miloj da ekzemploj povus esti cititaj kie individuoj estas entreprenintaj

Talk-Push-Boost

SUMMER

RADIO

A full cash register looks just as good in the summer as it does in the winter, and the radio industry, as a whole, is concentrating its combined efforts in building a year 'round interest in radio.

Lend a hand. Boost summer radio interest. There's no limit to the utility of radio every month in the year. You'll agree there's an hour or two in every summer day and evening when radio offers a most satisfying pleasure. So talk it up in your own sales area. Cash in on the nation-wide advertising and co-operation of manufacturers who are working for your interests.

How about it?

Don't allow your stock of Burgess "A," "B" and "C" Batteries to run low. Don't disappoint your customers. Look over your stock *now*. Then get in touch with your jobber.

BURGESS

RADIO BATTERIES

BURGESS BATTERY COMPANY

Engineers - **DRY BATTERIES** - **Manufacturers**
Flashlight - **Radio** - **Ignition** - **Telephone**

General Sales Office: Harris Trust Bldg., Chicago - Laboratories and Works: Madison, Wisconsin
 Branches: New York, Boston, Kansas City, Minneapolis, Washington, Pittsburg, St. Louis, New Orleans
 In Canada: Plants, Niagara Falls and Winnipeg. Branches: Toronto, Montreal, St. John

edly a wonderful little instrument for making the home more joyful, but it is above this that we should look in the broader field of the whole world where radio and Esperanto are to weave—are weaving—the golden corded net of international unity through mutual understanding and peace between the nations. By a glance into such a great field opening before us, we can each, individually, feel contented and happy over our separate parts in this wonderful whole.

Those who do not read Esperanto and would like to prove its simplicity and beauty can send 25 Swiss francs to the Universal Esperanto Association, 12 Boulevard du Theatre, Geneva, and secure one of the little Esperanto Keys in whatever language desired and by an hour or two of study can read the accompanying Esperanto translation and other Esperanto matter. English-speaking people may communicate with British Esperanto Association, 17 Hart St., London, W. C. 1, England, or Esperanto Association of North America, 507 Pierce Bldg., Copley Square, Boston 17, Mass.—Editor.

la studadon de Esperanto sole kaj estas estintaj kapablaj paroli kaj kompreni ĝin sen malfacilagho, chiam instigante al ili grandan surprizon, kiam ili renkontas aliajn Esperantistojn la unuan fojon. Mi, men, havis chi tian neordinaran travivaĵon.

En konkludo mi volas rediri kaj emfazi pri la pli granda, alta kampo de radio. Sendube ĝi estas mirinda eta instrumento por fari al la hejmo pli ĝoja, sed estas super chi tio ke ni devas rigardi en la pli ampleksan kampon de la tuta mondo kie radio kaj Esperanto tekso—nun teksas—la orshnuran reton de internacia unueco per interkomprenighado kaj paco inter la nacioj. Per rigardeto en tian grandan kampon malfernighantan antanu ni, ni chiu provas, individue, senti kontenta kaj felicha pro niaj diversaj partoj en chi tiu mirinda tutajho.

A Sermon of a Bee

By Thomas Dreier

When some of your salesmen and managers complain that it is hard to make sales and report that it is impossible to find buyers for your products, remind them that a red clover blossom contains less than one-eighth of a grain of sugar; that 7,000 grains are required to make a pound of honey; that a vagabond bee, seeking everywhere for sweetness, must obtain this material from 56,000 clover heads.

Tell them, too, that the bee is compelled to insert its proboscis separately into each floret or flower-tube and that there are about sixty of these to each head.

Remind them that the bee, in performing that operation sixty times fifty-six thousand, or three million three hundred and sixty thousand times, gets only enough nectar for one pound of honey—and then doesn't get the honey.

The bee has preached another sermon. It is time for some of us to learn what work really is.

More Dubilier Micadons for Dealers--

FOR the third time we are enlarging our production facilities. Our factory floor space has been doubled; our equipment has been enlarged; our production organization increased.

Every effort is made to meet the unfilled demand for Dubilier Micadons, the standard fixed condensers of radio.

There will be no curtailment in Dubilier production during the summer. The Dubilier organization intends to live up to its high reputation for quality and also to produce in quantity as fast as its capacity permits. It will make five times as many Micadons in 1924 as it made in 1923.

Orders for next autumn and winter should be placed now.

Dubilier Condenser and Radio Corporation

44-48 West 4th St.

New York



"I thought you were a working man," commented Southwick.

Radio Shop Side-Lines

An Old Timer Yarn

By Sewell Peaslee Wright

"**W**ELL, Southwick, how goes it?" It was early in the morning and there were no customers in Seaford's Only Exclusive Radio Shop. Old Timer hoisted himself onto a conveniently low counter with a little sigh of content.

"What the Sam Hill are you doing in town this time o' day? I thought you were a working man!" commented Southwick, looking up from a pile of radio catalogs with a grin. "You're always claiming that you're the hardest working man in seventeen counties, but I swear I've never yet seen you very busy!"

"That," replied Old Timer

calmly, "is because you are so afraid of hard labor that you never come near enough to it to spot me. F'rinstance, I've been working all night on some cables, but do I get credit for it? I do not!" He produced his pipe from some unseen hiding place and proceeded to fill it with meticulous care. "Trouble with you is that you've got a misconception of what work really is. You call this sort of thing, looking over a bunch of radio catalogs, work. I call it doing nothing whatever——"

"Oh, dry up!" Southwick requested him. "Let's not fight about it; guess we both earn our money. What's on your mind this bright and sunny morning?"



Licensed under Armstrong U. S. Patent No. 1,119,149

MacMillan Listens to Honolulu using

From a little ice-bound schooner—eleven degrees from the North Pole—comes this message:

"Am very thankful that Arctic Exploring Ship Bowdoin is equipped with complete Zenith radio apparatus. Here at top of world, in darkness of great Arctic night, we have already listened to stations practically all over United States, from Europe, and even from far away Honolulu. Zenith has united the ends of the earth."

—"MacMillan"

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 often 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. I-K, 328 S. Michigan Ave.
Chicago, Illinois

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

Name

Address

Old Timer glanced out the door at the solid sheet of rain that was pelting and grinned broadly.

"Nothing much; got to buy me a couple of push-pullers and try them out. Heard one fellow say that they were wows for amplification but terrible on the distortion, and another swears they are absolutely without distortion but don't amplify so well. Got to try them out and see for myself." He paused to light his pipe, and then heaved a deep and smoky sigh.

"This dog-gone radio business is moving so fast these days," he continued, "that a fellow has to be a millionaire or something to keep up with the new things. Time was when you could hook up a set and have it remain fairly modern for a year or so. Now you get the latest thing and before you've got the batteries hitched to it it's looked upon by the experts as obsolete. Just the same I'm sticking to my

Reinartz, and letting them call it whatever they please."

"What you want the push-pull transformer for, then?" asked Southwick. "Figure you can hook them onto your Reinartz?"

"No. Don't need it. Just got to keep up with the times so that when one of those two-bit E. C. L. radio engineers starts talking push-pull I'll be able to give him the facts in the case. Sorta professional pride, I guess."

Southwick handed Old Timer a couple of the desired transformers.

"Here they are; shall I wrap them up? And what else can I show you?"

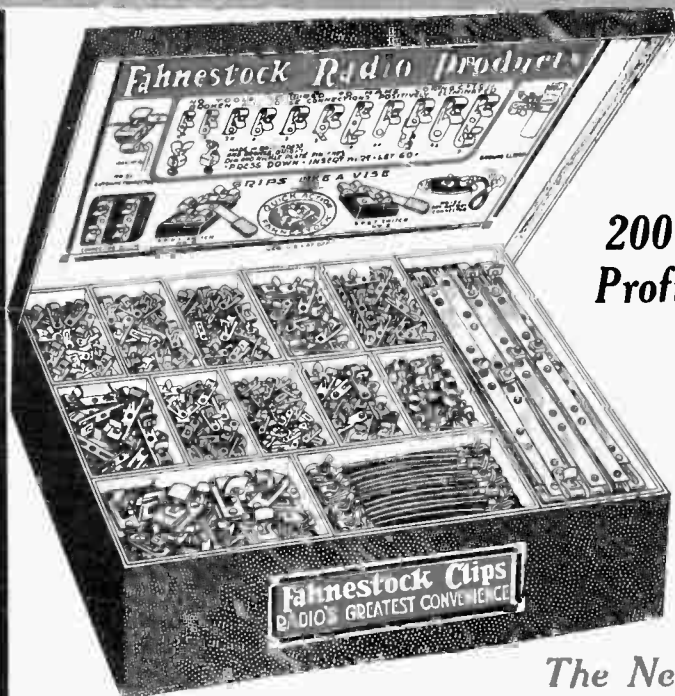
"Might show me how I can afford to pay for them!" suggested Old Timer. "That would be a helpful thing to do. If you can't do that, I guess that will be all—you haven't any soldering paste, have you?"

"Soldering paste? What you think this is, a hardware store?"



"It'll end in profits," Old Timer assured him.

Here's Big Money



**200%
Profits**

The New FAHNESTOCK SELF-SELLING DISPLAY CASE—

Will greatly increase your sales of Fahnestock Radio Products. Fourteen styles and sizes are included, which have been proved by past sales to be the most popular with the radio buying public.

This case will make an attractive feature in your store and enable the prospective purchaser to see at once the proper piece for his set, thereby providing a constant incentive to sales.

Dealers are offered a profit of 200% on every case. Initial order will be filled for \$17.50 (west of Mississippi \$18.50) with transportation charges prepaid when order is accompanied by check or money order. Subsequent orders at regular prices of \$20.00 F. O. B.—L. I. C.

The contents retail for \$51.50 when sold at regular syndicate store prices, an unusual profit on standard advertised merchandise. Refills supplied at regular 100 lot prices, shown in catalogue, which comes with case less discount shown on enclosed sheet.

**FAHNESTOCK
ELECTRIC CO.
L. I. CITY, N. Y.**

Special introductory offer:

Enclosed find check for \$17.50 (west of Mississippi \$18.50) for which send prepaid one Fahnestock display case complete, as illustrated above.

Name

Address

City and State

Say you saw it in Radio Merchandising

World Radio History

"Keep your shirt on," advised Old Timer. "Better radio stores than this carry soldering paste and soldering irons, electric and otherwise, and solder and a whole assortment of other tools and materials that are needed in putting a set together. Why shouldn't they? Why should you object to making a profit on these things, when pretty near every one of your customers has to buy them?"

"Far be it from me to object to making a profit on anything!" exclaimed Southwick. "If I thought there'd be any profit in carrying that kind of junk, believe me, I'd have it. But I think you're about the first one that ever asked for anything of the kind in here—and probably you'd be the last."

"Ye gods, Southwick!" snorted Old Timer. "Do your customers have to come in and take stuff away from you, or do you sell it to them? Of course they don't ask for it when they see that you haven't got it displayed anywhere; folks are kind of peculiar that way. I know that I'd a whole lot rather point to something and say 'Gimme one of those' than try to tell somebody what I wanted."

"You do a big business in parts—and you ought to do more, by the way—and when you sell a man a set of parts you ought to be able to sell him what he'll need to put them together with."

"For instance, I'd say that you ought to stock solder, paste, electric and plain irons, small brass angle-irons, brass screws and nuts, pliers in several varieties—slim-noses, side cutters and so forth—two or three sizes of screwdrivers——"

"And a work bench, a stove in which to heat the iron, and room in which to put both of them, I suppose!" interrupted South-

wick with elaborate sarcasm. "This is a radio store, you know!"

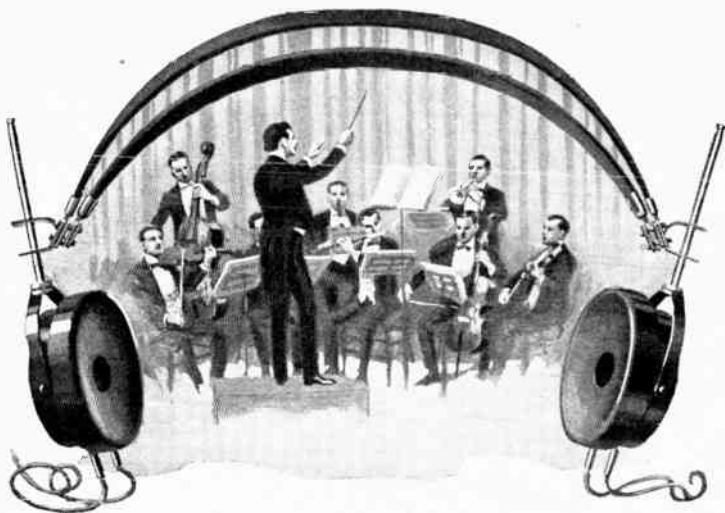
"That's all right!" returned Old Timer. "I'll bet you two bits to a punched nickel that if you'd put in a line of the things I've mentioned and would give them the pushing that you give your other small items you'd turn over a good-sized stock several times a year."

"I can't quite see it, Old Timer," argued Southwick. "Folks have got the habit of buying certain things in certain stores. They don't expect to buy hardware and general electrical goods at a specialty shop like this. All they expect to buy here is radio goods, and that——"

"Didn't you ever induce a customer to do something he didn't expect to do?" asked Old Timer wearily. "It isn't as if you were trying to sell him something that wasn't related to radio. You sell him the parts, and even the wire to hook them up with. Why not sell him the solder to hook the wire to the parts with, and the paste to make it stick? And that leads naturally to pliers to bend the wire and to hold it while soldering, and that brings us to the iron itself, and so on. It's the most logical thing in the world that you should sell these things—why, you'd really be doing your customers a favor by selling them this kind of stuff. Half the time the hardware man or the electrical man don't know the right things to recommend, not being familiar with radio, and besides, you would save your customers that trip to another store. Remember, most of your business is with men, and men don't like shopping any too well."

"Holy smoke!" groaned Southwick in mock-agony. "To think it should have come to this!"

(Concluded on page 100)



Always a "best seller"

MURDOCK Radio Phones are used by hundreds of thousands who nightly attend the Theatre of the Air. Their great popularity is founded upon the principle we established 20 years ago, viz., to make a radio 'phone of the highest efficiency that sells at a moderate price.

Thousands of dealers make Murdocks the main stay of their headphone business. If you want to share

in the big profits created by Murdocks place your order with your jobber or mail coupon to us.

A multiple plug jack that plugs in volume sales

THE Murdock multiple plug sells easily—because it is meeting a great popular demand for a one to four 'phone plug at a low price. 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



Are You Afraid of Competition? There is something radically wrong with the method of conducting your business if you are afraid of competition. Why should any merchant fear loss of trade to a competitor if he is giving absolute value in merchandise, service and courtesy?

Let us analyze the reason why customers change. Leave out the few drifters who go from store to store without any apparent reason. They change because they get better value for their money in merchandise, service and treatment. This being true, fear of competition is an open confession that you cannot meet the conditions of your competitor—that you do not have the ability and brains to do things as well as he does, or if you do you do not put forth the effort to hold your trade.

It is only the faint-hearted and inefficient that fear competition. The red-blooded, energetic radio merchant welcomes it because he knows from experience that competition, instead of being a destroyer of business, is really a business builder.

Take, for instance, the big bugaboo of price competition. It is true that in many instances price is one of the principal attractions offered, but if price were the only consideration only such stores would exist which feature the lowest prices. Investigation of the radio business will show that the most successful merchants do not feature low prices, but put the emphasis on quality, service or some other factor in their business which more than overcomes difference in price.

Service competition is far more dangerous than price competition. The merchant who personally or in the conduct of his business renders real, sincere, courteous service will find his customers overlooking the difference in price, and the merchant who does not give such service will find his trade drifting to the competitor who does give it.

The merchant who gives honest value, real service

and courteous treatment in the highest degree need have no fear of competition.

Why Be a Treadmill?

Some merchants are like the horse in the treadmill. The old fellow is always on the go, yet he isn't getting anywhere. He is always moving, yet never toward a definite goal. In only one respect the above comparison is erroneous. The horse is tied to his task; the merchant is not. If the road he is traveling isn't getting anywhere he can take another. He can always make a choice.

Modern business and business methods provide ways and means to get business and to keep it. The ability to sell merchandise cannot be bought. It has to be acquired, and the acquiring of it takes energy and the desire to forge ahead. "Treadmill" merchants never get there. Why be a "treadmill" when modern methods fairly shriek "Be successful! Be progressive!"

Analysis

Just as a manufacturer carefully compares his product with similar items made and sold by his competitor, so the retailer should go deeply into an impartial analysis of his business. Not alone a comparison with other stores of the same kind and other lines but from the angle of what the buying public demands will make such introspection complete and of value in planning ahead. Take every opportunity of finding out from your customers if your service is everything that they desire. The customer is a source of much very valuable information that you can put to work in the better and more profitable conduct of your business.

Advertising

The best advertising possible will not help a badly managed business. There is no substitute for intelligent and far-sighted executive effort in retail business. Advertising cannot be used in place of hard work and well-directed effort; but, when added to them, makes a combination irresistible. Some business houses lack many things that are material to success, and advertising only turns the limelight on such shortcomings and hastens the end. Advertising should be used to turn attention to the modern, progressive, well-directed firm with an X-ray beam that illumines its smooth inside workings and displays its qualities to advantage.



*Step right up and help yourself
to these ideas. They will help
make your sales grow.*

The Dealer's Calendar

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

Thursday, May 1st: Do you send out blotters occasionally to your customers? If you do, use a coupon on your next one. On the back of this blotter coupon, list various radio items that you are featuring and leave a blank space in which your customer can either order the item or ask for literature about it.

Friday, May 2nd: "As Advertised in Your Daily Newspaper" is the regular window slogan of a radio merchant in Illinois. Passersby reading this announcement are apt to give the window more than a cursory glance on account of the implied stability of newspaper advertising.

Saturday, May 3rd: Dr. Mac-Millan plans to make his dash for the North Pole this summer. His ship, The Bowdoin, is radio equipped and will report progress of the expedition at regular intervals. Hundreds of thousands of amateurs on the North American continent will undoubtedly try to work the Bowdoin and there are good

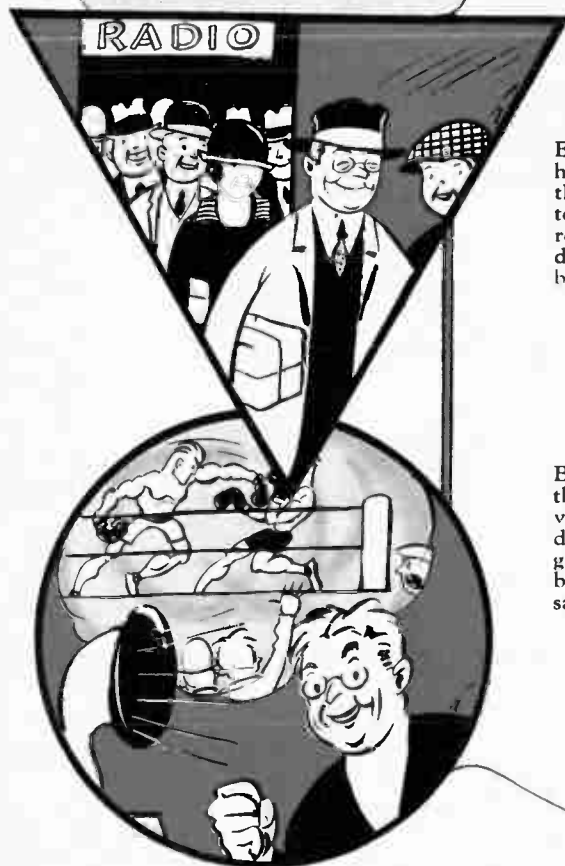
sales opportunities in this fact for the radio merchants. Quite a few merchants have carried out our previous idea of forming Polar Radio Clubs.

Monday, May 5th: Remember practically every major sports event will be broadcast in one form or another this summer. Some merchants tied up with these sports events last year and made real money out of them. Use your windows and local advertising for all they are worth on the sports broadcast.

Tuesday, May 6: Is your town going to pick up the city band concerts and entertain the home folks in the public square or the city park? Now's the time to get the ball rolling in official circles. The town should be good for one or two expensive sets, several loudspeakers and all the fixin's.

Wednesday, May 7th: Don't forget the portable receiving set sales. There are a lot of good ones on the market and they spell continued summer sales.

The next 3 months are the BIGGEST



Everything points to a high peak of selling in the next three months—to sales figures not yet reached, since the first days of the great radio boom.

BROADCASTING of the great political conventions—of the presidential campaign—of the great ball games and the big fights—will boost sales high.

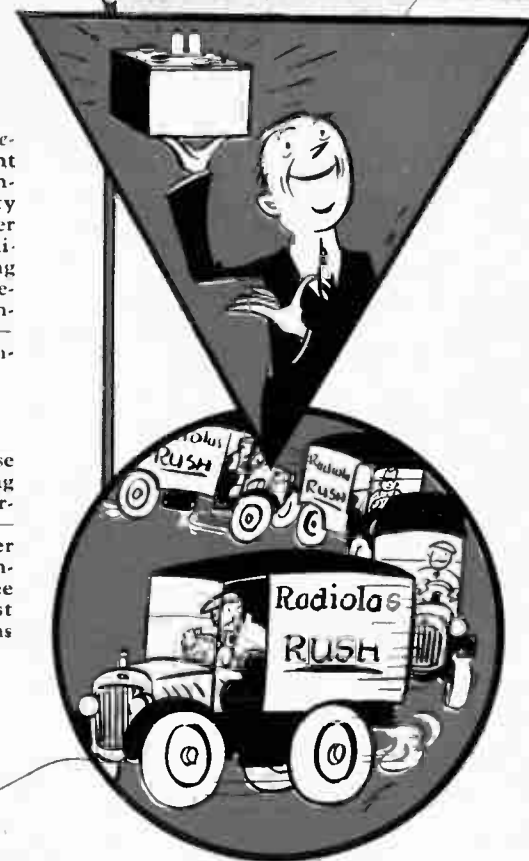
IMPROVEMENT—remarkable improvement in Radiolas—greater sensitivity and selectivity than ever before—clearer tone—a two-tube Radiola at \$35—the meeting of demand in every respect of better performance and lower price—all these mean a tremendous sales impetus.

PRODUCTION of these new Radiolas—catching up at last, with an overwhelming demand—meeting a market eager for the new line—promises, for the coming three months—the greatest boom that RADIO has known.

This symbol
is your



of quality
protection



"There's a Radiola for every purse"

DEALERS: Send for complete description of all the new Radiolas.

Radiola

REG. U. S. PAT. OFF.

Radio Corporation of America

Sales Offices: Suite 145
233 Broadway, New York
10 So. La Salle St., Chicago, Ill.
433 California St., San Francisco, Cal.

But these portable sets have to be merchandised and plans had better be made now.

Thursday, May 8th: Wooden pedestals are handy adjuncts to window and interior displays. Take a look now at your window and see if it would not be greatly improved by having some of the featured lines raised up from the window level by means of pedestals.

Friday, May 9th: The National Political Conventions are getting close at hand. Are you selling your political prospects the idea of attending the conventions by the radio route? There are big sales awaiting you.

Saturday, May 10th: Is your stock all in order? Have you everything accessible that is going to be called for at the last minute? Save the customers' time and you will increase sales.

Monday, May 12th: Whenever you add a new name to your list of customers, be sure that he gets a letter expressing your appreciation of his patronage, and advising him that you carry a complete stock of radio essentials at all times.

Tuesday, May 13th: Your local sports dealer can help you out a lot in preparing your summer window display. Reciprocate by tagging all the material that he leaves you with the name of his store.

Wednesday, May 14th: How many circulars supplied to you by manufacturers do you distribute each week? These "dealer helps" are one of the best assets you have. See that you make the most of them—and that everyone that you send out has the name of your store on it.

Thursday, May 15th: If your sales of portable sets don't quite come up to your expectations.

try this advertisement in your local paper: "The greatest musical instrument in world—for campers, canoeists, and out-of-doorsmen. No strings to snap, no trouble—and a repertoire only limited by the greatest artists in the world. We've a portable for you—at the right price."

Friday, May 16th: Put a placard in your window: "Bring in your tuning problems and let us help you. It's not necessary for you to have bought your set here. There's no charge for advice."

Saturday, May 17th: Start an ad-writing contest in your community. "What can you say about your own special hook-up?" Have the three best ads run in your leading paper. Make a record of the returns from these ads, and the author of the ad that sells the greatest number of sets should be presented with a prize.

Monday, May 19th: Watch carefully the radio merchandise being pushed in the national magazines and put special effort behind these items simultaneous with the appearance of these advertisements. Put a slogan around a page taken from the magazine—"We have this (here insert name) advertised in this week's Saturday Evening Post."

Tuesday, May 20th: Being caught "just out of it" loses sales that you have worked hard to get. This emphasizes the necessity of keeping close tabs on your stock if you are not to lose sales, and—more important—the good will of your customers.

Wednesday, May 21st: "Today's best joke" is a feature used with success by many retail merchants. A dark frame with a white cardboard center, and a joke printed therein will get the folks into the habit of



The Real Radio Problem

CLEARNESS of reproduction is really the main issue in radio now. For that reason no radio dealer can afford not to carry the N & K Head Set.

Dealers are authorized to sell N & K Phones on an absolute money-back basis—to refund the purchaser's money should he find that N & K Phones fail to reproduce more clearly and with greater mellowness than any other phones on the market.

The N & K National Advertising in the Saturday Evening Post, Popular Mechanics, American Boy, Boys Life, Popular Radio, Wireless Age, Radio News, Q. S. T. and other magazines is creating a demand felt all over the country. Stock now and let radio fans of your locality know that you carry this unusual head set.

TH. GOLDSCHMIDT CORP.

Dept. RM5, 15 William St., New York



IMPORTED
PHONES

N & K AUTHORIZED DISTRIBUTORS

Albany—Electric Supply & Equipment Co.
Atlanta—Carter Electric Co.
Baltimore—J. M. Zamolski Co., Southern Electric Co.
Boston—McKenney & Waterbury Co., M. Steiner & Sons.
Brooklyn—W. R. Ostrander & Co., Royal Eastern Electric Supply Co.
Buffalo—McCarthy Bros. & Ford, H. I. Sackett Elect. Co.
Charleston, W. Va.—P. A. Donovan.
Charlotte—Southern Radio Corp.
Chattanooga—Chattanooga Radio Co.
Chester, Pa.—Nathaniel G. Thompson.
Chicago—Commonwealth Edison Co., Marshall Field & Co., Radio Instruments Co. of Chicago.
Cincinnati—Reuter Electric Co., Ainsworth Gates Co.
Cleveland—Haas Electric Sales Co., H. Lesser & Co.
Dallas—Huey & Philip Hardware Co., C. C. White Electric Co.
Denver—Reynolds Radio Co., Inc.
Detroit—Detroit Electric Co., Commercial Electric Supply Co., Harry P. Anderson Co.
Glens Falls—Beaudet & Bradway.
Harrisburg, Pa.—R. M. Peffer.
Houston—Tel Electric Co.
Indianapolis—Alamo Sales Corp.
Jacksonville—Florida Radio Supply Co.
Jamaica, N. Y.—Langer Electric Co., Royal Eastern Electric Supply Co.
Johnstown, Pa.—Johnstown Automobile Co.
Joplin—Hafer Supply Co.
Kansas City—Schmelzer Co., Western Radio Co., Inc.
Knoxville—C. M. McClung & Co.
Lancaster, Pa.—Kirk, Johnson & Co.
Little Rock—O. J. Tucker & Co. (Iv.)
Long Island City—Royal Eastern Electric Supply Co.
Louisville, Ky.—Bourne & Bond.
The Sutcliffe Co.
Memphis—Orgill Bros. & Co.
Miami—Electric Equipment Co.

Mobile—H. M. Price Hardware Co.
Nashville—Herbick & Lawrence, Braid Electric Co.
New Haven—Plymouth Electric Co.
Newark, N. J.—Radio Distributing Corp., Tri-City Electric Co.
New York City—Alpha Electric Co., Independent Electrical Supply Co., W. R. Ostrander & Co., Royal Eastern Electric Supply Co.
Norfolk—Woodhouse Electric Co.
Omaha—Auto Electric & Radio Corp., The McGraw Co.
Paterson—Tri-City Electric Co., Paterson Radio Co.
Philadelphia—Music Master Corp.
Pittsburgh—Ludwig-Hommel & Co., Music Master Corp., U. S. Radio Co. of Penn., Inc.
Portland, Me.—James Bailey & Co.
Providence—B. & H. Supply Co.
Reading, Pa.—Bright & Company, Alexander Kagen.
Richmond—Tower-Binford Elec. & Mfg. Co.
Rochester, N. Y.—Hickson Electric Co.
San Antonio—Southern Radio Corp. of Texas.
San Francisco—H. Earle Wright Co.
Savannah—Carter Electric Co.
St. Louis—Radio Exchange.
St. Paul—Pioneer Electric Co.
Syracuse—Syracuse Auto Supply Corp.
Tulsa—Dodge Electric Co.
Washington—Carroll Electric Co.
Wheeling—Gee Electric Co., Samie Electric Co.
Wilmington, Del.—Garrett-Miller Co.

CANADA

Montreal, P. Q.—John Millen & Son, Limited.
Quebec, P. Q.—John Millen & Son, Limited.
Toronto, Ont.—Bennet & Elliott, Limited; R. S. Williams & Sons, Limited.

MEXICO

Mexico, D. F.—La Casa del Radio.



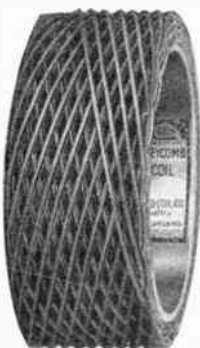
Say you saw it in Radio Merchandising



They are Both

Coto

Patents



Patent No. 1,490,040 Covers

An electrical coil having the turns wound diagonally back and forth and spaced apart to form a cellular structure with air passages extending from its interior to its exterior.

Patent No. 1,490,041 Covers

An electrical coil having the turns wound diagonally back and forth and spaced apart, but with corresponding turns of successive layers offset instead of lying directly one above the other.

WARNING

These patents are basic and cover broadly coils of this general type. The Trade is therefore warned against handling coils of honeycomb type or similar open wind unless made by Coto-Coil Co. or their authorized licensees under the above patents to avoid liability to prosecution for infringement. Our rights under these patents will be vigorously protected.

NOTICE

Registration of the word "HONEYCOMB" as a trade mark, heretofore claimed by another company, has been canceled by the United States Patent Office upon petition of the COTO-COIL CO., the basis for cancellation resting on our prior use of the word.

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

BRANCH OFFICES:

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.

Say you saw it in Radio Merchandising

looking at your window each time they pass.

Thursday, May 22nd: Title your next ad: "What is wrong with this advertisement?" Then mis-state some historical radio event—give a leading radio personality an incorrect first name. You can offer some small souvenir for the persons giving you the proper corrections.

Friday, May 23rd: Drop into the home of your prospective customers and talk over the joys of radio with the family. Ask them to give you permission to demonstrate a set some evening. Once a person has heard radio in their own home they are not likely to remain without it.

Saturday, May 24th: Prepare a good window display for next week, getting a lot of the Memorial Day spirit into it. Elsewhere in this issue you will find a practical suggestion for such a window.

Monday, May 26th: Do you make a point of posting the baseball returns every evening. If your store is in a small town, this service will be greatly appreciated by your townsfolks.

Tuesday, May 27th: Merchants employed college boys last summer as door-to-door salesmen. Some real sales were checked up. In another month you can have a bunch of such salesmen. Think it over.

Wednesday, May 28th: Is your store wired for radio—or do you have a lot of wires and accessories visible around each demonstration set? Successful merchants find it desirable to have everything in the nature of battery connections out of sight.

Thursday, May 29th: Tomorrow is Memorial Day and your plans should be complete for the reception of the national exercises from Washington. See that your demonstrating set and loud-speaker are in perfect working order.

Friday, May 30th: Memorial Day.

Saturday, May 31st: An afternoon beach demonstration of a portable radio set would arouse a lot of interest. In most localities this is the official opening day of seaside resorts. Cash in on it by selling the "dance to radio on the sands" idea to everybody.

First Find the Real Cause



ONCE upon a time there was a man who owned an apple tree. Season after season it bore him a goodly crop. But one summer ants and other insects infested one of its branches and the apples thereon were of poor quality. In disgust the man fetched an ax and cut down his tree. A neighbor coming into the yard, asked him: "My dear man, why have you destroyed your wonderful apple tree?"

"It's of no use to me any more," said the irritated farmer. "Look at all those rotten apples," pointing to the diseased branch.

"But," said the neighbor, "my good man, you haven't noticed the apples on the other branches. The trouble was with this one branch. The insects spoiled it. You should have cut off that branch instead of cutting down the entire tree."

The above is applicable to many a business. Frequently, when things go wrong, the merchant will blame it on advertising without investigation. Our advice to many a merchant is to study the situation thoroughly. Don't wreck the foundation of the business—your advertising. The fault may be elsewhere.

*From
one
who
knows*

May I say a few words regarding the merits of the Music Master, which to my way of thinking is superlative in its field. For clearness of tone it exceeds any loud speaker which has been brought to my attention, and being directly interested in radio work I consider your product a big achievement and a valuable asset to the radio world. Please accept my heartiest congratulations,

Sincerely yours,

Vincent Lopez

Exclusive O-Keh artist



VINCENT LOPEZ praises and endorses the rich, clear, natural quality of MUSIC MASTER reproduction. As leader of the Hotel Pennsylvania Orchestra, heard over the radio by untold thousands, his opinion carries great weight.

Current advertisements in national publications put his letter of approval before the eyes of practically all who are interested in radio. His words cannot fail to increase the sale of MUSIC MASTER.

Your customers expect you to sell MUSIC MASTER. This is your opportunity for profit. MUSIC MASTER is the fastest selling item in radio.

Dealers Everywhere

Music Master Corporation

(formerly General Radio Corporation)

Makers and Distributors of High-Grade Radio Apparatus

S. W. Cor. 10th and Cherry Streets

Chicago PHILADELPHIA Pittsburgh

Connect MUSIC MASTER in place of headphones. No batteries required. No adjustments.

**Music
Master**
RADIO REPRODUCER

14-inch Model,
for the Home... **\$30**

21-inch Model,
for Concerts
& Dance... **\$35**

Say you saw it in Radio Merchandising



Memorial Day Exercises Should Prove Radio Sales Stimulus

Leading Citizens Will Be On the Air at Every Broadcasting Station

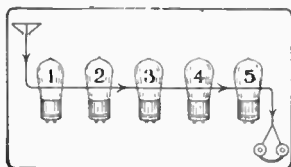
PLANS are under way for the broadcasting of a Memorial Day message by President Coolidge from a series of stations linked up with the White House by land wire. The entire nation will again have an opportunity of listening in to the Chief Executive, and once again the radio merchants have a sales opportunity that should not be lost sight of. Veterans of the great war will march in parades in every city and town, but many of the veterans of campaigns more distant in history will have to be content to stay home and ruminate over times gone by.

Radio can change this for the old timers. The boys of '76 will be eager listeners in. They will feel that they are still in the swim of things if they are able to clamp the old headphones on and follow the events of the day.

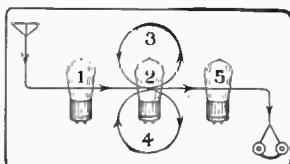
The radio merchant can capitalize the possibilities of Memorial Day in a dignified and appealing way. A flag draped window, with a single receiving set in the center and a placard reading, "Will all the veterans of the wars of long ago listen in on the Memorial Day exercises?" The advertising copy used by the merchant for a few days previous to the 30th should follow the same theme.

Why Use Five Tubes

To Do the Work of Three?



Three tubes, duo-reflexed as shown at the right, are fully equal to five tubes in conventional sequence.



The most important advance in coupling methods of late years is Erla Selectoformer. materially improving range, selectivity and volume. \$5



Erla Push-Pull transformers handle output of five-watt power tubes, using as high as 350 volts on the plate, without distortion. Pair \$10



The words "tested capacity," found exclusively on the labels of Erla condensers, provide positive assurance of correct value. 35c to 75c

FIVE stages of amplification with only three tubes—this is the secret of the amazing coast-to-coast loud speaker range of the Erla three-tube Duo-Reflex circuit, surpassing all but the most elaborate hook-ups in sensitivity and volume.

Erla Duo-Reflex action (patent applied for) enables vacuum tubes to do triple duty, as simultaneous amplifiers of received radio frequency, reflexed radio frequency and reflexed audio frequency currents, tremendously increasing efficiency while reducing cost.

Indispensable to the practicable application of this principle, and the foundation of its success, are Erla synchronizing radio and audio transformers.

Accurately superimposing (1) received and reflexed radio, and (2) rectified radio and reflexed audio currents, in their coincident passage through amplifying tubes, they eliminate all trace of distortion. Only those who have actually heard Erla performance can realize the vast improvement in tone quality resulting.

Other Duo-Reflex advantages, for example, the fool-proof tuning control, giving an accurate log of stations together with complete freedom from radiation, have equally scientific origin.

Erla Selectoformer, tested capacity condensers, and fixed crystal rectifier spell outstanding advancement in their respective fields.

Ask your jobber for complete details; or write, giving your jobber's name.

Electrical Research Laboratories

Dept. N 2500 Cottage Grove Ave., Chicago

ERLA

Say you saw it in Radio Merchandising

Observed in Passing

By Thomas Dreier



THE business man who hasn't learned to let his imagination roam is getting into a rut from which he will be able to escape with difficulty if he doesn't change his thinking. We know of one business man who keeps out of the rut by letting his son lead him out. He has discovered that, no matter where the boy takes him, both have an easy time finding something worth while to interest them.

* * *



YOU may find a bit of cheer in the thought that at the age of forty Henry Ford was a failure. Certainly he had no money at that time and his fellow-citizens did not treat him with a fraction of the respect they give him today. If you are not successful now, possibly you are only a late starter. Your day may come—if you work for it as Henry Ford did.

* * *



PEOPLE who are under great mental strain day after day would do well to acquaint themselves with the philosophy of Marcus Aurelius. A young woman of our acquaintance, when things go wrong with her, finds great comfort in this: "When thou hast been compelled by circumstances to be disturbed in a manner, quickly return to thyself and do not continue out of tune longer than the compulsion lasts, for thou wilt have more mastery over the harmony by constantly recurring to it."

* * *



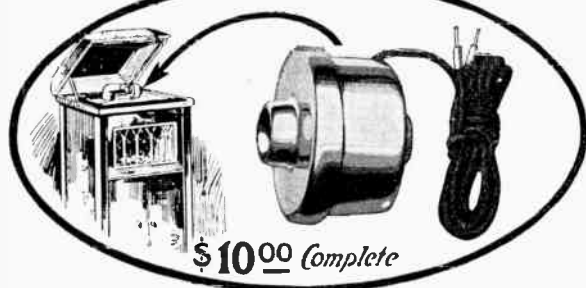
ONE of our customers has a youngster of six who must be a born optimist. Possibly when he grows up he'll become the author of a Pollyanna book or contribute "Let's Be Joyful" articles to the newspapers and magazines. He did something recently his father thought was naughty, so dad adjourned with him to the garage. At the tenth stroke of the stick the youngster was heard to mutter: "It won't matter; I don't sit down much anyway."

* * *



DON'T worry because old age seems to be creeping upon you. Judge Gary, who is the active head of the United States Steel Corporation, is over seventy. In fact, he was past fifty when that corporation came into being. Lord Leverhulme, head of the great Lever Brothers' soap interests, owning companies scattered all over the world, is just about the age of Judge Gary, and there isn't a man in his employ who equals him in energy and initiative. The man who quits at fifty because he thinks he is getting old is merely choosing a pleasant way of committing suicide.

Morrison



Loud Speaker

Morrison distributors all over America have adopted the slogan, "Radio All Summer Long."

Spring orders show they are justified in this sales policy. You will find a steady and consistent demand for the loud speaking unit that every fan has come to put his confidence in—Morrison.

\$10.00

Complete with 5 foot cord.

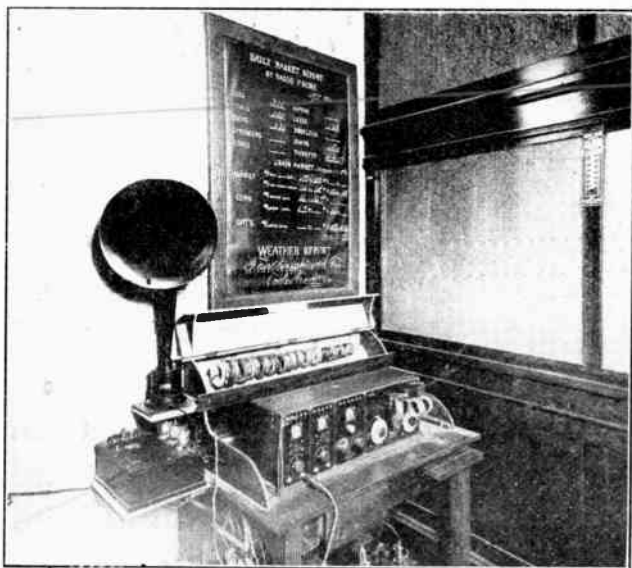
**NEW DISCOUNT SCHEDULE
FOR**

JOBBERS

DEALERS

We have issued a new schedule of discounts in which you will be interested. Write for the New Schedule at once.

Morrison Laboratories, Inc.,
333 East Jefferson Avenue **Detroit, Mich.**



A Radiophone Receiving Station in a Bank at New Athens, Illinois, Where Market Reports Are Posted for the Farmers.

Cultivating the Farmer

A Farmer's Story of How Radio Came Out Into the Country

By J. C. Gilbert

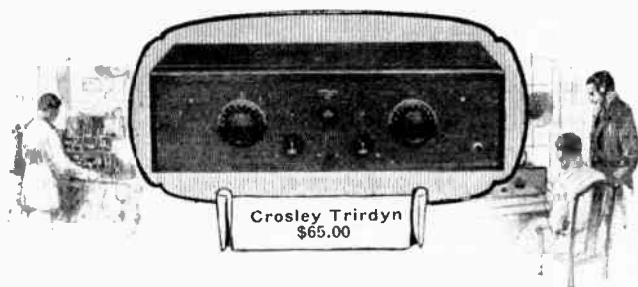
Radio Market News Service, United States Department of Agriculture.

"Yes, I'm a farmer," he stated quietly, in reply to my inquiry as to his occupation.

"Do you like to live in the country?" I asked.

"Well, of course living out there has its drawbacks, but it isn't so hard now as it once was. I remember the time when we first came out here; there wasn't a road worth calling that in the county. Mud when it rained and dust when it was dry. We always figured on being sort of shut off from other

folks after Thanksgiving time. It sure was lonesome living out here then. It was harder on the children than the others. But look at things now. We've got a paved highway through the prettiest hills and valleys in the state, and an automobile to travel about in and a telephone to reach the neighbors and folks in town. We've got our own electric light outfit and the best water supply on any farm in the neighborhood, and just last month I bought a radio set.



Approved by Over 200 Experts New Crosley Engineering Achievement

A THREE tube set with five tube efficiency—the greatest selectivity with the minimum effort—positive calibration to any wave length between 200 and 600 meters. These are only a few of the many advantages offered in the remarkable new Crosley Trirdyn Radio Receiver.

It took us a year of constant experimenting to perfect this exceptional instrument. Then we shipped 200 to experts in every part of the United States, to see if our judgment was correct. Their opinions were unanimous—"the last word in radio accomplishment," "ease of logging and selectivity remarkable," "this set should go over big," etc.

There will be a great demand for the Trirdyn, licensed under the Armstrong U. S. Patent No. 1,113,149.

We present the opportunity to you to cash in on this newest Crosley Engineering Achievement.

Send a Trial Order to Your Jobber Today

CROSLEY
Better - Cost Less
Radio Products

The Crosley Radio Corporation

POWEL CROSLEY, JR., President

Formerly

The Precision Equipment Co. and Crosley Manufacturing Co.

539 Alfred Street

Cincinnati, Ohio

Say you saw it in Radio Merchandising

World Radio History

Now we've got all the comforts of city life and some you fellows haven't got."

"As new things have come—roads, automobiles, telephones, electric lights, etc.—what one has given you the most satisfaction?" I asked.

"Now, that's a hard question to ask an old farmer like me. Of course, anything that makes a farmer's work easier is fine. Farm machinery has made the agriculture of this country what it is today. The automobile and good roads have shortened the distance and made it so we could get away oftener. The telephone has saved us lots of trips and been a real help, but the radio has done things for us that nothing else could do.

"Till I got the radio set we never had the weather reports till the weather changes had occurred. We never knew the market prices till several days after the report was issued. I'd like to have had the weather reports, so I could plan my work better and not get caught in a storm with something half

done. As for market reports, I always had to rely on the store keepers. But that radio set is a wonder for telling you what's going on, and, for music—well, it just doesn't seem possible, that's all."

"How did I happen to get a radio? Well, it wasn't so unusual after all. I have always had a deep interest in improvements for the farm, and believed that all the farmers should get together to work out their problems. You see, I'm a member of the Farm Bureau. The young man we hired from the college to be our county agent has been a mighty good investment for us all. We've had him five years now, and his enthusiasm is just as bright and shining as when he first came to us.

"About six months ago the store in town that puts up electric light fixtures and wires homes, etc., put in some radio stuff. I saw the sign on the window, 'Radio.' Around the stores and in the post office I heard folks talking about what they heard from one place or other, and along the streets leading out toward home I'd see the wires, and poles they'd put up on the houses. Last fall the wires and poles seemed to be on every house, and several folks I know in town asked me did I have a set, and the things got so popular seems like you'd hardly hear folks talking anything else.

"One night just after Christmas (New Year's Eve, to be correct) the wife and I went into town to visit one of our old neighbors who had moved to town, and, after supper, the old gentleman says to me, 'Come on in the living room and let's listen to the radio.' Now I had seen the boxes with knobs, etc., on them in the store window, but this was the first time I ever



The Boys Down on the Farm Are Building Their Own. A Live Market for Parts.

PUBLIC ANNOUNCEMENT

—is made of the latest
Federal achievement
in the field of radio—

Through its advertising in all radio publications, Federal has announced that, on and after May 1st, Federal dealers will be ready to demonstrate the

No. 102 Special Federal Receiving Set

The sale of this latest Federal achievement has been immediate and will continue. If you have not as yet placed your order for demonstrating equipment, get in touch with the local Federal branch office at once.

FEDERAL TELEPHONE AND TELEGRAPH CO.
BUFFALO, NEW YORK

Boston	New York	Philadelphia	Pittsburgh	Chicago
San Francisco	Bridgeburg, Canada	London, England		

Federal
Standard **RADIO** Products

got right close up to one. The old neighbor is getting on in years and is kind of feeble, and has to use his cane a lot, but he seemed to get a lot of pleasure from the radio set.

"Well, he sat down by a little table that had the radio on it and put the head pieces on his ears and began to turn the knobs, and in a little I could see he had heard something. He picked up a thing that looked like a telephone plug on a green cord and plugged it into a place on the front of the set and pushed a sort of switch, and the voice of a singer came out of the phonograph sitting close by, just as clear as could be, just like the phonograph was playing, only there was no noise of the needle on the record. My old friend took the head piece off and leaned back in his chair and smiled at me and said: 'This radio sure is great for ma and me. We can't get out so easy as we once could, but the eve-

nings don't drag now like they once did. Ma and I sit here most every evening and enjoy all sorts of things we never could get out to hear. On Sundays we go to church if the weather's fit, but, if it's not, we can hear a church service from most any of the big cities.'

"The women folks came in a little later, and we all sat there listening. Along about eleven o'clock the voice of a young fellow said that at twelve o'clock, when the New Year came in, they'd broadcast the chimes from a big church in New York City by special arrangement, and sure enough they did. It was wonderful! Right after the chimes came the sound of a big organ, and then a full choir singing the Halleluiah Chorus. We all sat still and quiet, like it was church.

"When wife and I went to bed in our old friend's best room that night we lay awake for a full hour talking about the radio and the things we had heard. Next



A County Agent's Office Where Market Reports Are Available for the Farmers.

Introducing **The Kellogg Universal Panel Radio Kit!**



The Kellogg Radio Kit contains a universal radio panel with audio amplification apparatus. This panel enables the buyer to mount three tuning units in any combination he desires, using his favorite hook-up.

The Kellogg Radio Kit consists of one drilled panel, mounting bracket, shield, binding posts, dials, rheostats, fixed condensers, tube sockets, in fact, everything except the tuning units, that is, variable condensers, variometers or variocouplers, depending, of course, on the hook-up to be used.

There is a popular demand for this type of radio outfit and it will find a ready market. A complete set of this kind assures the buyer of the best that he can get.

Here is an opportunity to make real profit on the parts business.

Order six sets today. Place one in your window or display case and increase your sales.

No. 501 Kellogg Radio Universal Panel Kit - List, \$43.00

*With Kellogg Radio
Use—Is the Test*



KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 West Adams Street,

Chicago, Ill.

morning at breakfast I said to our old friend: 'Neighbor (I always called him that), if that radio works so well here in your house, why won't it work just as well on my farm, or any farm in the country?' and he said he thought it would. Now, I hadn't heard of a single farmer in our neighborhood who had one.

"That morning I told my wife I believed I'd stay in town a while. I wanted to go to the Farm Bureau Office. At the headquarters of the Farm Bureau, over the bank, I found the county agent and a few of the members talking about the price of sheep. They were looking at the paper. It was a day old, and the prices were for the day before, so they were two-day-old reports they were reading. I asked the county agent if he had something to tell us about radio. 'Why no,' he said; he had seen a lot of the advertisements in the magazines and had some friends who had them. He said he had also listened to one last summer and had heard something over it, but there was so much noise like grating grindstones, or crackling of cooling fat in a frying pan that he had never given it much thought outside of thinking it an interesting pastime for boys to tinker with. He had never given it a thought as a practical thing for information or entertainment. I asked him if he knew the dealer in town. No, he did not. He had never had occasion to go into his store.

"Right then and there I told them all, the county agent and the other farmers, about my experience of the night before. 'Why,' I said, 'can't we get the weather reports and the market reports by radio, so as to be able to use them before the storms come on or the markets have changed.' I made quite a speech about how I thought radio would

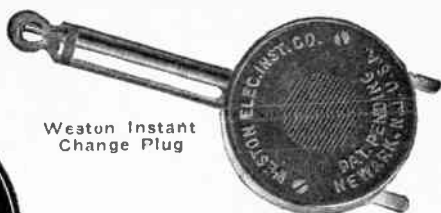
make farms better places to live on and how it would make farming more profitable. One old man there, who farms a forty-acre piece about two miles from me, complained that I was too fast with everything. 'Better wait till they are perfected. 'That's just like you,' I replied. 'You've been waiting till churns were more perfected, and your wife is still using the old dasher churn her father gave you when you set up housekeeping, more than thirty years ago.' That sure settled him all right. He never said another word. The county agent said he'd get all the information he could and would tell us all about it at the next monthly meeting.

"In the meanwhile I investigated the radio on my own hook. When I left the Farm Bureau office I went to the radio dealer's store and got acquainted with him. It seems that he got into the business because the wholesale house handling electrical supplies had put in radio. It seems that, aside from a few concerns, radio sets and parts are manufactured by the same people that manufacture other electrical goods, and, naturally, they are sold through the electrical dealers, even down to the retailer. I asked him if he had sold any sets to farmers. He said he didn't think he had; at least, he didn't know if he had. 'Seems to me,' I said, 'that farmers would make right good customers once they came to know what radio is.' He said he guessed that was so too, but he'd been so busy with the folks in town who came to buy that he hadn't tried to get any particular farm trade coming his way.

"I told him the county agent would probably call on him to learn about radio, so as to tell us all about it at the monthly Farm Bureau meeting. 'Say!' said the



Filament Voltmeter

Weston Instant
Change Plug

***Every tube purchaser
needs a Weston
Filament Voltmeter***

This Weston Instant Change Plug and this Weston Voltmeter are advertised regularly in all of the leading Radio magazines. Regardless of the kind of tubes or voltage used—a Weston Filament voltmeter should be on every tube set to prevent premature tube burn-outs, unnecessary depletion of battery or coils—to make tuning and duplication of results possible more quickly.

Render YOUR tube customers a real service by drawing the Weston Voltmeter and Weston Instant Change Plug to their attention and make a profit, not only on tubes, but a liberal profit on these two products as well.



Double Range Voltmeter

***Test Batteries
as You Sell Them***

You thus satisfy customers and build good will. This Weston Double Range Voltmeter on your counter inspires confidence. Ranges 7½ and 150 volts. Tests "A" "B" and "C" batteries, also filament and grid voltages. In fact, it is an "All Purpose Voltmeter." Built by America's pioneer instrument maker.

Write for booklet "J" on this and other Weston Radio Instruments.

Weston Electrical Instrument Company

14 Weston Ave., Newark, N. J.

Offices in All Principal Cities

Electrical
Indicating
Instrument
Authorities
Since 1888

WESTON

STANDARD - The World Over

Say you saw it in Radio Merchandising



© Foto Topics

Grandma Tunes in of an Evening. The Long Night on the Farm Is a Thing of the Past.

dealer, 'I'll tell you what I'll do. I'll give you farmers a real demonstration at that meeting that will be a winner.' And he started in to tell me what he'd do. 'You fix that up with the county agent and I think he'll arrange it for you.'

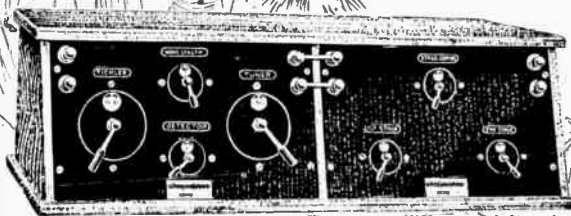
"I let the dealer tell me about sets he had, and he said he'd put me in a set like the 'neighbor's,' and, if I didn't like it after a week, he'd take it out and refund the price. That was fair

enough, and so he put it in. The cost was about \$78, with everything, even including a little fixing to attach to the phonograph. The phonograph cost me \$185 about five years ago, and I guess we've spent almost another \$100 for records since then.

"But I must tell you about that Farm Bureau meeting. The president presided, and, as usual, made his little speech about what 'We' are doing for ourselves. Then went on to intro-



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



MICHIGAN \$57

3 Tube Receiving Set No. 12

LIST

Here's a set for summer vacations, camping and touring. Light in weight. Space for batteries. All in one cabinet.

Long Distance

Selectivity

Simple Operation

Dealers find this is the ideal set for summer sales. Increased production now permits of filling orders promptly. Send your order in today.

*Watch for our special announcement
in the June issue.*

MICHIGAN RADIO CORPORATION

32 Ottawa St.

GRAND RAPIDS, MICHIGAN

duce the county agent, and said: 'We often ask this young man to investigate things for us, and he usually brings in the bacon, but this time he brought in a whole hog.' Everybody laughed at that. Then he had to apologize and try to get himself out of the fix he had got into.

"The county agent told about my coming to his office and about his looking into radio and what it might do for people living in the country. He said his first experience had been such a great disappointment that he had paid little attention to it since. He then went on to tell of what the United States Department of Agriculture is doing in releasing the weather, crops and market reports for broadcasting and the agricultural news bulletins they call 'agriograms,' and showed a map of the United States with dots on it at the location of the broadcasting stations. He said he had also investigated radio receiving sets, and reported that good sets could be bought complete from about \$30 up. So far as the technique of operating a set is concerned, he said he knew nothing of it, but would like to present our local radio dealer, who would tell us some of the facts about radio sets.

"Now, that radio dealer did just what I had suggested when I was in the store. He talked to us in the plainest sort of way, without technical terms, and showed us that operating a radio set is not complicated at all, but something any of us can master and learn to do right so that we will get the full benefit ourselves without interfering with our neighbors who may be listening at the same time.

"The dealer had a radio set there, and had stretched a copper wire between two opposite corners of the hall, and, while

we sat there, he demonstrated how he could receive the afternoon market reports. You can imagine the surprise on the faces of some of those present when a voice from the loud speaker horn announced the Chicago live stock market from station W A A K. The voice went on to say that, on account of an unexpected export demand for pork and lard, the hog market had advanced 15 to 25 cents per hundred pounds on the killing classes. The voice said that the reports were from the U. S. Department of Agriculture. The next report was the closing report of the Chicago Board of Trade Grain Market, and announced that May corn was unchanged to $\frac{1}{8}$ lower, and cash corn was also unchanged, although the demand was a little stronger. The announcer, before closing, said that at 7:30 p. m. that evening a special musical program would be given, in which Sousa's Band would play.

"That dealer's plain talk and the clear tones of the voice in the horn giving us facts about our own business that we never did get till at least a whole day later were a very convincing argument to a lot of farmers present.

"I haven't asked the dealer yet how many sets he has sold to farmers, but I counted six outfits of wires (antenna, they call them) over farm houses between my place and town, all put up since that meeting in the Farm Bureau office.

"The other day the county agent called on me, and, in talking about radio, he said that some of the boys in the pig and corn clubs wanted to form a radio club and learn how to make their own radio sets. One or two of the boys had already

(Concluded on page 101)



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

Double Your Business

Sell Advertised Electrad Products

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.

Big Profits in This Summer Seller

When the static season opens, it's open selling season for the Electrad Indorairal.

Use it to keep the static out of your business and the dollars rolling into your cash register! **ELECTRAD LIGHTNING ARRESTER:** Another summer seller. The first crack of thunder will send them in to you for protection. Here it is approved by the National Board of Fire Underwriters. Neat, attractive and priced right.

ELECTRAD

428 Broadway, Dept. B, N. Y.

A name stamped only on Superior
Radio 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

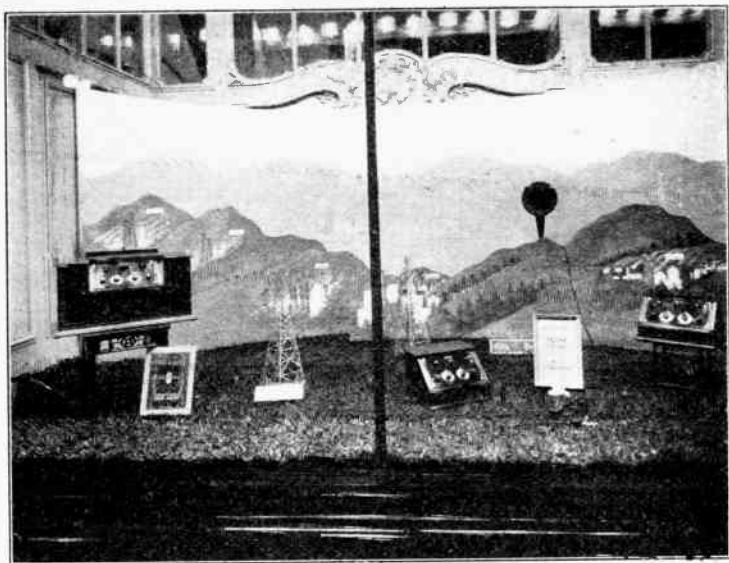
Fit under closed windows, can be bent to any shape, covered with fireproof insulation of 1000 volt resistance, which prevents grounding on wet sills. Fitted with Fahnestock Clips. List 40c.



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.

Say you saw it in Radio Merchandising



The above window trim used by the City of Paris Dry Goods Co., one of the largest department stores in San Francisco, is an example of constructive thought behind a window display that sold the goods. A panoramic background artistically pictured the location of the leading broadcasting stations in the West. Just three models of the line of radio carried were shown, but the display carried a convincing story and brought many prospects to the radio department and sold many sets.

Use Your Windows to Boost Summer Sales

Tips for the Radio Merchant from Other Lines of Retail Merchandising

By Ernest A. Dench



IT is always inspiring to get the other fellow's viewpoint. There is a tendency with all of us to stick rather closely to our respective businesses.

We need a fresh viewpoint to help us boost summer radio sales. Summer slump has been largely due to the fact that radio merchants have accepted it as

inevitable. The slump has been in selling effort, not in the sales possible. If there are seasonal influences tending towards lessening business, that is the time for the merchant to make greater efforts.

Consider the Phonograph Business

Phonograph dealers, to cite an example in a closely related

field, would sell precious few instruments if they followed the same selling tactics the year through. The cabinet phonograph is hardly featured at all during the summer. And why? Because it is not adaptable for summer vacations and outings. People want an instrument they can carry around with them with the least effort and expense, so they pick on the portable model at from \$25 to \$50. We say they pick on it; what is more correct is that the phonograph concerns pick on the public by timely displays and advertising—and sales are well maintained.

The comparison between the phonograph and radio in summer is that it is advisable to concentrate on cheaper, but practical, sets. They have to stand a lot of rough treatment in their summer surroundings, while people do not care to strip their city homes of their more

elaborate sets, to say nothing of the transportation trouble involved.

A Flow of Ideas From Fresh Sources

We felt that display men in other retail fields could offer the radio dealer some new selling slants on this summer slump. These display men are faced with similar problems, for the seasonable slump is like an octopus, whose clammy arms grab everything within reach unless a fight is made. And most of these other businesses are longer established than the radio industry, so these display men have had years of experience in combating summer slumps in their own lines.

We purposely picked on display men in all lines, in small and large communities, and in all sections of the country, in order to bring to the radio dealer



The Warner Hardware Co. of Minneapolis got a touch of humor in their Cunningham contest window display. The window attracted a lot of attention and got on the prize list.

a wide range of selling suggestions to apply to each individual case.

Nebraska Is Calling

If Stevenson's Cash Drug Store, Broken Bow, Nebraska, had a radio department, we are confident that they would make a great success of it. Good displays are half the battle, and since W. W. Stevenson, Display Manager, has no way of working out his excellent display ideas on the subject, he is glad to pass them along to radio dealers. We will step aside to permit Mr. Stevenson to deliver himself:

"Build displays into your windows that will strongly impress the public with the fact that a well-constructed radio set, whether factory made or a home constructed one, will function properly and add greatly to the summer's pleasures.

"Base your window displays on TRUE FACTS, and then enlarge upon these until you have formulated a strong sales and attention-compelling window display.

A Moonlight Appeal

"Here's a window card idea to work out in detail: 'A Radio Concert under the Summer's Moon would be greatly appreciated after the Hot Sun's Heat.' To enlarge upon this appeal, take celestial blue paper and cover your window background with it. Cut out some cardboard clouds and cover them with grey crepe paper. Suspend these clouds from the ceiling a short distance in front of the background. Make a large yellow moon and place it against the background so that a small part of it is behind one of the clouds. On the floor space about fifteen inches from the rear place a low fence to represent a porch railing. The window floor may be

of green tile or of crepe paper. At the right side of the trim place a few simple pieces of wicker furniture (borrowed from a furniture store) such as adorns the porch in summer, with a radio set and loud speaker arranged on the porch table. The showcard with the message quoted above could be used here. At the left end of the trim display the necessary parts for the building of a radio set, calling the public's attention to the same with showcards.

The Sunday Afternoon Picnic

"Here's another theme with sales possibilities: 'A Radio Set would greatly help to make that Sunday Afternoon Picnic more enjoyable.' Have the window represent some favorite picnic grounds in the locality, or just a section of the picnic grounds. Cut out your trees, etc., from cardboard and paint them with either oil or water colors. At one end of the trim have a crude bench made from tree limbs, on which place the radio set and loud speaker. Around this bench place cut-out figures of all sexes and ages, in the act of 'listening in.' Go to your motion picture house and procure some old posters. Cut the figures out of these posters, leaving the heads blank. Now have your town cartoonist or artist draw several faces to represent some of your popular young people (get their permission) and mount these heads and faces on the cut-out posters. Then paste this completed patch poster on a piece of cardboard and cut it out. In the rest of the display space you can show radio parts or complete sets. Offer a radio map or some small souvenir to each one guessing the persons represented. The younger element in a town is always the most progres-

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

sive one and this stunt will get your establishment talked about.

Worldly Pleasures

"This trim is for the radio dealer who is mechanically inclined. Based on the fact that radio is the one connecting link with the rest of the world, make a background of solid color effect, or one representing some sky scene. At the right side of the trim place a small cardboard or wooden house, on which an antenna has been erected. Instead of wires use small rods for this antenna, having the ends bent in the shape of a small crank. To these rods securely fasten sign strips that have been cut out in the design of lightning flashes. The inscription

may read: 'The World at Your Finger Tips,' or 'Worlds of Pleasure at Your Command.' Connect this crank to a small pulley wheel by means of a small shaft. Place this shaft so that the rotation of the wheel will push the crank upwards which in turn raises the lettered signs backwards and places them in a parallel position behind the rod, thus obscuring them from view. When the pulley wheel pulls down on the crank it brings the signs into view. At the same time that the signs come into view arrange to have a spotlight flash on. The motor and the spotlight may be placed in the miniature house. At the other side of the window and connected to the antenna on the house by means of a small wire place a globe of the world. Display radio parts throughout the window.

Color Suggestion in Summer

"In displaying radio merchandise in the summer, be careful of your color schemes. Make comparisons and pick the colors that harmonize best and also the colors that will show the radio goods to the best advantage. Light blue or bright green are best suited for nicked radio parts and the complete sets. Make your display settings seasonable. In your summer displays try hard to impress the public that radio will be the greatest source of pleasure both at home and when touring. In your summer trims don't use the dark, warm colors, such as reds, blacks and browns. Instead employ cool colors and settings, such as greens, blues and yellows in water, moonlight, picnic and camping scenes. First get your theme and strongly enlarge upon it," concluded Mr. Stevenson.



© Wide World Photos

Ever have fancy dress balls in your territory? Sure. Then see that one of your clerks goes as Miss Radio. It's good advertising.



When Opportunity Knocks

Be right there to meet it with a smile.

* * *

What is impossible to some folks is accomplished by others by the simple process of just going ahead and DOING IT.

* * *

What is labor to some is excitement and thrilling game to others.

* * *

What some folks get mad about, others laugh off.

* * *

What some men go for, other men strangely expect to come to them.

* * *

What some men consider good enough, others consider not nearly enough.

* * *

What some people regard as of little consequence, others deem important.

* * *

The ideals that some of us hold too reverently, others have no respect for.

* * *

The work to which some people dedicate themselves, others do as a matter of necessity.

* * *

What some hope to do, others are determined to do.

* * *

WHAT ANY MAN IS,
ANY OTHER MAN MAY BE.

A New Course in RETAIL MERCHANDISING AND STORE MANAGEMENT

A PRACTICAL, understandable course written by well-known authorities in this field.

Paul H. Nystrom, Director of the Retail Research Association, is the author of the chapters on retail selling and store management. Ruth Leigh wrote the lessons on the human side of retail selling. L. D. Herrold, of the University of Wisconsin, discusses advertising for the retailer. The chapters on retail buying were written by Clifton D. Field, formerly of Marshall Field & Co., and James McCreery & Co. And Philip I. Carthage explains retail organization and accounting control in such a concise and simple way that this most vital part of the retail business becomes clear and understandable at last.

No better or more practical course for retailers has ever been prepared. It is designed not only for merchants who wish to put new efficiency into their business, but for clerks and other employees who know that a thorough knowledge of the science of retailing will help them tremendously in their work.

Write for Booklet

We have just prepared a very interesting little booklet, headed "Retail Merchandising and Store Management," which gives a complete synopsis of the course. We shall be glad to send you a copy on request. Just mail the coupon printed below.

**International Correspondence Schools
Box 7911, Scranton, Penna.**

Without cost or obligation, please send me literature describing your new course in Retail Merchandising and Store Management.

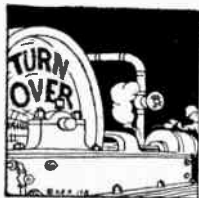
Name.....

Address.....

If you are an employer and wish to distribute this booklet among your employees, please mention here the number of copies desired.

TELLING SELLING TIPS

by A. Rowden King



The
Mercury
Boiler

The General Electric Company recently announced the perfection of the so-called Mercury Boiler by W. L. R. Emmet, its inventor. This new boiler is said to be a marvel. It is about 50 per cent more efficient than the modern steam turbine, which, in turn, is about 40 per cent more efficient than the best reciprocating engine. Furthermore the boiler, with its vaporizing equipments, occupies not more than one-third the space taken by the equipment it supersedes. Modern merchandising has its up-to-the-minute power equipment, too. Its mercury boiler is Turn-Over, which can make it possible for a retailer who makes an initial investment of only \$1,000 but who makes a complete stock-turn daily and reinvests daily to do such a business that he would have nearly \$20,000 to invest on the first day of his second year, though he had been doing business on a net margin of only 1 per cent. It is Turn-Over which can teach merchandise that shelves are not places to repose as in a warehouse but are rather hurdles for them to hurriedly jump over during their flying trip through the retailers and out again to the consumer. It is Turn-Over which cannot operate on the kind of goods which hab-

itually stay on the shelves for upwards of a half-year, compelling the payment of their share of rent, insurance, interest on invested capital, clerk-hire and the almost endless list of items which go to make up Overhead. Have you the Mercury Boiler of Merchandising in your establishment? It requires less store space than the selling machinery it supersedes.



The Profit
in the
Last Sale

Surely you have heard street venders on the city streets call out: "Your last chance! This is the last package we have of this wonderful Corn Cure. Who is going to get it?" while all the time you feel morally certain they have a couple of dozen other packages tucked away and hidden from sight. The street vender knows that there is big buying incentive behind the fear that one may not be able to buy the last of a supply, quite without regard for its worth or quality. But the street vender knows something else even more—that his real profits really lie in the last two or three packages he sells. If he quits with them unsold, his day's work may have consisted of merely getting back his capital investment, not in making a profit. But do you realize that very thing, Mr. Retailer; and do you teach your

clerks to realize it? The tendency with the average retailer, boss or clerk, is to tend to pat himself on the back and consider that he has done mighty well when he has managed to sell all but a few remaining packages of a shipment, while the business may really have only reached that point where it has managed to get back its investment in the stock and be only standing at the threshold of possible profits. To close out the remaining packages at a cut price means that the business will in the end only get half its legitimate profit. And to put them on a back shelf for possible sale "some day" only means to defer taking those profits which have already been earned. It's the last lap of a race that counts most; and it is the last few sales of a lot of goods which involve the most of the profits.



Welcome
To Our
City

When a distinguished visitor comes to our shores, we do everything possible to evidence our pleasure at his coming. Usually the police and the national guard are turned out and there is much speech making and the distinguished man is presented with "The Keys of the City," whatever that means. It doesn't cost much to give him these symbolic keys. They actually fit no lock. But they mean a lot to him. They say what cannot easily be put into words. . . . It may prove an eye-opener to you, but it is a fact that every normal year in this country approxi-

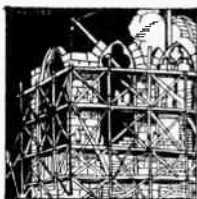
mately \$35,000,000 worth of greeting cards is sold. That is proof enough that people like to be greeted, else no such fortune would be spent annually for greetings. The one big reason why the small store and the smalltown store of today are holding their own so well against the encroachments of their large competitors is because they are the "greeting type" of stores. In them customers know they will be welcomed as friends, not merely offered routine service as strangers. The American people are still provincial enough, thank heaven, to appreciate neighborliness. It was the very "folksiness" of our late-lamented President Harding which endeared him to his countrymen perhaps more than anything else. It will not cost you \$35,000,000 a year, Mr. Retailer, to say "Hello" to those who visit your store. As a matter of fact, it will not cost you anything; but it will "warm the cockles of their hearts" toward you, as the old saying goes, and will pay big dividends. Try it. At least say "Hello" to 'em all.



The
Overdue
Train

When it comes to a collection letter, the difficult thing is to write something which combines a jolt for the recipient with something that will not give him real and serious cause for offense. He must be given to see that you are in earnest and yet he must not be furnished cause for being "sore." A retailer whom we know of was formerly

a conductor on a railroad. Many of his friends and customers know this. But the letter which he has used with great success in making collections by mail would be of great value to any retailer just the same. His letter is as follows: "Dear Sir: An account is something like a train—they are both late at times. We are sending this letter to you because your account with us is a little overdue, and we're asking you—just as you would ask the station master about a train that is late—'What time do you guess she'll roll in?' How about making out your check and saying: 'Here she comes now?'" That is just about long enough for a letter. It has just about enough "jolly" in it to make the man feel well-disposed to you; and yet he cannot help see, all the time, that you are really out after that money. Try it out on your own business.



Building
for
Permanence

The Cathedral of St. John the Divine, in New York, is destined some day to be the crowning

church edifice of this nation and several times the size of Westminster Abbey. Yet today, after thirty-one years of work and the expenditure of \$3,000,000, it is only one-third finished and it is not expected that it will be completed within the lifetime of any one now living in the city. Merchants often complain of the slowness of their progress toward success and accomplishment. They forget that the really biggest accomplishments require the longest time in the making. They prefer to point to men like Lieut. Osborne C. Wood, who is reputed to have made the better part of a million within a few months in the stock market. The Lieutenant was fortunate in having a War Department behind him wise enough to tell him to stop when he was on the crest of the wave and able to compel his obedience. You are interested in merchandising goods and are not as successful as you would wish to be. Do you realize that your failures of the past, for the very fact that they have been failures, have in them the potential ability to teach you, to better fit you for success in the future even than if they themselves had been successes. As Francis Bacon put it: "Prosperity is not without many fears and disasters; and adversity is not without comforts and hopes."

A Clipping Record

Are you systematically keeping a clipping record of your advertising in convenient form for reference? If not, you are missing something that may bother you later. A scrapbook of your ads, with paper, size and date set down on the margin beside the clipping, will freshen your memory and help you build the firm's advertising upward.

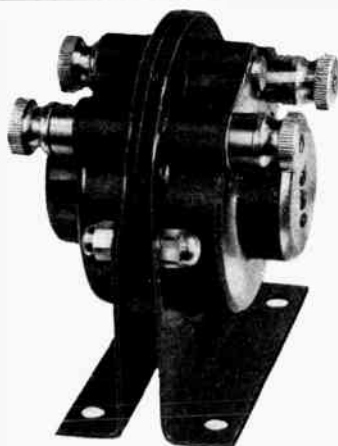
We can save you money on manufactured wood products

A million dollar concern needs additional business for their wood working and finishing departments. If you are buying outside anything made of wood, or if your present manufacturing costs are high, let us quote you. A few concerns are going to derive some real savings from our present need.

RADIO CABINETS

from the smallest to the more pretentious can be efficiently and economically produced.

Address Box 25, Radio Merchandising, 342 Madison Ave., New York, N. Y.



**RAVEN
SUPER HETERODYNE
TRANSFORMER**

New Raven

Super Heterodyne Parts

**Transformers
Oscillator Coils
Rheostats**

*Beautiful Workmanship
Highly Efficient*

Write us today for prices and jobber and dealer discounts

RAVEN RADIO, INC.

8 LEARNED STREET

ALBANY, N. Y.

They All Advertise

By Ellis Hayes

A hen is not supposed to have
Much common sense or tact,
Yet every time she lays an egg
She cackles forth the fact.

A rooster hasn't got a lot
Of intellect to show,
But nonetheless most roosters have
Enough good sense to crow.

The mule, the most despised of beasts,
Has a persistent way
Of letting folks know he's around
By his insistent bray.

The busy little bees they buzz,
Bulls bellow and cows moo,
The watchdogs bark, the ganders
quack
And doves and pigeons coo.

The peacock spreads his tail and
squawks.
Pigs squeal, and robins sing,
And even serpents know enough
To hiss before they sting.

But man, the greatest masterpiece
That nature could devise,
Will often stop and hesitate
Before he'll advertise.



Consolidating the Advance

The commandant of the United States Marine Corps, Major General John A. Lejeune, has expressed it as his opinion that the World War might easily have been brought to a conclusion as early as 1916 if the surprise attack upon the Turks at Gallipoli which was successful could have been followed up with a sufficiently large marine landing force to hold the strategic positions which the Turks deserted in their temporary panic. The incident and the situation, as he describes it, are similar to that which is very often met with in the world of selling, particularly of retailing. It is a fine enough thing to advance one's position by winning an opening skirmish in the war of merchandising, but it really is of little or no practical value un-

less one has the ability and resources to consolidate that advance and make it really and permanently our own. Otherwise it is largely wasted effort. Of what advantage may it be, for instance, to add a new department or a new line of merchandise and to make a reputation for carrying the latter, unless, indeed, one may be sure that the quality of that merchandise may be counted on to remain consistently high? And where may a better or more dependable guarantee of that quality be sought or found than in the fact that those goods are advertised by their makers, since the advertiser must of necessity always be building for permanency and for continuous repeat sales? Advertising can seldom be made to pay on the basis of single orders only.

When You Live Today

By Thomas Dreier

There is such a thing, you know, as paying too much for your money. What good is a million dollars to you when your friends peek at you through a glass and murmur: "Doesn't he look natural!" Many a man struggles all his life to arrive and then finds that there's nowhere else to go and the place he's arrived at isn't one-two-three with some of the places he passed by when the "Go Slow" signs meant nothing to him. If you've got the 50 cents, you'd better go to the circus today. The elephant will never look so big or the giraffe so tall. Live today. Sleep is the finest of indoor sports. It is better than fine gold and precious stones. You get it when you live one day at a time, play square with yourself, be at least ordinarily neighborly, laugh a bit now and then and live so that the man who works with you all the year round thinks you are a good fellow. If you do these things you'll have mighty few worries and you'll know what long life and happiness really are.

Humor



Plain Clothes Woman

Ethel—Did you hear about Gladys? She has a position as detective in one of the big department stores.

Clara—Well, I don't envy her. Imagine being known as a plain-clothes woman.

Times Have Changed

A young husband criticised the biscuits his bride served him for breakfast, employing the usual stereotyped comparison. Instead of weeping, as some brides would, she got busy and as a result of her work she set before him the next morning a plate of hot biscuits alleged to be the real thing.

"Now you've got it!" he exclaimed delightedly as he sampled the new lot. "These are exactly like mother used to make. How did you happen to hit upon the recipe?"

"It's no great secret," said his wife, with glittering eyes. "I put in oleo instead of butter, used cold storage eggs, dropped a bit of alum in the flour and adulterated the milk. Remember, sweetheart, that mother lived before the enactment of the pure food law." — Boston Transcript.

He Has Friends

Employer—Not afraid of early hours are you?

Young Applicant—You can't close up too early to suit me.

Pa Asked No Questions

Daughter (coming down stairs)—Where's George, mother?

Mother—Today's the first of the month.

"What's that to do with my date?"

"Your father thought he was a collector and threw him out."

Innuendo

Elevator Man—You treat your wife with strict justice, don't you?

Usher—Say, bo, you know my wife, don't you?

"Sure thing."

"Well, you're the first guy ever accused me of wife beating."

The Retort Courteous

"Are you going to town this morning, my dear?"

"Just as soon as I can get there. Skinnim & Slasher advertise a bargain sale, very special, of goldfish."

"Good heavens! I believe you'd buy a hippopotamus if you thought it was a bargain."

"Certainly not. One in the house is enough."—Exchange.

Amusement

"For beating your wife, I will fine you \$1.10," said the judge.

"I don't object to the dollar," said the prisoner, "but what is the ten cents for?"

"That," said the judge, "is the federal tax on amusements."

\$8.00

14 in. ..\$12.50

The Fibertone

is a fiber made horn, not a loud speaker, designed with a base to carry any standard phone. Makes a beautiful loud speaker when used with a phone from any good head set. Reduces the initial investment in a speaker. Easier to sell.

Write for trade discounts.
Fiber Products Company
32 Orange St., Bloomfield, N. J.



KEYSTONE RADIO LIGHTNING ARRESTERS



\$1.50

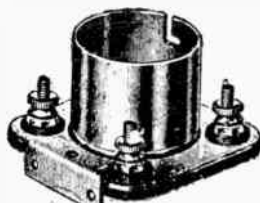
Now is your time to sell these New Keystone Arresters, made of genuine Bakelite approved by Underwriters. Absolutely weather, dust and damp proof and have no vacuum to lose. Ask your jobber or write direct.



**Electric Service
Supplies Co.**

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

Approved!



Standard
or U. V.
199 Base



50¢ List Price
**WALNART
TUBE SOCKETS**

Adopted by leading radio set manufacturers. Dependable in all circuits.

Can be mounted on panel or base board (packed complete with mounting screws).

*Electrically Right
Strongly Constructed
(Non-breakable)
Perfectly Insulated Thruout
Fits Into Small Spaces*

Ask to see the Walnart Line of
Quality Radio Products

Send for illustrated folder complete line

Jobbers—Dealers—Manufacturers
Write for Discounts

WALNART ELECTRIC MFG. CO.

Dept. 707, 1249 W. Van Buren St., Chicago

How Much Should a Radio Clerk Know About Radio?

By Raymond Francis Yates

DEALERS have complained about the trouble they have in picking men who are best able to sell radio merchandise. Some of them have made the mistake of believing that a radio amateur, merely because he is an amateur, should be able to sell radio goods. But they have eventually found that there is a great difference between radio knowledge and sales knowledge. A man who knows all about microhenries, microfarads, impedance, inductance and capacity is not necessarily a good salesman. Quite the contrary. He is more often a very poor salesman and at the same time probably a poor business man in general. The type of men who enthusi-

astically follow the hobby of radio are seldom winners in the business world. There are exceptions to the rule, of course.

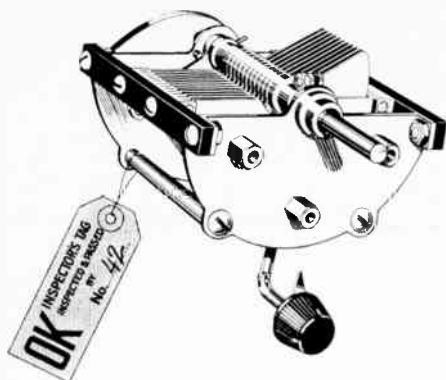
A true radio amateur turned loose in a radio establishment is apt to run wild from the technical standpoint. He knows his subject so well and he loves it so much that he is more apt to talk radio than sales. Of course he can dish things out very easily to a man who knows what he wants, but what he cannot do is to make a man buy something that he is not sure he wants—to convince him that he wants it. That is salesmanship.

Then, too, the radio amateur has little prejudices that influence him in selling goods. For some reason or other he thinks that this rheostat is better than



© Keystone

The Efficient Corner of an Efficient Radio Store



23 Plate

VERNIER TYPE

CONTINENTAL
LO LOSS

A STRAIGHT LINE CONDENSER

Because of remarkably low losses, this condenser is particularly adapted for use in Super-Heterodyne, Neutrodyne and other high-frequency circuits.

Detailed information on request

GARDINER & HEPBURN, INC., PHILADELPHIA
SALIENT FEATURES

Pigtail attachment insuring positive continuity in entire rotor circuit.

Patented Vernier control, separate from main shaft—accurate and positive.

Stator plates fused to retainers with solid bar of solder (patented).

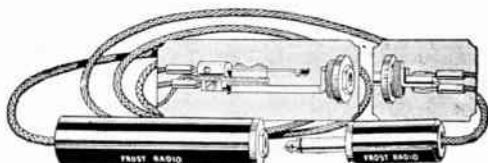
The extra heavy plates are machined on edges to prevent jumping.

A substantial precision instrument from both mechanical and electrical viewpoint.

List Price 23 plate \$6.00

List Price 43 plate 7.00

.0005 Cap.



The Improved **FROST-RADIO** Extension Cord is a Winner

ALWAYS a fast-selling item in these days of loud-speaker popularity, the **FROST-RADIO** Extension Cord has been greatly improved and made still more satisfactory as a means of connecting receiving set and loud speaker. A big summer seller when loud speaker is placed on porch or in sun-parlor. Supplied in handy lengths and in choice of tinsel cord or twisted pair, the former slightly higher-priced. No increase in list prices for the improved cord. The usual discounts apply. Your jobber can supply you.

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

that one, and that so-and-so's tube socket is no good.



MAN who knows absolutely nothing about radio is probably just as bad as a man who knows too much. We have had some examples of this in many radio shops where dumb-bells became Armstrongs and Alexandersons passing out misinformation freely and fluently. Many a fellow has gone home with a circuit for his apparatus that was as cockeyed as Ben Turpin. It goes without saying that the wiseacres eventually give a radio shop a bad name. The information they try to give out is eventually found to be wrong and the fan becomes disgusted and there develops within him a prejudice for the place where they dish out such trash. In one case the writer heard a wiseacre tell a prospective purchaser of a pair of headphones that a 4,000 ohm 'phone was more sensitive than a 2,000 ohm 'phone because the former allowed more current to pass! That was a brilliant remark to make, but the dangerous part of it is that the average customer is gullible enough to accept such things as gospel truth, placing their faith in a man who they at least believe should know something about radio. Every fan sooner or later gains some kind of a knowledge of radio, and when he checks up what he learns with what he was told he is apt to turn sour on an establishment because of having received unreliable information from a clerk.

It is not difficult to imagine the feeling of a man who gets a circuit from a clerk, buys the apparatus for it, goes home and sets it up only to find that after three days of labor the thing does not work. Some real ham

comes in and laughs at him because this is this way and that is that way and it should not be so. He is naturally chagrined and angry.

Radio is a peculiar thing to merchandise. It has no parallel. It is a scientific subject with which the public has got mixed up, thereby creating a horrible mess. Some men who own radio sets do not care whether they know the difference between a cream separator and a variometer, while others gobble in all the radio dope they can lay their eyes on. For the former we need a man who is a strict salesman type, and for the latter it is evident that one steeped in the technicalities of the art is more advisable, for when a serious ham goes in a store and finds that he cannot get the information he wants he usually goes around to another place where they have someone who can help him—someone who talks his language.



TO the store that has enough business to make necessary the employment of two or more clerks the problem of handling customers, no matter what their degree of radio mania, is simplified. It is evident that one man should be in the organization who has a fair knowledge of radio and can speak in the terms of the amateurs and more serious fans who frequent the place. The chap might be an amateur himself, and under these circumstances his lack of sales tact and knowledge might be forgiven if he is allowed to mix only with his kind. If he knows his business he can give reliable data to those who question him and he might be an asset to a business, especially if he succeeds in establishing himself as

COMPLETE PARTS FOR THE **BREMER - TULLY**

"Nameless" R. F. Circuit
are now available in "Kit" Form.

KIT NO. 1—Includes Vernier Condensers and Rheostats, 3-Circuit and Audio Transformers; Jacks, drilled and engraved panel, sub-base, etc. (everything for 5-tube set except Tubes, Cabinet and Phones)—all parts of every highest grade manufactured. Price \$63.50

KIT NO. 2—Essential B-T parts for 5-tube set.

3—0005 Vernier Condensers

3—3 Circuit Transformers

2—3 plate Condensers

1—set diagrams, etc.

Price \$26.40

Diagrams furnished with above show complete diagrams and instructions for building on the now famous "Step-by-step" plan—circulars on request.

BREMER-TULLY MFG. CO.
530 S. CANAL STREET CHICAGO, ILL.

**Let's
Keep
Business Good
All Summer**

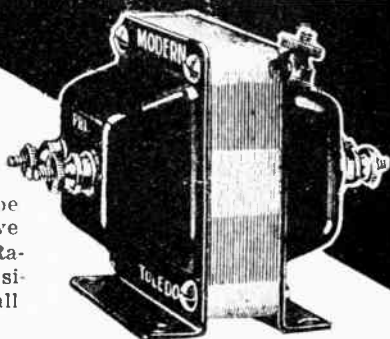
Radio business will be good this summer if we make it so. Let's make Radio an all-year-round business by pushing Radio all year 'round.

We'll do our part by continuing to advertise MODERN "Push-Pull," "Reflex" and Standard Audio Transformers to your customers through the summer season. Will you do YOUR part?

ASK YOUR JOBBER

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

The Modern Electric Mfg. Co., Toledo, O.



sort of an authority on radio. The fans will just naturally seek him out when they want to buy anything, since he is bound to have all of the latest circuit dope, and the information he gives might help the sale of parts. Then, too, he is a good man to have around as a trouble shooter in cases where complete sets are sold and trouble develops. A man of this kind will find the cause of the trouble in short order while another man might fuss around over it for a day. So it would seem in gen-

eral that the employment of a real technical man is advisable providing the shop can support more than one clerk.

The second man should have a little knowledge of radio, but he should be fundamentally a salesman. A man who has been trained in selling electrical conveniences is an admirable type for this sort of work. He knows how to talk with the housewife and with the husband as well, and if he has just a mediocre knowledge of the fundamentals of radio reception one can bet



© Kadel & Herbert

Sell Your Customers the Idea That Their Automobile Is
Not Complete Without a Portable Radio



"Nationally
Advertised"



Popular
Transformer
R. F. 1716

**Added Business During
Dull Months!**

with

"RECEPTRAD"
Super-Heterodyne Parts
*Insure Early Shipment of this
popular and complete line*

- 1 Oscillo coupler Type SW 21.
- 1 Tuned Filter Coupler Type H 34.
- 3 R. F. 1716 5M to 25M meters transformers.
- 1 Audio Type ATX Transformer.
- 1 Audio Type AT3 Transformer.
- 2 "RR" 1 Mfd Fixed Condensers Type C 1000

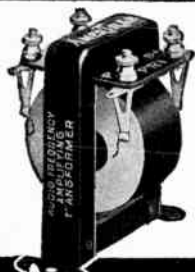
Lieut. Victor Greiff's Super-Heterodyne
Manual and complete blueprint. List
\$1.50—a big seller.

Write for Attractive Discounts

MANUFACTURED BY
RADIO RECEPTOR CO.
59 BANK ST., N. Y. C.



*The
Standard
of
Excellence
for audio
amplification*



*Now made in
two types—*

Type AF-6 (Turn ratio 5), for
use in first stage.

Type AF-7 (Turn ratio $3\frac{1}{2}$), the
companion transformer for use
in further stages.



American Transformer Co., Newark, N. J.

Designers and builders of radio transformers for over 23 years

ADDRESS NEAREST DISTRICT OFFICE:

623 Victory Bldg. Philadelphia, Pa.	1615 W. Genesee St. Syracuse, N. Y.	1028 Fourth Ave. Huntington, W. Va.	2111 So. Michigan Av. Chicago, Illinois.
302 Flatiron Bldg. Atlanta, Georgia.	705 Granite Bldg. Pittsburgh, Pa.	2005 Main St. Dallas, Texas	303 Rialto Bldg. San Francisco



that he will sell three sets to an amateur's one. A team of this kind is ideal for a shop that can support them. They work hand in hand and there is not a need they cannot fill.

If the radio department in an establishment can only afford one man the problem seems to be that of finding a man who has a fair knowledge of radio as well as a fair knowledge of salesmanship. The preference seems to be on the salesmanship side, especially in view of the fact that the complete set business is looming up so strongly on the horizon. The sale of parts requires more intelligent handling and it also requires the passing out of more information. When a man comes in to buy a complete radio outfit and it is his first set he usually does not care to go into technical mat-

ters. Indeed, a long exposition of the relative merits of radio frequency and regeneration might discourage and disgust him. He wants to hear the set work, and if the reproduction pleases him he is sold. It is the true salesman type that is best adapted to service of this kind. He has an inborn knack of sizing his customers up and picking out a sales angle that will fit the individual under treatment.



HE writer has always held that it is the height of folly to place a seasoned radio amateur in complete charge of an establishment. There is a place he can fill, but general experience has proven that this type of individual is not a salesman and no amount of training will make him one.

Ask Yourself These Questions —and the Answer Will Come to You!

- 1 *Are my goods what I claim them to be?*
- 2 *Am I selling them at fair prices?*
- 3 *Do my clerks know these goods thoroughly?*
- 4 *Do they treat all customers courteously?*
- 5 *Do they keep eyes on the front door to be ready for customers coming in?*
- 6 *Do they greet customers pleasantly?*
- 7 *Do they read the newspapers and know news of the day?*
- 8 *Do they occupy their time profitably when customers are lacking?*
- 9 *Are they bright, attentive, polite?*
- 10 *Are they loyal to me?*

American Loud Speaker Unit



In loudness, clarity and mellowness of tone and accuracy of reproduction no instrument can approach it.

List \$5

American Headset



A scientific instrument of precision, adjustable to every condition. Perfect performance guaranteed.

List \$5

American Radiophone Sales Co.

26 Prospect St.
Newark, N. J.



CARTER Jack Switches

No. 2 \$1 List

Made in four spring combinations. Long heavy phosphor-bronze springs—low resistance. These switches have no sliding contacts to wear and give trouble. Complete with "On and Off" Name Plate, Knob and Pointer, a big seller. Any jobber can supply



35c ea.

List

"IMP" CORD TIP JACK
Standard Package 50.

Carter Radio Co.
1801 REPUBLIC BUILDING
CHICAGO

Sure Sign

Pretty cashier: "You might give me a week off to regain my health. My beauty is beginning to fade."

Manager. "Why do you think so?"

Pretty cashier: "The men are beginning to count their change."

Drew Line on Stockholder

"Here, boy," said the man to the boy who was helping him drive a bunch of cattle, "hold this bull a minute, will you?"

"No," answered the boy; "I don't mind being a director of this company, but I'm darned if I want to be a stockholder."

EISEMANN RADIO EQUIPMENT

comprises

Headsets, Variometers, Variocouplers, Condensers, Potentiometers, Detector, Resistance-Adapter, Radio and Audio Amplifier Units, A. F. Amplifying Transformer, and ready drilled metal panels.

ALSO, THE NEW RF-2 BROADCAST RECEIVER.

Write for Prices and Descriptive Literature



EISEMANN MAGNETO CORPORATION

165 Broadway, New York

Detroit

Chicago

San Francisco

Say you saw it in Radio Merchandising

World Radio History

Big Business!

By James Edward Hungertord

BIG BIZ is the thing that we're wantin'—you
BET!

It's right here to "git," and it's easy to get;
Some folks they don't think so—and worry and
sigh,

And while they are frettin'—Big Biz it gets by!
It don't stop and wait, while you wrinkle your
brow;

The best time to grab it is—right here and NOW!
The best way to get it, is courage and grit—

If you've got those TWO—then Big Biz you will
"GIT!"



IT don't stop and wait, while you grumble and
growl;

A smile gets Big Biz—not a frown and a scowl;
Not worry and doubtin'—but knowin' for true,
You're made for Big Biz—and God made it for
YOU!

Just reach out and take it—it's here to be had,
And WANTS to be gotten, to make your heart
glad!

The thing that is needed is "git up," an' "git"—
If you've got those TWO—then Big Biz, you'll get
IT!



IT'S made for the fellow who never is beat;
Who scoffs at old worry, and laughs at defeat!
Who routs those old demons, "Bad Biz," and "Bad
Year,"

And vows that "good times" are RIGHT NOW—
and RIGHT HERE!

And takes what he gets, as his God-given due,
And knows he DESERVES it—is that fellow
YOU?

The man who's unbeaten, and never says "quit"—
If you are THAT fellow—Big Biz you will
"GIT!"

Campbell RADIO CABINETS



Made of the finest No. 1 lumber that will not warp or crack. Special attention given to the production of high grade piano finishes.

Campbell Battery and Radio Cabinets are made in many styles and finishes, and are equipped with attractive nickel hinges and hardware.

We solicit inquiries for special designs and sizes.

Catalog and prices sent upon request.

THE PERKINS-CAMPBELL CO.

(Established 1879)

410-440 New Street, CINCINNATI, OHIO.



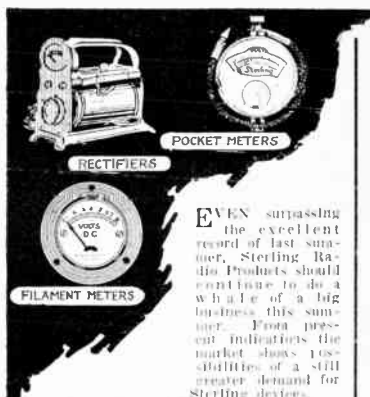
"That's the Kind of Radio Panel I Want"

It will pay you to sell Spaulding Bakelite-Duresto Radio Panels. Radio owners prefer them because they can be worked up into a professional looking job with greater ease—and possess high dielectric strength that increases the volume of their set and helps them get results that they couldn't get with a cheap panel.

Send for samples and prices
SPAULDING FIBRE CO., INC.
Tonawanda, N. Y.

New York Chicago Boston
Philadelphia San Francisco Los Angeles

Spaulding BAKELITE-DURESTO
For Radio Panels



RECTIFIERS

POCKET METERS

FILAMENT METERS

EVEN surpassing the excellent record of last summer, Sterling Radio Products should continue to do a whole of a big business this summer. From present indications the market shows possibilities of a still greater demand for Sterling devices.

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

Sterling

Radio Necessities

Make Friends With Customers
The Sterling Mfg. Co. 2830 Prospect Ave., Cleveland, O.

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FIXED DETECTOR

—TONE ADJUSTER—BAKELITE BASE

Guaranteed—Price \$1.25



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The Perfect Synthetic Crystal Rectifier,
Sensitive Over Entire Surface

No Hunting for "Spots." Loud and Clear. Endorsed by thousands of satisfied users. Sensitiveness Guaranteed. **50c**
List Price, Mounted...
14 K. Gold Supersensitive Rusonite "Catwhisker." Permanent, will not oxidize. **25c**
List Price

Write for Dealers' Discounts
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15 Park Row, New York

Recent Radio Patents

System of Distribution: Harold D. Arnold of East Orange, N. J., assignor to Western Electric Company, Inc., of N. Y. Patented February 26, 1924. No. 1,485,156.

Radio Telegraph System: John B. Brady, of Somerset, Md., assignor to Morkrum Company of Chicago. Patented February 26, 1924. No. 1,485,212.

Radio Transmission System: Joseph Bethenod of Paris, France. Patented February 26, 1924. No. 1,485,111.

Radio Signaling: Henry G. Cordes of Bremerton, Wash. Patented March 4, 1924. No. 1,485,485.

Crystal Detector for Radio Instruments: Hugo H. Pickron of Rock Island, Ill., assignor of one-half to W. E. Copp of Rock Island. Patented March 4, 1924. No. 1,485,524.

Wireless Telegraph and Telephone Instrument: George B. Spring of Milford, N. H. Patented March 4, 1924. No. 1,486,049.

Radio Calling or Signaling: Lloyd Espenschied of Queens, N. Y., assignor to American Telephone & Telegraph Company of New York. Patented March 4, 1924. No. 1,485,773.

Means for Transmitting Signals for Wireless Telegraphy: Hans Gerdien of Berlin-Schmargendorf, Germany, assignor to Siemens & Halske, Aktiengesellschaft of Siemensstadt, Germany. Patented March 11, 1924. No. 1,486,134.

Means for Controlling the Flow of Electrons in Electric Discharge Devices: Edgar Berry of Buenos Aires, Argentina, assignor to Radio Corporation of America. Patented March 11, 1924. No. 1,486,221.

Thermionic Device: John Ambrose Fleming of London, England, assignor to Radio Corporation of America. Patented March 11, 1924. No. 1,486,237.

Support for Filaments in Thermionic Valves and Other Tubes: Benjamin Hodgson of Portsmouth and Stanley Robert Mullard of Southfields, London, England. Patented March 11, 1924. No. 1,486,432.

Stabilizing Oscillation Generators: Karl Willy Wagner of Berlin, Germany, assignor to Radio Corporation of America. Patented March 11, 1924. No. 1,486,505.

Stabilizing Oscillation Generators: Karl Willy Wagner of Berlin, Germany, assignor to Radio Corporation of America. Patented March 11, 1924. No. 1,486,506.

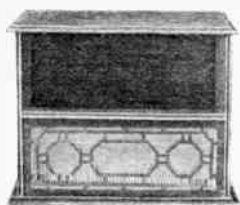
Calling Arrangement for Signaling: Henri Chireix of Paris, France. Patented March 18, 1924. No. 1,487,012.

Electrical Apparatus: Donald C. Stoppenbach of New York, assignor to General Electric Company of New York. Patented March 18, 1924. No. 1,487,617.

Circuits for Electric Discharge Devices: John F. Farrington of New York, assignor to Western Electric Company of New York. Patented March 18, 1924. No. 1,487,451.

Electron Discharge Apparatus: Henry J. Nolte of Schenectady, N. Y., assignor to General Electric Company of New York. Patented March 18, 1924. No. 1,487,353.

Radio Signaling System: Edward W. Kellogg of Schenectady, N. Y., assignor to General Electric Company of New York. Patented March 18, 1924. No. 1,487,339.



Grand Rapids Quality

Better Cabinets

Cabinets of superior quality built by skilled wood-workers in the city famed the world over for fine cabinet making. Send for folder describing stock cabinets or let us quote on a production contract.

GRAND RAPIDS TOY MFG. CO.
GRAND RAPIDS, MICHIGAN

AMPLION

The World's Standard Loud Speaker

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 expenses.

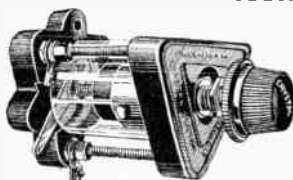
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SOLVES THE REFLEX PROBLEM



FRESHMAN Double Adjustable Crystal Detector

Radio Editor of N. Y. Eve. World wrote on March 29, 1924: "All around, the Freshman Double Adjustable Crystal Detector is the best I have been able to find."

No more searching for the sensitive Spot. Merely turn the knob as you would a dial!

Base or Panel Mounting complete with crystal	\$1.50
Freshman Super-Crystal with non-Metallic Housing	50c

Chas. Freshman Co. Inc.
Radio Condenser Products
106 SEVENTH AVE., NEW YORK



This Variable Grid Leak active in summer

All leading magazines and a list of the most active newspapers will boost your grid leak sales. Keep your stock up to the usual winter quantity.

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

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.

(Continued from page 46)

Out of the music business into the radio business, and now into the hardware business! Where, oh where, will it end?"

"It'll end in profits," Old Timer assured him. "That's where it will end. Going to try it out?"

"Who could do otherwise, in the face of such a flood of eloquence?" murmured Southwick. "Your fatal oratory——"

"Oh, rats!" exclaimed Old Timer. "Here I go and give you an idea that'll net you several hundred bucks a year and you get funny about it. You're the most unappreciative cuss I ever did see, Southwick! Sometimes I think I'll never offer another word of advice——"

"Some more rats!" Southwick grinned expansively. "You know dog-gone well that you love to argue too well for that."

"Genius," returned Old Timer with dignity, tamping down the dottle in his pipe with a careful finger, "genius never was appreciated!"

Different

Fruit Dealer (to companion): "He's a new cop on the force, all right."

Companion: "How do you know?"

Fruit Dealer: "He paid for the apple that he took from the stand."

Unsettled

Anxious Old Lady (on river steamer)—I say, my good man, is this boat going up or down?

Surly Deckhand—Well, she's a leaky old tub, ma'am, so I shouldn't wonder if she was going down. Then, again, her b'ilers ain't none too good, so she might go up.

(Continued from page 72)

been trying to make sets with the help and suggestions of the radio dealer in town.

"Yes, sir, I think radio has come to stay, and in time it will be more generally recognized that the people who live in the country have much more real need for radio than those who live in town. We are glad the United States Department of Agriculture has organized a radio service for broadcasting weather reports and market reports, and we who live in the country are grateful to the people who sing and play and otherwise entertain us. Living out in the country, we have long been starved for good entertainment and the inspiration of the great speakers and preachers. Radio surely will dispel that isolation that has always been the hardest thing to bear."

Figuring Profits

"Speaking of profiteering," said the man, "brings to my mind the story of the Scotch shopkeeper. Sandy MacFee, who, while talking to the manager of a Dublin emporium, said:

"Ye'll pardon me askin' ye, sir, but what profits can ye mak' in Dublin?"

"Oh, as for that," was the reply, "on some articles 5 per cent., on others 10 per cent. and on some 20 per cent."

"Twenty per cent! Man, it's awful."

"But don't you?" asks the Dubliner.

"Noe sic luck," explained Sandy. "I can only make 1 per cent. I just buy a thing for a shillin' and sell it for two."—Exchange.

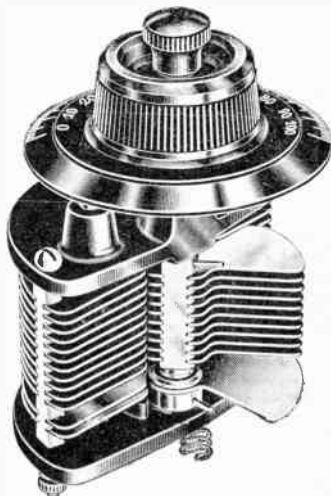
Just Trust Your EARS



One reason the MacMillan Arctic Expedition uses Trimm Headsets is that when a man's life may be at stake he wants equipment best beyond question.

HEADSETS
LOUD TALKERS
PHONO. ATTACHMENTS
TRIMM
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24 So. Clinton St. Chicago

SEXTON CONDENSERS



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

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

Say you saw it in Radio Merchandising

Boost Summer Radio

by pushing the new All-American Long Wave R. F. Transformers suitable for

SUPER-HETERODYNE

Ultradyné and all straight radio frequency and reflex circuits. *We are advertising them heavily.* And don't overlook the sales possibilities in the also heavily advertised All-American Power Amplifying Transformers for

"PUSH-PULL" CIRCUITS

All the better jobbers sell the All-American

Rauland Mfg. Co., 2662 Coyne St., Chicago

Pioneers in

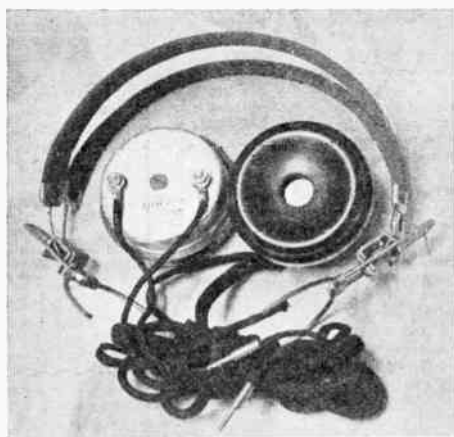
the Industry



ALL-AMERICAN

AMPLIFYING TRANSFORMERS

Largest Selling Transformers in the World



DYMAC

TYPE E

Radio Headset

\$3.50 2200
LIST Ohms

Full size ear caps. Not a toy set. Sensitive, clear loud tone, tungsten magnets. Weight ten ounces. A fast selling quality product at a popular price. Guarantee with each set.

Write for full description and discounts

Electrical Products Mfg. Co.

69 Sprague Street, Providence, R. I.

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Watch the Roof-tops for



TRANSCONTINENTAL *Ribbon* AERIALS

2000 a day in Chicago

A small test ad was run in the Chicago Daily News the first week in December. Within 5 weeks sales in Chicago reached 2,000 aeriels a day. This record has been repeated in Milwaukee, Detroit, Cleveland, New York and other cities. Transcontinental Ribbon Aerials are one of the sensational sellers in Radio. Are you getting a share of the profits?

List Prices!

50 Ft.	\$1.50
75 Ft.	\$2.25
100 Ft.	\$3.00
150 Ft.	\$4.50

Better Tone, Bigger Volume

Not a strip of flat copper, but a Laboratory product with resistance, capacity and strength standardized and calculated. Guaranteed to improve tone, volume, distance, selectivity. Over a million now in use. Recommended by Pearne, Forrest and other famous Radio engineers.

Square Deal Policy Insures Dealers' Profits

Liberal discounts, one price, fast sales, quick turn-over insure excellent profits for the dealer. Enormous advertising campaign now in progress, including Saturday Evening Post, Counter display, window display, circulars, etc., supplied free to dealers. Newspaper advertising at our expense where volume of sales justifies it. Write for information.

Order from Your Jobber!

If your jobber cannot supply you, advise us at once, and we will see that your order is filled promptly.

Acorn Radio Mfg. Co.

Dept. 229, 307 W. Lake St., Chicago

Trade Mark Reg.

RIBBON



**It Goes Over
BIG**

with Radio and Automobile Owners

APCO

BATTERY CHARGER

THERE'S no such thing as "seasons" for APCO Battery Charger sales. It plays a merry tune on your cash register twelve months in the year.

It's a 7½ ampere capacity Charger for renewing radio A batteries and automobile storage batteries overnight. It's small in size, handsome in appearance, easy to handle and backed by the APCO guarantee.

Tell radio fans that it's important to keep the batteries charged even when their sets are not in use during the summer!

Consumer Price\$18.50

Dealer Price 12.50

If you cannot locate a source of supply, write to the nearest APCO office.

APCO MANUFACTURING CO.

Factory and Main Offices

Providence, Rhode Island

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 Apco Mfg. Co., Export Office, 130 West 42d St., New York City.
 Apco Mfg. Co., 2005 E. 15th St., Kansas City, Mo.
 Apco Mfg. Co., 224 Peachtree St., Atlanta, Ga.
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The Cutler-Hammer Reputation and This Attractive Display Make This Real Grid Leak a Record Breaker

There are only a scarce few variable grid leaks on the market that any manufacturer would dare stake his reputation on. But here is one that is guaranteed by the best known trade mark in all radio—and the world-famous engineers whose approval it carries are proud of the record it is making.

It has been advertised everywhere—approved by every institute and laboratory—priced right and furnished in attractive display boxes. Put one on your counter and you will profit with no additional work. From your jobber—or write direct.

THE CUTLER-HAMMER MFG. CO.

Member Radio Section Associated Manufacturers of Electrical Supplies

Milwaukee, Wisconsin

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