

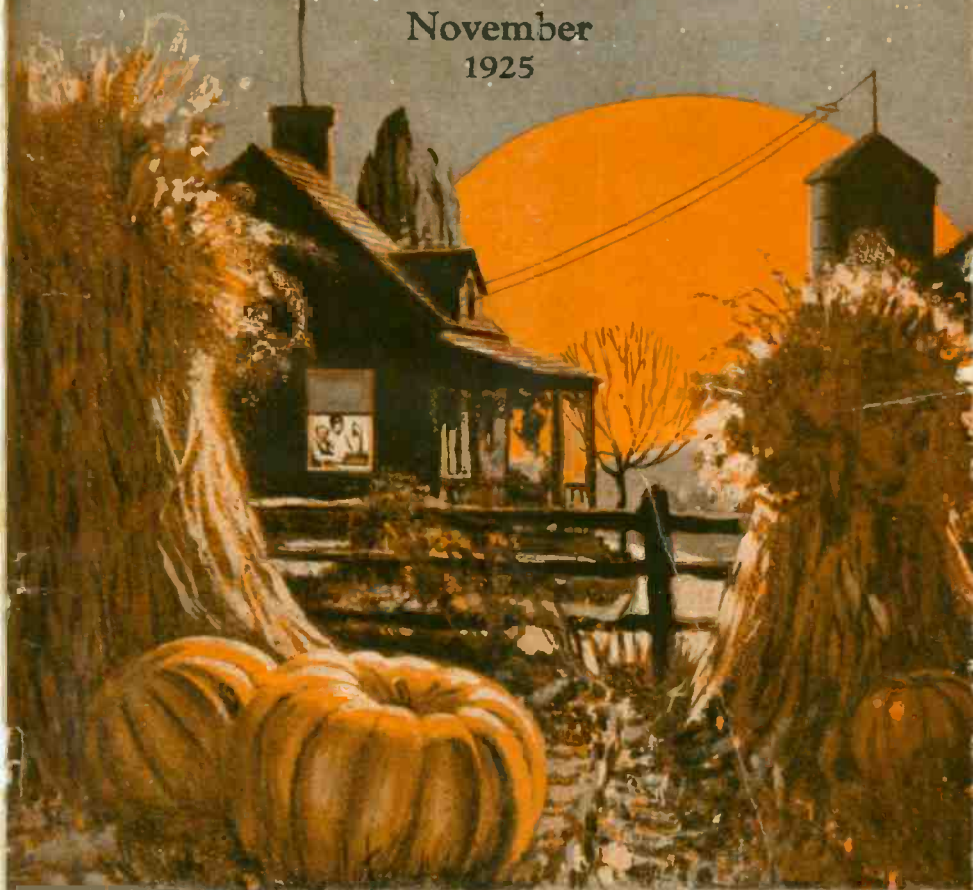
RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

November

1925



Powel Crosley, Lee De Forest, David Sarnoff,
J. D. R. Freed, Walter Eckhardt, William Priess,
and many others comment on
The Biggest Thing That Ever Happened to Radio

40% and 10%

FREED-EISEMANN is the first of the leading radio companies to give Dealers the necessary discount to insure their making a profit on sets listing over \$100.

+ P L U S +

A complete range of sets at \$75 up—

A sincere and binding franchise contract
—not a mere selling diploma—

A direct-by-mail-campaign to the consumer, all addressed, stamped and imprinted with the dealer's name—at a fraction of the actual cost—

A window dressing service by trained, expert decorators—

Powerful advertising campaign now appearing.

WRITE us and one of our officers will reply personally, whether or not there is a franchise still available in your section.

Freed-Eisemann Radio Corporation
Manhattan Bridge Plaza, Brooklyn, N. Y.

FREED- EISEMANN

World's Largest Makers of Neutrodyne Radio

Maintaining Radio Sales After Christmas

"People buy radio up to Christmas—they must have it sold to them after Christmas."

¶ One of the most stubborn things to contend with in any business is the question of how to handle and maintain the business during the "peak" and how to flatten out the peak so that a more even flow of business may be maintained.

* * * Last year the radio selling peak was just before Christmas. I made a trip through the middle west the first three weeks in January and jobber after jobber told me that "manufacturing was over for the year"—and they were just clearing up what they had on hand.

* * * Many of them just folded up their hands and quit cold. Many manufacturers did the same.

¶ One of the finest pieces of work to combat this idea that I know of has been performed by the State of California—and the Lord and Thomas advertising agency.

* * * A few years ago it was the popular idea in California that the tourist season for that great state began when the snow came down "back East"—and ended when the blue birds began singing again in Iowa. And that was all there was to it.

* * * The peak of the season was January and February, tapering off into March. And because an Almighty power controlled the seasons and because people came out to the Golden West to play golf in winter and to keep warm while doing it—why no power on earth could change it.

* * * About the only people who thought a change might be made in the habits of the people were the workers of the Lord and Thomas organization—and they proposed to change those habits by advertising.

¶ Accordingly "The All-Year Club of California" was formed. Its purpose was to get together enough money and enough enthusiasm to put over an idea. California had snow on her mountain tops in summer—come out and see it—and cool nights and fine trout streams with trout in them and the whole Pacific ocean on her front door step—and wonderful roads to tour on—good hotels—and it wasn't so very hot anyway anywhere in the state—not nearly so close and muggy as the plains of the wheat and corn belt.

* * * So the people "back East" came. The shoe business wasn't so good back East in July and August or the radio business or the woolen underwear business and the proprietors of these businesses could take a vacation of two weeks to two months with the wife and kids; so they hitched up the old bus and headed for California.

* * * The real peak of the California tourist season for 1924 and 1925 was July and August.

¶ The habit of a people had been changed—it had been changed by advertising, community advertising—community of interest advertising. The effort was contributed to by all who benefited, the railroads—the hotels—restaurants—business houses.

* * * No bunch of politicians would ever have agreed to it but it might justifiably and profitably have been paid for by direct state taxation.

* * * California didn't just flatten out her tourist season peak—she built another alongside of even greater dimensions than the first one.

¶ Some similar effort is needed in the radio business. You can't get into production on September 30th on a line of good radio sets—and close down on January

1st and expect to make enough money in that time to live the other nine months of the year.

* * * The retailer can't do it—nor can the jobber. And I'm damned if a trade paper can either.

* * * After Christmas is the time when this whole business should work together for the common good as it never has worked before. If on December 26th, 1925, every one engaged in the radio industry would resolve that his real selling peak for the 1925-26 season was going to be March 15th, 1926, a mountain of sales could be built up that would make the Christmas peak look like a bump in the road.

¶ If this be done there won't be the cut price selling season to live down next year that we are trying to live down now, from last season.

* * * It will take concerted effort on the part of the manufacturers, the jobbers, the retailers and the press which serves the trade and the people. In as much as all will benefit why not do it? There's profit in it if we do and there's sure enough trouble ahead if we don't—let every one push the idea to the limit of his ability—selling peak March 15th, 1926—and then make good on it.

Frank C. Thomas

The Circulation

of this issue of RADIO MERCHANDISING is 25,710.

The circulation of the October issue was 25,433 copies.

Of the October issue the post office has returned to us less than two hundred copies (less than 1-10th of 1%) all told—under the following reasons for non-delivery —“not found”—“out of business”—“wrong address.”

This proves that RADIO MERCHANDISING circulation is a known quantity going only to firms who are actually in the business of selling radio merchandise. All retailers to whom RADIO MERCHANDISING goes are okayed by one or more responsible jobbers.



THE panel is seen more than any other part of the radio set—and it is the panel that can help most to make a set into a fine piece of furniture—something that will be at home with the piano and phonograph.

Appearance, however, is but one feature of Celoron panels which you can stress when talking to your customers about panels. Celoron panels come in rich black, gloss or satin finish; also in polished mahogany and walnut.

Another feature of Celoron is strength—both dielectric and physical. Because of the strength of Celoron panels, parts can be mounted on the

panel without danger of cracking or breaking the panel.

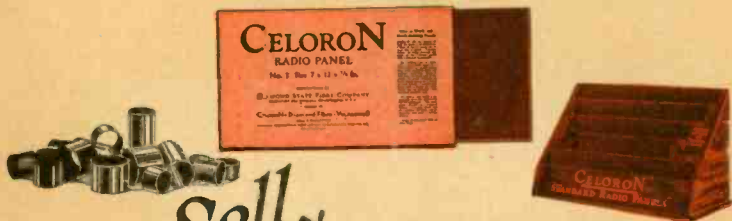
Celoron is warp-proof; also moisture-proof. Cheap panels absorb so much moisture that their losses are always abnormally high.

—And from your own angle, it doesn't take any longer to sell a Celoron panel than a cheap panel. You make the extra profit, and your customer has the satisfaction of a panel that is better than any other panel he could buy. In addition, his set will look like a real piece of furniture—not only now, but a year from now, for Celoron has a surface that is hard to scratch or mar.

Diamond State Fibre Company

The oldest and largest manufacturer in the vulcanized fibre-laminated technical products industry

Bridgeport, Pa., and Chicago, Ill.



Sell
CELORON
PANELS & TUBING

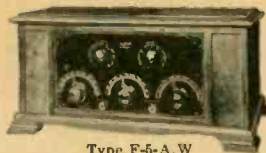
Say you saw it in Radio Merchandising

DE FOREST

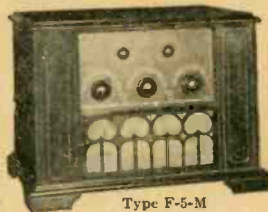
Swings open the Door on the
Biggest Sales Opportunity
since the advent of Broadcasting



De Forest
Radiophone—Type W-6
"Renaissance"



Type F-5-A, W



Type F-5-M

Type F-5-AW. 5-tube set in polished Walnut cabinet without built-in loud speaker, but with compartments for "A" and "B" batteries. Retails at \$90.00.

Type F-5-M. A 5-tube set in two-tone polished mahogany cabinet with built-in loud speaker. Space for both "A" and "B" batteries. Retails at \$110.00.

Type W-6-F Radiophone—floor model. Retails at \$450. 6 tubes, incorporating special power amplifier with 20 inch double cone reproducer. By an ingenious device, one knob operates two condensers—single dial, dual-control.

Type W-6-T (Table Model.) Same as W-6-F, except without lower cabinet portion. \$385.00.

Type W-5-F (Floor Model.) 5 tubes with 12 inch De Forest cone reproducer. \$235.00.

In addition to these new members of the De Forest family there are two other F-5 models, one at \$85.00 and another at \$90.00, and the D-17 loop series of three models. (*Western prices slightly higher.*)

Our *F-5* and *W* Lines are Both equipped with the *New Weagant Circuit*

Here you have an opportunity to serve
both extremes of public demand with
these unequalled values

THE De Forest Type F-5 Broadcast Receiver is well-known, popular priced and a speedy seller. The new De Forest Type W-6 and W-5 Radiophones are a veritable revelation—the longest stride in reception and reproduction yet taken.

The development of the new circuit is due to the genius of Roy A. Weagant, former Chief Engineer with Marconi and now Vice-President and Chief Engineer of the De Forest organization. Its advent has been awaited with interest by radio scientists and musicians. It brings you a new musical instrument, reproducing flawlessly the great orchestras, bands, and the human voice with a clearness that has never been equalled.

And it is housed in a cabinet worthy of its superiority, designed by Elbert McGran Jackson, renowned sculptor, architect, and painter.

The demand will be tremendous—get your share—tie up with our big national advertising campaigns by displaying these marvelous new De Forest instruments and pushing them.



The De Forest L S 400 Reproducer. The latest development of the original and basic patents on the cone type or open diaphragm Reproducer, held by De Forest, which still maintains its superiority.

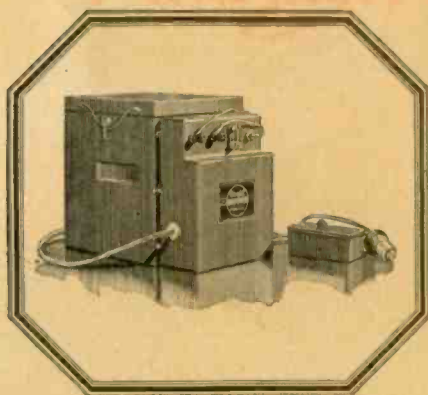


De Forest Tubes. Bearing the trade mark of the inventor of the 3-element tube upon which present day radios depend. Isolantite base and other improvements, packed in shock-absorbing, metallic cartons, combine to make these the greatest tube values on the market.

DE FOREST RADIO COMPANY
JERSEY CITY, N. J.

This new "A" Power is a retail sales-success

Thousands of dealers report that our national advertising is bringing many prospects into their stores for quick easy sales with large profits.



6VOLT
MODEL

\$40

Unipower is supplied in two models for 60-cycle, 110-125 volt A. C. Each model is equipped with a Balkite charger of special design. The four volt type is for UV-199 tubes or equivalent and retails for \$35; the six volt, for UV-201-A tubes or equivalent, retails for \$40. (West of Rockies prices are \$37 and \$43.) Special models, 25-50 cycle, are available.

OUR national advertising campaign is now in full swing and is fast educating radio enthusiasts to the superiority of Unipower. It is telling the millions a proven sales story that makes them want and buy Unipower.

This is a scientifically designed "A" power unit that automatically converts house lighting current into radio power of the highest quality. It is a

single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets. Unipower is not a so-called battery eliminator and should not be confused with any other radio power device.

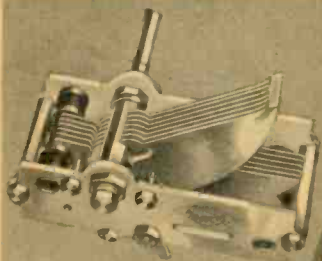
Be prepared to meet the demand from prospects in your territory. Order from your jobber at once! Send for our "Special Dealers' Folder."

The Gould Storage Battery Co., 250 Park Avenue
New York Chicago Kansas City San Francisco

Unipower

Off when it's on ~ On when it's off

Say you saw it in Radio Merchandising



To unscramble the stations

The New AMSCO Allocating Condenser (S.L.F.) spreads the stations evenly around dials. Eliminates the crowding of low wave stations and simplifies tuning. And unlike previous straight line frequency condensers, its "half-a-heart" rotor plates save space in the cabinet. Three sizes—single or Siamese.



To get the finest tuning

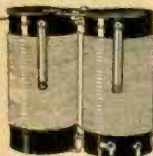
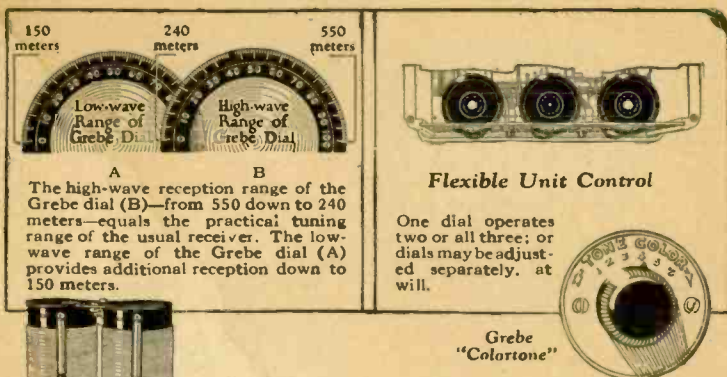
The New AMSCO Vernier Dial is as easily installed as an ordinary dial—and as easily manipulated. But—each turn of the dial is stepped-down to 1-13th the motion—giving finesse to your fingers. A precision instrument, without momentum or back-lash. There is no vernier like it for distance-getting. Low in price.



Ask your dealer for these and other AMSCO Engineered Radio Products . . . Everything in Condensers, Rheostats, Potentiometers, tube sockets, dials, etc.

AMSCO PRODUCTS INC., Dept.
Broome and Lafayette Streets, N. Y. City
Makers of the Melco Supreme Radio Receiver





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

Make Your Christmas Sales the Largest Ever

IN addition to the advantages of the Binocular Coils and S-L-F Condensers, the Grebe Synchrophase has three new developments that will make your holiday sales show a big advance over last year.

In the Synchrophase, you can offer your trade a receiver that will give complete control over tone quality, independent of the loud speaker's influence.

The Grebe "Colortone" allows the listener to alter to his taste, speech or music from high, thin pitch to deep, round tones, with all the variations between.

Grebe Low-Wave Extension Circuits give a reception range that includes over 100 low-wave stations not reached by other sets.

Grebe Flexible Unit Control offers a receiver of one, two or three-dial control so that you can suit all preferences.

Dealers who sell the Synchrophase are offering the utmost in present-day radio reception and their sales will be proportionately large.

Better write for full details

A. H. Grebe & Co., Inc., 109 West 57th St., N. Y.

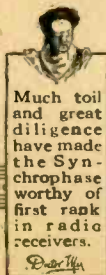
Factory: Richmond Hill, N. Y.

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

The **GREBE**
SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

This company owns and operates stations WAHG and WBOQ; also low-wave rebroadcasting stations, mobile WGMU and marine WRMU.

All Grebe apparatus is covered by patents granted and pending.



Much toil and great diligence have made the Synchrophase worthy of first rank in radio receivers.

Pat. Mfr.

The Synchrophase is also supplied with base for batteries and in a de luxe Console Model



Say you saw it in Radio Merchandising

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

GAYB LITTLE
Editor

HERBERT R. MAYES
Managing Editor

Vol. 5

NOVEMBER, 1925

No. 1

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NEWPORT



THANKSGIVING

Last year Thanksgiving for the Newport Radio Dealer came during the Spring months. Satisfied dealers and customers recommended the Newport line and were safe.

This year the Newport line represents a choice of eight models, with the additional feature of the "Unirad," which supplants A, B and C batteries, as optional equipment.

The model featured was especially designed for the installation of the "Unirad," and we believe that this combination will compete in quality, ease of operation and maintenance with the best to be had in radio today.

NUVAL SALES CORP., 250 W. 54th St., New York,
Sole and exclusive sales agent of

Newport Radio Corp.

250 West 54th Street,
New York City

The Newport Is a Good Receiver

Built in a Piece of Fine Furniture

The Priceless Inheritance

In all that endures—the monuments to mankind—
is quality.

* * *

Efforts that fail—monuments that crumble to dust—
lack the quality ingredient.

* * *

But he who builds well, merits the praise of his
fellows.

* * *

And praise is born of understanding and apprecia-
tion.

* * *

Let us turn our thoughts to quality and enduring
goodness.

* * *

And in building quality into our products let us
provide a means for its measurement—

* * *

So that praise will be born of understanding and
appreciation—

* * *

So that our monuments will stand and our efforts
endure.

The instinct for quality is a priceless inheritance.

Drastic Proposal Receives High Endorsement

In Every Successful Business the Satisfaction of the Consumer Is the First Consideration

By GAYB LITTLE

THE Consumer is the Alpha and Omega of Commerce — the Beginning and the End. Products are manufactured because someone wants to use them—not because someone wants to make them. Goods are sold because someone wants them—not because someone wants to sell them. All the intricate machinery of production and distribution has its existence founded on consumer wants.

Now it is very important that you understand this fact if you are to understand what follows. Certainly it is clear enough.

The manufacturers who make the goods advertised in this book, the jobbers who distribute to retailers the goods advertised in this book, the retailers who sell to consumers the goods advertised in this book, and we who make the book in which the goods are advertised, all would go out of business instantly, tomorrow, if the consumer should suddenly decide He No Longer Wanted Radio. For we have absolutely no other function except to supply the consumer in the best possible way with the goods he needs or wants.



De Forest Radio Corporation

"I believe that your proposal to give radio sets a known value such as the A.B.C audit gives to publications and the S.A.E. gives to automobiles, should be a distinct step in advance upon the radio industry.

"There is such a bewildering mess of mediocre or worse radio receivers and loud speakers on the market that the uninformed public is very much at the mercy of the radio advertisers in choosing the set he is to buy. Anything which will tend to eliminate this abuse and bring about any intelligent discrimination on the part of the radio public is to be commended."

—by Lee de Forest, President.

Crosley Radio Corporation

"I think your idea is a very excellent one, although, frankly, I think you would run into some difficulty in the actual comparative measurements of sets so as to rate them properly. Conditions, of course, would have to be identical, and I do not know of any way of actually making the accurate measurements that you would require. If it can be done, however, it would be a very fine idea."

—by Powell Crosley, Jr., President.



It is a fearsome spectacle, this dependence on the whims of mankind. Once a nation decided they no longer wanted Caesar—and they killed him. Once it was everyone's ambition to own a bicycle, but now it is no longer popular to have your coat-tails waving in the breeze and the bicycle has become merely a boy's toy. Once every parlor in the country had red plush chairs but popular favor waned and the maker of red plush went out of business. Once all the world hailed a man named Wilson as the savior of democracy. Then, rightly or wrongly, they felt he had betrayed them and in a few short months they snubbed him to his grave. To lose popular favor is to lose a good part of your business. To lose public trust is to lose all of your business.

Good Work Done

Now this all sounds like a veiled insinuation—which it is not. I do not mean to say that all of us, or any of us, have betrayed the public. On the contrary, I should say that we have served the public well. Certainly the volume of sales would indi-

cate the truth of that statement.

We have labored under a great handicap. We have worked with forces we did not understand in a business with which most of us were unfamiliar. The wonder is not that we did not make better radios, but that we made such good radios. In four short years we have built up a great industry and changed the habits of a nation. If all the sailors should migrate to Africa, we should have to take men from farms and factories, from stores and offices, and teach them to be sailormen. And when radio came, we had to take these untrained men and teach them to be radio men.

Perkins Electric Limited,
Montreal, Canada.

"I have read your editorial several times and must say that it is highly commendable. I fully agree with you that the publishing of the parts used in the assembly of any radio set as well as standardizing various qualities, such as clarity, sensitiveness, etc., etc., would be a great boost to radio, particularly so to the novice purchaser."

—G. F. Perkins, President.



Music Master Corporation

"I think the plan you suggest an excellent one and if followed, I am convinced that we would have to do little additional advertising to sell MUSIC MASTER apparatus, and assure you that we shall be very happy to co-operate with you in every possible way."

—by W. L. Eckhardt, President.

But the time has come when we can say of any manufacturer—with truth—"The excellence of his product is limited only by the excellence of his intentions."

* * *

From the foregoing, you can well imagine the feelings of the editorial and business staffs of this book when one day early in September they heard music beautifully and exactly rendered by a phonograph and heard how the manufacturer of this phonograph would make strenuous efforts to combat radio.

Wakem & McLaughlin, Chicago, Ill.

"We believe that if there was some way to rate radio sets that it would be very helpful to the wholesaler, dealer and consumer. It certainly would make it necessary for the manufacturer to put value received in his product and would be a wonderful protection to the consumer, who, after all, is the backbone of the business."

—R. A. Whipple, Manager.

It is no laughing matter. Neither a radio set nor a phonograph is a musical instrument. They are both means of securing home entertainment and the one the public likes best is the one that will have the bigger sale, the one that will grow, the one that will survive. And we decided that afternoon that Radio was the one that would live. It was the instinct of self-preservation. We have labored four years on this book. We did not propose to see it die through ignorance or lack of foresight.

We do not care to assume any duties that do not rightfully belong to us. We have no intention of dictating to anyone what he shall do. But it occurred to us that inasmuch as we neither make nor, in a strict sense of the word, sell radio merchandise, we had a better perspective of the situation. We felt that we could see something which you men, closer to the industry perhaps than we, could not see, and that is this fact:

The Public Does Not Know What We Have to Sell.

Bremer Tully Manufacturing Company

"Allow us to congratulate you on your editorial in October RADIO MERCHANDISING in which you propose a comprehensive rating on radio sets.

"This is not the kind of thing that we as a manufacturer could suggest, but you can do it and we will be mighty glad to see you make it the success which we hope you can.

"Under the present method of conflicting claims and exaggerated advertising, much of which bears no direct relation to the product itself, not only the consumer suffers but the dealer and jobber as well. You are suggesting an undertaking that will certainly be full of difficulties, but we hope you can make it a success.

"We certainly feel that we cannot help but profit by any test that will bring to the dealer the opinion of a committee of unbiased experts as to where our products stand."

—by J. C. Tully, President.

To put the whole matter in the plainest kind of English, a man can go to a dealer and buy a Victor Orthophonic talking machine and know that it will sound exactly the same in his own home as it sounded in the store. It is nothing but a spring motor, a duraluminum diaphragm, a seventy-inch horn and all in a big mahogany box and that's the end of that. It has no variables.

A radio set, on the other hand,

is a highly complex and intricate electrical device, and is made up of hundreds of elements which may be varied either by the manufacturer's specifications or the operator's hand.

Demonstrations

It must be obvious to all of us by now that a radio cannot be adequately demonstrated in a store. There is an article in this issue about the most suc-

Radio Corporation of America

"While I appreciate the progressive attitude of RADIO MERCHANDISING and its keen interest in the problems of the industry, it is my opinion that the radio industry has not yet passed through the essential stages leading to the point of standardization and ratings of radio products."

—by David Sarnoff, Vice-President and General Manager.





**The Cleveland Products Company,
Cleveland, Ohio**

"The radio trade must go through the same procedure that the automobile industry did, which brought forth the S.A.E rating and took each automobile out of the doubtful class and gave it a certain known value.

"We sincerely hope that all legitimate manufacturers, jobbers, and dealers will co-operate, and that this will be the beginning of an intelligent campaign that will put the radio industry on the basis of confidence of the public where it belongs."

—by H. J. Buehler, President.

cessful dealer in Portland, Oregon, who does practically all his selling by home demonstration. But that is neither a desirable nor a necessary situation.

We therefore decided that the correct procedure was to acquaint the public first with the identity of the parts and with the fundamental design of all manufactured sets. The second step was to formulate a set of standards by which the operating characteristics of all sets could be rated.

Hence in this issue you will find four pages of manufacturer's specifications, incomplete to be sure, and lacking in some details, but a good start. Time will improve it and we offer this material to all publishers to use in any way they see fit.

The second step has made

equally fine progress. Somehow we expected hostility, yet from every side has come enthusiastic support of the idea. Some point out difficulties but all approve the purpose.

We have no desire for personal gain, if any were to be had. In fact, our fondest hope was that this sudden move on our part would not lose for us any of our good but conservative friends—and it has not.

Therefore we call upon all manufacturers, all jobbers and dealers, all radio publishers, who believe in the plan, to give it at least their moral support. It is high time that the ignorance and misinformation which surrounds radio be dispelled. To the best of our knowledge, there is only one way to accomplish this. We have pointed the way.

Sonora Phonograph Company, Inc., New York City.

"I think your idea on pages 92 and 93 is an excellent one. The only thing I am wondering about is whether each manufacturer will have the courage to say in which classification they want their set placed. You know it is only human nature for them all to say, Well, let's sell everybody, the farmer as well as the cliff dweller; but personally I think it's a splendid idea."

—by F. W. Schnirring.

Problem of Measurement

By WILLIAM H. PRIESS, President Priess Radio Corp.

IN MY opinion, the claims for distance can be based directly upon the voltage amplification of a radio set before its detector. This is expressed in a number which will vary between 60 and 8,000 in existing sets. The second factor is one of volume. This is expressed as a number recording the voltage amplification *after* the detector; in other words, the audio frequency voltage amplification. This is expressed in a number varying between 10 and approximately 500. If a power amplifier is added, the power amplifier might contribute an additional 100. A voltage amplification of about 300 is sufficient to carry a loud speaker to a point where the volume exceeds that at which talking in the room is at all practical.

Quality

My idea of quality measurement should be based upon a measure of the ability of the set

Julius Andrae & Sons Company, Milwaukee, Wis.

"We have read with a great deal of interest your editorial on the rating of radio sets.

"If this could be done in a fair and equitable as well as intelligible manner it would be a fine thing.

"If you can do it, more power to you."

—by Sidney Neu, Manager.

to carry out at radio frequency side bands flatly; in other words, a set must have a broadness of approximately $\frac{1}{2}$ of 1 per cent to give quality in the radio frequency portion. The second quality control is that of the detector. The detector must be so gauged that it will give a straight line response. It should have a fairly small threshold value, and should be stable so that of itself it does not sharpen the circuit. The next, and possibly the most important factor contributing to quality is the ability of the audio amplifier

Freed-Eisemann Radio Corporation

"It does seem to me that rating radio sets will serve the lesser known sets much more than it will benefit those that have an established reputation and which are very widely advertised.

"However, I am giving this matter further study and I am certainly with you in the general policy of appraising the public in a very interesting way regarding the romance of radio and the excellent receiving apparatus which is now available for every home."

—by J. D. R. Freed, President.



**Pioneer Electric Company,
St. Paul, Minn.**

"We wish to emphatically state that the system of rating operating characteristics of radio receiving sets would be the finest thing that has happened for some time, in our estimate. Everyone here is in hearty accord to this system, and if there is anything we can do to further the scheme we will be glad to do so."

—J. A. Hall, General Mgr.

to amplify all frequencies throughout the audible range equally. This feature can be measured on an oscillograph. The latter measurement is a very important one as it separates the quality of the set from the quality of the loud speaker device. I have found certain sets which have a resonant rise in their audio frequency system, or, in other words, which distort, and I have found that some of these sets, if matched with a loud speaker which has a resonant rise at some portion of its curve, or a loud speaker which of itself will distort, that the combination

will produce a flatter characteristic than either alone, and the quality fairly good. I believe, however, that the radio set should have a flat audio amplification and the loud speaker of itself should likewise give a flat response, so that a good quality radio set and a good quality loud speaker will always produce a good quality resultant.

Selectivity

The next feature of importance is the selectivity. From the angle of quality, selectivity should not be greater than approximately $\frac{1}{2}$ of 1 per cent. In other words, detuning of approximately 4 meters on either side of the resonant point should not be followed by any decrease in volume. If it is followed by any decrease of volume, side bands are being clipped off. If the maker of a radio set wishes to provide a set of a selectivity greater than the value determined by consideration of quality he should provide some means

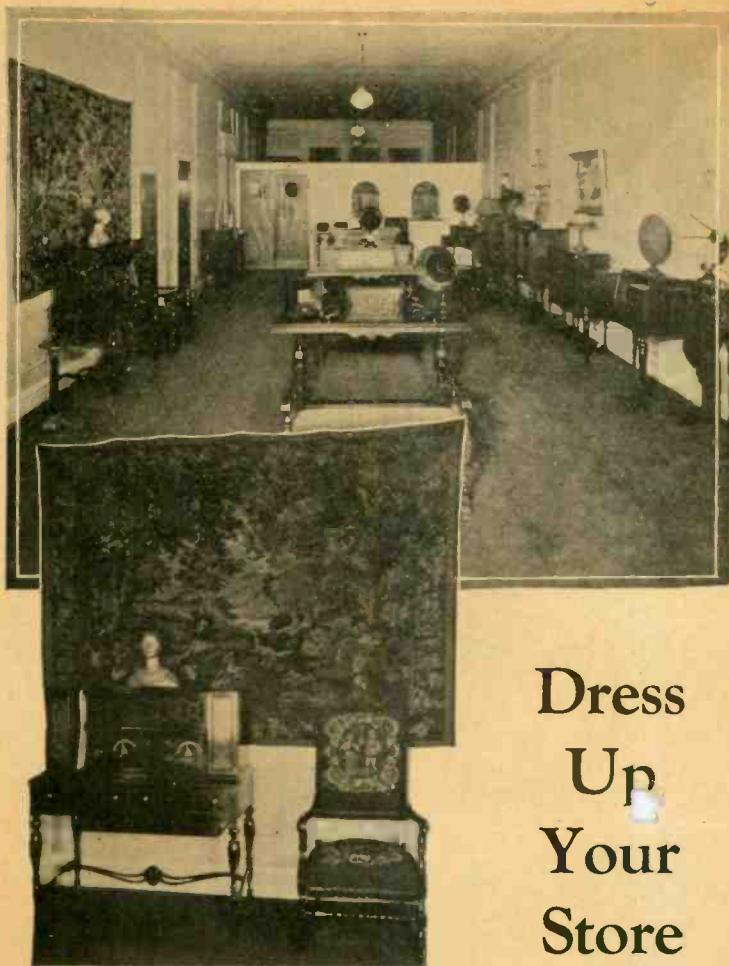
(Continued on page 94)

Priess Radio Corporation

"I am heartily in accord with your plan. I believe it is a practical proposition and that the only points that need to be settled are, first, the standards upon which ratings are based; and second, the co-operation of manufacturers so that they will voluntarily submit their sets for rating; and third, the personnel and equipment of the testing laboratory."

—by William H. Priess, President.





Dress Up Your Store

If You Want to Sell More

*Nothing Overcomes Sales Resistance So Easily As
Attractive Merchandise Attractively Displayed*

NO matter what kind of a store you have—large or small, light or dark, new or old—you can give it an attractive and prosperous looking appearance at little cost.

Paint will cover a multitude of sins. Make your store bright and fresh. Good lighting will

make your store inviting. Use strong lights and plenty of them—but no glare. Color always "brightens the corner where you are." Pictures, drapes, anything with color will do. Call your wife into conference. She knows a lot more about it than you do.

Radiolafs



"My boy, you have an eight-pound baby brother."

"Hot dog, I just got Pittsburgh."

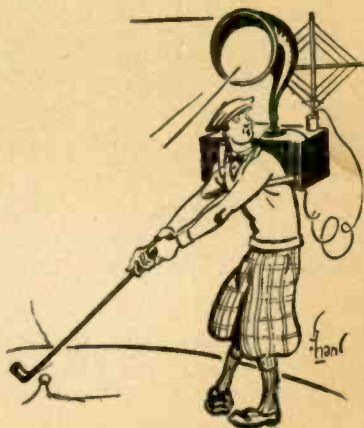


For Public Phone Booths

To discourage monopolization, your conversation is broadcast after the first five minutes.



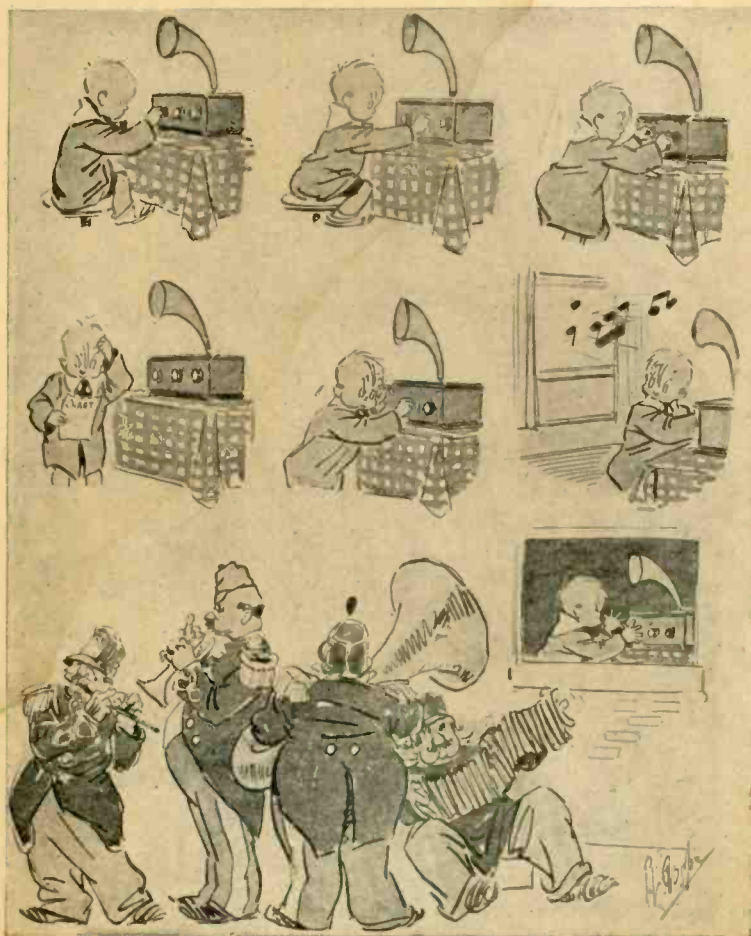
Modern night watchman in department store keeping sharp lookout for burglars.



The Radio Golf School

from

Life



Skippy
He gets his DX at close range

Efficiency Plus — Sell by Home Demonstration

50 Per Cent of the Prospects of This Concern Are Sold Because They Are Carefully Selected and Followed Up.

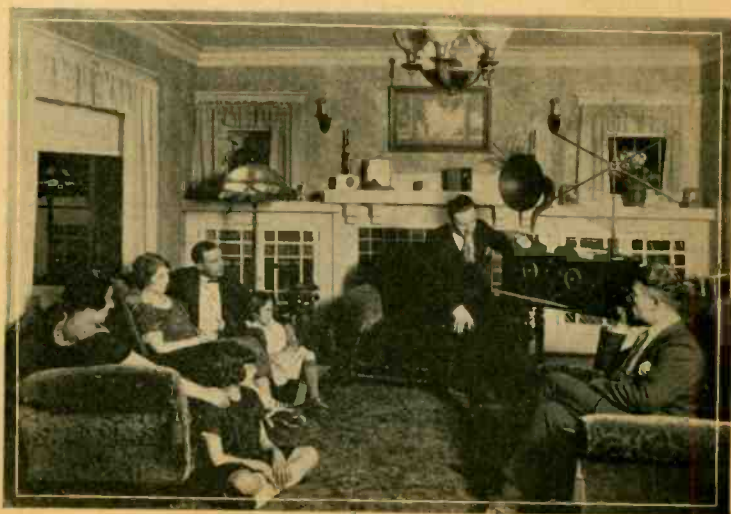
From an Interview with G. F. Johnson
By NAOMI SWEET, Special Correspondent

THOUGH a half dozen private rooms upstairs are used in selling records and phonographs, the Johnson Piano Company of Portland, Oregon, has placed radio on the main floor where it may be seen direct from the street. The store is one large show window as the display windows are built without backgrounds at level with the rest of the store.

Every person who appears to be interested in the radio sets has his name entered on a follow-up card, and when the salesman is sent around to his residence an effort is made to interest the prospect further. The salesman can soon tell if the prospect is a live one or merely a curiosity seeker. If the inter-

est is active and it appears that the prospect will be able to handle the payments, the matter of home demonstration is then taken up.

"We sell practically 50 per cent of the people we select as prospects," said Mr. Johnson, "because we are very careful not to make home demonstrations promiscuously. We make no service charge other than a time and material consideration for erection of the antennae, which averages from \$5 to \$15. As a rule it takes two or three days for the salesman to close the home demonstration sale. Unless the prospect has mislead us regarding his finances the home demonstration seldom fails to drive home. Many prospects that



Mr. Johnson is president of the Portland Radio Dealers' Association where the membership list includes both dealers and jobbers. At regular business meetings dealers discuss the questions of interference, arc lights, high tension wires and other types of interference and through co-operative effort secure valuable assistance from local electrical companies in overcoming difficulties. A uniform sales plan has been adopted which names a 25 per cent down payment and the balance in 10 monthly payments. "Portland dealers deserve high praise for their splendid co-operation," says Mr. Johnson.

we don't reach at once come back and cause later sales when their finances permit." Mr. Johnson adds, "We find it almost a requirement to put on a home demonstration to close a sale, because aside from the many disturbances in the store it is rarely possible to get a good program before evening."

The company has three special radio sales experts in the store to explain radio to daily visitors,

while four salesmen spend all their time interesting people on the outside. Prospects are scanned carefully and not only the housewife, but her husband, too, are reached. It is very significant that men are more prone to radio than to phonographs. Men who have looked upon the phonograph as an extravagance are interested in the scientific marvel of radio and hesitate less over its purchase than that of



Left: Note that the floor of the show room extends right into the display window.

Right: The show room with a large variety of makes and models.





This Is a New Idea

A FAIR day. Noon-hour on a busy street in Portland, Oregon. A man walks out of the G. F. Johnson Piano Co. store carrying a small black case. No one pays much attention to him. Evidently he's a salesman of some sort. He stops and looks in the window. Someone else stops to see what he's looking at. The display is an attractive one, of radio sets.

"Wonderful, aren't they?" a bystander remarks. "Yes," the man answers adjusting something on the top of his black case. Instantly music is heard—sweet music. The bystanders start. It sounds distant, yet it's near. Everyone looks around. More people gather. Then the man places his black case on a chair which somehow appears in the entranceway of the store. He opens the cover. The music swells louder.

"Radio!"

Though radio is not new people throng around gazing in mixed wonder and admiration at the little black box. More people gather, and then the salesman sets to work.

the automobile, Mr. Johnson says.

No sales aids are overlooked in helping home demonstrations close radio sales. Separate newspaper ads are used for this department, usually single or double columns. Direct mail advertising is used consistently, always with factory leaflet enclosures. "We credit fully 20 per cent of our business to our advertising," Mr. Johnson states. In this store window displays are an important factor. One special window is given over entirely to radio while in another radio is shown in conjunction with other musical instruments.

"We put in radio last August," says Mr. Johnson, "and now have a stock that inventories \$12,000. Since then our sales have averaged \$6,000 a month, with turnover every sixty days. We spend approximately 4 per cent of our sales returns on advertising in the radio lines. Our salespeople are engaged on part commission and part salary basis."

This store specializes on complete sets. Bare sets are sold on request only. For the first month after a set is installed service is extended free of charge. After that a reasonable charge is levied for the service man's time. Only when absolutely necessary does the company offer to take old sets in trade on new ones. In fact but few people make such requests.

Two Unusual Ads That Paid Big Dividends

You Will Find a Responsive Audience When You Address Your Advertising to Women

WOMAN'S interest in radio began when the first small boy got under her feet making a set or mutilated the phonograph to get a part for the receiver he was building.

Recently an article appeared in one of the papers in which it said that women should not be the choosers of a radio receiver because she judges en-

tirely by the outward appearance rather than by its performance. The young man who wrote the article must have lived on an isolated island somewhere or he never would have made such a statement. A trip to two or three radio rooms will show him that the woman, while she may not buy a set that doesn't harmonize with her house furnishings, she won't even look at one which hasn't good tone qualities. Many of the radio dealers have exchanged sets three or four times because the lady of the house objected to the squeals, howls or lack of pure tone reproduction. When she finds the set that gives the service which she knows it should, she will soon arrange it to conform with the furnishings of her home.

6 Questions in search of an Answer



If you, as a woman interested in the radio set that's going to be in your home, want the answer to these questions:

1. What shall I look for in a radio?
2. Which set shall I buy?
3. Where can I get a convenient demonstration?
4. Who will install the set?
5. How can I get the best and the most out of it?
6. What will be the cost?

phone

Miss Ashley,

The Radio Registrar,
and find a
local woman
far-sighted
and in the
radio and re

These ads are very skillfully worded. The importance of the woman radio buyer is emphasized in a complimentary way. The writer of the advertisement assumes that his woman reader wants a radio and then argues that she is the logical buyer.

Should the Woman have a say in Radio Selection?

Yes— Because she can judge tone quality—and it's tone quality that counts in radio reception.

Yes— Because she's responsible for the appearance of the home—and she should pass judgment on the appearance of the radio that enters the home.

Yes— Because she spends twice as much time at home as do the men folks, and the right radio can therefore mean twice as much to her as to the men.



These are the reasons why we invite women to

Phone Miss Ashley
The Radio Registrar
Lackawanna 3600

—who will arrange a demonstration convenient to your home—absolutely without obligation—of the radio that leads wherever women choose

Every New Dealer Should Read This Article

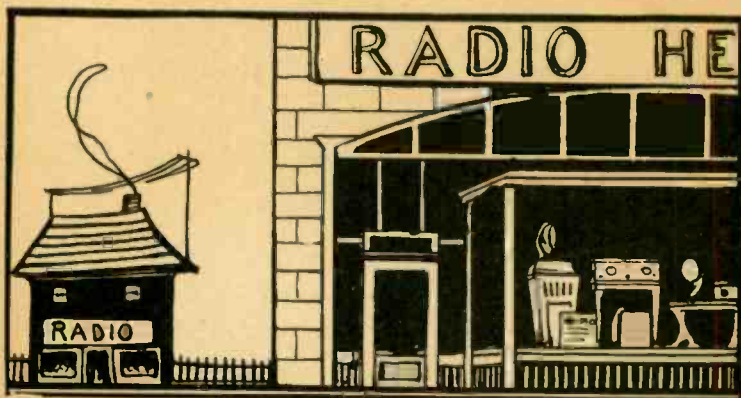
The Thousands of New Readers of Radio Merchandising Will Find Here a Concise Outline of How to Conduct a Radio Business.

By R. T. ALBEE

We searched all over for this story. We wanted the story of a successful dealer in a typical American town. We found what we were looking for in the store of Patten, Irwin, & White, in the town of Burlington, Vermont. Mr. Albee presents the story from soup to nuts. You newcomers in our family of radio dealers can profit by the experience of this company. Start right by applying to your own business the sound principle outlined here.

THIS firm was incorporated for business under the laws of the State of Vermont during the year 1924. Our equipment is thoroughly modern in every respect. This store believes in the best for its customers and in selecting our lines and stock we have chosen those brands and makes known all over America as representing the best in quality of material and skill in manufacture. Inasmuch as it was our desire to be thoroughly up-to-date and in keeping with the times we set aside a section of our store for a radio department.

From the very first we have had great faith in radio as a valuable adjunct to the hardware business. For us it has



Most radio dealers start small. But they hope some day to grow out of their humble beginnings and be the biggest and finest store in their town.

proven a great profit-maker and business getter. The radio business, however, is no gold mine. Like any other business it yields the highest dividends to those who put the most into it. We find that successful retailing of radio depends upon careful buying, selling and SERVICE.

Radio Not Seasonable

Again radio appealed to us strongly as we knew it would prove an especially good line during the fall, winter and spring months, at times when ordinary hardware sales are very light. It has helped to equalize our business as it offsets the seasonable inertia in other hardware lines. We do not infer that radio is a seasonable line because we KNOW that radio business is good the year around. Of course better reception and results seem to be experienced during the cooler months. But improvements in receivers and in broadcasting have eliminated a good many of the disadvantages of summer radio.

Another reason which led us to take on radio was our belief that it would help other departments of our business. Our expectations have been verified. Radio has brought them in and our other departments have profited. It certainly has been the basis for better business in all our departments, especially our electrical line.

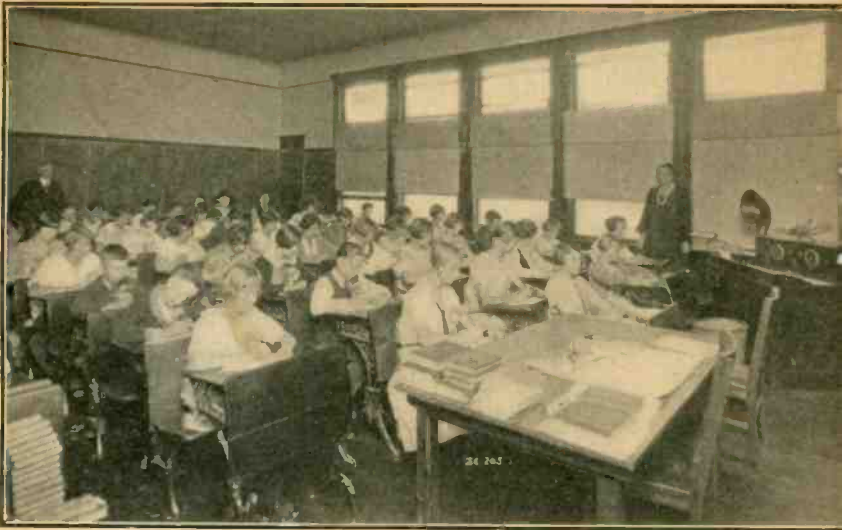
Naturally we have made mistakes in merchandising radio. As they have manifested themselves we have endeavored to correct them. We have found that we carried too many lines of receiving sets and equipment. At times we have had as many as six or seven different kinds, which only served to reduce our turnover and increase our expense. We were really competing with ourselves in endeavoring to handle several lines at various prices. We are endeavoring to correct this by taking additional care in our buying and are reducing our line to one, complete, **NATIONALLY** adver-

(Continued on page 70)



Burlington, Vermont, located on the shore of Lake Champlain, is a progressive, wide-awake American city of 23,000 souls—not unlike thousands of other towns in our country.

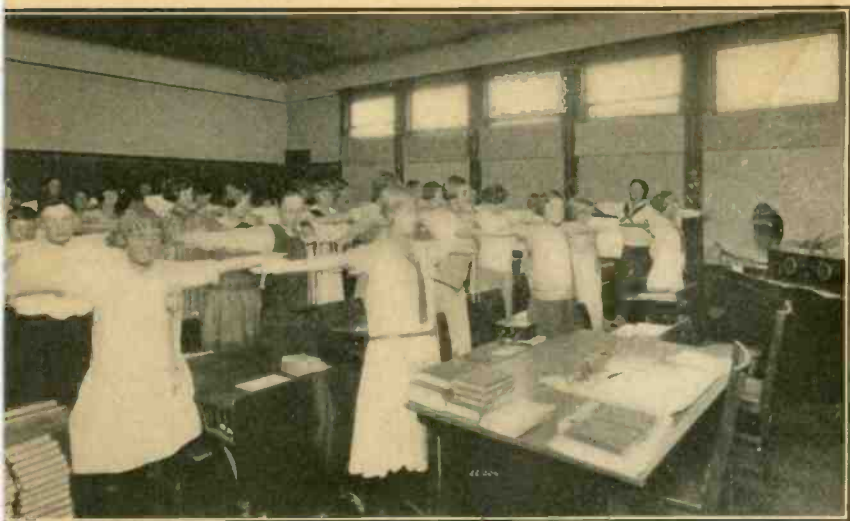
Photos courtesy Burlington Chamber of Commerce



The Biggest Thing We

Inborn in Every One of Us Is the Thirst for Knowledge





Have to Sell—Education

—But Most of Us Are Lazy. Radio Shows the Way

THE two large pictures at the top show actual classroom instruction via radio taking place in an Oakland, California school. In the left hand picture the pupils are taking penmanship instruction. In the group of pictures, the two of the right show first the lessons being broadcast and second, actual specimens of children's work resulting from radio instruction.

The two left hand pictures in the group show first the Board of Education, City of New York, broadcasting and second, a cooking lesson being broadcast by Ida Bailey Allen, famous household economist, assisted by the chef of the Hotel McAlpin, New York.

This is merely a glimpse of the educational side of radio. Remember that nearly all of the great universities are broadcast-

ing lectures on history, language, literature, mathematics and science, and from hundreds of other sources come educational talks on health and finance, music and politics, and scores of other subjects.

To own a radio set is to have a liberal education at your finger tips. Is that not a splendid thing to sell?

Radio Sales to women will be increased if the educational value of radio to children is stressed, for the average woman is intensely interested in her children.

One Way to Take the Anti Out of Antiquated

Progress Means Change and All but the Most Staple Commodities Are Being Continually Improved

By OLD TIMER

IT was long after closing hours, and Southwick and Old Timer were chatting in the back of "Seaford's Only Exclusive Radio Shop." Business matters settled, they were leaning back at comfortable but dangerous angles in their chairs, Southwick smoking a cigar and Old Timer puffing happily on his blackened, potent old briar.

"Yes, and radio would be even more popular if it wasn't for the fact that so many people are holding back because they say that radio is in an imperfect

state now, and they don't want to sink a couple of hundred bucks in a set now and have it a back number next Spring, or maybe sooner."

"Old stuff, but very, very true," nodded Old Timer.

"But what's the answer?" asked Southwick. Southwick was a rather good merchandiser in his line, but that line was music, not radio. He had a most healthy respect for the opinion of Old Timer, his partner in the Radio Shop, and on matters of radio depended upon him utterly.



The only antiquated thing here is Mary Pickford's horse. Tuning in the set is William Beaudine, nationally known as "B. B." the Broadcaster.



This picture hasn't anything at all to do with the story. But these little chaps in this hospital have had hard luck. One lost a leg, and one will be blind, and another must die, and the last will get well. But Radio brings a bit of sunshine to all. No, there is no substitute for radio.

"The answer, as I see it, is this," returned Old Timer, speaking slowly and in a meditative tone of voice. "It is a condition that won't remedy itself, nor be remedied, in a minute. Of course we can do a lot of things, especially in individual cases, where we can bring all our guns to bear on one person, but take it by and large, that feeling is going to exist, I believe, for some time.

"A lot can be done, especially by the manufacturers who use large national advertising space, to dissipate this idea, but the dealer will have to confine himself pretty largely, I think, to working on the individual prospect. The idea is too universal, and too deep-rooted for the dealer to hope to combat it on a wholesale scale."

"But how do you work on them individually?" asked Southwick. "Just between you and I and the gatepost, I think there's a lot in

that idea. Of course, I don't say that for publication, but—"

"Howling oscillators!" exploded Old Timer. "I should hope you wouldn't say anything like that in public! And why you should even think that is more than I can see."

"Well, look here now," defended Southwick. "The radio magazines are just full of announcements of new sets. It stands to reason—"

"New sets my eye!" interrupted Old Timer rudely. "New names, new cabinets, new this and that, but what's really fundamentally new or better about them? Nothing. They dug up the old ultra-audion circuit a while back, and to hear some of them talk about it, it was the newest and greatest discovery in radio. Why, we discarded that circuit as hopelessly antiquated long before some of these modern

(Continued on page 78)

Nation-wide

Now a Farrand Speaker at a popular price

Again Farrand triumphs. The new Farrand Speaker, and everything else that comes from the Farrand Speaker, are being sold at a price that is a genuine value. The price of a Farrand Speaker is \$16.30.

All the softness, richness of the tone and everything else that the speaker has to offer, are included in this new, smaller model. The same richness, tone quality, tone fidelity and tone range, everything in performance.

Of course you'll want one — especially this. And, of course, don't wait. It's nearly enough to go. You'll have to go to your dealer and buy one NOW.

FARRAND SPEAKER CO. Inc.
New York, N. Y.

Farrand Speaker

YOUR NAME HERE

Those Beautiful Lower Chords!

The beautiful lower chords of the speaker, the rich, mellow, all the softness, richness of the tone and everything else that the speaker has to offer, are included in this new, smaller model. The same richness, tone quality, tone fidelity and tone range, everything in performance.

It is in this beautiful tone, rich, mellow, all the softness, richness of the tone and everything else that the speaker has to offer, are included in this new, smaller model. The same richness, tone quality, tone fidelity and tone range, everything in performance.

Farrand Speaker

YOUR NAME HERE

Supremacy

With the softness, richness of the tone and everything else that the speaker has to offer, are included in this new, smaller model. The same richness, tone quality, tone fidelity and tone range, everything in performance.

Farrand Speaker

YOUR NAME HERE

Junior Model

Farrand Speaker

YOUR NAME HERE

Beautiful reception of a new receiver — You'll have the reception of an old one.

Farrand Speaker

YOUR NAME HERE

Pictured hereon are examples of Farrand Advertising now appearing in leading newspapers throughout the country. 71 newspapers, with a combined circulation of over 9,000,000, are carrying the message of Farrand Speaker supremacy to radio buyers the country over. Thousands upon thousands of listening ears are saying **BUY** to Farrand dealers everywhere.

Advertising

Farrand Speaker

\$32.50

Before you buy your speaker
COMPARE

Farrand Speaker

\$32.50

EVERYTHING OTHER SPEAKERS DO

Farrand Speaker

\$32.50

into the realm of the
beautiful Lower Chords
where other
speakers fear to tread

The introduction of the new Farrand
Speaker into the world of music is a
great step forward in the history of
radio. It is the only speaker that
can reproduce the beautiful Lower
Chords of the Organ, the sweetest
notes of the human voice, the
most beautiful of all sounds. It is
the only speaker that can reproduce
the beautiful Lower Chords of the
Organ, the sweetest notes of the
human voice, the most beautiful of
all sounds. It is the only speaker
that can reproduce the beautiful
Lower Chords of the Organ, the
sweetest notes of the human voice,
the most beautiful of all sounds.

Farrand Speaker

\$16.50

TONES QUALITY Plus!

The Farrand Speaker has brought to radio not only a new model
but a new quality of sound. It is the only speaker that can reproduce
the beautiful Lower Chords of the Organ, the sweetest notes of the
human voice, the most beautiful of all sounds. It is the only speaker
that can reproduce the beautiful Lower Chords of the Organ, the
sweetest notes of the human voice, the most beautiful of all sounds.

Farrand Speaker

\$32.50

in the Lowest Chords of
Organ to the Highest C
Galli-Curci Perfectly

Farrand Speaker

\$32.50

No product in all radio history has enjoyed so great a demand. Is **YOUR** order in? If not, get in touch with your distributor at once. Two models—the Farrand Speaker Senior, at \$32.50, and the Farrand Speaker Junior, at \$16.50.

FARRAND MANUFACTURING CO., INC.

THOMPSON AVE., AT COURT ST.
LONG ISLAND CITY, NEW YORK



Talk is cheap—especially radio talk. What you want is PROOF.

And the one certain proof is PERFORMANCE.

If you are using URECO Radio Tubes on your own set, you are already selling URECOS because you've had all the proof you need. Otherwise make this test. Tune in on any station you wish. Listen closely. Then change to URECO tubes and listen again. Note the amazing improvement in power and tone.

That's because URECOS are made to pass the severest of all tube tests in the factory.

And try the new URECO GOLDENTONE Power Tube in your last stage. It kills every last trace of distortion and increases range marvelously.

UNITED RADIO & ELECTRIC CORP.

418 Central Avenue

Newark, N. J.

You'll prefer URECOS in your own set

Say you saw it in Radio Merchandising

Window Display Menus For The Holidays

[Ed. Note: This Yarn by Herb and Illustrations by Alcy (a lady) is a nifty concoction you shouldn't miss.]

By HERBERT R. MAYES

"**T**EDDY ROOSEVELT," a friend of mine once said, "was a set of teeth surrounded by a man." Up to that time it was the best definition I had come across in my life, but only a few days ago I came across another that beats it. A group of us were remarking somewhat sadly that once again a year was about to pass us by. "You fellows," chirped up Bob, who is the prize optimist of our gang, "have the wrong slant on life. Here you go crying about 1925 passing away when the very best part of it is still to come.

"You big dubs," he went on, "Christmas hasn't arrived yet, and nothing matters so much as that. Don't you know that a year is nothing more than Christmas surrounded by a dozen months?"

I liked that. There's a good

deal of sense to it. Christmas is our big holiday. It's the point toward which the entire year gravitates.

And now that we have decided on how important a holiday we have ahead of us, let's mull over some ideas for radio windows that will honor it in a merchandising way with zippy display work.

Alcy, our pet artist, said she would like to work with me on this article. Being a single fellow I didn't object for an instant. In my crude way I sketched the ideas I had in mind and Alcy did them up in great style—as you can see for yourself. Since you see the drawings in front of you there isn't much need of my delivering a harangue. I'll be brief as a modern Chinaman's que.

Sketch No. 1 calls for a Christmas tree; a great, big bag, open



Sketch No. 1. This window is easy to look at and easy to make.



Sketch No. 2. When a strong light is put in back of the small window, it makes a mighty effective sight at night.

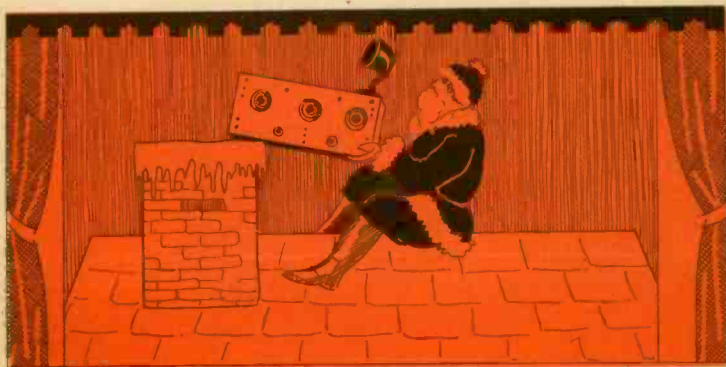
at one end, with radio parts spilling out on the floor; a mantelpiece—which you can make in twenty minutes out of compo board—with a clock on it and a stocking hanging down. The legend on the paper strip across the top of the window—"Let Santa bring a heaping pack of radio parts"—is a story all by itself.

Window No. 2

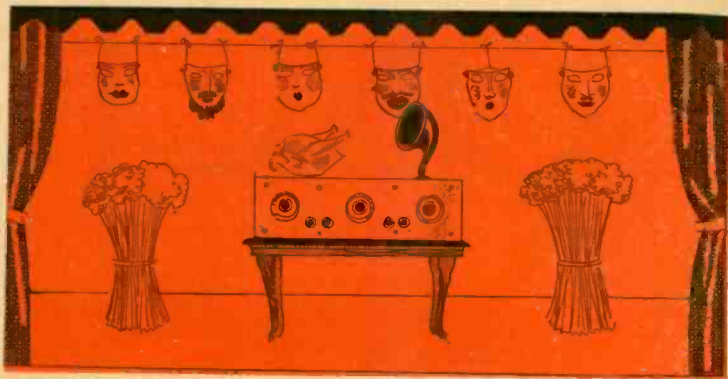
Perhaps the most vivid of the displays we have to offer is shown in Sketch No. 2. It looks rather mystifying, doesn't it. Yet nothing could be simpler to devise. You require nothing

more than a sheet of cardboard to be placed against the front of the window. The cardboard is painted black and has spots of white over it to represent snow, and also a trio of stars. At once you have a picture of a beautiful wintry night. The cardboard has a square section cut out in the middle. Near the front of the window you merely place a box, or stand, on which a radio set reposes in all its glory. The cardboard really acts as a frame.

Sketch No. 3 is practicable chiefly for department stores and the more successful radio



Sketch No. 3. It's not so easy to make this window but there's a powerful suggestion when the job is done.



Sketch No. 4. No, we haven't forgotten Thanksgiving.

shops which are willing to go to some expense. The services of a carpenter or expert sign painter are necessary for making out of compo board the top portion of a gable roof. The painting of the roof and chimney is easy. A wax figure dressed up to resemble Santa Claus, sitting astride the roof in the act of sliding a radio set down the chimney—completes the display.

With these thoughts to work on you have, perhaps, all you want for the Yuletide season.

Before I wave good-bye, however, I want to say a word or two about Sketch 4, which has to do with Thanksgiving. Alcy has portrayed so well what goes into the window that no description from me is called for. What with the set in the center and a large toy turkey on it, and a stack of wheat at either end of the window, a string of false-faces stretched across the top—why, gentlemen of the jury, I submit that this is evidence enough to warrant an immediate verdict in favor.

NOTICE

All district and local radio trades associations in the United States are urgently requested to communicate at once with the Radio Manufacturers' Association, 123 W. Madison St., Chicago, Ill. The purpose of this request is to get the correct address and the names of the officers of the various organizations so that they can be informed of legislative and other matters vitally important to every manufacturer, jobber and dealer. A prompt response will be greatly appreciated by the officers of the Radio Manufacturers' Association.

(Signed)

Herbert H. Frost, President.

BOSCH



BOSCH

Say you saw It in Radio Merchandising

RADIO

The Bosch Radio Receiver, unapproached in tonal quality, volume, selectivity, simplicity of operation and beauty of design, is a product of an organization excelling in the manufacture of precision electrical equipment. The Bosch radio receiver and the Ambotone—the Bosch wood conoid reproducer—combine to give a new standard of quality in radio reproduction. The authorized Bosch Radio Dealer has these incomparable selling features in Bosch Radio Products, plus the valuable prestige and public acceptance that goes with the Bosch name. Write at once for complete information on the exclusive Bosch proposition for your locality.

**AMERICAN BOSCH
MAGNETO CORP'N.**

Springfield

Massachusetts



RADIO

Say you saw it in Radio Merchandising

Ring Wins First Prize and Title "Mr. Radio"

He Passes Up Male Beauty Contest for Men's Radio Event. Amazing Feat Brings Big Reward.

By RING LARDNER

BY this time it is an old story that Miss Lanphier or something from sunny California was officially chose Miss America at the annual Atlantic City pippin konklave last mo., also that Miss Rena Jane Frew of Beaver, Pa., was formally christened Miss Radio during the world's radio exposition in N. Y. city. Miss Lanphier win the plume for being the most beautiful gal in the U. S. while Miss Frew got her medals for having tuned in on more distant stations than any other radio fan of the silly sex. Inter-

viewed by newspaper men Miss Lanphier said she owed all her success to her mother. Miss Frew attributed hers to her antennae. Miss Frew, when seen by reporters, was in a DX static mood.

Ring a Modest Guy

Contests like these kind is always bound to call forth a good many shower bouquets of raspberries for the judges of same as friends and relatives of the defeated candidates won't never admit that the best man win, but it seems to me like they ain't libel to be near as much injustice in the beauty contest as in the radio brawl.

The gals at Atlantic City has got to prove their qualifications in costumes that cannot tell a lie, whereas the radio queen must be selected more or less on her own lisping word and if she claims she got Honolulu last night and Odessa the night before, why you can only say is that so or what of it. Personally I have not heard none of Miss Frew's opponents make a squawk, but if they did they would probably have more of a leg to stand on than Miss Lanphier's rivals though the legs of the last named is not to be sneezed at if the rotogravure sections speaks true.

In his speech accompanying the presentation to Miss Frew of the diamond studded rubber heels or whatever the first prize may of been, Gov. Al Smith of New York said she had been

"Progress primarily does not stimulate demand, it follows demand. Of course, this works both ways. It may be true that the radio public is enlarging because apparatus is better, but it is even more true that apparatus is better because of a popular demand that it be made better. In radio, as in every other science, 'Necessity is the mother of invention.'

"We have in America the most alert radio public that exists in the world. Its varied tastes prove an inspiration to the broadcasters; its eagerness to be in universal touch with the best of broadcasting proves a similar inspiration to the engineers who must provide the apparatus that will cancel the barriers of distance."

William H. Priess.

picked as the American girl most typical of radio. This sounds kind of nasty to me and had I of been Miss Frew's brother, Mr. Frew, I would of sewed the Gov. for libel or else slapped his face and said you are a loud speaker yourself Smith.

In the men's radio even it was the writer of the present article who was unanimously awarded first prize and nicknamed Mr.

Radio. This contest was to decide who had come farthest from getting the farthest away stations and I was elected after relating an experience that took place no longer ago than last wk. On our radio it seems that when the arrows on the different dials is pointed to No. 70, 68 and 68 respy. why you get one of the main N. Y. stations namely WEAF. Well one night I got tired of the entertainment on WEAF, and decided to try and



One night I got tired of the entertainment on WEAF and decided to try and get WREO, which is Lansing, Michigan.

get WREO which is Lansing, Mich. The numbers for this station is 28½, 23 and 23 which I turned to same and in less time than it takes to tell it. I heard the voice of the announcer say-

ing this is station WEAJ New York. The prize arrived in next morning's mail and turned out to be a bill for \$14 from Dr. Niesley for vaccinating the wife and kiddies.



The Governor is shown seated at table at left; Justice Crane in centre and Representative Mills on right. WGY and WMAK broadcasting.

Radio Enters Politics

THE picture above was taken just before Governor Smith of New York and Representative Ogden Mills opened their verbal pyrotechnics in their debate on the \$100,000,000 bond issue proposal which will be decided by the people of New York state at the polls on November 3rd.

Governor Smith took the affirmative and Representative Mills the negative and Justice Crane was judge.

Radio is gaining greater and greater political importance as is evidenced by the increased use politicians are making of it

in their various campaigns. Perhaps radio will lift the veil of ignorance which has characterized public conduct at the polls. Certainly radio is becoming indispensable to our lives.

"I am deeply convinced that radio broadcasting has a mission to perform for the whole of civilization and that it will contribute to the mutual understanding of all peoples."

Dr. Hans Bredow,
Sec'y of the Reichspost.

Q In accordance with the announcement in the October issue of RADIO MERCHANDISING, we present on the following four pages specifications of receiving sets as furnished us by the manufacturers. This is the first time that material of this nature has ever been available to the radio trade.

* * * *

Q The listings are necessarily incomplete in some respects due to the short time we had for securing and compiling such a mass of statistical data. By the January issue we hope to give complete specifications of all manufactured sets.

* * * *

Q Since the first issue of this magazine, we have preached SERVICE. We aim to practice what we preach. In subsequent issues we will give other important data, such as what sets use S. L. F. Condensers, power tubes, single control, vernier dials, etc. We trust and believe that you will find these pages of great interest and value.

KEY

Aero.—Aerovox; A. M.—All American; Ambr.—American Brand; Amer.—American Hard Rubber; Ams.—Amsco; B.—Both; Benj.—Benjamin; Brac.—Brach; Cart.—Carter; Cent.—Centralab; C. H.—Cutler Hammer; Conn.—Connecticut; Cres.—Crescent; Dav.—Daven; DeJ.—DeJur; Dong.—Dongan; Dub.—Dublier; Dup.—Duplex; Dur.—Durham; Elec.—Electrad; Elg.—Elgin; E. Z.—E-Z-stat; Fed.—Federal; F & K—Fett and Kimmel; G. R.—General Radio; Hall.—Halldorson; H & H.—Haig and Haig; Hoos.—Hoosic; Int.—Intermediate frequency; Jeff.—Jefferson; Kel.—Kelford; K. K.—Kurz Kasch; Klos.—Klossner; Lib.—Liberty; Maj.—Majestic Sales; Mica.—Micamold; Mod.—Modern; M. T.—Martin Copeland; Mut.—Muter; Na.—Naald; Nuc.—Nucon; N. Y. C.—New York Coil; Pac.—Pacent; Phen.—Phoenix; Pion.—Pioneer; Prec.—Precise; Pref.—Preferred; Prem.—Premier; Poly.—Polymet; RaCo.—Radio Condenser Company; Rath.—Rathbun; Reic.—Reichmann; Reg.—Regular; Rel.—Rellance; Roy.—Royalty; Scr.—Scranton; Thor.—Thordarson; Tra.—Traiser; U. S. T.—U. S. Tool; Wal.—Walnut; Wire.—Wireless Radio.

Specifications — Circuit Design

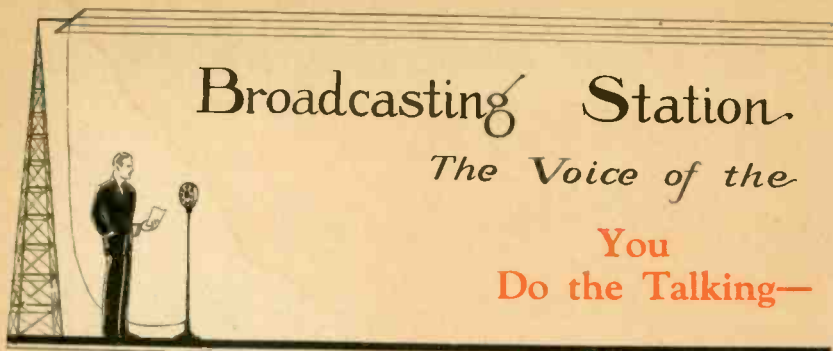
NAME OF SET AND MODEL	Price Stripped	Speaker Included	Tube Data			Circuit Data				
			Number	Type	Detector	Stages T.R.F.	Stages Un. T.R.F.	Stages A.F.	Stages Reflexed	Regeneration
Alnsworth "C"	100.00	No	5	01A	Tube	2	0	2	None	No
All American "R"	90.00	No	5	01A	Tube	2	0	2	None	No
Amerex Ace	59.00	No	5	01A	Tube	2		2	None	No
Amerex 5	39.50	No	5	01A	Tube	1	1	2	None	No
Astral	67.50	No	5	01A	Tube	2	0	2	None	No
Audiola Midget	10.00	No	1	01A	Tube	0	0	0	None	No
Audiola 5	60.00	No	5	01A	Tube	2	0	2	None	No
Audiola 6	90.00	No	6	01A	Tube	2	0	2	None	No
Batteryless	180.00	No	4	01A	Crys.	1	1	3	2	No
Bestone	42.50	No	5	01A	Tube	2	0	2	None	No
Bosworth	155.00	No	5	B	Tube	2	0	2	None	No
Brown B-77	115.00	No	5	01A	Tube	2	0	2	None	No
Brown B-56	225.00	Yes	6	01A	Tube	2	0	3	None	No
Buckeye 400	150.00	Yes	7	01A	Tube	2	0	4	None	No
Buckeye 300	125.00	Yes	6	01A	Tube	2	0	3	None	No
Buckeye 200	100.00	No	5	01A	Tube	2	0	2	None	No
Chelsea No. 140	26.00	No	3	01A	Tube	0	0	2	None	Yes
Chelsea Sup. 5	50.00	No	5	01A	Tube	2	0	2	None	No
Chelsea Sup. 6	60.00	No	6	01A	Tube	2	0	3	None	No
Clar-a-dyne	85.00	No	5	B	Tube	2	0	2	None	No
Cleartone 90	130.00	No	7	B	Tube	1	3	2	None	No
Cleartone 100	72.50	No	5	B	Tube	2	0	2	None	No
Consonelle	130.00	No	7	01A	Tube			2	None	No
Consonelle Jr.		No	4	01A	Tube	1	0	2	1	No
Crosley Pup	9.75	No	1	B	Tube	0	0	0	None	Yes
Crosley 51	14.75	No	2	B	Tube	0	0	1	None	Yes
Crosley 52	25.00	No	3	B	Tube	0	0	2	None	Yes
Crosley Trirdyn	45.00	No	3	B	Tube	1	0	2	1	Yes
Distantone B	47.50	No	5	01A	Tube	2	0	2	None	No
Drexola Super	150.00	No	8	01A	Tube	2	Int. 3	2	None	Yes
Drexel 5	125.00	No	5	01A	Tube	2	0	2	None	Yes
Drexel 4	95.00	Yes	4	99	Tube	1	0	2	None	Yes
Eagle "D"	125.00	No	5	01A	Tube	2	0	2	None	No
Echophone V-3	35.00	No	3	99	Tube	0	0	2	None	Yes
Echophone R-3	48.00	No	3	01A	Tube	0	0	2	None	Yes
Echophone R-5	85.00	No	5	01A	Tube	1	0	3	None	No
Erla 53	100.00	No	3	B	Tube	2	0	2	2	No
FADA 192A	85.00	No	6	B	Tube	2	0	2	None	No
FADA 195A	40.00	No	3	B	Tube	1	0	2	1	No
Federal A-10	75.00	No	5	B	Tube	2	0	2	None	No
Federal C-20	165.00	No	7	B	Tube	4	0	2	None	No
Freed-Eisemann FE-15	75.00	No	5	01A	Tube	2	0	2	None	No
Freed-Eisemann NR-7	110.00	No	6	01A	Tube	2	0	2	None	No

Specifications — (continued) Circuit

NAME OF SET AND MODEL	Price Stripped	Speaker Included	Tube Data			Circuit Data				
			Number	Type	Detector	Stages T.R.F.	Stages Un. T.R.F.	Stages A.F.	Stages Reflexed	Regeneration
Globe 830	75.00	No	5	01A	Tube	2	0	2	None	No
Globe 770	55.00	No	4	01A	Tube	1	0	2	None	No
Goulding "45"	60.00	No	5	01A	Tube	2	0	2	None	No
Grebe Mu-1	155.00	No	5	01A	Tube	2	0	2	None	No
Halldorson RF-600	65.00	No	5	01A	Tube	2	0	2	None	No
Harmon V-C Grand	135.00	Yes	4	01A	Tube	1	1	2	None	Yes
Harmon Unitrol	150.00	Yes	6	01A	Tube	2	0	3	None	Yes
King Cole	80.00	No	4	B	Tube	1	0	3	1	Yes
Kodak C113	30.00	No	3	99	Tube	1	0	2	1	Yes
Kodak Standard	70.00	No	5	01A	Tube	2	0	2	None	No
Kor-Rad K25	80.00	No	5	01A	Tube	2	0	2	None	No
Leich 1A	125.00	No	5	01A	Tube	2	0	2	None	No
Magnavox 10	110.00	No	5	01A	Tube	2	0	2	None	No
Melco Supreme	165.00	No	5	01A	Tube	2	0	2	None	No
Meteor 6	110.00	Yes	5	01A	Tube	1	0	3	None	No
Meteor 4	45.00	No	4	99	Tube	1	0	2	None	No
Minerva	60.00	Yes	5	01A	Tube	2	0	2	None	No
Music Master 100	100.00	No	5	01A	Tube	2	0	2	None	No
Music Master 300	300.00	Yes	5	01A	Tube	1	1	2	None	No
Operadio	160.00	Yes	6	99	Tube	2	1	2	None	No
Pliodyne 6	60.00	No	6	01A	Tube	2	0	3	None	No
Pliodyne Univ.	125.00	No	6	01A	Tube	2	0	3	None	No
Pliodyne Super	295.00	No	9	01A	Tube	5	0	3	None	No
Powerola C-3	165.00	Yes	5	01A	Tube	2	0	2	None	No
Radiodyne WC-13	39.50	No	5	11	Tube	2	0	2	None	No
Radio Master 5T-1	85.00	Yes	5	B	Tube	2	0	2	None	No
Simplex SR-5	57.00		5	01A	Tube	2	0	2	None	No
Sleeper 57	75.00	No	5	01A	Tube	2	0	2	None	No
Steinite	60.00	No	5	01A	Tube	2	0	2	None	No
Steinite Crystal	6.00	No	0		Cry.					
Stromberg-Carl. 601	210.00	No	6	01	Tube	3	0	2	None	No
Thompson B-50	125.00	No	5	01A	Tube	2	0	2	None	No
Thompson S-70	180.00	No	6	B	Tube	2	0	3	None	No
Ultradyne	335.00	Yes	8	01A	Tube	2	Int. 3	2	None	Yes
Workrite 6	125.00	No	6	01A	Tube	2	0	3	None	No
Workrite 5	80.00	No	5	01A	Tube	2	0	2	None	No
Wright-DeCosta 6	125.00	No	6	99	Tube	1	0	4	None	No
Wright-DeCosta 4	38.50	No	4	99	Tube			3	None	Yes

Design and Parts Manufacturer

Coll Data (Type)					Audio Amplification					Parts Manufacturer								Antenna
Solenoid	Basket-weave	Spider-web	Honeycomb	Toroidal	Transformer	Trans. and Resist.	Resistance	Trans. and Push Pull	Impedance	Colls	Condensers Fixed	Condensers Variable	Transformers	Sockets	Leaks	Rheostats	Dials	
x			x		x					Own	Dub.	Own	Thor.	Own	Elec.	Own	K.K.	Reg.
					x					Own	Dub.	Own	Thor.	Own	Elec.	Own	Sera.	Reg.
			x		x					Own	Dub.	Reli.	Lib.	Wal.	Dav.	Cent.	K.K.	Reg.
x					x					Own	Own	Own	Own	Own	Own	Own	Own	B
x					x					Own			Own	Own				Reg.
x					x					Own	Dub.	Rath.	Reli.	Benj.	Dav.	Dav.	Amer.	Reg.
x					x					Own	Dub.	Rath.	Reli.	Benj.	Dav.	Dav.	K.K.	Reg.
x					x				x	Own	Dub.	Prem.	Own	Own	Mut.	K.K.	Wal.	Reg.
x					x					Own	Own	U.S.T.	Own	Own		Own	K.K.	Reg.
x					x					Own	Own	U.S.T.	Own	Own		Own	K.K.	Reg.
x					x					Own	Dub.	Pac.	Own	Na.	Dur.	Pac.	Na.	Reg.
x					x					Own	Dub.	Elg.	Thor.	Own	Own	Hoos.	Amer.	Reg.
				x	x					Own	Own	Own	Own	Own	Elec.	Own	Own	Reg.
		x			x					Own	Fed.	None	Jeff.	Own	Own	Own	Own	Reg.
x					x	x				Own	Aero	Bruno	Mod.	Benj.	Dav.	Dav.	Marg.	Reg.
x					x					Own	Aero	Amso	Cres.	Na.	Aero	Aero	Bell	Reg.
	x				x					Own	Poly.	U.S.R.	Own	Own	Poly.	Cart.	Own	Reg.
			x		x					Own	Dub.	Own	Own	Own	Dur.	Own	Own	Reg.
			x		x					Own	Dub.	Own	Own	Own	Dur.	Own	Own	Reg.
		x			x					Own	Dub.	Own	A.M.	Own	Dub.	Own	Own	Loop
x						x				Own	Dub.	Own	Own	Na.	Veby.	DeJ.	Own	Reg.
x					x					Own	Dub.	Own	Own	G.R.	Veby.	DeJ.	Own	Reg.
x					x					Own	Dub.	Own	Own	G.R.	Veby.	G.R.	Own	Reg.
	x				x					Own	Own		Own			Own		Reg.
		x			x					Own				Own				Reg.
	x				x					Feri.	Dub.	U.S.L.	Thor.		Dav.	Kloa.	King	Reg.
		x			x					Own	Aero	Ra Co.	Dong.	Na.	Aero	C-H	Na.	Reg.
x				x	x					Own	Dub.	M S W	Own	Own	Veby	DeJ.	K.K.	Reg.
		x			x					Own	Own		Dong.	Own	Own	Poly.	Na.	Reg.
		x			x					Own	Own	Own			Own		Na.	Reg.
x					x					Own	Own	Own	Own	Own	R.C.		Own	Reg.
x					x					Own	Dub.	Own	Own	Own	Dut.	DeJ.	Na.	Reg.
x					x					Own	Dub.	Own	Own	Own	Own		Na.	Reg.
		x			x					Phen.	Elec.	G.R.	Lib.	Benj.	Elec.	Cent.	Wal.	Loop
x							x			Own	Dub.	U.S.T.		Oion.	Dav.	JeL	Own	Reg.
x					x					Own	Dub.	Ambr.	A.M.	Pion.	Dav.	Kel.	Own	Reg.
x						x					Aero	H&H	Own	Pion.	Dav.	Kelg.	Marco	Reg.
x						x					Aero	H&H	Prec.	Pion.	Aero	E.Z.	Walsh	Reg.



Williamsport, Pa.
Oct. 23, 1925.

So let us have the chart. Figures never lie.

John B. Vollkier.

To the Editor:

You have taken the right fork in the road in advocating rating the operating characteristics of the various radio receivers. The public is at present sold on counting sockets. They think that if there is plenty of light there is sure to be plenty of song. In many instances explaining how reflex and regeneration increase volume without adding to the number of tubes is like putting over a subconscious thought lecture in Central Africa.

John, if it were as easy to do as it is to say, we'd have had that chart long ago. But first we must establish standards, then they must be approved by leading authorities, and lastly we must persuade manufacturers to use them. It all takes time and much hard work. But we're on the job, as we always try to be.

• • •

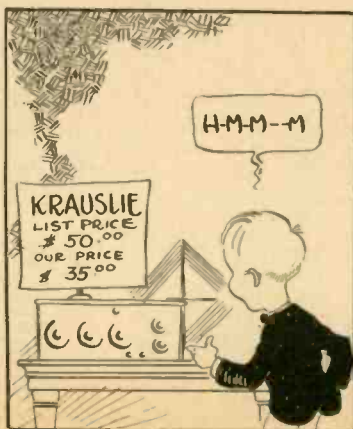
Washington, D. C.
Oct. 21, 1925.

To the Editor:

My October copy of RADIO MERCHANDISING has just come and I

Mike Jr.

His Pop Is a



Plan now for

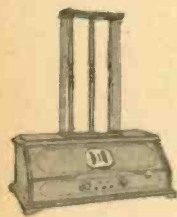
Christmas and 1926



Radiola 28, list
\$260



Radiola 30, list
\$575



Radiola 25, with 6
Radiotrons, list
\$165

RCA has spent the better part of 1925 in research and development—to raise the standard of radio art. New principles have been uncovered—and every new product has been the object of untiring research, to be sure that every piece of apparatus put out would be absolutely right—and would meet the most critical demands of the public. The new RCA line fills, today, the demands of to-morrow—with:

A uni-controlled five-tube set that outdoes all previous tuned radio frequency sets;

A six-tube and an eight-tube Super-Heterodyne that can either be used with dry batteries or adapted for A. C. drive;

A de luxe Radiola, with power speaker and complete A. C. drive—no batteries at all;

Radiotrons and loudspeakers to bring up-to-date the sets you sold last year, and to make the new sets greater in performance.



RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

RCA backs up every dealer for the long pull!

The "Selective Dealer Policy" which goes into effect on January 1st, is a tremendous step forward in dealer protection. If you have not yet had full details, write to the nearest RCA office for the booklet explaining it. Every dealer who earns the RCA franchise next year will have:

A *complete* line of Radiotrons—the standard tubes of radio;

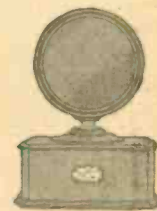
A *complete* line of Radiolas—the most popular as well as the most advanced radio receivers—ranging in price from \$15 to \$575;

A *complete* line of loudspeakers, achieving new tone quality and unheard-of volume—ranging in price from \$18 to \$245;

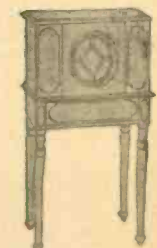
And all these backed by the tremendous prestige of RCA and its associates—General Electric and Westinghouse—supported by a great nationwide campaign in magazines, newspapers, billboards and sales helps—and protected by sound merchandising and a definite dealer policy.



RCA Loudspeaker,
Model 100
list \$35



RCA Loudspeaker,
Model 102
list \$140



RCA Loudspeaker,
Model 104
list \$245

RADIO CORPORATION OF AMERICA • NEW YORK • CHICAGO • SAN FRANCISCO

HOW OTHERS

*A Unique Method of Creating Interest Resulted in
New Radio Department*

By J. L. SIMPSON

WHEN Butler Music Company of Kansas City, Kansas, established a radio department in their large music store, they felt that some unusual method must be used to put this new department on something like an equal footing with their old and firmly established music goods department, which they had spent years in building up.

Since they had taken the agency for a well known make of radio sets, sets which run into real money, retailing for as high as \$600, they felt that the first thing for them to do was to enlist the interest of the more well-to-do class of citizens of their town, folks who could really afford to spend this relatively large amount for a radio set of the highest type.

The first thought was to write letters to the leading citizens of Kansas City, and follow these up with visits from capable salesmen. But this idea was discarded for something far

more spectacular and interesting—and thereby hangs a story of salesmanship of interest to retailers everywhere.

Butler's decided that a letter sent from the radio department to the leading citizen would perhaps find a resting place in the waste basket, but if it were printed in their advertising space it would take a whole lot of waste baskets to conceal these letters from the persons addressed, as well as from the public in general.

And so a list of leading citizens was chosen carefully, leaders in finance, in politics, in industry, in education, and, in fact, in every line of legitimate endeavor.

The Follow-Up

These open letters were repeated at intervals of a few days, each letter being brief, to the point, and *personal* in every respect to the prominent citizen addressed, and each being of a nature to please even the mayor of the city, or the wealthiest man in town.

As the letters were printed, and while interest was at its height, high-powered salesmen from the Butler store were sent out to "hit while the iron was hot." These salesmen went right to the home or office of the prominent citizen thus publicly addressed, and either made the sale, or obtained permission to install a set in his home.

This was an Original idea. It worked because it was interesting. That is the test.

WRM

Radio Dealer

We
Do the Listening



note with considerable interest that your first article concerns itself with the farmer and is written by yourself.

I wish to congratulate you on your appreciation of the point of view which this department has maintained for the past four years, and which is expressed in the words of our secretary to the effect that the greatest contribution which radio will make to American civilization is its benefit to the farmers of this country. We have been writing and speaking on every possible occasion along these lines and I firmly believe that the development

of what may be called the farmer field for the sale of radio is now up to the manufacturers, jobbers and dealers, and your paper does well to emphasize this point.

J. C. Gilbert,
U. S. Dept. of Agriculture.

In retaliation for these kind words, we state with some pride that no agency in the country has given us more helpful and needed information than the Dept. of Agriculture. Mr. Gilbert has offered us the full co-operation of his department and it goes without saying that we shall avail ourselves of his able services.

Noted Philanthropist



By Hills



DO IT

apid Growth of Butler's

The first two letters are addressed to leading citizens.

The last two letters are from satisfied customers.

Personal to
Dr. R. C. Lowman
816 North 9th St.

You are interested in knowing how much you can find out about this world of ours and never leave your fireplace, aren't you? If anyone needs relaxation from strenuous duties a doctor does. Just picture sitting in your own cozy parlor and listening to John McCormick singing in New York City or to the Memphis Blues orchestra down in Memphis. Yes, it's being done by owners of the Brunswick Radiola. May 1925 let you HEAR more of the world.

Frank Butler



Brunswick Radiola No. 240

Personal to
W. D. Partin---

The Home Laundry

Your new, modern Laundry, recently opened, makes me believe you appreciate up-to-date ways of doing things. And say, talking about "up-to-dateness" you should hear the New Brunswick Radiola—no ground wires—no antennas—no wet cell batteries—and it brings them all in. Drop in sometime, Mr. Partin, and let me demonstrate this Brunswick Radiola.

Frank Butler



Brunswick Radiola No. 240

ER'S
PANY
1813 1/2 Central

Personal From
Chris Kopp---

(Kopp's Bakery)

to
Butler Music Co.,
530 Minnesota Ave.

Dear Mr. Butler:

You very kindly let me try out the Brunswick Radiola a few weeks ago. Its performance was excellent but I decided I would wait a few months before purchasing.

We did without the instrument for a few weeks and then decided that there was nothing on the market that compared with it. As you know I ordered it sent out to my house yesterday.

I know of no recommendation for the Brunswick Radiola stronger than to say that no other instrument that I know anything about compares with it.

Yours very truly,

Chris Kopp



hent
hola

ER'S
PANY
1813 1/2 Central Avenue

Personal From
Charles Thompson, Attorney
156 North Valley St.

Butler Music Co.,
530 Minnesota Ave.

We are perfectly satisfied with our BRUNSWICK RADIOLA. Programs from all parts of the United States come in clearly. Especially satisfying is this instrument because we have no wet batteries or outside wires to bother with.

Charles Thompson.

Brunswick
RADIOLA

Easy to locate just the entertainment you wish to hear. You are not out of the room when loud stations are in the air. The Radiola goes right through them.

Photographs and radio in combination—this is a Brunswick Radiola. No wet batteries, no outside wires, no ground wires.

\$190 and Up
on Payments



Brunswick Radiola No. 240

BUTLER'S
MUSIC COMPANY

530 Minnesota Avenue 1813 Central Avenue

One of the most profitable types of advertising is testimonial advertising.



A corner of the radio department of the Butler Music Company with Mr. Butler (left) owner of the company and Mr. Miller (right) head of the radio department.

By the time the series of advertisements was completed, sales had been made to a majority of these persons, or sets were doing service in such homes "on trial."

The value of these "open letters" in the important matter of making "key-sales" to the best class of people in town was so effective in creating interest in the Butler Radio department, and so valuable in promoting sales, that the managers of this firm decided that it was possible to promote another series of "open letters" which should be as valuable as the first series, even in not quite so spectacular, in promoting business in the radio department.

And so a new series was planned, this time from the leading citizens who had purchased radio sets, to the Butler Music Co. These letters, expressing satisfaction with the sets pur-

chased, were printed in similar manner, right at the top of the regular advertising space, and in large type, as had been done with the previous series, so that "all who run may read." According to the store managers, this publicity method not only aroused city-wide comment and interest, but was a practical sales builder of the most effective type.

Conduit Electric Takes Eagle

The Conduit Electric Supply Company, located at 244 West Jefferson Street, Syracuse, New York, have taken the Eagle Radio Company's full line of receivers and consoles for distribution in their part of New York state.



"They are repeaters"

SAYS the J. H. McGrath Co., Hastings, Neb.: "We carry a complete line of Eveready Batteries and find that they meet the most exacting requirements; are the easiest to sell because they are nationally known and advertised and have consumer acceptance. They are repeaters because they are satisfactory. We lose no sales with our stock of Eveready Batteries."

There are thousands of dealers as satisfied as Mr. McGrath, and for the same reason. Eveready Radio Batteries are trade builders and repeaters. They enable you to meet every customer's radio battery requirements. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.
 New York San Francisco
 Atlanta Chicago Dallas Kansas City Pittsburgh
 Canadian National Carbon Co., Limited, Toronto, Ontario

**EVEREADY
 HOUR
 EVERY TUESDAY
 at 9 P. M., E. S. T.**

For real radio enjoyment, tell your customers to tune in the "Eveready Group," Broadcast through

WEAF	New York
WJAR	Providence
WFFI	Boston
WTAG	Worcester
WFI	Phila.
WGR	Buffalo
WCAE	Pittsburgh
WSAI	Cincinnati
WWJ	Detroit
WCCO	Minneapolis
WOC	St. Paul
WDS	Davenport
KSU	St. Louis

EVEREADY

Radio Batteries

- they last longer

Why dealers find



The Kolster Eight pictured above is one of four beautiful models, of which there are two Eights and two Sixes. Each is housed in a cabinet of rare charm, designed by leading authorities. A Kolster is a pleasure to the eye as well as to the ear.

KOLSTER

Kolster so attractive

F. T. C. executives, planning long ago, are rewarded by the wide response upon the part of progressive dealers.

The reasons are simple.

Primarily, in the instrument itself, a Kolster anticipates the current public demand. That means sales and profits to the dealer.

Secondarily, in the relationship with the trade, F. T. C. executives have developed a mutually successful plan.

A Kolster franchise means: territorial protection, substantial profit, protection against obsolescence and against erratic price fluctuations, aggressive advertising.

If the above were a mere claim, it would not be unique. But backed by F. T. C. it is not a claim, but a fact.

Furthermore, it is unique because behind the Kolster is a concern so ably financed and so forward-looking that

it can afford to give every Kolster dealer the very limit of co-operation.

In selling a Kolster to a customer a Kolster dealer is insuring a *satisfied* customer. A Kolster satisfies in tonal perfection, simplified tuning, quietness from background noises, selectivity, no interference, sensitivity, beautiful cabinets and a factory guarantee.

F. T. C. executives, in anticipating public demand, also anticipate the requirements of a permanent, mutually profitable relationship with dealers, founded on co-operation.

Because of F. T. C. policies, you should handle Kolsters if you want substantial and steady profits.

Write, wire or mail the coupon for further information.

FEDERAL TELEGRAPH COMPANY
(of California)

Woolworth Building
New York City

RADIO

R. M. 14	
Federal Telegraph Company, (of California) Woolworth Building, New York, N. Y.	
Please send me particulars regarding Kolster Radio and the Kolster dealer proposition.	
Name	
Street	
City	State



Two contests ended in the month of October. One was Radio Merchandising's jobber letter contest and the other was the World Series battle between the Pittsburgh Nationals and the Washington Americans. Here is Bill McKechnie, Manager of Pittsburgh, telling how the Pirates won the pennant.

It's All Over But Picking the Winners

Rush of Letters in Last Days of Contest Show Jobbers Firmly Intrenched

WE asked the question, "Why Do You Prefer to Deal Through a Jobber Rather Than Direct With the Manufacturer?" Hundreds of dealers in all parts of the country wrote in and told us why. They were darn good letters and they showed conclusively that the jobber is a necessary link in our scheme of distribution.

Now we have to pick the winners. The editorial staff will select what it thinks are the ten

best letters and all the jobbers in the country will vote on which of the ten they like the best. Each of the ten will receive ten dollars and the letter voted the best will get an additional fifty dollars. Pretty soft, eh?

We'll announce the winners in the December issue of RADIO MERCHANDISING. In the meantime we are reprinting here two splendid letters which were received before the contest closed.

(Continued on page 86)



WC-15 \$39.50

“You’re at Least Modest in Your Advertising”

writes a Radiodyne Distributor

Perhaps we are, but how satisfactory it is to Radiodyne dealers to have every Radiodyne exceed expectations and make every owner a Radiodyne Booster.

2 Dial Control — 5 Tubes

The New Radiodynes are extremely easy to tune and are non-critical. Priced \$39.50 to \$215, each model represents a real value and possesses remarkable tone, selectivity and volume. Only consumes 9 to 10 milliamperes “B” Battery current at 90 volts while average 5 Tube set consumes 20 to 25 milliamperes.

Real Dealer Protector

The Radiodyne Sales Plan of Registered, appointed dealers is again a Year Ahead. Write or wire for names of nearest distributor and our plan. It’s new, it’s different and gives the dealer his. Radiodynes are sold only through distributors—never direct to dealers.

Western Coil and Electrical Company

310 Fifth St.

Racine, Wis.

Radiodyne
AGAIN-A YEAR AHEAD

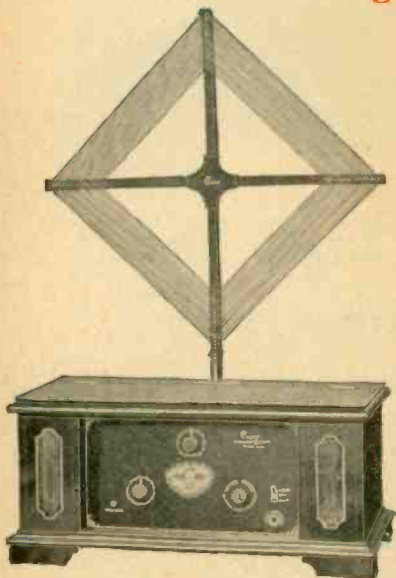
PRICED
\$39.50
to \$215

*It's loop
operated!*

the NEW—

Priess
TRADE MARK

STRAIGHT **8** EIGHT



*an eight tube,
loop operated
receiver hav-
ing unexcell-
ed distance
getting abil-
ity.*

Table Model of the Priess Straight Eight
List Price, complete with loop, but without
accessories, \$175

Designed Primarily for Distance

"Distance" is what the public is clamoring for—and the Priess Straight Eight will meet this popular demand, by the utilization of radio frequency stages before detection—the building up or amplification of weak radio frequency impulses from distant stations so that they are of sufficient strength to exceed the threshold value of the detector. This has been accomplished in the Priess Straight Eight by employing five geometric stages of radio frequency.



Say you saw it in Radio Merchandising

THIS MEANS DISTANCE

*Radio Amplification Voltage 3000 to 1
Before Detector*

Energy Amplification 9,000,000

Priess Straight Eight Selling Advantages

The outstanding features that are distinctly Priess are selling advantages no other set has to offer. 1. Loop operated. 2. Eight tubes. 3. Five stages of radio frequency before the detector. 4. Single tuning control with visible valve-length indicators. 5. Tunes in a station on only one point—No harmonics. 6. No locally manufactured static from oscillating tubes. 7. Non-reradiating. 8. Sensitivity control independent of tuning control. 9. Volume control. 10. One control for filament and cutting in or out audio stages. 11. Enclosed loop in console models operated by a knob on panel.

Over 6,000,000 Families Will Read About the Priess Straight Eight

The Priess Straight Eight will be backed up by an intensive and constant national consumer advertising campaign in which thirty-five newspapers in thirty-one cities will be used.

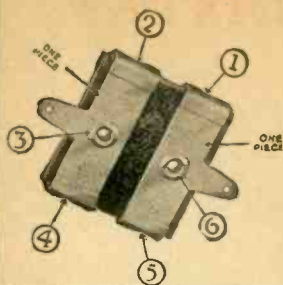


Console Model of the
Priess Straight Eight
List Price, including loop and Loud
Speaker, but without other accessories, \$285

The public is buying Priess sets—superior performance proved by demonstration is selling it.

PRIESS RADIO CORPORATION
693 BROADWAY NEW YORK, N.Y.





"The Six Point Pressure Condenser"

THE "Electrad" Certified Fixed Mica Condenser is a revelation in accuracy and design. Value guaranteed to remain within 10 per cent of calibration. Standard capacities. 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916, and applications pending. Price 30c to 75c in sealed dust and moisture proof packages.

ELECTRAD

Inc.

428 Broadway, New York

The Greatest Musical Artists Come to Radio

THE march of Radio goes on.

Within the past few weeks leading singing and instrumental artists have signed with Mr. Kent. Leading pianists will broadcast by courtesy of the Steinway piano company. Leading organists will broadcast by

courtesy of the Skinner Organ Company.

The editor of this magazine receives every morning programs from all the leading broadcasting stations and you may take his word for it, it makes inspiring reading. We've got something wonderful to sell, boys.



Leaders in musical world signing broadcasting contracts. Left to right: Louise Homer, Reinald Werrenrath, A. Atwater Kent, Toscha Seidel, Anna Case (signing) and Hulda Lashanska.



ELECTRAD LEAD-IN
 Goes under the window
 No holes to drill

40¢

There is a difference
 Get the Genuine!

Mfd. solely by ELECTRAD Inc. 428 Broadway New York

Free to Dealers—"Electrad" Lead-In mounted on display card. Write for yours today. No strings—nothing to buy.

"Electrad" Lead-In—A tremendous market for this efficient accessory. Water proofing and insulation of superior quality. Made to satisfy "Electrad's" high standard—there is a difference. List 40c.

"ELECTRAD" Dealers Make Money

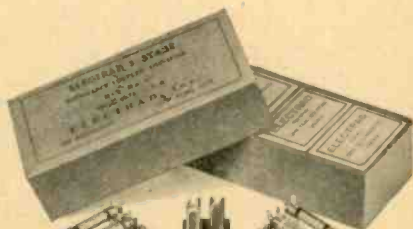
EVERY radio enthusiast needs some of the "Electrad" Products. Many of them are prospects for all of the "Electrad" Radio Accessories.

This is the big profitable market to which "Electrad" essentials appeal. They will draw the cream of the business to your store.

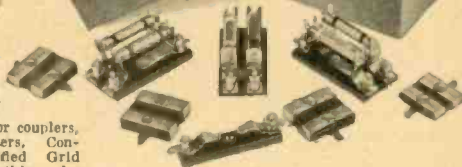
DEALERS AND JOBBERS—Send for our profitable proposition, samples and literature.



"Electrad" Lamp Socket Antenna
 Always a good seller. No outdoor aerial needed. Simplest, neatest, most effective on the market. List 76c.



"Electrad" 3-step Resistance Coupled Amplification Kit—No. 1-C—A big \$6.75 seller. Contains the necessary Resistor couplers, Certified Mica Condensers, Condenser mounting, Certified Grid Leaks and Resistors. Nothing else needed except sockets, rheostat and busbar.



ELECTRAD

428 BROADWAY, NEW YORK CITY

Also makers of Resistance Coupled Amplifier Kits, Lead-Ins, Lightning Arresters, and Certified Grid Leaks.



With the EDITOR

Concerning Mr. Victor

Early in October most of the newspapers of the country violated the edicts of the Publishers' Association by printing a great amount of free publicity for the Victor Talking Machine Company—even such papers as the New York Times and World. Very clever, Mr. Victor, and we wonder how you did it.

* * *

According to "Experts"

The publicity concerned the advent of the new Victor Orthophonic talking machine. This statement was made:

"The invention is in a way the reply of the talking machine to the competition of the radio which has menaced the older art heavily in the last two years. The new instrument has a perfection of reproduction which has not been reached by radio and, according to experts, cannot be until static is conquered."

What happens when there is no audible static at high signal levels—90 per cent of the time? We trust the statement was made in ignorance. It is not true!

* * *

This Also Is Untrue

The Victor advertisement on the back cover of the October 17th issue of the Saturday Evening Post makes this statement:

"In *any present form of reproduced music* there are many notes that do not maintain their proportionate volume."

The italics are Mr. Victor's but the statement is untrue. Both radio and the player piano *can* reproduce all notes of piano music in strict accordance with the original. Radio can faithfully reproduce any music. We regret that Mr. Victor has resorted to these tactics. False or misleading statements are harmful to everyone.

* * *

A Good Phonograph

But we will not quibble over technicalities. We will say this for Mr. Victor.

His new product is an excellent phonograph. And if the Studebaker Wagon Company should bring out a splendid new buggy, we'd say "Bravo, Mr.

Studebaker." But we'd continue to ride around in the old Ford, even though it did act up now and then.

A horse and shay is dependable, you know. You say "Giddap" and off you go, slow and easy, and a phonograph is that way too—wind it up, put on a record and it sounds just the same as it did last night or last year.

* * *

We Intend To Be Fair

That is an advantage possessed by the phonograph which radio can never have. We believe in the phonograph.

We believe it has a place in the musical world. If Mr. Victor had said, "Buy a phonograph to supplement your radio—to play the music you like best whenever you want it," we would have been all for him. But when Mr. Victor says in effect, "Don't buy one of those distorting radios. Buy a wonderful Victrola," then we will have to be antagonistic. We cannot be friendly with anyone who is trying, in Mr. Victor's way, to hurt the sale of radio. If the sale of a new Victor is going to mean a sale lost to radio then we will have to do our best to prevent Victor sales. We are in the radio business, not the phonograph business. Radio is our bread and butter. We resent having the product we sell maligned.

* * *

There Is No Substitute

No, Mr. Victor, you won't get anywhere on *that* tack. The best phonograph cannot compete with even a poor radio because the phonograph lacks the surprise element, the variety, and the realness, the personality of radio. You can supplement radio with a phonograph but there is no substitute for radio.

Gayb Little

RADIO MERCHANDISING Stands for

1. Distribution through jobbers and retailers.
 2. Strong national and territorial associations of manufacturers, jobbers and retailers.
 3. Free and unlimited competition in the manufacture and sale of radio.
 4. Elimination of the gyp, whether dealer, jobber, or manufacturer.
 5. Non-taxation of radio reception by the government.
-
-



\$25

West of Rockies,
\$26.50

In Canada, \$35

The SAAL Soft SPEAKER

brings the best out of any radio set

HERE is a radio reproducer you can sell to your most particular customer with the knowledge that it will render permanent service and stand up under the most constant usage.

The Saal does not force your customer to choose between volume and tone quality. It combines volume with a velvet tone. It is not a fad. It is not a trumpet. It is a faithful reproducer of radio programs. It is properly constructed and shaped for the accurate reproduction of sound. It removes the objection to loud speakers. It has no blare, no blast, no metallic ring.

The Saal Soft Speaker is made to last a lifetime. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood, no tin, no composition. It has

SAAL Jr.

The same in every respect as the Saal Soft Speaker, except it measures 18½ inches in height.

\$20

West of Rockies, \$21
In Canada, \$27.50

nothing to warp, crack or deteriorate. The reproducing unit is of all-metal construction and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning. It is guaranteed to give satisfaction to the user.

In appearance the Saal with its black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

It is manufactured by a company with years of experience in the music business. A large plant insures prompt delivery. It is thoroughly advertised.

Order through your jobber. Jobbers write to us.

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

—extra profits from extra service

Watch for these
sales-building
ads

History-Making Adventures
of
BURGESS RADIO BATTERIES

Contributors to your entertainment

WHEN you are receiving the latest of your receiving set, the batteries you use are contributing to your entertainment by maintaining their power under the most adverse conditions.

And to be able to contribute their energy and to add to the enjoyment of your listening, equipment, these batteries must contain more of available power and longer known to the discriminating buyer.

Such batteries are Burgess—products of the Burgess Laboratories—which products have been used by practically every famous explorer, the majority of whom are the leading radio engineers.

That's why when you use Burgess Radio "A," "B," and "C" Batteries you are using batteries which assure the longest and most complete reproduction.

BURGESS BATTERY COMPANY
General Sales Office: CHICAGO
Canadian Factories and Offices: Niagara Falls and Winnipeg

BURGESS RADIO BATTERIES

Advancements of our latest models, batteries, made and to maintain the other new ones, together and improved. For these we make your own and complete. Burgess Batteries are the only batteries which maintain their power under the most adverse conditions.

It's not enough now that the advertisement represented you will take their products when you have seen and compared our Burgess Batteries—Plattville, Radio and General Sales Office: CHICAGO, Niagara Falls and Winnipeg.

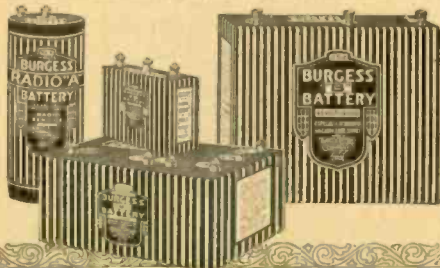
BURGESS BATTERY COMPANY
General Sales Office: CHICAGO
Canadian Factories and Offices: Niagara Falls and Winnipeg



WHEN you sell a Burgess Battery you are sure of three things: first, that you've made a profit—second, that the buyer will be more than satisfied, and third, that he will come back and buy again.

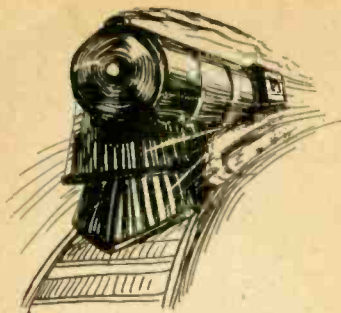
That extra service found in Burgess Batteries has consistently held old customers for our dealers. At the same time, it has led to greater profits through the building up of an increased number of new users.

BURGESS BATTERY COMPANY
GENERAL SALES OFFICE: CHICAGO
Canadian Factories and Offices: Niagara Falls and Winnipeg



BURGESS RADIO BATTERIES

Say you saw it in Radio Merchandising



*Are You on the main track
going full speed ahead—*

(Continued from page 29)

tised—full line—of equipment and parts. There will be various items, of course, which we will handle in addition to this line. Although we are pushing one well-known set at the present time we have many makes on our shelves so that we are in a position to satisfy the most discriminating purchaser.

Sets On Approval

At first we were a little lax in letting out sets on approval, in extending credit and allowing purchasers to buy on the installment plan. Certain classes of people abused these services and privileges to such an extent that we are more careful and endeavor to determine the good faith and credit of all customers now. This has proven worth while and advisable as our credit sales indicate.

When we first started in the radio business we started on a small scale, carrying only a few sets and more parts. But as time went on and our prestige increased we added to and increased our stock and equipment. At the present time our radio department has a very conspicuous place in our store and we believe our stock to be as varied and complete as any hardware firm in Vermont.

The manager of the radio de-

partment in a hardware store should be thoroughly conversant with the subject—he must have a good knowledge of all the standard lines and understand radio from A to Z. We were indeed fortunate in obtaining the services of Mr. William J. Merrill, who has charge of the department. He has had considerable experience in the business. He knows how to sell, install and service apparatus—in fact he knows the radio game from start to finish. The buying is handled jointly by Mr. Leon J. Patten, treasurer, and Mr. Merrill. They know how to buy their stock—the kind that will be salable in this territory. Wise buying is one of the fundamental elements in the proper administration of a radio department as in all other lines and it shows up in greater turnover and more profit and less loss and expense.

Due to our distance from broadcasting stations we have found that crystal receivers are not at all usable. Only tube receivers will give results in Vermont. From the start we have determined to handle only Good Radio in keeping with our motto: "GOOD HARDWARE." We believe in merchandising the best apparatus at reasonable prices rather than inferior stuff at cheap prices.

Carries Parts

We are carrying all the staple items, such as rheostats, grid leaks, plugs, transformers, tubes,



*Or Are You sidetracked by
inefficient methods, watching
your competitors pass you?*



A Clean-Cut Path to Profit

The more the customer shops around the more certain is the Air-Way dealer to make the sale because Air-Way unmistakably reveals its superiority in a parallel test with any other receiver whatsoever the price or the conditions of the test.

When the Air-Way dealer makes a sale, the Air-Way "Certificate of Satisfaction" gives him a definite and valuable advantage over any other dealer in the further sale of supplies and service. The Model 61 Air-Way \$98.50 shown above is the most radio per dollar of price in today's market. Get the facts on Air-Way.

\$98⁵⁰

AIR-WAY ELECTRIC APPLIANCE CORPORATION

616 Broadway, Toledo, Ohio

Export Department, 220 Broadway,
New York, N. Y.



Air-Way Electric Appliance Corp., Toledo, Ohio.

Please send me data and prices covering the new Air-Way Radio Receivers.

Firm Name.....

Address.....

Your Name.....

Say you saw it in Radio Merchandising

aerial equipment, wire, head sets, loud speakers, dry cells, "B" batteries, "A" batteries, insulators, and many other necessary items for radio operation and construction. We have found that the preference of the public is toward the complete set hence we endeavor to keep our stock of parts down to the minimum consistent with good service. Of course there is always some demand from the radio "bug" or amateur for parts as they prefer to make their own outfits. For this class it will be necessary to carry some supplies.

It is our experience that the public wants a set that is simple and not hard to tune and yet efficient. People do not want an outfit with a dozen dials, knobs and switches, etc.

Home Demonstrations

In the matter of sales, they are, as far as possible, handled by our radio men exclusively. But all members of our sales force have received instruction and are able to render service and sell this line. Outfits for demonstration purposes are set up in the radio department ready for use at all times. All prospects who may desire it are given an actual demonstration at home. An outfit is set up for them and they are permitted to keep it one week on approval. Home demonstrations are found to be more favorable and more of

JANUARY	FEBRUARY	MARCH
11	1	
10		2
APRIL	MAY	JUNE
9		3
JULY	AUGUST	SEPTEMBER
8		4
OCTOBER	NOVEMBER	DECEMBER
7	6	5

By proper management, this concern has secured a turnover of eleven times a year.

a selling factor than demonstrations at the store in the heart of the business district.

We prefer to install all outfits for the customer. We know then that they are properly installed and that our customer will be satisfied and will be an asset for good-will rather than a liability. Every outfit installed by us is in working order before the radio man leaves and the purchaser is shown how to properly care for and operate the set. All precautions are taken to make our sets stay "sold," and to eliminate as far as possible unnecessary service due to lack of knowledge on the part of the customer or poor installation.

We guarantee satisfaction on every outfit sold and make good all defects and troubles. As far

Dollar Results of Patten, Irwin and White's Radio Department.

Rate of turnover for 1924, based on a yearly basis Nine.

Turnover for 1925, based on past business and future indications Once a month or 12 per year.

Approximate amounts of stock carried: \$4,500.00

Average sales since January first, 1925: \$4,500.00 per month

Equip your set with Balkite Radio Power Units

*They provide unfailing, uniform
current for both circuits*



U.S.
Patent
May 27,
1924

Balkite Battery Charger

This popular battery charger is entirely noiseless and can be used while the radio set is in operation. Charging rate 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles. Also for 25-40 cycles with 1.5 ampere charging rate.

Price \$19.50 West of Rockies, \$20
In Canada, \$27.50



U.S.
Patent
May 27,
1924

Balkite Trickle Charger

Charges both 4 and 6 volt radio "A" batteries at about .5 amperes. Usable in 3 ways: (1) As a regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage battery sets of few tubes. (3) As a "trickle" or continuous charger for sets of as many as 8 dry cell or storage battery tubes. Size 5½ in. long, 2¼ in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$10 West of Rockies, \$10.50
In Canada, \$15



U.S.
Patent
May 27,
1924

Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency. Requires no attention other than adding water twice a year. No bulbs.

Will serve any set requiring not more than 20 milliamperes at 90 volts—practically all sets of 5 tubes or less and most 6 tube sets. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$35
In Canada, \$49.50



U.S.
Patent
May 27,
1924

Balkite "B" II

Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$55
In Canada, \$75

The Gould Unipower is equipped with a special Balkite Radio Power Unit

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc., North Chicago, Illinois

FANSTEEL
Balkite Radio Power Units

BALKITE BATTERY CHARGER · BALKITE TRICKLE CHARGER · BALKITE "B" · BALKITE "B" II

See you saw it in Radio Merchandising

as possible all sales are for cash. but to the right parties we allow credit and the privilege of payment on the installment plan. The credit of every customer of this type is thoroughly investigated to avoid any loss.

The Boy Market

The young boy is a strong factor in our sales, especially for parts used in building sets and also for the smaller ready-made receivers. But, boy-nature, he is not satisfied with the results obtainable from his small set and desires to cover more area, to get more distant stations and he comes back for more apparatus. With his self-made outfit he tries to surpass the record which his dad obtains on the "big set." He is a big element in our repeat business.

Our sales of radio have not been confined to the boys or young men, however. The strongest radio enthusiast is the substantial man of family and means who finds that he needs to be dragged off to the concert

hall or theatre no longer but can sit comfortably in his own home, with his pipe and newspaper and "listen-in" to his favorite political speaker, vaudeville actor or musician.

Hence we cater also to the family man and also the farmer. Located as we are in the natural merchandising center for a large agricultural population, Burlington being the largest city in the state, we have found the farmer a very good prospect for radio. Farmers everywhere are waking up to the possibilities of radio as a necessity to their life and as an asset to their business.

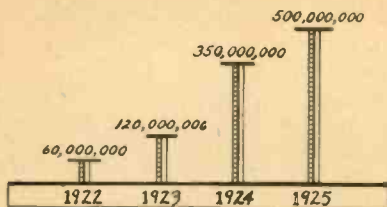
Value to Farmer

The daily broadcasting schedules as given from the leading radiophone broadcasting stations of the country are of especial interest to the farmer. For them it is a comparatively new means of communication with daily activity in the cities.

We carry out a regular, well planned advertising program on radio. The regular advertise-



From the broadcasting studios like this one come the beautiful and instructive programs which have made radio what it is today.



Growth of radio sales in millions of dollars. No wonder the business has attracted so many new dealers.

ments are run in the local papers. At intervals we send our radio advertising by mail to names on our mailing list and to prospects. At every available opportunity we secure all the publicly possible.

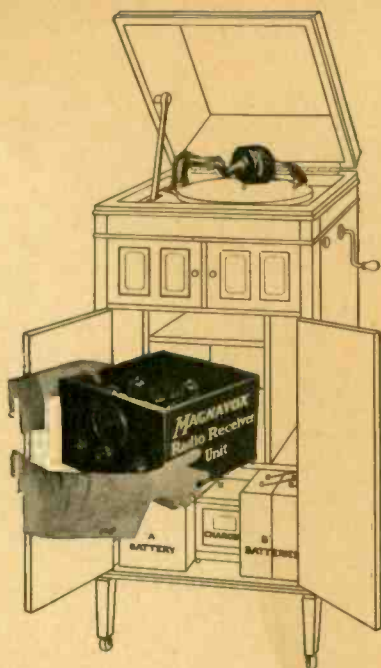
Our department is fast outgrowing the already spacious and conspicuous quarters we set aside for it in the front of our modern store. We are soon to fit up another room on the second floor of our building to be devoted exclusively to radio merchandising, with attractive displays, and every facility for demonstration and sales. We believe that radio has a great future.



Typical display window.

Highlights

1. The manager of the department has a thorough knowledge of radio. Knows how to sell, install and service apparatus.
2. The buyer has a good knowledge of radio and knows how to select and buy his stock—the kind that will be salable in this territory.
3. Outfits for demonstration purposes are set up in radio department ready for use at all times.
4. Every salesman has had instruction on the subject and is able to render service and make sales in this line.
5. Regular scientific advertising program is carried on. Regular advertisements in newspapers, radio direct-by-mail advertising, special publicity stunts, etc.
6. Demonstrations are made at residence of people where desired and where thought advisable.
7. In order to insure satisfaction and proper installation every radio set, so far as possible, is installed by our radio man and each set is in actual working order before he leaves purchaser's house.
8. To responsible parties we allow the privilege of paying for outfits on the installment plan. The credit of every customer of this type is thoroughly investigated to avoid any loss.
9. We cater especially to the farmer.



DEALERS

A Big New Sales Opportunity

MILLIONS of people own cabinet phonographs—they are only part of the huge Magnavox market. Show them how to make a combination radio and phonograph at half the usual cost—and you've got them. Here's all there is to it:—

Install the Magnavox Receiver Drawer and necessary batteries in the lower compartment of any phonograph cabinet—attach the PM-4 Reproducer to the phonograph tone arm—that's all, you have a splendid radio set and a handsome cabinet phonograph.

The Magnavox Receiver Unit is entirely protected in a detachable drawer with multi-plug and cord for all battery wires. With this great new feature and the Magnavox Radio Phonograph Reproducer, you can sweep the market.

Here's the greatest opening for quick sales and big business now available in the whole phonograph and radio field—write for full information today.

MAGNAVOX

THE MAGNAVOX COMPANY

OAKLAND, CALIFORNIA

1315 So. Michigan Ave., Chicago



MAGNAVOX M-20
Cabinet Loud Speaker
Especially adapted for
use with Magnavox
Model 10 Radio Receiv-
ing Set. Price of the
M-20 Cabinet Model in-
cluding cord and plug
is

\$25



STANDARD
CALIBRATION
WAVE
LENGTH

Magnavox Perfected
Single Dial Control



MAGNAVOX JUNIOR
Same circuit as Magna-
vox 76. A compact, port-
able set.

\$85



MAGNAVOX 76
Five tube tuned radio
frequency set. Built-
in Magnavox Loud
Speaker; encloses all
batteries. Artistic
mahogany cabinet,
hand rubbed finish.
Price, without tubes
or batteries,

\$200



MAGNAVOX 10
Table model, allowing
enclosure of B bat-
teries, operating with
external loud speakers.
Artistic cabinet finish.
Price, without tubes,
batteries or loud speak-
er.

\$110



MAGNAVOX 25
Table model, Magnavox
Built-in Loud Speaker,
enclosing B batteries,
exposed dial panel.
Price, without tubes or
batteries,

\$145



MAGNAVOX M-3
Loud Speaker

Magnavox Loud
Speakers combine all
factors essential to
perfect reproduction.
The M-3 has a 16 inch
bell. Price

\$25

THE NEW MAGNAVOX

The Radiant Name in Radio

BBETTER reproduction, improved appearance, easier operation, unequalled satisfaction—that's the New Magnavox. So simple in its single-dial control a child can work it—so wonderful in its richness of tone it delights the lover of fine music.

The response of the public to this long step forward in radio has been amazing—Remarkable Sales are the immediate tribute to the superb performance of the New Magnavox.

Cash in on this Swift-Selling New Magnavox—get busy and get your share of profits on this Most Popular Radio Value—don't delay, write now for terms and full details.

MAGNAVOX

THE MAGNAVOX COMPANY
OAKLAND, CALIFORNIA
1315 So. Michigan Ave., Chicago

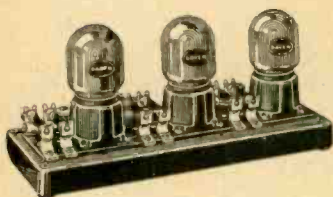


Licensed Under Hogan
Patent 1,014,002



W H Y

Resistance Coupled Amplification?



BECAUSE this method of amplification is the only way to procure quality of tone without the slightest distortion. The Daven Super-Amplifier can be conveniently put into any existing set. Use it also in the new set you are going to build.

To increase volume 50% and have no distortion use Daven High Mu Tubes in Resistance Coupled Amplifiers. Prices—High Mu-20, \$4.00. Mu-6 (for last or output stage), \$5.00.

Mail the coupon for complete information.

"The Sine of Wave"
DAVEN RADIO CORPORATION
Resistor Specialists
 Reg. U. S. Pat. Off.

Newark

New Jersey



Get the Handbook of Resistance Coupled Amplification. At Dealer's 25c. By mail 30c

DAVEN RADIO CORPORATION K-11-25
 148 Summit Street, Newark, N. J.
 Please send me the following:
 ... Resistor Manual. 30c is enclosed.
 ... Complete Catalogue (free).

Name

Address

FOR DEALERS: Send your letter-head and we will have our nearest distributor communicate with you.

THE BIG LITTLE THINGS OF RADIO

(Continued from page 33)

'experts' knew there was such a thing as radio.

"Ye gods! Tell me what there has been brought out since the neutrodyne principle that was really startlingly new — new enough and so much better that it would antique the sets that were then in existence? Why, even the neutrodyne didn't turn the trick, and it was really a step forward. There are still a lot of successful sets, big sellers, too, that work on the good old system we've used ever since we had tubes to play with.

A Bit of History

"It's going to take something more startling than anything that has ever yet been invented in the radio line to antique anything we've got now, let me tell you," continued Old Timer. "Why, when they brought out the vacuum tube, and that was surely the biggest step forward that was ever made in the game, did it antique the old crystal sets? Did it? It did not!

"I pounded brass on old KTO three or four years after I had my own audion bulb at home, and used a Type 107-A with a carborundum detector to copy press and everything else. It was a good many years before the bulbs made the crystal set passe, and even now the humble crystal serves its purpose in small sets and in your reflexes. A new crystal set at the time audions were first introduced would have had plenty of time to wear out before the tubes antiquated it. I know, because I went through all that, you know!"

"I see," remarked Southwick slowly. "You know, as close as I've been to radio in one way and another, I've never looked at it just like that. All my friends have talked the other way; told

KESTER *Radio* SOLDER



Oh boy

What force behind it

A rolling stone may gather no moss but it certainly gathers a speedy turnover when you push it down hill. Speedy turnover is the most noticeable thing about Kester Radio Solder.

The merits of the package itself give Kester Radio Solder a neat turnover. But we're not satisfied with that alone—No Sir—

We're putting some real advertising force behind it and it's going to make our dealers hustle to keep up! Of course, those who are already stocking Kester Radio Solder are going to cash in on our advertising.

Dealers who have hesitated are not yet lost, but we suggest you order from your jobber or send in this coupon without delay.

**CHICAGO SOLDER
COMPANY**

4234 WRIGHTWOOD AVENUE
CHICAGO, U. S. A.



IF YOUR JOBBER CANNOT SUPPLY YOU

Chicago
Solder Co.
4234 Wrightwood
Ave., Chicago, Ill.
Gentlemen: Please
send me the following
in enclosed.
☐ CARTONS (10 Cans)
☐ CASES (10 Cans, 100 Cans)
☐ Box C.O.D. ☐ Bill (for my jobber)

Name _____
Address _____
City _____
My jobber _____

Say you saw it in Radio Merchandising



QUALITY—

this is a quality instrument—not a mere tester

It is the best 2-inch "B" battery voltmeter made for \$2.75. Carried by leading jobbers and sells fast.

Jewell Electrical Instrument Co.
1650 Walnut St. Chicago

You can Sell DUPLX



CONDENSERS

—not only because of their established reputation as precision instruments;

—not only because a consistent national advertising campaign has made the name familiar to set builders;

—not only because their clean merchandising policy helps eliminate unfair competition;

BUT ALSO BECAUSE THEY ARE STRAIGHT LINE FREQUENCY CONDENSERS THAT TAKE NO MORE ROOM THAN ORDINARY CONDENSERS. (In fact, they fit the same mounting holes that take the previous models of DUPLEX Standard and DUPLEX Junior Condensers.)

Get your sample order from your jobber now, or write for further details.

DUPLEX CONDENSER & RADIO CORP.

40 Flatbush Avenue Extension

BROOKLYN, N. Y.

me that a radio set was out of date almost before you could get it installed, and one thing and another, and I just naturally accepted it as the right dope. And then the magazines do advertise new and startling developments all the time—"

More Truth Than Poetry

"Exactly!" Old Timer lit his pipe in two or three hasty and explosive puffs. "Exactly! Radio isn't selling better today for that very reason. I don't think that any one factor is holding back radio quite as much as this fear that people have that the set they buy will soon be antiquated. And the big advertisers are the very ones that, unknowingly, perhaps, have sown this seed in the minds of the public. Just as you say, they have come out with big ads about startling new improvements, staggering engineering developments, devastating inventions and one thing and another until the poor, bewildered man-on-the-street doesn't know which way to turn and ends up by deciding that the time is not yet for him to buy a radio set."

"You say you can handle the individual customer, however," said Southwick. "Just how do you do that?"

"Briefly," replied Old Timer, blowing a complacent puff of blue and powerful smoke rolling across the top of his battered old desk, "I tell them just about what I have told you just now. A little less heatedly, perhaps, and in a little different way, but mainly I stick to just about the same line of reasoning.

"I ask them if they know of any friend who has a set that has been antiquated by any new set. I ask them if they put off buying a car just because they know that there will be a new and much-touted model in a few months. Right now this is an especially good argument, for

JOBBERS! DEALERS!

Sell your customers a Console Speaker which is designed correctly, for beauty of tone, for long service, and for
EASY OPERATION

Of all the Console
Speakers built, the

Console Master Speaker

is

the Most Practical

RETAIL PRICE

\$49.50

Complete with Loud
Speaker and Unit
Biggest Trade Discounts



One pull of the handle opens the front
for adjustment of batteries or Loud
Speaker Unit

**NO MOVING AWAY FROM WALL.
NO CLIMBING IN AT THE BACK.**

Exceptionally large compartment for all batteries and charger.
Built-in Speaker of great volume and true tone, the result of life
time Phonograph experience. A beautiful piece of Furniture, made
in two-tone Mahogany or Walnut.



This Season's greatest seller
is

Console Master Speaker
*Line Up Behind It
Now*

Console Master Speaker Co.
15 East 40th Street
New York City

Radio Instruction *for* DEALERS JOBBER and SALESMEN

THE man who makes his living from radio must know his subject to make a success.

In answer to the big demand for a comprehensive radio course, Radio Institute of America (conducted by RCA) now announces its new course for radio dealers, jobbers and salesmen.

For further information address

**Radio Institute
of America**

(formerly Marconi Institute)

Established in 1909

326 Broadway New York

new models are coming out, and prices in the automobile game have been slashed deeply. Pretty near everybody has got a car that today is a 'last year's model,' and for which they paid more than they would have to pay for the new and better model. And yet they take their automobile buying with calm, fatalistic philosophy. Why, I can buy the car I bought last Spring for one hundred and forty dollars less than I paid for mine, and the new model is much better looking and has several improvements. But do I crab about it? I do not.

"You can make any man see your point if you go over the ground as I went over it with you. Take it slow and easy, and let him prove the case for himself, out of his own experience and knowledge. It's easy!"

"I'm glad to hear that," said Southwick. "I'll admit that I've been worrying about the matter for some little time. And now let's go over to the Greek's and get a cup of coffee."



Our good friend, Heckert Parker, behaving himself at the radio show with Fay Lanphier (Miss America).

Say you saw it in Radio Merchandising



What are you going to sell next summer!

Day Fan

*Fans sell as they run—smoothly, easily,
without trouble or comebacks. These three
Day-Fan products keep you going all year long*



Backed by
36 years
experience
manufactur-
ing high
grade elec-
trical ap-
paratus.

Day Fan
Radios pop-
ular from
coast to
coast

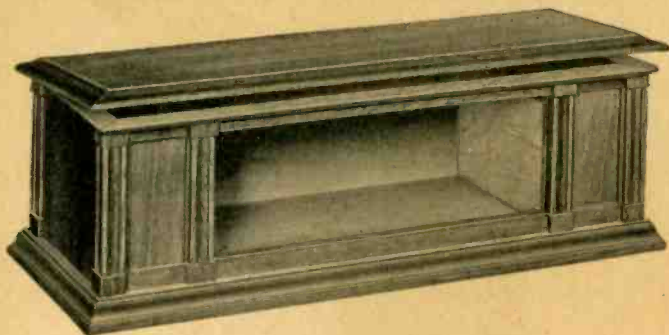


DAYTON FAN & MOTOR COMPANY
DAYTON, OHIO

Day Fan
RADIO • MOTORS • FANS
PRODUCTS

Say you saw it in Radio Merchandising

EHLERT'S "B" BATTERY SUPER-MASTER CABINET



Liberal Discount to the Trade

Send for catalog showing 9 styles to accommodate standard panels.

Our line includes cabinets with Loud Speaker compartment, also cabinets with B battery compartments.

Capacity 800 cabinets daily.

EHLERT CABINET COMPANY

Phone 46W

Waukesha, Wisconsin

Get Any Station, Anywhere, Anytime CHAMPION RADIO BATTERIES

These reliable, scientifically built radio batteries can really be depended on to get results for you. They're the "last word" in construction, the achievement of experts who have grown up with radio.

Wherever radio is enjoyed, you'll find fans eager to buy CHAMPIONS. Which means that you should be ready to cash in on the demand.

Prepare NOW for the active radio season.

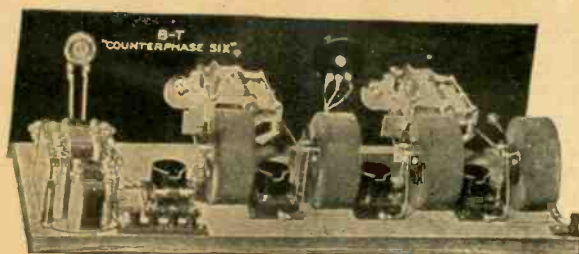
QUALITY FIRST
Makes this
BATTERY LAST



CHAMPION CARBON MFG. CO.
CINCINNATI, O.

Order through your jobber—or write us for information TODAY.

The Livest Line of the Season



B-T "Counterphase" Kits

B-T "Counterphase" Kits are certain to be the season's biggest seller because

It is the only **new** circuit of the year.

The "Counterphase" is the highest development of the R. F. circuit and is covered by exclusive B-T patents.

A set built from a "Counterphase" Kit offers many new features that have long been in demand by the radio public.

It is a Bremer-Tully product and B-T advertising and publicity will create the same demand that has attended every B-T product.

The demand for B-T "Counterphase" Kits has already reached unprecedented volume. Get your share, place your order today.

Remember also that B-T build complete sets.

"Beats Anything I Have Seen—"



is what everyone says of the B-T Universal Socket.

Faulty Contact Impossible.

Takes any Navy Base or UX tube without an adapter.

Lowest capacity socket made.

If you want to stock a socket that hasn't a come back, place your order for B-T Universal's.

The Biggest Sales Help in Radio

"Better Tuning" tells the radio owner or builder what he should know about radio and incidentally about B-T products. Now in its Eighth Edition, 80 pages. Send for a sample copy.

BREMER-TULLY MFG. CO.
532 S. CANAL ST. CHICAGO, ILL.

This Binding Post Has Made GoodWhether You Are a **DEALER, JOBBER**
or **MANUFACTURER**

You Should Know All About the

**G-K SPRING CAP
BINDING POST**Approved by leading radio engineers—
nationally advertised—fully protected by
patents.

Highly polished nickel-plated post.
Genuine bakelite knob.
Spring contact and release.
Shaft slotted in line with hole—no
fishing with wire.
Knurled base—will not slip on panel.
Slotted shaft is an exclusive feature.
The bakelite knob is built into the post
and engraved with usual markings.



Price
List
15c
EACH

Samples and Information Upon Request

GANIO-KRAMER CO., Inc.Mrs. Kant-Blo Protective Signal
238-240 West 53rd St., N. Y. City, N. Y.

(Continued from page 60)

Joseph Fairhall, Jr.
Danville, Illinois**To the Editor:**

In response to your announcement on page 39 of last issue of **RADIO MERCHANDISING**, I am pleased to write the following, "Why I prefer to deal through a jobber rather than with the manufacturer."

In the first place only recently are we getting nearer to stable merchandising and I believe it is due to a great extent to the co-operation of the dealer with his jobber.

I find as a rule that manufacturers are too busy to give us prompt answers to our correspondence and after long waits we will get a very short letter back advising us to take the matter up with our jobber, so there has been time lost. Most of the well known manufacturers of today have made their contracts and agreements with their jobbers and so therefore we can as a rule get much quicker service directly through our jobber.

I find my jobber to be most friendly with me, even to the extent of assisting us in making sales and then turning the deal over to us. Also in every way trying to co-operate with us for better conditions. Protection to the dealer is what we dealers are all striving for and in a great many cases we have had letters come in here from different jobbers asking us if so and so is entitled to wholesale prices on material, even though they have enclosed the money necessary for the purchase. We have had to inform him that the party is not regularly engaged in either radio or electrical business and so therefore upon receipt of our letter his money is refunded to him. It is only this sort of co-operation that is going to bring

Complete **500 Watt Transmitter** *For Sale Cheap*

A transmitter favorably known from Coast to Coast and from Alaska to South America. Built by one of the country's foremost Radio Engineers.

Southern Equipment Co.
San Antonio, Texas

Buy MARWOLS for Profits!



Marwol Jewel
5 Tubes
\$39.50



Marwol Console Grand
5 Tubes
Enclosed Loud Speaker
\$130

THE MARWOL LINE is a safe line to tie to—a fast selling line of safe, sure profits.

There are 13 models priced from \$36 to \$130—five tube tuned radio frequency and six tube resistance coupled amplification—each one beautiful in appearance, high in quality, and superior in performance.

Every instrument is covered by our iron-clad guarantee. Our big factories assure prompt shipments. And there never has been any Summer dumping of MARWOL, nor will there ever be!

MARWOL RADIO CORP.
546-548 BROADWAY NEW YORK CITY

Represented by

In Pennsylvania, New Jersey, Delaware,
Maryland, Washington, D. C.
K. S. Byrd Co.
221 North 11th St.
Philadelphia, Pa.
In Maine, Vermont, Massachusetts,
Connecticut, Rhode Island
Martin, Hartley and DeWitt
89 Bedford St.
Boston, Mass.
In Illinois, Indiana, Wisconsin, Ohio
The Barsook Co.
53 West Jackson Blvd.
Chicago, Ill.
In Michigan
Dungan Sternfield Radio Sales Co.
25 No. Dearborn St.
Chicago, Ill.
In Minnesota, North Dakota, South Dakota
C. L. B. Holmes
502 Boston Block
Minneapolis, Minn.

In Kentucky, Eastern Tennessee, Georgia,
Florida, Alabama, Eastern Mississippi
M. E. Groce & Co.
Nashville, Tenn.
In Oregon, Washington
C. E. Gay
166 Lowndesdale St.
Portland, Ore.
In Idaho
R. T. Carr
906 Sprague St.
Spokane, Wash.
In California
Marshank Sales Co.
926 Insurance Exchange Bldg.
Los Angeles, Calif.
In Arkansas, Louisiana, West Mississippi,
West Tennessee, Texas, Oklahoma, Colo-
rado, Kansas, Missouri, Nebraska, Iowa
C. H. Wallis & Co.
1409 Syndicate Trust Bldg.
St. Louis, Mo.

THE E. Z. EXTENSION CONNECTOR

Produced by the makers of the world famous Polyplug and E. Z. Plug, whose users now number one million! Of the same reliable quality, outstanding performance and unbeatable value, this Polymet product is making record sales everywhere!

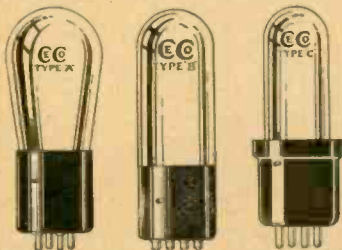
ONE OF RADIO'S BIGGEST SELLERS

The best accessory for all types of stores! Its low price and superior quality makes every owner of Loud Speaker and Head Phones a prospect. Millions will be used this season. Made in the reliable Polymet way—easy to put together—a child can attach it.

The best selling Radio item with a long dealer profit. Price 35c. With twenty-five feet of cord—Price \$1.50.

A Big Winner to jump your sales!

Write today for details
The Polymet Manufacturing Corporation
599M Broadway, New York



Make a Good Receiver—Better!

Whether your set takes one tube or eight, CeCo Tubes will give you clearer tone, richer volume, longer life.

CeCo Tubes serve equally well as radio frequency amplifiers, detectors, oscillators and audio frequency amplifiers.

Trade supplied through jobbers only! Jobbers—write for details and prices.

Write for New Catalog

C. E. MFG. CO., INC.
702 Eddy Street, Providence, R. I.



us all nearer together. I know for a fact a great many manufacturers will deal directly with anybody and at the same time try to get us to take on the line.

The jobber is of great value. Manufacturers will not deal with us directly as a rule. Defective apparatus must be returned to the jobber, who without a quibble, makes immediate adjustments with us.

I do not find that the jobber tries in any way to load us up or ask us to carry a big stock. He solicits us, finds out our needs for the coming season and we order accordingly. Very seldom have I had to wait long on any shipments and as a rule shipment is made upon receipt of the order.

Another point in favor of the jobber is that he visits us and knows conditions. When we send in an order it is not fired at us C. O. D., but an invoice is sent us following shipment, which we can either discount or takes the regular 30 days, which is a big help, especially to the small dealer who has to tie up money in several sets before payment starts to come in. Then again we are often asked for credit on the parts business, and if we know our customer well enough we extend him this favor. Our jobber never has to worry about his bills, as they are promptly taken care of, but the credit he gives us makes more business for him in the end. A manufacturer as a rule wants his money at once and so the shipment comes C. O. D.

Another point, we do not have to carry a big stock. The jobber does this for us. We wire in an order for a set today and it is here tomorrow, a thing impossible to do dealing directly with the manufacturer.

To sum up, the situation is getting much better year by

**BOSCH
RADIO****\$14⁵⁰**

BOSCH JUNIOR AMBOTONE

A **NOTHER** Bosch Radio triumph—a Radio Reproducer at an extremely low price with unusual tonal quality, purity of reproduction and remarkable range. The Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up about half the room—an important sales point. The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio, in quality and price—\$14.50.

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD MASSACHUSETTS

Steinite

**Guaranteed Products
Boost Your Profits**



\$6 ONE-TUBE SET

1,500 Mile Range

Thousands of satisfied users

Size 4x7x2

Attractive Simple

5-Tube Set,	\$60.00
2-Tube Set,	\$12.50
Long Distance Crystal Set,	\$6.00
Interference Eliminator,	\$1.00

STEINITE DISTANCE CRYSTALS
Jobbers and Dealers Write for Wholesale Prices and Discounts

STEINITE LABORATORIES
General Sales Office
504 South State Street, CHICAGO, ILL.
Factory: Atchison, Kansas

year, and I believe it is due to the co-operation of the jobber and dealer. Our waste paper basket is filled up with all sorts of cheap John stuff that comes mailed from people in business today and out tomorrow, but when we receive anything from a reliable jobber it is carefully read through and through. So credit should be given the jobber for helping to bring about the situation as we have it today and I am sure that the condition is going to improve much more when the manufacturer will do business only with the jobber.

With kindest regards, I remain,

yours truly,
Joseph Fairhall, Jr.

George W. Snell Company,
Philadelphia, Pa.

To the Editor:

Why I prefer to deal through the Jobber than with the Manufacturer direct:


First: I find that in most instances the manufacturer has found it difficult to establish a jobber, because of the quality of the merchandise. This merchandise usually looks very attractive in the advertisements, but is very disappointing when examined and entails considerable trouble and expense if found damaged in transit. I find that delay in transportation often results in the loss of a sale; the prospect being unwilling to wait. In dealing with the manufacturer, we usually see him on paper only, or through his representative, who may, or may not call once a month, depending on where the dealer is located.

Second: I believe that the only healthy method of merchandising is through a legitimate jobber, who naturally acts as a buffer between the manufacturer

Free

60-page Reference Book

Mailing List Catalog No. 55



**POLK'S REFERENCE BOOK
FOR DIRECT MAIL ADVERTISERS**

Shows how to increase your business by the use of Direct Mail Advertising, 60 pages full of vital business facts and figures. Who, where and how many prospects you have. Over 8,000 lines of business covered

Write For Your FREE Copy

R. L. POLK & CO., Detroit, Mich.
889 POLK DIRECTORY BUILDING
Branches in Principal Cities of U. S.



Ever Alert— Always on Duty—

CUNNINGHAM Radio Tubes are the Sentinels which guard radio reception from distortion and discord. If you enlist them as an integral part of your own merchandise force to give your customers complete radio satisfaction, they will render dual service:

First, in increasing your reputation and prestige.

Second, in yielding an ever growing volume of sales.

\$2.50

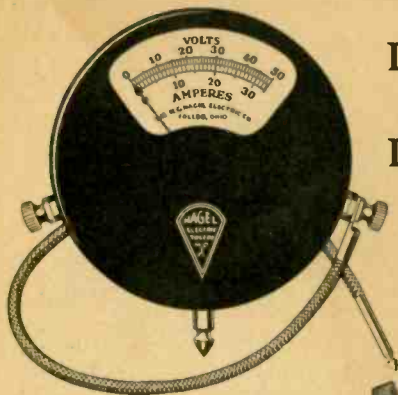
Since 1915 — Standard for All Sets

E. J. Cunningham Inc.

Home Office: 182 Second Street
San Francisco

Chicago

New York



After you have sold a customer a fine radio set and the best batteries, don't lose his good-will by selling him a cheap, low-resistance battery testing instrument that will impair the operation and maintenance of his set. Nagel high resistance Voltmeters are standard—80 ohms per volt—accurate and safe. Write for dealer proposition to The W. G. Nagel Electric Co., 451 Hamilton Street, Toledo, Ohio.

Popular with fans

—because accurate and safe.

Popular with dealers

—because they stay sold.

This Nagel Voltammeter is a headliner for sales to radio fans who are operating their sets with A and B dry batteries. Just the thing for Super-Het owners.

NAGEL

Manufacturers of

**DRY CELL TESTERS · AMMETERS
HIGH-RESISTANCE VOLTMETERS
and VOLTAMMETERS · BAKELITE
HOT MOULDED INSULATIONS**

and the dealer, who can supply renewal orders within a few hours and take care of adjustments without delay. I find that the jobber takes a more personal interest in the dealer and is able to advise him and very often help him over some rough spots. I feel that the consumer finds it more difficult to buy (at wholesale) from the jobber than from the manufacturer. (I could cite a number of cases where my prospects have bought direct from a manufacturer at wholesale; some claiming to be "Set-builders," others making no claim whatever.)

Personal contact is another factor in favor of the jobber. This "Get-together" idea sometimes results in real friendships which lead to a great many moments of genuine happiness. I believe a credit with the jobber is more beneficial, in that new

accounts may be quickly established.

Your very truly,
George W. Snell.

Eagle Line for American R. & E.

The American Radio & Equipment Company of Milwaukee, Wisconsin, have taken on the products of the Eagle Radio Company.

Clark, Fleming & Baehr Company

R. B. Clark, W. K. Fleming and A. M. Baehr announce the formation of a manufacturer's agency to be known as Clark, Fleming & Baehr, with offices at 1400 West Twenty-fifth Street, Cleveland, Ohio.



No Signed Contracts!

No "scrap of paper" is needed to strengthen the bonds between Federal and its trade

If you ask an old Federal customer why he doesn't insist on a signed contract he is likely to answer, "From Federal? Why no one needs a contract from that house. Their word is the best guaranty I know of."

And that faith—built upon years and years of honorable business methods—is the most priceless asset this firm possesses.

A contract never kept a customer *with* you. A contract fulfilled under pressure never can be profitable. Therefore we do not have any. Federal's word is Federal's bond. And Federal never forfeits its bond. That is why we are proud to have the implicit faith of the finest class of wholesalers and retailers in the radio industry.

The new, simplified Federal line is off to a glorious start. Ortho-sonic meets the growing demand of the public for lifelike tone production. Our powerful national advertising is putting the message over. Sales plans—sales helps—are at your command.

The Federal proposition gives you a nationally advertised line that is widely and favorably known—a name that will bring you prestige and profit—a discount proposition that allows you to make money—and an agreement based only upon mutual satisfaction.

If you haven't read the details of this unusual proposition, write us. We will promptly send you a copy.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)

Operating Broadcast Station WGR at Buffalo

Federal
ortho-sonic
Radio

"Rivaled only by Reality"

Say you saw it in Radio Merchandising

ALFRED GRAHAM & CO.
LONDON, ENG.—Patentees



\$12 List
and Up



Phonograph Units
in Two Sizes

THE AMPLION CORPORATION of AMERICA

Executive Offices: Suite Y, 280 Madison Ave., New York City

Canadian Distributors: Burndept of Canada, Ltd., 130 Richmond St., W., Toronto

DEALERS! JOBBER!

Test The Amplion—in comparison with any or all other makes—and learn why it has the widest sale of any loud speaker throughout the world. Though more recently introduced to America, it is rapidly paralleling its success abroad. Nationwide advertising on a greatly extended scale is multiplying the demand. Write immediately for the attractive Amplion proposition.

AMPLION

*The World's Standard
Loud Speaker*

(Continued from page 20)

for broadening the set if quality is desired. We ourselves have compromised this proposition by making selectivity-quality of such proportion that frequencies recorded by the ordinary ear are flatly received. It is only the extraordinary ear that can hear any frequency outside of the ranges that we have set for our design.

Radall Company, New York City.

"From our point of view we certainly welcome your suggestion. It would be a most desirable thing if it could be carried out, because it would assuredly make for QUALITY in radio sets."

—by M. Opushard.

I wish to point out here that apparatus for measuring radio frequency voltage amplification of the order of magnitude of 8,000 in voltage is not a commercial equipment.

I wish also to point out that personnel capable of measuring voltage amplification and characteristics such as I have here outlined is not available as far as I know. There are very few engineers competent to conduct the measurements I have outlined here. I do not know whether or not the Bureau of Standards is so equipped. I imagine, however, that they are. I am not acquainted with their present personnel and could not say whether or not their experience includes the measurements mentioned herein.



Model A for A Batteries
Charging rate 6 amps
\$18.00 East of the Rockies
Model A-B for A and B Batteries
Charges both at same time
\$22.00 East of the Rockies

FACTS ABOUT FUL-WAVE

- The only charger that charges A and 96 volts of B batteries at the same time.
- Uses the Full electric wave to charge almost in half time.
- More economical to operate.
- Requires no water, chemicals or maintenance.
- Needs no adjustment.
- Quiet in operation.
- Cannot blow fuses.
- Not affected by jolts or jars.
- Cannot overheat.
- Foolproof. It is sealed at the factory.
- Absolute guarantee printed on each charger.

There's an **ADDED** profit for you on every radio sale!

You can get it with



There are two reasons why you CAN and SHOULD sell a Ful-Wave with every radio sale. There's a REAL profit in it—and it means greater satisfaction and better service from the set. Ful-Wave is the EASIEST charger to sell—simplest to demonstrate and operate—no acids, no adjustments. Cheapest to operate because it uses BOTH halves of the electric wave. Order a sample and test it.

LIBERTY ELECTRIC CORP. of NEW YORK - 342 Madison Ave. New York

The Need for Ratings

By H. R. MENEFFEE, E.E.

THE day has come when the public has a right to the same protection in buying radio apparatus that it has in buying automobiles, food, drugs, etc.

If a radio receiver were some intangible thing that did not follow any known scientific laws there would be some excuse for making claims not based on fact and excusing poor merchandise by making it mysterious.

Such is not the case. A radio receiver is made up of certain well known pieces of electrical apparatus, each of which functions in accordance with well known electrical laws. These various electrical instruments are connected together in accordance with certain circuits

all of which are subject to equally well known electrical laws.

There is nothing mysterious about it to those who have been educated in the applying of these laws.

There is a very noticeable effort upon the part of the legitimate manufacturers to con-

William G. Merowit Company, Buffalo, N. Y.

"The idea is a good one, and I believe that at a conference of radio set manufacturers this matter should be brought up forcibly, because a prospective buyer certainly does not know what he is getting in the present state of the game."

—by William G. Merowit, President.



Both are essential to building a permanent business.

GOOD PROFIT to the dealer—he deserves it.
A GOOD PROFIT to the Jobber—he earns it.
A GOOD TUBE to the public—they're entitled to it.
(Each Tube Serial Numbered for Your Protection)

SUPERTRON MFG. CO. Inc., Hoboken, N. J.



ALL
TYPES
\$2.00

Canada
\$2.75

scientifically study the problems involved in the design and manufacture of their products. As their efforts bear fruit, better apparatus will be the result. Not that anything revolutionary will necessarily appear but instead, better looks, better opera-

tion and higher quality will be the key note. Quality, simplicity and reliability are the results to be expected.

For years, every piece of telephone apparatus has been tested and rated according to standards established by the telephone engineers. It is quite true that these standards are arbitrary ones but they serve the purpose of determining a basis of comparison. That is all any standard does.

For the purpose of classifying radio apparatus a method of testing can be standardized and the results of these tests can be used as a basis of comparison.

Tests for the following features can be made:

1. Sensitivity—R. F. Amplification or gain.
2. Selectivity.

W. S. Nott Company, Minneapolis, Minn.

"We agree with your conclusions. In fact, they are so logical that there is no argument. We handle three different makes of sets with prices ranging from \$9.75 list to \$385.00 list. Outside of the furniture and volume appeal we doubt very much that our salesmen (and we feel that we have some real radio salesmen) could agree on any kind of a uniform classification of various types which we have."

—by Paul Goldsborough,
Assistant Manager.

CARTER

Leads again with the New "FLAT" Plug (Pat. Pend.)



Full Size

75c

One of the hits of the New York Radio Show. An entirely new and original Carter design. Cord tips quickly and easily inserted or removed. No trick triggers, push buttons or other devices to get out of order. Simple—sure. Cord tips completely concealed. Sets flat against panel. Cords hang down. Nationally advertised.

Packed in individual boxes 20 to dealers' display carton. 100 to jobbers' package.

In Canada—Carter Radio Co., Limited, Toronto



Any jobber
can supply.



Another New Item Whose
Popularity Is Already
Assured

Sterling

No. R-399

"HOME" TUBE TESTER For Testing Peanut Tubes

This is a companion piece to the famous Sterling No. R-401 Tube Tester for large tubes—this device serves the same purpose for testing small tubes. Not only does it show whether a tube is a poor, fair or good amplifier, but it is also useful for locating socket, wiring, and transformer troubles. A sure, fast and steady seller.

List Price \$10.00

THE STERLING MFG. CO.

2845 Prospect Avenue
Cleveland, Ohio

Say you saw it in Radio Merchandising

DURHAM Variables step out onto panel

Standard type also continues popular



New panel type

Brings noted DURHAM accuracy under one-finger control out to the panel front. Single hole mount. A fast seller.

\$1.00



Standard type

The old favorite in greater demand than ever. Fits all standard bases and grid condenser clips.

75c

Both types in these sizes:

- No. 100 1,000 to 100,000 ohms
 - No. 101 0.1 to 5 megohms
 - No. 201A 2 to 10 megohms
- DURHAM Bases, 30c-45c

Keeping pace with the season's demand for better quality, DURHAM offers your customers convenience and accuracy for control of grid circuits—both detector and audio.

Nationally Advertised

Watch this list:

Popular Radio
Radio
Radio Broadcast
Radio Digest
Radio in the Home
Q S T

Order Through Jobber

Be sure to get a full line of all three sizes in both types.

DURHAM & CO., Inc.
1930 Market St., Philadelphia

3. Audio frequency amplification or gain.

4. Quality.

The above characteristics will establish absolutely the electrical qualities of any type of radio receiver and will afford the basis of comparison between various types of circuits desired. However, it should be noted that each characteristic must be considered separately.

Cleartone Radio Company,
Cincinnati, Ohio.

"We believe that some standard could be arranged some way, but it certainly would take a great deal of thought and careful study to arrive at conclusion for the worth rating of sets, which, I frankly believe, would be a wonderful proposition as a purchase guide for the consumer who is very ignorant of the comparative values in radio."

—by A. B. Ideson.

It is possible to get various combinations of characteristics.

For instance: A set might be very sensitive but not selective or sensitive and selective but have poor audio frequency quality or not sensitive but selective and have good quality, etc. Also the method of control has nothing to do with relative merit of different features. These things become a matter of taste for the consumer to settle for himself the same as the numerous features connected with determining the selection of an automobile.

The way to expedite this attempt to stabilize the radio industry is to submit a method of testing for the features outlined above to a committee of engineers, selected by some non-interested organization such as the Radio Club of America, for approval. After receiving their

ERLA alone can offer such remarkable values

95% manufacture and tremendous volume make possible a price that can be found nowhere else in equal quality. Let us send you information about the Erla franchise.

A RICH and expensive looking cabinet finished in two-tone walnut with 5-tube receiver at \$69.50.

—an impressive console in walnut finish and exquisitely designed for \$113.50.

—a receiver built on a new and revolutionary principle that brings four great improvements to radio reception.

These values cannot be found anywhere else in America. You're to be the judge. Simply return the coupon and we will send you complete facts and figures immediately.

A new type receiver

Science has discovered a new inductance principle. It is found in the new Erla "Balloon" "Circloid" coils and offers four distinct advantages.

Because the current flows in the direction of the coil, there is no measurable external field to affect adjacent coils or wiring circuits. (1) This makes possible higher amplification in each stage, hence far greater distance. (2) Stations scarcely audible on ordinary sets are

brought in with concert volume. (3) Because these amazing coils have no pick-up qualities, selectivity is greatly increased. (4) The self-enclosed field prevents stray feed-backs and distortion. Tone quality is remarkably improved.

Price \$50 under equal quality lines

Ninety-five per cent of the elements in Erla completed receivers, including cabinets, will be manufactured entirely within our own plants, with only one profit and one selling expense. This makes possible an extremely moderate retail price to the consumer, yet enables us to allow distributor and dealer an adequate profit margin.

Write or wire today for complete information. Give business history and reference. Replies strictly confidential. Act at once. You will receive details by return mail. This is the biggest offer you have ever received.

* Trade mark registered.



This sign identifies authorized Erla distributors and dealers. All are equipped to give complete radio service.

ELECTRICAL RESEARCH LABORATORIES

2531 Cottage Grove Ave., Chicago, U. S. A.

Dept. ELECTRICAL RESEARCH LABORATORIES,
16-B 2531 Cottage Grove Ave., Chicago, U. S. A.

Send me immediately full particulars of the Erla proposition. No obligation.

Name

Address

City..... County..... State.....

Attach any other information you wish to give on separate sheet of paper.

Say you saw it in Radio Merchandising



Compo-site INC.

MANUFACTURERS OF

Moulded Electrical Mechanical and Radio Specialties

207-215 ASTOR STREET, NEWARK, N. J., U. S. A.

RADIO SPECIALTIES—DIALS—INSULATORS—V. T. SOCKETS

Write for Prices

Representative: John W. Ruzicka
326 W. Madison Street, Chicago, Ill.

The best yet!

MULTI-POWER "B" UNITS attach to the lighting line, supplying sets of any size with Permanent Economical Power with very little attention required.

Line hums are impossible. No costly bulbs or transformers are contained to burn out or give trouble—No harmful acids—Shipped ready for use. Units supplied for 110 volt A. C., D. C. or farm lighting plants. Write for proposition! Distributors! Dealers!

KIMLEY ELECTRIC COMPANY, Inc.

2663 Main Street

Buffalo, N. Y.



Price complete
90 volt MX \$28.50

Easy to operate—to recharge throw panel switch up; to receive throw panel switch down

Multi-Power Units

(No recharger required)

130 volt type PV.....	\$43.50
180 volt type PV.....	35.00
100 volt type CV.....	32.50

approval let the method be accepted as an arbitrary standard and let the method, together with the necessary information for constructing the apparatus and its use, be published so that all people interested can have access to it.

With such information available there will no longer be any excuse for not being able to tell the consumer exactly what he is getting for his money.

The result of the above pro-

cedure will be a stabilization of the entire radio industry.

It will do more towards gaining the good will of the buying public than anything else.

It will put the radio manufacturer in a better position to borrow from his banker, for legitimate purposes.

It will go far towards eliminating price cutting.

And above all it will help tremendously in the advancement of the radio art.

The Summit Radio Manufacturing Company, Inc., Newark, N. J.

"We consider your aim very commendable pioneering.

"We hope you can do it.

"If your endeavor is followed up consistently by consumer publications then the manufacturer will surely be obliged to use parts of recognized (which generally mean widely advertised) worth.

"We have always felt that such a step as you propose would be a wonderful advance, but to the great majority of publications the risk is considered too great."

—by W. H. Slater.

This is the new Model "B"

The **Distantone** *Five*

A FIVE TUBE TUNED RADIO FREQUENCY RECEIVER



A five-tube radio frequency receiver

List Price **\$47.50** without accessories

DESCRIPTION

Light colored mahogany cabinet, ebony edges, three-ply veneer walnut front panel $7\frac{1}{2}$ "x19".

The first essential to big sales is a price that enables the biggest number of people to buy, and performance which will give satisfaction to the eventual consumer.

The "Distantone Five," Model A and Model B, at the remarkably low price of \$37.50 and \$47.50, are without question the biggest radio value out of the entire field.

Yet price is not the only dominant factor behind Distantone's vast sales.

Distributors wanted in some territories

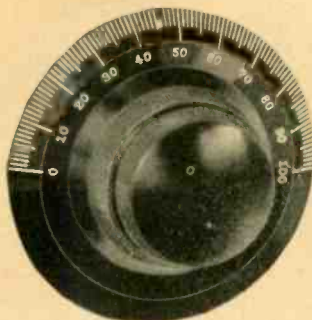
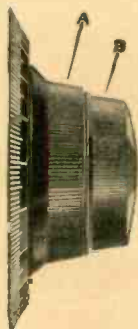
DISTANTONE RADIOS, INC.
LYNBROOK, LONG ISLAND, N. Y.

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KURZ-KASCH Aristocrat E-Z-TOON



A—Vernier Knob

B—Dial Knob

One Size Only—4 inches

Black or Mahogany

List

List

No. 775—0 to 100 \$2.25 No. 777—0 to 200 \$2.35

No. 776—100 to 0 2.25 No. 778—200 to 0 2.35

(ORDER BY NUMBER)

"Aligns Rite—Holds Tite"

Here is an item you can sell to old customers who already own a set—as well as new ones. The 50 to 1 Vernier gives exceptional selectivity.

The Kurz-Kasch patented split bushing method of mounting makes the changing of dials easy.

No cogs—no gears—no back lash or lost motion. Nothing to get out of order and give trouble—no servicing required.

Write for information on special display panel—it helps you make sales.

Nationally advertised in leading magazines and newspapers.

ORDER FROM YOUR JOBBER

Write for illustrated folder of complete Kurz-Kasch line of Radio Products.

THE KURZ-KASCH COMPANY

Largest Exclusive Moulders of Bakelite

Factory and Main Office - - - Dayton, Ohio

Tube bases of Bakelite improve tube performance

The radio public quickly discovered the improved performance secured through using tubes with molded Bakelite bases.

Manufacturers soon realized that the use of Bakelite tube bases helped sales, and the majority have now adopted it as standard.

Why not take advantage of this consumer preference for Bakelite and offer your customers only those makes of tubes provided with the new and better base made of Bakelite.

Write for Booklet 36

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.
Chicago Office: 636 West 22nd Street



BAKELITE

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

THE MATERIAL OF A THOUSAND USES

Say you saw it in Radio Merchandising

What Is Behind the Product You Sell?



Dragon Storage Battery

RADIO "A" and RADIO "B"

**We're Offering You Money
Will You Take It?**

No guesswork about this. We have analyzed the radio market and we know that Radio "A" and "B" Batteries will sell in enormous quantities this season.

But they absolutely must be quality products.

We are ready to prove that the Dragon Radio "A" and "B" have no superiors among any batteries made anywhere in the world. And we can show you in cold figures that they will make you bigger profits than you ever believed.

Write for complete details while most of the season is ahead of you.

Engler Manufacturing Co.

2500 Jane Street, Pittsburgh, Pa.

ATWATER KENT RADIO

IS THE
MOST DESIRED OF ALL
Every survey proves it

WHEREVER people have been asked to specify the Radio they intend to buy, more of them have answered "Atwater Kent" than any other name. For example:

The Meredith Publications, owned by E. T. Meredith, former Secretary of Agriculture, asked 100,000 readers throughout the United States what make they intended to buy. Atwater Kent led.

The Capper Publications, owned by Senator Capper of Kansas, asked the townspeople and farmers in Ohio, Kansas, Iowa, and Texas what make they intended to buy. Again Atwater Kent led.

Disregard, if you wish, our own national survey, although it was impartial and extended from Maine to Oklahoma—and had the same result.

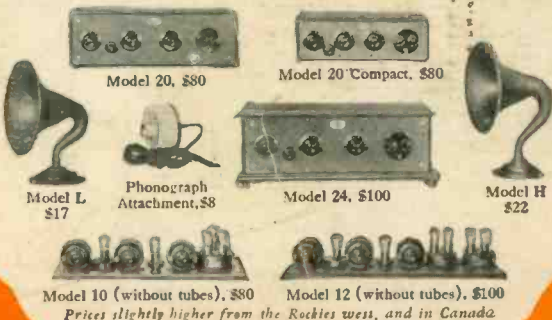
Disregard, if you wish, everything except the one question so vital to dealers and prospective dealers: The people who have no Radio now, and those who expect to replace their present sets—what Radio do most of them intend to buy?

More of them, we repeat, intend to buy Atwater Kent than any other Radio. Every survey proved it.

Atwater Kent Radio is the most desired of all. Its reliability, simplicity, good looks and sensible price make it the Radio which most people want to buy and most dealers want to sell.

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
4727 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.



Prices slightly higher from the Rockies west, and in Canada