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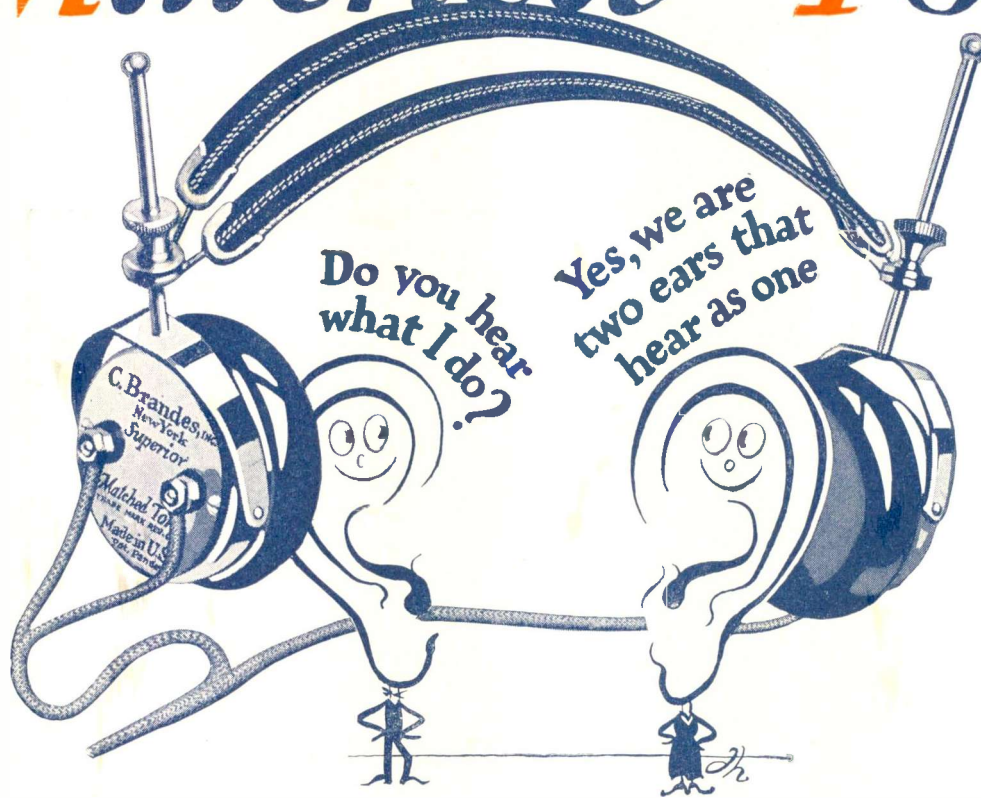
Radio Retailing

The Business Magazine of the Radio Industry



*"The eyes of the country today are on
The Man Who Sells Radio!"*

Matched Tone



Radio Headsets

It's *Matched Tone* that sells the Superior Headset. When both ears hear the same sound at the same instant, tone is always clear, true, pleasantly real.

Let your customers listen with a Superior *Matched Tone* Headset. If they use it in your shop, they'll want it in their homes.

Brandes



Superior
Matched Tone
Headset \$6
\$7 in Canada




Table-Talker
\$10.
50¢ extra west
of the Rockies
In Canada \$12.50

The name
to know in Radio



Navy Type
Matched Tone
Headset \$8
\$9 in Canada

Use Any Tube

UV-200 or C-300



Volts—5
Amps.—1
Grid Leak
0.5—2
Megohms
Condenser
.00025
.0005 M-f.

UV-201A or C-301A

Volts—5
Amps.—.25
Grid Leak
2—9
Megohms
Condenser
.00025 M-f.



WD-12 or C-12



Volts—1.1
Amps.—.25
Grid Leak
2—3
Megohms
Condenser
.00025 M-f.

WD-11 or C-11

Volts—1.1
Amps.—.25
Grid Leak
2—3
Megohms
Condenser
.00025 M-f.



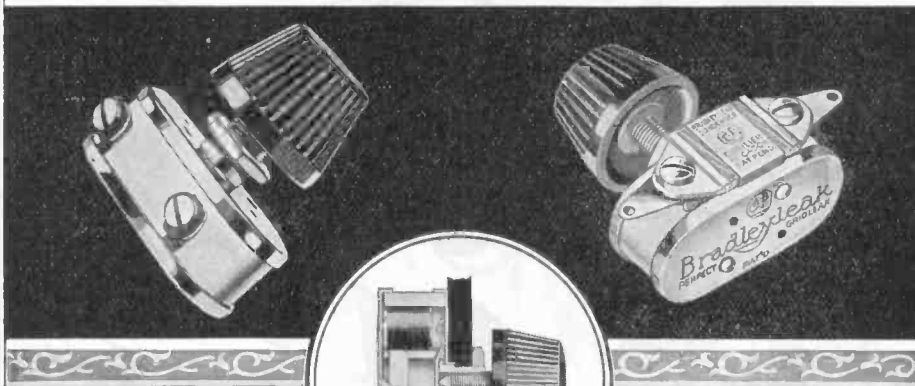
UV-199 or C-299



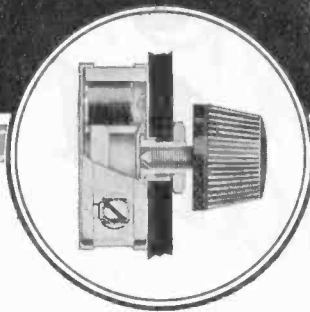
Volts—3
Amps.—.06
Grid Leak
2—9
Megohms
Condenser
.00025 M-f.



Do you
sell the
Bradleyswitch?
It saves
batteries and
tubes.



Bradleystat
PERFECT FILAMENT CONTROL



Bradleyleak
THE PERFECT GRID LEAK

Reduce Your Stock and Increase Your Turnover

EVERY dealer is confronted with a huge stock and slow turnover, due to stocking special rheostats and gridleaks for the great variety of tubes. Bradleystats and Bradleyleaks eliminate this difficulty. They provide perfect filament control and perfect gridleak resistance for ALL TUBES. Each unit is a complete stock, while it lasts. The result is reduced stock and quicker turnover.

The Bradleystat provides perfect filament control for every tube

The Bradleystat has a resistance range from approximately $\frac{1}{4}$ to 100 ohms, by merely turning the adjusting knob that varies the pressure on the graphite discs. It will handle ALL TUBES without change of connections, and provide ample control in every case.

The Bradleyleak can be adjusted for all tubes

The Bradleyleak, with a range from $\frac{1}{4}$ to 10 megohms, can be adjusted instantly for any tube, indicated in the adjoining table of tube ratings, by turning the adjusting knob.

*Send for special sales helps that sell more parts.
Be sure to write, right now!*

Allen-Bradley Co.

ELECTRIC CONTROLLING APPARATUS

Sales Offices:

Baltimore
Birmingham
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Denver
Detroit



Sales Offices:

Knoville
Los Angeles
Philadelphia
Pittsburgh
Saint Louis
Saint Paul
San Francisco
Seattle

General Offices and Factory: 489 Clinton St. Milwaukee, Wis.

Manufacturers of Graphite Disc Rheostats for Over Twenty Years

Tower's *Tower's*
Scientific.
Dealer Co-operation



More than ten million people are reached by this national advertising

We have a jobber in your territory—
 write for his name.

Tower's Scientific, the most nationally advertised low-priced headset today. All the quality of higher-priced phones. EVERY SET TESTED and APPROVED by Government Licensed Radio Operators. Dealers now handling Tower's Scientifics are enjoying a fast turn-over with generous profits.

Written money back guarantee protects the buyer.

THE TOWER MFG. CORP.
 98 BROOKLINE AVE. Dept. "C" BOSTON, MASS.

Scientific



List,
\$35.

What do Radio Authorities think of the

TIMMONS
B-Limiter

which takes the place of
"B" batteries

Timmons Talkers

WE WANTED to know what radio authorities could find out about the operation of the B-Limiter on various types of sets and circuits so we asked them to test B-Limiters severely as they possibly could. We'll quote from what authorities wrote after these tests:

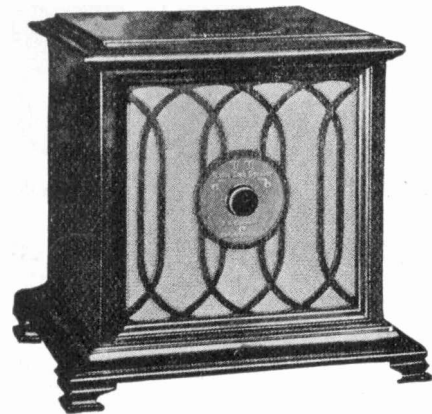
Captain Robert Scofield Wood in the *New York World* said in part, "The adjustment of the detector voltage of the B-Limiter is scaled so that a variation of $\frac{1}{4}$ of a volt is possible by giving the exact potential required by the tube at its most efficient point of operation It will also be found that the quality of reception when using this B battery eliminator as compared with a new B battery will be much finer."

Andrew McClean Parker in the Camden (N. J.) *Post-Telegram* said, "It is simply a question of putting a plug in the electric light socket, sticking in a tube in the B-Limiter and tuning her in. We are genuinely enthusiastic over this new device."

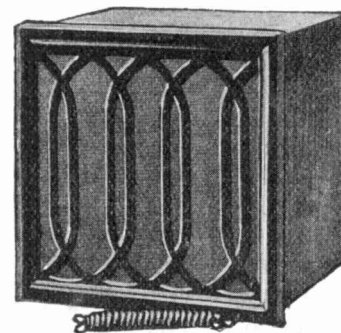
Thomas Appleby, founder of the Philadelphia Wireless School, President of the 3rd (U. S.) Radio District Council and a nationally known figure and authority in radio said, "The operation of the B-Limiter on five-tube sets was absolutely perfect—flawless."

Space limitations will not let us tell you of all the good things other radio authorities have said about the B-Limiter which operates on 110-volt alternating current lighting circuits. Patented May 15, 1923. All agreed that sets operated in connection with the B-Limiter were free of audible hum, but that hum could be forced into the sets so operated. As Captain Wood said in another part of his article, "A hum can be forced in the set by unbalancing the relationship between A and B batteries, but long before this point is reached the reception would become ragged and distorted."

B-Limiters are new. Thousands have been sold during the past few months. Thousands more will be sold. We have a full dealer plan of co-operation and supply window and counter signs, folders and other literature. Our *Saturday Evening Post* campaign is now in full swing—also our newspaper advertising in leading radio centers. Tie up with this advertising. Push B-Limiters and Timmons' Talkers. They are among the fastest-moving articles in radio today. Your jobber carries the complete line and will be glad to quote discounts.



Timmons Type A (Adjustable) Talker. List, \$35.



Timmons Type N (Non-Adjustable) Talker. List, \$18.

Timmons Radio Products Corporation
Germantown, Philadelphia, Pa.

TIMMONS *Radio Products*

THE AIR IS FULL OF THINGS YOU SHOULDN'T MISS

THE SATURDAY EVENING POST

EVEREADY
Radio Batteries
—they last longer.

Eveready Hour—Every Tuesday at Nine P. M.
(Eastern Standard Time)

"EVEREADY HOUR," Nine o'clock (Eastern Standard Time) every Tuesday evening is the hour set apart for the simultaneous broadcasting of Eveready programs through a chain of prominent interconnected radio stations. You can easily tune in one of these stations and listen to the delightful programs of the "Eveready Group." You will laugh at the light comedy. You will be thrilled with the harmonies of the vocal and instrumental programs. Dance music will set your toes a-swinging.

Be sure that the batteries for your radio receiver are full of power and pop so that your enjoyment may be complete. Use Eveready "A" Batteries for lighting the filaments of the vacuum tubes.

Eveready "B" Batteries for detector and amplifying tubes. Eveready "C" Batteries to clarify tone and prolong "B" Battery life.

Try the new 45-volt Heavy Duty Eveready "B" Battery (No. 770) for receivers with four or more tubes. Because of their longer life they cut "B" Battery costs in half and even more.

"B" Batteries are more economical and more dependable than any other source of plate current. Use Eveready Radio Batteries for all radio purposes—they last longer.

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

Announcing the Eveready Hour in the January 10th Saturday Evening Post.

Tell your customers about the Eveready Hour

EVERY Tuesday evening from 9 to 10 (Eastern Standard Time) is the hour when Eveready radio programs are broadcast simultaneously through these prominent interconnected radio stations: WEA F, New York; WJAR, Providence; WEEI, Boston; WFI, Philadelphia; WCAE, Pittsburgh; WGR, Buffalo.

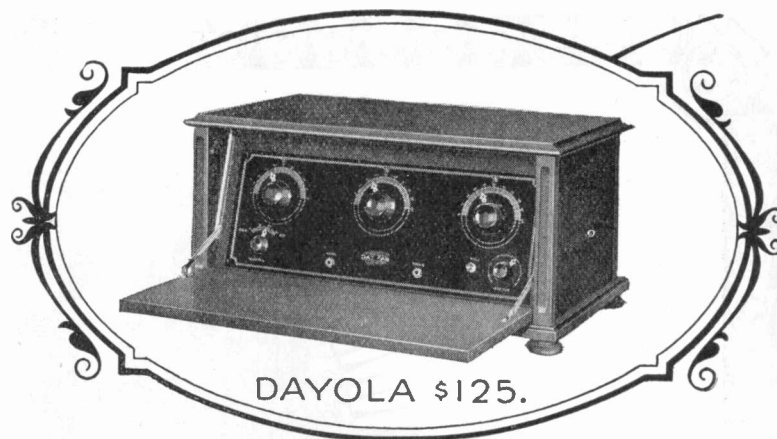
The unusually large number of letters expressing appreciation of our programs convinces us that the Eveready Hour has met with unusual favor and that these programs

have added considerably to the entertainment of listeners-in everywhere in the country.

Tune in yourself and tell your customers to do likewise. The Eveready Hour is provided for the enjoyment of all.

For best results, sell your customers Eveready Radio Batteries—*they last longer.*

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



DAYOLA \$125.

The Set that is Already Logged!

EVERY DAY-FAN set comes to you with a complete list of broadcasting stations with their corresponding dial settings.

Select the station you want—turn the pointers to the positions furnished with the set—and listen in. That's all that is necessary when you use a DAY-FAN.

All dial settings are the same for every set, everywhere, on any antenna.

The entire DAY-FAN line, comprising

models priced from \$90 to \$285, has this new and exclusive feature.

Every Model a Year Ahead

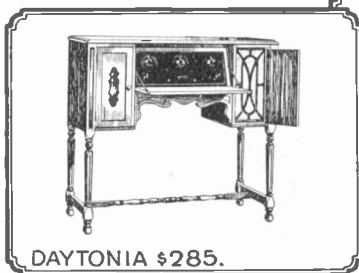
Although radio science has developed at an astounding rate in the past few years, the DAY-FAN has always kept well in the lead. The remarkable qualities of tone clarity, simplicity, beauty and volume which distinguish all DAY-FAN sets entitle us to say that they are a year in advance of present radio standards.

Join the ranks of delighted DAY-FAN dealers today. You will find it one of the best business moves you ever made.

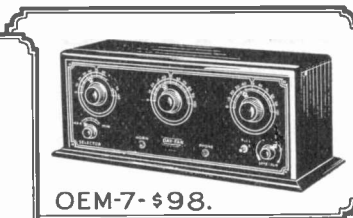
The DAYTON FAN & MOTOR CO.

Manufacturers of High-Grade Electrical Apparatus for more than 35 Years

DAYTON, OHIO



DAYTONIA \$285.



OEM-7-\$98.

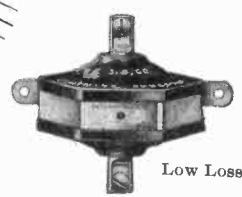
and other models

Day-Fan

RADIO
A YEAR AHEAD



Starr & Moss Radio
Co.
Philadelphia
One of Thousands of
Keystone Boosters



Low Loss

Sold! KEYSTONE Lightning Arrester

\$1.50 each

complete with instructions

\$2.00 in Canada

Approved by Underwriters No.

E-1835

DEALERS

An attractive dealer proposition makes this device a profitable product to handle. Packed 12 in a display carton.

It almost sells itself! After your customer has bought his antenna material, what could be more appealing than a high-class lightning protective device at trifling cost?

The Keystone Arrester is a strong, sturdy, reliable, low-loss protector required to relieve the antenna system of dangerous accumulations of static or lightning which may result in serious damage. It is manufactured by a company having over 32 years' experience in the design of lightning protective apparatus.

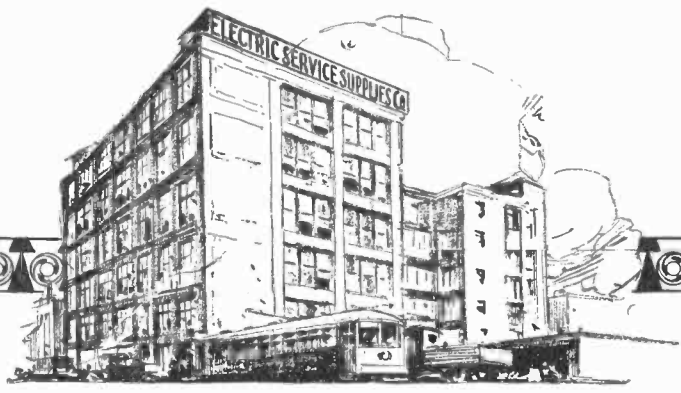
The body of the arrester is made of genuine Bakelite, thus providing the very best insulation between antenna and ground with no loss in the strength of incoming signals. The rugged discharge electrodes are inside the body, where they are in an absolutely water, dust and damp proof enclosure. All metal parts are of brass. The binding posts are of the approved type which do not require cutting the antenna lead-in at the arrester. The lead-in is simply placed under the binding post screw and continued on to set. It is a reliable and efficient device of high quality sold at a popular price.

ELECTRIC SERVICE SUPPLIES Co.

PHILADELPHIA
17th and Cambria Sts.
PITTSBURGH
829 Oliver Building

NEW YORK
50 Church St.
SCRANTON
316 N. Washington Ave.

CHICAGO
Monadnock Bldg.
BOSTON
88 Broad St.



YAXLEY

APPROVED RADIO PRODUCTS

Are Selling
for Dealers
Everywhere

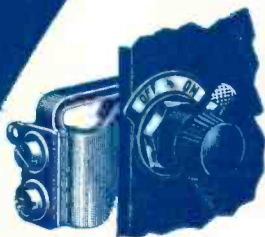
There's
a
Reason

The original and correct design and superior construction of Yaxley Approved Radio Products are the reason.

These points, which have won the approval of leading manufacturers of high grade radio sets appeal just as strongly to your customers who want the best in radio parts.

And Yaxley service, which includes some real advertising helps, careful packing and on-time deliveries will mean a lot to you.

Jacks, Jack Switches, Rheostats, Plugs, Potentiometers, Midget Battery Switches, Etc.



Midget Battery Switch

Small in size, neat in appearance. Positive in action. One nut mounting.
Each 65c.

Ask your jobber or write direct for your price list and full information.

Yaxley Mfg. Co.

Dept. F, 217 N. Desplains St., Chicago, Ill.



A PARAGON FOR EVERYBODY

FOR dance lovers, for jazz lovers, for lovers of classic music or the old songs, there's now a Paragon Receiver that meets every taste and every sized pocketbook.

All the clearness of tone and fine selectivity that have popularized Paragon with radio enthusiasts in the past, now with a new simplicity of tuning and new popular prices.

If you are not featuring Paragon in your store you are missing profit opportunities with every class of your trade.

ADAMS MORGAN CO., Inc.
14 Alvin Ave., Upper Montclair, N. J.

If your jobber is not carrying the new Paragon line get in touch with us.

PARAGON

REG. U. S. PAT. OFF.

FOUR \$65



NEW PARAGON FOUR \$65

Its new non-radiating circuit—the Paradyne circuit—gives clear, strong loudspeaker reception over practically unlimited range. Four tubes. New single dial control. Good-looking mahogany case, 21 inches long.

NEW PARAGON THREE \$48.50

Astonishing loudspeaker range, with but three tubes. Clear tone. Excellent volume. Easy tuning—major dial control. Mahogany case, 17 inches long.

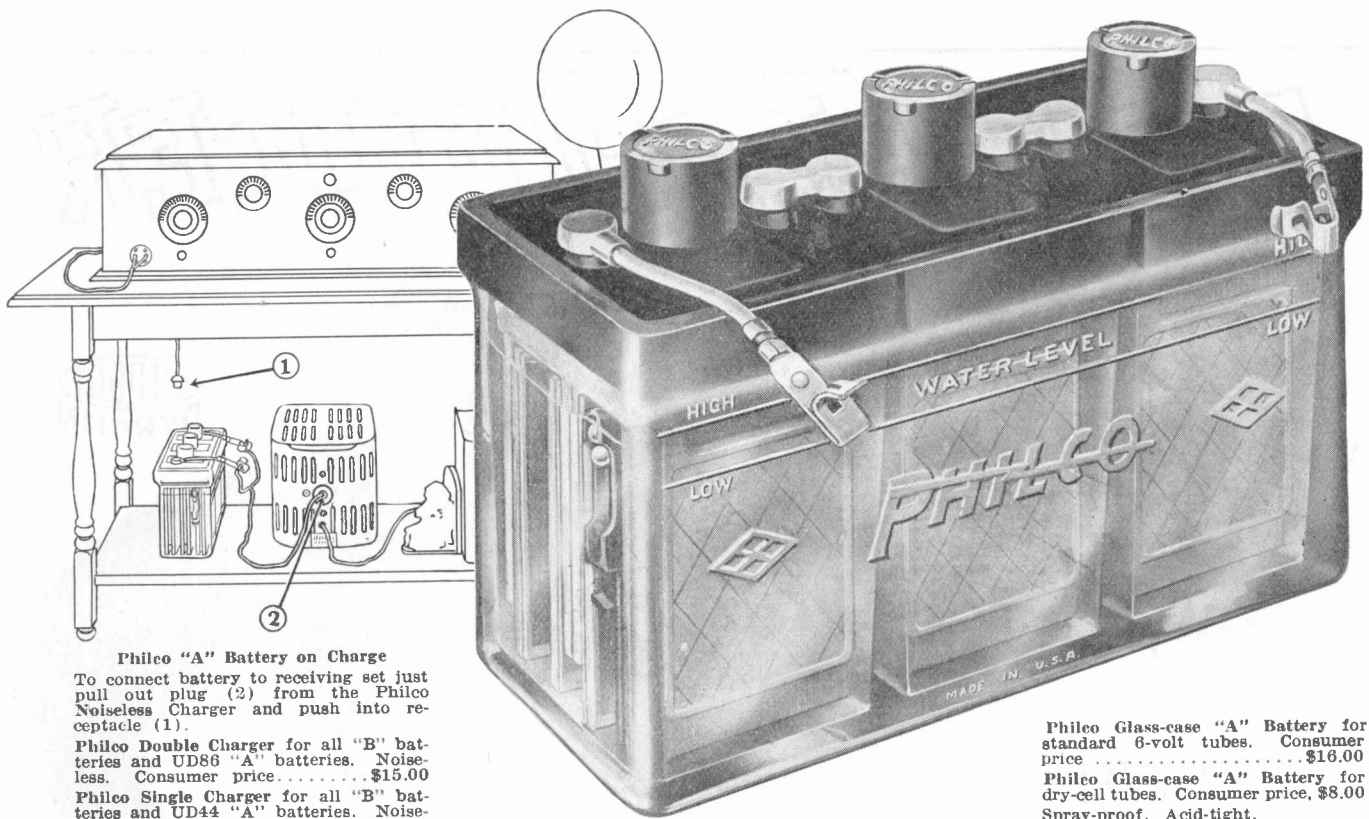


NEW PARAGON TWO \$27.50

A two-tube set that sells like the traditional hot cakes. Loudspeaker volume on local stations. Clear tone. Single dial. Mahogany finish, 11 inches long.



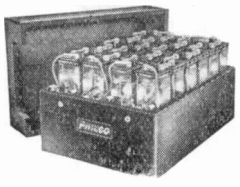
Look for the Red Triangle



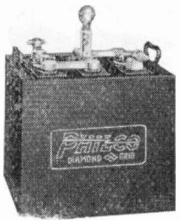
Philco "A" Battery on Charge
 To connect battery to receiving set just pull out plug (2) from the Philco Noiseless Charger and push into receptacle (1).
Philco Double Charger for all "B" batteries and UD86 "A" batteries. Noiseless. Consumer price.....\$15.00
Philco Single Charger for all "B" batteries and UD44 "A" batteries. Noiseless. Consumer price.....\$9.75
 Charger prices include plugs and receptacles.

Philco Glass-case "A" Battery for standard 6-volt tubes. Consumer price\$16.00
Philco Glass-case "A" Battery for dry-cell tubes. Consumer price, \$8.00
 Spray-proof. Acid-tight.

Why Philco Batteries are so easily sold



Philco "B" Battery
 Storage "B" Batteries are just as essential for clear and distant reception as storage "A" Batteries. Philco "B" Batteries stay clean and dry. Charge without disconnecting a single wire. Use a Philco Charger and "B" Charging Panel (\$2.75).
 With de luxe mahogany-finish case with cover (48 volts). Consumer price..\$20.00
 With handsome mahogany-finish case without cover (48 volts). Consumer price..\$16.50



Philco Mahoganyized-Case "A" Batteries
 Two types—RAE and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer price...\$14.50 up
Philco Charge Tester—permanently mounted in filler cap, avoids fussing with hydrometer, \$1 extra.

Philco quality and Philco national advertising have created a strong consumer demand for Philco Radio Batteries in all parts of the United States.

Philco Batteries—both "A" and "B"—have big advantages that make storage battery operation easy, convenient and economical.

They are assembled in attractive, acid-tight, spill-proof pressed-glass cases—or in wood cases finished in beautiful Adam-brown mahogany.

They have exclusive Charge Indicators that tell at a glance how far the battery is charged or discharged.

And with the Philco NOISELESS

Charger—with its built-in receptacle and sockets—you can recharge right in the living room without changing a single wire.

Philco Batteries deliver strong, non-rippling current *without hum, roar or buzz*—the absolute essential for clear and distant radio reception.

Equally important—Philco Batteries are DYNAMIC—shipped to you CHARGED but absolutely DRY. No charging equipment is needed. Any dealer, without the slightest knowledge of storage battery operation, can handle them just as easily as radio tubes or Victrola Records.

You can buy Philco Radio Batteries from your Jobber or Wholesaler at standard discounts. Order now—or fill out the coupon below and mail to us.

PHILADELPHIA STORAGE BATTERY COMPANY, Philadelphia

PHILCO DYNAMIC RADIO BATTERIES

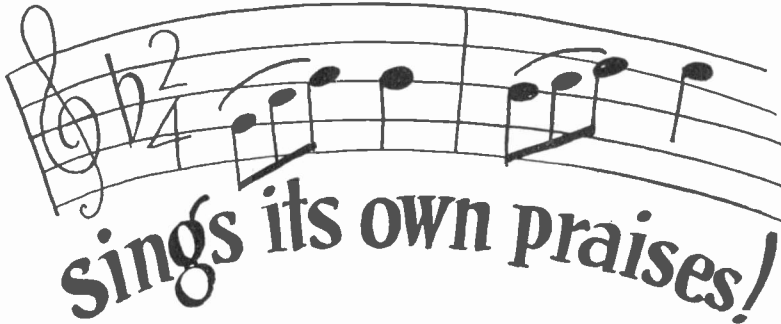
Jobbers and Dealers—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

Street City

State Jobber Dealer

G-G-H REPRODUCER



The G-G-H is an amazingly *better* reproducer—it achieves astounding volume without a suspicion of harshness or distortion. Let the G-G-H prove it. Let it speak for itself. Hear it; compare it; let it perform against *any* other reproducer at *any* price—

Then you'll realize why the G-G-H is proving such a gold mine for dealers and jobbers everywhere. As soon as the consumer hears the G-G-H he is convinced; as soon as he finds that he can buy it for about one-half the amount charged for other loud speakers of comparable quality, he is *sold* once and for all— But the low retail prices don't mean narrow margins. Find out how much you can make with the G-G-H — get our present wide discounts—call, write, or wire. But act!

Every G-G-H is made of genuine DuPont Pyralin—in wide color range—unbreakable, non-vibrating, and non-resonant. Exclusive G-G-H construction does away with permanent magnet, external batteries, large electro-magnet, and all distortion. Constant tension diaphragm gives smoothness and tone volume. The G-G-H is 22 inches high; bell diameter 13 inches. Packed in single cartons, with 5 feet of cord.



**Lower Prices with
Higher Profits!**

\$12.50 to \$20.00

All Black.....	\$12.50
Shell Finish.....	15.00
Japanese Pearl.....	17.50
Mother of Pearl DeLuxe.....	20.00
22 inches high; 13-inch horn.	

GRIGSBY // GRUNOW // HINDS // CO.
4550 Armitage Avenue, CHICAGO

-a
Neutrodyne
 for \$ **100!**

Think of it! A five tube **Murdock** Neutrodyne with a built-in loud speaker.

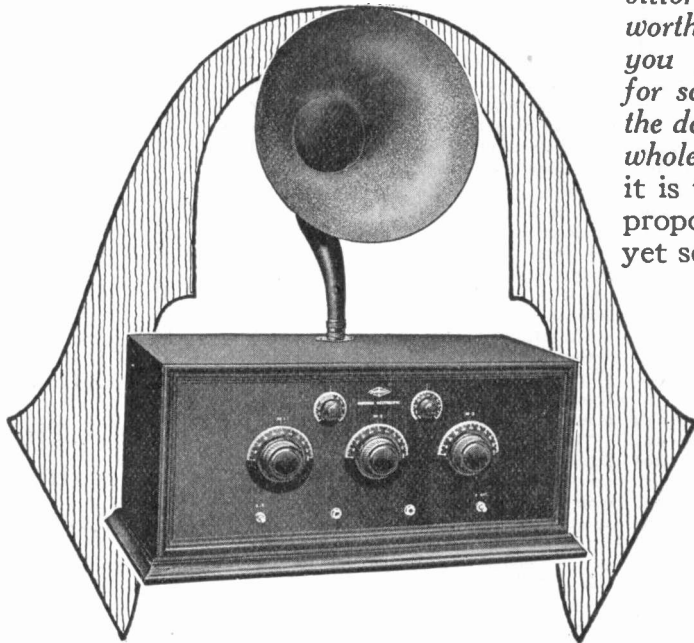
It isn't a kit. It is a standard Murdock instrument of such exceptional quality as the name Murdock has stood for since 1904.

It has long been our idea to bring out such an instrument at a price that would make sales history.

Here it is!

In a fine mahogany cabinet, with compartment for "B" batteries.

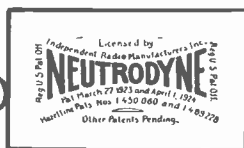
This is a splendid proposition for dealers and one worth looking into before you place another order for sets. Let us mail you the details, and outline the whole plan. We believe it is the most interesting proposition the trade has yet seen!

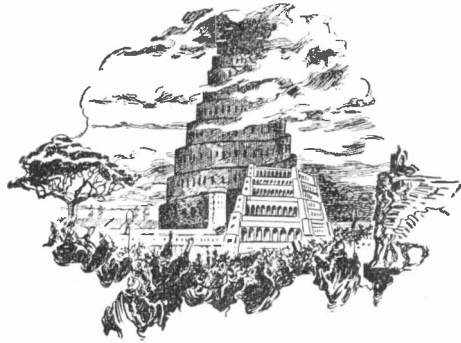


Wm. J. Murdock Co.
 Chelsea, Mass.



MURDOCK





Above the Babel of Radio Names NEUTRODYNE stands clear and alone

ARE you one of the thousands who, wondering what radio set to buy, are caught in the confusion of radio names and claims?

Radio, the wonder of the age, has been revolutionary. It has passed through the experimental stages faster than any other industry. Out of this have come four main circuits or systems of radio reception. The first three of these were originally designed and perfected to receive and emphasize the staccato dot-and-dash of radio telegraphy.

Neutrodyne followed broadcasting

In 1920, the broadcasting of music and speech as a free public service for entertainment in the home was begun. Immediately the electrical engineers sought to adapt the three existing systems to the new conditions.

In 1922, L. A. Hazeltine, Professor of Electrical Engineering at Stevens Institute of Technology, saw the inherent difficulties in the existing circuits. He took the factors as represented by the new conditions and mathematically worked out an entirely new system of broadcast reception.

With nothing but Professor Hazeltine's figures to work from, a receiving set was built, and marvelous to report, it worked perfectly the very first time it was tried. Distance, tone, ability to pick out any station anywhere, were right there in the first set built. It was a tremendous triumph for pure science.

The principles established by this first Neutrodyne are the identical ones embodied in every Neutrodyne set which has since been built.

Neutrodyne designed to receive broadcasting

The Neutrodyne stands today as the only radio receiver specifically built for the reception of modern broadcasting.

In order to protect the public from fraudulent Neutrodynes, the Hazeltine Corporation was formed, and Professor

Hazeltine entrusted his great idea to just fourteen hand-picked, licensed manufacturers. These fourteen radio builders are grouped into one association, known as the Independent Radio Manufacturers, Incorporated. No other manufacturers may use the genuine Neutrodyne principle!

All present-day receivers, with the sole exception of the Neutrodyne, are adaptations of radio-telegraph receiving systems.

Neutrodyne superiorities

The definite advantages of the Neutrodyne are, first, *Selectivity*. You set the dials at predetermined points and hear only the one station you have selected. All others are rejected.

Clarity is the second point of Neutrodyne superiority. Neutrodynes create no squawks or whistles to disturb you or your neighbors. If all receivers were Neutrodynes, radio reception would be entirely free from squeals. Neutrodyne also guarantees perfect tone quality. Reproductions are faithfully realistic, producing the high notes of the violin, the low guttural twang of the bass viol, the roll of the drums. Human voices, sung or spoken, sound human.

The third Neutrodyne advantage is *Distance*. If the radio waves from a distant city are reaching your neighborhood, your Neutrodyne will convert them into voice or music. Neutrodyne owners know that what they cannot hear, no one else can. If "distance lends enchantment," you want a Neutrodyne.

The fourth and perhaps greatest of Neutrodyne features is absolute *Dependability*. Neutrodynes never disappoint. If you invite guests to a radio party—your Neutrodyne will not fail you. Apologies such as, "It worked all right last night," are not heard in Neutrodyne-equipped

homes. Yes, there really is a receiver that always works—it's Neutrodyne.

Hazeltine Corporation (Sole Owner of Neutrodyne Patents and Trade-marks), Independent Radio Manufacturers, Incorporated (Exclusive Licensee of Hazeltine Corporation).



If it hasn't this label,
it isn't a Neutrodyne.
It is there for your
protection.

NEUTRODYNE

Perfected Radio

So the public may know about Neutrodyne



REPRODUCED herewith (greatly reduced) is the first advertisement in a series, broadcasting the truth about Neutrodyne. This advertisement appears in a string of newspapers in the great radio centers of the country—papers with a reading audience of some twenty-four millions!

It also appears in *The Saturday Evening Post*, reaching a reading audience of another six millions! Powerful publicity. Tremendous circulation. A great influence for sales.

This campaign is educational—and timely. It is designed to clear away the smoke-screen that has confused the public with various names and claims. It is designed to make it easier for you to sell Neutrodyne receivers.

Hazeltine Corporation (Sole Owner of Neutrodyne Patents and Trade-marks). Independent Radio Manufacturers, Incorporated (Exclusive Licensee of Hazeltine Corporation).



Tell your customers that dry cell tubes give amazing results in the FADA Neutrodyne

YOU can sell a FADA Neutrodyne or Neutrola to a customer and assure him that he can get maximum results using dry cell tubes.

This isn't guesswork. We know. Tests have been made that prove conclusively that the FADA Neutrodyne or Neutrola will do all that we claim with dry cell type tubes. In ease of

operation, in sensitivity, in selectivity, volume and marvelous clarity, dry cell tubes function perfectly.

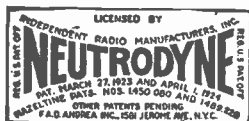
This means increased sales of FADA Neutrodyne receivers, as many people who prefer the Neutrodyne, but do not want a storage battery, will now buy a FADA.

No reneutralizing is necessary. Only a slight

adjustment of the Neutrodons from one fixed position to another is all that needs to be done.

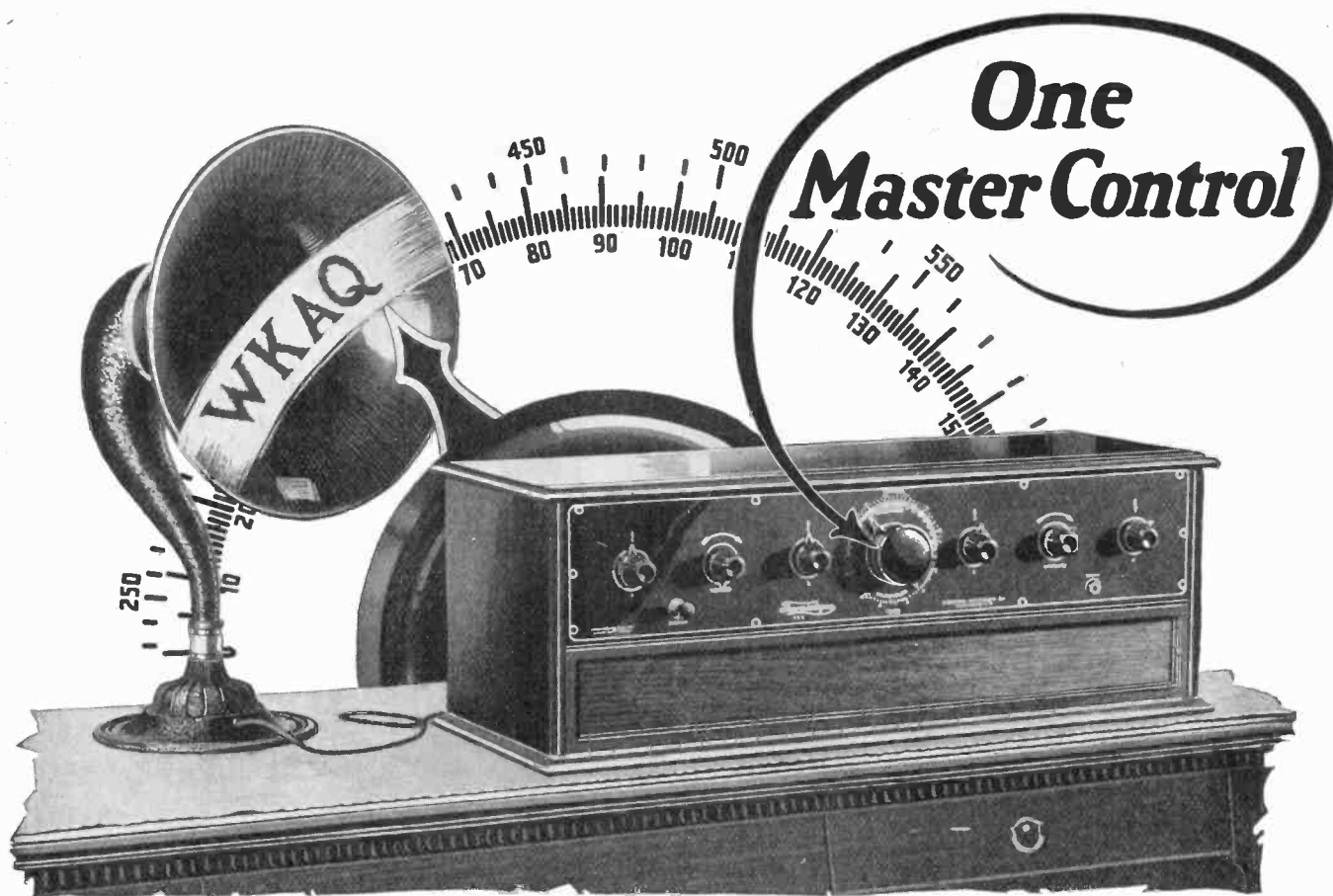
Try selling FADA Neutrodyne receivers and Neutrolas for dry cell tubes as well as for storage battery tubes and watch your sales jump. Get in touch with your distributor now.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE, NEW YORK



FADA

Radio



A SALES Masterstroke!

WE'RE spending hundreds of thousands of dollars to tell the public about Thermiodyne. Full pages in The Saturday Evening Post, the Literary Digest, the American Magazine, all the leading radio magazines, Country Gentleman, Farm Journal and many other periodicals—are broadcasting the story of Thermiodyne's single master control—its remarkable selectivity and simplicity. This advertising will bring people to your store.

Why not sell the set that makes a real profit for you with the least sales effort? You can demonstrate Thermiodyne thoroughly in less than five minutes. Its ease of operation clinches the sale.

Thermiodyne is the *first* radio receiving set to give the public what it wants—non-technical simplicity of operation. Thousands have held off from buying radio sets because they couldn't get the hang of operating them.

Thermiodyne is radio at its best and simplest. Any child can operate Thermiodyne accurately and successfully. The ONE master control is calibrated in wavelengths. Set the knob at wavelength published in the newspaper and the station comes in *instantly*.

Write *today* for full details of Thermiodyne and franchise for selling this remarkable receiving set. There is no other set like it on the market.

Price \$140

*Without accessories
(Any accessories may be used)*

THERMIODYNE RADIO CORPORATION
PLATTSBURGH, N. Y.

*We guarantee every
set unconditionally.*

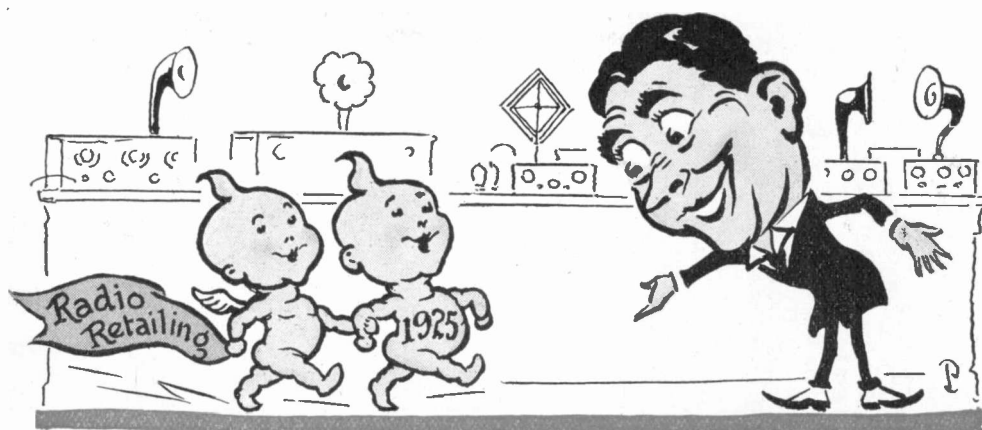
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TF6



Radio Retailing

Table of Contents for January

Why "Radio Retailing?" Our Plans and Purpose 17 <i>Introducing the Newest McGraw-Hill Publication</i>	"\$38,000 Via Telephone" 49 <i>Ohio Retailer Launches Profitable Radio Trade by Calling Up Leading Citizens</i>
Herbert Hoover Sends a Message to Dealers 18 <i>The Radio Dealer's Responsibility to His Community Outlined by the Secretary of Commerce</i>	"Taking the Set Into Their Homes" 52 <i>Long Island Dealer Makes Ten Sales Out of Twelve Sets Left "On Approval"</i>
Who Is Selling Radio Today—and How 20 <i>Miniatures of the Ten Classes of Stores That Sell Radio and Their Sales Policies</i>	Window Displays from Successful Radio Shops 54 <i>Novelty Appeals That Pull the Public in to Buy</i>
"Holding Onto List Prices and Full Profits" 31 <i>Chicago Radio Dealer Finds List Prices Is Best Policy</i>	"Merchandising Radio Without a Service Man" 58 <i>Detroit Auto Supply Does Huge Radio Business Without Service of Experts</i>
"\$1,000,000 a Year Retailing Radio" 35 <i>Dealer Tells How and Why His Annual Gross Is a Million Genuine American Dollars</i>	"Knowing How to Buy" 64 <i>Is Secret of Dealer's Success, Says Pacific Coast Dealer Who Turns Over 1,000 Headsets Monthly</i>
Handling the Rush Hour Crowds 40 <i>Twenty Helpful Hints for Eliminating Confusion</i>	McGraw-Hill's Service to the Radio Industry 66 <i>\$7,000,000 in Publishing Resources is at the Disposal of the Radio Dealer</i>
"Selling Radio to the Music Lover" 42 <i>San Francisco Firm Applies Phonograph Sales Methods to Build Radio Business</i>	The Farmer Market—How to Go After It 69 <i>Getting Your Share of the 6,800,000 Farms That Are Without Radio Today</i>
"Don't Neglect Parts" 44 <i>Parts Are Profitable for Any Store That Handles Sets. J. W. Griffin Proves It.</i>	Seventy-Five Dollars a Month Waiting for You 73
"Console Is 1925 Radio Set Model" 46 <i>Trend in New York Is to Elaborate Cabinets</i>	New Sets, Accessories and Parts the Manufacturers Are Putting on the Market 76

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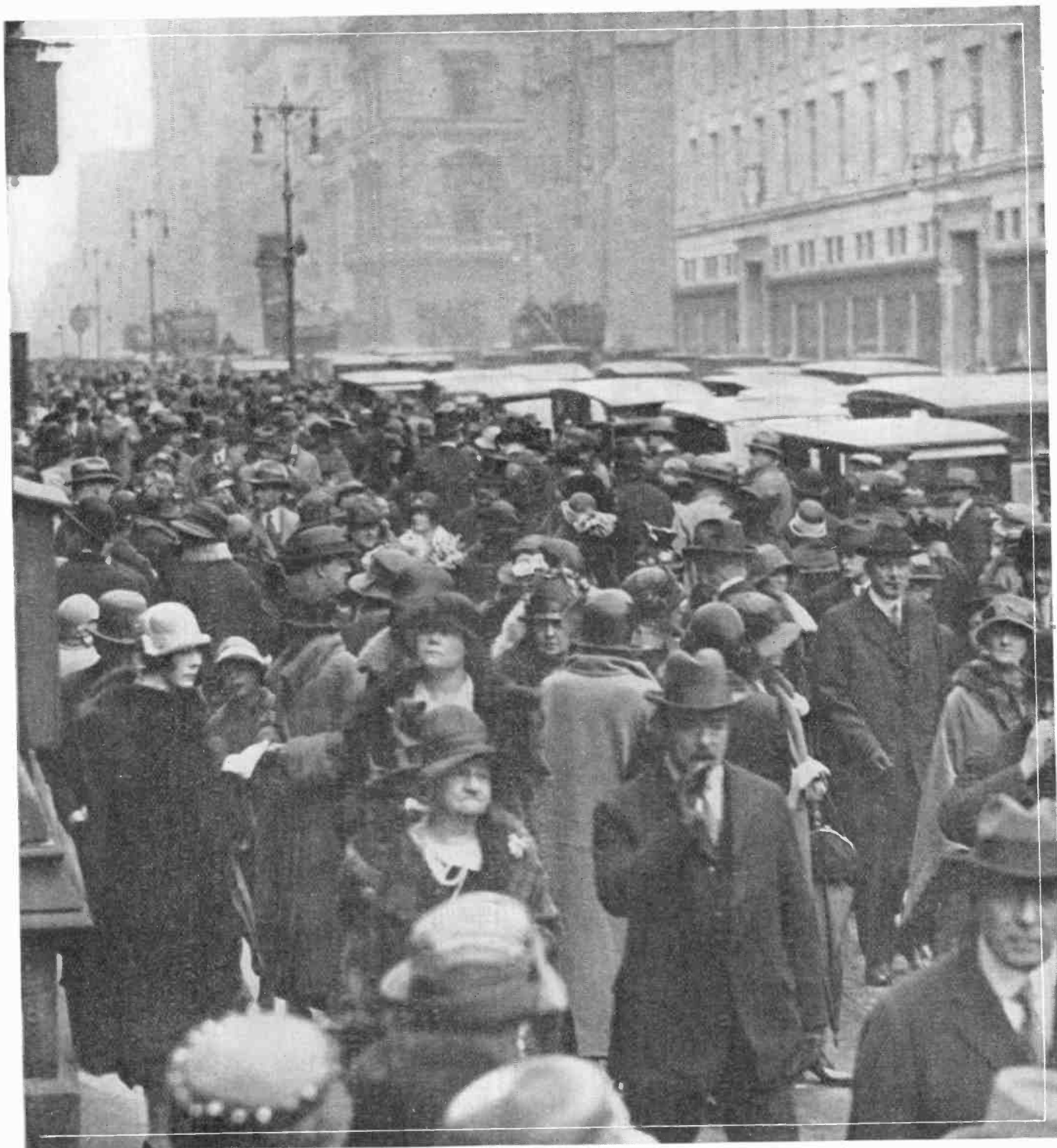
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RADIO RETAILING

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“Five Out of Every Six People Who Pass Your Store Have No Radio Set in Their Homes”

IN SPITE of two to three years' tremendous sales of radio sets and parts; in spite of the public's interest in radio, reaching the dimensions of a craze; and in spite of the low cost of radio outfits, whether bought complete or built from parts,—only 3,500,000 to 4,000,000 homes are so far provided with radio sets.

There are 24,000,000 homes on the North American continent. If among them are scattered even as many as 4,000,000 sets,

simple division shows that *only one home in six* has a radio set. And the other *five out of the six* have none!

The same ratio will probably hold for almost any community or section. Yours, for example. On the average, *out of every six people* passing your store, *one has a radio set*. The other five have none.

What does that mean to you—and to your business?

RADIO RETAILING

Radio Retailing

JANUARY, 1925

Our Plans and Purpose

WITH the era of radio, a new "trade" stands before the mercantile world—the "retail radio trade," gathered from a wide variety of antecedents by the sheer demand of the American public for radio merchandise.

Many kinds and classes of merchants make up this new trade. Into it have gone experienced business men and tyro opportunists, radio "bugs" and electrical dealers, music stores and department stores, automobile-supply dealers and hardware men, and even sporting-goods stores and undertakers!

Difficulties in plenty have faced this trade during its strenuous, short existence. Being without radio precedents the radio selling methods and policies followed by each of its groups have been based largely on their own former *non-radio* business experience. Thus have developed a variety of trade viewpoints. As a trade, it has experienced alternately feverish shortages of merchandise and discouraging "slumps" in sales,—as supply and seasonal demand have successively overtaken each other,—yet it has always done an expanding volume!

To this trade, the very advancements in its art have brought in their wake rapid obsolescence of the equipment on its dealers' shelves, necessitating selling off stock a few months old at reduced prices. All this, coupled with the dumping of bankrupt stocks from ill-managed stores, and with price-cutting by dealers who do not know their costs, has resulted, in many quarters, in demoralization of prices and in injury to the public's confidence in radio values.

IN THIS hectic conflict of trade influences it is not surprising, then, that general retailing policies have not yet

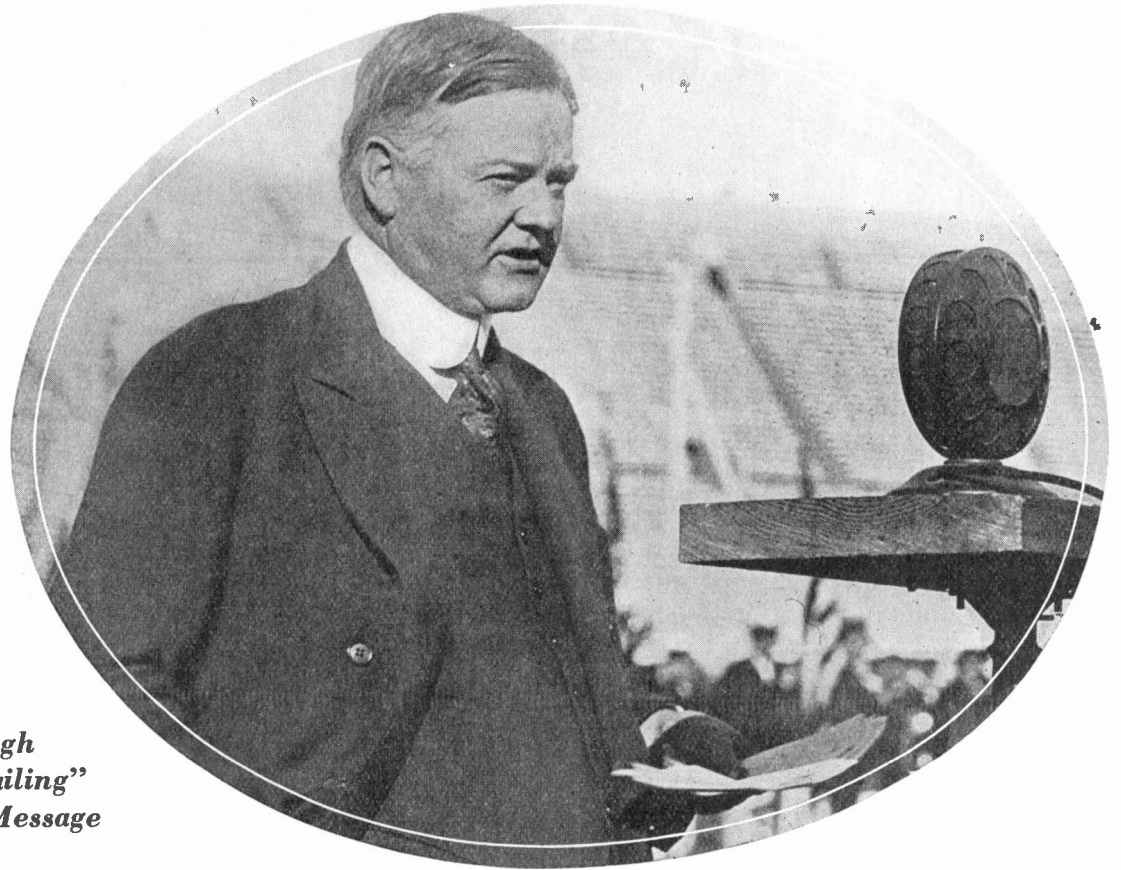
crystallized. Retail associations for the discussion of radio selling problems do not generally exist. And to date, no outstanding publishing organization has undertaken a trade magazine to treat fundamentally with radio distribution problems and to exchange the best business and selling ideas among all radio dealers.

It is to serve as such a clearing house for this great vital business of retailing radio that the publishers and editors of this journal, backed with fifty years of electrical publishing experience, now accept responsibility. A host of problems present themselves today to the radio trade and to every well-wisher of the radio industry. Here are some of the situations that press for solution:

- Stabilization of prices
- Offsetting seasonal slumps
- Financing for business expansion
- Selection of balanced stocks
- Installment-plan sales
- House-to-house selling
- Store methods. Pricing policies
- Store operating costs
- Installation, service and repairs
- Style designs. Interesting the women
- Timing advent of new models
- Reaching the great farm market
- "Trade-ins." The second-hand problem
- Wired outlets in hospitals, hotels, homes
- Standardization and simplification
- Extent of market, local and national
- Trends in future radio development

TO BRING before the radio dealers of America the best merchandising thought and practical experience bearing on these and future trade situations and problems;—to disseminate sound business practices throughout the radio industry;—and to lead a prospering retail trade in supplying the needs of millions for the world's most marvelous merchandise—the publishers dedicate these pages.

Herbert Hoover



*Sends through
"Radio Retailing"
a Personal Message*

To the Radio Dealers of America

(On these pages Secretary of Commerce Hoover, the great friend of radio development, points out to the readers of "Radio Retailing" that from now on, it is on the shoulders of the radio merchandiser that responsibility rests for bringing about the greatest use and usefulness of radio to the public.—Editors.)

NO INDUSTRY has had the phenomenal development that has radio, and few are the industries whose products have as broad an appeal to men, women and children alike in city and in country. It is inherent, therefore, as our experience is proving it, that the distribution of radio should have broader channels, and a greater number of classes of retail outlets than almost any other fabricated product, in order to serve this widespread demand.

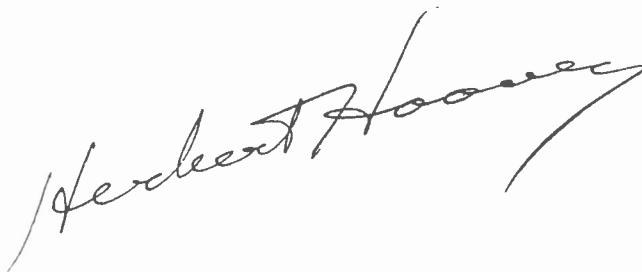
When it is realized that such a system of distribution has been the development of only the past three years, it is a credit to the flexibility of the American business man and engineer that the results obtained have been as gratifying as they are. However, great as this distribution network has already become, it is apparent that there is yet much undeveloped area in which efficient merchandising will make radio more useful to the citizens of this

country, and that there is room for improvement in the methods through which radio equipment passes from the manufacturer into the home of the user.

It is my ideal, and I hope it will be that of the merchandisers of radio apparatus, that this new great instrument of education and entertainment, placed in our hands by science, shall be expanded along the lines that will give us maximum benefit. The technique of radio broadcasting is daily being improved upon and the efficiency and reliability of instruments for reproducing this broadcasting are likewise being perfected. But the efficient and successful use of this reproducing equipment is too often left to the initiative and resourcefulness of the individual purchasing it, and to my mind there is need in this country for the merchandising of radio equipment in a manner whereby each buyer of receiving equipment will

be taught, not only how to use it so as to obtain satisfactory results, but in addition how to avoid abuse of the privilege of having in his home an instrument which permits him to receive the news of the day or the entertainment of the hour from almost whatever section of the country he wills.

Science has contributed its full quota to making radio the blessing to humanity which it already is, but it is my feeling that more must be done by the merchandiser and by the individual user before we attain the maximum benefits which this country has every reason to expect from this new instrumentality of communication.



Mr. Hoover believes —

*It is inherent that * * radio should have broader channels and a greater number of classes of retail outlets than almost any fabricated product in order to serve properly this widespread demand.*

There is yet much undeveloped area in which efficient merchandising will make radio more useful to the citizens of this country.

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To my mind there is need for merchandising radio in a manner whereby each buyer of receiving equipment will be taught, not only how to use it so as to obtain satisfactory results, but in addition how to avoid abuse of the privilege.

Who Is Selling Radio —and How

Merchandising Snapshots of the Methods and Policies Used by Outstanding Stores in the Ten Groups of Retailers Now Handling Radio

ON the following ten pages you will find a series of "flashlights" on the ten different types of stores that lead in selling radio today. How they sell radio, their merchandising methods and sales policies, present an interesting study. Analyzing these methods will give any dealer a keener insight into the "secrets" of the retail radio trade.

At a glimpse you will find these dealers' methods and policies "cross-sectioned," the headings showing the ways in which the various classes of radio merchants have met some of the problems every dealer encounters in selling radio products.

First, and most important, is the store devoted exclusively to radio.

Second, the electrical contractor-dealer's store.

Third, the music and phonograph store.

Fourth, the department store.

Fifth, the light and power company's retail outlet.

Sixth, the automobile supply dealer.

Seventh, the sporting goods store.

Eighth, the furniture store.

Ninth, the hardware store.

Tenth, the drug store.

AS the reader will note from a study of these pages, the survey shows that sets usually outsell parts and that the bigger stores do not sell parts at all. The most popular priced set is around \$100 complete.

The swing to "time payments" is also clearly shown. Five out of the ten stores stress this method. Only one store does not accept it and the other four sell this way only occasionally.

The installation "problem" is apparently solved when it is seen that every one of the ten stores makes a charge of some sort for this service. The era of "free installations" has apparently passed.

That trade-ins have not yet become a serious problem is proven, as the survey shows eight of the ten stores do not consider the proposition in any way whatever.

THE average percentage for advertising seems to be approximately four per cent of the gross. The usual copy appeal in newspaper ads is generally not price, but the reputation and integrity of the retailer. The same applies to window displays, although the average for or against price cards appears to be "fifty-fifty."

House-to-house canvassing and similar intensive sales methods are being used by the smaller stores, and the usual method of paying outside salesmen is on the commission basis. Most of the stores also pay their inside salesmen a small commission, from one to one and a half per cent.

Almost without exception, direct-by-mail advertising supplements the use of newspaper space. The larger houses give radio prominence in their catalogues but the direct-mail circular takes the place of the catalogue for the small dealer.

Above all, every one of those interviewed is optimistic concerning the radio outlook for 1925. Big increases are predicted, especially in the sale of sets, and the consensus is that the new year is going to show an era of radio prosperity surpassing 1924.

Who Is Selling Radio Today—and How—I



The Exclusive Radio Dealer

Haynes-Griffin, Inc., New York City

HAYNES-GRIFFIN, INC., stands out as the highest type of store devoted exclusively to radio. With branches in New York and Chicago, Haynes-Griffin has acquired an enviable reputation for integrity and reliability. How? According to A. J. Haynes, by instilling confidence in the heart of the radio buying public, by honest business methods and by telling truthfully and straightforwardly the facts concerning their organization.

Stock carried: Every possible type of article needed in radio, from a panel screw to the completely equipped set. Wide variety in make of sets, but only best set in each line. Manufacturer's complete line tested and best selected. Prices on sets complete range from \$35 to \$800. Best seller \$100 neutrodyne complete. Next best, tuned radio frequency at \$250, complete.

Selling methods: No outside selling. Customer's needs studied and

advised what best set for him would be. No home demonstrations, but sets returnable under money-back guarantee within seven days. Salary and commission paid to 15 specialized radio salesmen in New York store alone. Large mail-order department. On parts, sells circuit and parts needed to build it, rather than individual articles.

Partial payments: Featured. Cost of perishable items as down payment. Rest in six months to year.

Installations: \$10 fee on all sets.

Advertising: Appropriation three to four per cent. Local newspapers. Copy changed according to class reached by paper. "Confidence in Haynes-Griffin" stressed. Monthly house organ sent to mailing list.

Window displays: Tied up with newspaper ads, current news and broadcasting features. Sets and parts given equal prominence. Parts always grouped as needed to build specified circuit.

Trade-ins: None accepted.

Service and repairs: Specialized. Five service autos. Sets guaranteed one year. \$2 an hour service charge if customer and not set is at fault. "Service Counter" maintained in store solely for free advice to anyone.

Prospects for 1925: Large set sale increase and slight slump in parts.



The Electrical Contractor-Dealer

The Wolfe Electrical Company, Omaha, Neb.

WHAT an electrical dealer can do in radio is adequately proven by the Wolfe Electrical Company of Omaha, Neb. On an investment approximating \$11,000 in radio sets and supplies, the Wolfe Company's radio sales in 1924 approached the \$75,000 mark.

Stock carried: Wide variety of sets for which there is a popular demand; all necessary parts and accessories. Yearly turnover, four to five times. Set sales fifty per cent of gross. Set volume increasing and parts holding steady. Prices on sets complete range from \$18.50 to \$400. Present demand is for more expensive outfits, \$175 to \$270 completely equipped.

Selling methods: Chiefly store sales. Some house-to-house selling is done but not a big factor as yet. Telephone used for following up prospects. Demonstrations are made in

the customer's home when a store showing does not convince him. Sets are priced including tubes, other accessories listed in detail on price tag. Store salesmen are paid straight salary, averaging \$25 to \$35 weekly. Outside salesmen get fifteen per cent commission.

Partial payments: Only if customer cannot be sold for cash and is a responsible citizen. A carrying charge is made and no account runs longer than six months. A third of the total is required as down payment.

Installations: Charge for time and

material. Estimate of cost made if requested.

Advertising: Appropriation five per cent. Good sized newspaper space used mostly. Copy appeal on "50 Years of Electrical Service," company having been established in 1874. Prices never featured. Reputation of house is sales point. A small amount of direct mail selling is done.

Window displays: Try for attractiveness in display of sets and parts. Corner location gives front and side view. Store interior plainly visible.

Trade-ins: Not accepted.

Service and repairs: New sets guaranteed and reasonable service given. One man handles all service, repairs and installations.

Prospects for 1925: At least 25 per cent increase over 1924.



The Music Dealer

Landay Brothers, Inc., New York City

LANDAY'S, New York music and phonograph dealers, has always been synonymous with the musical trade. To think of Landay's was to think immediately of phonographs and records. But today Landay's finds that radio, after only three years of merchandising it, takes up sixty per cent of the yearly gross. Landay's has been in the music trade for twenty-five years and it is a pretty fair record for the three-year-old newcomer already to top the music sales by twenty per cent in every one of Landay's nine stores.

Stock carried: Sets, loud speakers and necessary equipment. No parts. Range of prices on complete sets from \$35 to \$460. Most popular priced set \$100 to \$150 complete.

Selling methods: No intensive outside selling campaign is found necessary. No demonstrations are made outside the store. Special demonstration booths are maintained where best results are ob-

tained. Customer's home location is studied and type of set which would get best reception there is recommended. Salary and commission are paid to 110 salesmen in nine stores, who sell both music and radio.

Partial payments: This plan believed largely responsible in building up radio trade. No set terms, but try to get at least one-third down, the balance six to ten months at six

per cent interest. Use special radio time payment contract, stressing full responsibility of purchaser in case of fire or theft.

Installations: On sets totalling less than \$100, a charge of \$8 is made. Over \$100, \$12 is the fee.

Advertising: Appropriation 4 to 5 per cent. Local newspapers and direct mail to list accumulated from quarter century in phonograph business. Copy appeal "Reputation of Landay's, responsibility of manufacturer and easy terms."

Window displays: Radio is segregated from phonograph display. Display appeal is performance of set, and beauty of models.

Trade-ins: No trade-ins as yet. A future possibility.

Service and repairs: Featured. Twelve men kept busy. Reasonable guarantee given on new sets.

Prospects for 1925: Double 1924.

Who Is Selling Radio Today—and How—IV



The Department Store

The Jordan-Marsh Company, Boston, Mass.

WITH a complete and varied stock of sets and parts, the Jordan-Marsh department store at Boston, Mass., one of the country's largest organizations of its kind, ranking with Macy's, Wanamaker's, Gimbels, etc., of New York, and Marshall Field of Chicago, reports that 75 per cent of its total radio sales volume is in sets. It is believed that Jordan-Marsh is one of the few large department stores that stocks a representative line of parts. That the plan works well in a big store is proven when it is seen that parts account for one quarter of the gross.

Stock carried: A wide and complete line of sets, parts and accessories. Range of set prices from a \$5 crystal set to a \$650 complete console type. Best seller found to be a \$100 complete outfit. Sets are sold both complete and stripped.

Selling methods: Store sales only. No home demonstrations except

when requested on high-priced sets. Six floor salesmen are kept busy. Rely on store's clientele for trade. Also, search for bargains in sets and sell them at specially reduced prices.

Partial payments: Large percentage of set sales on this plan. Twenty-five per cent down, balance six to

twelve months. Higher priced sets allowed longer terms. Jordan-Marsh believes the partial payment plan solves a big problem in increasing sales of radio sets.

Installations: Charged at \$1.50 an hour.

Advertising: Newspaper ads are used regularly, both large and small space being taken. No direct mail or telephone campaigns have been tried.

Window displays: Appeal to beauty and attractiveness of layout, tying up sets and parts.

Trade-ins: Not accepted.

Service and repairs: Repairs made at nominal cost after guarantee period. Three repair men employed.

Prospects for 1925: Banner year expected both in sets and parts.



The Electric-Lighting Company's Salesroom

The Commonwealth Edison Company, Chicago

PERHAPS the largest retail electrical shops in the world are those conducted by the Commonwealth Edison Company of Chicago, Ill. Realizing the importance of radio, not only as a means for added profits, but also as a magnet to draw new people into the stores, the Edison company has sold radio since its inception as a popular home necessity. That the move was a wise one can be proven by the great increase in the volume of radio sales which has steadily grown until it now ranks high in the gross sales of the shops.

Stock carried: Wide variety of popular sets. Also parts and accessories. Seventy-five per cent of the gross sales is in complete sets. Set prices range from \$35 to \$436. The average price for a complete set is \$200.

Selling methods: "Over the counter" and by telephone. Occasional demonstrations at the customer's home. Average salary for salesmen is \$100 and a small commission. No field campaigns have ever been instituted.

Partial payments: Twenty-five per cent down, balance in six months.

Installations: Time and material charge is made.

Advertising: Newspaper space used often and effectively.

Window displays: Complete sets, with all equipment exhibited, and attractive display cards.

Trade-ins: Not as a rule. In some cases if set is not too old and a more expensive set is purchased, the old one is accepted.

Service and repairs: Special service men devote entire time to radio repairs and installations.

Prospects for 1925: Present steady increase expected to show still further incline.



The Auto Accessory Dealer

The Times Square Auto Supply Company

R*ADIO and automobile supplies at money-saving prices may account for the fact that the Times Square Auto Supply Company is able to show a steady year round profit on its chain of twenty stores located in strategic traffic centers of New York City, Brooklyn, New Jersey, Providence, Philadelphia, Baltimore and Milwaukee.*

Stock carried: Every type of merchandise appertaining to radio. Sixty-five per cent of gross radio business is in parts. Some 2,000 separate radio items are stocked. Price on sets appeals to working man. From \$30 to \$225 complete. Best sellers range from \$70 to \$100 fully equipped.

Selling methods: Store salesmen only are employed. No outside solicitation, but large mail-order trade. Twenty per cent of gross is mail

order. No home demonstrations, but sets purchased are returnable in five days if not satisfactory. Salesmen get salary and small commission.

Partial payments: Hitherto cash only, but inaugurating partial payment plan, with line of more expensive sets. Plans call for one-third down, balance in six to twelve months.

Installations: Charge of \$5 to \$10 depending on time, except when spe-

cial sales are held with "free installation" featured.

Advertising: Local newspapers, with big appeal low prices and money-back guarantee. A 75-page catalogue devoted solely to radio, of which seven-eighths is parts, reaches mailing list of 750,000. Appropriation varies three to five per cent of previous week's sales.

Window displays: Parts given preference, with background of sets, and prices featured.

Trade-ins: None.

Service and repairs: Large repair department. All sets and parts guaranteed against defects.

Prospects for 1925: At least 50 per cent better than last year, with trend toward big increase in set business.

Who Is Selling Radio Today—and How—VII



The Sporting Goods Dealer

Thomas E. Wilson and Company, Chicago

A *TURNOVER of six times a year is the average radio business of the sporting goods store of Thomas E. Wilson and Company, 42 South Wabash Avenue, Chicago, Ill. Wilson reports 75 per cent of its radio trade today is in parts, with the trend in Chicago showing a greatly increased volume in set sales for 1925.*

Stock carried: All popular types of sets, with representative line of parts and accessories. Sets carried range in price from the cheapest crystal receiver to a \$180 set stripped. The most popular model at present is one that sells for \$25 stripped.

Selling methods: All sets are priced stripped, leaving the purchaser to spend as much as he desires on accessories. Straight salaries are paid salesmen in the radio department, as regular store employees are used, special radio salesmen not being found necessary. Store selling only

is done, no house-to-house or telephone campaigns. No home demonstrations are made until the set is paid for.

Partial payments: None. All sales are for cash or on the 30-day charge accounts of regular customers.

Installations: Store makes no installations. Salesmen are permitted to install sets themselves and make their own terms with the purchaser. This is allowed in lieu of commission on sales.

Advertising: Radio advertising in-

cluded in regular store ads in newspapers, and is not given much space. No direct-by-mail advertising is done, Wilson believing that "radio sells itself."

Window displays: Much window space is given to radio during the cold season, when radio gets the most prominent display. Parts and sets are given separate locations and neat, clearly-marked price cards are featured.

Trade-ins: Accepted when old set is thought readily re-salable. Allowance about half of list price.

Service and repairs: Not stressed. Each salesman takes care of his own sales and makes own terms with customers.

Prospects for 1925: Between one-quarter and one-third increase over last year. Sets expected to show big jump.



The Furniture Store

Ludwig Baumann & Company, New York

*E*ASY terms without interest charges is the claim on which Ludwig Baumann's, one of New York's largest furniture houses, has built up a big radio business. In one year, radio has become the fourth largest department in this 36-department store which does a yearly gross of \$8,000,000.

If the present growth of the department continues, Ludwig Baumann's expresses the opinion that its radio section will eventually be one of the largest in New York City. The elastic sales policy, time payments, special low price sales and large stock are some of the contributing factors in its success.

Stock carried: Very big stock of sets, loud speakers and necessary accessories such as batteries and tubes. No parts. Turnover once in three months. Range of prices for complete sets from \$29.50 to \$475. Most popular seller is a five-tube outfit for \$100 complete.

Selling methods: Floor salesmen only are used, the store's already

large clientele making outside sales methods unnecessary. No demonstrations in the customer's home. Six salesmen are employed, each receiving a salary and one per cent commission.

Partial payments: Biggest feature of sales policy, together with reasonable prices, 25 per cent down and 12 months to pay. Special low-price

sales are held regularly on non-standard makes which may be purchased on easy-payment method. Full list price maintained on standard sets.

Installations: \$10 fee charged on all sets to be installed.

Advertising: Local newspapers and catalogue sent to mailing list of 75,000 regular store customers. Copy appeal is "Radio on credit, reliability of Baumann's, and reasonable prices."

Window displays: Varied assortment of standard sets in atmosphere of quiet dignity.

Trade-ins: None whatever accepted.

Service and repairs: Sets guaranteed for a year against defects. No distance reception guaranteed. Three repair men kept busy. Service charge \$3 an hour.

Prospects for 1925: Four times the business done in 1924.



The Hardware Store

The Davis-Hunt-Collister Company, Cleveland, Ohio

***E**IGHT turnovers, a \$45,000 gross and a complete cleaning out of stock at the end of the year, was the 1924 experience of the radio department of the Davis-Hunt-Collister Company, one of the oldest established hardware stores in Cleveland, Ohio. And this, on an investment two and a half years ago of \$3,000 in radio. Compared to the hardware line, the Davis-Hunt-Collister Company finds that radio has a suprisingly quick turnover.*

Stock carried: Wide variety of sets and a complete line of parts and accessories. Set sales totaled 50 per cent of gross. Range of price on sets is from \$12 to \$135 stripped. Popular priced set is \$75 stripped.

Selling methods: Store sales only. No sets left on approval. No intensive sales campaign necessary owing to established reputation of Davis-Hunt-Collister Company. Salesmen paid straight salary.

Partial payments: Accepted but not featured. Ten per cent carrying charge is made. One-third down payment asked and twelve months to pay. Big business from store's regular charge account customers on thirty, sixty and ninety day basis, with no extra charge.

Installations: Charge of \$1 an hour is made. If aerial is already up, no charge asked.

Advertising: Large space used in

weekly radio section of leading paper. Copy appeal is quality, service and established reputation. Much direct-by-mail advertising sent to large mailing list of regular store patrons.

Window displays: Radio given its own section in large windows. Parts, accessories and sets displayed together, with price tags. No showmanship aimed for, merely conservative display of merchandise.

Trade-ins: Not accepted.

Service and repairs: One man takes care of all service, repairs and installations at charge of \$1 an hour except where set is defective and comes under manufacturer's guarantee. Service man is sent to home on request.

Prospects for 1925: Expect gross to be one-third greater than last year.

Who Is Selling Radio Today—and How—X



The Drug Store

Cunningham Drug Company, Detroit, Mich.

THE Cunningham Drug Store, of Detroit, is proof of the contention that the parts trade is a big factor on the success of a radio retailer. In Cunningham's drug store radio department, parts take up 90 to 95 per cent of the gross, although a comprehensive line of sets is carried. An increase of twenty per cent over 1923 was the record for 1924, and this year the percentage of increase over last is expected to be at least as great.

Stock carried: Wide variety of popular sets. Very complete line of parts and accessories. Set prices range from \$35 to \$275, stripped. All sets are priced and sold stripped. Best sellers \$35 to \$50.

Selling methods: Floor sales only are relied upon, no strenuous merchandising methods being resorted to. Demonstrations are gladly made in home of prospective purchaser. Salesmen paid straight salaries.

Partial payments: Used to limited extent. Credit feature not emphasized. Granted only to those whose credit is known to be good. Quarter to third down, balance six to ten months, no interest.

Installations: Without charge except for hanging of aerial for which \$1.50 per hour is charged.

Advertising: Newspapers and monthly store bulletin. Radio ad-

vertised with other merchandise in daily newspaper issues, but given separate space in radio sections of Sunday papers, usually 20 to 30 inches. Copy appeal is based on price.

Window displays: Large window space given to radio in separate sections. Parts and sets tied up. Variety of models and prices.

Trade-ins: None.

Service and repairs: Usual guarantee on new sets and parts. If customer buys parts and builds own set, free advice is given if trouble develops. Repair charge is \$1.50 an hour.

Prospects for 1925: Last year showed 15 to 20 per cent increase over 1923 and same or better percentage is looked for this year over 1924.

Holding Onto List Prices and Full Profits

Apex Radio Company, Chicago, Finds That Standard Merchandise at List Prices, Watchful Stock Control, and Careful Accounting Bring Success in Radio Selling

FOR the past three years the retailing of radio sets and parts has presented a fast-moving picture, full of changes and replete with surprises.

Retailers of almost all lines have put in radio departments, some of which have grown and been profitable, while some have been closed out.

The radio specialty shop has been an important factor in retailing radio. Many of these specialty shops have lacked business stability. The rate of mortality has been high. This has been due to insufficient capital, lack of experience in a new field, and most of all to the radio merchant being sometimes unable to see that he couldn't sell at or near his cost and still stay in business.

Today with a great and growing stability in the field of radio selling the radio specialty shop is in a strong position. And the experience of the successful radio merchant is especially instructive to everyone selling radio.

One of the oldest radio specialty stores in or near Chicago, is the Apex Radio Company, Inc., located in Englewood, which is a large Chicago suburb comprising a community of a hundred and fifty thousand people.

The president of the Apex company, E. A. Ruebner, in an interview given to a representative of *Radio Retailing*, outlined the policies that have enabled his company to earn 10 per cent net on a \$75,000 yearly volume of sales. And this volume is done at full profits, for the Apex company has never cut a price.

In fact this price policy together with the policy of handling only standard radio equipment, has been the fundamental element in the success of this company. It has brought customers and held them.

"People who buy radio," said Mr. Ruebner, "are fast learning that



Don't Be Fooled by An Alluring Price!

"You get what you pay for" is a saying as old as the hills. Bear it in mind when buying a radio set.

Let your good common sense guide you. Nearly always when low-price is the chief selling argument "things are not what they seem."

Too late you will find either that you have bought a poor set or you have to buy so many "extras" to enjoy it that it turns out to be mighty expensive.

You are assured of maximum radio enjoyment at minimum price when you purchase a Zenith Radio Receiver.

Apex Radio Co., Inc.
6914 S. Halsted St.
Wentworth 3958
OPEN EVERY EVENING

there are more important things to radio equipment than the price. They sometimes have to be gypped once or twice to learn this but when they do, they are 'off' the cut-price houses forever.

"In buying merchandise for stock, we try out every new type or make of equipment before ordering. We give a very broad guarantee with all equipment we sell and we must know before we sell the merchandise just how it will perform. We try out a lot of different lines of material because we believe in stocking variety.

"We follow manufacturers' announcements closely and keep new types of equipment coming in to us. This is good business, because our customers like to see what is new when they come in. And the certainty that we will have all that is both new and good keeps them coming in.

"Radio Is a Repeat Business"

"One of our selling methods is this plan of keeping old customers coming into the store regularly. Radio is a repeat business. After



Windows filled with high class radio merchandise are just as attractive to the radio buyer as a window full of cut prices. Seasonable electrical merchandise also attracts customers and brings extra profits. The Apex Radio Company's store is not large but it is filled with high class radio

merchandise attractively displayed. Salesmen take plenty of time to explain whatever the customer wants to know or even to talk over any radio problem that interests the customer. Radio publications take up room but they pay because they bring old customers in every month.

the original sale is made, a customer does not stop spending money on radio. And we try to keep our customers spending that money with us.

"For instance, the section we devote to radio publications and magazines pays us very well. We figure that this brings a number of old and new customers into the store once a month and a good proportion buy something else besides the magazines.

"The store is open every evening until ten o'clock. The evening is the time when radio is really sold. Fully half our sales are made after 5 p.m. And when a customer wants to talk about radio and discuss circuits or what not, we always take the time to talk to him. This often looks like time wasting but it establishes a relation with customers that becomes personal and friendly and not only holds the customers' trade but makes him an active booster for us.

Giving Time to the Customer

"We give a good deal of time in this way to individual customers. If one comes in with some freak circuit we not only take the time to show him why it will not be satisfactory but we show him a circuit that will. We discourage the freak circuit and lose some sales thereby. But if the customer gets his freak circuit as-

The Apex Radio Company, Inc. competes not only successfully with all the radio retailing outlets in its own suburb of 150,000, but with the downtown Chicago cut-price retailers as well. Policies that have made this company successful are:

Only standard merchandise is sold

No price is ever cut

Wide variety is carried. Customers want to see all that is new and good

Stock is carefully controlled. Back orders are watched and all back orders not shipped in ten days are canceled.

A reserve is built up out of winter profits to take advantage of summer buying and selling opportunities

sembled and it does not work he gets the idea that we know what we are talking about and sooner or later comes back to us.

"From the time I first began selling radio, five years ago, I have kept in mind the future relationship of every customer I have dealt with.

That has always been the policy of this business, which in two years has grown rapidly and steadily in the face of a continual coming and going of cut price radio stores. We have now the oldest radio shop in Englewood and one of the oldest in Chicago and we get our share of the business and always at a profit."

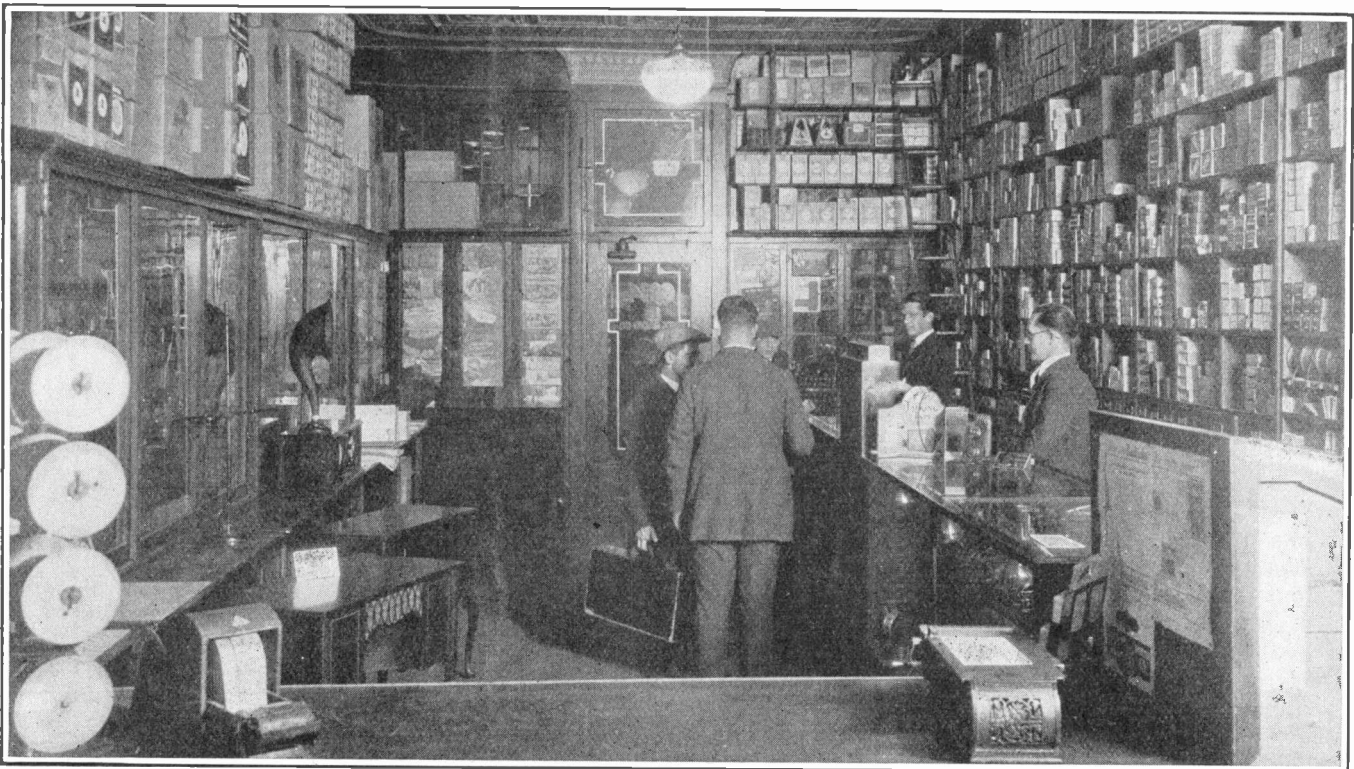
That there has been consistently a profit is indicated by the fact that the stock inventory today is four times the capital with which this business was organized in October, 1922. At that time Mr. Ruebner took the money which he had made in radio and put it with other capital furnished by two other experienced radio men. The total of this capital was about \$5,000.

Sales in 1923 were \$75,000, a capital turnover of 15 times and net profits were \$7,500, 10 per cent on the gross business. The overhead has been kept down to 25 per cent.

The writer commented to Mr. Ruebner that in his opinion the stock inventory was high in relation to sales.

Buying Policies That Pay

"That is so," answered Mr. Ruebner, "and we are reducing the average stock carried. Buying for a radio business has a number of problems of its own and our two years' experi-



Although their space is small their profits are big. The Apex Radio Company, of Chicago, handles efficiently and satisfactorily a yearly gross of \$75,000 in the space you

see above. How? Full list, stock control, accurate accounting and a policy of service and "happy customers or none at all." Note the arrangement of stock and coun-

ters, with the moving ladder to reach the higher shelves and the position of the cash register near the door, so that the customer pays on the way out.

"The Gyp Must Go"

The Radio Industry Resounds with Cries Against "Gyping" Practices. Trade Evils Must be Eliminated—That's Agreed. But How Can Radio Be Purged of These Ills? "Radio Retailing" Wants to Know Your Ideas on This Fundamental Problem

THE radio trade today is in a turmoil of discussion over "The Gyp." Gyping, you will hear, is the greatest evil of the world's newest industry. "Drive out the gyp," "The gyp must go," are phrases being shouted back and forth from radio man to radio man in all branches of the trade.

But before steps are taken in this direction, it is necessary first to find out just what constitutes a gyp. Stop and think about it a moment. What is a gyp, anyway? Who is he? What does he do? There's no definition of the word in the dictionary, unless it is derived from the word "gypsy," which Mr. Webster describes as "a wandering, nomadic tribe."

"Gyp," in its application to radio, has come to mean everything odious. When one dealer doesn't like another dealer, he'll say, "Who, that fellow? Oh, he's a gyp." Or a dealer may advertise a special sale, offering merchandise at a reduced price. The manufacturer will immediately make vigorous complaint that his goods are being "gypped."

But does that make a gyp? Large

department stores offer better prices than the small retail stores. Are they gyps, therefore? A retailer advertises a clearance sale and reduces prices in order to clear his shelves. Is that gyping?

What Is A Gyp?

HERE is a fitting subject for discussion, and one that is vital to everyone connected in any way with radio. Everybody is shouting "the gyp must go." But first find out who he is and what he does that makes him a gyp, —then bring the guns to bear upon him.

Selling below list price. Is that gyping?

Pushing inferior merchandise. Is that what a gyp does?

Failure to back up his merchandise. Is that part of a gyp's policy?

Dishonest claims concerning what he sells. Is that the brand of a gyp?

Two prices for the same article. Is that how a gyp can be known?

Do all of these factors combined make a gyp? Does one of them, only, make a merchant a gyp? Or perhaps none of these considerations enters into the matter at all and a gyp can

be summed up as a man who is lacking in merchandising ethics and in self-respect. Is that the answer?

If so, he should be reformed; educated; taught that such policies are short-sighted and ruinous to himself as well as to the radio industry. He must be shown that the public must have confidence in the dealer and the merchandise he sells before it will patronize that dealer.

It is a subject that concerns the very life of radio, and into which many different factors enter. Does a low-price policy alone brand a retailer with the ugly reputation of "gyp"? Or must other questions be taken into consideration?

What constitutes a gyp and how to eliminate him is radio's most serious problem. *Radio Retailing* throws its columns open for a free discussion of the subject and invites its readers to express their opinions frankly and openly. In this way, we believe, a definite, constructive aid to the radio industry may result. Address your opinions to

Editors, *Radio Retailing*
Tenth Avenue and Thirty-sixth Street
New York City

ence here has led us to adopt certain buying policies that are overcoming some of the difficulties we have had to contend with in buying and stock.

"One thing we do is to schedule our orders as far ahead as possible. We try not to wait until a heavy demand develops for a certain type set and then have to take our turn with the jobbers. We study the market and as early as it is safe, we place our order with deliveries scheduled for three or four months ahead.

"This has helped very greatly in keeping our stock up on sets the public wants.

"But even by ordering ahead, part of the order may be backordered. And on the merchandise on which we do not buy ahead and schedule shipments there are back orders. This matter of back orders receives our most careful attention. We have made it a practice to cancel all back orders that are not shipped within

ten days. In this way they have no chance to pile up on us.

"This canceling back orders is the result of our experience of last summer. We carried a \$20,000 stock over the great part of the summer because we had not given our back orders sufficient attention. We ordered heavily when business was rushing and back orders piled up.

"So that for the summer most of our surplus and capital was tied up in stock and we were very much hampered in our month to month operation in consequence.

"Together with our present rule of canceling back orders unshipped after ten days, we are setting aside one-half of our net profits as a cash reserve. This cash reserve which will be nearly \$4,000 is for summer use. It will not be necessary to use it to make up a summer deficit as we have been able to cover summer expenses by summer sales, but it will

be used for the opportunities that come up in the slack season.

"These opportunities are various and range from standard radio material which we can buy favorably from an overstocked jobber to handling fishing tackle at a profit. The fishing tackle business which we put in last summer helped us to show a summer profit. We also did well with seasonable electrical lines.

"The matter of careful accounting, following material ordered and back-ordered, the separation of set and part business, and non-radio lines such as electrical lamps and appliances, is so important that one of the three owners of the business devotes the major part of his time to it. A cash register system costing \$1,900 has just been put in.

"You cannot run a business at a profit unless you know at any time just how every part of the business stands."

“Three Things That I Will Do In 1925”

First—I will build up a more efficient organization. I will aid and train my salesmen. I will keep in direct touch with my business and with the radio market. I will budget all expenditures.

Second—I will keep a more accurate account not only of the gross business my store does, but also of each department's daily turnover. I will make a daily inventory, and check up the salesmen's reports with cash.



Third—I will make my New Year motto, “The Customer Comes First.” I will launch a more intensive selling campaign. I will go after the trade and endeavor to please and hold it after I get it. I will display my merchandise where the customer can see it. I will see that my newspaper space is used

to the best possible advantage. I will lay out compelling window displays. I will follow these up with telephone, direct mail and other selling methods. I will make my store and my service as pleasing as possible. I will sell the customer what he wants, when he wants it and how he wants it.



\$1,000,000 a Year Retailing Radio

J. Modell, New York City's "Radio Department Store" Man, Tells How and Why His Annual Turnover Is from 20 to 25 Times, and His Yearly Gross a Million Genuine American Dollars

BUILDING a \$1,000,000 annual business is no easy job. And when it is done in radio alone, in the short period of two years and by a man who is but 27 years old, it assumes almost the proportions of a miracle. Yet J. Modell, who owns and manages one of the country's few "radio department stores" has done just that.

Several vital factors have entered into the phenomenal success of this youthful dealer in "radio exclusively." Certainly it was not merely good luck that built up a million dollar gross in twenty-four months from a humble beginning.

First and foremost comes the factor of location, second comes personal management, and third is the method of merchandising. A perfect combination of these three factors may be said to be the fundamental reason underlying this tremendous yearly gross. And due credit must be given to the man who was shrewd enough to foresee the advantage of location, whose insight into the de-

tails and management of his business is good enough to build up and keep well-oiled a smooth-running machine, and whose natural ability in merchandising has been keen enough to know what the radio buying public wants.

His location, Mr. Modell claims, he wouldn't trade for any other location in the world. It is at the corner of Vesey and Church Streets, New York City, almost in the heart of the business district of lower Manhattan and in what is generally considered the radio headquarters of the city.

Advantages of Location

Mr. Modell doesn't attempt to estimate the number of people that pass his store every day. It runs up into the thousands and here are the reasons: Huge skyscrapers each housing thousands of workers, surround him; he is on a direct line with an important ferry to New Jersey, whose terminal is but a few blocks away; he is in direct line of the thousands who do their shopping at

Washington Market, New York's great public market; he is near the Manhattan entrance to the Hudson River Tubes, and stations of two subway lines are nearby. In addition, a trolley line passes his door, as well as an elevated railroad, supplementing all of which is the fact that he is on a corner and has a window spread on two sides.

Also, a few blocks away are New York's City Hall, Municipal Building, and main post office. If there are any other factors that contribute to the making of traffic, Modell would like to know about them. Of course, it isn't possible for every dealer to secure a location where all these advantages may be found, but every town has a correspondingly good location where several streams of traffic converge. Any town, somewhere within its confines, holds a proportionately lucrative section.

Secondly, consider Modell's methods of personally managing his business. Everything is departmentalized on the model of a department

This Owner-Manager Knows

1. The amount, in dollars and cents, of each department's daily sales

2. The number of articles on hand in every department, and the number sold each day

3. The amount of each salesman's daily sales

4. The number of customers each salesman waits on

5. Precisely what articles and what brands are popular with

the buying public, and what articles are losing in popularity

6. What, and how much to buy, as well as what and how to sell

7. The answer to the question, "What Does the Public Want in Radio?"

8. The value of location, window displays, personal management and energetic sales promotion

store, but, of course, on a smaller scale. When the radio buyer shops at Modell's, he knows he can go to a separate department for each article he wants to buy. There is no confusion or loss of time. When the buyer desires to purchase a battery, he doesn't want to stand in line and wait while somebody else is in the process of buying a loud speaker. He goes direct to the battery department where he gets immediate and specialized service.

A perpetual inventory is kept and right here is where J. Modell presents an interesting study for the

average radio dealer. He is in direct daily contact with every department in the store. Not only are daily reports of the business transacted by each department sent to him, but also the amount of each salesman's daily sales and the number of customers he waits on. The salesmen work on salary and bonus. The salesman gets a bonus for every article he sells, ranging in amount from ten cents to as many dollars, except, of course, on articles whose price is only a few cents.

At the close of each day's business, Modell personally checks up the in-

ventory with the cash register, thus preventing loss of stock. Also, in this way, he keeps in direct touch with what articles are selling and what articles are stagnating. In other words, although Modell does not stand behind the counter and sell stock, his hand is always on the pulse of the public.

The entire business is, of course, budgeted. Appropriations are made for every necessary expenditure and this budget is never exceeded under any conditions.

The third and final factor is his method of merchandising. Modell places this last in importance because, as he says, he has found through past experience, that radio, at least for him, does not need merchandising. All it needs is to be retailed, sold over the counter. It is his contention that the radio business is self-selling, and will be for several years to come.

However, some merchandising methods are, of course, necessary. The first is advertising. Local newspapers only are used and the budget on this is four per cent. Next is adequate window displays, which he personally supervises with the result that Modell's windows are the talk of



The "Bargain Counter" is one of the most popular departments, which proves that the masculine buyer is just as shrewd a

shopper as the feminine side of the family. Modell knows where to hit a man where it hurts the hardest—in the pocketbook.

"Make him think he's saving money and he'll spend more," he says. It seems to work!

the town. There is always a crowd around them. They are not only beautiful, but they arrest the attention of the passerby. They reflect the personality of the "man behind the wheel."

Has Wide Range of Prices

Then comes the appeal to the pocketbook. All types and kinds of merchandise are continually stocked. From the smallest, cheapest article for the man who wants to save money, to the most ornate, expensive set for the easy spender. In other words, he meets the needs of every possible purchaser. Another item is the fact that his salesmen are instructed first to sell the higher quality merchandise, leaving the cheaper grade for the man whose sole idea is to spend as little as possible and to whom quality means nothing.

A big feature under this heading is the "Bargain Counter" in the basement, where real radio bargains may be found. The popularity of this is attested to when it is ascertained that the actual number of sales made at this counter far exceeds that of any other department.

Also, appealing to the money-saver is the sale of sets on the time payment plan which Modell makes a specialty. He has had great success in this plan and believes most future



Beauty and symmetry are features of Modell's windows. The lettering along the top of the windows was paid for jointly by Modell and the manufacturer advertised.

With only one exception, he found the manufacturers willing to co-operate with him in this form of advertising. It is used in other lines, so why not in radio?

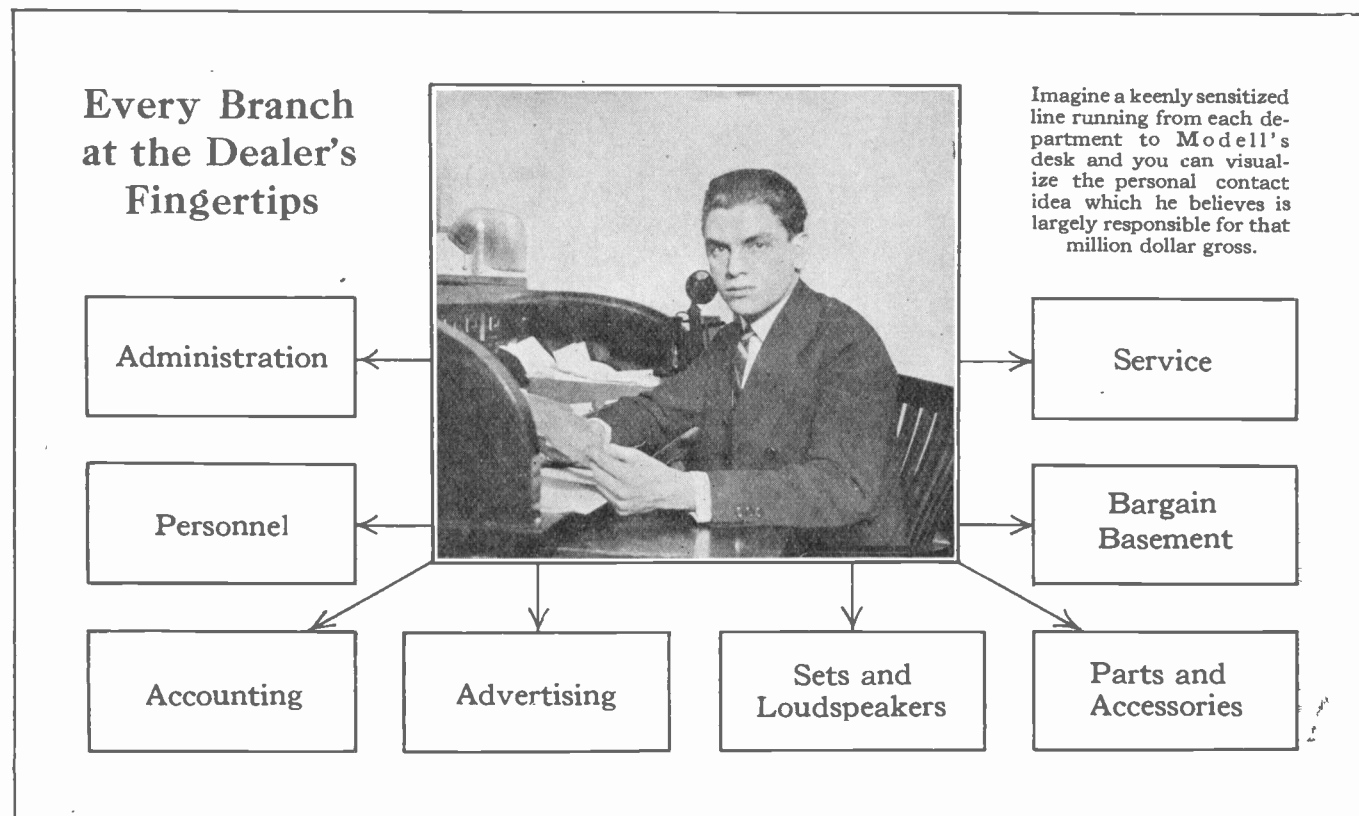
sales will be done in this way. A year may be taken to complete payments and he believes he has established a record by having only one set returned out of the hundreds sold.

Great attention has also been paid to the layout of the various departments. On the left, upon entering, is a display of sets and loud speakers, to the right is the parts section down the entire length of the store, where each part has its own separate locality. At the rear is the demonstration section, with separate rooms for sets and loud speakers. The set

demonstration room is tastefully furnished and contains a wide variety of models. The separate room for speakers is responsible for many sales which might be lost if there were no quiet room to hear them.

"Bargain Counter" Downstairs

Exactly in the center of the store is the stairway to the basement. Downstairs may be found the "Bargain Counter," cheaper sets, cabinets, panels, magazines, radio books and a large repair and service department, for Modell believes in giving plenty



1000-11-24 DO NOT USE IN KENTUCKY, OHIO, PENNSYLVANIA

SALES CONTRACT

Cash Price - \$ _____
 Carrying Charge - _____
 Total - _____
 Down Payment - _____
 Balance - _____

To: _____ (Dealer-Jobber)
 Street Address _____
 Town and State _____ Date _____ 192____

MODEL No.	SERIAL No.	DESCRIPTION OF ARTICLE	MANUFACTURED BY

I acknowledge delivery to me of the above described article for which I agree to pay you, your successors or assigns, the sum of _____ (\$ _____) as follows:

_____ (\$ _____) cash in hand and _____ equal monthly installments of \$ _____ each as indicated by the schedule of payments herein. I agree that nothing (anything which shall be done by the parties to the contrary notwithstanding) shall prevent the seller, his successors or assigns, from reserving said article from the items which they may be attached, upon breach of any condition of this agreement and that the title and ownership of the same shall remain in you, your successors or assigns until all of said purchase price is fully paid in cash and that thereupon the title and ownership is to pass to me.

Should I fail to make any of the payments as above specified, or should I sell, loan, convey, encumber, or in any manner dispose of or lose possession of said article, or remove same from my residence except as hereinafter set forth, the entire unpaid balance shall immediately become due and payable, and I agree to make such payment, or, at the election of the holder of this contract, return said article to you, your successors or assigns, upon demand and without legal process, and all my right, title and interest hereunder and therein shall cease and terminate absolutely. Should I fail or refuse to deliver said article as aforesaid, you or your successors or assigns shall, with or without force or process of law, enter my premises at any time and forthwith take possession of said article and I hereby waive all right of action against you arising in any manner out of said removal, repossession or retention of said article.

I further agree to take good care of said article and be responsible for its loss or damage by theft, fire or other casualty and not to remove it from my residence _____ (City) _____ (State) _____ until I first obtain consent in writing.

It is further understood and agreed that no other agreement, written, expressed or implied, shall limit or qualify the terms of this contract.

This is in the essence of this contract.

Signed _____ (Purchaser) [SEAL]
 Witness _____ (Salesman)

Accepted _____ (By Jobber-Dealer)

By Individual, Partner or Officer

Schedule of Payments

MONTHS AFTER DATE	AMOUNT
1 mo.	\$ _____
2 mo.	\$ _____
3 mo.	\$ _____
4 mo.	\$ _____
5 mo.	\$ _____
6 mo.	\$ _____
7 mo.	\$ _____
8 mo.	\$ _____
9 mo.	\$ _____
10 mo.	\$ _____
11 mo.	\$ _____
12 mo.	\$ _____

The sales contract used in time payment sales need not be written especially for radio. Modell uses the above standard form and has found it satisfactory. It contains clauses insuring the dealer against

loss by fire or theft and also stipulates the set must not be removed from the customer's home. A "schedule of payments" is also included in the lower left-hand corner of the contract.

of service with the sets he sells. That the combination of all these factors is necessary in the successful operation of a radio store may be gleaned from the fact that Modell's makes an annual turnover of from 20 to 25 times, or approximately twice a

month! That's where he gets the million dollar gross. Summed up, the secret, if there is any, is right here—right location, shrewd personal management, energetic sales promotion methods and a completely stocked store.

"Keep in Touch With 'Em," Says Texas Radio Dealer

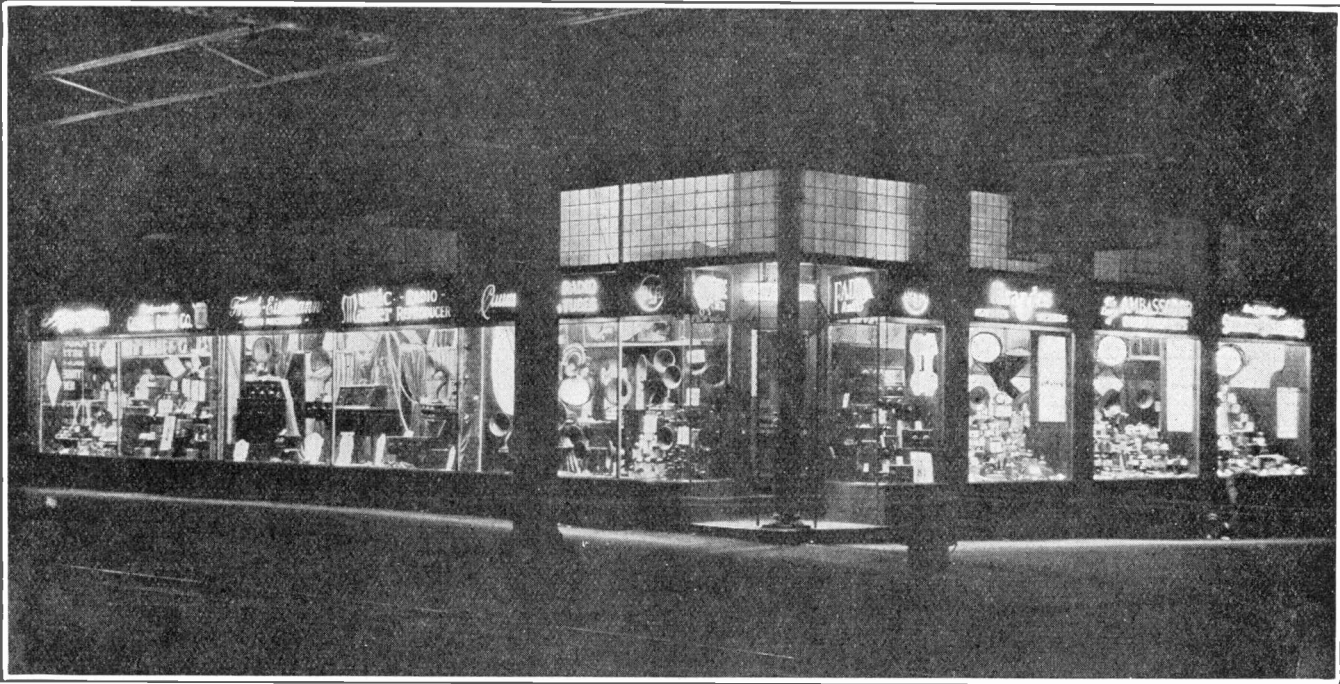
The Radio Shop of Dallas, Texas, of which Walter Barnes is manager, believes in keeping in touch with those who purchase sets in his shop, either by phone or in person. "Let them know you are interested in the operation of their apparatus," says Barnes, "and are ready at any time to assist them, and they will recommend you to their friends."

As the Barnes radio shop handles several very popular lines of sets, Barnes declares he experiences no difficulty in making a rapid turnover. Three efficient radio salesmen, who are also qualified to act as service men, are employed on salary and commission.

Barnes' system is first to get an expression from the prospective customer as to how much he wants to spend on a set, then place a set suited to his needs and purse in his home for a free demonstration, and show him how to tune and operate it.

"Service and satisfaction" is the keynote of his success, Barnes says. "Courtesy and fair treatment, quick and dependable service, personal interest in the customer, and the truth about what the set can do."

Manufacturers Co-operated with Modell in Lettering Trademarks on His Windows



The possibilities of Modell's window displays may readily be seen. And it can also be seen that every opportunity is used to its fullest advantage. Modell may be

said to be the "Master Showman," of radio window displays. The advantage of location has had a lot to do with Modell's success. But it needed something to make

'em stop and look, and then go in. Modell has that something—it is a thorough knowledge of how to retail radio, coupled with a keen sense of how to buy.

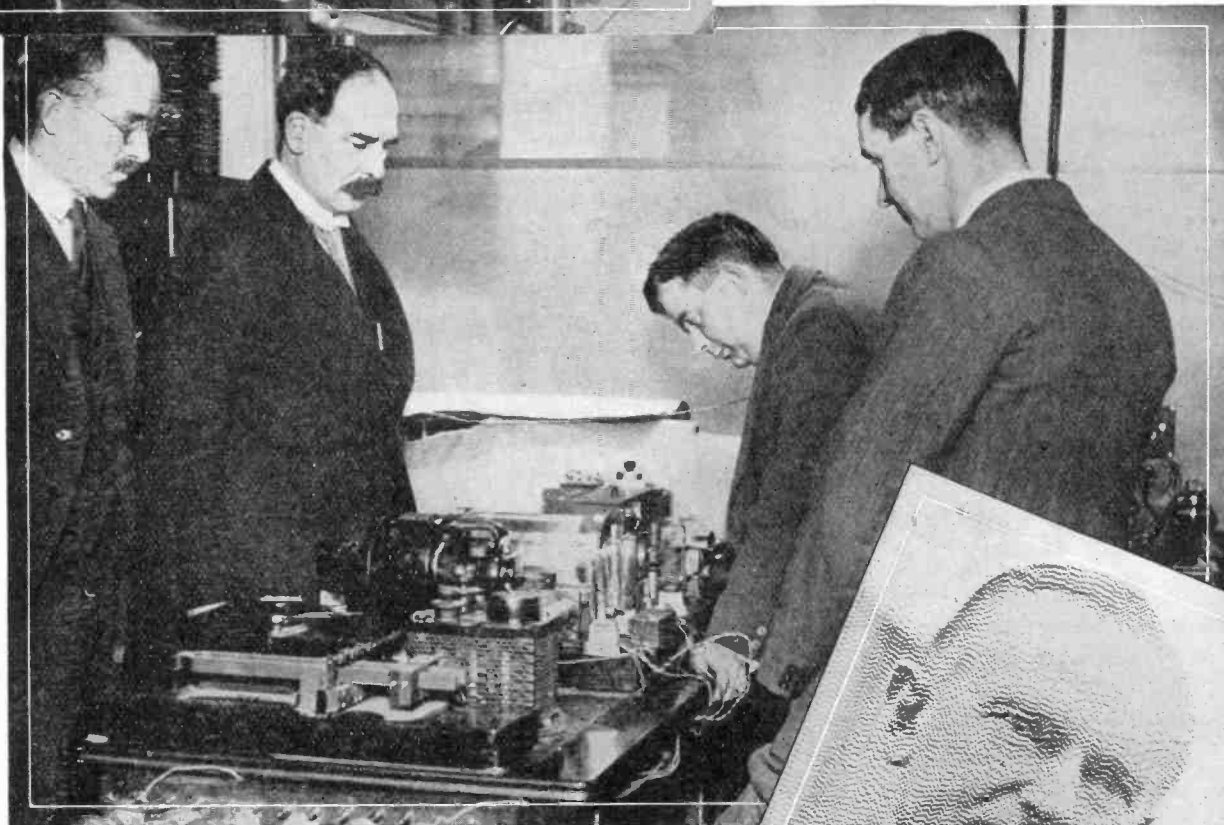
Radio Photos Across the Atlantic



CAPTAIN RICHARD RANGER (left) is depicted in the actual process of taking from his invention a photo that has just come across the air from England. In the center is a scene in the transmitting station of the Marconi Company in London, as the pictures were being sent across. It took twenty minutes to complete the process. Below is a reproduction of a photograph of President Coolidge as it came through the ether from the other side of the Atlantic. Captain Ranger is skeptical, however, concerning the future "television" possibilities of his invention so far as broadcasting motion pictures is concerned, although it is, he admits an electrical possibility.

Not Ready Yet for Broadcasting Movies by Radio

Captain Ranger believes that the machinery for sending and receiving pictures with the rapidity required by the movies, will take a different line. For "still" pictures, though, the Ranger invention, which is controlled by the Radio Corporation of America, is thought to have a bright future in such commercial



plans as sending the latest styles from Paris, and similar projects. Captain Ranger doubts if we'll soon be able to sit in our homes and get pictures as we now get music. But this hope will still be clung to as a reality for tomorrow, nevertheless. If we remember rightly, music through the air was a pipe dream, too, five years ago.

Shortly after the demonstration of the Ranger system, C. Francis Jenkins, a Washington, D. C., inventor, succeeded in transmitting pictures through the air from Washington to Boston, at the opening of the Boston Radio Show. A different system is employed from the Ranger method.

Here Are Nineteen **HELPFUL HINTS** for Eliminating

How to Handle The "Rush-Hour Business"

1 Extra Salesmen

Get a few high-school boys who are interested in radio to help out as salesmen two or three hours each day during the rush period. The average cost shouldn't be more than \$5 a week for each boy.

2 Grouping of Stock

Group together the various types of parts on the shelves, giving each group a separate locality, and have clearly-lettered signs, such as "Batteries," "Tubes," "Condensers," "Transformers," etc., displayed over counter or shelves where each kind of goods is located. This facilitates matters not only for the salesman but also for the customer.

3 Messenger Handy

Get a boy to serve as messenger and errand boy if your rush time business warrants it. He can get merchandise from the stock room for the clerks, and, when not busy, can stand just inside the door and act as an "information clerk."

→→

The question of how best to handle the rush-hour crowds with which practically every radio store is faced at certain hours each day, is a rapidly growing problem. Almost every day, and particularly on Saturdays, there is bound to be a definite time when it seems as if the whole town has picked the same

→→

4 Advertise Floor Plan

If your store is big enough, use some of your newspaper space for a sketch of your floor plan, showing in just what part of the store each department is located, so that your customers will know where to go before they enter.

5 Six-Foot Aisles

Arrange counters to leave plenty of room for the crowd to move about. Aisles should be at least six feet wide.

6 Stock Arrangement

Arrange stock with the articles most in demand nearest the door. And see that the shelves are within easy reach of the salesmen.

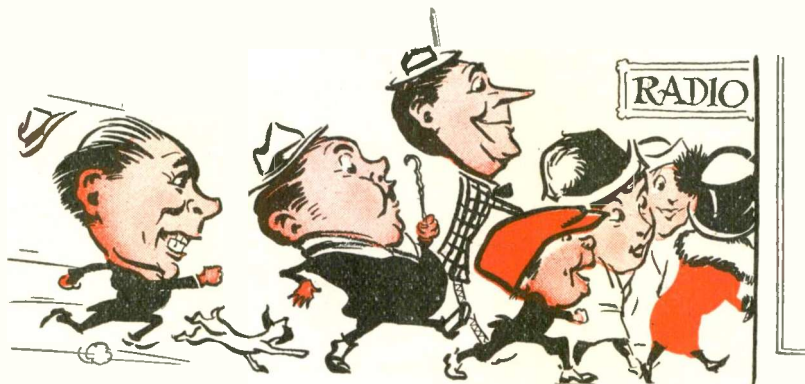


7 Time-Savers

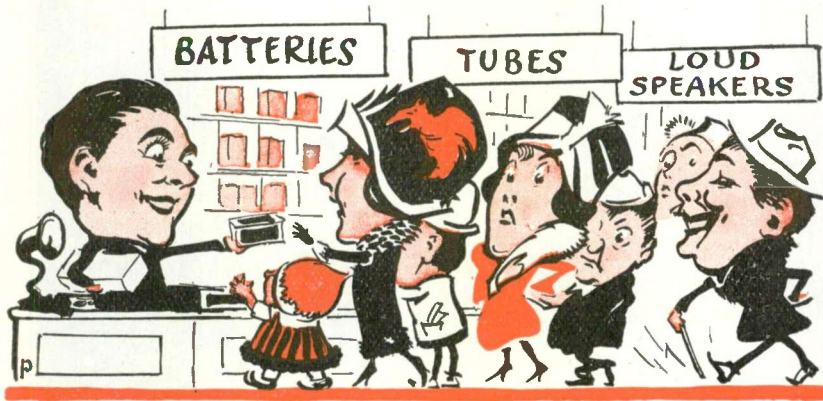
Use such time-saving devices as sealing tape instead of string, and paper bags, with your name and address printed on them, for the smaller merchandise. Supply wooden handles for bulky packages. Often sealed cartons will need no wrapping further than a piece of string and a carrying handle.

8 Three Cash Registers

One Philadelphia retailer uses three cash registers during the "crowded hours" and finds they speed things up considerably. However, if this method is not practical, one can, at least, segregate the cashier from the sales counters during the necessary time. Act as cashier yourself and let the salesman give the customer a sales slip, which he pays on the way out.



Confusion When the Crowd Comes in "All At Once"



moment to do its radio shopping in your store. Handling these rush hours quickly, easily and efficiently is the mark of a good retailer. There are many simple rules that may be followed and here are some which successful retailers have found satisfactory by putting them into actual use.

9 "Keep to the Right"

Educate your customers in the "Keep to the Right" plan, especially when the store is crowded. They won't mind standing in line when they realize it is saving their own time as well as yours.

10 Don't Crowd Passages

Don't clutter up the floor with a miscellaneous conglomeration of sets. Display your sets in one section, to the side, and out of the general passageway. Too many stores crowd their aisles with set displays.

11 Instruct Salesmen

See that your salesmen know the store layout and the location of the merchandise. Instruct and rehearse them in what to do and how to do it when the rush starts. Keep them eager and on their toes.

12 Departmentalize

Separate sets and loudspeakers from the parts department and also separate sets from loudspeakers. Carry out the departmental idea so far as your space will permit.

13 Full Staff Present

See that your full staff is on duty in the rush period, no one being allowed out for lunch or "time off" in those hours.

14 "Open Evenings"

Keep open in the evening so as to spread out the shopping hours and advise people to "come early" or "come late" to avoid the rush.

15 Small Parts Cabinet

For small things, as grid leaks, battery clips, binding posts, screws, etc., a small filing cabinet can be adapted, with drawers clearly labelled.

16 Don't Rush

Spend the usual amount of time and effort on each customer, even when things are busiest, and you will find that "the less haste the more speed," is a true maxim.

17 Plenty of Change

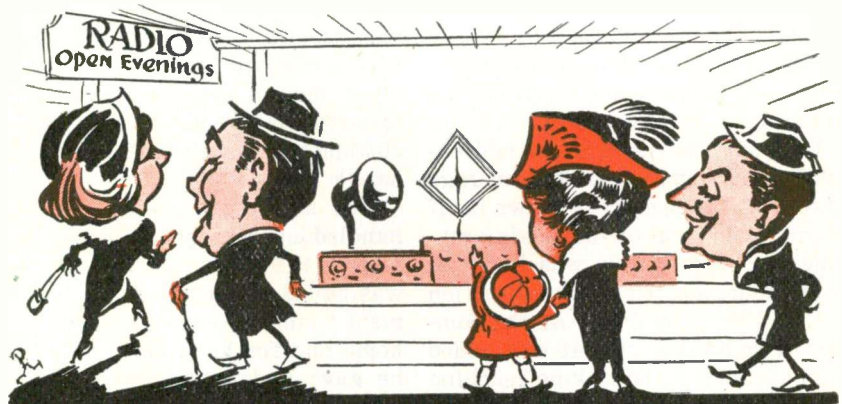
Be sure to have enough small change and bills in the cash register when the crowded hour arrives. Especially is this important on Saturdays when most working people are paid, and the big bills appear.

18 Clear Tops of Counters

Clear tops of counters and showcases of surplus articles and displays. Display your merchandise prominently, of course, but display it in such a way that it does not interfere with sales space on the counter and where it doesn't offer an opportunity for the customer to confuse it with his own purchases. One article lost in this way may take away the profits on several sales.

19 Be There Yourself

Be on hand yourself at this time. You may quickly settle a misunderstanding between clerk and customer and may finish a sale that otherwise might be lost.





Selling the Music Lover

How the W. B. Allen Company, of San Francisco, Has Applied Phonograph Methods to Building Business in Radio Sets

ONE fine morning Noah saw a small cloud in the rain-bearing section of the heavens—and he started to build the Ark. From that day to this, it has been the far-sighted man who survived.

In the musical industry, the rain cloud in the offing, which, utilized, promised harvest, rather than destruction, was—radio. And, for the Pacific Coast at least, it has been the Wiley B. Allen Company with headquarters at San Francisco and with branches all along the Coast, which has cashed in on its advance vision.

Back in the days when most music dealers looked upon radio as a noisy upstart, fit to be classed with the automobile klaxon and the New Year horn, the Wiley B. Allen Company became convinced that this new instrumentality had come to stay. Not only to stay, but to take a very important part in the musical and entertainment demands of the average household. It had already shown itself a formidable rival of the talking machine and they felt it was likely to become more so. Under the direction of J. J. Black, secretary of the company, a radio department was added as an adjunct to the talking machine

department of all Wiley B. Allen stores.

From the first, this department was a success. Announcements were sent out to all the regular customers of the store and due publicity was given to the feature in the daily papers. Success followed—and the business has gradually grown until now it stands on a fifty-fifty basis with the phonograph business.

Carries Only One Make

No special department was inaugurated, but radio was made part of the phonograph section, with the thought that these two instruments were natural supplements. The policy of the store for handling quality goods only was carried throughout. One make of set only was sold, although a variety of models under this make offered opportunity for meeting all types of customers. No attempt was made to handle parts.

The sale of these instruments is handled entirely by the regular salesmen of the store. A radio specialist was added to the mechanical department to install sets in the customer's home and for handling repairs—and he gave instructions to the talking

machine salesmen on the principles of radio.

All men in this department undertook a thorough course of study which left them familiar with radio in general and with the set handled in particular. In addition they were already trained in the field of music and were able to meet the customer with an understanding of his interests.

The customer who goes to a music store, they believed, usually does so from some musical interest and the radio is best sold to him as a musical instrument, capable of bringing to him a constantly changing program of high quality. He is not interested as a rule in the mechanical side of the thing—and a salesman who talked coils and tubes and hook-ups would not make the sale.

All sales are made in the store, no outside demonstrations being given. One of the special booths in each store has been wired for the aerial and ground connections and fitted up with attractive and dignified furnishings. Here the sets are displayed as they would appear in the customer's home. The demonstration is given a dignity which would be en-

tirely lacking were a counter demonstration attempted. It is a well-understood fact that the quality of the programs actually appears higher in quiet surroundings than it would were the same instrument to be operated amid coils of wire and cluttered store conditions—a fact which is of considerable importance in convincing music patrons of the desirability of radio. All talking-machine demonstration booths in the Allen stores are also wired for radio, so that as many demonstrations can be handled simultaneously in the different rooms.

Adopts New Service Policy

Overhead on the sale of radio has been rather high on account of the necessity of following up the set after it has been installed in the home. Allen's, however, along with many other dealers, is adopting a sales policy which will do away with many of the troublesome features of servicing and will materially reduce overhead. A complete demonstration of the instrument will be made in the store. After the machine is delivered, an expert will see that it is properly installed and will give the purchaser thorough instructions in its operation. He will see that the set is mechanically perfect when delivered. After this, the company will not be responsible for the customer's difficulties, most of which arise purely from a failure on the part of the new operator to understand the conditions with which he is dealing. Hitherto a telephone call

"Welcome Stranger"

said the Wiley B. Allen Company, music dealers of the Pacific Coast, when radio first started to become popular. Instead of fighting the newcomer as a rival, they welcomed it as a blessing from heaven—and now radio sales equal their phonograph business. Moral—think twice before passing up anything.

would result in an immediate visit from a "trouble man" to locate the defect. Now he will be asked to come to the store headquarters and explain his difficulty.

The secret of success in radio sales, according to Mr. Black, is not to oversell the instrument. The customer should understand the conditions and the limits of the radio game very clearly. He should be sold on the local stations and should not necessarily be disappointed if he cannot get Canada or Cuba every night. He should know that it is not always possible to hear with equal clarity and that he may get unsatisfactory results one night without that necessarily being the fault of the instrument. He should appreciate also that there may be peculiarities in the location of his residence which militate for or against the best receiving conditions

—and that even experts are at a loss sometimes to explain what these are. If the salesman is perfectly honest with him, there will be no later return of the instrument.

Cash sales are made wherever possible, of course, but in accordance with the policy of the store in other departments, time payments are allowed. At least one-third of the price of the instrument is required as an initial payment, however, payment to be completed within six months.

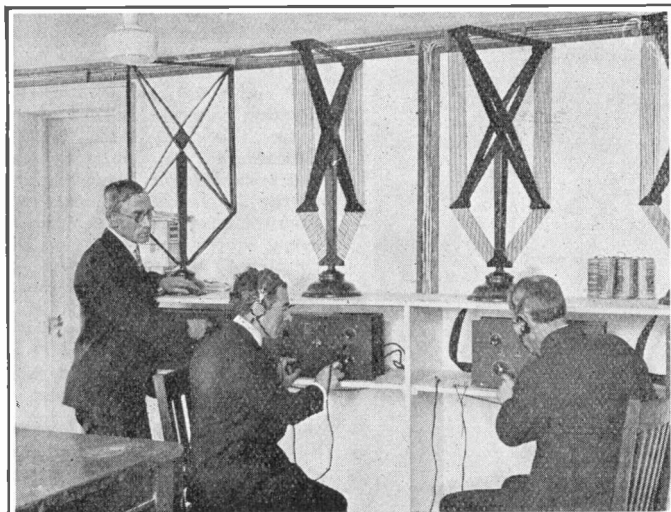
With a store policy of conservative promises, quality merchandise and sound financing, the radio department is destined to be one of ever-increasing importance in the musical business, if the success of Allen in this field may be taken as a criterion.

Manila (P. I.) Dealer Opens Broadcasting Station

A new broadcasting station has been licensed to operate in the Philippine Islands. The Electrical Supply Company, of Manila, has gone on the air with the call letters of KZKZ. The address of the new station is 109 Plaza Moraga, Manila, P. I.

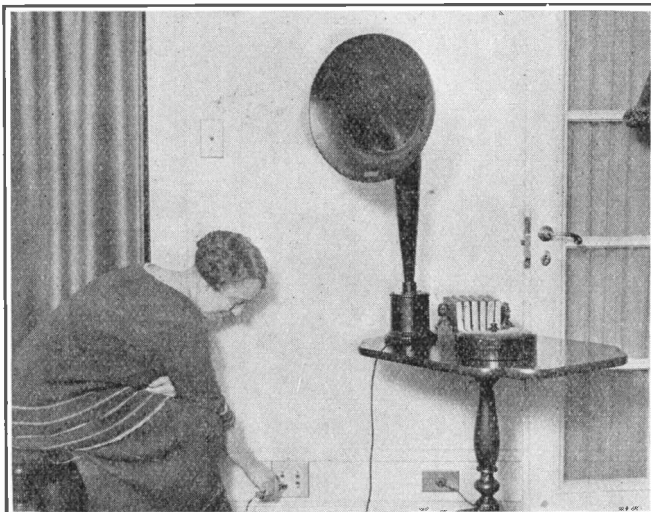
KZKZ is a 100-watt station broadcasting on a wave length of 270 meters. News of the success the Electrical Supply Company of Manila attains with its transmitting will be awaited with interest by the radio and electrical dealers of the United States.

Radio for Every Tenant in New Apartment House



Charles V. Paterno has solved the radio problem in his latest New York City apartment house by providing radio service for all the tenants. Four receivers, an operator and a switchboard have been installed on the roof, with four wires to each apart-

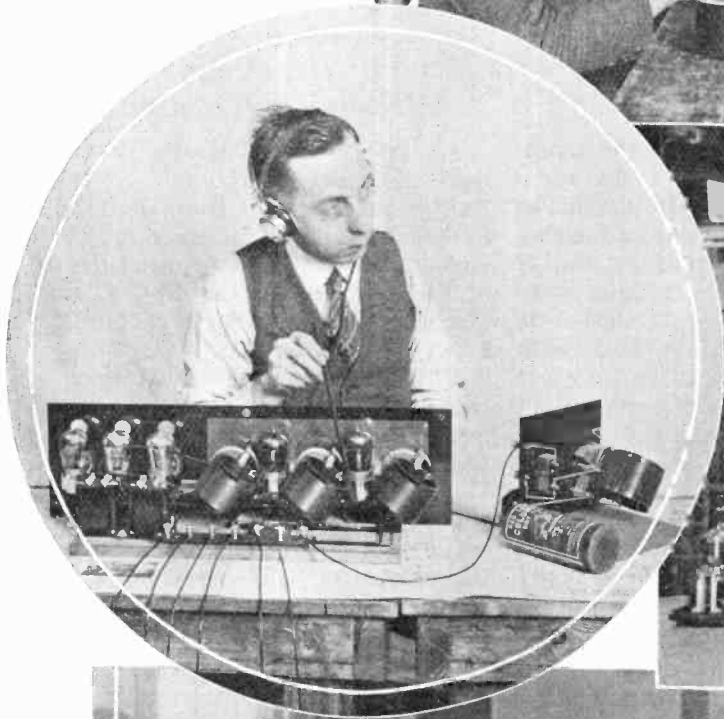
ment. Each tenant has four plugs, three for local stations and one for distance. The local stations are always at hand, but when distance is desired, the tenant phones upstairs to the operator, who gets whatever station is desired. Mr. Paterno doesn't say



what happens when Mrs. Jones wants Chicago while Mr. Smith is listening to Havana, but the idea represents added profits for the enterprising dealer who made the installations. It's a tip for you if any new apartments are going up in your town.

Why the Parts Trade Will Never Die Out

A LONG as schools and colleges throughout the country include radio courses in their curriculums, as long as radio fans and experts like to experiment with new circuits and improvements to old circuits, as long as the average set owner likes to "tinker," which human nature will guarantee as a permanent condition, the parts trade will never die out



AT THE left is shown the radio laboratory of the Sheldon School, a branch of the Lane Technical High School, Chicago, Ill. A comprehensive course in radio mechanics is given at the school. As this is a representative scene in practically every school and college in the country, it is a pretty safe assurance of the rising generation's knowledge of radio. And knowledge of radio means a desire to BUILD, and a desire to build means greater parts sales for the dealer who sells them.

The dealer who pushes parts by building sets and proving how they work, gets the business of the fan who sets up his own workshop at home and wants to build a set "just as good" as the one the radio shop expert put together.



“Don’t Neglect Parts”

Is Message of New York Radio Dealer—Believes that Parts Will Prove More Popular as Public Becomes Educated in Set-building

MANY radio dealers are today making the serious mistake of neglecting their “parts” business in favor of selling complete sets. To ignore parts sales is wrong and short sighted. Parts always have been, and probably long will be, the backbone of radio.

It is a pretty safe estimate to say that at least twenty men buy parts for every one that buys a set. It will pay the dealer, then, to strike a middle course, because a parts business, built up to a sufficient volume, will give the dealer as much if not more profit than an equal financial amount of set business. In fact, many radio dealers would rather see the cash register ring up \$100 worth of parts than sell a \$100 set, because parts sales bring more customers into the store, and also because parts carry a margin of 50 per cent where the sets average 33 per cent.

A good, fast turn-over in parts shows a healthy local interest in radio. If parts don’t sell, then there must be something wrong somewhere in your community. The parts business is there, and the man who can sell parts is the man who can also sell sets.

“Parts Will Keep Going When Sets Fall Off”

It will pay to keep plugging away on the small, \$1 sales as well as on the set sales. More often than not the little fellow, who spends a few dollars a week for parts, will bring in more business by telling his friends,

than will the man who has just bought a \$300 set.

One dealer says, “I would rather see my store filled with men making parts purchases of two or three dollars, than have only one man a day come in and buy a set. While we make a good turnover on sets, it is the sale of parts that makes a solid foundation for the successful radio store. Take care of the parts and the sets will take care of themselves.”

Read what J. W. Griffin, of the New York firm of Haynes-Griffin, Inc., has to say about this.

“There has been strong propaganda on the part of the manufacturers of sets against the parts end of the radio business. As a result of this propaganda, Haynes-Griffin Radio Service, Inc., will sell a great many more complete sets than last year. But it is the parts trade that keeps the exclusive radio dealer in business when complete sets are not moving.

“In our store it will cost the salaries of three more men in order physically to handle \$1,000 a day more business in parts. One more man can sell \$1,000 a day additional in complete sets.

“Radio dealers and manufacturers must not underestimate the parts business for one great and fundamental reason. It is the amateur builders of sets made out of parts who have carried radio to its present status as an industry, running from \$250,000,000 to \$300,000,000 last year.

“October, November, December

and January are the months in which sets sell best. Every dealer knows that the remaining eight months, which used to be good for steady turnovers, now would be lost to him were it not for the parts buyers and set builders. It is impossible to estimate the number of these or their demands upon the industry.

“Set Builders Are Pleasure Hunters, Not Money Savers”

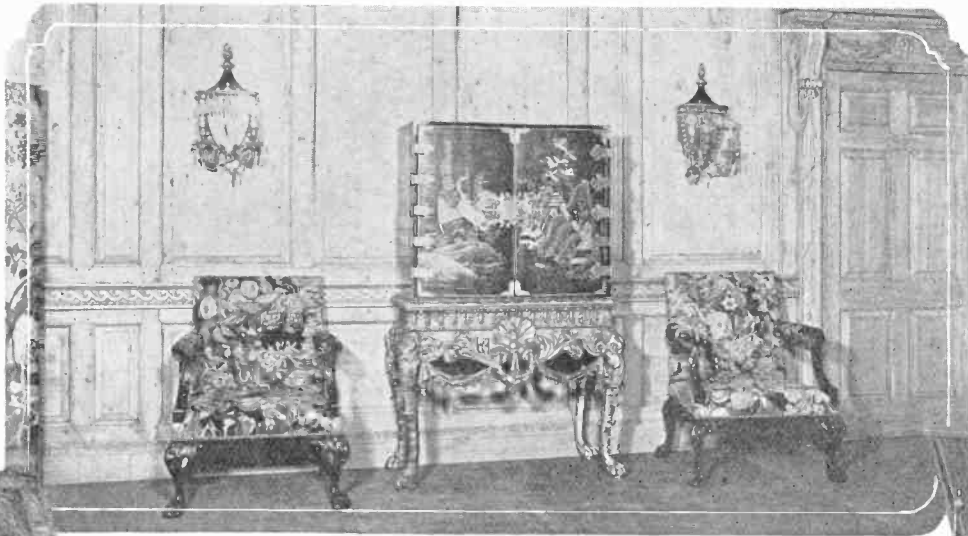
“Strange as it may seem, few persons build sets just to get radio at lower cost. These set-builders are pleasure hunters. They want the fun of putting things together; of taking a lot of meaningless objects and bringing them into a co-ordinated something that ‘ticks.’ Maybe you do not know how it feels to call in the wife and let her listen, for the first time, to a hook-up of your own. Try it. Thereafter you will know why parts sell as well as sets and why the parts you sell must give performance regardless of price in order to keep your customers coming back.

“There is going to be a strong reaction on the part of manufacturers as to radio supplies and accessories. I believe we are at the eve of some great developments along this line.

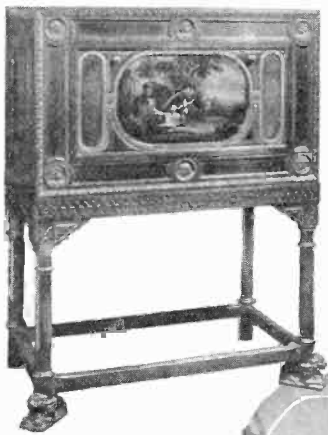
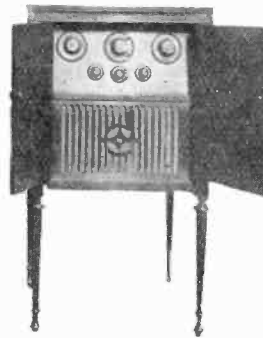
“Education to the ready use of radio is proving one of the greatest factors in producing sales. When people did not understand how simple a radio set is to build or operate, they held off. Manufacturers should join with retailers in educating the public to radio operation.”

Discriminating Purchasers' Tastes Swing to Elaborate Models

At the right is a beautiful, hand-painted cabinet done in the Japanese style, which retails well over the \$3,000 mark. Below is an attractive model built in the form of a desk. The drawers are dummies, the side coming down and disclosing the loud-speaker and battery compartment.



Below is a popular combination radio-phonograph, which is having a big sale in the East. To its left is a \$135 set, which also is meeting with a great demand on the part of the Metropolitan public. Prices of the sets on this page range from \$135 up to \$3,700.



In the center above, is a \$1,500 model in the Italian Renaissance style. Several of these sets grace the homes of some of New York's most prominent millionaires but it is a pretty safe assumption that the sale of these will be limited to the surtax-paying class.



At the left is a group of the more moderate priced completely self-contained console models. In the center is a specially built radio tea table, the entire set being mounted on the table so that it may be wheeled from room to room.

Console Is 1925 Set Model

Survey of New York City, the "Nation's Style Center," Shows Trend of Public Taste Is Toward Console Type, with Swing, Also, to Higher-Priced Sets on Time Payment Plan

"GOODBY cabinets, hello consoles" seems to express in a nutshell the trend in 1925 radio set models. If the preference shown by the New York City buyer of radio products may be taken as a reflection of the nation-wide taste, the new year will see the finish of our old friend the oblong cabinet with its outside loud speaker and accumulation of batteries and miscellaneous wires.

In its place will come, and, in fact, is already here, the more ornate console type, with built-in loud speaker and battery compartment.

In a canvass made by *Radio Retailing* of radio shops of every description in New York City, from the small electrical-radio dealer who specializes in parts, to the comprehensive set display to be found in the radio department of Gimbel Brothers big department store, it was found, without exception that the popular model now selling in the metropolis, is the console.

Prices Range From \$150 to \$1,500

Ranging in price from \$150 to \$1,500, the complete console set is apparently destined to be the radio outfit of the future. Saul Birns, one of whose nine New York City shops is "just off Fifth Avenue," on Forty-fifth Street, in the fashionable shopping district, and a music dealer who has found radio profitable, displays half a dozen ornate console sets the price of each running well up into four figures.

H. Eilers, manager of the store, declares the market for the expensive sets is equally as healthy as the demand for the smaller types, both of which are carried in stock. Most of the business done in radio here is on the installment plan, taken over from the store's policy on phonographs and pianos.

"The radio industry is passing through what the phonograph trade went through several years ago," Mr. Eilers says. "The big phonograph and horn is a thing of the

past. It developed into the present compact cabinet built primarily from a standpoint of beauty and good taste. The same thing applies to radio.

"The trend in radio models is not so much to compactness as to beauty, and it is safe to assume that the price of a complete set will come to mean less to a radio buyer than it does today as most of the sets of the future will be bought on the installment plan.

"General Price Will Rise"

"In this way, the general price will rise, for the buyer, when he knows he can spread the cost over a period of twelve months, will spend more and get something that will add tone and grace to his home. The old-time cheap set with its ugly outside horn is as much a thing of the past as the first phonographs are."

E. Blout, Broadway near One Hundred and Seventh Street, and owner of several other stores in New York, is a phonograph dealer who specializes in combination phonograph and radio sets, but who also reports a steadily increasing demand for the exclusively radio console type ranging in price between \$200 and

The Console Craze

is sweeping New York and indications point to that model, with built-in loud speaker and battery compartment, as the radio set of the future, with most sales done on the deferred payment system.

Dealers report few sales of the old cabinet style and believe the outside horn and batteries are dead issues. Stores, both big and little, find the Metropolitan radio fan now wants beauty as well as distance with his set and is willing to pay for it.

\$300 complete. Here again most of the business is on the installment plan. Mr. Blout is such a firm believer in the future of the console type radio set that he is jobbing several models in the Eastern district.

R. M. Kempton, radio manager for the Aeolian Company, New York, is another who predicts the console model as the radio set of the future. "The demand in radio sets will resolve itself into two styles," Mr. Kempton says. "First, the upright wall cabinet model and second, the more expensive console type. Of course, the public taste is now favorable to an artistic piece of furniture, complete in itself."

R. Richard Spira, president of the Teletone Radio Co., of New York, is such a firm believer in the future of the console model that his company is now manufacturing only this type of set. "Unquestionably, just as in the phonograph trade, the radio set will develop along the furniture idea, with the elimination of the outside horn and batteries," is Mr. Spira's opinion.

Sol. J. Levy, general manager of the radio departments in the forty-six branches of the Rudolph Wurlitzer Musical Instrument Co. throughout the United States, adds his approval to the console set. Mr. Levy considers that furniture models sold on the installment plan will be the mainstay of the future radio business. He believes the popular priced complete console type will sell for \$175 or \$200.

They Spend Money for Beauty

Ralph Austrian, head of the radio department at Gimbel's New York department store, declares that most of the set business done by his department is in the console models. "Without doubt, the buying public today is spending its money on a radio set that will add beauty to its surroundings. Especially when sets may be bought on the installment plan, a more ornate, expensive model will be asked for by the average

buyer, which will 'tone up' the front parlor after it is installed."

S. O. Martin, president of the Sonora Phonograph Co., says, "Now that radio is being dressed up in appropriate styles, it is becoming a drawing room feature instead of an attic experiment. The advent of the console type radio speaker to which the phonograph manufacturer has contributed his acoustic experiences, is making even more rapid headway than in the old phonograph days when the enclosed type horn began to supersede the visible talking machine horn. This horn with its curves and decorations was then regarded as picturesque but is now practically obsolete.

"Radio Profits from Phonograph's Experiences"

"The experience of the phonograph manufacturer in console design as well as acoustics is also rapidly being directly utilized by the radio field. Few people are aware of the active part now taken by phonograph companies in the design and manufacture of the better grade cabinets used by radio manufacturers. The American taste in furniture is excellent, and great progress has been made in the design of radio and radio-phonograph cabinets within the last six months due to the popular demand for beauty and style in radio models."

It is the consensus of opinion that the console craze will sweep the rest of the country as it has swept New York and send the old cabinet styles into the discard along with the 1910 flivver and last year's straw kelly.

\$75 in Prizes

for the best

Radio Merchandising Ideas
Window Displays
Sales Plans
Dealers' Advertisements
Direct-mail Letters

*Sent in to Contest Editor
of "Radio Retailing" Be-
fore February First.*

See Page 68

A "Code of Ethics" in Radio Advertising

For several months the National Vigilance Committee of the Associated Advertising Clubs of the World has been making an intensive study of the radio industry from the advertising standpoint. As a result of the research, the committee has adopted a "code of ethics" for radio advertising, which covers the field pretty thoroughly. The code, as outlined by the committee, is as follows:

Tube Numbers

Appropriation of radio tube type numbers, or any substantial or material part thereof, such numbers having been originated by and become identified with the products of certain well-known manufacturers, is a form of unfair competition. Illustrations of such original type numbers are "W D 12," "U V 199" and "201-A" as applied to the tubes of the Radio Corporation of America, and "D V-2" as applied to the tubes manufactured by the DeForest Radio Company. Tubes manufactured by any other companies should be advertised and sold under their own original distinctive identification marks.

Store-Built Sets

Sets built by retail stores and containing certain licensed parts bearing the names of well-known manufacturers of sets using the same circuits, should be advertised and sold in such a way as to make it perfectly clear to the public that they are store built rather than factory built. Neutrodyne sets are a case in point.

Patent or License Rights

When a concern seeks to advertise any type of radio product concerning which an agency or a publication has reason to believe that the patent or license rights do not permit the manufacture or sale of the product, the concern should be required to make a reasonable showing that it is within its legal rights and entitled to market and merchandise the product.

Distance Reception

Claims for distance reception should in most cases be based on average performance rather than some rare, exceptional feat. If the exceptional instance is featured, the advertising copy should make clear the fact that the same result is not to be expected in average day by day performance.

Price Reductions

Merchandise advertised as being reduced from a certain list price and represented as possessing the list price value, should carry all of the advantages, such as factory guarantees and repair privileges, to which any purchaser who buys at the regular list price is entitled. Otherwise the customer is not getting the complete value

that is included in the regular list price quoted in the advertisement.

Accessories

Advertising of radio sets should state what accessories, if any, are included at the price quoted, and if accessories are not included, this should be apparent from the wording and arrangement of the advertising copy.

Performance Claims

Claims as to batteries and other accessories should accord with such limitations of performance as recognized scientific opinion in the industry has determined that the purchaser may reasonably expect from a particular type of product.

Guarantees and Refunds

Guarantees, refunds and other sales appeals should be free from the ambiguity or tricks that sometimes make them the source of dissatisfaction.

Discontinued Models

When a set is advertised at a reduced price after the model has been discontinued by the factory, it should not be represented as still possessing its regular list price.

Available Supply

When any particular piece of radio merchandise is featured through advertising as a leader, the concern should be required to have a sufficient supply on hand to fill a reasonable public demand.

Indoor Aerials (Including Loops)

Claims for the efficiency of indoor aerials, as compared with outdoor antennae, should be made with due consideration of the types of radio sets to be operated, distances from broadcasting stations, location of the aerial or loop in the buildings where used, etc.

Wave Traps

Advertising of radio devices to reduce station interference should not infer that any number of broadcasters may be eliminated at one time, when such is not the case. Claims as to the perfection in operation of such devices should be made with due regard for usage under exacting conditions, in that such merchandise usually is purchased by reason of unfavorable location, out of date receiving sets, etc.

Use of Word "New"

In advertising radio accessories, such as dry batteries, which show certain shelf depreciation over a period of time, use of the word "new" should carry with it a clear indication of whether reference is being made to a new model of the article involved, or merely to the receipt of new stock from the factory.

Number of Adjustments

The number of adjustments advertised, as a favorable point in the operation of any radio set should include all steps necessary to secure satisfactory volume, quality, and freedom from interference. In describing the operation of a set, it is misleading to avoid mention of one or more critical adjustments necessary to good reception.



\$38,000 Via Telephone

Barberton, Ohio, Dealer Puts His Telephone to Work and Makes Radio Grow Where Only Phonographs Grew Before

THE telephone, as has been said before, has more uses than one. It is a very handy little instrument and takes its place alongside the radio set for practical usefulness. Obviously, placing these two mediums for carrying the human voice beside each other suggests but one thing—use the telephone to help sell radio.

Hitherto, advice has been freely handed out to use the telephone for boosting business. But seldom has there been presented the actual results accomplished from such a procedure. Here is the story of an undertaker. What? No, there's no mistake,—undertaker, that's right,—who talked his way, *via* telephone, into \$38,000 in six months from the sale of radio sets.

Here, perhaps is the perfect "congruous incongruity." An undertaker, a telephone and a few radio sets . . . result, \$38,000. F. J. Weigand is the undertaker, an undertaker, by the way, whose ideas are not so dead,—and the place where he conceived the great idea is Barberton, Ohio. Long years ago, Weigand made the sorrowful discovery that most of Barberton's 20,000 inhabitants were too healthy to admit of any great profit from burying them. So he opened a phonograph store. However, this failed to shoot the death rate up high enough to suit him and he started to look around for a third channel for bringing in the necessary dollars.

Here let it be stated that when Weigand inaugurated his radio line, he had no intention of tying it up in any way with the undertaking busi-

ness, nor has his radio line caused any additional profits to be added up on the funeral side of the ledger. In fact, since radio struck Barberton, Weigand has been seriously considering devoting most of his time to radio as all the prospects he had lined up for coffins have developed a lively interest in how to turn the funny little dials and get music.

Calls Up the Town's Leading Citizens

Barberton, as you have no doubt gleaned, is a small town, as towns go, where everybody knows everybody else, and what Mr. Jones has, Mr. Smith must have too, or lose all social standing entirely. So Weigand sat himself down at the telephone one day just after his radio demon-

stration rooms had been stocked and equipped, and called up four of the town's accepted social and business leaders, and then . . . but let Mr. Weigand tell it in his own way.

"I told 'em," he says, "that I had a big surprise for them down at my shop and invited them to come and see it, without telling them what it was. They came, of course, out of curiosity if nothing else. I worked hard on these four prospects, and finally sold three of them. The sale of these three sets was the nucleus of a business which, six months later, amounted to \$38,000.

"I knew if I sold and satisfied the big men of the town, the little fellows would fall in line too. It was merely a study in small town psychology. All the neighbors came in to see and hear this new wonder and went away with the determination to get one themselves some day.

"However, I never let up my intensive telephone campaign. I called up all the neighbors of the three original owners and sold them. Then I called up their neighbors and so on until the time came that I no longer needed to go after the business. But I went after it nevertheless and keep going after it summer and winter and have discovered that radio can be popularized in summer as well as in the cold weather. How? Merely by going right ahead as though hot weather meant nothing at all and making no mention whatever of poor reception or any other of the usual radio bug-a-boos."

And, when business starts to get dull, Weigand falls back on his old

He Used More Than His Telephone

F. J. Weigand used his head and conceived the idea of selling radio sets over the telephone. He called up a few of the town's leading citizens and succeeded in selling them.

The rest was easy. These sets sold others to neighbors and the circle keeps increasing. And always, Weigand falls back on his old friend the telephone to pep up a dull period. "It's my best salesman," he claims.

friend the telephone and calls up some friend or merchant and invites him to come down and listen to a concert. He has been a Barber-tonian for twenty-seven years and is a member of the local Chamber of Commerce, having been its president at one time, so that his standing is sufficient to warrant a hearing when his name is mentioned.

Weigand is also a firm believer in the policy of store demonstration only. With a perfect demonstration booth fitted out he is of the opinion that better results can be obtained there than by setting an outfit up in the home with its attendant trouble and disadvantages. Five sets may be heard in rotation, and their merits compared, by the simple throwing of a switch.

Most Sales Done on Time Payment Plan

Most of the sets are sold on the time payment plan, no fixed down payment being required as each case is handled on its respective merits. To date only one set has been returned because of non-payment.

Weigand claims that, because he handles only the best sets and thus gives satisfaction in every case, every set he sells acts as a demonstrator for other sales. Also, whenever he makes a service call, he charges the customer nothing but tells him he can reciprocate by telling his friends about Weigand and his radio service.

Forty-nine Veterans' Hospitals Soon to Be Equipped for Radio Reception

U. S. Veterans' Bureau Awards Contracts for Radio Installation in Thirty Out of Forty-Nine Government Hospitals for Disabled Soldiers

THE radio dealers of the country will be interested to know that General Frank T. Hines, director of the U. S. Veterans' Bureau, has awarded contracts for the installation of radio in thirty of the forty-nine hospitals operated by the Bureau.

Equipment has been donated for four of the others and the remaining fifteen are already either partially or completely equipped. Additional apparatus is being constantly added and deliveries of equipment now on order are expected to be completed within three months.

In all new hospitals under construction or now being designed, conduits and wiring are being included as part of the regular electrical system so that radio sets can be installed as soon as each hospital is opened. These installations consist of a master receiving set with two or more circuits of wiring extending to the various buildings. A head set is being provided at each bed and loud speakers in the assembly rooms.

Last March, the "Roxie Committee" led by S. L. Rothapfel, of New York, inaugurated a drive for funds to furnish radios for various hospitals, thus stimulating the interest in and emphasizing the recreational and curative utilities of radio for the disabled. Director Hines very gladly co-operated with the committee in this endeavor and complete installations were made at several hospitals. The outfit at one hospital included 381 head sets, three loud speakers and a master radio receiving set.

In June, 1924, the Electric Testing Laboratories of New York offered to furnish a complete equipment for the Veterans' Bureau Hospital at North Little Rock, Ark., and this offer was gladly accepted, while about the same time the Chicago Daily News made a similar offer for the Edward P. Hines, Jr., Hospital and they are having the Roxie Committee furnish the equipment.

The Veterans' Hospital in the Bronx, N. Y. City, is indebted to a patriotic local citizen for the donation of complete equipment there, and installation is expected to be completed shortly.

The experience gained by the tests made in the different hospitals has left no possible doubt that the equipment is well worth its cost as no single element included in the recreational facilities of the different hospitals has been as productive of entertainment and comfort to the disabled men as has this fascinating mode of direct communication and contact with the outside world.

Listeners Help Provide Better Local Broadcasting

This Certifies that

John Smith, Jr.

IS A MEMBER OF

RADIO-CEPTORS CLUB

CO-OPERATING WITH

RADIO DEALERS CLUB

Broadcasting through station *W-H-A-M*, Rochester, N. Y.

MEMBERS RADIO DEALERS CLUB

Brown & Pierce Co., Inc.	Laube Electric Co.	Rudolph Schmidt Co.
Chapin-Owen Co.	Neisner Bros., Inc.	Sibley, Lindsay & Curr Co.
Eastman Radio Co.	Robertson-Cataract Co.	Sykes Electric Co.
Hickson Electric Co.	Rochester Elec. Supply Co.	Warder, Clark & Chaplin
Industrial Electric Co.	Rowe & Waddell Co.	Wheeler-Green Electric Co.
Kelman Electric Co.	W. H. Rowerdink & Son	

A unique experiment in getting the listening public to help pay the cost of better local broadcasting has been successfully carried out at Rochester, N. Y., where a "Radio-ceptors Club" has been organized, with membership cards as above, issued to all who donate \$1 or \$100. Co-operating with the local dealers, a fund of \$4,000 to \$5,000 a year is thus contributed for the operation of station WHAM, the public paying about one-half of the total. The local programs are in charge of an experienced theatrical man. Good broadcasting is thus obtained locally, the public is pleased, and radio sales have been increased materially, the Rochester dealers report.

LONDON—Radio is recognized by British hospital authorities as a treatment for nerve cases and a number of institutions are installing radio almost as a matter of routine.

Sir Henry Hadow is firmly convinced of the healing influence of radio music, and Sir Bruce Bruce-Porter attributes to it the high turnover of 100 patients a month at the Third London General Hospital.

Hospital Radio—

a Worthy Philanthropy and a New Market for the Dealer

Thirty U. S. Hospitals to Have Radio

Hospitals, homes, sanitariums and charitable institutions of all kinds are installing radio sets for the benefit of their patients. Uncle Sam leads the way with the recent awarding of contracts to equip completely thirty out of the forty-nine hospitals operated by the U. S. Veterans' Bureau for disabled veterans of the World War. At the Walter Reed Hospital, among the first to realize the curative qualities of radio, many of the wounded boys are already "listening in."



Radio Visualizes the World for the Blind

Although they cannot see, radio visualizes the world for them. The New York State Association for the Blind is falling in line with the rapidly spreading "radio-institution" idea. The accompanying photo shows one of the sightless wards of the association at work on articles for the organization's annual Christmas sale, which takes place each December in New York City. All the articles sold at that time are made by the blind folks.

Are the Hospitals in Your Town Radio Equipped?

Here is a scene which might be called, "Any Hospital, Your Town." Hospitals, and those who finance them, have developed into live prospects for a big radio job for the enterprising dealer. Go to the heads of your local hospital, show them these pictures and tell them how Uncle Sam is giving his wounded veterans radio music to while away the weary, bedridden hours, tell them how private as well as public institutions are wiring their hospitals and homes so as to have radio reception at every bedside.





“Take the Sets Into Their Homes”

House-to-House Selling Campaigns Prove Profitable for Long Island Dealers. Ten Sales Out of Twelve Sets Left on Approval, Is Experience of Richmond Hill Retailer

TAKING a leaf from the book of the successful piano companies, radio dealers all over the United States are now beginning to turn to house-to-house canvassing as a method of selling sets. So encouraging have been the results, in most cases where such sales effort has been applied, consistently and persistently, that dealers who have tried the plan out feel that the greater part of new installations of sets will hereafter be made by means of this personal contact.

The first step naturally is to build the proper kind of a sales force. One firm in a medium-sized city in New York state finds that its best salesmen are men who have had experience in selling pianos from door to door. These men are usually fairly well versed in music and their talk is more along the line of selling the entire idea of radio, rather than concentrating on the sale of one type of set.

Another firm in a different city has as its star man a former collector for the local electric-light company. This man knows all of the families in his territory. He also knows whether they have a set or not, and so does not waste time in calls that are fruitless because sets are already in use. His record of sales made is around fifty per cent of his calls—though this ratio is unusual and must not be regarded as a regular thing. This salesman finds through his past acquaintance that it is easy for him to gain the attention of his prospective customer and in his case each call really amounts to a friendly visit.

Book salesmen and insurance men also have produced some excellent

sales material but the methods they use are usually those described as “high pressure,” with the result that sometimes there is dissatisfaction with the discrepancy between service that has been promised and that which is actually delivered.

Spend at Least a Week in Training Salesmen

In every case, though, radio dealers who have been interviewed seem to agree that it is necessary to spend at least one week and sometimes two in training and in giving actual operating experience to the salesman. It adds to his confidence to be able to say positively what he has accomplished with a set similar to the one he has offered.

With the sales force ready to go into the field the next problem is the sales talk. This has been solved in

several ways by different firms. One concern has a prepared talk which the salesmen memorize and which covers every point that might arise during the first interview. Another firm in a Pennsylvania city instructs its field representatives to begin by saying that the salesman was just talking to “Mrs. ——,” a neighbor and that it occurred to him to drop in to see the present prospect.

The mention of radio, all agree, usually insures an audience and it becomes then a question of tactful persistence on the part of the salesman, as well as sales ability.

One firm in Brooklyn, N. Y., does not allow its salesmen to close any transaction. This concern instructs its men simply to arrange with the customer for a demonstration. The set is installed and the closing arguments are made when the result of the five days’ operations are checked up.

A store that carries a large line of electric appliances has found that the sale of some minor appliance or adjustment of equipment already in service will provide the exact opening for the sale of a set. The outside men used by this firm are men who have been in the electric field for several years as repairmen or who have come up from the ranks in some other way.

The house-to-house canvass in the smaller towns has been the most successful method used, according to reports from dealers in such communities. Being in close touch with a large number of persons who live in the town and on speaking terms with most of the population, the dealer is in a position to know the needs and desires of virtually every-

“Let ‘Em Work It Themselves”

says “Doc” Rosenbaum, “and the sale is assured. Put the set in their homes where the radio germ can get right into their blood, and when you go back in a few days they hand you a check. It happens five times out of six.”

Most of Rosenbaum’s sales are to women and he has been unusually successful because he chose times to demonstrate the sets when features of special interest to the women folks were being broadcast.

body. And the advantage of the house-to-house canvass lies in the fact that it is as adaptable to the smaller dealer as well as to the firm that is able to employ a large force.

Ten per Cent Commission to Salesmen

While methods of payment of the salesmen naturally differ according to the localities in which dealers are situated, a commission basis is the one generally in force at present. These commissions vary in amount with the type and kind of set sold. In some cases it has been found that a drawing account to apply against the commissions is helpful in keeping the force together, but as in the case of salary this must be based on the capabilities of individuals. The average commission allowed, however, is ten per cent.

"Where there has been no misrepresentation in the sales talk, there never is any difficulty in closing the sale with a demonstration in the home," say Kelly and Phillips, of Brooklyn, N. Y., who have a force of twelve men on the streets selling radios. "We are very careful to impress our salesmen with the fact that they must not make statements that cannot easily be proved.

"The big question that is asked, naturally has to do with distance. Those who buy sets want to get distant points, and the salesman, on seeing that the prospect is wavering, is apt to try to close with a vague promise that his set will get distance no matter what the surrounding conditions may be.



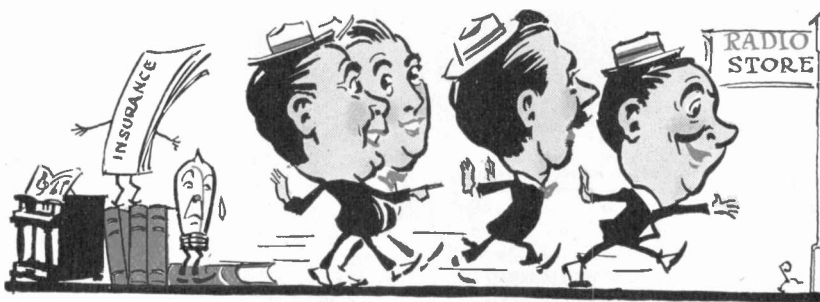
Well Informed Salesmen Are Needed in Field Campaigns

"It is in solving just such problems as this that the demonstration proves of value. When the set is installed in the home the customer has a chance to prove all of our claims for himself and he is satisfied. Later on, perhaps he will want more distance and will buy a larger set."

"Doc" Rosenbaum of Richmond Hill, Long Island, N. Y., finds house-

to-house selling a way of getting full list prices for his radio wares. Mr. Rosenbaum operates a suburban or "neighborhood store" and all his business is done with families who have men folks working in the business center of the city, where cheap radio apparatus and sets are sold, yet, all Mr. Rosenbaum's sales are made at full list prices.

"First of all," explains Mr. Rosenbaum, "I sell almost wholly to women, and the way I make my sales is interesting and sometimes amusing.



Salesmen Turn to Radio from Many Other Lines

"Not long ago, I decided to add to my electrical store a radio department. I had been selling batteries, but somehow or other, I was always afraid of the radio business as being too technical in its nature.

"In thinking it over, I decided at once that the only sets I would handle would be those advertised in the various magazines and newspapers. You see, I wanted only those sets with which people would be familiar, and all I would need to know would be just what the advertisements told me.

"I felt that the average buyer did

"Next, I selected the various models I thought would go in my neighborhood. My first order was for twenty-four of three different nationally advertised sets. All the while I was thinking how to create enough interest to sell them. Finally, I thought of the women folks, home alone all day—Daddy at the office, kiddies to school and what a lonesome life it must be for them!

"I made a canvass in my neighborhood, noted all the houses without outside evidence of radio sets and

selected as a trial, twelve families. For my experiment I picked the simplest sets, three-tube affairs, fixed them up with tubes, batteries, sufficient wire for an inside antenna and, most important of all, two sets of head phones. Then I watched the papers for announcements from the local broadcasting stations, and selected a day when music and lectures were being broadcasted.

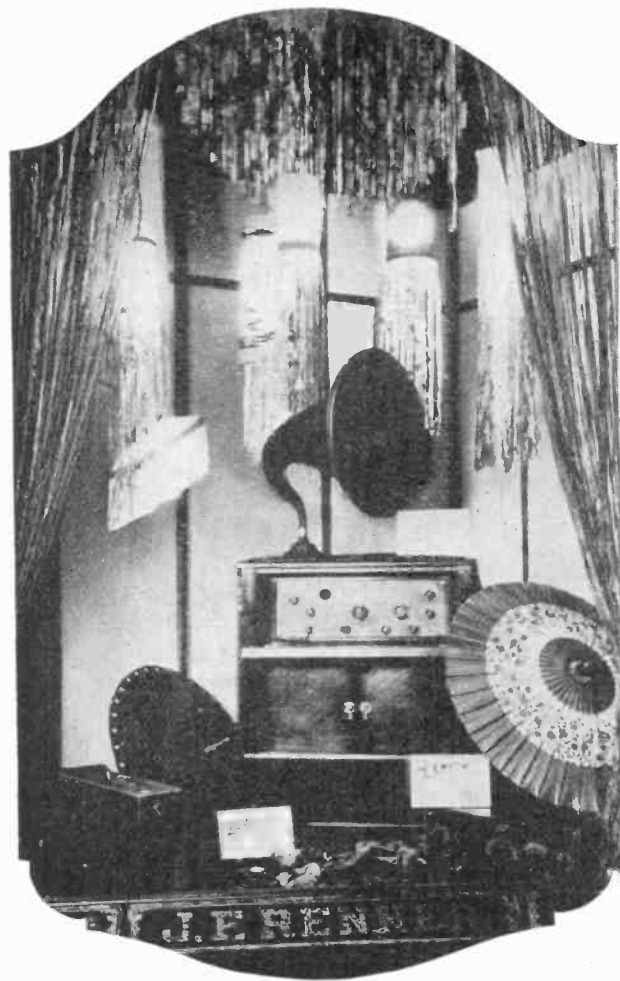
Sent Out Personal Letters

"In the meantime, I sent each of the families selected a personal letter, telling them that on a certain day I had something of interest for them, and also requested that I be notified if they would be home. With my letter I enclosed an addressed postal for their answer. This letter was worded in such a way that it created considerable interest and several of the families notified me at once by 'phone that they were waiting.

"The morning of the big day I personally went to each family with a radio set and asked permission to install it—this, of course, to be under no obligation on their part. I stated that I thought today's program would interest them and that I was really doing it to get acquainted with my future friends and possible buyers. In no way was the price of the set mentioned. I simply showed them how easy it was to operate, how to tune in, and how to switch from

(Continued on Page 60)

Seven Novel Window Displays of Successful Radio



Left—An Oriental effect always makes them stop and look. The J. F. Renner Music Store, at Sandusky, Ohio, attracted no little attention from passers-by when they dressed their window with a Japanese appeal, tying it up, of course, with the fact that radio speaks a universal language.

Below—Here is a display anyone can have made at slight cost, to put across the idea that the entire world enjoys listening to radio. The jovial atmosphere is exceptionally well conveyed and puts the viewer in a good humor at first glance.



Below—A neat and well arranged set display was used by the J. L. Lewis Company, of Brooklyn, N. Y., during their "Twenty-fifth Anniversary Week." A "radio exposition" was a feature of the store's anniversary celebration.

Right—Using small glass shelves, with glass supports, makes an unusually clean cut display of parts for the Sullivan-Slauson Drug Company of Utica, N. Y. The background of draperies adds to the general high tone of the window.



Dealers That Have Pulled the Public In to Buy



Left—Gimbel Brothers New York department store presents the "Radio in the Home" idea in this elaborate display. The wax figures create a natural atmosphere and the general effect is one of quiet dignity that makes the passer-by stop and look a second time. It makes him wonder why he hasn't got a set in his own home.

Below—Another display that contains the home effect. The built-in fireplace, with the furniture and fixtures of any ordinary living-room, catches the eye and arrests the attention despite the lack of any intensive attempt to sell. This window seems to say plainly that "radio sells itself."

Right—Symmetry and balance are the qualities that are features of this exceptionally well arranged layout that includes sets, loud speakers and parts, too. The window is not a deep one, yet it manages to hold the necessary equipment.



Sell *genuine*
Radiotrons.
Call attention
to the name and
the RCA mark.
The tube you sell
is the quality
standard your
public judges you
by. Sell *genuine*
Radiotrons only.

RADIO CORPORATION OF AMERICA

Sales Offices:

233 Broadway, New York

10 So. La Salle Street, Chicago, Ill.

28 Geary Street, San Francisco, Cal.

Look at the Tubes before you buy!

One thing any man can know about the radio set he buys—and a most important one, that—the quality of the vacuum tubes. You can't have a good set—of any type—unless you have good tubes. Almost every good receiver, today, carries genuine Radiotrons. But every careful buyer makes sure by looking at the base of the Radiotron for its name and the RCA mark. The quality of receiving, the economy of upkeep, the safety of Radiotron guarantee—all these depend on your getting the genuine.

All Radiotrons now reduced to \$4.00

If isn't a genuine WD-11 unless it's a Radiotron.
If isn't a genuine WD-12 unless it's a Radiotron.
If isn't a genuine UV-100 unless it's a Radiotron.
If isn't a genuine UV-200 unless it's a Radiotron.
If isn't a genuine UV-201-a unless it's a Radiotron.

233 Broadway, New York
Sales Office: 10 So. La Salle St., Chicago, Ill.
Radio Corporation of America
Sales Office: 433 California St., San Francisco, Cal.

Radiotron
REG. U. S. PAT. OFF.

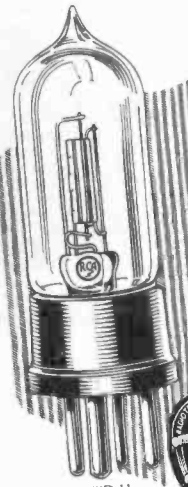
These Radiotron ads run monthly in the radio fan papers—and continuously in the newspapers of ten important cities. Many dealers clip them and paste them in their windows. They get attention! Watch for the Radiotron ad in the January 24th issue of the Saturday Evening Post.



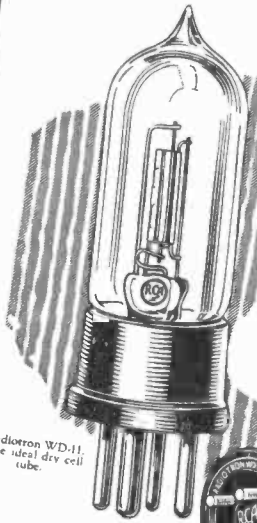
This symbol of quality is your protection

Radiotron

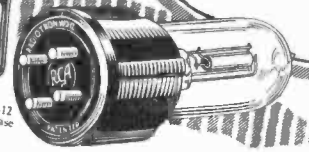
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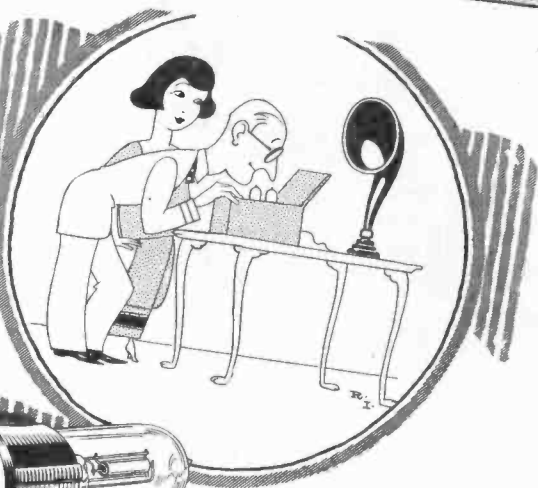
Radiotron WD-11. The ideal dry cell tube.



Radiotron WD-11. The ideal dry cell tube.



Radiotron WD-12. The standard base dry cell tube.



Get a good detector

For a good detector—a Radiotron of course—but which one? What will the WD-11 or the WD-12 do as detector? These are the same—but with different bases. First—they are sensitive to weak signals—superlatively sensitive, as remarkable distance performances show in thousands of one-tube sets. Second, they are good "oscillators"—and that is important in regenerative circuits. And third, they are quiet in operation—add no electrical noises to the music, or speech. Radiotrons WD-11 and WD-12 are famous as audio and radio frequency amplifiers—too—and have made possible the hundreds of thousands of dry battery receivers that are in use today. They mean clear, true reception—over big distances—with dry batteries!

Radiotron WD-12 has a standard navy-type base. Use it to change your set to dry battery operation. Ask your dealer today.

Radiotrons are the standard. Radiotrons and navy-type change operation today.

Radio Corporation of America
Sales Offices:

233 Broadway, New York

10 So. La Salle St., Chicago, Ill.

28 Geary St., San Francisco, Cal.



This symbol of quality is your protection

Radiotron

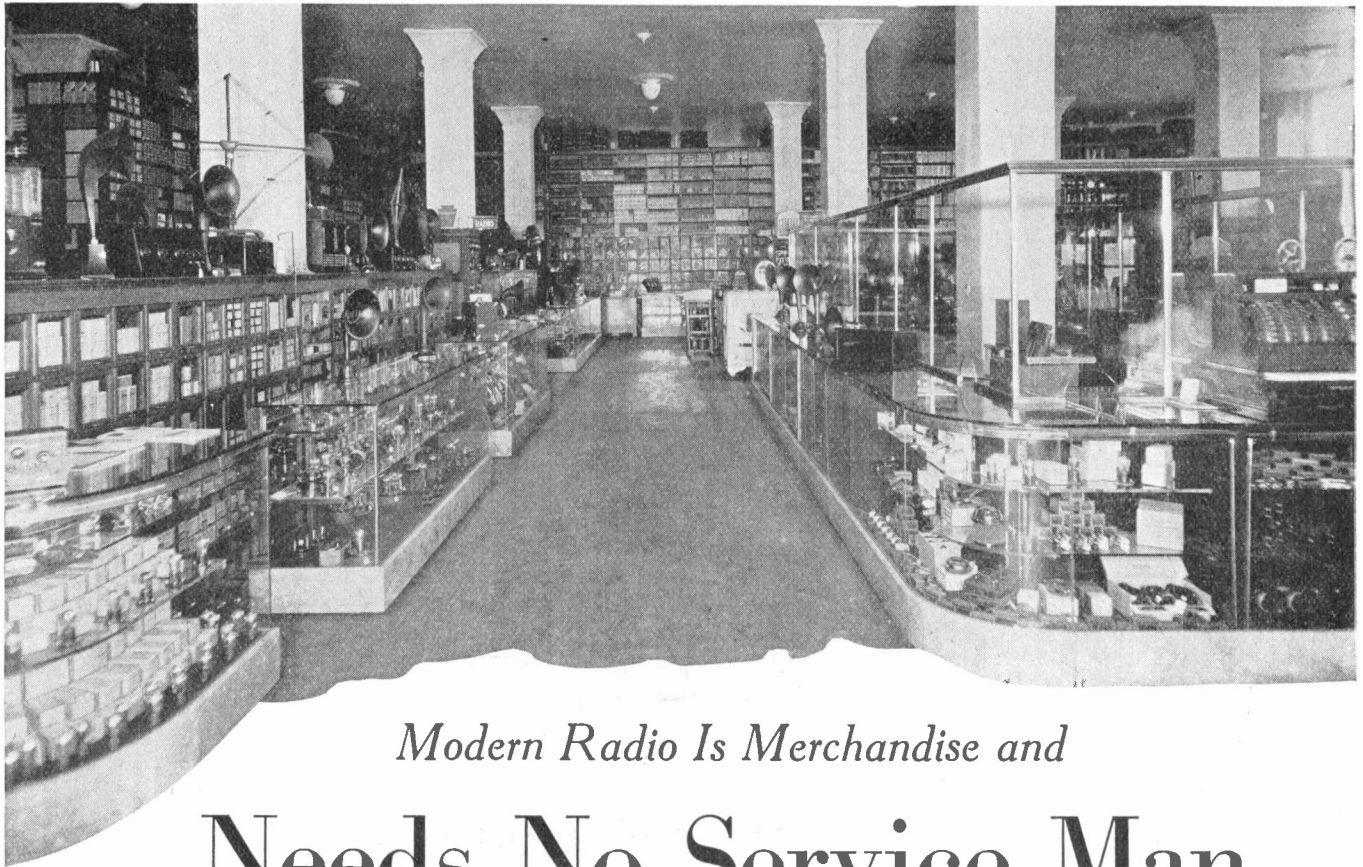
REG. U. S. PAT. OFF.

Radiotron

REG. U. S. PAT. OFF.



This symbol of quality is your protection



Modern Radio Is Merchandise and
Needs No Service Man

Detroit Dealer in Sporting Goods and Automotive Supplies Does Huge Radio Business Without Experts to Repair and Adjust Troubles— Took on Radio to Offset Winter Automotive Slump

THAT radio is the "perfect sideline" for automobile accessory dealers is the contention of Dave Berlin, Detroit, who, in addition to operating what is considered one of the largest and finest automobile supply stores in Michigan is also one of the largest retail radio merchants in the Motor City.

"One couldn't ask for any two lines that mesh more perfectly than automobile supplies and radio," Dave points out. "Automotive sales lag during the winter and boom during the spring and summer, while radio sales lag during the spring and summer and boom during the winter. This means that the dealer who handles both automotive supplies and radio has a steady business throughout the year.

"As a result of a survey made recently in ninety-five cities and towns in twenty-three states, it was found that 18 per cent, or approximately 7,200 automotive supply dealers, are now selling radio supplies and equip-

ment and that approximately 5,600 of these sell complete radio sets. An additional 15 per cent, or nearly 6,000 dealers, are not now handling radio, but stated that they are very much interested in taking on radio as a side-line."

Radio Given Preferred Position

To show how important Dave considers radio, he has given this line the best location in the new store which he recently occupied.

This store, which is 94 ft. by 102 ft. in size, has three aisles running the full length of the building and has three distinct departments—automotive supplies, radio, and sporting goods. The automotive supplies occupy both sides of the aisle at the left, sporting goods have both sides of the aisle at the right, and to radio is given both sides of the aisle in the center.

The cashier's cage, which is situated on the right of the center aisle, is in reality a large horse-shoe show

case, half of which is devoted to radio displays. As all customers of all departments approach the cashier's cage to pay for their purchases, it is readily seen that every customer must be impressed by the handsome groupings of radio sets and supplies in the cases.

Dave has been phenomenally successful as an automotive supply dealer, having started in business in a little "hole in the wall," practically without capital, less than ten years ago. He applies much the same methods to merchandising radio that he does to automotive supplies. He soon learned the value of advertising and he has been a heavy and consistent advertiser ever since. He inaugurated his radio department in 1920, when radio first gained popularity, and he has been one of his city's leading radio dealers ever since.

"If you want to tell your readers something different from the usual dealer story," he said, "tell them I

sell more radio than most of the retail stores in Detroit and I do it without a service department or even a service man. Some dealers think they must have a radio service department, a shop and even a so-called radio laboratory, but we don't need anything of the kind."

"But you don't mean to say you give no service whatever on radio?" he was asked.

"Sure I do," he replied. "The mystery of radio has been revealed and I have no more occasion to maintain a radio service department than I have to maintain an automotive service department. When radio first came out, I employed a technical man because it was something new and few people knew anything about it. Radio is common knowledge now and there is no longer any necessity for employing a technical man. I wouldn't have one in the store. I've never known a technical radio expert who was any good as a salesman and I want nobody but salesmen here. Why, I've known a technical man to spend two hours explaining a 15c. hook-up when he should have been selling several hundred dollars worth of radio!

"No, what the radio customer wants now is a set that will give him satisfaction. He wants a set that he can take home and set up with the least trouble and tune in right away, just like taking home a phonograph, putting on a record, and sitting down to listen to the music. He doesn't need to know any of the technical details and he doesn't care anything about them anyway, now that the novelty has worn off. He wants to be able to get the programs from the local stations or from stations in other cities and we sell him a set that will get them for him. We give him a few simple directions, the simpler the better, and he takes his set along with him, hooks it up, and is listening in an hour or so later.

"Of course we're glad to give our customers any information they need, here at the store, but we haven't time to go to their homes and hook up their sets for them."

"But don't some of your customers have trouble and really need a service man to help them out?" he was asked.

"Some of them do, yes. When he comes in and tells us of his troubles, we can tell him what his mistake was. If the merchandise was defective, we exchange it. Our automobile supply customers frequently

Radio Perfect Sideline

Radio as a sideline is profitable for many types of stores. But, according to Dave Berlin, of Detroit, the seasonal fluctuations make it a perfect tie-up with automobile accessories. "One's dull season is the other's lively period," smiles Dave, as the cash register plays its merry tune all year 'round.

don't know anything about an automobile, but we don't employ an automotive engineer on that account.

"Radio has been made so simple, and directions are made so explicit, that it should not be difficult for any person of average intelligence to hook up a set or even to build one.

"For store salesmen, get young men who are radio enthusiasts and can sell," Dave suggests. "The young fellow who has made a hobby of radio knows all he needs to know about the technical side of the subject and the main thing, at least in a store that undertakes to merchandise radio, is his ability as a salesman."

In his new store, which is housed in an eight-story building, Dave is able to get exceptional distance because of the arrangement of the aerial. This is on top of the building, between two flagpoles, and comes down the elevator shaft,

thence up through the floor to the radio department. He is thus able to get many distant stations on the loud speaker.

Foreign Broadcasting Developments

Several recent developments in Czecho-Slovakia are expected to result in increased sales of radio products in that country, according to advices received here. First, owing to slowness in issuing licenses for receiving sets, this task has been transferred by the Government from the Department of Posts and Telegraphs to the Post Office authorities, with district supervisors; second, a big reduction in the subscription charge has been made by the country's only broadcasting station, and third, several new stations are in the process of erection.

Also, to stimulate interest, a radio section is being planned as part of the annual Spring Fair to be held March 22 to 29, at Prague, at which American manufacturers have been invited to exhibit their merchandise.

Announcement has been made by the Japanese Government that effective Dec. 1, 1924, the ban on radio broadcasting was lifted, and that radio broadcasting and receiving are permitted on the part of the general public without Government interference.



"Dave's" has an unusually good window layout. In addition to the ones fronting on the sidewalk, there is a wide inner

spread, making a sort of miniature arcade, which gives an excellent opportunity for elaborate displays

"Taking the Set Into Their Homes"

(Continued from Page 53)

one station to the other as desired.

"I also informed them that I would remove the set at once, if requested. In no case was permission refused to make the installation. I then left a card which contained full instructions and my telephone number. Bear in mind, that not once did I use a term that the simplest person did not understand.

"That same evening I visited each family to find out how things were going, and in every case, upon my arrival, the set was being used. I was welcomed most graciously by each, and did not have one complaint.

"My visits that evening resulted in the complete sale of four sets, that is, I was paid before I left the house. Of the other eight families three dropped into my store and paid for the sets within four days. Three others purchased on a sixty-day payment plan I had worked out for them. Two families could not afford the set at that time, however. One of these have since purchased.

"Of the original ten families that purchased sets from the first twelve I put out, I have sold to eight of

\$75 in Prizes

for the best

Radio Merchandising Ideas
Window Displays
Sales Plans
Dealers' Advertisements
Direct-mail Letters

Sent in to Contest Editor
of "Radio Retailing" Be-
fore February First.
See Page 68.

them loud speakers, allowing in each case, the full value of one set of headphones which they returned.

"Since my first experience I have sold 433 sets, of which 94 were sold in the same way as the first 10 were. I have received orders by 'phone which resulted in the sale of 41 sets which were ordered because Mr. So-and-So had heard of my plan through some family that had already purchased.

"There is more in this business life than the actual money we make. I have created many friends through my 'stunt selling,'" said Mr. Rosenbaum, in conclusion. "Every sale I make means I have found at least

two more and to try to tell you the many compliments paid my store for what we have done for hundreds of lonesome women would be impossible."

Telephone solicitation has been uniformly successful in small cities where it is possible to know in advance whether there is a set already in use. In the larger cities this does not work out so well as there is a large percentage of calls that are wasted because the prospect, selected simply through name in the telephone book, already has a set.

With dealers everywhere agreeing that house-to-house selling is profitable and will prove more so, undoubtedly it will duplicate its success for those who have not yet attempted to develop this field. An effort made along this line is bound to stir up business and will have a marked effect on the annual turn-over not only of first sales but of replacement parts and side lines.

Jobber Sells to Dealer from Traveling Auto

O. H. Hovey, of Perry, Oklahoma, is a radio jobber who graduated from radio retailing and is applying the same intensive selling methods to his wholesale business that he did in building up his successful retail trade.

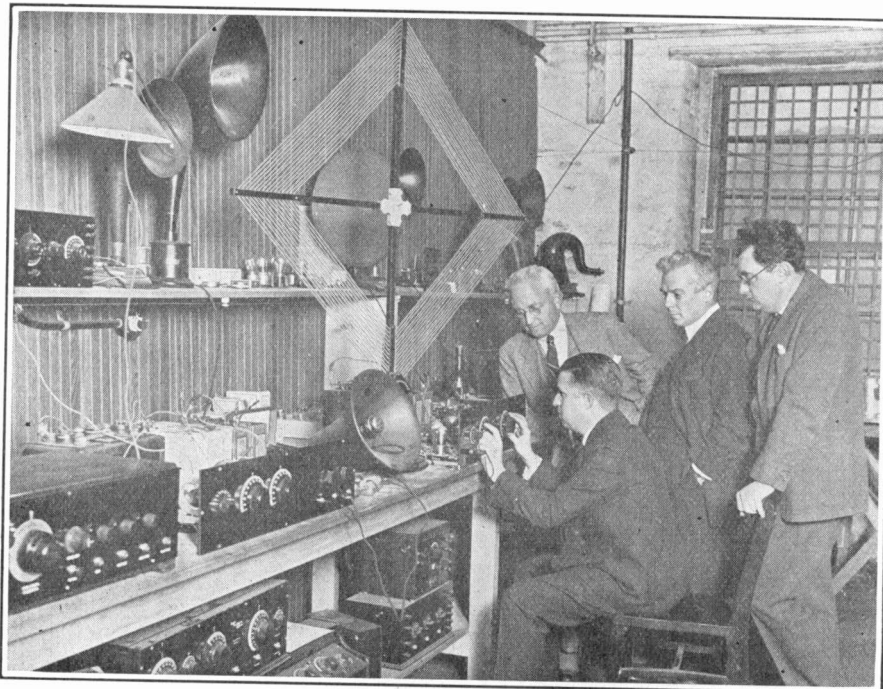
Hovey sold the first radio sets in his part of Oklahoma and installed the first set to be used in his section. During 1923, it is Hovey's claim, he sold and installed more sets than any other one man in the State.

At present, the Southern Radio Supply Company, of which Hovey is the owner, deals only in wholesale radio, with a small side line of electrical specialties or novelties that he thinks the radio dealer can tie up with profitably.

The big feature of Hovey's sales methods is the fact that he covers northern Oklahoma with a "radio car" from which he sells radio sets and accessories direct to the dealer, making immediate deliveries from the stock carried in the auto. The regular dealer discounts are given and a spot cash business is done.

Hovey believes this method of the jobber covering the retail market by auto, and making deliveries therefrom at the exact time the order is given, is just the kind of wholesale methods needed in the rural districts, where quick deliveries are a problem.

Cockaday Designs New Receiver

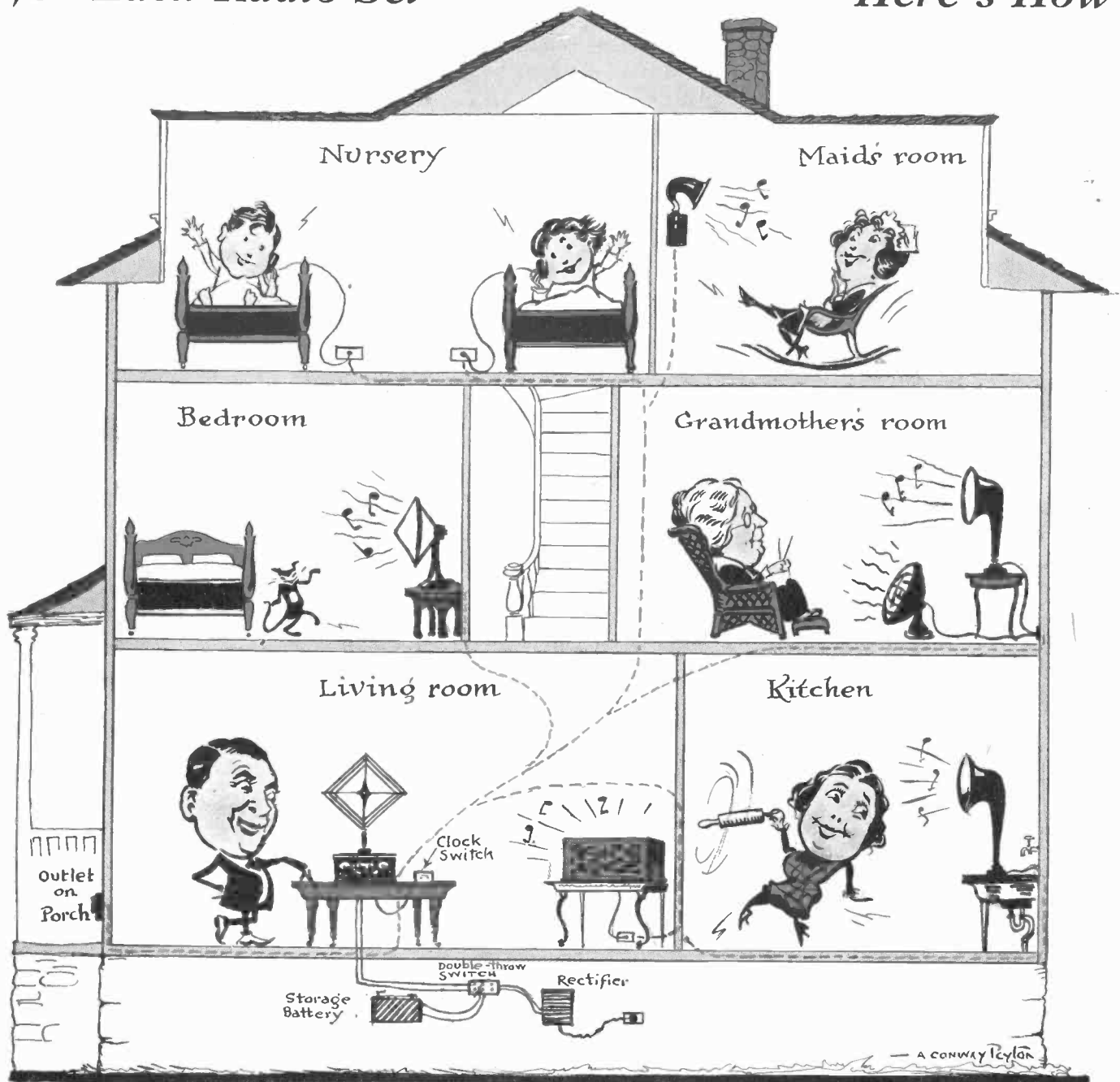


Laurence M. Cockaday's latest hook-up, a new reflex principle in the super-heterodyne circuit, picked up five European stations on its initial trial. It has eight tubes and cannot radiate or squeal. Mr. Cockaday claims it is "super-sensitive," and catches

signals from foreign stations with an indoor loop. Mr. Cockaday demonstrated the set recently to Col. Kendall Banning, Douglas H. Cooke and Raymond F. Yates (above), who testify they heard Aberdeen, Newcastle, Plymouth, Paris and London.

You Can Sell Four or Five Loudspeakers for Each Radio Set

—Here's How



Why Not More Homes Wired with Radio Outlets in Every Room, as Is the Home of the Editor of "Radio Retailing," at Bronxville, N. Y.

ANY home that has as much as \$50 invested in a radio set, can, by adding \$50 more in loudspeakers and bell-wiring, multiply fourfold the satisfaction of the radio set alone. Here is a suggestion by which the dealer can sell more loudspeakers, wire, jacks and switches, while the customer and his family will get infinitely more fun out of their set.

▣ The outfit as above pictured has been in service for two years in the home of the editor of *Radio Retailing*. Ordinary bell-wire or telephone conductor extends the

loudspeaker circuits to the wall-jacks in the various rooms—made by mounting ordinary jacks in face-plates. The branch circuits are in series, with a special switch for cutting off the nursery, from downstairs. Any loudspeaker can be unplugged from its jack without disturbing the rest of the household. A clock-switch controls the main battery circuit, allowing the radio set to run for any predetermined length of time (up to two hours) and then cut itself off. In this way in the evenings the set is tuned in on some distant orchestra and the whole household can retire and fall asleep to music!

How Radio Dealers Are Making

The "coast-to-coast guarantee" is suitable for Middle West retailers, but "try and do it" in New York or San Francisco. At the left is an attractive arrangement of sets, and down

in the corner is a neat "radio doctor" idea. Selling the "selective" set by calling the "non-selective" type a crossword puzzle was the timely ad of one dealer.

First Again

IN RADIO

RADIO Headliners

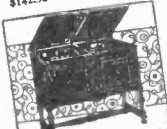
—at Barker Bros.

RADIO—plain console phonographs—or phonograph and radio combinations—make your selections from the famous names at Barker Bros.



\$142.50
KENNEDY
Model XV

LATEST KENNEDY Model—A marvel of fine appearance—high selectivity—clarity of reproduction and ease of manipulation—a five-tube set. At Barker Bros.—\$142.50 without accessories.



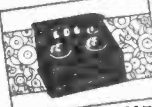
\$250
VICTOR

—period console phonograph—model 405—one of the most popular of all Victor models.
Model 405 equipped with 3-tube Ware Neutrodyne Radio installation on top . . . \$365



\$150
SONORA

SERENADE CONSOLE phonograph—national favorite—only at Barker Bros.
THE SERENADE equipped with KENNEDY 3-TUBE RADIO, top installation . . . \$285



\$98.50
WARE
Neutrodyne

THE REMARKABLE 3-tube radio that embodies the points that have made WARE radio reputation. COMPLETE WITH LOUD SPEAKER, \$98.50



KAY-O-DYNE

Made to fit your upright phonograph, and the only Receiver backed by us and the manufacturers with a

Written Guarantee
COAST TO COAST Reception

Receiver, embodying two perfectly into the record compartments of your phonograph. Loud speaker attachment makes your phonograph horn the radio reproducer. Convenient to tune—horn is in direct line with your ears when setting on regular chair.

SERVICE COUPON
Instrument we give the usual term. However, after this period, if guaranteed to give you the experts FREE OF CHARGE wish.

\$5

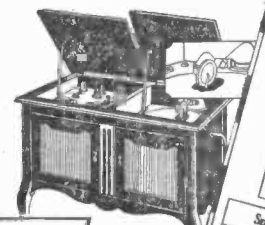
Deposit Installed FREE

Standard Makes



GLOBE

our line of standard radio sets of many accessories



IS YOUR RADIO A CROSSWORD PUZZLE?

Radiola Superheterodyne
Separates the Stations!

See how

Most Liberal Terms
In the City
On Radio Sets

ONLY \$25 DEPOSIT
and
\$3.50 WEEKLY
Buy the Famous New
ATWATER-KENT RADIO
(3 tubes) in a beautiful
POOLEY CABINET
Price Complete, \$32.50. Best equipped.
NO INTEREST CHARGE

Small Weekly Payments on All Standard Sets

Eagle and Fred-Emmery Neutrodyne, Atwater-Kent Radiola III, IIIA, X, Super-Heterodyne and Regenflex, Crosley, Amrad, Pathos, Melodyne, Radio Cabinets and Tables in Walnut and Mahogany.

REGULAR CASH PRICES—NO EXTRA CHARGE FOR CREDIT

Nothing "on the air" mornings.
Both Stores Open Saturday Evenings
Harlem Store Open Monday Evenings Also

COWPERTHWAIT & SONS
3rd Ave. and 121st Street
2212 to 2224 Third Ave.
Park Row at Chatham Sq. 193-205 Park Row
Furniture, Carpets, Phonographs—Everything for the Home

GET THE DOPE ON IT SO YOU'LL BUY!

DO NOT NEED THE DOPE HERE'S FUETTERER'S RECOMMENDATION!

The Value of Our Opinion

WHEN you buy a radio set, you are buying a piece of machinery that will last for years. It is important that you get the best value for your money. We at W. E. Fuetterer & Co. have a long experience in the radio business and we can help you choose the best set for your needs and budget.

W. E. FUETTERER & CO.
BATTERY & SUPPLIES CO.
2123-25 Locust St., Saint Louis

Are You Ready?

Are you ready to get the most out of your radio? We have the answer! Our new Radio X is the most advanced and powerful set yet. It has a 4-tube design and a powerful speaker. It is the perfect choice for anyone who wants the best.

\$35 to \$425
is the Price Range

Radio X

McEDISON SHOP

Only \$15 DEPOSIT
and
\$2 WEEKLY
Buy the Famous New
Melodyne

4-Tube Radio Frequency Load Speaker Built In.
Price Complete, \$12.50.
Dry Bat. Excess. \$115

Come in the afternoon.
Both Stores Open Saturday Evenings

Use of Their Newspaper Space

Several excellent copy suggestions may be found on this page. Upper left—"The Perfect Gift for Shut-Ins." Upper right—"How Haynes-Griffin uses circuits to sell parts."

Insert left—How to sell the complete self-contained model. Lower left—"For the kiddies." Lower right—A well arranged display of parts.

Which?

This—
The "Radio Set" and the talking machines in separate parts, widely and always disarranged.

OR—
at Landays the manifold advantages of combined radio and gramophone and Victrola in a single compact unit.

HAYNES-GRIFFIN

RADIO SERVICE INC.
NEW YORK'S LARGEST RADIO STORE

6 OUTSTANDING CIRCUITS

For the Man Who Builds His Own

We have completely assembled and placed on convenient counters the six leading circuits of the new radio season. The exact layout of the designers has been followed in every case, and only the identical parts specified have been used. Come in and inspect these receivers. This is a splendid opportunity to tell just how each of the 6 Outstanding Circuits should be assembled and wired.

- Roberts "Knock-Out" Series**
The Roberts 3 tube and 4 tube sets are the best of the famous Radio Broadcast series of "Knock-out" sets.
- New Cookaday**
Here is the newest and already famous Cookaday Circuit using resistors and variable capacitors. A truly unique circuit.
- A Power Amplifier**
A new three tube set like designed by A. J. Haynes containing audio frequency and resistance coupled amplifier.
- Super-Heterodyne Amplifier**
In response to an insistent demand for those who want more volume from their Super-Heterodyne McEwen has designed an additional stage of resistance coupled amplification.
- Journal Filter**
A circuit introduced by the New York Journal that has formed into tremendous popularity almost overnight.
- Super-Heterodyne**
A Super-Heterodyne is the best exposure and fine a set as yet made. It is the best in the world.

gifts for the Shut-ins
Best Radiophone

SEVEN DAYS' FREE TRIAL

The Haynes-Griffin Plan lets you try your set before you buy it. Satisfied return it for a full cash refund.

GAROD NEUTRODYNE
\$195
Equipment Extra

Ware Neutrodyne
Complete, \$96.50

The Greatest Daddy in the World!

Who is it that provides for the American family the great bulk of wholesome entertainment and pleasure it enjoys? Why, Daddy, of course. And what is it that brings into the American home the utmost amount of enjoyment and happiness? The obvious answer is "Radio."

The Radiola is the Daddy of Radios

In this important field, the new models of Radiola are recognized as standards. They represent the latest triumphs of radio research.

Radiola Super-Heterodyne

This wonderful set requires no coils or other outside wires. It may be moved easily from place to place and is ready to receive instantly. In addition, the Radiola Super-Heterodyne is equipped with a beautiful cabinet, making a wonderful piece of furniture.

BEACON LIGHT COMPANY
710 South Hill St.
Trinity 3861.

GRANT'S RADIO

Make your own and listen in!

ECONOMY:—You Can Buy Your Tubes or Storage Battery with what you will save on your set if you buy Grant Parts.

- RADIO FREQUENCY SETS**
For the Tuned Radio Frequency Circuit
- "Peerless" PHONES**
Fully Guaranteed. Each 1" size ... 85c. Head Band ... 40c. Cord ... 40c.
- 23 Plate CONDENSER**
.0005 mfd. capacity with die cast aluminum end plates—pig-tail rotor connection. \$1.00
- Enclosed Condenser**
.0005 mfd. Capacity. Single plate mount. Translucent die cast body. Sinter ... \$1.00. Rotor ... 1.00. Case ... 80c.
- 50c**
100 foot roll
19 Twisted Strands
Silicon Bronze ANTENNA WIRE
Highly Sensitive Non-Corrosive Can't Sag
- 1.00**
For Your Neutrodyne Set
Tuned Radio Frequency Transformers
- 1.00**
Power Behind Your Place
22½ Volt Extra Large "B" BATTERY
Quiet—efficient and so reasonable.

Knowing How to Buy

Is the Secret of the Retailer's Success, According to San Francisco Man Who Turns Over 1,000 Headsets a Month

SELLING 1,000 headsets a month and a proportionate number of rheostats, condensers, transformers, panels, dials and complete radio sets, together with \$100,000 to \$200,000 worth of electric appliances a year is a natural sequence, according to W. C. Cohen of I. S. Cohen's Sons, San Francisco, providing a store has on hand the stock of goods that people want to buy.

Cohen's is located on Market Street in the main business district of San Francisco, a fact which undoubtedly contributes to its success. In fact, Mr. Cohen credits a great deal of the business of his store to its location and states that sales tripled when the store was moved to its present position from a less favorable street.

However, the fact that a location on Market Street in no way guarantees success is well illustrated by the number of stores on this street which fail every year in spite of the thousands of men and women who daily pass their doors.

"What to Buy"

And what not to buy is a problem for the average radio retailer. By purchasing standard goods in large quantities and the lesser known articles in small lots, W. C. Cohen, of San Francisco, has built up an enviable radio trade.

His accurate judgment of the radio market has resulted in his radio business far outdistancing that done in electrical appliances.

Mr. Cohen has no thought of going out of business. On the contrary, he is daily handling a larger trade. His total of sales for July was larger than that of the previous December, with August showing evidence of a still further increase. And he has taken to purchasing headsets

in carload lots—and, what is more, disposing of them.

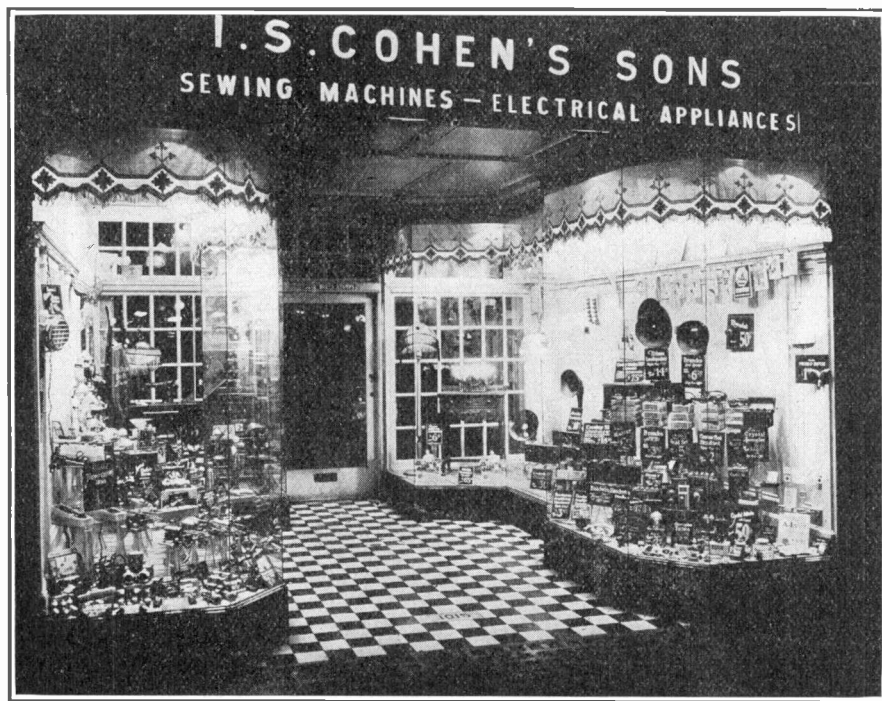
The sign over the store front reads "Sewing Machines and Electrical Appliances"—and Mr. Cohen does a large business in both fields. At present, his major interest is in radio. He went into this game five or six years ago when it was still considered a doubtful venture, and has steadily built up his trade. Last year, radio made up something like 50 per cent of the business handled by the store—today the figure of radio sales stands nearer 75 per cent. Most of this business is in radio parts. His estimate is that radio parts make up from 70 to 80 per cent of the radio business of the store, or fully 50 per cent of all sales made.

Location Important Factor in Store's Success

The success of the store he credits to various causes. Of these, location is one of the most important. Not only is the store located on Market Street, but it is situated between stores which advertise extensively. A location near a department store or a large furniture store, the position enjoyed by the Cohen establishment, means that thousands of dollars are being spent each month in newspaper advertising to bring people to that particular section of San Francisco.

Mr. Cohen believes in advertising on his own behalf and the store has consistently kept its name in the daily papers. For this purpose, he has found the evening and the Sunday papers bring better results than the morning papers. The evening and Sunday papers are passed about the family and read at leisure, advertisements receiving their due share of attention.

The store itself is a good advertisement. The frontage is not large, but Mr. Cohen has taken full advantage of the advertising value of his store windows by deepening them. This was carefully planned so as to leave the entrance commodious in



A narrow frontage is made into an effective space for window display by building the windows deep into the store. The jog in the center gives a spacious effect to the entrance way, while making also for attractive exhibiting of the goods.

appearance and at the same time give the maximum space for display purposes. So successful has the arrangement designed by Mr. Cohen proved, that several of the other merchants in the vicinity have followed his example. The deep window displays have the advantage of luring the spectator deep into the entrance.

Prices Conspicuously Marked

It may also be noted that prices are conspicuously marked on articles in the window. A radio demonstration is usually in progress at the front door, a feature which attracts the attention of those who may have overlooked the window.

Within, the store is attractive and businesslike, the radio parts, smaller appliances and samples of the larger equipment being on display here. A mezzanine floor takes care of the larger appliances and offers an opportunity for the demonstration of radio sets.

Six salesmen are on hand to take care of the customer's needs. These men have been carefully selected and trained in the business and have a personal interest in the making of the sale. Not only do they receive an adequate salary for their services, but they get a small commission on sales, a feature which results in good service.

No Salesmen in the Field

And, of course, on this reputation for good service, carried through the fifty years which the firm has been in existence, rests the fundamental basis of the store's success. Radio business is in large measure a repeat business, small sales grow to larger ones—and only a satisfied customer makes a good customer. This principle is carried as well into the servicing of goods after they are sold, an adequate service department handling repairs and service calls promptly as they are necessary.

There are no salesmen doing field work. Wherever it appears desirable to give a demonstration of appliances or radio in the home, this is willingly carried out by the regular salesman handling the sale.

Wherever possible, Mr. Cohen conducts his business upon a cash basis. In the matter of time payments the practice of the store is to insist upon a fifty per cent initial payment. This covers batteries, tubes and other perishable items.

In building any business success,



Not only does this "Service Car" advertise the policy of "Service After the Sale" maintained by the Taft Electric Company, but post cards showing a photograph of it are used in direct by mail advertising. As may be seen, it also advertises sets and speakers.

however, Mr. Cohen regards the choice of stock as the most important feature. He sets the figure of \$15,000 as the investment necessary to install a satisfactory line of radio parts for an active business. The secret of profits lies in turnover—and this in turn returns again to the matter of buying. The radio parts business has many advantages, particularly in the fact that it requires no follow-up or servicing.

"Don't Tie Up Capital"

According to Mr. Cohen's maxim, there is no need for any man to tie up capital in slow moving stock. He specializes in staple goods—headsets, rheostats, transformers, condensers, etc. Upon his ability to buy wisely, depends, in his opinion, the secret of any merchant's success in retailing.

California Dealer Makes "Billboard" of His Service Car

With the idea that the strongest argument for buying radio supplies in the store of an electrical specialist is the fact that he is able to render expert service in keeping the equipment in order, the Taft Electric Company, of Taft, California, has made a specialty of its service department. And this free radio ad-

vice it advertises to the public in every possible way.

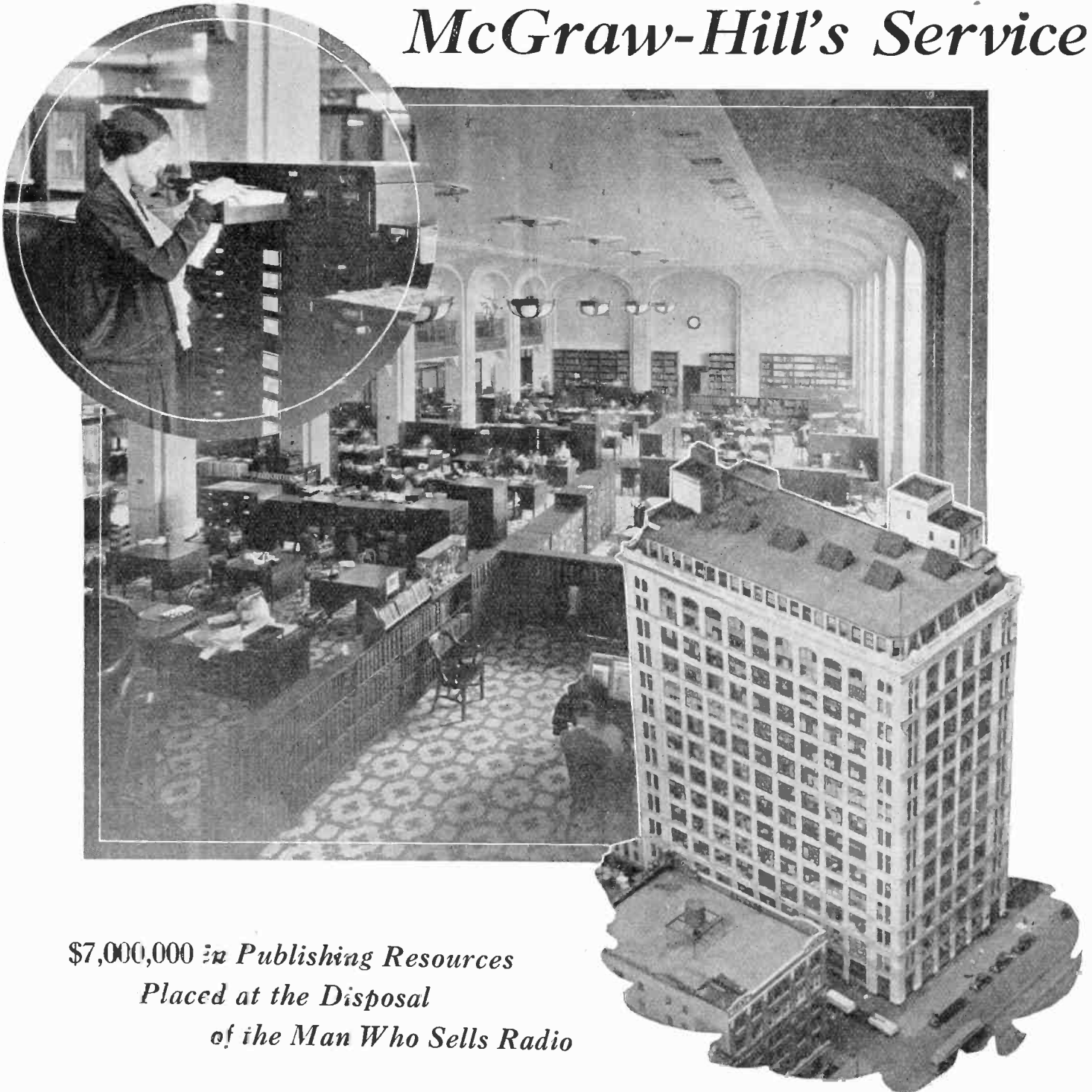
One of the important departments of the business is the radio section. To emphasize the service end of this department, J. S. Miller, manager of the company, has outfitted a small delivery automobile as a service car. This machine is of the standard closed commercial type, but has been especially decorated to convey the idea that service on radio sets is efficiently rendered.

Advertisements Are Painted in Bright Colors

Radio advertisements are painted on the side and rear in bright colors, together with the legend "Taft Electric Company, Radio Service Car No. 2," or, of course, "No. 1," as the case may be. An aerial is stretched across the top. The car always attracts a great deal of attention wherever seen on the streets. When calling at the home of a customer, it not only puts across the service rendered by the company, but also the fact that radio equipment bought of this company is in use in the home in question.

Photographs of this car are printed on postcards and make excellent direct-by-mail advertising material, accompanied by a brief statement on the policy of the company of keeping in order all electrical and radio equipment sold.

McGraw-Hill's Service



\$7,000,000 in Publishing Resources Placed at the Disposal of the Man Who Sells Radio

Above—One of the editorial floors of the McGraw-Hill Company, Inc., New York City, showing the offices of *Radio Retailing* and other McGraw-Hill electrical publications—including the *Electrical World*, which for fifty years has both aided and recorded the technical development of electricity, wireless telegraphy and radio—an electrical publishing experience running back to 1874.

Other electrical members of the McGraw-Hill family of publications include the *Electric Railway Journal* (established 1884); *Journal of Electricity*, San Francisco, (established 1887) and *Electrical Merchandising*. The last named, from 1916 to date, traces the

development of merchandising methods both in the electrical trade and in radio.

Insert—Probably the most extensive and complete files of radio products and devices in the world, a feature of the McGraw-Hill service. Extending back eight years, photographs and full information concerning every item of radio merchandise placed on the market have been carefully classified and indexed.

Formerly kept for *Electrical Merchandising* and *Electrical Retailing*, this tremendously important reference system now becomes the property of *Radio Retailing*, to be utilized in the service of the radio dealer. *Above*—The thirteen-story home of McGraw-Hill, New York City.

to the Radio Dealers of America

I—Books on Radio

The first step in the McGraw-Hill service to radio retailers. Technical and practical books, both in radio and in retailing, have been published by McGraw-Hill for many years. Books such as "Practical Radio," "How to Retail Radio," "The Retail Handbook," "The Advertising Handbook," "Accounting Theory and Practice," "Retail Advertising and Selling," and "Retail Selling Methods" are McGraw-Hill volumes that are indispensable additions to many dealers' libraries.

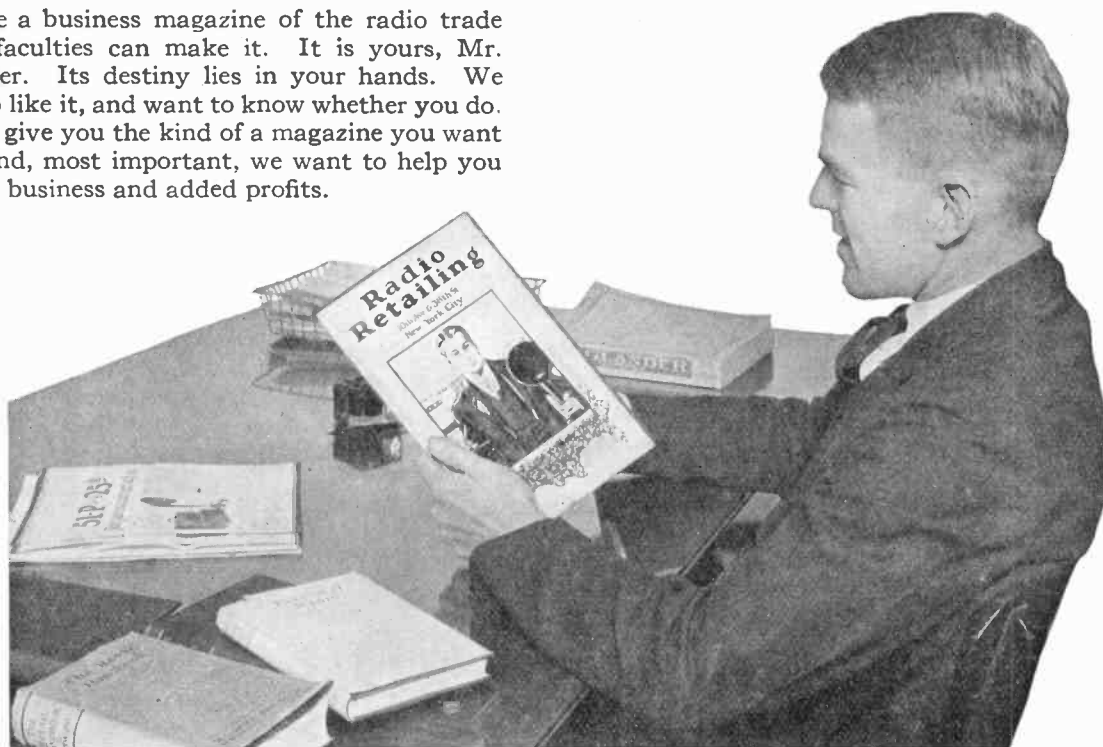


II—The Radio Trade Directory

Then, in November, 1924, the first complete Radio Trade Directory ever issued was brought out by the McGraw-Hill Company. This Directory already has achieved an important step forward for the standardization of the radio industry, as well as being a comprehensive guide to the dealer in buying radio merchandise. In it are listed the names and addresses of all manufacturers of radio products.

III—And Now "Radio Retailing"—

As complete a business magazine of the radio trade as human faculties can make it. It is yours, Mr. Radio Dealer. Its destiny lies in your hands. We want you to like it, and want to know whether you do. We want to give you the kind of a magazine you want to read. And, most important, we want to help you to increased business and added profits.



Mr. Radio Dealer

Stop!! Read!!!!



Seventy-five Dollars Is Waiting for You!

EVERY month, RADIO RETAILING will give prizes totaling \$75 to the four progressive radio dealers who write us an explanatory letter telling of some unique, original idea or campaign each has put into practice in merchandising radio products.

It may be a sales campaign, it may be an effective window display or newspaper advertisement, it may be a new direct-by-mail sales solicitation, or a house-to-house campaign, or a combination of things. It can be an explanation of anything (preferably illustrated with photograph, clipping or sample) the retailer has done to stimulate interest in, and sales of, radio equipment.

RADIO RETAILING believes the only way to establish friendly, helpful relations between radio retailers is to bring them into direct contact with each other. And RADIO RETAILING and its "Sales Idea Contest" will, we hope, provide the medium to accomplish that result.

This contest was designed and inaugurated for one reason alone—and that reason is, "Service to our readers, the radio dealers of America." We want you to know what your fellow dealers are doing, we want to convey their ideas to you, we want you to benefit by the experiences of other successful dealers. Our staff of correspondents throughout the United States, and our traveling editors who are continually on the move in the dealer's interest, gather much of this material. **BUT IT WOULD BE HUMANLY IMPOSSIBLE TO GET IT ALL.** Therefore this contest.

Here Is "Radio Retailing's" Monthly "Best Sales Idea Contest"

in which \$75 a month will be given as prizes to the four radio dealers who send us the best sales ideas they have put across to boost their radio sales volume. Read how easily you can get a check for one of the prizes.

First Prize	\$40
Second Prize	\$20
Third Prize	\$10
Fourth Prize	\$5
Total.....	\$75

Every good letter, so far as is possible, will be published. The four letters or ideas each month which, in the opinion of the board of judges, are the best for that month, will share the \$75 as follows: 1st prize, \$40; 2nd, \$20; 3rd, \$10; 4th, \$5. The board of judges will consist of the editors of RADIO RETAILING and several of the leading merchants of the country, not only in radio, but in other lines as well.

The winning letters will be decided not on their literary merits but on the amount of real, solid, helpful material they contain that will be of aid to other men who sell radio.

So sit down now, write us your experiences while they're fresh in your mind, and let yourself in for a big slice of those seventy-five crisp new dollars that are just itching to get themselves into your hands.

Remember—

Any man who sells radio, or any of his employees, are eligible to enter.

Letters should not exceed 500 words in length.

In deciding the winners, the judges will take into consideration the amount of real merchandising information the letters contain and its value to other dealers. To get your letter up among the prize winners, we suggest you describe the degree of success attained, the dollars-and-cents results accomplished, the cost of the scheme, etc. Tell exactly what you did and how you did it, and how greatly it boosted your sales volume.

Photographs are desirable, but not essential.

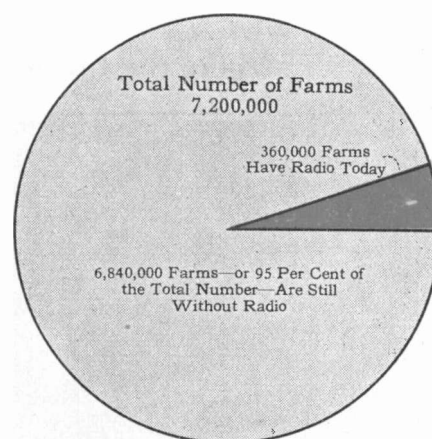
The contest will continue indefinitely until further notice. It begins with our March issue, out March 1st. Each month's contest closes the first of the preceding month. That is, March's contest closes February 1st.

Address letters to

**Contest Editor,
Radio Retailing,**

McGraw-Hill Co.,
36th St. and Tenth Ave.,
New York City, N. Y.

Selling Radio to the Farmer



Do You Know There Are Nearly 7,000,000 Farms in This Country, Most of Them Excellent Radio Prospects? How and What to Sell the Farmer Is Discussed by J. C. Gilbert, of the Bureau of Agricultural Economics at Washington

7,200,000 Farms in the U. S.

1923—145,000 Radio Sets on Farms
1924—360,000 Radio Sets on Farms

1925—How Many?

FROM a survey just completed by the Department of Agriculture at Washington it has been ascertained that there is a potential market among the farmers of the United States of approximately 6,840,000 prospective purchasers of radio sets!

Under the direction of J. C. Gilbert, marketing specialist of the Bureau of Agricultural Economics, 862 county agricultural agents made estimates as to the actual number of radio sets in operation among the farmers of their districts. In the latter part of 1924, the total number of farmer-owned sets in the territory covered by the survey amounted to 110,905, an average of 128 sets per county.

If this average can be taken as a basis for figuring, the total number of farmer-owned sets in the country today may be conservatively placed

at 364,800, as compared with 145,000 a year ago. And when it is taken into consideration that the number of farms in this country is estimated at somewhere near the 7,200,000 mark, it may easily be seen that only about five per cent of the nation's farmers have been sold radio sets.

"Surface Is Only Scratched"

In other words, the surface has hardly been scratched.

Ninety-five per cent of the farmers are still prospective buyers, and, in

round numbers, this group of radio prospects reaches the amazing total of 6,840,000! Truly a lucrative field for the retailer who makes an intensive, specialized effort to give this market the time and attention which it obviously deserves.

The next question that arises, is, naturally, how and what to sell the farmer. Here, Mr. Gilbert comes forward with some very valuable suggestions, gleaned from the results of his survey.

The first is "Education," the best mediums being advertisements in the newspapers and periodicals that reach the farmer, circular letters sent to the farmer direct by mail, and finally, the telephone for those dealers who are close to agricultural sections. Mr. Gilbert believes that the manufacturer should cooperate with the dealer in this, particularly in the

How to Sell the Farmer

To put radio sets in the farmer's home, J. C. Gilbert, government agricultural authority, says:

1. Explain to the farmer the possibilities of radio in helping him raise and market his crops.

2. Let him see how simple it is to operate a set and that his farm need not be electrically equipped.

3. Send him publicity and follow it up with telephone and personal calls.

4. Clear up the mystery con-

cerning radio that many farmers now entertain.

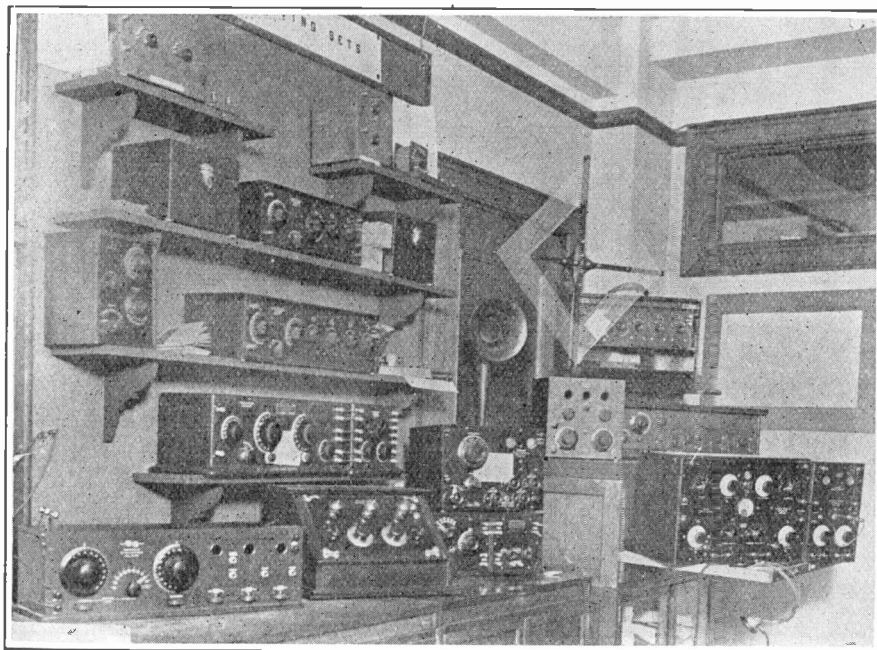
5. Tell him it will make enjoyable many a long, winter evening, as well as its practical use.

6. Tell him of the specialized farmers' programs and weather reports that stations are broadcasting.

7. Feature the economy of operation.

8. Put the set right to work in his front parlor and sell it to him on the installment plan.

Where the Government Tests Radio Sets



A corner of the radio room in the Department of Agriculture at Washington where various radio sets are tested and recommended or rejected for farmer use. This is only a small part of the Government's

service for those who reside in the rural districts. When the farmer's attention is brought to what is being done for him in the radio line, he should be a mighty easy prospect to sell.

newspaper advertisements. For the direct by mail solicitation and the telephone campaigns, the individual dealer should, of course, map out his own territorial market.

The farmer should be told of the usefulness of the radio in keeping him abreast of market conditions and in touch with the rest of the country, thus helping him to market his products. Gilbert is of the opinion that the farmer can be sold not so much on the entertainment idea, although for isolated sections that is a big factor, but the average farmer can be appealed to on the actual aid the radio set can be to him in the conduct of his farm and in helping him solve his every-day problems.

Show Farmer How Radio Will Help Him

He should be told of the fine agricultural programs that are being broadcast throughout the country, he should be given publicity on how to install and operate a set, even when he has not hitherto been a prospect. Put something into his hands that he can read, and his curiosity is aroused. He will take steps to learn more and the logical man for him to go to is the dealer who has been sending him the educational material.

Broadcasting stations today are sending out programs of special in-

terest to the farmer. If he doesn't already know about these programs he should be told of them, according to Mr. Gilbert's way of thinking. He is being told the market value of his crops and the most appropriate time for selling to the best advantage. He is being given the weather

reports, which, if rightly interpreted, will save him many thousands of dollars in ruined crops. Surely, this alone is a consideration worth many times the price of the set!

It should be pointed out that the farm does not necessarily have to be electrified in order to enjoy radio, but it must also be remembered that radio will bring electricity to the farmer's mind and cause him to consider electrifying his home.

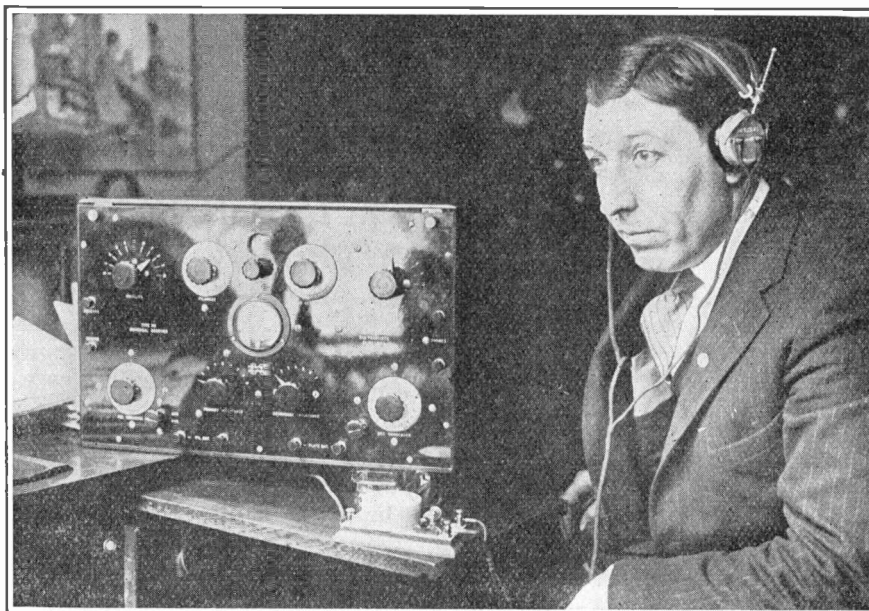
After this educational campaign has been sent out to the farmer, a farm-to-farm canvass is the next step, in those districts where such a procedure is possible. A set, simple to operate, could be used for demonstrations in the farmhouse. It is Mr. Gilbert's belief that once the farmer sees by actual usage in his own front parlor, the advantages of radio, he will be an easy prospect to sell.

Demonstrate at Meetings

Another way of demonstrating to the farmer is suggested by Mr. Gilbert, and that is, at meetings of county farm bureaus and other farmers' meetings. Of course, care must be taken that the set used will give satisfactory results when it is in demonstration.

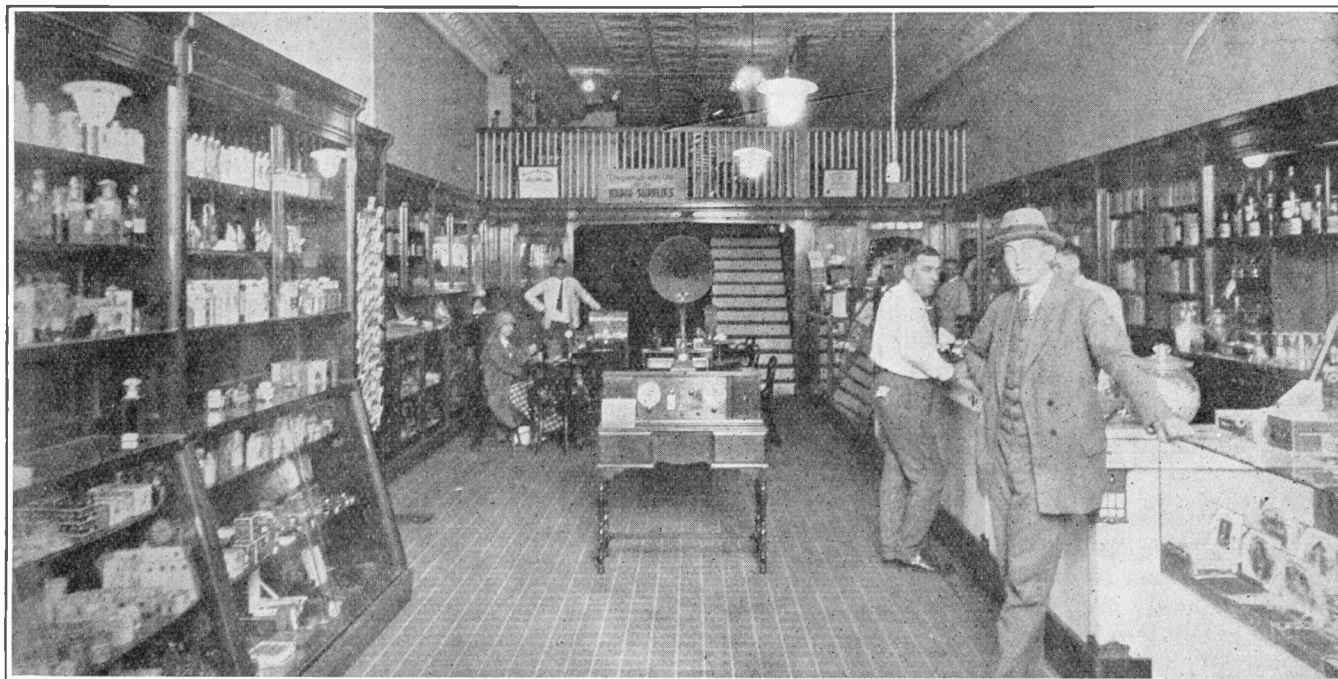
Mr. Gilbert also believes that selling on the installment plan will be a great help in getting the radio set into the farmer's home.

The Man Behind the Farm Market News



J. C. Gilbert, chief of the radio market news service of the Department of Agriculture, who is, perhaps, in the best position to know what the farmer wants in the way of radio sets, and how to sell the

farmer market. Some of Mr. Gilbert's suggestions are helpful not only to the dealer who is serving the farmer, but any man who sells radio will profit by absorbing some of Mr. Gilbert's philosophies.



“Open Evenings”

Full List Prices, Ample Stock, Sunday and Evening Service, Time Payments
Produce Radio Sales Volume and Profits for Lansing, Michigan, Drug Store

IS RADIO a line for the druggist? Emphatically yes, in the opinion of Jefferys and Derby, druggists, of Lansing, Michigan.

This enterprising firm devotes less than one-third of the store space to radio, and gives window space to radio sets and supplies about half the time, yet radio sales average higher than the total sales of all other merchandise. For instance, a recent month's radio sales were \$8,000. All other sales were \$5,000.

How do they do it? Not by turning the drug store into a radio shop as these figures might suggest but by using space that was otherwise of little value for a complete radio department.

This radio department is on a balcony at the rear of the store and is reached by a short flight of stairs. Here all the parts, batteries, tubes and sets are carried. Here, too, is the office of the store. This department has its own cash register so that radio sales are kept separate from other sales.

Separate clerks for radio prevent any overlapping and confusion. Both Mr. Jefferys and Mr. Derby are radio

experts and one or the other is usually in the radio department.

On the floor of the store a large radio set is displayed and the windows are used for radio in a fair proportion to the proper display of drug merchandise. Sometimes a full radio window is displayed but more frequently the window is dressed with both radio and other merchandise.

Stops Crowd on Busiest Street

The store is located on the main street in one of the busiest blocks in town. A loud speaker is mounted atop the three-story building and causes great interest among the passers who, naturally, stop directly

in front of the Jefferys and Derby window.

Sunday is an excellent business day for this radio department, especially for tubes and batteries. Sales of these two items will often total \$100 on a Sunday.

This business is done at a substantial profit. No price cutting has ever been necessary. An adequate stock of standard radio supplies and sets available on Sundays and evenings is worth more to the public than a trifling saving in price—and the public responds with a steady and profitable patronage.

The turnover in radio sets is the bulk of the total business done by Jefferys and Derby. A very definite and interesting sales policy is responsible for this high average set business.

The greatest factor in selling a large number of sets at a high average price is, according to Mr. Jefferys, selling on the time payment plan.

“We have been in the radio business,” said Mr. Jefferys, “for over three years and it was not many months after we got into it that we

Jefferys and Derby believe in giving “nothing else but” service. They don't believe it's too much trouble to install three different sets in a customer's home before satisfaction is reached. That's why they make radio profitable in a drug store.

began to sell sets on deferred payments. We have sold on payments for more than two years and believe it has been, more than anything else, the cause of our volume of set business.

"It has not been necessary to extend a long time for these payments. We never sell for longer than six months and often for three or four months. We get a down payment from a fourth to a half and it has frequently been the case that the set was paid up in less time than was specified.

Twelve Leading Makes of Radio Sets Carried

"Another factor of importance in selling sets has been that we give the customer a choice of most of the leading makes. We have about twelve different makes of sets for the customer to choose from and while we usually recommend a set which will best meet the customer's needs they are free to try any one of these sets until they are perfectly suited.

"Also we never sell a set on a price basis. We want to sell a set that will live up to all demands on it for only then is the user completely satisfied.

"We ask a prospective radio set buyer if he will want the set to operate a horn. Almost always they do and we then tell them that they should buy at least a four-tube set. We put it to them that it will cost

Waste space is neglected profits. Jefferys and Derby are using space often wasted for their radio department. An 18-foot ceiling permits a balcony over the stock room and prescription laboratory. From this balcony radio department, sales in a typical month were \$8,000. At full prices, too, and full profits.

them about as much as a good phonograph, from \$125 up to as much as they want to pay.

"A few questions will bring out what they have in mind and if a friend has recommended a certain set or if they have been impressed by the advertising of a set we try to find this out, as it often makes the sale easy.

Pleasing the Changeable Feminine Buyer

"A case to illustrate this is one of a lady who came in to buy a set for her thirteen-year-old son. We recommended a certain set which we believed would give the youngster the most satisfaction. She hesitated to buy as she knew nothing at all about radio.

"We offered, as we always do, to put in the set we recommended and if she was not wholly satisfied to ex-

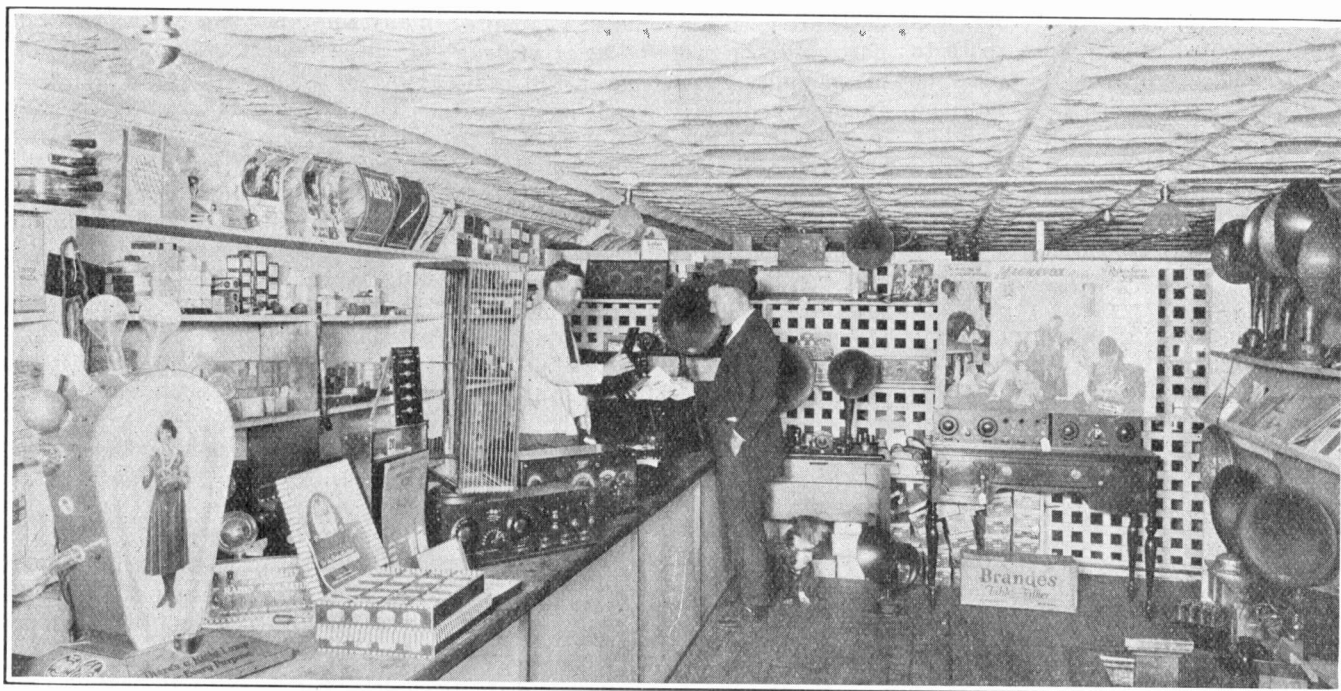
change it for whatever other make she wanted.

"This lady made a deposit and we installed the set. The youngster liked it and she liked it but some of her neighbors urged her to buy another make. She called me up and I put in the set the neighbors recommended. She tried that one and then still other friends came into the picture. They told her that a leading manufacturer was bringing out a wonderful new set and she had better wait and buy that.

Selling Radio Satisfaction

"Again she called me up. I told her that we would have one of the new sets as soon as they were delivered and that she could have it if she wanted it. The set came in shortly after and she came down to look at it. This set was a little less simple in operation than the others and finally, three weeks after we had installed the set we had recommended, she decided she wanted this original recommendation of ours and paid us for it. So we installed it a second time.

"Now this sounds like a lot of trouble over one customer but if we had not been able to meet all the urgings of her friends, we would very probably have lost the sale. As it was she was and is perfectly satisfied with our original recommendation because she had the chance to compare it with several others."



Although radio sales are more than 50 per cent of the total business in the drug store of Jefferys and Derby, at Lansing, Mich., the space devoted to radio is small. One

set on the floor as a reminder and a complete radio department up the flight of stairs on a balcony at the rear, comprises the layout. At the top of the stairs a

large stock of parts may be found, as well as about twelve leading makes of sets. Notice the incandescent lamp display at the left.

Radio Retailing

January, 1925

Sales That Are Waiting—for the Man Who Goes After Them

DEALERS handling specialty lines selling for \$50 to \$150—like electric washers and vacuum cleaners—long ago learned that only a small proportion of the buying public will come into the store and purchase.

Therein is a lesson for the radio dealer—a lesson to be applied as rapidly as present store-trade slackens. Send out salesmen to sell radio sets *in the homes*.

And start them *now*, while radio's praises are still ringing in the ears of hundreds of prospective buyers. In every community there are scores of families who "intended to buy" a radio this year, but so far haven't. These are easy sales, waiting to be made; waiting for the man who comes after them.

First Principles in Store Management

THE appearance of a radio shop is the best index to its owner's success as a retailer. A clean, neatly arranged store, with sets and stock spic and span, with aisles swept clear of waste material, with counters newly dusted, and windows freshly dressed, is bound to attract and hold more patronage than the store of the indifferent merchant whose shelves are dusty, whose floor is dirty, whose windows are streaked and displays old and faded. It is the natural reaction to the public's demand for cleanliness.

An editorial caller went into one radio store last month and wrote his name in the dust on one of the sets on display. "How's business?" he asked the dealer. "Terrible," was the response. The reason was obvious.

The wise dealer will buy himself a feather duster, a new broom, and some furniture polish for his sets and cabinets, and get to work.

Make It Easy for the Public to Connect Up Batteries

IF RADIO is to fulfill its manifest destiny, radio sets will in the future be used mostly by ordinary people. This means that so far as most sets are concerned, plain laymen and not radio technicians are going to have to replace batteries and make the necessary connections.

Yet in arranging radio battery connections, this fact seems to have been wholly overlooked by the radio industry generally. For radio-battery connections in this enlightened year of 1925 are about where electric-lighting facilities were, back in 1875 when incandescent lamps had to be hooked up by means of binding posts or soldered pigtails.

In the case of electric lighting it was not long before invention and mechanical common-sense dictated that

lamps should "screw in," and so fussy terminals were forgotten. Early in radio-tube history, fool-proof bayonet-sockets were provided. Aural devices, like headsets and loudspeakers, have long been attachable by standard plugs. Yet we are still asking the public to connect up complicated batteries by methods that hark back to the laboratory experiments of Faraday.

Isn't it time that set makers and battery men devised something so that batteries will screw in or "shove in" or in some way make proper connections, as simply as screwing a lamp into a socket? Why not?

Service—The Neighborhood Dealer's Opportunity

THE BIG downtown store, music store, department store, or other large merchandiser, has certain obvious advantages over the neighborhood radio dealer when it comes to the display and sale of high-priced radio sets. But this does not stand in the way of a continuously profitable business for the neighborhood dealer, who has a great opportunity in the development of the service end of the radio business.

Service to the radio user is defining itself more and more as one of the most dependable profit-makers for the radio dealer. And this service business, installation, the sale of accessories, inspection, repairs, is going to the local radio dealer who is ready to take care of it.

Much if not most service business is evening business. Many dealers who remain open evenings estimate that half their business comes after five o'clock. It is during the evening hours when the radio set is used that the user discovers his need of new batteries, tubes, etc. The big downtown stores are closed. He must patronize his neighborhood dealer, and if the service is quick and courteous he becomes a regular customer.



For a
Prosperous
1925!

RADIO RETAILING wishes you the happiest New Year you ever had! Making its debut with the advent of 1925, *Radio Retailing* expresses the sincere hope that the new year will bring increased prosperity and larger success to radio dealers from coast to coast.

A better understanding of each other on the part of the men who sell radio, a desire to help the industry instead of hinder the other fellow, without losing sight of fair and healthy competition, a policy of honesty and truth in merchandising radio products, are factors which will make 1925 a banner radio year. *Radio Retailing* extends the hand of fellowship to you and to your neighbor in an effort to help the radio merchant assume his rightful high place in his community, and to aid the business of selling radio reach the important, respected position it merits among the nation's industries.

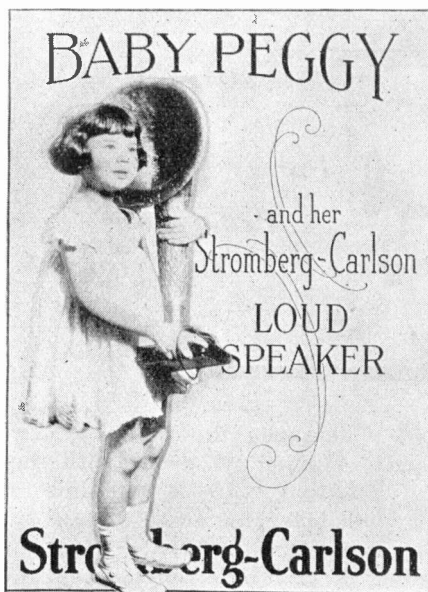
How Manufacturers Promote Dealer Sales

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

UNDISPLAYED or unadvertised goods do not sell. The story about the world making a beaten track through the wilderness to the door of the expert mousetrap-maker sounds well, but the folks who are going to do the tracking must first be informed that there is a good mousetrap made and that it can be obtained. So it is with any article of merchandise. That's why manufacturers spare no expense in preparing display and sales help material and in their advertising campaigns. Don't let this money and material go to waste. Make use of it and you will find it is often a means to added profits.

Among some of the dealer help material recently brought out by radio manufacturers is that announced by Herbert H. Frost, Inc., Chicago, consisting of a cut-out of the word "Musette," in gold finish,

Baby Peggy Listens In



As part of its dealer help service, the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., has prepared the window or counter card illustrated, with easel back, showing Baby Peggy, the internationally famous child star of the screen. In addition to this display another artistic easel-back card is being distributed. This card shows a section of a well-appointed room with a Stromberg-Carlson receiver in the background and a man and woman happily and contentedly listening in on the daily program. Both cards are actual photographs, the former finished in natural colors and the latter in black and white.

for use in displaying the company's loudspeaker; easel cards in black, blue and a vivid red; window stickers in black and gold and the usual catalogs and folders.

The Electric Service Supplies Company, Philadelphia, is distributing an easel card on its "Keystone" lightning arresters, copies of radio publication ads and other publicity material. The company is now preparing a new window display which will have the arrester unit mounted on a metal background. This display, the company announces, will soon be ready for distribution.

About "B" Battery Eliminators

A recent issue of "Trade Talks," distributed by the Timmons Radio Products Corporation, Philadelphia, takes up the subject of the "B" battery eliminator operating from the ordinary electric light socket. To help its dealers answer some of the questions asked about its "B-Liminator," a list of the most frequently recurring ones has been prepared, accompanied by the answers to these questions, as, for instance: "What voltage can be obtained from the 'B-Liminator' for the detector tube?" (A) "From 16 to 45 volts." This company has also prepared two new folders, one called "On Any Radio Set" and the other, "Eliminating the 'B' Radio Battery." Window and counter signs featuring both these products will be soon ready for distribution, as well as a series of giant ads for window display, the company announces.

Cross-Word Puzzle Contest

Besides the satisfaction derived from filling every little white space of a cross-word diagram with the proper letter, most acceptable prizes are being offered by the Dayton Fan & Motor Company, Dayton, Ohio, to contestants who successfully solve its cross-word puzzle. This contest, which is open to the public, was originally scheduled to close on January 31, 1925, but has now been extended to February 15, 1925, so that

all persons wishing to enter the contest may do so.

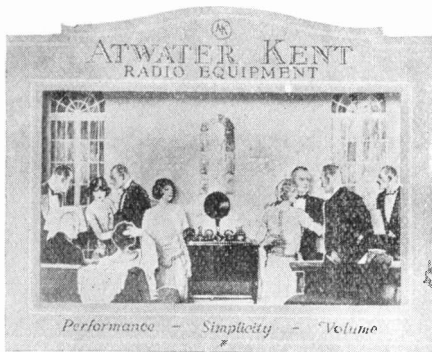
Full information regarding the "Day-Fan" contest may be obtained from the company's jobbers, to whom copies of the puzzle and rules of the contest are being forwarded. The company is also circularizing about 18,000 dealers, sending them copies of the puzzle and telling them to ask their jobbers about the contest. By way of co-operation in informing the public of the plan, the Dayton Company is playing up the contest in all its advertising matter and is distributing a red ink window streamer and a display card for counter or table where puzzles are placed, inviting people to take a copy of the puzzle home with them. The prizes consist of one "Daytonia" receiver, a "Dayradia," two "Dayolas," two "O. E. M. No. 7" sets and two "O. E. M. No. 11" sets for the win-

Get Radio Workers to Use Radio Tools



The average screw-driver and soldering iron were never made for delicate radio work. That's why the handy new radio tools were developed and that's why, too, they are so popular with the radio fan. But they must be displayed to be sold. Stevens & Company, 375 Broadway, New York City, manufacturer of "Speed-Up" tools and "Spintite" wrenches, has prepared a framed display board in three colors showing its entire line of radio tools. It is distributed free of charge to the dealer.

Picturing Radio Pleasures



Everyone, with the exception, of course, of a few confirmed pessimists, likes to be happy and anything that brings joy and a sense of well-being is given favorable consideration. And so it is with radio. A scene, like the one above, radiates personal enjoyment and makes partly-sold prospects succumb to the lure of radio in the home. This cutout is distributed by the Atwater-Kent Manufacturing Company, Philadelphia, and is large enough for window display, yet not too large to be used as a counter display if desired. It measures 24½ in. in width and 18½ in. in height and is lithographed in six colors on extra heavy cardboard.

ners and a cross-word puzzle book to all others.

"Simplicity in Radio," a little blue-covered booklet written by Powel Crosley, Jr., and issued by the Crosley Publishing Company, Cincinnati, Ohio, is now appearing in its sixteenth edition. It is known as "The Blue Book of Radio" and the new edition has been completely revised, both in text and illustrations.

The Dubilier Condenser and Radio Corporation, 43 West Fourth Street, New York City, has available some recent folders on its resistance unit and "Super-Ducon" current supply device.

"Don't improvise—Pacentize" is the slogan carried on the cover of the little booklet on radio essentials recently issued by the Pacent Electric Company, 91 Seventh Avenue, New York City. This miniature catalog illustrates and describes fully the line of radio parts and accessories made by that company.

The Peerless Light Company, Chicago, has issued its first radio catalog. The booklet is uniquely attractive in appearance, having an orange and black cover in crossword-puzzle effect, each square mentioning a radio part or accessory. It contains twenty-two pages, profusely illustrated. "It is our intention," says the company, "to issue this catalog monthly, for a time at least; that is to say, during the regular radio season."

The Radio Corporation of America, Woolworth Building, New York City, is distributing a number of selling helps to co-operate with its dealers in equipping the non-radio homes of the country with receiving sets. Four-fifths of the homes of the country, the company estimates, are yet to be sold and 1,800,000 young people are coming of income-producing age each year. Included in this material are window and counter displays, weekly news posters, motion

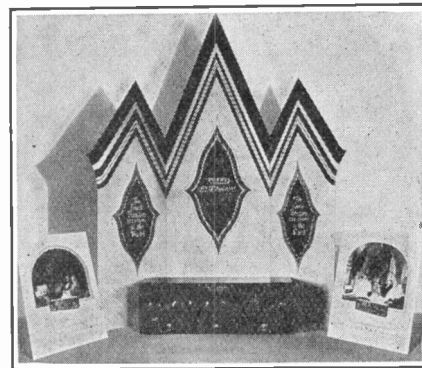
picture slides, folders and circulars. One of the latest sales helps announced is an attractive booklet describing the complete line of Radiolas. It is a small edition of the 24-page catalog and includes several new popular features on radio.

The Globe Phone Manufacturing Company, Reading, Mass., has announced a five-year guarantee on its head-sets. "Scientific experimentation has proved," says the company, "that the best phone magnet material is drop-forged steel of special quality. As the magnet is the very heart of the head-telephone it will easily be seen how important it is and how five-year service can be guaranteed if sufficient care is taken in selecting magnet material and in the magnetizing processes."

The Ware Radio Corporation, 529 West Forty-second Street, New York City, has prepared a sales manual in question-and-answer form. This booklet covers information on the various types of sets manufactured by the Ware Corporation, telling its story something like this: "What is the Ware Type T receiver?" (A) "A three-tube dry cell reflexed Neutrodyne receiver." "How long will the 'A' battery of the Type T last?" (A) "An 'A' battery of good make should last three months, when used on an average of two hours a day."

The Kellogg Switchboard & Supply Company, Chicago, recently published a special edition of "Radio Facts" for jobbers and dealers. It contained descriptions of the company's "Trans-B-Former" or "B" battery supply device, its new variable condenser and radio frequency transformer as well as the dealer help material prepared by

Purple and Gold



One glance at this display, from the Freed-Eisemann Radio Corporation, Manhattan Bridge Plaza, Brooklyn, N. Y., brings to mind a vision of royalty, emphasized of course, by the full, deep and beautiful colors of purple and gold. The large screen in the background is 5 ft. high and 4 ft. long. It is painted in gold while the decorations are in purple and black. The cards at either side are also distributed by the company. Used as illustrated, with an actual radio set in the foreground, the group makes an effective window display.

the company for distribution to its jobbers and dealers.

The Electric Storage Battery Company, Philadelphia, Pa., has prepared an easel-back card, in blue and orange, which gives the battery requirements for every type of radio tube.

The Dictagraph Products Corporation, 220 West Forty-second Street, New York City, is distributing a seven-piece window display in color. For the effective arrangement of a window using this display cash prizes are offered by the company. The contest closes March 31, 1925.

What One Manufacturer Is Distributing



The various window and counter cards, cutouts and folders illustrated are part of the dealer help service prepared by C. Brandes, Inc., 237 Lafayette Street, New York City, for distribution to its dealers. The display marked "1" is a six-piece window trim in ten colors; No. 2 is a portfolio containing information for the jobbers' salesmen on the company's sales campaign; Nos. 3 and 5, are two of a series of four folders

going to dealers for hanging in store or window; No. 4 is a booklet designed to aid the dealer in merchandising the Brandes loudspeaker and headset; No. 6 is a folder of available newspaper cuts; No. 7 is a 16-page book sent to dealers, also containing information about the company's campaign; Nos. 8 and 9 are, respectively, indoor and outdoor signs; and No. 10 is a four-color consumer booklet.



What's New in Radio and

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



Console-Enclosed Receiver

Radio Retailing, January, 1925

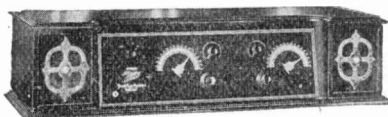
An "XL-5 Polydyne" receiver, made by the A-C Electrical Manufacturing Company, Dayton, Ohio, is housed in an attractive mahogany console with inlaid front. A wide drawer at the bottom and a convenient battery compartment at the rear provide space for phones, log book, small tools and batteries. Built-in loudspeaker. The receiver itself is a five-tube set. Intended retail price of console model, \$250.



Receiver with Duplex Control

Radio Retailing, January, 1925

The selectivity of the new No. 141 five-tube receiver brought out by the Federal Telephone & Telegraph Company, Buffalo, N. Y., is obtained, the company explains, through a tuning system of the two circuit type with limited variable coupling. Tuning is accomplished through the use of two specially designed Federal variable air condensers each equipped with vernier controls incorporated within the dials. Enclosed in a mahogany cabinet. Intended retail price, less accessories, \$150.



Six-Tube Radio Set

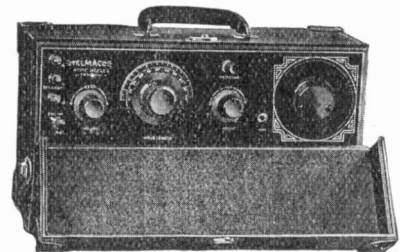
Radio Retailing, January, 1925

The Zenith Radio Corporation, 332 South Michigan Avenue, Chicago, Ill., describes its new "Super-Zenith" Model VII as a newly-patented circuit of the usual type in which the amplification in each stage of radio frequency is held at a maximum just below the point of oscillation regardless of wave length adjustment staff. Without accessories, this new model is listed at \$230. Other models with the new "Super-Zenith" circuit range in price from \$250 (Model VIII) to \$550 (Model X).

Four-Tube Receiver

Radio Retailing, January, 1925

A modified reflex circuit is contained in the new Type P-I receiver brought out by the Telephone Maintenance Company, 20 South Wells Street, Chicago, Ill. Three stages of radio frequency amplification, three stages of audio frequency and crystal detector, the company explains, are provided from the four tubes. Complete loop aerial equipment and loudspeaker are built into and permanently connected inside the receiver. Either mahogany and walnut or black carrying case may be had. Intended retail price, without accessories, \$125; with tubes and batteries, ready for operation, \$147.50. In kit form, including drilled and engraved panel, all necessary parts and complete instructions, about \$85.



Portable Radio Set

Radio Retailing, January, 1925

That its new portable receiver is a 6-tube set complete with self-contained aerial and loudspeaker and with a compartment for the necessary dry batteries is pointed out by the Gled Radio Company, 1212 Arch Street, Philadelphia, Pa. The cabinet or container of the set is built to resemble in size and appearance an overnight bag, easy to carry. No outside accessories of any kind are needed for its successful operation, the manufacturer explains. Intended retail price, without tubes or batteries, \$150.



Portable Radio Set

Radio Retailing, January, 1925

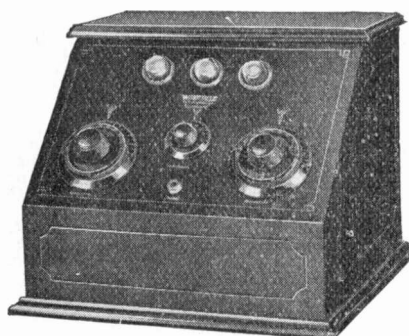
The "Super-Portable" radio outfit brought out by the Zenith Radio Corporation, 332 South Michigan Avenue, Chicago, Ill., is a six-tube set, entirely self-contained, with tubes, "A" batteries, "B" batteries, loud-speaker and loop antenna. It does not need to be opened to operate, the manufacturer points out. It is packed into a small traveling case, smaller in size than the average suitcase. Intended retail price, complete, \$230.



Three-Tube Set

Radio Retailing, January, 1925

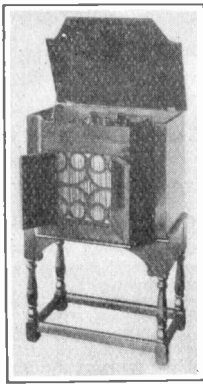
A three-tube reflexed Neutrodyne receiver has recently been added to the "Work-Rite" line, manufactured by the Work-Rite Manufacturing Company, Cleveland, Ohio. It is known as the "Chum" and is self-contained, space being provided in the cabinet for both "A" and "B" dry batteries. Enclosed in dark mahogany cabinet with gold-plated fittings. Intended retail price, without accessories, \$75.



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



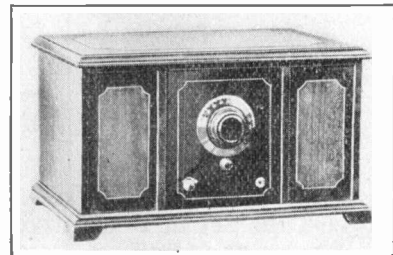
It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Five-Tube Set

Radio Retailing, January, 1925

The "Teletone" tuned radio frequency circuit, five tubes, the built-in loudspeaker and the tuned modulator are outstanding features of the new radio receiver recently announced by the Teletone Radio Company of America, 449 West Forty-second Street, New York City. Outside or indoor aerial, as desired, may be employed. The walnut-finished, Elizabethan model cabinet, containing battery compartment, measures 40 in. in height, 27 in. in width and 18 in. in depth. Intended retail price, without accessories, \$225.



Radio Set with Single Control

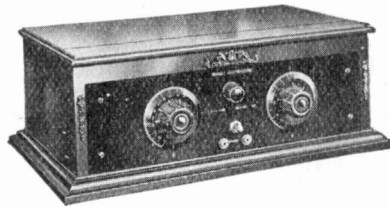
Radio Retailing, January, 1925

By the use of gears the condensers of the new "Somerset" receiver brought out by the National Airphone Corporation, 1622 Hudson Street, New York City, are connected and operated by a single tuning dial. There is also a small separate vernier condenser for fine adjustment. On the panel of the single-control "Somerset" receiver there are only the one tuning dial, with a tiny vernier knob below it, a filament switch knob and the phone jack. All exposed metal, the manufacturer explains, is gold plated and the engraving on the panel is also done in gold. The model illustrated is known as the "Sheburne" Type 4-B. Intended retail price, without accessories, \$85.

Five-Tube Neutrodyne Receiver

Radio Retailing, January, 1925

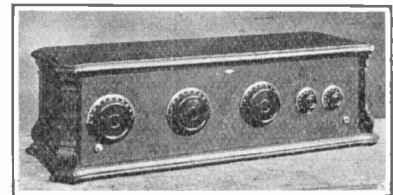
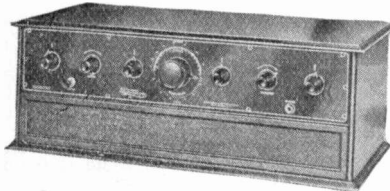
While five tubes are employed in the new "Amrad" receiver brought out by the American Radio & Research Corporation, Medford Hillside, Mass., only one of them is used as a radio frequency amplifier, with the Neutrodyne principle of magnetic and capacity coupling neutralization, the company explains. The remaining four tubes are employed as detector and three stages of audio amplification respectively. As the illustration shows, only two tuning dials are employed. Intended retail price, \$85.



Six-Tube Receiver

Radio Retailing, January, 1925

That it tunes three stages of amplification before the detector, without distortion, is claimed for the new "Thermodyne" six-tube receiver brought out by the Thermodyne Radio Corporation, Plattsburgh, N. Y. It has single control and is built into a mahogany cabinet in Adam brown finish, providing ample room for all batteries for dry cell operation. Intended retail price, without accessories, \$140.



Five-Tube Receiver

Radio Retailing, January, 1925

The "R-100" receiver brought out by the Splitdorf Electrical Company, Newark, N. J., is a five-tube outfit of the tuned radio frequency type. It is enclosed in a mahogany cabinet of Renaissance design. Its intended retail price, without tubes or batteries, is \$150.

Glass Radio Cabinets

Radio Retailing, January, 1925

Made from 1/4-in. plate glass, the radio cabinets brought out by the Steffen Glass Cabinet Company, 6028 Ingleside Avenue, Chicago, may be obtained in four sizes to accommodate the different

sizes of radio sets. Special sizes may be obtained at a slightly higher price than is quoted on standard sizes. Intended retail price, for panel only, \$1.25 to \$3.50, according to size; complete cabinet, not drilled, \$8.50 to \$33.40, according to size and whether clean-cut edges or ground and polished edges are desired.



Spinet-Cabinet

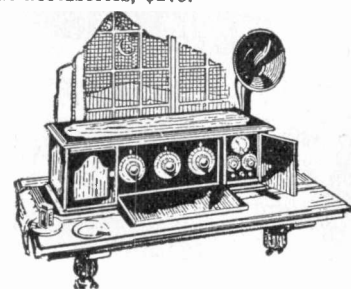
Radio Retailing, January, 1925

Since the radio receiver is now an article of furniture and part of the decorative scheme of the room in which it is placed, more and more attention is being focused on its appearance. The cabinet illustrated is known as the "Radio-Spinet" Model 610 and is manufactured by the Bay View Furniture Company, Holland, Mich. It was originally designed for use with Atwater-Kent receivers and is sold to jobbers and dealers of Atwater-Kent sets, who, in turn, mount the receivers and sell them in these decorative cabinets. The Bay View Furniture Company announces that it is making a line of cabinets retailing from \$25 to \$100.

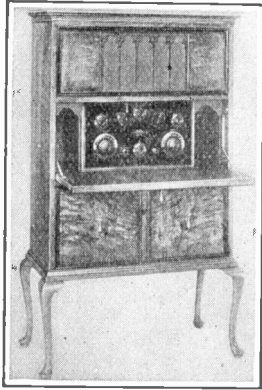
Neutrodyne Receiver

Radio Retailing, January, 1925

Gilfillan Bros., Inc., 225 West Fifty-seventh Street, New York City, has designed a five-tube neutrodyne receiver the essential parts of which are segregated in three panels in the cabinet. Some features are the two-scale voltmeter with automatic switch and the conveniently-located finding-chart. The loudspeaker jack, the ground antennas and the "A" battery posts are at the rear. Enclosed in walnut cabinet. Intended retail price, without accessories, \$175.



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



Five-Tube Set in Decorative Cabinet

Radio Retailing, January, 1925

The Musical Products Distributing Company, 22 West Nineteenth Street, New York City, is marketing a five-tube set known as the Federal-Danersk receiver. As its name implies, it is a product of the combined developments of the Federal Telephone Manufacturing Company and the Erskine-Danforth Corporation, manufacturer of "Danersk" furniture. The cabinet is made of walnut with ebony panelling and shows the Queen Anne influence. It is equipped with a panel illuminator which throws a steady light on the control dials, compartments for supplies and accessories, battery compartments, log card and built-in loudspeaker. Intended retail price, excepting tubes and batteries, \$325.

Four-Tube Neutrodyne Receiver

Radio Retailing, January, 1925

Two stages of radio frequency, detector and one stage of audio frequency are used in the new neutrodyne receiver brought out by the Howard Manufacturing Company, 4250 Northwestern Avenue, Chicago. Each tube is controlled by a separate rheostat to insure perfect filament control, the manufacturer explains. It is encased in a black walnut cabinet. Intended retail price, \$135.

Three-Tube Radio Kit

Radio Retailing, January, 1925

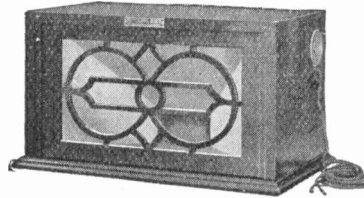
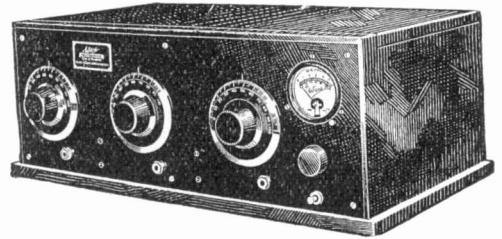
All the parts necessary to construct a three-tube receiver are contained in the "Superb" kit brought out by the Magnus Electric Company, 787 East One Hundred Thirty-eighth Street, New York City. Intended retail price, \$32.



Four-Tube Neutrodyne Receiver

Radio Retailing, January, 1925

The Type X neutrodyne receiver brought out by the Ware Radio Corporation, 529 West Forty-second Street, New York City, is a plain model, four-tube reflex outfit, the "A" battery of which is composed of three dry cells. By reflexing one of the tubes on a new Ware principle, it has two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification. There are three tuning dials and three jacks, a double-scaled voltmeter, a filament rheostat controlling all tubes, and a push-pull switch. Intended retail price, without accessories, \$150.



Cabinet-Type Loudspeaker

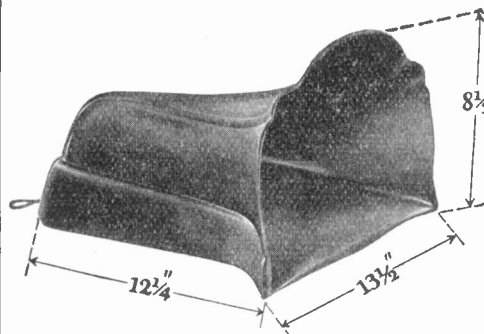
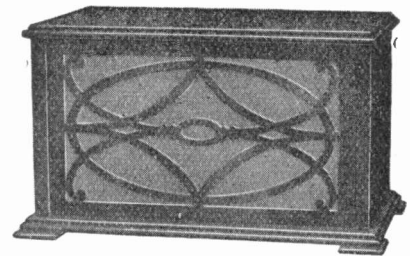
Radio Retailing, January, 1925

"Mocking Bird" is the name of a new loudspeaker brought out by Morrison Laboratories, Inc., 339 Jefferson Avenue, East, Detroit, Mich. The sound chamber is made of spruce. The cabinet itself may be obtained in either mahogany or walnut finish. The small nickeled dial, which adjusts the tone quality of the unit, is located on the upper right side of the cabinet. Intended retail price, \$30.

Cabinet-Type Loudspeaker

Radio Retailing, January, 1925

In addition to the four new models of horn-type "Audiophone" loudspeakers recently announced by the Bristol Company, Waterbury, Conn., a new cabinet-enclosed loudspeaker is also being brought out. The intended retail price of model "C," the cabinet speaker, is \$30. The other models are listed at \$25, \$20, \$15 and \$12.50, respectively.



Reproducer

Radio Retailing, January, 1925

The "Auditorium" reproducer brought out by I. A. Bennett & Company, 112 West Adams Street, Chicago, is made of porcelain. As it is a reproducer and not an amplifying instrument, no batteries or other attachments are needed. A Nathaniel Baldwin, Type H unit, is embodied in the base. The reproducer itself measures 8 in. high and weighs 7 1/2 lb. Intended retail price, \$25.

Cabinet-Type Loudspeaker

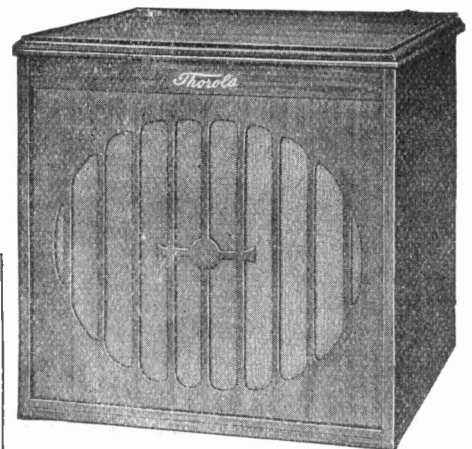
Radio Retailing, January, 1925

The size of the new No. 9 "Thorola" loudspeaker designed by the Reichmann Company, 1725 West Seventy-fourth Street, Chicago, is 14 in. x 14 in. x 13 in. It is contained in a walnut cabinet. No external battery is needed as the "Thorola" is plugged in the same as headphones. Intended retail price, \$40.

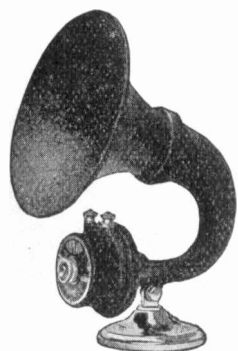
Loudspeaker

Radio Retailing, January, 1925

The Utah Radio Products Company, 1427 South Michigan Avenue, Chicago, has brought out a loudspeaker that is being sold with a "money back" guarantee. This loudspeaker, the design of which may be seen from the accompanying illustration, is listed at \$25.



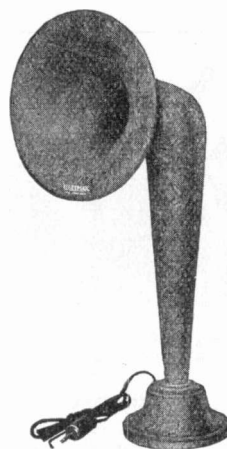
News of Latest Products Gathered by the Editors



Small Size Loudspeaker

Radio Retailing, January, 1925

Particular attention is drawn by the manufacturer of the "Dragon-Fly" Model AR-102 loudspeaker illustrated, to the floating diaphragm which, it is explained, is an outstanding feature of all "Amplion" units, made by the Amplion Corporation of America, 280 Madison Avenue, New York City. It is 9 in. high and the metal horn is 5½ in. in diameter. The unit alone, the manufacturer declares, is particularly adaptable for use in console sets and cabinet loudspeakers. Intended retail price, \$13.50.



Wooden Loudspeaker

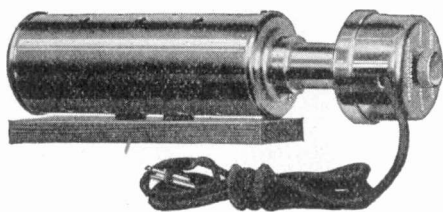
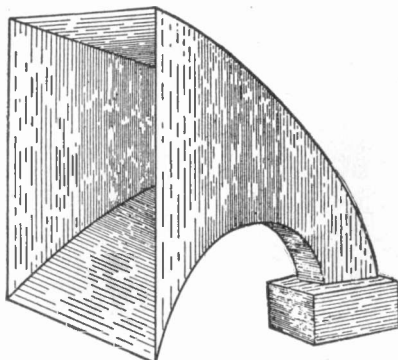
Radio Retailing, January, 1925

The new "Ultimax" loudspeaker brought out by the Ultimax Radio Sales Company, 5 South LaSalle Street, Chicago, is made of cut-and-pieced spruce wood, put together in such a way, it is explained, as to afford a maximum clarity of tone and to eliminate distortion. It is finished in blue and gold polychrome as well as in natural wood finishes. Intended retail price, \$25; in de luxe model, with inside of bell inlaid with walnut and with "Ultimax" sound board, \$30.

Knock-Down Radio Horn

Radio Retailing, January, 1925

Simulating black fibre in appearance, the "Fox" radio horn, sold by the Fox Company, 247 South Broadway, Los Angeles, Cal., is made of a tough black cardboard. It is sold knocked-down and 15 min. work and a pot of glue will put it together, the company points out. It is particularly adapted to use in a cabinet, as the bell of the horn is 7 in. square, permitting its use alongside of the panel in a standard 7-in. cabinet, if desired. Any unit, the manufacturer explains, will fit in the base. Intended retail price, 50c.



Loud Speaker and Amplifier

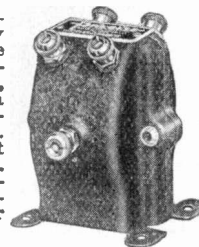
Radio Retailing, January, 1925

The new amplifying device brought out by Mersman & Company, Ottawa, Ohio, requires no horn and is shipped complete with cord ready to attach to the receiver. As can be seen from the accompanying illustration, it is artistic in design and is made to harmonize with any type of radio receiver. Intended retail price, \$20.

Power Amplifying Transformers

Radio Retailing, January, 1925

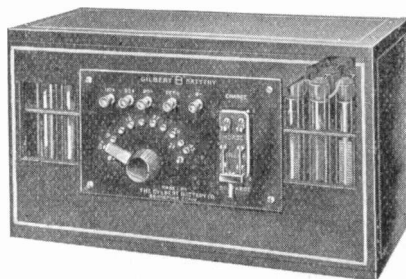
For use with push-pull audio frequency circuits the Precision Manufacturing Corporation, Rochester, N. Y., has designed a pair of power amplifying transformers. No. 800, the input transformer and No. 801, output transformer. The intended retail price per pair is \$11.



Storage "B" Battery

Radio Retailing, January, 1925

Nickel-iron elements placed in 78 extra-heavy flat-bottom glass jars, held in an upright position by specially-arranged fibre strips, are employed in the storage "B" battery designed by the Gilbert Battery Company, Bridgeport, Conn. Each cell is provided with a special rubber stopper to keep the cells clean and to make the battery more portable. By means of a rheostat arrangement, the detector voltages may be changed to 16, 18, 22, 40 and 45 volts without removing any wires. There are three binding posts provided, for amplifying currents of 80, 90 and 100 volts. A double-pole, double-throw switch is provided for charging and discharging. Enclosed in walnut cabinet with nickel-plated trim.



Loudspeaker

Radio Retailing, January, 1925

"Musette" is the name of the new loudspeaker announced by Herbert H. Frost, Inc., 154 West Lake Street, Chicago. The bell is made of molded bakelite while the base and throat are made from cast aluminum. The loudspeaker comes in a standard finish of black bakelite bell with black crackle-finish base and throat, complete with cord. The height overall is 22½ in. Its intended retail price is \$12.50; in silver finish and in maroon and gold finish, \$20.

Loudspeaker

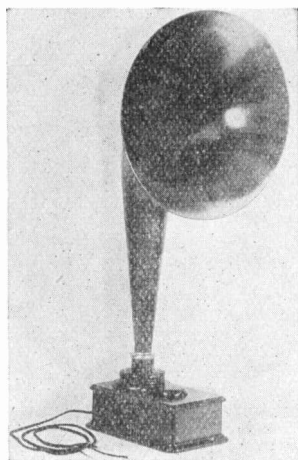
Radio Retailing, January, 1925

Prominent features of the new "Professional" loudspeaker made by Voluna Products, Inc., Hempstead, Long Island, N. Y., are its extra heavy "mahoganyized" horn with 14-in. bell; the die-cast, triple-bearing, gold-plated adjustable ferrule; the special-patented split magnet; the extra large mica diaphragm; and the non-vibrating baffle plate. Intended retail price, \$35.

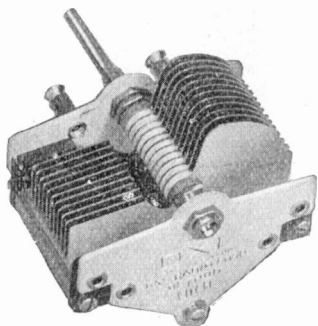
Indoor and Outdoor Radio Antenna

Radio Retailing, January, 1925

Made in ribbon shape, the "Silver-Tone" antenna brought out by the Colonial Brass Company, Middleboro, Mass., is made of a special rolled mixture containing a magnetic metal. It may be used as an inside as well as an outside antenna. Intended retail price, for 100 ft., \$3; indoor length, 30 ft., \$1.50.



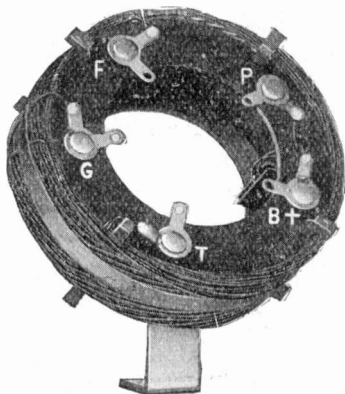
What's New in Radio and Where to Buy It—



Condenser

Radio Retailing, January, 1925

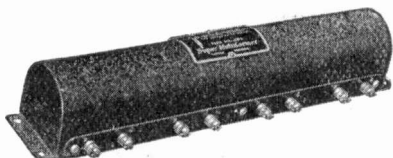
The D. X. L. Radio Corporation, 5769 Stanton Avenue, Detroit, Mich., has brought out a condenser which is made of brass and aluminum, with a minimum amount of hard rubber for insulation. Both stator and rotor plates are soldered. It is made in 11 plate, 17, 23 and 43 plate with corresponding capacities of .00025 mfd., .00035, .0005 and .001 mfd. Intended retail price, \$4 to \$5, according to capacity.



Radio Frequency Transformer

Radio Retailing, January, 1925

The new air core transformer brought out by the Kellogg Switchboard & Supply Company, Adams and Aberdeen Streets, Chicago, is of the aperiodic type, it is explained, and is suitable for all sets with which radio frequency is used. It is also suitable for one stage of radio frequency amplification ahead of regenerative sets to prevent reradiation, the manufacturer points out. The transformer is known as No. 602 and is listed at \$2.35.



Transformer for Super-heterodyne Circuit

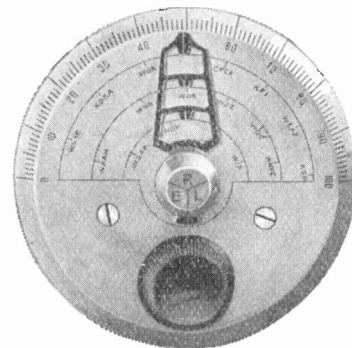
Radio Retailing, January, 1925

The new "Super-Multiformer" brought out by the Precise Manufacturing Corporation, Rochester, N. Y., is described by its manufacturer as "one instrument that does the work of four." All the transformers contained in the unit are shielded from each other to prevent any magnetic or electrostatic coupling between circuits. No input transformer is required as this is taken care of in the "Super-Multiformer." Intended retail price, \$20.

Vernier Tuning Control

Radio Retailing, January, 1925

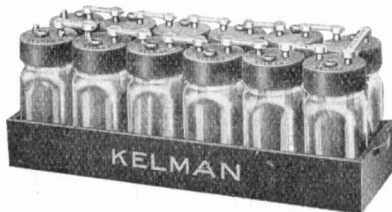
The "Ultra-Vernier" tuning control marketed by the Phenix Radio Corporation, 5 Beekman Street, New York City, is made to fit all standard condenser shafts, replacing, if desired, old dials. It has a silvered disk on which to record, with pencil, any favorite station so that the desired station may be again tuned in at will. All pencil-marks may be erased and the dial left like new. In addition, the "Ultra-Vernier" operates with a single dial control. Intended retail price, \$2.50.



Loudspeaker

Radio Retailing, January, 1925

The Spltdorf Electrical Company, Newark, N. J., is marketing a radio loudspeaker, known as Type A. Intended retail price, including Spltdorf quick-detachable phone plug, \$19.50.



Radio "B" Battery

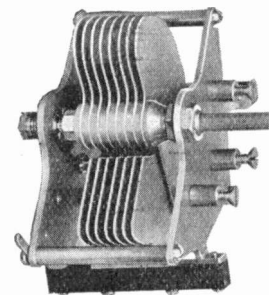
Radio Retailing, January, 1925

The radio storage "B" battery brought out by the Kelman Electric Company, Rochester, N. Y., is made up in an unbreakable rubber tray and with glass jars so that the acid level in each jar may be readily seen. The plates are of 300 cycles each, and a cycle, the manufacturer explains, means a charge and a complete discharge. The specifications are: Each unit, 24 volts; charging rate, 1/2 amp.; amp. hrs., 3 1/2.

Condenser

Radio Retailing, January, 1925

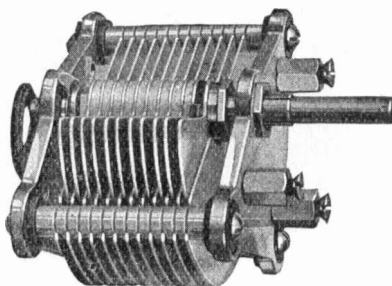
The "Straitline" condenser illustrated is described by its manufacturer, the Haig & Haig Manufacturing Company, Rochester, N. Y., as having grounded rotor, swedged-in plates of logarithmic curve type, cone bearings and special wipe-contact rotor connections. Type 3 Star, 15-plate, .0003 mfd., is listed at \$4; Type 4 Star, 23-plate, .0005 mfd., at \$4.50; and Type 5 Star, 43-plate, .001 mfd., at \$5.50.



Variable Condenser

Radio Retailing, January, 1925

The Westwyre Company, Westfield, Mass., is manufacturing a variable condenser that has a plate mounting of special design to insure even spacing and distribution of current. The fixed or high potential plates are so insulated from the frame and rotor plates as to ground the low potential side, eliminating body capacity effects, the company explains. The condenser is made in 11, 17, 23 and 43-plate models, with capacity range of .000006 to .001, according to type. Intended retail price, 43-plate, \$4.25; 11-plate, \$3.



Micrometer Control

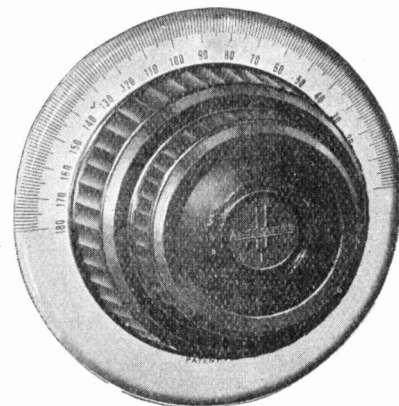
Radio Retailing, January, 1925

The important feature claimed for the new "Accuratune" micrometer control brought out by the Mydar Radio Company, 9 Campbell Street, Newark, N. J., is the "no back lash." The control is made to fit all standard shafts and mounted to operate parallel with the panel. The ratio is 80 to 1. Intended retail price, \$3.50.

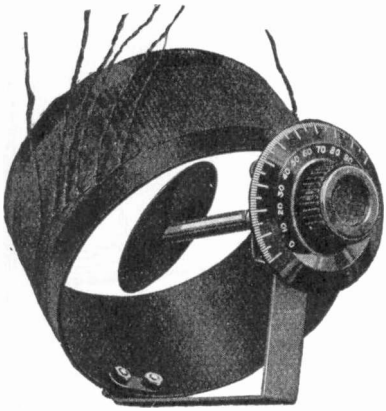
Radio Terminal Assortments

Radio Retailing, January, 1925

Five thousand tinned copper terminals, seven styles, are included in the No. 1 assortment marketed by the Patton-MacGuyre Company, Providence, R. I. No. 2 assortment contains 2,750 tinned copper terminals, six styles. Intended retail price of terminals, 10c. per doz.



News of Latest Products Gathered by the Editors



Radio and Phonograph Adapter

Radio Retailing, January, 1925

The "Dulce-Tone" adapter is in no sense a phonograph attachment, declares its manufacturer, the Teagle Company, Cleveland, Ohio, for it is used and laid aside as easily as a record, thus keeping the phonograph instantly interchangeable for use for records or radio without the removal of the soundbox or change of any part. No special wiring or special battery connections are required and it is made to operate on any amount of "B" battery voltage from 45 to 120 volts, it is explained. Two models, not interchangeable, are offered. Model "V" is designed for use on "Victrolas" while model "S" is made for use with all other makes of phonographs. Listed at \$10.

Tuner

Radio Retailing, January, 1925

The new No. 94 tuner brought out by the Federal Telephone & Telegraph Company, Buffalo, N. Y., is described by its manufacturer as "a damper in a stovepipe"—an auto transformer having an aperiodic primary. The wavelength of the unit is designed to cover the entire broadcast range with an 11-plate variable condenser of approximately .00024 mfd. capacity.



Decorative Radio Loop

Radio Retailing, January, 1925

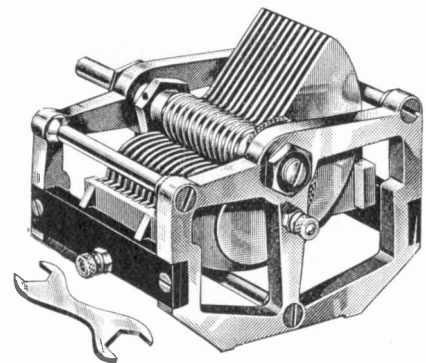
"No longer need your indoor aerial be a thing you'd like to hide," says the Manhattan Electrical Supply Company, 17 Park Place, New York City, in reference to its new "Map-Loop" indoor antenna. As can be seen from the illustration, the loop is in the form of a map, done in the manner of the old Seventeenth Century charts. The aerial itself is enclosed in a mahogany frame with the wires concealed between two maps on which are located and listed the broadcasting stations of the United States. Intended retail price, \$20.



"B" Battery Eliminator

Radio Retailing, January, 1925

The American Bosch Magneto Corporation, Springfield, Mass., has developed a device known as the Bosch "Nobattery" to replace the radio "B" battery. Type BAN is designed for use with alternating current (110-volt, 60-cycle) and Type BDN for direct current. The unit is made for use with any type of receiver and delivers an adjustable plate voltage for the detector tube which may be varied at will from 15 to 50 volts, it is explained, permitting the use of either hard or soft detector tubes. Intended retail price of BAN, which will not be on the market until the latter part of January, \$49.50; BDN, \$30. Model BDN will not be available for delivery for two months, at least, the manufacturer declares.



Condenser

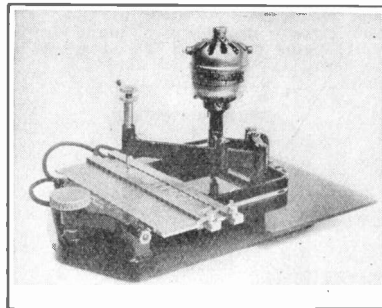
Radio Retailing, January, 1925

A special feature of the B-T laboratory-type low loss condenser brought out by the Bremer-Tully Manufacturing Company, 532 South Canal Street, Chicago, is a two-step, thrust-type lubricated bearing with concealed stop. The rotor is pig-tailed and a new plate design, it is explained, gives straightline wave length throughout entire range. A single-hole panel or base mounting is provided. Intended retail price, 13-plate, .00028 mfd., \$4.50; 23-plate, .0005 mfd., \$5; and 35-plate, .0008 mfd., \$6.50.

Machine for Engraving Radio Panels

Radio Retailing, January, 1925

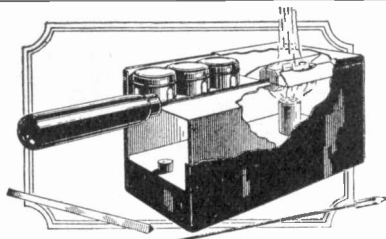
In response to the demand on the part of amateur set builders and dealers of radio parts for a panel engraving machine, the Branch Tool Company, Forestdale, R. I., has brought out the engraving machine illustrated. It is operated by a 110-volt universal motor and is made to engrave hard rubber, formica or bakelite radio panels of any width and up to 14 in. in height. It is also designed to engrave such metals as soft steel, brass and aluminum up to 1/4 in. in thickness in any width and up to 14 in. in height. About \$135.



Soldering Kit

Radio Retailing, January, 1925

A complete soldering outfit is contained in the "Reddy-Hot" soldering kit made by the E. D. Fahlberg Manufacturing Company, Madison, Wis. The kit consists of a stove (in which denatured alcohol is used), burner and wick, two irons, soldering flux, sal, ammoniac, tape and solder. Intended retail price \$1.50.



Gang Radio Sockets

Radio Retailing, January, 1925

The Benjamin Electric & Manufacturing Company, 120 Sangamon Street, Chicago, has brought out a line of gang radio sockets, to accommodate three, five, six or seven tubes, as desired. It is made for use with any of the popular hook-ups and consists of a combination of "Cle-Ra-Tone" shock-absorbing sockets attached to bakelite shelf and complete sets of binding posts with markers.

Taking Radio Power from the Electric Light Wires

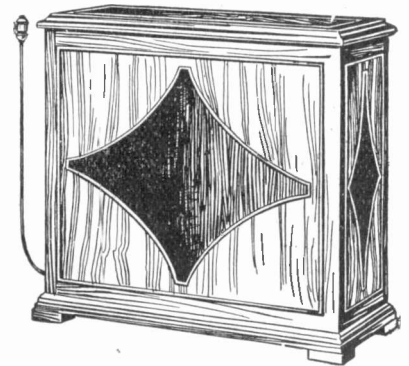


The "Run-A-Radio," brought out by the Rader Appliance Company, 4912 Hudson Boulevard, West New York, N. J., is made to replace "A," "B" and "C" batteries. Intended retail price, for d.c. use, \$75; for a.c. use, \$85.

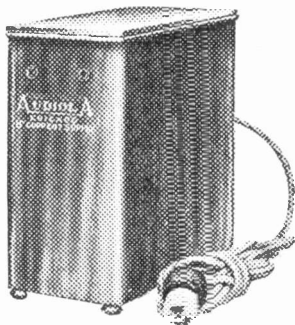
A Review of Current-Supply Devices That Manufacturers Are Marketing



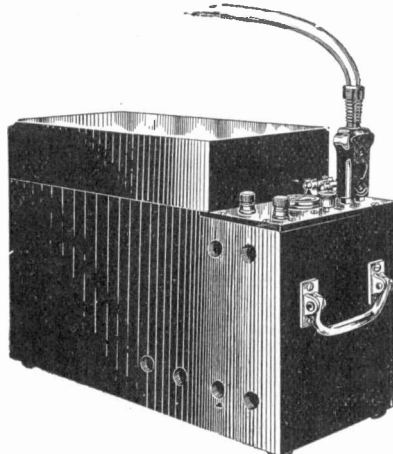
"B-Liminator" is the name of the new current supply device brought out by the Timmons Radio Products Corporation, Germantown, Philadelphia, to replace the "B" battery. Made for use on 110-volt, 60-cycle, a.c. circuits. Intended retail price, \$35.



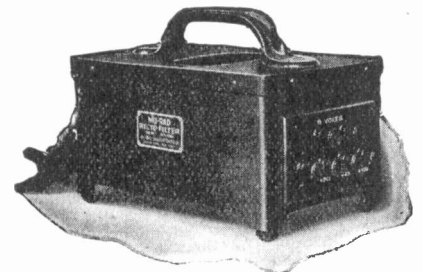
To replace the "B" battery, the "Trans-B-Former" developed by the Kellogg Switchboard & Supply Company, Chicago, may be obtained in two models, one for table use and the other for wall installation. It is made to operate from a.c. circuits and the intended retail price, without rectifying tubes, is \$50.



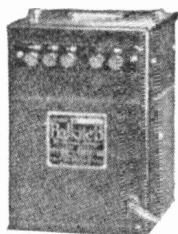
The "B" battery eliminator developed by the Audiola Radio Company, 430 South Green Street, Chicago, is made to operate from the ordinary 110-volt a.c. lighting circuit. Intended retail price, \$34.50.



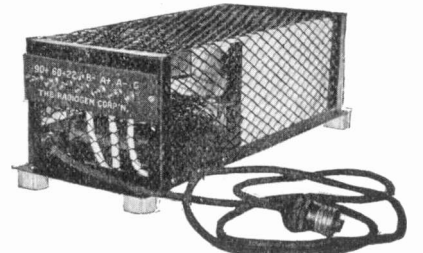
A new type of "Unipower" battery for use with cabinet model radio sets has been announced by the Gould Storage Battery Company, Inc., 30 East Forty-second Street, New York City. It is made to deliver 6 volts to the "A" radio circuit but is also made in a 4-volt model which is listed at \$36. The 6-volt type is listed at \$45.



When used with the Mu-Rad MA-20 receiver, the "Recto-Filter" designed by Mu-Rad Laboratories, Inc., Asbury Park, N. J., eliminates both "A" and "B" batteries, but is a "B" battery device only with other types of sets. Intended retail price, \$49.50.



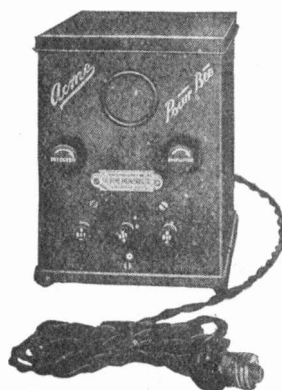
To replace the "B" battery, the Fansteel Products Company, Inc., North Chicago, Ill., has brought out its "Balkite" eliminator. Intended retail price \$55.



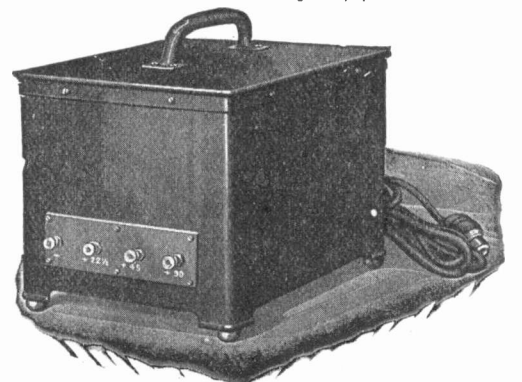
An "A-B" power unit to replace both "A" and "B" batteries has been developed by the Radiogem Corporation, 66 West Broadway, New York City. It is made for use on 110-125-volt d.c. circuits. Intended retail price, \$25.



The Apco Manufacturing Company, Providence, R. I., has designed the "Rectodyne" "B" battery device for a.c. or d.c. use. Intended retail price, a.c. model, \$50; d.c. unit, \$32.50.



The "Powr-Bee" unit brought out by the Acme Engineering Company, Louisville, Ky., is made for use on a.c., 60-cycle, 105-120-volt circuits, also for d.c. circuits and special requirements, to replace the "B" battery on sets using up to nine tubes. Intended retail price, \$32.50.



The Dubilier Condenser & Radio Corporation, 48 West Fourth Street, New York City, makes the "Super-Ducon" plant which eliminates the use of the "B" battery. A.C. circuits, \$47.50; for D.C. circuits, \$30.

What the Trade Is Talking About

Agriculture Department Holds Chicago Conference

Definite progress in the further development of agricultural radio broadcasting was made at the radio conference held by the U. S. Department of Agriculture, at Chicago, December 4. C. W. Warburton, director of extension work, was chairman of the conference.

Speeches were made by prominent men at both morning and afternoon sessions. Dean H. Umberger, of the Kansas State Agricultural College, W. C. Coffey, of the University of Minnesota, and P. C. Taft, of Iowa State College, discussed the use of radio in broadcasting extension courses in agriculture.

J. Clyde Marquis, of the bureau of agricultural economics, stated that in January, 1924, there were 86 stations broadcasting crop and market reports from different parts of the country.

Radio Helps Save Livestock and Other Property

E. B. Calvert, in charge of the forecast division of the Weather Bureau, said that, through radio, farmers living in the most remote sections of the country can secure the regular daily weather reports, including storm and frost warnings. Without a doubt hundreds of thousands of dollars' worth of livestock and other property have been saved by a knowledge of weather conditions made possible by radio broadcasting, he said.

H. R. Kibler, of the American Farm Bureau Federation; in speaking on the use of radio by farmers presented a plan which contemplated the formation of a national agricultural radio council which would be supported by membership among the principal broadcasting stations desirous of having agricultural material for distribution, and also those agencies in which such information might originate.

The closing talk of the meeting was made by Prof. C. M. Jansky, of the University of Minnesota. It was the radio telephone broadcasting station under his supervision which started the broadcasting of agricultural market reports in February, 1921.

The conference adopted a number

of resolutions, the substance of which is as follows:

1. Agricultural broadcasting should be extended until all farm communities are reached.

2. Broadcasting stations should realize the vital importance of using accurate information to protect listeners-in from deception.

3. All Government agencies directing radio broadcasting urged to recognize the importance of timely information which should be sent to farmers.

4. Supervision of all weather information by the United States Weather Bureau approved.

5. Co-operative supervision of market reports by Federal and State marketing agencies approved.

6. Correlation of educational material and surveys of farmers' needs and desires by Federal and State extension services recommended.

7. That more attention be given to the broadcasting material sent out to consumers of farm products urged.

8. Federal and State departments, colleges, and farm organizations urged to release news for broadcasting same day as for publication by press.

9. United States Department of Agriculture and the late Secretary of Agriculture Wallace commended for calling the conference and recommendation made that future conferences be called by the Secretary of Agriculture whenever the needs make such conferences desirable.

10. The United States Extension Service urged to promote working relations between broadcasting stations and those agencies which have material of interest to agriculture.

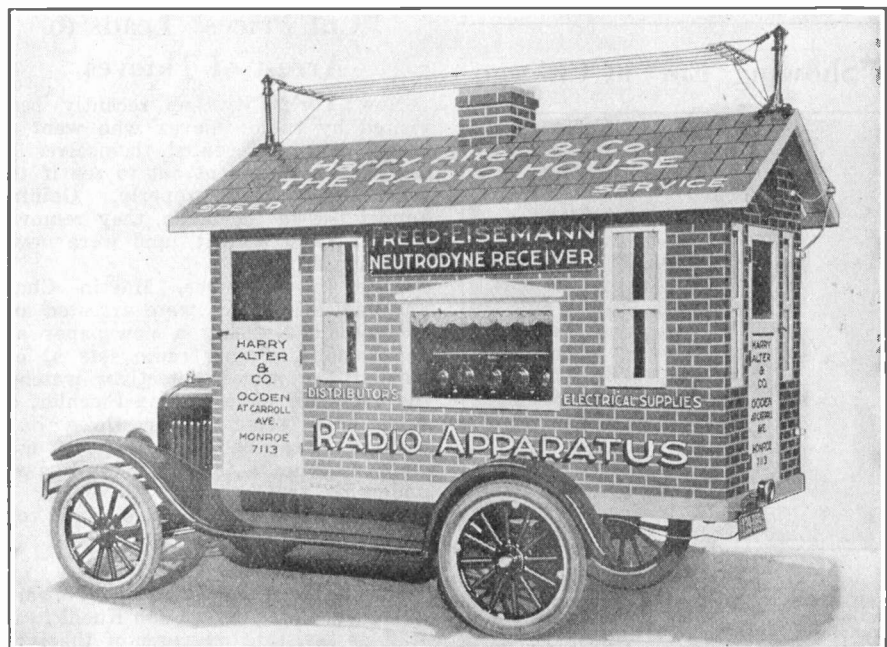
Chicago Jobber Has "Rolling Radio House"

"Radio Houses on Wheels" seems to be an advertising scheme that is meeting with ever-increasing popularity among wide awake dealers. And that it can be applied to jobbers just as well is evidenced by the "Radio Auto" maintained by the Harry Alter Electric and Radio Supply Company, at Ogden Boulevard and Carroll Avenue, Chicago, Ill.

Built especially for Alter and mounted on a Ford chassis, the miniature house creates a sensation whenever it passes along the streets of the Windy City. The sides are painted to resemble bricks, windows and doors are cut in, there is a miniature chimney on the miniature roof and to top it off, a real, functioning aerial is strung along the roof from the front of the "house" to the back.

Although built mainly for advertising purposes, it has its practical uses as well, for emergency deliveries are made. If a retailer in the vicinity of Alter's needs supplies in a hurry, Alter sends them out pronto in the "rolling radio home." The quick service is appreciated.

Windows on each side of the car



A travelling receiver in the shape of a miniature home, mounted on an automobile chassis is the way Harry Alter, a Chicago jobber, not only advertises his own busi-

ness, but brings radio to the attention of the passerby. The truck is equipped with a functioning set and gives impromptu concerts wherever it happens to be.

display Freed-Eisemann receivers and the loud speaker may be seen peeping out from under the roof at the rear. The truck is driven about the city and concerts, news reports and sporting results are broadcast. These never fail to cause an immense crowd to collect, resulting in some marvelous word-of-mouth advertising for Alter, as well as spreading the gospel of radio.

Another feature of the car is the fact that the window displays may be lighted at night which adds to the effectiveness of the scheme. The idea is one which might be used by any radio man who has a truck.

New Crosley Station Nearly Completed

Equipment for the new high power broadcasting station of the Crosley Radio Corporation, WLW, is being installed in the plant at Harrison, Ohio.

Using five kilowatts, it is the opinion of Powell Crosley, Jr., and H. S. Price, radio engineer of the Western Electric Company, who is supervising the installation, that the new station will make daylight reception materially better, thus, from the retailer's point of view, aiding in daytime demonstrations of sets. The new station is expected to be ready some time this month. Meanwhile, the old plant at Cincinnati is being heard every day.

A feature of the new station is the fact that the two aerial towers are equipped with red and green lights and serve as a guide to the flyers in the trans-continental air service, who pass directly over the plant.

"Showing 'Em" at Chicago



A display at the Chicago Radio Show that was of special interest to the man who sells radio parts was that of the Carter Radio Company of Chicago. At this booth the Carter company presented one of its new automatic rheostat winding machines, and to show its simplicity of operation, a girl accurately wound rheostats and potentiometers by means of the machine, within full view of the crowds attending the exhibit. The instrument is said to insure perfect spacing and steady ohmage.

Enterprising Dealer Locates Power Leak

An unusual use of the radio was demonstrated at Saratoga Springs, N. Y., recently, when Joseph J. Hazard, who conducts a radio supply store, located a power leak which was interfering with radio reception in Saratoga.

Hazard took a two-tube set and a loop antenna, put them in an automobile and drove around the town until he located the exact place where the interference was greatest. He discovered that a 6,600 volt power wire of the Adirondack Power Company had become loose, worn away the insulation and was making contact with the steel upright on the pole.

He notified the company and the break was repaired. The reception improved immediately. In this way, Hazard not only showed what kind of service he gives his customers, but he received the gratitude of every set owner, and the thanks of the power company.

What's the Ratio in Your Town?

To determine the number of radio sets in Queens County, New York City, a canvass was made in December under the direction of municipal authorities.

It was found that 34,994 radio sets were in the homes of the county. As the 1923 population of Queens County is officially 469,042, and allowing for a normal increase, the percentage of radio sets is one for every fourteen persons. Taking four or five listeners in each home, the average is about one set in every three homes.

"Cut Prices" Leads to Arrest of Thieves

New York City has recently been visited by radio thieves who went to homes and represented themselves as radio repairmen sent out to see if the set was working properly. Gaining admittance to the home, they removed the set "to repair it" and were never seen again.

Late in December, Martin Chate and James De Luco were arrested and confessed. Noticing a newspaper advertisement offering radio sets at extremely low prices, detectives watched the cut price store of Max Fischler, on Fourteenth street. For three days nothing happened, then two men emerged from a taxi, each with a set under his arm.

They were apprehended and confessed.

The Eagle Radio Company, Newark, N. J., has added John Cobb Kuehl to its staff as assistant manager of the service department.

The Peabody Electric Company, of Muskogee, Okla., has added William De Bold to its staff. De Bold is well known in radio circles in Oklahoma.



Promoted

Frank V. Goodman, assistant sales manager of the Sonora Phonograph Company, has been promoted to the position of sales manager to fill the vacancy caused by the resignation of Frank J. Coupe. Mr. Goodman's advancement is a reward for the unusual ability he has shown during his years of service with Sonora.

New Station in Denver

The West's newest broadcasting station, KOA, had its official opening December 15. The station is operated by the General Electric Company from its branch office at Denver, Colo.

The wavelength is 323 meters and the power rating is 1,500 watts. With its other two stations, WGY at Schenectady, N. Y., and KGO at Oakland, Cal., the General Electric Company covers the country pretty thoroughly from a broadcasting standpoint.

Wins Piracy Suit

A decision has just been rendered by the Cuban courts against Leonardo Cano that concluded an attempt of the defendant to register the trademark, "De Forest," in his own name in Cuba. The suit was brought by the De Forest Radio Company.

In December, 1922, Cano caused applications to be filed in the Cuban Patent Office for registration of the trademark "De Forest" in his own name as the owner of this trademark. By filing this application Cano sought to secure ownership in his own name of this mark which would have given him control of the De Forest Agency in Cuba and the right to exclude from sale there any and all goods bearing the name, "De Forest," and in addition, would have entitled Cano to confiscate any goods bearing this trademark found on sale in Cuba.

Oscar C. Roos has become affiliated with the engineering staff of the F. A. D. Andrea Company of New York City. Mr. Roos is a radio research engineer of wide repute and has had twenty-three years of radio experimental and research experience with De Forest, Fessenden, Stone and others. He has been chief engineer of the Great Lakes Telephone & Telegraph Company, designing engineer of the E. J. Simon Corporation, assistant chief engineer of the International Radio Telephone & Telegraph Company, and, more recently, radio editor of the *Boston Sunday Advertiser*.

Investors Show Active Interest in Radio Shares

Sixteen Stocks Now Listed on New York Curb—Substantial Gains Recorded

INCREASED volumes of radio sales and the flotation of several new issues of stock by large radio manufacturers in November and December have stimulated a more or less speculative activity in radio shares on the New York Stock Exchange and on the Curb Market. Sales during one week amounted to more than 19,000 shares in one issue and 20,000 in at least six others. Gains of more than four points were established in some shares in one week.

Sixteen separate issues, all engaged in the radio business, are quoted on the New York Curb Market, and one issue, that of the Radio Corporation of America, on the New York Stock Exchange.

New issues announced in November and December were as follows:

Nov. 2—Thermodyne Radio Corporation, 70,000 shares, no par value capital stock, \$12 a share, listed on curb.

Nov. 7—De Forest Radio Company, voting trust certificates for 75,000 shares, capital stock, \$21 a share.

Nov. 13—Liberty Radio Chain Stores, Inc., 50,000 shares, capital stock, \$5 a share, listed on curb.

Nov. 17—The Brunswick-Balke-Collender Company, 130,000 shares, no par value common stock, \$49.50 a share.

Nov. 25—Sleeper Radio Corporation, 50,000 shares, voting trust certificates, common stock, \$15 a share.

Dec. 8—Garod Corporation, 49,000 shares, no par value capital stock, \$13.50 a share.

Dec. 9—Duplex Condenser & Radio Corporation, 31,250 shares, voting trust certificates, no par value common stock, on the N. Y. curb.

Dec. 15—Weston Electrical Instrument Corp., 100,000 shares, Class "A," \$25; and 25,000 shares, common, delivered with Class "A" at rate of $\frac{1}{4}$ share common with each Class "A" share. Fractional shares were cleared at ten dollars a share.

Dec. 30—Chas. Freshman Co., Inc., 45,000 shares, no par value common capital stock, \$21 a share. All this stock was sold to New York bankers before the public offering December 30. The Charles Freshman Company,

Inc., is being re-incorporated in New York State with a capitalization of 225,000 shares.

Few companies are paying dividends at present. The Jewett Radio and Phonograph Company has announced a semi-annual dividend of 4 per cent.

The Garod Corporation has announced the following earnings: For the first fifteen days of December, \$102,159; for the month of November, \$124,148, and for October, \$94,674.

Hoover Suggests Short Radio Bill to Congress

A short bill, supplanting the long bill to regulate radio broadcasting, as introduced into the House of Representatives by Congressman Wallace H. White, has been suggested by Secretary of Commerce Herbert Hoover.

The White bill provided for practically complete Governmental control of broadcasting. Secretary Hoover believes there are too many fundamental problems confronting radio today to make this step advisable at this time and sees control by the Department of Commerce as a future possibility when broadcasting conditions will have worked themselves out to a firm basis.

New developments in the art, new inventions and patents, the continually increasing number of stations, the limited range of wave-lengths, necessitating allotments of time between stations using the same wave-length, which might give rise to the cry of favoritism, and the fact that the odium of radio censorship might follow if the Government attempted to control broadcasting are some of the things that hinder complete Government control at present, in Mr. Hoover's opinion.

Mr. Hoover's suggestion follows:

In the House of Representatives

An act relating to the regulation of radio communication

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That it is hereby declared and re-affirmed that the ether within the limits of the United States, its territories and possessions, is the inalienable possession of the people thereof, and that the authority to regulate its use in interstate or foreign commerce is conferred upon the Congress of the United States by the Federal Constitution.

That Section 1 of the act of Congress approved August 13, 1912, entitled "An Act to Regulate Radio Communication" is hereby amended by adding at the end of said section the following:

"The wave length of every radio transmitting station for which a license is now required by law, its power, emitted wave, the character of its apparatus, and the time of transmission, shall be fixed by the Secretary of Commerce as in his judgment and discretion he shall deem expedient, and may be changed or modified from time to time in his discretion."

This bill, Mr. Hoover believes, reinforces the fundamental situation so

that no public harm can result from the delay in legislation, re-affirms the authority now exercised by the Government over broadcasting, and preserved the public interest until a final and complete legislative policy can be adopted regarding radio.

Calls Bill "Dangerous"

E. F. McDonald, Jr., president of the National Association of Broadcasters, has this to say con-

Active Radio Stocks Listed on N. Y. Exchanges

Sales for Week Dec. 15		High	Low	Last	Net. Chge
17,200	De Forest.....	27 $\frac{3}{8}$	25 $\frac{1}{4}$	25 $\frac{7}{8}$
28,000	Dubilier Condenser & Radio.....	66 $\frac{1}{2}$	60	64	+4
23,400	Duplex Condenser & Radio.....	11 $\frac{3}{4}$	11	11 $\frac{1}{2}$
22,100	Freed-Eisemann.....	31 $\frac{3}{4}$	28 $\frac{1}{2}$	30 $\frac{3}{4}$	+1 $\frac{3}{8}$
22,200	Hazeltine.....	43	39 $\frac{1}{2}$	42 $\frac{3}{4}$	+2 $\frac{3}{4}$
4,900	Radio Corporation of America.....	9 $\frac{5}{8}$	9	9 $\frac{3}{8}$	+ $\frac{1}{4}$
100	Radio Corporation of America, pf.	4 $\frac{3}{4}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	—
4,600	Sleeper Radio.....	17	15 $\frac{1}{8}$	17	+1 $\frac{7}{8}$
24,000	Thermodyne.....	17 $\frac{3}{4}$	16 $\frac{1}{2}$	17	+ $\frac{1}{4}$
14,000	Thompson (R.E.).....	15 $\frac{1}{4}$	13	15 $\frac{1}{4}$	+1 $\frac{1}{8}$
400	Tower Manufacturing.....	24 $\frac{1}{2}$	24	24
19,300	Ware.....	37 $\frac{1}{2}$	32 $\frac{3}{8}$	36 $\frac{1}{2}$	+4 $\frac{1}{8}$
5,200	Inter-Ocean.....	16 $\frac{1}{4}$	12	12 $\frac{1}{2}$	-3 $\frac{3}{8}$
14,100	Jones (J. W.).....	8 $\frac{1}{4}$	7 $\frac{1}{4}$	8	+ $\frac{3}{4}$
25,900	Liberty Radio Chain S., Inc.....	7	6 $\frac{1}{2}$	6 $\frac{5}{8}$	+ $\frac{1}{8}$
3,300	Rova.....	11 $\frac{3}{8}$	10 $\frac{1}{4}$	11 $\frac{1}{8}$	+1 $\frac{3}{4}$

cerning Secretary Hoover's short bill:

"Secretary Hoover's requests for the enactment of a law giving him sweeping powers is dangerous. It is all right so long as Mr. Hoover is Secretary of Commerce. I have unbounded confidence in him. But any future secretary, if this bill went through, could limit the circulation of broadcasting stations. The postmaster-general has large powers, but he cannot limit the circulation of the newspapers that pass through the mails. There should be no attempt to limit the power, and thus the circulation, of a broadcasting station, which is as important a means of communication as a newspaper.

"I agree that the proposed legislation would be perfectly safe as far as Mr. Hoover is concerned. But we don't know who his successors are going to be. Someone else might abuse the powers thus given to the Secretary of Commerce."

Mr. McDonald suggests, if powers of wide scope are given the Secretary of Commerce, that a higher tribunal be formed, to which the Secretary's decisions might be appealed, "on the same idea," he says, "as the Interstate Commerce Commission. I see a 'communications commission' as a future possibility."

Sarnoff Predicts Increased Radio Sales for 1925

In a recent interview, David Sarnoff, vice-president and general manager of the Radio Corporation of America, said:

"In general, I think it may well be assumed that the radio business will be larger in 1925 than it has been in 1924. All signs point to a steadily increasing volume of radio sales.

"The year 1925 will, in my judgment, draw a sharper line than any previous year has done as between the sound and unsound manufacturer and merchant in the radio field. It will be a good year for organizations striving conscientiously to serve the public, and such concerns will make even greater progress in 1925 than they did in 1924.

"The greatest problem for the industry itself is the question of improved broadcast transmission and improved programs. Responsible factors in the industry will recognize this, because the success of the radio industry itself depends upon its ability to furnish the public with a proper and satisfactory program service. Radio instruments are only a means toward this end.

"I look forward with confidence to healthy development and steady progress in every branch of the radio art during the coming year."

Federal Solicits Orders Direct from the Dealers

Sending orders for sets direct to the manufacturer, who, in turn, sends them to the jobber, is a way of increasing volume in set sales hit upon by the Federal Telephone Manufacturing Corporation of Buffalo, N. Y.

Federal is now mailing to radio dealers a blank order which the dealer, if

he wants Federal sets, returns to the factory, together with the name of his jobber. Federal then turns the order over to the jobber for filling.

Not only does this stimulate sales of Federal sets, according to Federal officials, but it will also insure prompt and fair consideration of dealers' orders, and preserve a balanced distribution in all parts of the country.

The American Institute of the City of New York, now beginning its ninety-seventh year of existence in American industry, announces through its board of trustees an active program for 1925 that covers a wide range of work. Many important problems, including Government control of radio, are scheduled for investigation by committees of experts appointed by the Institute.

Charles C. Henry, radio engineer of the Sonora Phonograph Company, Inc., was one of the assistants in the recent International Broadcasting Test, conducted from Garden City, New York.

The American Fabric Company, Providence, R. I., manufacturing radio phone cords, has recently moved into new fire-proof quarters at 46 Baker Street.

The Magnavox Company announces the resignations of W. R. Davis and T. A. White, who were in charge of the New York and Chicago offices, respectively.

The Jewett Radio and Phonograph Company, of Detroit, Mich., has added two new representatives to its sales force. J. W. Sands, of Dayton, Ohio, formerly with the Magnavox Company, will cover the Middle West, and O. B. Compton, also a former Magnavox man, will cover the South.

The Zenith Radio Corporation states that a 6 per cent cash dividend was authorized payable January 2, 1925, and that a second new factory is to be opened soon.

Herbert L. Parker has been appointed managing director of the Pacific Radio Trade Association with offices in the Monadnock Building, San Francisco, Cal. Mr. Parker's office is also headquarters for the Pacific Radio Exposition, which is operated under the auspices of the association.

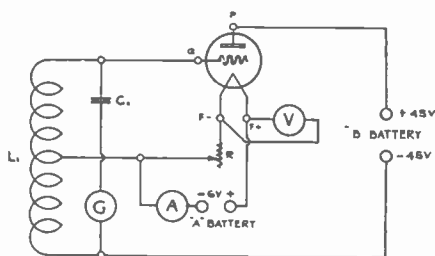
The De Forest Radio Company announces an increase over last year in daily production of 435 per cent on reception set output, and of 400 per cent in its vacuum tube or "audion" division. Production is increasing daily to a degree that will double present production figures by Feb. 1, according to factory estimates.

F. A. D. Andrea, Inc., of New York City, has secured the services of W. A. Hurd for its merchandising department. Mr. Hurd was formerly merchandising specialist for the Western Electric Co., and more recently associate editor of *Wireless Age*. Part of Mr. Hurd's duties will include the publication of a Fada house organ for Fada dealers.

D. Allen Betts, special representative of the Eagle Radio Company, is spending some time in St. Louis, Mo., where he is "pepping up" both wholesale and retail sales of Eagle receivers.

How to Make Your Own Tube Tester

An instrument to test UV-201A and C-301A vacuum tubes has just been designed by engineers of the Freed-Eisemann Corporation. The circuit and panel layout are shown below. By following the wiring diagram and instructions, the dealer can make his own accurate tube tester which will tell at a glance whether the tube is functioning perfectly. Everyone who sells tubes needs such an accessory, which may be built at very slight cost.



TUBE TESTER (FOR UV-201 A AND C-301 A)

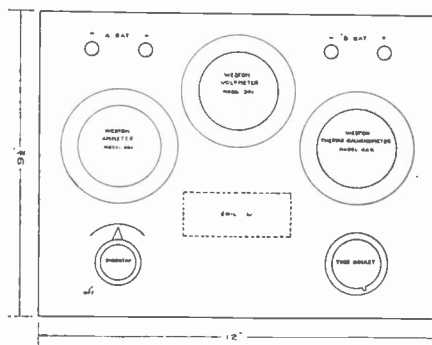
- L₁ = 50 turns No. 22 d.c.c. wire wound on 1½" dia. tube tapped at middle.
- C₁ = Fixed condenser = .00012 mfd. (may consist of two .00025 mfd. condensers in series (this value is not critical).
- R = 30 ohm rheostat.
- G = Weston thermo-galvanometer, model 425, range 115 ma.
- A = Weston d.c. ammeter, model 301, range 0-1 amp.
- V = Weston d.c. voltmeter, model 301, range 0-7 volts.
- "A" Battery = 6 volts storage battery or 4 dry cells in series.
- "B" Battery = 45 volts.

INSTRUCTIONS FOR OPERATION

1. Turn the rheostat to the off position.
2. Insert tube.
3. Turn up the rheostat till the voltmeter reads 5 volts. The ammeter should now read 0.25 amp. The thermo-galvanometer should register from 30 to 40, depending on the exact constants of the condenser and coil used. A number of tubes which are known to be good should be put in the tube tester and the galvanometer deflection noted. All other tubes under test should, if satisfactory, come up to this average value. Any tube giving an output appreciably under this value should be rejected.

- Note 1. It is absolutely essential that "B" battery voltage be 45 volts and not less.
- Note 2. Coil should be coated with clear-spar varnish or other similar compound after winding.
- Note 3. All connections should be made with rosin-core solder.

PANEL LAYOUT



Explore the Air
Farther - Clearer!

Alden
NA-ALD
Processed
DIALS

- 1-Scientific Design
- 2-Prevent Eye-strain
- 3-Comfortable Knobs
- 4-Handsome Appearance

Quick and Easy
Tuning

Use them in the set you build
Be sure they're in the set you buy

ALDEN MANUFACTURING COMPANY, SPRINGFIELD, MASS.



Alden
NA-ALD
Processed
SOCKETS

- 1-Contacts Self-Cleaning
- 2-Positive Duo Contact
- 3-Low Loss - Low Capacity
- 4-Alden Processed Bakelite

It's the Contact that Counts

Use them in the set you build
Be sure they're in the set you buy

ALDEN MANUFACTURING COMPANY, SPRINGFIELD, MASS.

This Na-Ald Window Display in colors has strong sales-force as well as attractive appearance.

Makes "perfect contact" between your store and Na-Ald advertising

HERE is a way to sell more sockets and dials. Feature the leader — Na-Ald.

You or your salesmen don't have to spend a lot of time explaining their merits. They are already known to radio owners through the wide-spread Na-Ald advertising. Sales are easy and quick.

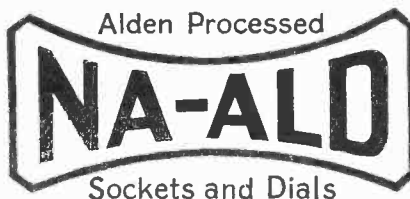
The Saturday Evening Post, American Boy, all important radio magazines and radio sections of leading newspapers carry Na-Ald Socket and Dial advertisements every month. And now to help you bring into your store more of the Na-Ald sales that our advertising starts, we have prepared the new window display shown above.

Printed in 7 colors, 26 inches high by 32 inches long, this display makes an attractive, arresting appearance in your window. Its striking effect stops people and its convincing sales points draw buyers into your store.

This window display is given free with the fast-moving "Two-Week Sales Unit" of Na-Ald Sockets and Dials.

Write today for particulars. See how readily you can increase profitable socket and dial volume.

ALDEN MANUFACTURING COMPANY
Dept. A-1
Springfield, Mass.



MANY radio owners have
tried up with clean-cut
contact sockets resistant
they could be cleaned by
keeping contacts clean.

**Make Clearer
the voice of your Radio**

DISTANT points are brought in clearer with more freedom from rasping noises when the contact between tubes and sockets is perfect. You can't have clear radio without clean contact. It's the contact that counts.

Experienced radio owners use Na-Ald De Luxe Sockets because the broad dependable duo-contact and the clean-easy feature insure perfect contact at all times.

With Na-Ald De Luxe Sockets, corrosion — the arch-enemy of clean contact — is easily and quickly removed simply by turning the tube back and forth in the socket. Thus clean, perfect contact is assured at all times — without the bother of removing the tubes and scraping the contact surfaces with sandpaper or file.

Lowest loss and highest insulating qualities are insured in Alden Sockets by using Alden Processed genuine Bakelite.

You can obtain Na-Ald Sockets for all tubes and dials of different sizes at radio, electrical and hardware stores everywhere. Be sure you have Na-Ald Sockets and Dials in the set you already own, build or buy. De Luxe Sockets and Super-Deluxe Dials, 75c; other Dials and Sockets, 50c, 50c, 75c.

Mail coupon for free booklet "What to Build" — Starts for free copy of radio booklet "What to Build" giving a number of the best selected and tested circuits.

ALDEN MANUFACTURING COMPANY
Makers of the famous Na-Ald Sockets and Dials
Dept. A-1, Springfield, Mass.

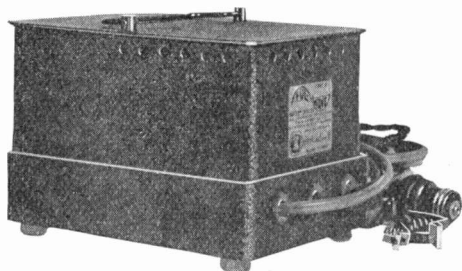
Alden Processed
NA-ALD
Sockets and Dials

ALDEN MANUFACTURING COMPANY,
Dept. A-1, Springfield, Mass.
Please send free copy of booklet "What to Build" showing tested and selected circuits.

Name _____
Address _____
City _____ State _____

Reduced reproduction of
half-page Na-Ald advertisement in The Saturday
Evening Post.

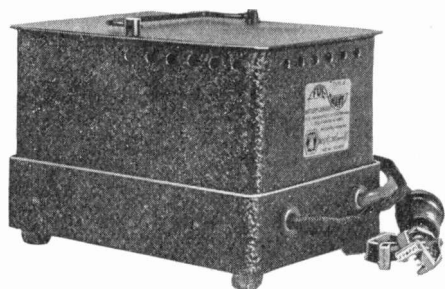
For charging "A" and "B" Batteries *simultaneously*



Ful-Wave Model "A-B" charges radio "A" and "B" batteries, and 6-volt automobile batteries.

A.C. line, 40 to 60 cycle, 110 to 120 volts. Battery—"A," 6 volts, 3-4 amperes. Battery "B," 22½ to 100 volts, 1/10 ampere.

List Price—\$20.00



Model "A" is another Ful-Wave, for radio "A" and 6 volt automobile batteries.

A.C. line, 40 to 60 cycle, 110 to 120 volts. Battery—6 volts, 6-8 amperes.

List Price—\$18.00

THE Ful-Wave Model "A-B" is the only charger that can charge both "A" and "B" batteries simultaneously, or either of them separately.

It operates on 40 to 60 cycle without change or adjustments, and consistently rectifies the full alternating current wave. It is self-polarizing and will always start up in the right direction after line current failure or shut off.

There can be no back leakage from the battery when a Ful-Wave is not in operation, for it always stops in a "wide-open" position. Diminishing of the charge as the battery becomes saturated is automatic.

Ful-Wave is fully guaranteed for one year on 40-50 and 60 cycle, 110-120 volt alternating current, if the seal is unbroken.

***Distributors or Jobbers:—**

If you have a sales organization specializing on securing dealer distribution, write us for territory.

Write for our money-back DEALER proposition.



The

FUL

**BATTERY
CHARGER**

WAVE

**LIBERTY
Electric Corp. of N. Y.**

342 Madison Ave., New York, N. Y.

Factory: STAMFORD, CONNECTICUT

THE SATURDAY EVENING POST

When the "Daughter of the Stars" talks with the children of earth

YOU remember the dramatic night last winter when the giant Navy dirigible Shenandoah went adrift in a raging gale.

"You are over Newark," said radio station WOR. "What can we do to help you?"

Thousands of people sitting by radio sets in their cozy homes heard the plucky lieutenant-commander on the Shenandoah send back the reply: "Thanks, old man, everything's O. K."

In the air, as on the sea, radio equipment must be the most reliable it is possible to get. That is why the Shenandoah, the huge ship Leviathan

—in fact, many government and commercial radio plants—were equipped with Exide Batteries.

For your own set

When you use Exide Radio Batteries in your home you get the clearest reception, for Exides give uniform current through a long period of discharge.

There is an Exide type for every tube and a size for every set: "A" batteries for 2-volt, 4-volt and 6-volt tubes; "B" batteries, 24 and 48 volt, of 6000 millampere hour capacity. They are efficient, dependable, long-lasting—and right in price.

Exide Batteries are made by the largest manufacturer of storage batteries in the world.

You can get Exides at Radio Dealers, and at all Exide Service Stations. If your dealer should be out of booklets describing Exide Batteries, send us your name and we will mail them to you.

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia
Exide Batteries of Canada, Limited
153 Dufferin St., Toronto

Exide
RADIO BATTERIES

FOR BETTER RADIO RECEPTION USE STORAGE BATTERIES

Full-page color advertisements in the Saturday Evening Post and vigorous advertisements in the radio publications remind your customers over and over again that Exide Batteries are the standard for radio.

People know these batteries

LONG before the days of radio, in many parts of the world, people used Exides for every battery job.

Backed by the world's largest manufacturers of storage batteries, the Exide name has long been a standard where batteries are used. Is it any wonder that folks accept the Exide "A" and "B" radio batteries without question, and respect the judgment of radio merchants who feature them?

For every radio set there are effective, reasonably-priced, good-looking Exides. Display the Exide line in your window, on your counter.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

In Canada, Exide Batteries of Canada, Limited
153 Dufferin Street, Toronto

Exide

RADIO BATTERIES

FOR BETTER RADIO RECEPTION USE STORAGE BATTERIES

RADIO RETAILING

Let's look "this parts business" squarely in the eye!

Frankly, it's not as easy to sell parts as it was last year. At least, it's not as easy to sell any and every part that comes along.

Radio fans who buy parts today, have "cut their eye-teeth." When they buy a new part, they want a precision instrument, well made, made to last, and made to cut down energy leaks. And by the thousands, they're turning to MAR-CO for that precision!

After all, a steady, consistent parts business is a mighty good foundation for successful radio retailing. *Everybody* follows the lead of the experienced fan—*who buys parts!* Where *he* buys—the whole public looks for authoritative advice!

But there's one simple profit-secret in making parts pay. That secret is to *concentrate* on a *few good lines!* Limit your investment to *known, standard lines!* Then, with

less trouble, less slow-moving items, faster turn-over, parts can be made to pay handsomely!

And remember, MAR-CO today makes the widest line of quality parts in the market. It's a line that's consistently advertised, attractively packed, and distributed by 125 good jobbers. The line includes a top-notch condenser, a really clear-toned A. F. transformer, an ingenious resistance-coupler, as well as plugs, jacks, knife-switches, battery switches, sockets, rheostats, in fact, virtually every standard item that goes into a good parts stock.

Write today for a catalogue. It's the first step toward building permanent parts profits!

Martin-Copeland Company, Providence, R. I. Branches in New York, Chicago, Boston, and San Francisco.



—*The line to concentrate on!*

**RADIO
-LECTRIC**

TOOLS

Just what the Radio Fans are looking for. Put up on attractive cards. Priced right to sell rapidly.

"Seeing is Believing"

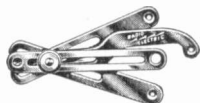


No. 45 Screw Driver. Retails at 15c.



No. 442 Nut Forcep. Retails at 60c. Fits All Size Hex and Knurled Nuts

Write for complete catalog



No. 420 Template—Retails at 50c. Indicates Location for Drilling



No. 465 Reamer. Retails at 25c. Any Size Hole to 1/2 Inch.



No. 455 Screw Adjuster. Retails at 15c. Turns Screws in Awkward Places.



No. 450 Wiring Plier. Retails at 35c. Forms Perfect Eyelets of Any Size.



No. 475 Wrench Set. Retails at 25c. For Every Hex Nut Up to 1/2 Inch.



No. 430 Scriber. Retails at 25c. For Accurate Layout Work.



No. 490 Wrench Set. Retails at \$1.00. End Wrenches and Sockets for All Size Hex Nuts.



No. 405 Countersink. Retails at 15c. For Shaping Holes in Any Panel Material.

JOBBER
Ask for Our Proposition

TO DEALERS

Special Introductory Offer—

Tear off and fill in the corner coupon—send it to us with *Two Dollars* and we will send, postpaid, samples of the ten tools shown below—*Retail Value* \$3.65. Also complete catalog.

The Bridgeport Hardware Mfg. Corp. Bridgeport, Conn.

Enclosed find two dollars—Please send goods listed below with display cards. Retail value \$3.65.

Name

Address

Jobber's Name ...

THE BRIDGEPORT HARDWARE MFG. CORP., BRIDGEPORT, CONN.—DEPT. E

TERRY NEUTRODYNE

The Original One Dial Set

\$125.00

A set you can confidently demonstrate against any Radio and make a sale in five minutes.

Built by American Radio and Research under Hazeltine and Terry patents.

TERRY ELECTRIC COMPANY
Newton Lower Falls, Massachusetts



3000 MILES
any good night!

AJAX *Nationally Advertised*
St. Louis *Guaranteed Radio Parts*

Liberal Discounts to Trade—
Protection to Distributors



**Ajax
Crystal
Set**



Full Line Radio Parts, Three Types Insulators
No. 1 Double Loop, List per C. \$4.50
No. 32 Three Groove, List per C. 5.00
No. 500 Heavy Double Loop, List per C. 8.00

Made Right
Looks Right
List Price
\$5.00



AJAX Electric Specialty Co., St. Louis No. 17, Flat, 40c.
No. 19, Round, 40c.

**RADIO
DEALERS**



ATTENTION!

We are the largest exclusively wholesale Radio Distributors in the East, and carry in stock the Products of all leading Manufacturers.

Send for our complete 1925 Catalogue
Just off the Press

Join our growing list of over 3000 satisfied Radio Dealers, and PRORIT by our higher discounts, "same day" shipment, and unending service.

TRILLING & MONTAGUE
49 North 7th Street, Philadelphia
"Grow With Us"



W666. 15 in. Bell

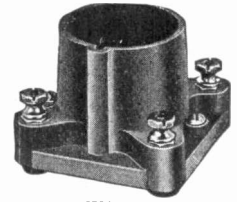
Real Power Amplification! Produces strong, natural tone without blare or chatter. Adjustable to individual set and location conditions. No extra batteries needed.

Radio Material

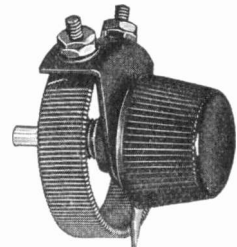
TRADE MARK

Complete from Aerial Insulator to Ground Clamp

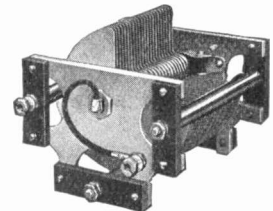
THE LINE leads straight to your next step in Radio selling. The step toward a standardized stock — away from odd parts; part-lines. Slowly—in the end *completely*—you can replace with standardized parts; interchangeable, radio-electrically balanced. All one family, all one quality; the outgrowth of 35 years' growth in electrical manufacturing. Would you see how far this will simplify your business, and satisfy more set-owners? Then send for catalogue 4W—showing the Radio Line *complete*.



W197
Top View



W296



W624

RADIO DIVISION THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.

The After Dinner Speaker Dial Control Rheostats (Plain and Vernier) Low Loss Condensers (Plain and Vernier)
Sockets—All Kinds Dials Variocouplers Variable Grid Leaks Head Sets, Variometers Transformers Jacks Plugs

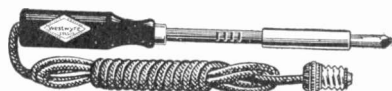
Good tools and instruments

as well as fair profits—will always recall to your mind the name

Westwyre

for Westwyre asks you to accept nothing but good merchandise.

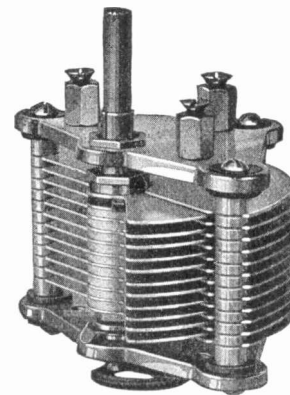
THE WESTWYRE COMPANY
Westfield, Mass.



Detachable tip, renewable heat unit, 6 ft. asbestos covered cord, two-piece plug, non-heating handle rubberoid finish, tube gun metal finish, heat chamber polished brass.

List \$2.50

Junior Model \$1.50



Low Loss—Grounded Rotor

Capacity - max - M F	.001	.0005	.00035	.00025
Capacity - min - M F	.000015	.000012	.000007	.000006
Number of plates	43	23	17	11
Thickness of plates	.025	.025	.025	.025
Plates	Aluminum			
Overall panel to back	3.625 in.	2.562 in.	2.187 in.	1.937 in.
Width	3.5 in.	3.5 in.	3.5 in.	3.5 in.
Frame	Brass Polished Nickel			
Dia. of shaft	¼	¼	¼	¼
Resistance	0.7	0.8	1.1	1.1
Phase difference	13	13	12	12
Galv. deflection	80 deg. at 90 meters			
Weight	16 oz.	11 oz.	10 oz.	9 oz.
Price	\$4.25	\$3.50	\$3.30	\$3.00

Ask about our discounts.

Now
\$5



AMPL-TONE

Get this proposition before you re-order!

Before you stock up again after the brisk holiday trade, get the biggest proposition ever offered dealers on a radio headset!

After three years of tremendously successful sales, we have reduced the price of AMPL-TONE guaranteed headsets to \$5.

We are now in our own factory, and with greatly increased production facilities we are making sets in such quantity that costs have been revolutionized.

And we have at the same time introduced refinements with AMPL-TONE which because of production handicaps we were unable to utilize before.

We offer the finest of headsets at a price unequalled anywhere on the market, and back it up with a dealer proposition that makes sales profitable sales.

You who sell phones know what clear, equalized tone is. You know that no cheaply made headset can obtain it.

We submit the AMPL-TONE as the only popular priced headset to achieve such tone. We are ready to back up this claim and will welcome inquiries from responsible jobbers and dealers.

Write us!

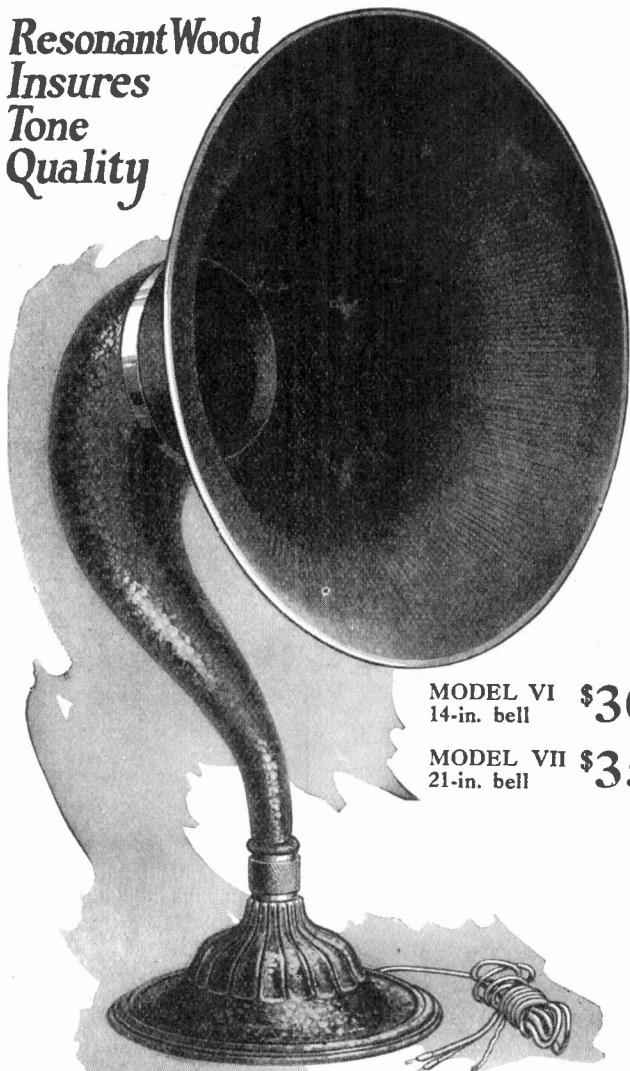
AMPL-TONE

Guaranteed
RADIO HEADSETS

THE UNION FABRIC CO.

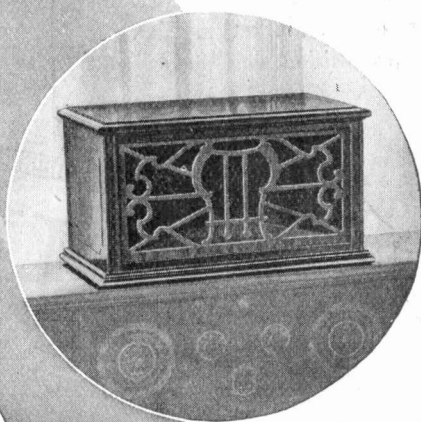
Successors to
C. M. FRENCH MFG. CO.
Derby, Conn.

Resonant Wood
Insures
Tone
Quality



MODEL VI \$30
14-in. bell

MODEL VII \$35
21-in. bell



MODEL VIII \$35
Cabinet

The Speaker with a Personality

MUSIC MASTER is so widely and favorably known that the mention of its name instantly suggests to most people *ideal radio reception*.

Most dealers already are capitalizing MUSIC MASTER good will—to do so will increase your profits also. Display MUSIC MASTER prominently; place transparencies on your windows; distribute literature freely—your jobber will supply you.

Radio reception is only as good as the loud speaker will permit it to be. MUSIC MASTER provides perfect reception and thus not only helps to sell a set but helps to keep it sold—and a satisfied customer is your best advertisement.

Write your jobber today.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus

Tenth and Cherry Streets

Chicago

Philadelphia

Pittsburgh

Connect any Music Master in place of headphones. No batteries required. No adjustments.

Music Master

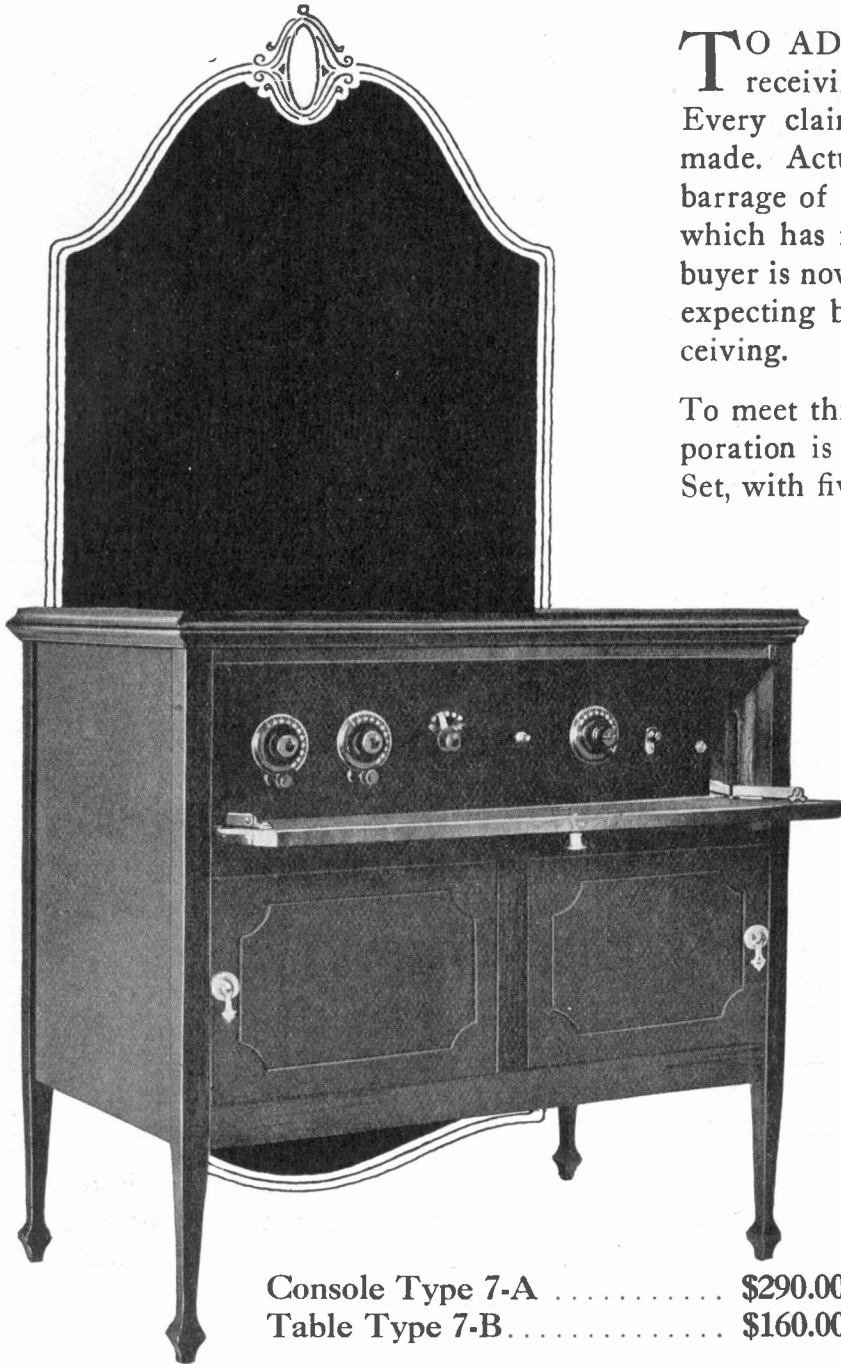
RADIO REPRODUCER

RADIO RETAILING

PREMIER

The Set that lives up to its Name

Quality - Appearance - Tone



Console Type 7-A \$290.00
Table Type 7-B..... \$160.00

TO ADVERTISE a really superior radio receiving set is, at present, difficult indeed. Every claim known to mortal man has been made. Actual merit has been hidden behind a barrage of superlatives, the promiscuous use of which has made them meaningless. The radio buyer is now demanding that which he has been expecting but, in many cases, has not been receiving.

To meet this demand The Premier Radio Corporation is offering a refined Reflex Receiving Set, with five tubes, both consol and table types.

You will find that Premier Receiving Sets are indeed all that the name implies. They meet the scientific standards of today. Their beautiful appearance make them at home in the most select environment.

To the dealer who is seeking a receiving set of this kind we have a very attractive proposition to offer, including exclusive sales franchises. Premier demonstrations are closing sales every day. They will do this for you. Write or wire for details.

The Premier Radio Corporation

Defiance, Ohio

\$18
LIST PRICE

(East of the Rockies)



2 Volts to
48 Volts!

HANDY CHARGER

It Charges 'Em All!

It charges any type or size of RADIO or AUTOMOBILE battery—CORRECTLY!

The HANDY CHARGER charges a battery as a good service station would do it—RIGHT. It is recognized as an honest and dependable device for every charging purpose.

The HANDY CHARGER employs carbon-pure silver contacts that do not stick and give trouble—no liquids or bulbs. It charges 6 volt batteries at 5 to 7 amperes and from 1 to 4 "B" batteries at a time. Yes, both 24 volt and 48 volt types.

Beautiful metal case—panel with convenient terminals for each size battery and WESTON Ammeter.

The coupon below will bring you full details—fill in and send today.

INTERSTATE ELECTRIC Co.
of St. Louis
4339 Duncan Ave. St. Louis, Mo.

Interstate Electric Co. of St. Louis,
4339 Duncan Ave., St. Louis, Mo.

Gentlemen:—Send us complete details on the HANDY CHARGER. Tell us just how it fulfills every battery requirement and how we, like thousands of your present dealers, can make real money selling it.

Name

Address

Favorite Jobber

Address

Quality Parts

that sell at Popular Prices and give Dealers a Rapid Turnover with Full Margin of Profit

- Condensers
- Variocouplers
- Low Loss Coils
- Rheostats
- Wavemeters
- Dials
- Insulators
- Transformers
- Variometers
- Potentiometers
- Sockets
- Filters
- Switches
- Small Parts



Write TODAY for Price Sheet Catalog 919-R

GENERAL RADIO Co.
Cambridge, Mass.

PREMIER Extension Cords

20 ft. long complete with connecting plug

List Price \$175

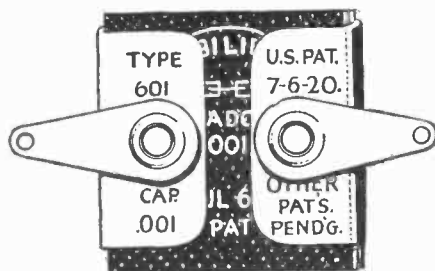
Each cord is packed in an individual box, one dozen boxes to a display carton, also a handsome counter display card comes with each dozen.

This extension cord is merchandised to give you maximum turnover through advertising to the consumer through the leading radio consumer publications.

CRESCENT BRAID CO. INC.
Providence, R. I.

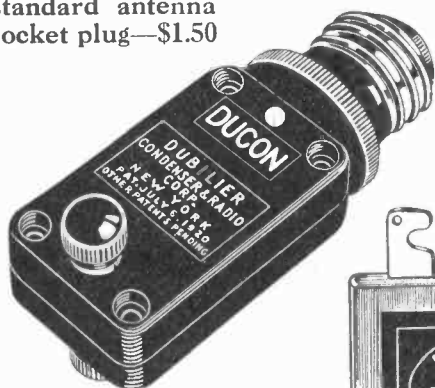
Makers of Spaghetti Tubing, Battery Cables and Telephone Cords

Fast Selling Radio Specialties

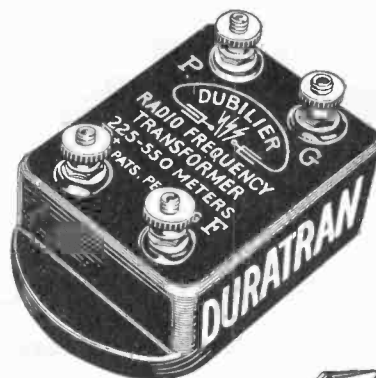


Micadon—
the standard fixed radio
condenser—35—75c

Ducon—
standard antenna
socket plug—\$1.50



Duratron—
the efficient radio-
frequency trans-
former—\$4.00



*By-Pass
Condenser*—
for finer, clearer
reception—75c to
\$3.75



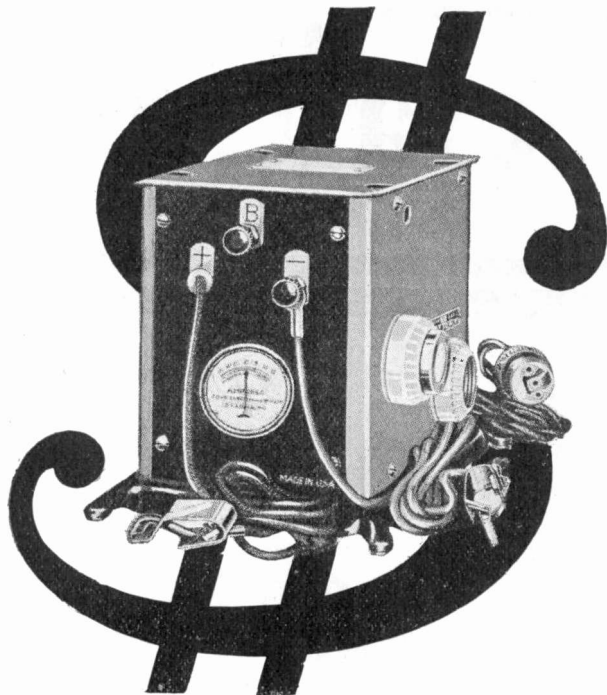
*Resistance
Unit*—
the accurate grid
leak—50c

Live radio dealers carry them. For address of nearest jobber write 47-51 West 4th St., New York

Dubilier

CONDENSER AND RADIO CORPORATION

Makes More Money For You



THE Master Fore Battery Charger

Jobbers and Dealers make profit when the Merchandise they handle insures a rapid turnover, with sufficient selling margin. The Master Fore Battery Charger meets these requirements and more. It charges any 6-volt Radio or Automobile Battery, also Radio "B" Batteries up to 48 volts in series and up to 120 volts in multiple. In appearance it is a match for the most expensive Radio Set. Easy to operate, inexpensive and durable. There will be no idle stock on your shelves when you handle the Master Fore.

Send coupon today, we'll tell you how it's done

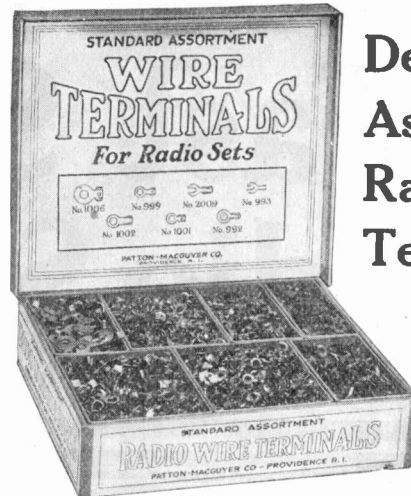
Manufactured by
FORE ELECTRICAL MFG. CO. THE ZINKE COMPANY
 5255 N. Market St. 1323 S. Michigan Ave.
 ST. LOUIS, MO. CHICAGO, ILL.

RADIOGRAM

Fore Electrical Mfg. Co., St. Louis, Mo., *Manufacturers*
 The Zinke Company, Chicago, Ill., *Sales Department*

Send me free of charge complete information on how to make more money with the Master Fore.

Name
 Address
 City State



Dealers' Assortments Radio Wire Terminals

(Tinned Copper)

Low investment, diversified stock, forceful to display. Quick to sell—

No. 1 Assortment for larger dealers

Contains 5000 tinned copper terminals, 7 styles—all good selling items.

Price \$7.50 ea.

No. 2 Assortment for smaller dealers

Contains 2750 tinned copper terminals, 6 styles—equally as salable as No. 1 assortment, but small quantities.

Price \$5.00

Jobbers—Write for quantity discounts

Manufactured by
PATTON-MacGUYER CO.
 Baker Street, Providence, R. I.

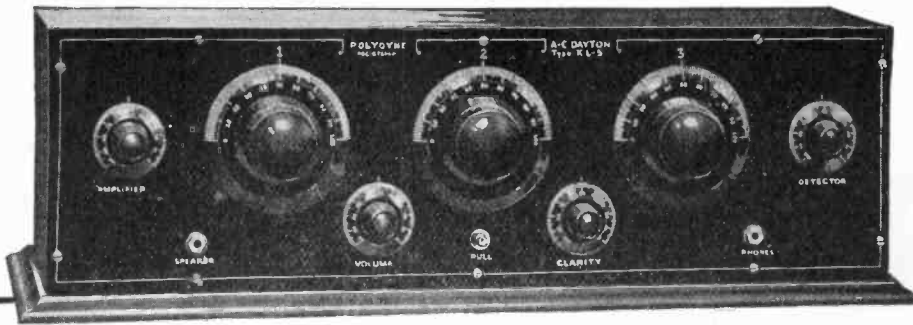


Our newest and best radio antenna wire Braided Flat Ribbon

Contains over one-half mile of wire strands to each 100 ft. coil. For outdoor or indoor use. In Copper—Tinned Copper—Enameled Copper.

We also make round antenna wires in all types and metals. Loop wires, Litz wires, Cotton covered wires. Ask your jobber for R.A.C.O. Wire.

ROSS ANTENNA CO.
 9 Charles St., PROVIDENCE, R. I.



The A-C DAYTON XL-5—Five Tubes—Dark Mahogany Cabinet

Advertising may bring prospects to your store, but— “Performance” sells them

Many Radio Receivers are “Claimed” to have the qualities of: Distance getting ability, volume, clearness, selectivity, easy tuning, beauty, etc., etc. These same qualities are “Claimed” for receivers ranging in price from \$16.00 to \$500.00; with two to eight tubes and also of the various radio circuits. How are you going to choose your receiver?

Here, we believe, is the real test for a radio receiver. Will it give satisfaction under all normal conditions, and will it *Stay Sold?* Extravagant “Claims” mean nothing *unless* backed up by Performance.



A-C DAYTON KNOCK-DOWN SET

The XL-5 is sold in knock-down form complete with all parts and directions. List price \$72.50 (\$78.50 Denver and west.)

Here are some *Facts* about the A-C Dayton XL-5 Receiver. (1) It *Stays Sold*. (2) It will *perform* to maximum efficiency in small towns or large cities. (3) It will perform when subjected to heavy local broadcasting, or when necessary to tune in distant stations. (4) It will perform in apartment houses, brick or frame houses. (5) It will perform in the center of large cities or suburban districts.

It has been sold under all conditions and gives satisfaction. This is proven by the *fact* that the factory has had less than one-half of one per cent returns, and practically all of these were due to injury received in transit. *Has any other radio receiver made such a record?*

The A-C Dayton is unreservedly guaranteed because it has a *record* of giving satisfaction. The guarantee means something for it is backed by a reliable company with a record of over twenty years of honest merchandising.

“Proven By Performance”

WRITE TODAY FOR CATALOGUE

THE A-C ELECTRICAL MFG. COMPANY, Dayton, Ohio
MAKERS OF ELECTRICAL DEVICES FOR OVER TWENTY YEARS

A-C DAYTON

XL-5

Mr. Retailer—

Here's a radio tube that will assure you
of *more sales and more profits*



"FEDERAL"

—
GUARANTEED

—
LIST PRICE

\$4.00

Type F 201A
Fil. Voltage—5-volts
Fil. Amperes—0.25
All Types in stock

After careful laboratory tests, FEDERAL GUARANTEED VACUUM TUBES have been endorsed by one of AMERICA'S most prominent manufacturers of radio receiving sets.

These splendid characteristics brought out in this impartial laboratory test of stock tubes will be of big interest to the trade. They are—

<i>Characteristics</i>	
Mutual Conductance	600
Amplification Constant	10
Impedence	16700
Filament Current	.24
Filament Voltage	5
Plate Voltage	90

A mighty good volume of business and a larger margin of profit awaits the dealers who stock FEDERAL VACUUM TUBES. The long life, built in every FEDERAL TUBE will put life into your Radio business. Order from your jobber or write us direct—Now.

SERVICE LAMP CO., Distributors
112-114 Trinity Place, New York, N. Y.

"FEDERAL TUBES" FOR SURE REPEAT BUSINESS

Dealers easily sell PURETONE (*Inside*) Radio Antenna



Retails
at 75c

Because:

- It's woven.
- It Gives Maximum Volume.
- It's made of efficient material.
- It's easily put up.
- It can be installed in many ways.
- It harmonizes with decorations.
- It can be tacked around moulding.
- It can be made into a loop.
- It can be strung across ceiling.

And because the public wants this kind of antenna.
And because you sell 100 feet for 75c.

Dealers, your stocks are now low. Stock up with Puretone now. Get sample from us at reduced price, *but buy your quantity from your jobber.* Buy now.

Lees Textile Co., Lowell, Mass.
Here is 50 cents for one Puretone Antenna, prepaid, as special sample introductory offer.

Name

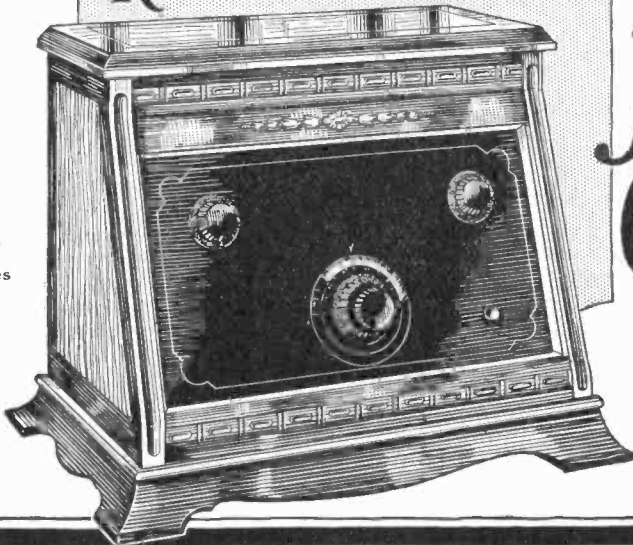
Address

Jobber's Name

LEES TEXTILE CO.
LOWELL, MASS.

Announcing
the Latest
Development in
Radio Reception

TABLE
 TYPE
 16 Inches
 High
 21 1/2 Inches
 Wide
 14 Inches
 Deep



Just
ONE
Dial
To Tune



Just ONE Dial to Turn to Get Coast to Coast Range
Just ONE Dial to Adjust to Get Perfect Tone Reception
Just ONE Dial to Tune to Get the Utmost in Selectivity

This new 5-tube MOHAWK Receiver with its ONE Dial Control is an invention of immense importance to the dealer who sells radios, just as it is to the customer who buys and uses a radio set.

This ONE Dial idea as perfected in the MOHAWK will revolutionize the entire consumer demand for good radio sets,—because the MOHAWK with its simple ONE Dial Control will do anything any other five-tube set will do—and do it quicker, easier and better. The simplicity of tuning with just ONE Dial instantly appeals to every radio buyer, and this fact alone makes the MOHAWK sell itself in direct competition against any multiple dial set.

This radio set is built primarily to operate a loud speaker and you as a dealer can handle and sell the MOHAWK with the positive assurance that it will tune out nearby stations and bring in distant ones on the loud speaker with unfailing regularity. It has a record of receiving 43 different stations in one hour. Send for copy of letter from Mr. W. A. James, Ansonia, Conn.

Picture to yourself the big sales advantage of being the FIRST Dealer in your locality to offer the radio buyers this new and simplified type of Radio set. You can appreciate what that would mean in quick sales and substantial profits for you.

HERE IS OUR PROPOSITION

We do not ask you to take our work for these claims. Any responsible dealer can order a sample MOHAWK set. Put it in your store and test it alongside of any other radio set on the market. Compare its range—its tone quality—its selectivity and its ease of operation. Then if it does not meet and beat all competition,—if you are not fully satisfied that it is all and more than we claim—SEND IT BACK AND GET YOUR MONEY. The MOHAWK has so many superior selling features that you must absolutely see it,—hear it,—and operate it yourself before you will actually believe it. We advise you to write or wire us today for complete information. Do it today—tomorrow may be too late.



CONSOLE TYPE
 51 Inches High
 21 Inches Wide
 16 Inches Deep

MOHAWK ELECTRIC CORPORATION

2222 Diversey Blvd.
 CHICAGO, ILLINOIS

The Mohawk
5 Tube Receiver

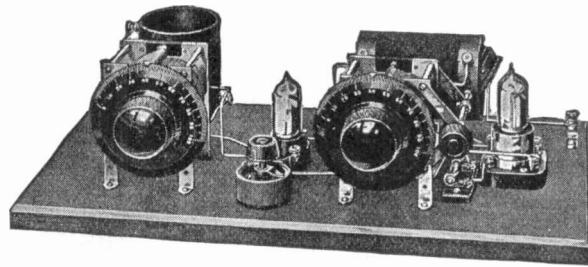
Mohawk sets are a quality product through and through. Built in THREE MODELS. Each encased in a distinctive type, hand-carved Adam Brown walnut cabinet which will instantly appeal to the artistic taste of the most critical. Console models have LOUD SPEAKER built right into the cabinet.

It's Selling Big!

THE NATIONAL REGENAFORMER

This new type of Radio Frequency Transformer has proved so efficient that 90% of the value of amplification calculated by mathematics in laboratory tests is obtained actually in practice, which is more than 3 times the amplification value produced by the usual type of tuned R.F. transformers.

It is incorporated in the Browning-Drake circuit, which has essentially 2 tubes—detector and radio amplifier—to which 2 stages of audio may be added.



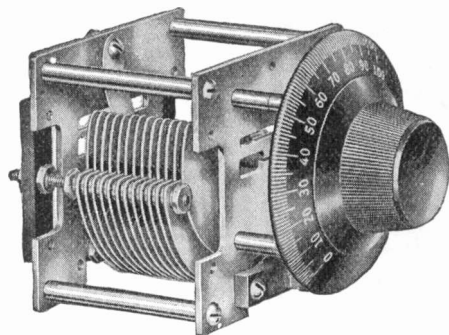
The press has featured it extensively. The dealers who now handle it are selling them with outstanding success.

We are ready to extend distribution

New dealers can now take it on and be assured of responsible deliveries. It is a real proposition. No exaggerated statements are needed to sell it—either in our advertising to you, or on your part to your trade.

Write for literature and discounts, but do it quickly. We will not take on more dealers than can be guaranteed quick service. Write now.

Price of kit for set illustrated...\$22.00
The National Regenaformer and
Coil only, price..... 7.50



THIS is the National "Velvet Vernier" Condenser and Dial—the most distinctive condenser of all.

Electrically and mechanically it is the finest that scientific principle and painstaking skill can commercially produce. This has been amply proved by its success in sets operated on wave lengths of 15 meters.

The velvety smooth vernier gives perfect reduction over the entire range. No backlash whatever.

Made in four sizes.

Write for Folder and Prices

NATIONAL CO., Inc., Cambridge, Mass.

Established 1914

Engineers and Manufacturers

TRU-FIX
TRADE MARK REGISTERED
RADIO PRODUCTS

**New Vernier Dials
Coming Soon**

Tru-Fix Dials are made of sheet brass .023 of an inch thick. The edge is very thin with a gradual contour to meet the panel and is finished bright nickel with 100 division scale running from left to right etched in surface inlaid with black enamel making Tru-Fix Dial easily read at all times. The Knob is of highly finished Bakelite 1 1/2 in. high with bevel edge at base. Attached to dial with flat spring device made into dial itself.

The New TRU-FIX vernier dials will be completed soon and before you dealers stock your 1925 radio parts, see our new model and get our prices. *It will pay you to wait for our line.* These can be bought at the right price in quantities. Our standard dials have always been popular with the trade *because they correct*, out of alignment, looseness of end play, overbalanced units, loss of tuning adjustments, etc.

We can supply you with our standard dials right now and have an unusual opportunity for jobbers who can buy in large quantities. Dealers ask your jobber.

TRU-FIX RADIO PRODUCTS CO.

42 Maverick Square
East Boston, Mass.

For Your
1925
Profits



Free to You
Today

Pocket
Size Catalogue

Radio's
Best Sellers
with Prices

FREE

Frank W. Morse Co.
289 Congress St., Boston, Mass.

Telephone Cords

High grade Cords for all makes of
Headsets and Loud Speakers.

We solicit your 1925 Business

Write for Prices.

Gavitt Manufacturing Co., Inc.
West Brookfield, Mass.

A Dymac New Year, Mr. Dealer!

In other words, a Happy and Prosperous 1925.



Type E Headset
List, \$3.



Type F Headset
List, \$3.50.



Type G Headset
List, \$5.



Crystal Set
Complete with Phones
List, \$7.50.

When you handle *DYMAC* Radio Equipment, this changes our wish into the kind of cash-register talk you like to hear.

In *DYMAC* you have a line you can lean against for volume and healthy turn over—no need for a sacrifice of legitimate profits by the price cutting route.

We shall continue to advertise *DYMAC* to the radio buying public. Watch the leading radio publications during the summer for our announcements on the *DYMAC* line for Fall.

To all *DYMAC* Dealers, for their 1924 co-operation, our hearty thanks.

ELECTRICAL PRODUCTS MFG. CO.

69 Sprague St., PROVIDENCE, R. I.

DYMAC Distributors in all the larger cities.

This is it— the *DYMAC* Loud Speaker

The 1924 radio sensation.

Wide range of volume with crystal-clarity and perfect modulation. Note convenient outside thumbscrew control on base.

Compare it with Speakers that sell for several times the *DYMAC*.

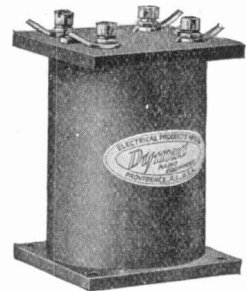
List Price,
\$10



High lustre
black deckled
enameled horn

\$10.

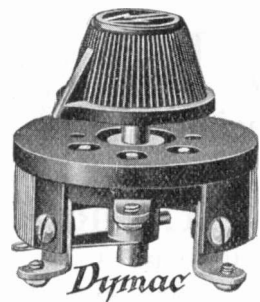
External
thumbscrew
control



Type G Audio
Frequency Transformer
List, \$4.



Type H Audio
Frequency Transformer
List, \$4.



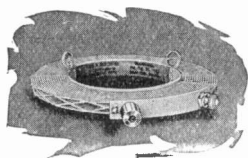
Standard Rheostat
and Potentiometer
List, \$1.



Soldering Iron Kit
List, \$2.50.

Dymac

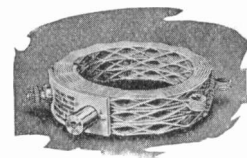
Radio Equipment



Tuned Transformer Coil No. 14
Price \$2.00

SICKLES DIAMOND-WEAVE COILS

Patented August 21, 1923



Knockout Reflex Coil No. 8
Price \$1.00 a Set

COIL HEADQUARTERS

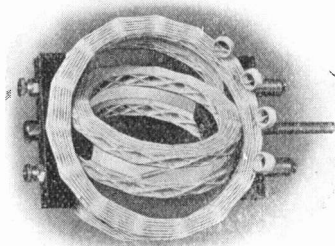
Sickles Diamond Weave Coils are recognized as standard equipment where extreme selectivity is required. They are being specified more and more by the manufacturer who incorporates in the sets which he builds the most efficient parts he can secure.

Among the leading Sickles Coils are the Tuned Transformer Coil for any Tuned Radio Frequency Circuit and the Knockout Reflex Coil for the famous Radio Broadcast Knockout Circuit. There are Coupler and Oscillator Coils and Acme Reflex Tuning Coils.

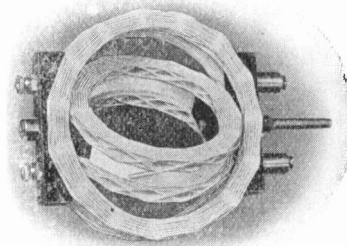
In addition to these standard coils, we are equipped to furnish special coils for special requirements. Secure maximum efficiency in your sets by including Sickles Diamond Weave Coils for selectivity.

Send for descriptive catalog.

THE F. W. SICKLES CO.
341 Worthington St.
SPRINGFIELD, MASS.



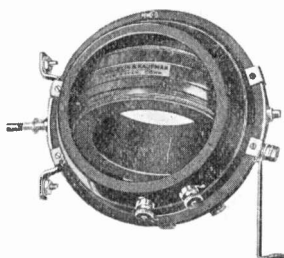
Diamond Weave Variocoupler No. 11
Price \$4.50



Diamond Weave Variometer No. 12
Price \$4.50

L + K Variable Clarifying SELECTOR

Greatly Improves
Any Standard Hook-Up



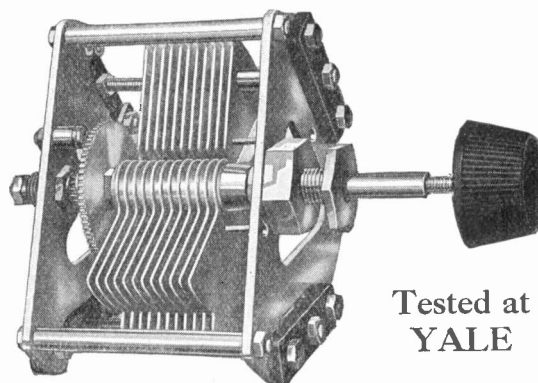
Whether a set is an Erla or any other reflex, an Ultradyne, a R.F. or a Regenerator, you can easily give it that high selectivity and perfect control so necessary where stations interfere.

Just replace variocoupler, fixed coupler, tapped coil, or aerial variometer with an L + K Clarifying Selector and a .0005 variable condenser.

This improvement clears up muffled signals—gives minute selectivity—permits complete control of antenna coupling over the entire B. C. wave band—cuts down antenna losses and strengthens reception—and does away with with tapped coils and high loss aerial tuners. \$7.00 list. Jobbers and dealers, write for representation.

LANGBEIN + KAUFMAN L+K
High Grade "Low Loss" Tuning Devices
A Guide to TECHNICAL ACCURACY

DEPT. M., 654 GRAND AVE., NEW HAVEN, CONN.



Tested at
YALE

"Built Like a Fine Watch" LOMBARDI Low Loss Grounded Rotor Condensers

One hole Panel Mounting or three screws. Clock Spring Pig Tail Rotor Stops.

Patented Bearings, Tapered and Ball and Thrust type. Lowest dielectric loss. Geared Vernier takes any size dial. Tested at Sloane Laboratory, Yale University. Plain type \$4.00 to \$5.50. Geared Vernier \$5.00 to \$6.50.

Know the best. Send for literature.

Lombardi Radio Manufacturing Co.
62 Minerva Street, Derby, Conn.



Meeting the Needs of a Virgin Market!

In the remarkable rapidity with which radio is sweeping the country, there remain naturally many angles to be straightened out and refined. Not the least of the annoyances to the housewife has been the disorder so often brought about through the building or bringing into the home of radio sets by male members of the family. One cannot blame her for frowning upon unsightly paraphernalia littering the rooms.

In an ever increasing multitude of homes there has been created a strong desire, yes, an absolute necessity, to overcome this disorder. All sorts of makeshifts have been resorted to but the really first successful and satisfactory solution of the problem comes with the introduction of these radio tables. With them in

stock, dealers enter a large unexploited market eager for the very thing offered.

Here is a handsome piece of furniture, beautiful enough in itself to grace any home. Its fine mahogany finish and graceful lines appeal immediately. And the ingenious practical features, the disappearing loud speaker shelf, the front door opening downward, are the joy of the radio household. Such a table in the home enhances materially the pleasures of radio.

Most important of all, we come into this great market with a most reasonable price for this quality product. These tables are offered to dealers at the extremely low price of \$12.50. That must make their introduction an easy matter.

Jobbers' discounts on application.

Tell us your needs.

The John O. Jesse Mfg. Company
Bryan, Ohio



Low Loss APPARATUS

For Reliable Reception

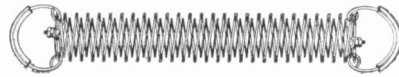
Spiral Bank Wound Low Loss Variable Inductance Unit.

The Spiral Banking used in this Tuner gives low loss efficiency and high inductance value. The windings are so mounted that Key to the Air coils of other inductance value may be substituted. The mechanism of the tuner control moves the movable windings from the closest coupling to 90° with 180° of dial movement.



Low Loss Tuner, TR-2 (Shown).....Price, \$3.00

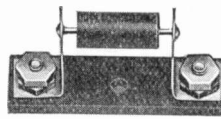
Indoor Cage Antenna



A highly efficient Indoor Antenna System, sold on a guarantee of Reliable Reception. Patented. The genuine bears the Trade Mark, Key to the Air.

Dealers re-order hundreds of them. Fast Seller.....Price, \$2.00

Permanent Cartridge Detector



The first permanent detector offered in the United States and still the best one. Satisfaction absolutely assured when you use this time-proven detector, for reflex, radio frequency or crystal receiver work. Big runs in many cities.....Price, \$1.00

STAFFORD RADIO COMPANY MEDFORD HILLSIDE, MASS.

Samples of any of our many Key to the Air items promptly forwarded to established dealers and jobbers for inspection on memo charge.



APPARATUS



"Good Will"

—It means everything to you! Every time you sell a customer Pacent Radio Essentials, you sell him the parts that 40 of the world's leading set makers have selected for their own sets. You're selling him the *best* that his money can buy . . .

In return you have his "good will"—and the profits follow as naturally as day follows night.

Write to-day for your copy of the new Pacent catalogue

PACENT ELECTRIC CO., Inc.
91 Seventh Ave., New York City

Washington Minneapolis Boston
San Francisco Chicago Birmingham
Philadelphia St. Louis Buffalo
Jacksonville Detroit

Pacent
RADIO ESSENTIALS

DON'T IMPROVISE - PACENTIZE

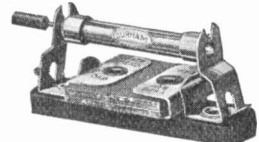
PACENT
Radio Essentials
Adapters
Improved Audioformer
Autoplug
Coil Plug
Coil Plug Receptacle
Condensers, Low Loss
Detector Stand
Duojack
Duo-Loop Coils
Headsets, Everyone
Jacks
Jack Set
Radio Loop
Loop Plug
Loop Jack
Multi-jack
Plugs
Potentiometers
Rheostats
Restorers, Laboratory
Sockets
Twinadapter, etc., etc.

Complete
Line



DURHAM

Metallic
Grid
Leaks



Variable Leak only, 75c.
Base, 35c.

Prices:

Fixed Metallics over
1/4 meg., 50c.;
under, 75c.

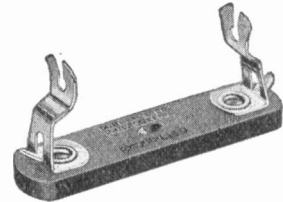
Variable, 3 sizes, all
75c.

Single Base, 30c.

Condenser Base, 35c.

Double Base, 40c.

Resis. Amp. Booklet,
25c.

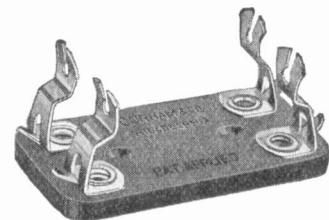


30c.

Single Base—General Use

Write for
further details

Fixed
Metallic
comes in 28
Tested Sizes



40c.
Double Base—Resis. Amp.

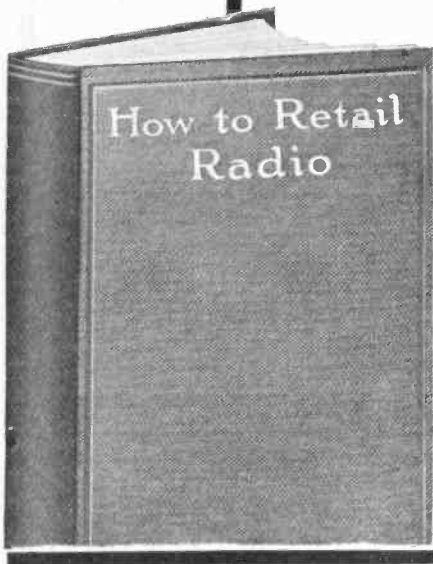
DURHAM & CO., Inc.
1930 Market St., Philadelphia,

Canadian Distributors: De Forest Radio Corp., Ltd., Toronto

Here is a "how" book on retailing radio. It contains effective methods and plans that have proved successful for other radio dealers.

It tells you

- how to finance a radio store,
- how to locate a radio store advantageously,
- how to arrange your store to best advantage,
- how to buy radio,
- how to get customers,
- how to advertise radio,
- how to get the most out of window display,
- how to train salespeople,
- how to give demonstrations,
- how to handle installation and servicing,
- how to speed up sales,
- how to reduce overhead,
- how to quicken your turnover.



How to Retail Radio

Here is a book that means bigger profits for every man who retails radio. The editors of ELECTRICAL MERCHANDISING gather from all over the country the ideas, plans, methods and suggestions that had proved successful in actual radio retailing. They put this material into this practical, helpful book. They offer you in this book, in compact, usable form the combined experience of the most successful radio retailers in the country. The book gives the solution to hundreds of problems that confront you every working day.

250 pages of tested methods and plans on retailing radio

The 250 practical pages in this book answer such questions as:

- what kind of stock should a radio store carry?
- how much stock should it carry?
- how should radio be advertised?
- how should a radio store be financed?
- who should stock only assembled sets?
- how should stunts be used in advertising?
- why do counter and table displays need careful attention?
- how should a radio set be demonstrated?
- how should a service idea be tested?
- how should the radio idea be spread?
- how to use the movie theatre in making sales?
- how can you get names of radio prospects?
- how can you increase radio business through a radio club-room?
- how can you use a radio club to make sales?

From these chapter headings you can see how complete the book is:

- 1.—What Successful Radio Retailing Requires.
- 2.—Working Policies That Pay.
- 3.—Financing the Radio Department.
- 4.—Choosing a Radio Store Location.
- 5.—Store Equipment and Its Arrangement.
- 6.—What Kind of Radio Stock and How Much.
- 7.—Where to Look for Radio Customers.
- 8.—How Shall the Dealer Advertise Radio?
- 9.—Displaying Radio Goods in Window or Store.
- 10.—Training the Store Salesmen to Sell Radio.
- 11.—How to Demonstrate a Radio Set.
- 12.—Installation and Servicing.
- 13.—Hooking Up a Radio Set.
- 14.—Speeding Up Radio Sales.
- 15.—How a Clubroom for Amateurs Builds Sales.
- 16.—Good Business Records Make for Profits.
- 17.—Overhead and Profit and Turnover.

You will decide to keep this book within an hour after it reaches you—See it for 10 days FREE and make sure it is all we say it is.

Just examine and use it at our expense for 10 days and if it is not worth \$2.00 return it and that will close the matter.

See the layout for an electrical store on page 54.

Just send this coupon today

See a copy FREE for 10 days

McGraw-Hill Book Co., Inc.
370 Seventh Ave., N. Y.

Send me on 10 days' approval "How to Retail Radio," \$2.00 net, postpaid. I agree to pay for the book or return it postpaid within 10 days of receipt.

Name

Address

Official Position

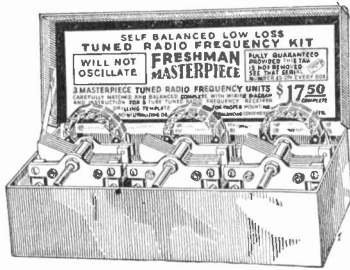
Name of Company

(Books sent on approval to retail purchasers in the U. S. and Canada only.)

R.R. 1-1-25

FRESHMAN MASTERPIECE

TUNED RADIO FREQUENCY KIT \$17.50



EASY TO BUILD—EASY TO SELL

With the Freshman Masterpiece Kit any one can easily build a five tube radio frequency receiver that will bring in even the most distant stations, with the volume and clarity of locals.

NO NEUTRALIZING OR BALANCING CONDENSERS REQUIRED

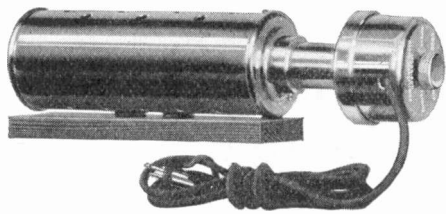
Kit consists of 3 Masterpiece Tuned Radio Frequency Units carefully matched and balanced. Complete with wiring diagram and instructions, and drilling template for proper mounting.

No radio stock is complete without Freshman Masterpiece Kits. At \$17.50 list they are good profitmakers for you because they sell quickly and easily. Write for catalog today.

Chas. Freshman Co.
Radio Condenser Pro

Freshman Bldg., 240-248 West 40th St., New York

MANUFACTURERS JOBBER AND DEALERS



MANUFACTURERS, Jobbers and Dealers, investigate this, the newest invention in Radio Loud Speakers, before you make plans for 1925.

List Price \$20.00

Sample \$15.00

MERSMAN & COMPANY
Ottawa, Ohio



With Acme Stranded Enameled Antenna

Distant signals are always weak. To bring them in, the antenna must not become oxidized. Enameled antenna cannot oxidize. The seven strands increase the volume by offering a greater surface to the incoming wave.

Write for discounts and folder.

ACME WIRE Makes Better Sets
Acme Wire Co., Dept. E., New Haven, Conn.

\$3⁵⁰ LIST!



The Pennsylvania Harmonized Head-Set is the finished product of engineers who have specialized in head-sets for years. In sensitiveness, clarity and faithfulness of reproduction it excels many highest priced sets.

A one-year written guarantee with each pair. 2500 ohms. Weight 12 oz.

Other Pennsylvania Radio Products—

Crystal Receiver
Single Tuner, \$3 list.

Reproducing Unit
with phonograph attachment, \$5 list.

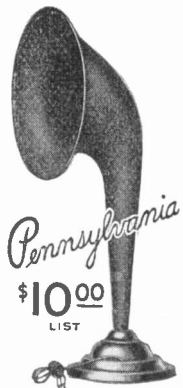
Crystal Receiver
Double Tuner,
\$4.50 list.

Type L-32 Head-
phones, \$5 list.

The new Pennsylvania Speaker is a beautiful thing to hear—and to see. It combines the rare achievements of faithfully reproducing the human voice, and reproducing orchestra music, in such a manner as to bring out the finest detail.

Unbreakable LINOL - FIBRE horn, with handsome molded base. Height 24 in. with a 12 in. bell.

Complete, \$10 list
Horn and base
without reproducing
unit, \$7 list
Base adaptable for
any unit.



Manufactured by

HAMBURG BROS.

620-24-26 Grant Street, Pittsburgh, Pa.

for Dealers
96 Pages
Describing and Pricing the
Best Lines in RADIO

This catalog puts the dealer in touch with one convenient source of supply from which 25 leading lines of radio equipment may be had.

These lines were selected by radio experts; are sold by radio experts, and are backed by the guarantee of men who know the radio business thoroughly.

If you now handle radio, or are planning to put it in, you should have this catalog. It lists your every need, and supplementing it is the practical service of our expert radio men. Our central location and large radio assortments enable us to make prompt delivery of any order to any location. Let Sutcliffe service help you build your radio business bigger. Send for this catalog today. Address Dept. G.

The Sutcliffe Company

Incorporated
 Louisville, Ky.

We represent these manufacturers:

Cunningham Tubes	Burgess Batteries
Magnavox	Grebe
Federal	Remler
Frost	Brandes
Atwater Kent	Cardwell Condenser
Western Electric	Jefferson Transformers
Fada	Cutler-Hammer
Allen Bradley	Willard Batteries
All American	Acme
Dubilier	Eby Binding Posts
U. S. Tool	Carter
Music Master	Western Coil
Crosley	

Radio Parts



SOCKETS—All Types
 DIALS—All Sizes
 TRANSFORMERS
 VARIOMETERS
 INSULATORS
 BINDING POSTS
 (Character and Plain)
 PHONE ADAPTERS
 SOCKET BRACKETS
 PANEL BRACES
 TERMINALS—Any Finish
 BATTERY CLIPS
 KNOBS—All Sizes
 SWITCH ASSEMBLIES

and other Radio Parts

To Jobbers and Mfrs. Only
Send for Catalog and Prices

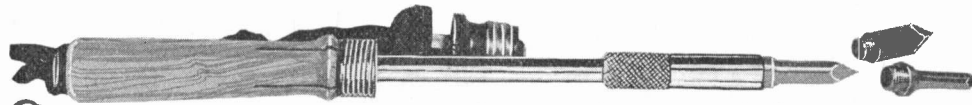
"RADIO DEPT."

WATERBURY BUTTON CO.

Manufacturers Since 1812
 Waterbury, Conn.

3 Hot Points to Consider—

Set complete, \$2.50 list. In display carton with stand, solder and paste. Mail a sample order. Also one point irons at \$1.75. Immediate delivery.



1. An unbreakable heating element guaranteed for one year.
2. Three interchangeable copper points.
3. Never-slip handle construction.

The Chapman Co., Terryville, Conn.

A seven league stride in the refinement of radio

THE SUMMIT TUNED RADIO FREQUENCY TOROIDAL TRANSFORMER

Eliminates feed-back and leakage—Has no strayfield

Step by step the causes of radio losses, noise and the other disturbing factors are being eliminated.

The Toroidal Transformer is the latest step in radio progress, and the only radio transformer with closed magnetic circuit and pre-calculated capacity. It was designed in accordance with modern engineering principles by an engineer who for years has concentrated in this field.

Write at once for a sample set of 3 mated Toroidal Transformers, and enjoy the clearest, finest reception ever.

Sold only in mated sets of 3, packed in a handsome display box with complete instructions and designs.

Attractive Discounts

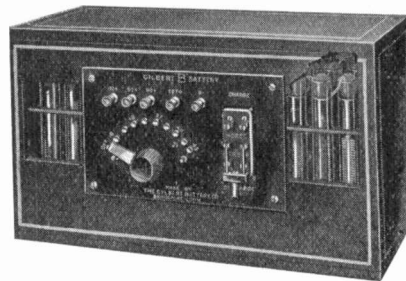
Summit Radio Manufacturing Co., Inc.
Dept. 15
481 Broad Street, Newark, N. J.



Low Losses
Low Distributed Capacity
Correct Radio
Self Neutralized
Self Balanced

THE Gilbert STORAGE "B" BATTERY

Clearer Reception
Greater Distance
More Volume
Noiseless in Action
—the most beautiful "B" Battery made

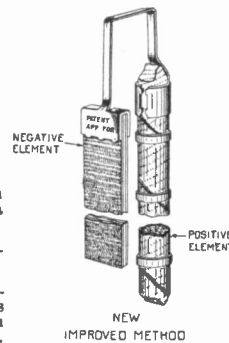


No acids or disagreeable odors. Will stand untold electrical abuse. The alkaline solution has absolutely no chemical action on the nickel-iron elements, adding years of actual service to the battery. Non-sulphating. No buckling of plates. No fear of overcharging.

Its beautifully finished solid American Walnut Cabinet puts a fine battery in a properly distinctive setting.

Note the sturdy durable method of connecting the elements.

For the dealer earnestly seeking the finest in radio to build up his accessories business there is a splendid proposition in The Gilbert Storage "B" Battery. Write today.



THE GILBERT BATTERY CO.
138 Fayerweather Street
Bridgeport, Conn.

INDEX TO ADVERTISEMENTS

	Page		Page		Page
A-C Electric Co.	99	Gavitt Mfg. Co.	102	Pacent Elec. Co.	106
Acme Wire Co.	108	General Radio Co.	96	Patton-MacGuyver Co.	98
Adams Mergan Co.	8	Gilbert Battery Co.	110	Philadelphia Storage Battery Co.	9
Ajax Electric Specialty Co.	91	Grigsby-Grunow-Hinds Company.	10	Premier Radio Corp.	95
Alden Manufacturing Co.	87				
Allen-Bradley Co.	1	Hamburg Bros.	108	Radio Corp. of America.	56, 57
Andrea, F. A. D.	13	Hart & Hegeman Mfg. Co.	92	Reichmann Co.	Back Cover
Apco Mfg. Co.	Inside Back Cover	Hazeltine Corporation	12	Ross Antenna Co.	98
Benjamin Electric Mfg. Co.	112	Interstate Electric Co.	96	Service Lamp Co.	100
Brandes, C., Inc.	Inside Front Cover	Jesse Mfg. Co., John O.	105	Sickles Co., F. W.	102
Bridgeport Hardware Mfg. Corp.	91			Stafford Radio Co.	106
Bristol Co.	111	Langbein & Kaufman	102	Summit Radio Mfg. Co.	110
		Lees Textile Co.	100	Sutcliffe Co.	109
Chapman Co.	110	Liberty Electric Corp. of N. Y.	88		
Crescent Braid Co.	96	Lombardi Radio Mfg. Co.	102	Terry Elec. Co.	91
				Thermodyne Radio Corp.	14
Dayton Fan & Motor Co.	5	McGraw-Hill Book Co.	107	Timmons Radio Products Corp.	3
Dubilier Condenser & Radio Co.	97	Martin Copeland Co.	90	Tower Mfg. Corp.	2
Durham & Co.	106	Mersman & Company	108	Trilling and Montague	91
		Mohawk Elec. Corp.	101	Tru-Fix Radio Products Co.	102
Electric Storage Battery Co.	89	Morse Co., Frank W.	102		
Electrical Products Mfg. Co.	103	Murdock Co., Wm. J.	11	Union Fabric Co.	93
Electric Service Supplies Co.	6	Music Master Corp.	94		
				Waterbury Button Co.	109
Fore Electrical Mfg. Co.	98	National Carbon Co.	4	Westwyre Co.	92
Freshman Co., Chas., Inc.	108	National Company, The.	102		
				Yaxley Manufacturing Co.	7

Searchlight Section

Salesman Available

SALES MANAGER for department store, chain of radio or music stores on profit sharing basis. Qualifications: Nearly three years' radio merchandising experience, over two years with largest radio manufacturer as field manager dealer sales promotion. Familiar with dealer problems of display, supply, service, demonstration, finance, personnel, advertising, competition, etc., and their solution. Extensive acquaintance among jobbers; know what to buy and of concessions allowed by some jobbers and manufacturers. Eleven years' experience in selecting, training and directing men. At present employed but can change on two weeks' notice. PW-1, Radio Retailing, Old Colony Bldg., Chicago, Ill.



They Stand the "Warehouse Test"

THE way Bristol Audiophone Speakers are going out of our warehouses is one of the frankest testimonials to the power of magazine advertising, plus good distributors and dealers, that we have ever seen.

Like a fractious horse, demand has the bit in its teeth, and we urge you to order as far as possible ahead of the date you will actually need the stock on your floor. We are in splendid production, but shipments are slow enough at any time, and we are in the height of the radio season now when days mean dollars.

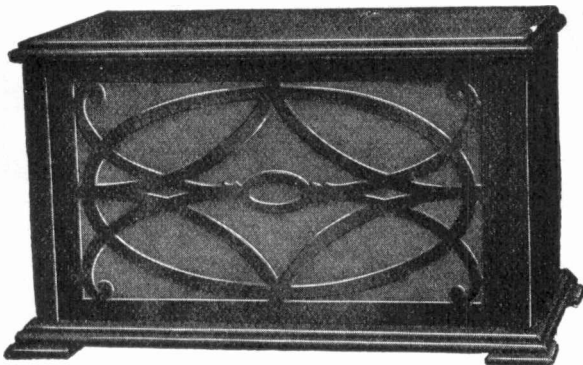


Model S
\$25

14 1/2-in. rubber horn. Cast metal throat. Velvet mat finished in mottled bronze and gold.

New Cabinet Model \$30

Beautifully finished mahogany. Full-floating wooden horn and cast metal throat. Size 17x10x10 1/4-in.



**We Can Take
Care of Your
Entire Loud Speaker Business**

With five Bristol Loud Speakers, retailing from \$12.50 to \$30.00, and Bristol representatives in eight principal cities, you can satisfy every customer who comes to your store. One line—one freight—one responsible house to deal with. Write for bulletins describing Bristol products.

**The Bristol Company
Waterbury, Conn.**

BRISTOL TRADE MARK **AUDIOPHONE** REG. U.S. PAT. OFFICE **Loud Speaker**

Give the Set Builder the Best of It!

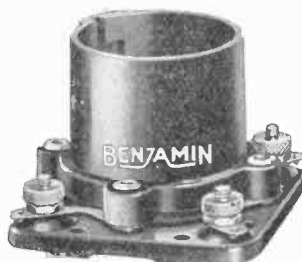
You can recommend Benjamin Radio Products to your radio customers. Each product, in its own way, is an exclusive item. Each product does something special for the radio set builder. Each renders a distinct and unusual service.

Benjamin Radio Products are priced right. Each could stand a higher mark-up and the radio user would be perfectly satisfied, because of the unusual care in making the material.

The profit is good and the turnover makes these products the most desirable to carry in any dealer's store.

BENJAMIN CLE-RA-TONE SOCKET CLEARER RADIO TONE

Shock Absorbing—Spring Suspended



One of the fastest moving items in the radio stock. Recommended by radio engineers and featured in the most popular hookups. The tube holding

element "floats" on perfectly balanced springs. Vibration is counteracted and so-called "tube noises" done away with. Molded parts are genuine Bakelite. Handsome ebony and gold stand, for display of socket can be procured from radio distributors.

Radio Bracket See illustration below. For use in standard cabinets. A neat, substantial construction feature. Gets the wiring all out of sight.

Grid Leak Panel See illustration below. Adds to the compactness of the set and provides a secure and safe place for this important element.

Radio Battery Switch

Lightest and neatest switch made. Mounts in single 1/4 inch panel hole. No spacer washers required. Push-pull single contact features give positive contact. When it's in it's off, avoiding accidental cutting in of battery.



Cle-Ra-Tone Gang Socket

A fine construction feature. May be used with almost any of the popular hook-

ups. Consists of combination of Cle-Ra-Tone Shock Absorbing Sockets attached to Bakelite shelf and complete sets of binding posts with markers.

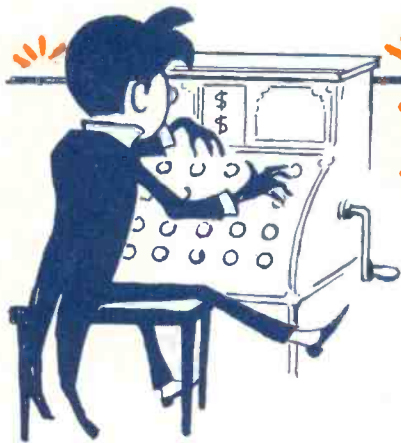
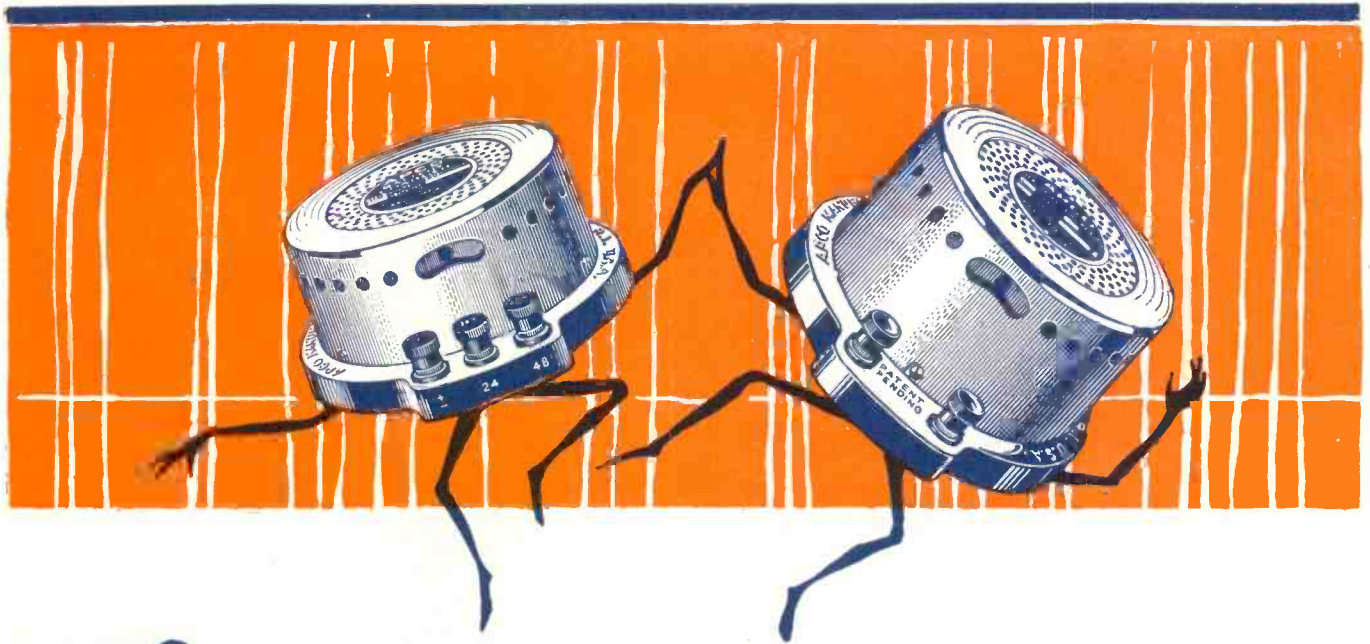


*You can not get in too soon on this fast-moving line.
Write our nearest office for prices*

Benjamin Electric Mfg. Co.

120-128 So. Sangamon St., Chicago
247 West 17th St., New York

448 Bryant St., San Francisco



**Holding the Centre
of the Stage**

APCO

**BATTERY CHARGERS
for "A" and "B" Batteries**

TINKLE the keys on your cash register—APCO Battery Chargers will do the rest! Every owner of a real receiving set needs them. And they're so good looking and dependable, they sell "on sight"—and stay sold. They're quiet in operation, self-

polarizing and taper the charge. APCO "A" Charger, list \$18.50, dealer price \$12.50.

APCO "B" Charger is for 24 or 48-volt "B" storage batteries or 90 volts in multiple. List \$10. Dealer \$6.75.

Order from Your Jobber

APCO MANUFACTURING CO., Providence, R. I.

APCO MFG. CO.
1438 So. Michigan Ave.
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APCO Branches:
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Electrical & Export Office, Tribune Bldg.
154 Nassau St., New York City
Canadian Factory: Apco Canadian Co., Ltd., 3150 Jeanne Mance St., Montreal
Southwestern Office: M. L. Martin, 2006½ Commerce St., Dallas, Texas

APCO MFG. CO.
2005 E. 15th Street
Kansas City, Mo.



I am the Voice

I am a violin. I am tom toms. I am grand opera and vaudeville.

I enchant youth like the Pied Piper. I am a teacher. I am town crier.

Verily, I shrink the world . . . But never am I my own master . . .

For Thorola Loud Speaker can sing and play and speak only what goes into the radiocasting microphone—nothing is lost—nothing is added but volume.

Extreme volume is suggested by the very size of the Thorola reproducer—so large as to permit scientific accuracy which is impossible in miniature!

But the greater the volume, the purer the tone must be to satisfy the musical ear. So it was absolutely necessary for Thorola to introduce features associated only with finest musical instruments.

Under the remarkable 10-day Refund Warranty, Thorola *must* fulfill every claim—*must* improve power, range, **TONE QUALITY.**

THOROLA 4, \$25 THOROLA 9 (Cabinet) \$40
THOROLA 6 (Phonograph Attachment) . . . \$15

Thorola models require no battery
—Simply plug in same as phones
THOROPHONE (Power Type Speaker) . . . \$45

The exclusive Thorola Controlled Mica Diaphragm was created, bringing highest musical art to radio. And for the first time the overtones—which *make* true music or natural voice—are preserved in all delicacy by the Thorola Separix found in no other loud speaker.

For the beautiful Thorola horn, Thorite was evolved, a laboratory compound, acoustically perfect beyond natural materials. For harmonizing *each* Thorola with the characteristics of *each* radio receiver, the Thorola Synchronizer is provided, putting Thorola always at its best on every set, ready to bring the radio of a continent in the very finest music-room style. Thorola betterments bring the culture of music to radio—the biggest thing you can sell.

REICHMANN COMPANY
1725-39 West 74th Street · CHICAGO

Thorola

THE SPEAKING LIKENESS