

RADIO

Merchandising

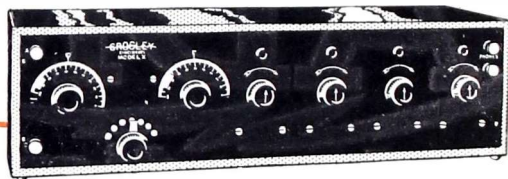
THE MAGAZINE OF THE RADIO TRADE

JUNE, 1923

\$1.00 A YEAR



COMPLIMENTS OF
NATIONAL LIGHT & ELECTRIC CO.
NEWARK, NEW JERSEY



~~CROSLLEY~~ Uses Formica

RADIO engineers of the Crosley Manufacturing Company like those of nearly every other well known independent radio manufacturer appreciate the superior qualities of Formica Insulation for Radio.

The endorsement of Formica by such makers has established its leadership in its field—and created a universal demand for it. It moves easily from the dealers shelves, because amateurs know and want it.

You can get Formica panels in just the sizes your trade demands. You don't need to stock up on sizes that some one else wants you to buy. Get the sizes you can sell.

Formica service and advertising and sales support is the best in the business. The Formica Insulation Company treat you right.

The Formica Insulation Company
4644 Spring Grove Avenue,
Cincinnati, Ohio

FORMICA

Made from Anhydrous Redmanol Resins
SHEETS TUBES RODS

A Clean-Cut Dollars and Sense Talk

Some time ago we expressed our thought that the larger profit in Radio would present itself to the dealer who put his effort in the merchandising of complete RCA sets. Without a doubt it is being realized daily.

For your information, the live dealers are selling more Radiolas today than they have at any time.

With the introduction of the new portable sets, namely the Radiola II and the RS, the Summer business promises to overwhelm past performances. Note in the Radiola II Eveready flashlight batteries No. 705 for A battery use. (See Page 2.)

We particularly invite your attention to Page 3, which carries a short story on Eveready flashlights, batteries and automobile bulbs.

Fall in line—follow our suggestion—and let us help make Summer business bigger business for you.

National Light & Electric Co.

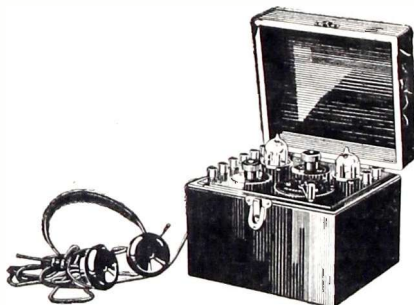
289-291 Market St

Newark, N. J.

“Grow With Us”

RADIOLA RS

For Economical Loud-Speaker Performance



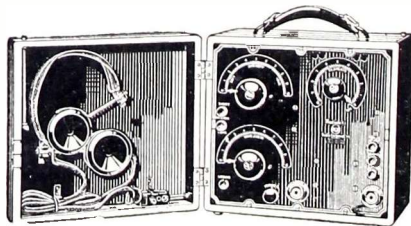
RADIOLA RS combines the efficient regenerative tuning equipment of Radiola Sr. with one stage of audio-frequency amplification. It was designed primarily for those who feel that the cost of a receiver embodying two stages of amplification is beyond their means, yet wish to hear their local stations on a loud-speaker. This it will accomplish—clearly and consistently.

Another desirable feature of Radiola RS is the distance it will cover when used with head-phones. The amplification increases the range, in that programs otherwise too weak to be enjoyed are strengthened to the volume produced by nearby stations on detector only. The upkeep of this set is pleasingly low as dry cells heat the filaments of the two WD-11 Radiotrons employed, drawing together but $\frac{1}{2}$ ampere, and two No. 6 dry cells should function for many weeks.

Radiola RS, with two WD-11 Radiotrons and a pair of high grade head receivers and all batteries.....\$85.00

RADIOLA II

The Personal Receiving Set



UNUSUAL features embodied in Radiola II make it possible to take this versatile receiver with you wherever you go. Flashlight batteries, obtainable anywhere, light the filaments of the two UV-199 Radiotrons. One is the detector, the other an audio-frequency amplifier, and each draws but .06 ampere. Both the flashlight "A" batteries and the small blocks of "B" battery are enclosed in the rear cover, while the head receivers are carried in the front cover.

The regenerative tuner, contained in the main center compartment is remarkable for its selectivity and ease of operation. From the many programs to be heard nightly on Radiola II, the owner may, without difficulty, select that form of entertainment which suits his mood and fancy.

Radiola II, complete with two UV-199 Radiotron tubes, two flashlight filament batteries, two blocks of "B" battery and a pair of sensitive head receivers.....\$97.50

National Light & Electric Co.
289-291 Market St. Newark, N. J.

"Grow With Us"

A Profitable Line For Radio Dealers



No. 2602

EVERY person who enters your store is a prospect for Eveready Flashlights. Automobilists, campers, vacationists, and people in every walk of life need an Eveready.



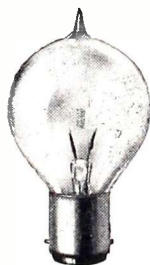
No. 2672

Your customers going away this summer will appreciate the suggestion of an Eveready Flashlight. Sell one with every portable radio set.

Stock up with Eveready Flashlights and batteries and cash in on the big demand. You will bring customers back to your store for renewal batteries and bulbs.

Eveready Mazda Automobile Lamps

A stock of Eveready Mazda Automobile Lamps will provide you with another profitable line. There is a steady market for replacement business due to the ever increasing number of motorists.



EVEREADY
FLASHLIGHTS
& BATTERIES
— they last longer.

DISTRIBUTED BY

National Light & Electric Co.
289-291 Market St. Newark, N. J.

“Grow With Us”

National Light & Electric Co.

289-291 Market Street

Newark, N. J.

Phone, Market 5127-5128

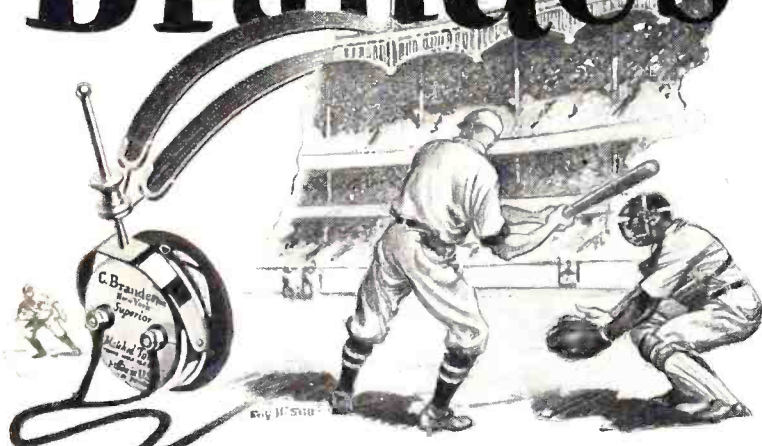
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Framingham Co.
Sampson Electric Co.
and many other manufacturers.

“Grow With Us”

Brandes



THIS layout with interesting copy will appear in the "popular" or "fan" magazines in July, also in the July *American Boy* and the July 14 issue of *Country Gentleman*.

The new Brandes advertising campaign is sure to pull, and the wise dealers will have Brandes *Matched Tone* Headsets in stock.

On request we will place any dealer on the list to receive "*Brandes Broadcast*" an extremely interesting house organ published each month.

DISTRICT OFFICES:

76 Pearl St., Boston, Mass.	Plymouth Bldg., Minneapolis, Minn.
709 Mission St., San Francisco, Cal.	704 Granite Building, Pittsburgh, Pa.
Munsey Building, Washington, D. C.	1028 Fourth Ave., Huntington, W. Va.
802 Forsyth Building, Atlanta, Ga.	
33 South Clinton St., Chicago, Ill.	

Distributors in Australia and New Zealand:
International Electric Co., Wellington, N. Z.

Made in Canada and England by
Canadian Brandes, Limited, Toronto and London.

Distributed in Canada by
Perkins Electric, Limited.
Toronto—MONTREAL—Winnipeg

C.Brandes INC. - 237 Lafayette St., N.Y.C.

Matched Tone

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

Radio Headsets

Dept R M.



"Get rid of small wisdom, and great wisdom will shine upon you."

—Confucius.

Progressive, successful dealers will show their great wisdom by selling the New Grebe Receiver.

Doctor Wu

No Other Receiver Offers These Sensational Sales Points!

1. Requires no outdoor antenna—no loop.
2. Uses all kinds of tubes (4 of them) in any desired combination.
3. Employs the perfect combination of both Regeneration and tuned Radio Frequency Amplification with only two tuning adjustments.
4. Receives on *all* broadcast wavelengths.
5. Tuning Dial is graduated in wavelengths.
6. May be set up immediately, and successfully operated—anywhere—by anyone.
7. Complete, self-contained Receiver;—has compartments for dry cell "A" and "B" Batteries. Beautiful walnut cabinet.

Be prepared to profit by our big newspaper advertising campaign now running.

Write us.

**A. H.
GREBE & CO., Inc.**

80 Van Wyck Blvd., Richmond Hill, N. Y.

Western Branch
451 East 3rd St.,
Los Angeles, Cal.



Licensed under Armstrong
U. S. Pat. No. 1113149

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

G. DOUGLAS WARDROP
EDITOR

VOL. 2

JUNE, 1923

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RADIO PUBLISHING CORPORATION

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THORDARSON

Dealer Co-operation



THORDARSON National Advertising Reaching 4,838,904 People

The finest products in their field have been produced by Thordarson for 28 years—ask *any* electrical engineer, manufacturer, jobber or veteran dealer.

New quarters and increased production capacity permit us, at this time, to create a greater market and solicit new business from forward-looking Radio dealers.

THORDARSON ELECTRIC MFG. COMPANY
Huron and Kingsburg Streets Chicago



©Kadel & Herbert

If you sell a set to one in five of the automobile owners this summer you will do good business.

How to Cure Radio "Summer Complaint"

An Anti-Slump Prescription

By Sewell Peaslee Wright



FHERE is no use trying to pretend that keeping up radio sales during the warm weather is an easy job. It isn't. It is a real fight from start to finish; it requires imagination, stamina, initiative and nerve. In fact, the only cheerful thing we can think of in connection with it is that **IT CAN BE DONE!** With this as our slogan, let us see **HOW** it can be done.

It is to be expected that in the natural, normal course of things, there will be a falling off in ra-

dio sales during the coming hot weather months. There are several reasons for this, of course; static, out-door amusements, and the general unfavorable conditions that seem to exist in the summer. There are, in our opinion, only two courses of action open to the radio dealer at this time. Either he can face the slump with a low stock, so that his tied-up capital will not be large, and cut down his force of salesmen as low as possible, and take the lack of business philosophically, or he can gird up his loins, figuratively speaking, with the best and newest things in radio, and a nice big advertising

contract with his local papers, and go to it.

The first course is the one that many of you, perhaps most of you, will follow; it is so obvious that we will not discuss it further here. The fighter, however (and more of you will be in the fighting class this year than ever before), has a stiff proposition to buck, and we feel that any assistance we may be able to offer him in the way of suggestions will be much appreciated, and a real boost to the business as a whole. Filling up the valleys on the sales chart is a move that is always hailed with glee by everyone concerned.

Naturally, the biggest avenue of sales is along the portable set line. What with the automobile season here, and vacation time just in the offing, the portable set is going to hold the center of the summer stage. A true portable uses only a loop aerial, of course, and the loop is practically free from static interference. True, it is not quite as effective as the conventional "L" or "T," but by using radio frequency amplification, especially in some form of reflex circuit, a very compact and efficient set can be designed which will compare favorably in results with the average non-portable set.

For auto parties, such a set is ideal; the battery of the car very nicely supplies the A Battery juice; a plug in the dash-light socket and a couple of wires settles that. If battery current is not available, then the so-called "dry cell" tubes may be used. We understand at this writing that the W.D.11 is to be removed from the market, and that a new tube, to be known as the W.D.12, having a standard base, will be available instead. These tubes operate on the voltage of one dry cell, and by connecting several dry cells in parallel, current

enough to light several of these tubes for a long period of time will be obtained.



HERE are many types of complete, assembled portable sets on the market at this time, and many of them are excellent. It might be well to have a few of them in stock, but we are rather of the opinion that unless you have an unusual community to work in, it will be advisable to sell the parts for the complete set.

The parts will tie up a much smaller amount of capital, and the turn-over will be much more rapid. It should also be borne in mind that the Summer months are vacation months; months when the young folks of your town are working at odd jobs and earning money, and when they have the time to devote to building radio sets.

Do not, however, just carry a large stock of parts, and expect to sell them as such. Radio, like everything else, is best merchandised not merely as merchandise, but as something that will in some way serve the purchaser. Not what it IS, but what it will DO is the big thing.

Build, from the parts you have in stock, a good portable radio set or two, and display them in your window. Tell how much they cost to build, and how easy the job is. Take one of the sets out in the country some evening, and invite two or three prominent men to go along. Log all the stations you can hear, and get the prominent men to sign a little note verifying the log. People are a bit chary of the portable set just now; the thing is so wonderful that they just can't believe the dog-gone thing will do the work.

Take the exact set, and the exact loop used, and display it

prominently. Have it photographed, and run a little story about it in good-sized space in the papers. State the exact cost, and tell the reader that complete instructions for building and operating, as well as the parts required, can be obtained at your shop. Give the impression that the set is really sort of a knocked down proposition, which indeed it is, if assembled from standard units.

Have the complete parts required in one group, and the price for the lot plainly displayed; that's the way to sell parts in volume.



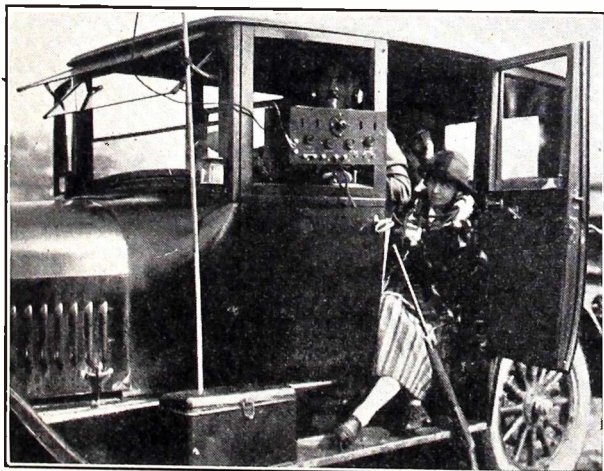
LET us digress a minute here to discuss this matter of price. You will perhaps have noted that we have several times advised the quoting of price. We feel that too much emphasis cannot be laid upon this point, as the prevalent opinion today is that radio is too darned expensive for ordinary folks.

S o m e wealthy gentleman blows three or four hundred in a

de luxe outfit and goes around boasting about it. Folks get the idea that that's the price of a radio set, and they never even think of having one for their own family for that very reason. They don't seem to think that the wealthy gentleman drives a \$5,000 sedan while a person could start jobbing Fords with that much capital. We have told people hundreds of times that a good set could be secured for around fifty dollars, complete, and have been met invariably by incredulous looks or surprised exclamations, depending on their faith in our knowledge of the subject.

Let us say once more, whenever you are advertising or demonstrating or displaying, make price a prominent factor. The only possible exception would be where very high-priced instruments or sets are displayed, in which case it might be advisable to disregard price, as this type of merchandise appeals to folks who can afford to disregard price, anyway.

Coming back again to our



©Kadel & Herbert

The auto-tourist-hunter-radio-fan. An excellent combination.

original subject, we find that by selling the entire parts in one lot you will interest a large number of folks who would never think of building their own because they would not know what to buy. This is a fact that has been proven time and again, and can be proven in your own store by a brief trial, and a little observation and comparison.



KEEP your windows and your advertising full of the vacation spirit. Nothing like the vacation idea to make people spend money, and if you can convince them that a successful vacation and radio go hand in hand—well, you're going to take the slack out of that summer sales slump in a surprising fashion!

Speaking of window displays, did you ever try the miniature idea? Greatest thing in the world for attracting attention; people are always interested in models of all kinds. Work in a vacation appeal by covering the floor of a window with sand, with a looking-glass lake in the background. A little moss, some pebbles and stones and a few twigs will give you the scenery. A good model or toy auto, with a miniature radio set on the running board, and some little manikins listening in will attract lots of attention. Better yet, co-operate with one of the automobile dealers in town. They are all putting in vacation windows now, showing their cars in vacation settings. Have one of them put a portable set somewhere in the picture—it will attract attention, and make his display more attractive, and a card somewhere will give due credit to you for lending him the set. A dummy dressed up in outing togs, with fishing paraphernalia in one hand, and a loop radio set in the other

will get 'em to look, to smile—and to think. A card somewhere should convey the idea of "Take Radio With You This Summer."

These are only ideas; crude ideas, no doubt, compared to what you will work out for yourself. All they are intended to do is to set you thinking of a good radio vacation window that will be suitable for your locality and your clientele.

So far we have confined ourselves rather closely to the idea of taking the slump out of the summer by selling portable sets, preferably those using loop aerials, and we are of the opinion (which opinion was formed through the experiences of several dealers, large and small) that the proper enthusiasm directed into this channel will result in a volume of sales that will surprise you.

It is, however, entirely possible to merchandise regular sets in profitable volume during the summer months, if the right method of attack is employed. Many dealers last year used the prize contest idea with a great deal of success. Several prizes were given for the best receiving set constructed; efficiency, appearance and economy being the major factors in judging. Such contests have been valuable in practically every case tried, and we are sure that if given proper publicity, you will find such an affair eminently practical and profitable.

Again, you can sell sets on the "radio is a vacation in itself," idea. Lots of folks won't be able to go on a vacation, due to press of business or press of finance, but radio—ah! Radio costs but little, especially when the set is built at home (very simple) and it brings the very best of music, of artistic talent, of humor, of current events, of sports right to

the easy comfort of your favorite wicker chair, with the electric fan breezing cheerily away. Everything you'd want on a vacation except the sunburn!

WE wonder if when you read the above you caught the sales possibilities in that one word "sports"? Almost every man you meet, and a large number of women are base ball fans. You know how rabid the breed is over the scores, and you know also how all the stations broadcast them. Why, man alive, you can sell twenty sets a week when the season opens if you go at it the right way. Tell them how many of the stations broadcast

the big games, play by play; tell them of the ring-side service that is given during all the big prize fights (and there's some big-time mills scheduled for this coming summer!) and how next fall all the big foot-ball games are broadcasted, yard for yard and play by play. Can you sell radio to the sport fans? Well, if you can't you don't belong in the radio business! Give them the right "dope" on radio, and they'll raid your place! (Yes, in the summer!)

SUMMING the whole thing up, this business of avoiding the summer slump merely resolves itself into a study of the reasons



©Kadel & Herbert

Try this out in front of your store. The tea-wagon radio set. It will focus the attention of the public on the adaptability of radio to outdoors.

for the slump, and the answers to them. Summer is "not" naturally and normally, the ideal time for radio, as radio is understood by the average person today; but by the right kind of publicity, this viewpoint can be changed without much difficulty. Summer "is" the ideal time for radio if one looks at it in the right way—and it's up to the dealer to bring the public to that point of view. In the winter, of course, he'll swing them back again, until gradually, in the course of time, the public will have a broader and truer conception of what radio is capable of. Then your summer slump problem

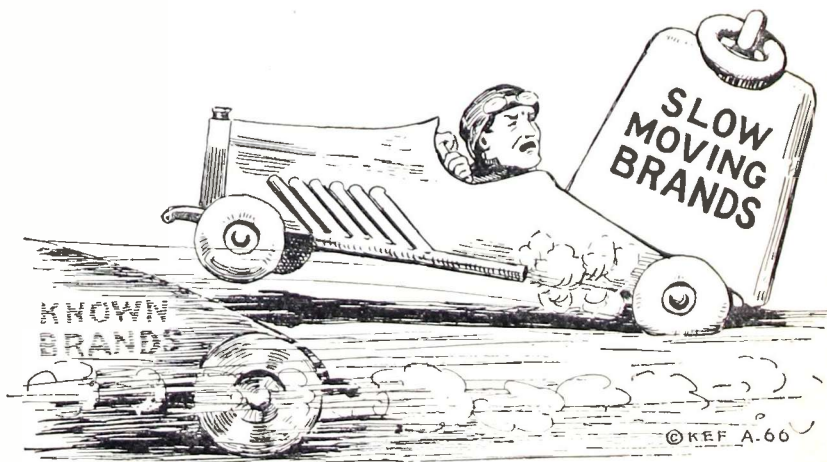
will be solved—but there's lots of hard work between the present time and that much-to-be-desired Utopian era.

So dig in and get ready early; put some real interest, imagination and energy into the campaign, and you'll straighten up that downward curve in the sales chart with a jerk that will make some of your cold-weather peaks quiver with jealousy. Sell radio in the summer? Sure you can, if you want to!

NOTE: Mr. Wright will discuss other "anti-summer-slump" ideas in later issues of RADIO MERCHANDISING. — Editor.



WE invite our readers to send us stories concerning the most effective Summer Radio Selling ideas that they have put to work in their stores. For every story published we will pay Five Dollars. Co-operation is the most essential factor in any industry. Let's all get together and keep radio going strong.





©Kadel & Herbert

A well-arranged small Radio store window

Suggested Layout for a Small Sized Radio Store

By W. F. Crosby



HE efficient planning of a small radio store, requires no small amount of careful consideration, and the plan herewith given may be of considerable assistance to some dealer who finds that he cannot get the store arranged satisfactorily.

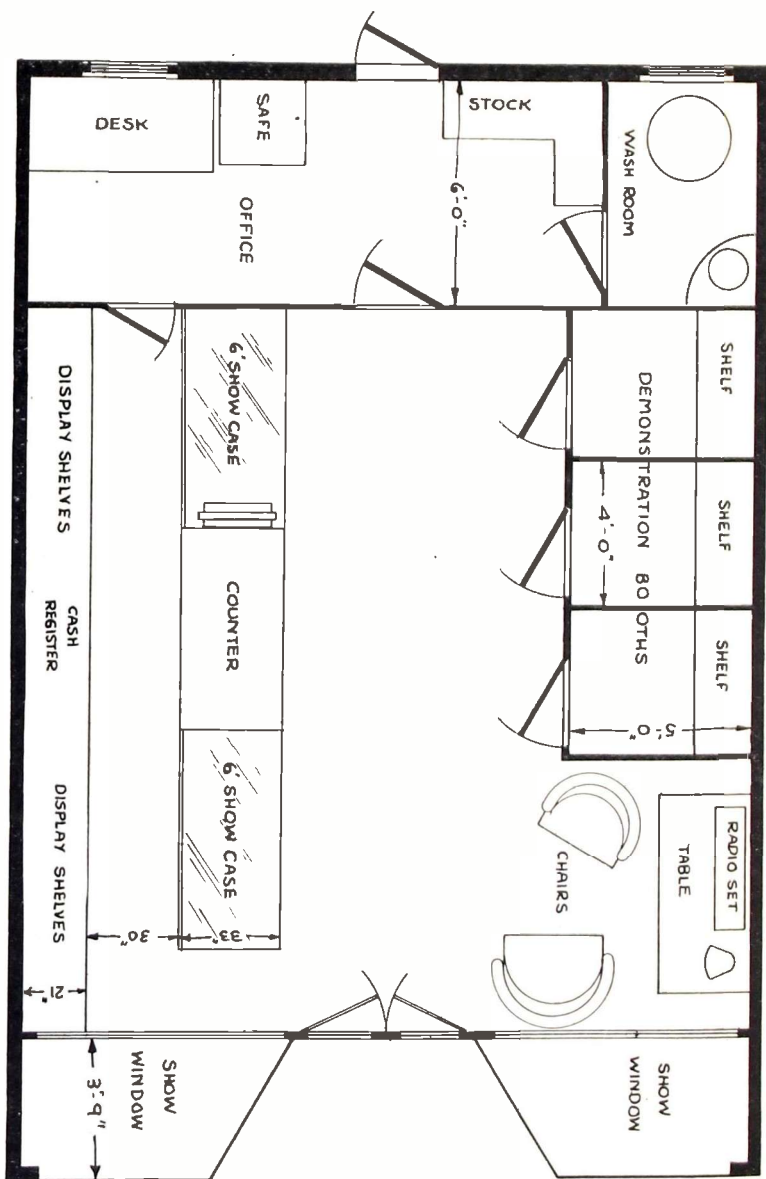
The plan is drawn to scale and represents a store 20'x30' which is rather small in size, but will demonstrate just what can be done even with such a small space.

The arrangement of the show window will give considerably more display room, and at the same time provide an apparently wide store entrance. The matter of running the sides of the show windows on an angle, as shown, has been found to produce a real "pulling" effect on

the prospective purchaser, who has only stopped a minute to look into the window.

The demonstration booths along one wall, are probably the most unique feature of the whole store. It is suggested that a dealer try this idea out, if he wishes to increase his sales. A different type of set may be on view in each of these booths and the prospect is actually shown just what each set is capable of doing. If several really good radio sets are displayed and demonstrated in this matter, and the purchaser has a chance to get off by himself for a few minutes and look the set over, and actually make it work, the sale may be culminated very rapidly.

The other larger set alongside the demonstration booth should be equipped with all of the very best in radio, and used as a show set. The loud speaker may

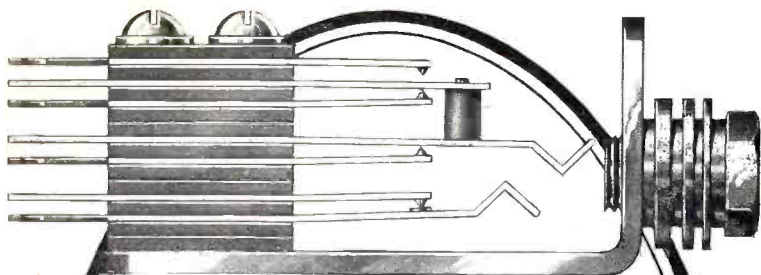


Floor plan of small sized Radio store

be pointed out of the doorway in summer time. The chairs will automatically invite the prospect to be seated and will enable him to comfortably listen to whatever happens to be coming in at that particular time. Possibly some dealers might prefer to

have a show case at this particular space, but the suggested layout is a combination of a great many that the writer has seen, and it has proven itself a great drawing card.

The wrapping counter is flanked on either side with a

*No. 67 Pacent Jack*

PACENT JACKS

The **FIRST** Radio Jacks made. The **FIRST** choice of leading set manufacturers. There is no higher quality in jacks on the market than **PACENT** Jacks. Recent **PRICE REVISIONS** enable you to offer your trade **PACENT** Jacks at prices that compete successfully with lower priced jacks that can't pretend to equal **PACENT** QUALITY.

PACENT Jack Specifications

Coin Silver Contacts
Genuine German Silver Springs
Nickel Plated Brass Frames
(not iron)
Micarta Insulation (not fibre)
Extra Booster Springs
Husky Nipples
Lugs fantailed for convenient soldering
Rugged Construction Thruout
Provided with Three Washers
Will fit any Panel from $\frac{1}{8}$ " to $\frac{3}{8}$ "

PACENT Jack Prices

No. 61—Open Circuit Jack	\$.60
No. 62—Closed Circuit Jack	.75
No. 63—Double Circuit Jack	.85
No. 65—3 Spring Automatic Jack	.90
No. 66—5 Spring Automatic Jack	1.00
*No. 67—7 Spring Automatic Jack	1.00

* Necessary in Hazeltine as well as in many other circuits.

Write for Descriptive Bulletins M-6

PACENT ELECTRIC CO., Inc.

22 Park Place  New York, N. Y.

Sales Offices: Chicago, Philadelphia, St. Louis
Minneapolis, Washington, D. C., San Francisco
Jacksonville

Don't Improvise—"PACENTIZE"

Pacent

RADIO ESSENTIALS

Say you saw it in RADIO MERCHANDISING.

show case for the display of small parts. It might be well to have a number of bins arranged in one of these show cases, for binding posts, insulators, etc. The display shelves in back of the counter may be arranged with glass sliding doors to really make a good job of it, but they may be left open for reasons of economy. A recessed space may be left in the middle where the cash register may be located. This will take this clumsy piece of apparatus from the top of the counter and make more room for the actual display of apparatus.

Of course the back part of the store may be arranged to suit and in the usual case the wash room is in the cellar, thus saving the room allotted to it in the plan. The stock shelves might very easily be extended to fill this space. The arrangement of having the office removed from the rest of the store is an excellent one as it gives the manager a chance to get away and talk to salesmen or customers. The partition between the store and the office should be of varnished oak with ground glass windows. This will give better light in both the store and the office.

This is the first of a series of three articles by W. F. Crosby on the efficient planning of radio stores. The second article will give plans for a medium sized store, and the third article, plans for a larger store.



The display shelves, counter, show cases and demonstration booths



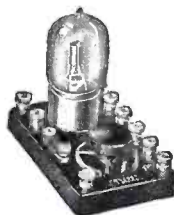
New Paragon Variometer—\$5.00

THIS new Paragon variometer No. 60 has been designed to meet the very rigid electrical requirements and high mechanical standards of Paragon receiving equipment. The rotor and stator forms are molded of Bakelite—highly polished. The windings are supported, on both stator and rotor forms, by twenty-four thin ribs of the molded material in such a way that they are entirely surrounded with air excepting at points of contact. This method of construction results in an unusual mechanical strength and a decidedly superior electrical result. Ideal for use wherever a continuously variable inductance is needed.



Paragon Stage Control Switch
Positive—noiseless—rapid—
ideal

No. 90, \$3.00



Paragon V. T. Control
Attractive—compact—
efficient

No. 70, \$4.50



Paragon Rheostats
Panel or Table
Rugged—Dependable—
smooth action

No. 25—6 ohms for No. 200
and No. 201 Tubes
No. 26—16 ohms for No. 201 A,
W D-11 and W D-12 Tubes
No. 26 A—35 ohms for
No. 199 Tubes
\$1.50



Paragon Audio-Frequency
Amplifier Transformer
No. 81, \$5.00



New Paragon W D-11
Tube Socket
Molded from Condensite—
indestructible—mechanically
and electrically perfect
No. 34, 75c

Write for
complete
illustrated
catalog

DEALERS:
Ask for our
interesting
offer

ADAMS-MORGAN CO., 30 Alvin Avenue, Upper Montclair, N. J.

PARAGON

Reg. U. S. Pat. Off.

RADIO PRODUCTS

Say you saw it in RADIO MERCHANDISING.



©Kadel & Herbert

An excellent display of American radio apparatus in a radio retailer's store in Cuba.

Export Business for the Radio Jobber

By R. A. Lundquist,

Chief of the Electrical Equipment Division of the Department of Commerce

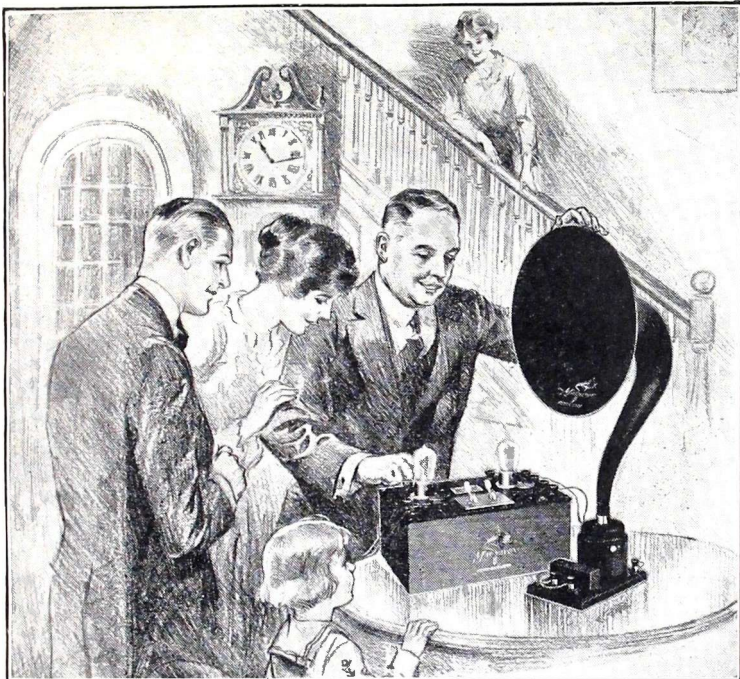


HERE is a well-defined field in export trade for radio and electrical jobbers, in spite of the fact that foreign

buyers generally endeavor to deal as directly as possible with manufacturers. Some of the business which comes naturally within their province is already handled to some extent by general export houses, and the volume done in that manner by non-technical firms is an indication of the possibilities that exist for specialists in the radio electrical field.

There are many instances where buyers in the less-developed markets of the world can not place larger orders, and where their requirements cover only a few of each of numerous items. There are generally no regular import merchants with stocks of radio and electrical goods in such places, and American electrical jobbers in strategic locations can well afford to cater to that class of trade, which is now often handled through indirect channels that do not tend to develop the possibilities that exist.

Again it often happens that a foreign radio or electrical deal-



*"These two devices have revolutionized Radio"—
As advertised in National publications this month*

MAGNAVOX Products represent the highest quality in their field—a quality that is thoroughly known through extensive sales and also continuous advertising. Keep well supplied.

Magnavox R3 Reproducer
and 2 stage Power Amplifier,
as illustrated . . . \$90.00

R2 Magnavox Reproducer
with 18-inch curvex horn:
the utmost in amplifying
power; requires only .6 of an
ampere for field . . . \$60.00

R3 Magnavox Reproducer
with 14-inch curvex horn:
ideal for homes, etc. \$35.00

**Model C Magnavox Power
Amplifier** insures getting the
largest possible power input
for your Magnavox Repro-
ducer . . . 2 stage \$55.00
3 stage 75.00

*Order through your distributor
and write us for details of
Magnavox Sales Promotion Service*

THE MAGNAVOX CO.
Oakland, Cal.
New York: 370 Seventh Ave.

MAGNAVOX PRODUCTS

No Radio Receiving Set is complete without them

6-T

Say you saw it in RADIO MERCHANDISING.

er, who normally indents in considerable volume through a general export house or other channels, may urgently need a particular class of material or may want a modest mixed order of rather technical items shipped promptly. Such cases occur regularly in the electrical trade (where a consumer calls for something out of the ordinary) and they present real opportunities for jobbers who can fill such orders without delay. It is largely a question of service rendered with promptness, efficiency, and a full understanding of what is wanted, and the purchaser is willing to pay a margin to the jobber for that service. The smallness of the order and the limited quantity of individual items involved does not make such business attractive to manufacturers, but it should be profitable to jobbers, since it will invariably exceed in amount the average domestic order.

The business done by general export houses has been confined mainly to rather staple lines purchased in fair quantities from manufacturers, with the export houses acting as buying agents and shippers for the foreign customers. Much of such existing business will remain in the hands of general export firms in view of the fact that such items are frequently a part of a considerable order for mixed lines of merchandise, and that the business connections are of long standing. However, while general export houses do handle small miscellaneous orders of purely radio or electrical goods, they are seldom prepared to promptly fill orders involving more or less technical items, nor are they in a position usually to seek such business aggressively from the foreign buyers. Their field lies largely in dealing with

manufacturers on behalf of foreign clients, who anticipate their requirements well in advance, and who therefore buy in reasonably large quantities.

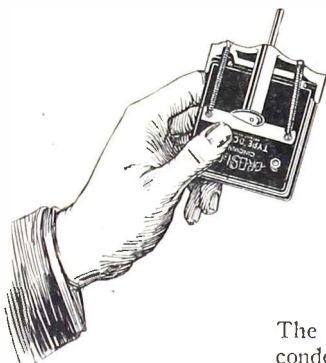
THE PROMISING FIELDS

Canada is so closely bound up with our domestic merchandising that other neighboring countries offer more promising fields. Mexico, the Central American Republics, the West Indies, and, to some extent, a few of the northern countries of South America offer the best prospects for the class of trade first discussed. There are no radio or electrical importers who cover these countries throughout, and the radio and electrical dealers and electric-lighting companies in outlying places often do their buying of American supplies through indirect non-technical channels, though it must be said that more efficient means are usually provided for European goods.

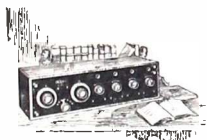
Where prompt service is the controlling factor, or where special items are needed in small quantities, jobbers are able to sell goods to larger markets still—to Australia, New Zealand, China, India, and most of South America. This latter class of business is, of course, not steady, but it is worth while catering to.

GETTING IN TOUCH WITH FOREIGN CUSTOMERS

Jobbers can not afford to spend a great deal of money to open up accounts in markets that promise only a limited volume of business. Catalogues sent to a carefully selected list are probably the most efficient means of approach, but the way for sending such catalogues should be paved by well-prepared letters, describing the



Just one Reason why **CROSLEY** RADIO RECEIVERS are *so much better*



The standard Model X, now recognized as the most efficient set on the market, will be continued at the same price \$55.00

We announce a New Model X, to be designated as Model X-J, equipped with head phone jacks for detector and one stage of amplification, in addition to loud speaker binding posts. Price\$65.00



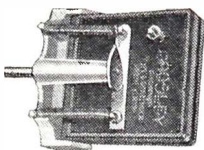
The justly famous Crosley Model VI, a two tube set incorporating one stage of tuned radio frequency amplification and detector. Price\$28.00

NEW YORK OFFICE, C. B. Cooper, 1803 Tribune Bldg., 154 Nassau St.; BOSTON OFFICE, B. H. Smith, 929 Blue Hill Ave., Dorchester; CHICAGO OFFICE, 1311 Sterner Bldg., 28 E. Jackson Blvd., R. A. Stemm, Mgr.

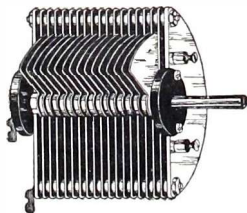
The heart of any receiver is the variable condenser. The superiority of the Crosley book-type over the old interlocking plate air condenser is now generally admitted for the following reasons:

1. Rugged construction that prevents damage.
2. Freedom from short circuits.
3. Permanent metallic contact with plates eliminates sliding contacts.
4. Minimum stray electrostatic field eliminates body effects when tuning.
5. Liberal leakage paths through condenser.
6. Grounded frame provides electrostatic shield.
7. Minimum high frequency resistance or energy loss.
8. Maximum variation in wave length with fixed coil.
9. Maximum mechanical and electrical efficiency.
10. Minimum cost.

We state positively that the substitution of a Crosley condenser in any receiving set will greatly increase the range, volume and simplicity of tuning.



New Crosley type D Condenser has molded plates. Price\$2.25



Old-fashioned multiple plate condenser which has been largely replaced by Crosley type D.

Crosley receivers incorporating tuned radio frequency amplification reduce static and other interference to a wonderful degree, which greatly increases summer receiving range.

CROSLEY MANUFACTURING CO.

639 ALFRED STREET CINCINNATI, O.

Say you saw it in RADIO MERCHANDISING.

activities of the company and courteously requesting permission to do so. Unsolicited catalogues mailed to foreign firms, upon which they may be required to pay duty, and not infrequently short postage, are a source of irritation. Duties on catalogues should be arranged for by the sender, if possible, but at any rate the foreign firms should be informed as to what is to be sent them, and under what conditions.

One point that the jobber should emphasize is that he is purely a wholesaler and that he is seeking business on the basis of service—shipment from stock, assortment of items in quantities that will meet the needs of the buyer, and technical understanding of his requirements.

Business connections in outlying countries should be put on a more personal basis than is common in this country. Circular letters should be avoided so far as possible. Announcements of new lines or of special opportunities should be made in a more quiet manner than usual for the American trade. The foreign buyer wants to be kept advised of all new developments in the electrical field, but he appreciates them most fully when they are outlined to him in concise and courteous terms.

Jobbers catering to foreign trade should make specific and uniform arrangements with their oversea customers regarding cable messages and their charges. A foreign firm which cables for quotations is not satisfied with a price list by mail. Cable messages, even when well coded, are expensive, and the charges may be out of proportion to the volume of the particular transaction to which they pertain, but a policy can be determined upon that will be just to both buyer and seller. In

the long run they are part of the margin the foreign buyer pays for prompt service, and he will hardly cable unless his needs are urgent and will bear the expense.

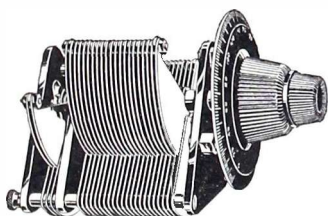
SELLING TERMS

Foreign radio and electrical dealers and central stations with whom jobbers can establish connections will not as a rule ask for better terms than do American buyers of the same class. Upon beginning relations most foreign buyers are willing to establish credits with bankers in the port of shipment, so that the goods will be paid for when the draft, with the documents attached, is presented at a bank. Where other terms are suggested for initial orders, or where business relations have been in effect for a reasonable period, and 60 or 90 days' time is desired by the customer, it is always possible to secure credit ratings from the usual commercial sources, or to secure insurance against the credit risk is advisable. Where goods are sold to establish customers on such terms, the jobber will usually be able to discount the drafts through his usual banking connections.

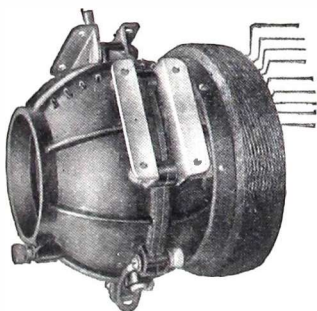
There are certain specified routine details to be attended to in shipping goods abroad. There are various language difficulties to be met. On the whole, however, the so-called intricacies of foreign trade disappear before common sense. The foreign buyers of radio and electrical goods are reasonable business men, with a good knowledge of what they want and with a willingness to play fair. Much of their business will continue to go direct to manufacturers, and some to general export houses, but there is a certain portion of it that should and can fall to the electrical jobber.



No. 69A
HEAD SET



No. 605 VARIABLE
CONDENSER



No. 501 VARIO-
COUPLER WITH
No. 502 COIL

THIS sign is displayed by every live radio dealer.

Kellogg high grade radio parts produce definite results.

Kellogg dealers have experienced an increased volume of radio business because:

FIRST—A higher grade radio product is being demanded by the radio fans in general and Kellogg radio apparatus fulfills the highest expectations of radio.

SECOND—In actual service Kellogg radio equipment proves that it is unequalled.

THIRD—Kellogg radio parts are handsome in appearance—the result of highest grade workmanship.

Kellogg radio equipment moves fast because of its rapid growing popularity.

Every customer using Kellogg becomes a booster for your store.

Cash in on this quality line today, and reap tomorrow's profits.

Built and guaranteed by

Kellogg Switchboard & Supply Co.
Chicago

Old Timer Takes a Punch at Poor Publicity

By Sewell Peaslee Wright



"WHY in the name of howling amplifiers don't you do something about this?" asked Old Timer disgustedly, slamming the afternoon edition down on the counter in front of the boss of Seaford's Radio Shop.

"Now what's eating you?" said Southwick, glancing down at the paper to see what had so aroused the ire of his friend.

Old Timer pointed a tragic finger.

"Right there!" he exclaimed. "Look at it; read it!" He indicated a picture of a rather good-looking young lady seated at a piano, a generous expanse of hosiery (occupied) appearing prominently in the foreground. A pair of phones were on her ears, and a small set beside her on the piano bench. No sign of an aerial connection was visible, yet the caption read "Girl Plays Accompaniment as Famous Tenor Sings in Distant City. Try this Out on Your Piano, Girls!"

"That's the kind of hog-wash the papers are full of these days, the kind of stuff they've been running for two years now, and not a peep have I heard from you, or any of the other dealers! Whazza matter with you? Do you think stuff like that is good publicity?" Old Timer exploded. "Do you?"

Southwick laughed and scratched his head meditatively.

"Why I never thot of it that way," he returned. "They generally have a pretty girl in the

picture, exposing a liberal portion of her natural — charms, and 'All publicity is advertising' they say, old top!"

"Bunk!" said Old Timer. "Pure, unadulterated bunk, that's what this sort of thing is. 'Girl Gets Good-night Kiss from Sweetheart in New York via Radiophone', 'Famous Actress Listens in Between Every Act', 'Airedale Is Radiophone Fan',— that's the kind of stuff, taken with the pictures that go with 'em, that's making radio something to be laughed at. How can you expect folks to swallow such terrible guff as that?"

"Well, suppose it isn't good for the business, what am I to do about it?" Southwick wanted to know. "I don't publish these blooming papers!"

"No, but you advertise in 'em, and I'll bet six bits to a punched nickel that the editor would be glad to have you tell him something about the way you and the rest of the radio men feel about this sort of stuff. All this dope comes from service agencies that furnish cuts and descriptions on any line, at so much a month. The editor as a rule doesn't know the difference between a grid leak and a stopping condenser (he probably would think the latter was used to fix the former!) and so he sticks this stuff in 'as is', and thinks he's giving his readers the very best in radio!" Old Timer paused for breath, and a chance to fish out, fill and light a battered and blackened object which he claimed was a pipe, or, in his phraseology, a "stove".



Reports from all over the country, confirmed by increasingly large orders, show that the merchants who have been fortunate enough to secure the exclusive **M. R. C. Franchise** are doing a tremendous business.

Our Masterful Local Advertising convinces the whole public that the **M. R. C. Franchise** store is the **one place** to go for dependable Radio Sets and parts.



"SENIOR" SET

Michigan Receivers are Regenerative, licensed under Armstrong License (U. S. Patent No. 1,113,149 and pending letters patent No. 807,388.)

The "**Senior**" Receiver — Tuner, Detector, and Amplifier for loudspeaker or headphone reception. Retails, less tubes and accessories, at \$125.00.

The "**Junior**" Receiver — Tuner, Detector only; Retails, less tubes and accessories, at \$57.50.

The **Michigan Two Stage Amplifier**—Companion piece to the famous "**Junior**." This amplifier can be added to any equipment to bring out volume. Can be added at a later date to the "**Junior**" which gives you a combination equipment equivalent to the "**Senior**." List price, less tubes and accessories, \$48.00.

Also varied line of high grade accessories and parts.

Send for circular describing our Franchise Plan.



"JUNIOR" SET

MICHIGAN RADIO CORPORATION

GRAND RAPIDS, MICHIGAN

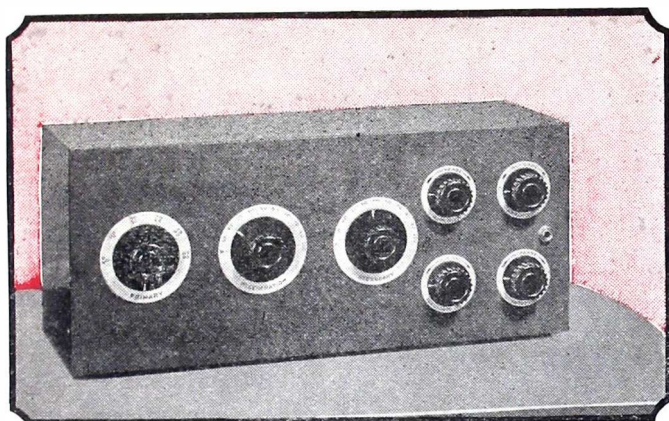
There will be a tremendous boom in the Radio business in the early Fall. If you want to own a Cutting and Washington Franchise at that time—with a complete line of the very best sets ready to sell—with the constructive, profit - making dealer policy (outlined on the opposite page) — you must **ACT NOW.**

*Distributor and dealer
appointments now being made*

Cutting and

America's oldest Mfrs of Commercial Radio.

Say you saw it in RADIO MERCHANDISING.



RECEIVER 11A—the Cutting and Washington Leader designed by Dr. Fulton Cutting and Mr. Bowden Washington, who have given to Home Radio, the simplicity and sound design found in U. S. Naval Equipment, also of their design.

Licensed under the Armstrong Patents.

Built by one of the world's largest automatic electric equipment plants.

A Set you can open and *prove* to be right. It's years ahead in radio.

The Cutting and Washington Sales Policy

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. Dealers to be carefully chosen to insure best representation. 2. Liberal discounts to enable dealers to engage in active selling at a profit. 3. National Advertising to acquaint public with high engineering standards and famous record of | <ol style="list-style-type: none"> 4. Novel co-operative local advertising plan to cut dealers sales costs. 5. Complete servicing plan to insure satisfied customers. 6. New merchandising plan that covers every feature of a profitable business in radio. |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*Write for complete details of this real opportunity—
secure a valuable franchise.*

CUTTING & WASHINGTON RADIO CORPORATION
Minneapolis, Minnesota

Washington

A strongly financed independent company

See you saw it in RADIO MERCHANDISING.

"I learned some time ago never to argue with you about things radio," Southwick said, turning Old Timer's remarks over in his mind as he talked, "and I don't think that this would be a good time to begin; there seems to be something in what you say."

"I'll say there is!" admitted Old Timer modestly. "Tell you something else right in the same line. Why don't you get the Radio Club to start a regular page in the Sunday issues of the papers? 'Slim', as President of the Club, could get out the stuff, and the editor would be tickled stiff to get the copy. It would be F. B. for building up a radio page for advertisers, and the real, honest dope on radio, put before the public every week, would do you, and radio in general, a world of good here in Seaford and vicinity."

"You could put in photos of the local amateurs who distinguish themselves from time to time by a splurge in D.X. work; a list of new licenses issued to local men, which the radio inspector would gladly furnish; comments on operating hours, hook-ups, and so forth. You could have an open forum where the phone listeners and the telegraphing hams could have it out, and get to understand each other, a 'kick' department which could give publicity to power leaks and other forms of interference that are preventable, and — why man, you could have a whiz of a page, if you'd go about it right! And what a knockout of a page it would be for you radio dealers to advertise on; not only you, but the national advertisers who use space in our papers!"

Southwick laughed at his friend's enthusiasm.

"You ought to be an editor!" he chuckled.

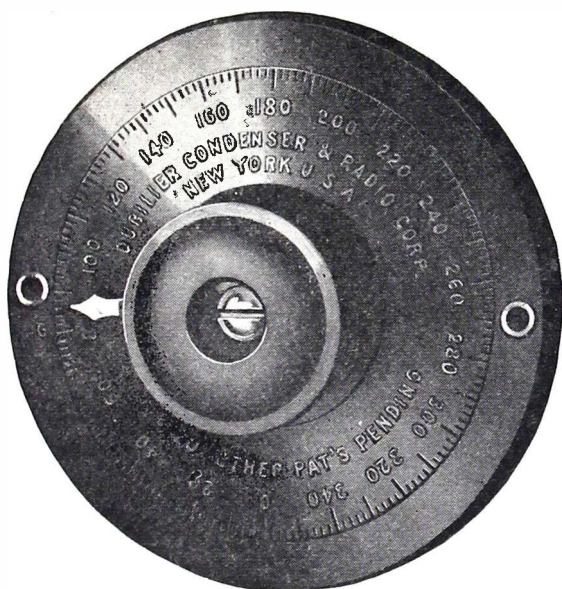
"Huh!" snorted Old Timer, filling the air with a pungent blue cloud of suffocating smoke. "If I couldn't make a better editor than some I know, when it comes to radio, at any rate, I'd rig up my old 1 K.W. again, tie one hand to each of the secondary terminals, and drop a book on the key with my teeth!"

"Interesting if true", said Southwick. "What I want to know, tho, is how I'm to go about making all these wonderful reforms you suggest?"

"First thing, get 'Slim' worked up over the idea; that'll be easy. We elected him President because he was a hard worker and a radio man from 'way back!" returned Old Timer. "Sell him on the idea, and then the two of you drop in and see His Highness, the editor. I've met lots of 'em, here and there, and once you get to know 'em, they're perfectly human, 'even as you and I'. Tell him the facts as you see them; and have Slim give his little spiel — Slim can spiel some, too, let me tell you! Ought to hear him get going on the matter of C.W. versus spark, if you don't believe it! Make it plain to the old boy that the copy won't cost him anything, that it will always be ready for him by Tuesday at the latest (they love to have their stuff in early, so they can work on it during the week, when the composing room has nothing else to do) and that it is in no way an advertising stunt of yours. Have Slim tell the editor that he'll take charge of the stuff received from the service company, and that he'll use the decent stuff and discard the bum. That he'll answer all questions in a "Question and Answer" column and——."

"Yeah," interrupted South-

(Continued on page 61)



Sharper Tuning Over New Wave Lengths

THE new broadcasting wave lengths allow simultaneous operation of more radio stations. To prevent interference, receiving sets must be more sharply tuned.

The NEW Dubilier Variadon solves this tuning problem. Unlike the conventional types of Variable air condenser, which confine the tuning range to a scale of 180°, the NEW Dubilier Variadon tunes for the same range of wave lengths over a scale of 340°. Hence sharp tuning is much easier. A vernier is unnecessary.

The NEW Dubilier Variadon is not fragile. It is not easily jarred out of adjustment. It has no plates that can work loose. And it is far more compact than any air condenser now on the market. The diameter is $3\frac{1}{4}$ " and the depth $\frac{1}{2}$ ".

THE DUBILIER CONDENSER AND RADIO CORP.,
48-50 West Fourth St., New York.

Branch Offices in the Following Cities:

Los Angeles, Cal. St. Louis, Mo. Atlanta, Ga. Huntington, W. Va.
Washington, D. C. Chicago, Ill. Pittsburgh, Pa.

Distributed in Canada by Canadian General Electric Company, Ltd.,
Toronto.



BELIEVE that radio is just beginning to hit its strides, and that it will stride right on through the four seasons. This was the comment made by the head of a large radio jobbing house that sold a half million dollars worth of apparatus last year, and whose sales charts indicate that he will come close to the million dollar mark this year. This jobber is wide awake to his possibilities and his slogan this year—paralleling the famous slogan “Kodak As You Go”—will be “Radio As You Go”. The development of portable sets makes this thoroughly feasible, and makes available not only prospects, who are out-of-door fans and not yet radio fans—but every indoor radio fan will be mightily interested in knowing how he can follow his favorite hobby while he is camping, fishing or generally enjoying himself in the great outdoors.

In our recent article “Slamming Summer Static”, we made it clear that static was an inconsequential factor. There is no real reason why the demand for radio apparatus this summer should not maintain the sales of the past few months. Radio is better established and has a stronger foothold by far than it had last year at this time. The enthusiasm is so widespread and broadcasting stations so numerous, that it is hard to conceive of the interest waning.

Many broadcasting stations, already much more powerful than last year, are planning to add even more power to break through whatever summer disturbances may exist. Some stations are arranging for nightly dance music broadcasting, so that the sun worshippers out in the sticks can have some real radio fun. The stage is all set, Mr. Retailer. Go to it and clean up.



VISIT to a dozen retail radio stores accentuated a fact which already existed in the editor's mind. The average radio merchant does not devote enough thought to the subject of demonstrations. In seven out of the ten stores a single loud speaker was used and

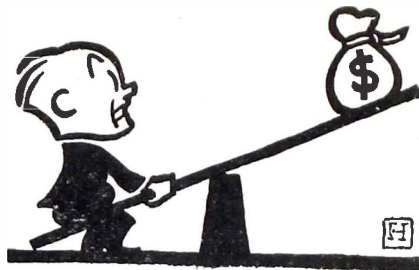
the program was sent forth in such volume that it was difficult to converse with the salesman; in one of the stores the loud speaker was of the variety guaranteed to unsell any prospect with the slightest musical appreciation. In only one store was the demonstration booth in evidence, and here also was an operator who knew his business. He let his prospect listen in with headphones, let him do a little tuning in, emphasized the simplicity of operation, and made the loud speaker a secondary consideration to the sale of the receiving set. His volume of sales were from four to ten times that of his competitors. Which plan are you operating on, Mr. Merchant?



THE article in this issue pointing out the opportunities which await the radio jobber in the export field is timely, and is commended to the attention of every wholesale distributor of radio apparatus. RADIO MERCHANDISING has made a very comprehensive study of the foreign markets and has come to the conclusion that they are potential enough to warrant very careful attention on the part of jobbers and manufacturers. The Foreign Market Service Bureau of RADIO MERCHANDISING will be glad to co-operate with such jobbers and manufacturers as may be interested.



PROPER store equipment in the radio trade represents an investment that, given proper consideration, will pay definite dividends in increased business. This fact has been proved in scores of cases, and yet there are instances today where retailers are hanging on by the eyelashes because of unattractive establishments. Recently a dealer in the east sought our advice on how to put his business on a paying basis. He stated that he handled well-known, advertised lines, used the sales literature supplied by the manufacturer, but could not make a go of the venture. An investigation showed that the dealer's store and his manner of operating it were little short of archaic. The window gave the impression that he was running a junk shop, and in the interior there was only the modest equipment. True, the advertising matter supplied by the manufacturer was displayed, but not in a way to attract attention. It was a most impressive lesson in how not to merchandise radio equipment. Five hundred dollars invested in proper store furniture and display fixtures, and some hints on the proper use of manufacturers advertising material have changed for this merchant a dismal failure into a constantly growing success.



*The Secret of a Growing Bank
Balance—TURNOVER—That's
why—and here's how.*

The Dealer's Calendar

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

By E. R. Paris

FRIDAY, JUNE 1st: It's pretty near time for fans, not radio fans, but the kind that help make you cool when it is terribly hot. Have fans made specially for your store with the photo of a girl wearing a radio head set. Put your business name and address on these and distribute them to all who come to your store. They will be likely to blow in soon again.

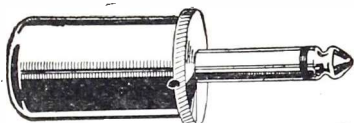
SATURDAY, JUNE 2nd: Use a blotter as an enclosure with your next announcement. Print a monthly calendar in one corner to insure the keeping of the blotter for a month. Use the balance of the space for illustrating some of your radio sets. A line cut can usually be obtained for this purpose from your jobber.

MONDAY, JUNE 4th: You have all been reading lots of material on portable radio sets. We cannot say too much about them. This is the time to have your camping window display showing portable radio sets in use by a group of campers. See the lead article in this issue for further details.

TUESDAY, JUNE 5th: When sending out your next circular to your customers and prospects, utilize the back by printing a puzzle on it. In this way your circular will serve a double purpose; first, it will hold your radio message and second, it will be passed down to the youngsters in the family to solve the puzzle. This will keep it before the household longer than most circulars are kept.

WEDNESDAY, JUNE 6th: Direct your next advertising campaign to mothers of young children. Emphasize the value and amusement in radio for youngsters. "Put them to Sleep with Radio" may be used as a display head in the advertisement.

THURSDAY, JUNE 7th: Many women have occasion to use the telephone while out on a shopping tour. Use this as a bait to get them into your store. Place a sign in the window reading: "We have a telephone for the free use of our customers."



No. 139
Frost-Radio
Plug 60c



FROST-RADIO

Plugs and Jacks are Best For Your Trade

EVERY radio amateur and fan knows that Frost-Radio Apparatus is highest quality—biggest value—gives satisfaction—and is guaranteed by the name of the manufacturer. Frost-Radio Plugs and Jacks are wonderfully good sellers—are made right—and work perfectly. Your trade wants them—your store should stock them.



No. 131 Jack 90c.



Illustration above is the Frost-Radio No. 139 Cord Tip Plug—the smallest plug made—and the best. Shown at the left is a Frost-Radio Double Circuit Jack No. 131. Millions of these jacks are in use.

HERBERT H. FROST, Inc.
154 WEST LAKE STREET. CHICAGO, ILLINOIS.
30 CHURCH STREET, NEW YORK



A Salesman Without Salary!

The RCA Window Display

A live, smashing, powerful display in eight colors! A moving element that makes people stop! A message on each side panel to create desire and the urge to buy!

Every RCA dealer should have one. The effect produced by the rotating disk of the big display is of radio waves spreading out in ever-widening ripples from the distant antenna. A 54 by 34 inch salesman in your window talking to people all day long without salary!

These displays cost us \$4 each, but they can be obtained through your distributor or our nearest branch office for \$2. Send your check in today as the supply is nearly exhausted. Use coupon below.

"There's a Radiola for every purse"

Radio Corporation of America

Sales Department
233 Broadway, New York

District Sales Offices
10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.

Radiola

REG. U.S. PAT. OFF.

Say you saw it in **RADIO MERCHANDISING.**

Connecting RCA National Advertising and Your Counter



*This symbol of
quality is your
protection.*



Mail the Coupon to Our Nearest Office

**Radio Corporation of America, Dept. 2083,
(Write nearest RCA office)**

Gentlemen:

Enclosed please find our check for two dollars (\$2) for the complete RCA window display. Please ship at once.

Name

Address

City R. F. D

State

Say you saw it in RADIO MERCHANDISING.

FRIDAY, JUNE 8th: Arrange to have your nearest broadcasting station secure the services of the best known beauty in your town, to give a talk over the radio on "Beauty Hints". Send out invitations to the women in your city who have not as yet bought a radio, to come to your store to hear the beauty talk. Don't forget to borrow all the chairs you can get from your neighbors for you will be over-crowded.

SATURDAY, JUNE 9th: Start a card file of the summer addresses of your customers so as to keep them on your mailing list "all the year round". There is going to be no lack of radio interest this summer.

MONDAY, JUNE 11th: Place in this week's window display two large life sized head photographs: one of a happy, smiling boy who has a radio in his home and the other a gloomy, dull boy who misses all the advantages of radio. "Before and After listening in on a Radio Set" would be a good caption.

TUESDAY, JUNE 12th: Use a circular in the form of a double postcard for your next campaign. The card should have one fold with perforations along the fold. One half of the folder, front and back, should be used for your selling talk and the other should be your order-stimulating copy.

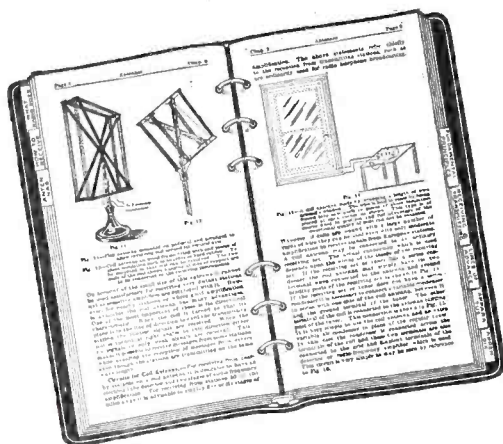
WEDNESDAY, JUNE 13th: **CONCENTRATE:** Advertise one particular radio part which everybody must have with their radio set and arrange your window display to include only the article advertised. This concentrated effort will show a higher percentage of sales than the method of advertising or displaying a variety of radio parts.

THURSDAY, JUNE 14th: Here's a good idea for a window card: "Free! Five Hundred Records to Every Purchaser of our New Electrical Phonograph. Turn a switch, tune in, and you can select any record from the nearest broadcasting stations--free. Even the battery costs but a trifle—and you can charge that".

FRIDAY, JUNE 15th: Should you use one cent or two cents postage on circulars? Letters with one cent postage are often thrown into the waste basket without being opened. But you can overcome this by using a catch phrase on the lower left corner of your envelopes something like this: "We are saving money for you" or "Something valuable inside", etc.

SATURDAY, JUNE 16th: Remember that this month is graduation time for your young boys and girls. They are going to be looking for other interests when they get out of school and it would be well for you to advertise that a radio would be just the suitable thing to be given to graduates from elementary school. "Give him a Radio for a Graduation Present" is a good line for a counter card.

MONDAY, JUNE 18th: Here's a suggestion for your newspaper advertising—or for your window display for this week. "What are you going to do after dinner tonight?" should be the keynote of the copy. "When the paper is finished and you don't want to go to the movies two nights in succession—what are you going to do? We have a good idea for a pleasant way to spend the evening—and if you will come in we will explain. And it won't cost you



Written by the two chiefs of Radio Department, U. S. Bureau of Standards

First the Foundation

Now is the time to lay the foundation for your Fall business by creating interest and enthusiasm for radio among the vast number of people who still know little or nothing about it. This will be accomplished best by placing the proper kind of literature in their hands.

The Lefax Loose-Leaf Radio Handbook tells the complete story of radio in a way that is easily understood by all. Written by two well known authorities, it is the criterion of all that is latest and best in radio. The monthly service called "Radiofax" keeps it right up to the minute, with latest developments and hook-ups, fully explained with diagrams.

Push the sale of Lefax Loose-Leaf Radio Handbooks NOW and you'll sell far more equipment later on. You will be doing your trade and the radio industry a service from which all will benefit. Send in your order for a good supply. Lefax Radio Handbooks will never become dead stock. The monthly service will keep them up to date. Remember, First the Foundation.

LEFAX, Incorporated

135 So. Ninth St.

Philadelphia, Pa.

any more than taking the family to the movies—either.”

TUESDAY, JUNE 19th: See that your delivery boy is one who is interested in radio so that he can talk intelligently to the customer to whom he may deliver a set. Instruct him not to give any information regarding the method of using the set unless he is certain of his facts. It is better for him to make a note of the inquiry and then look up the reply, instead of giving wrong information for that is worse than no information at all.

WEDNESDAY, JUNE 20th: Bulletins and circulars given you by jobbers need salesmanship. An expensive bulletin on high grade stock, with a striking layout does no small part of the work in making a sale. Use them at every possible opportunity as envelope stuffers in your circulars—as part of your window dressing—as enclosures in all the goods you wrap up for customers. Look in your stock room today and see if there aren't some circulars you have overlooked. Set them to work for you.

THURSDAY, JUNE 21st: Tabulate the replies to the questionnaire which we suggested your sending out last month and send your circulars to the names given in reply to question seven.

FRIDAY, JUNE 22nd: Few radio merchants are making full use of their most effective advertising medium—the letterhead. A neatly embossed letterhead makes a nice appearance but it sells nothing. Utilize the space at the top and back of the sheet with cuts of radio sets and parts.

SATURDAY, JUNE 23rd: Have a series of connecting

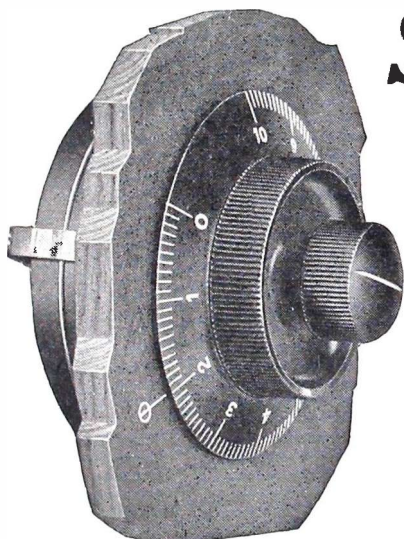
shelves on one side of your store for the radio stock. Mount a sample of each device on a board (covered with a bright colored cloth, either orange or red). Store your supply of these parts under the boards, each part to be kept directly beneath the device corresponding to it on the display board, and have the boards hinged so that they can be lifted up. When a customer comes in to buy certain radio parts, such as switch points, rheostats, binding screws, etc. he can select the exact size and style from the parts on display, and the required article can be easily secured from the stock underneath the board.

MONDAY, JUNE 25th: Let a Kewpie sell radio for you. Secure a Kewpie doll the size of a child and dress her up in a party costume and put a radio head-set on her. Place on one side of the Kewpie a fine radio frequency receiving set. Use this sign with it: “Kewpie Doll Likes Her Radio So Much That She Would Like All the Other Children to Own One.”

TUESDAY, JUNE 26th: Here's an idea for selling long distance receiving sets. Use this long distance selling argument on a window card: “What Is the Receiving Record for the City of (your city)? Come in and let us know the name of the most distant station from which you have had good reception. Who holds the long distance receiving record in (your city)?”

WEDNESDAY, JUNE 27th: We stopped to look at the window display of an electrical store one day. The window contained a variety of electrical appliances, among which was one fine looking radio set with a sign read-

Uninterrupted Service



RAT. APPLIED FOR
MALONE-LEMMON Rheo-
 stats 6 ohms—for the old
 tubes.
 Vernier and Non-Vernier 30
 ohms—For the new tubes.

SELLING radio parts is selling Service — service which depends entirely on the product's quality. Good products mean satisfied customers.

You build up your business on a permanent basis when you sell

MALONE-LEMMON Permanent Parts

for they are good products, each with a long life of uninterrupted service and satisfaction.

This line includes rigidly built Rheostats, perfect Potentiometers and trouble-free Variable Condensers, which maintain their characteristics—and their balance. In each unit is displayed unusual design and workmanship, that is visual evidence of quality and satisfactory performance.

Dealers find profit in selling this line of parts which meets every requirement of the new and better day of Radio.

Send for descriptive literature and prices.

MALONE-LEMMON LABORATORIES

CANADIAN PACIFIC BLDG. MADISON AV. AT 44TH ST. N.Y.



Say you saw it in RADIO MERCHANDISING.

ing: "This set \$275". We mention this so that there will be no repetition of this kind of incomplete window card. It should have read: "This RADIO set \$275". Remember that you are selling RADIO and not merely a set, which may be anything.

THURSDAY, JUNE 28th: Plan your next advertisement to be in the form of a radio diary. Use the caption "RA-DIARY" for this. Give a different radio happening for each day of the current week.

FRIDAY, JUNE 29th: Summer resorts are starting to come back to life. Stores along the boardwalks or popular avenues nearby are being rented again. Why not add radio to the many attractions and things of interest on these "roads to recreation". The best and most direct approach to use in disposing of portable radio sets is to rent a small store or space at your

nearest summer resort. It is advisable to push the sale of portable sets only in this supplementary store.

SATURDAY, JUNE 30th: Here is a suggestion for an incomplete message drive. Have a card printed with a line crossing through it diagonally. Send out the left half to your list. Print on it: "This is half of a story that you ought to know. Come to our store for the best radio showing of the day, and incidentally you will secure the other part of this message. Print on the second half (which is the part that you will keep): "We want you to try out some of our different makes of radio sets. Make all the use of them you wish and then you will know which one would be most suited to your desires. Now that you've come, do sit down a while for we cannot tell you on this card all that you should know about radio".

You Have to Wind It Every Day



Even a good watch runs down—and so does a business—unless you wind it every day. Here in the Dealer's Calendar are the main-spring ideas that will keep your business up to date and your profits punctual. Every idea given you is well thought out and has proved successful for some one else. Why not for you? Send along your workable ideas and you will be playing your part in the radio game.



A New Radio Frequency Transformer

Here's another DAY-FAN instrument worthy of the trade-mark. Distinctive in appearance, design and quality. Variable impedance with simple tuning and high efficiency.

This is only one of the new units that make the DAY-FAN line so desirable from a sales and profit-making standpoint. Standardize on DAY-FAN.

Day-Fan R. F. Circuit

Wiring diagram and full instructions for assembling the DAY-FAN R. F. CIRCUIT are furnished free with each instrument.

The Dayton Fan & Motor Co.

Factory and General Offices

DAYTON, OHIO

Established 1889



Dayton Motors



Dayton Fans

Little Tips To Big Things

Solving the Storage Battery Problem

PROBABLY one of the greatest drawbacks to the purchasing of a radio set, has been the great cost of the storage battery and the attendant charger, but a scheme has been worked out very successfully by a dealer, that is well worth consideration.

In this particular case a Storage Battery Club was formed with an initiation fee of three dollars and dues of a dollar a month, the object of the club being to keep the members supplied with a freshly charged battery, a light runabout being used to make deliveries and to bring back the discharged batteries. With thirty or forty members in a club of this kind, and figuring on renewals of batteries every two weeks, a very nice little business was built up.

The batteries supplied were of a good make, in absolutely fine condition. No dirty batteries were sent out and particular care was taken to see that no acid whatever was exposed or left on the outside.

Such a proposition as this, when carried out in a small town or in a community of a city where there are plenty of radio sets, will prove itself not only a very fine thing for radio in general, but will give the dealer a steady income that may be counted upon every month of the year.

Prejudiced

WHEN you find the mental attitude of a customer shows prejudice, you can be sure that this was the result of some previous disappointment. If he says you



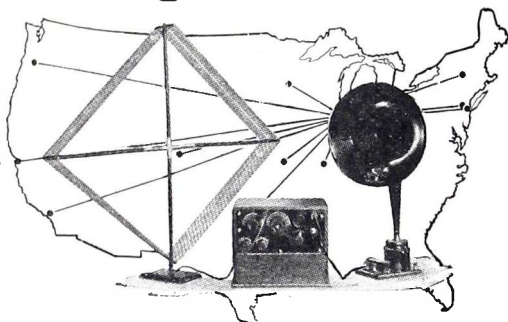
©Kadel & Herbert

How an English butcher entertains his customers.

Range, Power, Portability With a Single Tube!



Erla radio frequency transformers cover a waveband of 200 to 800 meters. Types ABI, 2, 3, \$4; Reflex, \$5



Erla Reflex Transformers Assure This Result

Vacation time holds new and untold pleasure for the thousands who tune in with Duo-Reflex, the most powerful single-tube circuit ever built.

Through a loud speaker, it brings in all but the most distant stations; and with headphones it ranges from coast to coast. Its light weight, under fifty pounds, makes it ideal for camping trips or tours.

Responsible for the amazing efficiency of this circuit is the new Erla reflex transformer. Overcoming completely the high capacitance of domestic vacuum tubes, and with lowest inherent capacitance, it provides maximum amplification, without distortion.

Wide-awake dealers will be quick to cash in on the new and profitable market for all kinds of radio supplies that Duo-Reflex is everywhere creating.

To stimulate this demand, free copies of Erla Bulletin No. 13, giving diagrams and directions for building the Duo-Reflex circuit, are available for distribution among your trade.

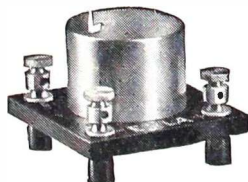
Order through your jobber, or write us direct, giving your jobber's name.



Erla bezels, in bright nickel or dull enamel, fit any $\frac{1}{8}$ " to $\frac{1}{4}$ " panel. Made in 1" and $1\frac{1}{2}$ " diameter. List, 20c



Erla fixed condensers reveal markedly superior accuracy, being individually tested. Eleven sizes, 35c to \$1 each



Erla sockets are unmatched in beauty of finish and workmanship. Triple plated parts on solid Radion base. List, \$1

Jobbers: Erla leadership in research and quality manufacturing sustains Erla demand. Rapid turnover and liberal discounts assure steady, satisfying profit

Electrical Research Laboratories
Dept. N 2515 Michigan Ave., Chicago

ERLA

are a bum salesman—agree with him, if he grumbles about your store or some of your stock, tell him he's right. Then, sell him. The prejudiced customer may be won over by the utmost tact, to be applied by the salesperson. The chief task with this customer is to win back his good will.

Facts

THERE is room for growth in every business, but no enterprise can possibly expand or become successful unless:

Consistent and result-getting advertising is used in the local papers, circulars, letters, etc.

Systematic methods of obtaining free publicity are employed. These consist of sales stunts, unique window displays, contests, etc.

The staff consists of expert salesmen and canvassers.

Territory is covered thoroughly and constantly enlarged and no prospects are overlooked.

Courtesy and service is made the motto of the business.

The window displays are planned to attract customers.

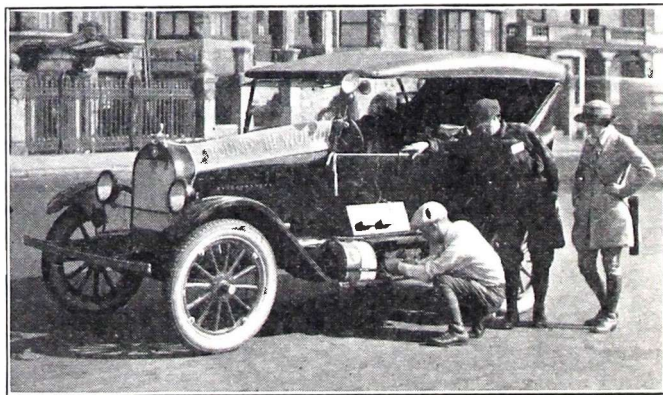
The store is kept neat and clean; the stock is attractively arranged and provision is made for the comfort of patrons.

The atmosphere of the establishment is one of cheer.

A business will grow in a measure equal to the effectiveness with which the above are carried out.

Nervous

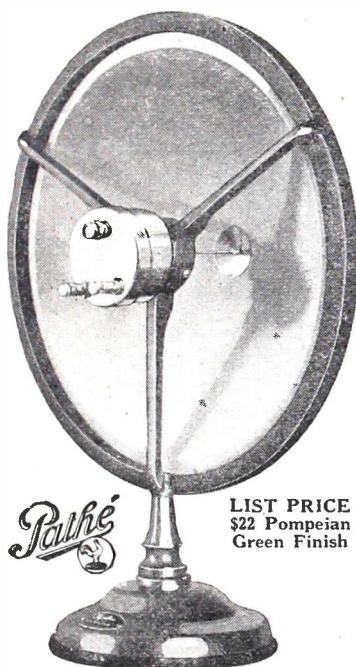
THE nervous customer who is in a great hurry wants to be waited on immediately. If the salesperson can do this quickly without having the same rushy and fidgety attitude as the customer, the sale is most certain. Don't become nervous and excited when your customer displays these feelings. A conflict would be dangerous. The salesperson need only work quickly and keep level-headed.



© Lazarnick

Radio starts on a tour around the world. Harold H. Taylor and party will keep in touch with the world by the latest method.

AN OFFER THAT GUARANTEES YOUR PROFITS



LIST PRICE
\$22 Pompeian
Green Finish

Radio owners instantly recognize in the new Pathe the greatest loud speaker of the day.

They recognize this the minute the live wire radio dealer demonstrates its splendid clear reproductions. Demonstrate it and it is sold.

We will gladly prove this statement by sending you a Pathe Loud Speaker for 30 days' trial.

In case you do not agree it is the greatest loud speaker you could offer—in case you do not sell it—send it back.

With this liberal offer you tie up no money. The Loud Speaker is yours *free* until you sell it—within a period of 30 long days.

The new Pathe not only looks different than other loud speakers, it is *totally* different in every respect—for it utilizes an entirely new principle of acoustics.

Look at the illustration. There is no horn or megaphone to generate additional antagonistic air disturbances. The original sound waves are propagated in free air—right from the diaphragm. The Pathe Loud Speaker—this vastly different loud speaker reproduces without distortion. That is what your customers want.

PATHE PHONOGRAPH & RADIO CORPORATION

20 GRAND AVENUE

BROOKLYN, N. Y.

Send the coupon today. Do not fail. It means money in your pocket.

Pathe Phono and Radio Corporation,
Dept. A1, 20 Grand Ave., Brooklyn, N. Y.
I am a Radio Dealer.

Send me a Pathe Loud Speaker RUSH. It is understood that this is for FREE trial and that if it does not sell within 30 days—shall be returned at your expense. When I do sell it I will remit special low price quoted to me.

Name

Address

Lines Handled

Pathe the World Over

Say you saw it in RADIO MERCHANDISING.

How to Sell

By James Edward Hungerford

IUST what is the secret of sellin'?
It's a question we'd all like to solve;
There's heaps of folks busy a-tellin'
Us how we should "grimly resolve,"
To "get out an' bring in the bacon"—
An' get what we're wantin' to get,
But the boys who are out order-takin'—
Don't think they have hit the mark, yet!

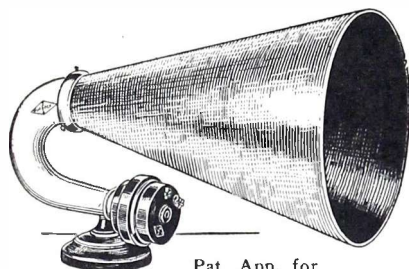
IT'S easy to say, "Go an' get it"—
"The orders are waitin' right now!"
This preachin' is easy—you bet it
Sounds simple to get 'em—but HOW?
Just stickin' your chin out, an' vowin'
You're goin' to do this an' that,
Ain't hard—'till you git down to plowin'—
Then where are your big resolves at?

WHAT'S needed is love for your brother—
Doin' by him as you'd be done by;
It's the only sure way—there's no other—
Ain't no short-cuts—it's useless to try;
Give him what you'd expect him to give you—
The which is an honest, square deal;
When you fail, ask the Lord to forgive you—
An' let you be honest—an' real.

DON'T sell a gent what he ain't needin',
An' is afterwards sorry he bought;
Just "makin' him buy"—ain't succeedin'—
Such methods will soon come to naught;
Let him know it's the truth you are tellin';
Make him feel that you're really his friend—
An' that is the "secret of sellin'"—
**THAT WILL ALWAYS WIN OUT IN THE
END!**

Copyright, 1923

MURDOCK



Pat. App. for

A Murdock Loudspeaker for \$5⁰⁰

The newest thing in the Radio field—a loudspeaker to sell at the unheard of price of \$5.00. Complete with new loudspeaker phone unit.

It is being nationally advertised in the Saturday Evening Post and other magazines.

There will be a big demand for it. Already orders are pouring in.

Get yours now and be ready to supply your customers.

MURDOCK HEADPHONES

Also be sure you have plenty of Murdock Headphones on hand.

Remember both are backed by the well known Murdock guarantee.

WM. J. MURDOCK CO.

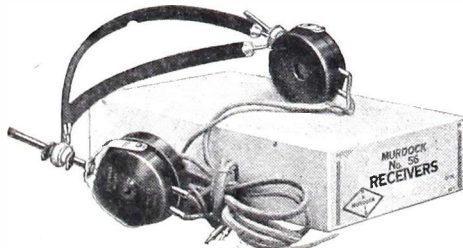
347 Washington Ave., Chelsea (Boston) Mass.

Sales Offices:

New York	San Francisco	Chicago
Los Angeles		Seattle

\$5⁰⁰

No. 56
2000 ohms



\$5⁰⁰

No. 56
3000 ohms

RADIO

STANDARD APPARATUS SINCE 1914

Say you saw it in RADIO MERCHANDISING.

Let Your Windows Make the Sport Fans Radio Fans



TIMULATION of public interest in the coming events of radio is one of the surest and best ways of increasing sales, and the wise dealer has learned this little lesson long ago.

Among the better radio stores of New York, a boxing match was recently advertised extensively and one store even went so far as to actually rig up the window to represent the prize ring with the principals in place, the referee and the seconds. This whole affair was put up in the display window and dolls were carefully dressed for their parts. The broadcasting announcer was shown in his chair by the ring side, giving the latest news to the waiting thousands.

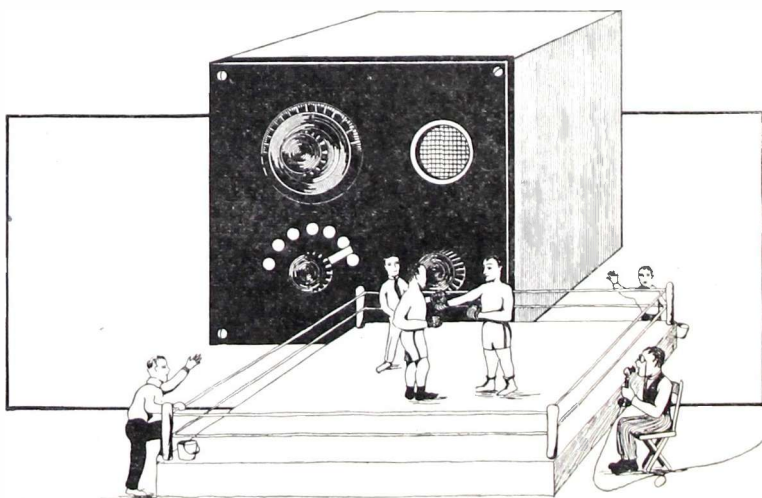
This window display attracted a great deal of attention and most of the time there was a good sized crowd looking at it.

Of course the display included several different types of radio receivers with their prices, complete, marked plainly on them, and of course there were some people who would not ordinarily have become interested in radio who, when they found out that this big event was to be broadcasted, immediately joined the ranks of the radio fans and bought a set. The window was placarded with signs telling what was to happen, who the adversaries were and at what time the story would be told. This dealer even went so far as to have small cards beside the different personalities in the picture, telling just who they were.

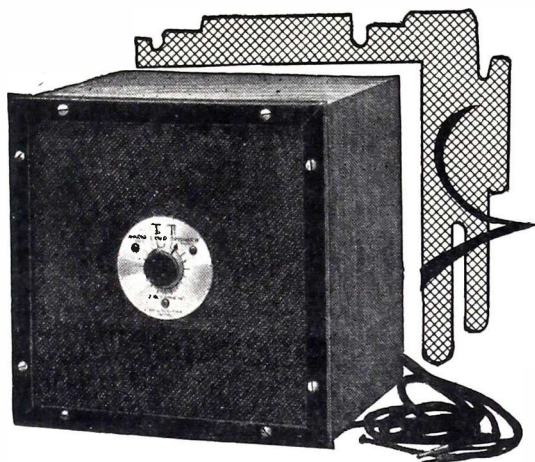


DEALERS will do well to profit by this little trick by taking advantage of a similar stunt whenever possible. All broadcasting does not lend itself as well to the treatment here given, but the base ball games could

(Concluded on page 61)



**ARE WE
CORRECT
?**



**SUMMER
SALES**

AS A DEALER

you are anxious to enjoy a profitable all-year business. You are wondering about summer, but

—WHY WORRY?—

Fans don't want to be confined to a hot stuffy room during the summer, particularly if they have a pair of awkward, restraining earphones clamped on their heads. Nor do they want to hookup a loud speaker placed on the porch unless it's a real instrument.

—SELL YOUR TRADE—

The Timmons Talker—make a generous profit and at the same time it will keep alive many sets which otherwise would be forgotten.

THE TIMMONS TALKER

has no unsightly horn but is self-contained in a solid mahogany cabinet. It has adjustable amplification, never needs extra batteries or parts, is portable, just the thing for a boat or picnic—and . .

It Will Keep Summer Sales Up!

Ask your jobber about this instrument or write us for all the details.

J. S. TIMMONS
335 E. Tulpehocken Street
PHILADELPHIA, PA.

Say you saw it in RADIO MERCHANDISING.

**TIMMONS
TALKER**

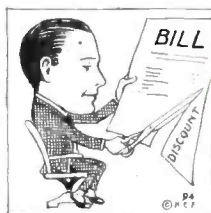
TELLING SELLING TIPS

by A. Rowden King



The Office Manual

When a man joins a fraternal order, he is made to ride the goat. He is initiated. He expects it. It may have SOME advantages. When a man joins a business organization, he is made to ride the goat. He is initiated. He MAY expect it. It has NO advantages. — Why should the first period on a job be one of Embarrassment and of Inefficiency, particularly in the case of the younger workers? Why should he or she be so unmistakably made to feel that newness? The most efficient organizations nowadays are rectifying all this by maintaining Office Manuals in which each job or type of job is set down in writing and is described. When the new worker comes, this Office Manual furnishes a full explanation of all that is wanted and expected, even though everybody may be "too busy" to explain. And what is not understood on the first explanation can be reread as many times as necessary, without troubling anybody to "repeat needlessly."



Taking Discounts

"No, we do not always take advantage of discounts," busi-

ness men will tell you. "Most of them only amount to 2 percent, 10 days, anyway; and we reckon that it is worth something in the way of protection to us to maintain a good balance in the bank at all times." — For one thing, as far as credit and protection go, bills paid promptly will do much more to develop reputation than a paper-balance in the bank which really does not belong to the depositor anyway. And, for another thing, 2 percent, 10 days, is not to be sneezed at. The business man who scorns discounts merely shows his ignorance. The National Association of Credit Men supplies figures as to what some of the customary discount rates really represent upon a yearly basis. Thus the despised "2 percent, in ten days, 60 days net," equal 14 percent a year and "2 percent, 30 days, 60 days net" equals 24 percent a year, while the seemingly inconsequential "3 percent, 10 days, net 30 days" equals 54 percent a year. In what bank will a temporary balance bring any return at all comparable?



Bills Payable

No retailer, as a rule, has less courage to succeed than he who has experienced just a taste of adversity. The "old hand" is used to it. The retailer who just manages to pay half on bills which have been overdue for ninety days, only to have to re-order at once to cover current re-



Displayed by Live Dealers Everywhere!

Special counter display container ties up with national advertising campaign and helps you sell Fil-KO-Stats.

What FIL-KO-STAT means to your customers

- reliability and durability.
- no disks to break or chip.
- backed by manufacturer's guarantee.
- stations they never heard before.
- absolutely noiseless operation.
- complete control of electronic flow in the tube.
- filament control eighteen times greater than with wire rheostat and many times that of any other filament control.
- the assurance of laboratory tests that they have the best filament control for every kind of tube.
- the only instrument permitting the superfine adjustment necessary for controlling UV 199's.

What it means to YOU

- tying up with a tremendous national advertising campaign in all leading radio publications that is putting the proof of Fil-KO-Stat's superiority over in a big way.
- selling an article that is properly merchandised, absolutely guaranteed and which lives up to its reputation in every way.
- making a friend in every Fil-KO-Stat purchaser.

Order from Your Jobber or

RADIO STORES CORPORATION

SOLE INTERNATIONAL DISTRIBUTORS

Dept. RM6, 218-222 West 34th St., NEW YORK

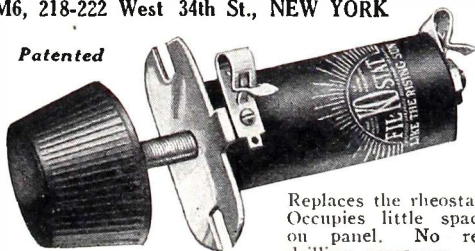


**Keep
Well
Stocked!!**

Display Car-
tons of 6.
Standard
Packages of 8
Display Car-
tons, (48 Fil-
KO-Stats).

LIST
\$ **2**
Less
Liberal
Dis-
counts

Patented



Replaces the rheostat.
Occupies little space
on panel. No re-
drilling necessary.

Made by DX Instrument Co., Harrisburg, Pa.

quirements, knows that the new bill will be even more ancient before it is paid, and that he is getting nowhere. The fact that he is still considered a good credit risk makes him little happier.—But a retailer whom we know, being in a similar predicament, found his way out to the satisfaction of all. He frankly told creditors the exact situation, arranged that he should get future shipments on a C.O.D. basis and that he would make small but regular monthly payments to apply toward the amounts owed. That pleased the jobber because they had something definite to count on and enabled him to hold his head high again and put his best into his work. Today he is more than “back on his feet” again but he continues the C.O.D. shipments, taking advantage of extra discounts.



*The
Lesson
of Ford*

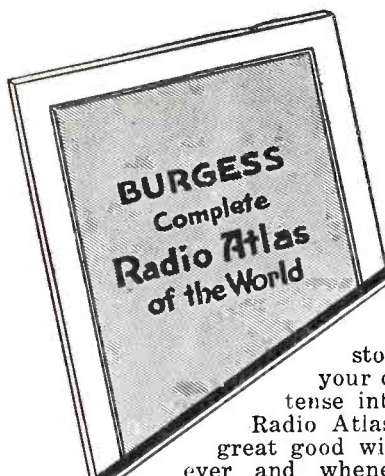
“Oh, these Efficiency experts make me tired,” you say. “How do they suppose our fathers ever got along?”—Well, for one thing, there is little good reason to believe that our fathers would get along, with their old methods, today in the face of today’s more Efficient competition. And, for another thing, Efficiency defends its own good name with the best of arguments in the shape of figures and facts. Take the case of Henry Ford, for example. It is generally conceded that there is no more Efficient automobile plant than his. Read the results of that Efficiency: Although the busi-

ness was started “on a shoe-string”, and has never openly sold stock or issued notes, Efficiency has brought it to the point where it has a surplus of \$240,000,000, cash on hand; money due \$148,000,000; real estate \$81,000,000; machinery \$49,000,000; stock on hand \$45,000,000; and securities worth \$15,000,000. Do you say Efficiency does not pay? Page Mr. Ford and ask him!



*How
Large
a Prize?*

The advantages of the prize contest as a business getter and builder are many. The question in many cases, however, is not so much whether a prize contest is advisable but what the prize for the winner shall be. And, contrary to what might be supposed, there is a point beyond which value in the prize is undesirable. Likewise, a contest which calls for too great an expenditure of time and effort on the part of the contestant is to be avoided. Too large prizes and too difficult contests frighten possible contestants off. The Standard Kid Manufacturing Company recently thought it was starting a wonderful competition when it announced four prizes, one of \$1,000 and ranging down. It advertised the contest widely, both in the trade papers and direct by mail. The number of replies was extremely small and one of the company’s officials has stated that the size of the prize seemed to paralyze possible competitors.—People do not expect a fortune but
(Concluded on page 70)



Dealers— Here's A Real Business Builder—

To help you bring into your store the real radio buyers of your community. Owing to the intense interest in Radio, the Burgess Radio Atlas has proven a producer of great good will and increased sales wherever and whenever stocked and properly displayed.

The New Burgess Radio Atlas of the World

Contains 16 pages and has three double page maps, 13 x 16 inches in size, showing (1) The United States, (2) Canada, and (3) The World. The national advertisements now appearing in leading magazines have literally swamped us with inquiries. A good supply of these books on your counter and featured in your local advertising will divert to you the thousands of requests now coming to us.

The Burgess Radio Atlas is now being sold in great quantities by many dealers, at prices ranging from twenty-five to fifty cents each. Let us send you full details of how you, too, can distribute the Burgess Atlas, how you can buy them in quantities at a low price and make a real profit on each sale. Just mail us the coupon below with your letterhead for full details and **FREE SAMPLE COPY.**

BURGESS BATTERY COMPANY

Dept 65

MADISON, WIS.

BURGESS RADIO BATTERIES

"Ask Any Radio Engineer"

PIN THIS COUPON TO YOUR LETTER HEAD

Send me a **FREE COPY** of the Burgess Atlas.

Firm Name

Buyers Name

Street & No.

City

State

He Got Fresh Air

By Thomas Dreier

THE pessimistic manufacturer reminds me of the man suffering from asthma. One night he was sleeping in the same room with another fellow and began to struggle for breath.

The other in his anxiety to help him tried, as he thought, to open a glass window in the room. After fumbling in the dark for some time to find the fastening to the window, and failing to do so, he picked up a chair and shattered the glass.

The struggling man immediately heaved a sigh of gratitude. "Oh," he exclaimed, "this fresh air certainly is a life-saver."

Both men immediately went off to sleep. You can imagine their surprise the next morning when they discovered that the glass broken in the night was not a window at all, but a bookcase door.

IT'S queer, isn't it, how important thinking is? I know two manufacturers in the same line of business. During the present readjustment period one of these men has been as depressed as it is possible for a man to be without committing suicide and the other has been just as cheerful as if he didn't have to make any effort whatever to get profitable business.

These men are making almost identically the same product and the conditions under which they are trying to do business are the same.

One is disgruntled, unhappy, pessimistic. He hopes that business will get better, but he has his doubts.

The other man, knowing that he cannot get business unless he works for it, has thrown himself right into the job of increasing sales, and being a wise fellow, has been thinking creatively instead of negatively.

MANY business men who are waiting for better times could do good business right now if they only thought they could.

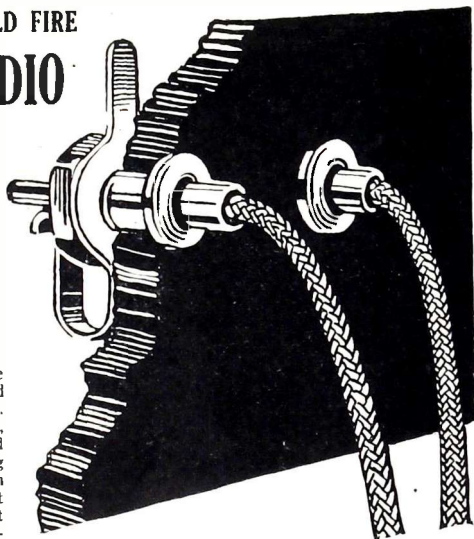
NOW GOING LIKE WILD FIRE

UNION RADIO TIP JACKS

(Pat. Applied For)

25c A PAIR

These Tip Jacks are universally replacing old fashioned bending posts. Their positive contact, quick operation and easy adaption are making them big sellers. Union Radio Tip Jacks are neat in appearance and no part can be lost. They accommodate any standard round phone tip and several sizes of bare wire. Good for W-D 11 connections and coil mountings.



Packed in 1/12, 1/2 and 1 gross
Standard Counter Display Containers

Dependable Quality, Expert Workmanship and Guaranteed Performance make it profitable to sell high-grade Union Radio Apparatus and Accessories which consist of

UNION RADIO VARIABLE CONDENSERS! Precision Instruments famous for performance. No expense has been spared to make them perfect yet reasonably priced. 13, 23 and 43 plate types with and without dial, ranging in price from \$2.50 to \$4.75. Radion tops and bottoms.

UNION RADIO RHEOSTATS! (Pat. Applied For): Designed for easy yet efficient sliding contact. Resistance unit 95% exposed to air preventing overheating. Composed of moulded condensite and nickled brass, sliding contact arm and tension spring phosphor bronze. Reversible, may be used for either panel or table mounting. Heating negligible with 1 1-10 ampere (Radiotron U.V. 200 and U.V. 201 draw 1.1 amperes) Type VRT-1 (with knob and pointer), \$1.20. Type VTR-1A with 2 1/4-inch Condensite Dial, \$1.50.

UNION RADIO VACUUM TUBE RECEPTACLES! (Pat. Applied For): Made of moulded condensite and highly polished. Phosphor Bronze contact springs designed for positive electric contact at all times. Capacity effect reduced to a minimum due to absence of metal shell. Reinforced bayonet slot prevents breakage of socket where pin of tube engages. This socket is guaranteed absolutely and accommodates any standard 6 volt receiving tube. Price 80c.

UNION RADIO CONDENSITE DIALS: Standard equipment on all our apparatus that requires it. This dial is reinforced on the back. The lettering is a brilliant white that won't discolor or chip off. The scale is engraved from 0 to 180 degrees reading from left to right. The knob is easily removable. These dials run absolutely true and will not warp or wobble when attached to a level and straight shaft. Price Dial and knob 3-16-inch shaft, \$1.00. Price Dial and Knob 1/4-inch shaft, \$1.00.

WHOLESALEERS AND RETAILERS

Write for our liberal proposition. Dealers' catalogue F and price list; also samples sent on request.



UNION RADIO CORPORATION
200-MT. PLEASANT AVENUE, NEWARK N.J.
NEW YORK OFFICE 116 WEST 32nd STREET.



The Market for American Radio Apparatus in Chile

By Assistant Trade Commissioner W. E. Embry



THE development of interest in radio in Chile has not kept abreast with that shown in Argentina, Uruguay, and Brazil, but it is not to be understood that there is an absence of interest in Chile on this subject or a lack of possibility for developing a market for American radio equipment. On the contrary, in Santiago, Valparaiso, and several other smaller Chilean cities interest in radiotelephony is growing steadily and its fuller development only awaits the establishment of a broadcasting station within the country, such as those now in operation on the east coast of South America.

It is reported that the broadcasting stations recently erected in Buenos Aires, Montevideo, and Rio de Janeiro have given very satisfactory results, and large numbers of amateur receiving sets have been sold in these countries. This is especially true of Argentina, where conditions for broadcasting programs are almost ideal, as the land generally is flat and radio transmission carries all over the River Plate district and Uruguay, as well as into southern Brazil on the north and as far as the Andes on the west. For this reason the sale of radio equipment has met with the greatest success in that country, and it is now estimated that there are approximately 25,000 sets in the Argentine Republic in comparison with approximately 100 less than one year ago.

American radio equipment up to the present time has been given preference in South America. This is especially true of Chilean orders, as practically all equipment now in use in Chile is of American origin. Four or five concerns in Santiago deal in this class of goods, and a similar number handle radio apparatus in Valparaiso. Estimates of the number of sets throughout the whole of Chile vary from 100 to 500.

BROADCASTING STATIONS IN CHILE

The Chile Radio Corporation, a local Chilean concern, with offices on the top floor of the Ariztia Building (the highest office building in Santiago) has an efficient amateur broadcasting station with 1-kilowatt power, and programs, consisting mainly of music, are being offered from time to time. Outlying cities within a radius of 300 miles of Santiago report that the concerts are heard very distinctly under normal weather conditions. The manager of this company reports that on different occasions he has heard very clearly parts of programs broadcasted from the Avenida de Mayo Station in Buenos Aires. These, however, were heard on exceptional occasions, as the high Andean Cordillera make the reception of complete messages from Buenos Aires very difficult, and the west coast of South America can not hope to satisfactorily receive broadcasting from Argentina.

(Concluded on page 70)

GOODBYE AERIALS! SO LONG STATIC!

The **SHORT CUT ANTENNA** replaces aerials, loops, electric light plugs, etc. Eliminates lightning dangers. Minimizes Static and other interference. Brings clearer signals and truer tone. Makes your set Portable. Dealers and jobbers write for our proposition.

Short Cut Radio Corporation

Dept. "M"

No. 243 West 54th Street

New York City

Watch for the "SHORT CUT" specialties.

U. S. TOOL

Vernier Variable Condenser

Panel Mount Type Guaranteed.

- 14 plate Complete with Dial and Knob.
- 24 plate Complete with Dial and Knob.
- 46 plate Complete with Dial and Knob.

Newark to Butte, Mont.

It is over 2,000 miles as the crow flies, from Newark to Butte, but—

The U. S. Tool Variable Condensers cover the distance continually.

That the largest and best known Radio Manufacturers have adapted these condensers, is proof they rank among the finest instruments on the Radio Market.

Write for the name of our nearest distributor

U. S. TOOL CO., Inc.
117 Mechanic St., Newark, N. J.

MANUFACTURER AND ENGINEERS

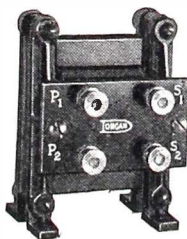
DONGAN Radio Transformers

An unusual Radio Frequency Transformer with an adjustable **Silicon** core—an exclusive patented feature, enabling satisfactory reception at 200 meters as well as on the higher wave lengths. Daily establishing DX records. Price only\$5.50



Dongan Electric Mfg. Co.

**DETROIT
MICHIGAN**



Top of Side Panel Mounting

An amplifying transformer scientifically constructed to bring out full, clear tones and eliminate howling. Price \$4.00.



The Last Rung.

TAKE EVERY STEP: Climb slowly and surely, but don't shoot up like a rocket. There are many people who do all they can to get positions that they are not capable of filling. They may hold them for a while as they happen to have a pull with the boss.

But here is what happened in one case when there came a change in the management. The incompetent person was discovered and taken off the pay-roll. In the meantime he and his family had been getting accustomed to a rather expensive way of living and he went around looking for something with a somewhat similar compensation. Moreover, pride prevented him from accepting a position that did not pay well. He had a hard struggle with himself. What could he do? What would he tell his friends if he had to adopt a different mode of living? His mind was in a more disturbed condition than it could have been if he climbed the ladder step by step.



© Kadel & Herbert

Every summer outing should be radio equipped. The radio merchant can line-up many prospects by contributing the time of a receiving set and operator to every outing arranged by local clubs and societies.

(Concluded from page 30)

wick, "but will Slim do all this? What you're outlining will be a lot of work."

"You don't know radio men YET!" retorted Old Timer. "Of course Slim'll do all that. Any good ham would; to get another fellow interested in radio, to talk about it and write about it isn't WORK—it's a joy!"

"I guess I'm too old to get that view-point", sighed Southwick, with mock sorrow. "It must be great to be young and enthusiastic and all of that sort of thing—"

"Now golf," broke in Old Timer, "is a game that seems to me the dullest, silliest, absolutely downright imbecile proposition that ever—"

"Look here!" flashed Southwick, "you don't know what you're talking about! You've never played golf—"

"And you've never been properly bit by the radio bug, so there you are!" exclaimed Old Timer triumphantly. "You'd do just as much to help golf along as Slim or I or any other ham would to further radio—wouldn't you now?"

Southwick grinned. "I suppose I would," he admitted.

Which explains, perhaps, how Seaford got its radio pages in the Sunday papers!

(Concluded from page 50)

easily be carried out in this way, a few days in advance. It must be remembered that there are always new people who are becoming interested and all that is necessary in order to make them invest in a set, is some carefully worked out scheme of this sort. There is absolutely no question that this particular window display increased the sales considerably.



What more could be said to attest the merit of any product? Another instance of the ever increasing demand for the Fibertone is a standing order for 125 horns a month. Dealers everywhere are stocking heavily with the assurance of a quick turnover of Fibertone horns. They realize the fact that radio fans are sold on fiber as the only material for perfect amplification.

The soundness of construction and beauty of appearance are merits that add to the popularity of the Fibertone. Get in line with those progressive dealers who are now selling this product. Write for liberal terms.

FIBER PRODUCTS CO.

240-E North 10th St.
Newark, N. J.

TEN DOLLARS LIST

FIBERTONE
RADIO HORNS

PHILOSOPHY

The power of thought is the highest gift of man. The roots of a man are his thoughts. To bring a man to his full glory, his roots must fasten upon that which is without limit in power, capacity, knowledge or excellence.

There is no time for covetous greed when men work fairly and diligently.

The first impression is always the best and lasting. Don't be last in making your seasonable window display.

Common sense is the best recipe to be used in conducting your business.

I am not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live up to what light I have. I must stand with anybody that stands right; stand with him while he is right, and part with him when he goes wrong.—Abraham Lincoln.

To business that we love we rise betime,
And go to with delight.
—Shakespeare.

There is not one man in a thousand capable of being a successful rogue, while any one may succeed as an honest man.—E. W. Howe.

I'm proof against that word "failure." I've seen behind it. The only failure a man ought to fear is failure in cleaving to the purpose he sees to be best.—George Eliot.

You get cheerfulness out of life in proportion as you put cheerfulness in it. You cannot invest counterfeit coin and expect dividends in real money.—The Policy.

What man does not alter for the better, time alters for the worse.—Francis Bacon.

Moral: A stitch in time gathers no moss.

Watch the face of the clock and you'll never be more than one of the hands.

Wretchedness usually is self-inflicted.

A big concern stopped advertising for one year. It now finds it lost much more than it saved.

Unless labor unions enforce self-discipline, the public will undertake the job.

Workers are becoming scarcer than work.

When I hear of a depression I always picture a smoothed out spot where somebody has been lying down.—Service.

"Take the 'E' out of Ego and 'Let's go.'"

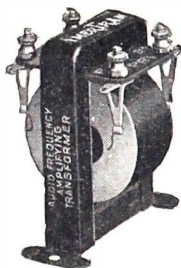
Fields are won by those who believe in the winning.—Higginson.

Business is like a wheelbarrow—it stands still unless someone pushes it.

No man can stand still in accomplishment. He either goes forward or backward.

Amplification Perfection

with all standard tubes



Price \$7

An audio transformer will give the same results with all tubes which are alike in A. C. Impedance and Amplification Factor.

**WD-11 UV-201-A UV-199 C-299
C-301-A C-301 UV-201**

These tubes all have nearly the same A. C. Impedance.

The AMERTRAN

—universally recognized as the greatest of all amplifiers, gives the same wonderful amplification curve with WD-11 dry cell tubes as with UV-201 Radiotrons.

American Transformer Company

Designers and builders of radio transformers for over 20 years.

**181 Emmet Street,
NEWARK, N. J.**

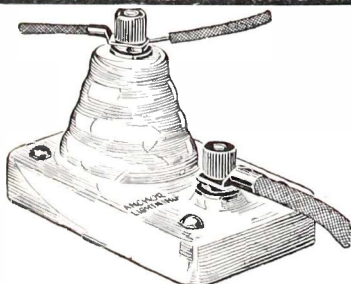
Three men named Jones, all in the same line of business, opened shops next to each other. The one on the right had the name Jones painted in large letters over the door. The one on the left immediately did the same thing. The sign writer then approached the centre Mr. Jones, asking if he would like his name painted also. "No," said the wily

one. "I want you to paint the word 'entrance' over my door."—
New York Globe.

"My wife and I are thinking of taking a place at the seashore next summer."

"Isn't that rather expensive?"

"Not while we are only thinking about it."



Anchor Radio Lightning Protector

WHITE PORCELAIN—WATERPROOF

For Indoor or Outdoor Use

Approved by National Board of
Fire Underwriters, No. E5815.

\$1.50

*Liberal Discounts to Jobbers
and Dealers*

ACKERMAN BROTHERS COMPANY, INC.

Dept. "RM" 301 West Fourth St.

NEW YORK, N. Y.

THE WORLD'S MOST POPULAR HOME BATTERY CHARGER



The HOMCHARGER is NOW safely established as the World's Most Popular Battery Charger. Over 100,000 have been sold the first year—an unprecedented record.

The name HOMCHARGER has become a "buy-word" in the Radio market. Set owners specify it as a "matter-of-fact." They take for granted that it is the only real battery charger—they recognize it as the STANDARD, because they see it advertised everywhere, and hear their friends boast of its performance.

A GOOD PRODUCT THAT'S MERCHANDISED

Therein lies the secret of the HOMCHARGER'S ever-increasing popularity—it is the only rectifier on the market combining all of these necessary features and advantages:

1. Nationally advertised in over 35 leading publications.
2. Dealer helps and dealer co-operation to the limit.
3. SELF-POLARIZING.
4. HIGH CHARGING RATE.
5. APPROVED BY NATIONAL BOARD OF UNDERWRITERS.

Retail price \$18.50 complete with ammeter, etc. \$25.00 in Canada.

See your jobber or write TODAY for our proposition in detail.

**THE AUTOMATIC ELEC-
TRICAL DEVICES CO.**

156 West Third Street
Cincinnati, Ohio

Largest Manufacturers of
Vibrating Rectifiers in the World.

"Read'em" ^{Copyright} Binding Posts



Irremovable Knobs

Anyone can "read 'em"—abbreviations of different names are engraved on face of each post. User always knows exactly "where he's at" in making a hook-up. That's why there's such a great demand for "Read 'em" Binding Posts.

All popular styles—Antenna, Ground, Fones, A and B Battery plus and minus.

You can make quick turn-over and liberal profit on this universal radio accessory.

Write Dept. C.
for proposition
and full details.

**The Marshall-Gerken
Company**

Manufacturers

TOLEDO, OHIO

Trademarks of Security



On May first two of the biggest and most aggressive radio manufacturers combined forces.



The Mortimer Radio Corporation, manufacturer of the universally demanded Melco-Supreme Radio Frequency Receiver, and the Advance Metal Stamping Co., makers of the excellent AmSCO radio parts are now known as AMSCO PRODUCTS, INC. Their trade marks MELCO for Sets—AMSCO for Parts—guarantee scientific correctness, mechanical perfection and ruggedness in construction.

Your Trade Deserves The Best—AMSCO and MELCO assures them of it.

Wire or write to any of our offices below for our literature and discounts.

AMSCO PRODUCTS, Inc.

FAIRBANKS BUILDING

Broome and Lafayette Sts.,
New York City

Huntington, W. Va.
1928 Fourth Ave.

Atlanta, Ga.
302 Platoon Bldg.

Pittsburgh, Pa.
705 Granite Bldg.

Los Angeles, Cal., 337 South Western Ave.

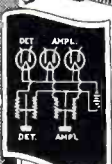
Philadelphia, Pa.
623 Victory Bldg.

San Francisco, Cal.
709 Mission St.

St. Louis, Mo.
13 South 4th St.

Exclusive Canadian Representative,
Scott Bros., Ltd., 332 St. Catherine St., West
Montreal, Que.

The
Autostat
A Super
Radio Rheostat

Can be used with
6-volt or WD-11
detector tubes, two
amplifying bulbs or
one 5-watt power
tube.

No longer is it necessary to
turn a "hair's-breadth" to
tune in that elusive station,
for with

The
Autostat
A Super
Radio Rheostat

a twirl of the knob produces
a finer adjustment than a
"hair's-breadth turn on any
other. This gives that "pre-
cision" of adjustment so
necessary to eliminate inter-
ference and tube howls and
greatly increases the receiving
range and clearness of signals
on any Radio Set.

The AUTOSTAT is economical
—neat—small—Compact. No
carbon to break or change re-
sistance. Unqualifiedly guar-
anteed. Popularly priced—
\$1.35—discounts that net real
profits.

DEALERS

The AUTOSTAT is nationally
advertised and is rapidly be-
coming Radio's most popular
rheostat. AUTOSTATS are
packed in neat, individual
boxes, which, in turn, are
packed in business-getting
display cartons.

Order a carton from your
jobber TODAY and write
direct for your copy of BUSI-
NESS BUILDERS showing
dealer helps.

JOBBERS

Write or wire for Radio's
most attractive merchandising
proposition.

**THE AUTOMATIC ELEC-
TRICAL DEVICES CO.**
156 West Third Street
Cincinnati, Ohio

Builders of Precision
Rheostats since 1914

Humor



Radio

What is it that's all the rage
And sets the world all ablaze
And every one has the craze?

Radio!

What is it when you're alone,
You listen quietly on the phone
To music of the sweetest tone?

Radio!

What is it that fills the air
With music, song and speech so
clear
And brings to all who listen,
Cheer?

Radio!

What is it that's most erratic,
Full of noises, squeals and static
That drives the listener nearly
frantic?

Radio!

Alas, what is it makes you rash
To spend all your spare cash
And sends your bank account to
smash?

Radio!

—Radio Digest.

Willie Wonders Will He Win?

"Willie," said Mrs. Fan, to
their young offspring. "Daddy
and I have arranged that he shall
give you a dime every time he
is caught swearing."

"Gee, that's great!" cried the
youngster. Then he added hope-
fully: "When are you going to
tune the Radio set, Daddy?"

Right on the Dot He Dashed Off

A young woman arriving in
New York from abroad received
a Radio code proposal of mar-
riage. Her answer was "Yes."
We hope the sender got the code
signals straight. If he pounded
out on da-di-da-da dit di-di-dit
and it should have been da-dit
di-dit da-di-di-da it might have
caused an embarrassing situa-
tion.

He Wears a Silk Hat Over the Headset

"Spiffins is the most hen-
pecked man in the world."

"How come?"

"His wife makes him put on
evening clothes to sit home and
listen to the Radio opera."

—Buffalo Express.

Old Gal-Lena Would De- tect It

They were trying to improve
reception on a crystal set.

"Shall I tickle the old gal-
Lena?"

"You might try it, old top,
if she'll let you."

Just a Good Variety of Jazz

The broadcast program was
being received on a loud speaker.
"My, but that static is awful to-
night, isn't it?"

"Static nothing! That's a jazz
orchestra!"

Pacific Coast Branch,
Los Angeles
329 Union League Bldg.,

Just Consider Turnover

Quick selling depends upon more than radio quality. Don't misunderstand us. This COTOCO Audio Frequency Transformer combines five definite virtues.

1. High Amplification
2. Minimum Distortion
3. Low Interstage Linkage
4. Convenient Mounting
5. Compactness

But it outsells all audio transformers because its distinctive finish displays well. It is a self seller at \$5. "Built first to last."

Write for Name of
Cotoco Jobber



COTO-COIL CO. PROVIDENCE

*The latest
profit
combination*



DURHAM + DUBILIER

Variable
High Resistance

Micadon
Grid Condenser

*Retails for
\$1.10 complete*

Here's the combination absolutely essential for every tube set. Tying up of nationally advertised standard parts makes two sales as easy as one.

Your jobber has a stock now

DURHAM & COMPANY 1936 MARKET STREET
PHILADELPHIA

Jobbers:—Get in touch with nearest branch

Boston, 94 Massachusetts Ave.; Chicago, 53 W. Jackson Blvd.; Detroit, 516 Moffat Bldg.; Los Angeles, Union League Bldg.; Minneapolis, 124 So. Ninth St.; New York, 1 East 42nd St.; Philadelphia, 221 No. 11th St.; Seattle, 1121 Pine St.; St. Louis, 1110 Olive St.; Washington, Munsey Bldg.; Montreal, 332 St. Catherine St.; West; Toronto, 62 Yonge St., Arcade; Winnipeg, 543 Somerset Bldg.

Say you saw it in RADIO MERCHANDISING.

RECENT RADIO PATENTS

Electrical Condenser: Byron Macpherson, of Roxbury, Massachusetts, assignor to Wireless Specialty Apparatus Company, of Boston, Massachusetts, a corporation of New York. Patented February 27, 1923. No. 1,446,650.

Actuator for Electric Appliances: Shiras Morris, of Hartford, Connecticut, assignor to the Hart & Hegeman Manufacturing Company. Patented February 27, 1923. No. 1,446,652.

Flexible Electrode: David R. Price, of Newtonville, Massachusetts, assignor of one-half to Leland Powers, of Newtonville, Massachusetts. Patented March 6, 1923. No. 1,447,357.

Plural Modulation and Demodulation Circuits: Lloyd Espenschied, of Queens, New York, assignor to American Telephone and Telegraph Company. Patented March 6, 1923. No. 1,447,204.

Radio Transmission Control System: Lloyd Espenschied, of Queens, New York, and Ralph Bown, of East Orange, New Jersey, assignors to American Telephone and Telegraph Company. Patented March 6, 1923. No. 1,447,773.

System of Ether Wave Control: John Hays Hammond, Jr., of Gloucester, Massachusetts. Patented March 6, 1923. No. 1,447,779.

Radio Receiving System: Marius Latour, of Paris, France. Patented March 6, 1923. No. 1,447,793.

Wave Meter and Similar Electrical Device: George H. Stevenson of Rye, New York, assignor to Western Electric Company, Inc. Patented March 13, 1923. No. 1,448,575.

Wireless-Telephone Receiving Apparatus: William F. Gehrig of Newark, New Jersey, assignor to Essex Specialty Company, Inc. of Berkley Heights, N. J. Patented March 13, 1923. No. 1,448,207.

Signaling System: Raymond A. Heising of Millburn, New Jersey, assignor to Western Electric Company, Inc. of New York. Patented March 13, 1923. No. 1,448,216.

Electrodynamic Receiver: Edwin S. Pridham and Peter L. Jensen of Oakland, California, assignors to Magnavox Company. Patented March 13, 1923. No. 1,448,279.

Duplex Carrier Wave System: Jacob S. Jammer of New York, assignor to Western Electric Company, Inc. Patented March 13, 1923. No. 1,448,408.

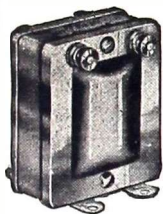
Translating Circuits: John R. Carson of Montclair, New Jersey, assignor to American Telephone and Telegraph Co. Patented March 13, 1923. No. 1,448,702.

Thermionic Amplifier Circuits: Harold D. Arnold of Maplewood, N. J., assignor to Western Electric Company, Inc. Patented March 13, 1923. No. 1,448,550.

Unidirectional Receiving System: Morris Sperry Strock, of Washington, D. C. Patented March 20, 1923. No. 1,449,253.

Telegraph Instrument: Oscar R. Dorris of Harney, Minnesota. Patented March 27, 1923. No. 1,449,501.

Storage-Battery Construction: Warren P. Loudon of Niagara Falls, New York, assignor to U. S. Light & Heat Corporation. Patented March 27, 1923. No. 1,449,825.

MAXIMUM AMPLIFICATION — NO DISTORTION

is our guarantee for every National Audio Frequency Amplifying Transformer.

Years of experience in transformer building are behind National Transformers. Correct in principle and design, carefully made of the best materials, and rigidly tested we guarantee they will eliminate entirely all transformer troubles.

In spite of the high standard of quality maintained throughout the list price is low with liberal discounts. If you are not already handling National Radio Products write at once for literature and prices. You will find the National line a profitable one to handle.

NATIONAL TRANSFORMER MFG. CO.

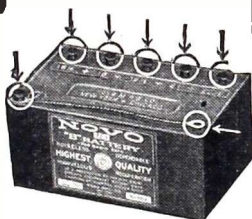
154 Whiting St.

Chicago, Ill.

NOVO "B"

Note the insulated Binding Posts and 7 in. detachable wire connector.

Send for Catalogue on Complete Line

**BATTERIES**

No. 265—22½	
Volt—List	\$1.75
No. 269—22½	
Volt—List	2.50
No. 277—45	
Volt—List	5.00
No. 281—105	
Volt—List	13.00

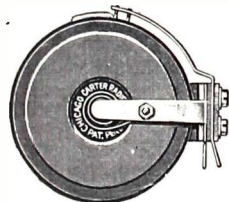
NOVO MANUFACTURING CO., INC.

424-438 W. 33d St., NEW YORK

531 So. Dearborn St., CHICAGO

NEW CARTER VERNIER CONTROL**RHEOSTAT**

Simple, positive, distinctive and reliable. No scraping; no jerking; no friction bearing contacts; bronze springs; sath silver finish; clock spring pilotail connection insures positive and reliable operation.



Code 1, 6-ohm, for U.V. 200 type tube, \$1.50 ea.
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CARTER "TU-WAY" PLUG

Takes 1 to 4 head sets, \$1.50 ea.
CARTER "HOLD-TITE" JACKS: phosphor bronze springs; wide tapered frame; no spacer washers.

CARTER CONTROL SWITCHES for every purpose.

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Jobbers! Others are selling **GLOBE PERFECTONES** in volume. Are you?

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(Concluded from page 54)

merely an incentive in a prize contest; and, if the prize is too big, each imagines "the other fellow" will work so hard as to completely outclass him.



Tagging

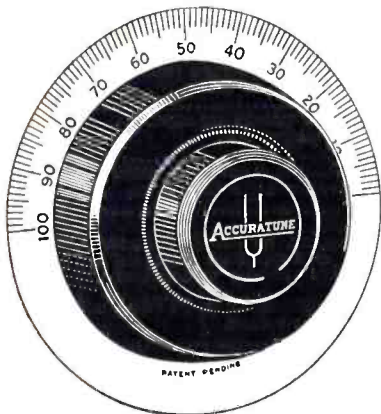
'Em

This is the day when they tag 'em. Go to a Rotary or Kiwanis luncheon and every man wears his name on his lapel. The name of the teller at the bank is posted by his window. Even Uncle Sam does the same thing with his stamp clerks at post offices. It isn't the thing, in these days, to talk about "That Chap What-Do-You-Call-Him?", you're supposed to know his name is: "Gerald McLean Collinson." Particularly is this knowledge of names important in the retail store. It furnishes a convenient hook on which to hang Service. When the customer knows the clerk by name, he or she is apt to feel more at home, come oftener and buy more. A store in Dallas neatly labels every clerk with his name on a white card that slips into a sizable lapel button. The proprietors say that the scheme has aided materially in establishing the much desired entente cordiale between the customer and the store.

(Concluded from page 58)

Another smaller broadcasting station has been maintained in Providencia for the past three or four months by a local amateur radio enthusiast, and programs

ACCURATUNE MICROMETER DIAL



13 CAMPBELL ST. NEWARK, N. J.

consisting of phonograph records have been broadcasted successfully. Providencia is an outlying suburb of Santiago. The broadcasting from this station is carried on by an improvised equipment of 20-watts power.

Numerous native Chileans have shown unusual interest in all matters pertaining to radio-telephony and its development. Amateur sets have been constructed and experiments are continually being made by local amateur enthusiasts. It is not unusual for amateurs in Santiago to receive—or, rather, intercept—messages sent out from stations in Honolulu, France, Japan, the United States, and other distant places. One of the local amateur stations recently heard very distinctly messages from Arlington.

Say you saw it in RADIO MERCHANDISING.

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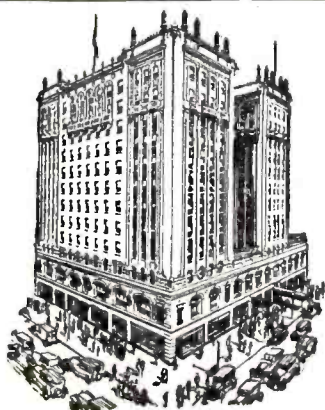
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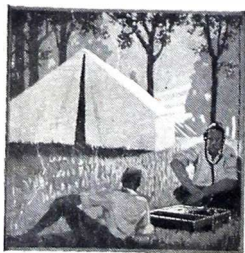


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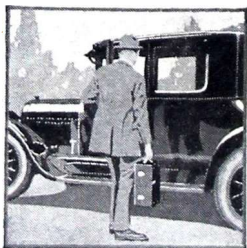
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