

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

OCTOBER, 1923

\$1.00 A YEAR



PUBLISHED FOR
PETTINGILL-ANDREWS COMPANY
BOSTON, MASS.



FORMICA

is used in the new

FREED-EISEMANN

N R Neutrodyne Receiver

THE panels of the new Freed-Eisemann Neutrodyne Receiver are Formica. This is natural because Freed-Eisemann have long been consistent users of Formica in all their past radio products. It is the endorsement of leading radio concerns of this caliber from one end of the country to the other that makes Formica so staple, and desirable a product for the radio dealer to handle. Amateurs know and want it.

Formica's big national advertising campaign for next year is the greatest in its industry.

The Formica Insulation Company

4644 Spring Grove Avenue,
CINCINNATI, OHIO

FORMICA
Made from Anhydrous Redmanol Resins
SHEETS TUBES RODS

*This magazine is being sent to you
each month with the compliments of*

Pettingell-Andrews Company **BOSTON**

It is hoped that from your regular reading of its contents you may obtain ideas and suggestions that will materially assist you in your efforts to build up and maintain a most profitable Radio business.

We plan to make these first four pages a medium for the interchange of ideas each month between our customers. If you have had experiences that your brother-retailers would like to hear about send your stories in to us. Describe your window displays that prove especially successful. Send us photographs of them. Tell us of any sales plans that have produced particularly good results, so that we can pass the word along. Make these four pages the clearing-house for Radio Retailing in New England.

PETTINGELL-ANDREWS COMPANY
Radio Headquarters of New England

RADIO HISTORY

In no single department of the electrical industry has history been made so rapidly as in the development of the Radio business. Right at this time when the trade is facing what is generally expected to be the busiest, most profitable season experienced thus far, it seems appropriate to review the policy adopted by Pettingell-Andrews Company ever since we first entered the Radio field.

As early as March, 1922, in a letter sent to New England electrical dealers, we urged careful thought on the part of all who were eager to enter the Radio "game," stating that, "Our only purpose in

making this preliminary announcement being to protect you from the annoyance, irritation and risks that you are likely to experience, if through lack of authoritative information you should become persuaded to make premature connections that are apt to prove undesirable and unprofitable later on."

This communication was followed a month later by another letter from which we are making the following quotations:—

"We have every confidence that the Radio business has a substantial future, provided that it is built on a sound basis. We are convinced that the dealers who are going into this proposition wildly—the dealers who are pyramiding their orders, the dealers who are neglecting their regular business for this new development—are sooner or later going to have ample cause for regret."

"As a part of our policy of service to our customers we regard it as a duty to sound this note of warning—to do all in our power to help the dealers fully realize their position with reference to the radio proposition."

"Do not misunderstand the intent of this letter. We are as optimistic as anybody in our viewpoint of the future of the Radio industry, but we are not permitting our optimism to blind us to the facts as they exist. We do not wish to see our friends in the trade misled into making false moves that are liable to have a serious reaction later, and, in the meantime, neglecting their regular bread-and-butter business."

We were warmly commended for the conservative note of warning expressed in this letter, many of the leaders in the industry stating that we had hit the nail right on the head and had performed a most useful service for the future welfare of Radio as a commercial proposition.

On June 28, 1922, when conditions were demonstrating the soundness of the statements made in our previous letters, we wrote again telling the dealers that, "the Radio business, under existing conditions, is distinctly a seasonal business. Unquestionably it will come back in good shape in the Fall, but in the meantime a great many dealers, heedless of our warning and blind to the handwriting on the wall, have neglected their electrical business in such a manner as to practically hand it to their competitors."

Under date of August 14, 1922 we predicted that "the Radio demand that slackened so decidedly in the late Spring, and with actual losses to many, will soon start in again with renewed impetus."

"We do not mean by this to suggest to any dealer the idea of plunging on Radio material and neglecting his regular "bread-and-butter business."

"Yet, in view of the more stabilized conditions which are now becoming a definite part of the Radio business, we believe that practically all our dealers can so plan their activities as to share in what we believe will be an exceedingly prosperous season for

those who identify themselves with the sale of the right kind of Radio material."

"We, as accredited distributors in New England for the Radio Corporation, (in addition to other leaders in the Radio field) are now ready to guarantee prompt deliveries on all reasonable amounts of Radio material. One exceptionally advantageous asset we offer our dealers is the positive assurance that their participation in the Radio Industry as agents for the material that we are handling can have only one effect—the strengthening of their reputation as merchandisers of dependability."

On November 8, 1922 we sent out another message on Radio, saying in part,

"Another critical period in the Radio Industry has been reached and we have another message that we want to convey to the trade with all the earnestness at our command."

"Boiled down it amounts to this:—

1st—Sell complete Radio sets wherever possible.

2nd—Avoid parts business wherever possible, limiting yourself to your actual needs of the products supplied by a stabilized manufacturer."

"It is an accepted fact in any business that the more parts you have to handle the more parts you have to assemble, the greater the liability of losses and the greater the cost of doing business. This is especially true of the Radio business, in which the margin of profit does not permit very much handling of merchandise."

"As a final word and because it will mean money in your pocket, we urge you to remember the slogan—'SELL COMPLETE SETS.'"

This was followed by another letter on November 14, 1922, in which we called attention to the advertising to be done in Boston papers by the Radio Corporation of America and again emphasized the importance of selling complete sets and "advise you to purchase on that basis in order to avoid the danger incurred by the unnecessary and unprofitable handling of a lot of small parts."

With the arrival of last Spring there was a lot of uneasy speculation in the trade with reference to Summer Radio and under date of April 12, 1923 we wrote that we were not telling our customers, "that the Radio business this summer will be as large as it was during the winter. We do assert, however, that there will be no such dropping off as there was a year ago at this time."

"Bear in mind that there are ten times as many Radio fans today as there were a year ago. They are more intelligent—more ambitious. Their confidence in the Radio idea has been completely won as a result of Radio accomplishments and also because of the radical improvements that have been made in Radio material."

"Remember that great strides have been made in Radio transmission and reception in the past twelve months."

"Don't establish your Radio policy on the basis of past conditions. Be guided by the actual situation as it exists today. In our previous communications on Radio and other electrical matters our prophecies have been supported by developments and we have no hesitation in saying now that in our belief the spring

and summer of 1923 will witness a fair amount of Radio business. See that you secure your full share of it. Count on us to help you get it."

The Radio business done in New England during the past May, June, July and August confirmed our predictions which, like all the others that we have made since the beginning of Radio activities, were based on careful investigation and accurate knowledge of conditions supported by the desire to guide our dealers in the direction that would prove most prudent for them. Underlying all our activities has ever been the recognition that we can only prosper as our dealers succeed. With that recognition has come a sense of responsibility that makes our eagerness to sell secondary to our determination to serve. We realize that out of the helpfulness, the dependability of our constructive service, has grown the sales volume that makes us today, New England's leading electrical house.

PETTINGELL-ANDREWS COMPANY

Radio Headquarters for New England

List of Radio Manufacturers Whose Lines We Handle:

ACME APPARATUS CO., Cambridge, Mass.
 ALDEN MFG. CO., Springfield, Mass.
 ALLEN BRADLEY CO., Boston, Mass.
 ATWATER KENT MFG. CO., Philadelphia, Pa.
 CHELSEA RADIO CO., Chelsea, Mass.
 COTO-COIL CO., Providence, R. I.
 DIAMOND STATE FIBRE CO., Bridgeport, Pa.
 DUBILIER CONDENSER & RADIO CORP., New York.
 H. H. EBY MFG. CO., Philadelphia, Pa.
 ELECTROSE MFG. CO., Brooklyn, N. Y.
 ELECTRIC SERVICE SUPPLIES CO., Philadelphia, Pa.
 HERBERT H. FROST, Chicago, Ill.
 GENERAL ELECTRIC CO., Schenectady, N. Y.
 GENERAL RADIO CO., Cambridge, Mass.
 A. H. GREBE & CO., Richmond Hill, N. Y.
 HOYT ELECTRICAL INSTRUMENT CO., Peneacook, N. H.
 THE MAGNAVOX CO., New York.
 MARTIN-COPELAND CO., Providence, R. I.
 R. MITCHELL & CO., Boston, Mass.
 MULTIPLE ELECTRIC PRODUCTS CO., Newark, N. J.
 NATIONAL CARBON CO., Long Island City, N. Y.
 RADIO CORPORATION OF AMERICA, New York City.
 REMLER RADIO MFG. CO., San Francisco, Cal.
 E. S. RITCHIE & SONS, Brookline, Mass.
 SPLITDORF ELEC. CO., Newark, N. J.
 THE STERLING MFG. CO., Cleveland, Ohio.
 WESTERN ELEC. CO., Boston, Mass.
 WESTON ELECTRIC INSTRUMENT CO., Newark, N. J.

Brandes



In a Million and a Half Homes!

THIS baby and his Brandes headset will go to a million and a half families! He appears in the Brandes national ad. for November—throughout the United States. Stand behind him and his message. Use Brandes ads in your local papers—they're all prepared, ready for you. Just ask for 'em. Use Brandes sales folders and window displays. And, above all, demonstrate Brandes *Matched Tone* Headsets. Start right in now—this is the big month for Radio!

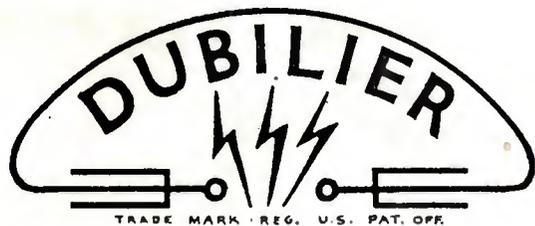
C. BRANDES, Inc.
 237 Lafayette Street, New York

Matched Tone

Radio Headsets

C O U P O N

I'm ready to start. Send me some ammunition.
 I sell headsets a week.
 Name (R. M.)
 Address
 City
 State



Dubilier Jobber and Dealer Support

DUBILIER radio devices are made according to the highest engineering and manufacturing standards. They are patented. Hence no similar devices embody the distinctive features that make Dubilier products what they are.

The jobber and the dealer receive the fullest cooperation from the Dubilier Sales Organization.

National advertising keeps the name Dubilier constantly before hundreds of thousands of radio amateurs. Hence Dubilier products almost sell themselves.

Dubilier devices are unqualifiedly guaranteed to give satisfaction when correctly used. The dealer can place them on his shelves, confident that they come from a maker of the highest reputation for quality.

In a word, the Dubilier organization stands behind the consumer and the trade.

DUBILIER DEVICES

Dubilier Micadons (fixed condensers)	The Dubilier Duratran (radio-frequency transformer)
The Dubilier Ducon (socket plug)	The Dubilier Dutec (crystal rectifier)
The Dubilier Variadon (variable mica condenser)	The Dubilier By-Pass Condenser

DUBILIER CONDENSER AND RADIO CORPORATION

48-50 West Fourth Street

New York

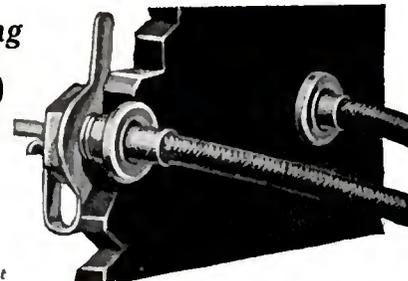
Say you saw it in Radio Merchandising

Make Money Selling

UNION RADIO TIP JACKS

25^c A PAIR

With a Good Margin of Profit



Used for All Positive Temporary Connections

"The fastest selling radio part on the market"—"It sells to everybody." "No time wasted talking about it—every amateur can see its advantages." These are just a few of the comments dealers make when reordering. Union Radio Tip Jacks can be attached to all standard thicknesses of panels. The bushing is 1/4 inch in diameter and fits a 17/64 inch hole. The spring will firmly grip wires as small as 24

B & S, or the hole can be reamed to pass and hold antenna wire, battery leads, loading coil and vacuum tube lugs. There are no parts to chip lose or deteriorate. All parts are nickel plated. Packed in attractive Standard Counter Display Cartons, 1/12, 1/2 and 1 dozen gross. No trade discounts on less than standard package orders.

Other Fast Selling Union Radio Parts

Dial Adjusters: For minute adjustments. Something the real radio fan will jump for. Attractive appearance, full nickel plate, pure gum rubber contact ring, steel spiral tension spring. Retail price 60c.

Variable Condensers: Quality merchandise that performs even better than it looks. Famous for performance.

Three Plate without dial.....	\$1.00
Thirteen Plate	\$2.00
Twenty-three Plate	\$2.30

Vacuum Tube Receptacles: Made of molded condensite highly polished. Phosphor Bronze contact springs give sure positive electric contact at all times. Absence of metal shell reduces capacity effect to minimum. Reinforced bayonet slot prevents breakage. Accommodates any standard tube. Guaranteed. Retail price 75c.

Write for our liberal trade proposition, dealers catalogue F and price list. Attractive proposition for Radio Set manufacturers.

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

Say you saw it in Radio Merchandising

PROMPT DELIVERIES ASSURED

We regret that we are unable to fill our orders for Cardwell Condensers as promptly as we had hoped to by October first. We are now increasing our production and believe that by October fifteenth we will be able to ship the same day orders are received.

To assure priority of shipments on the new Series B Condensers, orders should be filed at once.

PRICES ON A AND B SERIES

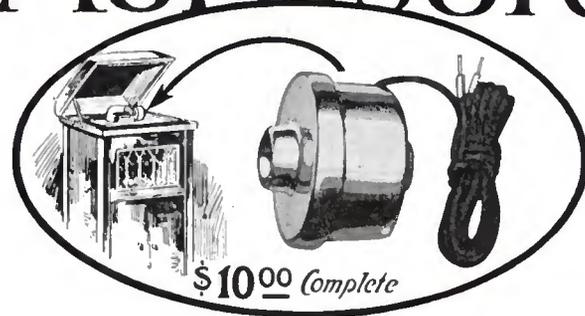
(Variable Air Condensers)

	No.	Max.			
Series A†	Plates	Cap. MF	Series B‡		
141-A	\$3.75 11	.00025	141-B	\$4.25	
152-A	4.25 17	.00036	152-B	4.75	
123-A	4.75 21	.00050	123-B	5.00	
137-A	5.75 41	.00100	137-B	6.00	
147-A*	12.00 43	.00045	147-B*	15.00	

†Cast aluminum end plates. ‡White nickel end plates drilled to permit easy attachment to any panel already drilled for any spacing, for table mounting, or for the attachment of coils or other units used in the Hazeltine, Cockaday or other popular circuits. *Transmitting condensers.

The Allen D. Cardwell
Manufacturing Corporation
BROOKLYN, N. Y.

Morrison



\$10⁰⁰ Complete

Loud Speaker

THOSE dealers who were stocked with Morrison Loud Speakers sold out in August and surprised themselves by their unprecedented September sales.

The public is demanding a loud speaker that can be used in either a Phonograph or a Horn—one that really reproduces all sorts of broadcasting.

Morrison is that Loud Speaker

Nationally advertised in the leading radio papers and several big National magazines—consumers are demanding Morrison Loud Speakers.

Adaptable to all well-known Phonographs and practically all Horns.

Eliminates rattle and harsh vibrations.

Reproduces all notes true and full volume.

Cannot get out of order.

Any one can attach and operate it as well as an expert.

Sold under an absolute guarantee.

LIST

Complete with five foot cord

Nickel Plated Model \$10.00

Gold Plated Model \$15.00

The highest grade electrical and radio jobbers are carrying this unit. A few territories are still open for jobbers—write or wire for our discounts and agreement.

DEALERS—Ask for name of Jobbers in your territory

Morrison Laboratories, Inc.
333 Jefferson Ave., East, Detroit, Mich.

Regeneration and Tuned R. F. with Only Two Tuning Adjustments



"Let your ideas be round and your conduct square."

—Mencius

The dealer with vision and a reputation for service and fair dealing sells the Grebe Broadcast Receiver.

The much-sought-for combination of Regeneration and Tuned Radio Frequency Amplification, found only in the Grebe Broadcast Receiver, is very simple to tune.

After setting the Regeneration Control (located between the two dials) at "O," move the SECONDARY Wavelength Dial (right) until the pointer on the panel is opposite the wavelength of a given station.

Next, rotate the PRIMARY Wavelength Dial (left) until the whistle denoting a carrier wave is heard.

Next decrease REGENERATION until you hear the broadcasting station perfectly.

Doctor Mhu.

The GREBE Broadcast Receiver (Type CR-12)

affords sales appeal that will help you to put it into the best homes in your community.

The 20-foot silk-covered wire is the only antenna required. This wire may be concealed behind the picture moulding or run along the baseboard of any room.

The attractively finished walnut cabinet has compartments for all necessary batteries.

This Instrument backed by intensive advertising, means worth-while business for you—if you are supplied. Investigate! Use the coupon today.



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

A. H. Grebe & Co., Inc.

Richmond Hill, N. Y.

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

A. H. GREBE & CO., Inc.

Richmond Hill, N. Y.

Put me on your list to receive sales helps.

Name

Address

Say you saw it in Radio Merchandising

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

G. DOUGLAS WARDROP
EDITOR

VOL. 3

OCTOBER, 1923

NO. 1

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D. MAGOWAN, Sec.-Treas.

FRANK C. THOMAS, Advertising Manager

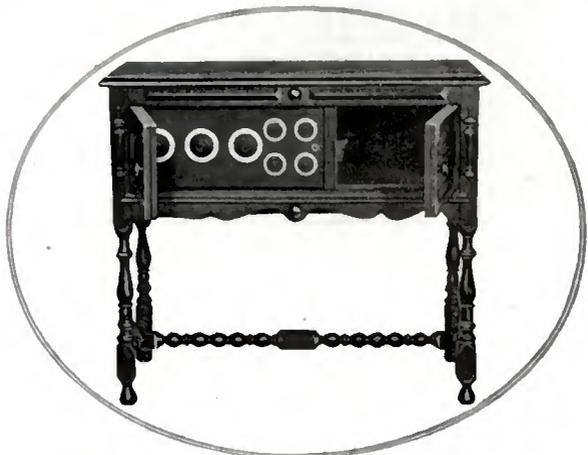
342 Madison Avenue, New York

Telephone: Murray Hill 5059—9750



Two New Sets

By Dr. Fulton Cutting and Mr. Bowden Washington



A Moderate Priced Console Receiver—

3-tube double circuit regenerative set, (Armstrong Patent) completely self contained with loud speaker. A simple, highly selective, beautiful walnut finished, early English Period cabinet. A receiver for your better customers who wish to enjoy radio entertainment instead of fussing with equipment.



"Town and Country" Receiver

A turn of the switch changes this 2-tube, double circuit receiver from a home set on permanent antennae, to a 2-tube single circuit set for any sort of temporary antennae. Special, patented tube mounting. Ideal all-purpose receiver, for home, camp, car or visit. LARGE A Batteries that last.

Twenty years of experience in designing and building commercial equipment is behind every C&W Model. The result is a line of good receivers that meet market demands. The C&W Franchise is the most valuable in Radio. Secure it in your territory. Write us now.

Cutting & Washington Radio Corporation
MINNEAPOLIS, MINN.

Cutting and Washington

The Standard of Excellence Since 1913

Say you saw it in Radio Merchandising



© Kadel & Herbert

A Fetching Group of New York Beauties Registering Real Interest in a Radio Program.

Lining Up the Ladies On Your Side

The Lady Has a Great Deal More to Say on Radio Sales Than She Gets Credit For

By Sewell Peaslee Wright



THE exact figures vary, but it is generally admitted that around ninety per cent of all the merchandise bought at retail in the United States is bought by women. Yes, I said ninety per cent! And I have heard it quoted as high as ninety-seven per cent.

You have no doubt noticed, in looking through the magazines, that the majority of the ads have a feminine appeal. Even such an eminently masculine thing as shaving cream has

been merchandised with a feminine appeal: "Send for a sample and surprise your husband with this better shaving cream." And that is only an example.

Your clothier will tell you that women buy far more socks and shirts and neckties than do men, and your tailor will chuckle and inform you that seventy-five per cent of the men will bring a woman along with them when they pick out their suiting.

All of which brings us up to the point that women are important to every retailer, and that

almost every radio dealer is leaving the female of the species entirely out of his considerations.

NOW, there are many very good reasons why the radio dealer should give a whole lot of thought to the lady of the house. Radio is something that becomes part of the home life, and believe me, nothing enters the family circle that wife hasn't had her say about!

Again, radio as she is today, is practically an article of furniture. And ask your married friends who says the say about the furniture. Radio is something that wife can enjoy almost all day long; she'll be strong for it—if she's sold on it.

Perhaps the average man doesn't bring his wife down with him when he drops in to buy a radio set, but you can bet the last dollar in the cash register that before he strolled in there was a long discussion with the Missus. The average family of today doesn't blow fifty or a hundred dollars (or more) without both sides of the family having a say on the subject.

Are you letting the man of the house do all the work—or are you helping him sell his women-folks? Think it over a bit!

THERE are a lot of reasons why a woman would object to having a radio set in the house. That may sound like hearsay to you, but experience and investigations has proven that it is a fact. You are having a lot of sales-resistance from an unsuspected quarter, and many of you, I will venture to say, have never even surmised its existence.

Why should a woman object to a radio set in the house? Because Mrs. Williams' boy had one, and the battery or something upset or leaked or exploded or—well, at any rate a lot of acid got on her very best rug, that blue one she had in the dining room, remember? and ate a great big hole in it, and if anybody thinks they're going to bring one of those things into her house, and ruin her rugs—!!!! Not so good!

And that's only one of the reasons why the Missus is liable to put her charming little foot down the very first time hubby broaches the subject of radio. It may be that the cost is the fly in the vaseline; you know, the Gottlots paid over seven hundred dollars for their radio set, and it doesn't look like much, at that, and doesn't work so very dog-gone good, either! And if it doesn't work well, costing that much, the cheaper one that hubby tries to tell her about couldn't be much good. Isn't that reasonable?

Oh, there are lots and lots and lots of reasons why hubby gets discouraged when he starts talking radio to the Missus! What I want to know is: What have you been doing to help the poor devil out? He wants to buy your goods; your advertising and your window displays and the talk of his friends have sold him, but that puts no money in your cash register! Go out and sell his so—but erroneously—called lesser half, and then the little bell on Dayton's most famous product will tinkle and jingle with glee, applauding your wisdom.

After a little consideration, it will be seen that lining up the women on your side is not at all difficult. All that is required is an effort. Just have a definite idea as to what you are

going, why you are doing it, and how you are going to accomplish your ends, and you're all set!

First of all, there is your newspaper advertising. Instead of having it appeal only to the men, or just to people in general, design it to have a definite feminine appeal. Write to the women of your town. Let the men slide for a while. Sell the woman and she'll see that hubby does his stuff!

Tell the dear little things about the dry cell tubes, for instance. Omit any reference to the old storage battery types, but say that the new tubes require only a couple of clean, light dry cells, just like the little batteries that ring the door bell. She'll know what they are!

OMIT anything the least bit technical. Make her feel that the blooming thing is just as simple—you know, women have an inherited an-

tipathy toward anything the least bit mechanical or involved. They think it is beyond them—and perhaps it is, in the majority of cases. But radio today is not complicated; we have sets that are equipped with only one or two controls with the exception of the filament rheostat—good sets, too. Tell her about that, too!

Harp on the beauty of the self-contained sets of today. Explain fully that you have lots of sets that are all right in one box; everything there; tubes, horn, batteries, everything. That goes over big. The use of the indoor or loop aerial is also great stuff—and practical, too, these days of supers and radio frequency amplification.

Then there's the social side; all the "best families" have radio sets these days, and never neglect to speak of them in public. Down in her heart, every woman to a greater or lesser degree, has the society bug. Maybe she just wants to be the leader of over-the-backyard-



© Kadel & Herbert
Try This Out as a Window Display and See if Milady is Interested. We Venture the Guess That She Will Be.

fence discussions, but the ambition to shine in her own circle is always there. And there's a chink in the armor that the clever radio dealer can pierce.

Bear in mind at all times that a woman detests anything that is going to clutter up her house in any way. Bear down hard on the fact that radio sets such as you sell are real ornaments; that they add class, dignity, tone, appearance, all that sort of thing to any house, no matter how wonderfully it may be furnished. That's a back-handed compliment that any woman will swallow, hook, line and sinker.

The fact that a radio set in the house will keep the young folks at home touches a mother's heart in a soft spot. You will remember a long and very successful campaign that appeared in all of our big magazines featuring just that very point; that a certain pool and billiard table in the home kept the youngsters in of a night. You can bear down on the ability of a radio set to keep the family circle intact, but it might be well not to go too strong on radio keeping hubby at home. I have frequently heard "radio widows" complaining that they couldn't get hubby away from the set any more, and that all the dances and shows were being passed up! But probably theirs were extreme cases.



If there is any one thing that a woman loves more than another, it is to be up to the very last minute in everything. And you know there's nothing like radio to keep a person informed on the latest song. (And who would wish to deprive their immortal souls of the stirring, touching pathos of

that plaintive melody, "Yes, We Have No Bananas!" and other masterpieces? But I digress!) Tell the good women about the late music they will hear, the very newest fashion tips, red hot from Paris, that are broadcasted, and how all the news of the day is radioed while it is still happening. Will these things sell a woman on radio? Ask the first female you meet!

Use your head a little and you'll find innumerable appeals that will get over with the ladies. And just one more work; when writing to the women, use female phraseology. Little feminine phrases help a lot; such things as "just darling," "the very, very, latest," "one must consider those things, too," and other expressions that a man would never use, yet which are common currency with the gentler sex. Don't overdo it, but make it sound kind of feminine. It reads better to 'em, that way!

Then there's your windows. Of course, if it's your habit to just stick in two or three sets in the background, and litter the floor of the window with miscellaneous parts and materials, why your display is neither masculine nor feminine. (My personal opinion is that it's just plain rotten!) But if you put in your windows to really tell a story, and to do something more than merely show your merchandise, then a great deal can be done by proper trimming.

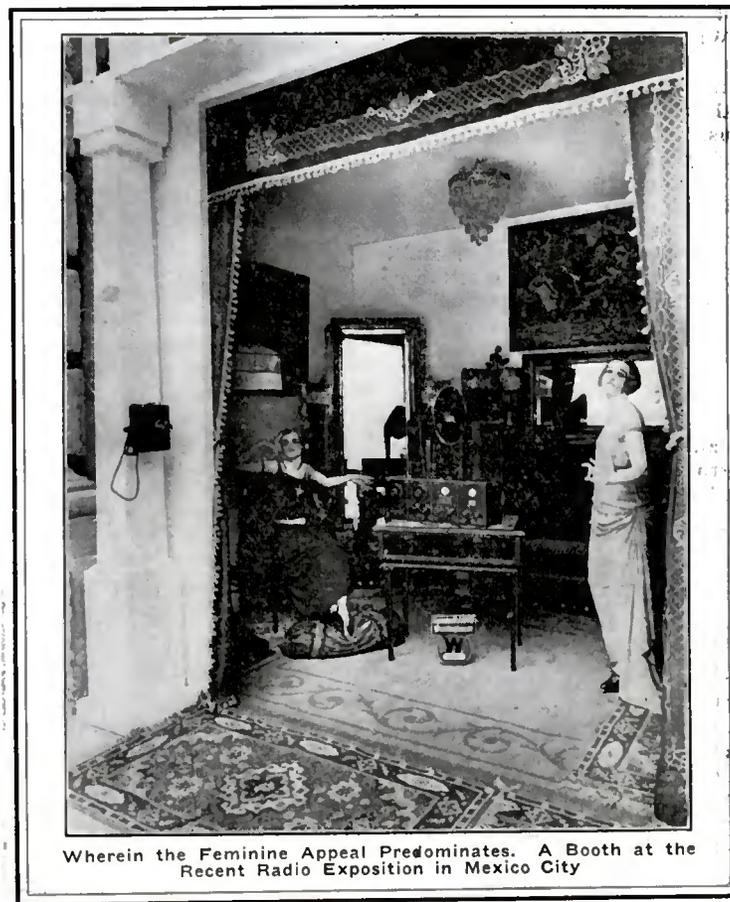
For instance, you might put in a window featuring a fine, expensive mahogany table, covered with a valuable, delicate runner, and holding the usual bookends and magazines that fall to the lot of the average library table. A self-contained, cabinet style radio set would occupy a place of honor, and a card alongside should read "It's All

In the Box—Batteries and Everything." Another card might feature the fact that a radio set is the ideal evening companion, or something of that sort.

Another window might display a fine receiving set, backed up by a card of fine white board bearing in carefully lettered gilt the names of all the well-known families in town having receiving sets. Wherever any of the women of the house operate the set, place a star after that name, with a note at the bottom explaining the signif-

cance of the mark. You will find it easy to secure the information as to whether or not the ladies do operate the set, by telephoning. In the tremendous majority of cases, the women do operate the set. When hubby will let them, that is!

There are any number of windows that you can put in that will have the effect of interesting the deadlier sex in radio, and eventually, in selling the proposition to her. The main thing is to make sure of just what the window is to ac-



Wherein the Feminine Appeal Predominates. A Booth at the Recent Radio Exposition in Mexico City

comply; just what one small phase of your campaign it is to put over. Then call a session of your mental Ways and Means Committee, and you'll find the window you want. It's very simple if you do it systematically.

NO good retailer overlooks the possibilities in direct mail advertising. You can reach people by letter that you could not reach in any other way.

Get a good mailing list of the better class families in your town, or your section of town, if you live in a very large city. Write your letters on small, personal size stationery, and use a small, square envelope. Have them addressed by hand, and use a two-cent stamp, of course. If you don't want to do the thing up right, don't waste your money doing it in a half-cocked manner.

The letter itself may be multi-graphed, but the name of the individual, her address, and the salutation should be carefully "matched in" on the typewriter. The results are very good, if the work is carefully done.

Tell the Missus that radio is gaining a marked hold in her group of friends, and that one of them has suggested that she

might be interested in having a set for her very own.

Tell what a set will do; how it covers sports, fashions, news, music and all the other things. Tell her how economical it is to own and operate a set. (Women are thrifty creatures, except where their personal adornment is concerned!) Tell her how small and compact and clean and beautiful the modern radio set is. In short, tell her the things you've been telling her in your ads and your windows.

End up by inviting her to come in with hubby. Probably she won't, but hubby will, and that's enough.

Go after the ladies, hammer and tongs! Hit them hard, with newspapers, windows and mailing pieces. You'll find that such a campaign will bring more immediate returns for your advertising investment than any you've put on for a long day. The ladies are just ripe for something of the sort: it's up to you to go ahead!

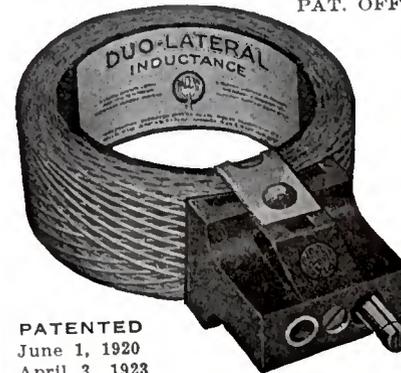
And speaking of going ahead, right now, with the best part of the year opening up just ahead, is the best time we can think of for starting. After all, the best time to pick berries is when they are ripe!

THERE is an honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river.—*J. J. Longfellow.*

ANNOUNCEMENT

Genuine PACENT
*Duo Lateral Coils Mounted

*REG. U. S.
PAT. OFF.



PATENTED
June 1, 1920
April 3, 1923

*A Complete line
of Improved
Coil Equipment,
Incorporating
Many Superior
Features.*

- I. PACENT COIL PLUG—Quick to connect. Vise grip on coil. Set screw connections with coil leads. Cat. No. 110. Price \$1.00.
- II. COIL PLUG RECEPTACLE—An improved receptacle. Special Pacent feature to insure tight contact. Cat. No. 111. Price \$1.00.
- III. MOUNTED COILS—The genuine Pacent Duo Lateral Coils equipped with improved plug. Sizes MS 25 to MS 1500. The perfect combination. Prices \$1.40 to \$3.85.
- IV. MICROMOUNT—A deluxe 3 coil mounting affording fine vernier coupling adjustment. Cat. No. 115, with base, \$9.50. Cat. No. 115A, same as No. 115 less base and binding posts, \$8.00.
- V. MICROCOUPLE RECEPTACLE—A single receptacle permitting vernier adjustment of coil. Cat. No. 118. Price \$2.00.
- VI. PANEL RECEPTACLE—A fixed receptacle for panel mounting principally for use with Cat. No. 118. Cat. No. 119. Price \$1.50.

All Pacent Coil equipment is standard size and connects with standard equipment of other manufacture.

Duo Lateral Coil labeled
PACENT is the GENUINE

THE Genuine Duo Lateral Coil, PACENT, has been recognized by authorities as the most efficient inductance. Careful and thorough study of coil equipment requirements has resulted in the development of these new Pacent Products, the last word in mounted coil equipment.

DEALERS and JOBBERS

Get in on the initial demand for these new Pacent Radio Essentials. Place your orders at once. Write us for Pacent Sales Information.

Don't Improvise--"PACENTIZE"

Send for Booklet M-10 describing in detail these new Pacent Radio Essentials.

Pacent Electric Co., Inc.

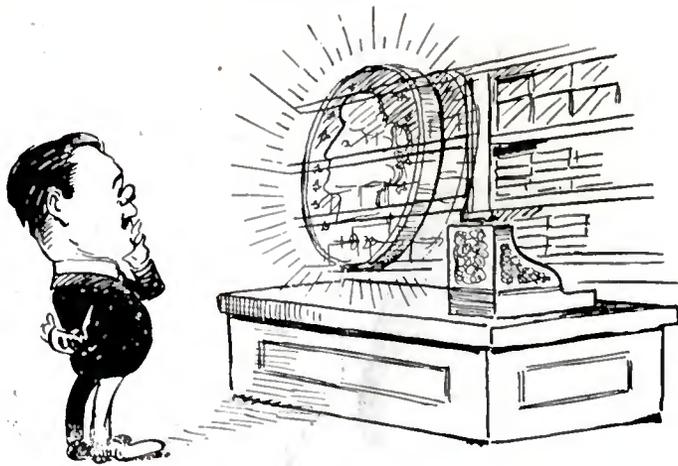
22 Park Place, New York, N. Y.

Sales Offices:

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

Pacent

RADIO ESSENTIALS

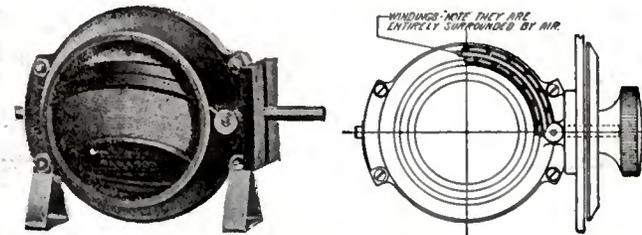


Can You See Gold Dollars On Your Shelves?

By R. H. Scott

TALKING with a man several days ago who is an outstanding success in the electrical business, the following question was forwarded, "What do you consider the most serious evil in retail business today?", to which he replied immediately, "*The store manager's inability to see gold dollars on his shelves.*" And he continued, "It was my rule in the retail business to take each department head at frequent intervals and go over the entire stock of his department, requesting that he visualize what he saw not in terms of materials but gold dollars, and warn him that any stock which would not soon be turned into money was like cash buried in the ground. "Yes," he went on, "the greatest trouble is in the disease of idle capital. When dealers generally get the idea of turnover and dispose of their dead stock at whatever figure is required, when they can see gold dollars on their shelves, there will not be so much paralleling of lines, their invested capital will be cut down and bills will be discounted."

There is a world of truth and sound advice in the wise words of this man who sees gold dollars and it applies to all lines of merchandise.



This New Paragon \$5.00 Variometer Assures Maximum Efficiency on New Wavelength Bands

The new band of wavelengths, recently enforced, involve for relay work radio currents of extremely high frequency.

This calls for an inductance unit of exceptional electrical and mechanical excellence.

Any amateur will quickly see why the ribbed design of our new No. 60 Paragon Variometer assures greatest efficiency at these high frequencies.

Material reduction of solid dielectric in the support forms permits us to offer this essential radio adjunct at an extremely reasonable price.

While comparatively lighter in weight and considerably smaller than most variometers, our new Paragon No. 60 loses nothing in durability and gains much in over all (minimum to maximum) wavelength range.



Paragon Stage Control
Switch

Positive — noiseless —
rapid — ideal
No. 90, \$3.00



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

DEALERS—The Adams-Morgan Company has an interesting proposition to make to reputable radio dealers who believe in quality merchandise. Details on request.

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

PARAGON

Reg. U.S. Pat. Off.

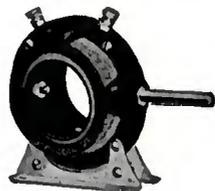
RADIO PRODUCTS

Coto

"Built First to Last"

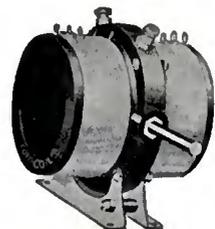
You Will Find the Coto Compact Line

Every item has its distinctive talking points. Every item is compact, efficient, handsome. And the entire Coto line is Nationally Advertised to over a million readers a month.



New Coto Compact Moulded Bakelite Variometer

Size, $3\frac{1}{4} \times 1\frac{1}{4} \times 3\frac{3}{4}$ in. Range, 200 to 600 meters. Honeycomb wound stator. Base or panel mounting. Type 8000. **\$5.00**



New Coto Compact Moulded Bakelite Variocoupler

Companion piece to the Variometer. Size only $3\frac{1}{4} \times 3 \times 3\frac{3}{4}$. Range, 200 to 600 meters. Panel or base mounting. Sells on sight. **\$5.50** Type 9000.



New Coto Special Audio Transformer

Turn ratio 3 to 1. Made to sell at a popular price but workmanship and material the best. Jobbers are ordering in 1,000 lots. Type 4500 ... **\$2.50**

DEALERS!
The minute the distinctive Coto Line takes its place on your shelves your store will be many times more interesting to radio buyers. Write for price list.

COTO-COIL CO.

87 WILLARD AVENUE
PROVIDENCE, R. I.

Say you saw it in Radio Merchandising

Coto

"Built First to Last"

Easiest of All to Sell in Volume

This means rapid selling, quick turnover. It means pleasant, profitable dealing with us and your customers. Show them, and they're SOLD!

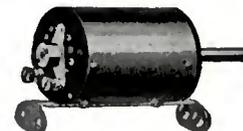
New Coto Compact Vernier Air Condenser

Size only $2\frac{7}{8} \times 2\frac{7}{8}$. Rotor plate soldered to shaft. Stator plates soldered at three points. Delicate, positive Vernier. Type 3500. .0005 \$5.00. .001 **\$6.00**



Coto Tapped Radio Frequency Transformer

Covers the whole broadcasting band, with marked efficiency. Just turn the switch and tune them in. Type 5000 A. **\$7.50**



JOBBERS!

Have your salesmen use the distinctive Coto Line to win first orders from hard prospects. Sales increase will astonish you. Write for price list.



Pacific Coast Branch
329 Union League Bldg., Los Angeles

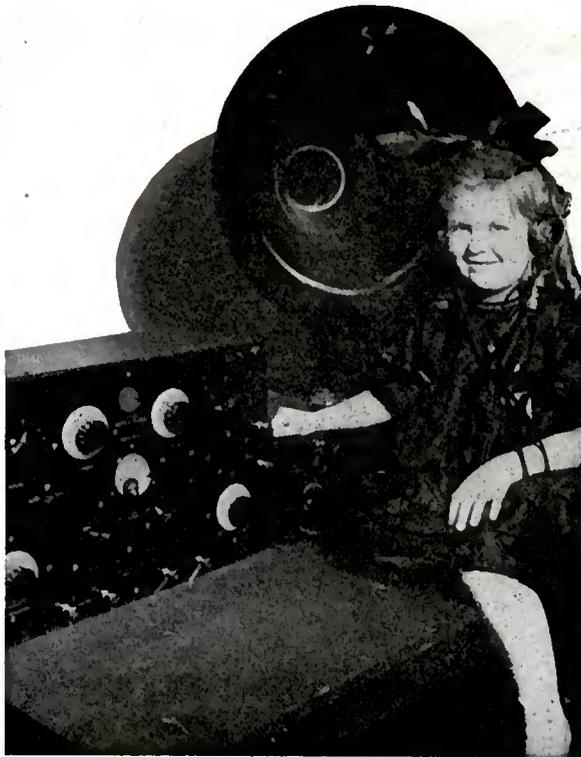
Northwestern Branch,
Geo. F. Darling, 705 Plymouth Bldg., Minneapolis

Southeastern Branch
C. P. Atkinson, Atlanta Trust Co. Bldg., Atlanta

Coto Honeycomb Wound Coils

The original. Compact and of high efficiency. But moderate in price. Sold mounted or unmounted.

Say you saw it in Radio Merchandising



The Smile That Radio Brings

“Keep the Children Home” Idea a Winner in Radio

How a Merchant Converted a Family Problem Into Radio Sales

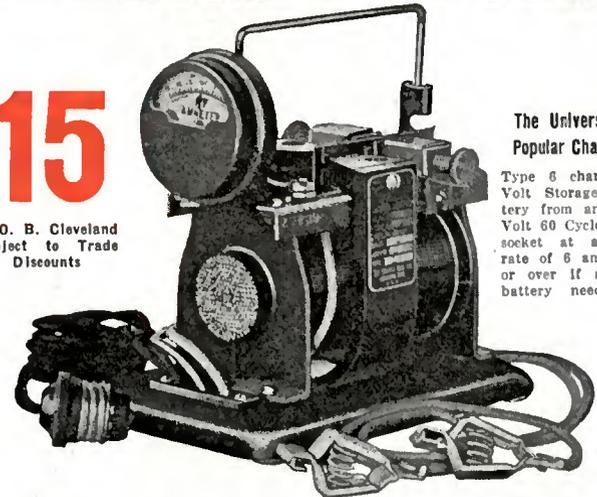
THE problem that has been with the family since family life began was cleverly solved by a radio merchant in a moderate sized town in New Jersey. He started right out after school vacation period to sell his community the idea of keeping the children home by inter-

esting them in radio, and the idea is working out in fine shape, and the cash register is checking up the results in telling fashion.

The thought which came to this dealer is one which can be utilized by every radio merchant in the country; consequently we present here briefly the program he followed:

\$15

F. O. B. Cleveland
Subject to Trade
Discounts



The Universally Popular Charger

Type 6 charges 6 Volt Storage Battery from any 110 Volt 60 Cycle lamp socket at average rate of 6 amperes, or over if storage battery needs it.

The Same Model—Profitable and Reliable for Years Past

The unqualified satisfaction received by the thousands of F-F Battery Charger owners for the past ten years is almost sufficient reason for you to stock and sell them, but there are others:

After developing the first successful mechanical storage battery charger, ten years specialization in building them exclusively has resulted in a product which represents the most for the money—as well as an article that will bring you the maximum of profit with the minimum of sales effort—and you'll be free from “Grief.”

F-F BATTERY CHARGER

Fool-Proof and Snock-Proof

The F-F Battery Charger has been copied and imitated unsuccessfully, but nevertheless a nice compliment—the ten years' knowledge of how to build them to stand up satisfactorily in the hands of the public is ours,—and ours only.

They are nationally advertised and the many “Sales Assistants” of intelligent selling and advertising co-operation extended to jobbers, and dealers, is strong assurance of the profit you may have overlooked.

**Wire or Write Immediately
for Our Attractive Proposition**

The France Manufacturing Co.
10434 Berea Rd., Cleveland, Ohio

Pioneer Manufacturers of Patented Battery Chargers

ADVERTISING



SERIES of advertisements were started in the local press, appearing every other day on the page devoted to personal items, and the copy used was of an educational character. Each advertisement was headed, "Keep the Children Home." One was devoted to the educational lecture feature of the broadcast programs, one was devoted to the development of an appreciation for music by listening to noted singers and instrumentalists on the air, one was devoted to the Kiddies' Bedtime Stories, one was devoted to the joys of the radio dance party. Simultaneous with the reopening of schools the advertising copy began to tell the story of specific radio sets and the price for which they could be purchased.

WINDOW DISPLAY



UTILIZING window display material provided by manufacturers and jobbers and by securing photographs of the various artists, orchestras, etc., on the broadcasting programs this New Jersey dealer was able to tie up his advertising copy with his window displays, in the forefront of which there always appeared the slogan, "Keep the Children Home."

This dealer also interviewed the principals of one or two schools and one or two well known local clergymen and got

from them short, snappy statements on the importance of keeping the children home, which were arranged on placards and placed in the store window.

MAIL CAMPAIGN



THE dealer made up from his card list by personal canvass and through the co-operation of the school principals a mailing list of families in his territory, to which he sent a four page printed broadside, giving in brief a digest of his advertising copy and quoting some of the statements he had secured from local celebrities. On the last of the four pages there was an invitation to the heads of the particular families inviting them to come to his store in the evening for a demonstration or, as an alternative, appointing a time when a demonstrator from his store might go to the prospective customer's home and there arrange for a demonstration for the entire family.

This dealer has found that his campaign has established his store in the community on a very sound and substantial basis, and the sales that he has already made, or has in prospect, will result in very substantial profits and will thoroughly justify the time and thought he devoted to mapping out his "Keep the Children Home" campaign.

It is not always the early bird who catches the worm in selling; more often it is the bird with the keenest eye and best judgment as to when to look for the fattest worm.

Announcing—
NEW PRICES

ON

MURDOCK HEADPHONES



You'll always find Murdock Headphones the best on the market for anything like the price—and now at the new low prices, nothing can touch them. They will sell faster than ever. Get your orders in now.

\$ 4.00
2000
ohms

\$ 4.50
3000
ohms



A NEW MURDOCK PRODUCT

Multiple Phone Plug Jack

(Cord Tip Type)

connects four pair of headphones.
This will be a big seller at
this price **\$1**

—and don't forget—the
MURDOCK LOUDSPEAKER
is still going strong at \$5

WM. J. MURDOCK CO.
347 WASHINGTON AVE.
CHELSEA, MASS.

Sales offices also in Chicago and San Francisco

Standard Radio Apparatus Since 1904



Abroad at Home
with a **CROSLEY MODEL X-J**
PRICE \$65

Battery Cabinet \$16 Extra

Wonderful opera from New York, love songs from the tropics, dance music from Chicago; stock quotations, stirring speeches, amusing stories from where you will—all these pleasures and utilities are brought truly, clearly, right to your fireside if you own a Crosley Model X-J Radio Receiver.

This beautiful new Crosley 4 tube Model contains the same units as the famous Crosley Model X, with added refinements of detail which make it even better. At bringing in distant stations, the Model X established many records during the past year. Sebring, Fla. continually heard Honolulu. A man writes from Nassau, British West Indies, "First of all on Friday night, June 29, 1923, I heard Honolulu." He goes on to relate that practically all stations in the United States were brought in clear as a bell.

With the Crosley Model X-J even better receptions are assured. We unhesitatingly claim that it is the best radio receiver ever offered, regardless of price.

For Sale by Good Dealers Everywhere

Write for free catalog which shows the complete Crosley line of instruments and parts. In it you will find just the receiver to suit your needs and pocketbook. Crosley Receivers without batteries, tubes and head phones range in price from the efficient 2 tube Model VI at \$28 to the beautiful Console Model at \$1.50.

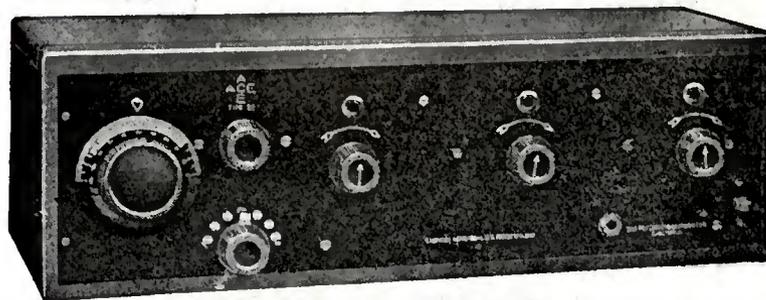
CROSLEY MANUFACTURING CO.

1039 Alfred Street

Cincinnati, O.

CROSLEY
Better-Cost Less
Radio Products

Say you saw it in Radio Merchandising



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

For Use with 6 Volt or 1½ Volt Tubes

DEALERS!
Here's a Good Seller **THE NEW ACE**

Here is one of the most popular three tube Armstrong Regenerative Receivers made—the ever increasing demand for it is sending thousands of buyers to dealers' stores. No Radio Department is complete without the Ace 3B which sells for \$50.00.

Don't wait until the dealer up the street puts in the Ace Family—be the progressive one in your locality. The Ace Type V is the junior member of the Ace Family and sells for \$20.00. Make arrangements now to give your trade the best Radio Sets obtainable at the most economical cost—and realize big sales—more profits. Fill in the coupon now! Write on your letter head.

Be sure to visit the Grand Annual Radio Exposition, Grand Central Palace, New York, October 6 to 13, and receive a hearty welcome at our Booths Nos. 43-44 and 45; also come to the Grand Annual Radio Exposition, Coliseum, Chicago, our four section Booths No. 78 on the Colonnade—November 20th to 25th.

THE PRECISION EQUIPMENT COMPANY

Rowe Crosby Jr. PRES.
1039 Vandalia Ave. Cincinnati, Ohio

The Precision Equipment Company,
1039 Vandalia Ave., Cincinnati, Ohio

Gentlemen: Tell me how to go about installing a Radio Department in my store. Send me complete information FREE.

Name.....

Address

Say you saw it in Radio Merchandising

What We Hear on Our Birthday



WITH this issue Radio Merchandising celebrates its first anniversary as the "Pocket Book of the Radio Trade" and, while it is not our policy to use a lot of valuable space telling our readers what the folks in the trade think about us, we feel that we are warranted in making an exception in this issue by quoting a few letters that have come to us recently.

"We find that our advertising is hitting the mark that we are shooting at, in a way that could not be accomplished through any other medium. Aside from this predominating feature, we feel that Radio Merchandising is the most valuable publication any retailer can read. It offers more real sales helps than other trade papers, and the class of advertising, other than our own, which appears within its pages, is of the cleanest and most dignified character." (From a jobber.)

"I compliment you on your trade magazine. It is particularly interesting and if every dealer in the United States would read it from cover to cover, I am sure it would do them a great deal of good." (From a manufacturer.)

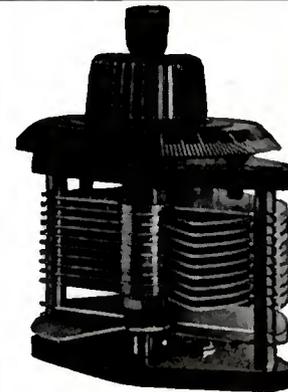
"When your checking copy was placed on my desk I started to glance through it hurriedly, expecting to find what is fast becoming 'the same old stuff.' After two glances I transferred to a more comfortable chair and started reading the entire maga-

zine from cover to cover. I believe that my reaction will be duplicated by almost all your readers. You have something original, of interest on every page. Moreover, it is all practical, just what the individual reader dealer is searching for. Frankly, I believe that any dealer who does not follow at least some of your suggestions, advice and words of caution can hardly be called a dealer at all." (From the Secretary of a prominent advertising agency.)

"The August number of Radio Merchandising has hit the writer right where he lives. We have kept an eye on your former issues and have been impressed with the quality of your publication and the real idea behind it. To be brutally frank, we did not think you could keep it up to the high standard you have established for yourself, but it looks better and better. Keep it up. The industry needs just what you are giving it." (From a manufacturer.)

No greater satisfaction can come to the management of a publication than the knowledge that they are doing their job to the satisfaction of its reading and advertising clientele. And that satisfaction has come to us in the letters quoted. With them in our minds, and looking back over the past year, we are happy in the knowledge that we have been a constructive force for better radio merchandising.

Looking ahead, we can do nothing better than assure our hosts of friends that we will keep to our program with, if possible, even greater vigor.



Products That Are Making Money for Dealers

It is practically impossible to build a radio receiving set that does not use one or more condensers.

Dealers are realizing more and more the necessity for selling only condensers that stand up and give service. In Walnut Condensers the plates are fitted into slots in a solid rod—there are no nuts or washers to work loose and cause the plates to get out of alignment and short circuit. Dealers find Walnut Condensers please their customers and give satisfaction. You too can please your customers by selling the Walnut Condensers.

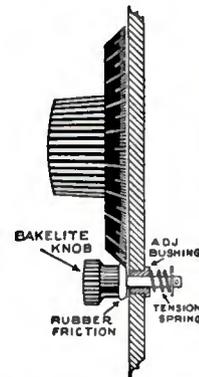
	Plain	Vernier
3 plate	\$1.50
5 "	1.65
13 "	2.25	\$4.25
23 "	3.00	5.00
43 "	3.50	6.00

Walnut Inductance Switch\$1.00

Walnut Vernier Adjuster 25c



Ten points, positive contact. Only one hole in panel to drill. Bakelite knob and base—a big seller.



The biggest little thing in radio. Sells at sight. Every radio set owner wants one. Easy to install.

25c

Write for catalog and discounts on complete line of Walnut Radio Products.

WALNART ELECTRIC MFG. CO.

Dept. 700—1249 W. Van Buren St.,
Chicago, Ill.

Can a Retailer Know His Radio Merchandise?

A Systematic Way of Checking Up the Relative Value of Stock

ONE would suppose that the importance to a salesman of a thorough knowledge of the merchandise he is selling, or attempting to sell, would be self evident. As a matter of fact it is astounding to find how often a radio salesman knows less about his merchandise than a reasonably intelligent purchaser.

The usual experience is to go up to a pleasant-looking young man and say to him, "I want to buy a good radio frequency transformer for my boy. Which do you recommend?" Whereupon the salesman takes hold of the article within easy reach and says to you, "Well,

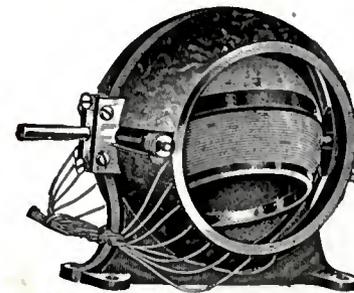
this is a good radio transformer; the price is \$?." Then when he sees you are looking at a different make, he will rush along and say, "That is a good one, too—the price is only \$?."

Too consistently does the salesman take his cue from the customer, never thinking of such a thing as pointing out the particular merits of what he is trying to sell—a thought born in large measure of the fact that he has never taken the trouble to find out the real difference between the various grades of merchandise carried other than the prices charged. He simply does not know and can be of no real help to the customer in making an intelligent selection.

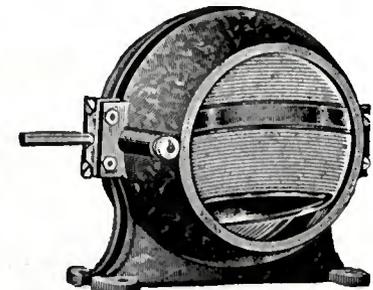


© Kadel & Heibert

When the Kiddies Hit Daddy's Radio—A Subject for a "Humorous" Window Display.



"Pioneer" Variocoupler \$7.00



"Pioneer" Variometer \$6.50

PIONEER

Cold Nights are Coming— Are You Prepared?

COLD nights are going to turn people's thoughts to Radio—soon they will be building sets. Soon the Radio season will be at its height. Are you prepared?

Pioneer Variocouplers and Variometers have never yet been made in large enough quantities to fill all the orders we received. This year with increased equipment, we are going to be able to supply more than before—again we'll be unable to fill all orders, and we'll not slight our "quality" standards to increase production.

Nothing yet has been built to surpass the Pioneer's Variocouplers and Variometers in electrical efficiency and supreme workmanship and finish.

We want to take care of your order and guarantee complete shipment. Won't you help us by sending in your order at once.

PIONEER  **RADIO CORPORATION**

103 Pioneer Ave.

Galesburg, Illinois

BRANCH OFFICES

European Branch Office:	New York City	220 Fulton St.
27-28 Anning Street	Chicago, Ill.	33 So. Clinton St.
London, England	Kansas City, Mo.	208 Baltimore Bldg.
Gaston E. Marbaix, European Manager	Minneapolis, Minn.	706 Plymouth Bldg.
	San Francisco	623 Larkin St.

The curious thing about it all is that there never was a time when there was less excuse for this kind of ignorance than today. The avenues through which a salesperson can learn what there is to learn about the merchandise he is selling were never so numerous, so direct, so accessible, so dependable, as today. The fact remains, however, that the average salesman does not know.

"What ought a salesman to know about his merchandise?" The best reply is to say that it is impossible for him to know too much. You never can tell when any particular bit of knowledge may be the means of your making a sale and, conversely, you may rest entirely assured of the fact that if there is any single point about the merchandise you are attempting to sell about which you are in ignorance, sooner or later that one weak point in your armor will lose you a sale.

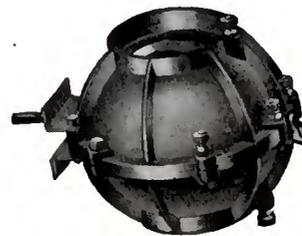
"Very well, then," you say; "suppose I decide to get all the information I can about my merchandise? How do I go about it? What do I do first?"

1. List you goods.
2. Write out every single use to which each one of these articles can be put.
3. In view of these uses, write out the qualities or properties each article you are selling should possess.
4. List the articles in competition with each article you are selling: (a) articles of the same character made by other manufacturers; (b) articles of a different character, but used for the same purpose.
5. Write out the relative advantages and disadvantages of each article you

are selling and of each article in serious competition with it.

In considering any particular article, you will not be able to know all that you ought to know about its relative advantage or disadvantage, as compared with the articles in competition with it, unless you know:

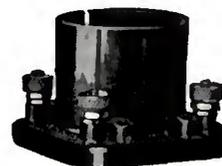
1. Of what it is made.
2. All that is reasonably knowable of the raw materials, or component parts, of which it is made.
3. The advantages and disadvantages of its particular design and construction.
4. Just how it is made, step by step.
5. Where and by whom.
6. The merits and demerits of the particular manufacturing concern, as compared with its competitors.
7. The cost of the raw materials and of each of the processes involved in the article's manufacture.
8. The price charged for it by the house you represent and by each of the more important competitors of that house.
9. Wherever possible try the articles out yourself and know from experience what it can or cannot do.
10. Fortify yourself with facts tending to prove the skill of the man who purchases the merchandise you sell.
11. Note down the names of satisfied customers to whom you can refer when this seems wise in attempting to sell merchandise similar to pur-



NO. 501 BAKELITE VARIOMETER



NO. 545 CONTACT SWITCH



NO. 2 BAKELITE TUBE SOCKET

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 by

KELLOGG SWITCHBOARD & SUPPLY COMPANY

1066 W. ADAM ST.,
CHICAGO, ILL.

chased by these customers.

12. Know the way in which each article you sell can be put out of order.
13. A wide range of specialized knowledge regarding time and experience for its adequate acquisition is necessary for every radio salesman.

"And everything you have been saying," interjects the salesman, "has to do merely with knowing my goods! Suppose I ought to know all these things about what I am selling, how and where and from whom can I learn even half of them?"

That is a fair question, and the remainder of this article will be devoted to its answer:

1. You should get invaluable assistance from the buyer who purchases the things you sell.
2. Almost as beneficial should be frequent consultation with the more experienced and better informed salesmen among your associates.

3. The salesmen of the jobber who represent the manufacturers who make your goods should be mines of information.
4. In the same connection, secure and master all the worth-while "dealer helps" and informational pamphlets published by the various manufacturers of the lines you handle.
5. Study your trade paper very closely.
6. There is a growing volume of literature on all phases of business, dealing with salesmanship of every class and description.
7. There are many worth-while radio textbooks available.
8. Our national government, and some of our state governments, publish many pamphlets of interest to business men and incidentally to salesmen.
9. If you are in doubt what are the books, pamphlets

Rules of Turnover

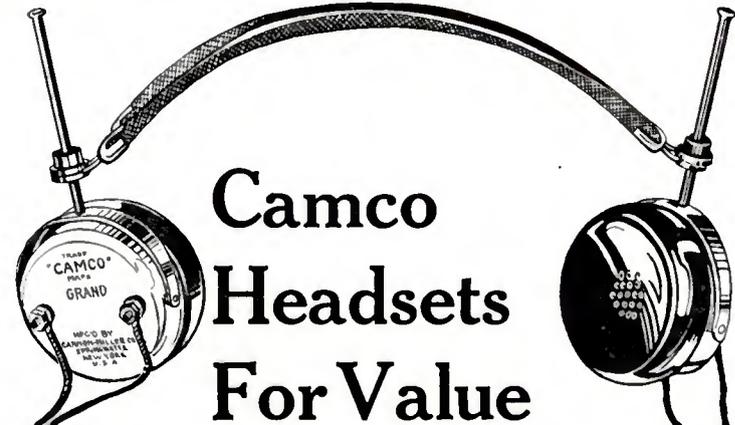


C LASSIFY sales, costs, stock and turnovers by lines—then use this information to speed up the slow-selling goods and to cash in on the paying lines. Aim to keep stock clean, attractive and new. Buy only in quantities that can be sold.

Establish stock limits that are only high enough to take care of the demand, prevent over-buying, keep down capital investment and remove the inclination to indulge in too many so-called "snaps."

Above all, keep before yourself the four "golden rules" of turnover:

- (1) Locate the fast-moving lines.
- (2) Weed out the unprofitable lines.
- (3) Establish definite stock limits.
- (4) Concentrate buying and insuring better co-operation and less danger of over-stocking.



The radio-buying public appreciates Quality. Camco Headsets are Quality Headsets made by pioneer manufacturers who specialize on headsets.

The profits to you from Camco Headsets are not limited to the profit on the individual sale. Profits are taken afterwards on other merchandise, sold because of the confidence created when the customer discovers how unflinching Camco Headsets live up to every claim you make for them.

Camco Grand retails for \$5.00 and Camco De Luxe for \$7.50.

Know Camco. Write for detailed information.

Cannon & Miller Sales Corp.
47 W. Huron Street Buffalo, N. Y.

FACTORY: SPRINGWATER, N. Y.

Distributed in Canada by

JOHN MILLEN & SONS, LIMITED

TORONTO

MONTREAL

QUEBEC

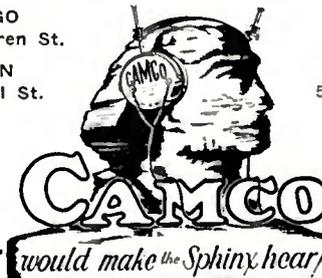
District Sales Offices

CHICAGO
21 E. Van Buren St.

BOSTON
136 Federal St.

ST. LOUIS
915 Olive St.

NEW YORK
505 Fifth Ave.



Say you saw It in Radio Merchandising

of special value, the Editor of RADIO MERCHANDISING will be glad to advise you.

10. When you are in need of fairly specific information with regard to your merchandise, get in touch with the manufacturer of your goods, through the person in your company regularly dealing with the manufacturer.
11. Learn about your goods from your customers. It is astounding how much information, otherwise almost unavailable especially as to experience in the actual use of merchandise, can be picked up from this source.
12. Above all, if it is in any way possible, go to any amount of trouble to see the materials you sell in their raw, unmanufactured state, following them step by step through the factory. Many salesmen

testify to the fact that actual factory experience has been invaluable to them in their sales work.

13. Throughout the whole process, try to put yourself in the place of the customer, seeing and hearing and handling from the customer's point of view. This is not an easy thing to do, but, if you can accomplish it, the relative selling importance of the separate points you have will readily become apparent.

This article is intended to be merely suggestive. If the salesman who reads it has a red-blooded desire to climb into the 100 per cent class, he will find many clues which he can follow to his great advantage. If, on the other hand, he is hunting for short cuts to easy selling, it must be apparent to him long before this that he is in the wrong "pew." The kind of selling which pays in the long run is that which permanently satisfies the customer.

A RADIO NIGHT

I was seated alone by my tube set,
 Weary from loss of sleep,
 My fingers o'er the dials wandered.
 The stations were hard to keep.
 The constant whistle and howling,
 Shrieked through my throbbing head,
 I tried to tune in till disgusted,
 I thought of my cozy bed.
 But the lure of the game was upon me,
 I'm an ardent Radiophan,
 When you once get the bug you can't shake it,
 Try as hard as ever you can,
 So I staid with my set and I coaxed it,
 I'm a Radioknut, you guessed right,
 At last it worked fine and I listened,
 While the Night Hawk Club signed off "Goodnight."

—MAC IN RADIO DIGEST.



EISEMANN Head Phones represent unexcelled value. Comparative tests prove their excellence and superior qualities. Complete satisfaction is assured.

The design is simple, practical and correct.

These phones are comfortable when worn for long periods, are extraordinarily sensitive and reproduce sound with unusual clarity.

Other Radio Products:

Variometers	Detector units
Variocouplers	A. F. Amplifier units
Variable Condensers	Metal Panels

Complete catalogue on request

EISEMANN MAGNETO CORPORATION

William N. Shaw, *President*
 BROOKLYN, N. Y.

DETROIT

CHICAGO

SAN FRANCISCO

Two Million Five Hundred

HARVEST time will soon be over. Life on the farm and in the rural communities will again settle down to the evening fireside tables, reading, an occasional picture show and an infrequent dance.

OF the one hundred and ten million souls in these United States, over sixty million reside in towns of five thousand population and less. There is no body of our population to whom radio reception has a broader appeal,

there is no body of prospective purchasers of radio apparatus that can be sold on so many counts as the citizens of our smaller towns and the farmer.

RADIO broadcasting of produce reports, educational features, sport events, news features and entertainment means far more to the country-town resident than to the city dweller. Radio for the ruralite ends his isolation.

In rural America there is a tremen-

Thousand Rural Prospects

dous market awaiting those manufacturers who have the merchandising machinery for national distribution. It is a field profitably cultivated through the Western Newspaper Union Lists of 4100 country-town newspapers by the leaders in practically every industry.

THERE are no publications which exert a wider influence on their readers than

these home-town newspapers.

Because of the fact that we divide the country into thirty-four lists, it is possible for you to cover any section without waste circulation.

A POSTCARD will bring you our 1923 catalog. It gives the names of all papers on each list and contains a large insert map of America showing how every state is covered.

WESTERN NEWSPAPER UNION

239 West 39th Street
NEW YORK CITY

210 South Desplaines Street
CHICAGO, ILLINOIS



"I Don't Have Much Time for Reading"

By a Dealer



DON'T have much time for reading, and that is why I turn to your little "Pocket Book" every month. I get there just what I want. When I see an idea that is particularly applicable to the business of my store I check it off on the table of contents, and when I get behind the counter the next morning I proceed to make arrangements to put it into practice.

Two of your stunts I have put to work in the past two months have been winners. I staged a Loud Speaker Week, using your advertising copy just as you had it in your book and as a result checked up 201 loud speaker sales. Guess that was worth the price of a year's subscription! And on your prize fight window display suggestion—that was a corker. I was very fortunately situated, for I have a son who is a member of an athletic club, where boxing is the favorite sport. He got me the names of the members, and the first thing I did was to send them an invitation to see the Leonard-Tendler layout in my

window. I am afraid if our good friend, J. Andrew White, who described the bout from the ringside, could have seen my model of himself in my store window I would have been sued for libel, but it did get a smile from the window shoppers. On the night of the bout I had slightly over a hundred boxing fans in my store—all it could accommodate—and they were thoroughly enthusiastic. Already I have sold twenty-four receiving sets to local fight fans, who wanted to be ready to get the Dempsey-Firpo broadcast.

And, friend editor, as I said in the beginning of this letter, I don't have much time for reading, but then your fine little book does not require "time" for reading. I take it as a business cocktail with my lunch, then it goes home with me as a companion on the car each night until I have devoured it from cover to cover. The heavy bulky magazines stay right on my desk, and when I am there I am too darn busy to read because of the fact that I am putting the ideas you publish to work in my store.

How Magnavox helps the Dealer who helps himself

GOOD radio dealers everywhere are linking up with the Magnavox selling plan in order to profit directly by Magnavox National advertising and extensive Sales Helps.

In a nutshell—the new Magnavox selling plan consists in concentrating our great resources of helpful assistance upon the dealers best able to turn it into *business*.

Reproducers

- R2 with 18 inch horn \$60.00
- R3 with 14 inch horn \$35.00
- M1 with 14 inch horn; for dry battery sets . \$35.00

Combination Sets

- A1-R consists of Magnavox Reproducer with 14 inch horn and 1-stage Amplifier \$59.00
- A2-R same with 2-stage Amplifier . . . \$85.00

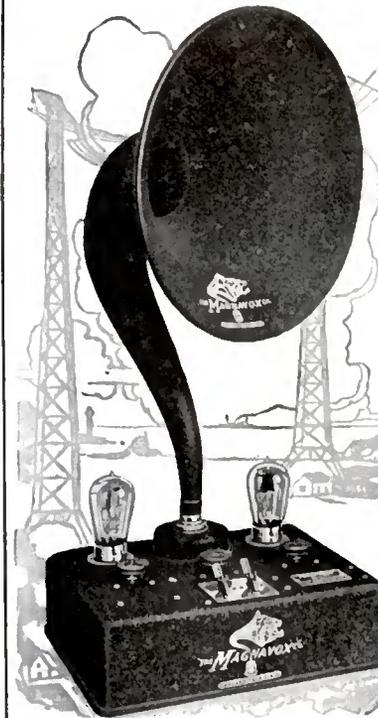
Power Amplifiers

- A1-One-stage . . . 27.50
- AC-2-C-Two-stage 55.00
- AC-3-C-Three-stage 75.00

For details refer to nearest Magnavox distributor or jobber

THE MAGNAVOX CO.
Oakland, Cal.

New York Office: 370 Seventh Avenue
Canadian Distributors:
Perkins Electric Co., Ltd., Montreal



The new Magnavox Combination Sets A2-R [2-stage] and A1-R [1-stage] insure the utmost in convenient, home radio reproduction.

MAGNAVOX PRODUCTS

10-T No Radio Receiving Set is complete without them

Sales by the Doorbell Route

Substantial Business Can Be Built by Adoption of This Old-Fashioned Plan

LN a trip through half a dozen suburban communities of New York city a reporter for RADIO MERCHANDISING recently constituted himself a door-to-door radio canvasser—in search of information. Houses of every form of pretentiousness—and lack of it—were included. When the ear of one of the inmates had been reached, and the path thereto was obstructed by everything, from dogs to butlers, the question was asked, "Have you ever had a salesman or saleswoman at your door trying to interest you in the purchase of a radio set?" In over forty calls there was only one "Yes."

To the second question, "Would you have permitted a salesman who had a portable set to demonstrate that set for you?" there were thirty affirmative responses. In other words, seven of the ten were willing to be shown.

WE wonder how many of the radio merchants throughout the country are cashing in on this very old-fashioned idea of salesmanship. In these days of Merchandising Efficiency Engineers the doorbell route may be considered seriously out of date, but if one stops to realize how many stores throughout the country have been founded on the "doorbell" plan of selling it is just possible that some good bets are being lost sight of by some dealers.

Here is how the plan worked

out for a dealer in Connecticut this summer—that is, he is a substantial dealer now, whereas in May of this year he had a fairly respectable looking Ford and four complete portable sets. He was a likable young fellow, a radio "ham" of years, and with that stimulus toward sales, he had to earn his own living during vacation. His plan was to pick out a likely looking house, go right to it with the announcement that he had called to give the family a radio concert, which was not going to cost them a cent. Usually he got permission to carry on, and after an hour of "listening in" he had at least one or two of the group sold on the radio idea. When he departed he left his card, neatly printed on the back of which was the brief message, "The radio set which provided your enjoyment this afternoon costs only \$75."

It was a friendly sales message, implied just a little obligation on the part of the listeners, and it certainly started them thinking in the right direction.

And today the Ford and four portable sets have grown into a model little store with a good stock, and now there are two Fords on the job and two demonstrators, and business is increasing every week.

THIS Connecticut enthusiast has demonstrated the effectiveness of a very old method of selling. The same plan can be utilized in a large way by the dealer in any town or city where there is any degree of community life.

Complete Units Meet a Long Felt Want

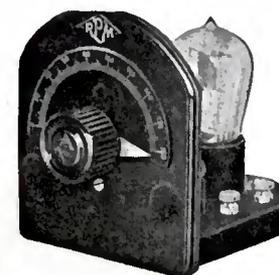
Many people who want to build their own receiving sets hesitate because of the amount of work involved.

The R. P. M. units are designed for just such people. Each unit is complete in itself—it permits of other units being added as experience or pocket book permits.

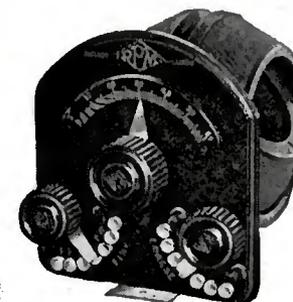
No tools necessary, no joints to solder—all connections are made to binding posts. Each instrument is complete in itself with all wire concealed and properly insulated. A circuit can be taken down and a new one hooked up in a very few minutes.

These units are selling fast. Live dealers everywhere realize that they fill a long felt need.

All units are moulded Bakelite—made in our own factory.



R. P. M. No. 301 Audio Frequency Amplifier



R. P. M. No. 104 Mounted Variocoupler



R. P. M. No. 401 Mounted Variable Condenser

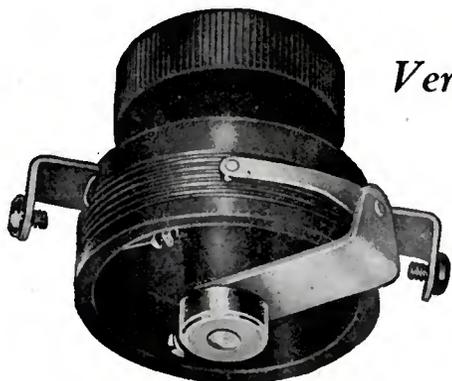
R. P. M. Micrometer Variable Condenser

New construction—no plates to get out of alignment and short circuit; perfect balance—completely closed. Closest adjustment yet devised.

Send for descriptive folder and discounts.

Radio Products Mfg. Co.
667 West 14th St. Chicago, Ill.

Concentrate Your Rheostat Purchases



Vernier Rheostats

List Price

\$1.75

6 ohms 20 ohms
40 ohms

The Unity Vernier Rheostat

(Successor to the Jenkins Rheostat)

The highest type electrical instrument manufactured for controlling resistance.

Where a vernier rheostat is required there is no instrument made which equals the Unity Vernier in principle, material, workmanship or performance. It is the only rheostat which has a cut-out switch operating with no change in tuning adjustment.

Hear a Set that uses Unity Rheostats

Unity Manufacturing Company

224 North Halsted Street, Chicago, Ill.

*Automatic Screw Machine Products, Stampings
General Manufacturing on Contract or Royalty*

Say you saw It in Radio Merchandising

The Most Complete Line of Rheostats Manufactured

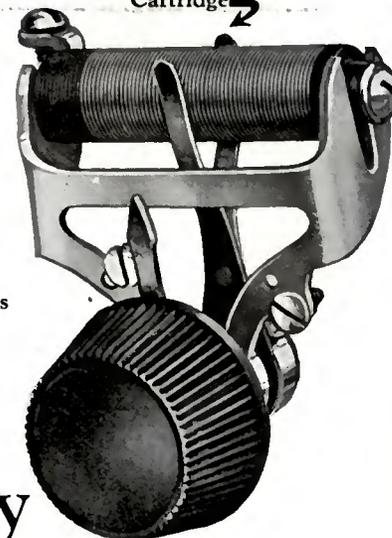
Interchangeable Resistance
Cartridge

Non-Vernier Rheostats

Complete . . . \$0.80
Brackets45
All Cartridges . .35

6 ohms 20 ohms 40 ohms
10 ohms 30 ohms

(Other resistances if desired)



The Unity Cartridge Rheostat

To the Dealer a Minimum Investment

You can meet the demand for Rheostats of every resistance by merely stocking one dozen Unity Brackets, and one dozen Cartridges of assorted resistances 6—20 and 40 ohms suggested. Estimate your own investment.

This is the best non-vernier rheostat made. Nothing like it has ever been offered. There is absolutely no competition. Prepare now for the big demand.

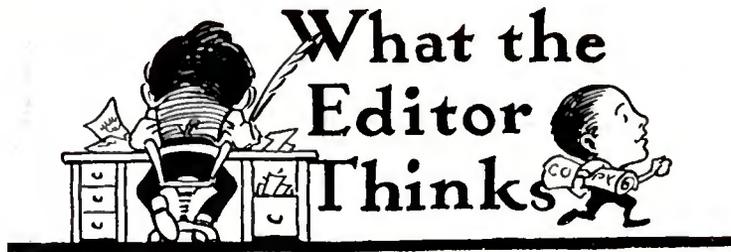
A handsome counter display card is offered dealers free.

Unity Manufacturing Company

224 North Halsted Street, Chicago, Ill.

*Automatic Screw Machine Products, Stampings
General Manufacturing on Contract or Royalty*

Say you saw It in Radio Merchandising



I'M through with the jobber. I'm going to sell direct to the dealer." A radio manufacturer recently made this statement. In one way he is right, for it probably means that he is going out to do one thing which he had not hitherto done, and that is develop his dealer outlets. But he is all wrong on at least half of his revised policy.

The manufacturer's complaint was that the jobber did not develop business for him, that he merely acted as an order taker, and was constantly sending in orders for half a dozen units of this or that, which indicated that business existed, but that the jobber was not progressive enough to go out and get quantity orders, or sufficiently sold on his business to carry stock for immediate delivery to the dealer.

Now said manufacturer is going out to sell direct to the dealers, whereby he expects to put thousands of accounts on his books at points all over the map, and in this way he expects to replace the jobber.

In a month or two of this mode of merchandising, he will be due for another change. What he will find out is that he requires the jobber, and, what is more important, he requires to stand behind the jobber and back up his products by national advertising to the dealers; or as an alternative he will have to buck the mail order houses, and this will take some doing. The sound radio merchandising chain—manufacturer, jobber, dealer, consumer—is being demonstrated every day, and the manufacturer who tries to merchandise his products otherwise usually learns a costly lesson.

IF you will closely observe the successful business house, you will find that in nine cases out of ten the manager or proprietor is "on the job" almost every working hour of the day. Every employee knows where he can be found, and any customer at any time can consult him on business matters.

Every day, in every business, occur those questions which can only be decided by the "boss," and if he is there the matter is easily adjusted. On the other hand, if he is away someone else, less experienced, must decide, or the matter be delayed.

This busy executive, when he does take a vacation, plans ahead, that his business be looked after by trusted employees who will handle routine matters satisfactorily and leave others for his return.

Many failures in business can be traced to the absence of manager or proprietor during the working day, and one of the most inexpensive leaks to stop is the waste from this cause. Stay on the job—unless you have men who will handle the business as well or better than you can.

IT has been aptly said that the best advertising possible will not help a badly managed business. There is no substitute for intelligent and far-sighted executive effort in retail, wholesale or manufacturing businesses.

Advertising cannot be used in place of hard work and well-directed effort; but, when added to them, makes a combination irresistible.

Some business houses lack many things that are material to success, and advertising only turns the limelight on such shortcomings and hastens the end.

On the contrary, advertising turns attention to the modern progressive, well-directed firm with an X-ray beam that illumines its smooth inside workings and displays its qualities to advantage.



Put these ideas to work and the dollars won't pass your door.

The Dealer's Calendar

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

Monday, October 1st: The window display for this week should reflect the joys of receiving the broadcast description of the World's Baseball Series. Your local sporting goods dealer will be glad to loan you the necessary baseball uniforms, bats, balls, etc.

Tuesday, October 2nd: Invite the baseball fans to your store to hear the World Series results. If there are no local regulations against it, have a loud speaker at your door, telling the passers-by all about the big games.

Wednesday, October 3rd: You could probably stimulate a lot of interest in a guessing competition as to the outcome of each day's game of the series. In any event, such a contest would give you a good talking point on your local advertising. Offer a small prize each day, or a more substantial prize for the person having the best average on the contest over the Series.

Thursday, October 4th: Talk with your local clubs and hotels and arrange to install a set for the Series. Secure permission

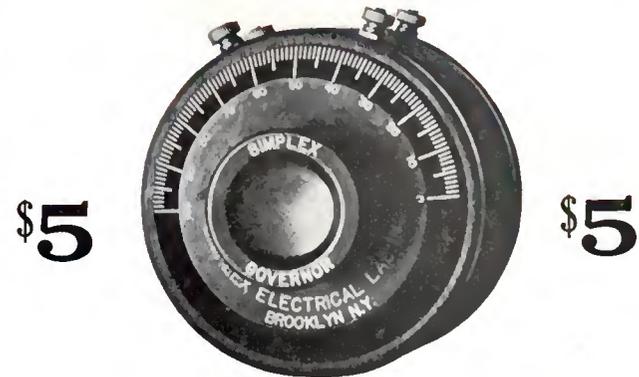
to place on the set a neatly printed card stating that the set has been supplied by your company. The operator of the set could judiciously pass out your firm's business cards.

Friday, October 5th: Follow up your club and hotel demonstrations by permanently selling the management the radio idea. Persuade them to let your set remain as a fixture, and offer them the services of an operator when there is something big in the air. You can also break down sales resistance by offering to service the set, by taking care of batteries, etc., having it always in working order.

Saturday, October 6th: A good rule for every Saturday is to see to it that you have no undelivered goods. Saturday evening and Sunday are "fixing" days.

Monday, October 8th: This is about the time that work should be started on your mailing list for Christmas radio sales. A letter to your present customers would undoubtedly bring forth the names of their friends interested, and in your follow-up you

ANNOUNCING Simplex Governor



"The Fly Wheel of the Radio Set"

A
3-purpose
dust-proof
Wave Filter
Tuning Coil
Tuned R-F Transformer

THAT

Does Eliminate Interference

Send for booklet "Interference"

Simplex Electrical Laboratories, Inc.

144 LIVINGSTON STREET
BROOKLYN NEW YORK CITY

We will exhibit at Booth 58, American Radio Exposition, Grand Central Palace, October 6th to 13th

10 Ways to Demonstrate

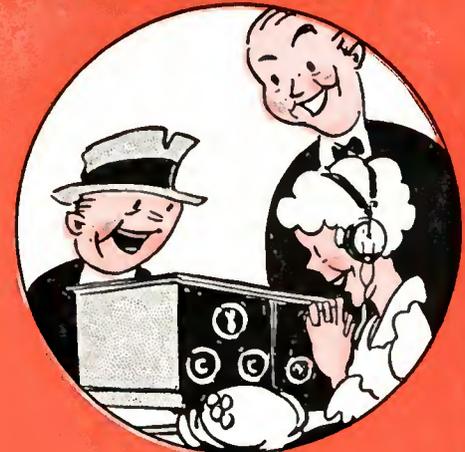
Demonstration sells. It sells automobiles. It sells vacuum cleaners. It sells Radiolas. It is the most convincing argument in the world. Demonstrate a Radiola and you rouse up the *desire to own one*. Demonstrate a Radiola and it proves its own performance.



*This symbol
of quality
is your pro-
tection*



1. Demonstrate in your store.
2. Demonstrate at church affairs.
3. Demonstrate at women's clubs.
4. Demonstrate at stag smokers.
5. Demonstrate in the schools.
6. Demonstrate at fraternity houses.
7. Demonstrate at boy scout meetings.
8. Demonstrate at outdoor picnics.
9. Demonstrate at community centers.
10. Demonstrate at prospects' homes.



Be part of the program and get permission to leave your card. Give radio talks where they are wanted. Radiolas IV, Grand and II will work on the simplest improvised antenna. Any Radiola will work on an electric light socket arrangement, and can be depended upon always to be working. That is the comfort of handling only the best. It sells itself—when you demonstrate.

Radio Corporation of America

Sales Offices—Department 2083

233 Broadway, New York

10 So. LaSalle St., Chicago, Ill.

433 California St., San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.

cessible it will make all their reference works. It's a sales possibility that is being overlooked by too many dealers.

Saturday, October 20th: Now is a good time to make an inventory of your advertising campaign. It would be well to lay it out for the next two months—taking it right up to the pre-Christmas period. Dealers are prone to use too much type in their ads. Pay special attention to the illustrations, and use almost entirely line cuts. They reproduce better in newspapers. And always remember that your advertisement is competing with the news matter—consequently make your headings snappy.

Monday, October 22nd: Many dealers are getting on to the value of the comic-cut illustration in advertising. These cuts can be secured for less than a dollar each, and they are certainly worth the price. We will be glad to furnish the names of companies supplying them, to any of our readers.

Tuesday, October 23rd: The value of a trademark in advertising cannot be overestimated. If you haven't one, get one made up immediately. If you have one, see that it appears in every one of your advertisements, and on all your printed matter. Your customers will come to look for it as an identifying mark.

Wednesday, October 24th: A grumbler, a knocker or a "pin head" can cause more dissatisfaction among a sales force in a week than an enthusiastic worker can overcome in a year. See that you haven't any of these on your staff. If you have, they are losing dollars for you every day.

Thursday, October 25th: Get your Saturday advertisement ready and be sure that it ties up with your window display on that day. If you don't make the

tie-up, you are only using a single-barrelled gun, when you might be using a double barrel. The link between advertising and window display should always be as close as possible.

Friday, October 26th: Take a look at your window and see if there aren't a few finishing touches that you can make to put it just right for to-morrow.

Saturday, October 27th: Some of the big football games will be broadcasted this Fall. Now is the time to get thinking about your window displays and your advertising tying up interest of the football fans.

Monday, October 29th: An excellent background for your "football broadcast" window display can be made out of the streamers showing the college and team colors. Don't try to crowd too much into the window—a single set with a placard announcing that the radio fans can attend all the important games without leaving their homes will do the trick.

Tuesday, October 30th: As soon as the football broadcast has been announced in your local paper, check over your prospect mailing list, and invite the folks in to hear the story of the games in your store. If you can provide each with a little souvenir of the game, they will have something to remember your store by, and it will create a friendly feeling.

Wednesday, October 31st: If you can locate a prominent graduate of one of the colleges in your district who does not have a receiving set, interview him and offer to give his friends a demonstration in his home some afternoon when his college team is playing. In this way you can get a lot of good prospects together under very favorable circumstances.



**Junior
De Luxe**

\$26.00 List

What Every
Dealer
Wants

Never before has the season for loudspeakers had such bright prospects. People everywhere are looking for a good loudspeaker.

Thousands of dealers in all parts of the world have found that the "Amplion" not only sells on first demonstration—but that its pleasing tone quality and volume keeps it sold year after year with greater and greater satisfaction.

The "Amplion" is not a head receiver fitted with a horn, but the adaption for Radio of an Electro-Magnetic and acoustic instrument which for 30 years has been successfully used in all parts of the world. It is made by the oldest manufacturers of loudspeaking instruments and combines the experience of manufacturing these devices for all kinds of use and under every conceivable condition.

Get in touch with your jobber at once so as to be sure and have an "Amplion" loudspeaker to demonstrate. The national advertising to the consumer is going to make people ask you for the "Amplion."

Jobbers: Write for price list and discounts.

All models will be exhibited at Booth 5, New York Radio Exposition, Oct. 6th to 13th.

*The Supremacy of the "AMPLION" is
the Supremacy of Actual Performance*

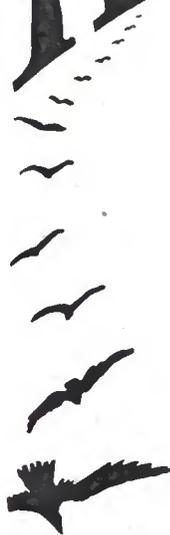
Patentees: ALFRED GRAHAM & CO.

SIGNAL ELECTRIC MFG. COMPANY
Sole United States Distributors :: Menominee, Michigan

BURNDEPT OF CANADA, LTD.
Canadian Distributors—172 King St., West, Toronto

Say you saw it in Radio Merchandising

Raven



*Radio jobbers
and retailers
should write
at once for
our discounts.*



Say you saw it in Radio Merchandising

RADIO

APPARATUS

*—has the most rigid
laboratory tests:*

RAVEN radio parts are real precision instruments. They are built with the most painstaking care. Each part is carefully inspected and tested before shipment. They are built to give the maximum of service. They are beautifully finished, are rugged and durable.

RAVEN RADIO PRODUCTS ARE VERY ATTRACTIVELY PRICED:

If you want to get in line with the very best trade in your community, you should carry a full line of RAVEN products.

EVERY RAVEN PRODUCT IS UNCONDITIONALLY GUARANTEED:

Write for prices and discounts on
Raven Bakelite Vario-coupler.
Raven Bakelite Variometer.
Raven Micrometer Dials.
Raven Bakelite Tickler Coils.
Raven 180° Coupler.
Raven Rheostat.

RAVEN RADIO, Inc.
8 LEARNED STREET
ALBANY, N. Y.

Say you saw it in Radio Merchandising

Old Timer Listens and Learns About Selling

Wherein Is Told How Sales Can Be
Increased at Unexpected Moments

By Sewell Peaslee Wright

NO, I guess the tube will be all." The man was quite final about it, but Red merely grinned cheerfully.

"Six-fifty; fifty is seven; eight, nine, ten. Thanks very much!" said Red, counting the change into the customer's hand. "By the way, do you use fuses on your filaments? They save lots of tubes, and lots of money."

"Huh?" asked the man, stuffing the money into his pocket. "I don't think I ever heard of—" But Red had a couple out of the case, and on the counter by that time.

"Here they are; these little doo-jiggers slip right on over the filament prongs of the tube, and if the current gets too high—flooy! The filament goes, instead of the tube! Pretty clever idea, eh?"

A tube slipped out of the display case, and into the customer's hands.

"See how they go on?" asked Red, sliding one of the little protective devices across the counter.

The man picked up the little fuse, and looked at it curiously. He slipped it onto one of the prongs of the base of the tube.

"Pretty nifty!" he admitted. "I'll say!" enthused Red.



© Kadel & Herbert

The Makings of a Fetching Window Display. Hire Two Wax Figures, Try It Out in Your Window, Then Engage a Policeman to Control Traffic!

SECOND ANNUAL

CHICAGO

RADIO

SHOW

COLISEUM

NOVEMBER 20TH

—TO—

NOVEMBER 25TH

TUESDAY TO SUNDAY

Inclusive

The World's Greatest Exposition

of

Radio and Associated Industries

and

Conclave of Manufacturers, Distributors,
Jobbers, Dealers

RADIOPHANS

U. J. HERRMANN

Managing Director

JAMES F. KERR

Manager

Office—127 North Dearborn St., Chicago

Say you saw it in Radio Merchandising

"And they're real money-savers, too. Good idea to take a pair along for use with that new tube—"

The customer fished in his pocket and drew out a crumpled bill.

"Better give me three sets of 'em—might save my detector and my other amplifier tube, in case the B Battery should do me dirt!"

The cash register jingled merrily, and Red smiled more broadly than ever.

"Yes sir!" Here's the fuses, and here's the change; drop in again soon!"

"You bet. And thanks for the tip, son! May save me the price of a new tube!" He waved in a friendly manner and sauntered out.

Old Timer, who had been roosting quietly on the wrapping counter, some distance away, tamped the tobacco in the bowl of his wretched pipe with a contemplative finger.

"That was mighty good work, Red," he said slowly. "I never was much of a shark on this scientific selling, where you

size a man up by the shape of his ears, the color of his nose and the strength of his breath before opening up on him with selling arguments, but for downright practical, efficient selling, as such, I think you just exhibited a very fair example."

Red flushed a bit under the tan he had gathered on his vacation up in Michigan.

"Thanks!" he said. "Tell you the truth, I've been studying up a bit on selling—"

Southwick, the boss of Seaford's only exclusively Radio Shop, strolled up quietly.

"Glad to hear that, Red," he said. "I've been watching you do your stuff lately, and I was just wondering what you had up your sleeve. What you reading?"

"It isn't a book at all that I'm studying," he explained. "You know Marlow, the salesman for the American Radio people? He comes through here every few weeks now, and he's been giving me tips on the game. That boy's some salesman himself, too! What he doesn't know about making 'em take it, and

Nine Points in Window Display

THE following suggestions on window display are from the Kodak Salesman:

Have your windows well lighted
Plan your windows to overcome reflections.
Thoroughly clean all merchandise before it goes into the window.

See that the windows are kept clean throughout.
Do not crowd the merchandise.

Pose the merchandise in a broken line, so it won't look like a row of ninepins.

Display accessories in the window.

A neat show card will answer many a customer's unasked question. Price tickets on certain goods will sell more goods than a high-priced clerk.

A QUESTION!

Why don't YOU capitalize WESTON Prestige and Experience in YOUR BUSINESS?

A Permanently, Profitable Asset.



OR 35 years the Weston institution has been acknowledged as the world's leading authority in electrical indicating instrument design and construction. It has originated and led. All others have followed. Its reputation has been based on Service and Quality, and no instrument or product has been released for sale until it was known to perfectly meet the requirements of the service for which it was designed.



This assurance of lasting service is typical of all Weston instruments. Since the earliest inception of wireless telegraphy and telephony Weston instruments have represented the standards of measurement upon which both of these arts have progressed.

Governmental and Commercial installations are almost invariably Weston equipped in order to guarantee the most efficient transmission and reception. Experimenters and so-called amateurs who have taken pride in their equipment have chosen Weston instruments for their known quality of workmanship and performance.

Now—the question is—why don't YOU capitalize this Weston quality and prestige in YOUR business? Here is an opportunity—not only to make more satis-

factory sales and profits—but to build a permanently satisfied and appreciative clientele. No Radio Set is complete without at least one Filament Voltmeter and a means of measuring the A B and C batteries.

No Radio Set but that needs one or more of the new Weston "instant-change" telephone plugs, which were originally developed exclusively for the use of the Weston experimental laboratories.

Other Weston instruments described in our Booklet J fill important needs of advanced operators where the maximum standard of perfection is desired.

Write to-day for Booklet J and our full selling proposition. It gives you the information and increased profits you want and should have.

WESTON ELECTRICAL INSTRUMENT CO.

14 Weston Ave.

Newark, N. J.

Branch Offices Throughout the World



Electrical
Indicating
Instrument
Authorities
Since 1888

WESTON

STANDARD - The World Over

Say you saw it in Radio Merchandising

making 'em like it, ain't worth knowing. Red's grammar was not quite equal to his enthusiasm at times.

"Something to that!" admitted Southwick, a bit dryly. "He sells me a bill of goods every time he is here that—"

"Yes, and he's teaching me to sell that bill of goods, and a bigger one next time, every trip!" put in Red, eager to defend his friend.

"Well, all I'll say is that Red did some fine selling with that last customer," drawled Old Timer, puffing away contentedly on his stained and battered old pipe.

"You know, there's a whole lot in this business of sell-something to go with every sale you make? Take me, for instance, I've been intending to get me a styptic pencil for the last six months, and I buy razor blades and shaving cream as often as the next one, but does that dum-fool druggist ever suggest that I buy a styptic pencil or anything else, for that matter? He does not! And I'd really welcome the suggestion. A guy can't remember everything he wants—doesn't even know everything he wants; it's really a clerk's duty to make little suggestions once in a while. A machine could hand you out something, and make change!"

"You sound a whole lot like Marlow!" chuckled Red, only he gets more excited than you do about it. He says a salesman isn't worthy of the name, if he just passes out what he's asked for!"

Old Timer and Southwick both nodded their approval of this sentiment, and, encouraged, Red proceeded.

"Another thing he told me, that is a little 'deeper,' I think, is about getting the article you want to sell into the customer's

hands. Marlow says that if you can get a man to monkey with the jigger that you're trying to sell him, he's half sold. There's something in the mechanical side of a man's make-up that is appealed to—Marlow says, 'Make 'em pick it up if you have to throw it at 'em!' Probably that is a little extreme, but the idea's right, at that, I guess!" Red grinned engagingly. "I know it's helped me increase my sales since I've given it a work-out!"

Old Timer blew a suffocating cloud of smoke swirling toward the ceiling.

"Yeah," he said, "that kind of salesmanship makes more sales and more friends! You noticed how tickled that last fellow was with his additional purchase? He's got you marked down as a real guy in the radio business, Red; a bird that knows his stuff. It's a peculiar thing, but it works out that way—I've noticed it lots of times myself."

Southwick, who had been listening to the conversation with a thoughtful face, smiled a bit sheepishly at some inward thought.

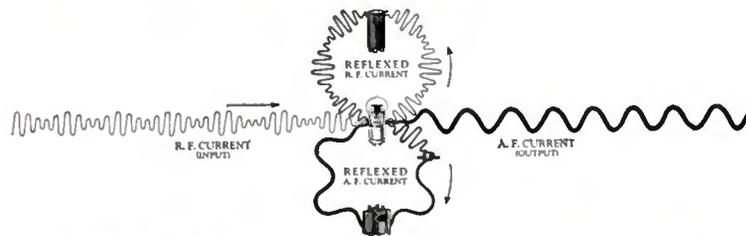
"Do you know," he said slowly, "that as long as I've been in the selling game, I never had those points put up to me so strongly? I've unconsciously done those things, not realizing why; and when I've tried to tell some of the 'weak sisters' how to sell more goods, I've not been able to put my finger on their weaknesses. I believe that Red here has just about told the whole story."

"Not quite," contradicted Red. "There's one thing more that Marlow raves about: 'Close 'em!'"

Southwick chuckled good-naturedly.

"That's sure good advice!" he agreed.

Vacuum Tubes Do Triple Duty With Erla Synchronizing Transformers



For the first time, the full efficiency of vacuum tubes is completely utilized and brought under control.

In Erla reflex circuits, tubes do triple duty, providing simultaneous amplification of radio frequency, reflexed radio frequency and reflexed audio frequency currents. Yet, so precise is the manipulation of this complex current flow, that the tremendous gains resulting are achieved without a single deterrent flaw.

Not only do Erla reflex circuits demonstrate decisive superiority in range and volume, but they are also unequalled in selectivity, purity of reproduction, and ease of control.

Essential to the operation of these circuits, and the secret of their success, are Erla synchronizing radio and audio transformers. Providing perfect synchronization of received and reflexed currents having the same phase characteristics, they assure tremendously magnified amplification without trace of instability or distortion.

Erla transformers and other advanced Erla products give to Erla dealers overwhelming sales advantage, as the superiority of the scientifically correct reflex principle becomes daily more universally recognized.

To aid in cashing in on Erla reflex popularity, copies of Erla Bulletin No. 14, giving complete diagrams and descriptions of perfected Erla reflex circuits, are available for gratis distribution among your trade. Ask your jobber, or write direct, giving your jobber's name.

Electrical Research Laboratories

Dept. N 2515 Michigan Avenue, Chicago

ERLA



Perfect synchronization of received and reflexed r. f. currents make Erla radio transformers indispensable in reflex work. List, \$5



Rectified radio frequency and reflexed audio frequency currents are accurately synchronized by Erla audio transformers. List price, \$5



Providing utmost sensitivity with perfect stability, the Erla fixed crystal rectifier is uniquely adapted for reflex work. List, \$1
JOBBER—Write for our liberal terms and discounts

"It sounds like A-B-C stuff," grinned Red, "but it isn't quite so dog-gone simple as you might think! You've got to keep your eye on the customer all the time, and there's just a certain second when you can pop the question in the right way and make a sale. But you've got to watch him closely!"

"Marlow's done a lot for you, son," Southwick told the lad.

"You keep on and you'll be running your own shop some day!"

"I don't want to run any shop!" declared Red stoutly. "I want to go out on the road, and be a real salesman; a traveling man!"

Old Timer glanced shyly at Southwick, and the lid of his left eye flickered significantly.

"Something else Marlow taught you, Red?" he asked with a grin.

How It Is Done in Mexico



Mighty Attractive Booth in the Radio Exposition Held in Mexico City. It Offers Several Window Display Suggestions.

An open letter to

BURGESS BATTERY DEALERS

• • •

AS EARLY as March of this year we predicted a sales demand which would exceed our production. And it was with no selfish interest that we suggested that you insure the good-will of your trade by placing your orders early in the summer.

That our friendly suggestion was in accord with the opinion of our dealers everywhere is attested to by the fact that the Burgess plants operated at full capacity throughout the usually dull summer months.

The sales policy, character and strength of the Burgess organization is approved and understood by the buying public, almost to the same degree as by the dealers themselves. This unique situation is the direct result of manufacturing products of only one standard quality—the highest, and we are sure that this policy will result in continued and increasing prosperity for all of us.

In closing we express again our appreciation of your past co-operation and pledge our continued efforts to maintain the high regard in which Burgess products are now held.

BURGESS BATTERY COMPANY

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

General Sales Office:

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

Branches:

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

In Canada:

General Offices and Works, Niagara Falls, Ont.
Branches: Toronto Montreal Winnipeg St. John

How Are You Arriving?

By Thomas Dreier

IT isn't likely that many will disagree with me when I say that the majority of men center their whole attention upon the goal off there in the future at which they expect to arrive, rather than upon the condition they will be in when they reach their goal. The great question is not the distance you travel, but the condition you are in when you arrive.

A man may set a goal and reach it by running straight, without looking to the right or left, but if he drops dead when he arrives, the honor of reaching the goal counts for little. You may argue with much truth that a man who looks after his comfort as he journeys along is not likely to travel nearly as fast as one who spares neither himself nor his mount, but forges ahead to his destination.

But tell me, what is it one finds at the destination, if one ever arrives?

IN all the ages recorded on the pages of history we have no record of any man's arriving at the Destination. Many men, it is true, have reached the goal they set for themselves, but when they reached it, and before they dropped down and expired, they saw another goal farther on that they would have much loved to reach before Dark.

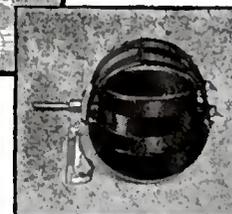
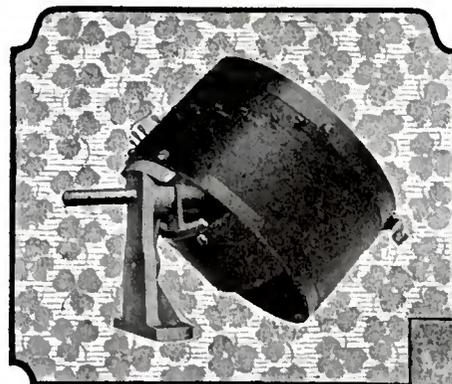
Men never arrive. Always they are journeying. And it is in the journey that they find pleasure, isn't it?

I have a notion that our mission on this earth is to be happy, and really I cannot see how there can be any virtue in the doctrine that to be happy tomorrow I must be miserable today. I have found that by being happy yesterday I only prepared myself for greater happiness today, and so I may be pardoned if I assume that by laughing a wee bit today I shall be better able to laugh tomorrow. It occurs to me also that those who rush forward alone have no chance to practice the Golden Rule. They have no chance to help those who stumble and bruise their feet against the stones, and really it seems to me that those who cannot help miss much that is worth while.

GREATNESS doesn't consist in the ability to preach a great sermon, carve a great statue, or write a poem that stands forth for centuries as a classic. Greatness is to be found where a man is truly happy, and no man is truly happy who does not make others happy with his happiness.

Copyright, 1923.

IMITATED BUT NEVER DUPLICATED



Reg. U. S. Pat. Off.



Our trade mark seal is your protection.

LIST

\$ 3.50

EACH

SELLS —

for all new
wave lengths

Vario-Coupler

180° type—genuine grade XX BAKELITE—single green silk covered copper wire—direct flexible leads—single and multiple tap—Fahnestock clips—light aluminum die cast frame—bench or panel mounting—range 150 to 600 meters.

Variometer

Genuine grade XX BAKELITE—plug tail connections—floating stop enabling 360° turn of rotor—separate Fahnestock clips—for use as straight or split variometer—green silk covered wire—aluminum die cast frame—bench or panel mounting—range 150 to 600 meters.

Shamrock Vario-couplers and Variometers hold their own against latest circuit requirements. Both can be used in all old circuits, 90% of the new circuits and tune in on all new high wave lengths.

One guaranteed line of instruments of known reputation will do more for you than half a dozen unknown brands adaptable to only a few circuits and a few wave lengths.

National advertising, reaching a quarter million readers every month helps you sell the Shamrock line.

We adhere to strictly a jobber-dealer policy. Write for trade prices.

SHAMROCK

FOR SELECTIVE TUNING

MANUFACTURING COMPANY

314 Market Street, Newark, N. J.

180° VARIO-COUPLER—VARIOMETER

"TELLING" SELLING TIPS

by A. Rowden King



Fixing the Sales- man's Quota

It is a big question who gets more tired of exhortations—the Sales Manager who initiates them or the salesman who must listen to them. It makes little difference if they are in the form of letters which are aimed to "get beneath the skin" of the men on the road or word-of-mouth aimed at the retail men behind the counter. They are not enjoyed by either party. One of the big advantages of establishing yearly quotas for the salesmen is that under the system the men know perfectly well what is expected of them at the end of the fiscal year without being continually "egged on." They know that theirs will be the praise and the reward if they reach their quota-goal at the end of the selected period; and they know, too, what will surely be coming to them if they fall short. The advantage of quotas to be reached over a year or other long period is that they result in the long, steady pull which may be counted on to produce much better results than few or many short, desperate spurts. And everybody is much happier all around in the meantime. Quotas must be carefully established, however. According to the best practices, they should be based on: (1) Past performances; (2) probable business

prospects of the immediate future; (3) particular market analyses of the territory or store department concerned.



Why Custom- ers Leave

An investigation which involved a large number of customers recently brought to light the fact that, out of twelve specific reasons given for changing allegiance from one store to another, indifference of Salespeople stood at the top, 47 per cent of the total. It is inexcusable that such should be the case, that the average clerk should evidence such great unconcern as to how those who provide the funds from which his wages come are served. There is little excuse for a clerk to be unfamiliar with what is carried in stock, its location, merits and usefulness. There may be some excuse for tardiness and irregular hours. But, when the clerk is on hand behind the counter and not otherwise occupied, there is absolutely no excuse for indifference when the customer approaches. It means that the whole chain of merchandising which probably started with the creation of a Desire for the goods, and which includes all the ramifications of Distribution has been willfully broken at its last and most important link. It means the clerk is throwing away equities

Tuned Radio Frequency Transformers

*For Instantaneous Adjustment to any Public
Broadcasting Wave Length*

Don't Overlook the Future

We have recently added fifty percent more floor space to our factory to take care of increased radio production.

The Tuned Radio Frequency Transformer shown above is just one of twenty-six DAY-FAN Instruments—whose increasing popularity has made necessary this additional factory space.

We can serve you promptly with a most complete line of high grade radio parts on the market today.

Jobbers—Write for our Co-operative Advertising Plan and general sales policy.

Everybody—Write for our new catalog.

The Dayton Fan & Motor Co.

(Established 1889)

Dayton
Dayton Motors

Ohio
Dayton Fans

belonging to the manufacturer, the jobber, the retailer and many others which he has no right to throw away.



Making
'Em
Come
Your
Way

Last summer a little farmer's lad who apparently had a head for merchandising all out of conformity with his environment and opportunities, started a little vegetable stand in front of his father's farmhouse. But the place was on a side road and not enough autoists passed. So Willie conceived and put through the idea of nailing up a Detour sign on the main highway pointing down the side road which would bring them past him. And, because they blindly followed the sign, as autoists will, his business grew by leaps and bounds. Not every merchant can be right on the main highway. Nor are such little tricks as Willie's always possible or advisable. Emerson, whose knowledge of philosophy was not as great as his knowledge of merchandising, was not entirely right in his assumption that the mouse-trap maker who lived far from Main Street would induce the crowds to blaze a trail to his cabin merely because of the superiority of his mouse-traps. In these days, when competing merchants offer so nearly the same quality of products, something much more is needed. That something is Service; and only that merchant can afford to give the kind of Service which will attract 'em from

Main Street who is long-headed enough not to carry all-inclusive lines but representative goods which not only have quality but whose quality is a known quantity as a result of advertising. The result with them is that every sale is a Sale of Least Resistance. The cost of Service easily comes out of the Small - Profits - on - Many - Sales which result.



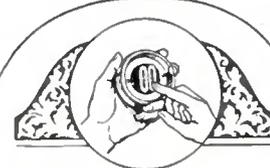
Send 'Em
Away
With
a Smile

A blazing match held beneath a crisp \$100 bill is a serious matter, particularly if it is your money. But do you realize that it is exactly as if such a blazing match were threatening your money (very easily of much larger denomination, too) whenever you learn that one of your customers has a complaint to make. Not only does such a person have a right to be heard, but you would do well to look upon it as your privilege and opportunity to hear it. Of course some complaints are without foundation, but, under the law of averages, one is sure to develop ever so often which ought to open your eyes. It will be a constructive criticism and it will be like burning up currency and not get value from it. But, whatever type of complaints they bring, trivial or justified, make sure to send 'em away with a smile. You cannot prove to them that your business is perfect. At least show 'em that you are human and that the error, whatever it may have been, was a human error.

Sales Are Easy

if you sell these features

Teleradio



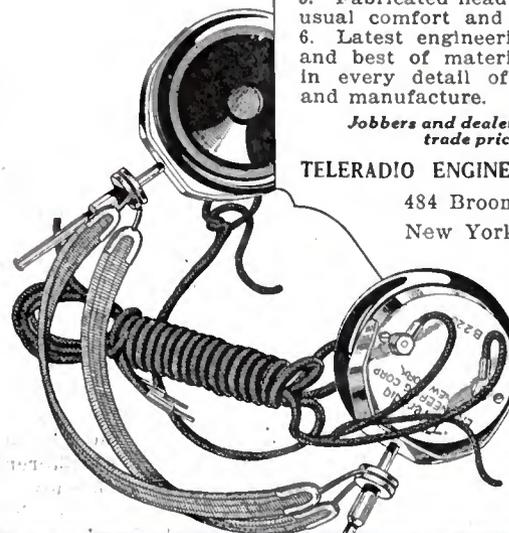
SUPER-SENSITIVE

1. A guarantee that less than five percent variation in resistance ever exists between the coils of Teleradio head sets. The secret of accurate reproduction of faintest signals.
2. Positive self adjustment of diaphragm—insures best tonal qualities.
3. Improved self adjustable friction sleeve—positive position grip.
4. Drawn aluminum case—all metal parts highly nickel polished. Light and durable for the hardest usage.
5. Fabricated head band for unusual comfort and ease.
6. Latest engineering principles and best of materials employed in every detail of construction and manufacture.

Jobbers and dealers write for trade prices.

TELERRADIO ENGINEERING CORP.

484 Broome St.
New York City



VERNIER CONDENSERS	
23 plate—	\$4.50
43 plate—	\$5.50
Variable Condensers	
3 plate—	\$2.00
11 plate—	\$2.50
23 plate—	\$3.00
43 plate—	\$4.00
RHEOSTATS	
6 and 30 ohm—	\$1.00
Light'n Arrestor	\$1.00
HEAD PHONES	
2,000 ohm....	\$5.50
2,200 ohm....	\$6.00
3,000 ohm....	\$7.00

\$5.50

Say you saw it in Radio Merchandising



The
Test
Mailing

"I never produce, much less send out for a customer, a mailing piece about which there can be any reasonable doubt as to its likelihood of getting seriously damaged in the mails," a "direct-by-mail" advertising expert told us the other day. We were in his office; and, just as we were talking, his secretary brought in some mail which the postman had just delivered for him. "There," he continued, "you can see right here how we guard against mistakes. We send out test mailings." It is something that any through-the-mails advertiser can easily do for himself. It costs little or nothing. He explained that, whenever he was not quite sure of probabilities, he has a rough, blank model made of what is proposed and puts it in the mails. Sometimes it is addressed to himself, and, while in the mails, never leaves his city. At other times when he wishes to be extra careful, he mails it to an out-of-town friend, who, by pre-arrangement, mails it directly back to him, thus making a double-mailing test. He explained that the process scarcely ever delayed matters. The test piece is of blank paper. But it is of the same size, weight, folding, etc., as contemplated. It is back before the contemplated drawings, text and engravings are even well under way. In the case of an important form-letter, this same man always tries out copies on relatively few prospects and carefully watches

results before finally determining upon what will be sent out broadcast. These are two simple safety tests that any direct-by-mail advertiser, no matter how small, may easily adopt and benefit by.



The
Different
Argument
That
Jolts 'Em

An advertising manager who buys much space in the farm papers tells how he had been bored for days with the stereotyped arguments of the various solicitors who came to see him and who reiterated lethargic statistics relative to million-acre farms, herds of a hundred thousand heads, wheat to the horizon and until the eyes refused to register its existence without a struggle. But finally came one man who started to tell him the story of the bees and their life history—the same story which entrances Agassiz and Darwin and Huxley and the big minds of the centuries. It was interesting, entrancing, different. And, when it was explained that a hive of bees could produce as much wealth as an acre of wheat, it was convincing. It just naturally brought one's fountain pen, spellbound, to the dotted line on the order blank. The Different Argument is the one the buyer wants most to hear. It is the argument which jolts him into action and into ordering. And the argument which is most different of all is the one which shows him what he needs, which is the argument of the real salesman, and does not merely reiterate what he knows he wants.

THE BEL-CANTO

acoustical amplifier commonly called "Loud Speaker" is the outcome of over three years of study and scientific research by an eminent musician and an acoustical expert.

It is not an experiment, but a perfect Acoustical Amplifier.

The unit used in this instrument is a special one. Constructed to give the greatest volume without distortion or tininess which cannot be obtained with half a headset.

COMPARE it with all other so-called devices at any price and you like many others will be convinced it is the highest quality instrument offered to the public.

Being demonstrated at our Display Room, 202-204 W. 34th St.

4

REASONS WHY

- | | |
|---|--|
| 1. Large Heavy Base Eliminates Top Heaviness. | 3. No Adjustment Necessary; Will Work Perfectly on Any Good Two Stage Set. |
| 2. Re-enforced Fiber Horn Cannot Break. Gives Perfect Reproduction. | 4. Guaranteed Against Mechanical Defects of any Kind for One Year. |

These Are Exclusive Bel-Canto Features

LOOK FOR THIS TRADE MARK



WRITE FOR TERRITORY AND DISCOUNTS

Bel-Canto Manufacturing Co.

417 East 34th Street

New York City



LIST \$22.50
F. O. B. Factory

It Does Pay!

THE following concise history of a few advertising successes, from the "Connecting Link," published by the Buffalo Times, is worth reading:

Advertising has made the Victrola dog famous.

It has made the cash register a big brother to retailers all over the world.

It has introduced the truck horse with 40 horsepower trucks.

It has helped you to an appreciation of Stetson hats, Walk-Over, Douglas and Emerson shoes.

It has made the hand-written letter an oddity in business.

It has put hair oil on heads where no hair oil would do any good, and on heads where hair oil was needed.

It has put Castoria down your throat, left bristles in your gums, and then came along with a Rubberset and took them out.

It has put Sozodont, Pebeco and Pepsodent on your teeth.

Advertising has put a Gillette against your hayfield.

It has put Murine in your eye, sold Cuticura for pimples, Pear's for the bath and Ivory for the tub.

It has put Arrow collars around your neck and Ingersolls around your wrist.

It has jammed your feet in Holeproof sox, put Paris garters on your legs, and Tiffany rings on your fingers.

It has stuck Robert Burns cigars between your teeth, worn out your jaws on Wrigley's and posted you on what to buy to cure corns, warts, bunions and ingrowing toenails.

Go anywhere you want to, do anything you wish, and advertising has a hand in it—absolutely.

And then some people ask: "Does advertising pay?"

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

Make New Customers and Hold the Old Ones

EVERY DEALER is desirous of increasing his business in this way.

Radio equipment of first quality keeps the bell ringing on the cashier's desk. Keeps the old customers with you and adds many new ones, because their business is well treated.

This is why dealers who sell BRISTOL'S Audiophone Sr.—Audiophone Jr., and Power Amplifier are satisfied. They realize more and better sales and larger profits. You can do likewise. Tune in now!

Write for demonstration and our attractive proposition for dealers.



Audiophone Sr.
Price\$32.60

Audiophone Jr.
Price\$22.50

Bristol One Stage
Power Amplifier,
Price\$25.00

THE BRISTOL COMPANY
WATERBURY, CONN.

FROST-RADIO



No. 611
List, 50c
FROST-RADIO

THE new items of Frost-Radio are of particular interest to you dealers in Radio apparatus. They reflect a radical departure in design, in construction and in engineering, and combine advanced ideas in a sane, practical manner.

No. 630
List, 25c

We show here new Frost-Radio C-299 Bakelite Adapter, List 50c, and Frost-Radio Resistance Unit for new tubes, List 25c. Other items are genuine Maroon Bakelite Tube Control Units, Rheostats, Potentiometers, Shock-Absorber Sockets, Dials and Switches. Get in touch with your jobber today about your order for these new items. They are selling rapidly everywhere.



FROST-RADIO

HERBERT H. FROST, Inc.
154 WEST LAKE STREET, CHICAGO, ILLINOIS.
30 Church St., New York

Is Your Merchandise Branding You as a Liar?



THE day of the unknown, untested product has passed. National advertising, laboratory tests and public usage have relegated to the junk pile the "just as good" article of a year ago; and yet an inventory of dealer advertising culled from papers from different sections of the country, north, south, east and west, would indicate that there still exist dealers who are permitting their merchandise to brand them as liars. It is a short, ugly word, but it states the exact facts.

In an advertisement before the writer there is offered a now extinct type of receiving set which is being guaranteed as good for five hundred miles reception on a single bulb. The manufacturer of the set went

into bankruptcy because of similar claims, and apparently the dealer is willing to follow along the same route.



THOUSANDS of newspaper columns of radio news and articles have had their effect on the public. The average man knows something today about radio and is not going to be lured by exorbitant statements and excessive claims on cheap sets. Sound value for the price paid is the best foundation of merchandising in any line, and radio is no exception. The radio merchants who are building on this foundation are making money; the radio merchants who are allowing their merchandise to brand them as liars are paving the way to the permanent locking of their doors and dismantling of their shelves.

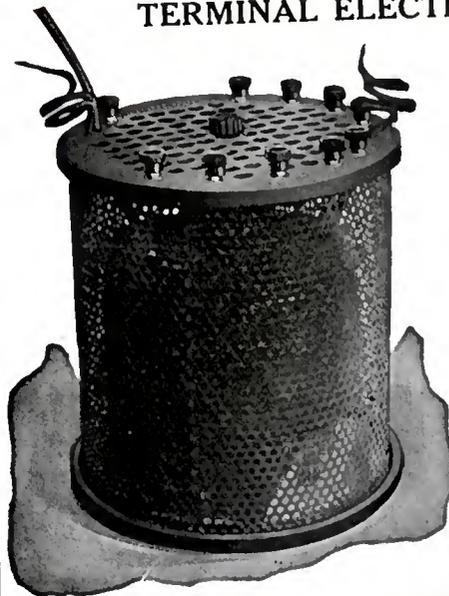
SALESMANSHIP

IF I WERE to reduce my understanding of salesmanship, written or spoken, to something like a formula, I believe my phrasing would be about like this:

Selling consists of telling the facts about what you have to sell to somebody who may need your product, and telling it so plainly, so forcefully, and so often, that it is no possible fault of yours if the buyer fails to get the message.

—B. F. Affleck

TERMINAL ELECTRIC CO., N. Y.



120 V. D. C.
Power Supply
Unit

For Filament and
Plate

Attachable to any
type receiving set.
No rewiring of set
necessary. More fool-
proof in operation
than batteries. For
head phones or loud
speaker.

Perfects Selectivity
Increases Volume
Intensifies Signals

Price \$40.00

Dealers write at once
for
Literature and Prices

Cut Your Own Panels

ON THE

Barker Panel Saw

Make cutting profit yourself.
Cut to customer's sizes. No
dead stock.

Only Portable saw operating
from light circuit that takes
largest panels. Set it anywhere
in your plant or store. Comes
ready to run—no installation
costs. Makes smooth, accurate
cut.

Anyone can operate.

Send for bulletin and prices



R. L. BARKER & CO.
PORTABLE ELECTRIC MACHINES
25 S. Clinton St., CHICAGO

Say you saw it in Radio Merchandising

Advertising Pulls—It Doesn't Jerk

The Relation Between the Spark Plug and Consistent Retail Advertising



MERCHANT who jumps in and out of the advertising columns of his chosen local paper gets about the same results as a motorist would get were he to pull the spark plugs out of a couple of cylinders of his four-cylinder motor. He wouldn't enjoy the long, straight, ever-increasingly-powerful pull of his motor; he would go by jerks and stops. And, since advertising is the spark plug that ignites the desire of the prospective customer to keep the motive power of the merchant's store pulling steadily, how can that merchant expect his business to pull straight along if he slips out a couple of advertising spark plugs every once in a while?

Modern merchandising parallels peculiarly the automobile power plant. Feed a good grade of gas into a properly functioning carburetor, let it be efficiently ignited by well cleaned spark

plugs, and the rest of the mechanism is apt to do its work, and not too much of the power producing units will go out of the gas exhaust manifolds. Just the same with the retail store. Appropriate a reasonable amount of money for advertising space in your local newspaper, let it "spark" regularly before your buying public, and the staff behind the counter can see to it that the stock is turned with consistent regularity and "dead" merchandise is held at a minimum.

Now is a good time, Mr. Merchant, to figure out just what you are going to spend on business "spark plugs" for the next twelve months. Figure it on the steady pull and not the jerk and stop basis. Small space consistently, continuously and intelligently used is a better foundation for retail merchandising than big space spurts and equally big dead spots in the continuity of your story.

KNOW HIM?

Isn't it funny? That a man who thinks

He is a business man

Will get up in the morning

From an advertised mattress,

Shave with an advertised razor,

And put on advertised underwear,

Advertised hose, shirt, collar, tie and shoes,

Seat himself at the table and

Eat advertised breakfast food,

Drink advertised coffee or substitutes,

Put on an advertised hat,

Light an advertised cigar,

Go down to his place of business

And turn down advertising on the ground that

Advertising Doesn't Pay?

A-C
Radio **DAYTON** Products

Here is the Vernier Condenser that the trade has been looking for. It is a vernier that can rightfully be called a real vernier because it gives hair-splitting accuracy.

In this condenser we have actually eliminated all faults heretofore found in variable condensers. This may sound as an idle boast but all we ask is a trial for your own conviction.

There is no chance for noise because main shaft is pigtailed and vernier plate is anchored by two studs and does not rotate. The vernier action is obtained by a micrometer screw operating the vernier plate, changing the separation with respect to the adjacent movable plate. We claim the accuracy to be fully 300% greater than any other vernier and in addition no noise in adjusting.

The set builder demands a small condenser and here is another point in favor because this vernier condenser is no larger than a plain one. It is ideal for the new NEUTRODYNE CIRCUIT as the capacity is uniform.

The A-C Dayton Detector and Amplifying Units will increase your parts business way beyond your expectations. The amateur appreciates all short-cuts in radio set construction and in these units he will find the features he is looking for. They are beautiful, efficient and sturdy, and there is a unit for every need. These units are made to accommodate all types of tubes and for both Radio and Audio-frequency amplification.

DEALERS: See your jobber for A-C Dayton Radio Products or send direct for our 1924 catalog. We manufacture a complete line of high grade radio equipment which will interest you.

The A-C Electrical Manufacturing Company
DAYTON, OHIO
Makers of
Electrical Devices for over 20 Years.

BRANSTON RADIO



All Coils and Mountings Licensed Under DeForest Patents

D. L. Honeycomb Coils and New Mountings



R-73 Three Cell Bevel geared type, Bakelite Mounting, complete with flexible leads .. \$4.50



R-62 Three Cell Bevel geared type, back panel mounting, with vernier adjustment and arrow knobs to show position of coil \$6.00

The Branston new line of genuine Bakelite mountings covers every requirement. Besides our regular mountings we have added both front and rear geared type Three Cell Mountings. These give smooth vernier adjustment. All mountings are substantially constructed of genuine Bakelite and are equipped with flexible leads. Branston D. L. Honeycomb Coils are accepted as standard in regard to superior construction and electrical units of measurement. Branston Honeycomb Coils and Mountings are nationally advertised in prominent radio and scientific publications. Dealers are supplied with circulars, broadsides, window displays and other essential selling helps. Send for Catalog covering the entire line of Branston Radio Apparatus and let us help you make this your banner year.



Chas. A. Branston, Inc.

827 Main St.
Buffalo, N. Y.
In Canada—Chas. A. Branston, Ltd.
Toronto, Ont.

A Phone plus a Fibertone makes a beautiful musical instrument



THE many enthusiastic distributors who are co-operating in the distribution of Fibertone Horns are doing a vastly increased business to keep pace with the growing popularity of this radio horn.

The fact that it is constructed entirely of fiber, and the sales message placed before thousands of enthusiasts each month gives reason for this quickening turnover.

Write today for trade prices.

No. 1 Fibertone 10 in.

\$8

No. 2 Fibertone 14 in. .. \$12.50

Fiber Products Co.

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



Say you saw it in Radio Merchandising

Three Cheers for Marconi!
Lawyer: "Now, if you will let me have some of his love letters"—

Ex-Sweetie (suing for breach of promise): "I haven't any. We both had Radio sets."

—Radio Digest.

Up-to-date.—"I call my new maid 'The Wireless Wonder.'" "Why?"

"Because she's always 'listening-in!'" —London Mail.

Page the Radio Doctor

Pat, listening to a song over a badly howling regenerative set: "And where does it come from?"

Young Amateur: "From the ether."

Pat: "I thought I recognized it. It sounds like Mary Ann when they took out her appindy-seedus." —Radio Digest.

All Out

Shopwalker: "She complains that you didn't show her common civility."

Shop Girl: "I showed her everything in my department, sir."—Arkansas Utility News.

Wanted—A Dealer Help

A man traveling through the Ozarks of southern Missouri went into a small country store. The only man in sight, presumably the proprietor, was enjoying his ease at the back of the store, chair tilted back and feet on the counter, and made no move to come forward.

The prospective customer waited a few minutes and then called:

"Can't you come and wait on me? I am in a hurry to get started home."

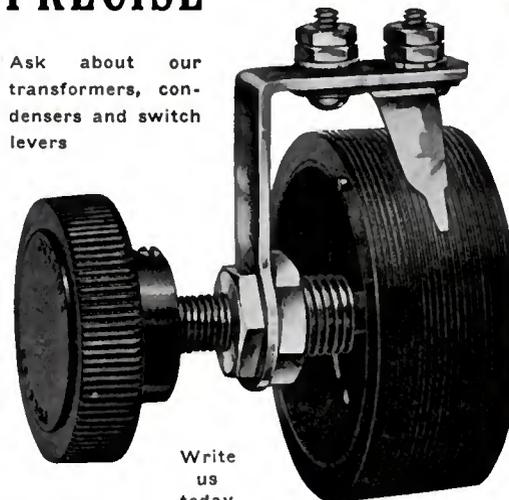
The proprietor shifted his position slightly and drawled:

"Couldn't you come in some time when I'm standing up?"

—Everybody's.

PRECISE IMPROVED RHEOSTAT

Ask about our transformers, condensers and switch levers



Write us today

The only real Vernier Rheostat

Best by Test

- 1—Has a range from zero to 30 Ohms resistance.
- 2—Universal for all tubes.
- 3—Finest possible Vernier adjustment throughout the entire range.
- 4—Single hole mount.

No 366

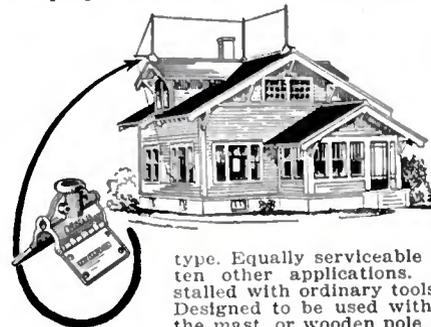
Chicago Branch
53 W. Jackson Blvd.

Precise Manufacturing Corp.
ROCHESTER, N. Y.

New York City
20th Century Radio Corp.

The Bull Dog Aerial Mast Seat

A fast selling Radio specialty backed by general advertising campaign in leading Radio publications.



FILLS A LONG FELT WANT by providing a solid and substantial base for the aerial mast, eliminating sagging and swaying of the aerial. Neat substantial construction can be used throughout entire aerial.

The hinged flanges make it readily adjustable to any pitch of roof, either peaked or metal ridge roll

type. Equally serviceable for flat roofs and at least ten other applications. Easily and quickly installed with ordinary tools found around the home. Designed to be used with iron pipe or conduit for the mast, or wooden pole if preferred. A holder for "lead in" support provided on same base, thus making direct and simple "lead in."

Made with socket diameter of 1½". Bushings furnished for reducing to accommodate smaller sizes of pipe.

List price \$3.00

Jobbers and dealers write or wire for discounts.

MAST SEAT MANUFACTURING CO.

119 FIFTH ST., S. E.

MINNEAPOLIS, MINN.

Say you saw it in Radio Merchandising

While I'm Here

By James Edward Hungerford

MEBBE, you're a *friend o' mine*,
Think me real an' true an' fine;
Mebbe, you admire my pluck—
Think I'm brave, an' all that truck;
Think I've got a heart-o'-gold,
An' was cast in hero's mold;
If you *think* so, then, by gee!—
While I'm HERE—say so to ME!

IF you think I'm worth your praise,
NOW'S the time, your voice to raise;
Come right out an' *tell* me so—
Them's the things I'd like to know,
Ere they plant me in the ground,
With dead *heroes* all around,
Whose earth-mounds, they decorate—
Praise their *deeds*—when it's TOO LATE!

DON'T lay flow'rs an' flags on me,
When them honors, I can't SEE;
Don't march solemn to my grave,
An' with tears my tombstone lave;
If I've done some thing worth-while,
An' you *really* like my style;
Wave your flags, right now, an' yell—
Let me have your *flow'rs* to SMELL!

DON'T stand over me in gloom,
When the daisies o'er me bloom,
An' sing hymns 'bout what I've *done*,
When my earthly course is run;
Come right out, an' speak your piece—
Pump my hand, with elbow-grease!
An' a "hero," if I be—
While I'm HERE—say so to ME!

Copyright, 1923.



Unequaled Clearness Thru a New Magnetic Principle of Construction

Distant and local
broadcasting re-
produced without
distortion.

Customers are enthusiastic boosters—Repeat business for the Dealer at a handsome profit.

Nationally Advertised--Guaranteed Satisfactory

DEALERS—Write today for discounts and descriptive folder or send \$3.00 for a sample set.

Moss-Schury Mfg. Co., Inc. (RADIO DIVISION) 2011-2015 Franklin Street,
Detroit, U. S. A.

Manufacturers of precision electrical devices.



AT ONCE SHIPMENT OF RADIO PARTS AND SETS For Receiving and Transmitting Sets

We are in a position to make at once shipment on the following quality radio parts, at attractive prices. The quality of these products, now in their fourth year, has stood the test of time. They have been extensively advertised and sold all over the country in constantly increasing quantities:

Variable Condensers	Spark Gaps	Variocouplers
Fixed Condensers	Potentiometers	V. T. Sockets
Loose Couplers	Transmitting Keys	Universal Motors
Vernier Rheostats	Radio Cabinets	Complete Receivers
Crystal Detectors	Variometers	Small accessories

Also the new Transinductor, the latest and best tuner for Radio frequency circuits.

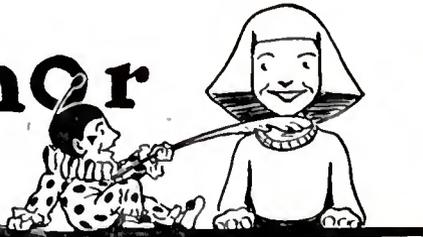
Catalog and Price List on Request

SIGNAL Electric Mfg. Co. Factory and General Offices
1924 Broadway
Menominee,
Mich.

Atlanta, Boston, Chicago, Cleveland, Minneapolis, Montreal,
New York, Pittsburgh, St. Louis, San Francisco, Toronto,
You'll find our local address in your Telephone Directory

Say you saw it in Radio Merchandising

Humor



Oh Ladio!

I called my love by Radio,
In hopes that she would hear;
I asked her if she's marry me,
And closed it, "Billy Dear."

Oh! sad is my predicament—
Indeed a sorry mess;
When I tuned in my receiving
set
I heard forty answer, "Yes!"
—Lord Jeff in Radio Digest.

Here's an Old One in a New Setting

A director of a broadcasting station was asked by a prospective user of the service what the charge was. "One hundred dollars for the first ten minutes," was the answer. "All right," said the prospect, "we'll skip the first ten minutes."

But the Waves Are Undamped

The Director of Radio, or whatever his title may be, will have his hands full controlling the waves, it is pointed out by one fiend on history, who recalls that old King Canute got into difficulties some years ago and wet his feet terribly trying to do the same thing.

The Current Raised and the Station Called

A news item announces that a quartet had the place of honor in a radio program. We suppose some one's sense of humor selected that place for four of a kind.

The Radio Fanatic Husband

He is a traveling salesman,
Home from Saturday 'till Sunday night.
"Now hurry with the dinner, dear,
I must set the radio just right."
And from seven until twelve, P. M.,
He never leaves his chair,
And then sits in till two, A. M.,
Just to see what's there.

In the morning I will find upon
The stand a nice long list
Of all the far-off stations that
my
Husband couldn't miss.
And as the next day's Sunday,
He will sleep till one, P. M.,
And then he's up and doing the
Same thing over again."
—Mrs. Paul W. Shue in Radio Digest.

My Dear, Try to Shut Us Out

A California paper refers to radio concerts that are "open to the public." We'll tell the world! There are more knot-holes in a radio broadcast than in a sand lot ball park fence.

All Broadcasting—No Attempts at Receiving

"Pa, what does broadcasting mean?" asked Clarence.
"Telling a secret to a woman, son," replied Pa.—Cincinnati Enquirer.

NON-TUNE RADIO RECTIFIERS

For Charging A and B Radio Batteries

ATTRACT AND SECURE CUSTOMERS

Because they have Exclusive Features
and Definite Selling Points



1. Of same design as NON-TUNE Railway Rectifiers operating 24 hours per day in Railway Signal Service of Trunk Line Railroads. This service demands absolute reliability.
2. Has positive, patented circuit opening device to prevent discharge of battery in case of power failure.
3. Will operate on greater variation of frequency and voltage than any other charger.
4. Takes less current to operate than any other charger.
5. Does not require close observation when charging. Contacts will not stick.
6. Well advertised.

The price is Right—Discount very liberal

GET A SAMPLE

Also Booklet 101-E showing other Leich Radio Accessories

LEICH ELECTRIC CO., Genoa, Ill.

DISTRIBUTORS—DEALERS

ATTENTION !!

ANNOUNCING

RA-FLEX MFG. & SALES CO.

202-204 W. 34th St.
New York City

Manufacturers of,
and Sales Agents for

GUARANTEED RADIO PRODUCTS

Ra-Flex Reflex Receiving Sets
Ra-Flex Radio Frequency Coils
Bel-Canto Loud Speakers

Your correspondence solicited

Philosophy

The choice of words requires the greatest faculty of the human mind—selection.—Alexander Hamilton.

The useless expenses that sap profits should be cut to the bone. There is a limit to the expense every business will warrant. But its tendency is naturally to invade the loss column. Profits will come to a harvest if you trim expense close to the balance between efficiency and economy. The branches of expense bear the fruit of profit.

The width and the depth is the only difference between a rut and a grave.

The way toward successful business is similar to the method of winning a game of chess. Keep one move ahead of the other fellow.

It is much easier to make things than to sell them. For in making materials or machinery, you deal chiefly with fixed quantities, but in selling you deal entirely with human mind which is not always the same.

Overlooking complaints of customers or treating them discourteously is a sure way of making enemies and losing trade.

Far-sightedness is a business asset of value.

Aim high, then work to attain your goal.

Slashing prices breeds suspicion on the part of the thinking public.

A thousand ideas that are not expressed are not as good as one idea that is converted into action.

The man who has the courage to spend the most money for advertising is the one who is the most successful and best known.

A good memory is a valuable asset for a salesman. Cultivate your memory so that when a customer comes into the store you will be able to recall when you last saw him.

Eighty-five per cent of the companies that fail each year never advertise.

Be thankful for your competitors, for they keep you on your toes.

The show window is the most powerful selling medium of modern business and it holds a great opportunity for those who efficiently employ it. Change your window display often.

Don't make a habit of following in the footsteps of your competitor—beat him to it.

Salesmanship is the process whereby men and women are put in possession of the things they desire.

It's a cold world, and the fellow who stops moving freezes to death.

"Business goes where it is invited and stays where it is well treated" is an old proverb.

You're In This Business for Profit!

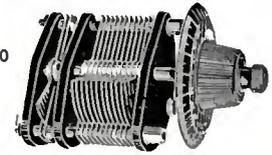
Extensively advertised—and priced to assure you a good margin of profit—Amsco Products, from the wonderful Melco-Supreme Tuned Radio-Frequency Receiver down to the smallest Binding Post, are sales leaders in stores of better dealers. Guaranteed absolutely as to mechanical perfection, accuracy and durability; Amsco Products uphold the reputation of your business.

Some of our Parts



AMSCO
Tube Socket
60c

AMSCO
Multiple Point
Inductance Switch
15 Switch Points \$1.50



AMSCO
Vernier Condensers
13 Plate\$5.50
23 Plate\$6.00
43 Plate\$6.50

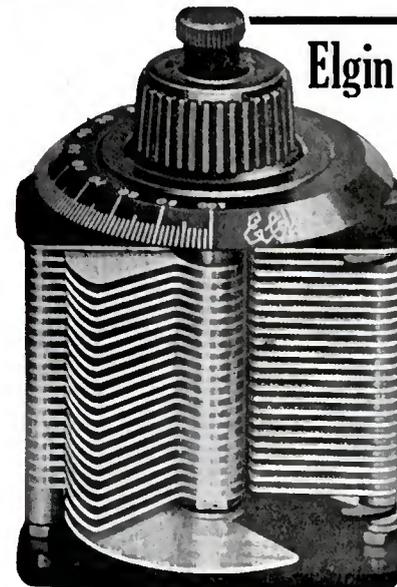
Write for our complete literature and discounts

AMSCO PRODUCTS, Inc.

BROOME & LAFAYETTE STS.,

DEPT. RM,

NEW YORK CITY



Elgin Vernier Condensers

sell and repeat because

they are very accurately made, carefully tested, beautifully finished and thoroughly guaranteed.

Every possible thing to give permanent accuracy and rigidity to the instruments has been built into them.

NOTE.—Specially designed insulated spacing strip prevents vernier turning with main rotor. Attractive discounts made to dealers and jobbers. Write us.

Size	Capacity	Plain Vernier
3 plates .000063 M.F.		\$1.75
11 plates .00025 M.F.		2.40 \$4.00
23 plates .000 M.F.		3.00 4.50
43 plates .001 M.F.		4.00 5.50
3 inch Dials 50 cents extra		

The Elgin Tool Works, Inc.
ELGIN, ILLINOIS

Say you saw it in Radio Merchandising

Recent Radio Patents

Call System for Radiotelephony: Lloyd Espenschied of Queens, N. Y., and Ralph Bown of East Orange, N. J., assignors to American Telephone and Telegraph Company. Patented August 14, 1923. No. 1,464,565.

Unidirectional Radio Receiving System: Ernst F. W. Alexanderson of Schenectady, N. Y., assignor to General Electric Company. Patented August 14, 1923. No. 1,465,108.

Radio Receiving System: Siegmund Loewe of Berlin, Germany. Patented August 14, 1923. No. 1,464,533.

Signaling System: Harold J. Vennes of New York, assignor to Western Electric Company, Inc. Patented August 14, 1923. No. 1,464,519.

Device for Eliminating Body Capacity Effects in Radio Instruments: Thomas M. Harrigan of Woodstock, Vt. Patented August 14, 1923. No. 1,464,708.

Transmitting and Receiving Apparatus for Wireless Telegraphy: George H. Clark of Brooklyn, N. Y., assignor to Radio Corporation of America. Patented July 17, 1923. No. 1,461,754.

Modulating System: Ralph V. L. Hartley of South Orange, N. J., assignor to Western Electric Company, Inc. Patented July 17, 1923. No. 1,462,038.

Switching Mechanism for Vacuum Tubes and the Like: Peter I. Wold of East Orange, N. J., assignor to Western Electric Company, Inc. Patented July 17, 1923. No. 1,462,057.

Receiving System: Henri Chireix of Paris, France. Patented July 24, 1923. No. 1,462,882.

Mounting for Stems of Crystal Detectors: Alexander N.

Pierman of Newark, N. J. Patented July 31, 1923. No. 1,463,554.

Radiotelegraph System: Earl C. Hanson and Wendell L. Carlson of Washington, D. C. Patented July 31, 1923. No. 1,463,391.

Radiotelegraph System: Wendell L. Carlson and Earl C. Hanson of Washington, D. C. Patented July 31, 1923. No. 1,463,386.

Sound Reproducing Instrument: Egbert A. Reynolds of Yonkers, N. Y., and De Elbert A. Reynolds of West Hoboken, N. J., assignors by mesne assignments to Audiphone Company of America, New York. Patented July 31, 1923. No. 1,463,372.

Signaling: Harold W. Nichols of Maplewood, N. J., assignor to Western Electric Company, Inc. Patented July 31, 1923. No. 1,463,433.

Vacuum Tube Apparatus: Harold W. Nichols of Maplewood, N. J., assignor to Western Electric Company, Inc. Patented July 31, 1923. No. 1,463,432.

Antenna System: William T. Booth of East Orange, N. J., and Walter A. Boyd of Brooklyn, N. Y., assignors to Western Electric Company, Inc. Patented August 7, 1923. No. 1,464,168.

Radio Receiving Method and Apparatus: Frederick A. Kolster of Washington, D. C., assignor of one-third to Cornelius D. Ehret of Philadelphia, Pa. Patented August 7, 1923. No. 1,464,322.

System for the Transmission and Reception of Radiant Energy: John Hays Hammond, Jr., of Gloucester, Mass. Patented August 7, 1923. No. 1,463,994.



"Since the Dawn

of intelligence the advancement of civilization has been hand in hand with the improvements in methods of communication until today the world may be considered to be one vast family. This is especially true in relation to the United States and Canada, where the art of conveying the human voice from point to point has been developed to a very high degree."

From "The Story of Service"

Your home life and the unity of the family demand that "touch" with the outer world which Radio alone can supply. Satisfaction should be your demand in the purchase of Radio equipment. "SERVICE" Type 212 Radio Receiver will give satisfaction. When you operate the set you instinctively "feel" the great distances over which you may bring desired programmes to your home.

Ask Your Dealer to write us

This is a TELEFORCE product

SERVICE RADIO COMPANY

4727 Montgomery Ave., Dept. C
CINCINATI, O.

DEALERS DISPLAY BOX . .

Silent Salesman
Neat-Compact-
Business Getter!!

Complete Assortment
Suitable for Use With
Any Tube or Circuit

Circular upon request

DAVEN RADIO COMPANY

144 Bleeker Street

Newark, N. J.



Retailer May Carry 32 Kinds of Insurance



How many kinds of insurance is the retail merchant interested? How many kinds of insurance are there of interest to the retail merchant?

The answers to these two questions are not the same.

To the first the most frequent answer is: fire, plate glass, liability, compensation and possibly life insurance, five kinds.

As a matter of fact, however, according to the National Retail Dry Goods Assoc'ation, there are no fewer than thirty-two kinds of insurance available to and affecting the interests of the retailer, whether he has happened to be interested in them heretofore or not.

They are:

1, fire, building, fixtures and stock; 2, rent; 3, use and occupancy, net profits; 4, use and occupancy, boiler explosion; 5, use and occupancy, elevator stoppage; 6, profits; 7, tornado; 8, marine; 9, explosion; 10, hail; 11, water damage; 12, sprinkler leakage; 13, riot; 14, leasehold interest; 15, steam boiler; 16, plate glass; 17, parcel post; 18, automobile fire; 19, automobile liability; 20, auto property damage; 21, teams property damage; 22, general liability; 23, elevator liability; 24, safe burglary; 25, merchandise burglary; 26, office robbery; 27, messenger robbery; 28, check alteration; 29, fur storage theft; 30, fidelity bonds; 31, compensation; 32, transit.

The association has recently sent out an insurance questionnaire to all the controllers numbered in its membership. The purpose is to find ways and

means through the interchange of information and experience, to lower the costs of insurance and to guard against the losses against the possibility of which insurance has to be carried or ought to be carried.

The insurance companies themselves, through the medium of rating bureaus and other organizations for the exchange of information, have been able to reduce underwriting to more of a scientific problem and less of unsupported personal judgment.

A. N. Fraser, of the Boggs & Buhl store, Pittsburgh, is in charge of the questionnaire, from the results of which, together with information furnished by the insurance companies, a report will be compiled.

These are the questions:

1.—What different kinds of insurance do you carry?

2.—What classes of underwriters do you patronize? Stock companies, Lloyds organizations, mutuals, reciprocals.

3.—Is the insurance rate on your plant established by a uniform schedule or is a "judgment" rate made by some member or members of your local fire insurance organization or association?

4.—What have you been able to do in the way of lowering your fire insurance rate?

5.—Have you had any experience with non-board or rate-cutting fire insurance companies?

6.—Are you a member of any reciprocal association?

(a) If so, please give names; (b) has your experience been satisfactory or unsatisfactory? (c) please state why; (d) would you likely be interested in in-



At Last 100% Make Your Store Radio Headquarters

The Michigan Midget is doing it for radio dealers all over the country. There never has been a buy in Radio equal to the Michigan "Midget" at \$27.00—it is within the reach of every pocket and this Xmas you'll find you'll never be able to fill the demand.

Its long distance reception
Its selectiveness
Its ease of adjustment
Its sharpness of tuning
Its wave length up to 600 meters
Its portability (weighs only 6 lbs.)
Its operation with all types of tubes
Its appearance—14½" long, 9½" wide and 7¾" high.

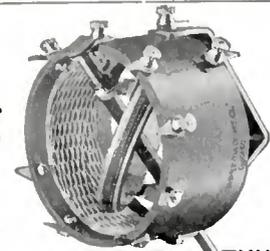
Write us today for full description and discounts

Also information on our full line, including Michigan Senior and Junior receiving set, two stage Amplifier, exclusive line of condensers, Variocouplers, Variometers, Rheostats, etc. Every instrument fully guaranteed. When you send for circular, give the name of your favorite radio dealer. If your dealer cannot supply, remit direct and give us his name and address.

MICHIGAN RADIO CORPORATION

GRAND RAPIDS, MICH.

The B-T Universal Tuning Unit



Makes New Customers and Holds
the Old Ones

B-T. VERNIER TUNER

Every radio fan knows that the last word has not been said in Radio. He is ever eager to experiment and try new circuits. No other tuner permits of so many hook-ups as the B-T Universal Tuner. That is one of its greatest appeals to radio fans.

It replaces coils in Reinartz, Ultra Audion and other circuits—gives remarkable results in radio frequency and Reflex circuits. Photo diagrams furnished.

The B-T plate condensers—air core transformers—variable condensers (½ to 8 MF) are good sellers also. We shall be pleased to have you write for illustrated folder and price list—giving the name of your jobber.

BREMER-TULLY MFG. CO.,

530 S. CANAL ST.
CHICAGO, ILL.

171 SECOND ST.
SAN FRANCISCO, CALIF.

sure your casualty business in one or more of the established reciprocals, provided a saving of approximately 30 per cent under conference rates could be reasonably assured you? (e) would you be interested in establishing a new office for handling your casualty business in such a way as to maintain absolute control of the organization and so permit the use of underwriters' agreements more favorable than those now used by reciprocal casualty exchanges?

7.—Is your plant sprinklered? Is your plant of fireproof construction? Is your plant of mill or so-called "slow-burning" construction? Is your plant of joisted or so-called "quick-burning" construction? (either open, joisted or sheathed with plaster).

8.—Do you have a store organization for fire prevention or control? If so, please describe it briefly.

9.—Has your plant been appraised by a responsible disinterested concern since the recent rapid advance in building costs? (a) If not, have you made any intelligent effort to re-establish a sound basis for your co-insurance clause?

10.—Have you ever worked out a schedule for estimating the amount of use and occupancy insurance required under your form? If so, will you please send us a copy of your form and schedule?

11.—Is there any kind of insurance the principle of which

is not clear to you which you would like to have explained? Are there any clauses in your insurance policies the meaning of which is not fully understood by you? For instance, the co-insurance clause is an ever present source of danger if not properly understood. To illustrate: "A" has fixtures which to replace would cost \$100,000, but for any one of many reasons, such as sub-divided areas, making a total loss improbable or depreciation reserve, the insurance carried is only \$50,000 under policies containing a 90 per cent co-insurance clause. A loss of \$30,000 occurs. The adjusters find that replacement value is \$100,000, depreciation 10 per cent, or \$10,000, leaving actual value at \$90,000. Ninety per cent of \$90,000 gives \$81,000 as the required amount of insurance to carry in order to eliminate any possible penalty because of the above clause. Inasmuch as "A" only had \$50,000 insurance, he could collect only 50,000/\$1,000 of \$30,000 loss, or about \$18,500.

12.—What is your policy concerning the distribution of insurance among the agents in your city who are patrons of your store? (a) Do you place the entire line with one general agent to whom the others must pay the usual brokerage? (b) or do you place the line yourself among the various agents as "direct" business?

13.—What forms of insurance with which you are familiar do you not carry, and why?

14.—What has been your experience with the transit policy originated by the controllers' congress in 1921? If you do not carry it, please state why not.

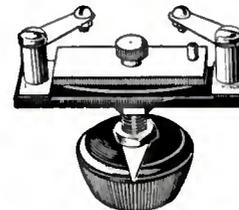


The thousands of users of C R L Grid Leaks will be interested in the newest C R L product—a potentiometer in which the patented features found in the Grid Leak have been incorporated.

Just the Instrument You Are Looking For

A new type of potentiometer with adjustable resistance without steps to secure the finest gradations. It is absolutely non-inductive and does not choke back the radio waves as do the resistors of the wire-wound type.

Every instrument is tested and guaranteed
No. 110 (400 ohms max.) .. \$1.75
No. 111 (2000 ohms max.) .. 2.00



C R L Grid Leak

Adjustable without steps and has replaced thousands of the uncertain grid leaks of the pencil-mark type.

No. 106 (without condenser) \$1.50

No. 107 (with grid condenser) 1.85

Central Radio Laboratories

299 16TH STREET
MILWAUKEE WISCONSIN

The Condenser Sensation of Modern Radio



Through the accuracy and dependability of Freshman Condensers, hookups and circuits have been perfected which have completely revolutionized the art of Radio Reception.

These little Storers of energy and rectifiers of Radio Current are the very heart of a well-built radio set.

Capacity	Each	Capacity	Each
.0001\$.35	.0025\$.50
.0001535	.00360
.000235	.003570
.0002535	.00475
.000335	.00575
.0003535	.00675
.000535	.007 1.00
.000640	.008 1.00
.000840	.01 1.00
.00140	.015 1.50
.001540	.02 1.75
.00240	.025 2.50

The FRESHMAN is so designed that constant equal pressure is exerted on the condenser plates over the entire area. They are the only condensers that do this and therefore the only condensers that avoid noises, which are due to variable pressure on the plates.

Our fall advertising campaign has already started. Newspapers throughout the country, publishing radio pages, are being used consistently—thereby creating the local demand which interests you most.

DEALERS: Discount 33 1-3 per cent on orders of \$15 net. We pay delivery charges. Write for literature illustrating and describing all our products.

Chas. Freshman Co. Inc.
Radio Condenser Products

106 Seventh Ave., New York

GOING TO BUILD A RADIO SET?
Sure You Are!
THEN USE
EBY
BINDING POSTS
They'll Give Your Set a Classy Look

YES!
I'll Look Good in
Your Window.
An Assortment of
EBY POSTS
For a Few Dollars
Immediate Deliveries
The H. H. EBY
MFG. CO.
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EBY WE **EBY** BINDING
TRIAL ORDER PACKAGE HAVE POSTS
YES! HAVE YOU BOUGHT YOURS YET?

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Write for full particulars and dealer's proposition

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TRADE MARK
PERFECTONE \$6
Radio Head Phones

The Popular Price
Makes It a Big Seller

Advertised in SATURDAY EVENING POST to assure demand. **GLOBE** QUALITY to assure repeat sales. Jobbers! Write us.

Radio Switches
Double pole, double throw or single pole double throw, two gang.
In snappy counter display cartons of dozen.

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A Five Year Guarantee
GOES WITH EVERY
**ARTHUR PUDLIN VARIABLE
HIGH RESISTANCE LEAK**
Can Be Used for Panel Mountings

Endorsed by
Leading Engineers of the Country
We will at any time within a period of 5 years replace free of charge any Arthur Pudlin Variable High Resistance Leak that does not work satisfactorily.
This leak is guaranteed to give a resistance from 1-10 to 5 megohms.



COMPLETE WITH BASE
Price with .00025 Mica Condenser **\$1.00**
Price without Condenser **75c**

If your dealer does not carry them, send purchase price and dealer's name to

Arthur Pudlin Engineering Co.
Dept. R.M., 110 West 40th St., New York
We also manufacture Tubular Glass Grid Leaks in all Megohms, 25 cents

**P
A
L**



PAL Knocked Down Series

Unfinished Select Birch that will take a Mahogany or Walnut Finish—The covers are spinned and Nickelplated hinges furnished. The bottoms of pine.

Model	Panel Size	Inside Depth	List Price
P61	6x7	7	2.00
P62	6x10 1/2	7	2.35
P63	6x14	7	2.65
P64	6x18	7	3.00
P65	6x21	7	3.25
P66	6x24	7	3.50
P73	7x14	7	3.00
P74	7x18	7	3.40
P75	7x21	7	3.75
P76	7x24	7	4.10

For other sizes prices given on application—Discounts on one doz. or more.

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METALECTRIC
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An all-metal quality instrument for every type of small work.
"Guaranteed"



One quarter actual size
\$5.50

Unbreakable construction — Efficient operation—Works on any Electric circuit.

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YELLOWTIP
MICROMETER ADJUSTING
CRYSTAL DETECTOR
THE ALL PURPOSE DETECTOR FOR GREATER PROFITS

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Dealers and Jobbers write for attractive proposition.

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No. 18 Multi Plug for Jacks. List \$2.00.
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One to four Always in series without any extra loops or parts of any kind.

Patent Pending

Nothing Else Like Ajax Multi Plugs and Connectors.
AJAX—B.P.B.S Insulated Top. For one or two Terminals, any kind.
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B-Metal
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Radio Crystal
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They Stand the Hardest Tests



Price \$2.50

Ask for Bulletin No. 31

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Reflex Detector

Westphal's FLEXIBLE Spaghetti

WESTPHAL'S SPAGHETTI

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10,000 feet lots, per ft. 1½ cts.
5,000 feet lots, per ft. 1¾ cts.
1,000 feet lots, per ft. 2 cts.
500 feet lots, per ft. 2½ cts.
Less than 500 ft., per ft. 3 cts.

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These facts—

Cincinnati Batteries last longer without the addition of distilled water—
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—plates will not buckle.

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"IDEAL" Rheostat
6 ohm.
\$17.50 pr. 100

"IDEAL" Rheostat
30 ohm.
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"IDEAL" Potentiometer
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Complete with dial & knob packed individually in attractive boxes

Ask for our Rheostats and Potentiometers "Marvel" and "5 Star" brand—made in composition and bakelite bases.

We also manufacture "Test clips," out and inside aerials, Cat whiskers, etc.

Write for catalogue at once.

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RADIO PEE-WEE CLIP

5 cents
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2/3 actual
size

Nickel Plated Screw Connection—No Solder
Required—Jaw Spread 2 3 inch

For Use as a Quick and Ready Means of Radio Hook Up
Free Sample—Use Company Letter Head or State Your Position

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"Professional" \$7.65 "Dependable" \$5.00

Positively the only headsets on the market sold with a lifetime guarantee that covers every detail of materials and workmanship excepting only cords and shells which cannot be guaranteed against breakage if dropped. Absolutely no charge AT ANY TIME for repairs, replacements or remagnetizing. The head sets to buy and to sell.

See! Hear! These

TRIMM LOUD TALKERS

All fitted with Special TRIMM Jumbo size loud talker unit.

ACOUSTICOLA ... \$10.00 ACOUSTICOLA ... \$22.50
Phonograph Attachment ... with composition horn.....
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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.

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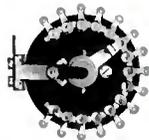
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CHICAGO, ILL.

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POSITIVE CONTACT EACH POINT \$2.00 LIST
1-15 indicator on dial. Pigtail connection eliminates friction contact. Soldered terminal and contact one piece. Only one hole to drill in panel.

Makes an immediate appeal to all radio fans and is a quick seller.



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Catalog and discounts of
complete line new Carter
improved radio products
on request.

Carter Radio Co.
1801 REPUBLIC BUILDING
CHICAGO

Say you saw it in Radio Merchandising

A COMPLETE LOUD SPEAKER FOR \$9.50



Thousands of
Radio Fans are
waiting for this
Speaker.

Heavy metal
horn, 21" high,
11" bell, com-
plete with spe-
cial loud speak-
ing unit and 5
ft. cord.

Colors: Plain
Black or Brown,
also special Al-
ligator grain in
Black and
Green or Black
and Yellow.

Price of horn only without loud speaking
unit\$5.50

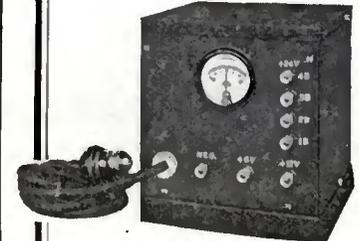
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HANDY CHARGER



Charges Them All

A Battery Charger that employs no con-
tacts that stick and give trouble, no
liquids nor bulbs—yet charges 6 volt
batteries at 5 to 7 amperes and also
charges 12 volt batteries and from 1 to
4 "B" batteries at a time. Beautiful
metal case—panel with convenient ter-
minals for each size battery and
Weston Ammeter.

List \$18.00

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OF ST. LOUIS
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for his prompt, legal protec-
tion and the development of
his proposition.

Send sketch, or model and de-
scription, for advice as to cost,
search through prior United
States patents, etc. Prelimi-
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without charge.

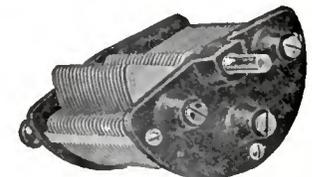
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enable me to accurately ad-
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Most Complete Line
Manufactured

Highest Grade Workman-
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Represented From

COAST TO COAST

Write for Circular and Name
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**THE HARTFORD
INSTRUMENT CO.**

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Say you saw it in Radio Merchandising

**"Read'em"
Binding Posts**

ANT FONES
GND FONES
A Bat A Bat
B Bat 22 Volts 45 Volts

The Marshall-Gerken Co. Toledo, O.

Handsome display card free
to dealers

Dealers Wanted

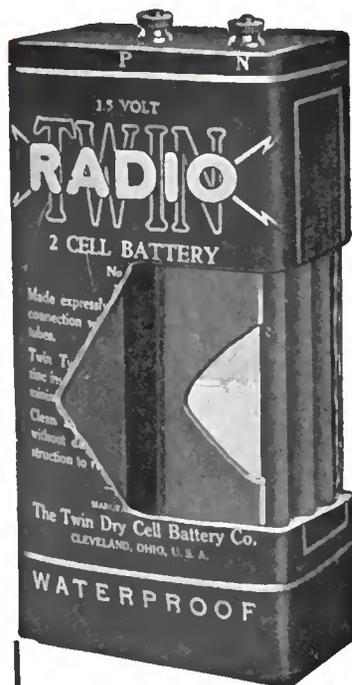
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If you're a live dealer you should sell "Read 'ems."

Write now for liberal discount proposition.

The Marshall-Gerken Co.

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You've Been Expecting

A dry cell you could recommend to have

1. LONGER LIFE
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HERE IT IS!

All ingredients are placed inside of a waterproof container. The zinc element being used in strips allows chemical action on both sides (similar to a storage battery). This greater working surface and fuller use of materials insures complete exhaustion—resulting in long life and continued steady voltage.

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"Facts About Twins"

THE TWIN DRY CELL BATTERY CO.
CLEVELAND, OHIO

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Amplification Perfection—

PURE TONE QUALITY
with MAXIMUM VOLUME

in the judgment of profession-
al radio engineers, centers in



Price \$7

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AUDIO TRANSFORMER

Designed for use with all standard tubes, and in any or all stages. It is standard also for the best Neutrodyne and Reflex circuits.

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audibility in a flat-top distortionless curve.

American Transformer Company

*Designers and builders of radio
transformers for over 22 years.*

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THE HAND OF DISTANCE

'TRI-COIL'

THE Radio-frequency Transformer With the Compensating Coil



- 1—Attractive.
- 2—Covers all wave lengths.
- 3—Sharp amplification without distortion.
- 4—Long distance reception.
- 5—Ideal for Reflex and all standard R. F. circuits.

Type-A—For U. V. 201-A Tubes

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W. D.-12 Tubes

2.00
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Radio Apparatus Division of

BROOKLYN METAL STAMPING CO.

720-728 ATLANTIC AVE.

BROOKLYN, N. Y.

Kennedy Radio Sets— In Furniture Models

These additions make the
Kennedy line very complete
and enable the Kennedy
dealer to please every pro-
spective purchaser.

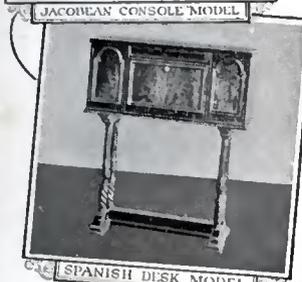
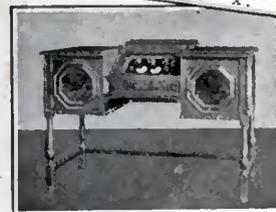
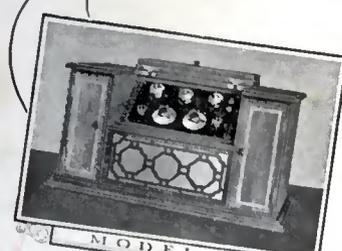
The receiver in each of these new models is a new achievement of the Kennedy Engineering Staff, combining the well-known selectivity and long distance reception of Kennedy sets with extreme simplicity of operation. Only two dials are used—one for "tuning in," the other to control sound volume.

These models are complete and self-contained. They operate on dry-battery tubes for which internal space is provided, although all new type tubes—including storage battery type—may be used. Two stages of audio amplification. Built-in loud speaker with unusually clear and distortionless qualities of reproduction. Highly polished Formica control panels. Gold-plated metal trimmings on radio panel—including dials. Respond to all broadcasting wave-lengths. Each, complete with three dry-battery tubes, all dry batteries and Kennedy 3000-ohm phones with plug for individual reception.

Model X— Beautiful hand-rubbed Mahogany cabinet with inlay of Sain Wood and Ebony. Retail Price, complete\$285.00

Jacobean Console Model— Built of American Walnut with artistically matched panelling. Exemplifies late Jacobean design. Retail Price, complete, \$775.00

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All Kennedy receiving sets are regenerative—licensed under Armstrong U. S. Patent No. 1,113,149.

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SAINT LOUIS SAN FRANCISCO

KENNEDY





THE public knows the C-H trade mark means satisfaction guaranteed. Point it out to your customers—it builds confidence in your entire stock of radio equipment.

Let the Mark of the Master Builder Increase Your Profits

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THE CUTLER-HAMMER MFG. CO.

Member Radio Section, Associated Manufacturers of Electrical Supplies
Milwaukee, Wisconsin

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