

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

NEW YORK

What About A. C. Tubes and the Electrified Set?

Will Recent Developments Seriously Upset the Trend of
the Trade?

"Dirty Play" and the Radio Game

A Radio Merchant Talks Facts About Methods Em-
ployed in Wrecking the Market

Broadcast Advertising Helps the Merchant

Facts and Figures About One of the Leading Broadcasts
Prove the Case

Television Arrives

Story of the First Successful Demonstration of "Seeing"
by Radio

ALSO

The Radio Merchant's Calendar—Show Card Lettering, Sixth Installment
—Editorial Ramblings—Voice of the Trade and Much Other Pertinent
Material.

APRIL

1927

Central States Edition

Keep Radio Profits Up by pushing Balkite— The year round line

The New Balkite Trickle and High-Rate Charger



MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 ampere. Special model for 25-40 cycles. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)

Balkite Trickle Charger

MODEL K. For those who require a charger of limited capacity only. Can be left on continuous or trickle charge thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. Charging rate about .5 ampere. Over 350,000 in use. Price \$10. West of Rockies \$10.50. (In Canada \$15.)



Three New Balkite "B"s

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. Balkite "B"-W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B"-X (illustrated), for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B"-Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69. (In Canada "B"-W \$39; "B"-X \$59.50; "B"-Y \$96.)

Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on the set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50. (In Canada \$83.)



All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Also 25-40 cycle model for the Balkite Charger and Balkite "B"-W.

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

FANSTEEL Balkite Radio Power Units

The Balkite Line of Electrolytic Devices is Protected by
Edgar W. Engle U. S. Reissue Pat. No. 16,438. Dated Oct. 12, 1926

RADIO MERCHANDISING, published monthly by Merchandising
Magazines, Inc., 339 West 39th Street, New York, N. Y. Volume 6,
No. 4. Price 5 cents per copy, by subscription \$1 for two years.

“Birds of a Feather Flock Together”

“Like seeks like” and “a man is known by the company he keeps” are truthful old adages that merchants could bear in mind with profit to themselves.

When a jobber is notable for the prominence of the manufacturers he is privileged to represent, it's a pretty good sign of his trustworthy qualities.

Ever notice the brands in our catalog—such as these:

Majestic Weston King Farrand Balkite
Cunningham Eveready Stewart Crosley
Bremer-Tully General Radio Hammarlund



WAKEM & McLAUGHLIN, Inc.
225 East Illinois Street Chicago, Illinois



Make These Big Buildings Your Warehouse

Now with the summer months coming on, you'll perhaps feel it prudent not to carry too heavy a stock of radio apparatus on your shelves.

And why should you? That's what we're here for—to be your stock department—to carry, at your call, everything you need in radio—and give it to you in a jiffy.

Try out this service of ours. You'll find we ship so fast it's just like having huge stock right at your finger tips all the time.

Have You Our Catalog R-1009?

WAKEM & McLAUGHLIN, Inc.

225 East Illinois Street

Chicago, Illinois

A Vast Plant with Super Facilities at Your Call

After all, everything depends upon your jobber connection. So, take a look at the picture below and you'll realize that our dealers enjoy the advantage of jobber facilities that afford a service few can equal.

That such facilities are much desired is proved by the constantly increasing number of radio dealers who concentrate all their buying here. They know our stocks are large, trustworthy and of high quality. And they know, too, that no one but a dealer can buy here.

We can render you a service you'll find mighty satisfactory. The best way to make us prove it is with a trial order. Do it. You'll be surprised!



WAKEM & McLAUGHLIN, Inc.

225 East Illinois Street

Chicago, Illinois



Now YOU Put Us to the Test

For months and months, now, we've been telling you, through these pages, a lot of things about ourselves, aimed to cause you to test us out.

A great many of you have tried us, and—if we can judge by your constancy—have found us equal to everything you require in the way of service. Still, there are some who have not yet "tasted" our offerings.

To them we say: this is a one-policy house. Every dealer gets the same fair, generous treatment. Every one gets the same liberal discounts. That's the practice that's made us successful—that's the practice that eventually will turn you, too, in our direction.

WAKEM & McLAUGHLIN, Inc.

225 East Illinois Street

Chicago, Illinois

RADIO

Merchandising

THE MAGAZINE OF THE RADIO TRADE

Registered U. S. Pat. Office

WILLARD C. HOWE, Editor and Manager
WILLIAM L. DUDLEY, Advertising Manager

5c a copy

APRIL, 1927

\$1.00 for 2 years

CONTENTS

	Page
What About A. C. Tubes and the Electrified Set?.....	3
<i>(A discussion of one of the latest "Revolutionary" Developments that may not be so revolutionary after all.)</i>	
"Dirty Play" and the Radio Game.....	9
<i>(A Boston Radio Merchant takes a wicked whack at some radio customs and suggests a remedy.)</i>	
Broadcast Advertising Helps the Radio Merchant.....	15
<i>(Actual results of Balkite Hour demonstrate that intelligently managed broadcast publicity sells goods for the enterprising retailer.)</i>	
Television Arrives.....	19
<i>(It is now possible to "See" long distances by wire or radio. What next?)</i>	
Show Card Lettering Made as Easy as Writing.....	26
The Radio Merchant's Calendar.....	30
<i>(Many practical suggestions for speeding sales during May)</i>	
Editorial Ramblings.....	34
<i>(Current comment on topics of interest to those who buy and sell radio equipment.)</i>	
The Voice of the Trade.....	36
<i>(A new Department in which radio people have their say. Don't miss it!)</i>	
There's Real Value in Jobber-Dealer Meetings.....	42
<i>(Paul B. Lanus, leading Western Jobber, tells why it pays for the Merchandisers to get together frequently.)</i>	
Activities in the Jobbing Trade.....	43
Tests in the RADIO MERCHANDISING LABORATORY.....	47
<i>(Results of recent inspections of a number of radio items.)</i>	

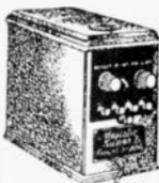
Published on the 15th of each month by Merchandising Magazines, Inc., 239 W. 39th Street, New York. Willard C. Howe, President; David Magowan, Vice President-Treasurer; DuBois Beale, Secretary.

"My set is all right, but....."

my "B" Batteries are just about gone!"

How often have you had to embarrass yourself by explaining that run-down "B" Batteries and not your radio set were the cause of all those reception "noises"—or worse, no reception at all?

Put an end to such "embarrassing moments." Do away with the annoyance and expense of constantly replacing wasteful "B" Batteries. Go to your nearest dealer and ask for a Majestic "B" Current Supply Unit to try on your set. Then, your "B" power troubles are over. You will have permanent, "full strength" "B" current direct from your light socket every time you turn on your set.



Majestic "B" Current Supply

The best "B" Unit regardless of price

Majestic Standard-B

Capacity Nine 201-A tubes or equivalent. 45 milliamperes at 135 volts.

\$26.50

West of Rocky Mts., \$29.00

Raytheon Tube \$6.00 extra

Majestic Super-B
Capacity 1 to 12 tubes, including the use of power tubes. 45 mls. at 150 volts.

\$29.00

(as illustrated)

West of Rocky Mts. \$31.50
Raytheon Tube \$6.00 extra

Majestic Master-B

Positive control of all output voltage taps. For sets having high current draw or heavy biasing batteries. 60 mls. at 150 volts.

\$31.50

West of Rocky Mts. \$34.00
Raytheon Tube \$6.00 extra

[CAN BE PURCHASED ON DEFERRED PAYMENTS]

No acids or liquids. No hum. Uses Raytheon tube. No filament to burn out. G.-G.-H. double sealed moisture proof condenser possibly prevent breakdown the cause of 95% of B eliminator troubles.

ORIGSBY ~ GRUNOW ~ HINDS ~ CO.
4554 ARMITAGE AVE. CHICAGO-ILL.

Majestic "B" is best

4554



What About A. C. Tubes and the Electrified Set?

*Will They Help or Hurt the Business
of the Radio Merchant?*

By WILLARD C. HOWE

THE radio situation in the vicinity of New York was turned upside down recently by publication in one of the Metropolitan newspapers of an article containing a mixture of facts and misinformation about the alternating-current tube on which the General Electric Laboratory at Schenectady has been experimenting for two or three years.

Among the statements contained in that article was one to the general effect that this tube—designated the UX-225—would revolutionize the radio business by eliminating all batteries, eliminators, chargers, etc.

As a story, judged by newspaper standards, the report was a work of art, but it was premature, extremely annoying to R. C. A. and Cunningham, and altogether misleading as applied to the particular tube mentioned, which is designed solely to eliminate the A battery, having no relation, whatever, to the B-current supply.

There is no question, however, that the premature publication of such facts as were contained in the article had its beneficial side, from the standpoint of the radio industry. For one thing, it served to put a number of set manufacturers on their guard, to awaken them to the possible dangers of disregarding the activities of the

most powerful factors in the business who are also the holders of most of the important patents.

It seems rather important, however, to sift the facts from the fiction and to set down here some tangible information which may be helpful to every radio merchant who is called on to answer questions regarding light-socket operation. There is no doubt that the public is intensely interested in the subject, nor is there any possible way of dodging the issue, since electrified sets have been on the market and an increasing number of them will appear during the coming season.

Getting at the Facts

First we may as well have a look at the facts, as related to the UX-225: As far as my information goes, this tube has been under experimentation for something like three years in the Schenectady laboratory. It is based on the principle of utilizing a large removable and replaceable heating element in lieu of the ordinary type of filament. It differs from the conventional type of tube chiefly in that it is designed to use alternating current for heating the cathode. It has no bearing, whatever, on B batteries or B eliminators, but in use would eliminate the A battery or the A battery substitute of the types now on the market.

As the result of publication of the article already referred to, David Sarnoff, general manager of R. C. A., issued a peculiarly worded statement, as follows:

"The research Laboratories of the General Electric Company and the Westinghouse Electric & Manufacturing Company, working in co-operation with the Radio Corporation of America, have been engaged for some time in the development of various types of vacuum tubes in which the current ordinarily supplied by 'A' batteries is obtained from the electric light mains through a small step-down transformer. Research work on this problem is still proceeding, and, although the laboratories have developed several types of so called 'A. C. Tubes,' there are a number of practical problems to be solved in the application of such tubes to radio broadcast receivers before the production stage can be reached. Among such problems is the elimination of so called 'A. C. hum' in high-quality broadcast receivers where the loudspeaker response goes deep into the base and below 200 cycles.

"The statement in this morning's press, although, I am certain, unintentionally so, is nevertheless misleading in some respects. For example, the A. C. tube when available will only eliminate the necessity for an 'A' battery. So far as the 'B' plate supply or the 'B' battery is concerned, it will be necessary, as in the past, to continue to use either a 'B' battery or a 'B' Battery Eliminator; nor will the A. C. tube function properly in existing types of broadcast receivers unless the internals of the receiver itself are redesigned. So far as concerns the final result to the human ear, there is no

reason to expect a different result from a tube which is energized by alternating current than is provided by present-day broadcast receivers using standard types of vacuum tubes.

"The Radio Corporation of America is continuing to produce and market its present types of standard tubes and receiving sets and knows of no reason why anyone should hesitate to purchase any of the standard tubes or receiving sets now on the market.

"Let me be emphatic in the statement that these tubes will not render obsolete radio broadcast receivers employing the present types of vacuum tubes and present methods of securing A. C. operation, of which there are many; neither do they dispense with all batteries. They merely do away with the necessity for an 'A' battery."

The Cunningham Version

The Cunningham organization followed this with an advertisement which appeared in the New York newspapers the same week, which said:

"Type CX-325, our equivalent of UX-225, has been in an experimental and development stage for nearly two years. Its output and capabilities are similar to those of our well-known type CX-301A. In CX-325 we are attempting to replace the filament with a cathode heated directly by house A. C. supplied through a step-down transformer. When and if successful, this tube would eliminate the A battery, substituting raw A. C. It will not eliminate the B and C batteries, or B eliminators. This tube has not yet reached a commercial stage. It is difficult to manufacture and would have to sell at a price from \$6.00 to \$9.00 each. It is our opinion that the practical difficulties connected with the manufacture of CX-325 will prevent it ever being commercialized. If perfected, it could not by any stretch of the imagination be called a revolutionary development. CX-325 could not be used in present equipment without substantial wiring changes, and then would not improve reception, but merely eliminate the A battery."

Other A. C. Tubes

These statements are doubly interesting, as much for what they omit as for what they say. They confirm, definitely, the fact that the A. C. tube recently reached the point where it received a commercial designation. They omit the fact that specimen tubes have been supplied to set manufacturers for consideration. They raise the probability, over and above all other suggestions, that the UX-225 is *not* the tube which will serve as the basis of the electrified Radiola line when that line makes its appearance. We may safely infer, from facts at hand, that there are other tubes in prospect, the secrets of which have been better guarded.

Meanwhile, despite the fact that both R. C. A. and Cunningham are so skeptical about the possibilities of such a tube, the McCullough A. C. tube is on the market,

as it has been for two years; the Sovereign and Van Horne tubes are formally announced; Kenrad is expected to announce its A. C. number in the near future and others are expected any day. So it appears that although the sales departments of the R. C. A. and Cunningham organizations are skeptical, there are plenty of other tube producers who believe the A. C. tube is going to be a real factor and are ready to make and sell them.

This type of tube, however, does not accomplish the complete light-socket powerizing of the set which has provided so much basis for conversation. It disposes of the A battery, and B power remains as necessary as before.

A newer tube which will accomplish the complete elimination of all batteries is quite another matter. One such tube is now ready for the market. Its full name and specifications can not be given thus far, but it will make probably its initial appearance in the new Freed-Eisemann line of receivers which are to be shown about the time this issue of RADIO MERCHANDISING is being mailed.

This tube, of the gas filled type, is a rectifier which, in connection with a filter and necessary transformers, takes alternating current from the 110-volt line, converts it into direct current, smooths out the ripples and delivers the high voltages required for the plate circuits as well as the low voltage required for operation of the ordinary detector, amplifier and power tubes.

While the operation of this tube is yet to be tested on a commercial basis, those who are acquainted with it are entirely confident that its operation will prove altogether satisfactory and that the sets using it will perform to the entire satisfaction of their users.

So, regardless of the R. C. A. and Cunningham statements, it is obvious that complete light-socket operation has come to stay.

This being true, the next question is: What does it mean to the radio trade as a whole, and, particularly, to what extent is it going to hurt the retail end of the business by curtailing sales of accessories?

Here, perhaps, is a clue: The same evening the UX-225 story appeared in a New York newspaper, I was sitting at home in the Long Island village where I live listening to a radio concert, received on a standard set deriving its power from an Exide storage battery and some Eveready B batteries, when the lights went out. Candles were lighted and exactly one hour passed before the current came on again; but the radio continued to

function. Had my set been one of the completely "electrified" type, obviously it would have gone out with the lights.

A Device for the Cities

Now, the important point is simply this: For those misguided souls who live in New York and Chicago and other big cities—who live in such centres through choice—the light-socket set will be a fine thing. Such places have highly dependable central station service, seldom are troubled with breakdowns, and the apartment dwellers, who are generally the laziest people in the world, as far as physical exertion is concerned, can be relieved of the annoyance of charging storage batteries, occasionally replacing B batteries, etc.

But for the millions of us who have to depend on small and more or less erratic central station companies for our alternating current, in communities where the power is apt to go off or be shut off at any hour any day, light-socket operation is not so attractive a prospect. It does not offer any improvement of any sort in *quality* of reception. Its only advantage is one of convenience, which, in our case, is very apt to turn too readily into inconvenience.

Bear in mind that our troubles with light-socket devices are not limited to those occasions when the current fails. Other occasions are far more numerous when the voltage drops to a point where it will not assure satisfactory operation of any device unless designed to stand up under heavy variation.

Batteries Are Better

On the other hand, the factor of trouble with batteries has shown steady decline. Manufacturers of acid-type storage batteries have developed improvements in plate and separator design which have rendered the standard batteries of today about as dependable as any device can be. In the dry-battery field, likewise, research has developed a long-lived product of most dependable character. And in both cases the cost to the consumer has come steadily down in proportion to the life and service delivered.

The ideal radio power unit, seemingly, would be one that would operate direct from the light socket, but with batteries floating on both filament and plate circuits to provide reserve current for emergencies. Such an arrangement would be both complicated and costly, however, and is not likely to prove practical in the near future.

The situation we are facing, therefore, is a choice between battery operation or eliminator operation on the one hand and direct light-socket operation on the other.

Broadening Radio's Appeal

Assuming that the equipment is correctly designed, it seems probable that there will be ample field for both types, increased sale for both. The battery-less receiver will have its distinct and principal appeal in the big cities where conditions are most favorable for its use. The ordinary set will go steadily forward elsewhere, with manufacturers of batteries devoting increased energy to telling the public how dependable present-day batteries are, as compared with the products of five and ten years ago.

In the talking machine field, dealers are selling the Electrola and the Victrola side by side, as parts of one standard line. It would be just as reasonable to say that the Electrola is likely to abolish the moderate-priced Victrola as to assume now that the light-socket set is going to abolish the battery and eliminator-operated receivers, particularly when we know that elimination of batteries does not offer any improvement in the quality of reception.

There is one very important work to be done, however. The public, in spite of a great deal of intelligently-planned advertising by the battery manufacturers, still thinks of batteries too largely in terms of trouble. This condition has been brought about by the flood of cheap batteries of all types, sold entirely on the strength of price. These cheap wares have done a great deal of harm. It is time to throw them out, to quit selling batteries on the basis of price, and to devote a little more attention to stressing the high efficiency and dependable character of batteries of standard makes.

Nothing to Worry About

Thus far, there is nothing better in sight for the vast majority of set buyers than the power equipment which has been standard during the last season? Eliminators have come to stay and batteries are vastly better than they used to be. Both are good. The new tubes probably will be equally good when producers have had time to profit by experience. But the sum and substance of the situation is that light-socket operation will merely open up an additional field; it will not, as far as present indications point, hurt existing business or greatly alter the trend of the industry.

"Dirty Play" and the Radio Game

Is Radio a Business or a Gambling Match? Is the "Gyp" Jobber to Wreck the Retail Business for Lack of Organization Among Radio Merchants?

By E. H. ROBINSON

Richardson's Radio Department
Boston, Mass.

[This is a remarkable article. It portrays, without exaggeration, a situation which exists in every large radio market and in many smaller centers. It presents the retail side of the case without gloves. It goes to the very root of the troubles afflicting thousands of retail radio enterprises. Finally, it suggests a remedy with which Radio Merchandising is heartily in accord—Organization. The question remains, however: Are there enough radio merchants who are willing to do something tangible, enough two-fisted fighters who believe action is in order to make effective organization possible? Read what Mr. Robinson says. Then, whether you agree or disagree with him, let's have your views.—Editor.]

IN THE Radio Game, as in all games, we have the element of "dirty playing." In the last few years steps have been taken to eradicate this element in most professional games.

This article will discuss some of these methods of "dirty playing" in the Radio Game and ways to defeat such players who persist in their nefarious ways. We shall lightly touch some of the more important and then confine ourselves to one in particular: The jobber.

The manufacturer is sometimes a very dirty player through his methods of "dumping." His practice is to close out to a department store chain or "gyp jobber," for cash, a large quantity of sets at ridiculous prices. The dealer who has had faith in this manufacturer and has put time, effort, and money into his products

through stocking the merchandise, advertising, and demonstrating with service, wakes up to see, in his daily newspaper, that all that effort and cost have been wiped out. His customers to whom he has sold the sets, perhaps on the installment plan, await him with fire in their eyes. "What a fine 'gypper' you are;" "Take back your set; I can buy a new one at less than half my balance due you;" "I want a refund; So-and-so is selling for \$29.75 the same set for which I paid you \$65." The dealer is in a quandary. What shall he do? His shelves are stocked with merchandise of very little value, his customers are dissatisfied, he cannot collect on his leases, all his efforts in that line have come to naught. In any other line of business he could turn to other manufacturers, but in this game

it is too often the leading, "reliable," manufacturers who are doing the "dumping."

There is but one solution: Dealer organization to forcibly bring to the attention of these manufacturers that such "dumping" spells their finale in the Radio Game. If they must dump, let them do so through the dealer himself who has built them up, has stocked their merchandise, and is entitled to any "breaks" that the manufacturer can give him.

The broadcasting stations themselves do their dirty playing by stealing one another's wave-lengths. The United States Government has made new regulations to put an end to this form of dirty playing.

The Newspapers Play It, Too

The newspapers, whose part in the game is exceedingly important, are about the worst factors in the dirty playing because they spread the poison. "Dumping," "gypping," ruining of lines through price-cutting and other dirty tactics could be of no avail unless spread by the newspapers. They force the legitimate dealer everywhere to suffer the harm done by a very few "gyppers." A dealers' organization with set rules would wipe out that canker very quickly.

The jobber, whose cut is the most unkind after all, is the subject of this article. The manufacturer in arriving at his list price allows the dealer a legitimate profit to carry on his business, pay his expenses, and leave him a fair profit if he merchandises fairly and squarely. Frequently the jobber, whose theoretical position is that of guardian and helper of that dealer, tries in every conceivable way to steal that profit from his protege. It is this com-

petition or dirty playing that takes all the pleasure out of playing the Radio Game fairly and like gentlemen. We can forgive to some extent the others because there are extenuating circumstances, but the jobber has no defense whatsoever. When we compare the actions of Judas and Brutus with this type of radio jobber, they appear to be honest, straightforward gentlemen; the man who steals the pennies from a blind man is an angel when compared to the jobber who steals the livelihood of the dealer with one hand while he sells that very dealer merchandise for which the dealer must go to the jobber.

The Jobber's Rightful Place

This jobber has as his right of existence that he carries the manufacturers' finished stock, sells same to his hundreds of dealers, and pushes new and deserving factories and items so that the manufacturer may spend all his time and effort in manufacturing, improving and developing his products with the least amount of trouble in selling, distributing, and collecting from a vast number of small accounts. The jobber carrying many lines can concentrate the salesman power and number of accounts. All these duties are the plays assigned to the jobber as far as the manufacturer is concerned.

Now for his plays as far as the dealer is concerned. In all the trade magazines we read of the jobbers' salesman as an individual whose time is spent calling on the trade, pushing merchandise that is up-to-date and popular, advising as to the window display, store layout, giving the dealer help on sales, how to move slow-moving mer-

chandise, and in every way helping the dealer to a bigger and better radio business. In over six years of buying radio for four retail stores, two manufacturing concerns, and one wholesale concern, I have met but two salesmen of the story book type. Both men quickly—too quickly for me—received promotions that took them off the road. Almost every other salesman appears to be an order taker, who comes in, lounges around, spills his catalogs (if he has any) all over the counter, butts in on salesmen talking to customers and in all ways makes himself obnoxious instead of helpful.

How It Works

Let's see just what the average jobber in real life does. He takes a known line and sells it to his various dealers. If any service is needed he returns the merchandise to the manufacturer billing the dealer for the work done by the manufacturer and causing the dealer an extra loss through delay. He usually has a retail outlet, which is large or small, according to his own size. In this retail outlet he sells the merchandise to the public at a price with which the retailer cannot compete and live. He advertises this outlet and its prices in the newspapers. Of course, the outlet is under a different name. It is not difficult, however, for the trade to find out who the outlet is and what jobber is supporting it. This was the first sign of the jobbers' dirty playing. Such places can be controlled by the dealers' organization, who compel the jobber to make his outlet behave or the dealers will boycott him entirely and give their business to a real 100 per cent wholesaler. We have

fought against this method in the old days and have discredited it with the public to a small extent.

Foolish Competition

When these outlets started to compete with one another, and foolish dealers started to compete against both, the jobber had to look to other sources. He happened on the unfair or courtesy discount method. This started as a courtesy to large industries in return for other business. A nominal 15 per cent discount would be given the individual who presented a large corporation's purchase order and paid cash. Soon the portals opened wider. Certain individuals became known to the men behind the counter and they were able to buy without the purchase order. The jobber's cash register started to ring merrily, and more men were put behind the counter. Then competition started in and discounts went up. It wasn't very long until the full dealer's discount was given to any Tom, Dick or Harry who came in with or without a purchase order. Finally business, cash and over the counter became so brisk that the jobber had to enlarge this at-wholesale retail department. This form of robbery became a terrible, heartbreaking opposition to the dealer. Last year he had had reception, competition with the furniture houses and their dollar-down-dollar-a-week methods, poor business conditions in other industries, and, to cap the climax, jobber competition through unfair discounts reached its height.

"Wholesale" Transactions?

I should like to have a jobber justify his sale of two B Batteries, one two or even three

tubes, or three dry cells at full dealer's discount on the basis that these are dealer's purchases and not for the personal use of the purchaser or his friend or neighbor. One local jobber went over his cash sales with me about three weeks ago when I spoke to him about his unfair methods, and every sale on its face was an individual purchase. Everyone will have to admit that such sales are the bread and butter of the radio game. If the dealer loses those sales his next step is to look for a job with his friend or arch enemy, the jobber.

After the Money

The PUBLIC, who derive the benefit of this unfair device, are not satisfied or fair. They are the pack of wolves who follow the lone traveler up north, snatching at the pieces of meat he throws to them, but never satisfied until they "get" the man himself. Having received a discount from the jobber, they expect a full discount, service and advice from the dealer who is trying to run a legitimate business and derive a fair profit. The customer to whom the dealer has given advice, help and assistance turns to the jobber for the merchandise, but returns to the dealer when he gets into difficulties, as the jobber cannot run an information bureau at the price he sells the merchandise.

The jobber who indulges in these practices does nothing to further radio. He has no interest in radio other than the money end. He takes no interest in the advancing of circuits, helping the public build or perfect what they have. Money! Money! Money! is his war cry. "Let the dealer worry about the upbuilding of the industry." The one thing that should interest

the jobber, the turning of a game into an industry, the furthering of radio in the public mind, never interests him. He can't afford it. Let him get his "pound of flesh," and if he takes a little blood and bone, too, from the dealer it makes no difference, as there is another dealer around the corner.

I could go into thousands of cases where unfair discounts have robbed my concerns of customers whom we had nurtured from crystal-set days. But every dealer has had his experiences. If any jobber is interested, I'll give him names of customers and jobbers and will present sales slips of the various jobbers to show what I say is not a pipe dream.

The Only Remedy

The way to put a stop to all evils of the jobber is, once more, dealer organization. Let us define who a dealer is! Let us insist that no one but a "dealer" be given "dealer" discounts. Woe to the jobber who knifes us. Secondly, let us define a jobber! We want a man or company who knows what a dealer's discount is and what it is for; never mind how many men he travels, but how many of his men are aids and helps to the dealer. Are you interested in hearing your own cash register ring as the dealer's death knell or would you rather help him? What can you do to help this business along: to make it an industry instead of a game?

What Justification?

There are usually two sides to a question. If so, what is the justification for this so-called courtesy or trade discount? The ordinary reasons are: Well, the A Company is a big concern and gives us a lot of electrical or mu-

sical or hardware business, and we do it as courtesy. How about the full discount and the lack of purchase order? Mr. X has a garage, he charges A batteries once in a while, he buys odd parts to fix the cars he works on nights. He is entitled to buy tubes and batteries for his own use and for his friends at a full dealer's discount. Why? The corner drug store sells everything. Radio is something. Therefore he is entitled to a dealer's discount. Does he service or carry a stock? No. He buys on the customer's order. He orders one tube or one dry cell, usually for himself or for his clerk. This is a fact, as I have had this matter thrown in my face every time I go into a certain drug store in my neighborhood.

One Boston jobber circularized the drug stores last year, saying that the summer business in radio was on tubes and batteries and that they would only have to carry a very tiny stock, replenishing it daily to get the profits away from the radio dealer. Mr. Z is a school teacher. He is entitled to a dealer's discount. Why? Mr. W works for the post office. He is certainly entitled to the dealer's rent, advertising and overhead money as far as the jobber is concerned. The man who accidentally walks into the highly advertised jobber's wholesale (retail) store receives a discount on his individual purchase; he is entitled to that discount. Why? For the same reason that the others get it. **SIMPLY BECAUSE THE JOBBER WANTS HIS CASH.** Let's hear these jobbers justify such actions!

Another Rotten Practice

To illustrate another evil caused by the jobber: I was in

court the other day trying to collect for a set I had sold a friend at a courtesy discount—I'm tarred with the same brush myself from necessity, although I hardly ever sell a friend, due to further trouble and loss of friendship that nearly always follows such transactions. The man who gets discounts carries trouble and dissatisfaction with him.

As it happened a radio case came up before mine. Two men, meat salesmen, who had bought sets at full dealer's discount from a local jobber and resold these sets at 25 to 40 per cent discount to anybody (they had no overhead, as the meat business paid their salaries and all between what they got and what they paid was velvet) had sold a set that went bad. A transformer had burned out. These men qualified as **RADIO EXPERTS**, although they spent a hard day in the meat market. On the stand they were asked as experts the reason the transformer had burned out. One, the boss, didn't know; the other claimed, because of too much volume. He reiterated time and time again that it was the volume of sound and not any mechanical difficulty that had burned out the transformer.

There is the **RADIO EXPERT** as fostered by some of the jobbers.

Let's Qualify Our Experts

Some day our legislature will pass a law requiring an examination or license before a man can receive pay as an expert. I personally am a Harvard technical graduate, studied radio at school, have handled radio in every way—manufacturing, repairing, servicing, advising, etc.—for six years, but I am afraid to call myself a Radio Expert. I don't know anywhere as much

about Radio as a real expert should know.

How skillful or good can a game be that has as experts and stars such as we have illustrated?

Some Typical Cases

For four years a certain man, electrician by trade and automobile mechanic evenings, bought various parts for radio from one of our retail stores. We gave him service and advice and showed him every courtesy shown in any reliable retail organization. He was perfectly satisfied to pay the same price as any other customer and had never asked for a discount. One day he happened to be in an electrical jobbing house which had just taken on the jobbing of De Forest tubes. They were being exploited, and he had read some of the glowing advertisements. He bought one and to his amazement received a 30 per cent discount. This put an idea into his mind. As he wasn't sure of his ground, he went in the next day and bought another tube and B battery. The clerk again gave him a full dealer's discount without any red tape. His next step was to come in and say that we had been cheating him out of a discount that he had been entitled to for years. He claimed that he was getting from 50 to 60 per cent off from all his purchases from all the jobbers on all radio items. This sort of customer always exaggerates, believing he will receive some discount if he asks for a lot. At first I threw him out, but later when he had come in for advice, as his jobbers would give him none, I took him aside and explained to him that we had to charge more to cover our guarantee on all merchandise, service and ex-

perts we employed. He agreed we were right, but once in the possession of the facts as shown he sought out all the jobbers and now buys from them at the same price charged the dealer. He is now a radio dealer, in direct competition with us, but still sends his customers and himself comes to us for information. His store is his house, his purchases are daily those things which he has sold the night before. He gives everybody a discount, as his overhead expense is nil. What shall we do with such customers created by jobbers to steal away our livelihood?

I could go on citing hundreds of such cases, but I haven't the space. All radio dealers have had them, but have never done anything to put a stop to these practices. Individual effort can accomplish nothing.

Shall We Quit or Fight?

What are we dealers going to do? Wait till the sheriff nails an auction sign on our front door or until we put our bankers into the Radio business, we who have bankers with enough faith in the Radio Game to lend us money?

A genuine dealers' organization with definite purposes as to manufacturer, jobber, dealer, expert and the public, taking always into consideration those who are working towards the development of the Eighth wonder of the world, is the real answer.

The best time for such development is in the month of May or thereabouts, as Summer lassitude has not set in and Spring feelings are not yet dissipated.

I should like to see the cards shuffled again and a new hand
(Concluded on Page 48)

Broadcast Advertising Helps the Merchant

Actual Experience with Balkite Hour Shows Public Receptiveness Replies Roll Up Startling Volume.

Just what is the real effect of broadcast advertising on the sale of any product? What effect does it have on the business of the retail dealer handling the product? These are questions frequently asked and very frequently answered erroneously by self-styled advertising "experts," who have had no practical opportunity to test this new and still novel form of advertising.

Believing that radio merchants generally ought to be interested in this phase of their business, RADIO MERCHANDISING recently asked the Fansteel Products Company, sponsor of "Balkite Hour," for the results of its experience with one of the most costly and carefully planned radio features thus far put on the air for advertising purposes. The article that follows is based on facts furnished by the Fansteel company.—Editor.]

Selling merchandise for public consumption undoubtedly requires three separate activities—namely, publication advertising, direct mail advertising and salesmen. It is admitted by the best students of distribution that all three have an equal power and are equally necessary in effecting the sale of goods.

They must, therefore, receive equal attention and driving force from the sales management.

Publicity in the editorial columns of the publication is admittedly a fourth factor and very effective, but a much-abused and mishandled tool of the sales department, because its use is not understood. Editorial departments of our publications are glad, even anxious, to print news and articles of legitimate interest to the *reader*. The trouble is the sales manager thinks of the reader only as a customer who must receive direct attack, while the editor considers the reader's own interest rather than that of the advertiser—and rightly so. Whenever a magazine is edited from the advertiser's angle alone the reader knows he's being "propaganded," reader confidence is lost and the whole structure falls down to the advertiser's ultimate loss.

A New Kind of Publicity

There is a very distinct place for legitimate publicity of real reader interest, however, which the editor appreciates and the sales manager does not. If a sales manager wants his publicity to fall down let him approach the editor through the advertising department of the



J. M. TROXEL

President Fansteel Products Co.

paper. There is no way to make more sure that the editor's waste basket will be the ultimate destination of his contribution. This refers, of course, to publications that will continue to maintain a place in the publishing field.

And so we come to the fifth and latest aid in creating a market for goods—namely, radio broadcasting. It can be, and has been, much abused by smaller stations, where the sponsor is mentioned with every piece broadcast and where the quality of the sponsor's goods is orated upon at length to the disgust of the listener-consumer, who flips his dial to other programs and the station, exactly like the fly-by-night publication without editorial ethics, passes out of business.

Again, paralleling true publicity in magazines and newspapers, out of the mass of mush thrown on the air emerges the legitimate publicity broadcast,

sponsored by reputable concerns, with the finest class of music obtainable. Certainly the listener-consumer interest is unquestioned. Therefore this method of publicity is to become a settled institution, because it is economically sound. The sponsor gets his financial return, the radio station becomes a profitable institution and the consumer's interest is most certainly well served.

Quality as a Keynote

Studying these factors carefully and realizing their importance, the Fansteel Company of North Chicago, Ill., well-known makers of Balkite radio power units, deliberately moved to obtain the best there was in the musical world and finally succeeded in securing Mr. Walter Damrosch and his New York Symphony Orchestra. As an added service to the listener-consumer the company arranged with Mr. Damrosch to include an educational program on better music as a feature of alternate concerts. This is "bread cast on the water," returning after not so many days. The Fansteel Company believes in the principle of service bringing its own reward. The company name and product is mentioned only at the beginning and closing of the hour of broadcast. Not a single criticism of this short announcement has reached the sponsor.

On the contrary, quotations from the several thousands of letters received show that the policy of the Fansteel Company in selecting high-class service to represent high-class products, laid down by J. M. Troxel, its president, is well justified.

"Your programs now make our \$1,000 radio set worthwhile."

"If your product is as good as your programs, I want a Balkite unit."

"It gives so much pleasure to the poor people, who never could pay to hear your wonderful concerts."

"The radio is surely a crown to your career. The Middle West is being educated—and thank you."

"With such contributions on the air the ownership of a radio receiving set assumes a value and importance beyond estimate."

"So many indifferent programs are given on the radio that it was a pleasure to listen to something so absolutely delightful and worthwhile."

"Damrosch sure knows his stuff."

"Please forward this letter to the patrons of the entertainment. A heartfelt 'thank you' to the patrons of this great treat."

"In appreciation of Balkite Hour so generously contributed by the Faunsteel Products Company."

"Honey, no chow tonight for me. I want to listen to the Balkite Hour."

"You must change the night, as it is seriously interfering with an old custom—the Saturday night bath."

"I want to commend the enterprise of the Balkite people in that they not only give wide publicity to their name, but also provide a valuable and exquisite educational opportunity in worthwhile music."

"I am interesting over 1,000 pupils in these valuable and worthwhile programs."

"We have written Mr. Dam-

rosch, but realize that without the courtesy of your company it would not be possible to have this type of entertainment, so we wish to thank you also."

"The radio is no longer a toy, made for amusement only, but a utility of the utmost importance in the lives of the American people. To the gentlemen of the Faunsteel Company, who inaugurated this series of programs, is due the sincere gratitude of many."

And, so on, to the number of over 14,000 letters after 13 concerts. As indicated by the quotations these letters come from all walks of life—the Wall Street broker, the Iowa farmer, the veterinary, the salesman, Lady So-and-So, the horseshoer, the resident of the "Plaza," etc. Hundreds of letters ask directly for shipment of Balkite products, commend the excellent shipment of Balkite products, and denote intention of purchasing Balkite products, because they surely must be of a quality in keeping with the high-class entertainment being broadcast.

One might assume the majority of these letters would identify the writers as "high-brow" music students. On the contrary, they indicate a thirst for legitimate music on the part of writers confessedly "low-brow." The largest numbers of letters come from the common walks of life. The list of returns by states below shows the larger number originating in the smaller towns in the Middle West. The daily returns seem to increase rather than decrease as time goes on.

The following is a tabulation, by states, of the letters received by the Faunsteel Company, up to and including February 9, 1927,

containing comment on Balkite Hour:

Alabama	31
Arizona	6
Arkansas	64
California	6
Colorado	201
Connecticut	73
Delaware	14
Dist. Columbia	79
Florida	28
Georgia	35
Idaho	3
Illinois	1,383
Indiana	307
Iowa	1,170
Kansas	356
Kentucky	60
Louisiana	55
Maine	42
Maryland	79
Massachusetts	586
Michigan	701
Minnesota	859
Mississippi	39
Missouri	1,831
Montana	29
Nebraska	210
Nevada	1
New Hampshire	26
New Jersey	491
New Mexico	7
New York	1,910
Carolinas	29
Dakotas	198
Ohio	1,166
Oklahoma	124
Oregon	4
Pennsylvania	1,123
Rhode Island	12
Tennessee	60
Texas	331
Utah	6
Vermont	29
Virginia	25
Washington	5
West Virginia	40
Wisconsin	592
Wyoming	18
Canada	499
Mexico	15
Total	13,968

These figures show, conclusively enough, the tremendous influence exercised by an advertising program engineered with the thoroughness which has been characteristic of Balkite Hour. It is particularly striking, also, to note that in spite of the high musical calibre of the programs, responses from Iowa have been at the rate of one for every 2,500 of population, as compared with one for every 10,000 of population in Massachusetts, indicating that the highest class of music makes its most effective appeal to the "ordinary" people as readily as to the "high-brows."

The figures furnish conclusive evidence of the power of broadcast advertising, properly conducted, and of the leverage it exerts in behalf of the merchant who is fortunate enough to be handling the advertised goods.

A-K Exhibit at Home Congress

During the second week in March the Women's Federation of Clubs held the first National Home Congress at the Shrine Temple, Des Moines, Iowa. The event marked the opening of the new Shrine auditorium and convention hall, one of the outstanding feats in architecture in this section of the country for a number of years.

During the four days of the Congress, the mornings were occupied with talks by various speakers from different sections of the country. Authorities on Home Economics, Home Decoration, Music in the Home and various other subjects gave practical help to large audiences at every session.

A feature of the affair was a number of very pretentious exhibits by leading manufacturers of nationally known commodities. Through the courtesy of V. W. Collamore, one of the leading displays was a complete presentation of Atwater Kent Radios and Pooley Cabinets. R. B. Gamble, of the Atwater Kent Mfg Co., together with members of the Harger & Blish Sales Department, were in charge of the display. The Congress attracted an attendance from various states, the daily registration numbering from 3,000 to 4,500.

Television Arrives

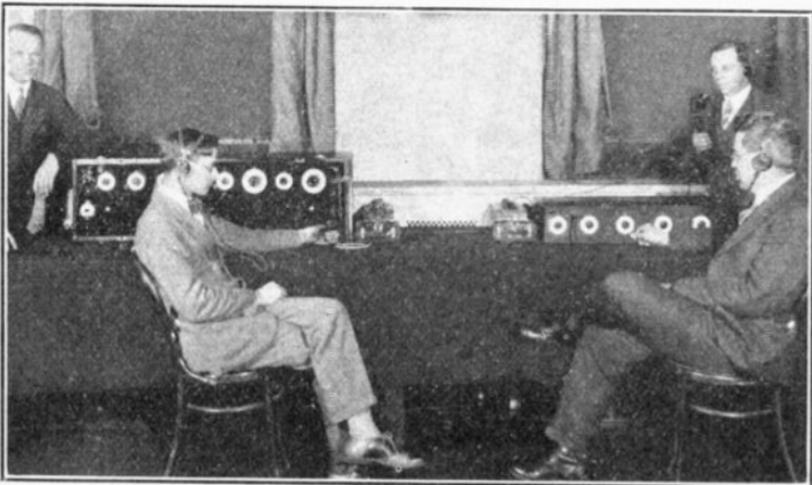
It Is Now Possible to "See" Long Distances by Wire or Radio—First Demonstration of the Perfected Device, Developed by Bell Laboratories.

TELEVISION has arrived. The perfecting of a device which makes possible the transmission of authentic living images by either telephone line or radio was demonstrated to a distinguished audience in the Bell Telephone Laboratories, under the auspices of the American Telephone & Telegraph Company, New York, April 7.

Thus is brought to conclusion a tremendous amount of speculation as to the ultimate out-

come of the long series of experiments, conducted simultaneously in many American and European laboratories, designed to find some practical means of converting images, as they are seen by the eye, into electrical currents capable of being transmitted to distant points and reconverted into pictures.

Coming but a few weeks after Dr. E. F. W. Alexanderson, speaking for the General Electric Company, had predicted that considerable time would elapse



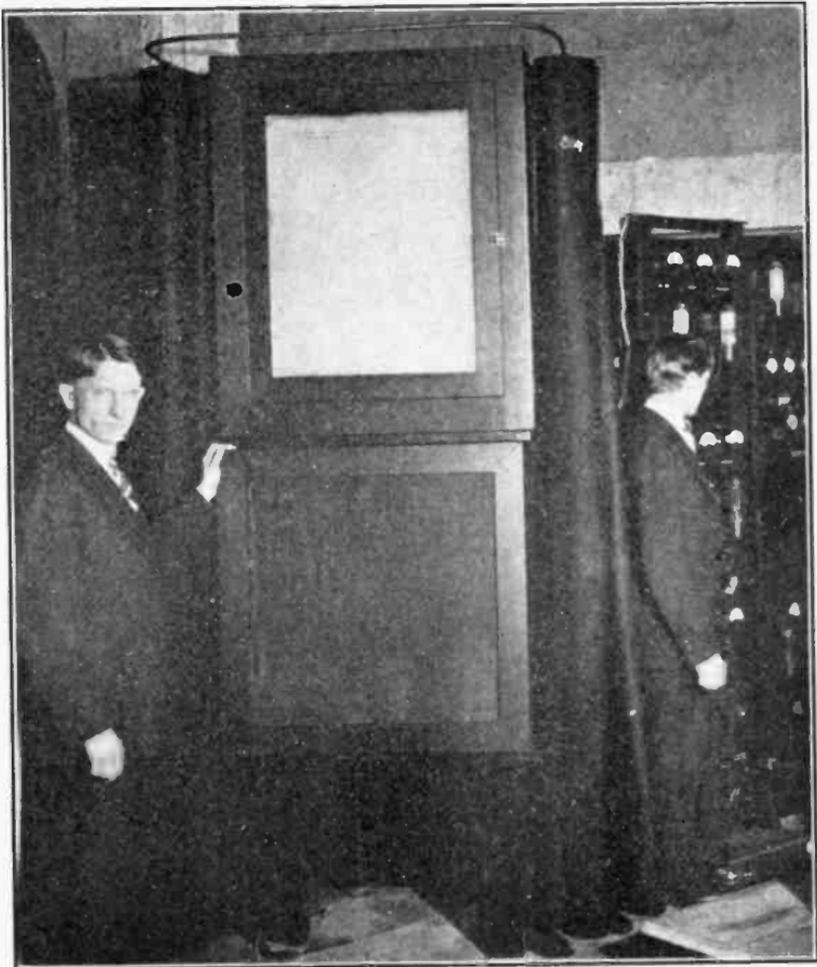
Television, handled by radio, has not yet reached the stage of one-dial control. The equipment shown is that used in receiving a television broadcast from Station 3XN, of the American Telephone & Telegraph Co., at Whippany, N. J. The audience at Bell Telephone Laboratories in New York City saw as well as heard a faithful reproduction of an entertainment program from Whippany.

before any satisfactory method of achieving the necessary transmitting speed would be found, the A. T. & T. demonstration of devices that may be said to have reached the commercial stage came as a distinct surprise to most people who were not aware of the progress the Bell organization had made during the last year.

It had been generally ex-

pected, also, that the first development of actual television would come in the form of copper-circuit transmission. When presented, however, the device was demonstrated both as an adjunct of the telephone and as an auxiliary to radio broadcasting.

By way of introduction of the demonstration, President Walter S. Gifford, of the American



The glass screen here shown presents the moving images transmitted by wire or radio, perfectly synchronized with the sounds reproduced by a loud-speaking telephone back of the lower screen. Dr. Frank Gray, of the Bell Telephone staff, who is largely responsible for this method of receiving, is in the foreground.

Telephone & Telegraph Company said:

"Today we are to witness another mile-stone in the conquest of nature by science. We shall see the fruition of years of study on the problem of seeing at a distance as though face to face. The principles underlying television, which are related to

the principles involved in electrical transmission of speech, have been known for a long time, but today we shall see its successful achievement.

The elaborateness of the equipment required by the present nature of the undertaking precludes any present possibility of television being available in



This is the television transmitting apparatus installed at Washington, D. C., which enabled an audience in New York to see as well as hear Secretary Herbert Hoover as he spoke via the long-distance lines of the A. T. & T.

homes and offices generally. What its practical use may be I shall leave to your imagination. I am confident, however, that in many ways and in due time it will be found to add substantially to human comfort and happiness."

Hoover Opens Demonstration

The first feature of the demonstration, after the making of necessary telephone connections, was the transmission from Washington by long-distance telephone of an address by Secretary Herbert Hoover, of the Department of Commerce, whose "speaking face" appeared on the screen, his facial expression so reproduced that the audience could check the synchronizing of his lip motion with the words.

After the transmission of Hoover's address and picture, the audience was shown an entertainment program, sent by radio from the A. T. & T. studio in Whippany, N. J., and perfectly reproduced by screen and loud-speaker.

For purpose of reproduction, two types of screen were used. One was small, approximately two by three inches, mounted on the base of an ordinary telephone instrument and indicative of the device which eventually will be a part of normal telephone equipment, enabling the user to see the persons with whom he converses. The larger screen for showing images before an audience has the general appearance of a motion picture screen, although in fact it is an extremely long neon tube, bent back and forth so that its parallel sections form a flat grid, the whole being covered by translucent glass or other suitable material. This neon tube, as demonstrated, contains 2,500 sections, with 2,500

pairs of electrodes actuated by an equal number of wires which make up a giant "optic nerve" transmitting the electrical impulses to illuminate various parts of the "screen" at such high speed that the eye, instead of seeing a series of illuminations, sees a completed picture in all its detail.

The initial demonstration passed off smoothly in all respects. While it is conceded that many improvements will be made as experimentation goes forward, paralleling the advances of the telephone from the relatively crude device of the early days to the automatic of the present, it was evident that the television goal has been definitely achieved and that commercial adaptations may be expected to come very rapidly.

New Freed-Eisemann

Socket Power Unit

The Freed-Eisemann Radio Corporation recently announced that production samples of its Advance Models, including a new B and C socket power unit equipped with Raytheon rectifier and voltage regulator tubes, will be ready for release April 15. The new sets include the socket-powered single-control Neutrodyne already announced and an 8-tube loop-operated movable Neutrodyne set. The new socket power device will list at \$35.

Operadio Reorganized

The business of Operadio Corporation, bankrupt, has been taken over by Operadio Manufacturing Company, J. M. Stone, President, and the new company, which is said to be well financed, will proceed with the marketing of model 7, which will list at \$112. The plan is to sell direct to selected dealers, eliminating the jobber altogether.

Universal Battery Adds to Its Line

The Universal Battery Company has virtually completed its plans for the coming season and will exhibit its entire line at the Trade Show, October 11 to 17. The company will produce separate A and B socket power units and a combined A and B unit, an automatic charger and a trickle charger, in addition to its well known line of A and B batteries.

*Going
Bigger
Every Month!*

Complete
with
Raytheon Tube
TYPE 2
For 110-120 Volt A C
60 Cycle Current
\$35.00
TYPE 2A
Higher Powered Eliminator for extremely large sets
\$42.50
TYPE 2C
For 110-120 Volt A C
25 or 30 Cycle Current
\$47.50



The
Kingston
B BATTERY ELIMINATOR

No Fixed Voltage Taps: With the Kingston three different voltages are obtainable at the same time.

Extreme Flexibility: Each tap is adjustable over a wide range, making any voltage from 5 to 150 possible.

The Raytheon Tube: The Raytheon Tube is used as a rectifier—only the highest quality is used in the Kingston.

Is Without Noise: The Kingston operates with extreme quietness and without vibration, and will not heat.

No Acid or Solution: No trouble to operate, and operation cost is extremely low. Will not get out of order.

THE KINGSTON B BATTERY ELIMINATOR, a quality product throughout, marks a new era in radio reception. Made of the finest materials, absolutely guaranteed to give complete satisfaction, handsomely finished in black and nickel, and backed by a vigorous national advertising and merchandising campaign, dealers everywhere will find it one of their most popular items.

Write At Once for Full Particulars



Kingston

For that vital thing— N E U T R

Get a Neutrodyne set and prove to yourself that its selectivity is proper. Here is the simple way to do it: Listen late in the afternoon, before the majority of stations have come on, or late at night, after the majority have signed off. Run up and down the dial. Find two distant stations separated by 10 kilocycles. Several such couples should be available. Note that one such station is heard perfectly, without a trace of its neighbor only 10 kilocycles away in frequency. Note even silence for a point or two on the dial between them.

Such is Neutrodyne selectivity.

Many sets are not nearly so sharp as that, and so they admit unwanted signals. Others are sharper, or can be so controlled as to be so — which is wholly undesirable, as then the side bands are shaved off and quality of reproduction is ruined, in the attempt to split the unsplittable.

Don't let the present chaos in the air fool you. It will not last, for the new Radio Commission will end it, and it need not spoil radio enjoyment for your customers now any more than in the future. Hundreds of thousands of Neutrodyne owners find their sets meeting even the jumble of unbridled broadcasting and they are looking forward, not impatiently but interestedly, to the early day when proper

“GET A NEU

SELECTIVITY— O D Y N E

separation between broadcast stations will increase the number of available programs.

The period of chaos is but adding to Neutrodyne's reputation, for the public today is having a convincing demonstration that Neutrodyne's absolutely accurate, scientifically correct selectivity separates stations with no sacrifice in tone. With radio once more under Government control, the reputations created during these difficult times will carry Neutrodyne sales to heights never before reached.

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

(Sole owner of Neutrodyne patents and trade-mark)

15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents and trade-mark should be addressed to:

INDEPENDENT RADIO MANUFACTURERS, INC.

(Exclusive licensee of Hazeltine Corporation)

331 Madison Avenue, New York, N. Y.

T R O D Y N E

Say you saw it in Radio Merchandising

Show Card Lettering Made as Easy as Writing

*Sixth Lesson on Show Card Writing. Teaching How to
Make Your Cards More Striking With the Use of
Original Lettering, Decoration and Show Card
Colors*

By MAXWELL L. HELLER, B.A., M.A., LL.B.

Head of Art Department, Seward Park High School, City of New York

In our work in the previous lessons, we confined ourselves to the two forms of letters taught, Gothic and Roman; and we gained variety by the use of small type and large type, our various pens enabling us to make either light faced or bold faced type.

It is possible to get still greater variety. In the specimens shown in Fig. 1, we took the Gothic alphabet and changed the proportions of the letters. We made them tall and narrow and gave a slight curve to the sides. Note carefully that we modified every single letter in the alpha-

bet. We did the same thing to the lower case, to make them match the capitals.

In the next alphabet shown, we took the Gothic alphabet and added a serif, or spur. Note again that we did this consistently throughout each letter in the alphabet, both upper and lower case. Careful letterers and poster artists, who devise their own alphabets frequently draw out an entire alphabet on a working sheet before they use them on their signs. In this way, they make sure that they have created consistent letters—that is, let-

Where Space Is at a
Premium This Con-
densed Gothic Letter Is
Very Useful.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnoprt

ABCDEFGHIJK
abcdefghijklkn
ABCDEFabcde

The More Extended
Gothic Is Even More
Attractive and Legible.

ters that belong to each other because they are the same style.

Hand lettering makes it possible to create a style lettering for a special purpose. Original lettering may tell a story almost as effectively as the words which they spell. Look at the word CATERPILLAR in the illustration. See how the artist has given the word the curves and the bends of a caterpillar. See how he has added the little feet to the bottoms of the letters.

In the word POLAR the artist has consistently varied each letter by leaving the upper part white, giving the impression of snow or ice covering the tops. In the word SPAGHETTI, note that the artist has struck a slippery, curving and gracefully sliding note in his lettering, by carefully avoiding sharp turns and corners. Compare this word with SETH THOMAS, which is as sharp and precise as you expect a clock maker to be. Note the graceful and refined italic type of ORINOKA, which expresses draperies. It does this much better than the block type which says MOTOR OILS could do it. WROUGHT IRON has not the delicateness nor the refinement of SETH THOMAS and you would not expect it to have.

It is bold and heavy like wrought iron.

It is with a two-fold object that we dwell upon the elaboration of type for various purposes. First, to encourage those of our readers who have the knack and courage to create new and appropriate letters for their show cards. Second, to deter you from taking any style of letter from a place perhaps where it may be most appropriately used and to try to use it in connection with a commodity or an idea which it cannot express because of its character.

Remember, finally, that you never make a mistake by keeping your work simple. Plain



MOTOR OILS
WROUGHT IRON
 The Kind of Range
SETH THOMAS
Spaghetti
 Ready cooked ready to serve

These Specimens Show the Possibilities of Effective Variation in Lettering.



Above: A Good Decorative Sign. At Right: Three Sets of Suggestions for Suitable Borders Generally Useful in Sign Work.



lettering is always a virtue and at all times readable. In creating variants the tendency is always to overdo, so be on your guard.

How to Make Decorative Spots and Borders.

The primary object of decoration in a display card is to make the card more attractive and thereby hold the interest of the reader for a longer time, and to make him more likely to remember it. Decoration can, however, defeat its purpose if it draws too much attention to itself at the expense of the reading matter. The decoration must at all times

be a *means* to make people read the card and remember it, nothing more. The use of color in your lettering will frequently be sufficient decoration for your card.

In a design all the parts must relate to each other—that is, they must belong together and go to make up one idea. You should know that when the space between two dots is smaller than the width of the spots themselves, these spots become related. It will be necessary for us to remember this fact in making decorative spots consisting of many elements.

The simplest spot is the circu-

lar dot, made with any of our pens. By repeating the dots either allowing them to touch or with a small space between them, we get a bead design. By elongating the dot into a dash, we get another effect. If we alternate the dot with the dash we get quite an ornamental design. These simple geometric combinations are inexhaustible. It is fun to play with the pens and to produce them.

Flower-like designs like those shown in our illustration make very attractive spots for your cards, whether done in black or in color. They will serve not only to decorate your signs, but the use of one of them may be the very thing necessary to bring your card into perfect balance.

These flowers may also be grouped and spotted into your sign as decorative borders.

Use of Show Card Colors and Colored Cards.

The show card colors which you have employed in your lettering may be used with telling effect in your decorative elements. These colors on white cards or on colored cards will do much to enliven your window and counter displays.

How to Combine Your Colors.

If you do much show card lettering, it will be well to buy an assortment of the colors. At 25c the bottle, they are inexpensive, for they will last you a long time. If they dry, add water to dissolve them.

The following charts will aid you in getting good combination of color, either where you want to use two colors on a white card, or where you want to know what color to use on a colored card.

Colors may be classified into:

1. PRIMARY COLORS—
Red, Yellow, Blue.
2. SECONDARY COLORS—
Orange (made by mixing red and yellow).
Green (made by mixing yellow and blue).
Purple (made by mixing blue and red).

Arrange these colors in this fashion:

YELLOW	
ORANGE	GREEN
RED	BLUE
PURPLE	

To Obtain Contrasting Colors

The colors that are opposite to each other in the above arrangement give us the greatest contrast, as yellow and purple; red and green; orange and blue. Any color may be used on a white or a black card. But when you are using colored cards, you will have to select a color as suggested above, if you want to get a pleasing effect. For instance, if you are using a yellow card, the color that will give you the most contrasting effect on it is purple; blue on an orange card; orange on a blue card, etc.

Of course you can get very harmonious effects by using a darker shade of a color on a card of the same color. Dark blue on a light blue card, yellow or orange on a brown card.

Be careful in the use of your colors. Follow the above rules and you can't go wrong.

Conclusion.

These lessons have furnished you with more than the essential information about show card lettering. It remains for you to practice and to apply it. With a little perseverance, you will have an accomplishment that will save you much money if you are working for yourself, and be of great value to your employer if you are working for others.

The Radio Merchant's Calendar

Monday, May 2: If there is any month in which business will be what you make it, this is its beginning. Real Spring weather is due, with its call to the out-of-doors. But there's no better relaxation, after a strenuous May day, than an evening with the radio. If Spring Fever gets you now, you are in for a slow month. But if Spring means more energy to put into the drive, you can shove the sales record up a notch or two. Let's begin with the usual rite, the monthly cleanup. Stock in order. Windows overhauled, with a Spring note in them. Everything shipshape for twenty-six days of strenuous going. And we're off!

Tuesday, May 3: Watch the newspapers and the radio periodicals for news of the changes that are coming in broadcasting. The Radio Commission is doing things. Your customers are going to be interested in every move that promises improvement. Keep yourself informed, so you can make the most of every new development.

Wednesday, May 4: Have you ever stopped to consider how much more important you, a Radio Merchant, are in the eyes of the jobber than in the eyes of the manufacturer who comes to you with a direct selling proposition? To the jobber you are one of a few hundred dealers in a territory he knows intimately. To the manufacturer, you are one of many thousands, perhaps in a territory about which he knows virtually nothing.

Is it any wonder that the jobber provides security and service you can't count on elsewhere?

Thursday, May 5: Are you losing business to the mail order houses? This is the season when catalogs multiply as mosquitoes in the New Jersey cranberry bogs. Sears Roebuck and Montgomery Ward are taking radio orders out of thousands of communities where the dealers could have the business just as well. You can't meet mail-order competition until you realize that it exists and that it is actually hurting. When you get over those hurdles, the next thing to learn is that your catalog competitor is easy picking, if you are ready to fight for the business. But the very essence of the catalog business is the sale of parts. Are you turning such business away?

Friday, May 6: Modesty is sometimes a mighty poor asset. Particularly in a retail business. Are you building a business on the strength of your own ability and reputation, or are you running a sort of warehouse through which pass the goods of various manufacturers who may choose some other outlet next year? This is the first law of merchandising: The merchant is the most important cog in the whole machine. Rate yourself accordingly.

Saturday, May 7: Are you keeping your public constantly reminded of the good programs coming? We must all learn, in this business, what good show-

men know in all the other fields of entertainment—the thing to talk about is the show that's coming. Never mind what happened yesterday.

Monday, May 9: A Texas radio merchant keeps a month-by-month record of trouble and servicing necessitated by faulty manufacture and inspection of each line he handles. His figures show conclusively which manufacturers are careless, and the curious thing about it is that they show, also, the careless manufacturers to be the ones who object most strenuously when claims are made. The result has been very helpful in determining which lines are yielding more trouble than profit.

Tuesday, May 10: What about the fellow who comes to you for technical help and advice, and buys at a discount from some "gyp" wholesaler? Is it good business to tell him, that he ought to get his advice where he buys his goods? No. You can't blame the customer for going where he can get the lowest price. The only charge you can make against him is that he shows a surplus of nerve when he buys elsewhere and brings his troubles to you. But vinegar makes poor fly-bait. Help him as much as you can, keep his good will, and see that your own dealings are confined to wholesalers who protect you.

Wednesday, May 11: When a customer asks for some nationally advertised line you don't handle, are you sometimes tempted to resort to that old alibi that it is too costly because it is advertised? It is poor policy to try to convince people that advertising increases costs. Generally they know better.

And if you try to use such argument in behalf of an unknown line, against an advertised line, you will probably strengthen the customer's interest in the advertised goods.

Thursday, May 12: There is one principle of window-dressing which many radio merchants overlook: It is a serious mistake to put pasters of any kind on the glass, unless you are willing to sacrifice the attention-value of the goods inside. Experience has taught, as window experts generally will tell you, that anything stuck on the glass invariably detracts attention from the rest of the window and most people, when their attention is attracted to such pasters, will see nothing in the background.

Friday, May 13: If you are selling on installments, it pays to keep in mind that this is a most dangerous season of the year as far as small initial payments are concerned. New models will be coming along soon, many manufacturers will dump their odds and ends, and customers who have bought on excessively easy terms are likely to regret their bargains. At this time of year it pays to get the best possible down payment.

Saturday, May 14: Do you quote prices over the telephone? Many radio merchants say it is bad policy, for several reasons. First, you seldom can be sure of the identity of the person who calls you for price information; he may be speaking for your competitor. Secondly, a cold quotation over the telephone, with no demonstration or showing of the goods, is a decidedly negative influence, and, in the third place, anyone who is sufficiently interested in

anything you sell to phone for a price on it is apt to respond favorably to an invitation to come in and talk it over. But it doesn't pay to say grumpily, as a New York dealer recently replied to a call from RADIO MERCHANDISING, "We don't quote prices over the telephone." Another, to whom the same inquiry was telephoned, replied: "We prefer not to quote prices over the telephone, but if you will come in I am sure we can satisfy you on price and quality both." That, you must admit, is a shade better.

Monday, May 16: Are you following the national advertising of the lines you are selling? If it is good advertising, display it and make it work for you. If you think it is bad, write the manufacturer why you think so. If he has enough merchandising sense to stay in business, he will be glad to have your criticism.

Tuesday, May 17: Haynes-Griffin, leading New York City radio merchants, recently held a "Chestnut Sale." They advertised an assortment of miscellaneous sets, parts and accessories at special prices and told the public they were tired of seeing these chestnuts in the stores. The stunt worked very satisfactorily and the chestnuts sold out in a few days.

Wednesday, May 18: If you wish an expert opinion as to the artistic value of a set or speaker, ask a woman. The average man may be a good judge of several things, but he is not an expert on furniture. If the women folks like the appearance of a piece of radio equipment, you can chalk up one big point in its favor. Many

a good sale has been spoiled by Mother saying, "I don't like its looks."

Thursday, May 19: A western radio merchant has found it good business to promote "radio smokers" in connection with a number of fraternal organizations. He installs the necessary equipment for an evening and makes a demonstration that invariably sells several sets.

Friday, May 20: The slogan they are using in Wisconsin, "Ask 'em to Listen," is selling quantities of radio goods. It covers the greatest weakness in radio selling—too much thought about the equipment and too little about the entertainment. Ask them and tell them why they should listen.

Saturday, May 21: The time is coming when every school room will have its radio set. In Atlanta, Ga., a city-wide system of radio instruction is working most effectively. Is there a chance for such an installation in your community?

Monday, May 23: Watch the condition of your demonstrating sets. Scratches and grime on a demonstrator may spoil a sale. Your customers don't visualize the newness of a set if the one you show is a wreck. You can do wonders with a little furniture polish and the exercise is fine.

Tuesday, May 24: Here is a practical problem: The health exercises broadcast every week day from the Metropolitan Tower, New York, are piling up an army of fans. But the average radio set is located in the living room. The family can't assemble there for the morning drill. What could be better

than one or two extra speakers that will carry the daily dozen to the sleeping quarters?

Wednesday, May 25: Are the hospitals of your community radio-equipped? This is a coming field. In the large cities many leading hospitals have found radio installations highly desirable. Convalescents are much easier to handle when provided a little entertainment. Radio is practically the only thing of the sort which has proven practical. If you have one or more hospitals in your selling area, a little suggestion now may result ultimately in a very profitable sale.

Thursday, May 26: In many families there is pronounced disagreement as to programs, offering a real basis for the installation of a second set. Particularly in a household where students are anxious to benefit by the educational broadcasts, a head-phone set which can be used without interfering with the family's entertainment program is the solution. There was a time, not so long ago, when the average automobile manufacturer assumed that one car to a family would saturate the market. That theory has fallen of its own weight. The same possibility exists in the radio field. Are you looking for such opportunities?

Friday, May 27: The government post-card is one of the most effective means of local direct advertising, in proportion to its cost. With circulars and letters taking a high rate of postage, plus the cost of paper, printing, letterheads, etc., it is worth remembering that 1 cent pays the entire cost of a postal. You can reach 100 people for a dollar bill, plus the slight ex-

pense of mimeographing. Many radio merchants are finding that a weekly card, addressed to 100 or 200 live prospects is one of the best ways of bringing buyers into the store.

Saturday, May 28: A radio merchant in the Corn Belt has found it worth while to display each day a bulletin showing the day's quotations on farm products. This goes in the window, with the heading: "With your own set you can receive this information every day. Make your radio pay for itself."

Monday, May 30: If you are carrying a number of items of radio furniture, now is a good time to put in some extra effort to move it. Many changes in models will render old numbers obsolete and hard to sell at any price.

Tuesday, May 31: The wind-up of another month. Almost time to pack your grip for the Trade Show. Whether you go or stay at home, bear in mind that the next two weeks will be the last chance before a lot of new goods appear. It's time to clean out the stock and get ready for an early season.

Crosley-DeForest Stock Merger

Notice has been sent to stockholders of the DeForest Radio Company that stock of the Crosley Radio Corporation will be issued, share for share, in exchange for outstanding DeForest certificates. This exchange will establish control of the DeForest business in the Crosley company, confirming and rendering permanent the contract arrangement entered into by Fowel Crosley, Jr., some time ago.

Harry Alter Takes Orthosonic Line

The Harry Alter Company has taken on distribution in western Michigan, northern Indiana and Illinois for the Federal Orthosonic line and will carry a full stock, including the art models, in its new and elaborate show-rooms at Michigan Avenue and Eighteenth Street

Editorial Ramblings

TELEVISION, now added to the long list of the triumphs of electrical research, is a bit hard to grasp. Most of us are going to require a little time to get accustomed to the idea that soon we shall be able to see across the continent or around the world, with no more effort than we require for hearing a voice transmitted by telephone.

The American Telephone & Telegraph Company is so far in advance of other organizations, in the matter of research, that the perfecting of the complex device whereby the range of human vision is extended to limitless distance might well have been expected to come out of its laboratories. The real surprise, however, lay in the dual adaptation of the equipment—its demonstration by wire and radio on the same day.

The story in this issue is probably the first trade-paper presentation of the facts about television as perfected by the distinguished workers in the Bell Telephone Laboratories. This is hardly the time, however, for speculation as to the future of this new art. Its possibilities are revolutionary. Its future must unfold gradually. But there can be no possible doubt that, as President Gifford of the A. T. & T. said, "it will be found to add substantially to human comfort and happiness." And it seems likely, in some way, to become a very substantial part of the radio business of the future.

* * *

THE NEUTROWOUND folk, out in Chicago, have an apology coming. Last month, based on a very definite statement from a source we regarded as entirely reliable, we mentioned them as "departing" from the radio field. Actually they are doing no such thing. In fact, we are informed, they are one of the few manufacturers who have never had to dump any sets or adopt other devious methods of disposing of their surplus production. It hurts to find, after as much preaching as we have done about the ugly character

of trade rumors, to find that we have fallen for one that was quite without foundation. The fact that it had all the appearance of authenticity doesn't help very much, either. But this expression of regret is the least we can do under the circumstances. And we may add that the Neutrowound sales program for the coming season provides for continuance of the past policy of distributing through automotive jobbers exclusively—that policy having proven highly satisfactory.

* * *

PERHAPS we should mention, also, the fact that Operadio, mentioned last month as in bankruptcy, was very quickly reorganized. The Operadio Manufacturing Company, a new corporation, took over the business and was able to continue it almost without interruption.

* * *

IT'S NOT a case of horn-tooting when we call your attention to the fact that people actually engaged in the radio business are having an increasing part, month by month, in writing and making RADIO MERCHANDISING. Our idea of a real business paper is one that is made largely by the industry or trade it serves. Editors are all very well in their way, but no Editor can speak with the authority of people who are running stores and factories. They know. So we hope that RADIO MERCHANDISING will be increasingly a meeting-place for such discussion of trade problems by the trade.

* * *

THE NEW Radio Commission is having its troubles. For one thing it has no money. Congress having forgotten the minor detail of providing an appropriation. Having overcome this handicap, it finds little unanimity of opinion as to what ought to be done. The public hearings recently held in Washington developed many ideas as to what might not be done, but not much in the way of constructive ideas. But the Commission seems to be functioning rather effectively thus far. The symptoms are encouraging and it is our guess that within a few months the broadcasting tangle will have been so unraveled that the public will have little cause for complaint. It can't be done in a day.

* * *

NEXT MONTH, by the way, we shall have a rather interesting discussion of the broadcasting problem, the magnitude of which is far beyond most con-

ceptions. And watch, also, for further discussion and comment on unfair discounts by jobbers and cut-price dumping by manufacturers.

* * *

NEW THINGS keep coming to upset the equilibrium of those who would like to get the radio business comfortably settled in an easy chair. Where do we go from here? With inventions and improvements coming in such rapid sequence that every day renders yesterday's ideas more or less obsolescent, there's but one thing to do: Get on your toes, be ready for change, because change spells improvement, and look forward to a better business that probably will compensate for the terrific difficulties under which this industry has labored thus far.

Voice of the Trade

A Believer in List Prices Offers Some Good Ideas.

March 28, 1927.

To the Editor:

I have read with much interest the letter by Mr. E. M. Carter and the reply by Mr. W. A. Bruno, published in the March issue of Radio Merchandising.

As for myself, I have been in the radio game since the World War and have never handled anything but standard equipment, and I have never sold any radio merchandise at other than its list price. Unlike Mr. Carter, I have never had any of the merchandise that I have handled disposed of by the manufacturer at cut prices, but I have had my share of trouble with the "cut-price retailer" and his inferior grade of equipment.

As I see it, there is only one possible solution for the radio problem. We, the reputable manufacturers, jobbers and retailers, should form some sort of union or organization and

agree to handle or to manufacture first class equipment only and to dispose of that equipment at its standard prices only. This, of course, will take time, but the sooner we do something of this sort the sooner will the radio industry be established on a sound basis.

The time is coming when the public, the ultimate consumer, is going to demand a standard class of radio equipment and will be willing to pay standard prices for it, but so long as the radio public knows little or nothing of radio technic the "cut-price dealer" is going to be able to "stuff off" inferior equipment, for all they know of the quality of the equipment is what the dealer tells them about it. If there was a well organized and well advertised association whose members were bound to manufacture and to handle only first class radio equipment and to sell that merchandise at

(Continued on Page 38)

To the Radio Trade:

The Latour Corporation desires to call to the attention of the radio trade that it is the owner of the following issued U. S. Letters Patent of Marius C. A. Latour, which are now being widely infringed by manufacturers of radio receiving apparatus:

U. S. Letters Patent No. 1,405,523,
granted February 7, 1922.

Reissue Patent No. 16,461, granted
November 9, 1926.

U. S. Letters Patent No. 1,607,466,
granted November 16, 1926.

U. S. Letters Patent No. 1,614,136,
granted January 11, 1927.

The Latour Corporation has expended large sums of money in perfecting its patent situation, and intends to enforce its legal rights thereunder against infringers.

Among those who have already acquiesced in and acknowledged the patent rights of Latour by acquiring simple non-transferable licenses are the American Telephone & Telegraph Company, the Western Electric Company, and the Radio Corporation of America.

The Latour Corporation hereby gives notice of its intention to promptly and vigorously prosecute all direct or contributory infringers of the above identified Latour Patents.

It also directs the attention of the Radio trade to the fact that it is the owner of the following issued U. S. Letters Patent of Brillouin and Beauvais.

U. S. Letters Patent No. 1,404,573,
granted January 24, 1922.

U. S. Letters Patent No. 1,404,574,
granted January 24, 1922.

U. S. Letters Patent No. 1,405,267,
granted January 31, 1922.

U. S. Letters Patent No. 1,465,250,
granted August 21, 1923.

Infringers of these patents will also be promptly and vigorously prosecuted.

LATOUR CORPORATION
15 Exchange Place, Jersey City, N. J.

Say you saw it in Radio Merchandising

standard prices the radio public would in time know where to go for their radio merchandise and would know what to expect, and they would also expect to pay standard prices for that equipment.

This would take time, no doubt, but at least it is a step in the right direction.

What does Mr. Bruno and Mr. Carter think of this plan?

Who has a better suggestion?

What do you think?

Very truly yours,

CLARK & SON,

Lutesville, Mo.

(Signed) Herb. Clark, Jr.

This Merchant Opposes Yearly Models.

March 31, 1927.

To the Editor:

Since an answer is invited to "What About the Dumping Problem" I am going to make my contribution. It seems this is about the time of the year that it will be listened to whether it deserves it or not.

My side is that of a small dealer (not so small at one time) who has been selling radio sets and parts ever since they have been on the market. My biggest worry is that I shall have sets on hand during the summer season—that is, too many sets, so many that it will be necessary to sell them at any price to the public in order to get rid of them. All this in anticipation of a change in model for the coming season. Were it not for this change in model (which in most cases means a new cabinet) it would not be necessary to sacrifice, because with last season's overstock one would be all set for the fall and winter sales. The loss on overstock would be slight in comparison with that of the dump-

ing process (also practiced by dealers) and would spoil no potential sales for the coming season. Here I might state that it has not been my experience to have even reasonable success in the sale of sets during the summer. With accessories it is different.

When a manufacturer comes out with a new set and claims it to be so much superior to his last year's model it makes me think that he is a poor one to tie to for more than one reason—first, this manufacturer has probably unloaded last season's model, and these sets are being sold at highly competitive prices, thereby causing grief to his jobbers and dealers; secondly, the dealer wants new models only when he has had time to clean out his old models. This seems selfish, of course. It makes the owner of a set feel mean to know that his is an antique model after a few months' use of his set also.

Why the Annual Models?

What is the necessity of a model change yearly? Would it not solve many problems to change less often? Why don't more set manufacturers try it, the same as some automobile manufacturers? There are not many reasons why the radio game should be the best one to lose money on. I am forced to be over conservative so as not to lose money, and this is an enemy to expansion. If the manufacturer wants to improve his set let him do so in a way that will not force the jobber and the dealer to sacrifice or junk that manufacturer's previous model.

Don't think that I am all het up while writing this. As things are today the manufacturer is

up against it as much as the dealer.

Very truly yours,

M. J. BISHOP,
Oshkosh, Wis.

The Problem of Dealer Protection as a Jobber Sees It.

March 28, 1927.

Dear Mr. Howe:

I was very much interested in the last issue of your good little book, and you are certainly to be congratulated for the service you are doing this industry.

Among other things, I was particularly interested in the story about Trilling & Montague. It has not been an easy task for the radio jobber to draw lines in the disposition of his catalogues. So many different types of retailers are dealing in radio that the demand for jobbers' catalogues is quite promiscuous. One hardly knows where to stop in distributing such catalogues.

We all know that jewelers, hardware stores, garages and many other types of stores carry radio, and naturally so long as this condition exists it would seem that these established retailers should be given the privilege of the use of a jobber's catalogue.

On the other hand, it is our belief and the belief of many manufacturers that a great many of the future's good retail dealers will grow out of the present ranks of so-called "set builders." As the matter now stands, this class of inquiry is the most difficult one to pass upon.

Many of these set builders are really building the foundation for a successful retail radio business. At any rate, they are more to be encouraged than the man who has a few dollars but



Jewell Lightning Arrester



Thunder Storms—

—are now with us. Your customers will be asking for dependable lightning protection. Jewell lightning arresters have been tested and are listed by Underwriters Laboratories for indoor or outdoor installation.

A Stable Item with Good Profit

Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago

"27 Years Making Good Instruments"

no knowledge of the business, and yet these fellows now have no commercial standing whatever. What is to be done with them from the jobbers' standpoint?

We note especially the letter which Trilling & Montague use in answer to inquiries, and we believe we go even a bit further than they do, because we use a form obliging the inquirer to go on record and give us full data about his business.

It is an unfortunate commentary on the rotten condition generally to be found in this field that more than 10 per cent of the inquiries which we receive are from bona fide dealers. In our advertising copy we put real resistance by demanding references; but, none the less, we receive scores of inquiries from

individuals. Then when we refuse them they come back with nasty letters giving us the names of other so-called jobbers from whom they have purchased at wholesale prices.

You know as well as we do that the solution of this matter rests squarely with the manufacturers themselves, and we long for the day when all of the "gyps" in this connection will have been run to cover.

Cordially yours,

W. C. BRAUN COMPANY,
32 S. Clinton St., Chicago, Ill.
(Signed) Loyd E. Back.

Lower Priced Sets Will Continue to Sell.

March 30, 1927.

To the Editor:

It appears to us that it will be a very difficult proposition to produce a radio set that actually eliminates both batteries and battery eliminators. We already have receivers that are using battery eliminators, and a set may be manufactured in a way to dispose of the so-called eliminators as a separate or auxiliary device, but it is necessary to substitute equipment in the set to do the work of the eliminator, which will put the cost of the set on the same plane with a set hooked up with separate eliminators. What we mean is the equipment is used, but applied to the receiver in a different form, and all of these modified stunts are apparently not reducing the cost of the receiver, but apparently increasing the cost, which means that the sets will never reach the masses of the larger per cent of the buying public.

It does appear from what we see of radio receivers that it will take a long time to eliminate the cheap sets from the market. Mr. Ford's billion dollars comes from the production

of an apparatus that could be purchased by 75 per cent of the people, and it makes but little difference if the other 25 per cent can buy Pierce Arrow and Rolls Royce cars.

The popular radio sets are going to be those that are inexpensive, and unless these new inventions and receivers can reach the masses at a very reasonable price it is difficult to see where the new receiver is going to injure radio merchandising.

Very truly yours,
THE CHAMPION CARBON
MFG. CO., INC.,
Cincinnati, Ohio.
(Signed) J. E. Peavey,
Vice President.

"Electrification" May Upset the Dealers.

March 30, 1927.

To the Editor:

On the question of the effect which the new alternating current tube UX 225 will have on our business we feel justified in stating that it will have the usual effect which such announcements have had in the past—that is, our dealers, in common with those of all other radio manufacturers, will be considerably disturbed and uneasy and will feel that the radio business is very unstable and unreliable.

Our own opinion is that the reports in regard to the tube referred to are very much exaggerated and that it is improbable that any tube will be placed on the market in the near future which will result in revolutionizing the radio industry.

Yours very truly,
THE ELECTRIC STORAGE
BATTERY COMPANY,
Allegheny Ave. and 19th St.,
Philadelphia, Pa.
(Signed) L. B. F. Raycroft.

More Money for You in RADIO

Hundreds of ambitious men are already earning thousands of dollars in this wonderful new industry—you, too, can get your share. Mail coupon below for Free Book which describes fully the amazing money-making opportunities in Radio and tells you how YOU can learn quickly to take advantage of them.

THE astounding growth of Radio has created thousands of big money opportunities. Millions of dollars were spent during the past year on Radio, and thousands of young men are needed right now to meet the ever-increasing demand of work.

Men are needed to build, sell and install Radio sets—to design, test, repair—as Radio engineers and executives—as operators at land stations and on ships, travelling the world over—as operators at the hundreds of broadcasting stations. And these are just a few of the wonderful opportunities.

Easy to Learn Radio at Home in Spare Time

No matter if you know nothing about Radio now, you can quickly become a Radio Expert, by our marvelous new method of practical instructions.

Scores of young men who have taken our course are already earning from \$75 to \$200 a week. Merle Wetzel of Chicago Heights, Ill., advanced from lineman to Radio Engineer, increasing his salary 100% even while taking our course! Emmett Welch, right after finishing his training, started earning \$300 a month and expenses. Another graduate is now an operator of a broadcasting station—PWX of Havana, Cuba—and earns \$250 a month. Still another graduate, only 18 years old, is averaging \$70 a week in a Radio store.

Take advantage of our practical training and the unusual conditions in Radio to step into a big paying position in this wonderful new field. Radio offers you more money than you probably ever dreamed possible—fascinating, easy work—a chance to travel and see the world if you care to, or to take any one of the many Radio positions all around you at home. And Radio offers you a glorious future!

The National Radio Institute is one of America's Pioneer Radio Schools—established in 1914. Our course is an absolutely complete one which qualifies for a government first-class commercial license. It trains you for bigger paying jobs in Radio.



Send for FREE RADIO BOOK

Learn more about this tremendous new field and its remarkable opportunities. Learn how you can quickly become a Radio Expert and make big money in Radio.

We have just prepared a new 64-page book which gives a thorough outline of the field of Radio—and describes our amazing, practical training in detail. This Free Book, "Rich Rewards in Radio," will be sent to you without the slightest obligation. Mail coupon for it now.

We are now offering a reduced rate to those who enroll at once. Act promptly and save money.

National
Radio
Institute,
Dept. DB-8,
Washington,
D. C.



NATIONAL RADIO INSTITUTE,
Dept. DB-8 Washington, D. C.

Please send me without the slightest obligation your Free Book, "Rich Rewards in Radio," and full details of your special Free Employment Service. Please write plainly.

NAME.....

ADDRESS.....

Say you saw it in Radio Merchandising

There's Real Value in Jobber-Dealer Meetings

By PAUL B. LANIUS,

President Rocky Mountain Radio
Corporation

Regardless of the efforts that are made in radio merchandising to obviate the falling off in radio sales during the spring and summer, the radio jobber and distributor is obliged to recognize the fact that generally throughout the United States the period of greatest activity in radio sales is in the fall and early winter. As a radio distributor in the Rocky Mountain region for the past five years our experience has shown two very definite seasonal trends in sales. First off, each year at the commencement of the season in the late summer or early fall, sales activities amongst radio dealers have commenced the actual selling season at an earlier date, and inversely, radio sales after the Christmas season have tended to slacken at a time nearer and nearer to the opening of the new year.

Like many others, we are optimistic and really believe that the time will come when radio sales more nearly approach a year round selling activity and one of the factors which will undoubtedly have a marked bearing on a continuity of radio sales during the entire year is the fact that the industry, starting with the manufacturers, is getting its house in better order.

The initiation of holding a meeting of the Radio Manufac-

urers' Association at Chicago in June this year will be a most important influence in attempting to bridge over the general summer inactivity in radio merchandising. At this time radio manufacturers, jobbers, and dealers will have an opportunity to convene together and discuss at leisure the many phases of radio merchandising which are pertinent to their existence and success. Outstanding manufacturers will undoubtedly at that time have available for inspection their lines of radio receivers and accessories for the coming season which the dealer and jobber may consider to his full satisfaction. Once the jobber has had an opportunity to comprehensively know the lines of radio apparatus which he can handle during the coming season, he can return to his own community and immediately formulate his own plans for introducing his accepted lines to the dealer trade.

In our own individual case, we have held radio dealer conventions here in Denver for the two past years in the month of July but each time we have been considerably handicapped in presenting our lines to our dealer trade by the fact that a number of the manufacturers whom we represent had not completed their lines of radio receivers or accessories at that time, and we

could not fully satisfy our dealer following as to the merchandise which we would have during the coming season. This year there is every indication that our selling campaign for the fall and winter of 1927 will be finally decided at some time prior to July 1, and we will then be in a position intelligently to present to our dealers at a dealers' convention in July the various makes and types of radio apparatus which we will handle for the entire season. Our dealers in turn will be fully advised so as to determine their own selling activities and accordingly be able to anticipate

the first retail selling activity of the season.

From our experience, a properly conducted radio dealers' meeting can do more to promote radio sales than any other sales activity that is available to the jobber. With the manufacturers' cooperation and the jobbers initiative these dealer meetings can be so conducted so that in time they will have a very marked influence in bridging the summer inactivity of radio, as the inertia of summer sales can be met with the selling enthusiasm of new lines and the prospects of increased fall and winter selling.

Activities in the Jobbing Trade

Continental to Celebrate Seventh Birthday.

In May Continental Radio & Electric Corporation, of New York, will celebrate its seventh



JOSEPH STANTLEY
Manager Continental Radio &
Equipment Co.

birthday as a jobbing organization, which definitely puts it in the pioneer class. The Continental business was established in May, 1920, by Joseph Stantley, its present manager. Prior to that time Mr. Stantley had been manager of the radio department of the Manhattan Electric Supply Company but, foreseeing the future development of the radio business, and determined to take advantage of the opportunity which he believed would soon develop, he resigned his position with Manhattan and opened a retail store at 6 Warren Street, to which a wholesale department across the street at No. 15 was soon added.

In a few years the wholesale end of the Continental business grew to such proportions that the retail department was eliminated. In its early stages the company devoted itself largely to parts, but with the evolutionary change which

came as standard sets made their appearance the relative volume of the parts business declined and the set business rapidly grew, until today the sales are about 90 per cent sets, the company confining itself entirely to the R. C. A. line. Continental was one of the three original R. C. A. jobbers in the Metropolitan District and has had a very prominent part in building the big Radiola business in the New York territory.

In addition to sets, the company handles a few lines of standard accessories, including Philco power units, National Carbon batteries, King chargers, Jewell testing and measuring instruments, Pacent cones, and Brach and Dubilier products.

The officers of Continental are: President, George E. Burghard; Vice-President, John Grinan, and Secretary, Treasurer and General Manager, Joseph Stantley.

Cleveland Products Sees Big Future in Parts Business

Harry J. Buehler, president and general manager of the Cleveland Products Company, has long been a firm believer in the soundness of the parts business as the foundation of a big and growing distributing business. Recently RADIO MERCHANDISING asked him for an expression of his ideas on this subject, and whether his faith in the parts trade had much or little to do with the growth which forced him to take larger quarters recently. In his reply, he said:

Along about March, 1922, some of the radio "Bugs" of Northern Ohio came to me, and asked me to start a radio jobbing concern, so that they could purchase radio parts necessary in building sets. The most important item, they said, was panel material. I then organized this company and for about two years sold Formica in any size, cut to order and drilled. About the latter part of 1923, the parts industry showed considerable activity and we put in a



in Its New Quarters the Cleveland Products Company Provides This Attractive Display Room for Sets and Accessories.

line of variable condensers, crystals, rheostats, transformers, etc. This started some of the electrical dealers in radio; in fact, dealers in about every line of business.

When the dealers discovered that the building of sets required considerable technical experience and technical men, they prevailed upon us to build sets for them. We therefore designed and manufactured a five-tube tuned radio frequency set known as the "Cleveland," which enjoyed a wonderful sale both in the form of complete sets and kits.

The parts game held the center of the stage until the 1924-1925 season, when sets began to arrive that would work fairly well. The average dealer then decided that there were so many parts necessary to stock that he started stocking sets and letting his parts stock become obsolete. By the time he discovered that sets have a certain time of the year to run, his parts were obsolete and he condemned the parts game.

We, therefore, put in sets to comply with the dealers' demands. The sets, however, caused considerable trouble and service was as much a problem as the rise and fall of parts. During the interim the professional set builder put in his appearance, and with thousands of them operating in all parts of the country developments came fast and caused a furor among the manufacturers.

Improvements came so fast that the manufacturer had a hard time keeping pace. Each time a new circuit came out and was perfected some new manufacturer was made and as a result we had more manufacturers than we could take care of (when I say "We" I mean the jobbing trade), which caused some of these new manufacturers to appeal to the dealer direct. A good number of dealers side-tracked the jobbers and worked direct with some of the manufacturers—but these manufacturers were not properly financed, organized or consistent. As an outcome, many dealers were left with a lot of orphans and condemned radio. But the dealers who kept faith with the jobbers were not overstocked, they had the jobber handy for advice, for holding over credit, etc. and those dealers are still doing business.

This brought us into the parts game heavier than ever. The dealers had seen us prosper with only a side line of sets, and quite a few have rejoined us on parts. As a matter of fact, practically every one of the real bonafide radio dealers that have not joined us the year around, are putting in parts for the summer business, proving that year in and year out, the dealer with parts has his bread and butter.

In the season of 1926-27 we have come into the parts business, stronger than ever. We believe



The Cleveland Products Company Has Built a Large Part of Its Business on Parts. This Shows How It Handles Its Parts Lines in the New Quarters.

that we have the largest parts stock between New York and Chicago, all quality items manufactured by manufacturers that sell to the jobber only. We do not sell the "Long Discount" lines offered to dealers. Any manufacturer that makes good merchandise, properly merchandises it and protects the jobber so he can sell it. Any lines that do not sell have a reason for it.

I will be glad to diagnose any particular manufacturers' line and tell him why it doesn't sell in this territory. Some manufacturers make the mistake of designing an item, putting a price on it and wonder why it doesn't sell. Why don't some of these manufacturers ask the jobber before they come out with such items. Who is in a better position to counsel a manufacturer than the jobber who is handling similar items and has the hard experiments of the trade?

Too many jobbers in the parts business spoil it for everyone. We have had hard sledding with too much competition in the parts game. There were too many jobbers in other lines grasping at radio for a life saver, making propositions to their dealers on radio merchandise to hold them stronger on their regular lines. Radio parts should be sold by a radio parts jobber who specializes on parts, know them, knows the market, where to put them and what they do and what they won't do.

Radio parts are in a class by themselves as our success has proven. We set our goal in 1922 when we had 400 square feet of space under a sidewalk and have gradually grown until today we have approximately 7,500 square feet of first-floor space, with the highest class fixtures, display rooms, service quarters and offices, so that we can give the dealer real co-operation on parts, accessories, sets, and all equipment.

New Jersey Radio Conducts Window Contest

New Jersey Radio, Inc., of Newark, N. J., distributor of Atwater Kent and Pooley products, is staging a window display contest in which all of its dealers have been invited to participate. The jury which will decide the contest will be composed of the editors of seven trade publications identi-

fied with the radio, electrical and talking machine fields, with Bruce Barton, the distinguished writer and advertising authority, of Barton, Durstine & Osborn, New York, as its foreman.

North Ward Protects Dealers

The North Ward Radio Company, of Newark, N. J., which handles Steinite electric sets, recently received a letter from a druggist who suggested that if the company would install a demonstration set in his store, he could get a considerable number of orders. The offer, of course, was rejected. Commenting on the episode, the company writes: "The sale of radio equipment to the promiscuous retailer is a stumbling block in the path of the legitimate radio dealer who is equipped to render satisfactory service to his patronage. We therefore exercise every means of keeping competition clean by preventing the illegitimate retailer from stocking radio merchandise."

Rocky Mountain Radio Joins Radio Merchandising Syndicate

The Rocky Mountain Radio Corporation, one of the best known of western radio jobbers, with headquarters at Denver, Colo., has become a member of the Radio Merchandising Syndicate and will henceforth hold the franchise for the far-western territory. Paul B. Lanus, president of this company, is an active advocate of all-year selling. Elsewhere in this issue he has something pertinent to say about the value of dealer conferences at which the combined genius of the jobbing and retail departments of the business can be combined to speed up selling activity.

Tests and Examinations in the Radio Merchandising Laboratory

RADIO MERCHANDISING Now Undertakes the Commercial Testing and Inspection of Radio Equipment Submitted by Manufacturers and Will Publish, From Time to Time, Conclusions Based on Such Tests.

GEMCO SPEAKER—Manufactured by Gemco Manufacturing Company, Milwaukee, Wis. Distributed through jobbers. List price \$45.

This speaker is of the pedestal and drum type, as illustrated. The unit is mounted at the base of the pedestal. The conical horn, of laminated paper composition, has very moderate taper and is free from resonance. Yields good volume, distinguished by a slightly lower pitch than is characteristic of most speakers of this general type, and excellent quality. Cabinet work is gum, walnut finished, well worked. Should be a good item for many dealers, making a particularly attractive showing at the price. Approved.

ORIOLE RECEIVER—Manufactured by W-K Electric Company, Kenosha, Wis. Distributed by Zinke Company, Chicago. Specimen tested, Model 71, serial No. 73,399.

This is a six-tube set, based on the "Trinum" patented circuit. Two-dial control, two rheostats and battery switch mounted on panel. Three aerial posts allow for variation from 25 to 150 feet, and set performs satisfactorily on a loop.

The set was under intermittent observation for sixty days, subjected to a wide range of receiving conditions. It tunes very sharply when used with antenna over 140 feet long, tuning through local stations effectively for DX by adjustment of secondary control. Gives most satisfactory results with 201A detector and 112 in last stage, with 27 volt C. Wired,



Gemco Pedestal Speaker

however, for use without C battery, using 90 volts on plate and 201A tubes throughout if desired. The circuit is tuned radio frequency with no regeneration. Patented feature involves the system of stabilizing the circuit.

The electrical assembly shows thorough care in manufacture. Wiring is well handled under sub-panel. Sockets are of cushion type. Litz wire in r. f. secondary coils. No losses employed. Tube spacing is designed to avoid tube-to-tube transfers of energy. Cabinet work is of excellent quality, from an attractive design. Approved on the basis of performance.

A. J. S. LOUD SPEAKER—Manufactured by A. J. Stevens & Co. (111) Ltd., Wolverhampton, England. Specimens tested were: large horn, wood flare; small horn, metal flare, and cabinet. The large horn type is distinguished particularly by its ability to handle



Oriole Receiver

overloading without blame. The designs are conventional, workmanship considerably better than the average domestic product of comparable price and the units tested out well. This line, on account of the 30 per cent duty, is hardly likely to achieve volume sale in the U. S., but is approved on test performance and may offer an opportunity to retail dealers specializing in higher-priced lines for discriminating buyers.

PANTENNA—Manufactured by Day-Fan Electric Company, Dayton, Ohio. This is an auxiliary tuning device, for inclusion in the

antenna circuit, to sharpen tuning and eliminate interference. Two dial control. Adaptable to sets utilizing six or more tubes. Under exhaustive test with various receivers, increased selectivity sufficiently to provide satisfactory separation of many conflicting stations and elimination of heterodyning with others. Particularly effective with some sets employing single dial control. Approved as one of the best of the selectivity devices. It is not usable with all circuits, however, and in case of doubt should be checked for performance before selling.

“Dirty Play” and The Radio Game

(Concluded from Page 14)

dealt out. A real spirit of business with the manufacturer, jobber and dealer working together instead of at cross purposes will bring back to the radio game the glow of past and better

years. We can turn the business from a juvenile sport into a real industry.

Write in *your own* concrete ideas and let us *do it NOW*.

Bosch Device Electrifies Phonographs.

A new device just announced by American Bosch Magneto Corporation is said to provide owners of old-type phonographs with a means of securing the same type of record reproduction as is obtained with the recently introduced models. The Bosch “Recreator” reproduces records electrically, through the radio receiver, with-

out mutilation of either phonograph or receiver. It is merely substituted for the phonograph reproducer, carrying the reproduction electrically from the phonograph to the detector socket of the radio set, and the record is thus reproduced through the radio set and the loud speaker. A volume control is provided and the whole device is capable of being instantly attached and detached. The device lists at \$20.

What About the A. C. Tubes?

(Concluded from Page 8)

If you, as a radio merchant, believe you have a field for the sale of light-socket powered sets, take them on. But don't imagine that they are going to substitute for your present lines, or that they are going to be so important as to justify your putting into their sale, energy that is subtracted from your efforts in behalf of other goods.

And remember this: If the development of socket power is a step forward, all the talk in the world will not stop it; but you may be thankful, for the present at least, that standard accessories are going to continue selling in increasing volume. Without batteries, eliminators and other such equipment, your business would be about as profitable and enduring as that of a Gillette dealer not permitted to sell blades.

Consult These Leading Jobbers for Nationally Known Radio Products

Listings in this monthly section are open to recognized jobbers of good standing.

RATES ON APPLICATION

HARRY ALTER CO.

Ogden at Carroll Ave.
Chicago, Ill.

*Distributors of nationally
advertised Radio products.*

R. H. McMANN, INC.

122 Chambers Street
New York City

*Distributors of nationally
advertised Radio products.*

CLEVELAND PRODUCTS CO.,
2136 Ninth Ave. Pres. and Treas.,
H. J. Buehler; Sec., O. E. Kon-
naus.

M P RADIO CO.

818-820 No. Broad Street
Philadelphia, Pa.

*Distributors of nationally
advertised Radio products.*

Continental Radio & Electric Corporation

Fifteen Warren Street
New York City

*Distributors of nationally
advertised Radio products.*

NORTH AMERICAN RADIO
CORP., 1845 Broadway, N. Y. C.

Rocky Mountain Radio Corporation

1512 Broadway
Denver, Colo.

*Distributors of nationally
advertised Radio products.*

DETROIT ELECTRIC CO.

113 E. Jefferson Ave.
Detroit, Mich.

*Co-partners, Harry A. Abra-
hamson and Raymond
R. Abrahamson.*

TRILLING & MONTAGUE

49 North Seventh St.
Philadelphia, Pa.

*Partners, Harry Montague
and David M. Trilling.*

Elgin Radio Corporation

67-69 N. State Street
Elgin, Ill.

*Distributors of nationally
advertised Radio products.*

WAKEM & McLAUGHLIN, INC.

225 East Illinois St.
Chicago, Ill.

*Gen. Mgr., J. Wallace Wa-
kem; Mgr., R. A. Whipple.*

E. B. LATHAM & CO., 550 Pearl
St., New York City.

One Cut One Order

and in two weeks your copy is appearing in the 2,402,000 prosperous homes reached by 3778 home town newspapers.

Eighty-eight per cent of these homes are in towns or communities of under 2,500 population.



WESTERN NEWSPAPER UNION

210 So. Desplaines St., Chicago, Ill.
239 West 39th Street, New York City

Make Your Own Show Cards



learn by
Doing

The "New Standard Letterer," by Maxwell L. Heller, is the book you need. The result of twenty years of actual teaching and practice. The latest and best on the subject.

Teaches both Pen and Brush Lettering. Processes are carefully analyzed into the various movements involved. They are set forth step by step, with nothing taken for granted. The reader is led, as the teacher leads the student, with directions at every stage that prevent discouragement and lead toward successful results.

Over 200 illustrations, including 48 full-page alphabet plates, 60 drawings and diagrams exemplifying methods and principles, 42 show-cards showing different layouts and styles of lettering, 5 color charts, etc., etc.

Large octavo, 7x10½ inches, printed by offset lithography on a high grade of heavy white paper, profusely illustrated in line and half-tone, and durably bound in extra cloth.

Price, now, \$3.00 (cash with order)

We have made arrangements with the publishers of this splendid new book which enable us to offer it to our readers PREPAID at the net price quoted. Send in your order NOW.

RADIO MERCHANDISING
239 WEST 39th STREET
NEW YORK CITY



A way to be sure you are salting the right tail

CONSIDER the salt as your selling and distributing costs.

Aren't you shaking more salt than is necessary or is it because you are wasting salt on the wrong tail?

Why not eliminate any doubt in your mind? It pays to know who and what you are trying to catch.

Consult our service department for manufacturer and jobber lists. We offer you only the legitimate and well rated names in the trade. It's part of our service to the radio industry.

If you think it will be helpful we want you to ask for it.

RADIO MERCHANDISING
239 West 39th Street
NEW YORK CITY

Use the coupon for further facts and information

I am interested in

- List of rated radio jobbers
 List of manufacturers of.....
 Assistance in laying out a merchandising plan for.....

Name

Address

City or State.....

(Attach your Catalogue or Sales Literature if possible)



Radio is better with *Battery* Power

RADIO receivers designed for quality reproduction operate best on well-made dry cell "B" batteries. What your ear tells you about the performance of battery-run sets is confirmed by laboratory tests that reveal that batteries alone provide steady, noiseless "B" current, taking nothing from and adding nothing to radio reception. Batteries, and batteries alone, provide pure DC (Direct Current). Only such current can give the best results of which a radio set is capable.

Battery Power is dependable, convenient and reliable, under the user's sole control, ever ready to serve when the set is turned on. As "B" batteries approach the end of their usefulness, a slight drop in volume gives warning in ample time. No one need ever miss a single concert from a battery-equipped set.

Not only in results, convenience and reliability are "B" batteries unequaled, but they are also unapproached in economy, provided, of course, the correct size batteries are used. That means the Heavy

Duty type for all receivers operating loud speakers, as most do nowadays. Smaller batteries are not as economical, though they give the quality advantages of Battery Power.

Those are the fundamental facts about radio batteries, as given to the public in our April advertising. That it will have a tremendous influence on battery sales is evident. Stock up on the Eveready Layerbilt "B" Battery No. 486, the best and most economical "B" battery ever built. Order from your jobber.

NATIONAL CARBON CO., Inc.
 New York San Francisco
 Atlanta Chicago Kansas City
 Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night—
 9 P. M., Eastern Standard Time

- | | |
|------------------|--------------------|
| WEAF—New York | WGN—Chicago |
| WJAR—Providence | WOC—Davenport |
| WEEI—Boston | weco { Minneapolis |
| WTAG—Worcester | { St. Paul |
| WFI—Philadelphia | KSD—St. Louis |
| WGR—Buffalo | WRD—Washington |
| WCAE—Pittsburgh | wcy—Schenectady |
| WSAI—Cincinnati | WHAS—Louisville |
| WTAM—Cleveland | WSB—Atlanta |
| WWJ—Detroit | WSM—Nashville |
| | wxc—Memphis |

ATWATER KENT RADIO



With more than a MILLION SALESMEN

WHAT SELLS more Atwater Kent Radio than anything else? Its performance in the homes of owners. The neighbors look, listen, ask questions—and join the parade to the Atwater Kent dealer's store.

Isn't that your experience?—"One person hears it in another's home and that's the way Atwater Kent Radio is sold."

So every Atwater Kent Receiver is a sure-fire salesman—and there are more than a million of them on the job.

Think what this means in your town, think what this means to *you*, if you are an Atwater Kent dealer.

In the business of selling, is there anything like having a product that makes friends wherever it goes?

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MFG. COMPANY

A. Atwater Kent, President

4727 Wissahickon Avenue Philadelphia, Pa.



MODEL 35. illustrated,
6-tube ONE Dial Receiver.
Radio Speaker, Model H.