

# RADIO

## Merchandising

THE MAGAZINE OF THE RADIO TRADE



MAY, 1923  
\$1.00 a year

Retailing Radio to the Ruralites  
SEE PAGE NINE

The Leading Radio Manufacturers use and like

**FORMICA**  
 Made from Anhydrous Redmanol Resins  
**SHEETS TUBES RODS**

THE radio engineers of the leading radio manufacturers all over the United States have approved Formica in the most sincere and convincing way—by adopting it and using it in their production of radio equipment.

No other insulation material for panels, tubes, and other parts can show a list of makers of high-grade radio equipment using their material that is comparable to that printed on the page opposite. It is practically a directory of independent radio manufacturers in the United States.

This overwhelming preference for Formica among the men who, among all others, know most intimately the qualities and characteristics of radio insulation means only one thing.

*It means that for years Formica has maintained a quality and uniformity that is not to be had elsewhere.*

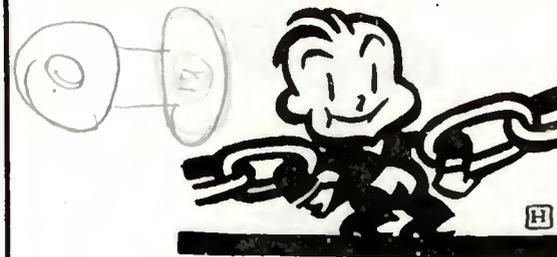
These men like the handsome Formica finish. They like the way it works with ordinary tools. They like its high dielectric strength and the wonderful uniformity of the product. They like the fact that it improves with age instead of deteriorating.

The trained engineers and purchasing agents of these manufacturers can scarcely be mistaken in their judgment of materials. The amateur is perfectly safe in following their lead.

**Dealers:** Formica advertising and sales support is the most aggressive and effective in the industry. The Formica Insulation Company treats you right.

THE FORMICA INSULATION COMPANY

4644 Spring Grove Ave., Cincinnati, Ohio



GOOD CONNECTIONS

## The Good Will Of Every Radio Retailer

is behind RADIO MERCHANDISING—  
 Because they all get it every month—and  
 read it because it is a big help to them in  
 their business.

We carry no convention news, no “personal” notes, no “write ups” or free puffs. There is nothing in the editorial columns which undermines the confidence of the reader as to the sincerity of its message.

All advertising is carried in the advertising pages. Every advertiser distributes his product through retailers and jobbers.

The publication is devoted entirely to the radio business—how to merchandise radio sets and parts—how to build the business.

It is a good book in which to advertise.  
 Rates sent on request.

**RADIO**  
**Merchandising**  
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue  
 New York, N. Y.

50000



## Heavyweights

These jobbers believe in radio. They are doing everything they know to help the retailer make money out of the business. They are plugging the radio business continuously and are mighty fine houses to deal with:

Julius Andrae & Sons Company  
 Carter Electric Company  
 Detroit Electric Company  
 Doubleday-Hill Electric Co.  
 Pittsburgh and Washington  
 Erner Electric Co.  
 Interstate Electric Company  
 E. B. Latham & Co., Inc.  
 The McGraw Company  
 Omaha, St. Louis and Sioux City  
 National Light & Electric Co.  
 Robertson-Cataract Electric Co.  
 Sayre-Level Radio Co.  
 Western Radio Co., Inc.  
 Western Radio Electric Company  
 C. C. White Electric Co.

Incidentally you might ask them what they think of RADIO MERCHANDISING as an advertising medium.

**RADIO**  
**Merchandising**  
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue  
 New York, N. Y.



AROUND THE WORLD

*Do  
 You  
 Know  
 ?*

That 342 Madison Avenue, New York City, is Merchandising Headquarters for radio apparatus?

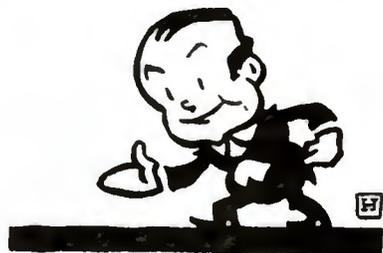
We maintain for the benefit of our advertisers a permanent radio exhibit and we are telling the whole world of its existence.

Full information on request.

**RADIO**  
**Merchandising**  
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue  
 New York, N. Y.

*How  
Do  
You  
Do*



If a man is known by the company he keeps, then your advertisement in RADIO MERCHANDISING would be adjudged favorably.

Advertisers in RADIO MERCHANDISING are:

Ackerman Bros. Co., Inc.	Globe Phone Mfg. Co.
Adams-Morgan Co.	A. H. Grebe & Company
Ajax Electric Specialty Co.	Kellogg Switchboard & Supply Co.
American Radio & Research Corp.	Colin B. Kennedy Co.
Automatic Electrical Devices Co.	King Sewing Machine Company
C. Brandes, Inc.	Lefax, Inc.
Charles A. Branston Co.	Magnavox Company
Burgess Battery Co.	Malone-Lemmon Laboratories
Capitol Phonolier Corp.	Michigan Radio Corp.
Allen D. Cardwell Mfg. Corp.	Mignon Electric Mfg. Corp.
Carter Radio Co.	Mortimer Radio Corp.
Connecticut Instrument Co., Inc.	Mu-Rad Laboratories, Inc.
Coto-Coil Co.	William J. Murdock Co.
Crosley Manufacturing Co.	Mydar Company
Cutting & Washington Radio Corp.	National Transformer Mfg. Co.
Dictagraph Products Corp.	Pacent Electric Co., Inc.
Dongan Electric Mfg. Co.	Pilot Electric Mfg. Co.
Dual Tool Co.	Post Electric Company
Dubilier Condenser & Radio Corp.	Precision Equipment Co.
Durham & Company	Radio Corp. of America
Fiber Products Company	Radio Stores Corp.
G. H. Fischer & Co.	Reiger Research Corp.
The Framingham Co.	Scholes Radio & Mfg. Corp.
Herbert H. Frost	J. S. Timmons
	Union Radio Corporation
	U. S. Tool Co., Inc.
	Wilson Utensil Company

**RADIO MERCHANDISING**

342 MADISON AVENUE

NEW YORK, N. Y.



# Brandes

Brandes *Matched Tone* Headsets have been continually manufactured, distributed through jobbers and dealers, and guaranteed as to quality and service for 15 years.

By keeping pace with the normal, sure growth of radio for 15 years—always avoiding the speculative—the manufacturers of Brandes *Matched Tone* Headsets have made their consistent and substantial contribution to the success and prosperity of radio.

If you are a Brandes distributor, you are associated with one of the pioneers of the radio industry whose sound future is assured.

**DISTRICT OFFICES:**

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

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

*Made in Canada and England by*  
Canadian Brandes, Limited, Toronto and London.  
Distributed in Canada by Perkins Electric, Limited,  
Toronto—MONTREAL—Winnipeg

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

## *Matched Tone*

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

## Radio Headsets

Dept. R. M.



"Allow the ear to hear what it likes, the eye to see what it likes."

Kuan-Yi-Wu.

The Grebe Receiver delights both ear and eye, for the ear enjoys good music, —the eye beautiful craftsmanship.

*Doctor Wu*

**Y**OUR customer knows what to expect from the Grebe Receiver — and he is never disappointed.

The Dealer who sells Grebe Receivers is a reliable business man who fully realizes the value of highly satisfied customers.

*Write us.*

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

GENERAL OFFICES AND FACTORY

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

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



Licensed under Armstrong  
U. S. Pat. No. 1118149

Say you saw it in RADIO MERCHANDISING.

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THE MAGAZINE OF THE RADIO TRADE

G. DOUGLAS WARDROP  
EDITOR

VOL. 2

MAY, 1923

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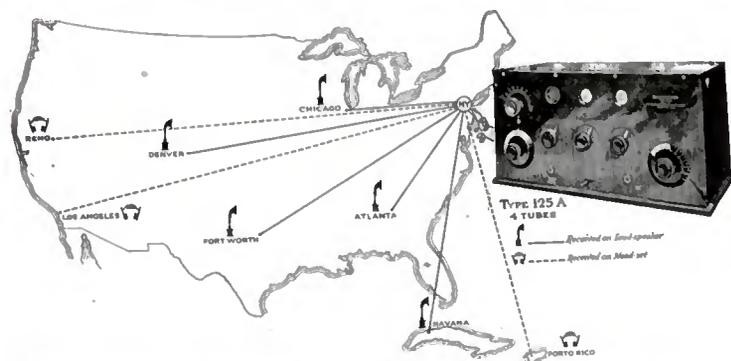
H. R. MENEFFEE  
Eastern Adv. Manager

**342 Madison Avenue, New York**

Telephone: Murray Hill 5659-9750



## Quality Radio Apparatus



### Distance—Selectivity—Ease of Adjustment

#### CARDWELL RADIO APPARATUS

is being used by the United States Navy, United States Signal Corps, and Bureau of Standards. The same rigid rules of manufacture and inspection are enforced in the production of amateur apparatus as in our government and commercial work.

#### Cardwell Products include

Receiving Sets	Transformers-Audio
Amplifiers	Transformers-Radio
Condensers	Couplers

Descriptive catalogue mailed on request

#### —TO DEALERS AND DISTRIBUTORS—

*A sane sales policy has been adopted which we are sure will interest you. Write us for details including discount.*

#### Our Instruments Stay Sold

**Allen D. Cardwell Manufacturing Corporation**  
75 Prospect Street, Brooklyn, N. Y.



MODERN farmers are, taken by and large, as progressive as any one class of people you can name. They are strong for up-to-date methods of doing things; witness the tractors, the separators, the milking machines and the dozens of other pieces of machinery that the average farmer has to help him do his work. Your farmer has read about radio, he is half sold on it already; the progressive dealer can reap a rich harvest indeed if he will go after it.

## Retailing Radio to the Ruralites

By Sewell Peaslee Wright



THE radio line has been, and still is, a big money maker for thousands of dealers, despite the fact that not one in several hundred has even made the slightest effort to tap the biggest and by far the most logical market for their goods. How much better the radio dealer will get along, then, when he does discover, and cultivate this great market!

The farmer of today represents the great untouched market I refer to. In case any of you feel inclined to disagree with me in my statement, let us consider for a moment, and briefly, the farmer as a prospect for a radio set, and then, compare him with the city man, who has been the object of most of the sales effort that has been made.

Radio (I am speaking now, and henceforth of broadcast reception entirely) can be merchandised along two lines; either as an amusing hobby, or as a practical source of information. There may be other sales appeals, but I rather think you will agree with me that folks buy a radio set either for their amusement or for the sake of the information that they can gather from the broadcasted reports of one kind or another.

Let us consider it as a vehicle of amusement. The farmer is miles away from the theatres and the other places of amusement that the city man has, and although he may have a car, the trip into town, and the ride back after a hard day's work, is not particularly inviting. Again the farmer's life is much more monotonous than the city man's, and it must be remembered that

keeping the young folks on the farm is a very big problem to the average tiller of the soil. Radio, bringing as it does, the very cream of the country's entertainment to the aerial of the phone listener, can be made into a very big factor, I believe, in helping solve this problem.

To city folks, radio is something that may be listened to between shows, dances, and social affairs of various sorts. It is merely a new kind of phonograph, that can be put into operation when there is nothing else to do. To the farmer's family, radio is an every-evening proposition, and not being surfeited with other forms of entertainment as is the city dweller, he is far more easy to "sell" on the entertainment value of a radio set.

From a practical standpoint, by which I mean the utilitarian side of the question, the farmer has tremendously more to gain than has the city man. Few of our metropolitan brothers are even remotely interested in what wheat and oats and beef may be bringing in their respective markets, but it is the farmer's bread and butter to know what his commodities are doing. Weather reports are of little practical value to the city man, who is not greatly inconvenienced by rain or cold; they enable the farmer to plan ahead, to protect young trees from late frosts, and to do a hundred and one things that the average office man would never dream of.

**T**HE educational programs are of tremendous value to the farmer and his family, because they are denied the educational facilities that we city dwellers are blessed with. Really good schools, libraries, and other op-

portunities for improving the mind are denied rural folks to a very great extent, and although conditions are improving, there is still much to be done.

Not only is the farmer a more logical prospect because of what he can get out of the programs, he is an EASIER prospect as well. Let us look into this last statement a bit.

Radio works at least twenty-five per cent better out on the farm than it does in the city, because there are no great masses of structural steel, no tremendous net work of power lines and telephone and telegraph wires to absorb energy and create disturbances that cannot be controlled. If you've never heard a radio set work out in the country, away from the bad electrical conditions of the cities, try it sometime! You've never heard radio as she should be heard until you do!

The farmer, that is, the average farmer, has ready money in the bank which he can and will invest in a radio set. Too many of the dwellers in the cities live from hand to mouth, and their bank accounts can be properly designated by a cipher with the rim carefully erased. The farmer has the money, and he'll spend it for radio if you go about it in the right way; concerning which, more later.

**M**ODERN farmers are, taken by and large, as progressive as any one class of people you can name. They are strong for up-to-date methods of doing things; witness the tractors, the separators, the milking machines, and the dozens of other modern pieces of machinery that the average farmer has to help him do his work.

Your farmer has read about

radio, he is half sold on it already; the progressive dealer can reap a rich harvest indeed if he will go after it. I think the foregoing facts will suffice to "sell" you on the desirability of the farmer as a prospect; let us turn now to the ways and means of reaching the farmer, and selling him radio goods.

You will find, I think, that your farmer friends will have three major objections, all of which can be easily explained away. In order of importance they are:

1. "I couldn't operate one of the dog-gone things!"
2. "They cost too much" and
3. "What if it goes wrong, or gets out of kilter?"

This first objection could, of course be easily overcome. The modern single circuit set, with only one critical control, is easier by far to operate than a Ford—and every farmer can run a Lizzy. This is something that it will be better to demonstrate than to say, so I would suggest that if you are going into the farm market, you do it right.

Take a light car, some stranded, flexible aerial wire, some insulators and a simple set, and go out to see your prospect some evening. Have him invite his neighbors in; it will be easy to get a housefull. Radio is still very much of a novelty in the rural districts, especially at close range.

Run up a little single-wire aerial, and have a long lead from your dashlight supply the A battery juice; it's simpler than carting a regular storage battery around. Two or three headsets should be available; I think you will find this better than the loud-speaker. The latter has its disadvantages, as every radio demonstrator knows, and by having the headsets to pass around

so that not all can listen at the same time, you keep them all more interested, and anxious for their turn to listen in. You can be giving a little sales talk to those who are awaiting their turn, too, which is something that is important. Otherwise they will stay till the concert is over, and by that time they may be sleepy and tired, and anxious to get home and to bed.

Don't give them too much radio, and don't try for any long distance stuff unless on special request. Get one good program, and stick to it, unless there is good reason for changing. Make your prospects tune the station in and out; there's nothing like personal experience to "sell" a man on radio. Once he hears a station come in as he turns the little black dial, and gets the hang of coaxing the full volume of sound from the station, you'll have a job tearing him away. Don't overlook the Mrs. and the youngsters as they can fight half your battle for you—or lose it entirely for you. But this latter is elementary salesmanship, so perhaps I had better get back to my main subject.

Let us take up objection number two; the cost. I have a suggestion to make now that many of you may not agree with, but it has worked out with marked success for several dealers of my personal acquaintance, and I am sure that a trial will prove the wisdom of it.

**S**ELL your farmer a set that is just as simple, and just as low priced as possible. If there is a powerful broadcasting station in your city that has good programs, sell him a crystal set. If there is none, sell him only a tuner and detector; don't load

him up with two or three steps of audio and a loudspeaker. Sell him just as little as he can get reasonably good results with, and you will make more money on it in the end—for several reasons.

The psychology of it is this: If he pays two or three hundred dollars for the entire set at once, he will proudly tell the news to his neighbors, and thus, by a tale of the expense involved, effectually kill them as prospects. If he buys the absolute necessities only, and adds to them a little at a time, the sum will not be so big to him, and you will sell the goods eventually, anyway.

Get a simple set into his hands, and let him learn to operate it well before you burden him with more complicated and delicate apparatus. The Radio Bug will bite him, and he'll have the rest of the things or know the reason why; he'll take them away from you by main force, if necessary—which it probably won't be! The average farmer has few or no hobbies, his mode of living does not tend to cultivate them; but once you get him astride of radio, he'll ride it to death, for the very novelty of the thing.

Thus, it is possible to eliminate the cost bug-a-boo with one fell swoop, as a rule, but should your prospect balk even at the cost of a simple set, enlarge upon the practical value of it through the market news, the weather reports, and so forth. Compare the cost of the set under consideration to pigs, or cattle, or wheat, or whatever the farmer is most interested in; show him that it costs only the equivalent of so many bushels of oats, or so many bales of hay. Money looks big to him, but farm products are a different matter—but here again, perhaps, I am talking elementary salesmanship.

The matter of price is easily disposed of, as a rule. Each case will be different, of course, but the clever salesman will not experience much difficulty from this source if he has properly demonstrated the set to the prospect. The whole secret of selling radio to the farmer (and I say this knowing that it is a repetition) is to get his hands on the dials. The rest will come easy.

The third objection is really a branch of the first. To overcome it should it arise (and it frequently will) show the prospect the inside of the set; let him see how simple and sturdy it all is. The modern radio set is not half as "fussy" as a gasoline engine, with its pistons and ignition and timers and pumps and carburetors.

Offer to install the aerial and the set, and to teach the various members of the family to use it. Of course, a moderate charge should be made for the installation work, and you should explain that the work is really very simple and tell them just how to go about installing it themselves, should they want to do so.

Explain fully to some member of the family the vital points about operating a set, and warn them against shortening their batteries, jarring the tube, grounding the aerial, and other common causes of trouble. Show them how to make a good connection, and explain fully just what the markings on the binding posts mean, so that they can connect up the external elements of the set correctly. Then offer to give them free service on the set, in case anything should go wrong; which offer, of course, would not include replacements for damaged

goods, but merely an offer of help in case the purchaser is unable to "shoot" the trouble.

You will not have many such calls for help, and when trouble does develop, as it is bound to once in a while, it is the part of wisdom to see that it is cleared up as soon as possible, before the discontent that it is sure to cause has a chance to spread to the neighbors. Offer to help, and then make your offer good. You'll find that it pays.



HOSE of you who read "If the Mountain Won't Come to Mohammed" in the February issue of RADIO MERCHANDISING will remember that I suggested therein a very practical means of getting farmer and small town prospects, namely, giving free demonstrations in the public square, in the Odd Fellow's Hall, at some cross-road "Corner" that would be a convenient rendezvous—anywhere, in fact,

## The Turnover Tune

*William R. Benet in "The Nation's Business" expresses the dealer's problem of turnover as follows:*



AID the clock to the dealer,  
To the dealer and his stock,  
"I am ticking off your profits,"  
To the dealer said the clock,  
"Custom, custom every minute!"

Luck is in it—luck is in it!  
Where's the risk when Trade is brisk!  
Tick-tock! Tick-tock!"



OU'RE a liar, you're a stealer,"  
Said the dealer to the clock.  
"Ticking up my carrying charges—  
Making mock—making mock!"

Fractions up to dollars mounting  
Till they leave my profits nil;  
Just reversing my accounting!  
Stand still—stand still!"



H the goods we bought so gaily  
And the goods that will not go!  
Adding costs forever daily  
Till we tear our hair with woe!  
Moods and tenses of expenses

On the poor retailer's stock—  
And that devilish little revel  
'Twixt the profits and the clock!

that a crowd of farmer folks could conveniently be got together. Ads in the local weekly, hand-bills and perhaps a few posted signs will get the crowd. Get the names of all those who seem interested, and then bombard them with good dealer literature for two or three weeks to warm them up. Then make your personal calls on them, and separate the sheep from the goats. You'll find them mostly sheep—ready to be led to the slaughter, so to speak.

It has been found decidedly profitable in some cases to make a particularly enthusiastic farmer a sort of local agent; pay him a small commission in money, or in trade, as you may deem fit. In many communities really remarkable results have been obtained in this way. It is certainly well worth a trial.

Many of you dealers will say to yourself about this time "That fellow doesn't know the farmers out in this section of the country—they're different here!" Let me say that I've found the farmer pretty much the same all over these United States of ours; his speech may be a bit different, he may raise a different crop or a different breed of live-stock, but fundamentally, he is the same, for after all, he's a MAN first, and a farmer next. Sometimes I think we try to sell a banker, a lawyer, a coal miner or a carpenter, instead of re-

membering that it's the MAN first, and the occupation afterwards—but once more I'm off my subject!

**T**HE farmers within a radius of ten or fifteen miles of the town or city you operate in are ripe prospects; I have tried to outline in the foregoing just why they are ripe—and how to make them fall into your hand with a minimum of effort and waste motion.

Eventually you will go after this market; you may wait too long, and find your competitor firmly established. Which reminds me of one thing more: The mail order houses have invaded the field with a vengeance. As you dealers know, the big catalog houses depend very largely upon the rural and small-town populace for their trade. They are devoting pages in their big catalog to the sale of radio goods, with especial emphasis on complete sets, and even issuing special radio catalogs. The appeal used in the copy and the illustration is **DISTINCTLY RURAL!** When the big boys make a move of this kind, there is a mighty good reason back of it. There's competition **ALREADY** in the field; are you going to let it come off victorious, without a struggle?

That's for you to decide—**NOW!**



Keen Insight

where the disposal of time is surrendered merely to the chance of incidents, chaos will soon reign.—Victor Hugo.

## Keep the Little Things in Mind

Store Efficiency Spells Store Success

### Two States of Mind

**M**R. PESSIMISM was visiting some friends at their country home. His little radio store which he had started several months previous was not producing results. Though he was supposed to be having a day of rest, he couldn't get his mind off the circumstances of his business.

His host was also in the radio business, but a well established and paying one. He noticed the troubled look on his guest's face and inquired:

"What's eating you?"

"Eating me, — you said a mouthful. Somebody else is eating up the profits that I should be getting from my business."

"How do you make that out? What have you been doing to get business?"

Mr. Pessimism proceeded to tell about some of his efforts,

something like this:

"Well, I sent letters to most of the prominent people in town telling them of the opening of my radio store. Nobody answered, so I guess they don't care."

"Have you advertised so that these people know what you have to offer?" asked the host.

"Just a little, but what's the use of spending any more of my money if nobody else will spend theirs."

"That's where you're wrong. First, you should have written letters to **ALL** your possible radio-ites. Don't make class discriminations. Radio is for everybody and before long there will not be a home without a set. The thing for you to do is to tell your people why they should be interested in radio. Don't just expect them to become enthused without some incentive. What you need more



©Kadel & Herbert

A Window Display That Will Attract Attention

than anything else is the right attitude toward your business. You've got to spend a little to make a little more. Early to bed, early to rise, stock up right and ADVERTISE. That's what you need."

And it WAS. And he DID. And YOU can too, if you make up your mind to it.

### Investigation of Store Conditions

**THE POOR ONES**—Let us suppose, Mr. Radio Dealer, that a careful observer went around to the radio stores in your city to observe the conditions in stores that were getting business and also in stores that weren't getting business. A report of conditions would be of value in helping you to decide what you should do and should not do to get more customers.

Here's what he saw in cases where good business was conspicuous by its absence: One store was in a fine location. Every store in the vicinity was humming the tune of trade but poor Mr. Radio Dealer never had enough customers in his store to fill up three chairs. But why should his business be so much poorer than that of his neighbors? The outstanding reason is the dinginess of his store owing to dirty windows. There was broken glass in a few show cases. The cases themselves were all scratched and badly in need of oiling. The salesmen looked unkempt, the proprietor unshaven, the store poorly lighted and the stock looked dull. All in all, the first impression you got as you walked in was a feeling of depression plus the sensation you get when you are out at sea and there's a fog ahead. Owing to the fact that very few people find their way to this store, the salesmen make a great fuss over the customers

who come in and endeavor to sell them everything but the company's safe. If the customer has a decisive mind and can remember what he wanted to buy in the first place, he will get it, walk out as quickly as he can, heave a sigh of relief and say "Thank goodness, I got out of that". This is the wrong attitude to get your customer in. Make him feel, when he decides on a purchase that it is an important event of the day.

**THE GOOD ONES**—The second and only kind of business to run is the one which brings profitable results to both the radio dealer and his customers. How does he get that way?—you might ask. First of all, he has an attractive, clean, well-polished, orderly, comfortable and well lighted store. The proprietor of this store is continually on the alert for ideas which would improve business. He not only listens to suggestions, but he tries them out. He reads the "Dealer's Calendar" closer than the sporting page. And it produces results. What's the use of ideas if some one doesn't put them to practice?

This radio dealer does justice to every division of his business that needs attention; he keeps the best type of salesmen, he changes his window display weekly, he gives indoor concerts, he advertises in newspapers at dull times, he allows the radio club to use his store for a meeting place and he holds monthly meetings with his sales crew. This radio dealer deserves every bit of business he gets.

### Keep Records

**W**E all know perfectly well that men have made money without any records at all. This does not prove that it is the best

way to do business. The large and successful ones must have accounting systems and complete book-keeping records or they cannot be either large or successful. The indispensable records which show your progress or loss can be very simple.

No business can be run as safely without records as with them.

Double entry books are simple to keep. The single entry system may take a little less time, but it isn't so reliable.

Don't try to learn book-keeping by mail. If you don't know how to keep books, take a few lessons. It pays. A man on the spot can tell you all you need to know in a few short lessons.

Your books will show you in parallel columns your cost and selling values. It may startle you. If you figure the difference in percentage on various items you may find it exceeds your average margin by six to ten per cent. You will wonder where the difference comes in. Examination will show you that you

have slow moving merchandise. The fact that staple stock constitutes a large part of your total sales, that stocks carried are always comparatively light and turn over very rapidly, accounts for the heavy actual reduction in your average margin. When these facts are known accurately, they furnish the basis for endless profitable study and examination of the inside facts of your business.

### Keep Springing

**D**ON'T be afraid to spring any new ideas you have on the boss. He will be glad to get them, even though some of them may not be applied to his business or put to practice right away. If your boss is a big man he will be constantly on the lookout for newer and better ideas, and any help in the way of suggestions will be gladly considered and gratefully accepted whenever possible. If you keep on springing you are sure to rise.



©Kadel & Herbert

Another Juvenile Window Display Worth Trying Out



Here's the key to the situation.

**R**ECENTLY I had occasion to drop into the store of a radio merchant in my home town, a radio enthusiastic suburb of New York City, and took occasion to talk over some dealer problems with the proprietor, who for the purpose of this story I shall call Jones.

It so happened that Jones had a chip on his shoulder and I apparently arrived at just the moment when he wanted to unburden his woes.

Boiled down, the trouble with Jones was that a competing dealer, named Smith, on the same street, had put in a window display that was attracting great attention and was resulting in considerable loss of trade to friend Jones. He raved eloquently on the discrimination of manufacturers and jobbers in supplying window display posters, cards, streamers, etc. and felt very much hurt that a manufacturer who had benefitted by his orders for six years, should be giving Smith preferential service.

"I have sold thousands of dollars worth of that manufacturer's goods; I have spent good money advertising in the local newspaper", said Jones "and along comes Smith and in a couple of weeks puts a crimp in my sales with the full backing of the manufacturer and his jobber".

"But", I protested, "that does

## A New Brush Sweeps Clean

not sound to me like the business policy that either the jobber or the manufacturer you name would pursue. I want to find out about it, and I am going to investigate the causes a little more thoroughly".

An evening or two later I again went to see my friend Jones and with me was the jobber's salesman most interested in the discussion. The salesman listened for a quarter of an hour to a rabid attack on the discriminatory tactics of his house.

Friend Jones having finished his monologue, the salesman went to bat and began to ask some questions regarding material that he knew had been received by the dealer, and which proved that Jones was on the regular mailing list. The salesman then glanced about the office and found in one corner several rolls and packages of advertising matter and dealer service material that had lain there so long that they were covered with dust.

The second roll, opened, yielded a great mass of detailed descriptive matter regarding the display of which Jones had complained, together with several free posters and streamers that were part of the display. A circular letter explained that the balance of the window display could be purchased for a surprisingly low figure.

And the post mark indicated



Catalog No. 85

### An Improved RHEOSTAT another PACENT development

SIMPLE—STURDY—FINELY ADJUSTABLE—EASY TO MOUNT

The new PACENT RHEOSTAT is beautifully constructed, flawless in performance, the simplest to assemble or take apart when mounting. The turn of one screw separates the two units (as illustrated). Unit 1 consists of pointer, knob and shaft moulded in one piece. Unit 2 remains intact when rheostat is separated permitting the careful factory adjustment to remain undisturbed. Changing from panel to table mounting is a matter

of only a few seconds. The wire element will safely carry 1½ Amp. continuously. Heat-resisting base will not warp or crack. The rheostat turns with the smooth "velvety" feel of precision instruments, making perfect control easy. Another instance of PACENT quality at reasonable cost.

The PACENT Potentiometer (same size and incorporating all the advantages of the PACENT RHEOSTAT) Catalogue No. 88 Price \$1.25.

Write for descriptive bulletin M-5 and our attractive Dealer Proposition

PACENT ELECTRIC CO., Inc., 22 Park Place, New York

SALES OFFICES

Chicago, Philadelphia, Washington, D. C., Minneapolis, St. Louis, San Francisco  
Canadian and British Licensees: Colonial Radio Ltd., Hamilton, Can.

Don't Improvise—"PACENTIZE"

# Pacent

## RADIO ESSENTIALS

Say you saw it in RADIO MERCHANDISING.

that Jones had had his opportunity a month before Smith had opened his store!

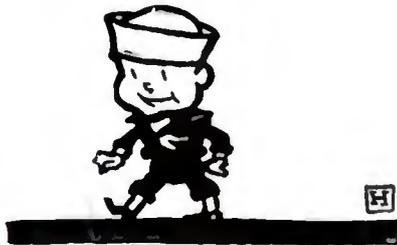
The salesman had won out. All that was wrong with Jones was that he had gotten into a rut. The file of unopened manufacturer and jobber advertising and display matter represented to him lost opportunities—to Smith the same service had meant successful sales.

Manufacturers and jobbers in the radio business are spending huge sums of money on dealer helps. The dealer who takes advantage of this cooperation is living on Progressive Street. Mostly this cooperation is

gratuitous—perhaps if the manufacturers and jobbers inaugurated a definite charge for the service, it would be more thoroughly used. Being free, he often wrongly feels that the material is not worth using. No greater mistake could be made.

Such dealer cooperation on the part of the manufacturer is usually rendered when it is timely. Are you making every use of it, Mr. Merchant, or are you waiting to be stimulated into action by some new competitor? Remember a new brush always sweeps clean. A new dealer is likely to make a big effort to put his business over.

## The Business Mariner



When the business mariner prepares for a voyage, he charts his course. On the other hand, if he is merely an adventurer with no idea of navigation, he does not chart his course—and sooner or later there is a wreck. But if he is a business man (pardon, we meant a mariner) he figures where he wants to go, if he has enough goods (pardon, we meant fuel) to take him there, and if his ship is properly financed (excuse it please,—that should have been “caulked”). Then he decides whether the route he is to take (note to reader: this means “the location of the store”) is the best one available and so on.

And, of course, when he is well out on the troublous sea of selling that lies between his good ship and the Port of Profit, he looks, every now and then, at his log—darn it, we mean, his cost records. Otherwise he won't know just how fast he is going.

His compa-er, that is, his sales sheets, tell him whether he is headed right or wrong, and his weather reports (of course you understand we mean reports on business conditions) tell him whether the winds of trade are to be favorable or unfavorable during the weeks and months to come. And if he is a wise mariner, he trims his sheets (of orders) and lays his course so that he can sail close to the wind and keep away from the banks (pardon the pun) in stormy weather.



## Now the Paragon Input Radio Frequency Amplifier

*The Instrument for which You  
and Your Trade Have Waited*

In putting our Type 10-R Input Amplifier on the market, we have been unhurried by the insistent demand of the trade and the large body of expert amateurs who favor PARAGON Equipment.

But, you have lost nothing by waiting for this event, for you are now able to confidently offer to your customers an instrument full-fledged, to meet the demands put upon it.

### *What This New Unit Is and Does*

The securing of greater latitude in the selection of wavelengths and the strengthening of weak signals have been a considerable problem. Their ideal solution, however, has been found in this new PARAGON unit.

Type 10-R PARAGON Input Amplifier is easy to install and operate. It involves no complications of timing. Current is supplied by the same battery which operates detector and audio frequency amplifier tubes.

This unit is cased and trimmed to exactly match PARAGON Receiving Equipment.

It is complete with antenna circuit tuning condenser, adjustable autotransformer, vacuum tube socket, filament circuit rheostat, radio frequency choke coil and radio frequency by-passing condenser. Any type of amplifier tube may be used.

Write for complete descriptive bulletin; installation and operating instructions.

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

# PARAGON

Reg. U. S. Pat. Off.

## RADIO PRODUCTS

# How to Meet Mail Order Competition



**A**LTHOUGH the problem of keeping local trade at home is common to retailers all over the country. Prof. Wilford L. White, of the University of Colorado, taking Boulder as a typical American city, has made a special study of how to fight mail order houses and the stores in adjacent large cities. In a letter sent out to merchants of the State he points out "the true advantages, as well as the fallacies, of such buying upon the part of the consumer, and suggests concrete ways in which the merchants of Colorado can win back this potential market."

He classifies the following factors which enter into the problem, under the heading, "For Trading Locally," personal touch of the proprietor; better prices in middle and high priced goods; equal quality in all reliable stores, convenience to shops, small stocks giving exclusive lines, ease of establishing credit and civic pride.

Under the heading "For Trading Elsewhere."

Greater variety to choose from especially women's lines.

Failure to find out what the customers want, and to have it in stock when they call. Lack of progressive sales methods and

alert sales persons. Unattractive stores; dirty exteriors, poor window displays, illogical arrangement of display counters, lack of proper solicitation on the part of the management. Bargain sales conducted in larger cities, buying habits and motives of those who trade elsewhere. Prestige of a distant market or a large city.

"From this short comprehensive list, you can see that the problem of keeping your trade at home is not as difficult as most people are willing to believe. The great majority of people would trade at home if they were acquainted with the facts and given the proper attention by the merchants.

"It is a fact that a progressive store located in a small town can undersell one in a larger city. If two stores offer the same quality and services, the smaller one can sell medium and high priced merchandise at lower prices because its overhead charges are less. It is estimated that a small dry goods store can operate at a cost of about 17 per cent while a larger one must have an operating margin of nearly twenty-four per cent, a difference of 7 per cent on net sales. As against this, department stores will average more than 25 per cent. The difference is primarily due to high

**U**NATTRACTIVE stores; dirty exteriors; poor window displays; illogical arrangement of display counters; lack of proper solicitation on the part of the management. These are some of the reasons why the mail order house secure the local merchant's business.



## Mother Enjoys Radio with Frost Fones

**M**OTHER says she finds Frost Fones are best of all makes she has tried. "They never tire my head, fit nicely, and my, how clear they make everything!" Wherever Frost Fones are introduced into the home they make firm friends of every member of the family.

### FROST

Frost Radio enjoys the same high esteem in hundreds of thousands of homes as do Frost Fones. A reputation built on quality apparatus at popular prices has brought this about, so that today you can sell Frost Radio with less effort than any other line.

### FROST FONES



### RADIO

Being nationally advertised, and with the added inducement of superb quality, Frost Radio today is selling in large volume, and with a wonderfully quick turnover. If you do not now handle Frost Apparatus, you should arrange at once with your jobber to do so.

### For the Entire Family's Use—

### A Frost Jac-Box



Complete  
**\$3.00**

A sturdy, handsome polished oak box containing four jacks. Permits use of four pairs of Frost Fones, or three Frost Fones and loud speaker. A big seller that you should stock.



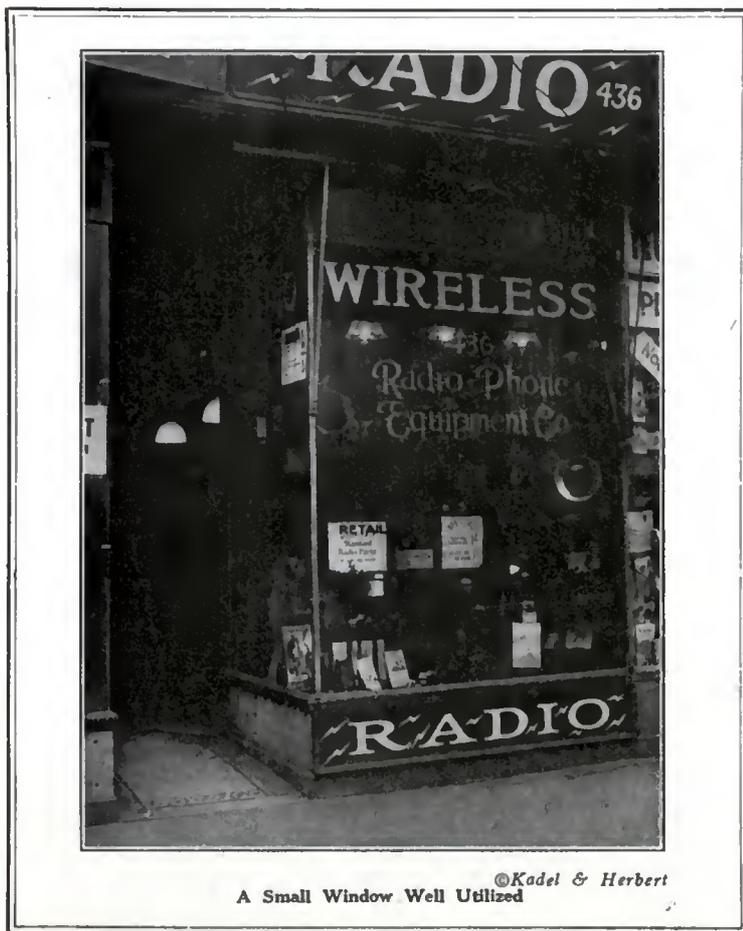
**HERBERT H. FROST, Inc.**  
154 WEST LAKE STREET, CHICAGO, ILLINOIS.

rents, the need of more advertising in the larger cities, a heavier loss from bad debts, and added services which are not needed in a smaller locality.

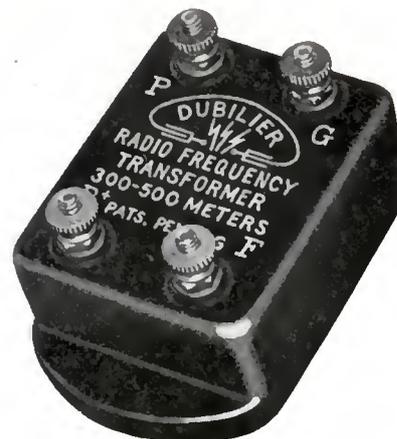
"To offset this advantage of buying at home, there is the disadvantage of not being able to carry complete lines of merchandise. This is a serious handicap for many merchants and cannot be completely overcome because a merchant in a small city cannot afford to carry the same assortment of sizes that is absolutely essential in a larger store. How-

ever, something can be done. Too many merchants buy what they think their customers want without trying to find out what they do want. Some merchants buy bargains when their customers want and are able to pay for quality merchandise. Others buy to please their own wishes.

"The solution is to find out what your customers want and have the goods on your shelves when they call for it. You can do this by recording every request for merchandise which is not in stock at the time of the



©Kadel & Herbert  
A Small Window Well Utilized



## THE DUBILIER DURATRAN

*Perfect Amplification Over All Wave Lengths with this New Radio-Frequency Transformer*

**T**HE Duratran is the latest Dubilier specialty. It is a radio-frequency transformer which, unlike other radio-frequency transformers, amplifies consistently over the entire rated wave-length band of 300 to 500 meters with a factor of about 15 to 25. Even over a wider band the amplification is excellent.

With the Duratran in a set distortion is avoided. The broadcasting station is heard at its best.

Add this new Dubilier product to your line. Like the Micadons and Ducon it is widely advertised in the leading radio magazines.

Liberal discounts to the trade.

Retail price \$5.00.

**DUBILIER CONDENSER AND RADIO CORP.,**  
48-50 West 4th St., N. Y.

*Branch Offices in the Following Cities:*

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

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

request. You can do it by putting out 'feelers' just prior to a purchasing trip. You can do it by closely watching the social, business and political leaders of your city to see what they are purchasing from you and your competitors. You can do it by reading both the trade publication and general magazines in order to find out what they recommend.

"The second advantage you have over your out-of-town competitors is that, assuming that you are not primarily a cut price store, you do offer merchandise equal in every respect to that offered in the most exclusive store in New York City. Do you make use of this advantage?

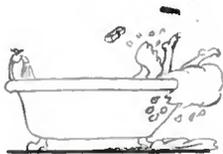
"The third advantage which you can utilize is that of convenience of location. The main reason why most groceries are purchased in the home city is that groceries are a convenience goods.

"Every one becomes accustomed to his surroundings. Perhaps you have not kept up your store as you intended because of this

very fact. How is the exterior? Does it need paint, or even just a scrub brush? Are your windows cleaned often enough? Do you change your window display at least once a week? How much time does it take to change it? A whole evening is not too long.

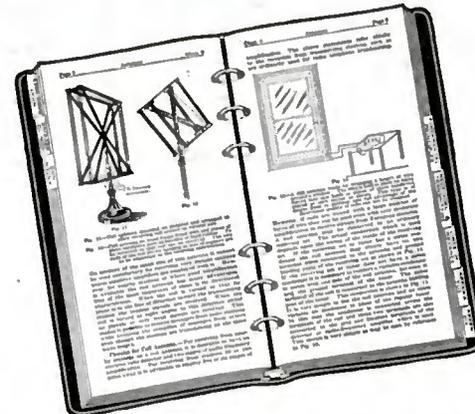
"How about your counters? Do they need retouching? Your competitors may be using display counters with glass tops and fronts while you may be using the older wooden ones. Is your storeroom dark at midday? Are your smaller wares nearest the door? There are hundreds of questions which you could ask yourself regarding your building and layout.

"In the fourth place, one of the greatest advantages if not the greatest, which you have over these two types of competitors, is the personal touch with your customers. Your personality can be made a great asset to you. If you learn the names, faces and interests of your customers, and let them know it, they will appreciate your attention and show their appreciation by trading with you."



### The Morning Bath

is essential to bodily sanitation—so also is a periodical inventory of merchandise stock essential to good business. One day a month spent in stock inventory is a good investment for every retail radio merchant.



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

## Summer Radio Business

When such an eminent authority as L. E. Whittemore, Alternate Chief, Radio Laboratory, U. S. Bureau of Standards, talks so optimistically about radio this summer, we should all put forth every effort to make this the biggest summer radio has had. He has written a special article for Lefax in which he clearly states why radio should have a very successful summer.

Thousands of copies of this article have been sent to manufacturers and jobbers. If you have not received a copy, send for it. Various newspapers over the country have published it. The article first appeared in "Radiofax," the monthly service that goes with the sale of every Lefax Loose-Leaf Radio Handbook. We have also taken space in "Radio News" and "Popular Radio," selling the public the idea of continuing radio activity this summer.

The Lefax Loose-leaf Radio Handbook will arouse and maintain enthusiasm for radio, all year round. It is a profit making, sales building product, well worth stocking. Radiofax, the monthly service, keeps the book up to the minute and fully explains all the latest developments and hookups. Play up this service to your customers. You won't have to spend much time or effort in selling this "one best book on radio." Order a good supply now from your jobber, or write or wire us for sample and prices.

**LEFAX, Incorporated**

137 So. Ninth St.

Philadelphia, Pa.

# Cutting and

*The Oldest Manufacturers in America of*

You have been waiting for this announcement of sales policy

—at last a real sales policy in the radio industry that assures the dealer permanent profit and protection. Read these seven points

1. Dealers to be carefully chosen in order to assure high-class representation.
2. Liberal discounts to enable dealers to engage in active selling, and still make an attractive profit.
3. National advertising to familiarize the public with the excellent quality of Cutting and Washington instruments.
4. Co-operative local advertising plan, employing novel ideas to assist the dealer in selling large volumes at small cost.
5. Complete line of instruments of scientific design, correct engineering principles, and highest quality material.
6. A complete servicing plan to insure satisfactory operation of apparatus after it is sold.
7. A new merchandising plan that covers every detail of a profitable business in radio.

Say you saw it in RADIO MERCHANDISING.

# Washington

*High-Quality Commercial Radio Equipment*

You have been waiting for the announcement of these new receivers



THE NEW CUTTING & WASHINGTON RECEIVER,  
TYPE 11A

—Leader in the Line

1. Licensed under the famous Armstrong Patents, utilizing the regenerative principle, admitted to be the best for radiophone reception.
2. Designed by Dr. Fulton Cutting and Mr. Bowden Washington, whose apparatus is used by United States Stations, ships and aeroplanes.
3. Manufactured and tested by one of the world's largest manufacturers of automatic electric equipment.
4. Marked simplicity, made possible by the experience of these designers and builders.
5. Each important part of the instrument inspected with great care.
6. Body capacity eliminated by special metal panel.
7. Secure mounting throughout, all binding posts in the rear. Unique panel mountings and finish gives this set remarkable durability and attractive appearance.

*Write at once for complete details of this real opportunity in radio*

**CUTTING & WASHINGTON RADIO CORPORATION**  
**Minneapolis, Minnesota**

Say you saw it in RADIO MERCHANDISING.

# The Prospective Radio Market in Mexico

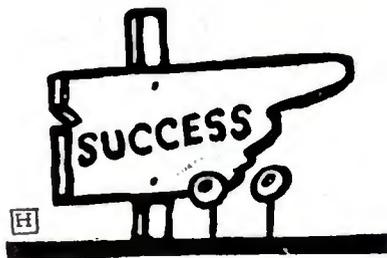


**L**EFFORTS are now being made in Mexico to secure the enactment of legislation which will permit the establishment of broadcasting services, and there is every indication, according to the reports of our representative in Mexico, that these efforts, will be successful in the very near future. This will mean that undoubtedly there will develop a very considerable market for American radio apparatus in the southern republic. Already the wealthy classes have purchased and installed powerful receiving sets and have been enjoying the concerts of the American broadcasting stations. The Mexican radio audience includes several Ministers of the Cabinet.

Several newspapers and magazines now include radio sections—the dailies in Mexico City covering the daily programs of the nearest broadcasting stations in the United States.

There are three large jobbing houses in Mexico City already carrying a considerable stock of radio apparatus. Their names and addresses will be sent to American manufacturers on request. In Mexico a large part of the retail radio business is in the hands of garages and automobile service stations.

The next year should see a very large volume of business in Mexico for American manufacturers who get active in their cultivation of its possibilities now.



## Definition of a Successful Business

One that is trusted by its creditors, bankers and customers. One that salesmen like to have on the order blank that goes to the office, one that the credit man likes to O. K. when he passes the order, one that the cashier likes to think of when he sends out the bills. One that the boys call "the store" and not "the dump"—one where the errand boy really likes the boss—in short, one where the boss likes his business and looks upon it as a matter of pride as well as of profit.



## The Height of Efficiency CROSLEY MODEL X PRICE \$55

Clearly, distinctly, as though given in the same room, messages from W. L. W. Broadcasting Station, Crosley Mfg. Co., Cincinnati are heard in all parts of America if a Crosley Model X—a four-tube radio frequency set—is used. This remarkable instrument, very easy to tune, simple and beautiful in construction, has repeatedly brought in messages over 4900 miles away. Other Crosley Models, like the Model VIII, three-tube set—price \$48, and the Model VI, two-tube set—price \$29, have given exceptional results to thousands of satisfied users everywhere.

Write For Catalog Showing Complete Crosley Line.  
For Sale By Best Dealers Everywhere.

Besides a complete assortment of receivers, Crosley manufactures parts for replacement or home construction.

Jobbers and Dealers Will be Interested in the Crosley Proposition.  
NEW YORK OFFICE, C. B. Cooper, 1803 Tribune Bldg., 154 Nassau St.  
BOSTON OFFICE, B. H. Smith, 929 Blue Hill Ave., Dorchester.  
CHICAGO OFFICE, 1311 Steger Bldg., 28 E. Jackson Blvd.—R. A. Stemm, Mgr.

**CROSLEY MANUFACTURING CO.**  
539 Alfred St. Cincinnati, O.

## Remarkable Regenerative Receivers



## ACE Model V \$20

Formerly known as Crosley Model VC

This one tube receiver is astounding the radio world with its wonderful achievements. Stations more than 1000 miles away are being regularly copied on this set. In comparison to its price, there is no receiver on the market today to equal it in performance.

Because of its size and price the Ace Model V is a great summer seller.

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

Live Jobbers and Dealers are eagerly taking advantage of the sales. this instrument and the rest of the Precision instruments and parts bring them.

Free Catalog on Request.

**THE PRECISION EQUIPMENT CO.** dealer  
POWEL CROSLEY, JR., Pres. / prospec-  
539 Gilbert Ave. Cincinnati, on.



**I**N various sections of the country the "cut price" radio retailer is playing havoc with well regulated methods of merchandising, and some of the sound and substantial radio merchants are unnecessarily worried over this phenomena that usually parallels sudden interest by the public in any particular type of merchandise. At the moment of writing, Philadelphia seems to be the happy hunting ground of a large colony of "gyp" dealers, and one of the unfortunate circumstances in the Philadelphia situation is the fact that certain radio manufacturers are supplying the "gyp" dealers direct, notwithstanding the fact that these "gypts" are underselling the nationally advertised price from fifteen to thirty percent. The manufacturer adopting this shortsighted policy is taking the shortest route to the boneyard; he is destroying, instead of upbuilding, his good will. It is difficult for the legitimate radio merchant to fight "gyp" tactics, and a successful fight can only be waged by concerted effort on the part of the trustworthy merchants. If you are operating in a "price-cutting" district, go around and talk with your decent competitors and get them to agree to a co-operative advertising campaign in your local press. Let this campaign be educational. Tell the public that your group of radio merchants stand behind the product they sell; tell the public that in doing business with a "gyp" they have no recourse in the event of unsatisfactory material being sold to them. You will find that the public will respond and that very quickly the "cut price" merchant will find it necessary to pass on to pastures new. The editor of **RADIO MERCHANDISING** will be glad to send to any merchants who are faced with this problem advertising copy that has already proved effective in defeating "gypts" in certain parts of the country.

**T**HE Radio Conference held recently in Washington promises results that will go a long way towards stabilizing the broadcasting situation. Secretary of Commerce Hoover has apparently accepted the recommendations of the conference in full, and the powers of the Department of Commerce are being put to work to put into effect, with the least possible delay the decisions of the Conference.

Hitherto all broadcasting has been concentrated on three wave lengths, 360, 400 and 485 meters. The new plan will extend the range from 222 meters to 545 meters. Within that field stations will be assigned individual wave lengths and divided into two classes. The higher power class "A" stations, corresponding to the present class "B" stations, can use the wave lengths between 288 meters and 545 meters, while lower power stations, the new class "B" stations can use the waves from 222 to 286.

This will mean that the higher power stations, distributed in fifty localities and comprehensively covering the United States, will be within reach of every listener. Suitable wave lengths are provided in the recommendations for the more than 500 existing lower power stations.

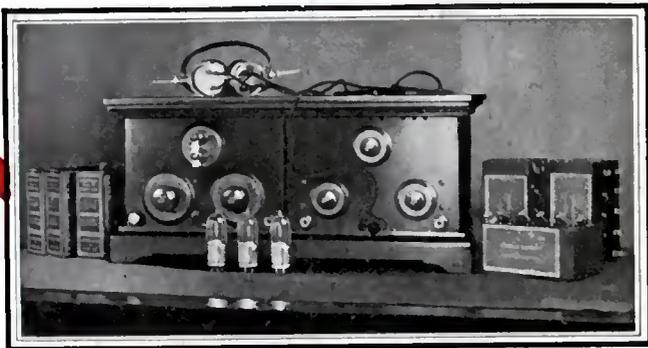
Sectional "silent nights" for DX work will be arranged for, a feature that will be warmly welcomed by the radio fans nationally, just as it already has been in certain districts.

The interference hitherto existing in broadcasting promises to be almost entirely eliminated, and this should give a very decided stimulus to the sale of radio apparatus. Furthermore the properly organized, and regulated, silent night periods, will give the radio merchant an excellent argument for the sale of long range receiving sets. All together the new broadcasting program accepted by Secretary Hoover will materially benefit the radio merchant.

**I**S is pointed out in the leading article in this issue, the rural or farm market constitutes one of the most lucrative fields for radio merchant cultivation. By installing a radio outfit on his farm, the farmer not only provides his household with entertainment and educational features, he keeps thoroughly up-to-the-minute on farm commodity prices and has the practical guidance of the frequently broadcasted weather reports. The dealer can point out to the farmer that the cost of a receiver can be saved in very short order—he is one of the few prospective customers that such an argument can be used on.



# RADIO SALES for MAY ~



## Radiola V

Complete \$142.50

Powerful three-tube receiver, including two stages of audio-amplification. With three WD-12 Radiotron tubes (WD-11 with navy type base). Including "A" battery of three dry cells; "B" battery of three 22½-volt units; telephone headset and plug. Fully equipped for dry battery operation—big value that means big sales.

### Dealers Everywhere:

If you are not an RCA dealer, receiving the RCA Dealer Information and Sales Help Service, send us your name and address today. Write to the nearest District Office listed below.

### Vacation Time is Coming

Thousands of fans will want Radiolas for the seashore and the mountains.

## Radio Corporation of America

Sales Dept: Suite 2083, 233 Broadway, New York

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

# Radiola

REG. U.S. PAT. OFF.

The big demand of the month will be for  
**RADIOLA V.**

**F**OLLOWING the great magazine and newspaper campaign for Radiola V. and Radiola RC with their lowered price and dry battery operation—comes a **Radiola V. campaign.** Sales figures are going up by leaps and bounds—all over the country. And we are

keeping them on the up-grade by steady and intensive advertising. Creating a **radio demand** in tune with the season. Creating a Radiola demand. And making this month's great drive for Radiola V. That is the big work of an advertising plunge with a

## 4,000,000 Circulation!

*Keep it up! Keep the growing sales figures, mounting still higher. Look to your stocks—and be ready to meet the demand.*



kind) in your window display: say a family of three or four. Show them sitting around the library table listening to the radio. Here is a suggested placard for the window:

"Mother's given up the sewing circle

And Bob no more the streets does roam

Dad gets acquainted with the family again—

We've got a radio at home."

**TUESDAY, MAY 8th:** If you feel that your bank balance will permit you to expand a little, advertise "If you bought your set at \_\_\_\_\_'s, your credit is good here. Get that new rheostat—no need to wait till you have the ready money. We'll trust you."

**WEDNESDAY, MAY 9th:** Have a large circular card printed with these words: "Park Your Radio Troubles Here"—and set it on the sidewalk in front of your store.

**THURSDAY, MAY 10th:** Cash in on the interest that the friends and relatives of your employees have in their success. Have a one day sale for each employee. Call the day "Peter Smith Day" or "John Jones Day", and if you advertise, run a cut of John or Peter in the paper. It might even pay to give him a small percentage of the gross sales for that day to induce him to bring his friends into the store.

**FRIDAY, MAY 11th:** At your next radio concert make a special point of the fact that there will be no sale of materials during the evening. This will draw more people to your store than if you tried to sell during or after the concert. Those who

are really interested will be sure to call again. They will have a pleasant memory of a concert in your store, without the commercial touch.

**SATURDAY, MAY 12th:** Make it a rule to deliver your goods to your customers on the day ordered whenever possible. You will find that when a person gets a desire for a special piece of radio equipment he wants it before his enthusiasm dies down. It is up to the dealer to see that it arrives while he is still anxious for it. Be sure to say "We'll send it right up to the house this afternoon".

**MONDAY, MAY 14th:** A display card with a stand on the back has a much more dignified appearance than a card which may be pasted on your window glass or glass counter. It also can be removed and changed more easily.

**TUESDAY, MAY 15th:** You all know how hard it is to read a form letter and how few of them are not turned into the waste basket. In order to avoid this, we suggest the use of one or two comic line cuts to illustrate your message. This will break up the monotony of the type and make the letter more readable and pleasing to the eye.

**WEDNESDAY, MAY 16th:** Here is an inviting sign to have at your door or in your window: "Line Forms Here—for Those Who Want to Examine the New Amplifier". And in smaller type beneath this sentence, specify the following: "You May Drop in and Drop Right Out Again Without Being Bothered, If You Wish. We will ask you no questions, but will be ready to answer anything you may want to ask us."

**Dealers—**  
**Here's A Real**  
**Business**  
**Builder—**

**BURGESS**  
Complete  
**Radio Atlas**  
of the World

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

## The New Burgess Radio Atlas of the World

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

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

**BURGESS BATTERY COMPANY**

Dept. 65

MADISON, WIS.

**BURGESS**  
**RADIO BATTERIES**

"Ask Any Radio Engineer"

**PIN THIS COUPON TO YOUR LETTER HEAD**  
Send me a **FREE COPY** of the Burgess Atlas.  
Firm Name.....  
Buyers Name.....  
Street & No.....  
City..... State.....

**THURSDAY, MAY 17th:** In your advertisement for this week, suggest that everybody buy receiving sets now so as to get all the baseball returns. Mention that if they cannot afford radios at this time, they are welcome to go to your store and hear the returns whenever the games are on.

**FRIDAY, MAY 18th:** Get your dealers' organization to arrange to have somebody at the nearest broadcasting station put out setting up exercises on the radio every morning at a fixed hour so that your radio owners can take their daily dozen by wireless. Every dealer in your locality will help you put this over.

**SATURDAY, MAY 19th:** Your superintendent of schools will be glad to allow one of your salesmen fifteen minutes each week for a radio talk, when several classes are assembled. Have him point out the educational values of radio. This plan can also be worked with your churches.

**MONDAY, MAY 21st:** So that your window display will be of double value, place a mirror facing it. Your display can then be seen from the inside of the store, as well as the outside.

**TUESDAY, MAY 22nd:** Send a questionnaire to every one who has bought a radio from you, to prove that you want to satisfy them and wish to render service with the purchase. Once a year is often enough to do this. Let it read something like the following:

1. Is your radio working properly and giving you the results expected?

2. Are you getting the benefit of all its features?

3. Is every part of it thoroughly clear to you?

4. Have you studied all the instructions sent you with the radio?

5. Has our representative served you satisfactorily when calling on you?

6. Have any of your friends become interested in radio since you've had yours?

7. If so, we would appreciate having their names and addresses.

8. Are you in need of supplies at present?

**WEDNESDAY, MAY 23rd:** Every time one of your manufacturers puts out a specially good piece of equipment, send a notice to your customers' list telling them that a demonstration of this particular device will be given on such and such an evening. Write a personal letter asking them to come in and see it. "Just a line to tell you that the new (give name of apparatus) would fit in nicely with your present hook-up and would increase its sensitiveness greatly, etc."

**THURSDAY, MAY 24th:** It is the object of every dealer to have the name of his store linked up with the radio sets and parts that he sells. If you can get your customers in the habit of saying: "We have a Berry Radio, or we have a Frankfort Radio", you've won a great point, for it means that your name is secure. This is worth real money. Therefore, in all your sales talks and solicitation letters, be sure to lay stress on your name so as to keep it in the mind of the customer or prospect.

**FRIDAY, MAY 25th:** This is a suggestion for a collection letter that helps keep friends and bring home the bacon at the same time:

## FOR THE NEW TUBES

**D**UE to the different operating voltage of the new tubes the RHEOSTATS you sell for their control will largely determine your customer's success.

ALL Rheostats are not suitable for the new low current tubes.

MALONE-LEMMON Rheostats, however, have sufficient resistance to insure proper tube voltage and are designed to give that smooth control so necessary for long distance reception.

The MALONE-LEMMON POTENTIOMETER will give your Radio frequency customer a new degree of tone control.



RAT. APPLIED FOR

**The Duotrol "A"  
Rheostat  
Resistance—8 ohms.**

*Write for descriptive literature and discounts.*

### DUOTROL RHEOSTAT

Giving extremely delicate adjustment of filament current—the vernier resistance being only a fraction of the main resistance makes adjustment quick and easy, \$2.00.

### AMPLIFIER RHEOSTAT

The full sturdiness of the DUOTROL Type with dial to match—carrying a heavy resistor for controlling two amplifying tubes or a power tube, \$1.50.

### POTENTIOMETER

Here is an improved potentiometer—300 ohms—which gives the accurate adjustment needed to clear up those distant signals. A moulded dial to match the Rheostat, \$2.50.

# MALONE-LEMMON LABORATORIES

CANADIAN PACIFIC BLDG. MADISON AV. AT 44<sup>TH</sup> ST. N.Y.



"Dear Mr. Delinquent:

Here's a message we'd like to get over the air tomorrow.—

This is Station I. O. U. Our check for ..... dollars is being mailed today. Sending conditions are not as favorable as could be desired but we do not want to disappoint you."

Won't you oblige.....?"

**SATURDAY, MAY 26th:** If there are any radio clubs in your town who have meetings outside of your store, it would be a good stunt to drop in at their meeting and keep them up to date on radio developments. See that they get enough money in their treasury to buy a radio for the club.

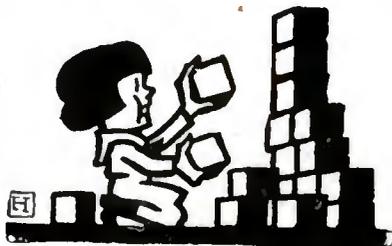
**MONDAY, MAY 28th:** Many radio stores are having their first anniversary about this time. Plan for a Radio Pioneers Day. Ask the old timers who bought the first sets to let you exhibit

the old style apparatus next to the apparatus they use today. Use this placard when you get these sets together: "Radio is Growing Up. Here are the Clothes He Wore When He Was a Kid".

**TUESDAY, MAY 29th:** Put a sign near your railroad crossing, reading: "Drive Slowly or We May Be Minus a Customer". Make the sign in the shape of a hand pointing in the direction of your store.

**THURSDAY, MAY 31st:** Use some sort of insignia for your store so that any package that goes out of it will have your mark on it. We suggest a label with a radio design on it. This can be easily pasted on the wrapper.

## Building Up Your Business



Several of the above ideas have been sent to us by your brother dealers and we are anxious to have more so as to include them in our next calendar. The editor will be glad to see that they get full consideration. We want to make this department constructive and will be glad to give further details upon request, regarding any suggestion given herein.

# Have You Secured Your MRC Franchise?



Our large producing capacity for Michigan Radio Receivers and Parts is already taxed, to take care of the great volume of business coming in from the hundreds of Dealers now operating under this exclusive M R C Franchise.



When our producing limit is reached the M R C Franchise will be at a premium.

"SENIOR" SET

## What a Franchise Means

It means that the man or firm lucky enough to possess it has the exclusive right to sell

Michigan Senior Regenerative Receivers  
Michigan Junior Regenerative Receivers  
Michigan 2 Stage Amplifier Units  
Michigan Accessories and Parts

in a given territory. Also, that we make every Franchise owner the big "noise" in Radio in his territory, thru our powerful local advertising campaign.



"JUNIOR" SET

It means **money**—lots of it—for every wide awake Franchisee, who works shoulder-to-shoulder with us.

Send for full details.  
Better telegraph.

## MICHIGAN RADIO CORPORATION

GRAND RAPIDS, MICHIGAN



On the Veranda of  
the Country Club

**M**AGNAVOX Reproducers and Power Amplifiers supply the Radio user a service not equalled by other apparatus.

See that you are well supplied with Magnavox Products and also with Magnavox Selling Helps.

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

R2 Magnavox Reproducer with 18-inch curvex horn: the utmost in amplifying power . . . . . \$60.00

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

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

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

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

**MAGNAVOX PRODUCTS**

No Radio Receiving Set is complete without them

5-T

Say you saw it in RADIO MERCHANDISING.

# Dodge TONE AMPLIFIER

The Perfect  
Tone Radio  
Loud  
Speaker  
For Home  
Use—



MODEL  
NO. 10

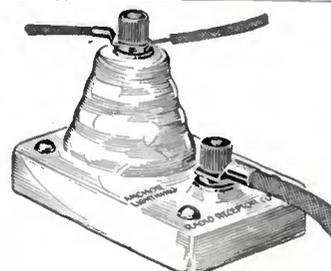
The Dodge Tone Amplifier is a scientifically perfect instrument, with wood pulp sound chamber (formula patented), designed by one of the foremost acoustical specialists. This, together with its shape and interior dimensions, insures the most delicate reproduction of voice or music and positively eliminates distortion and metallic sound.

The Dodge Tone Amplifier is enclosed in a handsome, finely finished, mahogany cabinet, with front panel and sound chamber finished in black—size of complete outfit: 12 in. high, 9 $\frac{3}{4}$  in. wide, 8 $\frac{1}{4}$  in. deep.

The Dodge Tone Amplifier is made especially for use with three tube sets—No batteries necessary—No adjustments—complete, ready for immediate use—Merely hook up and listen.

**\$25.00**

MANUFACTURERS: Horns or Sound Chambers made to your specifications. Let us figure on your requirements.



## Anchor Radio Lightning Protector

For Indoor or  
Outdoor Use

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

**\$1.50**

Liberal Discounts to Jobbers and Dealers.

**ACKERMAN BROTHERS COMPANY, INC.**  
Dept. "RM" 301 West Fourth St. New York, N. Y.

Say you saw it in RADIO MERCHANDISING.

## Doug's Answers to Dealers

Questions regarding problems of Radio Retailers will be answered by the Editor. The only conditions are that the questions must not bear on the merits of particular radio apparatus. Address your letters to The Editor, Radio Merchandising, 342 Madison Avenue, New York.

Q. The point on which we wish light is whether a name not specially coined which has been applied to one article of manufacture and as such has been widely advertised, may be used as a brand name by other manufacturers to designate a different class of product entirely.

A. The trade-mark laws are quite clear on the point discussed in the above inquiry. Trade-mark or trade-name registration grants the exclusive use of the mark or name only as applied to merchandise of a nature similar to that manufactured by the registrant. The exact phraseology of the trade-mark law is "No mark which is identical with that used by another on the same class of goods or so nearly resembles it as to be likely to cause confusion, can be registered."

Q. Can trade and advertising slogans be registered?

A. At this moment it would seem there is little likelihood of registering slogans either at the Trade-Mark Bureau or the Copyright office. Until recently slogans could be registered at the Trade-Mark Bureau if certain conditions were complied with. But several months ago orders were issued to the Trade-Mark Examiners to refuse registration to any mark that is not per se a trade-mark or that is not shown on the labels to have been used as a trade-mark.

Consequently the Trade-Mark Examiners have done a face-about and are rejecting for registration advertising slogans unless they were used in the dark ages. An advertiser who finds this source of protection closed to him and attempts to find sympathy at the Copyright office will probably be shown a circular known as No. 19-C which reads "Mere words or phrases cannot be registered separately for protection under the Copyright Laws." Obviously that leaves slogans out in the cold.

Q. Where can we secure snappy line cuts for the purpose of illustrating our newspaper advertisements?

A. If you will write to Charles E. Howell, Fisk Building, New York City, he will send you proof sheets of a very excellent series of line cut illustrations. They are very moderate in price and can be made most effective in newspaper advertising copy.

Q. We are distributors of radio apparatus. Where can we secure the proper co-operation in getting out a window display to boost "Selling Radio in the Summer?"

A. You should write to the American Art Works, Coshoc-ton, Ohio; or the United Service Company, Callender Bldg., Los Angeles, Cal.

## GREAT NEW Loud Speaker FREE Until You Sell It!



LIST PRICE  
\$24 Nickel Finish  
\$22 Pompeian  
Green Finish

One Pathe loud speaker sells another.

That's been proven. Hook one up—demonstrate it—and it's sold.

Radio fans instantly recognize that the new Pathe instrument is not just "another loud speaker."

It is different in that it directly propagates the sound waves in free air. There is no metal horn or megaphone to generate antagonistic air disturbances. **Distortion is eliminated.**

We are willing to prove that it will sell for you. We will prove it to the extent of sending you one FREE for 30 days' trial, if you will send the coupon today.

In case your customers do not acclaim it as the greatest loud speaker of the day—in case you do not sell it—you do not have to pay for it!

You risk nothing.

You "tie-up" no money. The loud speaker is yours FREE until you sell it.

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

PATHE PHONOGRAPH & RADIO CORPORATION  
20 GRAND AVENUE BROOKLYN, N. Y.

SEND THE COUPON TODAY!

Pathe Phono and Radio Corporation,  
Dept. 15, 20 Grand Ave., Brooklyn, N. Y.  
Send me a Pathe Loud Speaker RUSH. It is understood that this is for FREE trial and that if it does not sell within 30 days—shall be returned at your expense. When I do sell it I will remit special low price quoted to me.

Name .....

Address ..... Town .....

*Pathe the World Over*

Say you saw it in RADIO MERCHANDISING.

## If I Was Owner of a Store

By James Edward Hungerford

**I**F I was owner of a store,  
I'd treat the trade-folks at my door,  
An' make 'em feel an' know that I  
Was glad they'd come to look—er buy;  
I'd meet 'em with a sunny smile,  
An' treat 'em like they was worth-while  
An' let 'em see right in my face,  
That they was WELCOME in my place.

**N**OR would I act the hypocrite,  
Jest for their money-roll to git,  
I'd try to see 'em as good "folks,"  
An' not as "easy-marks" er "jokes";  
Who'd come into my store to git  
A rotten deal, before they quit;  
I'd do my best to make 'em see  
That they could put their TRUST in me.

**N**OR would I hire a grouchy clerk,  
Who had no love for folks—er work;  
Who'd greet my trade with "fishy" eye,  
As if they'd come to beg—not buy;  
An' turn on 'em a scowlin' face,  
Like they had no right in the place;  
I'd oust such critters off the floor—  
If I was owner of a store!

Copyright, 1923, King Editors' Features, N. Y. C.

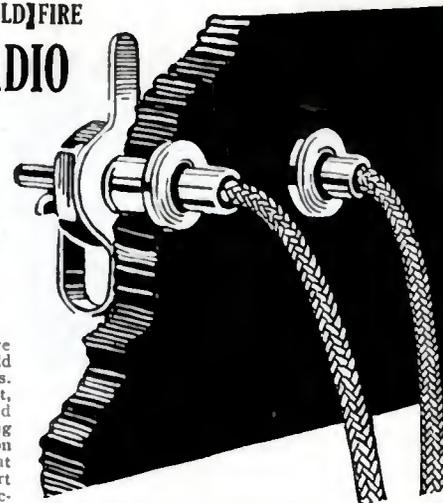
NOW GOING LIKE WILD FIRE

## UNION RADIO TIP JACKS

(Pat. Applied For)

25c A PAIR

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



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

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

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

**UNION RADIO RHEOSTATS!** (Pat. Applied For): Designed for easy yet efficient sliding contact. Resistance unit 95% exposed to air preventing overheating. Composed of moulded condensite and nickled brass, sliding contact arm and tension spring phosphor bronze. Reversible, may be used for either panel or table mounting. Heating negligible with 1 1-10 amperes (Radiotron U.V. 200 and U.V. 201 draw 1.1 amperes) Type VRT-1 (with knob and pointer), \$1.20. Type VTR-1A with 3/4-inch Condensite Dial, \$1.50.

**UNION RADIO VACUUM TUBE RECEPTACLES!** (Pat. Applied For): Made of moulded condensite and highly polished. Phosphor Bronze contact springs designed for positive electric contact at all times. Capacity effect reduced to a minimum due to absence of metal shell. Reinforced bayonet slot prevents breakage of socket where pin of tube engages. This socket is guaranteed absolutely and accommodates any standard 6 volt receiving tube. Price 90c.

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

### WHOLESALE AND RETAILERS

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

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

Say you saw it in RADIO MERCHANDISING.

## How Many College Students Will Sell Radio Apparatus This Summer?

**C**OLLEGE statistics show that a considerable number of students develop into budding salesmen during their summer vacations. Many of the business colleges encourage such efforts on the part of their students as an opportunity for putting into practice some of the class-room teachings.

Radio statistics show that a great number of students are radio fans—many of them amateurs of years' experience.

Consequently we have a good foundation for an excellent combination. Radio knowledge, plus vacation leisure, can become a powerful selling unit in the radio merchants' plans this summer.

The college man has had an opportunity of developing a better personal presence than the less fortunate non-college going man. Why not get this personality and knowledge, on your payroll for the summer months. The small city, and country town radio merchant, can find in this a way of developing the "exclusive patronage" that has a tendency to drift to the large city stores.

The average radio merchant has very little difficulty in reaching the middle classes. There is a sound reason for this, namely, that the merchant and his

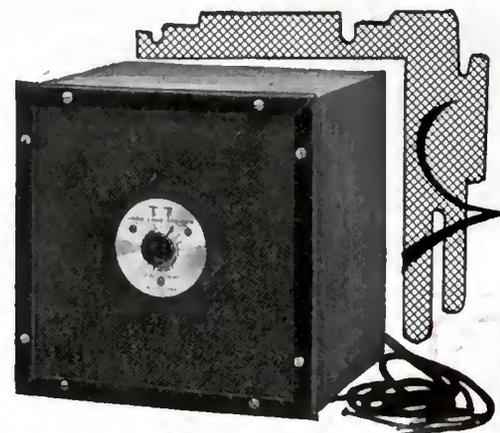
salesmen are doing business with people whom they understand. Reaching the head of the household of a wealthy family is a real problem and requires a finesse and approach out of the ordinary. The college man will very probably have a channel of approach to that family—reaching his goal through a college fraternity son in the household, or on the enthusiasm which the college-student-salesman has in putting his academic selling theories into practice.

Getting a good radio receiving set into one of the "exclusive" homes in your district is a worthwhile achievement. It can really be regarded as a demonstrating set, for you are very apt to have inquiries from a large proportion of the guests of the household. Once a set has been placed in such a home, don't lose interest in that customer. A letter sent out a week or two after installation reminding the buyer that your trouble expert is available on instant call, will give your customer a cordial feeling concerning your house, and will make him much more apt to recommend you to any of his friends who may ask where he got his set.

There will be a lot of college men ready to cut their selling teeth this summer—let them chew on some of your problems.

The Live Radio Merchant is going to use College Pep on their Sales Staff this summer. Get your reservations in early.

ARE WE  
CORRECT  
?



SUMMER  
SALES

TIMMONS  
TALKER

AS A DEALER

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

—WHY WORRY?—

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

—SELL YOUR TRADE—

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

THE TIMMONS TALKER

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

*It Will Keep Summer Sales Up!*

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

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

# "TELLING" SELLING TIPS

by A. Rowden King



*Keeping  
the  
Salesman  
Waiting*

**A**T least from the standpoint of the salesman, there are some executives who seem to take particular delight in keeping callers waiting. "I cooled my heels an hour on the bench outside that man's office and afterwards found he has been swopping stories with his efficiency engineer", is a frequent complaint of the salesman.—Too few executives seem to realize that at least indirectly they or their house must pay for the time of waiting salesmen. It all adds to the overhead costs of these salesmen's goods in the end and to the inefficiency of selling in general. Business courtesy has progressed of late years but there is still room for improvement in this direction to the mutual benefit of all concerned.



*Perseverance*

**A** COLORED preacher who had something of a local reputation as a born philosopher raised a howl of mirth when he defined the word "Perseverance" thus: "It means, firstly, to take

hold; secondly, to hold on; and third and lastly, to nebbber let go!"—But there is much more truth than humor in his definition. Perseverance is a matter of progression. You cannot persevere in a moment. To persevere you must sit tight through a cycle of events. If you read the stories behind the big and successful names in the business world, whether those of manufacturers or distributors, or salesmen, or retailers, you will find that the fundamental chapter of each has not been Brains, or Education, or Capital, or Opportunity or even Health so much as it has been Perseverance—the kind not of the minute or of today but that endures long.



*Time  
and the  
Business  
Man*

**T**HE story is told that when Charles M. Schwab started in as a salesman, he used to run from one prospect or customer to the next in order to save time. He realized, as every business man ought to realize, that his greatest asset, with the possible exception of his health, was his time. The proportion of the average business day which cannot be made productive is alarmingly large. The hours of transportation alone, particularly in the case of the city man, are many. Therefore, it behooves even the most brilliant to conserve time as zeal-

## RADIO MERCHANDISING

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ously as a miser would gold. But nine-tenths of conserving time consists of systematizing it. You can get an education with only fifteen minutes a day; and the busiest men have time for whatever is essential because they make time by carefully planning the spending of it. Writes Arnold Bennett: "Minutes are to hours what pennies are to dollars—and he who wins saves both."



*Waste*

**T**HE grandson's profits of Today are largely made up of what his grandfather of Yesterday threw away. But the opportunities for the fourth generation of Tomorrow will not be lacking. Edison's ambition is to save at least a part of the eighty per cent of the energy in coal which we now lose in smoke and gas. The Associated Advertising Clubs of the world point out the waste in sales opportunities when fewer than forty-five out of one hundred persons who now go into a typical store make purchases. There are one hundred and forty-one religious denominations in this country alone. Our national fire loss in 1921 was \$338,049,017. We have ten fires every ten minutes of which seven are caused by carelessness. The American Nature Association estimates that the nation pays an annual tribute to plant pests amounting to two billion dollars. In 1922, more than 12,000 persons were killed by automobiles alone, in

this country. According to insurance actuaries more than a billion years of useful, active life are lost to every generation in the United States through disregard of the rules of health. Waste is still a very considerable part of our life and generation. Invention and Carefulness will eventually bring waste to its knees. For example, an oil company saved \$40,000 in one year through the discovery that seventeen and not eighteen drops of solder were needed to close a tin can.



*John  
Wanamaker*

**W**HEN John Wanamaker died, eleven of the largest New York department stores took big space in the newspapers to eulogize him. Perhaps never was a merchant more respected by his competitors. His methods were always of the fairest; from the viewpoint of cold analysis they were not always the most efficient; but they always ranked high in originality, by means of which he attained his greatest satisfaction, the breaking of records. Some of his associates used to figure regularly that "J. W." would choose to do just the opposite of what would be the usual; and they mostly were right. Says Joseph H. Appel, who was close to him in business for twenty-three years: "His powers of observation were almost uncanny. He saw service and usefulness wherever he looked—in a barren field, in a pile of rub-

bish, in a blank wall. When people were saying it could not be done, he was doing it. He was not bound by conventions. Where efficiency interfered with true creativeness, he sacrificed it. He kept himself open continually to the flow of the creative spirit through him and he kept his people and organization open to the same spirit."



*The  
Skirmish  
at the  
Dotted  
Line*

"**F**IRE when you see the whites of their eyes", is a phrase made famous in our history. It suggests the same tactics used by the successful pugilist who bides his time and who spars for an opening or a foot-

ball team which holds its supreme efforts in reserve until it is within striking distance of the goal. The salesman's contact with his quarry has its several stages, too. Just as with a drama, it has its upward curve of ascending import until the Denouement is reached at the Dotted Line. It is there that the salesman sees the whites of their eyes and should act with alacrity before his quarry can sidestep. The prospect is like the proverbial horse brought to water. The process of drinking must be made tempting indeed to him and speedy or he will bolt the halter. "The best side-arm I ever found to aid in the skirmish at the Dotted Line," says a successful salesman, "is a good fountain pen, ready for instant and easy service." When you see this white flag of capitulation to your selling argument, thrust the ready-to-write pen into his hand and command him to "Fire!"

### A Radiogram—1950

No more we have to stop for tires  
Or smelly gasoline,  
No more in trains forever late  
We crawl across the scene,  
No more we suffer mal de mer  
When overseas we go,  
For everybody travels now  
By radio.

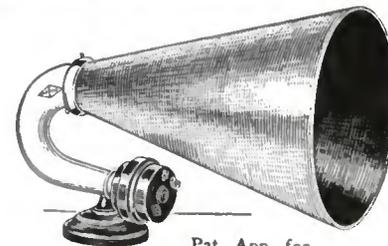
The housing problem's also  
solved—  
No longer do we seek  
A kitchenette and bathtub at  
A hundred plunks a week.  
On Mars I own a sleeping porch  
And handsome bungalow—  
I bought them for a trifling sum  
By radio.

We get the latest stock reports,  
The doings of the day,  
A lecture and an opera,  
A poem and a play,  
A doctor's diagnosis too  
Of all the ills we know,  
And his prescriptions curing each  
By radio.

That tired feeling is unknown  
Because we never talk  
Or think or read or write or eat  
Or work or ride or walk  
Or love or hate or dance or sing  
As once we did, for lo!  
We've tuned ourselves to do it  
all  
By radio.

Minna Irving.

# MURDOCK



Pat. App. for

## A Murdock Loudspeaker for \$5<sup>00</sup>

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

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

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

Get yours now and be ready to supply your customers.

### MURDOCK HEADPHONES

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

Remember both are backed by the well known Murdock guarantee.

### WM. J. MURDOCK CO.

347 Washington Ave., Chelsea (Boston) Mass.

Sales Offices:

New York Chicago  
San Francisco  
Los Angeles Seattle

\$5<sup>00</sup>

No. 56  
2000 ohms



\$5<sup>00</sup>

No. 56  
3000 ohms

# RADIO

STANDARD APPARATUS SINCE 1904

Say you saw it in RADIO MERCHANDISING.

# Old Timer Runs Wild on Windows

By Sewell Peaslee Wright



IT down!" invited Southwick, patting a place beside him on the counter. "What's new out your way?"

Old Timer flipped himself up beside the proprietor of "Seaford's Only Exclusive Radio Shop" and applied a match to his everlasting, ever-present pipe.

"Burned out my next-to-the last 'tron tube," he grumbled. "Have to start in on the new-fangled ones pretty soon, I guess!" Old Timer has been in the radio game for so long that the four-prong base tubes seem like an innovation to him. A lot of our modern radio 'experts' don't know that there ever was any other kind—but all this is beside the question.

"See you got in a new window," remarked Old Timer, changing the subject. "Noticed it as I came in. Pretty good."

"Do you really think so?" asked Southwick. "Sometimes it seems to me that all the radio windows I see are just alike, and my own windows don't seem to be a bit better than the rest. What do you honestly think—tell me the straight facts, old man!"

Old Timer rolled his eyes speculatively towards his friend.

"I guess I know you well enough to do that!", he grinned thoughtfully. "Don't get sore or anything, and I'll give you my opinion for what its worth. I'm no window-dresser or whatever they call 'em, but I do claim to know something about radio."

"Shoot!", requested South-

wick laconically, and Old Timer replied in a meditative voice.

"First thing that struck me about your window—and the other radio windows—is that they don't mean anything. You have a beautiful, orderly array of shiny instruments and parts and things, but there seems to be no central idea or thought—the window doesn't seem to SAY anything."

He paused for a few moments to reload and relight his pipe, and then when it was fuming strongly once more, he went on.

"I know it's the easiest thing in the world to make destructive criticisms, so I'll lay off of that phase of it. If the window doesn't suit you, and doesn't seem to be as effective as it should, why I'd say that the window was no good, and let it go at that. The psychology of failure isn't a valuable thing to study in this case, so if your window doesn't suit you, why put in another one!"

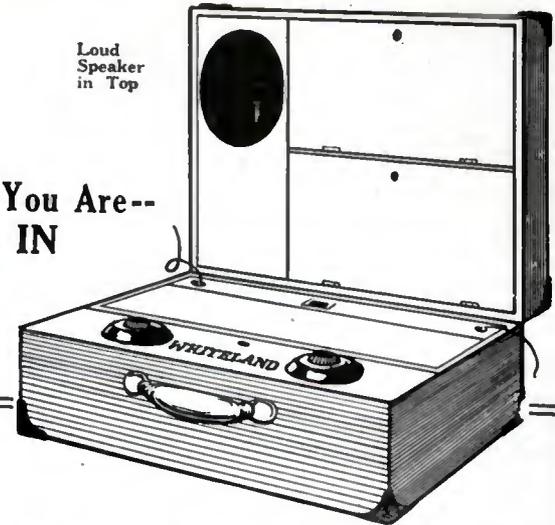
"Sounds easy, when you say it quick!" retorted Southwick. "Did you ever try to put in a window?"

"Never did!", disclaimed Old Timer. "Never want to—but I'll tell you how I would do it if I DID have to, if you want me to."

"I'd admire to have you," assured Southwick with a smile which his friend answered in kind.

"Well, first thing I'd do would be to remember that while it's radio goods that constitute the stock, it's the service that the dealer has to sell—or at least, that the purchaser buys. Get that point?"

Loud  
Speaker  
in Top



Wherever You Are--  
LISTEN IN

## The WHITELAND PORTABLE RADIO RECEIVING SET

Here is the outfit that makes Radio as big for Summer as for Winter. With this set as a part of the travel equipment a radio program is always near—and clear.

The Whiteland PORTABLE Radio Receiving Set is a fine 3-tube set. It is built for rugged use. All compact in a case that is slightly smaller than a suit case. Yet, here is what the case contains:

Loud Speaker	2 Transformers
1 set Headphones	Jack for Headphone
"A" Battery	Battery Switch
"B" Batteries	Aerial Wire
Filament Control	Ground Wire
Rheostat	Collapsible Ground Rod
Variable Condenser	

(Operates with WD 11 or WD 12 tubes)

ALL IN A STURDY CASE, with handle for easy carrying—and—ready for listening in a few minutes after the case is opened. The Whiteland PORTABLE is simplicity itself. Only two knobs to turn. COMPLETE DIRECTIONS IN EVERY CASE.

The Whiteland PORTABLE Radio Receiving Set retails for \$90 without tubes. If for any reason this set does not fully satisfy within 30 days we will gladly take it back and refund the purchase price.

Dealer and jobber discount sheets will be sent upon request. And we suggest that you wire.

**WHITELAND MFG. CORPORATION**

for 10 Years Manufacturers of Radio Apparatus

607 Washington Avenue, Long Island City, N. Y.

For  
Vacations  
Mountains  
or Seashore  
Picnics  
Touring  
M o t o r  
Boating

EASIER  
TO  
CARRY  
THAN  
A SUIT  
CASE

Southwick nodded. "That's good selling psychology," he agreed.

"Then the thing to do is to put in a window that bears down heavy on the service that the buyer is to get from the goods, and not make merely a catalog of the window. This might be done in several ways. Let's see —" He puffed thoughtfully on his pipe for a few minutes before continuing.

"For instance, you might take everything out of your window and put a rug on the floor. Right in the back you could put a small table and have a neat little runner or cloth on it, and on it the set, all wired up, with an aerial wire and a ground wire running out of the window somewhere, the A battery under the table, and the B battery and everything connected just as it should be. An ash tray, with some ashes and some cigarette and cigar butts in it, should adorn the top of the table, along with a book or magazine sprawled open, and the headset laying as tho hastily removed for a moment while the operator was called from the room. A chair pushed back from the table so as to wrinkle the rug a bit would help this impression. Light should shine thru the inspection holes, altho it wouldn't be necessary to burn VT's to get the effect. The rheostats should be turned on, and the dials turned to logical settings.

"A neat little card up near the front window with something on it to the effect that 'He won't be gone long—you can't keep him away from the set!' would point the whole scene. Why man, you'd have the newspapers over taking photographs and sending reporters over to cover it! She'd be a knock-out!"

Old Timer's eyes glowed with the enthusiasm of creation, and Southwick slapped him on the back in hearty approval.

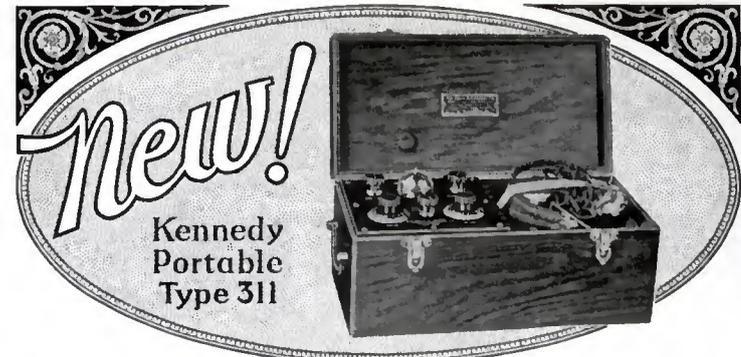
"Man, you've just described the very next window that the Radio Shop puts in!", enthused Southwick. "I'll bet she'll make the rest of the dealers sit up and take notice—eh?"

"It isn't such a bad idea," admitted Old Timer with unusual modesty. "I could probably think up lots of better ones if I had more time. For instance, why wouldn't it be a good idea to take a kitchen table, a nice used, natural-looking kitchen table, and scatter a few parts, tools and coils of wire around on it along with a partially-constructed home-made set, with a card to the effect that it's easy to make 'em right in your own kitchen with your own ordinary tools; ask us for plans, instruction and parts? Some linoleum on the floor would help the 'your own kitchen' illusion. Why isn't that a good idea?"

Southwick jotted down a few notes on some wrapping-paper.

"It's all right, I can use it after the other one gets stale," he said. "Got any more ideas?"

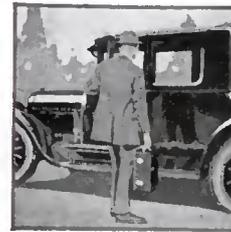
"What do you think I am, Marshall Field's chief official supreme window trimmer or something?" queried Old Timer aggrievedly, pleased nevertheless with the implied compliment. "The main thing is to put human interest into the window, as I see it, and feature the USE rather than the ITEM. A single set might be shown with ribbons leading from the three major controls—the tuning condenser, the regenerative control and the filament rheostat—to cards pasted to the window explaining in simple terms the functions of these three knobs



## Keep Up Your Summer Radio Sales!



The camper will want one.



Easily taken on auto tours.

All Kennedy Receivers are Regenerative—licensed under Armstrong U. S. Patent No. 1,113,149.

*This Portable Kennedy Set Will be in Big Demand by Campers, Cottagers and Auto Tourists.*

This is going to be a big summer for Kennedy Radio dealers! Instead of slowing up as the hot weather comes, Kennedy dealers will have a special summer set that is the last word in radio—highly selective, portable—with unusual freedom from interference and static, the latest triumph of the Kennedy engineering staff. This set will be extensively advertised in Motor, Motor Boating, Field and Stream, and Outers Recreation in addition to the leading Radio publications. This opens up a new radio field of extraordinary possibilities. Be ready to cash in on the demand that is sure to follow.

**Light, Compact, Portable—  
No Storage Battery Necessary**

The new Kennedy set is only 15 x 7½ x 7 inches—completely enclosed in sturdy, handsome Oak cabinet. Total weight only 17 lbs. Set is designed for use with any standard tube, including dry cell type—space is provided for dry batteries.

Write today for complete details, particulars of Kennedy advertising, merchandising plans and trade discounts.

**The Colin B. Kennedy Company**  
Saint Louis San Francisco

# K E N N E D Y

The Royalty  of Radio

Say you saw it in RADIO MERCHANDISING.

or dials. "This dial is turned to get the stations in tune and enables you to pick out just the sort of program you wish"; "This dial regulates the loudness of the music" and "This knob is turned to the same place each time and remains there until you are thru using the set" are samples of the way the copy on these cards might read, the main idea being to put the service to be obtained from the instrument to the fore,

## De Forest Business Purchased by Jewett



UTRIGHT purchase of the entire business, good will and patents of the DeForest Radio Telephone and Telegraph Co. was announced by President E. H. Jewett of the Jewett Radio and Phonograph Co. of Detroit.

Associated with Mr. Edward Jewett in the purchase are Theodore Luce, former Detroitier now associated with the New York and Chicago bond house of A. C. Allyn; Frank W. Blair, President of the Union Trust Co. of Detroit; H. M. Jewett, President of the Paige-Detroit Motor Car Company; and several other capitalists and radio experts.

As the result of the purchase, the Detroiters came into possession of 181 radio patents, among them the basic rights to the three-electrode audion bulb, which is an essential part of every long distance radio receiving and sending set. All other tube manufacture is conducted by virtue of license under DeForest patents. Among the other patents are several others covering radio equipment in general use, as well as a large number representing more recent devel-

and to put the prospect in the picture."

"Phew!" exclaimed Southwick in mock admiration, "was that a sermon or something, or have you gone into the oratory business?"

"I noticed you taking notes of the words that flowed so freely from my golden tongue, just the same!" retorted Old Timer.

"Yeah, and I'm going to USE 'em, too!" grinned Southwick.

opment and research by Dr. Lee DeForest, and embodying starting new developments in the radio field.

The purchase also includes the fine new plant of the DeForest Company at Jersey City, the largest individual plant in the world devoted solely to radio manufacture, at which DeForest inventions are manufactured commercially. No announcement was made of the amount of money involved in the transaction.

Dr. DeForest remains with the company under a long-time contract as consulting engineer and is now, according to Mr. Edward Jewett, giving a large share of his attention to the perfection of equipment by which the human voice is synchronized and reproduced in connection with moving pictures, thus adding a startlingly widened range of interest to the hitherto silent drama.

"Dr. DeForest is really the father of modern radio," commented Mr. Jewett in discussing the transaction. "Without his contributions to the art, commercial radio would not be possible. Like most inventive geniuses, the commercial side of his work has been distasteful

and he is glad to turn over this factor to our group. It is our intention to make the name of DeForest as significant to the general public of the best and the most advanced in radio, as it stands today among the experts. In accordance with this policy we will put behind the DeForest products every bit of Detroit enthusiasm and merchandising ability within our power.

"The affairs of the DeForest Company will be administered from Detroit, though we have no plans for any immediate change in the personnel or operating methods of the Jersey City factory."

"Will the DeForest Company be eventually combined with the Jewett Radio and Phonograph Company?" Mr. Jewett was asked.

"Such a combination is more than possible," replied Mr. Jewett. "It is also possible that the DeForest purchase may eventually result in a large edition to the manufacturing facilities of the Jewett plants at Allegan.

### Honeymoon Broadcast From Station WET

We suggest that they install a gigantic broadcasting station up at Niagara Falls right over the falling waters. This will allow the roar of the great falls to be heard throughout the country and will save millions of dollars in honeymoons alone. All a young couple will have to do is tune in for Niagara, hold hands and let their gosh darn imagination run riot.—"Radio Digest."

## Read'em<sup>TM</sup> Binding Posts



Irremovable Knobs

## Dealers

"Read 'em" Binding Posts offer you a splendid opportunity for quick turn-over on a universal radio accessory.

"Read 'em" Binding Posts are just what the radio user wants.

Abbreviations of the different names are engraved on the face of each post.

Knobs are irremovable.

Anyone can "read 'em." The user always knows exactly what to do in making a hook-up.

There is a ready sale everywhere for "Read 'em" Binding Posts.

Our proposition offers liberal profit. Write today for full information. Please address Department C.

The Marshall - Gerken Company  
MANUFACTURERS  
TOLEDO

## Does Your Local Paper Carry a Radio Department?



HERE are few city papers throughout the length and breadth of the land today that do not have a radio department. If the large dailies, with the extraordinary pressure on their space, find it necessary to keep their readers informed on radio progress, it is equally logical that every rural paper should be equally solicitous of the interests of radio fans in his community.

The radio merchant can do a good deal towards persuading his local editor to inaugurate such a department if he does not already have one. Throughout the whole country, radio merchants are using advertising space in the rural press and those who are not using space should be. It is only natural that radio merchants should expect some tangible co-operation from the editors.

And when it is borne in mind that these editors can secure from their newspaper supply house, complete radio departments in plate form written by authorities, at a very reasonable rate, there is no formidable obstacle in the way of their adding such a feature.

Remember, Mr. Radio Merchant, there are sixty million souls in the towns of five thousand and less in these United States. That is a big half of our total population, and when you keep in mind the great advantages that radio brings to the ruralite, it is easy to realize that the rural community must necessarily become the backbone of the radio trade. When you have read our article "Retailing Radio to the Ruralites" in this issue, you will, we are sure, agree with this viewpoint.

We believe that a concerted drive should be made on the country newspaper editors to secure their interest in upbuilding and maintaining interest in radio, and every radio merchant should talk with his local editor on this subject.

When the mighty voice of our twenty thousand readers is heard in the various country paper offices we are inclined to believe that the editors will pay heed.

Do your share of the good work now by seeing your local editor immediately.

## One Tube Now Operates a Loud Speaker



Erla radio frequency transformers are at the forefront of radio progress, assuring best results. Prices: Types AB1, 2, 3, \$4; Reflex, \$5.



Erla bezels are finished in bright nickel or dull black enamel. Telescoping rim fits any  $\frac{1}{8}$ " to  $\frac{1}{4}$ " panel. Made in 1" and 1 $\frac{1}{2}$ " sizes. Price, 20c.



Erla fixed condensers offer material improvement over present standards, adhering most closely to their rating. Eleven sizes, 35c to \$1 each.

*Jobbers*—Maximum production and profit to jobbers and dealers are afforded by the Erla sales plan. Highest quality and dollar for dollar value assure rapid turnover and steadily increasing trade.

### Erla Reflex Transformers Make This Possible

The entire family listens to broadcasting, with the new Erla Duo-Reflex circuit, the most powerful single-tube circuit ever built. Through a loud speaker, ample tone volume is provided, except for the most distant stations. And, for local reception, a loop aerial is effectively employed.

Tuning is extremely sharp and selective, undesired stations being eliminated almost at will. Remarkable as well is the purity and clarity of tone, achieved through perfect modulation, plus the effective damping of parasitic noises.

The heart of this and other guaranteed Erla circuits is the Erla radio frequency transformer. Overcoming the high capacitance of domestic vacuum tubes in unique degree, and with lowest inherent capacitance, it provides unequalled magnification without distortion.

The cost of the new Duo-Reflex circuit is so modest as to make it available to every American home, opening a new and tremendously wide market for supplies of all kinds.

To stimulate this development, free bulletins covering the construction and operation of the circuit will be sent on request to dealers for distribution among their trade. Complete blue prints are also obtainable, to sell at 25 cents per set. Ask your jobber or write

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

# ERLA



Pacific Coast Branch  
329 Union Square Bldg.  
Los Angeles



### The Superlative Inductance

Four years of careful attention to the details of manufacture of this type of inductance unit has yielded a product of unquestioned superiority.

Write for our Prices and Dealer proposition.

**Cotoco**

"Built First to Last"

**COTO-COIL CO. PROVIDENCE**

## An Announcement of Importance

Beginning May 1, 1923, the  
**MORTIMER RADIO CORPORATION**  
and the  
**ADVANCE METAL STAMPING CO.**  
nationally known manufacturers of radio sets and parts, will consolidate and be known in the future as

## AMSCO PRODUCTS, INC.

The "Melco Supreme" Radio-Frequency Receiver will continue to be marketed under its own name and a complete line of high-grade parts will be available to responsible dealers under the Amsco brand.

Our new home in the **FAIRBANKS BUILDING**

**Broome and Lafayette Streets New York City**

is up-to-date in every respect and will enable us to give even better service than has heretofore been possible

It will pay you to write to any of our offices requesting our complete literature, discount schedule, etc.

Huntington, W. Va., 1028 Fourth Ave.  
Philadelphia, Pa., 623 Victory Bldg.  
Pittsburgh, Pa., 705 Granite Bldg.

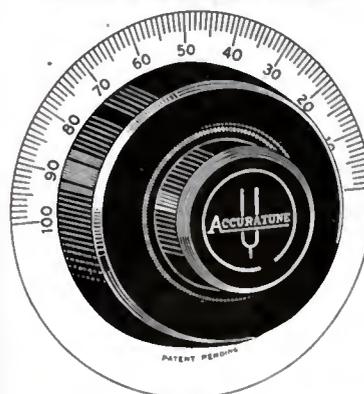
Atlanta, Ga., 302 Flatiron Bldg.  
San Francisco, Cal., 709 Mission St.  
Los Angeles, Cal., 337 S. Western Ave.

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

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

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

### ACCURATUNE MICROMETER DIAL



13 CAMPBELL ST. NEWARK, N. J.

**mbs. RADIO bkg s**

### Books That Make Money and Save Money

Don't waste time drawing diagrams. Use half that time to sell a copy of

#### 101 RECEIVING CIRCUITS

By M. B. Sleeper

and turn the question into profit.

It costs real money to tell a customer how to build a set. Sell him

#### SIX SUCCESSFUL RADIO SETS

By M. B. Sleeper

There he has all data, picture wiring diagrams, and details necessary. Complete parts lists are also given.

List price 50c each. Discounts: Up to 25 of one book, 33 1-3%; 25 or more, 40%. Special discounts in quantities.

**M. B. SLEEPER, Inc.**  
C-88 PARK PLACE NEW YORK

ONE OF THE  
**GERACO**



### Rich Resonance of WOOD!

They call MUSIC MASTER the "Stradivarius Among Amplifiers." For its horn is WOOD, with that pure, mellow-sweet tonal quality that wood alone can give.

14 inch aperture (Home Model) sells for \$30 and 21 inch (for Concerts, Dancing, etc.) for \$35. Comes complete, ready to attach in place of headphones.

MUSIC MASTER sells quickly on demonstration! Comparison establishes its pre-eminence. One will be sent any radio jobber or dealer, with full return privilege. Write for selling information and prices to dealers.

#### GENERAL RADIO CORPORATION

Makers and Distributors of  
High-Grade Radio Apparatus

624-28 Market St., Philadelphia, Pa.  
Chicago Pittsburgh

**Music Master**  
RADIO AMPLIFIER

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

## RECENT RADIO PATENTS

**Electrical Condenser:** Butler Ames and Philip J. Gilinson of Lowell, Massachusetts, said Gilinson assignor to said Ames. Patented February 6, 1923. No. 1,444,534.

**Carrier-Wave Signaling System:** Raymond A. Heising of Millburn, N. J., assignor to Western Electric Company, Inc. Patented February 6, 1923. No. 1,444,605.

**Detector:** Harold Potter Donle of Meriden, Connecticut, assignor to the Connecticut Telephone and Electric Company, Inc. Patented February 13, 1923. No. 1,445,613.

**Control Device for Wireless Signaling:** Edwin H. Colpitts of East Orange, New Jersey, assignor by mesne assignments to Western Electric Company, Inc. Patent reissued February 13, 1923. No. Re. 15,538.

**Rheostat:** Arthur Atwater Kent of Ardmore, Pennsylvania. Patented February 13, 1923. No. 1,445,324.

**Signaling System:** Burton W. Kendall of New York, assignor to Western Electric Company, Inc. Patented February 13, 1923. No. 1,445,141.

**Thermionic Vacuum Tube:** Raymond A. Heising of East Orange, New Jersey, assignor to Western Electric Company, Inc. Patented February 13, 1923. No. 1,445,278.

**Method of and Means for Indicating the Frequency Alterations of an Alternating Current:** Alexander Meissner, of Berlin, Germany. Patented February 20, 1923. No. 1,445,636.

**Electrical Apparatus:** Walter R. G. Baker, of Schenectady, New York, assignor to General

Electric Company, of New York. Patented February 20, 1923. No. 1,445,929.

**Light-Controlling Means:** Lee DeForest, of New York, N. Y. Patented February 20, 1923. No. 1,446,247.

**Wave Meter With Cathode Tube:** August Leib, of Berlin, Germany. Patented February 20, 1923. No. 1,446,425.

**Circuit Arrangement for use in the Transmission of Signals:** Walter Schaffer and Fritz Kruschinsky, of Berlin, Germany. Patented February 20, 1923. No. 1,446,434.

**Circuit Arrangement for Indicating the Deviation of a Sender from a Desired Frequency:** Walter Schaffer, of Berlin, Germany. Patented February 20, 1923. No. 1,446,433.

**Variable Inductance:** Marvin C. M. Lane, of Roselle Park, New Jersey, assignor to Capitol Phonolier Corporation, a corporation of New York. Patented February 20, 1923. No. 1,445,896.

**Dial Knob:** Charles P. Whitall, of Longmeadow, Massachusetts. Patented February 20, 1923. No. 1,445,812.

**Radio Method and Apparatus:** Frederick A. Kolster, of Washington, D. C. Patented February 27, 1923. No. 1,447,165.

**Radio Receiving Apparatus:** Lloyd Espenschied, of Hollis, New York, assignor to American Telephone and Telegraph Company. Patented February 27, 1923. No. 1,446,890.

**Generator and the Generation of Multiple Frequencies:** Burton W. Kendall, of New York, N. Y., assignor to Western Electric Company, New York. Patented February 27, 1923. No. 1,446,752.

They All Listened In

Bank: "Smyth wanted to be original, so he broadcasted his proposal."

Bing: "And now he has three breach of promise suits on his hands."

—American Legion Weekly.

Fame

Fame? It is a bubble. Listen! Bernard Shaw was walking along Adelphi Terrace, and the following dialogue took place behind him:

"See 'im?"

"That bloke? Yus. Who is 'e?"

"Shaw."

"Shaw?"

"The great vegetarian eater."

"Go on!"

"Fact."

Radiolafs

An orator says not one man in ten can think on his feet. He may be right, at that. But why drag in the words "on his feet?" —Colorado Springs Gazette.

For Our Motorists

Here lies the body of one John Jay, Who died disputing the right of way.

He was right, dead right, as he sped along, But he's just as dead if he'd been wrong.

What a blessing it would be to the business world if all workers would employ these friends of Kipling's—

"I keep six honest serving men (They taught me all I knew), Their names are What and Why and When, And How and Where and Who."—Ex.

# DEALERS!!

Every Time You Sell a  
Genuine and Guaranteed  
"ALL WAVE"

TRADEMARK

## COUPLER

### YOU MAKE A FRIEND

Our nation-wide advertising campaign and the remarkable results secured by our thousands of satisfied boosters has created a continuous demand for the "All Wave" Coupler.

PATENTS GRANTED



LIST  
\$9.00

### WAVE LENGTH 150 to 3000 Meters

ELIMINATES

ENABLES

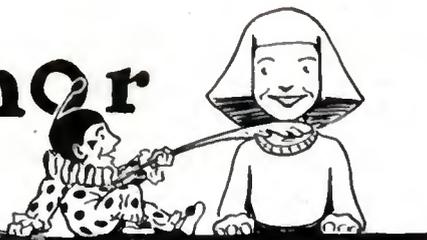
The use of all Variometers, Variocouplers and Loading Coils, 6 efficient hook-ups given free with each All Wave Coupler.

The reception of broadcast entertainment from stations thousands of miles distant.

CONSULT YOUR JOBBER—If he can not supply you, send us your order together with his name

Capitol Phonolier Corp.  
62 Lafayette St. New York

# Humor



## The Silver Lining

"Mister," began the seedy-looking man, "I haven't got no home and—"

"No taxes to pay!" interrupted the man addressed, "no coal bills! no worry lest the landlord raise your rent. Permit me to congratulate you."

"I have no job and—"

"Lucky chap! No danger of getting fired."

"But I'm serious, mister. I have no money and—"

"No temptation to spend it foolishly on able-bodied beggars. Why, you're the very child of fortune. Good-day!"

—Boston Transcript.

## Which Face?

It was lunch hour at the lime works, and Pat's two buddies deciding to play a little joke on him during his absence, drew the features of a donkey upon the back of his coat, which he had left behind. In due time Pat returned, and presently hove in sight bearing the lime-decorated coat.

"What's the trouble, Pat?" asked one, trying to appear indifferent.

"Nothing much," replied Pat, equally indifferent; "only I'd loike to know which one of yez wiped your face on my coat."

—Judge.

Levy took his prospect to dinner and while he ordered everything from soup to nuts, Levy

economizingly ordered toast and tea.

Abe sitting at next table, "On a diet, Levy?"

"No, Abe, on commission."

The man at the telephone was in the habit of shouting into the receiver, and one day his partner, who was in his office near by, asked what all the racket was about.

"It is Mr. Duff, sir," replied the clerk. "He is talking with his wife up in Simcoe county."

"He is, eh?" said Mr. Buff. "Well, why on earth doesn't he telephone her, instead of yelling across the province like that?"

It's about as easy to convince some people of the possibilities of radio as it is to raise an umbrella in a telephone booth, and the chances in the following case were as thin as a banquet sandwich. After two or three minutes of listening in on the evening concert via a loud speaker, the obliging lady on the left turned to the operator and said, "Say, Mister, that will run down if you don't wind it up."

Margie—And he had radio eyes!

Sue—What do you mean, radio eyes?

Margie—Oh, just eyes with a broad cast.

Here's a new one!



201A

Retail Prices  
Cartridge ..... 75c  
Base ..... 30c

**DURHAM VARIABLE HIGH RESISTANCE**

SPECIAL SIZE FOR UV 201A TUBES

The popular Radiotron 201A Tube "sells like hot cakes" and there's good profit for you in the "syrup" to be sold with each tube—DURHAM Variable No 201A—the only 2 to 10 meg. with accurate plunger adjustment.

ORDER FROM YOUR JOBBER

For other tubes  
No. 101 — variable to 5 meg-ohms.

For general use  
No. 100 — variable to 100,000 ohms.

**DURHAM & CO.**

1936 Market St., Philadelphia  
BOSTON, 94 Massachusetts Ave.; CHICAGO, 53 W. Jackson Blvd.; DETROIT, 516 Moffat Bldg.; LOS ANGELES, Union League Bldg.; MINNEAPOLIS, 124 So. Ninth St.; NEW YORK, 1 East 42nd St.; PHILADELPHIA, 221 No. 11th St.; SEATTLE, 1121 Pine St.; ST. LOUIS, 1110 Olive St.; WASHINGTON, Munsey Bldg.; MONTREAL, 332 St. Catherine St., West; TORONTO, 62 Yonge St. Arcade; WINNEPEG, —

**NOVO "B"**

**BATTERIES**

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



Send for Catalogue on Complete Line

No. 265—22½	Volt—List \$1.75
No. 269—22¼	Volt—List 2.50
No. 277—45	Volt—List 5.00
No. 281—105	Volt—List 13.00

**NOVO MANUFACTURING CO., INC.**

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

531 So. Dearborn St., CHICAGO



**CARTER "TU-WAY" Plugs and "HOLD-TITE" Jacks**

Carter "TU-WAY" Plug takes ONE to FOUR phone sets. Price \$1.50. Carter "HOLD-TITE" Jack; no spacer washers. Prices 70c to \$1.10.

NEW CARTER VERNIER CONTROL RHEOSTAT. Price (6 ohms) \$1.50; (20 ohms) \$1.75; (30 ohms) \$2.00.

NEW CARTER AUTOMATIC PLATE CIRCUIT CONTROL RHEOSTAT eliminates change-over switches, filament control jacks, and first and second stage jacks. Price (6 ohms) \$2.25; (20 ohms) \$2.50; (30 ohms) \$2.75.

RESISTANCE UNITS FOR USE WITH NEW TUBES AND 6 OHM RHEOSTATS.

NEW CONTROL SWITCHES OF ALL TYPES

Sold by all good electrical and Radio Jobbers. Write for bulletin.

**CARTER RADIO CO.**

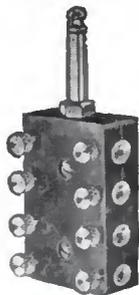
209 S. State Street

**CHICAGO**

Say you saw it in RADIO MERCHANDISING.

**AJAX**

(ST. LOUIS)

**QUALITY RADIO PARTS**

No. 13 Multi Plug for Jacks. List \$2.00.

No. 18-A Connector for Binding Posts. List \$1.75.

One to Four Always in series without any extra loops or parts of any kind.

Patent Pending

Nothing Else Like Ajax Multi Plugs and Connectors.

AJAX-B.P.B.S.

Insulated Top. For one or two Terminals, any kind.

List \$7.50 per 100

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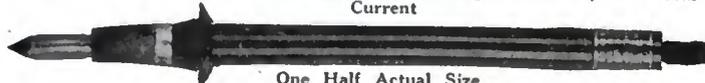
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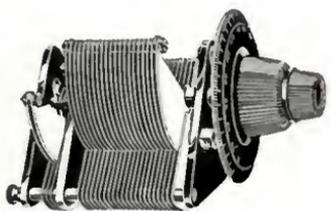
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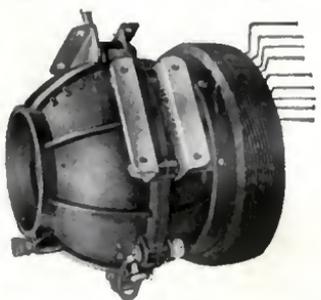
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