

# Winning the Public to Radio

By RAYMOND FRANCIS YATES

**A Heart to Heart Talk With the Amateur, Dealer and Manufacturer, Telling How They Must Work Together to Popularize Radio**

**V**ERY little sober thought is needed to convince one that an era of great prosperity and expansion is directly ahead of the radio manufacturer and the radio dealer. Before this prosperity can be enjoyed to its fullest extent, there are certain things that must be done to win the public to radio. It is well at this time to prepare for a psychological battle that must be waged with the man on the street to convince him of the fun, entertainment and education that can be brought into his own home by the spirit voice of radio. The average man today looks upon radio as a thing utterly beyond him. It is a thing that fills him with awe. To him radio is an alluring mystery, a black art understood only by high-brow college professors and curious youngsters who have grasped the fundamentals, and who, through infinite patience and care, have assembled a crude radio equipment with which they listen in on the world.

There is much to be done before the public will accept radio in the same whole-hearted spirit with which it has accepted the phonograph and other instruments that have brought entertainment into the home. Contrary to general opinion, the public will not pounce upon radio like a thing that it has been waiting for. The public must be educated, and that education is going to take time and much painstaking effort, not only on the part of the manufacturers but on the part of the radio dealers as well. Even the amateur must take an important part in this program.

It is true that even at the present time, radio as a dealer's proposition is very profitable and attractive, but a lot of work must be done in the way of proper advertising and publicity before radio apparatus will become the fast-selling article that it deserves to be.

Those of us who have spent a few moments in the radio cabin on board ship have probably come to understand the attitude of the average man toward radio communication. He stops and peers into the radio room awe-inspired. To him this hurling of messages through infinite space is a thing quite apart from his daily affairs. He shows a great respect for the radio operator, looking upon him as a little god vested with almost supernatural powers. The ladies stop at the wireless cabin and say, "Oh, my! What a marvelous thing this radio must be!"

This frame of mind must be corrected. The subject of radio must be humanized and sugar-coated through carefully planned advertising of a national character and through well-engineered publicity.

The radio manufacturers must start at the very bottom of the matter. The instruments they have designed for the use of the seasoned amateur and the dyed-in-the-

wool enthusiast must be changed. That will be the first, and most important, step toward the popularization of radio communication. The wireless instruments of today look too scientific with their many adjusting knobs, their calibrated scales, their vacuum tubes, switches and jacks. The writer is free to admit that in the final analysis they are not as scientific as they appear to be, but the public is not easily convinced of this fact. The appearance of the radio receiving set at the present time is enough to scare the wits out of the ordinary man. To be sure, "this is only a condenser," "that is only an inductance" and "this is only a

when it fails to work, just as he takes his phonograph motor when he breaks a spring.

The radio manufacturer cannot go too far with the idea of reducing the operation of a radio receiving outfit to a "turn the knob" proposition. If the buyer of the outfit wants to go deeper into the study of radio he can do so, but nine out of ten men will prefer to let the mysteries of radio entertain those whom they may.

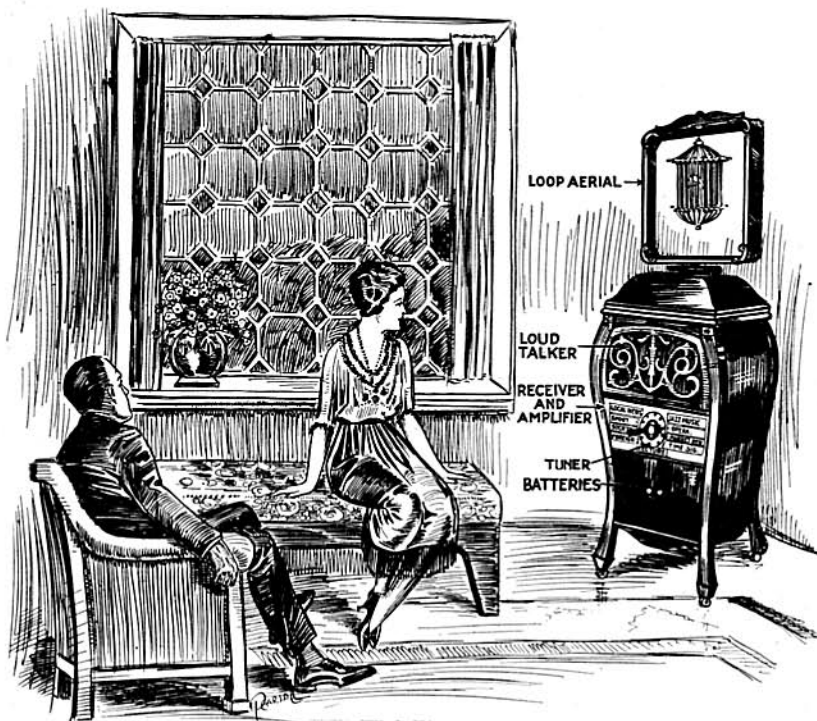
Every tradition of present day radio advertising must be violated in the copy that is going to win the public to radio. One need only pick up one of the radio magazines to understand why radio appeals only to those who have a deep interest in it, and those who are of a studious turn of mind. From the standpoint of popularity the radio advertising of today is simply preposterous. It reads like Greek to the man who knows nothing of the science. He is confronted with such terms as microhenries, inductances, B-batteries, C.W. apparatus, amplifying coils, variometers, regenerative receivers, etc. His mind is set in a whirl with these mystifying terms. If he ever entertained any idea of installing a radio receiver in his home, his enthusiasm certainly suffers no little amount of cooling off, upon being confronted with this terminology. It is, of course, just the kind of advertising that appeals to the man who knows, but we are not considering that individual now, we are considering the man whose mind is a blank as far as radio knowledge is concerned.

Radio manufacturers and dealers must devise a new code of advertising

with every word conveying the thrill of radio and every line chock full of human interest. The battle of winning the public to radio must not only be fought with words as ammunition, but pictures as well. The manufacturers and dealers must learn to speak in the language of the layman. Every picture used must be aglow with human interest and full of human appeal. The services of some of our best artists must be enlisted to picture this "home radio" idea the way it should be pictured. Every illustration can be made to speak volumes.

The literature provided to the dealers must emphasize the entertainment and education that is available in the air. The radio evenings that can be enjoyed at home must be described with the most careful choice of words. In every folder and pamphlet, radio must fight for its place beside the phonograph. The reader must be told that radio music can be brought in by simply "turning the knob." The idea of unsightly outside wires must also be overcome. There are "one hundred and one" things that must be mentioned in literature of this kind,

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Here is the "Radiotrol" Which Will Take the Place of the Phonograph in Our Homes Soon. It Could be So Designed That Only One Adjustment Would be Necessary to Tune in Music, News, etc., Which Could be Sent at the Same Time on Different Wave-Lengths.

rheostat," but what do these terms mean to him? Absolutely nothing. In fact, such explanations only complicate matters and cause him to regard the apparatus with even greater suspicion.

In designing the apparatus, the radio manufacturer must work on the basis of "the less seen the better." All of the mysterious looking instruments that go into the make-up of a receiving set must be hidden from view as much as possible, the writer would even advise taking the usual calibrations off the adjusting knobs. The simple "on and off" idea must be used as far as possible. The apparatus must be put up to resemble an ordinary box as much as possible—a radio box—that is what it must be. If the driving mechanism of our phonographs was visible, the phonograph would not be as popular as it is today, because it would look too complicated. As long as there is simply a revolving disc and a handle in sight all is well and good. The prospective radio buyer must be told that he does not need to know the "ins and outs" of all the "junk" stored within the box. He must be told that he can take his radio box to his dealer and have it repaired

# CW Transmitter and Receiver Parts



TYPE 156 SOCKET

The experimenter who has had previous experience with the assembly of receiving and transmitting sets has learned the necessity of having every unit perfect. Entirely aside from the gain in efficiency, he has found the advantage of using apparatus in which the greatest care has been given to construction details.

General Radio apparatus is designed with this end in view. A noteworthy example is the Type 156 Vacuum Tube Socket.

This socket is adapted to any of the standard American four-prong transmitting or receiving tubes. It is adapted to the Western Electric VT-2 tube, as well as to the Radiotron UV-200, 201 or 202 tubes. The contact springs are sufficiently rugged to carry the filament current of the five-watt transmitting tubes without arcing.

## PRICE \$1.50

This is but one example. Others are Amplifying Transformers, Modulation Transformers, Tuning Inductances, Hot Wire Meters, etc. SEND FOR FREE BULLETIN 909-N, describing these and other instruments.

## GENERAL RADIO COMPANY

MASSACHUSETTS AVENUE AND WINDSOR STREET

CAMBRIDGE 39

MASSACHUSETTS

Standardize on General Radio Equipment Throughout



Reg. U. S. Trademark

## We Have Complete Stock of

## RADIO PHONE PARTS

including

### Radio Corporation Products

and Many Others of Merit

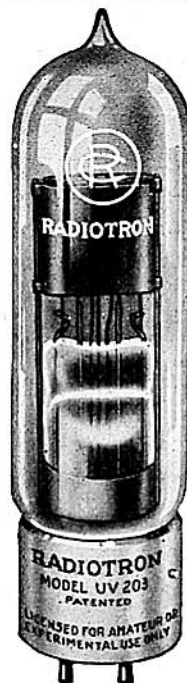
We have a large stock of all reliable makes and ship same day order is received.

### PHILADELPHIA SCHOOL OF WIRELESS TELEGRAPHY

Jobbers and Dealers in Radio

1533 Pine Street

Philadelphia, Pa.



# CANADIAN AMATEURS!

## HEADQUARTERS FOR THE BEST RADIO EQUIPMENT

Write for Price List

### SCIENTIFIC EXPERIMENTER, Limited

33 MCGILL COLLEGE AVENUE

MONTREAL

## Winning the Public to Radio

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which the writer cannot go into in the short space of this article.

The following paragraphs are taken from a piece of copy that the writer prepared some time ago for a radio manufacturer; it was prepared for newspaper work.

### JUST TURN THE KNOB AND LISTEN TO THE WIRELESS MUSIC

Wireless is not a black art! There is no mystery about it. It is as simple as A, B, C. Operating a small radio receiver is just like focusing a camera or playing the phonograph. There are no accurate or painstaking adjustments to be made, no fuss, no bother. "Turn the knob and listen," that is all there is to it. No wires to string outside, no expensive installing to do. The thrill that radio brings can be experienced by anyone any place.

### "PLUG" YOUR HOME IN ON THE "RADIO LINE"

There is always wireless music in the air. You can listen to it. You don't have to bother with connections. You put your "radio box" on the table and turn the knob. Wireless "jazz" will pour in. You will hear speeches, vaudeville sketches, operas and sporting news. Lots of fun for these cold winter nights. Think of pulling music out of the silent, gray wintry sky! Fun for everybody!

### AS EASY AS LISTENING ON THE TELEPHONE

"Listening in" on the "sky jazz" is as easy as listening over the telephone—no more trouble and just as positive. Wireless should be in every home. It means oodles of fun, education and entertainment for all. Concerts every day and night and you get the news by radio before you read it in the newspapers. Outfits inexpensive. Cost nothing to operate. Surprise your friends and visitors with a modern wireless concert. Farmers use wireless. Why not city folks?

A slogan must be adopted that will tend to put the desire for the radio receiver in the heart of everyone. This slogan must be flung far and wide and used on every piece of copy that is prepared. It must become as famous as "The Voice With The Smile Wins," or the many other slogans that have been used for various purposes. Then the manufacturers must choose between the word radio and wireless once and for all. Today people think there is a difference between radio and wireless. In fact, the writer heard of one very learned person who thought that radio had something to do with radium. One word or the other must be brought into universal use by mutual agreement. The use of two words is confusing and will tend to harm the popularization of communication without wires.

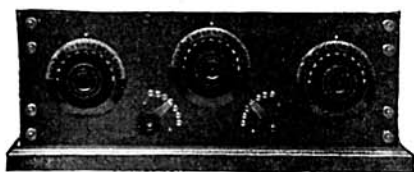
The writer looks forward to the day when we will see notices like the following in our daily papers:

### HOFFMAN RADIO CONCERT TONIGHT.

Turn the knob of your selector to position 8 and listen in at seven o'clock sharp. Mr. Hoffman will play Valse Brillante, The Jugglers, The Hunting Sons and Selections from Rigoletto.

A more suitable plan of co-operation between dealers and manufacturers must be worked out. The dealer is in a position to offer a great deal of assistance in the popularization of radio. He can interest every person who comes into his store. With





## Unwired Regenerator

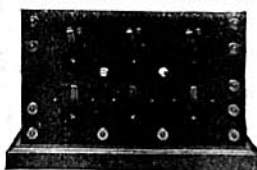
# \$22.50

These apparatus are constructed with the best materials and workmanship. They have no superior at any price. Apparatus fully guaranteed. Send for descriptive bulletin immediately.

## DETECTOR & TWO STAGE AMPLIFIER

**\$25.<sup>00</sup>/<sub>100</sub> WITH 3 LICENSED TUBES MATCHED TO TRANSFORMERS**

# \$40.00



## FREDERICK WINKLER, JR.

304 COLUMBUS AVENUE  
NEW YORK, N. Y.

## CINO WISHES



to extend to our many friends and admirers, our thanks for your support and good will during the past year, and to extend to you our sincere hopes that you may enjoy unbounded good health, happiness and prosperity through the coming year. May yours be the happiest of Christmases and the Happiest of New Years.

Cino apparatus is going bigger than ever and here is our Yuletide Offering

We are GIVING AWAY ABSOLUTELY FREE to each purchaser of a CINO Tuner and Detector Control, a detector tube and "B" battery, tested with our personal OK attached to each individual shipment, the order for which is in our hands prior to midnight December 31st, 1921.

CINO Tuner .....	\$50.00	CINO Variometer parts.....	\$2.50
CINO Detector .....	18.50	CINO Variometers, wound only.....	4.50
CINO Two Step amp.....	40.00	CINO Variometers, complete.....	6.00

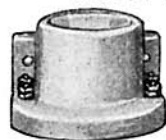
CINO Variocoupler, wound and tapped but not assembled, \$4.50

CINO Variocoupler, complete .....

CROSBY PORCELAIN SOCKET .....

\$ .60

Send for parts price lists of complete CINO units if you build your own.



## Cino Radio Mfg. Co.

218 West 12th Street

Cincinnati

Ohio



## FREE ONE VICTOR VT SOCKET TO EVERY PURCHASER OF AT LEAST \$7.00 WORTH OF RADIO APPARATUS

This is a Christmas present to you from the P. A. RADIO LAB. OR we will give a socket with each UV-201 purchased. This VICTOR socket is a little wonder. It is fused for one amp. for the rec. tubes or Moorhead transmitters and also can be obtained fused for Radiotron 5W transmitters. A transmitting socket with every UV-202 purchased.

Every prong on tube base furnishes contact surface of  $\frac{3}{8}$ " x  $\frac{1}{4}$ " to the VICTOR socket. Think of that! No microphonic contact there and you can't

PUT OUT THAT LIGHT!

Due to the fuse, \$1.00 each, or free as mentioned. Offer above good only for December. Dealers write, we are distributors. The VICTOR has no rivals.

DID YOU READ ABOUT THE KLAUS SWITCH THE LAST TWO MONTHS?

Well we have it! The blade and knob are the only moving parts of this excellent product. Solder direct to the shaft. No chance of either switch or connection coming loose. You'll get no funny noises with the Klaus Switch. 60c each. Special with 6 switch points, 65c.

We are distributors of the Klaus non-competitive line. Dealers write for a really attractive offer.

We have lots of other junk. We handle no complete sets, but can obtain them for you. Parts for everything. Complete Remler line. Order from their ads. Chi-Rad vars. in parts or assembled. Order from Chicago Radio Apparatus Co. ads. Baldy type E's, \$15.00. Murdock 3,000 ohm 56's, \$6.00. SAGO CLAD amplifying transformers, \$5.00. Electrode insulators, 10 inch, 68c; Ball 30c; Formica  $2\frac{1}{4}$ c square inch. Try our second hand service. Order it if it's a part and watch us ship.

Watch for next month's bargain.

We calibrate that wavemeter to 1000M at 35c point, \$1.00 for three points. Ship carefully packed and insured.

**PORT ARTHUR RADIO LABORATORY, PORT ARTHUR, TEXAS**

little or no trouble he can put a radio receiver on his showcase and let the customers operate it themselves to see how easily it is done. Once they get the thrill that comes with the first music that is picked out of space, half the battle is won.

In the near future the popularization of radio should be started off with a radio week. That would mark the beginning of the first real serious effort to win the public over to radio. A program could be planned and carried out that would do a great deal toward overcoming the prejudice that is now quite evident. The radio week would mark the beginning of an era of intensive progress and unparalleled prosperity for those of us who have unshakable faith in radio as an entertainer and an educator. No plan could be too ambitious. The whole thing is so alluringly possible, that it resolves down simply to this, "Let's go."

The amateur can play a very important part in this great scheme also. He can invite friends to his station and, instead of trying to mystify them with a lot of meaningless phrases to create a respect for his profound knowledge, he can explain things in a simple non-technical way to increase the confidence of his listeners. If he is not good at explaining things he can simply tell them that radio is a very easy thing to learn. Indeed, the amateur can do a great deal toward the popularization of the subject by passing the good word along. Of course, the selfish, small-minded fellow may say, "What good is that going to do me?" It will do him a lot of good in the end. More people interested in radio, mean greater activity on the part of the manufacturers and this means increased production, which will bring down the price of radio apparatus. It will not only do this, but it will cause the manufacturers to make serious efforts at broadcasting and this in turn will benefit everyone concerned.

## The Story of Radio Telegraphy

(Continued from page 497)

a cup which I filled with iron filings. These filings were pressed by a vertical piston that was more or less charged. After having made my fundamental discovery, I experimented on the action of light on the conductivity of certain bodies. The luminous source was electrical. I noticed that its action made itself felt even when the light did not reach the body in question. It had then to be admitted that this action was due to something else. The "other thing" was the disturbance of the ether, produced by the spark.

"It is then undeniable," observed M. Givélet, "that you are the first scientist to have found the means of making the Hertzian waves felt to an appreciable distance."

M. Branly, then checked himself. And always standing, supported at the table, he went on to explain to us, little by little, fragmentarily by these rapid confidences, with an extreme precision of details, the pathetic story of his prodigious life of struggles, persecuted independence and indefatigable researches. He tells us of his debuts as pupil in the normal school, his first functions as chief of works at the Sorbonne, his souvenirs of the war of 1870-'71, when with the physicist Fernel, he served in the army of Ducrot during the siege of Paris, his collaboration at the secretariate of the Academy of Sciences, his election at the Institute. The school—that means the Normal School—was the first to disown him. The Sorbonne bestirred itself to render homage to foreign scientists and encourage their works. A certain French scientist aided with all his power Marconi's claims. Another treated Branly's researches as "pure rubbish." And