

# what! AN AUTOMATIC RECORD-CHANGING PHONOGRAPH LISTING FOR \$295 . . . . . Amazing but true!

† LESS TUBES †

COLUMBIA prices this newest, most modern  
AUTOMATIC sensationally low!

**T**HIS Columbia Automatic Phonograph is the quickest selling automatic you can get. It sells for only \$295!

This astonishingly low price will bring you loads of customers.

Families who want the luxury of the Automatic's continuous programs.

Restaurants, hotels, clubs and many other public resorts want to have the added attraction of music.

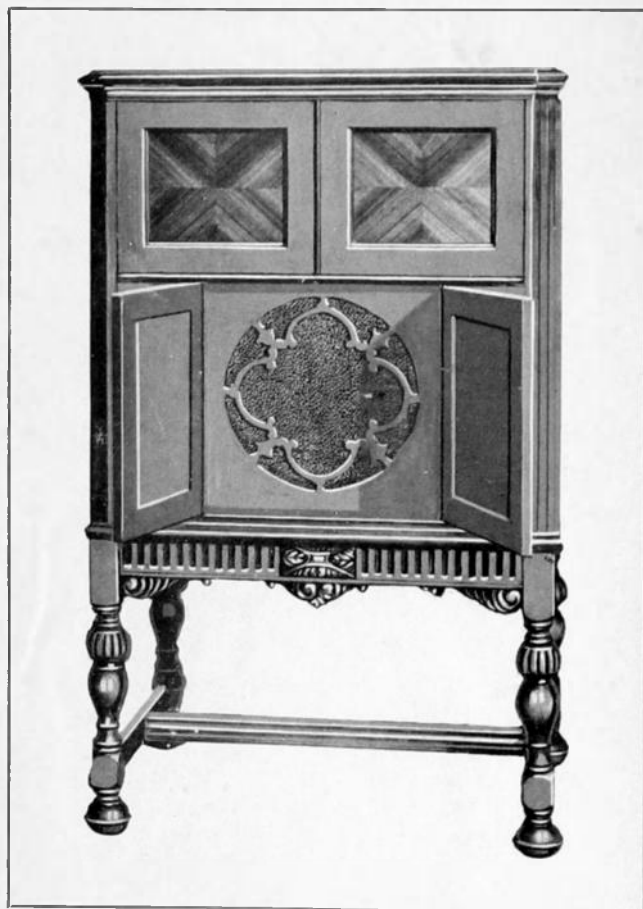
And to public places you can also offer, at a small additional charge, the money-making coin slot attachments for the Columbia Automatic. It then gives them steady, easy profits—in addition to being priced so low that your prospects snap at the Columbia Automatic!

## AND THIS WONDERFUL AUTOMATIC COSTS BUT \$295

The Columbia Automatic sells for only \$295—yet you couldn't offer your customers better quality in a thousand-dollar machine. It gives continuous programs from automatically changing records for more than half an hour. Electric reproduction—"like life itself." Volume instantly variable from a faint whisper to resounding fullness that can fill an auditorium. And the new type speaker gives the Columbia Automatic the finest tonal quality you've ever heard in a phonograph.

What's more, the Columbia Automatic's appearance is a mighty powerful selling point. For it is beautiful. Its rich walnut finish blends perfectly with the finest furniture. It takes up far less room than any other automatic. And all its mechanical parts are completely concealed.

Get the Columbia Automatic Phonograph now, and push it! A great advertising campaign is busy making customers for you. And remember—the biggest customer-maker is that little price—\$295.



**Ready** FOR LOADING      **Loads** IN AN INSTANT      **Plays** FOR MORE THAN HALF AN HOUR

"Magic Notes"

COLUMBIA



PHONOGRAPH COMPANY

1819 BROADWAY

NEW YORK CITY

IN CANADA: COLUMBIA PHONOGRAPH COMPANY, LTD., TORONTO

TM Trade Mark Reg. U.S. Pat. Off.  
In R. M. West. Copyright 1928, 1925 & 1926 by  
Columbia 1920 P. 14088 de 21 de Agosto 1926. Marca  
Columbia Registrada Dept. Neg. 10th. 2600, 2672.



Model 51, With Automatic Volume Control, \$317,  
Without Tubes  
Other Models \$208 and \$248

*The highest  
note . . . .  
in radio  
achievement*

**Y**OUR best customers look to you for an understanding of their keener musical appreciation, and of their instinctive taste concerning enduring beauty in furniture. They are the people who will recognize faultless achievement in Radio by Story & Clark. They are the people who *know* what to expect of a house that has built fine musical instruments since 1857. An inquiry to us will make the contact. Details of the Story & Clark merchandising plan will be sent to those interested.

BARRETT & WALTER CO.  
*California Representatives*

J. T. BARRETT  
325 Fifth Street  
San Francisco  
Garfield 3060

CHAS. G. WALTER  
407 East Pico Street  
Los Angeles  
Westmore 5742

# RADIO

by STORY & CLARK



*Built Complete in the Story & Clark Factories*  
THE STORY & CLARK RADIO CORPORATION  
173 N. Michigan Avenue, Chicago

*Manufactured under STORY & CLARK owned Patents  
and Patents Pending*  
Licensed under R. C. A. and Affiliated Companies,  
Charter Member R. M. A.

---

# MAKING THE PUBLIC RADIO MINDED

That is what the ANNUAL  
RADIO SHOW

## ACCOMPLISHES

Thousands attend the Radio Show and look over the leading makes and new developments.

Thousands who don't attend the Radio Show ask their neighbors and friends—who have attended—about the leading makes and new developments.

Thousands more read and hear about the Radio Show.

Special Pre-View of the Radio Show for Dealers only—Sunday, August 31. All radio dealers should attend the Pre-View and the Radio Trades' All-Star Luncheon Sunday, August 31st in the Coconut Grove, Ambassador Hotel.

*Send in Your Reservations*

## EIGHTH ANNUAL RADIO SHOW

AMBASSADOR AUDITORIUM, LOS ANGELES

AUGUST 31-SEPT. 6, INC.

---

# PLAZA TAKES Another STEP FORWARD!

The PLAZA MUSIC COMPANY Has Purchased the CROWN MUSIC COMPANY and Now Puts At Your Disposal the Tremendous Sheet Music and Orchestrations Stock and the Combined Facilities of Both Organizations.

If you buy sheet music and orchestrations for your store you will want to take advantage of the features of the New Plaza-Crown service

**MAKE A NOTE**  
  
**OF THIS**

*Large customers or small customers receive equally prompt and careful attention.*

- 1—A tremendous up-to-date stock of everything published in the sheet music and orchestration world ready for you to choose from.
- 2—All orders will be shipped COMPLETE the same day they are received.
- 3—Every package will have enclosed with it an *itemized* invoice so that you will know immediately what each copy of music costs you.
- 4—Every package will also have enclosed with it the New York list of Best Sellers for the week. This is an excellent guide for you.
- 5—On the first of every month we will send you the combined Plaza-Crown Sheet Music and Orchestration Bulletin listing everything that is new and good in the music world.
- 6—Title pages for your displays sent free on request.
- 7—Another good feature that will appeal to you as a time saver and a postage saver, is the fact that you can buy all your musical accessories, such as needles, record envelopes, Echo recording discs, portable phonographs, etc., from us and have them all sent in the same shipment with your music.

## PLAZA MUSIC CO.

10 West 20th Street,

New York

FREE copy of new Rudy Vallee edition of St. Louis Blues personally autographed by Rudy Vallee will be sent to all dealers not at present on our mailing list who will send in this coupon attached to their letterheads.  
Plaza Music Company,  
10 West 20th Street,  
New York.

Name.....  
Address.....

(1)

# The Western Viewpoint

## WESTERN MUSIC AND RADIO TRADES JOURNAL

*"Exclusively for the Western Merchant"*

Editorial and Publishing Offices  
1220 Maple Ave., Los Angeles, Calif.

New York: C. A. Larson, 254 W. 31st St.

Subscription price \$2.00 per year  
In combination with the Radio Dealers Blue Book,  
\$5.00 per year

JULY, 1930

### We Go Abroad

**W**E'LL ALL GO "ABROAD" FOR THE NEXT convention. For the Western Music and Radio Trades Association accepted the invitation of Vancouver, B. C.

Vancouver will hold a unique and successful convention. It will draw hundreds of dealers who have never had the privilege of attending a convention before. In seconding the motion for Vancouver, Mr. Geissler of Los Angeles, stated that it was one of the purposes of the Association when organized to scatter the conventions throughout the West, to take them to the dealers in the various localities, so that all of the West could be benefited by them.

In extolling the virtues of Vancouver as a convention city, Mr. J. W. Kelly, of the Kelly Music Company, who was elected President, orated; "Vancouver is a modern, progressive, music loving city; well suited to the holding of a Convention. Our golf courses, unlike American golf courses, have nineteen holes." However, after attending the Golf Banquet Thursday evening Mr. Kelly decided that some American courses did have nineteen holes, and that if he was going to compete with them, he would have to dig his nineteenth hole a little deeper.

Vancouver will be an eye-opener to many Americans. Many describe its business section as being about the size and somewhat similar in appearance to Kansas City. It has a very superior street railway system, beautiful office buildings, one twenty-five stories in height. It is a bustling, busy town, and although it is true that it is still the business custom in conservative old Victoria not far away, to serve afternoon tea, you would have to look high and wide to find any afternoon tea in the business houses of Vancouver.

Our U. S. delegates will be surprised at a number of things. One, the high price of radios and phonographs.

The American tariff makes prices high, and the Canadians naively state "We like to keep the unit price high."

And the Canadians have not yet heard of the demise of the piano business. Their piano business is what we would call brisk.

A resolution passed at the time Vancouver was selected, suggested that a radio and music trade show be held in conjunction with the convention. The Vancouver hosts have made arrangements whereby American goods can be bonded into the hotel and out again duty free.

And if it is the low-down you are waiting for, here it is. A permit to buy beer costs \$1.00 and is sold without any questions asked at any of the Government liquor stores. A permit to buy anything else costs \$2.00. Good Bourbon is \$4.00 a quart, and a quart instead of being one of our usual size fifths, is an English Imperial quart and looks like half a gallon. You may transport it in your automobile, with absolutely no chance of being arrested, and you can carry it into your hotel without putting it under your coat. You may drink beer in the hotel beer-room without a permit.

Our British Columbian hosts are very serious about this convention and trade show. They have attended most of our conventions, and know how to stage them, and if any one thinks that Vancouver will not have a rousing convention and an excellent attendance, then you are due for one of the big surprises of your life.

### Over the Top—Plus

**S**EVERAL WEEKS BEFORE THE FIRST PACIFIC Radio Trade Show opened we all knew that it would be an unquestioned success. But it actually outdid many of our fondest hopes. We all expected to see a good turn-out of dealers from all over the West, but were plainly and happily surprised to find lobbies, halls and elevators of the Hotel William Taylor so jammed as to make moving about a real difficulty. We knew that the exhibitors would be satisfied and would get their money's worth out of their investment, but it was good to hear one exhibitor after another report that they had produced more actual sales from the Western Show than from the show at Atlantic City.

The Show Committee's decision to make it a real business show was one of the main factors in its success. Manufacturers were not there to vie with each other with bands and orchestras and hoop-a-la. Jobber and dealer organizations were not there to form clicks and keep to themselves for the period of the Show.

Rather, dealers came with the serious business purpose of seeing what the manufacturers had to offer, that they could sell and make money in selling; in seeing just what the new merchandise was this year, and in making business contacts and contracts that would see them successfully through the coming season. It was a show of

which H. R. Curtiss, Show Committee Chairman, and George Curtiss, Secretary and Show Manager, and the entire Pacific Radio Trades Association may well be proud.

The First Western Show was such an unquestioned success from every angle: attendance, exhibitors, and financial, that there is no doubt that the Second Annual Western Trade Show will be staged in San Francisco next year. It is logical that the West should have a Trade Show of its own and San Francisco, most accessible city from all parts of the West is the logical place to have it.

### Something to Think About

**A** NUMBER OF SUGGESTIONS WERE FLOATING around the Convention and Show. Here are a few of the most prominent. They may be good, and may be bad, but they are something to think about. One was that the William Taylor Hotel was an excellent hostelry, and with excellent management, but in a building unsuited to handle large crowds. One suggestion was that the next radio show be held in one of the older hotels, with wider corridors and larger elevators, and larger rooms. Another suggestion that the exhibits in the main halls could be eliminated as all of the exhibitors had duplicate exhibits in their own rooms anyway. The point was why only "see" them on the lower floor when you have to go upstairs anyway to see and "hear" them and talk to business. This same "suggestor" referred to the exhibit plan followed by Shirley Walker in the 1927 San Francisco Convention held at the St. Francis. Each exhibitor had a full display of merchandise, attractively lighted, etc., in the large guest rooms of the St. Francis, it being a simple matter to stroll along the halls from room to room, and up a short flight of wide stairs to the next floor, etc.

As the Convention of the Western Music and Radio Trades Association next year goes to Vancouver, it is more than probable that the Pacific Radio Trades Association will hold a trade convention in connection with their show next year. At least it seems probable that sessions will be held and speakers heard. These meetings, of course, would have to be held in the large convention halls of some hotel.

Another suggestion, which seems to be emanating from a number of sources, was that the Western Music & Radio Trades Association could be of even more value to the western industry if it were a more closely knit organization. Suggestion was that the Board of Directors should include members from various parts of the West as representatives of the different associations, which board could meet and handle matters of mutual interest at other times than at annual convention time. There seems to be two sides to that question. Again, something to think about.

### Watch Your Profits

**W**E HAVE DONE A LOT OF TALKING ABOUT trade-ins. We have established, through dealers, a standard that is fair to both dealer and consumer. We still find dealers, however, that are afraid to quote Blue Book prices. In other words—that are afraid to get and take the just profit due them. They are undercutting their neighbor in order to get business in quantity, and seem to forget that they are also losing just so much "rent money."

A new season is at hand. The radio business has had a hard "swat on the nose." In fact, noses are still a little swollen. But don't let's forget that people will con-

tinue to bring in old sets to apply on new. Be fair to the customer, but don't forget to make your just profit and be fair to yourself. Don't let the trade-in sink you or have it a case of the "tail wagging the dog."

### Shows—Consumer or Trade

**L**OOKING the facts squarely in the face, Radio Trades Associations who wish to have paid secretaries on a full time basis, to maintain executive offices, and to enter actively in the radio interference work, to lobby at the state legislatures, and to carry on the other thousand and one activities of an association, must have some kind of a show to pay the expenses of the year's activities. There seems to be no other practical way of raising sufficient funds. The proposal to raise association membership dues has met with serious opposition. It is questionable if half enough funds could be collected in that manner.

The recent Trade Show in San Francisco proved that that is the sort of a show most logical for San Francisco. The city's geographical location makes it easily accessible for trade men from all parts of the West. The attendance was phenomenal. San Francisco, on the other hand, was not so well suited for a consumer show. San Francisco's population is scattered, entailing considerable effort to attend a show in San Francisco from its business population who live across the bay and down the peninsula.

Los Angeles is ideally fitted for a consumer radio show. It is a "show minded" town. Its populace will gather in big gatherings on any provocation. Its Radio Show is easily accessible with 2,000,000 population. Attendance is assured and is no problem. And where there is attendance there are bound to be sales, either directly or indirectly.

This is certain. Elaborate displays are not essential to the success of Radio Shows, trade or public. The merchandise is the big factor. In eliminating elaborate displays, exhibiting costs are cut to the point where a profit is assured from every exhibitor.

So it appears to be Trade Show for San Francisco and Public Show for Los Angeles.

### Stein Song

**R.** J. SCHRADE, SAN FRANCISCO MANAGER for the Columbia Phonograph Company, pipes from the Bay City as follows:

"Enclosed is clipping from the San Francisco Call Bulletin stating that the Canada Dry Ginger Ale Company reports June 30 as the largest single day's business in the history of their company. That was the day the Western Convention and Trade Show opened. The Company reports a sale of two million bottles on that day."

### What's This About Hard Times

**T**HE CONVENTION CAUGHT ON TO A FEATURE editorial published in the June issue, making the theme of the convention "Happy Days Are Here Again." So far so good.

But listen. A week after the convention closed entertainment sponsors received letters from the convention management. Regretfully envelopes were opened, no telling what sort of requests to find inside. And believe it or not out popped checks, signed and good. The convention showed a \$600 profit and the management, having no use for money (that's their words), distributed it pro rata amongst the sponsors. Yours truly got \$17.50 so entirely unexpected that it went for a grand party.

# 1931 Convention Goes To Vancouver

## Secretary's Report

By BEEMAN SIBLEY

THERE were 268 registrants who bought books for the Complete Convention, at \$12.00 each. The business sessions on Monday, Tuesday and Wednesday mornings were attended by between 200 and 250 delegates. There were over 200 luncheons served at the luncheons Tuesday and Wednesday. There were over 500 dinners served at the dinners Tuesday and Wednesday.

The Convention was opened Tuesday morning, July 1, in the Italian Ball Room, by President Ernest Ingold, who introduced Shirley Walker, Secretary of the 1927 Convention.

After Mr. Walker's speech of welcome, Lloyd Taylor, of the Sparks-Withington Company, Jackson, Michigan, addressed the assembly. The topic of his talk was, "Give Us Music."

Next came Shirley Richards, a five-year-old violinist, of the Sherman Thompson Music House, Eureka, California, who was accompanied by her mother, and introduced by Mr. Ingold after reading an article from G. W. Thompson of the Sherman Thompson Music House, relative to "The Baby Musicians."

Arthur S. Garbett, Director of Education, National Broadcasting Company, spoke on "What Music People Like and Why."

E. V. Krick, Past President, American Institute of Banking and Vice-President and Cashier, American Trust Company, spoke on "Present-Day Status of Installment Selling."

"Group Piano Teaching in Public Schools," by Norman Pillsbury, of the Oakland Public Schools, was next.

The morning session was closed by a talk by P. T. Clay, President, Sherman, Clay & Company, San Francisco, on "Business Trends and Economics Necessary in Musical Merchandise."

Before the session opened the delegates were entertained by the Milano Street Singers in costume, who were sent through the courtesy of the Universal Agencies, representing Arcturas Radio tubes.

At the end of the Convention session, the usual announcements were made, particularly calling the delegates' attention to the Pacific Radio Show which was held concurrently at the William Taylor Hotel. Bus transportation furnished by the Ken-

Rad Corporation of Owensboro, Kentucky.

At this session the following committees were appointed:

**COMMITTEE ON CONVENTION CITY—1931:** E. A. Geissler, Chairman; Ed Kelly, R. W. Daynes, F. R. Sherman, Warren Erwin, B. A. Almvig, E. P. Tucker, Mark E. Smith and George Sammis.

**COMMITTEE ON RESOLUTIONS:** James Fletcher, Chairman; Wallace Byam, Ed H. Uhl, R. B. Brassfield, William Cross and "Shorty" Sherman.

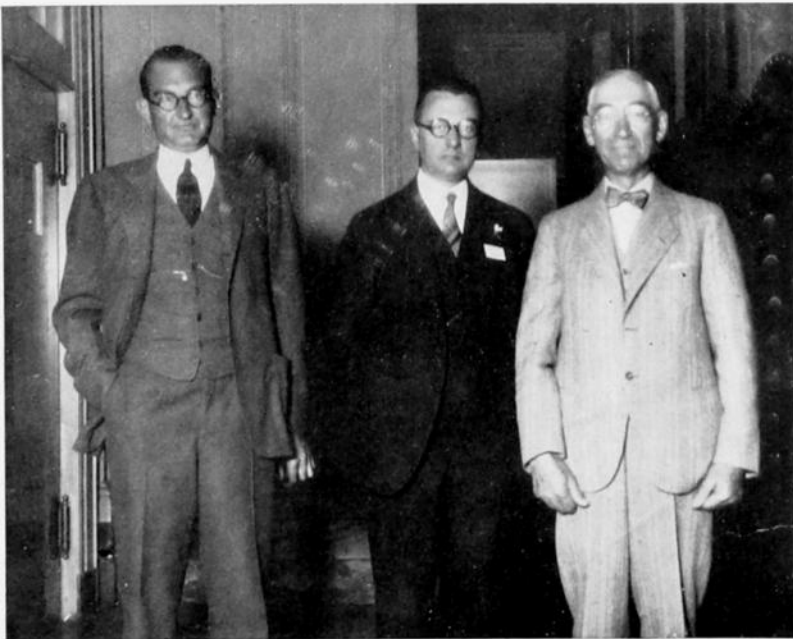
**NOMINATING COMMITTEE:** Otto May, Chairman; F. McL. Brinkerhoff, Harry Nolder, E. A. Geissler, Mrs. S. S. Hockett, Harry Calloway and Al Meyer.

The session was adjourned promptly at 12:30 for luncheon in the Colonial Ball Room, entertainment furnished by the Everready Tube Troubadours, through the courtesy of the National Carbon Company.

The afternoon was left free for the men to attend the Radio Show or other business, and the ladies were entertained through the courtesy of Sherman, Clay & Company by an automobile trip and afternoon tea in Golden Gate Park.

Tuesday evening, July 1, the Welcome Night Banquet was held in the Colonial Ball Room at the St. Francis, the entertainment and features for the dinner being furnished by the Victor Talking Machine Company of Camden, New Jersey. The entertainment consisted of a large portion of the San Francisco Symphony Orchestra. The menus and beautiful table decorations were furnished by E. T. Cunningham, Inc., of New York and San Francisco. At 8:30 the entertainment was turned over to the Brunswick Radio Corporation, which furnished Jesse Stafford's Recording Dance Orchestra for dancing until 11:30, when the guests adjourned via Ken-Rad busses to the Paramount Theatre to witness Philco's Midnight Frolic.

The second Convention session was called to order at 9:30 a. m. Wednesday, July 2, in the Italian Ball Room, and was addressed by W. J. Held, of the Standard Oil Company of California, on "The Standard Symphony Educational Broadcast," and Robert D. Eastman, President, Radio Retailers' Association, whose subject was "Effective Retailing."



Beeman Sibley, Secretary of the 1930 Convention; Ernest Ingold, President, and J. W. Kelly of Vancouver, B. C., newly elected President for 1931.

# Convention Review

The delegates next listened to Don E. Gilman, Vice-President, National Broadcasting Company, on "Progress in Radio."

The next speaker was R. E. Smiley, manager, Ken-Rad Corporation, Owensboro, Kentucky, who spoke on "The Changing Radio Picture."

A communication was read from J. L. Ray, President, R.C.A. Victor Company, entitled "Let's Look Forward."

E. T. Cunningham, President, E. T. Cunningham, Inc., spoke on "Common Sense in Radio Merchandising."

The final speaker was Dr. Lee DeForest, "The Father of Radio."

The Convention City Committee reported favorably for Vancouver, B. C., and the Secretary was instructed to cast one ballot in favor of this city. This recommendation was made after an invitation had been issued in behalf of Vancouver by J. W. Kelly, President of the J. W. Kelly Piano Company, Vancouver, who promised their support for the 1931 Convention.

The Resolutions Committee presented the following resolutions, all of which were accepted by the Association:

## RESOLUTIONS

WHEREAS, The City and, County of San Francisco, the Music and Radio interests of Northern California and the Pacific Radio Trades Association have given so generously of their hospitality and assistance in the holding of the Seventh Annual Convention;

BE IT RESOLVED, That a vote of thanks be extended to San Francisco and to the Pacific Radio Trades Association and its officers.

WHEREAS, The President and Secretary and their co-workers of the Seventh Annual Convention have given so generously of their time, their ability and financial support toward the success of this Convention;

BE IT RESOLVED, That President Ernest Ingold, Secretary Beeman Sibley, L. S. Lindsey, Treasurer, and R. B. Miller and members of the various committees be extended a vote of thanks, expressing the sincere gratitude of this Association for their painstaking efforts, their skill, their hard work and their enthusiasm in behalf of this Seventh Annual Convention.

WHEREAS, The music industry and radio industry are so closely associated; and,

WHEREAS, It appears that the display of merchandise to attending dealers and delegates has been shown to be a profitable ally to the Convention, both for the manufacturers and the delegates;

BE IT RESOLVED, That this Association suggest to the music and radio interests in which the 1931 Convention is held that they hold a display of music and radio merchandise and that this Association recommend to manufacturers that they exhibit their merchandise at this Show.

The Nominating Committee reported the following nominations:

For President: J. W. Kelly, Vancouver, B. C.

For First Vice-President: James Fletcher, Victoria, B. C.

For Second Vice-President: Don Preston, Bakersfield, Calif.

For Secretary: Daryl Kent, Vancouver B. C.

For Treasurer: W. C. Clark, Vancouver, B. C.

For Directors:

Royal W. Daynes, Salt Lake City, Utah  
Beeman Sibley, San Francisco, Calif.

Don Gilman, San Francisco, Calif.

J. A. Stark, Bellingham, Wash.

Henry Bendix, Walla, Walla, Wash.

Otto Sammis, Portland, Calif.

George Sammis, Portland, Oregon.

E. R. Mitchell, Seattle, Wash.

Jim Collins, Portland, Oregon.

Arthur Kinney, Everett, Wash.

Ed Kelly, Seattle, Wash.

L. W. Sturdevant, San Francisco, Calif.

E. E. Hollenback, Spokane, Wash.

J. E. Clark, Butte, Mont.

Wm. Dickinson, Missoula, Mont.

R. F. Meggee, Seattle, Wash.

C. B. Gilbert, Seattle, Wash.

Wallace Byam, Los Angeles, Calif.

E. A. Geissler, Los Angeles, Calif.

Wm. Gibbs, Oakland, Calif.

Fred Sherman, San Francisco, Calif.

Mrs. S. S. Hockett, Fresno, Calif.

Harry Callaway, San Francisco, Calif.

Al Meyer, San Francisco, Calif.

H. L. Nolder, Los Angeles, Calif.

F. McL. Brinkerhoff, Los Angeles, Calif.

Ben Almvig, Tacoma, Wash.

Ellas Marx, Sacramento, Calif.

F. Salmacia, Glendale, Calif.

Gene Redwill, Phoenix, Ariz.

C. B. Sampson, Boise, Idaho.

Ernest Ingold, San Francisco, Calif.

There being no other nominations, the Secretary was instructed to cast one ballot for the entire slate.

The delegates then adjourned to the Radio Luncheon, held in the Colonial Ball Room, at which they were entertained by the National Broadcasting Company, who presented the Hill Billies.

The afternoon was left free for the men

to attend the Radio Show or other business, while the ladies were entertained through the courtesy of the Baldwin Piano Company at a matinee at the Fox Theatre, in San Francisco.

Wednesday evening, at 6:30, found the Colonial Ball Room filled for the Good-night Banquet, where the Atwater Kent Musical Follies were presented by the Atwater Kent Manufacturing Company and its distributors, Ray Thomas, Inc., of Los Angeles; Sunset Electric Company, Portland, Seattle and Spokane; and Ernest Ingold, Inc., of San Francisco.

At 8:30 the entertainment was turned over to the Radio Corporation of America, who contributed the dance music, which lasted until 1:00 a. m.

Attractive table decorations and menus were with the compliments of the H. R. Curtiss Company of San Francisco, Spartan distributors for Northern California.

The current Convention Newspaper which was published Tuesday and Wednesday by the Western Music and Radio Journal contained the high-lights of the Convention as it was going along.

The Convention of the Western Music and Radio Trades Association not only ran on time, but was operated with a surplus when the books were closed. This is the remarkable outcome of San Francisco's Convention.

Inasmuch as the Western Music and Radio Trades Association has no immediate use for a cash balance, the entire surplus has been distributed pro-rata among those who sponsored dances, entertainment, decorations, frolics and similar affairs—an unusual and new thing in Convention circles. The refunds were mailed out last week over the signatures of Ernest Ingold, Past President, and Beeman Sibley, Past Secretary. L. S. Lindsey's report as treasurer follows:

## TREASURER'S REPORT, SEVENTH ANNUAL WESTERN MUSIC AND RADIO TRADES CONVENTION

Receipts .....	\$4,523.75
<i>Disbursements—</i>	
Hotel St. Francis.....	\$1,999.06
Advertising .....	1,744.35
Office Expense .....	161.50
Surplus rebated pro rata to sponsors donating entertainment, ladies' parties, decorations, etc., .....	618.84
	\$4,523.75

L. S. LINDSEY,  
Treasurer.



# Good To The Last Drop!

On Thursday, July 3, the Seventh Annual Western Music and Radio Trades Golf Tournament was held at the California Country Club. There were eighty golfers, forty of whom received prizes.

The following contributed to the donation of prizes for the Golf Tournament:

The Aeolian Co., New York City; Baldwin Piano Co., San Francisco; Bankers Commercial Security Co., Los Angeles; Charles Boothe, Los Angeles; John Breuner Co., Oakland; Brunswick-Balke-Collender Co., San Francisco.

Bushnell & Rayner, Oakland; The Cable Co., Chicago; California Victor Distributing Co., San Francisco; The Capehart Corporation, Fort Wayne, Indiana; Central Furniture Mfg. Co., Los Angeles; Chanslor & Lyon Stores, Inc., San Francisco.

E. T. Cunningham, Inc., San Francisco; H. R. Curtiss Co., San Francisco; Thomas A. Edison, Inc., Orange, N. J.; Edison Distributing Corporation, San Francisco; The Electric Corporation, San Francisco; Fox Piano Co., Oakland.

General Motors Radio Corporation, San Francisco; Gilfillan Bros., Inc., San Francisco; Grigsby-Grunow Co., Chicago; Had-dorff Piano Co., Rockford, Ill.; Hart & Reno, San Francisco; James P. Hermans Co., San Francisco.

Ernest Ingold, Inc., San Francisco; W. E. & W. H. Jackson, San Francisco; Jackson Furniture Co., Oakland; Kierulff & Ravenscroft, San Francisco; Kohler & Chase, San Francisco; George H. Leathurby, San Francisco.

Listenwaller & Gough, San Francisco; Ludwig & Co., New York City; Magnavox Co., Oakland; Leo J. Meyberg Co., San Francisco; National Carbon Co., San Francisco; Pacific Wholesale Radio, Inc., San Francisco; Platt Music Co., Los Angeles.

Q. R. S.-DeVry Corporation, San Francisco; R.C.A. Radiotron Co., Inc., San Francisco; R.C.A. Victor Co., San Francisco; The Rola Co., Oakland; J. M. Hahlein, San Francisco; M. Schulz Co., Chicago; Sherman, Clay & Co., San Francisco; Sohmer & Co., New York City.

The Starr Piano Co., Los Angeles; Station KFWI, San Francisco; Station KJBS, San Francisco; M. Steinert & Sons, Boston, Mass.; Steinway & Sons, Long Island City, N. Y.; Thompson-Holmes Co., San Francisco; Tonk Manufacturing Co., Los Angeles.

Universal Agencies, San Francisco; Vose & Sons Piano Co., Watertown, Mass.; Waterhouse-Weinstock-Scovel Co., San Francisco; Robert Weinstock, Inc., San Francisco; Western Piano Corporation, San Francisco; Garnett Young & Co., San Francisco.

The following players won prizes:

A. J. Anderson, Seattle; Vic Anderson, Los Angeles; R. B. Brassfield, Portland; F. C. Buell, Los Angeles; John E. Clark, Salt Lake City; J. W. Condon, San Francisco; Will Doran, Oakland.

Charles Dundore, Los Angeles; L. E. Fontron, Los Angeles; W. F. Frederick, San Francisco; Bill Geiser, Philadelphia; J. W. Hale, Fresno; Geo. Hall, San Francisco; L. E. Holton, Portland.

I. Hendrickson, Seattle; H. D. Hewitt, Chicago; Thos. Holland, Salt Lake City; Galvin Hopper, Tacoma; D. N. Jones, San Francisco; Ed Kelly, Seattle.

J. W. Kelly, Vancouver, B. C.; W. R. Lawrence, Oakland; Geo. Lethurby, San Francisco; L. S. Lindsey, San Francisco; O. L. May, San Francisco; T. S. Mercer, Los Angeles; E. Morrison, Boise, Idaho; Geo. Mortan, Los Angeles.

Harvey Orr, San Francisco; J. W. Ose-mou, Oakland; Pete Pilgrim, Oakland; J. E. Robbins, Visalia, Calif.; Fred Rydeen, Oakland; J. M. Sahlein, San Francisco; E. Seversan, San Francisco; Chas. Seymour, San Francisco; B. P. Sibley, San Francisco.

Dick Smiley, Owensboro, Ky.; Lloyd Sutton, San Francisco; Taylor White, Portland; L. M. Willis, Philadelphia.

Low Gross—H. D. Hewitt—84.

The first prize was won by H. D. Hewitt of M. Schulz & Company, Chicago, with a gross score of 84.

The party wound up with the Seventh Annual Golf Dinner, and thus the Convention was officially adjourned until 1931.

Respectfully submitted,

B. P. SIBLEY, *Secretary.*

After the Golf Dinner, which closed the Convention, the golfers were shown the famous Walter Hagen golf picture through the courtesy of the Q.R.S. DeVry Company and Phil Lasher, their western manager. Todd Taylor acted as chairman. Q.R.S. DeVry manufacture a complete line of motion picture cameras, projectors and talking motion picture equipment for home and educational use.



Here it is. The nearest approach to a picture ever taken of the famous annual golf tournament banquets. The room thick with smoke and what-not, makes photography impossible. The prizes for every other player are stacked against the back wall. Beeman Sibley is presiding, and Hale, Treasurer of General Motors, has just jumped on the speakers' table, head and shoulders out of the picture. We are pledged to secrecy on further particulars of this famous annual whoopee party.

# Show Packs 'Em In

**G**EO. CURTISS, secretary and show manager, reports that between four and five thousand radio trades men attended the first Western Radio Trades Show staged by the Pacific Radio Trades Association. Dealers came in great number from the North, South and East, and there was hardly a part of the West that did not have its representatives there. Some even came from Honolulu. The exhibit halls and demonstration rooms in the Hotel William Taylor were packed solid for three days.

"The keynote of the entire show was business," stated H. R. Curtiss, Chairman of the Show Committee. "Exhibitors and dealers alike were there to do business and did do business. Exhibitors were unanimous in their praise of the show. A number of exhibitors, who attended both

the Atlantic City and Western Shows, state that actually more new merchandise of leading lines were exhibited in San Francisco than in Atlantic City. The fact that all merchandise was centered in the hotel was of inestimable value in making the show a business success for exhibitor and dealer alike.

Stability of merchandise and manufacture was strongly stressed by most of the exhibitors. Eye appeal and furniture appears to be the selling feature of next importance. Circuits are standard and simplified. Tone is a big factor. Proof of the fact that Eastern manufacturers have focused attention on the first Western Show was shown by the fact that more prominent executives, sales managers, presidents and engineers were in attendance from the East than ever seen in the West at any one time before.

## General Electric Enters Western Market

General Electric Radio are planning an extensive merchandising campaign in the West during the present season.

B. C. Bowe, general sales manager for General Electric, announces the appointment of Harry Gerster, well known in Southern California through his H. R. Curtiss connections, western divisional manager for G. E. with headquarters in the Russ Building, San Francisco. Chris Griffin, formerly connected with Ray Thomas and Pacific Wholesale, has been appointed Southern California factory representative. A factory representative for the Northwest is to be appointed. Irving Westphal for several months has been in charge of radio sales for General Electric Supply Company in Southern California and will act as G. E. jobbers.

General Electric are known as one of the strong foundation stones of the Radio Corporation of America. Their pioneering engineers, Dr. Langin, Dr. Cooley, Alexander and Steinmeiz, have spent untold fortunes in radio research. They have led the way in many of the most vital and important radio improvements.

The new G. E. line will contain three models, a highboy, a lowboy and a combination. There will be but one chassis using four '24's, two '27's, one '80 and two '45's. Tone control will be featured. A new low-priced set is to be announced later.

In a recent trip to the West, in which G. E. dealer meetings were held, B. C. Bowe, P. H. Godlock, service engineer, and Major Murton of the New York office of Lord, Thomas & Logan explained the G. E. merchandising, advertising and engineering policies to the western trade. It is stated that General Electric will have more advertising on their General Electric radio than on any other General Electric product, which will include the nation's leading periodicals and newspapers, and every third General Electric broadcast hour. Sales meetings were held in Los Angeles, San Francisco, Portland, Seattle and Salt Lake City.

About 150 dealers from Portland and all parts of Oregon met at a dinner and business meeting in the ballroom of the Multnomah Hotel recently. Frank Barstow and F. Meggee of Barstow-Meggee, Inc., and R. C. MacDonald, western sales manager of RCA-Victor, displayed new Radiola merchandise. Records bearing greetings from the heads of the RCA-Victor Company were played on the new Radiola combination. Three were on display.

## Service to Locate "Skips" in Sou. Calif.

F. E. White, former secret service man, has organized the "White Service" with the endorsement of Western Music and Radio Trades Journal, and the the Radio and Music Trades Association of Southern California. The White Service is specializing in the location of "skips," embezzled and stolen radio and music merchandise. White has innumerable connections with the local city and county police and federal authorities, which, coupled with his years of experience, detective and secret service work, enables him to locate a large majority of "skips" in short order.

The service is operated on a membership basis, an initial fee of \$15.00 entitling the dealer to full privileges for one year. Members of the Radio and Music Trades Association of Southern California or affiliated bodies, are accorded a courtesy rate of \$10.00. This membership entitles the subscriber to free counsel and advice pertaining to "skips" and recovery of merchandise, to a free checking by the White Service on all doubtful sales, and an investigation of all new employees, should a member so desire. A limited membership in the White Service is accorded all subscribers to Western Music and Radio Trades Journal and the Radio Dealers' Blue Book as a part of the regular \$5.00 a year subscription price.

For locating "skips" in Los Angeles, the White Service charges \$7.50 a locate, and \$2.50 a pull, providing no legal procedure

is necessary. Outside of the city of the metropolitan area, the charge is \$10.00 a locate. No charge is made if the service fails to locate. A flat rate of \$20.00 for locating is charged for pianos. In all instances members may make pulls themselves if they desire after the location has been made. Any radio or music retailer wishing further information on the White Service is advised to phone WESTmore 5396.

The White Service maintain headquarters in the offices of Western Music and Radio Trades Journal.

The White Service is seeking information on one Frank J. Gans, who collected approximately \$8,000 in Los Angeles in three weeks in May from various business concerns, selling them time over KMTR on his "Voice of the Air Hour." Checks were made payable to "Voice of the Air," published by the Grigsby-Grunow Company. Only a few broadcasts were made when Gans disappeared. It is believed he may be working the same racket in some other western or middle western city. Dealers, believing they have located him, will confer a favor by wiring Western Music and Radio Trades Journal.

He is described as: age, approximately 29, 5 feet 10 inches in height, weighs approximately 155 pounds. He is dark, a neat dresser, a fast talker, and apparently of Jewish extraction. When operating in Los Angeles he was driving a Hupmobile roadster, license No. 3M2104, engine No. 144-166. Registered to Frank J. Gans, 3137 Douglas Boulevard, Chicago, Illinois.

# Southern California

## San Bernardino Dealers Dissatisfied with KECA

Hollie H. Thew of San Bernardino reports that the San Bernardino dealers and those in that vicinity are not satisfied with the explanation given by Earle C. Anthony, Inc., concerning the shift of National Broadcasting programs from KFI to KECA. KECA is low on the dial and difficult to receive in Riverside, San Bernardino, Redlands and adjacent communities.

Thew states that the reason for granting a radio station special privileges is that the broadcaster gives special service to the public. In shifting National Broadcasting programs from KFI to KECA, KFI ends one of its most important public services, and, therefore, is no longer entitled to its special privileges, in the opinion of Thew. The San Bernardino Radio Commission has written the Federal Radio Commission asking for an investigation of the situation.

In a quarter page ad appearing in newspapers throughout this territory, Earle C. Anthony states, "A misunderstanding has apparently arisen in that KFI has been made a local station and KECA a network station. When Eastern daylight saving time went into effect network programs came to California through us one hour earlier than heretofore, at periods which had been sold and contracted for on KFI by sponsors of the Pacific Coast. Therefore, in order to make these network programs available to you at all, KECA was required at heavy expense because coast and local contracts running over a period of years could not be arbitrarily cancelled.

"We offer these facts to our friends in Redlands, Riverside, San Bernardino, and neighboring communities, to correct the impression that network programs have been shifted from KFI to KECA arbitrarily. KECA is a modern broadcasting station, with as much power and modulation, and as well equipped as any other Los Angeles station, except KFI. According to many reliable surveys of your section, KECA is heard well through receiving sets of modern design, *properly installed.*"

Radio dealers of the San Bernardino territory, however, state that radio reception from KECA is very difficult regardless of how the radio is installed.

Kierulff & Ravenscroft are planning to conduct a sales school for dealers and their salesmen with sessions at least once a month. A service school for service men is to be held every Monday morning.

## Cooperation is Keynote of San Diego Dealers

Cooperation among radio dealers in San Diego County assisted the National Broadcasting Company in deciding to add Radio Station KFSD to their chain.

The dealers, realizing that the incentive to purchase new receivers lies in the desire for better entertainment, and due to the change in releasing station in Los Angeles, San Diego and Imperial Valley were unable to enjoy the NBC programs.

The dealers made a publicity drive and were successful in getting thousands of signed cards into the hands of NBC requesting that KFSD become a chain station and, needless to say, they are now enjoying NBC releases.

## To Secure Services of Interference Expert

Another cooperation program is progressing and should bear fruit very soon. The dealers have signed a contract with one of the local banks as trustee whereby they (the dealers) will pay into the trust fund \$5.00 or \$10.00 or \$25.00 per month, depending on the volume of business they do. This fund will be used to pay the cost of employing a radio interference expert, whose full time will be spent in tracing and eliminating interference and educating those merchandising interference apparatus in adding the proper material so that the apparatus cannot disturb the set owner.

It is understood that both the power and traction companies will assist in this work, both financially and morally. We thank them.

The Bosch motor car radio is finding a ready market in the higher price car field and also, much to everybody's surprise, in the Ford field. These sets play all Los Angeles stations during the day and regularly play San Francisco and Denver at night, according to Victor L. Baldwin of the P. W. Gavin Co., Bosch distributors.

## Stone Sees Better Times Ahead

Carl Stone, manufacturer's representative of Los Angeles, in a letter to this publication reports that regardless of the general business depression, he has had a fairly good year. He states his present business and prospective business on new items with the local set manufacturers is very promising. According to Mr. Stone, great strides have been made in the improvements in public address equipment the past year and holds forth a promise for more business in this line in the future.

## Interference Subject of Long Beach Meeting

At a recent meeting of the radio dealers and service men of Long Beach, many of the methods employed by the Southern California Radio and Music Trades Association to trace and eliminate interference were explained. The radio dealers witnessed a series of demonstrations conducted at the Hotel Lafayette by Frank Thomas, Pasadena, and George Walters of the Southern California Radio Trades Association.

The program was conducted by Harry Ward, chairman of the Interference Committee for the Long Beach Chapter of the Association.

Foster Strong made a report showing that he had investigated forty-seven out of sixty-six cases referred to him in a period of three weeks. Among the interferences causes, he explained, were signs, cash registers, loose fuses, lamps, sign flashers, electrical equipment and electric heaters.

President F. F. Strickland presided at the meeting and Roger Howell aided in the program.

Dan Webster, radio dealer of Ojai, California, was a recent visitor in Los Angeles in attendance at the pre-view of the new General Electric radio.

## Pacific Wholesale Holds Preview

Early in July Walter Fagan gathered his Sparton dealers of Southern California together at the Breakfast Club in Los Angeles to see the new Sparton line. S. W. Carter addressed the dealers on sales cooperation; Mr. Keith talked on the bright spots of today's business; Frank Fagan on business friendship; Leigh Borden displayed the sets and explained the factory service plan, and Lloyd Taylor described the Scholarship Award Plan in detail.

Entertainment was provided by an Hawaiian orchestra and David Roth, memory expert. Roth had each of the 250 dealers write his name on a numbered card, collected the cards, and when the numbers were called off gave each dealer's name and initials.

Frank Fagan has become permanently associated with the Pacific Wholesale as assistant to Walter Fagan and will have charge of the Scholarship Award Plan.

The Pacific Wholesale, Inc., have completely rebuilt their business home, which adds a beautiful lobby and demonstration room, large executive and sales offices, and greatly increased facilities in the service department.

## K. and R. Show New Crosley Line

On Wednesday, July 9, Kierulff & Ravenscroft in Los Angeles invited their Crosley dealers to a preview of the new line. An auditorium with a raised stage, curtains, etc., built in the rear quarters of their 17th Street plant was the setting. The speakers were P. W. Bialkowsky, western manager for Crosley; W. M. Miller, Southern Kierulff and factory representative; Chas. Kierulff and E. L. Duffy. The new line was demonstrated and shown with full theatrical effect and lighting.



The Crosley "Pal"

Dealers were greatly impressed with the new furniture design, the result of a new designing genius in the radio industry who casually dropped the remark to a Crosley executive that he some day would like to design some radio cabinets that would be "different." He was asked to submit sketches and the present models are the results, although the factory was already in production on other models.

The new Crosley line consists of the Companionship Series, using five tubes with three screen grid, containing the "Buddy," a mantle set at \$64.50; the "Pal," \$83.30, a small console and "Mate," \$88.50. The Leadership Series uses seven tubes, three screen grids, one '27, two '45's and one '80, and lists the "Director" at \$125.50, the "Arbitor Combination" at \$165.50 and the 77-L Automatic Combination at \$243.00.

The Amrad line lists two models, the "Rondeau" at \$171.30 and the "Sondo" combination at \$261.30. Each model uses four screen grid tubes.

One of the most unusual radio advancements in the Crosley line is a new type speaker developed by Crosley and used in the new lower priced models. It is neither a magnetic nor a dynamic, but is best described as a combination of each. Instead of using a fixed magnet an electric coil, with approximately 300% greater power,

is substituted. A new designed fulcrum mechanism is used in connection with the usual cone. Tones from the speaker are full and round and very true. A behind-the-curtain test shows that many listeners cannot detect the difference between this speaker and the dynamic speaker in the larger Crosley models.

## Dr. DeForest Tells of First Developments

Speaking before the Western Music & Radio Trades Association, Dr. Lee DeForest, of the DeForest Radio Co., radio pioneer, told how the West has fathered radio in its early stages. It was in the old Federal plant in Palo Alto that Dr. DeForest evolved and developed the essential factors of the radio tube. The tubes were then taken to New York, where a feeble effort was made to use them in broadcasting phonograph records. Before even the amateur public became aware of it they were put off the air by the government, the latter stating that the ether waves should be reserved for war and commercial purposes. The broadcasting outfit was shipped to San Francisco, and it was from San Francisco, from the top of the California Theatre Building with aerials strung from nearby office buildings, that the first broadcast as we know it originated. This station was in use a considerable time before KDKA was established.

Dr. DeForest predicts that the next stages of radio will be along educational lines and in short wave transcontinental and transoceanic commercial communication. He believes that efficient short-wave communication with the Orient will be a big aid in developing American export business.



J. A. Duncan, Western Radio Manager for Westinghouse.



Brunswick's new automatic panatrophe with radio, playing twenty records without attention, will be sold with a supply of records at an appropriate list price of \$450.00, less tubes.

## Mission Bell to Specialize in Chassis

Mission Bell Radio Mfg. Co., of Los Angeles, manufacturers of midget radios, are specializing in the making of chassis of their own design or to customer's specifications, for jobbers, or larger buyers of radios. For those buyers who desire a radio of their own brand, Mission Bell will manufacture the chassis, mount it with any type of speaker in any design of cabinet at very reasonable cost. Mission Bell chassis is very modern and efficient in design, and features the very popular direct coupled circuit. Mission Bell are reported to be the first Southern California manufacturer to market a strictly A. C. portable radio to sell for less than \$100.00. Bert Frankel is superintendent, and H. G. Schmieter and E. L. Fleming, owners. They have recently taken larger quarters with more manufacturing space at 1125 Wall Street.

Bert Knight states that Winslow Goodwin, National Sales Manager for the Crowe Name Plate Mfg. Co., Chicago, has been visiting with the Southern California manufacturers for several weeks. The Crowe Company manufacture escutcheon plates, name plates, dials, etc., for a number of the Southern California manufacturers.

Knight states that Goodwin evidenced a great deal of amazement and enthusiasm over the midget radio manufacturing industry in Southern California.

## Golden Voice Makes Debut

The new Atwater Kent with the Golden Voice will be announced, shown and demonstrated to Atwater Kent dealers in distributor-dealer meetings to be held throughout the West early in August.

Outstanding features of the new Atwater Kent receiving set are the Golden Voice which is said to be richer and clearer, the new and exclusive Atwater Kent Quick Vision dial, the new improved electro-dynamic speaker, the new four-point Tone Control, dual volume control, greater selectivity, greater distance, and a complete new line of four exclusive Atwater Kent cabinets, including the Model 70 Lowboy, the Model 76 Highboy, the Model 74 Table and the Model 75 radio-phonograph combination.



**A-K radio phonograph combination,  
Model 75**

The new set makes use of seven A.C. tubes and one rectifying tube—three screen-grid (24's); two '27's, two '45 power tubes and an '80 rectifying tube. Other features are four condensers, posts for short and long antenna, dual volume control acting both on amplification and input, thus giving the best operation at a point near or far in relation to the station. The new circuit is especially improved for equalizing amplification of the entire broadcasting range. The new audio system increases amplification up to the detector and reduces from the detector on. The new special detector circuit makes for far more flexible volume and increased clarity at full volume. A local-distance switch is included in the new set. The coils are fully shielded and coil shields are instantly removable.

In addition to the standard 60-cycle A.C. set, it is announced that there will be an Atwater Kent D.C. set, a 25-cycle set and a battery set.

The new and improved electro-dynamic speaker possesses greatly increased sensitivity and flexibility. The tone is fuller, rounder and at the same time more responsive to the expression of the broadcaster.



**A-K Highboy, Model 76.**

The new Tone Control embodied in the Atwater Kent provides four distinct shadings of the Golden Voice, permitting emphasis of bass or treble at will. One of the more obvious advantages of the Atwater Kent tone control lies in the fact that it permits the listener to strike his own balance between highs and lows and to adjust the tone to the requirements of his individual musical taste. Static may be greatly reduced through Tone Control. In fact, it is the only approach to a static eliminator that has ever been developed. At times when reception is particularly noisy and the air is full of interference, tuning down the reception to the lower



**A-K table, Model 74.**



**Prentice, Willis, Thomas, Ingold**

or bass notes cuts out a considerable amount of static.

The new Atwater Kent Model 70 Lowboy is 38 $\frac{1}{4}$ " in height 24 $\frac{3}{4}$ " in width, and 15 $\frac{1}{8}$ " in depth. It is finished in American walnut with matched butt walnut front panels. The speaker opening is curtained with an especially rich duotone fabric.

The new Atwater Kent Model 74 Table is 30 $\frac{1}{4}$ " in height, 24 $\frac{1}{2}$ " in width, and 16 $\frac{1}{2}$ " in depth. It is finished with matched butt walnut front, back and top, and may consequently be placed anywhere in the room.

The new Atwater Kent Model 76 Highboy with sliding doors is 45 $\frac{1}{2}$ " in height, 26" in width and 16 $\frac{1}{4}$ " in depth. It is finished in hand-rubbed walnut with matched butt walnut on doors and front panels. The doors slide easily and are muffled with felt for silence.

The Atwater Kent Model 75 radio-phonograph combination is 40" in height, 24" in width and 17" in depth. It is finished in hand-rubbed American walnut with matched butt walnut doors and panels. The top is piano-hinged with an automatic top support. There is also an ample and accessible record compartment.

## New "Adams" Midget

The Adams Radio Company, which will manufacture midget radios and midget combinations, has been launched by S. S. Bliss, E. D. Soulé and L. A. Adams. Adams is the son of J. O. Adams, president of the Music Industries Acceptance Corporation, well known in music, radio and financial circles. A factory has been opened at 669 South La Brea Street, Los Angeles, Calif.

The midget radio, known as the Adams, lists at \$69.50 and uses four screen grid tubes, a four-gang condenser, power detection, dynamic speaker and '45 output tube.

The radio-phonograph combination is but slightly larger than the midget radio, the phonograph portion being built immediately above the radio speaker. The combination uses an induction type motor and a new type Pacent pick-up that plays either ten or twelve inch records.

## Sparton Scholarship Award Creates Interest

Sparton dealer meetings in which the new Sparton line was introduced and the Sparton scholarship award explained were held throughout the West immediately following the San Francisco Trade Show. Meetings were held in San Francisco, Los Angeles, San Diego, Phoenix, Sacramento, Fresno, Seattle, Portland, Spokane and Salt Lake. In the meetings at San Francisco, Los Angeles and San Diego Lloyd Taylor, Sparton dynamic inspirational speaker, was featured.

The Sparton scholarship award is one of the most unique merchandising policies ever launched by a radio manufacturer. Capt. Sparks struck the keynote at the Sparton convention when he stated "Sparton is no longer selling radio; from now on we are selling ideas." He stated that radio is no longer looked upon as a scientific marvel, or a highly technical toy, and that the public is a little tired of seeing radio engineers pull rabbits out of their hats. They want tone, performance, entertainment. They value a radio less for what it is than for what it produces. The problem of the factory is no longer one of manufacture and distribution. The big job is getting his products into the hands of the retail buyer.

The story goes, that when all the various Sparton representatives and jobbers from throughout the United States were gathered in the famous lodge on the Sparton estate, that someone asked the Captain what the picture was on the wall. He answered that it was the house where he was born, in England, and then told his life story of how he came to this country, earning his way laying cobblestones in London, and how he had secured his education through experience, hard knocks and travel. He had long wanted to conduct an experiment of having a select group of boys and girls go to a college, another selected group to travel, and to see which could acquire the most real education.

"But the big difficulty," said the Captain, "is selecting the right boys and girls. If I ever find a way to do that, I'll send a hundred to college or to Europe." That statement was the unthought-of solution of a problem that they had been culling over for hours, endeavoring to find a way of using nationally an idea that had been successfully used by one of the distributors in harnessing to a sales campaign the enthusiasm and natural selling ability of the boys and girls of his community.

Here is the Sparton scholarship award plan: Boys or girls between the ages of 12 and 19 secure scholarship award blanks

from Sparton dealers, together with details of operation, rules, etc. For each home demonstration they secure they receive \$1.00 from the dealer and ten points toward the scholarship award. For each sale made as a result of this home demonstration they receive one hundred points. One hundred scholarships will be awarded. Each award has a value of \$750.00 each, and may be used in any university or a trip to Europe. The trip to Europe will be under the personal charge of Captain Sparks and will include payment of all expenses from their own doorstep. Those choosing a university award will be paid \$75.00 a month in ten monthly installments. On the trip to Europe three Sparton distributors will accompany the party and a number of Sparton dealers. Distributors and dealers will be chosen according to the degree and success with which they cooperate with the Sparton award plan.

## Arcturus Moves Offices

The general offices of the Arcturus Radio Tube Co. were recently moved to the company's new plant at 720 Frelinghuysen Avenue, Newark, N. J. The Arcturus laboratory is also located in this factory.

## KIMBALL PIANO

### FRANCHISE

EMBRACES — The most saleable line in the industry. The only financing plan under which the dealer secures his full margin of profit.

*Co-operative Sales Helps*

*offered by our two*

*West Coast Representatives:*

T. V. Anderson  
519 Cooper Bldg.  
Los Angeles,  
and  
250 Chronicle Bldg.  
San Francisco  
Rep. Southwest

F. W. Grosser  
521 Knott St., Portland  
Rep. for Oregon, Wash.,  
Idaho and Northwest



*Kimball  
Chippendale  
Grand*

W. W. KIMBALL COMPANY

*Established 1857*

306 S. Wabash Ave., Kimball Bldg.

Chicago

# BRUNO

Wholesalers Exclusively of  
Dependable Musical  
Merchandise For  
Over Ninety Years

**C. BRUNO & SON, Inc.**  
351-53 FOURTH AVE.  
NEW YORK CITY

*Bruno Means Security*

# The Changing Radio Picture

By RICHARD E. SMILEY\*

**I**N an ordinary industry this might be an easy task, but in an industry such as ours, hectic, hurried and unharnessed as it has been with almost a quarter of a century of progress packed into just a few years, changes have been many and frequent. These changes, however, can be divided into several major divisions.

First, the accessories stage. Secondly, the set stage with the accessories and, thirdly, the set stage with the elimination of these accessories. It is not particularly important that we reflect seriously upon these various stages with the exception of the point that we do keep in mind the various trends that have taken place in this industry during the past eight years.

You will recall that in the early days of radio there was no such thing as a completed radio set, that many of you here assembled this afternoon were busily engaged in selling transformers, coils and headphones and what-not. And then came the first radio sets with their A batteries, B batteries, loud speakers and tubes—later socket powers. Definite statistics are not available and it was not until 1928 that the sales of the accessories were less than the sales of the sets.

This condition continued for several years until the early days of the fall of 1928, when many distributors suddenly realized that the future of their accessories business stood in jeopardy because the advent of the AC set had removed their market for A batteries, B batteries and the separate loud speaker. It did not, however, remove the sale of tubes. This is an important point.

What has happened since that momentous time when the first AC sets were introduced? We have seen the accessories business as it was formerly known, dwindle to practically nothing, although with the coming of the automobile set there is a possibility of considerable recovery in this direction. But what is more important to you who are so busily engaged in the selling of this merchandise is the fact that the unit price has been dwindling each year from an average of about \$175.00 com-



Dick Smiley

pletely equipped in cabinets to a point where today we see first class radio sets being installed in the home at an average of \$125.00 and less. When your accessories business was eliminated you men undoubtedly felt that you had lost a very valuable part of your business and one which could never be recovered. However, with this change in the market something has happened which very few of us realize.

Back in 1925 when you sold that set with its attendant batteries and speaker and tubes, the ratio between the selling price of that set and its various accessories to the cost of the tubes was approximately, to be conservative, ten to one. Tubes then could have been classed as an accessory to the set and as no particular consequence in their value to your business, but what has happened during the intervening four years.

This is a point which is worthy of very serious study on the part of the business men here. That, last year you were selling sets on an average of \$100.00 less tubes and the tubes for that set cost \$25.00, giving you not a ratio of ten to one, but a ratio of four to one. In other words, your tube business has become 300% more important to you during the last five years. Have you men stopped to realize this?

Speech Delivered Before the  
Western Music & Radio Trades  
Association Convention.

You may have lost your accessory business, but there has been coming back to you a business that promises in its potentialities for the future a volume almost beyond comprehension.

An industry within an industry. For the past eight years my experience has been entirely in the set field and as most of you men I have given little or no thought to the tube division of this industry of ours. It was more or less a matter of fact. Something that had to be tolerated. A necessary evil. Those, I believe, were the reasonable expressions of a set man, but what are the impressions of an ex-set man who now finds himself in the tube business. First of all, one is astounded at the vastness of the business as it is known today, and if one contemplates in the future the figures and the potential volumes are staggering.

## An Industry Within an Industry

An industry within an industry. Last year 187 million dollars worth of tubes were sold. It is generally admitted that one-third of this went for initial equipment, the other two-thirds for replacement. We are always sure of the replacement business, just as we are of replacing the lights that burn out in our home.

I have found on studying the situation that over one-third as many dollars are spent for radio tubes as are spent for radio sets. This means then, if we can take the figures that have been given to us as being reasonably accurate, that the tube business of today is as large as the set business of 1927 and, gentlemen, we felt we had a good year then. One-third of your business should be done in tubes. Is it not, therefore, essential that we work upon this tube business, not as a necessary evil, not as something that has to be handled just as a matter of course, but as one of the most important divisions of our business. Is it not essential, therefore, that we make definitely sure that this department of our business is making us a profit and that we are giving to it the attention which a major part of our business such as this deserves and requires. (Continued on Page 18)

\* Formerly assistant salesman for Atwater Kent, salesman Bremer Tully, now salesman The Ken-Rad Corp.



15½ inches wide, 18¾ inches high, 11½ inches deep.

●

## Announcing the midget combination

... Surpassing by far  
... anything heretofore  
conceived by  
Midget engineers.

# Adams

Bringing to you all the beautiful songs and ballads from your favorite talkie production . . . when you want them. When you can't find that certain program, play your favorite!

● **\$99<sup>50</sup>** ●

Complete

### Radio

Chassis consisting of a fully shielded screen grid circuit. Employing four screen grid tubes, one '45 power tube, one '80 rectifier tube . . . power detection insuring ample volume. Four gang condenser for selectivity . . . Electro-Dynamic speaker for tone quality . . . Fully licensed and guaranteed.

### Phonograph

Consisting of the finest materials available. Inductor type electric motor for smoothness and quietness of operation. Patent pick-up and volume control insuring true reproduction at all times.

## The ADAMS Company

669 So. La Brea, Los Angeles

Telephone WYoming 8404



(Continued from Page 16)

What are some of the aspects of the tube business which constitutes in itself one of the greatest changes that have come to this industry? First of all, let us look at the angle of stability. It is true that there are some changes in the construction of the tube from time to time, but do these changes effect the operations of the set. Usually not to any consequence. Therefore, first of all, we have in the tube business the great factor of stability which has been so absent in the set field. It means this to you as business men, that you are not stocking merchandise which thirty days hence may be obsolete, that depends upon the figure on the cabinet, that depends upon the appeal of price because the price of tubes is quite standardized as against the price of sets. In the face of what may be considered one of the most demoralized parts of our business, I go on record at this time as stating that the tube business is the most standardized, stable and dependable part of our entire industry.

With the approach of what may be called the point of maximum absorption, it is evident the set business must find new markets if it is to continue its growth in volume. Compare this, if you will, with the tube industry which each year is growing larger and at present gives excellent promise of growing to a volume beyond anticipation. From 1927 to 1929 it almost tripled in volume while the set business showed an increase of about 75%. Indications for 1930 promise a comparatively satisfactory increase while the most optimistic figures I have seen for the set market do well if they hold their own with last year.

There is no need for pessimism in the set field. That market holds possibilities for the future that are as good or better than the past. My remarks are intended to convey to you men a picture of this great and growing opportunity in the tube market.

Not the least of the several great developments that have taken place during recent months is one that is particularly close to the Pacific Coast and California. I refer to the introduction of the midget sets.

#### Midget Sets Foreseen Years ago

One of the great manufacturers, at least five years ago, predicted that the day would come when we would see radio sets no larger than your telephone. The midget set has not reached that degree of minuteness yet, but it may come. Another group several years ago concurred on the thought that it would not be long before we would see complete radio sets in the home for fifty dollars. The midget set has almost reached that point. I am not advocating the midget set any more than I am the large type. It does, however, constitute a very definite and seriously important

change and we cannot deny that fact. Many retailers deny the falling prices. They wish to keep the unit price higher. Progress cannot be stopped. The success of the midget in these trying and difficult days has been amazing, almost miraculous. Southern California is a beehive of industry and at a time when the balance of the industry is almost at a standstill. Personally, I believe the future of the midget is tremendous. Its possibilities are remarkable. I am sure it is not a passing fad. Should some of the Eastern manufacturers enter the field I can see possibilities of changes in the industry that will be almost revolutionary. It will mean the opening of new markets hitherto untouched. It will mean a radio in every American home. It may be the answer to the second set in the home. The development of the business warrants the closest observation of every one in the industry. Something is going to happen.

#### Believes June Shows Past

When I first prepared this talk the Atlantic City Show was still in the offing. What happened there is history. It, however, brings to my mind another great change that undoubtedly has come to pass, coming probably again with the little notice that accompanies many important changes. I believe we have seen our last June Trade Show for some time to come, if not forever. You who attended the Atlantic City Show listened to the expressions of others or expressed yourself as to the success of the Show. Many opinions were voiced and it is my opinion that most of them were unfavorable to the Show. Several very important manufacturers did not show at all, others whispered vague and mysterious somethings into eager and expectant ears, with the result, while we had a Show, we had no Show insofar as a great part of the set industry is concerned. Why the reluctance to show? Why the delaying of new models? Several reasons are obvious, but the one important and fundamental reason in my opinion is that the Trade Show in June has outlived its purpose and if there are to be successful trade shows in the future they must be held later in the year. Five years ago it was essential and important that various manufacturers start early. Models, designs and plans had to be decided upon and stocks built up during the less hectic summer months to even in part cope with the deluge of orders that raised like so much gold from the sky during the fall. Even with such preparation many manufacturers were unable to meet the situation. Production facilities geared to their highest speed, could not turn enough to feed this hungry monster. What has happened during those several hectic years? We have seen manufacturers steadily increase their production facilities until today they talk not in terms of square feet but acres. Increased

to a point where without much difficulty two or three of the larger manufacturers could make enough sets to fill the entire market. The deluge is over. The market has assumed normalcy but the tremendous manufacturing facilities remain. Is it not, therefore, readily realized and obvious that no longer do we need start in June to prepare for the fall as we have in the past; that we can start later and still achieve the same results as heretofore. I believe so, and in it I see added advantages of closer production control, lessened financial burdens to the trade and a more wholesome business than recently.

#### What of the Future

What of the future as it affects most of us here? It depends on several factors of great import. Last year we saw a number of names eliminated. This year we see a number of new ones, at least new to this industry. The competitive situation has been made keener if anything. Certainly we must see more elimination. Let us hope that with those eliminations the grief of the past year will not be repeated. Our infant giant has outgrown his clothes. A new order of the day has come. The order taker, the complacent one must go and in his stead will rise a new generation of sound business men with keen mind and good judgment that this great and wonderful industry of ours may take its rightful position in our industrial world.

#### Master Exporting

The Master Radio Company, manufacturers of Master Midgets are doing a very extensive export business in South Africa, New Zealand, Australia and parts of Europe. Elmer Reed, salesmanager is a Britisher by birth and business training and his extensive globe-trotting and export experience has been a big aid in selling Master in the far corners of the earth.

In newspaper ads in South Africa, Master radio is described as a "five valve wireless of full marks," the "full marks" meaning that it checks high in all tests.

Reed explains that Midget radios are very adaptable for export as they are easily transported, cheap to ship, and are easily handled and sold at the other end. Even after paying import duty they still sell at less than half the price of foreign made sets. Reed states that there is a having broadcast stations with wavelengths similar to ours.

#### Philco's Brown Speaks

Harry Boyd Brown, Philco merchandising expert, addressed the annual convention of Philco dealers in the offices of the Philadelphia Storage Battery Company in Los Angeles the evening of July 7. Philco dealers from all over Southern California were in attendance. Mr. Brown went directly to Portland from Los Angeles.



*Gilbert*

**SUPER-MIDGET**

**BETTER BUILT  
BETTER PRICED!**

Built to meet the demand of the most discriminating buyer. Check the Gilbert Midget with any radio on the market, . . . the better built Gilbert uses an Electro-Dynamic Speaker, Four Screen-Grid Tubes, Type 45 Power Tube, Single Dial Control, Completely Shielded, Four Ganged Condenser, Welded Steel Chassis, Phonograph Pick-up, Drum Dial, Superb Tone Control, Beautiful dual-toned walnut cabinet. . . . Selective—Sensitive—Powerful!

*Built especially for those who enjoy distance.*

A Few Jobber and  
Dealer Franchises  
Still Open!  
**HURRY!**

**\$ 69<sup>50</sup>**  
Complete

And Worth Twice the Difference

Equipped with  
**TRIAD**  
*Honor Built*  
**TUBES**

**R. W. GILBERT**  
RADIO MANUFACTURERS

Telephone EMpire 3832

2357 West Washington

Los Angeles, Calif.

# TELL YOUR CUSTOMERS! HOW NEW B-H RECTIFYING TUBES



IMPROVE  
RECEPTION

Carton of four  
Eveready Ray-  
theon B-H Tubes.

## EVEREADY RAYTHEON B-H

MILLIONS of "B" eliminator units have been sold in the last few years. Giving satisfaction, making friends, for those who sold them.

Few dealers realize the extent of the replacement market in their communities. Have you thoroughly combed your community?

New Eveready Raytheon B-H Tubes give a vast improvement in reception. Suggest them to customers who are using "B" eliminators.

They come in handy cartons of four tubes. Always have at least one carton on hand!

\* \* \*

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAJ over a nation-wide N. B. C. network of 30 stations.

**NATIONAL CARBON COMPANY, INC.**

General Offices: New York, N. Y.

Branches: Chicago Kansas City  
New York San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade-marks



Eugene R. Farny

### New Lyric Western Jobber

Eugene R. Farny, President of All American-Mohawk Corporation, manufacturers of Lyric radios, took a whirlwind trip to the West, attended the Western Trade Show in San Francisco, and appointed a new jobber in Northern California, Southern California and Denver before returning East. The Domestic Specialties Company of San Francisco and Los Angeles were appointed exclusive Lyric distributors for California, Arizona and Nevada. The Domestic Specialties Company are well known as distributors for Kelvinator refrigerators. The organization is under the guiding hand of Mr. David S. Spector, who, from 1925 to 1928, was the General Manager of the Kolster Radio Corporation, and has a long successful record for radio merchandising of international prominence.

The new Lyric line contains four models listing from \$99.50, less tubes, to \$199.50, less tubes, for the combination. Tone control is featured together with beautiful cabinetry in Colonial, Spanish, Tudor and Tuscan design.


Ronald Starrett, for years well known to the western trade as western manager for Lyric, will assist the Domestic Specialties Company in making contracts with the trade.

Farny appointed the Rocky Mountain Radio Corporation of Denver as exclusive distributor for Lyric in Colorado, New Mexico and Wyoming. Paul B. Lanus, president of the Rocky Mountain Radio Corporation, is one of Denver's pioneers in radio merchandising, and from the very beginning, back in 1922 when radio was yet young, has been an exclusive radio wholesaler. In the early days, Mr. Lanus states that the Rocky Mountain Radio Corporation shipped many radio sets to South America, South Africa, Mexico and Japan.


---

# FACE THIS FACT

---



**N**O SALES talk that was ever delivered by a radio salesman can take the place of a clean-cut, convincing demonstration of tone distance and clarity of reception. Our dealers are telling us that the new JUBILEE SPARTONS are far and away the finest sets to demonstrate that they have ever handled. This, with the broad new price range, has placed Sparton dealers in what is apparently the strongest position in radio today. There is still room in the Sparton organization for a limited number of additional dealers who know how to sell **QUALITY**.



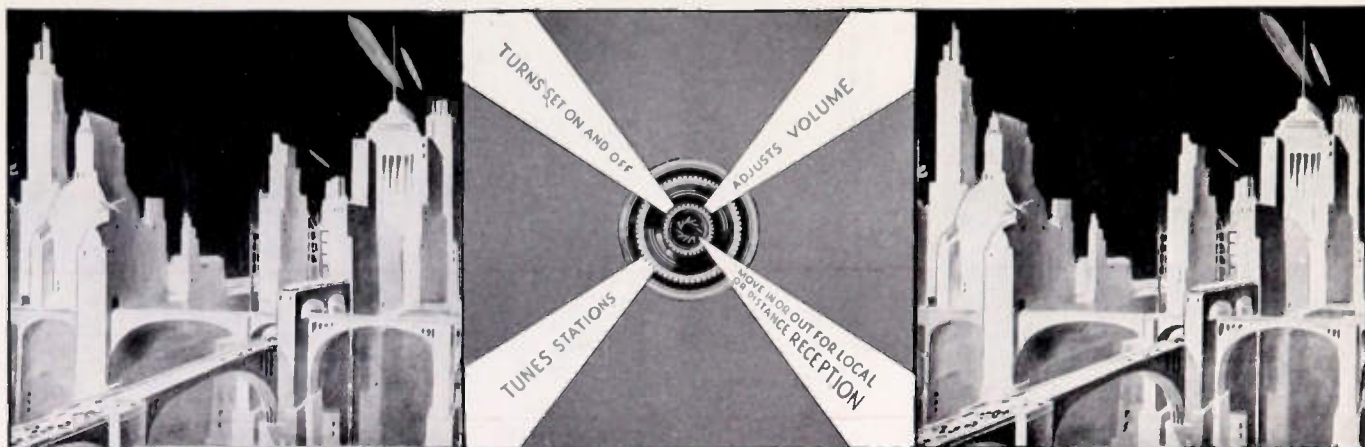
THE **SPARKS-WITHINGTON** COMPANY  
*{Established 1900}*  
JACKSON, MICHIGAN, U. S. A.  
*Pioneers of Electric Radio without batteries of any kind*



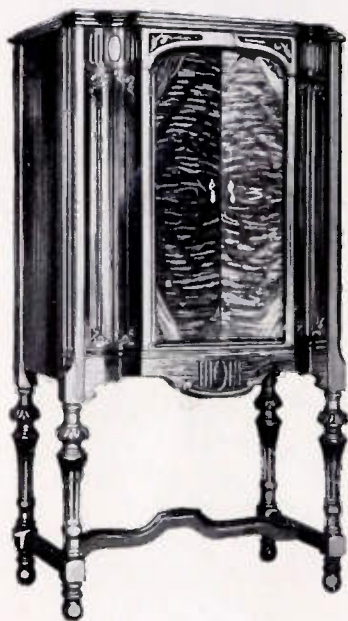
# SPARTON RADIO

*"Radio's Richest Voice"*





# THE RADIO OF



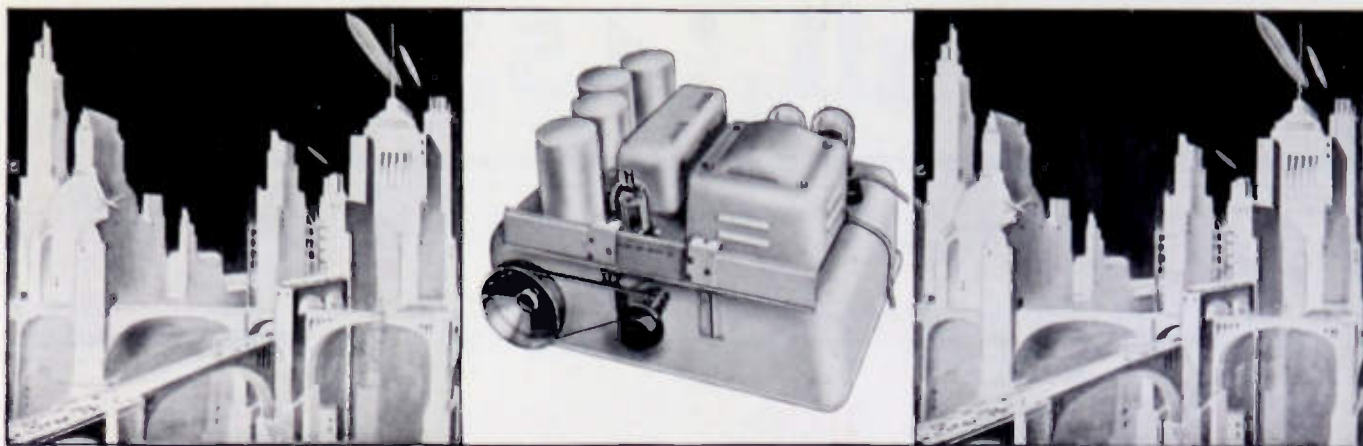
**BRUNSWICK DE LUXE HIGHBOY MODEL 22:** Armored chassis. 4 screen-grid tubes. Two '45 tubes in parallel. Uni-Selector. Illuminated Horizontal Tuning Scale. Tone Control. 10-inch Full Dynamic Speaker. Cabinet of seasoned and selected butt Walnut with French doors and curved corners ornamented with carved linen-fold design. Price: less tubes \$170

Keeping ahead of the game—to foresee what's coming and be there with it before anyone else—has been the secret that has built some of the greatest successes in American business. The Warner Brothers did it with the Vitaphone. Now they are doing it with Brunswick's new radio line for 1931! The Radio of the Future—here now! Ready to give your customers the best in radio reception for years to come!

A new, completely armored chassis, simple and effective; a masterpiece of engineering design and scientific manufacture, with every production unit cadmium plated and brought to a high finish like a show model . . . A new feature; the Uni-Selector, which places every operation of the set under the fingers of one hand . . . Illuminated Horizontal Tuning Scale . . . Tone Control, permitting the listener to emphasize bass or treble notes without sacrificing or obscuring any other part of the entire musical range . . . 4 screen-grid tubes, two '45's resistance-coupled in parallel . . . Provision made for attaching a remote control unit . . . A combination model,

# Brunswick

RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS



## T H E F U T U R E

giving Panatrope record reproduction plus radio reception, and an automatic combination that plays 20 records by a simplified mechanism that needs no attention.

And cabinets by Brunswick, designed and made in their own factory, with 87 years of fine cabinet-making experience behind them.

These world-beating new models will be backed up by the biggest advertising campaign in the history of Brunswick. Double spreads in color in the Post. Single pages in color in Collier's, and a newspaper campaign in big space units reaching 28 million families every week. And with all this, the exploitation and publicity that the tie-up with this great moving picture company can give . . . Brunswick on the screen . . . Brunswick in the theatres from coast-to-coast . . . Brunswick everywhere, every day before the buying public! Act now for a franchise! There's going to be active bidding for the chance to handle this line. GET YOUR BID IN NOW!



BRUNSWICK LOWBOY MODEL 15: Armored chassis with 4 screen-grid tubes and two '45's in parallel. Uni-Selector and illuminated Horizontal Tuning Scale. Tone Control. 10-inch full Dynamic Speaker. Cabinet of seasoned and selected butt Walnut with carved front panel and curved corners. Price: less tubes \$139.50

# Brunswick

RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS

# Push-Pull '45's

7 Tubes —

— Screen Grid —

Dynamic Speaker

The New **WESTERNER**



With push-pull amplification—Magnavox Dynamic or Lansing electro-dynamic, with perfection on the midget-type radio.

Compare the Westerner with any radio — whether large or small . . . at any price. Check its features, point for point. Three gang condenser gives super-sharp selectivity, screen grid tubes with '27 power detector and resistance coupling give distance getting ability. Dejur Emsco condensers contribute their part to a sturdy,

fool-proof chassis. And a Magnavox or Lansing dynamic speaker, coupled with two type '45 tubes in push-pull gives that reverberating stamina of perfect tone that the radio world recognizes as the finest money can buy.

Listen to a Westerner. That's all we ask. And you haven't heard real TONE from a Midget radio until you have heard the Westerner.

The new Westerner is the sensation of the Midget manufacturing business.

Write or wire for a sample.

\$ **59**<sup>50</sup> —  
Complete

"Power to spare over the entire Dial."

## WESTERNER RADIO MFG., CO.

Manufacturers of the New Westerner

1268 So. Alvarado

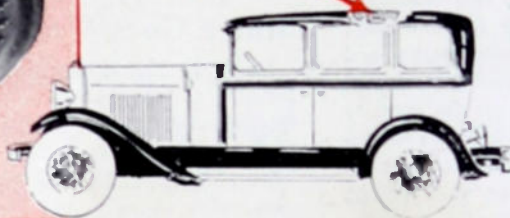
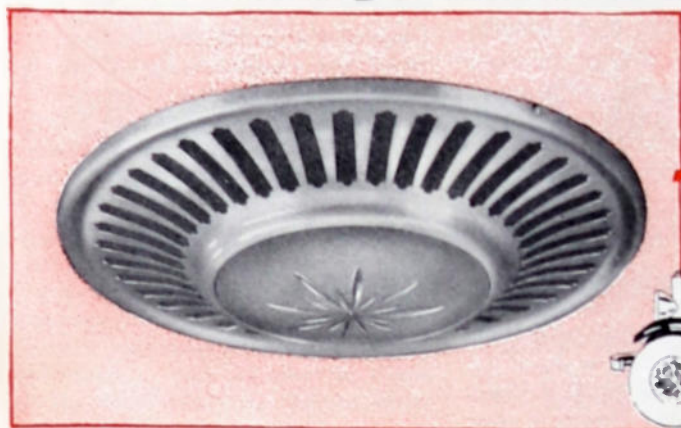
Los Angeles

**Announcing**  
**2 to Manufacturers**  
**Outstanding SPEAKERS**  
 by **UTAH**

**The NEW UTAH Duplex**

**Dome-Light Automobile Speaker in both**

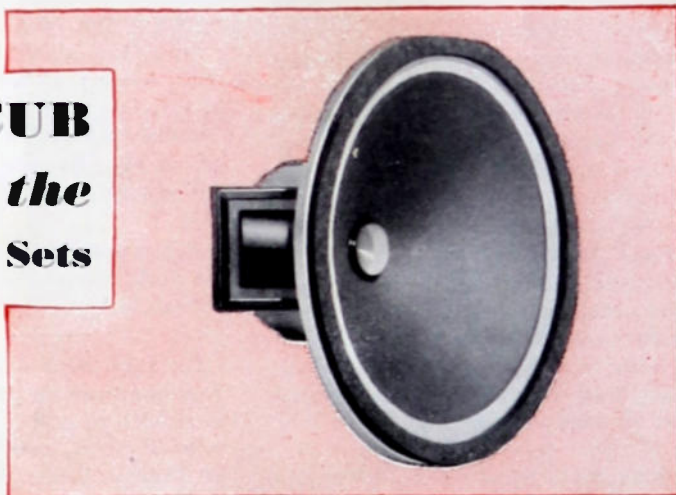
**ELECTRO DYNAMIC**  
**and MAGNETIC**



Dome-Light and  
Speaker Installed  
as One Unit

Patents Pending

**The NEW UTAH CUB**  
**Electro Dynamic for the**  
**Midget or Small Console Sets**



*Send Specifications —*  
*Samples and Prices Sent on Request*

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

**UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago**



# E a s t e r n N e w s

## National Radio Week September 22 to 28

National Radio Week will be celebrated September 22 to 28, during the same week as the Radio Worlds Fair in New York City. Most radio manufacturers have signified their intention of cooperating with this event to the extent of writing special copy to be used in advertisements in newspapers during the week, as well as to incorporate the name "Radio Week" in billboard displays and magazine advertising. Many other manufacturers are cooperating with the event in supplying their retailers and distributors with posters, window trimmers, seals, advertising mats, etc. Special broadcasts are being arranged in a number of cities over individual stations and chain hook-ups.

A number of cities in the West have already laid plans to cooperate with National Radio Week with special newspaper sections, with the election of "Radio Queens," and with the staging of bonfires of obsolete merchandise with the slogan "Modern Homes Demand a Modern Radio." The Pacific Radio Trades Association in San Francisco, according to George Curtiss, Secretary, are planning a very extraordinary feature for the week. Governors of several western states and mayors of a number of leading cities will issue proclamations declaring the event to be of such a nature as to warrant cooperation of the public and political officials. The national slogan for the week will be "Radio Host to the Nation." Retailers, wholesalers and associations wishing additional information on how to cooperate in observance of this event and in the staging of special celebrations in their towns and communities are advised to write Western Music and Radio Trades Journal, or Mr. H. G. Erstrom, Executive Vice-President of the National Generation of Radio Associations, at 32 West Randolph Street, Chicago, Ill.

Henry Hutchins, Jr., well known merchandising expert, has been appointed sales manager for the National Union Radio Corporation of New York. Mr. Hutchins is well known, having been connected with the Kolster Radio Corporation for some time.

According to recent reports, the Steinite Radio Company opened new offices on La Salle Street, Chicago. Oscar Getz, who for the past four years has been vice-president and general sales manager of the Steinite Radio Company, has been named the President.



Vernon K. Wilson

Vernon K. Wilson, assistant sales manager of the Triad Manufacturing Company, Inc., of Pawtucket, R. I., recently made an extended tour through the west. He was very much interested in the amazing popularity which is being accorded the midget radio sets that have swept the western territory the last few months.

## Muter Goes With Utah

Leslie F. Muter, pioneer in the radio industry and prominent in the affairs of the Radio Manufacturers' Association, has been appointed vice-president in charge of sales of the Utah Radio Products Company, with offices at the company's general headquarters in Chicago, it has been announced by Henry C. Forster, executive vice-president. The appointment is effective as of July 1.

Mr. Muter identified himself with the radio industry in its early stages, and in 1921 he organized the Leslie F. Muter Company to manufacture radio parts and accessories. He served as president of the company until he disposed of it in 1928.

At the present time he is a director of the Radio Manufacturers' Association and general chairman of its credit committee.

Leo Feist, head of the famous Feist & Feist, from which have come thousands of popular songs, and who is well known to music lovers, passed away June 21 at his home in Concert Manor, Mt. Vernon, N. Y.

The famous slogan of this firm, "You Can't Go Wrong With Any Feist Song," included many popular numbers, such as "Rose of No Man's Land," "Over There," "My Blue Heaven," "Ramona," etc.

## Majestic Sues Radio Corporation

The Grigsby-Grunow Company, manufacturers of Majestic radio, on June 26 filed suit in the United States District Court at Kansas City to recover damages amounting to \$30,000,000 from the Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company, and others. Suit also charges these companies with violating the Sherman Anti-Trust Law. Majestic charge that defendants illegally created a vast pool of patents and thus illegally compelled the payment of royalties from the Grigsby-Grunow Company. Majestic also charge that under the "Tube Clause" in the license agreement, they were compelled to buy radio tubes from the Radio Corporation at a high price and were prevented from engaging in the vacuum tube business until after this clause was declared illegal by the United States District Court of Delaware. Attorney for Grigsby-Grunow is former Senator James G. Reed of Kansas City.

Majestic further claims that in connection with the radio tube clause, that Grigsby-Grunow were compelled to buy tubes from the Radio Corporation but that the latter failed to supply an adequate supply of tubes for them to make shipments to their customers, while at the same time Radio Corporation were supplying sufficient tubes to their own dealers and distributors.

Grigsby-Grunow further states that under the license agreement from Radio Corporation, they were permitted to manufacture radio receiving apparatus for home use only, and that they could not, therefore, legally sell radio apparatus to schools, hotels, and other public institutions. They further state that in order to secure said license from the Radio Corporation they had to pay a purchase price of \$160,000, and also to pay \$80,708 damages for alleged infringement of patents held by the defendant and have been required to "pay an onerous, burdensome and confiscatory royalty."

Judson S. Sayre, general sales manager of the Kelvinator Sales Corporation, has been making a recent survey of the western territory. Mr. Sayre made a visit to Portland where he conferred with Ira S. Powers, head of the Powers Furniture Company, distributor for the Kelvinator line of electric refrigerators for Oregon.

# NEW

# Rola

# RADIO

## IS READY FOR DEALER DELIVERY!

- |                 |   |                          |   |                    |
|-----------------|---|--------------------------|---|--------------------|
| <b>MODEL 82</b> | - | <b>THE CONSOLETTA</b>    | - | <b>PRICE \$ 99</b> |
| <b>MODEL 85</b> | - | <b>FULL SIZE LOW BOY</b> | - | <b>PRICE \$109</b> |
| <b>MODEL 92</b> | - | <b>DE LUXE HI-BOY</b>    | - | <b>PRICE \$125</b> |
| <b>MODEL 80</b> | - | <b>BOUDOIR MODEL</b>     | - | <b>PRICE \$ 99</b> |

**PRICED COMPLETE WITH TUBES**

**Ask Your Jobber To Demonstrate These  
New Sets or Mail The Coupon  
For Detailed Information**

### **ROLA DISTRIBUTORS—**

- ARIZONA—Arizona Radio & Supply Co., Phoenix, Ariz.
- CALIFORNIA—The Rola Co., Oakland & Los Angeles.
- OREGON & IDAHO—Marshall-Wells Co., Portland, Ore.
- WASHINGTON—Marshall-Wells Co., Seattle and Spokane, Wash.
- ROCKY MOUNTAIN STATES—Whitney Sporting Goods Co., Denver, Colo.

THE ROLA COMPANY,  
4250 Hollis St., Oakland, California.  
Please send complete information about Rola Radio.

Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

# Where-Is-

## “Silk Purses Aren't Made From Sow's Ears”

Walter Fagan

*Sparton Distributor*



Walter Fagan

THE above heading is a rather homely expression, but so aptly fits the subject before us that I cannot refrain from using it. In radio, as in other devices or commodities, we get in this day and age just about what we pay for. Cheap or low-priced, small model radio receivers will never take the place of better and higher priced radio receivers.

I do not question the fact that there is a market covering small, compact, portable type radio receivers for the home as this is a basic fundamental. I do question the advisability of buying and selling cheap, improperly designed small radio receivers, as they not only discredit the radio industry as a whole, but further represent a serious fire hazard.

Standard lines of radio receivers will not be particularly affected one way or the other by the introduction of the small radio receiver. To my mind it is purely incidental. Many thousands of these sets will be sold, as a matter of fact are being sold, and if properly constructed have a very definite place in the field. I want to again emphasize, however, that they are incidental to major, standard lines of merchandise. Money in any line of industry is made based upon volume, turnover, profit, advertising and service. Therefore, a retailer in determining his policy must analyze and consider each of these factors. First, in considering volume, he must

decide whether he has a competent organization to sell the better class type of radio merchandise. If he concludes that he has, then obviously his volume will be greater, as the unit sale is so very many more times that of the smaller and lower priced set and it will not take much more time or effort to sell the higher priced, better model than it will the cheaper one. Many dealers will differ on the above statement and say that the public comes in and buys the low-priced set, while the higher priced set requires selling. This is and will be true only in the very early stages of the small sets.

### G. E. Dealers Meet

The second item, turnover, is probably the cause of more failures in the retail radio business than any other single factor, and an attempt to scramble higher priced and extremely low-priced radio merchandise will result disastrously in a lack of turnover of invested capital. Distributors of automobiles do not attempt to merchandise Cadillacs and Chevrolets in one sales room. Duplications of lines in the average radio dealer's store has caused many failures due to the fact that he could not get the turnover required to make money.

Profit, the third factor for consideration, does not mean discount. It means the dollar left that you can place in your bank account after the transaction is complete. In the sale of the higher priced radio receivers reverts, the deadly enemy of profit, are reduced to a minimum, due to the type of customer to whom sold. This statement is very definitely proven by the fact that a composite report from all of the finance companies states that the re-

verts on sets ranging in price from \$200.00 up are practically nil, providing, of course, they are standard brands of merchandise.

The handling of one line of higher priced merchandise by the average radio retailer accomplishes a number of things. It permits of an intimate knowledge of the particular line, it increases to a maximum turnover, it decreases to a minimum advertising, and it permits the dealer to render service of the right character as they become specialists in the one line.

The fourth factor, a most important one, is a question of advertising, and an attempt to adequately advertise a \$59.50 radio with a \$200.00 radio would result in disaster, particularly over a period of time, the selling appeal being too diverted.

In the present day of activity on the part of all standard radio manufacturers, it is inconceivable that any average sized radio retailer could keep pace with or fully cooperate with more than one such plan, as each manufacturer's selling plan is complete within itself. Therefore, the concentration on one price class range will ultimately result in a safer net profit at the end of each year.

An attempt to meet the requirements of three or four radio manufacturers from an advertising standpoint is suicide, and unless a dealer can do this he is not going to receive the fullest possible cooperation from his supply. Therefore, I contend that it is much better to select one good line having a price range suitable to your neighborhood and your organization, confining your advertising expenditures exclusively and solely to it, and by doing so you will show a much greater net profit at the end of the year.

*(Continued on Page 31)*

# The-Profit?

## “Long Live The ‘Ja-Loppy’”

Phil Gough  
*Angelus Distributor*



Phil Gough

SINCE the inception of commerce and whenever any man or organization has conceived a new idea or plan to serve the public for less money, his old line competitors have thrown up their hands and shouted “Ja-loppy,” or other words meant to imply “the raspberries” to the offender.

### “What Means It: Ja-Loppy?”

Let us consider some of the foremost “Ja-loppies.” When Henry Ford brought out his first “Ja-loppy,” it was ridiculed by the old-line manufacturers in no uncertain terms. They labeled it “Tin Lizzie” and told so-called funny stories about it falling to pieces, etc., but their efforts to depreciate it in the minds of the public and the dealer were futile, because it fit the purse of that great mass of buyers that, prior to its introduction, could not even consider the purchase of an automobile. Quickly its quality was appreciated. Here was a car that would take you anywhere and bring you back; a car not to be confused with the several toy-like contraptions that were then on the market at about the same price, but an “honest to God” automobile upon which the owner could depend, designed right and made with materials of high quality. Its popularity spread like wildfire. Ford dealers became the most prosperous in the industry (in spite of narrow margins) as that great mass of buyers who previously could not have even been considered prospects laid their money on the line for Mr. Ford’s “Ja-loppy.” Thousands of owners of big cars bought a “Tin Lizzie” as a second car, parents bought them for their children, rich men equipped their servants and poor relations—with the result that all

previous sales figures were put to shame. Ford’s “Ja-loppy” is now given credit for establishing the automobile business for, by so popularizing the use of cars, it was possible to build good highways for the use of the many which could not have been accomplished for the select few.

The “Ja-loppy” department store—known as the “5 and 10”—was given the horse-laugh by the old line merchants when it first appeared. Still, with all the ridicule, these organizations serve more people each day than any of their competitors and continue to make fine profits serving the mass while the “old-liners” are groaning over their losses.

The “Ja-loppy bungalows” were called a fad that would quickly fade, and yet today bungalow courts are providing comfort for their occupants and profits for their owners in steadily increasing numbers.

“Ja-loppy” golf courses are giving amusement for millions where only the few could see the fun in golf prior to their development. Like the other “Ja-loppies,” they are introducing golf to the great mass and will make untold thousands of devotees to the original game who will become members of country clubs and purchasers of golf equipment.

### “Und Comes it Now—‘Ja-Loppy Radios’ ”

As Professor Schmitzel would say, “Und comes it now, ‘Ja-loppy’ radios.” Already the old-line manufacturer is out with his hatchet. It has been said that the midget radio will ruin the dealers’ business and that there is no profit in selling them.

But the midget radio is here and here to

stay. The market is tremendous. That same great mass of buyers that “made” Ford, can stretch their pocket-books even in these times, to buy one, and they are buying them in great quantities. Hundreds of sales have been reported to owners of large sets, and, in some instances, customers have bought several midgets at a time to equip their relatives, servants, and various properties. All this is virgin business caused by the midgets.

The midget enables the dealer to widen his clientele beyond all previous possibilities. Thousands of new radio fans are being enlisted and the sale of larger and more expensive radio sets follows as a natural consequence.

Midget radios have grown and prospered in the teeth of the worst dumping activities the West has ever known. They have sold during the worst radio depression the West has ever known. Any commodity must be good to do that.

### Midget Profit Lies in Turnover

While it is true that midgets do not allow of as large a profit on each individual sale as larger sets, American business has come to realize that there is just as much, if not more profit, in selling more items at less profit per item than selling

*(Continued on Page 35)*

Just Published**A B C OF TELEVISION  
or SEEING by RADIO***"Yesterday's Dream . . . Today's Reality"*

By RAYMOND FRANCIS YATES

Editor of "Television"

250 (6x9) Pages

100 Engravings and Half-Tone Photographs

**Price \$3.00**

The practical introduction of TELEVISION into the realm of everyday things is of far greater importance than was the development of sound by radio. The development of TELEVISION in the immediate future will be none the less amazing, and even more marvelous.

Now is the time for those who wish to follow the progress of this new miracle of science and engineering, to grasp and firmly fix in the mind its engrossing fundamentals. To grow with new art is easy; to catch up with an old one requires perseverance and tenacity.

The "A B C OF TELEVISION" is not a book for "engineering high-brows" nor is it a superficially prepared volume written to amaze and entertain the novice. Rather, it is an intensely practical volume written for the practical amateur who wants to "do things" in television, or for the serious student who would keep abreast of the times. The "A B C OF TELEVISION" stresses the "how" of the art rather than the "why," although sufficient space has been devoted to underlying physical and electrical laws to satisfy the most critical.

The book is, in its essence, an academic treatise brought down to the level of the lay mind. Engaging in its simplicity, penetrating and wide in its scope, it stands as the first popular American book devoted to television and telephotography.

The "A B C OF TELEVISION" comprises 250 profusely illustrated pages. The first portion throws the soft light of understanding on the subject of the different television systems in use today. In so doing, it clearly, concisely, and in the simplest of terms, outlines the real fundamentals of each system. The problems of scanning, amplification of light modulated signals, photo-electric and selenium cells, neon lamps and synchronizing appurtenances are covered in detail.

The book has been written essentially for those who wish to build television receivers and transmitters either for entertainment or research purposes.

TABLE OF CONTENTS

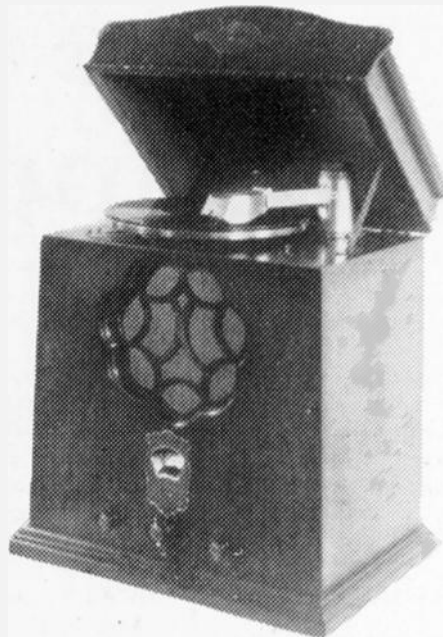
## Introduction

- 1—Television—The New Conquest of Space
- 2—Television Systems
- 3—Telegraphing Pictures
- 4—Photo-electric Cells—Eyes of Television
- 5—Amplifying Pictures
- 6—The Agile Neon Lamp
- 7—Selenium Cells
- 8—The Problem of Scanning
- 9—Synchronizing Television
- 10—Transmitting Television at Home
- 11—How to Make a Television Receiver

*For Sale by***WESTERN MUSIC & RADIO  
TRADES JOURNAL**

1220 Maple Ave.

Los Angeles, Calif.

**CARDINAL**  
Midget  
Combination  
RADIO AND PHONOGRAPH  
ALL ELECTRIC

Hardly  
Larger  
than the  
Average  
"Midget"  
Radio.

**\$99<sup>50</sup>**

Completely Equipped

Built with every possible engineering aid to improve tone quality and enclosed in a beautiful walnut cabinet made sturdily and artistically.

Our Magnavox Dynamic Speaker reproduces true tone from base drum to the clear crystal high notes of string instruments. The tone quality is perfect at either full volume or lowest modulation.

All Cardinal instruments are built with the same precision as the higher priced radios but made in a compact form, utilizing all space available, without losing the fundamental values necessary for perfect reproducing instruments.

*Choice territory available for both  
jobbers and dealers*

**LONG'S RADIO CO.**

2810 South Main Street

Los Angeles

California

## WHERE IS THE PROFIT?

(Continued from Page 28)

### Service—Enemy of Profit

The fifth, and possibly last important factor for consideration, at least in the opinion of this writer, is the one of service, another deadly enemy of profit. It is so easy at the time of a purchase or sale to kid ourselves into believing that we are selling a piece of merchandise "as is" and that if it fails to properly function the other fellow has bought it with the full and complete understanding that he is not to receive service calls, but we are only kidding ourselves if we reach such conclusions as, after all, sound business is not builded for today, but rather for all of the tomorrows to come, and a satisfied customer is the greatest goodwill builder we have.

Any radio set, even those selling under \$75.00, at times needs free service, regardless of whether it be in your store or user's residence. It doesn't take many service calls to prove that your profit which you felt was neatly tucked away has quickly melted, and eaten up the puny little dollar profits originally acquired on the sale.

After all, it is not the number of radio receivers sold, as many dealers have learned to their sorrow, but rather the total dollars that count. Don't let's lose sight of the fact that a hundred radios sold to a hundred users limits your number of service calls and complaints, your number of contacts to one hundred, while to sell \$20,000.00 worth of radios selling at \$60.00 apiece requires approximately 333 customers, resulting in possible service and complaint from the same number, or three and one-third times more.

### We Must Have Furniture

In closing this article I cannot refrain from reminding all retail dealers that radio is no longer a thing of mystery or novelty. It has become a standard household instrument and is very positively and very definitely a piece of furniture, and unless the standard of radio furniture is at least equal to that of other furniture in the home it will soon become an eye-sore and a thing for apology, rather than one of pride of ownership. Tens of thousands of phonographs were sold during the heyday of phonographs for a fifth or less the cost of standard and well known makes, but that did not any more change the fundamental market for phonographs than the cheap small radio will change the fundamental market for radio.

In my reference to the average radio dealer, I am confining my remarks to a very great extent exclusive of the metropolitan radio dealers whose problem is an entirely different one than that of the outlying or small-town radio retail merchant.



"Mississippi Jim" Cartright, Sales Manager for Supreme Instruments, makes it plain to Dave Griff just how Supreme Instruments make and save money for service departments.

## Jackson Loses But Day and Half on Eastern Trip

W. H. Jackson, secretary-treasurer of W. E. & W. H. Jackson, Inc., Northern California wholesale distributors for Clarion Radios with stores in San Francisco and Oakland, left Oakland on the Boeing airplane Friday night at 8:00 p. m. and arrived in Chicago at 6:00 p. m. Saturday to attend a conference with the Transformer Corporation of America officials Saturday evening and Sunday.

Mr. Jackson's mission was to secure more Clarion radios for the Northern California territory for the months of August and September. The quota as set by the factory will not take care of the dealer requirements the way dealers are signing up for the Clarion franchise. Production is being stepped-up weekly in the huge plant at Chicago but not in the same degree in which orders are pressing the factory to greater efforts. Every part of the Clarion radio is manufactured by T. C. A.

Mr. Jackson made a record flight, surpassing all his former trips East by being back in San Francisco Monday afternoon, July 21, with a loss of one and a half business days from his office—a trip of twenty hours each way, allowing Saturday night and Sunday in Chicago.

Close to 200 dealers from Utah, Idaho and part of Nevada met in Salt Lake to see the new Westinghouse radio models exhibited for one morning only at the Hotel Utah, on their way to the radio show in San Francisco. They were displayed by J. A. Duncan, western representative, whose headquarters are in Los Angeles, and W. V. Ross, field engineer, whose headquarters are in Seattle. The models came direct from the Atlantic City show and were greeted with favor here. The Intermountain Electric Company of Salt Lake are exclusive distributors in this territory with C. M. McDonald as radio manager for this company.



The new "Cardinal" Midget Combination holds the crowds at Schwabacher-Frey, Los Angeles

pressure

pres-ti-dig-i-ta-tion (pres-ti-dig-ita'-shun) n. sleight of hand; legerdemain. Also prestigation.

pres-tige (tij, or-tēzh'), n. normal influence due to past reputation, achievements, &c.

pre-su-ma-ble.....

# prestige

...How well..  
its meaning speaks  
of

## ANGELUS

Angelus is backed by ten years of radio manufacturing experience in Southern California. Angelus builds steadily, solidly, surely. It makes no exaggerated claims, and backs up every statement with facts and figures.

Angelus builds first and foremost for performance — distance-getting ability — tone. Angelus puts the material into its chassis that makes these qualities permanent. Every Angelus chassis is identical with every other. The fact that Angelus radio sells well is only half of the story. Angelus stays sold. Service is reduced to a minimum.

Proof that the public and the radio trade appreciates these sound manufacturing and business principles is shown in the fact that Angelus rolled up the astounding sales volume of \$92,000 worth of business in the first 45 days of its operation, and has secured as jobbers three of the most prominent radio jobbers in the West. Angelus radios are being played and enjoyed all over the United States, in Belgium, France, Mexico, New Zealand and Argentina.



### WESTERN JOBBERS:

**LISTENWALTER & GOUGH (California)**  
819 East First St., Los Angeles  
871 Folsom, San Francisco

**SEATTLE HARDWARE CO.**  
(Washington and Alaska)  
501 First Ave., South, Seattle, Wash.

**CRONIN DISTRIBUTING, INC. (Oregon)**  
Eleventh and Flanders, Portland, Ore.

**THAYER PIANO CO. (Hawaii)**  
Honolulu, T. H.

## Davison-Haynes Mfg. Co.

Los Angeles

California

# Los Angeles Show . . . Dealer Preview, August 31st

By A. G. FARQUHARSON

Secretary, Radio & Music Trades Association of Southern California

## Analyzing the Value

Everyone who buys a ticket to the Radio Show goes to see Radio.

Everyone who does not go to the Radio Show BUT who knows someone who did go asks, "What was new at the Radio Show?"

Everyone who goes to the Radio Show actually sees Radio sets and cannot help but feel a desire to own one—either in place of none or as a substitute—and improvement of the one which he already owns.

## Who Goes

To answer this question, think about other kinds of shows and decide in your own mind which you would go to.

The answer is to the show at which an article or articles, animal or animals are exhibited in which you are interested.

If you own an automobile or are interested in owning one, you are inclined to go to an automobile show. If you are interested in dogs or boats or jewelry, you want to go to a dog or boat or jewelry show. (By the way, the jewelry people held their first Jewelry Show this year at the Biltmore Hotel. It was such a success and such a stimulant to business that they are going to hold one annually.)

Everyone is interested in Radio. So everyone wants to go to a Radio Show but many are prevented through various reasons and cannot attend. BUT they hear about it and know that it is going on and it fills their minds—conscious or unconscious—and stimulates their desires for better Radio sets.

## Why the Date

Because people will not leave the beaches and mountains to go to a Radio Show, so the date is set for when they and their families have returned home.

Then, again, remember the Radio Show acts as a desire-creator—a stimulant—a cocktail.

When do you take a stimulant, appetizer or cocktail? Before or after the feast?

Before the feast, of course.

The Feast of Sales is in the Fall, lasting until the holidays. Everyone will admit that. So give the stimulant, the appetizer, the cocktail just before the feast.

And tell the cock-eyed world that you are giving it. Advertise it—in your newspapers, on the bill-boards, on the street cars and in your windows.

Even if lots of people cannot attend the Radio Show, let them know that there is a Radio Show being held.

Thank God that you deal in an article of merchandise that can be shown. Give thanks that a Radio Show can successfully be given.

Pity the poor insurance agents and the unlucky building and loan associations who have merchandise to sell which cannot be exhibited in a show!

## Remember

The Radio Show does *not* retard business, it cannot slow up sales more than two weeks. BECAUSE *no publicity* or announcements break until two weeks beforehand.

No one knows about a Radio Show coming—except the radio dealer—until about August 15th.

## Where Money Spent

All the profits from the Radio Show go into the treasury of the Radio & Music Trades Association. Without these profits there would be no Association.

This Association fights your battles and stands up for your rights:

In Washington.

In Sacramento.

In your local town.

It maintains a Radio Interference Bureau which cleans up radio interference in districts and places so that you can sell more radio sets.

It holds examinations for service-men and helps to educate them.

It keeps lists of Radio Skips and Joy-riders.

It holds meetings for the interchange of ideas and sales-helps.

It tries to educate dealers to make more profit.

## Dealer Luncheon Sunday Noon

Noon Sunday, August 31st, will be the time and date of the Radio Show Preview Luncheon in the Coconut Grove, Ambassador Hotel. The entertainment provided for this occasion is expected to

excel anything previously given—even not excepting that which charmed so many last year. It will be sponsored by the six newspapers of Los Angeles and will include many stars and artists of the first magnitude.

However, great care will be taken to avoid a repetition of the confusion which took place last year when six hundred and fifty made reservations and fourteen hundred came clamoring for seats with the result that, while eleven hundred and fifty were provided for and sat down to the luncheon, two hundred and fifty were turned away. Worst of all, many of these two hundred and fifty had actually made reservations but were ousted by others who, having made no reservations, arrived ahead of time.

Reservations will have to be made by all in advance and numbered tickets will be issued. An adequate reception committee will act so that guests will be conducted to their reservations as numbered.

YOU cannot make YOUR reservations too early, they will be allotted as reserved—first come, first served. The price is \$2.00 per plate and must be paid for in advance. Address Radio & Music Trades Association of Southern California, 1301 Commercial Exchange Building, Los Angeles, California.

## Crystal Studio at Show

The Crystal Studio at the Public Radio Show, August 31st to September 6th, inclusive, will seat sixteen hundred persons and will be used at this year's Radio Show for the broadcast of programs which will include two in the afternoon and two in the evening—four in all.

In order to gain admission to the broadcast programs in the Crystal Studio it will be necessary for the public to enter the Radio Show at the main entrance and pass through the exhibit aisles on their way to the Crystal Studio entrance. At the end of the programs and performances all will exit and pass through the aisle exhibits once again. In this way everyone attending the Radio Show will see all of the exhibits twice and, in addition, will be provided with seats during programs instead of having to stand in crowds as in former years.



# W e s t e r n N e w s

## Westinghouse Hold Dealer Meetings

Westinghouse Radio dealers throughout the Western territory have been meeting and viewing the new merchandise. They were the guests recently at the Multnomah Hotel of the Fobes Supply Co., distributor of Westinghouse Radio in Oregon. M. C. Rypinski, manager of the Westinghouse Radio Division, was present with other officials of the company. J. A. Duncan, Pacific Coast manager; Leroy Staunton, assistant to the manager, has charge of advertising and Russell Akin, radio sales manager of the Fobes Supply Company, addressed the meeting.

## G. E. Dealers Meet

General Electric Radio is being presented to western dealers at various sales meetings. One of the most successful was held recently on the evening of June 26, when over 150 radio dealers were guests of the General Electric Supply Corporation of Portland at a banquet held at the Multnomah Hotel.

P. F. Hadlock, engineer and service director of General Electric of Bridgeport, Conn.; B. C. Bowe, national sales manager, and R. C. Murton of Lord, Thomas & Logan, who handle General Electric advertising, presided at the meeting. G. A. Boring, manager of the General Electric Supply Corporation, acted as host.

## Friel with French

M. J. Friel of San Francisco has been appointed Jesse French Pacific Coast distributor.



R. J. Noel

## New Western Midget

Salt Lake has a new manufacturing plant starting up at 37 Richards Street, where the Western Industries are starting manufacturing a midget radio set called the "Minuet," a 6-tube screen-grid job with full sized dynamic speaker, complete with tubes and ready to play which will sell for \$59.50. M. C. Godbe is president and M. C. Godbe, Jr., vice-president, with Laren W. Gibbs secretary. Mr. Godbe, Jr., is designer of the set and technical engineer. The future looks rather bright as the Murphy-Rollapp Company will act as distributors and those in charge are well known, both locally and nationally.

The Pacific District Office of the R. C. A. Radiotron Company, Inc., in charge of Fred Mulvany, has been permanently located at 235 Montgomery Street, San Francisco, California.

The Philadelphia Storage Battery Company announce reduction in their prices of \$6.50 on the seven-tube models, and \$7.10 each on the nine-tube models, according to McWhorter, western manager for Philco. Reduction in price was made possible by the recent drop in tube prices, which were cut from 50 cents to \$2.00 per tube.

## "Triad" is Family Complaint, or Shall We Say Virtue?

"Two minds with but a single thought," might well describe the two Noel brothers, R. J. and G. N., of California, the single object in both minds being the putting over of Triad radio tubes in their respective territories. That they have been successful is easily evidenced in the recent enlargements made necessary in the Southern California organization, headed by R. J. Noel. New men have been added to the force, a new and larger warehouse has been acquired and additional trucks added to speed service.

G. N. Noel, more diminutive in size but just as active and successful as his brother, is in charge of Triad activities at the San Francisco office. Here, too, present business and all indications for the future mark 1930 as a banner year for Triad on the Pacific Coast.

Both brothers have found that the ever-growing popularity of miniature radio sets is a deciding factor in the rapidly jumping sales total which they are piling up for Triad tubes.

## California Interference Association Formed

Engineers representing public utility companies, municipalities and radio associations assembled at Fresno for a two-day session, July 16 and 17, in order to exchange knowledge on the subject. More than fifteen papers pertaining to many phases of radio interference were presented by experienced men in this work.

Although a great deal has been accomplished in the work of suppressing radio interference through the cooperation of radio associations, there are, however, many problems yet to solve and it is for this reason these men have organized.

The Association elected Geo. R. Walters of the Radio and Music Trades Association of Southern California as chairman and Geo. H. Curtiss of the Pacific Radio Trade Association of Northern California as secretary. Their next meeting will be held within the next three months. Committees have been appointed to study the various phases of their problems and will report back at the next meeting. A committee has also been appointed to consider the radio user and dealer problems. This committee will consider complaints originating with the user in territories where associations are not operating for the suppression of interference.

During the session, a practical demonstration of radio interference emanating from power company equipment was made by H. N. Kalb, engineer of the San Joaquin Power and Light Company, at their testing laboratory.



G. N. Noel

(Continued from Page 29)

only a few items at a greater profit per item.

The secret of profit in selling midgets lies in turnover and low selling expense. We know of dealers who are turning their midget stock seven times a month. That is making profit, big profit.

The midget is easy to sell. Price is the big factor in making a midget sale. Under present business conditions when the general public are very cautious about buying, price is a bigger item than ever before. This is a low priced market, and the midget radios are meeting it.

It is no longer a matter of trying to make the public buy something. Today it is a matter of finding out what the public wants and will buy, and furnishing it to them. Regardless of how much we would like the public to buy \$200 radios, the fact of the matter is that a great many radio buyers are more willing to part with \$60 or \$70 for a radio than with \$150 to \$200.

The midget radio has an appeal not possessed by larger radios. They are small, they take up little space in the home, they are easily transported, they are attractive in appearance, and they fit into the present vogue for miniature things, miniature golf, small automobiles, etc.

### Fits Today's Pocketbook

No well informed radio man will maintain that a midget radio is as good as a larger radio. But the difference in performance of a midget radio selling at \$60 or \$70 from a larger radio from \$150 to \$200 is not nearly as great in most people's mind as the difference in price. The quality and performance of the midget radio is plenty good enough for thousands and thousands of radio listeners. The amount of tone and radio enjoyment produced from a midget radio is one of the marvels of present-day radio engineering and would have been considered impossible a couple of years ago. It is a whole lot easier to sell a customer something that they admit is good and that they can afford, than it is to sell them something that is better and they feel they cannot afford.

Certainly no radio dealer should carry midget radios exclusively. There are customers who can afford higher priced radios, and they should be sold higher priced radios. But in the meantime, midgets will be filling the bill to many more thousands in the West who cannot afford the higher priced radios. Midgets are easier sold, sell faster, and for the same amount of money invested in stock, will return equally as great a profit at the end of the month because of their faster turnover.

If it had not been for the midget business in the West the last six months, the total amount of radio business would be just about half of what it has been.

"Long live the 'Ja-loppy.'"

### Dermody Goes with Brunswick

A. A. Trostler, sales manager of the Brunswick Radio Corporation, announces the appointment of Win E. Dermody to the position of assistant sales manager of that company.

Mr. Dermody comes to Brunswick with a well rounded experience in sales work, especially in the radio field, coming direct to the Brunswick Company from the post of sales manager of the Farrand Manufacturing Company, where he functioned in that position up to the time of the purchase of the Farrand Manufacturing Company by the Brunswick-Balke-Collender Company; since then he has been in charge of the speaker sales department of the Brunswick organization.

Jackson-Stitt Music Company opened at 1339 Third Street the latter part of June. This is the third location the firm has occupied during their 34 years of continuous existence in business. Arthur Jackson and James Stitt, executives of the business, have had life-time experience.

# Mr. Jobber!

## The Midget Type

# Mission Chassis

FOR YOUR OWN DESIGNED CABINET

And

Built by one of the Pioneer  
Manufacturers of the Pacific Coast

**DYNAMIC SPEAKER**

**THREE SCREEN GRID TUBES**

**DIRECT COUPLING CIRCUIT**

**SUPER RADIO CREATION**

With the refinements of the expensive set . . .  
Priced to allow a real legitimate profit for the  
Jobber and Dealer

**DISTANCE :: :: :: :: SELECTIVITY**

**APPEARANCE :: :: :: TONE**

**MISSION BELL RADIO MFG. & DISTB. CO.**

1125 Wall Street

Los Angeles



The Popular Royale Radio using  
the Mission Chassis

# Northwest News

## Seattle Holds Sales Meeting

A number of important sales conferences have been held in Seattle during the past fortnight. These have been sponsored by leading radio manufacturers and have brought out virtually every radio dealer in the territory. All meetings have Seattle as their focal point. Attendance as high as 200 has been reported.

Prominent among these conventions was that of the Philadelphia Storage Battery Company, which brought in Philco radio dealers from all over the Northwest for the third annual meeting. H. Curtiss Abbott, Northwest sub-division manager, did a splendid job of recruiting the boys. Out-of-town members of the party were: C. L. the Pacific Coast division; James Houli-McWhorter of San Francisco, manager of han. advertising director; and Harry Boyd Brown, director of retail sales of the Radio Division. Mr. Brown stressed tone control as essential to proper radio reception.

B. C. McDonald, Pacific Coast manager of R.C.A. Radiola Corporation with headquarters in San Francisco, and R. F. Meggee, president-manager of Harper Meggee, Inc., Radiola distributors in the Pacific Northwest, conducted a regional sales meeting in Seattle. E. S. Charter, Washington representative of the Radiola division, assisted in conducting the meeting. New Radiola heterodyne models were presented and recorded messages from the president and vice-president of R.C.A. were heard on the combination Radiola and phonograph. In commenting on conditions and the outlook for the coming year, Mr. McDonald said:

"The year 1928 was probably the greatest in radio's history, with nation-wide broadcasting becoming the vogue and offering such a wealth of features to the listener. A result was that many manufacturers over produced in 1929. This condition now has been corrected. We look to the fiscal year from July 1, 1930, to June 30, 1931, to be the greatest in our history. . . . Television is 100% more difficult than ordinary broadcasting. Commercial television is at least five years away.

General Motors radio dealers from Oregon attended open house at the Multnomah Hotel July 17th, during the afternoon and evening. James Condon, Northwest representative for General Motors, was in charge of the meeting.

## Coast Radio Co. Wins Prize

Julius Bogatin and his staff at the Coast Radio Company were smiling their satisfaction over winning the sweepstakes prize in the Fourth of July parade. The float was a bower of flowers, depicting a garden scene with floral canopy and a group of comely young girls listening to real radio music coming over a huge reproduction of a receiving set. The prize was deserved. It came in time to receive the congratulations of Philco dealers at their convention. Coast Radio is an important Philco dealer.

M. C. Rypinski, manager of the Radio Division for Westinghouse; L. M. Clement and F. E. Eldridge, assistants; Leroy W. Staunton, advertising manager, and C. Hart Collins, merchandising manager of the radio department, have just concluded a two-day sales conference at the Olympic Hotel, Seattle. New models were exhibited and plans outlined for an extensive campaign of advertising and merchandising.

## Marshall-Wells to Distribute Silver

H. C. Bodman, general sales manager of Silver-Marshall, Inc., Chicago radio manufacturers, recently announced the appointment of five new distributors. They include Marshall-Wells, world's largest hardware distributors with offices at Duluth and Minneapolis, Minnesota; Great Falls and Billings, Montana; Seattle and Spokane, Washington; and Portland, Oregon. This is the first season that Marshall-Wells' entire organization has been behind the distribution of one radio receiver.

The Portland office of Harper-McGee, Inc., distributor for Radiola for Oregon, has moved to 509 Davis Street. This firm was formerly located at Ninth and Everett Streets.

H. F. Bendix, owner of the Bendix Music Shop, Walla Walla, Washington, enjoyed a month's trip throughout the East recently. While in the East, Mr. Bendix attended the sales show in Chicago conducted by the Grigshy-Grunow Company, as well as the annual Trade Show at Atlantic City.

However, we still believe the outstanding feature of Mr. Bendix's trip was meeting Amos and Andy during the performance of their regular program at WMAQ.

## Tru-Tone Products Co. to Install Movie Sound Equipment

L. W. Ballard, who has been operating the Balkite Service Station at Portland, has joined with C. F. Conant, chief operator at the Alder Theatre, forming the Tru-Tone Products Co., under which name they will be located at 146 North Tenth Street, and are installing a completely equipped plant for the manufacture and installation of movie sound equipment. They will continue the Balkite service.

Harper-Meggee, Inc. (head office at Seattle), who opened a branch at Portland last year, have been forced by expanding business to take larger and finer quarters at 509 Davis Street, where they have better and finer display and storage facilities. F. H. Barstow is manager and T. A. White is assistant manager. They are Portland distributors for R. C. A. Radiola line.

## Killam, Inc., Reports Good Business

Killam, Inc., of Portland, Oregon, representing Carter Radio Co., International Resistance Co. and the Potter Co., report business good in all lines. They carry ample stocks to serve the trade of the Pacific Northwest.

## Cronin Sparton Jobber

A new company known as the Cronin Distributing Company has been formed by the P. J. Cronin Company, which has been in business in Portland for over fifty years. It has been formed for the exclusive purpose of handling and distributing Sparton.

A. M. Cronin, Jr., is manager of the company; G. L. Edwards, city sales manager; R. M. Brown will cover Southern Oregon and L. M. Johnson will be assistant to Mr. Cronin. The Cronin Distributing Company is now located at Eleventh and Flanders in the Packard Scott Building.

C. T. Hanes, manager of the Radio Department of the Standard Furniture Company, traveled by plane to the Convention in San Francisco.

W. A. Erwin and J. J. Collins of the firm Collins-Erwin Piano Company of Portland, were among the visitors at the Western Music and Radio Trades Convention at San Francisco.

**ARE YOU  
IN THE  
CABINET  
OR RADIO  
BUSINESS?**

Well then . . . why not let cabinet experts

- save you money
- save you experience
- save you time
- save you worry
- and give you service.

If you want cabinets designed by experts . . . built by master craftsmen . . . of the finest materials . . . at prices which afford you a profit—

Telephone YOrk 2854 for one of our salesmen.

**Los Angeles Cabinet  
and Fixture Co., Inc.**

1316 West Slauson

Los Angeles

California

# Mountain States News

## Utahans Praise Convention

Utahans who attended the radio show in San Francisco were loud in their praise of the manner in which Californians put over this year's annual meeting of the Western Music and Radio Trades Association. Royal W. Daynes, who headed the Utah delegation and who last year was president of the association when the convention was held in Salt Lake City, stated that not only did everyone have the time of their lives, but the meetings and speeches were particularly well arranged and some good suggestions and pointers given.

Mr. Daynes, Thomas J. Holland and John Elliot Clark took part in the golf tournament and "Tom" was particularly proud of his prize. Mr. Clark was accompanied by Knute Condon and Mrs. Vivian Slaubaugh of the John Elliot Clark Company, handling Victor in Salt Lake. Mrs. Slaubaugh had the distinction of being the only Utah woman present at the convention and the fact that one woman had to chaperone nine men created quite a sensation. She kept the party under "remote control," so friend wives had nothing to worry about. Mrs. Slaubaugh stayed in California on vacation, so no one can account for the actions of the Utah delegation on their way home. Suffice to say the train trip down was made doubly interesting by her presence.

Fred Albers and P. A. Ashworth of the Albers Radio Company and Z. C. M. I. of Salt Lake motored down and reported a fine trip, combining business with pleasure.

Allan Smith of the Radio Studios, Incorporated, is still in California.

Ted Lewis of Felt Radio and Todd Taylor of "Q. R. S." a former Salt Laker, were like Siamese twins, inseparable at the convention. They report the fact that a "good time was had by all, especially themselves." Ted took the boat trip down the coast to recuperate before motoring back home. Spiritually speaking, he says San Francisco has the world beat.

Leonard Holden of the Western Supply Company also motored home from the convention, accompanied by Harold H. Jensen of the Deseret News and Western Music and Radio Trades Journal staff.

Rumor has it that Harold LaFount, head of the Federal Radio Commission, is coming out west soon in connection with radio at the Boulder Dam. It seems that the various stages of progression at this world-famed engineering fete merit special attention by radio.

## Whitney Sporting Goods New Edison Distributor

A. E. Emrick, acting for Thomas A. Edison, Inc., recently concluded negotiations with Robert E. Gentry, President of the Whitney Sporting Goods Company, 1640 California Street, Denver, Colorado, whereby the latter concern assumes the direction of Edison Light-O-Matic radio distribution in the Rocky Mountain region.

All officers of the Radio Service Corporation of Utah, operators of station KSL, were re-elected at the annual meeting of the stockholders held in Salt Lake City. The directorate which served during the past year was retained and the stockholders voted to permit an additional member on the board. He will be selected later, it was announced.

The officers are Sylvester Q. Cannon, president; J. F. Fitzpatrick, vice-president; Earl J. Glade, managing director; and David A. Smith, secretary-treasurer. The officers and the following compose the board: Spencer P. Felt, Bryant S. Stringham, William R. Wallace, Daniel Alexander, Harold E. Raddatz and David Neff.

G. A. Rogers, former president of the Western Music and Radio Trades Association and secretary and sales manager of the Strevell-Paterson Hardware Company, is leaving Salt Lake for New York and Philadelphia to attend the Atwater-Kent radio distributors convention which will be held in that city and at Atlantic City July 28 to 31. At this time the new models will be shown which have been kept secret.

On August 5 the Strevell-Patterson Hardware Company will hold a dealers' meeting at the Hotel Utah, Salt Lake, when new models and new prices will be announced. It is expected 200 will attend and at this same day and same hour dealer meetings will be held in 1902 centers of America.

## Salt Lake Hardware to Distribute Bosch

The American Bosch Magneto Company of Springfield has announced the appointment of the Salt Lake Hardware Company as distributor for Bosch radio products in the intermountain district. This firm covers the states of Idaho, Utah, Wyoming and Eastern Nevada. It maintains offices and warehouse at Salt Lake City, and branches at Boise and Pocatello, Idaho.

## Sampson Visits Defiance Factory

C. B. Sampson of Boise, Idaho, well known throughout the West, made an extensive trip throughout the eastern territory. While in the East Mr. Sampson visited the departments of the American Steel Package Company in which Defiance variable condensers are produced.

Mr. Sampson was for many years a citizen of Defiance and, of course, is very much interested to know of the great demand for Defiance condensers on the western coast.

## Strevell-Paterson Distributes Ken-Rad

Dick Smiley, National Sales Manager for the Ken-Radio Tube Company in Owensboro, Kentucky, after speaking before the convention of the Western Music and Radio Trades Association in San Francisco, stopped off in Salt Lake on his way East long enough to appoint the Strevell-Paterson Company, Atwater-Kent distributors in Salt Lake, as exclusive Ken-Rad distributors in the mountain territory. H. G. Blakeslee, western manager for Ken-Rad, will address the Atwater-Kent dealers at their preview and convention early in August and remain in the territory approximately ten days to introduce the new line to the dealers. Ken-Rad are featuring a tube assortment package containing a small quantity of each tube manufactured by Ken-Rad, window trim and other advertising material.

The consolidation of the Consolidated Music Company, who took over the Daynes-Beebe Music Company in a merger, is proving a good thing for the music business here. Added business has come to the store located in its large quarters at 121 Main Street. Royal W. Daynes, as manager, has kept practically the entire staff of the Daynes-Beebe Company so that no one suffered by the transfer. The popularity of the old workers, added to that of those at Consolidated, assures success for the new merger. Donald Daynes and Sharp Daynes, sons of Colonel Joseph J. Daynes of Daynes-Beebe, have executive positions with the new company. Royal W. Daynes is still president of the new company and active head, although Colonel Joseph J. Daynes is chairman of the new board of directors.

This consolidation is helping to bring together two of the largest houses here, who have for years been real competition to each other.

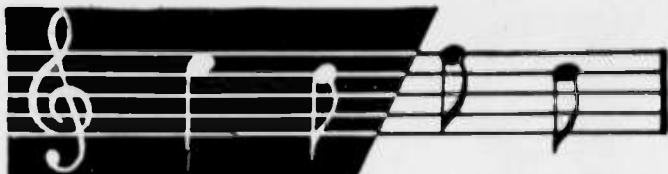
# Ken·Rad

## Fine Radio Tubes



**T**HIS is a fact. The sales and profit opportunity that Ken-Rad offers is attractive—especially so, judging from the reaction of distributors and dealers who have had all the details of the Ken-Rad program... Full pages appearing in The Saturday Evening Post every month now—and newspaper advertising in distributing centers... Ken-Rad policies will put your tube business on a profitable basis.

THE KEN-RAD CORPORATION, *Incorporated, Owensboro, Kentucky*  
*A Division of Ken-Rad Tube & Lamp Corporation*



# JUST OUT

# A TONE TEST DEMONSTRATION RECORD

Enables You To Make Comparative Tone-Tests of sets . . . phonographs . . . amplifiers and pick-ups . . . **INCREASE YOUR SALES!** Let your prospective customers judge the reproducing qualities of different sets by means of this Record.

**A** SIX-MINUTE demonstration—ORIGINAL—INSTRUCTIVE and ENTERTAINING—of the effects of the high, intermediate and low notes—individually and in groups—of the flute, piccolo, cello, violin, bells, trombone, drums, and orchestral effects of the full organ. Short, snappy talks are made between each rendition—telling the listener what each demonstration means. Play this record and give the prospect a REAL demonstration. Play it on one set—then on another. Judge the reproducing qualities of ANY instrument. Every dealer, every salesman, every service man should have one of these records. Manufacturers and engineers will find many uses for it.

Only \$ **1.00**  
POSTPAID  
IN THE U.S.

### SPECIAL INTRODUCTORY OFFER

Buy a standard package of 6 of these records and give one to each of your salesmen. **SIX RECORDS FOR \$5.00, postpaid.**

—Shipments made on same day your order reaches us . . .

**Radio Recording Co.**  
428 Pacific Building,  
San Francisco, California.

Send \_\_\_\_\_ Demonstration Records to me immediately upon receipt of this order.

I enclose \$ \_\_\_\_\_ in full payment.  
(Prices: \$1.00 each, or \$5.00 for six)

CHECK HERE IF C. O. D. SHIPMENT IS WANTED

Name \_\_\_\_\_  
Street and Number \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_





The Bosch Western Family.

## Bosch Appoints New Southern Jobber.

George W. Stackman announces the formation of Collins-Lane, Ltd., to be Southern California distributors of Bosch radio products. The new distributors are already actively engaged in merchandising the Bosch line at 1414 West 7th St., Los Angeles.

The company is headed by Wilbur H. Collins for five years California distributor for Kelvinator. The Collins-Kelvinator Company is the largest distributor of Kelvinators in the country, and has lead in sales during the last five years. Wilbur Collins is a son of R. H. Collins, formerly National Sales Manager for the Buick Motor Company, Director in General Motors, and President of the Cadillac Company.

George Lane, the other half of the concern, acting as Sales and Promotion Manager, began his radio activities in the West ten years ago when he opened a radio department at Barker Brothers after six years experience as a wireless operator on ships. In 1923 he was appointed Pacific Coast Manager for Kennedy, and in 1926 accepted the managership of the Los Angeles branch of John G. Rapp, Kolster and Crosley distributors. In 1927 Lane became Southern California representative for Bosch radio.

Salesmen calling on the trade for Collins-Lane are R. E. Farney, C. D. Tanner, T. A. Churchill and J. W. Duckritter. Jerry Hawthorne, formerly Southern California manager for Sonora, has been appointed Southern Manager for Bosch, the position Lane formerly occupied.

Other Bosch distributors in the West are: G. W. Gavin Company, San Diego; Waterhouse-Weinstock-Scovel Company, San Francisco; Electric Corporation, Portland, Oregon; Electric Corporation, Seattle; Brown-Johnson Company, Spokane; Salt Lake Hardware Company in Salt Lake, Boise and Pocatello, Idaho; Starter and Battery Company, Great Falls, Montana; Reno Motor Supply Company, Reno; Tarr-McComb & Ware, Kingman, Arizona;

Tevis & Joaquin, Honolulu, and Moses Stationery Company, Hilo, Hawaii.

The Bosch line for the coming season consists of four models for the home, two models with the standard and two models with the deluxe chassis, an automobile radio and a motor boat radio. Prices range from \$148.50 for the open-face console to \$257.50 for the DeLuxe Model. Cabinetry is particularly beautiful. Both the standard and DeLuxe models are engineered for screen grid tubes, employ five-gang condensers, line-o-lite tuning, switch for distance and local reception, the standard chassis using eight tubes and the DeLuxe chassis, nine. The outstanding improvements of the DeLuxe chassis are—an electrical tuning meter, tone selector, automatic volume control and speaker mute which cuts out the speaker when using the tuning meter.

Bosch maintain western headquarters in San Francisco, fully equipped for sales and engineering needs, where thirty-five people



Head Man and "Behind the Scenes Boss" of Bosch in the West, Geo. Stackman, Jr.

are employed on an aggregate salary of \$100,000 per year. Bosch sales representatives are stationed in the field who know western conditions and western needs. This appreciation of the needs of the west and the flexibility of merchandising policies was emphasized in a recent interview with Maurice Metcalf, Vice President and Treasurer of the American Bosch Magneto Company and President of the Radio Manufacturers' Association, when he stated that it is not generally recognized by eastern manufacturers that conditions, methods and public tastes west of the rockies are oftentimes quite different from those prevailing in the east and middle west.

Bosch motor car radio is equally as carefully engineered, employs five battery type tubes with screen grid, and may be installed in a few hours on any car. Bosch motor boat radio is similar in many respects to the motor car radio, and comes in two models, a cabinet model for cabin type cruisers and an independent chassis model for runabouts.

## Pacent Tone Compensator

Dave Marshank, Southern California representative for Pacent, reports that Pacent have acquired the tone compensator system developed by Don C. Ageule. This device was demonstrated before the Radio Club of America at the Atlantic City Show. The tone compensator allows for the suppression or building up of frequencies, high, low or medium, and with its use deficiencies can be overcome in the original broadcast, undesirable frequencies can be eliminated, along with echoes, etc. When applied to reproduction of phonograph records it minimizes bothersome surface scratch, and when used in recording work cuts down stray noise and echoes in the studio. In the recording broadcasting studio it can add or subtract tone values, and bring about in the hands of a trained operator recording or broadcast transmission of any desired relation of frequency value with emphasis distributed to gain the best and most natural rendition when reproduced through amplifier and speaker system.

The Pacent Electric Company will license a limited number of radio set manufacturers to use the device.

At a recent meeting of the Board of Directors of the Radio Corporation of America, G. Harold Porter of San Francisco was elected Vice-President of the corporation in charge of the Pacific Coast. Mr. Porter is well known to the western trade and has made his home in San Francisco since 1925.

The appointment was made known through General James E. Harbord, Chairman of the Board of the Radio Corporation, who personally notified Mr. Porter of the board's action.



# Music and Radio

*Headquarters at*

## SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



## HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath or Shower

Single - - - - - \$2.50 to \$3.50  
 Double - - - - - 3.50 to 4.50

SUITES AND SPECIAL ACCOMMODATIONS  
 FOR FAMILIES

Convenient to Theatres and Shops  
*Radio Connections in Rooms*  
 Spacious Lobby and Mezzanine

*Indorsed by the*

**NATIONAL AUTOMOBILE ASSOCIATION**

Write for Illustrated Folder

Management of RENE A. VAYSSIE

# Watch For The Big August Public Radio Shows Number of Western Music & Radio Trades Journal

Featuring the  
 Los Angeles National Radio Show  
 and other Western Shows

## WELCOME TO NEW YORK. The HOTEL GOVERNOR CLINTON

31<sup>ST.</sup> ST. AND 7<sup>TH.</sup> AVE.

opposite PENNA. R.R. STATION



A Preeminent Hotel of  
 1200 Rooms each hav-  
 ing Bath, Servidor, Cir-  
 culating Ice Water and  
 many other innovations.

E. G. KILL, General Manager.

**ROOM AND BATH \$3<sup>00</sup> //**

# THESE THREE FACTS

have sold *millions* of  
ARCTURUS BLUE TUBES



# 1

## QUICK ACTION

There's no question about QUICK ACTION when you use Arcturus Tubes... the program is there in 7 seconds by your watch.

# 2

## CLEAR TONE

There's no hum, no background noise, to mar the CLEAR TONE that is characteristic of Arcturus Tubes. Test It yourself on any program.

# 3

## LONG LIFE

Exceptional ability to withstand overloads—easily proved on your meter—has given Arcturus Tubes the world's record for LONG LIFE.

**T**HOUSANDS of Arcturus dealers know the cash value of these Arcturus performance features.

They know that Arcturus Tubes are superior tubes because they have *tested* their Quick Action, Clear Tone and Long Life.

They know that Arcturus performance can be forcefully *demonstrated* to any customer.

And they know that Arcturus superiority is lasting superiority—keeping any set operating at its best.

Isn't this the kind of tube you can safely back with your time, your selling ability, and your reputation?

ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

Arcturus 127 Detector, famous throughout the Radio Industry for Quick Action, Clear Tone and Long Life.



If you are not now selling Arcturus Tubes, write Arcturus Radio Tube Co., Newark, N. J. for all the facts.

# ARCTURUS

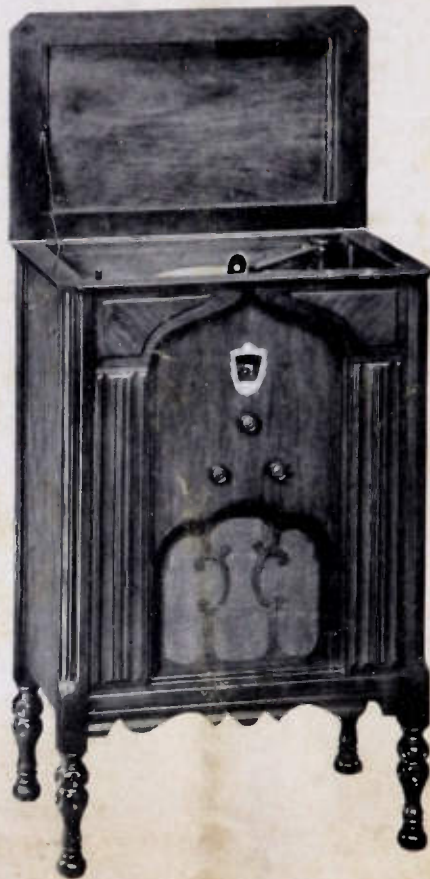
TUBES *for every* RADIO

# Today's Greatest Value!

a new . . . .

## low-priced combination

Includes the latest Gilfillan screen grid chassis together with electric motor, pick-up, automatic stop and special switch; separate phonograph volume control. . . . .



Mounted in artistically and well-balanced Lowboy cabinet. Measurements — 41 inches high; 26 inches wide; 16 inches deep. Price— \$156.00 less tubes; \$173.10 complete with tubes.

**Gilfillan Model 107  
Radio-Phonograph Combination**

# *Gilfillan Radio*

Model 105—\$116.60 and Model 106—\$149.60  
Complete with Tubes

Intermountain and Eastern Prices Slightly Higher

**GILFILLAN BROS., Inc.**  
1815 Venice Boulevard, Los Angeles

SAN FRANCISCO  
921 Mission St.

PORTLAND  
Roy Jones, 1255 E. Couch St.

SEATTLE  
100 Elliott Ave. W.

**RADIO'S RICHEST TONE**