

WESTERN Music and Radio Trades JOURNAL

Echophone

ECHOES OF THE WORLD

Announces the Most Startling
Popular Priced Line of

1932

The new 1932 Echophone line is first and foremost a quality product. The very finest parts and materials only are used. It is the super-fine small radio. Any dealer can back his reputation on it.

This year a complete line of five models, a radio for every buyer.

\$89.50
COMPLETE



"Model 90" Superhet—Large Type Chassis, eight tubes, two Pentodes, four Variable Mu, Pre-selector, 4-gang Condenser, 10-inch Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks.

\$69.50
COMPLETE



"Model 80" Superhet—Eight tubes, two Pentodes, three Variable Mu, Pre-Selector, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, 4-gang Condenser, 6 inches deep.

\$32.75
COMPLETE



"Model 40," four tubes, Pentode, Variable Mu, Full Vision Dial, Dynamic Speaker, 13 inches high, 10 inches wide.

Distributed by ROGERS & GOETZ, Ltd.

21 Laskie St., San Francisco

311 West 12th St., Los Angeles

AUGUST, 1931

Crowds STOP TO SEE THE MARVELOUS *Acrometer*

★ *The Acrometer makes a dramatic, uncanny analysis of the tubes while the customer looks on. The important characteristics are flashed on large dials in plain view.*



★ *Typical crowd watching tube tests being made on the amazing Acrometer. The Ken-Rad Acrometer and the sales plan back of it are a sales sensation.*

All Tube Sales Records Broken

They Stop! They Look! They come in and buy . . . not only tubes but other merchandise!

The Ken-Rad Acrometer, and the sensational sales plan built around it, are breaking all previous tube sales records for countless dealers and distributors.

The Acrometer itself is a public sensation wherever it is demonstrated—and the Ken-Rad Acrometer Sales

Plan is the means of capitalizing the interest that is always created.

All this sounds too sensational—too good—but it has all been proved by dealers and distributors everywhere.

Reports of the many remarkable successes with the Ken-Rad Acrometer plan await your inquiry. Mail coupon below now.

Ken-Rad Fine Radio Tubes

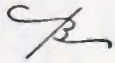


THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY.

Please send us full information on the Ken-Rad Acrometer Sales Plan.

Name Address

A complete price range enables you
to CONCENTRATE ON BRUNSWICK



MODEL 11—Table model or midget type, walnut cabinet, carved grille. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 9" dynamic speaker, power detector. List price, complete with Brunswick tubes. **\$79.50**

MODEL 12 — Miniature high-boy console. Recessed panel of rare crotched walnut veneer. Hand-carved grille. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 9" dynamic speaker and power detector. List price, complete with Brunswick tubes **\$89.50**

MODEL 16 — Lowboy console, finished in American Walnut. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 12" dynamic speaker and power detector. List price, complete with Brunswick tubes . . . **\$99.50**

MODEL 17 — Lowboy walnut console. Superheterodyne 9 tubes. Color tone control, Brunswick Uni-Selector, automatic volume control, dynatron oscillator, turret type tuning condenser, 12" super-dynamic speaker, two pentode tubes in output stage and power detector. List price, complete with Brunswick tubes. **\$139.50**

MODEL 33—Lowboy combination Radio-with-Panatrope, finished in American walnut. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 12" dynamic speaker and power detector. List price, complete with Brunswick tubes **\$149.50**

MODEL 24 — Graceful six-legged highboy cabinet with arched French doors. Superheterodyne 9 tubes. Color tone control, Brunswick Uni-Selector, automatic volume control, dynatron oscillator, turret type tuning condenser, 12" super-dynamic speaker, two pentode tubes in output stage, power detector. List price, complete with Brunswick tubes **\$169.50**



MODEL 12

The new Brunswick line has been received enthusiastically at dealer shows held during the past month in leading cities . . . Increased production permits the revision of prices announced for Brunswick instruments at the Chicago R. M. A. Show . . . The dealer who concentrates on Brunswick has an unparalleled opportunity for profit: the same distinguished line of high quality instruments in a price range that appeals to every prospect.

BRUNSWICK RADIO CORPORATION, NEW YORK—CHICAGO—TORONTO—*Division of* WARNER BROS. PICTURES, INC.

BRUNSWICK RADIO

Entered as Second Class Matter January 24, 1928, at the Postoffice at Los Angeles, California, under Act of March 3, 1879. \$2.00 a year. Western Music & Radio Trades Journal, Vol. XII, No. 8. Published monthly at 1220 Maple Avenue, Los Angeles, California.

RADIO'S GREAT PROFIT LINE

General Motors Radio Announces
a complete new series of

RADIOS

and Automatic Combinations

Introducing the
G. M. Improved Super-Heterodyne



The "Little General"

Equipped with 7-tube Improved Super-Heterodyne, Pentode power tube, special pre-selector circuit, specially matched electro-dynamic speaker, Dual Volume Control. List price, \$69.50 with tubes.



The Valere

Eight-tube Improved Super-Heterodyne chassis using the Pentode power tube. Attractive console cabinet in beautiful light walnut finish. Specially matched speaker. List price, \$99.50 with tubes.



In its new series of 14 models, all equipped with the G. M. Improved Super-Heterodyne chassis, General Motors Radio announces the most complete line of radios and automatic radio-phonographs known to the industry today. The G. M. Improved Super-Heterodyne stands out conspicuously as one of the foremost developments in radio engineering. This chassis retains and increases the high sensitivity and sharp selectivity which have made the super-heterodyne chassis famous. In addition it performs with beauty and accuracy of tone such as no super-heterodyne has ever before possessed. This remarkable chassis is housed in 14 beautiful cabinets, consoles and custom-built furniture pieces priced, with tubes, from \$69.50 to \$350 — a model for every purse and preference. There is money in handling a line so wide, so remarkable in performance, so fine in appearance. Write Dept. G for information.

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO



The Standish

An Early American end-table with attractive antique walnut finish. Self-contained aerial. 7-tube Improved Super-Heterodyne, using the famous Pentode power tube. List price, \$95 with tubes.



The Queen Anne

A splendid combination instrument. Equipped with the 10-tube Improved Super-Heterodyne chassis and automatic phonograph playing ten records. Perfectly matched speaker. List price, \$250 with tubes.

A Model for every Purse and Preference

WESTERN MUSIC and RADIO TRADES JOURNAL

"Published in the West for the West"



CONTENTS

Wise and Otherwise (Shirley Walker)	- - - - -	7
Editorial of the Month (Ernest Ingold)	- - - - -	9
Western Viewpoint	- - - - -	10
They Sell Dignity and High-Priced Sets	- - - - -	12
Showing Off!	- - - - -	14
He Sits At a Desk and Sells Refrigerators	- - - - -	16
Big Ideas, From Here and There	- - - - -	20
A New Home Talkie Plan	- - - - -	22
Inventors, Here's Your Chance! (Television Needs a Screen)	- - - - -	24
Doings in the Industry	- - - - -	26
California News	- - - - -	28
People Who Do Things	- - - - -	30
Did You Know That? (A Column of Interesting Facts)	- - - - -	30
New Merchandise	- - - - -	32
And on the Side (New Sidelines Section)	- - - - -	33

AUGUST, 1931



BYAM PUBLISHING COMPANY

Publishers of the Radio Dealers' Blue Book

WALLACE M. BYAM

DON McDOWELL, Managing Editor

MARION E. BYAM

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It is significant that probably the most frequently asked of all questions at the Chicago show was this: "Have you noticed the new Sparton prices?" Remarkable as the new low prices are the real thing to be considered is not price but the fact that the same quality that has always characterized Spartons has been incorporated into these prices. If you know the significance of today's market conditions, you know the relation of this to selling in today's market. Your Sparton distributor has a remarkable story to tell you.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN, U. S. A., and SPARTON of CANADA, LIMITED, LONDON, ONTARIO

(655)

Only Sparton has the Musical Beauty of
SPARTON RADIO
"Radio's Richest Voice"



WISE and OTHERWISE



BROADCASTING as a business will surpass all previous years—it is on the way to roll up a total volume close to \$150,000,000. In the first six months of 1931, the National Network reports income up thirty-three and one-third per cent—Columbia showed forty-six and three-fifths per cent gain in revenue. The two chains had a gross revenue in 1930 of \$26,667,391—at the rate they are going, the 1931 combined revenue will exceed \$35,000,000.

The independent stations are thriving, too. As their volume is more than twice that of the two big chains, their 1931 total will approximately \$75,000,000. Therefore over \$100,000,000 will be spent for "time." Another \$50,000,000 for talent is considered conservative. Both "time" and talent will easily total \$150,000,000 for the broadcasting business in 1931.

* * *

Refrigeration Has Good Year

Electric refrigeration is having a very satisfactory year. Sales of ice refrigerators are increasing over last year. Not so the washing machine business. It struck a slump in 1930 and the larger manufacturer endeavored to "low price" their way out. The low price models have not provided sufficient margin to take care of certain indispensable charges, much less a reasonable profit. In spite of the conditions of the washing machine business five large manufacturers are entering the field—General Electric, Westinghouse, Grigsby-Grunow, Fairbanks, Morse & Co., and a prominent motor car manufacturer. Reads like the radio business!

* * *

Over the Counter Apartments

A New York realtor doesn't bother taking people to inspect the various apartments he has for lease. He has opened a store on Fifth Avenue in which he has constructed and furnished five typical apartments. Polite attendants show the prospects through—they visit miles-away apartments without going near them—they buy from sample.

* * *

If salesmen are paid on commission, why not the executives? If the salesmen cannot stir up business, can the executives? Usually the salesman is considered an outsider in the company's affairs. He is outside most of the time selling the company's product.



By **SHIRLEY WALKER**
Associate Editor

Yet a good salesman can tell you what is going to happen to his concern a couple of years hence more accurately than the inside man. The selling side of a business rarely gets a fair break. What would any business be without sales? Many large businesses have come to their senses in this respect, and you will now find at their head a selling president or vice-president.

* * *

A Radio In Every Office

In the new 33-story office building of the Philadelphia Saving Fund Society now being erected in Philadelphia, a receiving system is being installed for the operation of radio receivers in each of the 425 offices in the building. Business men are beginning to demand facilities for getting general news, market quotations and similar services at their own desks.

* * *

There are many who insist that a large part of the responsibility for the depression was due to the preceding "over extension" of installment selling. The National Association of Finance Companies is responsible for the statement that the proportion of installment sales in industries where installment selling is a large factor, is practically the same in the depression as it was in the preceding boom times. Practically all installment contracts that were outstanding at the time of the crash have been paid. Credit now outstanding reached a low point this spring of about two billions. It is now increasing and will continue to increase.

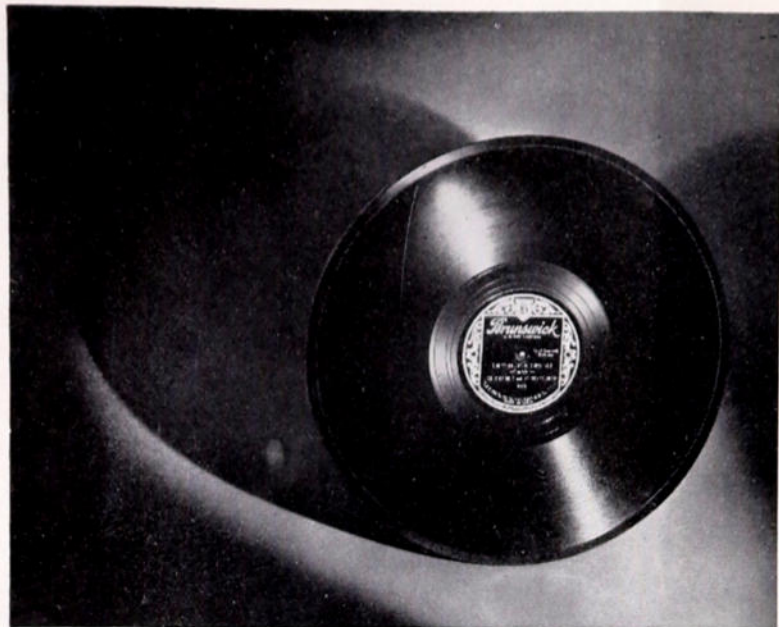
* * *

Somebody said: "Business is a matter of principal and interest—who the principal is and how much interest he takes."

* * *

Does Advertising Pay?

Advertising is not a cure-all, but when the great majority of executives are laying off help and spending most of their time figuring out how to cut expenses, it is a good time for live competitors to do constructive thinking—evolve new ideas and sales plans. The strange thing about the way Coca Cola and the American Tobacco Company and some others throw away money on advertising, is that they are showing bigger profits right in the so-called depression. E. R. Squibb & Sons in 1930 spent \$3,182,470 for advertising, the largest appropriation in the company's history—their profits were \$1,571,648. Laugh that off!



- 6139 MANY HAPPY RETURNS OF THE DAY Waltz
I'M THRU WITH LOVE Fox Trot
JACQUES RENARD AND HIS ORCHESTRA With Vocal Chorus
- 6140 I'M THRU WITH LOVE
I FOUND A MILLION DOLLAR BABY
(In a Five and Ten Cent Store) from "Crazy Quilt"
Vocal With Orchestra—BING CROSBY
- 6137 IF YOU CAN'T SING, WHISTLE Fox Trot
WHEN YUBA PLAYS THE RUMBA ON THE TUBA Fox Trot
From "Third Little Show"
HARRY RESER AND THE SIX JUMPING JACKS With Vocal Chorus
- 6120 WERE YOU SINCERE
JUST ONE MORE CHANCE—Vocal With Orchestra—BING CROSBY
- 6125 WRAP YOUR TROUBLES IN DREAMS Fox Trot
JUST ONE MORE CHANCE Fox Trot
ABE LYMAN AND HIS CALIFORNIA ORCHESTRA With Vocal Chorus
- 6128 SING A LITTLE JINGLE—From "Crazy Quilt" Fox Trot
I FOUND A MILLION DOLLAR BABY—From "Crazy Quilt" Fox Trot
VICTOR YOUNG AND HIS ORCHESTRA With BOSWELL SISTERS
- 6133 JUST A CRAZY SONG Fox Trot
YOU RASCAL YOU Fox Trot
RED NICHOLS AND HIS FIVE PENNIES With Vocal Chorus
- 6134 BILL "BOJANGLES" ROBINSON in Tap to "KEEP A SONG IN YOUR SOUL"
BILL "BOJANGLES" ROBINSON in Tap to "JUST A CRAZY SONG"
Tap Dancer with Orchestra—BILL "BOJANGLES" ROBINSON
- 6109 ROLL ON, MISSISSIPPI, ROLL ON!
SHOUT SISTER, SHOUT!
Vocal Tria with Orchestra—BOSWELL SISTERS
- 6074 MINNIE THE MOOCHER Fox Trot
DOIN' THE RUMBA Fox Trot
CAB CALLOWAY AND HIS ORCHESTRA With Vocal Chorus
- 6136 HIGH AND LOW—From "Band Wagon" Fox Trot
DANCING IN THE DARK—From "Band Wagon" Fox Trot
JACQUES RENARD AND HIS ORCHESTRA
- 6142 WITHOUT THAT GAL!
AT YOUR COMMAND Fox Trot
ABE LYMAN AND HIS CALIFORNIA ORCHESTRA Fox Trot

MORE
RECORD
HITS FROM
BRUNSWICK

THEY WILL MAKE
MORE
PROFITS FOR YOU!

Brunswick Radio Corporation
MANUFACTURERS OF RADIO, PANATROPE AND THE
WORLD-FAMOUS BRUNSWICK RECORDS
NEW YORK—CHICAGO—TORONTO
DIVISION OF WARNER BROS. PICTURES, Inc.

Brunswick Records

EDITORIAL OF THE MONTH

"Look for the Trade-Mark"

FROM ALL APPEARANCES this Fall will see greater weight given to the consideration of Value, both on the part of the buyer and retailer of radio.

It has now become more or less common knowledge from both a consumer's viewpoint and that of a retailer that one has been selling and the other buying many sets which, over even a limited period of time, would not give satisfactory operation.

To a definite extent, the former mystery of radio has been removed. The public knows that some time some small part may be required and that when needed that part must be promptly available. It knows that few sets will operate indefinitely with no attention and when attention is needed, service and replacement facilities must be available conveniently. For this reason many are becoming gun-shy of the "no name" set, even though perfectly reputable stores may offer it.

It seems to us there is a definite trend toward the good names and good products in radio, and there are many of them.

During the past two years the public has been saturated with low-priced merchandise of all kinds, much of which has proven unsatisfactory. They have been pretty well saturated, too, with low-priced radio. It should be granted that under present conditions a dollar will buy more radio by far than it did two years ago, but the public is not now willing to pay its dollar for sixty cents worth of radio. It is going to look for permanent value more than ever. We find retail buyers looking more carefully at the workmanship on consoles, for example, and using a good deal more discrimination and care in looking over the mechanical workmanship of the set. All told, the surface value isn't counting for so much as it did, but in addition to the immediate eye value, all are beginning to look into the hidden things known generally under the name of "quality."

This should be a gradually bettering year for everyone who has merchandise that will fill these wants. First, a price range high enough to insure quality, and second, built-in quality in the receivers themselves.

By **ERNEST INGOLD**

President, Ernest Ingold, Inc.



THE WESTERN

The 1932 RMA Show in Los Angeles

ON FIRST THOUGHT, WHAT A CRAZY idea that is. On second thought, maybe it is a good one.

Why not? Ever since we have had trade shows we have been dragging the Western dealers and jobbers (those who could afford to attend) on a four-day journey across the continent, to take a look at the new merchandise. Well, why not invite the easterners out here for a change? Year before last, they even took us to Atlantic City. It is no further from Atlantic City to Los Angeles than it is from Los Angeles to Atlantic City.

But, the big reason is that Los Angeles is staging a big party of its own next year by way of the Olympic games. Everybody and his brother will want to see them. Why not have the trade show in Los Angeles the week preceding the opening of the Olympic games.

Western Music and Radio Trades Journal makes the proposal.

Well, let's have them; your brick bats or your bouquets!

• • •

To Keep Up Steam

THE NATION'S MANUFACTURERS ARE wide awake and will keep the buying public wide awake. If interest wanes, we can be dead sure that they will pop something new into the picture that will keep buying at high levels. One manufacturer has a sound on film home talkie ready to spring when the market needs it. Another prominent radio manufacturer will produce a ten inch record that will play twelve or fifteen minutes and sell it at a very popular price. Another very prominent manufacturer is scheduled to have a good television machine on the market before Christmas. Many manufacturers will feature short wave, and short wave adaptors.

• • •

Three \$1,000 Sales

AND BELIEVE THIS OR NOT. ONE WESTERN merchant sold three one-thousand-dollar radio and phonograph combinations last month. You didn't know such high priced merchandise is being made any more. Well, it is, and is being sold, and just figure out for yourself what that dealer made on the sale of those three combinations. And our dear depression-ridden public bought them.

Of particular interest to music merchants is the fact that small goods sales are picking up tremendously. There is a bigger demand for string instruments than evidenced in several years past.

The Old Time Pep

THE NATION'S LEADING MANUFACTURERS are back into the field this year, enthusiastically presenting good lines of merchandise. Jobbers are holding dealer meetings, open houses, with all the old time pep and glory of the palmy days of a couple of years ago. It's a fact! Look around!

The biggest single shipment of radios ever shipped from the East coast to the West coast arrived in Los Angeles the last month. Whereas in former years we loaded of train loads, this shipment was practically a "shipload." It stands as a record breaker of all times. Certainly would cause one to assume that this depression was highly over rated.

It is encouraging to note that Western manufacturers who have been contracting on midget models for the last two years, are this year putting consoles in their line again. Practically every Western manufacturer is making consoles, pushing them, and will do increasing volumes of business in them.

• • •

Around the Corner

WHEN YOU SEE A FUSE BURNING ON A firecracker, you know something is going to happen before very long. There are a number of events and circumstances that indicate that the fuse of the Western industry is burning now. And although we need not expect any explosion of big business this Fall, we can safely bet our bottom dollar that the average radio dealer will do a very profitable business the coming season and in greater volume than last year.

The most encouraging trend is the very definite decision on the part of the majority of radio dealers to concentrate their selling efforts on their medium and higher priced merchandise. The unit sale in the last three months has made gigantic strides upward. The sale of very low-priced small radios in the West today is estimated at from one-fifth to one-third of what it was a year ago. The sale of medium and higher priced merchandise is far above what it was a year ago. The astounding thing to many merchants is that higher priced merchandise can be sold, is being sold, and in spite of the much discussed depression, the buying public still has enough loose change to buy a good radio if they want it.

• • •

Commercializing Television

IT BEGINS TO LOOK AS IF THE COMMERCIALIZATION of television, even at its present status, is a long way off. Licenses are, and will be, issued by the Federal Radio Commission as "experimental", in all probability.

While at the present time, television programs in some parts of the country could be commercialized, and time sold to advertisers as in radio broadcasting, the Commission doesn't intend to start the ball rolling until

VIEWPOINT . . .

it is perfectly certain that it would be beneficial. It is felt that television should not be commercialized until every industrial concern has an opportunity to buy time on the air. More careful censorship of television programs will also be necessary. Whereas a dance program from a notorious night club might not offend the ear on the radio, perhaps some of the acts might not be particularly suitable for young children to see. Just another of the things the commission will be up against, and that must be taken into consideration before indiscriminate concessions are made to advertisers.

On the other hand, without sponsorship, how will television broadcasting be maintained? Television is much more expensive than radio to maintain. And so the Commission is standing pat, waiting to see when, and more especially where, television will begin to develop most rapidly and permanently, before licenses other than experimental will be issued.

• • •

Pianos on the Bounce

THE DECEASED PIANO BUSINESS SHOWS indications of turning over in its grave, and announcing that its death was highly exaggerated. The craze for jazz piano lessons has been the impelling motive, and may put America's millions of pianos back into use again.

Next month, Western Music and Radio Trades Journal is starting a new piano advertising schedule by a prominent eastern manufacturer. This is the first new piano schedule we have had in four years.

We are not "Pollyanna's." We haven't as yet bought any Rolls-Royces on the prospects of what we are going to make next year, but in the face of bare self-evident facts, one can do little else than assume that there is an era of prosperity immediately ahead for the music and radio industry of the West.

And as we go to press a report comes in from the second largest jobber in the West stating that sales for the last six months are above those for any similar period for the last three years.

• • •

Passing of the White Elephant

THIS REFRIGERATOR BUSINESS HAS turned out to be something. It was only a few years ago when we saw the first line of refrigerators go into a music store. There they were, a big row of white elephants down one side of the store, and a row of grand pianos down the other. It was tough on the pianos and tougher on the refrigerators. In a couple of months the refrigerators were moved out and the assumption was that music and radio dealers could not sell refrigerators.

But, the matter was solved by the simple expedient of putting a partition down the middle of the store, keeping the refrigerators figuratively fenced off from the pianos and radios, and vice versa.

The partition did the trick. Pianos and refrigerators can be under the same roof, but hardly in the same room, at least not on the same side of the room.

It has been found that radio and music salesmen make smart refrigerator men. Every time you sell a refrigerator you make an average sale of \$200.00, and that counts up. Many radio and music stores selling refrigerators this summer have done as big a volume of business as they do in radio in the boom months of the winter. Radio and refrigerators are the ideal combination. Any dealer who has not got the two tuned up together is missing half his profits.

• • •

Hail the New Skipper!

THIS PUBLICATION JOINS WITH THE Western music and radio industry in welcoming C. H. DeAcres as one of us, and congratulating him on his new position of General Manager of Sherman, Clay and Company. Philip T. Clay, President, and Fred Sherman, Vice-President, have earned and deserve their retirement, yet their many friends in the West will regret their leaving. This is the first time since the establishing of the company more than fifty years ago that a Sherman or a Clay has not been actively at the head of the concern. Sherman, Clay and Company have been the foundation stone of the Western industry for half a century, and the synonym for musical enjoyment in Western homes for two generations. DeAcres assumes the management of more than a mere business. It is the belief of those who know him that he will protect its traditions and carry on to greater accomplishments.

In the meantime, we suppose Phil Clay and Fred Sherman will join the growing colony of idle rich, ex-music men play boys, along with Don Preston, James Fitzgerald, George Chase, and others. Music and radio is veritably a great business from which to retire.

• • •

Forget the Old; Sell the New

NOT LONG AGO A PROMINENT WESTERN jobber was in the office, and the subject of new models came up.

"I wish," declared, "that there was some way to get across to the dealer the importance of selling the new merchandise *first, and letting* the old stock take care of itself. I know of many dealers who are sitting around bemoaning the depression, with a floor full of last year's models that they 'can't unload'. They're afraid to take on any new stuff until they've disposed of the old sets.

"We used to do that, too, until we got wise and forgot the old models, and stressed the new ones. Our records will show that our sales picked up on the new merchandise, and the old models gradually but consistently went along with them. If we'd waited for the new models, we'd have been waiting yet."

They Sell Dignity and High-Priced Merchandise



Interior of the store, showing the dignified decorations and arrangement of floor display. There are three demonstration rooms, attractively furnished, where salesmen raise the customers to higher priced sets.

"KEEP the radio store dignified," is the theory of Harry R. Chapman, partner of Chapman and Perliter, prosperous Los Angeles radio firm. And the word "prosperous" is important, because this slogan has brought a steady flow of customers into the store for the past six years, depression or no depression. Both partners are optimistic about the radio business and are preparing for more business than ever in the future.

In explaining what he meant by "dignifying the radio store," Chapman declared that he believed the respect inspired in their customers by the atmosphere of the store had as much to do with good business as any other thing.

Get Repeat Business

"To get the respect of the customer," he said, "there are several things to take into consideration. In the first place, the store that depends upon Price to sell merchandise can't expect to build up a following of valuable customers. Repeat business is our greatest source of income. The person who buys a radio at a store merely because he is getting a bargain, won't be back again. What does he care where he bought the set? He'll buy his goods wherever he can get the best price, and forget all about where he bought them.

"Then, too, attractive interior dec-

oration and furnishings play a large part. We have built up a class of customers that means something. By selling quality merchandise on its merits, handling only well known, dependable lines, we get an enormous amount of repeat business.

"To illustrate. A man comes into the store, and asks to see one of the \$39.50 models. By the time he has crossed the display floor, where nothing but high-priced, quality sets are displayed, he loses some of his confidence, and becomes almost apologetic when at last he gets to the cheaper model.

"Our cheapest set is kept in one of our demonstration rooms among seven or eight other models, slightly higher in price. And all the time the \$39.50 set is playing, we warm up a couple of the better ones, and give the customer a chance to compare. Even if the customer is actually hard up, and can't afford a better set, when he buys the cheap set from us he knows that we have a large assortment of better ones, and will probably return sometime and buy one. We let every customer understand that we have high quality instruments, whether he buys one or not. In the long run, he probably will come across.

"On the other hand, I've seen

dealers actually encourage an apologetic customer in the idea that the inexpensive set he contemplates buying is just as good as the higher priced ones. In this case, he isn't quite so apologetic, gets his confidence back, and thinks he's getting all there is in radio. That kind of a customer isn't a good repeat, and the dealer is merely biting off his nose, in a frantic effort to make a sale.

Keep Radio Identity

"Another thing. We have never lost sight of the fact that Radio is our business. Electric refrigerators, washing machines, appliances, and electric stoves—we handle them all; but first and foremost, it is a *radio* store. The radio display should be in the front of the store, and not hidden by vacuum cleaners and refrigerators. We have found that the successful selling of refrigerators, washing machines, depends on specialty outside selling, and the front window display does not really help much, but on the contrary detracts from the potency of the radio display. The whole appearance of the outside of the store should say 'This is a Radio store.'

"The radio dealer's biggest asset



The attractive Neon sign, over the Spanish doorway at the corner entrance to the store. This sign can be seen for several blocks, and emphasizes the store policy of radio as a specialty business.

is that he is a radio dealer. When the public thinks of radio, it thinks of a radio store. Specialization is everything. Handle the allied lines, but keep your identity as a radio dealer."

Radios First

The Chapman and Perliter store displays are arranged so that the first articles that meet the eye from the street are radios—a complete assortment of them. The other allied lines are displayed in groups around the interior of the store, along the sides and back. There are no tables or counters full of small electrical knick-knacks, such as fuses, switches and so on. Chapman believes that only the larger and more attractive lines should be prominently displayed, to increase the atmosphere of quality and dignity. While a complete stock of parts, small supplies and accessories are handled, they are kept largely out of sight.

It is refreshing, at a time like this, when pessimism and long faces are the order of the day, to meet a radio dealer so optimistic as Chapman. With the exception of the past year, when sales dropped off per-

Chapman and Perliter, two wide-awake western dealers, dignify their store and sell expensive merchandise to customers who come in to buy a \$40 set

ceptibly, the record of the store has been one of constant and steady growth.

Big Replacement Market

When asked whether he believed the radio field was at all saturated, Chapman was emphatic. "Absolutely not! Right now there are millions of sets which are at the point of uselessness. A radio is only good for so long, just like an automobile. Constant exposure to electricity will eventually affect the metallic composition of the parts, and they deteriorate in time. I figure the average life of a radio is about seven years. That means that right now we are beginning to work on an enormous set replacement market. While depression has slowed up business, when it does break, what a market radio dealers will have!

"The more sets that have been sold, the more that will be sold. Practically every family thinks of radio as a necessity, and practically every family owns one, or will, as soon as it can be afforded. This all means more replacements, more sales, in the future. And that's why we are building ahead; we're always keeping in mind that all this price-cutting and cut-throating is going to be a boomerang to the dealer that hasn't kept his slate clean.

"Probably ninety per cent of our customers are of a dependable, responsible class of people. They are attracted, not by a price tag, but by the confidence that we have a quality store—that they are getting their money's worth as they have in the past. In addition to giving the regular 90-day service guarantee, we usually replace a part even six or seven months afterward, if there is any reason to suppose the part might have been defective when it left the store. By selling higher-

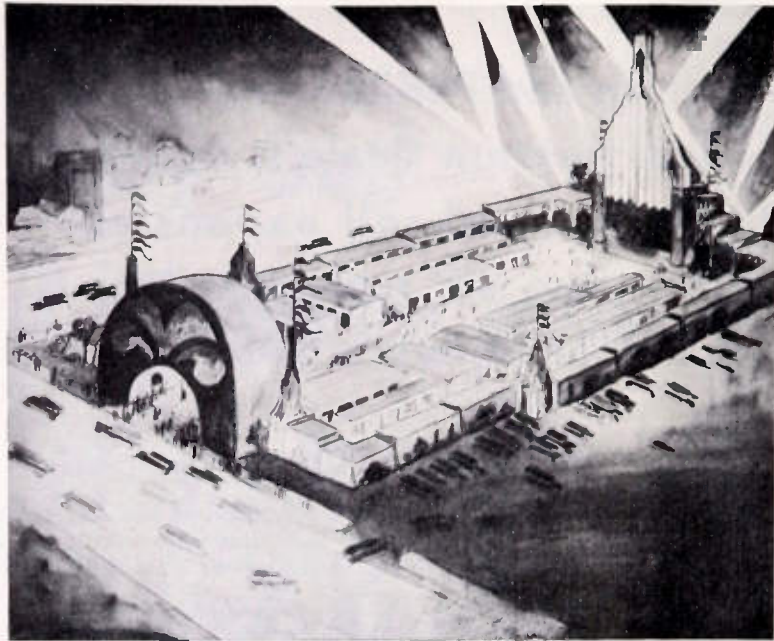
priced merchandise, we can afford to do this. But you can't do it and sell \$39.50 sets. It isn't in the cards."

Conservative—Dignified

Conservatism and dignity are the keynotes of Chapman and Perliter advertising, as in everything else. While advertising is done consistently, it is never a splurge, a "sale" or "special." Only about \$2,500 a year is expended for promotional purposes. Good will and repeat sales are the best advertisement, according to Chapman.

On entering the store, which is located several miles from the main business district, one gets the impression of quality, merely from the decorations and appointments. There is nothing flashy or spectacular, no gaudy drapes and rugs. Instead, it is large, sunny and neat, well furnished; with plenty of floor space among the displays, which are distributed informally around the floor, quite far apart.

With a small personnel, Chapman and Perliter somehow manage to create the impression of a much larger and more metropolitan organization. There are only six on the force, including the partners and two service men. A noticeable thing about every one of the six is their neat appearance and manner. All are well and conservatively dressed. They talk intelligently, use good English, are courteous and well mannered, yet forceful. The proprietors and the salesmen are "up" on everything. The radio business with them is a serious proposition, and they are making an art of it. They have original ideas and theories about industry problems; they are continually working on sales psychology—they study their customers and analyze their habits and peculiarities. They know their public, and their public knows them.



SHOW

Architect's sketch of the Los Angeles Radio Exposition building, 150 feet by 300 feet in size. The entrance, it is expected, will probably be built in the shape of a huge console radio, instead of the Gothic arch as shown.

TWO months ago, there were no radio shows scheduled for 1931 in the West. Today, there has been one extremely successful radio and electrical show held in Oakland, and two more are underway on the Pacific Coast.

Southern California will have one. This has been definitely decided, the date set, and plans are underway by the Show Committee of the Radio and Music Trades Association of Southern California, consisting of Clarence Mansfield, Al Farquharson and Mort Stuart.

The Ninth Annual Radio and Electrical Exposition and Show will run for eight days, beginning October 4 and ending October 11. The location for the huge Exposition building to be constructed for the occasion is at the corner of Wilshire Boulevard and Fairfax Avenue, Los Angeles.

The site chosen is an excellent one, for this corner is so situated that thousands of cars pass every day. It is estimated that more than 400,000 persons live within a fifteen minutes' drive from this spot. It is further claimed that 99 per cent of the people living in "greater" Los Angeles pass this corner in automobile or bus at least once every ten days. Magnificent boulevards lead to it from the four points of the compass.

From the first driven nail until the doors are thrown open, the magnificent temporary structure designed to house the Show ought to create an intense curiosity and interest on the part of the public.

This building promises to be most attractive and alluring both in daylight and in the evening. At night novel and lavish lighting effects will be thrown on the structure, which will be colorful and modernistic.

The Show building will be about 150 feet wide by 300 long. The material to be used in its construction is a new product imported from Germany that is both fire-proof and water-proof, and is especially adapted for the taking of gorgeous colorings of pastel shades. The aisles will be open, affording perfect ventilation. Rain insurance will be carried, although little possibility of a shower is expected. The floor will be covered with a newly developed material which is of the consistency of tar, is poured down, smoothed off and hardens like concrete. The application of gasoline immediately restores it to liquid form, and the surface of this hardened material may be waxed or sponged.

At the rear of the building will be built a modernistic tower, six stories high, at the foot of which will be a stage for entertainment purposes and performances. Plans for a large circular stage in the center of the inside court are also being discussed. Exhibits and demonstration rooms will be arranged around the inside walls, and in separate little booths in the court proper.

Admission will be fifty cents, but thousands of passes will be issued to dealers and other members of the trade for free distribution; each

pass giving admission when accompanied by a paid ticket.

H. E. "Shorty" Sherman, Jr., vice president and general manager, Leo J. Meyberg Company, has secured eight spaces in the show. Sherman is enthusiastic over the show, and said that he believed "a Radio Show is perhaps more necessary this year than ever before; that if by some mischance no Radio Show had been planned for this year that many of those who failed to see its necessity now would realize, too late, the result and mistake



Clarence Mansfield

of such an omission. There are greater possibilities in the 1931 Radio Show than ever before."

Harry Ungar, president, Ungar and Watson, Inc., Majestic distributors, declared that "just so long as the public can be induced to come and pay to see radio receiving sets at an Annual Radio Show, then so long would Ungar and Watson buy space in the Radio Show in order to

NG OFF!

Three Big Western Radio Shows Aim To Stimulate Sales



Crowds packed around stage during Oakland's First Electric Home Appliance and Radio Show. More than 65,000 attended.

exhibit their merchandise." He also pointed out the need of an event like the Radio Show as a great publicity announcement of the commencement of the great radio season, especially in Southern California where such an evenness of climate existed.

"The Radio Show will do something for the industry which nothing else can do so well at this time, namely: stir things up, reminding the general public and the trade themselves that Radio is still one of the great wonders of the world



A. G. Farquharson

worth studying and watching and keeping up-to-date with; a Radio Show once a year is a necessity and even more so this year: it is an indication of the vitality of the industry and its march of progress."

A. G. Farquharson, secretary of the Radio and Music Trades Association of Southern California, who was deputed to sell the space in the October Radio and Electric Show,

together with Henry Mather, stated that reception by members of the



Mort Stuart

trade has been most encouraging, all being specially impressed with the location of the Show at the corner of Wilshire and Fairfax which so many thousands of persons pass and re-pass daily. He said that they all realize the probable enormous increase in attendance at the Show which will be further attracted by the spectacular lighting effects which will be visible near and far.

Portland will have a radio frolic—a radio show without the dignity and formality of a show—but nevertheless a real opportunity for the dealers to make sales as well as to make prospects, and with possibly a much bigger audience to talk business to.

The night of August 18 a committee from the Oregon Radio Trades Association effected an agreement with the management of Jantzen Beach park, at the outskirts of the city, and set the date tentatively for Saturday and Sunday, September 13 and 14. It remained then only for ratification by the membership at a meeting of distributors and dealers, at noon August 21.

Ten or twelve radios, representing standard makes handled by as many distributors, and an automobile are to be given away. The auto is to be provided by the park and the radios by the distributors. These all will be on display in a special booth for a week preceding the show.

One hundred thousand tickets are being printed and these will be given away by dealers with every ride or other concession purchase in the park during the frolic. From these tickets there will be drawn Saturday night the winners of six of the radios and Sunday night the winners of the other six radios and the automobile. Only persons actually in the park at the drawing will be awarded prizes.

The distributors will display their complete lines at a dozen 24 by 10-foot booths along the promenade opposite the concessions. Dealers will operate these booths with the privilege of making sales and getting prospects. The park management has announced that the radios can operate full blast.

He Sits Behind a Desk — And Does a Whale of a Big Refrigerator Business

CONDEMNED by a partial paralysis of his legs to a life of physical inactivity, Mark Hintz went into the radio and refrigerator business and made good.

Four years ago he looked around for a business to go into where he could make the most of his handicap. He chose radio, because he saw the possibilities in "desk" management there. Hintz then hired four men as salesmen, opened a small shop and went to work. In two years his store was serving the entire neighborhood, in a residential section of West Los Angeles that is thickly populated, and he took new modern quarters near the busiest corner.

One year ago he took on electric refrigerators. Since that time he has averaged two boxes a week, and is going strong. And here's how he does it.

Does All Detail Work

In the first place, he has established himself as the central key in his business. In his little balcony office, in full view of the sales floor, he answers all telephone calls personally. He handles all the correspondence himself, does the book-keeping, advertising and general office work because he believes he can watch the pulse of his business better. Every detail in the office goes through his hands. He takes orders and answers service calls, complaints and does the banking himself. He can tell you where every contract is, knows his customers personally, and keeps in general close contact with everything in the store.

Hintz has retained his four salesmen, but has added a service man. The salesmen have no special territories to divide, but free-lance. Two of the men are on the outside all of the time, and are paid on a straight commission basis. The other two are paid salary and commission, and work alternate days on the floor. As Hintz cannot work the floor, someone must be kept constantly there. If one of the latter pair of salesmen's prospects comes into the store while the other salesman is on floor duty, the salesman off duty gets the

commission. Every salesman registers his prospects with Hintz and receives full protection. His service man gets a salary plus commission on new and used sales. Hintz has found that this man more than pays his salary, with a neat profit for the store besides.

Old Customers Best

Most of Hintz's refrigerator sales

They do, however, attend every one of these classes. Hintz manages to have as many of his salesmen as possible present at each meeting, and often goes himself.

He advertises in a live-wire community newspaper that covers a large part of the western part of Los Angeles and Beverly Hills. Most of the ads simply consist of mats provided by the manufactur-



In his balcony office, with phone and office machines in easy reach, Hintz directs the stores activities personally, and has his finger in every pie, big or little.

have been to old customers—purchasers of his radios. His customer file is his best prospect list. And not only does he manage to sell his radio customers refrigerators, but to many of them has sold both a new radio and a refrigerator at the same time.

No Department Division

Another departure of Hintz's from the accepted method of combining radios and refrigerators is that he didn't divide the two as separate departments. The same men who sell radios sell refrigerators. They try to sell the prospect whatever he is most interested in, or able to buy. They have no definite system of salesmanship, except what they learn at the regular sales classes provided by the refrigerator jobber.

ers, with the Hintz imprint. But Hintz swears by their results and uses them consistently. Since he opened his business he has had but one "sale," and it did not include new merchandise. The occasion was the second anniversary of the store, and Hintz sold out his used models in less than a week. At the same time he held a prize-drawing contest, giving one ticket with each dollar purchase—ticket-for-dollar on down payments. More than 300 persons crowded the store and sidewalk on the prize drawing night, when a \$72.50 Majestic midget, a \$59.50 midget, a \$15 electric clock, an \$8 clock, and a radio lamp were given as respective prizes.

(Continued on Page 29)

“It”!

“It” is a little word used these days to designate snap, class, performance, appeal and other things that are *up to the minute*. The new Motor Majestic is announced to the waiting world . . . a waiting world ready for a motor radio that has “IT.”

Everybody has hoped for a motor radio that would give exceptional reproduction . . . easy to install . . . that can really step out and get stations . . . with controls easy to reach and simple to operate . . . that sells at a price within the reach of all. Majestic has “It” and “It” and “It”, in fact, “THEM”.

A 7-tube chassis, using three 36's, two 37's and two 38's, in a water-tight steel box that mounts under the floor boards, out of sight yet easily reached for test on tube replacement. Dynamic speaker . . . a small control block that clamps to the steering column. Motor Majestic comes complete with all shielded cables, suppressors and condensers for elimination of motor noises.

The market is 22,000,000 pleasure cars registered this year . . . a new market of high buying power. Wire or write the Majestic Distributor for your territory . . . NOW!

GRIGSBY-GRUNOW COMPANY, CHICAGO, ILLINOIS

World's Largest Manufacturers of Complete Radio Receivers

\$ **87**⁵⁰

complete with
tubes, batteries
and installation.

Slightly higher on the West Coast.

MOTOR

Majestic

AUTO
RADIO



AUGUST RECORD HITS

Brunswick

20100—"Stardust." *Paraphrased and directed by Victor Young.* Played by the *Brunswick Concert Orchestra.* This is a 12-inch record, a concert arrangement of the tune that is taking the musical world by storm. The popular Boswell Sisters take a prominent part in the number, doing some excellent harmony and rhythm teamwork. One of the few recordings of "Stardust" in which the words are used.

"I Surrender Dear." Another concert arrangement, with the Boswell Sisters and Frank Munn working together.

6134—"Bill Bojangles Robinson," world's greatest tap dancer, in a tap routine to the new number "Crazy Song." This talented colored dancer does some exceptionally clever "echo" work, in keeping with the piece, which is a dandy for this sort of specialty. The orchestra is good, but Bill steals the number. On the other side of this coupling, Robinson announces each step of the routine, as he goes along, which he does to "Keep a Song in Your Soul." It is a very interesting tap number for all, and especially those interested in this sort of dancing.

6144—"I'm All Dressed Up With a Broken Heart." *Jacques Renard.* Lots of rhythm and good instrumental work in this number, by the popular orchestra heard on the Camel Hour with Morton Downey. There is a tenor song chorus.

"As Long As You're There." *Renard.*

6142—"Without That Gal." *Abe Lyman.* A snappy, dynamic foxtrot, with baritone blues vocal refrain, and instrumental choruses.

"At Your Command." *Lyman.* Achieving a perfect dance rhythm in the arrangement of this popular radio tune, Lyman has an excellent one here to his credit. Piano accompaniment to tenor song chorus is outstanding in its effectiveness and originality.

6143—"Blue Rhythm." *Blue Rhythm Boys.* Somebody takes a handful of piano keys in this one and scrambles them up into one of the hottest ivory choruses you ever heard. A good all-around hot ditty, in the form of a fast foxtrot.

"Blue Flame." A slow, lowdown foxtrot that is hot—and in what manner! And more of the piano stuff, too. The kind of a tune that sends 'em back to buy more tickets.

6139—"I'm Through With Love." *Jacques Renard.* A sweet melodious tune, achieving immense popularity on the air. Some nice tenor vocal work. It is one of the best recent efforts of modern dance composition. A foxtrot.

"Many Happy Returns of the Day" With unceasing popularity, this pretty waltz continues as a best-seller.

6091—"Farolito De Mi Barrio." *Carlos Molina's Tango Orchestra.* Here is

one of Molina's tango numbers, proving very popular over the radio. Accordion, guitar and violin do excellent work.

"La Cumparsita." *Molina.* Another tango, elaborately arranged.

Columbia

2492D—"I'm All Dressed Up With a Broken Heart." *Ted Lewis.* Ted's latest. A vocal trio shares some of the honors with Lewis, but his monologue recitation can't be touched, trio or no trio. Everyone will like this foxtrot. By the way, a noted member of the trio is Robert King, veteran composer, who wrote "Beautiful Ohio."

"I Love You in the Same Sweet Way." *Lewis.* A sweet, rolling foxtrot, with trio and recitation by Ted.

2491D—"Choo-Choo." *Paul Whiteman.* Only Whiteman's royal aggregation could do the excellent train effects instrumentally, without the aid of traps or drums. The number is a snappy foxtrot, with peculiar melody and odd rhythm.

"Sing Another Chorus Please" *Ben Selvin.* Another radio tune that is on the upgrade. In the tenor song refrain, the singer accompanies himself on a ukelele.

2497D—"I'm An Unemployed Sweetheart." *Lee Morse.* The depression must have more far-reaching effects that we had imagined, for Lee seems all broken up over love market conditions. There are the usual guitar parts by Miss Morse, and a lot of good dance music by the Blue Grass Boys.

"It's the Girl." *Morse.* Here's a lively number, with a good tune, nice dance rhythm and clever words.

2499D—"Do the New York." *Ben Selvin.* The feature dance number from the Ziegfeld Follies, that sparkles under the Selvin baton. Incidental singing by male quartet and female trio that is strikingly different. A swift-moving foxtrot with whirlwind instrumental arrangements.

"Hikin' Down the Highway." *Selvin.* A promising foxtrot that looks like one of the season's hits. It has a rolling, lilting melody, and smooth rhythm for dancing.

2494D—"The Hour of Parting." *Fred Rich.* This is a beautiful piece, originally published in Berlin, and is scheduled for a long run of popularity in this country. One of those numbers that die hard. It is carefully constructed and played with Rich's characteristic sweet smoothness. A swinging dance rhythm completes this excellent recording.

"As Long As You're There." *Rich.* An exceptionally sweet and pretty foxtrot, played in rippling, dreamy dance tempo. Tenor vocal refrain.

2498D—"Just a Lei of Roses" *Honolulu Honey.* A novelty Hawaiian record of the winning composition in a song-writing contest sponsored by the Honolulu Star Bulletin. It is a fox-

trot, American style, with the well-known Ferrara Trio, and a varied group of musicians. Tenor refrain and novelty whistling chorus.

"Honolulu Lou." This one won second prize in the Star-Bulletin contest. It is a ballad, with song refrain accompanied by whistling.

2493D—"I'm An Unemployed Sweetheart." *Ted Wallace and his Campus Boys.* It's the Girl." *Wallace.*

Victor

22770—"Sweet and Lovely." *Gus Arnheim and Coconut Grove Orchestra.* The song with which Don Novis has been thrilling Coconut Grovers and radio listeners. He sings it here, accompanied by Gus and his popular band. This number, especially on the Pacific Coast, has achieved immense popularity over the radio. It is a sweet ballad-foxtrot, and another of the "die-hard" type, in line for a long run.

"Red Red Roses." *Arnheim.* Don Novis sings this radio hit also.

22755—"I Love Louisa." *Leo Reisman and his Orchestra.* This one looks like a natural, sure enough. Just one of the knockout hits from the New York show "The Band Wagon." Fred Astaire, star of the production, co-stars with Reisman on the recording. "New Sun in the Skies." Another hit from the same show, starring Fred Astaire. Victor is giving this coupling a big boost.

22768—"I'm All Dressed Up With a Broken Heart." *Manolo Castro's Orchestra.* Another new orchestra, playing this new hit in lively tempo. Lots of syncopation, and muted effects, backed up with intriguing accompaniment. Vocal refrain in narrative style with orchestral ensemble. "There's No Other Girl." *Castro.*

22758—"At Your Command." *Gus Arnheim.* A corking good foxtrot, with unusually good vocal refrain by Donald Novis, who is doing a lot of soloing since Bing Crosby left Arnheim. "Just One More Chance." *Arnheim and Novis.*

22762—"Give Me Your Affection, Honey." *Ted Black and his Orchestra.* A slow, rocking number, introducing a new orchestra and leader. Smooth even rhythm, tuneful melody and sentimental song refrain. "I Love You in the Same Sweet Way." *Black.*

22763—"Minnie the Moocher." *Mills' Blue Rhythm Band.* One of the season's hits. A slow, mean blues number, with growling effects by the band, and unique instrumental effects on the songs choruses. Hot. "Heebie Jeebies." Revival of an old favorite. An animated foxtrot, played in slow, lowdown fashion.

22726—"Do the New York." *Victor Arden-Phil Ohman Orchestra.* Snappy, with clever rhythm features, a fast foxtrot.

"Here We Are in Love." Slower than its companion on the other side, this one has more of a sentimental appeal. Some clever piano duo passages are arranged in it.

How one store made the most of a mighty tough year

The Music Box Inc.
WELLESLEY STORE
Eleven Central Street, Wellesley, Mass.
WELLESLEY 1174

The Columbia Phonograph Co.
New York City

Gentlemen-

The most interesting feature of our past season's business has been the phenomenal growth of Columbia MASTERWORKS sales. There has been a very noticeable tendency among our customers to favor Columbia MASTERWORKS recordings, and at our Cambridge Store their sales have actually tripled during the past year.

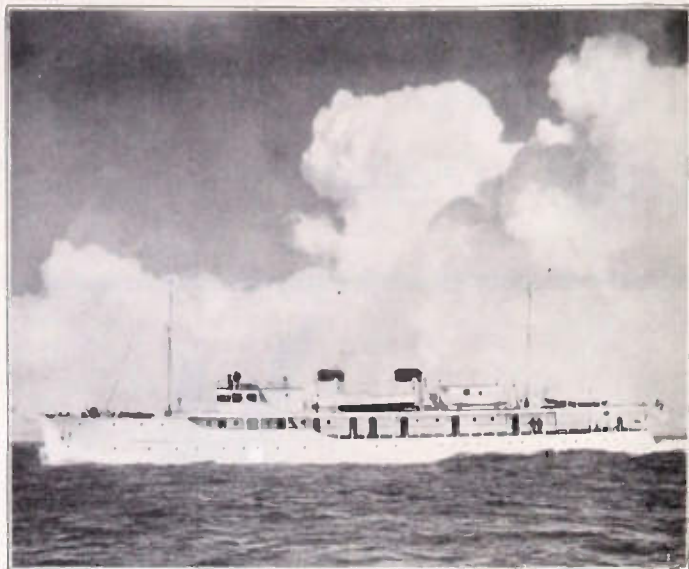
Feeling that the above matter should prove of genuine encouragement during a time of very obvious general depression, when we have found the stony bottom of the pockets of even our wealthiest record purchasers, we are sending it along, together with a pledge for continued cooperation during 1931 and 1932.

Very Cordially,
The MUSIC BOX, Inc.
(signed) Nelson Bell

Columbia Records

The Columbia Phonograph Co., Inc., New York City
In Canada: Columbia Phonograph Co., Ltd., Toronto

TM Trade Mark Reg. U.S. Pat. Off.
© R.M. Inc. Reg. U.S. Pat. & Tm. Office
All Rights Reserved. Made in U.S.A.
Manufactured by Columbia Phonograph Co., Inc., New York City



G. Allen Hancock's new cruiser-type yacht, fitted with pianos and phonographs by William Richardson.

Pianos For Yachts

FURNISHING pianos and phonographs for expensive private yachts is the latest wrinkle in enterprising salesmanship at the Richardson Music Company, Los Angeles music house, according to William H. Richardson, president.

The latest customer was G. Allen Hancock, California multi-millionaire, who recently purchased two expensive pianos, one a grand and the other an upright, for his new luxurious yacht. The boat is the new cruiser type, one of a few in America, and one of the finest private yachts on the Pacific Coast. Hancock, himself a musician, having played several years in the Los Angeles Symphony orchestra, also owns and operates a broadcasting station at Santa María, California. The new boat has just left on its maiden voyage to the Guadalupe Islands.

For several months Richardson has concentrated on this form of sale, and has sold a great number of prominent persons on the Pacific Coast. His list of customers who have bought expensive instruments, both pianos and radios, include such names as Lee Phillips, vice-president of Pacific Mutual; Don Lee, Cadillac distributor and broadcaster; E. L. Doheny, oil magnate; Cecil B. DeMille, movie producer; S. M. Spalding, Courtland Brown, Morgan Adams, Norman Church and Eugene Overton.

"We have found," said Richardson, "that this new field is particularly profitable. In every instance, high grade merchandise was sold, at prices ranging from \$200 up to \$1,100. Every yacht owner is a prospect for an expensive instrument of some sort, and often two or three, as in the case of Mr. Hancock."

Movies On the Highway

A Western radio dealer conceived the idea that the highway in front of his store would be a good place to advertise. He set up a moving picture screen above the highway, and a projector across the road. Ads, announcements and entertaining pictures are projected in full view of the motorist, large enough to be read a considerable distance away, and making an attractive display at night.

BIG IDEAS

From Here
and There

Television Demonstration

The radio department of an Oregon department store recently installed a television outfit in a demonstration room, and for a week gave public demonstrations, televising motion pictures, and projecting them through wires to the televisor. The demonstration was accompanied by a lecture, advising the public about the actual experimental status of television and showing them that their radio sets would not become obsolete with the advent of the new art.

Library in Music Store

Here's an allied line for you! A San Gabriel, Calif., radio and music dealer has added a circulating library to his store. Space was given in one corner of the store for book shelves and desk, where a young lady manages the library. It is the only library of its kind in the town, 500 of the latest books are kept and a considerable number of the local literary public are regular visitors to the radio store.

"Stop This Car"

Another use for the Austin baby automobile! A dealer carries a tube tester in his midget car. The words "Stop this car for free tube test" are painted on the sides, and he roams the city in search of prospects.

Display Room On Truck

P. J. Cronin & Company, Portland jobbers of Crosley radios, put a traveling display room on the road August 18 with Roy Jones, service manager, and L. M. Johnson, salesman, in charge. The display room is the body of a wide truck and in it are set up seven Crosley models. These seven models are all hooked up with aerials, so they can be demonstrated.

The truck is to travel the full territory over which Cronin is distributor. In this way Johnson will be able to carry right to the dealer's store, real samples of everything he has to sell him. The improvised sales room is wide enough so that the customer can stand or sit in the center and examine and listen to any set he chooses.

The New

KOLSTER

International

Is Here!



WESTERN RADIO INC.

1135 Wall Street *Westmore 3338*
Los Angeles *California*

Pacent Outlines New Home Talkie Plan

For Dealers and Jobbers

THERE have been several hindrances to the growth of the Home Talkie industry, principal among them being the problem of the film product, not only its availability, but a means of merchandising it in such a way that it would be universally available to the user at a low cost.

At the present time it is generally conceded that the logical means for merchandising film is one in which the product will be rented for a definite period to the ultimate consumer at a very nominal charge. However, it is a complex plan to put into action, and the first thing to accomplish is the establishment of thousands of film libraries, in suitable locations, so that the consumer may easily have access to a complete film library.

Naturally, radio dealers and jobbers want to know something more about the possibilities of handling Home Talkies. The following group of typical questions were compiled and answered by the Pacent Electric Company:

1. Can the jobber make money on such a library?
2. Can the dealer make money on such a library?
3. How great an investment must the jobber make?
4. How great an investment must the dealer make?
5. What additional expenses would the handling of film incur for the jobber?
6. What additional expenses would the handling of film incur for the dealer?
7. How much care does film require?

The solutions to these problems as worked out by Pacent are as follows: Both dealer and jobber can make good profits if they proceed on a sound basis. The question of investment is governed by the size of the library. The greatest investment would be made by the jobber, who stocks a sizeable library and rents to his dealers. The jobbers stock would depend on the number of dealers he serves, and by the life of the film and record. It is computed that the average film may be played 200 times, although they have been played more than that. This would allow a chain of fifty dealers to retain a film one week each, before its useful life expired. For every fifty dealers, the jobber would need one print of each film. For one hundred dealers, he would need two prints, and so on. The cost of a circulating library, consisting of five subjects for fifty dealers, would amount to approximately \$5000, the average cost of a film and record being about \$20.

Under the Pacent plan, the jobber charges the dealer \$1.25 per reel and record for one week, or \$6.25 a week for the five subjects of one reel each. Each week of a certain day, the dealers would rotate their films among themselves. The jobber would thus receive a weekly income from his dealer rentals of \$312.50. In

fifty weeks the total income would be \$15,625. Outside of billing and bookkeeping, the jobbers expenses are supposed to end there. The jobber's profit should allow him to cut the rental price to the dealer 50 per cent, if necessary.

As for the dealer, supposing he rents a five-subject library to the consumer at the possible rate of fifty cents a reel and record per night, his nightly income from one customer is \$2.50. Five customers a week would bring his income up to \$12.50 per week, as against his rent to the jobber of \$6.25, or a profit of 100 per cent. The more machines there are in his neighborhood, the more are his profits.

The dealer would be responsible for minor injuries to the film, such as breaks, which he must repair. This reduces the jobber's necessity for having a complex service department. To make these minor repairs, the dealer would need a rewind machine, a film splicer, and some opaque leader film to fill in breaks with to preserve synchronization. This outfit costs around ten or fifteen dollars.

The jobber could sell his libraries at anytime, either to dealers, or consumers, or several jobbers could arrange to exchange libraries occasionally.

The following list represents all available film producers at the present time:

Hollywood Film Enterprises, 6 East Forty-sixth Street, N. Y. C. Films are released through the Amro Corporation, 2839 N. Western Ave., Chicago. Their product sells for \$30 per reel and record less 40 per cent direct to dealers.

Universal Pictures, "Show at Home," 750 Fifth Ave., N. Y. C. Their films sell at \$18 per reel plus \$1.04 for each record.

UFA Films, 1540 Broadway, N. Y. C.
Producers' Film Sales Corp., 729 Seventh Ave., N. Y. C.

Pathegrams, Inc., 35 West Forty-fifth Street, N. Y. C.

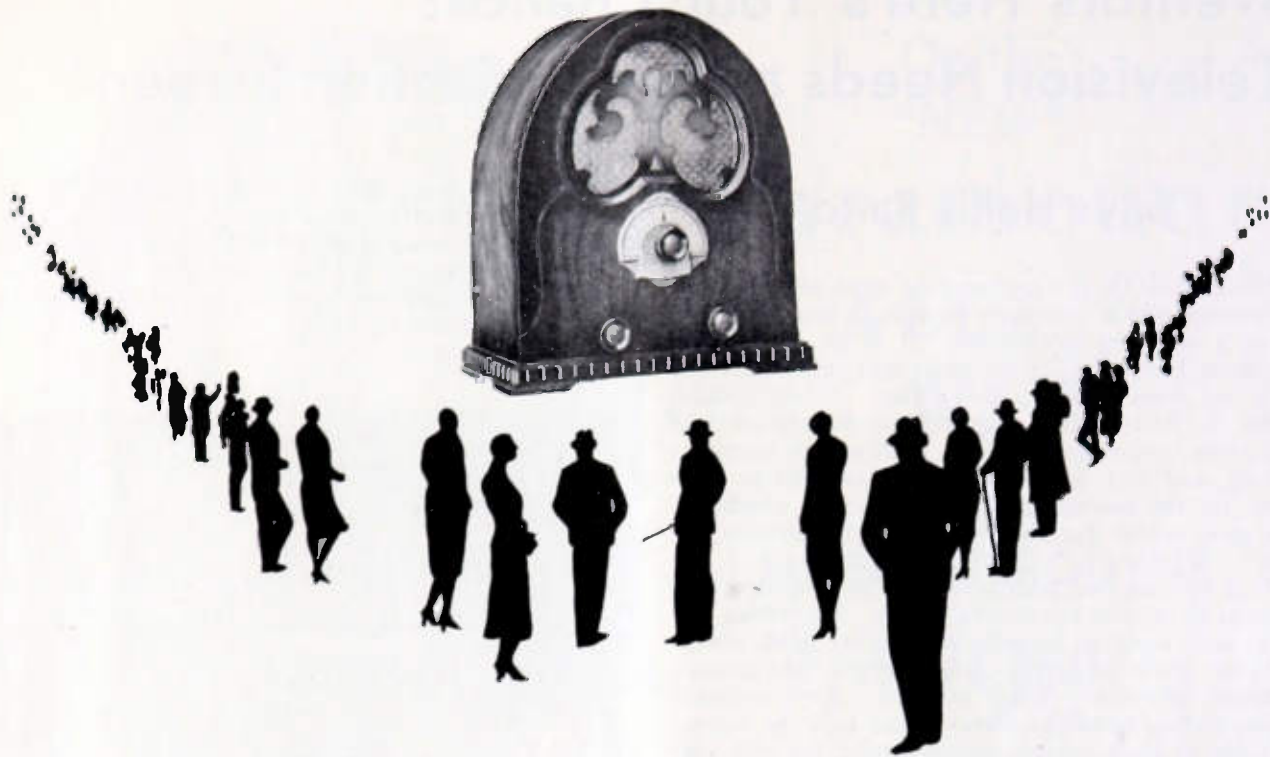
Columbia Pictures, 729 Seventh Ave., N. Y. C.
Fitzpatrick Pictures, 729 Seventh Ave., N. Y. C.

If a total of 100,000 machines are sold during the coming season, assuming that the owners rent five reels weekly at 50 cent per reel, it would provide a film rental market of \$13,000,000.

Grigsby Grunow Company, Fairbanks Morse and Company, and a prominent automobile manufacturer, it is reported, are going to blossom out within a year with washing machines and other household appliances.

* * *

Record profits for the first six months of this year are reported by the National Broadcasting Company, and Columbia Broadcasting System. NBC showed a gain of 33½ per cent, while CBS gained 46.6 per cent. Total gross of both chains was \$17,399,720, as compared with \$12,689,650 for the first half of 1930.



The Mighty **“Pandora”**
Little

Tone Control
Full-Vision Dial
Pentode, 2 Screen Grids, 280
Full Dynamic Speaker

\$24⁹⁵

THE “PANDORA” is built like a fine small watch. The smallest of the small radios in size, but the only one equipped with all the perfections of larger radios, such as tone control and full-vision dial. Its exclusive hook-up gives it unusual sensitivity and selectivity, far more than you expect. Net price to dealers, \$14.50 F. O. B. factory.

International Radio Corporation

700 E. FLORENCE AVE.

LOS ANGELES

PHONE PLEASANT 4589

Inventors Here's Your Chance!

"Television Needs a New Projection Screen"

Says Hollis Baird

TELEVISION is very much in need of a new invention which, strangely enough, is neither a light or a scanning mechanism. It is an obvious requirement for projection purposes and yet little if any work has been done on this thing. "Thus," states Hollis S. Baird, chief engineer of Shortwave and Television Corporation, "a new challenge to inventors is flung, and they need not be electrical men to work it out, for the needed invention is a screen which will give good results for the projection of television images."

It is obvious that television must be projected onto a screen to interest the general public. Projecting any image onto a screen means some loss of light, and as television works with very closely-gauged light sources, it cannot afford any waste of light. Even ordinary motion picture machines do not waste light, as witness their use of glass-beaded screens during the past year in order to reflect back to the audience as much as the received light as possible.

In television the projection will be from a short distance away, since long distances require tremendous light sources. Thus if the ordinary type of screen is used the television projector would be right in front of it and be in the way of the spectators. Another point is that the public is not likely to want a machine which requires the hanging of a screen at one side of the room and the location of a projector at the other. The ideal way is to have a large screen-like opening in the cabinet which would be fixed and around which any number of spectators could gather with ease.

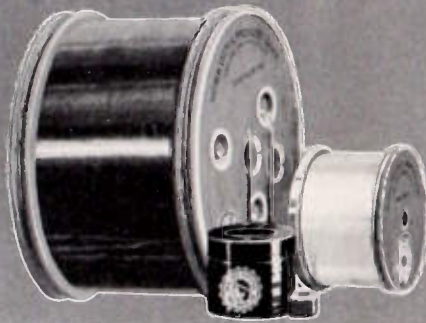
Projection From Rear

This requirement obviously means that television projection must come from the rear, to be viewed on the opposite side of the screen. With such an arrangement, the entire mechanism would be contained in a relatively small cabinet and the screen would be on the front of it. Then any number of people could gather around to view it. This idea has been applied in the new small newsreel theatres in New York, where the pictures are projected from behind the screen for the same reason.

In television projection work up to this time, ground glass has been used for rear projection, the same as one sees in a large plate camera when looking at a picture actually coming through the lens of the camera in order to get correct focus before shooting the plate. U. A. Sanabria used a huge screen made of sand-blasted plate glass in his big demonstrations of six and ten foot pictures.

Ground glass, however, is very inefficient, its loss being estimated by Baird at 50 per cent or more, which means that of the light coming through the projector carrying the picture and hitting the back of the ground glass screen only about half is actually seen by the spectator in front. Baird has tried out the screen used by the newsreel theatres in New York, but this, too, is decidedly inefficient. Since these are the only two

well-known possibilities, it is obvious that a fine field lays open ahead of those who are inventively inclined in finding something which will permit of rear picture projection and still not lose very much light. Such an invention should have a tremendous market when television steps into its stride.



The

PREFERRED


SOURCE OF SUPPLY FOR
MAGNET WIRE & COILS

No electrical or radio product is any better than the magnet wire and coils used in its construction.

Inca products are engineered and manufactured by pioneers in the copper wire industry . . . products reliable in quality and uniformity, and dependable in service.


These are some of the reasons why many of the country's leading manufacturers have adopted Inca as their preferred source of supply.

INCA MANUFACTURING DIVISION
of National Electric Products Corporation
Fort Wayne, Ind.



INCA

SYMBOLIC OF THE
BEST IN COPPER
WIRE PRODUCTS



Now World Wide Reception—London, Rome, China, Etc.



On the
"NEW"
Paramount
ALL-
WAVE
9-Tube
SUPERHETERODYNE

\$79⁵⁰
List

THE Paramount All-Wave superheterodyne is capable of receiving broadcasts from low wave stations in foreign countries situated thousands of miles away. From Saigon, China, to Moscow, Russia, is but the turn of a dial. Asia, Europe, Central America, South America, Australia, New Zealand, Africa; in fact, the whole civilized world is yours to listen to.

All these short wave stations are, of course, in addition to the usual broadcast band of long wave stations. A simple throw of a switch from long to short waves. No exchange of coils necessary.

This is a short-wave year. Many of the nation's leading manufacturers will have short wave incorporated in their sets by November. Get in the field first with Paramount "All-Wave" at the popular price of \$79.50.

A few of the World's 400 Short Wave Stations.

PCI—Hilversum, Holland
PK313—Sourabaya, Java
G55W—Chelmsford, England
W2XAW—Schenectady, N. Y.
XFA—Mexico City, Mex.
DWG—Nauen, Germany
FTD—St. Assise, France
EAQ—Madrid, Spain
VK2ME—Sydney, Australia
PPU—Rio de Janeiro, Brazil
PLE—Bandoeng, Java

GBI—Bodmin, England
PCK—Kootwijk, Holland
HSIPJ—Bangkok, Siam
JIAA—Tokio, Japan
FZR—Saigon, Indo-China
VUC—Calcutta, India
RFN—Moscow, Russia
PK6KZ—Macassar, Celebes
KIO—Kahuhu, Hawaii
ZLW—Wellington, N. Z.
CTIBO—Lisbon, Portugal

LSZ—Buenos Aires, Argentina
CM2LA—Havana, Cuba
T14NRH—Heredia, Costa Rica
VVB—Bombay, India
VPO—Suva, Fiji Islands
OZ7RL—Copenhagen, Denmark

EH90C—Berne, Switzerland
SUS—Cairo, Egypt
NPO—Cavite, Philippine Islands
ZPC—Asuncion, Paraguay
RB15—Khabarovsk, Siberia
HC2JM—Guayaquil, Ecuador

PRAG—Porto Alegre, Brazil
3KAA—Leningrad, Russia
DOA—Doeberitz, Germany
HKF—Bogota, Colombia
CGE—Calgary, Canada
YR—Lyons, France

PARAMOUNT KEWPIE

Net Price to Dealers **\$1395**

Complete With Arcturus Tubes

Retail Price, \$24.95

Using the new PENTODE TUBE. Only a 4 tube set, but its performance will surprise you. All big features—Screen-Grid—Dynamic Speaker—Tone Control, etc.

PROFITS, MR. DEALER—Our discounts are large, allowing you a liberal margin of profit on which to advertise. Write us at once for quotations. Beautiful console models at small additional cost.

Member of
Los Angeles Chamber
of Commerce

Los Angeles Radio Mfg. Co.

3683 So. San Pedro St.

Los Angeles, Calif.

Manufacturer of
Quality Radio
Since 1925

DOINGS IN THE INDUSTRY

Convention A Success

"The meeting of Majestic Distributors recently held in Chicago was the most business-like, effective and pleasing to the distributors in the history of our company," according to Duane Wanamaker, vice president in charge of advertising for the Grigsby-Grunow organization. "In line with the demands of 1931 that all business get down to brass tacks and work, every moment of the two day discussions was assigned a definite purpose and the advance program was rigidly adhered to."

Approximately 100 individuals representing every one of the 42 companies distributing Majestic products were in attendance, as were all Grigsby-Grunow field men and factory executives. The meeting was called to discuss new and important developments in both the radio and refrigeration industries and to settle definitely several basic policies for the remainder of the year.

Promote Record Sales

An active and unusual campaign for the sales promotion of phonograph records is being carried on by the Radio Distributing Corporation, RCA Victor distributor for New Jersey and Eastern Pennsylvania. The campaign has been based on the following methods:

Spot broadcasting by electrical transcription.

Record advertising in all newspapers featuring new song hits.

Critical publicity from newspapers, magazines, etc.

Foreign language broadcast electrical transcriptions.

Portable Victrola advertising campaign.

Fair Date Set

The Eighth Annual Radio-Electrical World's Fair will be held at Madison Square Garden, New York City, September 21-28, inclusive, according to Fair officials.

The Park Central Hotel has been designated as the official headquarters hotel of the fair, the nearest first-class hotel to Madison Square Garden. The hotel will provide city line alternating current for demonstration purposes.

October 1925, inclusive, is the date set for the Tenth Annual Chicago Radio Electrical Show, which will be held at the Coliseum, Chicago.

Philco Shipments Gain

Shipments of Philco radios during the months of June and July were nearly three hundred per cent greater than shipments made during the same period in 1930, according to officials of Philco, who recently observed the twenty-fifth anniversary of the company's founding. Shipments during the spring also were reported to be 250 per cent greater than in the spring of 1930, which was Philco's banner year in point of sales.

Outlook for the radio business this

fall has never been better, James M. Skinner, president of the company, declared in a statement to his distributing organization throughout the country. Skinner is at present in London surveying the export market there.

Dubilier Sues RCA

Suit has been filed by the Dubilier Condenser Corporation against the Radio Corporation of America, The Perryman Electric Co., and the National Union Radio Corporation in the United States District Court at Wilmington, Delaware, the Dubilier Condenser Corporation charging infringement of their patent No. 1,797,205, covering radio and amplifying tubes as invented by their engineer, Harry W. Houck.

This patent covers practically every radio amplifier tube used in connection with alternating current sets, and was conceived by Houck many years ago when the company placed on the market the first power pack for the purpose of eliminating batteries, and permitting the operation of radio sets from electric light lines. The Dubilier Condenser Corporation charges that tubes manufactured by the above companies and others are a direct infringement of the type originated and patented by them, their development making possible the operation of A. C. radio sets and talking moving picture equipments.

Other patents covering the same subject matter have already been issued and are pending, and include developments which were decided in favor of the Dubilier Condenser Corporation and against the Radio Corporation of America, by the United States District Court in Delaware several years ago, and confirmed by the Patent Board of Appeals.

Division Organized

Stewart-Warner Corporation, Chicago, has formed a new Wholesale Division of its organization, according to Charles Strawn, who has been appointed its manager.

Strawn was formerly director of sales promotion for the U. S. Radio and Television Company, and previous to that, was with Lyon and Healy.

Sparton Winners Happy

No happier throng of young people ever sailed to Europe on the S. S. Leviathan than the winners of the Sparton Scholarship Awards. It meant a summer outing in Europe for a host of boys and girls—an adventure which many might not have had, if at all, until they had passed their most impressionable age. The young American star radio salesmen who sailed from New York, July 4, are having the time of their lives in European capitals.

It was Capt. William Sparks, president of The Sparks-Withington Company, who made it possible for these boys

and girls between the ages of 13 and 19 years to earn a trip to Europe or a year in college.

Part of the winners in the nation-wide Sparton contest chose the year in college instead of the European tour. Some of these will enter the college of their choice in the fall. For the majority the Scholarship will be held in trust until they graduate from high school.

Sustain AC Patent

The Board of Appeals of the United States Patent Office has affirmed the decision of the Examiner of Interferences in upholding the Lowell and Dunmore patent on the alternating current operation of radio receiving apparatus.

The Lowell and Dunmore patent has been in litigation for the past eight years and has heretofore been held valid and infringed in a decision rendered by the U. S. District Court for the District of Delaware in a suit brought under the patent against Radio Corporation of America by the Dubilier Condenser Corporation.

To Depict Radio History

An extensive exhibit picturing the early stages of radio and the development and growth of the radio industry to its present proportions and its diverse fields will be prepared as one of the important features in the Radio Building at the 1933 Chicago World's Fair, according to an announcement by J. Franklin Bell, Chief of the Applied Science and Industry Division of A Century of Progress.

"In view of the fact that radio is a comparatively new industry," said Bell, "this will in all probability be the first comprehensive historical exhibit ever prepared. It will include representative types of apparatus used from the early days of Marconi up to the present time, so that, step by step, the progress and development of this communications art to its present high service of entertainment and education through broadcasting may be traced by the visitor at the Fair.

G-G Report Earnings

The Grigsby-Grunow Company and subsidiaries report consolidated net profit for the period from March 11, 1931, the date of acquisition of Majestic Household Utilities Corp., to May 31, 1931, of \$112,374.00. For the fiscal year ended May 31, the Company reported net loss of \$2,169,761, including non-recurring charge-offs aggregating \$2,020,389.

The financial position of Grigsby-Grunow Company as of May 31 was the best in its history. Cash at the close of the fiscal year amounted to \$2,364,655, with no bank loans, compared with cash of \$936,850.00 a year ago and bank loans of \$1,000,000.00. Net working capital as of May 31 amounted to \$5,034,021, with a ratio of current assets to current liabilities of 2.7 to 1.

The Greatest Advance in Radio Since the A. C. Tube

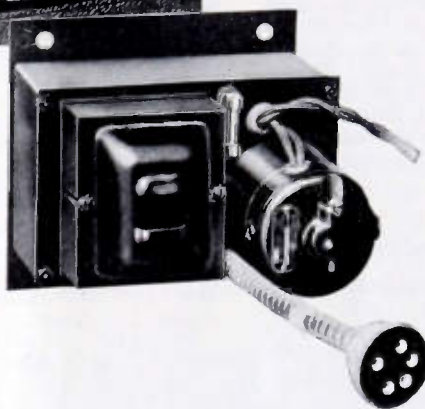
Plugged into any light socket at home the Radiette operates like any high class electric radio.

\$8950
Complete



Plugged into the interrupter-converter attached permanently to your car under the floor boards, the Radiette operates entirely from the car battery. No B batteries needed. (Actual size of converter unit 4 in. by 6 in.)

A Radio That Works Entirely and Completely From One Six Volt Storage Battery.



Radiette

Utility Auto - Home Radio

THE secret of performance of the Radiette Auto-Home Radio lies in the ingenious "Interrupter-Converter" that changes six volts storage battery current to 110 volt alternating current.

The set, a seven tube chassis with dynamic speaker in a handy over-night bag case, will operate when plugged into the light circuit of your home or into the interrupter-converter which is permanently attached to your car.

Using high powered tubes to the full advantage, as an Automobile radio it

is more powerful, more sensitive, and has better tone than any other automobile radio built which has to operate on B batteries.

Both the Interrupter-Converter unit and the radio itself are perfected now. Both have been tested and retested for many hours under the most trying laboratory and road conditions.

The factory is in production and deliveries are being made in order received. Wire or write immediately. Every set is guaranteed by the manufacturers.

Keller Fuller Mfg. Co.

1573 West Jefferson Street, Los Angeles

Phone Empire 9115

CALIFORNIA NEWS

Distribute Bosch

Arrangements have recently been completed whereby Fey and Krause, Inc., Los Angeles, have taken over the distribution representation of American Bosch Radio for Southern California, officials of the United American Bosch Corporation report.

Fey and Krause have a background of ten years of successful automotive accessory distribution in Southern California, to which radio, electric refrigerators and other electrical appliances have been added during the past few years. The company is headed by Roscoe H. Fey, president, and William A. Krause, vice president, with J. O. Vinson as secretary and L. N. Spofford, treasurer. Sales and promotion are under the direction of Harry Alschuler.

The company occupies a large two-story building at 1616 South Flower Street, providing them with excellent sales and warehousing facilities. Additions have been made to the sales personnel and a new service department organized.

Philco Shipment Docks

One of the largest radio shipments ever received at Wilmington, Calif., was docked recently by the American Hawaiian Steamship Company, direct from the Philadelphia Storage Battery Company, Philadelphia, according to W. L. King, factory district manager for Southern California and Arizona.

The cargo comprised the latest models of Philco receivers, including the new

MOUNTAIN STATES

Amateur Club Meets

The Utah Amateur Radio Club is holding meetings every two weeks at the public library in Salt Lake City, with special speakers. A meeting was held August 13, with "Pentode Tubes" discussed by Mr. Yeates, and a paper on "Five Meter Phone Tests" was given by Mr. Carmen.

The recent stag outing of the association to Saratoga Springs was largely attended. The membership numbers close to 50 and the club is unusually active.

Felt Moves Store

Victor Felt of the Felt Radio Company, Salt Lake City, Utah, has moved his State Street store to his Main Street basement, at 40 South Main. Here his "ham" radio department conducted by "Ripley" is being carried on. Felt has just closed a very successful campaign on gas and electric ranges. A "Miss Gas" and a "Miss Electricity," beautiful brunette twins in white aprons, spoke through amplifiers from his Main Street windows. Two store contests given to get prospects closed with winners of five prizes announced over the radio and through the press.

"Lazyboy," a distinctive Philco cabinet innovation, and a large shipment of Transitone. "Increased popularity of automobile sets in Southern California is evidenced by the fact that a substantial portion of the shipment consisted of Transitone," King said. "Sales have been brisk the past few weeks, with every promise of a continued live business ahead."

Factory Expands

O'Keefe and Merritt, electric refrigerator manufacturers, 3700 Mines Avenue, Los Angeles, are constructing a factory addition of 20,000 square feet, made necessary by increased manufacturing business. Besides electric refrigerators, O'Keefe and Merritt produce on an average of one carload of gas ranges a day, and during 1930 made 70,000 radiant gas heaters, shipping to the Middle West, and as far inland as Pittsburgh.

Federal Starts Production

R. S. Pribyl has been appointed Export Manager for the Federal Radio Corporation, makers of Ortho-Sonic radios, and has quarters at 717 Mateo Street, Los Angeles.

Production is underway on several models; two midgets, two table model combinations, and one console combination. These models will be equipped with seven and nine-tube superheterodyne chasses, with full vision dials. The circuits employ pentode and variable-mu tubes.

League Has Outing

The Electrical League of Utah, which includes most of the radio men of Salt Lake City, and is affiliated with the Mountain States Music and Radio Trades Association, held its annual outing at Lagoon, Utah's Coney Island with great success.

Richard W. Folland, secretary of the Electrical League as well as the Music and Radio Trades Association, was head of the invitation committee and also saw to it that everyone had a good time. "Dick" has a host of friends in the game and radio and electric men combined in giving valuable prizes. Ogden co-operated with Salt Lake. Sports including every known running race and several new ones, invented for the water. A good time was had by all and a program presented in the outdoor theatre drew unusual interest. Dr. Adam S. Bennion,

Store Controls Department

The Z. C. M. I. Radio and Music Department is now under the direct control of the store proper in Salt Lake City, Utah, but Manager Ashworth continues to be head of this department. Ashworth for some years past has operated this branch of the store on a sub-lease.

Kolster Names Jobber

Western Radio, Inc., 1135 Wall Street, Los Angeles, has been appointed jobber for Kolster radios, according to Les Taufenbach, president of the Los Angeles company.

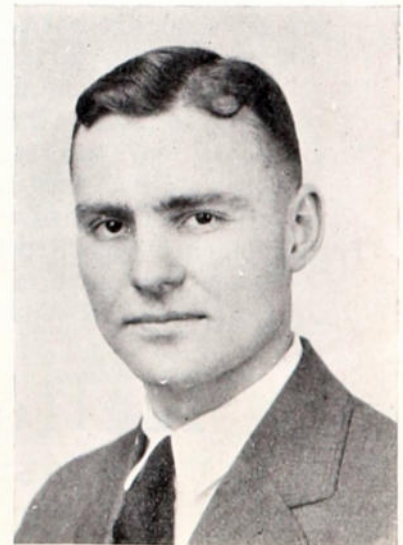
Kolster Radio, Inc., was recently taken over by the International Telephone and Telegraph Company, Taufenbach said, and now has affiliations with the Mackay Radio and Telegraph Company, Postal and Federal telegraph systems, and the International Communications Laboratory.



Les Taufenbach

"One of the outstanding features of the new Kolster policy," stated Taufenbach, "is that of guaranteeing dealers positive protection against price reduction."

Don C. Wallace, formerly with General Motors Radio Corporation, has been appointed Pacific Coast District Manager for Kolster Radio, Inc., Wallace is well-known, having won the Hoover award in 1923 for owning and operating the most efficient all-around amateur station in the United States.



Don Wallace

IN THE GREAT NORTHWEST

Name Sparton Jobber

Sparks-Withington Company, through Frank Drake, Northwest representative, and W. E. McConnell, of the Jackson, Michigan, office, has appointed new distributors for western Washington. The new firm is known as Bash-Wood, Inc., and is headed by two well-known Seattle business men. Thomas Wood, for years identified in the electrical supply business under the firm bearing his name, and Sidney Barash, prominent in the hotel brokerage and investment business. The Bash-Wood, Inc., is located at 959 Harrison Street. Paul Crosser is the sales-manager.

Ed R. Kelly, of Hopper Kelly Company, Seattle, Wash., and C. W. Dawson have once again joined in business relations. Dawson, general manager of Eckart Bros., Northwest distributors for Copeland refrigerators, has announced the appointment of the Hopper-Kelly Company as dealers of the Copeland line. Kelly will distribute the Copeland refrigerator through all of the company's stores, which comprise six suburban stores and the main downtown unit. Dawson

was formerly vice-president of the Harper-Meggee Company, who were distributors for Kolster Radio at the time Kolster was one of "the best sellers."

Howard D. Thomas, former Seattle and Northwest radio jobber, and now sales manager for Jackson-Bell of Los Angeles, was a Seattle visitor recently. Thomas also handles Perryman Tubes and maintains an office in Seattle. His mission at this time was to negotiate new jobbers for Seattle, Spokane, and Portland for Jackson-Bell.

Fred R. Mast, well-known radio merchant of Seattle, Wash., has taken personal charge of the radio department of Rhodes Department Store. The department has been moved to new and larger quarters in the building, and according to Mast will enter upon a campaign of merchandising to place the sales of this division at the top of the list of northwest radio dealers. Mast does not give up his identity with his suburban stores, however, merely moving his general headquarters to the Rhodes building and giving the downtown store his personal supervision.

(Continued from Page 16)

How Did He Do It?

When asked for the usual "confession" of how he has managed to do so well with refrigerator and radio business, Hintz couldn't decide, nor could he put his finger on any definite reason. "Except," he said, "for this one fact. I have often thought it was actually because I couldn't get around and handle the active parts of the work, that I made a go of it. If I had two good legs I would probably be out running around and neglecting some of the most important things in the business."

As one of his associates, S. M. Murray, credit manager of the Westinghouse Electric Supply Company, said of Hintz: "He is on the job behind that desk from ten in the morning until ten at night. Because he is handicapped he had to stay there, and incidentally has found out a few things about running a radio store that an active man would slip up on."

E NJOY the finest Radio reception wherever you ride—with the new

SCREEN GRID ROAMER AUTO RADIO

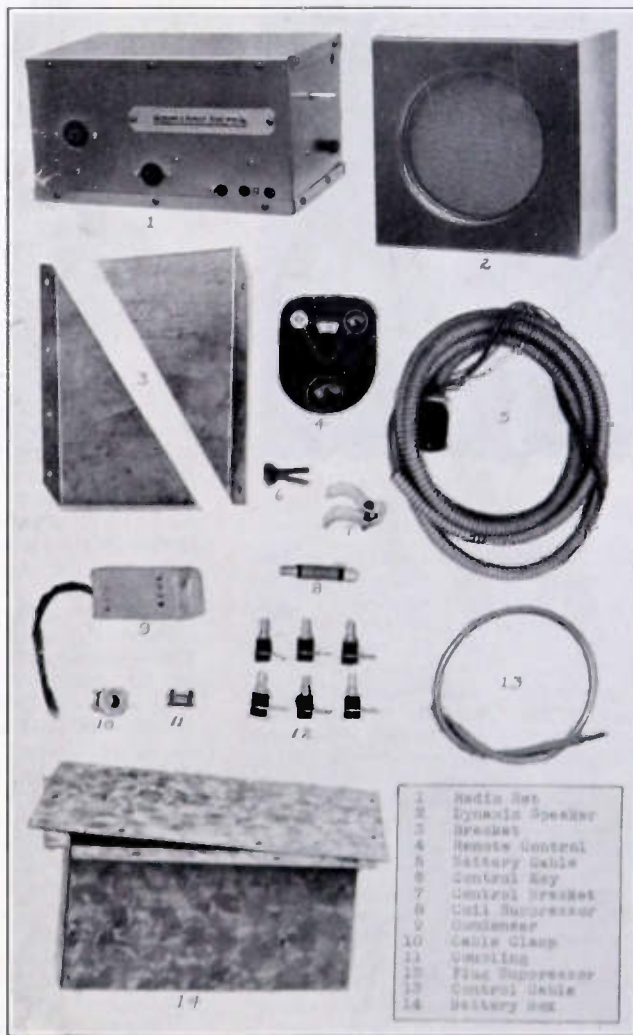
ROAMER Auto Radio Features:

- Eight Special Automobile Type Tubes* (triple screen grid latest type output).
- Genuine Electro-dynamic Speaker.*
- Full Automatic Volume Control* (eliminates fading).
- Lighted Single Dial Remote Control*, mounted either on instrument board or steering column.
- No Motor Interference*—life-like reception.
- Economical*—very low battery drain.

\$69.50

Complete With Tubes and Batteries

Brown & Manhart
6219 So. Hoover St.
Los Angeles



PEOPLE WHO DO THINGS

Retire From Sherman-Clay

Three executives in the Sherman, Clay and Company have retired from active participation in further business activities. Phil T. Clay, F. R. Sherman, and F. W. Stephenson are the retiring officials; president, vice-president and secretary-treasurer, respectively.

C. H. DeAcres has been elected president and general manager by the board of directors at an August meeting held recently. DeAcres comes to the company with a thorough background and experience in retail merchandising field. He was for several years with the Crowley-Millner Company, Detroit, and from 1917 to 1927 a principal executive of William Taylor, Son and Company, in Cleveland. In 1927 he entered the musical merchandising business as vice-president and general manager of Lyon and Healy, Chicago, where he served until last month, when he resigned to accept the position with Sherman-Clay.



Phil Clay

Clay, Sherman and Stephenson have been engaged in the business for many years, and since the retirement of Leander S. Sherman in 1924, have been the operating executives of the company. Clay has been in the Northwest for the past nine months, while Sherman has had charge of the California business. Stephenson has had the duties of secretary and treasurer of the entire organization.

All three executives have turned the reins over to DeAcres with a great deal of satisfaction in placing the burden of responsibility on the new management, and making it possible for them to enjoy a much needed and anticipated rest.

Clay, Sherman, and Stephenson will retain their ownership of the business, and will continue as members of the board of directors. There has been no change in the stock ownership, corporate structure, or affiliation of the company, it was reported.

Frank A. Merriam, president of the A. Merriam Bench Company, of South Acton, Massachusetts, and Mrs. Merriam, have been visiting the Pacific Coast this month. They have been making their headquarters with L. F. Goelzlin, their factory representative on the coast.

Merriam has also been calling on the trade on his way north from Los Angeles and is returning by Ogden and Yellowstone Park and Chicago. This is Merriam's first visit to the Pacific Coast, and he stated that he was not disappointed with conditions on the Coast as the rumors, back east, were much worse than he actually found.

The A. Merriam Company has been making piano benches exclusively since 1870, and is one of the pioneers of the bench business.

Joe M. Spain, formerly vice president and general manager of the California Victor Distributing Company, is now vice president in charge of sales of Pacific Wholesale, Ltd., Los Angeles, California, Southern California distributors of Spanton radios.

W. G. Peirce, Jr., has been appointed general manager of the Grigsby-Grunow Company, Chicago. Peirce is one of the youngest major executives in the industry, and was formerly with the Peirce-Phelps Penn Phonograph Company, Philadelphia.

Fred L. Damarin, after an absence of several years, is once more with the Dubilier Condenser Corporation, New York City, as Western Sales Manager. Damarin, who resigned his position as sales manager of Tung Sol Condensers, Inc., in order to rejoin Dubilier, makes his headquarters at 330 South Wells Street, Chicago.

H. W. Eskuche, manager of the Western Supply Company of Salt Lake and Glen Holden, associated with Eskuche as office managers, have just returned from their vacations. Eskuche combined business with pleasure and made a tour of his territory and Holden spent two weeks with relatives at Santa Monica, Calif.

Earl J. Glade, manager of KSL, Salt Lake City, recently returned from Washington, D. C., where he consulted with Radio Commissioner Harold A. L. Fount and the commission relative to granting the Salt Lake station a 50,000 watt franchise. This is still pending.

Arthur Detsch, manufacturers' representative in Portland, handling the Clarion radio and Speed tubes, has taken on the Polymet line of condensers and transformers.

C. Willis, formerly with the P. J. Cronin Company, as service manager of the radio department and prior to that in the Meier & Frank Company service department, has opened his own radio service shop at East 24th and Broadway, Portland.

DID YOU KNOW That

Comb and Brush sat next to each other at the RMA Show in Chicago. D. M. Comb, of the Brunswick Radio Corp., Minneapolis, and W. L. Brush, of the Buffalo Talking Machine Company, Buffalo, were numbers 138 and 139 on the register, and sat side by side in Room 1600.

* * *

This announcement of the birth of a daughter to W. S. Van Doren, was sent to his business friends recently:

SUMMER ANNOUNCEMENT

Our First Midget

SHIRLEY JEAN

First Showing at

THE MONTE-SANO HOSPITAL

Monday, August 3, 1931

Starting 10:45 A. M.

Produced Under the Personal Supervision of
W. S. Van Doren Chief Engineer
Mrs. Van Doren Production Manager
Dr. E. G. Bashor Technician

SPECIFICATIONS

A Real Portable Sturdy Chassis

Weight only 6 lbs., 13½ Ozs.

Unlimited Volume Superb Tone Quality

Dynamic Loud Speaker

Manufacturers guarantee that there will be no further new models during the year 1931.

* * *

A census report recently revealed that the average life of a radio set is four years.

* * *

The Department of Commerce has found that the average list price of radio receivers in 1930 was eighty-seven bucks, less tubes. Stack this up against an average list of \$133 in 1929!

* * *

A summary of station reports to the Federal Radio Commission shows that more than 10 per cent of all the time on the air, during a test period, was devoted to educational programs.

* * *

The one-millionth electric refrigerator produced by General Electric was presented to Henry Ford. The refrigerator, a gold-plated one, will take a permanent place as an exhibit in his Edison Institute of Technology at Detroit.

* * *

The New England Daily Newspaper Association has adopted a resolution excluding all publication of free advertising of radio announcements.

* * *

It is estimated that the farmers will spend two billion dollars this year for commodities.

PATENT DEPARTMENT

Conducted by
R. S. BERRY
Attorney-at-Law

DURING the period from January 1 to August 15, 1931, the United States Patent Office has issued approximately fifty design patents on ornamental features of Radio Cabinets. During the corresponding period of 1930 only about thirty-four patents were issued on such designs. This increase of the number of Radio Cabinet design patents taken out since the first of the year over a like period of the preceding year denotes increased activity of the Radio manufacturers in the creation and development of new designs in their cabinets. It at least shows a stronger tendency on the part of the designers of new models to procure patents on their creations.

United States Patents are issued on Tuesday of each week. In the six weeks commencing with July 7 and ending with August 11, 1931, a total of 6,117 patents were issued, of which about eighty patents were based on Radio inventions, and eleven of which were issued to the Radio Corporation of America.

As an indication of the trend of Radio inventions at this time the following list of recent patents is presented:

- 1,813,054—Wireless Receiving System.
- 1,813,143—Aerial System.
- 1,813,961—Signaling System.
- 1,814,022—Sound Amplifying Device.
- 1,814,119—Loud Speaking Apparatus.
- 1,814,137—Television.
- 1,814,181—Television Apparatus.
- 1,814,346—Radio Remote Control Device.
- 1,814,382—Television Receiving Apparatus.
- 1,814,813—Radio Signaling System.
- 1,815,045—Radio Signaling System.
- 1,816,461—Short Wave Reception.
- 1,816,579—Radio Secret Communication System.
- 1,816,905—Radio Communication System.
- 1,816,917—Apparatus for Measurement of Acoustic Impedance.

Suits have recently been filed against alleged infringers of the following Radio patents:

- Alexanderson:
 - 1,173,079—Selective Tuning System.
- White:
 - 1,195,632—Circuit Connection of Electron Discharge Apparatus.
- Hull:
 - 1,251,377—Method and Means for Obtaining Constant Direct Current Potentials.
- Langmuir:
 - 1,297,188—System for Amplifying Variable Currents.
- Rice & Kellogg:
 - 1,728,879—Amplifying System.
- Abrahams:
 - 1,781,489—Condenser Casing.
- Lowenstein:
 - 1,231,764—Telephone Relay.
- Arnold:
 - 1,403,475—Vacuum Tube Circuit.
 - 1,465,332—Vacuum Tube Amplifier.
- Jones:
 - 1,620,661—Radio Frequency Amplifying System.
 - 1,673,287—Electron Discharge Tube Amplifying System.
 - 1,713,130—Method of and Means for Controlling Energy Feed Back in Electron Discharge Device.
 - 1,732,937—Transformer and Coil System.
 - 1,770,524—Amplifying System.
 - 1,770,525—Radio Receiving Apparatus.

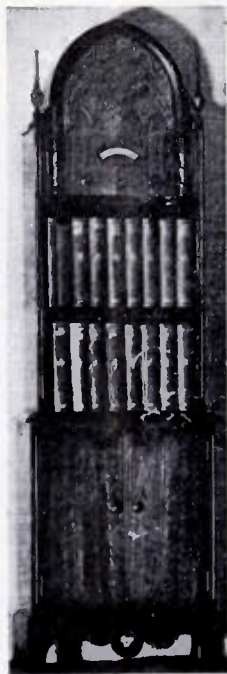
- 1,779,881—Amplifier.
- 1,788,197—Radio Frequency Circuit.
- 1,791,030—Radio Receiving System.
- Bonine:
 - 1,696,263—Radio Apparatus.
- Whittingham Reissue:
 - 17,194—Tuning Device.

In recent Court decisions the Edelman patents No. 1,680,370 for Radio Power Supply Unit, and No. 1,682,492 for Radio Battery Eliminator, were held valid, and the Edelman Patent No. 1,682,778, for Radio Chassis, was held invalid.

Copies of the patents above referred to may be obtained from the Patent Office, Washington, D. C., at a cost of ten cents each.

Rogers & Goetz Introduce New Echophones

Rogers & Goetz, distributors for Echophone, announce an entirely new line of Echophone models featuring three mid-gets, a console, a clock model, and several very unique and attractive cabinet designs in which a midget radio can be placed to give the appearance of a console model.



Echophone Bookcase

The new models come within a complete new price range of from \$32.75 for the smallest four tube models to \$89.50 for the clock model console. Echophone will be remembered as the originators of the first midget radio in Southern California. The new models this year are characterized by unusual sturdy constructions throughout, each model being a completely engineered unit, and the best materials being used.

Rogers & Goetz have moved their Southern California offices from Santa Monica Blvd. to 311 W. 12th Street, close to the radio wholesale district with larger and more commodious quarters.

New International Radio Factory

The International Radio Corporation, Ltd. has established a large and well equipped factory at 700 E. Florence Avenue, Los Angeles, and will manufacture a line of popular priced radio receivers.

The new company is headed by F. R. Smith as general manager, with U. E. Vincent as sales manager. Dick Leitner is employed as engineer.

F. R. Smith has a total of seven years experience in the radio manufacturing industry of Southern California and is recognized as one of the best combination radio engineers and merchandisers in the Southern California industry.

The sales activities of International will extend over the eleven Western states and into the export market.

Wallace Makes Kolster Jobber Appointments

Don Wallace, Western manager for Kolster, announces the appointment of the Home Electric Company in Tacoma, Wash. as Kolster jobbers. The Home Electric Company are G-E distributors (with the exception of radio) and will distribute Kolster in Southern Washington. William S. Anderson is sales manager.

Wallace also announces the appointment of the North Coast Electric Company of Portland, Oregon, as Kolster distributors for Oregon with K. A. Heath as sales manager.

Walter V. Russ has been appointed Western service manager for Kolster, Russ being an old Kolster man of former years.

Wallace describes the Kolster factory in Newark as one of the most modern in the nation with a belt line assembly unit 1000 feet long.

W. F. McAulliffe, sales manager of Kolster is well known in the West being former western representative for Kolster here.

New Brunswicks Reveal Heretofore Unheard High Notes

A new departure in radio reception is evidenced in the lately introduced Brunswick models in their ability to reproduce extremely high notes.

The new Brunswick models this year are built to receive sound vibrations far in excess of the human ear's ability to receive them, all the way from 15 vibrations to 15,000 vibrations per second.

The reception of these high notes is a revelation to many listeners who have not been used to receiving them. The delicate high over-tones add greatly to the tone value. The new models also have a tone control which can be adjusted to accentuate either the low or high notes. Still, however, while playing on the high notes, the instrument reproduces low notes very effectively, even though the tone control is adjusted for high notes.

A startling feature of this ability to receive the high notes is evidenced in the fact that high notes carry further than low notes and after the radio is tuned and the volume set, as the listener walks away from the set, the volume appears to increase. The radio playing in another room sounds just as loud as to the listener standing beside it.

L. W. Sturdevant, Western manager, and Griff Ellis in charge of the Southern California office, are decidedly enthusiastic over the new line of 7, 9 and 11 tube receivers, all priced at popular figures. Sturdevant reports that Brunswick's always favorable dealer discounts will be maintained.

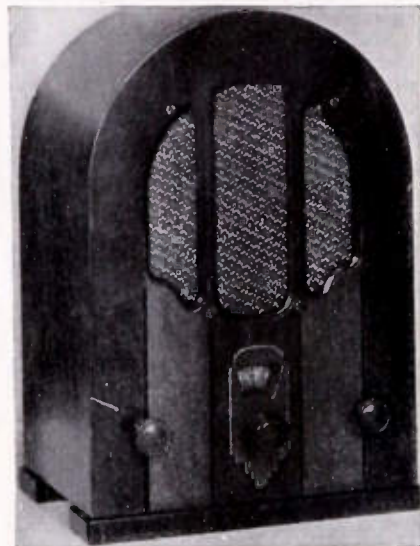
NEW MERCHANDISE FROM THE FACTORY

Multicoupler

The new Multicoupler Antenna System permits the operation of thirty receivers from one aerial. The new multi-coupler unit is much smaller than the old unit, and the over-all size of the new type PL-2724 is four inches long and one and one-fourth inches in diameter. The retail price, formerly \$7.50, is now \$3.50, with 35 per cent discount in lots of less than 25, and 40 o/ in lots of 25 or more. List price of terminal resistance, \$1.25, with 40 off, F.O.B. New York City. Amy, Aceves & King, Inc., 55 West 42nd Street.

Westinghouse Midget

Known as the WR-14, this table model is the newest addition to the Westinghouse radio line. The cabinet is in two-toned natural wood, 15½ inches high, 14½ inches wide, and 7½ inches deep. Three controls, tuning, volume



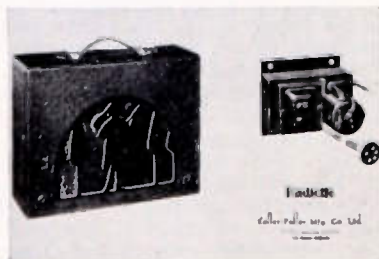
WR-14

and on-off switch, are mounted on the front, with a wide angle illuminated station selector. The chassis and power pack of this set have been combined, for the purpose of strength and compactness. Uses a six-inch dynamic speaker. List price, \$37.50, complete with tubes.

Troubadour

A combination automobile and home receiver is being manufactured by the Keller-Fuller Mfg. Company, 1573 Jefferson Blvd., Los Angeles. The set operates on either six volts D.C. or 110 volts A.C., by the use of the "Autoverter," a converter that eliminates B and C batteries.

Tubes employed are: Four 236, two 238, and one 171. Two cables are furnished—one for the car and one for the home. The model is contained in a black leatherette carrying case, five inches deep, 12 inches wide, and 15 inches long. List price, \$62.50, less converter, or \$89.75 with converter.



Troubadour

Crosley Series

The latest additions to the line of the Crosley Radio Corporation, Cincinnati, include one table model, the "Playboy," retailing at \$49.75; three consoles, the "Cheerio," at \$65, the "Merrymaker," at \$75, and the "Playtime," at \$95. Known as the "124" series, the chassis employed combines many new features, and consists of an 8-tube push-pull output superhet, with two pentodes in push-pull, one 24, two 27, and a 280. In addition, the sets are equipped with the new Crosley full floating moving coil dynamic speakers—the large auditorium type being used in all models except the "Playboy" and "Cheerio."

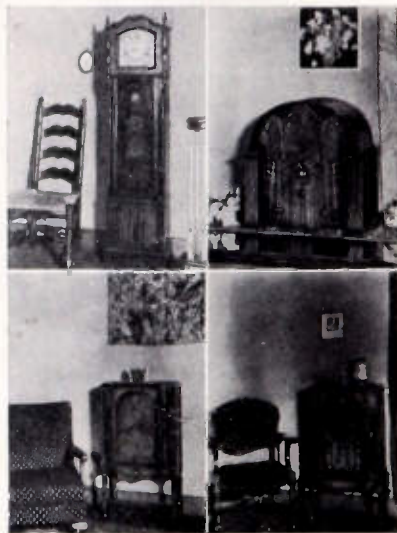
"Playtime" Model is of the grandfather's clock type, with cabinet of five-ply mahogany veneer panels, and solid mahogany front frame and moldings. Furnished complete with synchronous electric clock movement. Stands 66¼ inches high, is 16 inches wide and 10¼ inches deep. List, \$95.

"Playboy" is a low, compact midget 17 inches high, 17¼ inches wide and 10¼ inches deep. List, \$49.75.

"Merrymaker" is 40 inches high, 23¼ inches wide, and 11¾ inches deep. List, \$75.

"Cheerio" is open-faced, and is 40¼ inches high, 23¼ inches wide, and 10¾ inches deep. List, \$65.

Another new model introduced by Crosley is the "Battery Show Boy," a six-tube battery midget using two-volt tubes, air-cell battery. The cabinet used is similar to the "AC Show Boy" model. List price, \$49.50.



Upper: Playtime, Playboy
Lower: Cheerio, Merrymaker.

RCA Victor Models

New RCA Victor models, recently introduced, consist of the Electrola RE-16, the RE-26, the Automatic Electrola DeLuxe, and the Writing Desk. RE-16 is a nine-tube superhet, walnut cabinet 43 inches high, 23¼ inches wide, and 15 inches deep. Includes tone control, automatic volume, and lists at \$125. It is a combination, with inertia tone arm and pick-up. The RE-26 has the same chassis, is also a combination, with Italian Renaissance cabinet 38½ inches high, 29¾ inches wide, and 19¾ inches deep. Has tone and automatic volume controls, and a phonograph unit that plays ten records continuously.

The radio Automatic Electrola DeLuxe is a 12-tube superheterodyne, in an Italian Renaissance-Amoirt cabinet 32½ inches high, 56½ inches wide, and 20¾ inches deep. Has remote tuning, tone and automatic volume controls, and home-recording attachments. Employs two amplifiers and two dynamic speakers. List price, \$900. Six stations may be selected on the remote control. A two-button mike is used with the home-recording unit. Tubes used are: Four UY-224, two UY-227, four UX-245, and two UX-280.

The Writing Desk model lists at \$139.50. It is also available in the highboy model. It is

a nine-tube superhet, using one 224, three 227, two 247, and two 235. Cabinet is of walnut finish, 68¼ by 21¼ by 15¼.

Jackson Bell Line

A distinctive new model, Clock Model number 88, has recently been designed and is manufactured by Jackson Bell, Los Angeles. It is an eight-tube superheterodyne, and includes such features as full vision dial, mounted on front panel, dynamic exponential



J. B. Clock Model

speaker located in the top of the cabinet, and a square face electric clock guaranteed for 25 years. The design of the cabinet is modernistic, with cubist effects at top and base. Finished in walnut.

Model 88 Console uses an eight tube chassis, the same as the clock model, with two variable mus, one pentode, three 27's, one 80 and one 24. Has Magnavox speaker, tone control and semi-automatic volume control. List price, \$69.50, complete with tubes. Another Jackson Bell model, the 88 midget, uses the same chassis as the other two and lists at \$59.50, with tubes. Model 87 is a seven-tube midget, a superhet listing at \$49.95, complete. This chassis is also contained in an 87 console at \$59.95, complete.

G. E. Clock Model

Designed by the General Electric Company, Bridgeport, Conn., this new radio receiver is called the Longfellow Grandfather Clock. It employs a 10-tube superheterodyne chassis, completely concealed, with the speaker located behind the clock face, the grille opening being in the upper side-wall of the cabinet. The controls are accessible behind a panel door in the front of the cabinet. A standard General Electric movement clock is used, acting independently of the radio on the same outlet.

New Diagonometer

The new AAA1 Diagonometer, designed and manufactured by Supreme Instruments Corporation, Greenwood, Miss., incorporates in one instrument all of the essentials heretofore required of a multiplicity of servicing instruments. The Triple A-1 is a combination of five service instruments, built as a single unit which can be used as a portable radio laboratory, or mounted on the wall as a test panel. Special brackets may be obtained with the Diagonometer for wall mounting, which allow it to be removed for easy portability. The five major testing functions of this instrument are: Analyzer, Tube Tester, Shielded Oscillator, Ohmmeter, and Capacity Tester. All necessary accessories are included—analyser plug,

And On The Side—

This Section Devoted to Allied Lines of Interest to Radio Dealers

Make Electric Clocks

Stanford Products, Ltd., 1663 Mission Street, San Francisco, is now producing a complete line of synchronous electric clocks for national distribution.

The company is headed by David S. Spector, and is a California corporation. The product is designed by California engineers, graduates of Stanford University, and is strictly a California enterprise.

Spector stated that the ultimate market in electric clocks was staggering. With approximately 20,000,000 wired homes, of which 16,000,000 are supplied with synchronous electric current, present buying indicating an average of three clocks per home, there is a market for nearly 50,000,000 clocks. It is estimated that in 1927 90,000 clocks were sold; in 1928 about 140,000, in 1929 about 450,000 and in 1930 approximately 1,200,000.

Spector also pointed out that electric clocks are becoming more than mere accurate timekeepers. He cited as examples some developments in Stanford clocks, such as the four-year automatic calendar which, as part of the Stanford clock, shows the month, the day, and the date, which when once set, requires no daily resetting, but automatically resets itself every 24 hours. The Stanford selective alarm model can be set to signal every day in the week except Sunday, although it will again automatically signal the following Monday.

New Marine Clock

Marine radio now has its own type of clock, developed according to the requirements of the radio room on shipboard. It is described by Charles J. Pannill, Vice-President and General Manager of the Radiomarine Corporation of America.

"A large second hand passing over certain colored areas of the clock's face enables the operator accurately to subdivide minutes into four second intervals," said Pannill. "This is to assist in sending out signals of exactly four seconds duration in emergency. Such signals, separated by silent intervals of one second, will operate automatic devices in ships within range and call radio operators to their posts if they should not be on watch. Another colored section of the clock's face marks off three minutes following the quarter hour and three hour. This serves as a reminder that minutes following the three-quarter operators are required by law to devote

these stated intervals of time to listening only, on the 600 meter distress wave length, in order to pick up any emergency calls which may be transmitted from ships in distress.

Crosley Moto-Iron

Making it possible for the housewife to sit down and do the ironing, with no pressure of the hand, the Crosley Moto-Iron, manufactured by the Crosley Radio Corporation, Cincinnati, Ohio, is designed to appeal to women everywhere. The new invention is a motor-driven electric iron, with no roller, no complicated gears or lever. It works with a reciprocating



Crosley Moto-Iron

motion that smooths out the clothes with a vibrating pressure, which is adjustable to various fabrics.

It is claimed not to break or tear off buttons, nor is there danger of squeezing the fingers or catching the clothes, making it safe around children. The unit is mounted on a metal table, equipped with rollers for easy moving.

In operating the Moto-Iron, a slight pull on the single lever brings pad and iron contact and starts the vibration. Complete control is vested in this one lever. The iron itself is similar to the hand electric iron, but is mounted permanently on the upper arm of the unit. Against this the pad underneath reciprocates 900 times per minute. The temperature may be controlled by a thermostat control on top of the iron. A large ironing board, instead of the smaller pad,

snaps into place easily for ironing larger articles. List price, \$72.50.

Electric Alarm

Known as the Telalarm, this new clock is manufactured by the Warren Telechron Company, Ashland, Mass. Telealarm is a self-starting, illuminated synchronous alarm clock, contained in a case of Dura-Silver alloy of modern design, with a molded bakelite base. The "butler-wiped" finish is tarnish-proof, and has a high reflecting lustre. The illuminated dial is lighted by a small Mazda lamp shining through the diffused glass. This illumination may be made brighter or dimmer by means of a rheostat control. List price, \$9.95.

Portable Talkiola

Developed by the Talkiola Corporation, 1600 Broadway, N. Y. C., this new instrument is compact and portable, employing standard 16 mm. film, and playing either standard or 16-inch records. Either a medium size transparent screen is available, or a 7-foot by 9-foot screen for use 25 feet away from the projector. A 250-watt Mazda lamp is used in the projector. A 1-20th horsepower motor (AC) drives the projector and turntable. Sound equipment includes a powerful amplifier, with a screen grid tube in the first stage coupled directly to two 145 power tubes, in push-pull. A 180 type rectifier is used. The portable Talkiola is enclosed in a leather-finished case, 23 inches, by 18 inches, by 14 inches high. Weight, 80 pounds, complete with screen and all necessary equipment.

Portable P. A. Systems

Model 100, recently designed and manufactured by Electrad, Inc., 175 Varick Street, N. Y. C., consists of the Electrad B-245 Amplifier, enclosed in a convenient carrying case, furnished with two horns fitted with dynamic speakers. Complete with microphone, cord, plugs, tubes and all necessary connecting cables for \$450 list. Model 101A is a portable high-powered phonograph outfit with automatic record changer that plays 20 records and repeats. Complete with C-250 Amplifier, record changer, auditorium type speaker, tubes and needle, contained in two leatherette carrying cases of ply wood. List price, \$575. Other Electrad models include portable address systems from \$325 up.

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As Radio Interference Engineer for the Southern California Radio and Music Trades Association and President of the California Interference Association, George Walters has delved deeply into the causes of interference and how to remedy them.

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50c

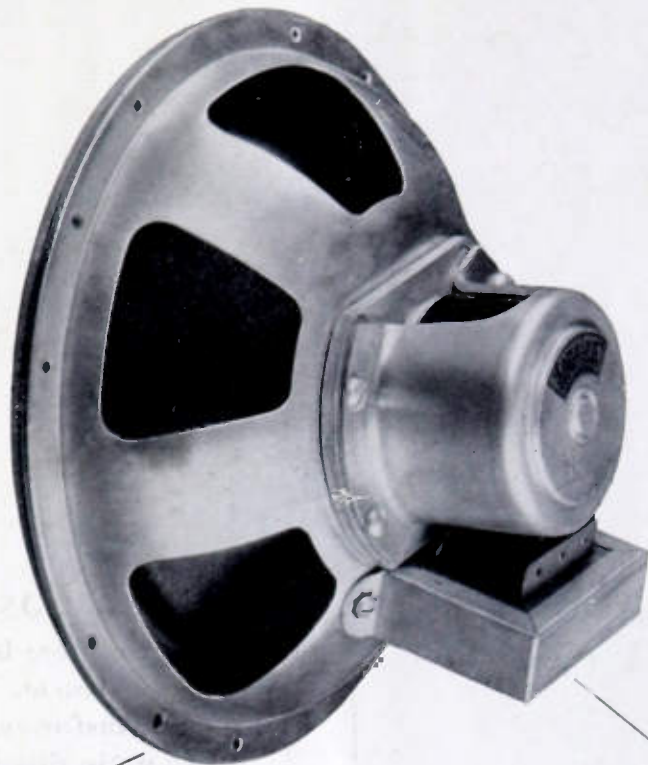
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Enclosed is 50c (in stamps, check or coin). Please send me "Radio Interference."

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“The Heart of Most California-Made Radios”

EVERY RADIO using Lansing speakers has that speaker designed specifically and individually for the radio in which it is used. That is the secret of Lansing quality.

Lansing acoustical engineers go into the radio factories and work hand in hand with the set designer. The speaker and the set are thus perfectly matched.

This accounts for the Lansing quality and the fact that more Lansing speakers are used in California radios than any other make.

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Radiolette

RCA Victor's greatest value—the new RADIOLETTE... a husky radio in a tiny cabinet... only 15 inches high... weighs only 16 pounds... 4 tubes including an RCA Pentode... only \$37.50 list complete.

\$37⁵⁰

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The hit of the season—the new RCA Victor Superette... the smallest BIG radio ever built... a powerful 8-tube Super-Heterodyne... only \$69.50 list complete.

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The finest portable phonograph ever built—with automatic start and stop device... wonderful tone... durable water-proof case... carries 10 records safely... only \$35.00.

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