

WESTERN MUSIC AND RADIO TRADES JOURNAL



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IT ISN'T A
DYNAMIC

(With a bow to Kodak)



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less tubes

MODEL A-31, Lowboy. Three Screen-Grid tubes in three stages tuned R. F., Power detector, and one stage of Push-pull Audio. Synchro-tone Modulator. A pleasing cabinet of modified Gothic design paneled with rare specimens of Lace-wood and American Walnut. 110 volts, 60-cycle A. C. Available for other current supply. Dimensions: 44" High, 24" Wide, 13½" Deep.

WITH
**Synchro-tone
Modulator
and
Screen Grid
Tubes**

**CLEAR
AS A
BELL**



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less tubes

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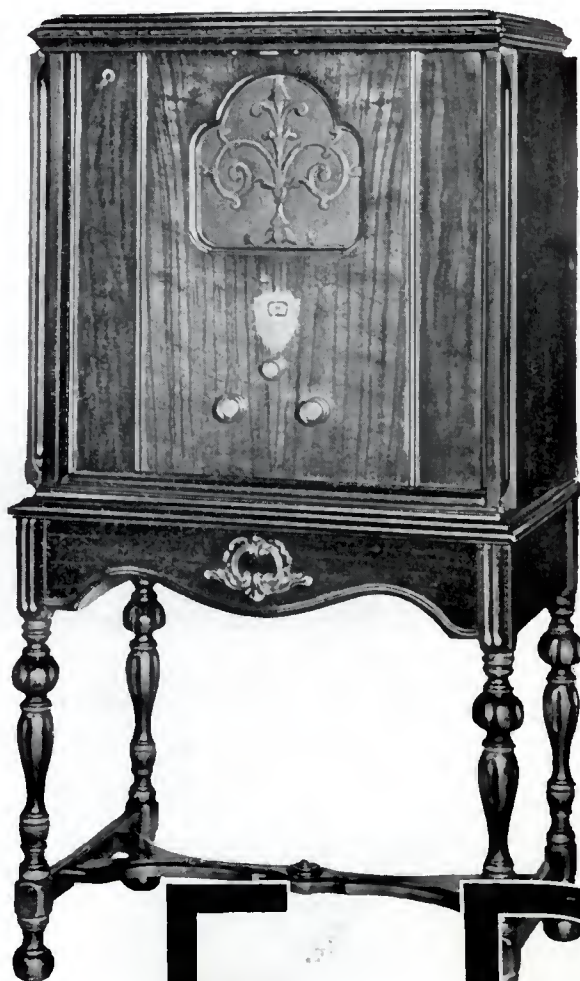
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WESTERN MUSIC AND RADIO TRADES JOURNAL

"In Behalf of the Western Merchant"

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THE PUBLISHER'S ANGLE

The American public is becoming a business public. This is a nation of business, business that vitally effects every man in the street, and he is beginning to realize it, take an interest in it, read about it, talk about it, know what it is all about. The business and financial sections of the newspapers are getting as big as the sport sections. New York has just established its financial tabloid, written so that anyone can understand it. And it is sometimes amazing to many of us to find out just how much business facts and information can be uncovered from the bell-hop or the corner newsboy.

And all this interest has caused an awakening of interest in business and trade newspapers and journals. Last month the Wall Street Journal began issuing its western edition. A few weeks previously "The Business Week" was launched by McGraw-Hill, publishers of "Radio Retailing." Announcements say that about the middle of November the successful publishers of "Time" will launch a new business magazine, "Fortune." It will be watched with interest.

And most important to westerners, our own "Western Advertising" has changed its name to "Western Advertising and Western Business" and for some time has

been issuing a very interesting business weekly in conjunction with its usual monthly magazine. "Western Advertising and Western Business" is purely western, studying and publishing to the needs of the West. And in this connection it is interesting to note that the success of western journals is that they *are* Western. No western magazine (with one or two exceptions) has ever successfully become a national or eastern magazine. The East is no more willing to take orders from the West than the West is from the East. The exceptions are those few journals who have their logical national headquarters in the West, such as petroleum, deciduous fruits, etc. Sunset tried to become "The West's Great National Magazine" but did not become really a success until it became "The West's Own Magazine."

Speaking of the magazine "Time." Its publishers originated a new style of editorial writing. In June of this year The Western Music and Radio Trades Journal adapted a similar style to trade paper work. At the time we predicted editorially that this style would be copied by some of the eastern business or trade magazines within the next few months. "The Business Week" now uses this style. So does "Western Advertising and Business."

The Western Viewpoint

Mergers and Dumping

WE HAVE JUST RETURNED FROM A QUICK three and a half weeks scouting trip through the East, to get a first hand picture of the Eastern radio situation, and to discover if possible how today's happenings in radio might effect the Western dealer in the next few months ahead.

The topics of conversation absorb the interest of Eastern manufacturers, jobbers and dealers. One is mergers. The other is the possibility of dumping.

Every day you hear new rumors, that such and such a manufacturer is going to merge with so and so. The next day you hear an entirely different one even more spell-binding. After about a week of that one is ready to believe that the United States is about to merge with Russia—or Siam. Most of the rumors are purported to emanate from Wall Street. Some one is supposed to have inside information that such and such is going to happen. And with the speed of the "inside tip" on the stock market they spread throughout the entire radio industry. Some of them may have truth behind them. Most of them judging from present results, have not.

The merging fever isn't confined to the radio business; it is hard to name an industry that hasn't it. But it is probably more pronounced in the radio business. Some say it is the natural settling down of a new industry. Others say there are too many manufacturers in the field. Another says that merging results in economies of manufacture and distribution that result in greater profits. The next one states that a merger makes a powerful combine more capable of meeting competition. Whatever the reason, there have been mergers, and there will probably be more.

In contrast to the mergers there are a great number of powerful independent manufacturers who forcefully state that they positively do not contemplate mergers of any kind with anybody.

A New Hat in the Ring

THE ENTRY OF GENERAL MOTORS INTO THE radio field has caused uneasiness in some quarters, chiefly because the trade does not definitely know just how General Motors will operate, what they will manufacture, what price they will sell at and how they will distribute. General Motors have a reputation of being past masters of the art of merchandising. They have made remarkable successes of their automobiles, their auto accessories, their electric refrigerators, and other lines. It is reasonable to believe that they will make equally as big a success in radio. With their close connection with the Radio Corporation they have some of the best brains and patents in radio science at their command. That, coupled with their own finances and merchandising ability, should produce results. They have

bought one or two radio manufacturers outright and it is rumored that they may buy more. The entry of such a gigantic factor into the radio business of course has its effect upon the entire industry.

No Dumping in West Until After Xmas

NOW AS TO THE POSSIBILITY OF DUMPING. Last spring every manufacturer in the industry put out gigantic sales quotas. The grand total of all their expected sales was staggering. Even the most enthusiastic couldn't believe that the country could absorb that many radios in so short a time. As was to be expected some of them are making their quotas, more are not, and a few are even going over them. It is a bright indication to observe that most manufacturers have held their production fairly close to their sales. And while it is true that there is overproduction in some lines there is not nearly the amount of unsold merchandise that many believe there is. In talking to one of the biggest brokers in surplus stocks, he said: "Yes, I'll have some good buys, but not nearly enough to supply request for such goods that I already have on file." Asked if any of this merchandise would be sold before Christmas he replied. "Oh, yes, some of it, but I am pretty certain that I won't have enough to bother with shipments out to your West Coast. Too much demand for it closer to home."

AND THERE'S ANOTHER THING ON WHICH the West can congratulate itself. Compared to the East the radio business here is clean. It is lily white. We have no cut rate chain stores. Our newspapers aren't jammed with black splotches of one cut-price ad trying to oust attention from another cut price ad. In the East a last year's model is advertised as "new," new in the sense, we suppose, that it is not second hand. A well-known standard chassis is advertised in a cheap cabinet with an off-color speaker at a slashed price. Mr. Average Public, not being a Philadelphia lawyer, thinks he is getting something that he is not. And they outdo the average book agent in giving away free goods with the purchase. Free tubes, free speaker, free service, free aerial, no down payment and no interest. You wonder why they charge for any at all, instead, just go into the philanthropic business and call it a day. We, here in the West can pride ourselves on the fact that we are at least merchants.

The Dealer Still Sits On Top

AS IN PREVIOUS YEARS, SOMETIME AFTER Christmas there may be some surplus stock trickling out here at low prices, but judging from what we saw and heard it will not be in sufficient quantity to upset Western business. And that was good news, for we were ready to find that there would be an avalanche of cut prices dumped in on us.

Surveying the entire situation, the dealer still holds the trump card. Radio is as much of a modern institution as the automobile. Maybe more so. The public is going to keep on buying them by the millions. And every sale will pass across some dealers counter. The dealer's confidence and good will is worth more to the jobber and manufacturer today than ever before. And the dealer who keeps his eyes open, plows along and watches his overhead is bound to make money.

Nothing New and No Serious Tube Shortage

AS TO THE "NEW" THINGS. NEVER HAS there been such a dearth of them. In every nook and cranny that we delved into we could find nothing even resembling "New." More sets than heretofore will be equipped with various remote control, automatic and near-automatic tuning devices. But you wouldn't call that new. Nothing startling in designs, circuits, tubes, speakers or anything other than what the average dealer already knows about. From now on it looks like radio design will be one of refinement, both in chassis and cabinet.

As to the tube shortage. It doesn't look as serious as it did. Tube factories are working girls elbow to elbow, with many of them working double shift. Tubes may be a little hard to get at times but it doesn't appear that there will be enough of a shortage to put a serious crimp in Christmas business.

Seven Dealers Go Broke

SEVEN RADIO DEALERS WENT OUT OF BUSINESS in one western city in one week recently. In six of them creditor's representatives found their back-rooms stacked, heaped or cluttered up with old obsolete radios. It can be easily believed that this unsold junk was a major reason if not the main reason of putting them out of business. Probably most of the sets were taken in at ridiculous prices, very likely at a valuation placed at ten per cent or twenty per cent of the new scale. It is mighty few stores that can show a net profit of over ten per cent on the gross, and if a dealer is to give away ten per cent on each sale where does his profit come in? Yet that is the basis on which many dealers establish their trade-in values. If a set cannot be sold, why take it? One never can get rich doing business at a loss. Better have the back-bone to say no than have your creditors force you to say it. Other merchants place their valuations at so much a tube. Which is about as illogical as valuing an automobile at so much a cylinder, or so much a spark plug.

Still others establish their valuations at a certain percentage of the original price of the old set. We can remember when one tubers sold for \$125.00, and many a set that originally sold for three or four hundred dollars isn't worth a dollar for junk today. Yet there are dealers who keep throwing their profit away on such merchandise.

When Stores Become Radio Graveyards

SAYS A CLEVER JEWISH MERCHANT ON the Coast. "You can't go broke making a profit on each sale. Ain't dot funny?" Thereby hangs some good philosophy. This publication takes the stand and is willing to debate the question with anyone that a dealer should make a profit, even if it is a small profit on every radio taken in trade. Moreover it can be done. Thousands of dealers are doing it. It is a matter of sticking together, and having the backbone to stay within the bounds of good business. Otherwise the public is going to bulldoze the radio trade into a cemetery business.

Now is the Time to Establish Trade-in Policies

FINANCE COMPANIES STATE THAT THEY ARE financing more and more used radios. The resale prices of many of these sets run into a pretty good figure. Which means that they are good radios, and although possibly not the last word in radio development, nevertheless contain many hours of genuine radio enjoyment. There are thousands and thousands of such sets in use in the West today. We might as well realize the fact that the radio industry has reached the point of development where this year's new model doesn't throw last year's model into the completely obsolete class. The difference between radios of today and radios of a year or two ago is chiefly one of refinement.

So it appears that such used merchandise is going to become an increasing part of the radio dealers business. Just as is the case with automobiles. And if it is to become sizeable to any extent it is going to be necessary that the dealer make a profit on it the same or nearly the same as he makes on new merchandise. The auto dealer makes some profit on used cars, though not as much as he should. The radio trade has it in its power to shape radio's future along profitable lines. Right now, at a time when radio trade-ins are a new thing, is the time to educate the public and establish policies.

The first policy is to establish a price on every trade-in that is fair to the customer, from whom it is taken, a price that represents in an honest measure the possible radio enjoyment still remaining in the set, yet a valuation that will allow the dealer to make a fair profit from his time and investment. Every make and model is a different problem. No two are alike. One six tube set doesn't work nearly as well as another six tube set. And one set costing a hundred and fifty dollars may, at the end of a year have a whole lot more radio value in it than another set costing a hundred and fifty.

And the only way of fairly ascertaining the actual value of each set is through a questionnaire system. questions asked either of the public who is going to buy the sets, or better yet, the dealers who are going to sell them. If the average of a hundred dealers say that a set is worth \$42.00, it is reasonable to believe that that is just about what it is worth. If five hundred dealers are asked and the same results obtained you could just about bet your hat on the average price obtained. And if a thousand dealers were asked you could put it down in your note-book that that was the real value.

In establishing prices quoted in the Radio Dealers' Blue Book, eighteen hundred and fifty dealers were questioned. The prices quoted on all but the very latest models have now been in use seven months, and with a few minor variations to fit certain localities, have been found to be fool-proof.

The leading finance companies operating in the West and a majority of all finance companies operating in the West are using these valuations in checking their finance paper presented to them by dealers. They state that as long as a dealer operates within the bounds of the prices quoted he is operating on safe ground.



Modernistic Interior of the New Modern Music Store Opened by Salmacia Brothers in Pasadena

Keeping In Step With Modern Merchandising

Modernistic effects add color to the Salmacias' new store and modern merchandising ideas keep pace with furnishings.

When Vincent and Frank Salmacia decided to open a new store they first got out a pad of paper and day dreamed for several weeks of a store that would be "the talk of the town," and a positive asset to the business.

When the doors of their new store in Pasadena were flung open the first day the customers beheld an interior modern to the minute, featuring angles, straight lines, and neutral decorative schemes, yet not freakish and very comfortable.

This store is number two of the Modern Music Stores, a group which the brothers Vincent and Frank Salmacia

plan to include five stores before the year is passed.

The Salmacias have been in the music business for eleven years, and are perhaps better known to the trade as the proprietors of the Glendale Music Store.

True to the name, the new store is decorated in the modernistic manner with a free use of angles and straight lines, and including a unique metal balustrade on the mezzanine stairway. The supports in this railing are all placed at a sharp angle and they make a striking effect as they are visible on entering the door. Although the decoration in the store is modern there is nothing bizarre

Salmacia doesn't gamble on a new store location. He first tests the location with a radio department in a department or similar store—and proves or disproves the location before he invests a dollar.

or freakish about it. Simplicity of ornament and pleasing soft tints are the keynotes of the decoration.

A New Idea In Demonstration Booths

Particularly clever is the arrangement of the record demonstration booths. There is no phonograph in this room, just a long table placed in front of a large, low, comfortable-looking davenport. In the center of the table is mounted the turn-table and electric pick-up. The speaker is built in the wall and concealed by a tapestry.

As there is plenty of room for the extra records on the table the purchaser may play each of his selection without moving from the davenport. If more records are desired, an electric button at the edge of the table summons the sales girl. Interesting modern wall paper adds a finishing touch to this comfortable and convenient arrangement.

Credit for this novel idea, as well as that for the entire design of the other, belongs to Vincent Salmacia. Mr. Salmacia drew the original sketches from which all the designs and fixtures in the store were made.

A wise departure from the modern decorative scheme is made in the radio demonstration rooms. A light neutral background designed to emphasize the merchandise was the main consideration here. When there is nothing to detract, the customer can easily imagine just how the radio would appear in her own home.

Advance Agent on the Ground

A leased radio department in Jordan's Department Store in Pasadena might be called the advance agent of the Modern Music Store. In operating this concession Mr. Salmacia was able to form a clear idea of the amount of business to be found in the city.

The accounts from the radio department in Jordan's were naturally transferred to the new store, and thus with six hundred paying accounts the Modern Music

Store was actually an established business on the day it opened.

Salmacia believes that one of the principal factors contributing to the high mortality of retail stores is that many are started without a thorough knowledge of what the community will support. The most accurate, and painless way, in case of a mistaken judgment, of determining this factor is by actual operation on a small scale as in the radio department. In line with his plans to have five stores within the next year he is at present negotiating for department store leases in two Los Angeles suburbs.

Concentrate On Few Lines

Not including specials, Mr. Salmacia believes in concentrating on two or three lines. A store may handle seven or eight different makes but there are always two or three lines on which the owner is sold and these are the lines on which he should concentrate.

Give Salespeople Responsibility

"The success of any organization," declared Mr. Salmacia, "depends upon the individuals within that organization; all must have a genuine interest in the success of the firm. The best way to create this interest is to give the employees responsibility." Thus in this store, the sheet music department, the band department, the radio and piano departments are each in the hands of one manager. The person in charge of the department has complete charge of the inventory, the ordering and the handling of his department. It is being more than a sales-clerk, that makes a better salesman.

Also, this relieves Mr. Salmacia from many of the minor details of the store and leaves him free to devote most of his time to building up the large volume he has determined on.

A Genuine Special Every Month Keeps Sales Interest At Its Peak

Mr. Salmacia is a firm exponent of the theory of specials, and he offers a special every month.

"Offering specials," said Vincent Salmacia, "accomplishes two ends. They draw more people into the store, and 'pep up' the sales force. Having something definite to put an extra effort on each month gives the sales force a new life and new objective. Furthermore fifty per cent of the people intending to purchase the special advertised can be sold higher priced merchandise.

"But the mistake should never be made," he continued, "of offering a special which is not a dependable article. Never let price influence your

decision where you are a bit skeptical about the quality of the merchandise. If you do, dissatisfied customers and an overworked service department will soon convince you of your error.

"Business cannot be built up with inferior merchandise, and one of the chief objects of specials is to make satisfied customers for future business. No matter how well satisfied the customer is with his buy he is always conscious that he has a \$99 article, while the Jones over-the-way have a \$179 radio. It usually isn't long before the purchaser of one of your special's will invite Mr. Jones and family over to hear his new \$200 radio, which comes from your shop only if he was pleased originally."



Redewill's Xmas Piano Club

By GENE REDEWILL

WE have built up a very satisfactory Christmas volume in piano sales the past few years on what we call our "Annual Xmas Piano Club." At first we opened it up with small display advertisements a month or six weeks before Christmas. But we found that the buying public was just as much interested in it as early as 15 weeks before Christmas, and this year it was first announced September 11.

The buying appeal looks so simple and easy—"\$.00 Per Week Till Xmas." We do not advertise that when Christmas comes the customer is obliged to pay the difference up to the down payment of some sum up to \$25.00 or thereabouts before their piano is delivered. We have found that the size of the down payment has little effect on a "revert." There is just as good chance of securing a good customer with \$10.00 down as with \$50.00 down.

Getting back to the work out, customers pay \$1.00 down and receives an attractive Christmas Certificate, which they bring in every time they make a payment up to the time piano is delivered. When piano is to be delivered we exchange the Christmas Certificate for a regular contract. We place a long card in the show window reading "Our 1929 Annual Xmas Piano Club." "Watch It Grow"—and below we write daily the number of new members added, and total. We limit the club to some number—as that seems to impress the members. This year our Christmas Piano Club is limited to 100 members, and we have 43 on this date (Oct. 18).

We explain the Christmas Piano Club as follows: "Every year, a few days before Christmas, people swoop down upon us and want their Christmas pianos. We cannot forecast and have the stock on hand to meet such an emergency and it costs us sales not having on hand what they desire. So we started our Christmas Piano Club—15 weeks before Christmas—and it has solved the problem very nicely. The big bulk of sales is taken care of and when the last few days arrive we have no difficulty in taking care of the demand. We reciprocate to the public in giving Christmas Piano Club members a special low price and attractive terms."

We have found it effective to bring the Piano Club to the attention of regular piano prospects just before they leave the store if not sold. The appeal seems to interest everyone, even those of means who one might think would not be interested. We usually concentrate the Christmas Club pianos to a low priced upright, player and small grand, and apply the terms to anything in the house. The one dollar per week does not prevent the dealer from getting his regular price and terms. There is something about the dollar appeal that makes the customer feel that he or she has turned a good business trick and it is a hold, like planting the seed for wanting something. We bill the Christmas Club member with the one dollar per week just the same as a regular account.

SOME of the pianos are wanted immediately. We tell customers, "Just pay the weekly payments in advance and commence your regular payments weekly or monthly thereafter, and get the piano now if you choose." We only say this if they want the piano immediately.

As soon as the volume of pianos sold for Christmas delivery grows, we line them up with ends against the wall, packed solid, and over them on the wall we tack a long banner, "OUR XMAS CLUB DELIVERIES." This has grown each year so that the line up extended nearly the full length of the store. We urge fathers to "surprise the family" and it makes a hit to suggest the manner and time the piano is to arrive while the family or little girl is away on Christmas Eve or Day.

It is not too late to start this going up to a month before Christmas. Go after the "\$1.00 Per Week Till Xmas" and make your down payment when piano is to be delivered as low as possible. In past years we have made it \$15.00 on delivery (besides weekly dollars received) then \$10.00, etc. We find there will be all manner of down payments—some wanting to pay it out cash and others substantial payments, the average making a good volume of satisfactory business.

Leedy and Ludwig Merge With Conn

Merging of the Leedy Manufacturing Co., Indianapolis, and Ludwig & Ludwig, Chicago, drum and banjo manufacturers, with C. G. Conn, Ltd., Elkhart, Ind., manufacturer of band and orchestra instruments, has been announced. The merger has been consummated in order to command the necessary resources and to develop new facilities for meeting the new conditions in the music industry.

C. G. Conn, Ltd., has for several years had extensive holdings in the Buescher Band Instrument Company and its subsidiary, the Elkhart Band Instrument Company, both of Elkhart, and these companies have been closely associated in management. The Conn company also owns the Pan-American Band Instrument & Case Company of Elkhart, and the Continental Music Company of Chicago and San Francisco. The addition of the Leedy and the Ludwig companies will materially enlarge and strengthen the broad promotional and educational activities of this group of companies.

Each of the merging companies will maintain its separate corporate identity, the individuality of its products and its independent operation.

James F. Boyer, secretary of and for over 25 years connected with C. G. Conn,

Ltd., will assume the duties of a newly created office of Director of Music and Public Relations.

The creation of the office was made necessary by the enlarged scope of promotional and educational activities to be undertaken by C. G. Conn, Ltd., and its affiliated subsidiary companies, among schools, clubs, industries and the general public.

Coincident with the success of the talkie "The Cock-Eyed World," Thomas A. Edison, Inc., recently issued a special record of "Sergeant Flagg and Sergeant Quirt," a song inspired by the two chief characters in that film. The recording was made for Edison by Murray and Scanlan, who used a novel and exclusive arrangement that is particularly in harmony with the incidents dramatized in the picture.

Nicomede Publishes Accordion Music

There will be no dearth of musical material for the ambitious accordion player, with the publication of six new books for that instrument by the Nicomede Publishing Company, Altoona, Pa. The books are written and arranged by Mario, one of the country's leading accordion soloists and teachers.

Notes on "Fretted Instrument Orchestras"

As a part of its educational work in developing a greater interest in the plectrum instruments, the National Bureau for the Advancement of Music has recently issued a 100-page book on "Fretted Instrument Orchestras." This volume, illustrated with fifteen pages of photographs, is a guide to procedure on organizing and maintaining ensembles of banjos, mandolins, guitars and other plectrum instruments.

After describing the value of the plectrum instruments and identifying the different members of the family, the book covers fully the procedure of group formation and takes up the subjects indicated by the following subheads: "The Instrumentation Problem," "Banjo Bands in the Outdoors," "Those Attractive Guitar Ensembles," "Lets Have a Ukulele Club," "Guild Affiliation Recommended," "Choosing the Repertoire" and "With Other Combinations."

Another practical feature of the book is the bibliography of publications of the various publishers for fretted instruments, including teaching material and music for performance. Music dealers throughout the country have been notified that the book is available free to them.

KIMBALL PIANO

FRANCHISE

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



Kimball Chippendale Grand

Co-operative Sales Helps offered by our two

West Coast Representatives:

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

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

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago

Freight Prepaid

Gulbransen Pianos are Nationally Priced, freight prepaid wholesale and retail. A particularly favorable arrangement for western dealers and consumers.

There Is a Type and Style for Every Home—
Grands—Uprights—Registering Pianos
Nationally Advertised

Ask Us About the Sensational New "Home Series"

Gulbransen Company
3232 W. Chicago Ave., Chicago
Send us details of Gulbransen representation.

Address.....

Name.....

GULBRANSEN PIANOS

New Colin B. Kennedy Distributors Named

E. W. Kennard, western manager for Colin B. Kennedy, has announced the appointment of the Peerless Light Co., of the Pacific, San Francisco, and Thomsen-Diggs Co., Sacramento, Calif., as distributors for the Kennedy radio.

United Producers Names Estey President's Assistant

Appointment of F. Clifford Estey, one of the best known radio sales and advertising executives in the country, to the office of assistant to the president, A. R. Hill, of the United Reproducers Corporation, of Springfield, Ohio, has been announced.

Before becoming associated with United Reproducers' work last summer, Mr. Estey served for two years as assistant to the president of the Crosley Radio Corporation of Cincinnati. He was one of the first sales managers in the radio field, starting with The American Radio and Research Corporation at Medford Hillside, Mass., in 1920.

Dramatic Demonstration For Silver

McMurdo Silver, youthful president of Silver Marshall Company, is back at his desk after a brief sojourn in the hospital as the result of an accident. He is very enthusiastic over several very convincing and dramatic methods of demonstrating Silver radios as perfected by his engineers.

One of the most effective demonstrations is called "the Coin Test." It is made as follows:

Fasten a fifty-cent piece under the aerial connecting post. Touch the coin with your fingers and you will be able to bring in all local and some distance programs.

In the case of the Silver radio the set is so sensitive that broadcasts will actually "jump" several inches from finger to coin; in fact the volume of the set can be very easily controlled by a movement of the hand back and forth from the coin.

Says Silver, "Our salesmen find this is one of the simplest and most convincing tests yet devised for demonstrating the remarkable sensitivity and power of the Silver Marshall Screen-Grid Radio. It is one that the radio fans like to test endlessly and is rapidly becoming a regular 'parlor trick' with Silver Marshall radio users."

The new 1929-1930 winter edition of the General Radio Catalog is now off the press. The booklet deals with the radio industry from the production and distribution standpoint. It is published by the General Contract Purchase Corp.



H. R. Curtiss

No Revolutionary Radio Changes Expected—Curtiss

H. R. Curtiss, Sparton radio distributor for Northern California, and Edison radio distributor for Southern California, has just returned from an extensive tour, on which he visited the Sparton Radio Factory at Jackson, Michigan, and the Edison Radio Factory at Orange, New Jersey, and also called on a great many jobbers throughout the East and investigated current radio conditions throughout the East.

Curtiss reports that radio reception there as a whole is much inferior to reception in the West. Static, he says, is almost constantly prevalent throughout the East in practically all sections, contrasting strongly with the sharp, clear tuning and elimination of interference possible here during most of the year.

He is also strongly convinced, after his many contacts with radio manufacturers on this tour, that both radio dealers and the public should rid themselves of the obsession that sweeping changes are imminent which will revolutionize radio overnight and render all present sets obsolete.

"After thoroughly investigating these rumors and fears," says Curtiss, "I feel absolutely certain that radio in its present form as typified by certain of the new modern sets, will not be radically changed or improved in the near future. Of course a wire may be added here or a screw eliminated there, but the improvement, if any, will be so small the average listener will not be able to hear any difference, and after all that is what really counts."

The J. P. Bennett Piano Co. is now in its new enlarged store at 266 Morrison street, Portland. One of the first to congratulate Bennett on his growth was F. B. McCord, of Bell Bros., Inc., distributors of Day Fan radios, which Bennett handles.

Jackson Bell Celebrate Fourth Anniversary

One of the up-and-coming radio manufacturing concerns of the Pacific Coast is the Jackson Bell Company, which has just celebrated its fourth year. The four years have seen the concern grow from a four-man plant into an international radio distributor.

When H. A. Bell put out his first set he had four employees working under him. Now the plant employs 60 men and women, and is housed in a thoroughly modern building at 1682 Washington Boulevard, Los Angeles. There are located the executive and sales departments, the laboratories, drafting rooms, service department, and manufacturing, assembling and shipping departments. A second plant, in South Hollywood, is devoted exclusively to manufacture of cabinets.

Ten distributing points are centers of activity for the concern's 275 dealers. Distributors are located at Los Angeles, South San Francisco, Portland, Mexico City, New Zealand, Honolulu, Milwaukee, Wis., Denver, Salt Lake City and Cheyenne, Wyo.

Through the experiments of R. G. Lecturer, Jackson Bell engineer and one of foremost radio authorities on the Pacific Coast, there has been developed a set especially adaptable to local conditions. Lecturer spent many months conducting tests at various points along the coast.

The result is "Jackson Bell Tone Control," which has been built into every model, and which verifies the company's slogan of "Hear a program as you like it."

The concern was one of the first to manufacture all-electric receivers. It now uses a receiver licensed by Radio Corporation of America.

The products include six and eight tube models, in table, lowboy and high design. Cabinets are of distinctive design, with beautiful genuine woven tapestry.

Distribution is made through authorized franchised dealers, who are given full protection in their respective territories.

At present the company is in the midst of an intensive billboard advertising campaign, which will tie in with newspaper advertising campaigns.

B. J. Grigsby, president of Grigsby-Grunow Co., states that sales for the month of September amounted to \$3,425,000.00, as compared with \$4,058,189.63 for the preceding year, and the outlook is for a considerable increase during the balance of the current year.

The company is planning some additional developments for the year 1930, which will be announced very shortly, and it is expected that these will add very materially to both sales and income.

Suggests Selling Records In Clubs Like Books

Gentlemen:—

Why not a "record-of-the-month" club or a "song-of-the-month" club?

Those who like to have their literature served up to them with a stamp of official approval have gone in for the "Book-of-the-Month Club," the Literary Guild, and kindred clubs, and the book publishers have profited thereby. What might have been obscure tomes have more than once been boosted to best sellers.

Recently, a Western haberdashery put forward a "tie-of-the-month" club, whereby the well-dressed gentlemen would be privileged to appear each month with the latest in approved neckwear.

The idea is extremely applicable to the music trade. Procedure: fix a price for 12 records, 12 pieces of sheet music, or what have you? A committee of "experts" selects the piece-de-resistance each month. Put out some well planned advertising, to get the "members." And there you are. Customers dissatisfied with selections have the right of exchange.

It is said that the typical American is of a clubby nature. He likes to belong. This tendency might be turned to increased sales.

C. E. RANDALL.

"Two Per Cent Ten Days"

Here's the power of insignificant looking "2 per cent 10 days"—

	Per Annum	Equals
½ % 10 days, net 30 days	9%	
1 % 10 days, net 30 days	18%	
1½ % 10 days, net 30 days	27%	
2 % 10 days, net 4 mos...	8%	
2 % 10 days, net 60 days	14%	
2 % 30 days, net 60 days	24%	
2 % 10 days, net 30 days	36%	
3 % 10 days, net 4 mos...	10%	
3 % 30 days, net 60 days	36%	
3 % 10 days, net 30 days	54%	

For example, 2 per cent 10 days, net 30, means the buyer is allowed 10 days, so when he takes 30 days, he pays at the rate of 2 per cent for 20 days' use of his money. As there are eighteen such periods of 20 days in a year he is paying at the rate of 36 per cent annually or, conversely, making that much money by taking his cash discount.

George H. Tyson has opened a new store at 622 N. Fourth Ave., Tucson, Arizona, where he is featuring the Baldwin Piano and Radio. In a letter from Mr. Tyson he states he would be glad to hear from any old friends in the business.

Broadcast Stations

The following changes affecting Western radio have been announced by the Federal Radio Commission. Changes are given in italics.

- KFBB—Great Falls, Mont. *New location.*
- KFJI—Astoria, Ore. *New name: KFBI Broadcasters, Inc.*
- KFXM—San Bernardino, Cal. *New location.*
- KFQD—Anchorage, Alaska. *Deleted.*
- KFWM—Richmond, Cal. *New location, KW-LS.*
- KGA—Spokane. *Ralph A. Horr, receiver.*
- KGCX—Wolf Point, Mont. *New location.*
- KGU—Honolulu, T. H. *Crystal control.*
- KJR—Seattle. *Ralph A. Horr, receiver.*
- KMJ—Fresno, Cal. *1210 Kc.*
- KNX—Los Angeles. *Power inc. to 50 KW.*
- KOAC—Corvallis, Ore. *550 Kc.*
- KREG—Santa Ana, Cal. *Formerly KWTC.*
- KTAB—Oakland. *1 KW, 560 Kc.*
- KWYO—Laramie, Wyo. *Deleted.*
- KYA—San Francisco. *F. C. Dahlquist, receiver.*

* * *

A. A. Campbell has opened his own store in Bremerton, Washington, at 408 Pacific Avenue. It is known as the Bremerton Piano House, and has a thirty-foot front and an eighty-foot depth, with main floor and basement. Several of the leading lines of pianos will be carried and Silver radio is featured. Mr. Campbell was with the Bush and Lane Piano Company for twenty years.


NEW—AT LAST

THE ROYAL METHOD FOR PIANO ACCORDION

by MARIO, Celebrated Accordion Soloist and Teacher

A complete up-to-date Method for the Accordion introducing many new features, imitations as well as orchestral Accordion playing. Selling price, \$1.50.

READY SOON. The Rainbow and Victory folios of Accordion solos as well as The Gold Folios for Accordion Band. Selling price (each volume) \$1.00. Be prepared—place your order now.



Nicomede Music Co., Altoona, Pa.

BRUNO

Wholesalers Exclusively of Dependable Musical Merchandise For Over Ninety Years

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

Bruno Means Security

To that small but discriminating group who are interested in the finer things of life, we present the new Screen Grid

Eveready Radio

THE PRECISION INSTRUMENT

... a new radio-receiver and a new ideal

TO THE MAN WHO LOVES the sing of a golf-ball in full flight . . . to the woman who drives her own sport-coupe . . . to that portion of the public, in short, that has the time, the money, and the inclination to enjoy the better things of contemporary life, we present something new and refreshing.

Only such a restricted group, we feel, will appreciate in full the Eveready policy of "not how many, but how well" . . . the Eveready ideal of superb craftsmanship that builds for permanence, for lasting satisfaction over a period of years, for a definite return in happiness on the money you invest in this medium of home-entertainment.

The Precision Instrument

We like to refer to the new Eveready as the *Precision Instrument* . . . a radio-receiver born of a passion for painstaking accuracy; a precision that shuns the slap-dash assembly of mass production; a precision that does not stress one part or one feature at the expense of the others; a precision that you expect to find in a fine piano or a superlative motor-car.

This precision is predicated on *precision* . . . that long look into the future

when the oratory of the salesman is forgotten; when, five or ten years from now, you will still be enjoying fine, clear, natural reception through the Eveready receiver you buy today.

From the winding of a coil to the tightening of a tiny nut, Eveready precision obtains all along the line. Even the cabinets—those truly beautiful pieces of furniture that are a delight to live with, day after day—even the cabinets are designed to serve the sound-reproducing qualities of the receiver.

For instance, our research-laboratories, with the facilities and experience of the great electrical and scientific organization that sponsors them, have found a way to make radio weather-proof! This means that on hot, muggy nights, your Eveready receiver will be as sensitive as in crisp November. Distant stations will come



—the man who loves the ring of a golf-ball in full flight

in at room-filling volume. Clear . . . full-voiced . . . faithful to the original tone as it enters the microphone, miles away.

Built for years of service

If improvements are developed and found worth while in actual practice—they will be added. There may be refinements in the years to come, but we doubt that actual improvement, fundamental improvement, can be made in this present receiver, whose very basis is precision. Your investment today is therefore safeguarded. No "yearly model" is likely to render it obsolete.

We think of the Precision Instrument also as a *musical instrument*. It brings you the programs of the air in all their natural tone and

volume—with nothing added, nothing taken away. It is actually "a ticket to the microphone" . . . it takes you to wherever the broadcasting originates, as though by private wire. And the price is no higher than you are asked to pay for the ordinary "commercial" radio-receiver.

If you have been confused by the babel of claims and counter-claims; if you are bewildered by technical terminology; if you have never owned any sort of radio, for one reason or another; if you have been disheartened (or disgusted!) by the new *this* or the new *that* which seems to make any radio obsolete overnight, we urge you to hear the new Eveready . . . this *precision instrument*; this finely engineered music-medium that will *not* be out of date next month or next year! See your nearest Eveready dealer now . . . today!

NATIONAL CARBON CO., INC.
 General Offices: New York, N. Y.
 Branches: Chicago Kansas City New York
 San Francisco
 Unit of Union Carbide and Carbon Corporation



—the woman who drives her own sport-car



EVEREADY SCREEN GRID CONSOLE MODEL 52, \$157.50 (LESS TUBES)
 Model 53, a larger console, \$195—Model 54, the de luxe console, \$225 (less tubes), using the same perfected screen grid chassis

Features of the New Eveready

The new *Eveready* contains eight tubes, including rectifier. Uses three of the new screen grid tubes. Last audio stage is push-pull, using two 2A5-type tubes. Power-detention and resistance-coupling preserve original tonal purity and fidelity.

Special built-in electro-dynamic speaker of Eveready design.

Tunings can vary and swell without altering original fine adjustments made in laboratory, regardless of weather-changes. Unyielding metal (usually steel) used to preserve accurate alignment of parts.



—people who enjoy life to the full

EVEREADY
 TRADE MARK REG.
Radio THE PRECISION INSTRUMENT
 Licensed under patents and applications of RCA and RFL

PRICE *and* QUALITY

★ *Could a dealer ask for more?*

At \$157.50 the new all-electric Eveready Screen Grid Model 52 is the biggest buy on the market today. . . . This leading price is a token of our determination to keep faith with the trade. We said three months ago that the Eveready Franchise was exceedingly valuable, and would increase in value in the future. An outstanding, spectacular example of such an increase in value is now seen. . . . Another vital Eveready contribution is the newspaper advertising now running in key cities. The first of these advertisements, occupying full-page space, is illustrated opposite. This is advertising of a distinction that is new to the radio field. It gives the Eveready line an immediate appeal of quality, builds prestige, carries conviction. . . . Having proved to you that the Eveready Franchise is quick to increase in value, we predict still further advances in the fortunes of Eveready dealers. The remarkable progress to date is only an indication of what is to come in the way of growth for us and for all who deal with us.

NATIONAL CARBON COMPANY, INC., *General Offices*, New York, N. Y.

Branches: Chicago—Kansas City—New York—San Francisco

Unit of Union Carbide  *and Carbon Corporation*

"Treble, Bass and Hum"

"Diehard" Piano Men

By MARSHALL BREEDEN

A FEW "DIEHARDS" MAKE earnest efforts from year to year to keep alive a few of the remaining traditions of the retail piano business. There are still some piano dealers who are salesmen of music and instruction. They, alas, are on the decline. These old time piano men know the real value of a piano as a thing of culture in the home. No one would beat up his wife in the same room with a grand piano. It would be a most inartistic thing to do. But I am told the presence of a radio has no such soothing affect.

L. G. ATKINS OF SACRAMENTO has never been blinded. He knows the piano for its true worth. He sells it as a thing of beauty, as a thing of refinement, and as a thing of culture. Lou has been at the game a long long time. I was still waking my mother and father at around five in the morning when L. G. Atkins started selling pianos. And now my own Little David is waking me at precisely five every morning and Atkins is still selling pianos as things of culture.

SO TO ARE L. E. FONTRON of the Martin Music Co., and R. W. Heck of our Southland, and T. M. Hammet of Redlands. Hammet came to Redlands to be buried. That was more than twenty-five years ago. He has not yet been laid beneath an Orange tree. But in all the years of his Redlands life Mr. Hammet has sold and still does sell pianos as artistic necessities for the home.

I AM INFORMED, ALTHOUGH I have not yet seen the epistle, that a gentleman named Roy Davis, who presides over the musical goods department of Holzwasser's Inc., of San Diego, has sent a letter to the editor of this magazine. In this message 'tis said that he remarked against some comment made of him last month. He goes beyond that and says that no doubt they were inspired because he refuses to buy any pianos from this egg. How foolish, Roy Davis. Do you think I could permit you to buy me a Coco-Cola and still resent the fact that you have never purchased any pianos? My boy, you are all wet. And besides, if a scribbler cannot make remarks about fellows he knows, whom then can he speak of? And besides, again, should one always say complimentary things? I am no Bob Schuler. To be complimenting all the time. Say, Roy, do you think that every morning at five by the stilly alarm clock that I get up and compliment our little David for waking me to another gladsome day? I ask you, do I thank the little cuss for that?

ONE WAY HOWEVER, ROY DAVIS, to settle this argument would be for you to sell the pianos I wholesale on Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, and sell the 'off' makes you handle on Sundays. I dare you to take me up on that.

At last Richardson's of Los Angeles is coming out of the exclusive high class. Or at least part way. Time was when this most beautiful store catered only to the rich, that is to say, offered only the very finest high grade instruments. Now it appears they are going after the more artistic if less cultural clientele. That is to say again, Richardsons have decided to pick up some of that good business which has been flowing unstopped past

their doors. A mighty good thing to do. It will help pay the polisher and the landlord. To help in this fine new venture Mr. Bill Richardson has employed Ben Schroeder and S. S. Hayes. These two gentlemen know what the piano business is all about. You mark my words they will stop a lot of that lower priced traffic on Seventh street. And mark my words again, they will continue to get just as much of the expensive trade as well. I am glad to see the change. I am glad also to see that Beeman P. Sibley wandered into the store at 3:45 on the afternoon of Tuesday, October the 22nd.

IT IS SAID THAT THE NELSON part of the Nelson-Felling Music Company of Fullerton, has withdrawn. To bad, for Nelson is a mighty pleasant spoken and acting musical gentleman. But he is out and so Hail to Harry Felling the new boss, and 'all hail' to his good and charming wife. Together they will conduct a good business that is sure. Harry has the urge that has plagued this writer for years. He wants to write for the magazines, and he wants to sell his stuff after he has written it. That is a tough job Harry. Far harder than selling radios. But it can be done, and it requires maybe two things—write interestingly, and be a good salesman.

I DO WISH THAT MORE of you readers would write to the Editor of this here publication. You may either boost or knock the pudding out of this page, but if you write, the 'exalted management' will think that I amount to some shucks, and then perhaps raise my monthly check. I would raise it myself but the wise old editor always puts it through a check writing machine.

THERE ARE TWO PIANO MEN in Los Angeles who have consistently remained piano men. To their great financial advantage. I understand that Bro. Nolte and Bro. Nettler of the Pioneer Music Co., have each one of them bought for themselves, one new pair of pants this season. That gives them a coat and a pair of pants all earned from the piano business.

FRED CHRISTIANER WAS in the office of the B and J Radio Co. of Riverside at 11:35 on the morning of October 20. On the following day some pianos were sent to Riverside where they may remain until the roll is called up yonder, but Mrs. Stockton and Mr. Stockton are good piano men and maybe they will sell those pianos long before Hecktor, the pup, grows up.

LOUIS DANZ OF ANAHEIM does a splendid piano business. One reason is that he advertises consistently in about a dozen smaller Orange County newspapers. This gives Louis a wide spread audience. It is said that B. J. Chandler of Santa Ana does not go and do likewise. Time was when Chandler sold a whale of a lot of pianos, but that time has slipped into the limbo. If you do not think I am telling the truth, ask Charlie Boothe.

DADDY WHITESIDE OF SAN BERNARDINO has bought himself a chicken ranch near Rialto and now he commutes each day to his store. His daughter, Mrs. Nellie Whiteside Roy and her husband Henry Roy likewise have a chicken hatchery near that owned by the old man; and operated by Mrs. Whiteside, and the whole family commute. Frank Walterstein of Long Beach, has the makings of a date ranch in the desert. This ranching seems to be contagious.

FADA . . .

. . . PRESENTS A NEW RADIO BUILT FOR WEST COAST CONDITIONS

New Sets With Vibra-Control Engineered on Coast

FADA presents a new series of radios . . . built for West Coast reception . . . actually engineered in California . . . tested and proven under every possible condition to bring to the coast a new standard of reception.



VIBRA-CONTROL FADA 35

Uses screen grid and new 245 power tubes in push-pull amplification. Fada full power dynamic speaker. Equipped for phonograph attachment.

Highboy
\$255
Less Tubes

And every new Fada embodies Vibra-Control . . . that amazing Fada achievement that brings in programs exactly as broadcast free from distortion, interference and roars.

The new Fada radios with Vibra-Control are smashing sales records as they have shattered all conceptions of tone realism and lifelike reception.

Engineered on the coast for the coast the new Fada series represents the greatest radio value on the market today.

Fada radios are priced from \$104.50 to \$695.00 in a wide choice of table and console models.



VIBRA-CONTROL FADA 25

Uses screen grid and new 245 power tubes in push-pull amplification. Fada full power dynamic speaker.

Highboy
\$172
Less Tubes

F. A. D. ANDREA, Inc., Long Island City, N. Y.

DISTRIBUTORS

United Radio Supplies Co.
1062 Howard Street
San Francisco, Cal.

Spokane Battery & Ignition Co.
W. 1201 Sprague Ave.
Spokane, Wash.

H. H. Walker
1323 Venice Boulevard
Los Angeles, Cal.

FADA Radio

THE CHOICE OF THE EXPERTS

Here Are The Records That Tie In With The Popular Talking Pictures

Metro-Goldwyn-Mayer

	"Hallelujah"		
	COLUMBIA	VICTOR	BRUNSWICK
"Swanee Shuffle".....	1981-D		
"Waiting at the End of the Road".....	1933-D—1974-D	22073	

"So This Is College"

"I Don't Want Your Kisses".....	1979-D
"Sophomore Prom".....	1980-D
"Until the End".....	1979-D
"Campus Capers".....	1984-D
"College Days".....	1984-D

"Dance of Life"

"True Blue Lou".....	1871-D—1982-D	22089	4470—4481 4470
"Flippety-Flop".....	1884-D	22089	

"Why Bring That Up"

"Shoo Shoo Bogie Boo".....	1905-D		4447
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"Illusion"

"When the Real Thing Comes Your Way".....	1965-D
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United Artists

"Evangeline"

"Evangeline".....		22070	4369—4379
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Fox

"Married in Hollywood"

"Dance Away the Night".....	1986-D—1985
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"The Great Gabbo"

"I'm In Love With You".....	1964-D		4511—4520
"Web of Love".....	1964-D—1965		4511—4519

These Records Were Best Sellers In West During Last Month

Brunswick

4495—I've Waited a Lifetime For You How Am I To Know
4375—Singin' in the Rain Orange Blossom Time
4486—My Song of the Nile If You Believed In Me
4402—Liza (All the Clouds'll Roll Away) One Sweet Kiss
4470—True Blue Lou The Flippity Flop
4481—True Blue Lou Ain't Misbehavin'
4456—Alice Blue Gown A Pretty Girl is Like a Melody
4457—The Whoopee Hat Brigade Piccolo Pete
4443—Ain't Misbehavin' Bashful Baby

4475—Little Pal Why Can't You

Victor

22037—Piccolo Pete Here We Are
22062—Pretending Where Are You, Dream Girl?
22043—Pagan Love Song Wedding of the Painted Doll
21967—Vagabond Loves I'm Still Caring
22034—Baby! Oh, Where Can You Be? You're Just Another Memory
22085—Marianne Just You, Just Me
22073—My Song of the Nile Waiting at the End of the Road
22067—I Lift Up My Finger

Laughing Marionette 22012—Singin' in the Rain Your Mother nad Mine
22054—Lovable and Sweet My Dream Memory

Columbia

1957-D—Lonely Troubadour Through!
1974-D—Waiting at the End of the Road Love Me
1970-D—Bottoms Up Bigger and Better Than Ever
1945-D—Oh Miss Hanna China Boy
1973-D—Collegiate Sam Piccolo Pete
1929-D—Foolishments Esau Buck

- 1956-D—Selections from Hollywood Review of 1929
Broadway Melody
- 1967-D—On Candle-Light Land
When You've Never Been Blue
- 1966-D—Where Are You Dream Girl?
Tip-Toe Thru' the Tulips With Me
- 1916-D—I Love You
Lewisada Blues

Okeh

- 41295—True Blue Lou
I'm Doing What I'm Doing For Love
- 41294—Lovable and Sweet
Waiting at the End of the Road
- 41293—A Bundle of Sudden Sunshine
The Girl I Love
- 41292—Lovable and Sweet
Moanin' Low
- 41290—True Blue Lou
My Song of the Nile
- 41301—How Am I To Know
Love Ain't Nothing But Blues
- 8729—Some of These Days
When You're Smiling
- 8720—Six or Seven Times
That's How I Feel Today
- 3266—Seniranis—Ovature Part 1 and 2
- 3267—Norwegian Dance No. 4
Czardas

Southwest Music Company is being opened in Salt Lake City.

Edison

- 14034—Painting the Clouds with Sunshine
- 14027—My Song of the Nile
- 14015—Mean to Me
- 14023—Walking With Susie
- 14033—True Blue Lou
- 14005—I Get the Blues When It Rains
- 14022—To Be In Love
- 14017—I Kiss Your Hand Madam
- 14008—Weary River
- 14021—She's a New Kind of an Old Fashioned Girl

It is not generally known that Magnavox is doing a very large export business. In a recent issue of "Music in Australia" Magnavox jobbers in Australia use eight full pages of advertising copy. Prices are, of course, quoted in pounds and shillings. Mick Simmons, Ltd., on Haymarket Street are Magnavox jobbers in Sydney. The dynamic speaker is apparently becoming the rage in Australia.

San Diego Studies Interference

The problem of interference loomed large at the recent meeting of the San Diego Radio Dealers Association. When it comes to studying ways and means to eliminate static, San Diego ranks among the leaders. The advisability of publish-

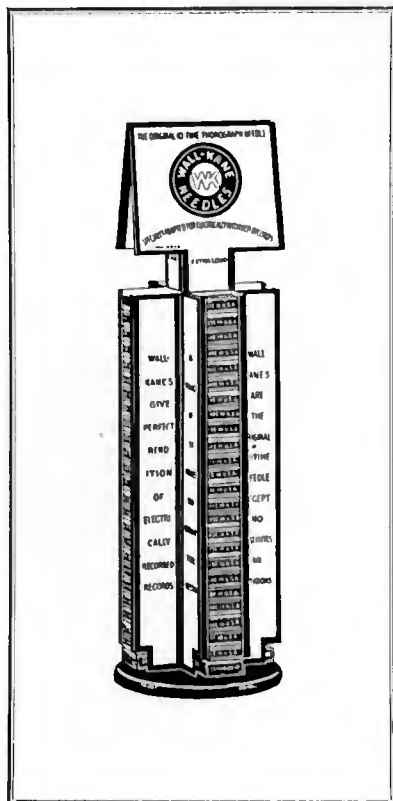
ing results of experiments in the San Diego area is being considered by the association.

Prize Winners

Jobber salesmen who won prizes for receiving the largest number of orders for half price tickets for the 1929 San Francisco show are:

- 1st—Harry Allen, Ernest Ingold, Inc.
- 2nd—A. G. Maguire, Ernest Ingold, Inc.
- 3rd—Jack Gariepy, Listenwalter & Gough, Inc.
- 4th—J. N. McCarthy, Pacific States Electric Co., (Oakland).
- 5th—D. N. Herrick, Leo J. Meyberg Co., (Oakland).
- 6th—Walter R. Brown, United Radio Supplies Co.
- 7th—J. R. Livesay, Leo J. Meyberg Company.
- 8th—T. H. Smith, Pacific Wholesale Radio, Inc.
- 9th—A. O. Burg, Ernest Ingold, Inc.
- 10th—T. N. Slocum, Leo Meyberg Company.

Atwater Kent Manufacturing Co., of Philadelphia, has just announced a number of important executive appointments: J. W. Hitchcock, E. E. Rhoads and F. E. Basler, assistant sales managers; in charge of distributor relationship, territory sales and home sales, respectively.



WALL-KANES

(The original 10-record needles)

Are now packed in Attractive
Lacquered Revolving Stands

**THE DISPLAY ATTRACTS
THE QUALITY SELLS**

Each stand holds 50 packages Extra Loud,
25 Loud and 25 Medium.

Usual nominal charge of 10 cents for the stand.

Be the first in your territory to
feature this stand.

**YOUR COST \$6.10
YOUR RETURN \$15.00
150% PROFIT**

Wall-Kane Needle Mfg. Co., Inc.
3922 14 Ave.,
Brooklyn, N. Y.

San Francisco To Hold Preview and Radio Week In Place of August Radio Exposition

THE Pacific Radio Trade Association has, by unanimous vote of its distributors' group and by vote of its Board of Directors, discontinued the Radio Show held during the past seven years. In its place a June Preview for retail dealers and salesmen, followed by a Radio Week after school commences in the Fall, will be substituted.

The reasons for the discontinuance of the Show, as variously expressed, recite that show attendance has been a gradually decreasing one, while the cost of exhibiting has been an increasing cost. Furthermore, the audience was, without any question, it is stated, coming to see the artists and not the exhibitions and not to buy.

Perhaps the most serious objection was the tendency on the part of the public to wait for the show before buying. This tendency created a distinctly seasonal effect, something which everyone has been striving to overcome and proved costly and detrimental. While models were announced in June, active buying and selling did not commence for ninety days.

At the last show, the two biggest nights, from the point of attendance, were those on which the entertainment savored of vaudeville or featured popular artists. These were Monday and Saturday nights. While the attendance was large on these nights, the great drift of the people present was toward the balcony seats, and at the close of the broadcasting from the studio at the show, the same people left the building and went home.

THE Show Committee itself, which made a careful study of the matter in its report, called attention to the difficulty of securing the attendance of the people who did not own radios, and that the large majority of those who came did own radios. Figured on a dollar per prospect basis, the cost of securing prospects who did not already own a set was extremely high—the estimates figuring from \$30 to \$40 per prospect.

The Show Committee also called attention to the fact that radio had outgrown the period of mystery, and lacked this unique attraction for show purposes. The Show Committee states in conclusion that while the exposition was originally designed to attract attention to radio, that it now had actually changed in results and was bringing in people interested mainly in the entertainment aspect—who came to see and hear artists of the radio broadcast world instead of receivers, speakers and other equipment.

A further element was injected into the discontinuance of the show, it is stated, because of the increased burden upon the broadcasting stations, who furnished the entertainment. Not only were they put to a great deal of expense, but they often gave time free of cost, which otherwise might have been sold. The question of paying for this would have to be faced sooner or later in a spirit of fairness to the stations, and while no station stated, that it would not participate, and did, on the contrary, state that at all times it would help the Association, a request was made on the part of several not to go ahead with show plans without consulting them further, and without letting them give the matter serious consideration.

SEATTLE and Portland already have discontinued their shows, just as have many other towns throughout the country, in most cases for the reasons for which the San Francisco Show has now been discontinued.

The Trade Association plans an interesting substitute, which would overcome practically all of the difficulties and objections voiced. They plan holding, in June, at a downtown hotel a Retail Preview. Admission to this to be by card issued to retail dealers and their salesmen. It would not be advertised or open to the public, but would early introduce all of the lines to the trade. The Preview would be held shortly after the Chicago Show. As far as the public is concerned, just after school commences, a Radio Week, featuring special broadcasting, chain hook-ups of local stations and a gala broadcast week would be put on! All retail dealers would be furnished with flags, displays, signs, newspaper mats and other material so that attention of the buying public would be concentrated on an exposition put on at the retail stores themselves.

Two points which were mentioned as favoring the Radio Show in its present form were that it made a profit and that a large amount of word-of-mouth and newspaper publicity was secured. The Association, it so happens, can finance itself adequately and the publicity given the Show, without question, was the direct cause of the slack summer selling and the tendency on the part of the public to "wait for the Show."

Those in position to know seem to agree that the San Francisco Preview will be one of the outstanding events of the country, and will embody—just as does Chicago—a complete showing of everything.

S. F. To Increase Interference Work

The interference committee of the Pacific Radio Trade Association, will seek an increased appropriation in order to add an additional investigator to its staff of experts. The contributing members of the committee are the Pacific Gas & Electric Co., the Great Western Power Co., the Southern Pacific Railroad, the Market Street Railway and the Association.

The San Francisco and East Bay retailer groups of the Pacific Radio Trade Association are working on a code of ethics and from present indications they will have one that will mean many dollars in their pockets.

Hotel's Right To Transmit Radio Programs Upheld

Hotels may receive and transmit radio programs, but not records, to guest rooms over loudspeaker systems, according to a ruling by Federal Judge Merrill E. Otis, at Kansas City. The decision is believed to be the first of its kind.

The LaSalle Hotel, of Kansas City, was defendant in the suit, which was filed by the American Society of Composers, Authors and Publishers. Judge Otis dismissed the suit for recovery of damages for the transmission of copyrighted music over the radio, but granted the plaintiffs \$250 damages for alleged transmission of a record.

"The right to perform musical composition does not carry with it a proprietary interest in the waves that go out upon the air," held the jurist. In the case of radio programs, he ruled, the hotel owners did not perform the copyrighted work, but merely provided means whereby it might be heard.

National Radio Week Huge Success

National Radio Week, sponsored and endorsed by the Federated Radio Trades Association, the Radio Wholesalers Association and the National Association of Broadcasters met with amazing success throughout the entire country. The Federated offices distributed 20,000 streamers, 20,000 posters, 1,000 advertising mats and 200,000 seals for National Radio Week.

Many local associations observed the start of the week with a huge radio bonfire, preceded by a parade of dealer trucks loaded with obsolete sets and with fitting banners calling the public's attention to its purpose. In one city where 3,000 sets went up in smoke, "talkie" films were taken and displayed in that city and nearby towns to stimulate interest in Radio.

ATWATER KENT

RADIO SCREEN-GRID

16 quick facts *about*

ATWATER KENT SCREEN-GRID RADIO

Special Screen-Grid Circuit, perfected by Atwater Kent to make complete use of the new Screen-Grid tubes.

Many times greater amplification and sensitivity, with the new Screen-Grid tubes.

Needle-point selectivity, made possible by Atwater Kent method of using Screen-Grid tubes.

First audio stage resistance coupled, permitting full use of two "45" power tubes with push-pull amplification to reproduce rich, low tones.

Maximum undistorted output—more volume than can be used, controllable at will.

Enormous regulated power, with no power hum.

Electro-Dynamic, of course.

Stable at all wave lengths.

All parts matched and balanced.

All metal parts protected by cadmium-nickel plating or lacquering. Power units hermetically sealed against moisture.

752 tests in course of manufacture. Also tested under extremes of temperature and humidity.

Precision workmanship, with permissible variations as little as one-half of one-thousandth of an inch.

Completely shielded.

Illuminated dial, marked in kilocycles.

Can be used with short indoor antenna.

Choice of exquisite, reasonably priced cabinets made expressly by foremost furniture designers for Atwater Kent Screen-Grid radio.

ON THE AIR—Atwater Kent Radio Hour, Sunday Evenings, 9:15 (Eastern Time), WEAF network of N.B.C. Atwater Kent Mid-Week Program, Thursday Evenings, 10:00 (Eastern Time), WJZ network of N.B.C.

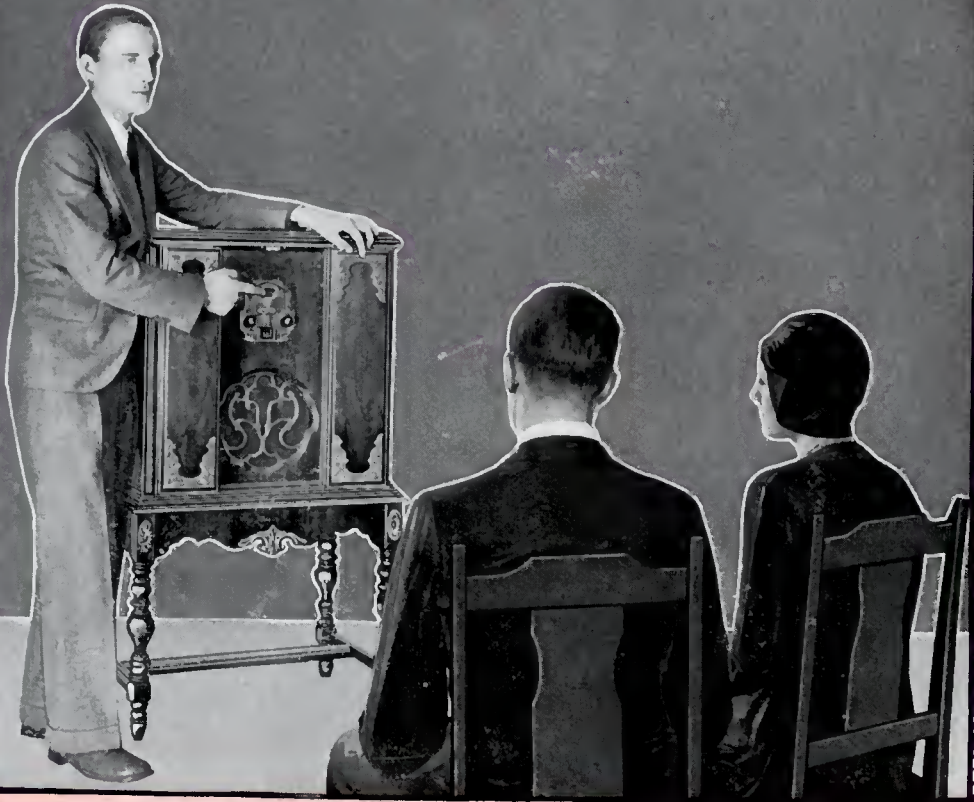


IN CABINETS—The best of American cabinet makers—famous for sound design and sincere workmanship—are cooperating to meet the demand for Atwater Kent Screen-Grid Radio in fine cabinets like these.



The ROYALTY

OF RADIO



The Dealer Salesman

the most important link in merchandising

~ CONTACT WITH THE PUBLIC ~

**KENNEDY
RADIO**



The ROYALTY OF RADIO

Dealer Salesmen Quickly See
The Unusual Advantages of Selling
KENNEDY
THE ROYALTY OF RADIO

EVERY time you demonstrate a Kennedy you enjoy that unusual confidence which is more than half the sale!... You have the advantage of the pride and prestige always associated with "The Royalty of Radio" ... You show cabinetry that is the elegance of taste expressed in wood ... You have the option of selling either the Kennedy High-gain *Neutrodyne* or the Power Detection *Screen-Grid* Models, each fully utilizing every known advance in radio science ... You feel the supreme satisfaction of seeing your customers thrill to the LIFETONE of Kennedy—the tone that surpasses reproduction because it is *life itself!*... Add to this the backing of a most elaborate and complete merchandising campaign and you have the expression of Kennedy's appreciation of the real enthusiasm shown by thousands of Kennedy Dealer Salesmen throughout the country... Colin B. Kennedy Corporation, South Bend, Indiana.

—> Royal Model 310 (Neutrodyne) \$182. Royal Model 320 (Screen-Grid) \$189 . . . Royal Model 210 (Neutrodyne) \$152. Royal Model 220 (Screen-Grid) \$159. Less Tubes. <—

KENNEDY RADIO

Distributed by

THE PEERLESS LIGHT CO.
of the Pacific
1114 Folsom St., San Francisco, Calif.

THOMSON-DIGGS CO.
Third and "R" Streets,
Sacramento, Calif.

TRIPLE SCREEN-GRID AMRAD



The ARIA

What tremendous value is represented in this leading model of the Amrad Bel Canto Series!

Within the exquisitely beautiful, tastefully proportioned console cabinet, richly veneered in butt walnut and African walnut, is the Amrad standard Screen Grid Chassis, using eight tubes, including THREE Screen Grid tubes and two 245 tubes in push-pull. The interior panel is handsomely designed in Gothic inspiration with illuminated dial calibrated in both meters and kilocycles. Has phonograph pick-up attachment, built-in antenna, Merphon condenser and full nine-inch electric power speaker mounted on a baffle board.

Price at \$198

(Less Tubes)

Prices slightly higher
West of the Rockies.

A hair-raising FIVE HUNDRED PER CENT increase in business in 1929 over 1928 makes us stop to think—and check up.

Why is Amrad selling FIVE TIMES as many sets in 1929 as in the preceding year? It isn't enough just to say the retail dealers are moving the goods. We know that. But WHY?

Possibly the answer lies in the critical analysis of all radio lines in comparison to Amrad which shows that the Amrad triple screen grid chassis is unexcelled in sensitivity, selectivity or ease of operation; that Amrad has a chassis of extremely heavy, fool-proof construction; that reports of trouble of any kind are practically non-existent; that Amrad cabinets constitute indisputably the finest furniture in the industry—and that due to a magnificent audio system, the world's best electric power speakers and special adjustments Amrad has the finest tone in radio!

The Amrad franchise is valuable—let us send you the name of your nearest Amrad distributor—he can prove it.

THE AMRAD CORPORATION

Medford Hillside, Mass.

J. E. HAHN,
President

POWEL CROSLY, JR.
Chr. of the Board

The FINEST TONE in RADIO.



THE ANSWER!

Now Being Built
for the
Western Trade
Only



a **RADIO** *by* **Set**

♦♦♦ **T**HE "Rola Surprise" is a complete radio set with reception and reproduction in keeping with the high standard of quality which has always been associated with the name of Rola.

ROLA

Pre-views of this set in Los Angeles and San Francisco proved to be sensations, and orders were given by the dealers in attendance far exceeding the expectations of either the factory or the distributors. Nothing to equal the instantaneous dealer acceptance of this Rola set has been known in radio history in California.

For further information as to dealer franchises, the set itself, exact dates as to when the set will be shown in your territory, write

The
ROLA
COMPANY

Forty-fifth & Hollis Streets
OAKLAND, CALIFORNIA

The

BABY GRAND of RADIO

What About Chain Stores

The Department of Commerce Makes a Survey.

Finds That Chain Store Success is Due Primarily to Good Management.

The Independent Can Apply the Same Principles and Achieve the Same Results.

By CHARLES EDGAR RANDALL

CHAIN STORES! What is their significance? What is their future? What will be their effect upon retail business?

Held on the one hand as one of the greatest modern developments in distribution, and villified and condemned on the other hand as a "menace," and "octopus," the chain store nevertheless is one of the most significant developments in business today. It is a normal outgrowth of the modern age and its rise was to have been expected in this day of mergers, combines, and big business. Chain systems have followed the tendency that has been dominant in nearly all lines during the last half century toward concentration and consolidation of enterprise.

Although the idea of the chain store has long existed, it seems to have first taken root in the United States definitely with the establishing of the Great Atlantic and Pacific Tea Company in 1858. Woolworths Five and Tens entered the field in 1879, the McCrory grocery chain came into existence in 1882 and S. S. Kresge saw light in Detroit in 1885. The United States Cigar Stores Company started in 1901 and the J. C. Penny Stores in 1902.

Now there are probably more than seven thousand chain store systems. Their growth has been phenomenal. In 1923 it was estimated that the chain store volume of all kinds made up 6 per cent of the total trade of the country; in 1926 it was 8 per cent; and at the end of 1927, 12 per cent. And their business is still growing. The Department of Commerce of the United States announces that the sales of chain stores during the first four months of this year were greater than that of the corresponding period in 1928.

UNTIL recent years the chain store movement was confined largely to the big cities. Lately, however, there has been a very definite trend toward the establishment of chain store units in smaller towns and it looks as if this movement would

grow to larger proportions. In connection with this marked chain store development, the United States Department of Commerce has noted an increasing tendency toward subletting various classes of merchandise departments in large stores to outside concerns. This tendency has been most notable in department stores and specialty shops in more populous centers. According to the Department of Commerce it is probable that such leased departments exist in not less than 30 per cent of the department stores in the country.

To get closer to home, in a survey covering eleven representative cities there were some significant figures brought out of the comparative volume of chain and independent establishments in the radio and music trades. In these eleven cities, independent stores made up 86.3 per cent of the total number of establishments dealing in musical instruments and sheet music. Their sales volume was 72.8 per cent of the total in these lines. Chain stores, representing 13.7 per cent of the total number of establishments, had a sales volume of 27.2 per cent of the total. In the retail radio trade independent establishments represented 88.7 per cent of the total and made 79.4 per cent of the sales. Chain radio stores, with 11.3 per cent of

the total number of establishments, showed 20.6 per cent of the volume of business.

Since 1919, according to tabulations made by the Federal Reserve Board, the total volume has nearly tripled for the chain store group while department stores gained but 37 per cent and mail order houses but 28 per cent. It must be taken into account, however, that gains of department stores and mail order houses represented volume gains in existing institutions while the gains of the chain systems were due in considerable measure to the addition of new units.

SUCH a sensational growth in a comparatively new system has naturally brought forth much hue and cry. State legislatures have been asked to pass laws to curb the chain store spread. The States of North and South Carolina, Maryland and Georgia have already enacted tax laws requiring chain stores to pay special taxes or license fees. The courts of North Carolina and Maryland, however, have held that these laws are unconstitutional. In the halls of Congress, chain stores have received verbose attention, and by resolution of the Senate the Federal Trade Commission has been directed to launch an investigation of chain store operation.

A chain store has some obvious advantages. Professor Paul H. Nystrom, of Columbia University, has pointed these out in an excellent study of chain stores which he made for the Chamber of Commerce of the United States. The costs of doing business in grocery stores, he says, range from 6 per cent to 25 per cent of sales, but the average figure is about 15 per cent. The wide variations in costs is due not only to difference in business ability but also very largely to the difference in service rendered to the public. Naturally stores that sell on credit, make deliveries, and handle highly perishable goods incur a higher percentage of expense than stores that do not render such services. Chain store costs in the grocery field for instance

The independent store owner has the advantage of personal contact with the rank and file of his force, while in the chain store internal dealings are impersonal; everything is standardized to the utmost degree possible. He also has the advantage of personal contact with his customers and the opportunity to carry on an effective personal service. Also, the advantage which the chain stores have over most independent stores because of their power to buy in large quantities, must be partly discounted because of the cost of warehousing, stock keeping, transportation and depreciation that the chains must take care of.

THE CHAIN STORE MAKES MONEY ON THIS BASIS—AND SO CAN YOU

Convenient location. Practically all chain store organizations place great emphasis on proper location, seeking situations which are the most convenient for the public. They go to the people instead of asking the people to come to them.

Suitable buildings. All chain store organizations make a *strong point of* having suitable buildings of pleasing appearance, easy entrances, appropriate fixtures and display space, adequate light and efficient use of selling aids, etc.

Efficient sales people. Chain organizations continually strive for better sales service, including promptness from their sales people, courtesy, knowledge of goods, and sales ability.

Specialization in goods handled. Most chain stores not only deal in but one general line of merchandise, but also attempt to sell only those items out of that line which sell most readily.

Detailed accounting systems. As every one knows, the average independent retailer, in the past at least and probably to a considerable extent even now, has little definite accounting knowledge of his business. Chain store organizations insist upon accounting systems which tell their managers in great detail what each unit is doing and where any progress or slack is taking place. By studying the records of his perpetual inventories, the chain store manager may learn of changes in public demand almost instantly, while the independent store manager, who depends on impression or intuition for getting such information, is not likely to discover the trend until considerable sales opportunity has been lost in the new goods wanted, and the old goods has been held on his hands too long.

Scientific buying. One of the greatest elements of chain store success is the advantage of quantity purchases.

are said to range from 8 per cent to 19 per cent, with an average or common expense of 15 per cent. The range in chain store costs is not as wide as in independent stores, although the average cost of doing business seems to be about the same. For the independent store, however, the wholesaler's charge for distribution must be added to the retailer's expense. Wholesalers' costs in the grocery field vary from 4 per cent to 12 per cent of their sales, with an average of about 6 to 8 per cent. The total costs of distribution, then, of goods passing through independent grocers' hands should amount to an average of 21 to 23 per cent of sales, against the average of 15 per cent for chain stores. Here is an apparent saving of 6 per cent to 8 per cent in the costs of distribution through chain store channels.

BUT Professor Nystrom concludes that the advantage of chain stores is more apparent than real. Independent stores as a rule grant credit, make deliveries, handle a wider variety of goods, including perishables, and in many cases keep open longer hours than chain stores. It should be possible for any store granting credit to eliminate about 2 per cent of its expenses computed on sales by going on the cash basis. It should be possible to eliminate an additional 2 per cent by adopting the plan of having customers carry their own goods. By the standardization of stocks, and the elimination of perishables and slow sellers, it might be possible to cut

the expenses in independent stores another 2 or 3 per cent. Thus on a basis of equal service the costs of selling in independent stores would closely approximate those of chain stores. The very acme of reducing sales expenses seems to have been reached in self-service stores of the Piggly Wiggly type, says Professor Nystrom. A financial statement of the Piggly Wiggly stores some time ago indicated that the total expense of 98 stores in one Western territory ran 8.3 per cent of sales. But even this low cost of selling, based on minimum service, has been beaten by certain independent establishments on record. Comparisons between chain stores and independent stores in other lines show similar results. In independent drug stores costs range from 17 to 43 per cent, with an average of about 30 per cent. Chain store costs in this field are reported to be about the same as the average for independents. Independent shoe store costs and the costs of chain stores operating under similar conditions also average about the same.

IT is obvious that these points (boxed above) are the essential elements necessary to the success of any retail institution. It is unfortunately true that it is chiefly in these points that many an independent retail store falls down. The main difference between chain and independent stores, as Professor Nystrom points out, is one of management. The chain store can and ordinarily does procure the best possible talent in its executive management, while

the independent store is usually managed by its owner, with no selecting agency other than his ability to keep going. But neither the chain store nor the independent store has a monopoly on the best methods of management, and it is true that independent store managers sometimes outdistance chain store managers. A chain store executive has said, "I never locate a store in a community in which there is a live independent dealer."

If we are to attempt to predict the future outcome of retail distribution we should take the customer into account. If the public is willing to do without credit, delivery, unusual hours, and other similar features of service in its retail stores, the savings from the elimination of these services can be shared by the chain stores and the independents alike. An indication of this possible preference was given in the investigation of retail price maintenance recently completed by the Federal Trade Commission. Consumers were asked which, in their opinion, was the more desirable distribution agency, the retailer who gives credit and makes delivery of goods or the cash and carry store. Of the 1990 consumers replying, cash-and-carry stores were favored by 55.4 per cent and the credit-and-delivery service retailer by 18.4 per cent, while 17.6 per cent favored both, to fully cover the distribution field. The remaining 8.6 per cent made no definite answer. Cash and carry stores were

(Next Page)

What About Chain Stores?

(Continued from Preceding Page)

favored particularly by farmers. It was pointed out that the necessity of farmers as a group to provide their own delivery service regardless of where they purchase, should be taken into consideration. Excluding the rural group, the percentages were 37.4 per cent for the cash-and-carry and 25.3 per cent for the service retailer. The reason most frequently cited for preferring the cash-and-carry stores was lower prices.

CHAIN organizations are certain to grow as long as the average managing ability of independent stores is lower than the organized ability of the chain systems, and as long as the buying power of chains gives them an advantage over independent stores. The chain stores, however, are still in the blush and vigor of youth and as they grow older in years they may follow the natural tendency toward conservatism that accompanies old age. It is also pointed out that the development of chain systems has taken place generally in a period of rising prices. What effect an era of general falling prices would have on chain stores is yet to be seen.

Through the gradual development of cooperative effort on the part of independent retailers, the buying advantages of the two groups may become equalized. The chain stores have taught the retailers the great lesson of getting together in buying. In meeting the competition of chain store organizations, a growth of cooperative buying groups among the independent dealers is almost certain to take place. Such buying organizations already have arisen, ranging all the way from collective purchasing of a few staple lines up to owning wholesale organizations cooperatively. Independent dealers are strongly individualistic by nature and it takes considerable

effort to get and keep a group together, but if the competition of the chains becomes general enough and keen enough, dealers will unite in self defense.

It has been pointed out that nearly every successful chain store system was in the beginning an ordinary single store, so it may be said that every independent store is a potential chain. It is certain that the field of retail distribution in the United States is undergoing a change. Darwin's law probably will apply as well to the field of business as it does to the field of natural history. It will be a question of the survival of the fittest.

Some Western dealer of Lyric radios hopes to emerge victor in the nation-wide intensive sales contest being conducted by the All-American Mohawk Corporation, of Chicago.

For ten weeks, beginning October 1, some 18,000 salesmen are on their toes to win cash prizes aggregating about \$25,000. The man who sells and whose firm delivers the most Lyric radios during that period will be rewarded with a six-cylinder Graham-Paige sedan. There are five other prizes. Leaders in their respective territories also will be given prizes.

United Reproducers Corp., of Springfield, Ohio, will establish nine radio service depots for their Courier and Peerless receivers, it is announced. Depots will be placed in Denver, Dallas, Tex. and San Francisco in the West.

* * *

Richard Thompson, formerly advertising manager for Daynes Beebe Music Company of Salt Lake, is now engaged in the same capacity with Consolidated Music Company. Mr. Thompson has been working in St. Louis for several months.

Peerless Light Co. Named S. F. Kennedy Distributor

Appointment of the *Peerless Light Co. of the Pacific*, 114-1120 Folsom Street, San Francisco, as exclusive distributor for that area has been announced by the Colin B. Kennedy Co.

Abraham Herst, president and active head of the light company, who has had considerable radio experience, declared that he picked the Kennedy receiver after exhaustive personal tests.

Herst is a pioneer in the electrical and fixture field, and sought a radio that would stand up under future competition. He likens the radio today to the early days of the automobiles, when large numbers of makes appeared, many of them later to disappear from the market.

With 25 years of experience in the electrical field he feels that as merchandise the Kennedy set is in a class by itself, and that the backing of the Studebaker Corporation, one of the leaders in the automobile field, and the merchandising efforts of the Kennedy Co. assume him of successful distribution.

Gentlemen:

We have been using Radio Appraisers Blue Book for the past several months and have found it not only valuable as a guide toward trades but a treasure of information for prospective buyers who are inclined to buy inferior makes.

Of course there are varying opinions as to the intrinsic value of any used article, however, in the case of a battery radio set we have found the allowance prices in the Radio Appraisers Blue Book to be very safe for any dealer where the trade does not exceed 10% of the net sale.

—MITCHELL'S LIBERTY
MUSIC HOUSE.

"The More You Talk, the Less You Sell" That's What Wyoming Dealer Finds

SELLING musical merchandise in Wyoming is a bit different than selling it back East," declares W. I. Sickler, manager of the Knight Campbell Music Store in Casper, Wyoming. "I quickly found that the less talking about the merchandise that I did the more sales I made," he continued. "If you talk too much about your merchandise, these people suspect that you are trying to high-pressure them and they won't stand for that. I quit talking about the merchandise and devoted my talk to their ranches and increased my sales."

Mr. Sickler finds that demonstrating the new radio phonograph combinations offers no handicap among Wyoming ranchers, as practically every rancher who can afford a good radio runs his own electric light plant.

"Our big problem, no doubt, will be handling the used phonograph. We believe, however, that we can get

around this by urging the prospects to retain their old phonographs, invest a small sum in an electric pick-up for it, and buy only the radio set, which, with its provisions for an electric pick-up will reproduce the phonograph records as readily as a combination machine.

"Already we have noticed an increased demand for phonograph records, as stimulated by the talkies and the radio, but more recently the talkies, and we have no doubt that the record business will show further gains.

"Up here, our big problem is the disposal of the old fashioned phonographs. We have determined that the best bet is to give one of them away with the sale of \$10 worth of phonograph records. Where we have done this, we have increased the sale of records by simply opening up another account, as it were, and getting one more family to using a phonograph. We charge the cost of the old phonograph to advertising."

THESE INTERESTING TUBE TESTS ARE FEATURED IN ARCTURUS SATURDAY EVENING POST ADVERTISING



There's no question about Arcturus' 7-second action when your customer holds the watch.



A two-minute demonstration of Arcturus' clear, humless tone is more convincing than a twenty-minute sales talk.



Arcturus Tubes hold the world's record for long life because they withstand the line surge that burns out other tubes. Show your customers that Arcturus Tubes easily withstand 75% more current than they are designed for.

A NEW IDEA IN SELLING TUBES

THAT MEANS MORE PROFITS FOR EVERY ARCTURUS DEALER

**137
FACTORY
INSPECTIONS
GUARD
ARCTURUS
QUALITY**

THE more Arcturus Tubes you sell, the better for your business.

And the best way to sell these superior tubes is to *demonstrate* their many good points.

Our National Advertising Campaign, beginning with a half page in the October 26th Saturday Evening Post, tells radio set owners to *make sure* of tube performance *before* they buy tubes. We tell them what points to check, and how to check them. And Arcturus Dealers will be glad to make these tests, because Arcturus performance measures up to the highest standards at every point.

These photographs, reproduced from our Saturday Evening Post advertising, illustrate three easy tube tests that clinch sales. *Show* your customers what Arcturus Blue Tubes can do, and watch your tube sales jump.

When your Arcturus sales go up your customers get better reception and your service overhead goes down.

Try selling Arcturus *Blue* A-C Tubes this way, and see what happens to your tube and set sales.

ARCTURUS RADIO TUBE COMPANY
Newark, N. J.

ARCTURUS
BLUE **A-C** **LONG-LIFE** **TUBES**

Should We Have A "Secretary of Radio" at Washington?

NEWS FROM THE NATIONAL CAPITOL

WASHINGTON, D. C.—The parade of events in the radio world lately has shown that the new industry has not yet outgrown its "growing pains." Return of Congressmen and Senators has revived interest in prospective legislation, while the New York Radio Show demonstrated to the lay world that it must be continually alert to keep up with developments in radio equipment.

The old story of the Federal Radio Commission probably will be reenacted. As has been the case for the last two years, the Radio Commission is again approaching the end of its days. Under the present law it gives up the ghost as far as regulatory authority is concerned and becomes an appellate body only, on December 31. But, as has also been the case in the past, it is probable that Congress will see fit to give it another lease on life. It is expected that either in the latter part of the present session or early in the next regular session, Senator Dill of Washington, and Congressmen White of Maine, will introduce bills to extend the administrative life of the Commission. These two legislators are the joint fathers of the last radio act, and their new bills will probably be modeled after their former effort, without radical changes, in view of the pending comprehensive Couzens bill on the subject.

On the Couzens bill, intended to fix a national policy governing the whole field of communications, hearings are scheduled to be resumed as soon as the tariff bill is disposed of. It is doubtful if any action on the bill will be taken during this session. The radio committee of the American Bar Association has a report on radio legislation which is expected to contain some drastic recommendations. A "Secretary of Radio" in the President's Cabinet is not such a remote possibility, and some thought is already being given to a communications portfolio in the Cabinet, in connection with discussion on the Couzens bill which now provides for the establishment of a special communications commission.

The present Radio Commission has been undergoing a reorganization. Aiming at increased efficiency, the five commissioners have split up their duties, each being assigned a special field. Under this arrangement, Commission Lafount of the Western Zone will have charge of hearing litigation, and legislation matters. Instead of the full commission, only Commissioners

Sykes and Lafount will sit on hearings of applications and complaints. Lafount is also assigned the general supervision of field investigations. The Commission's entire personnel now numbers 90, compared with 15 two years ago. Some 50,000 applications of various kinds were received by the Commission in the past year.

Since his return from what he termed "a careful survey of the radio situation in the West," Commissioner Lafount has been enthusiastic over Western radio conditions and possibilities. He reported that the number of radio sets in use in the Fifth Zone has also doubled in the past 18 months; that practically all commercial broadcasting stations are now operating at a profit; that the public has turned largely to electric sets and these are used more hours per day; that the summer sales of radio sets were good and prospects are bright for more fall and winter business than last year. He praised the constructive work of radio dealers organizations in the Western States.

New Radio Contract

Radio Retailers Association of New York have adopted a merchandising contract between dealer and manufacturer as follows: Manufacturer shall provide dealer with demonstrating equipment for which dealer deposits 60% of list price. Dealer secures his future requirement with similar deposit, due thirty days from delivery. Receivers remain property of manufacturer until sold at which time deposit is forfeited. Return of merchandise to manufacturer guarantees dealer full refund of his deposit. Advantages work both ways. Dealer is protected against overstocking because merchandise is fully returnable. Manufacturer is assured of active dealer cooperation because the dealer makes definite stipulations of sales cooperation.

Rapid expansion of Western business has compelled E. T. Cunningham, Inc., radio tube company, to rehouse its Pacific Coast headquarters in a new larger building, at 325 Ninth Street, San Francisco. The branch occupies the entire structure consisting of two stories and a mezzanine.

Bureau Adds Piano Class Expert

C. M. Tremaine, director of the National Bureau for the Advancement of Music, has announced the appointment of Miss Ella

Suggested Code of Ethics

The Federal Radio Trade Association suggests the following ten commandments for radio dealers:

1. That prospective customers shall be allowed a free trial or home entertainment for forty-eight hours.

2. That an adequate interest charge be made on all time payment contracts, and that contracts do not extend beyond one year.

3. That when an outside aerial must be put up when a set is installed a charge of \$7.50 be made to meet the cost of material and labor. This is minimum.

That when an inside aerial must be put up when a set is installed a charge of \$5.00 be made.

That when no aerial is necessary but when ground connection, lead-in, etc., must be made, at least \$2.00 be charged to meet the cost of labor.

4. That no free servicing be given after sixty days or after the certain number of calls specified at the time of the sale.

5. That if the free service period has expired, a minimum service charge of \$2.00 be made. If the call is of half hour or more duration, that a specified rate per hour, plus cost of materials, be charged.

6. That truth in advertising must be observed to preserve the good reputation of the individual dealer and the entire trade.

7. That the allowance on instruments offered for trade-in be based on only their fair cash market value.

8. That no sets be guaranteed for longer than ninety days unless the manufacturers guarantee it for a longer time.

9. That instruments for trade-in be confined to radio equipment and musical instruments.

10. That the advertised list price be considered as a cash price.

H. Mason as the Bureau's specialist in its piano class promotional work. Miss Mason successfully conducted for a number of years many such classes in the schools of Rochester, N. Y.

Miss Mason's work largely will be to give advice and information to school superintendents, music supervisors, teachers and others who have become interested in the class idea, but who need further help on technical questions.



SPARTON RADIO

"Radio's Richest Voice"

FACE-TO-FACE REALISM

A POWERFUL KEYNOTE IN RADIO SELLING

FACE-TO-FACE REALISM has proved itself to be probably the most spectacular sales appeal in radio today. The hold it has taken on public imagination . . . PLUS the ability of Sparton instruments to make good . . . has proved to be a gold mine for Sparton dealers. This year's powerful advertising campaign is just starting. Sparton dealers are due for even bigger things than last year.

THE SPARKS-WITHING TON COMPANY (Established 1900), JACKSON, MICHIGAN, U. S. A.
Pioneers of Electric Radio without batteries of any kind (377)



Model 301

The NEW SPARTON
EQUASONNE



In the Newspapers of 200 Cities



ZELMA O'NEAL

It carries a tremendous wallop—it reaches the Right People—and it hits 'em time and again *and again*—that's the new Brunswick newspaper campaign now running in 200 cities.



AL JOLSON

The advertising message put across in this campaign is a humdinger.

It invites the reader to listen to a radio program broadcast May 4th last at 12:11 midnight, New York City.



BEN BERNIE

It promises him the opportunity to hear this broadcast just as though he had been in the studio of Station WABC on that date—and to compare the *pre-microphone* performance of great artists

with the work of those same artists as it sounds when received through the NEW Brunswick Radio.

It offers scientific and dramatic proof of "Studio Quality Reception"—all as demonstrated right in the dealer's store.

In other words, it is giving Brunswick dealers an unmatched opportunity to prove to thousands upon thousands of prospects the tone-supremacy of the NEW Brunswick Radio.

Man's size advertising, this!

Little wonder, therefore, that it's rapidly making the Brunswick franchise far and away the most profitable franchise in the music field.

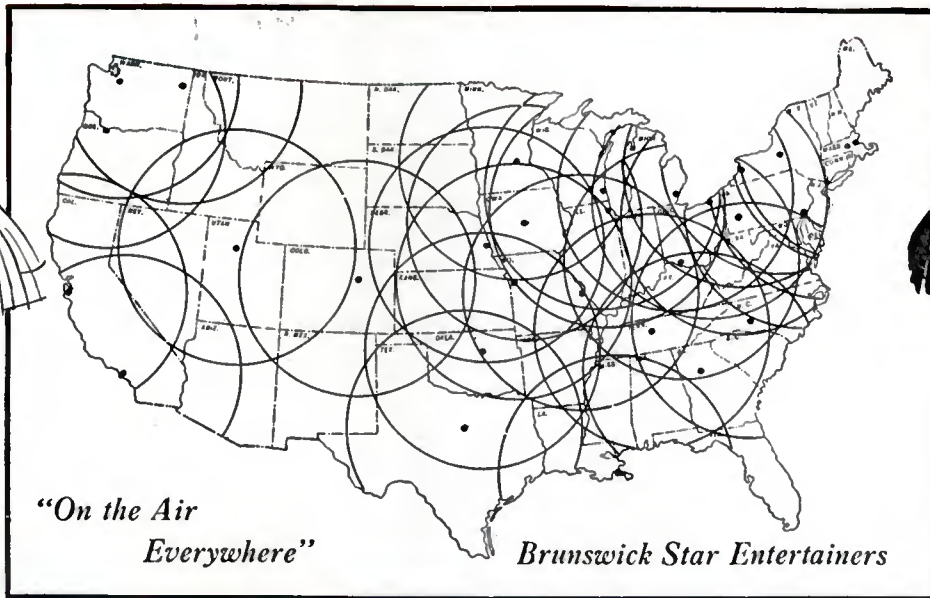
Brunswick

Radio — Panatropes with Radio — Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY ▸ New York ▸ Chicago ▸ Toronto

"Brunswick Brevities"

Radio's Greatest Entertainment



Broadcast Every Week from 32 Stations

When you can go on the air with such Stars-of-the-First-Magnitude as Al Jolson, Belle Baker, Ben Bernie, Nick Lucas, Abe Lyman, Red Nichols, and Zelma O'Neal — *oh, Man*, what entertainment you can offer to an eager and expectant world!

—And what a *sales-talk* you can sandwich in, when your listeners — *prospects, all of them* — are waiting for the next Big Number!

There's only one thing better than a big newspaper campaign — and that's a big newspaper campaign *plus "radio."*

Here, then, is the Brunswick tie-up: a smashing newspaper campaign in 200 cities —

Plussed each week by "Brunswick Brevities," broadcast from 32 radio stations and blanketing the country.

Of course the campaign is selling *radio sets* — it just couldn't help doing that.

But what a flock of *combination sets* it's selling — and what an unprecedented lot of *records*, made by these same exclusive Brunswick artists!

It's only human for Brunswick dealers to take kindly to the longer profit on the Combination Panatrope with Radio.

And as for the *record business* it creates, *month after month, year after year*, could anything be sweeter than *that*?



BELLE BAKER



NICK LUCAS



RAY MILLER

Brunswick

Radio — Panatrope with Radio — Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY \ New York \ Chicago \ Toronto

PHILCO OWNERS EVERYWHERE

THERES A REASON

RADIO

PHILCO

Good Ideas Such as
the Above Built This
Business

From This To This In
One Year

It's Ideas And Advertising That Builds Business

FIFTEEN months ago he was broke, jobless, convalescing from an injury; today he is operating a successful radio business with a turnover of \$40,000—that, in a nutshell, is the story of Rue Smith, Everett, Wash., radio dealer.

How he built up his business from practically nothing until it is today one of the largest in his section of the state is a romance of business in which a second hand radio set, a railroad accident and Smith's courage play important parts.

The second hand set was his first introduction to radio. He bought it in the East in December, 1927, while on a visit. At his home he tinkered with it, rigged it up and sold it. It was his first radio sale, and netted him \$22.80.

At that time he was employed as railroad brakeman. Intrigued by radio, he continued to sell his sets at night, with his wife aiding as saleswoman. Then a railroad accident deprived him of his main means of livelihood.

After his recovery, Smith determined to enter the radio business. He rented a cubby hole of a store, 12 by 14 feet, and ventured \$15 in the first month's

rent. His business prospered. In September, 1928, he expanded, moving to a large store on Everett's main street, his present location. He stocked between \$4000 and \$5000 in parts and equipment, and invested \$2500 in fixtures.

Did he make good? Figures tell the tale. Today he is free from debt, with a net worth of \$7000. In the three "dead" summer months his sales aggregated \$17,000. His staff comprises a bookkeeper, filing clerk, service man and three salesmen.

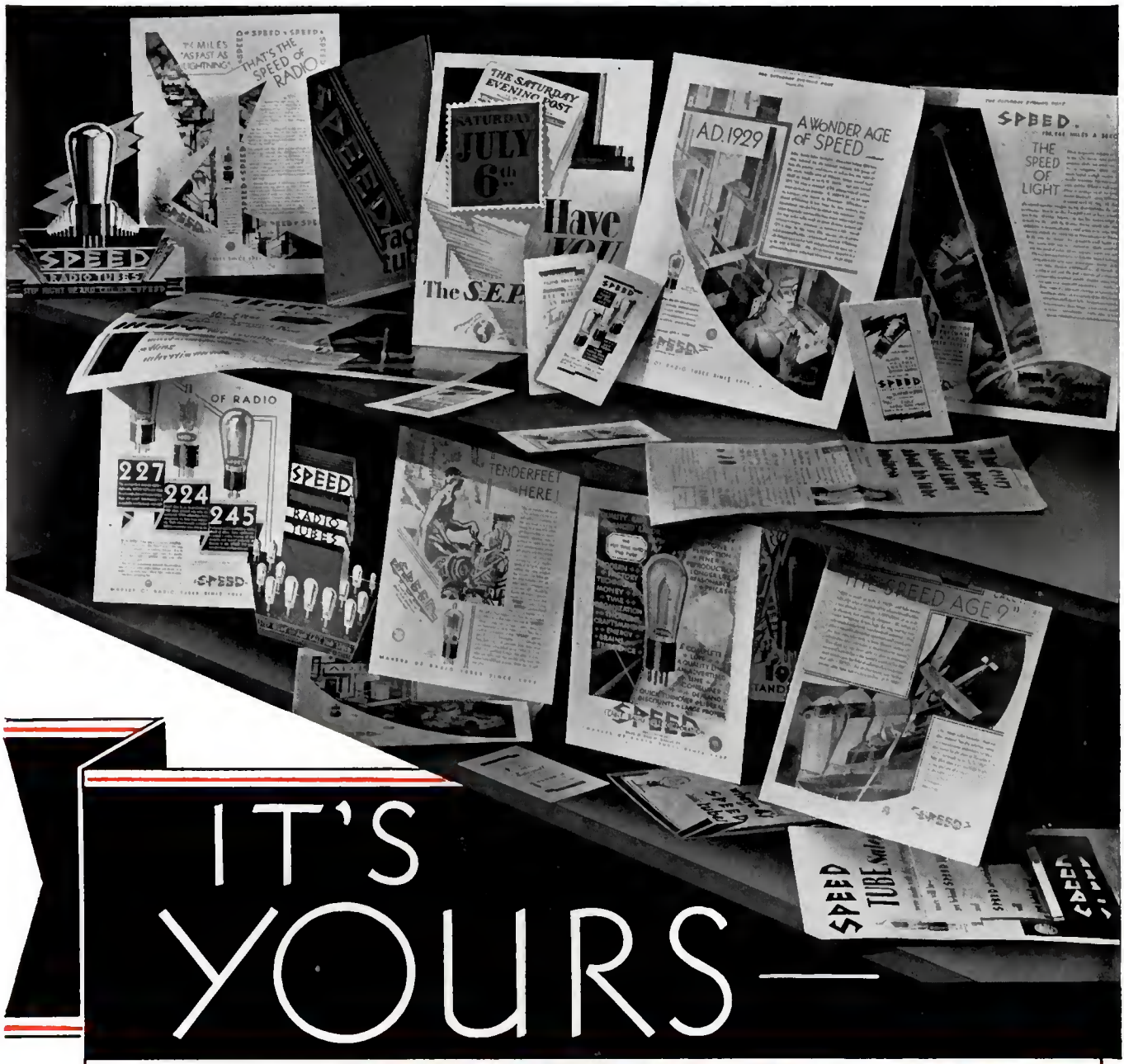
Smith conducts extensive advertising plans, using circular mail display and personal letters to every person listed in city directories in his territory. He verifies each sale to a customer, keeps a card list of their names, and never misrepresents his sales product.

Smith's representatives in the sales field must tell facts about the product they sell and not exaggerate.

"A man does not stay long with me who stretches the point of truth," asserts Smith.

He is the exclusive Philco radio dealer in Everett, and sticks to the one line.

"I just bang away with long hours and don't go to sleep on the job. Anybody can do it," just about sums up his philosophy.



IT'S YOURS



All this advertising material — newspapers — magazines — trade papers — folders — brochures — broadsides — and many other novelties. (Remember the SPEED pistols at the Trade Show? Ask any man who was there!) SPEED advertising backs SPEED sales nationally and locally. Every day is "moving" day with SPEED advertising — it "moves" SPEED Tubes from your shelves to your customers' sets. A few SPEED jobber franchises are still available. SPEED quality + SPEED advertising + your sales ability = an unbeatable combination. The answer will be in \$ and ¢; mostly \$. Get 'em! Write right now!!

MAKERS OF RADIO TUBES SINCE 1924

MONARCH SALES COMPANY
1268 Mission Street San Francisco, Calif.

ARTHUR S. DETSCH
Security Building Terminal Sales Building.
Portland, Oregon Seattle, Washington

SPEED SALES COMPANY
1321 Maple Avenue Los Angeles, Calif.

Southern California Association Elects Board Of Directors Under New Constitution

ACTING under the terms of its new constitution, the Radio Trades Association of Southern California has elected 10 members of its board of directors. Two directors at large remain to be chosen by the elected members.

Each of the five divisions of the Association met in special session and named two representatives on the board of directors. Those elected are:

Music Division: E. A. Geissler and George B. Epstein.

Radio Retailers Division: Fred S. Dean and C. H. Mansfield.

Radio Jobbers Division: H. E. Sherman, Jr., and Walter N. Fagan.

Radio Manufacturing and Manufacturing Agents Division: H. A. Bell and Cloyd Marshall, Jr.

Broadcasters Division: Naylor Rogers and Gerald L. King.

A very interesting meeting of the Retail Radio Division attended by many of the presidents and secretaries of the various chapters of the Association was held. The attendance included:

E. W. LeRoy and H. P. Carnahan, president and secretary respectively of the Alhambra Chapter; Don G. Mitchell and Roger A. Howell, president and secretary respectively of the Long Beach Chapter; F. W. Thomas and E. H. Lee, president and secretary of the Pasadena Chapter; Eugene R. Weber and

L. Brookwell, president and secretary of the San Fernando Chapter; George W. Hiatt and R. J. Tobey, president and secretary of the Valley Chapter; George H. Nicholson, president of the Los Angeles Down Town Chapter.

A. G. Farquharson, secretary of the Association appointed G. H. Nicholson as chairman of the meeting for the election of its two directors. An election for officers for the United Chapters took place in which G. H. Nicholson was elected chairman; F. W. Thomas, vice chairman, and E. W. Le Roy, second vice chairman.

In his farewell address to the entire Association, H. E. Sherman, retiring president, pointed to the great strides made since he took office in July, 1928. The membership has almost doubled since that time.

"The outstanding accomplishment has undoubtedly been the study and work leading up to the formation of our interference department," he said, pointing out that leading industrial concerns of the area are financially supporting the work.

"This department was responsible for the inauguration of the first city ordinance for the elimination of interference, which was enacted by the City of Los Angeles, and since this ordinance was passed they have secured the enactment of a similar ordinance in eleven other cities of Southern California.

L·E·T·T·E·R·S

Gentlemen:

It gave me a great deal of pleasure and satisfaction to read the splendid article written by Gene Redewill and published in the September issue of the Western Music and Radio Trades Journal. This is getting over in a very effective manner the interesting and valuable propaganda for the player piano as an accompanying instrument which was presented in such an unusual manner at the last convention.

—Delbert A. Loomis, Executive
Secretary Nat'l Ass'n of Music
Merchants.

Gentlemen:

The following comment on your editorial, "Let's Have More Bonfires," in the September number of Western Music and Radio Trades Journal, was sent to all our dealers:

"We are wondering just how many thousands of dollars these trade-ins, many of them foolish, have cost the radio dealers.

"Unless the industry watches its step it is going to be in the same deplorable condition as is the motor car industry, for the dealers in their anxiety to get business are going to trade their heads off with the result that not only do they fail to make their legitimate margin of profit, but they have in their stock worthless radio sets which represent also part of the cost of

the new set which was sold on the deal.

"Goodness knows there is enough good clean business to be had without resorting to such foolish practices.

"It is our belief that no set should be taken in on a trade—but what can be sold at the price allowed for it plus approximately a selling expense of 20%, and any procedure other than this means suicide."

Electrical Supply Company
Los Angeles

Gentlemen:

I read with considerable interest, enclosed article which was printed in your valuable magazine recently. Our interest was aroused, because the writer of the article had apparently observed Mrs. Betty Norris, whom it mentioned as having red hair and laughing eyes, more closely than I have observed her in the five years she has been associated with me in the Music Department of Holz-wasser, Inc.

I have noticed since reading the article that she has red hair, which I think would be better named "auburn." Also, she has eyes which would be rightfully described, "laughing eyes."

But there is something your writer overlooked, which is considerably more important than that which he mentioned as outstanding in Mrs. Norris. She has an exceptional personality and very unusual

sales ability, backed by an enthusiasm for her work, which makes her an extremely valuable assistant in the sales end, and I am willing right now to put up real money, that she can outsell any sales lady on the Pacific Coast. Of course, weight would have to be taken into consideration, as I understand she weighs approximately 100 pounds.

As I read the article further, I observed that your writer comments on her ability to get along with me. He seems to think this some achievement on the part of Mrs. Norris.

This was probably intended as a compliment to Mrs. Norris, but I want to go down in history right now, as saying, that anyone can get along with me, if he can sell merchandise like Mrs. Norris can.

Now, I am wondering who really wrote this article, and after studying it over carefully, I can reach but one conclusion—it must be some man who has been trying, maybe for years, to sell Holz-wasser, Inc., something in the line of musical merchandise. Undoubtedly, he has not been successful and maybe for that reason he feels that I am hard to get along with. If I am right in my deductions, and your writer is an unsuccessful and consequently a disappointed salesman, may I suggest that he develop a little of that same enthusiasm Mrs. Norris has, and maybe in the future he will find it just as easy to get along with me as Mrs. Norris does.

Roy Davis

San Diego, Cal.

The Fastest Horse Is Always the Best Bet



THE CONCERT GRAND, illustrated, is of beautiful and unusually substantial construction. Four-way matched butt walnut, carefully selected oriental walnut panels, the right amount of birds-eye maple, all contribute to make it an outstanding cabinet. Priced absolutely complete, less only tubes... \$183. Other models \$170 and \$210. All prices apply west of the Rockies.

WHY is it that out of hundreds of radio sets on the market,

ONLY ONE bases its campaign on direct comparative tests that can be made anywhere, by anyone, without laboratory instruments—definite tests that really mean something—and gives away through dealers millions of circulars telling plainly how to make these tests on any radio?

ADJECTIVES help to sell goods, without a doubt. We know some good ones, too. And we have plenty of celebrity endorsements—not baseball celebrities, but famous musical authorities. And there's a heavier advertising appropriation with every **SILVER RADIO** than with any other make we know. And yet, for all that, we say and believe—

"In the hard-fought radio market of 1929-30, the safest investment on any dealer's floor is a receiver that will consistently outperform all competitive makes irrespective of price."

Your **SILVER RADIO** distributor stands squarely back of the claim here implied. Make him prove it!

SILVER-MARSHALL, Inc., 6453 W. 65th St., Chicago

SILVER Radio

Western Distributors

LOS ANGELES
Radio Distributing Co.

SAN FRANCISCO
Electric Corporation

OAKLAND
Electric Corporation

PORTLAND
Marshall-Wells Co.

SEATTLE
Marshall-Wells Co.

SALT LAKE CITY
Radio Distributing Co.

RENO
H. E. Saviers & Sons, Inc.

SILVER · ON · RADIO · LIKE · STERLING · ON · SILVER

Fada Perfects Set Designed Exclusively for Western Reception

Exhaustive surveys of Western radio reception, which have extended over a period of two years, were completed recently by engineers of F. A. D. Andrea, Inc., manufacturers of the Fada radio. The surveys and experiments were all conducted on the Pacific Coast.

The results of the engineers' studies are incorporated in the company's new Vibra-Control models. The experiments conducted by the experts were of such a basic character that they are expected to aid receptivity not only in the West but throughout the country.

The special factors of climate, time, powerful radio broadcasting stations and the exacting demands of radio owners in the West have led the Fada engineers to train their attention on West Coast conditions. The field test method was used largely and was of the utmost importance in determining the degree of acceptability that can be predicted with certainty for any particular design.

The plan of sending engineers to make careful field tests has been part of the Fada program for years.

"I can remember back in 1925" said a Fada engineer on a recent Pacific Coast trip, "how we used to put a set, batteries and speaker in a car and travel from point to point testing performance under varying conditions. We have always believed in checking our 'slide rule' computations against the facts and leaving nothing to chance or to guess.

Vibra-Control Explained

"One of the really noteworthy achievements incorporated in these new Fadas, said Mr. F. A. D. Andrea, president of the Fada Company, "is Vibra-Control. This is something of which we are justly very proud. Vibra-Control is the true secret of tone realism; the co-ordination of the Fada selective receiving circuit and the Fada full power dynamic speaker. Each graduation of tone is now heard just as it is broadcast—that's Vibra-Control."

"To control the stability of performance, Fada uses carefully aligned tuning condensers, of a particularly rugged construction that give an assurance of years of reliable operation with freedom from microphonic howls.

"To control detection, Fada has perfected a system of power detection that will deliver large voltages to the audio frequency amplifiers without overloading; detector overload is to be avoided at all costs, for such overload creates distortion by the introduction of new waves not present in the original signal, which causes serious signal distortion.

"As a final step in Vibra-Control, Fada

has acoustically engineered every Fada cabinet for proper tone control.

Cabinet precautions have been observed in detail in the construction of FADA console cabinets as evidenced by slotted receiver shelves, open backs, vented floors, solid braced cabinet construction, celetex baffles, large loud speaker grilles, and shock mounting of the loud speaker. The actual value of acoustic engineering principles applied to cabinet construction can be readily realized when identical receivers and loud speakers are placed in two similar cabinets, one of which has been treated as described above and the other constructed in the usual manner."

The Fada 35B walnut console model uses three screen grid shielded tubes, two indirect heater tubes in power detector and first audio stage with two of the new type 245 power tubes in push pull amplification. Special unique features include adjustable selectivity and sensitivity for local installation variations, tuned impedance coupling for uniform radio frequency amplification and a hum adjuster for minimizing hum under varying installation circumstances.

Fada 35C is a screen grid console model with the same speaker and the same walnut cabinet as the 35B but at a lower price. Four indirect heater tubes are employed with one screen grid and two type 245 power tubes in push pull amplification.

The Fada 35 previously announced employs two screen grid tubes—two heater tubes—two type 245 power tubes in push pull amplification; constant width band pass preselector for superior selectivity.

Other Fada models are No. 25 Vibra-Control AC electric screen grid console—No. 75 Vibra-Control screen grid console with type 210 power tubes and all electric Radio Phonograph Combination No. 77 in hand carved walnut cabinet. All Fada

New Powerful Station for Phoenix

Phoenix, Ariz. soon will have the most powerful broadcasting station in the Inland Southwest. Plans for such a station have been announced by the Electrical Equipment Co., Atwater Kent distributors in Phoenix, and the Arizona Republican.

The new station will have KAR as its call initials, and will have a rated output of 1000 watts. Its cost is estimated at \$100,000. It is expected to make its air debut by December 1. The KAR Broadcasting Co., which will operate the station, is headed by Sam Kahan, president of the Electrical Equipment Co.

console models are equipped with Fada dynamic speakers.

H. H. Walker, Southern California distributor for Fada Radio returned from the Fada factory in Long Island City, October 14. Walker spent the better part of two weeks in and about the factory and took the opportunity to personally observe and investigate the Fada sets especially engineered for the Los Angeles territory by Fada engineers who were located in Los Angeles while making their tests for Southern California.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Western Music and Radio Trades Journal published monthly at Los Angeles California, for October 1, 1929, State of California, County of Los Angeles.

Before me, in and for the State and county aforesaid, personally appeared Wallace M. Byam, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Western Music and Radio Trades Journal and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Marion E. Byam, Los Angeles, California.

Editor, Merle Davis.

Business Manager, Wallace M. Byam.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address as well as those of each individual member, must be given.)

Marion E. Byam, 501 Commercial Exchange Bldg., Los Angeles, Calif.

Wallace M. Byam, 501 Commercial Exchange Bldg., Los Angeles, Calif.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is— (This information is required from daily publications only.)

WALLACE M. BYAM, (Mus. Mgr.)

Sworn to and subscribed before me this 10th day of October, 1929.

(Seal) Jeanette Brown, Notary Public.

(My commission expires May 1, 1931).

How you can raise YOUR AVERAGE PROFIT *per Radio Sale*

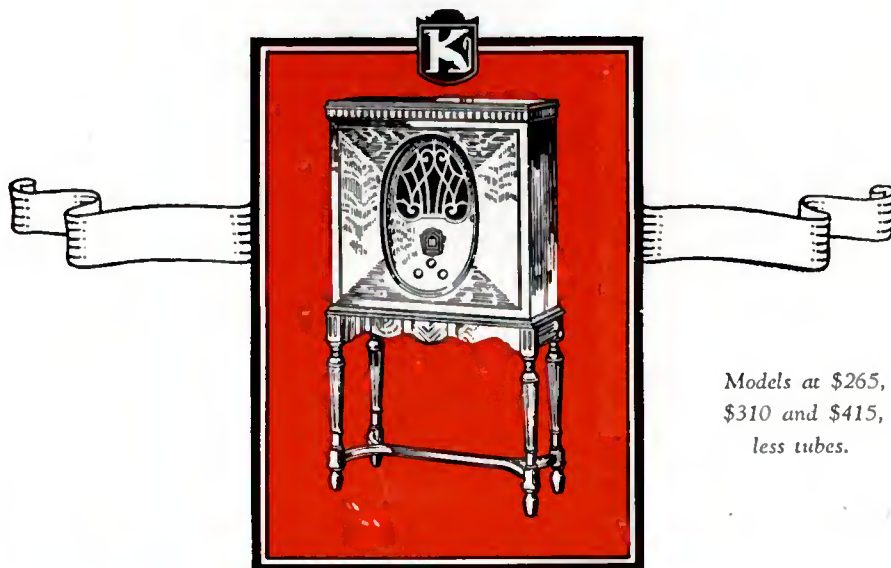
BE prepared to demonstrate a real *quality radio* to every customer who can afford something better than the sets built primarily for their price appeal.

What *is* your policy? Are you trying to convince such customers that there is "no better radio at any price" . . . and crowding your profits down to the minimum? Are you trying to satisfy them with merely an over-priced radio of ordinary qualities? Or, are you prepared with a Distinctive Radio . . . a set with exclusive and superior features that plainly justifies its higher price?

Kellogg is that kind of a radio. It is **DISTINCTIVE** . . . distinctive in its super-power; in Tone; in its beautiful cabinet work; distinctive in its exclusive Automatic Volume Control; and in its Sensitivity Control. The price for all this *extra* quality is surprisingly low—only a slight advance over the prices of radios built for "mass" selling.

If **YOU** are not handling Kellogg, there is still time to secure the line for the best part of the season and to increase your average profit per sale by a good margin. Wire us at once!

KELLOGG SWITCHBOARD & SUPPLY CO., CHICAGO



Models at \$265,
\$310 and \$415,
less tubes.

KELLOGG *Radio*

LICENSED UNDER R. C. A. PATENTS

Distributed by

ELMORE & LAMBING RADIO CO.
1205 South Olive St.,
Los Angeles, Calif.

FOBES SUPPLY CO.
260 Fifth Street,
San Francisco, Calif.



Bosch Radio Table Model 48, shown at left, contains perfectly shielded chassis with seven tubes, three of which are the new Screen-Grid amplifier type, housed in handsome table cabinet of richly grained walnut veneers with sliding doors. Price less tubes...\$122.50

The new Screen-Grid Bosch Radio not only employs Screen-Grid Tubes—it is correctly engineered to the new four element Screen-Grid Tubes. It is outstanding for correct balance, for precision workmanship, for the clearest flow of tone known in radio. Its sensitivity and selectivity are infinitely fine. Bosch Radio offers the leading retailing opportunity of the year. Bosch Radio Model 48 uses three Screen-Grid Tubes, two amplifiers in push-pull, a power detector and a full wave rectifier, seven tubes in all. Cabinet artistry gives Bosch Radio a sales influencing eye appeal.

AMERICAN BOSCH MAGNETO CORPORATION
Springfield, Massachusetts

*Bosch is licensed under patents and applications
of R. C. A., R. F. L. and Lektophone*

Branches: New York -:- Detroit -:- Chicago -:- San Francisco

BOSCH RADIO TUBES ADD A NEW QUALITY OF PERFORMANCE TO ANY
RADIO RECEIVER

SCREEN-GRID BOSCH RADIO



Bosch Radio DeLuxe Console—shown at right—last word in radio, uses seven tubes. Three are new Screen-Grid type, two are audio amplifiers in push-pull. Cabinet has sliding doors concealing dial and dynamic type speaker. Antique finish in Old English line with walnut veneers. Price, less tubes.....\$248.00



Bosch Radio Combination Receiver and Speaker Console shown above embodies Screen-Grid quality radio in an inexpensive combination. Chosen woods and veneers with rich carving make effective console. It has Bosch dynamic type speaker. Price, less tubes...\$172.50

THE ELECTRIC CORPORATION Los Angeles, Calif.

THE ELECTRIC CORPORATION Portland, Oregon

THE ELECTRIC CORPORATION Seattle, Washington

P. W. GAVIN COMPANY, San Diego, Calif.

WATERHOUSE-WEINSTOCK-SCOVEL CO.
San Francisco, Calif.

WATERHOUSE-WEINSTOCK-SCOVEL CO.
Oakland, Calif.



Earl Radio

Announcing



The

Centro-Matic Tone Finder



\$179 (less tubes)

Slightly higher in Canada

MODEL 33

With Centro-Matic Tone Finder. All-Electric 8-Tube Set. Neutrodyne. Inductor Dynamic Speaker. Phonograph Pick-Up Connection. Walnut Veneer Cabinet.

IN addition to finding each station accurately, instantly, unerringly—the Centro-Matic Tone Finder locates the true center—the rich, pure heart of the tone—free from ragged, blurry “side-bands.”

It is quickly adjustable for *ten* different stations. These stations, if desired, may be only a few dial-degrees apart. One handle operates the entire range.

The C. A. Earl Centro-Matic Tone Finder does far more than the usual so-called “automatic” station selector.

Ask the C. A. Earl distributor in your territory about this remarkable new feature—and if there is a C. A. Earl franchise still available in your territory.

EARL RADIO CORPORATION

C. A. EARL, *President*

122 East 42nd Street, New York City

Branch Offices: Chicago, San Francisco, Kansas City



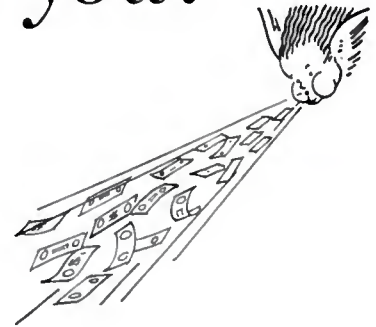
PUSH

Columbia Portables
it will pay you!

Columbia Phonograph Company, New York
Canada: Columbia Phonograph Company, Ltd., Toronto

OCTOBER

has a cargo of quick dollars for you!



MAYBE you think that "right now" isn't the time to give Portables a push. But just think again—perhaps you're passing up some green October cash!

Remember—there are a flock of Portable customers at this time. Lively Mr. and Miss Scholar (back in college) want music with them wherever they go—they'll simply *snap* at attractive Portables! And apartment house dwellers everywhere need Portables for economy in price and space. Columbia Portables are made to fit the smallest purses as well as the smallest places!

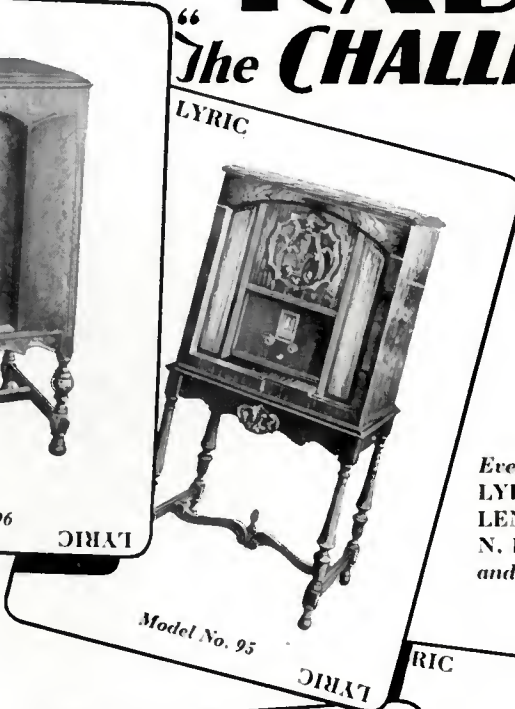
Think what business you can do with the splendid Viva-tonal Columbia Portable! It sells for only \$50! It has the brilliant tone and volume of an expensive cabinet instrument—quality that's *startling* in a Portable! Handsomely bound and fitted, it's right at home in the most luxurious surroundings.

For bigger purses there's a more elaborate Columbia Portable at \$60. It is electrically operated from the house current, and the hardware is gold plated.

And you can reach the slimmer purses, too—with a great Columbia Portable that sells for only \$25! It can be had in two excellent grained Fabrikoid finishes. That price tag will certainly make it move!

You'd better stock this group of knockout Portables—they're lightweight champions with heavyweight punch!

LYRIC RADIO "The CHALLENGER"



LISTEN IN
Every Saturday Night,
LYRIC FAMOUS CHALLENGES. Over entire
N. B. C. Red Net Work
and all affiliated stations

Three
of a kind -
and a pair!

EVERYBODY sitting in and wanting to see - that's a nice situation around the table when you hold them.

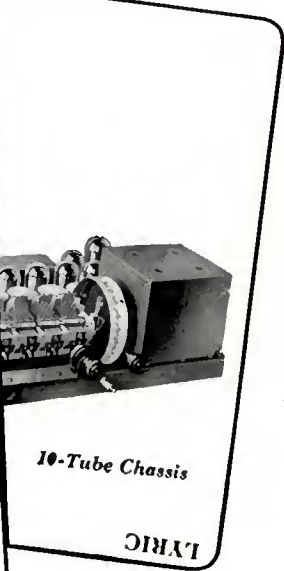
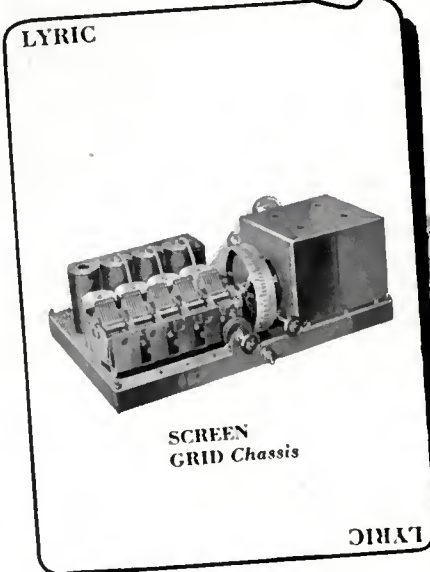
Nice situation, too, if you are a radio dealer and have the LYRIC Radio, "The Challenger", line well up in front with everybody wanting to see and hear and buy.

Chassis and cabinets are interchangeable - that means low inventory.

Every part is built with ruggedness and precision that minimizes handling losses and all the bugaboos of a radio dealer.

There are two ways to find out how profitable it is to have a LYRIC "full house" - by listening to the clean-cut message that LYRIC distributors' salesmen will bring you, or write us saying that you'll "see".

ALL-AMERICAN MOHAWK CORPORATION
4201 Belmont Avenue, Dept. 710, Chicago



LYRIC Chassis, 10-Tube (seven-27s, two-45s, one-80 rectifier) 5-Gang Condenser, Super Push-Pull, full Electro-Dynamic Speaker.

Screen Grid Chassis: All electric 8-tube receiver, with three 224 type screen grid tubes, including rectifier. Five Gang Condenser. Single dial control. Five tuned circuits including tuned detector. Three Stages of Tuned Radio Frequency and one tuned detector and one tuned selector circuit. LYRIC Electro-Dynamic Speaker.

Console Model 94 list, less tubes, 10-Tube Set, \$145.00. Screen Grid Set, \$150.00.

Model 96 list, less tubes, 10-Tube Set, \$150.00. Screen Grid Set, \$155.00.

Model 95 list, less tubes, 10-Tube Set, \$175.00. Screen Grid Set, \$180.00.

Western prices slightly higher.

R. C. Cook Joins Gilfillan Organization

R. C. Cook, one of the best known men in Pacific Coast radio and the first representative in wholesale radio distribution on the Pacific Coast, has been put in charge of the San Francisco Branch of Gilfillan Bros., Inc. He will handle the Bay District and North California distribution of the company.

Because of his many years of association with the radio business, Mr. Cook knows his new territory like a book. Since 1927 and prior to his association with the Gilfillan firm, he was assistant sales manager for the California Victor Distributing Company. He worked also for some time in Southern California.

Mr. Cook was attracted to the Gilfillan organization because its sets are built in the West and designed to overcome the special radio reception difficulties of that section. He will be glad to hear from his old radio trade friends in Northern California at his new office at 921 Mission Street, San Francisco.

New Brunswick Portable

L. M. Sturdevant, Pacific Coast Manager for Brunswick-Balke-Collender Company, flew from Los Angeles to Chicago recently where he met Mr. A. Johnson, President of the Transport Motor Company of Seattle, Brunswick distributors. The visit reflected a great deal of enthusiasm and a heavy commitment of merchandise were placed.

In an effort to present the trade with a portable Panatropie embodying the tonal qualities of the larger and more expensive types the Brunswick Company have just put on the market a new portable. The new model is known as Model 109 and is designed for those people who cannot afford or do not have space for the larger instrument.

A. H. Trostler, Sales Manager for the Radio Division of Brunswick, just returned from a business trip throughout the country reports that more and more interest is being shown in the furniture housing of the various radio sets. This interest according to Trostler, was especially evident at the Chicago Show. Trostler states that a shortage of Brunswick merchandise still exists and that the present outlook appears that it will continue throughout the balance of the year.

Colorado Dealers Discuss Blue Book

The Radio Dealers Association of Colorado Springs discussed the advisability of adopting the Radio Dealers' Blue Book as a standard of trade-in values, at their October meeting. Subsequently 50 copies of the book were ordered by the 12 firms members of the Association.



Rola Introduces "Baby Grand" Radio

One of the most interesting developments in the history of Western Radio occurred last month with the entry of The Rola Company into the radio receiving set field.

The Rola surprise which has kept dealer curiosity at a high pitch for many weeks is the new Baby Grand—a compact, quality cabinet set which sells at \$80.00 (without tubes). From present indications it promises to be one of the most salable pieces of merchandise in the radio industry.

The Rola set employs a timed radio frequency circuit with 10 kilocycle selectivity, using five '27 tubes working through a specially designed, compensated audio amplifier circuit using the output of one '45 power tube. One 280 rectifier tube is used in power supply.

A new system of radio-frequency coupling eliminates excessive oscillation and regenerative distortion. The loudspeaker is the new ten-inch concert type Rola electrodynamic.

The cabinet is of heavy-panel construction with matched-burl walnut veneer and maple inlays. Its dimensions are such that, with its compensated audio system, efficient reproduction is produced for all tone frequencies from 70 to 6,000 cycles per second.

The receiving set, speaker and cabinet are Rola designed and engineered throughout.

In commenting upon the Rola set, H. S. Tenny, President of the Rola Company, states:

"A demonstration of the Rola set quickly proves that here is a new departure in radio. Here is compact quality which puts within the reach of all, performance attained heretofore by only a few of the more expensive sets. The Rola set furnishes radio reproduction of the highest possible tone quality, free from hum and radio interference—at about one half the

Bakersfield Dealers Ask Deposit for Demonstrations

Action to protect dealers against "joy riders" who make a practice of obtaining radios for demonstration purposes without intention of purchasing the sets was taken at the meeting of the Radio Dealers Association of Bakersfield, Cal., on October 8.

It was pointed out that constant use of radio sets for demonstration purposes tends to lessen the value of the sets by making them second handed. Cases were cited where those to whom the sets had been loaned for demonstration had tinkered with the wires and parts, making re-servicing necessary.

At the conclusion of a heated discussion on the subject, it was decided to ask prospective purchasers to pay down a deposit of \$10 when a radio is loaned for a home demonstration. If the purchaser ultimately purchases a radio from a dealer other than the one to whom the deposit was given, the money will be turned over to the successful dealer and will apply on the purchase price.

In order that the buying public might be acquainted with the new ruling, and to impress upon them that the move is in their interest as well as that of the dealers, it was determined to insert advertisements in the local papers explaining the new plan.

Sam Urner, president of the association, presided at the meeting. Secretary H. A. Williamson gave a report on the activities of the Association in the interference problem. Dave Lockard, representative of The Western Music & Radio Trades Journal, addressed the meeting.

prevailing price for sets of this quality.

"The set has been engineered in keeping with the high standards associated with Rola. It is a Rola product in its entirety.

"Every indication leads us to believe that we have one of the most salable, profitable and trouble-proof pieces of merchandise in the industry."

Lloyd Holton, sales manager of the Rola Company says:

"Never in the history of California radio have I seen anything received so enthusiastically as the Rola set. The immediate acceptance and deluge of advance orders from the trade has far exceeded our expectations.

"In anticipating the modern trend toward refinement and the demand for a quality set of more compact dimensions Rola and Rola dealers are off to a good start. Shipments will be made to the trade shortly after November 1."

The Great TROJAN RADIO

Model 71-D is a full 7 tube set (including Rectifier) housed in a beautiful sliding door, matched burl walnut cabinet 42¼ inches high and 25½ inches wide, two tone finish. The radio set is a thoroughly balanced unit and operator has full control of oscillation. Full Dynamic speaker, illuminated drum dial.



Model 61-L \$99⁵⁰
Complete with Tubes



Model 71-D \$124⁵⁰
Complete with Tubes

Model 61-L has the same chassis as the 71-D. The cabinet is 39¼ inches high, 23½ inches wide, built of genuine mahogany with two tone walnut finish. The speaker is of the low note Magnetic Type, giving the natural, round, velvety tones so much desired.

Mr. Dealer

We believe that the 1930 Models of The Great Trojan Radio are the best values on the market. You can sell these sets with the confidence that comes with knowing that all parts used are as good as money can buy and that the set will give the maximum of service with a minimum of attention.

All tubes are guaranteed for a period of ninety days and the set is guaranteed against defects for one year.

While distance getting on a radio set is mostly a matter of location, however, we have sets out in this Southwest district that are consistently getting stations from Mexico City and the Middle West and some from the East Coast.

These sets are built by people who are thoroughly familiar with the conditions to be met in the Southwest and are balanced to work in the desert and mountainous regions of Arizona as well as on the coastal plane of California.

Recognizing these facts, Mr. Dealer, it will pay you to investigate our proposition and get full details of our protected dealer franchise, also our financing plan for time sales.

Write, wire or call for full details.

Model 21-L \$89⁵⁰
Complete with Tubes



Model 21-L has the same chassis and speaker as the 61-L. It is contained in a beautiful table model, genuine walnut cabinet with speaker sound coming out of the bottom. It gives the same beautiful tone as the 61-L. It is small enough to be practically a portable set and many people use it as such.

5862 SOUTH HOOVER STREET



LOS ANGELES, CALIF.

Phone PLeasant 3244

New Jobbers Introduce Kellogg Radio to So. Calif. Dealers

At a meeting at the Chamber of Commerce of Los Angeles on October 18, Elmore & Lambing Radio Co. introduced Kellogg radio to their dealers. Sixty-five radio men were present from all over Southern California.

C. W. Hunter, Western Manager for Kellogg, explained the historical background of the Kellogg Switchboard Supply Company stating that it is one of the real old timers in the radio electrical and telephone field and has built a world-wide reputation as producers of quality merchandise. He explained that Kellogg engineers as pioneers developed many fundamental radio principles, and from a financial and manufacturing standpoint is today one of the most stalwart radio manufacturers in the field.

Elmore & Lambing, are comparatively new in the radio field, having been in business for several months, opening with the A. C. Dayton line. The firm is well known however, as sale distributors of gasoline and oil products in the Long Beach territory. In the short time they have been in the radio business they have demonstrated their ability as live-wire merchandisers and have gained a remarkable confidence of their dealers.

E. H. Elmore said "Our main job is to help the dealers better serve the public."

Other speakers were: W. S. Cuhn, sales manager; H. A. O'Neil of the Kellogg Company; H. A. Whithill, toast master; John J. Burke, of the Los Angeles Examiner; and Ford Studebaker, of the engineering department of the A. C. Dayton Company.

New low prices on Kellogg effective October 27, are: Model 525 reduced from \$294.50, with tubes, to \$219.50. Model 524 reduced from \$356.00 to \$296.00. These reductions are made possible by increased factory production and savings are passed on to the public.



Seattle's Miss Majestic

Ore. Association Attacks "Joy Ride" Problem

Members of the Oregon Radio Trades Association discussed the "joyrider" problem from every angle at their meeting in Portland, October 15, without, however, coming to any decision.

The discussion about joyriders followed the revelation by one dealer that a woman to whom he had sent a set for demonstration a year ago had telephoned him the other day to ask for the loan of another receiver. She had made all the rounds, he said, and having had all makes of sets in her house for 12 months was back where she started.

The work of the association in curbing other abuses in the radio business and in placing trade-ins on a reasonable basis were reviewed at the session, speakers asserting that no agency had contributed as much during the past year to improve the lot of the dealer in radio products as had the Oregon Radio Trades Association.

H. P. Harrison of the J. K. Gill Co., Portland, was re-elected president. Harry W. Brown of the Electric Corp., and James T. Murphy of the Stubbs Electric Co., were re-elected to the board of directors and H. A. Killam, Balkeit radio distributor, was re-elected treasurer for his fourth term. M. E. Harris is secretary and additional directors are M. H. Taylor of the M. H. Taylor Furniture Co.; J. R. Scott of the Sherman-Clay Co.; J. O. Perry, manager of the radio department of Olds, Wortman & King, and Ed Repp of the Lipman, Wolfe Co.

Two Texas schools now possess radios as the result of gifts by the *Will A. Watkins Co.*, of Dallas. A Majestic console was given to the Southern Methodist University, marking the first time the music department of the university has recognized radio as a musical instrument. A Majestic was given also to the Miss Hockaday School for Girls.



Kellogg Radio is Introduced by Elmore and Lambing to Dealers

Bosch Sells 107 Carloads in West

G. W. Stackman, Western Manager for the American Bosch Magneto Company, states that in the last six weeks 107 carloads of Bosch radios have been sold in the Pacific Coast territory alone, and with western distributors clamoring for more. Stackman states that he has been compelled to do quite a bit of juggling to parcel out the shipments among the dealers to keep them all going and happy.

The new Bosch 48 Screen-Grid radio, with its unique cabinet combination has proved a success since its first showings at the Western Shows. Stackman continues, "The addition of special radio cabinets from time to time, supplementing our regular line of console models this year, and designed to meet the demands of specific different Western locations is another popular feature of our line this year. It does not restrict the dealers to the sales of a few models and gives the purchaser an unusually large range from which to select. In our models we use but the one chassis and the one Bosch Dynamic speaker."

* * *

Trojan Business Good

Good business and good prospects in Arizona is reported by *Mart Borden*, sales manager of the Trojan Radio Corp., of Los Angeles, on his return from a trip through that state. On one of the regular Trojan sets, 49 stations have been logged. Some of the most distant are Spokane, Seattle, Mexico City, Shreveport, La., Nashville, Tenn. and New York City.

* * *

Burt H. Taylor, New England radio amateur, has devised a method of attaching a Zenith Radio set through the phonograph jack in such a way as to get short wave and regular broadcast reception on one hook-up. Zenith dealers who are interested in getting details of the method are advised to ask their local jobber.



Freed's New Automatic Dial

Jackson-Bell

ALL ELECTRIC SINCE 1926

TONE CONTROL

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TABLE MODEL
6 Tubes, \$79.50
All Prices Include
Tubes and
Dynamic Speaker

TONE CONTROL

CONSIDER

The outstanding features offered in this new line of Receivers: Tone, Beauty, Selectivity, Performance—all at a price that will sell.



LOW BOY
6 Tubes \$99.50
8 Tubes \$124.50

TONE CONTROL

Here is an exclusive feature which permits you to hear the program "As You Like It." Jackson Bell has assumed leadership.

The Outstanding
Radio Value of 1930

.... Dealers: Write, Phone
or Call

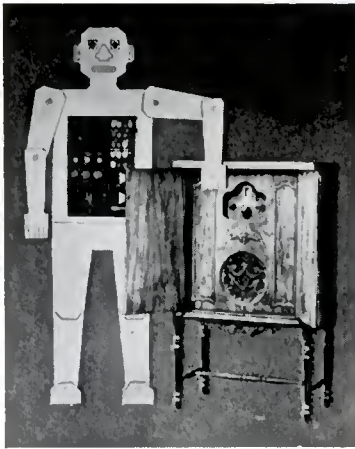
Jackson Bell Co.

1682-4 W. Washington
Los Angeles, Cal.
BEacon 1766-1767



HIGH BOY
6 Tubes \$109.50
8 Tubes \$134.50





The Latest Automatic—Tele-
vox Tunes Sparton



Ad-man MacHarlon Demon-
strates the Kellogg to Miss
Delroy, Broadway Star



Fada's Vibra-Control In-
trigues Moviedom

Telegraphy Passing Into Extinction

Telegraphy is due to go the way of cuneiform writing of the ancient Assyrians within the next twenty years and the cumbersome dots and dashes of Morse and International codes will be forever wiped from the memory of all but gray-bearded museum curators, according to Richard E. Smiley, director of the Bremer-Tully Institute of Radio Research, in an address before members of that organization.

"As a means of communication, telegraphy is already passing from the modern picture on the road to oblivion," Mr. Smiley told the assemblage of radio engineers. "If the present trend in facsimile transmission and reception continues its steady progress, we may expect to see radio messages handled in their original handwritten or typewritten form, without the curtailment of the present radiogram, and without the delays and complications of coding and decoding.

"Within two decades photographs, drawings, finger-prints, commercial documents and even newspapers in their entirety will be flashed across continents and oceans as a matter of hourly routine. In the broadcast field, there will be an international exchange of programs and we will enjoy seeing, as well as hearing, the events of the world in the living rooms of our homes."

New methods of wave propagation and reception are bound to provide additional channels to those already at our disposal, even among existing wave bands, Mr. Smiley, who is vice-president of Bremer-Tully company, pioneer receiving set makers, said.

So it's "hail and farewell" for the time-honored telegraph instrument, or as the wire operator says it, "73" and "30," the symbols for best regards and goodbye.

Philco Announces New Model 95 Radio

Philco announce production on a new model chassis, No. 95, involving a new circuit and a number of highly important features including automatic tuning.

There are five radio frequency circuits, with double tuning of the antenna input to the first screen grid tube followed by two more screen grid tuned stages and then an untuned detector input.

The following tubes are used:

- 3 Screen Grid UY 224 Tubes in the Radio Frequency Amplifier
- 1 UY 227 Detector Tube
- 1 UY 227 Detector Amplifier Tube
- 1 UY 227 First Audio Tube
- 2 UX 245 Power Tubes in Push-Pull
- 1 UX 280 Rectifier Tube

The four balanced tuned circuits together with new design features in the radio frequency transformer give the utmost selectivity and sensitivity with remarkably little change in either throughout the broadcast frequency band.

The tone quality is exceptionally fine even at very high volume. This is due to the use of a resistance-coupled first audio stage ahead of the push-pull power stage, combined with a radically new detector circuit. This detector circuit utilizes two of the 227 tubes, the first as a true two-element rectifier, and the second to perform the amplifying function of the detector.

The usual detector tube, whether of the grid-leak or biased type, has two functions—one to rectify or detect and the other to amplify. To get both of these functions out of one tube sometimes brings distortion, and for that reason Philco has separated the two functions, using one tube for each and eliminating all possibility of detector overload. By using the tubes in this manner Philco is also able

to incorporate a new and effective system of automatic volume equalization.

The automatic volume equalizer reduces fading and to a large extent equalizes the volume of strong and weak stations to the level for which the manual volume control is set.

Chassis No. 95 will be supplied in the Table Model and Lowboy, Highboy and Highboy Deluxe cabinet models.

Copeland to Distribute Refrigerators Through Radio Stores

Sale of the products of Copeland Products, Inc., one of the four largest manufacturers of electric refrigerators, will be handled by a nation-wide chain of radio dealers, according to plans of the corporation.

As the result of extensive research, the Copeland concern is certain that the alert radio dealer is the logical outlet for the electric refrigeration manufacturer. Radio dealers of proven business ability and integrity will be solicited as Copeland dealers by W. D. McIlhinny, vice-president in charge of sales.

"We find that the handling of radios and refrigerators together does not interfere with the sale of either, but on the contrary appears to help the sale of both. The basic reason seems to be that there is a natural tie-up between the two products. Both appeal to the same group of prospects. Both employ the same principles of specialty selling, home installation and service."

Enthusiastic reports regarding the new line of Edison Light-O-Matic Radios were received at the offices of Thomas A. Edison, Inc., from its western sales manager, Roy S. Dunn, and from H. J. Zeusler, manager of the San Francisco branch of the Edison Distributing Corporation.



Sell This Set for \$49⁵⁰

COMPLETE

THE TABLE MODEL is complete within itself. Standard Powell Chassis in beautiful walnut, hand-rubbed cabinet. Ideal for home, office, den or workshop.



The Console is a genuinely beautiful piece of furniture, designed in hand-rubbed walnut. Price, less tubes,

\$79⁵⁰

S-C-R-E-E-N G-R-I-D

Utilizing two Screen Grid tubes, one power detector (227), one power tube (245) and one rectifier (280), giving results that will astound you both as to quality of reproduction and ease of operation. It represents a balance of radio units with the new screen grid tubes that places it a big step ahead in the radio field.

It combines quality of parts, correctness of design and thoroughness of construction, that makes it a joy to own and a lasting satisfaction.

All POWELL RADIOS are fully guaranteed and are engineered to meet all the geographical conditions west of the Rocky Mountains. They are constructed by a firm long established in the radio industry and whose reputation for giving full value is well known to West Coast dealers.

POWELL

Manufacturing Company

6121 So. Western Ave., Los Angeles

1270 Mission St., San Francisco

909 Pike Street, Seattle



Richard C. Walter

Formerly merchandise man with eastern chain store organization — feature writer for the trade press—many years experience in advertising and publishing field.

His connection with the Bert Rose Company assures you the counsel and product of a group of printing craftsmen who have conquered many printing problems approximating yours.

He can build prestige for your product — mirroring sales and profits in a way the dealer can understand.

Manufacturers and Jobbers!

You can build

MORE BUSINESS BY MAIL

There are two distinct types of direct-mail promotion.

First: The type that produces an order direct, either on the basis of an out-and-out purchase or on approval.

The second simply endeavors to create an interest in the mind of the dealer, to pave the way for the salesman. Well planned mailing pieces, preceding your salesman's call takes his visit out of the category of the cold canvas.

Will You Use One Of These Methods Next Year?

Let us plan a series of direct-mail pieces to go out each month during 1930. To do the job properly we have to gear it to YOUR particular business. Therefore in answering this advertisement, tell us something about what you have done in the past. Enclose samples of literature you are now using. If you have a catalogue, send us a copy. Our recommendations will then be intelligent and the plan we devise for you will produce profitable business.

Sales Helps

Put new life into your sales with new folders, booklets and other business building material. We can design and write the kind of literature that gets enquiries from dealers.

Sales Letters

ALL letters are sales letters either breathing goodwill and helpfulness or arousing antagonism and breaking down confidence. Walter writes the kind that build goodwill and good business. His letter campaigns have received favorable notice in many trade publications.

House Organs

A house organ conveys your sales message to dealers in readable form—Walter has edited many such publications. He can start you off successfully and keep your house organ fresh in appeal and vital in effect.

100% WESTERN DEALER MAILING LISTS!

Lists are divided by states, counties, cities, and trading areas. You may use any portion, and thus direct your sales efforts to the specific area which you desire to reach.

Lists are correct, complete, are checked approximately every thirty days. It is the only complete list of Western Radio & Music dealers in existence. Available only through Western Music & Radio Trades Journal. It is not for sale but we will address your direct mail matter or letters as directed by you at a very low cost.

Merchandising Division

Western Music & Radio Trades Journal

501 Commercial Exchange Bldg.

Los Angeles

Telephone VAn d i k e 7070



A Civic Affair—Radio Bonfire in the Civic Center, San Francisco

Stage A Radio BONFIRE

Have each dealer contribute sets according to size of his business, availability of sets, or have each give the same number.

Have a parade down the main streets, of delivery cars, service cars, etc., all with banners on their sides.

If possible have a police detachment, a city official and prominent members of the radio trade in open cars leading the parade.

Put as much music in the parade and at the fire as possible. Use portable amplifying systems, radios with plenty volume and tone or a brass band.

Make it a civic affair.

Get the support of the newspapers.

HERE'S WHAT BONFIRES DO

- (1) They get rid of obsolete sets once and for all.
- (2) They provide an opportunity for a great deal of radio publicity.
- (3) They convince the radio public in a dramatic way that their obsolete sets are absolutely worthless—either for their own use or as trade-ins.
- (4) They increase sales by inducing the radio user to take stock of his radio equipment, and become interested in the new radios.

Answering Some of the Objections

Anything that has any junk value at all can be removed before the sets are burned.

To offset adverse publicity from charities complaining of burning valuable property, offer five or ten worthy charities the pick of the pile before burning.

Or better yet, present a new set to several charities at the time of the fire.

Have a fire company on guard during the blaze, it adds to the glamor, and eliminates fire hazards.



Step by Step in a Radio Bonfire—Staged by Portland Dealers

Seattle Association to Issue Weekly Program to Inform Customers of Broadcasts

Harry Martin, President of the Seattle Music & Radio Trades Association has just announced a very worth-while plan which the association will strive to put into effect. This idea calls for the printing of a little booklet for radio dealers to give to their prospects which will set down a week's radio program in advance. The booklet will plainly express who is sponsoring the various programs and what sort of entertainment they will offer. In this manner, dealers will be able not only to sell radio sets to interested customers who enter their stores, but also to sell them on the excellent programs that they will be able to hear, pointing out to them the merit of the programs that will be on the air for the following week. Members of the Association only will receive copies of this booklet. Burt Fisher of Station KOMO who is Chairman of the Radio Broadcasting Group of the association is in charge of the committee handling the arrangements.

* * *

August Johnston, president of the Transport Motor Company, Seattle, Northwest distributors for Brunswick, recently went to Chicago to visit the Brunswick-Balke Company and to secure sufficient stock for their winter's business. A. S. Cobb, manager of the radio division of the Company reports: "Business is good and we are now operating out of Seattle, Yakima and Spokane. Both radios and records are going over big."

* * *

The regular monthly meeting of the Eugene Radio Dealers Association was held at the Osburn Hotel, Eugene, Oregon, on October 10. The main discussion of the meeting concerned interference with radio reception.

The Seattle Radio & Music Trades Association has urged all of its members to report any cases of unethical merchandising that might arise. One of several recent cases has been satisfactorily settled while another is nearing a settlement.

* * *

John Armfield is now in the radio department of Sherman, Clay & Company, after recently returning to Seattle from Portland.

* * *

Donald D. Minnock has been appointed as the new Secretary of the Seattle Radio & Music Trades Association to fill the vacancy caused by the resignation of Miss Maxine Coleman who returned to California.

* * *

Hopper-Kelly Company music store at 1421—3rd Avenue, Seattle, is now ready again for full business after having been "unveiled" at the completion of several weeks of renovations and alterations. A new feature of the front of the store is a handsome display window. On the main floor of the store, new departments have been built for the sheet music and band instrument sections, the latter occupies a new balcony in addition to its downstairs space. The phonograph record rooms have been entirely rebuilt and redecorated. The radio and phonograph display rooms which are on the second floor, have undergone rearrangements and redecorating also.

* * *

Schwabacher Hardware Company, distributors of Eveready radio receiving sets, Seattle, has just announced the appointment of Homer C. Phillips, widely known in wholesale and retail radio fields here, as city radio salesman. Phillips has the reputation of being an expert radio technician and one of the best in the city.



Hugh Campbell, of the Bon Marche piano department, newly named chairman of the Piano Group, Seattle Music and Radio Trades Association.

Home Trial Helps This Store Sell Sets

A "try-it-yourself" plan of demonstrating radios in the home of prospective customers has been inaugurated by the American Radio Stores, Inc., nation-wide radio chain group.

Under this plan a radio is installed in the prospective purchaser's home, and he is given full instructions in operating it. After an evening's demonstration and trial without the aid of a representative of the store, the prospect is called the next day and asked whether he is satisfied with the set. If not, the radio is taken away and, if the customer wishes, another make is substituted.

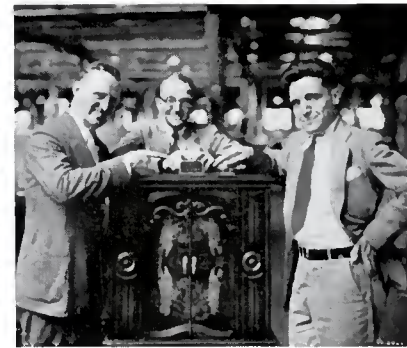
Advantages of the plan are that the customer can decide for himself in the privacy of his family whether the radio meets his approval. There is no exaggeration by the salesman as to the qualities of the radio, since the salesman is not present during the demonstration. The innovation has met with great success, it is reported.



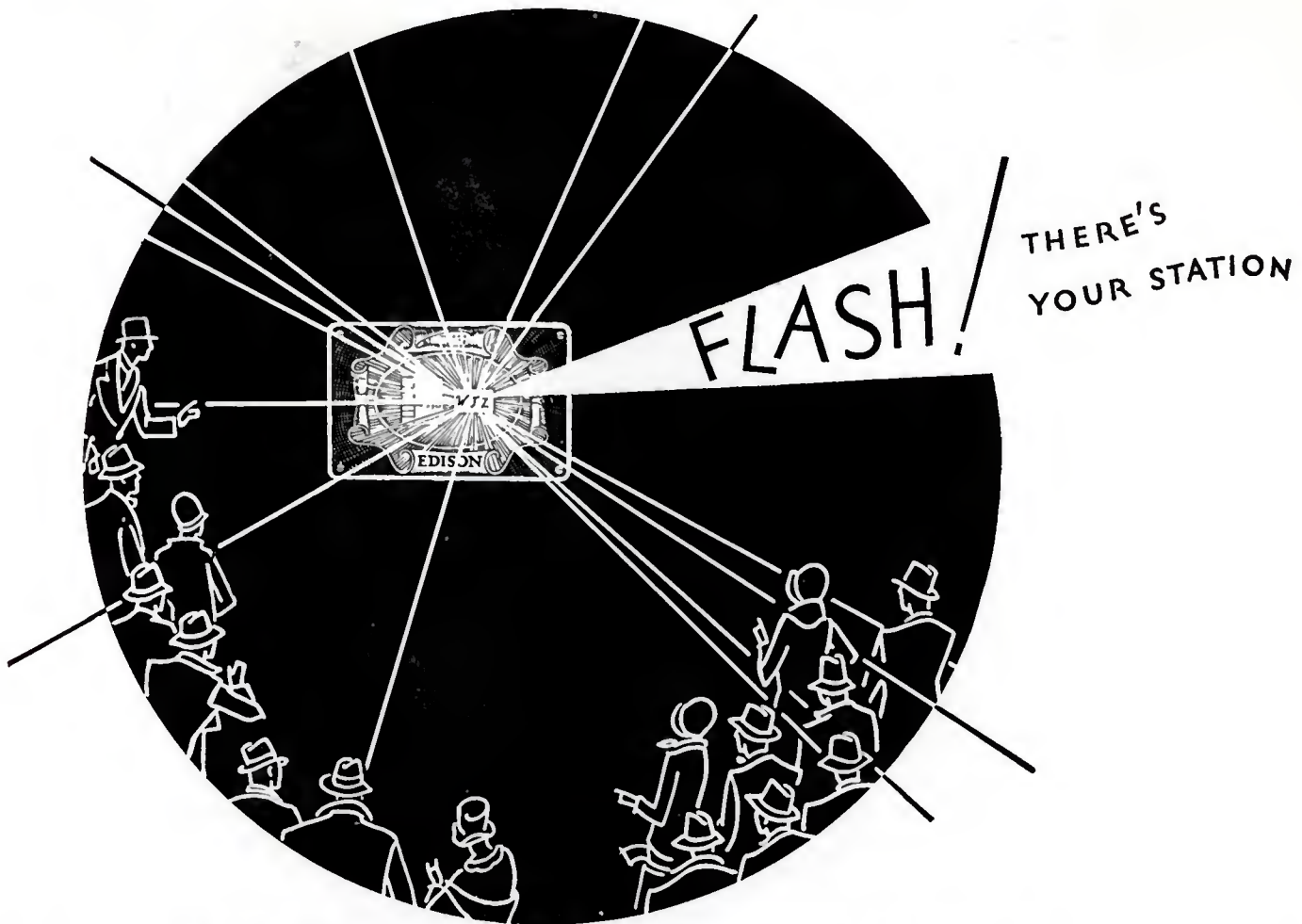
Jesse French Sales Department Buys Plane and Takes to Air



Woods Service Store Wins in Seattle Association Window Contest



Dynamite Behind Majestic. Davin, Wanamaker and Thompson, Advertising and Salesmanagers.



The Public has gone EDISON . . . !

The new Edison Light-O-Matic Radio is a sensation! People marvel at the uncanny speed and precision of Light-O-Matic Tuning—they thrill at bringing in distant stations as clearly and easily as locals. By telephone, telegraph, air mail, Edison dealers are reordering as never before. It takes an unusual radio to make a making that sensation. Follow the public sensation today—and the Edison has and let the new Edison Light-O-Matic lived up to the great Radio make this name on its panel by your greatest season.

TRADE MARK
Thomas A Edison, INC.
 ORANGE, N. J.

EDISON LIGHT-O-MATIC RADIO

EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave., N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 E. Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.
 BINGHAMPTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway Ave. . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 W. 23rd St. . . . OGDEN, Proudft Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Bros. . . . ST. LOUIS, Silverstone Music and Radio Co., 412 N. 12th St. SYRACUSE, Alliance Motor Corp., 1045 South Salina St.



The Newest Musical Instrument. The Theremin, played by Waving the Arms in Front of It.



Believe It Or Not. Here's Proof That the Two Black Crows Actually Work.



Two Philadelphia Products—Connie Mack and His Atwater Kent

Bosch Retains Present Jobbing Organization

Continued association for another year with its entire radio distributing organization on the Pacific Coast is announced by the American Bosch Magneto Corporation.

Bosch jobbers in the Coast Division are:

Brown-Johnston Electric Co., Spokane; The Electric Corp., Los Angeles; The Electric Corp., Portland; The Electric Corp., Seattle; P. W. Gavin Co., San Diego; Motor Equipment Co., Salt Lake City; Reno Motor Supply Co., Reno; Starter & Battery Co., Great Falls, Mont.; Tarr, McComb & Ware Commercial Co., Kingman, Ariz.; Moses Stationery Co., Ltd., Hilo, T. H.; Teves & Joaquin Co., Ltd., Honolulu, T. H.; Waterhouse-Weinstock-Scovel Co., San Francisco.

No Change in Spartons, So. Cal. Dealers Told

Radio production has reached the highest peak of history, stated Walter M. Fagan, Sparton distributor, addressing more than 200 Southern California dealers at the Los Angeles Commercial Club.

"Rumors of impending mechanical changes are utterly absurd and without foundation," he said. "The Sparton set has achieved virtual perfection in tone, distance and operation simplicity. While the inauguration last year of the Sparton Equasonne Circuit revolutionized the radio industry, it also marked the end of radical changes in radio manufacture. New models of the future will, of course, have improvements from time to time but the principle of the Equasonne Circuit will remain unchanged.

Augmenting Fagan's statement that the Sparton factory is turning out sets at a new high peak of production, were reports from dealers throughout Southern California territory pointing to vastly increased business during the past few months.

Rola Wins Over Lektophone

The Circuit Court of Appeals for the Ninth Circuit has affirmed the decision of the United States District Court that the Rola Company of Oakland, did not infringe the patents of the Lektophone Corporation in the design and construction of its speaker.

In affirming the decision the Circuit Court of Appeals, while not actually declaring the involved patents invalid, have interpreted the above claims to be of such limited scope both with respect to dimensions and material used as to render them of only secondary importance.

In order to reach Philadelphia in time to attend the Atwater Kent Semi-Annual Distributors Convention the first week in October, Ray Thomas, president of Ray Thomas, Inc., A. K. Los Angeles Distributor, had himself packed in an airplane, and made the transcontinental trip almost entirely by air-flying from coast to coast in 48 hours.

The trip marked Thomas' longest journey through the ozone. He has been in the habit of making frequent jaunts to Atwater Kent dealer meetings throughout Southern California via plane but his recent trip east signalized his longest flight.

Tarr, McComb & Ware Zenith Distributor

Distribution of Zenith automatic and remote controlled radio receivers in Arizona has been placed in the hands of the Tarr, McComb & Ware Commercial Company of Kingman, Arizona. Branches are located in Chloride and Oatman, Arizona. Allen E. Ware is president and general manager.

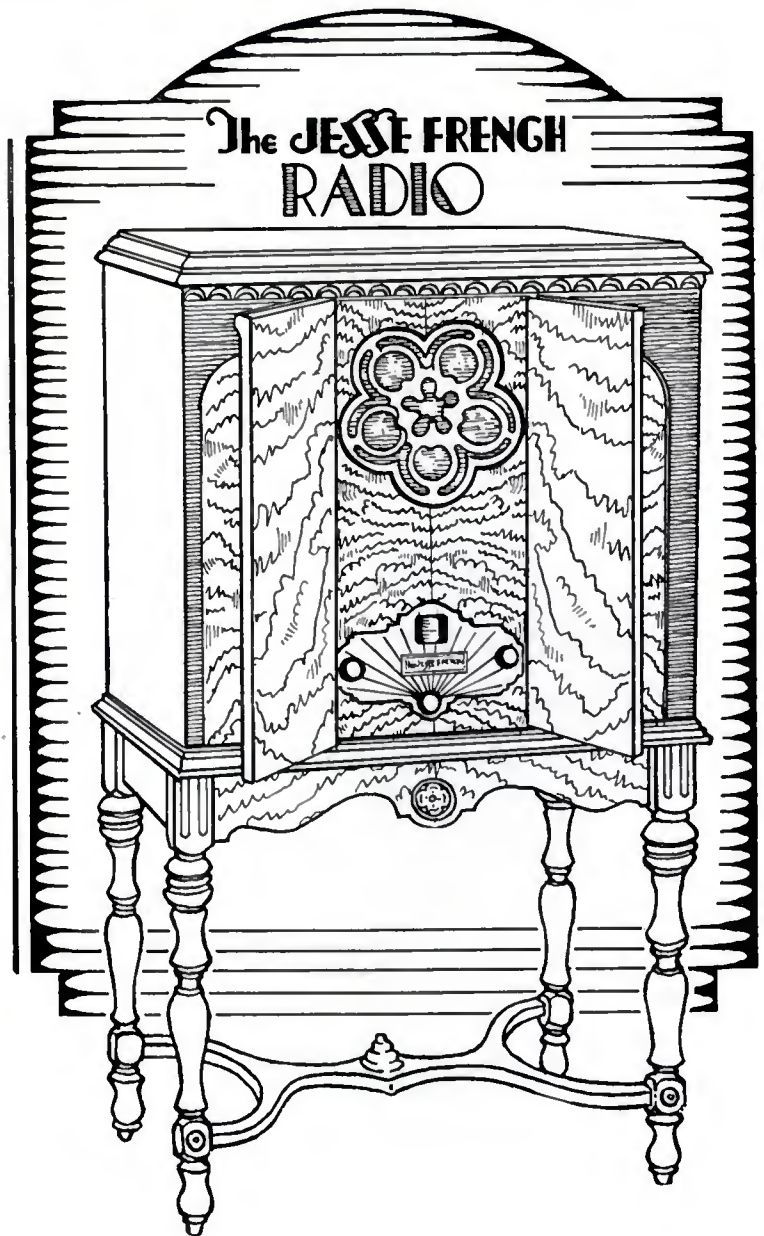
The radio division of the Gulbransen Co., of Chicago, announces the appointment of the North Coast Electrical Company, of Portland, Seattle and Tacoma, to its list of jobbers. Other Gulbransen jobbers are Wallace-McKenzie Co., Missoula, Mont.; Whitney Sporting Goods Co., Denver; Gene Redewill, Phoenix, Ariz. The Western factory representative is the William G. Landis Co.

Two Booklets Help Sell Majestic Radios

Two booklets, called appropriately "The Dealer's Chart" and "The Salesman's Compass," have been issued by the Grigsby-Grunow Company as an aid to its distributing and selling force. A straight course to "Port Success" is assured the dealer and salesman of Majestic radios by the use of the booklets.

In the 30 pages of "The Dealer's Chart" are given pointers on the demonstration of the Majestic radio, the employment and training of salesmen, use of the 20-point-a-day plan and the home demonstration chart and division of sales territory. Detailed information concerning the Majestic product and plant is included, as well as sample advertisements for salesmen.

"The Salesman's Compass" is a larger booklet, and is the result of years of experiment in the direct selling field, according to a statement in the foreword. A Majestic sale is analyzed from the approach to the closing, with interesting pointers on personal appearance, comebacks to stock excuses, approach talks, and answers to questions on the part of the prospective customer. "The diary of a hard-luck salesman" is one of the interesting chapters, telling how not to sell radios. There are also chapters on "Guts," "Fear," "Laziness" and "Enthusiasm."



Announcing another new cabinet style in the triumphant JESSE FRENCH RADIO line "The Florence" Console, as beautiful in appearance as the powerful JESSE FRENCH chassis is excellent in performance, justifies the title . . .

"THE VOICE OF THE AIR"

MARSHALL BREEDEN

Western Representative

639 SAN PEDRO ST. ♦ LOS ANGELES

Denver Stages Successful Radio Show

The second annual Radio Show of Denver, was held under the auspices of the Colorado Radio Trades Association at the Cosmopolitan Hotel, September 19, 20, and 21.

If the dealers considered the first show last September a success—which they did—they consider this show to be many times better, both from the standpoint of increased interest in radio to stimulate sales this winter, and from the standpoint of immediate sales. In fact, the sales made at the show far exceeded expectations.

The arrangement of the display booths greatly helped matters. There were twenty-five booths, with twenty-six sets shown. Gaily colored velvet draperies and a profusion of flowers gave the show the appearance of an autumn-tinted garden.

If, after questioning salesmen, visitors wished to hear a demonstration, they were directed to a private room in the hotel. Each of the twenty-six sets was given a private room for this purpose. A large card, carefully printed, directed the visitor to the demonstration room.

Music was provided for the show through special amplifiers built by Cole and Hatfield of the Western Radio Company, Inc., and donated to the Radio Show. These amplifiers brought in the national broadcasting chains' programs.

As a wind-up to the show, a banquet and a special broadcasting program were given after midnight Saturday. More than 350 persons attended. The program was given over Station KOA.

The following radio sets were exhibited by the companies given:

Spartan—Moore, Bird & Co.
Majestic—Intermountain Majestic Co.
Stromberg-Carlson—A. B. Preble.
Howard—Tri State Co.
Balkite—Vreeland Radio Corp.
Atwater Kent—Radio Sales & Supply Co.
Fada—Bartlett Radio Corp.



"The Old Songs." Duplicating A K Billboards in Detail

Mountain States Association Meets

The second meeting of the Mountain States Music and Radio Trades Association was held Sept. 23, at the Chamber of Commerce. President E. A. Rogers, presided and Harold Jennings, read the Code of Ethics suggested for adoption. Many dealers were present but could not agree on certain points and a special meeting was called for them alone. Dr. H. A. Plumb spoke on the Los Angeles radio show. A motion to hold a bonfire publicly of old radio sets during radio week was killed.

The Association decided to buy stickers and window posters for National Radio Week, and present them to dealers and distributors free of charge, which was greatly appreciated.

* * *

Julius Brunton & Sons Company reports that a Radiola No. 60, serial No. 160667, with a Stewart-Warner Consolette and a Magnavox Speaker, was stolen from their showroom at 1380 Bush St., San Francisco.

Zenith—Gorsline-Finch Sporting Goods Co.

Brunswick—Brunswick-Balke Co.

Sterling, Audiola—Radio Stores, Inc.

Eveready—Foster Auto Supply Co.

Peerless, Courier, Bremer-Tully—Rocky Mountain Radio Corp.

Stewart-Warner—Stewart-Warner Corp.
Radiola, Earl—Hendric & Bolthoff Mfg. & Sup. Co.

Radiola—B. K. Sweeney Electrical Co.

Temple—General Electric Supply Corp.

Crosley—Auto Equipment Co.

Graybar—Graybar Electric Co.

Apex—Harry Moll.

Bosch—Tritch Hardware Co.

Victor—Knight-Campbell Music Co.

Kolster, Brandes—Columbia Stores Co.

Freed—Central Electric Supply Co.

Steinitz—Whitney Sporting Goods Co.



Second from the left is H. R. Curtiss, Southern California Edison Jobber, photographed with officials of the company.

A Letter From Atwater Kent

Western Music and Radio Trades Journal—

"Varied rumors would seem to be afloat that I am contemplating a merger with one, or another, or several radio manufacturing concerns.

Once and for all, I wish to state that there is absolutely no basis whatsoever for such reports. I have conducted my own business for more than twenty-seven years and I contemplate no change in my policy.

I have a fine organization and can imagine no circumstances that would lead me to consider joining forces with any company.

With new and greatly increased facilities in our thirty-two-acre plant, I regard our product this season as the finest we have ever turned out. The general acceptance of screen-grid radio by the purchasing public has been most gratifying.

Our semi-annual convention of distributors and salesmen, just held, again impressed me with my very happy relationship with our vast distributing organization. Every department of our business is up on its toes.

I am getting a lot of enjoyment from personally directing our constantly increasing force, which now numbers many thousands, both in our plant and in the field.

I have no idea of either dividing the direction of my business or the responsibilities which it involves."

A. ATWATER KENT.

Western dealers of Atwater Kent Screen-Grid radios and cabinets are participating in a nation-wide salon showing, from October 26 to November 2. Full page newspaper advertisements in key cities help to focus public interest in the Atwater Kent products. "Atwater Kent Radio in Beautiful Cabinets" has been adopted as the principal slogan for the showing.



Here are the Jumbo Vitaphone Records That Made Broadway Melody Famous

9-118-P

“IT ISN’T RADIO—IT’S THE HUMAN VOICE”



Courier Radio
equipped with **Kylectron**

Here’s the season’s greatest radio sensation

DON’T miss seeing and hearing this Courier—the newest radio sensation.

You’ll be amazed at the performance of this new Courier—the razor-sharp selectivity, the mirror accuracy of reproduction, the rich, resonant *tone*. You’ll be delighted with the well-designed, soundly constructed, beautifully finished cabinets. And you’ll marvel at the simplicity of operation. But, most of all, you’ll be astonished at the small *cost* of such an outstanding radio.

Screen Grid—Certainly!
 Examine this new Courier. It uses screen grid tubes, of course—three of them. It has power detection. It

operates from a single light socket. It has a revolutionary new circuit. It is tuned with a single illuminated dial. And—here’s the big-



From \$88 to \$175
 (without tubes)

gest feature of all—it has Kylectron.

But we can’t *tell* you what a wonderful radio this new Courier is. We can only *show* you. So, before you buy radio, visit our showroom and let us demonstrate the Courier. Or, if you prefer, phone for a demonstration in your home.

And it’s equipped with Kylectron

Greatest and most sensational of all radio developments, Kylectron is now offered on Courier Radios. You’ve never heard anything like Kylectron. “It isn’t radio—it’s the human voice!” It brings you a mirror-accurate rendition of voice and music—with no “mechanical sound” of any kind. Here for the first time is a perfect radio. Hear Kylectron today.

Courier Radios are Products of UNITED REPRODUCERS CORPORATION
 Rochester, N. Y., and Springfield, Ohio

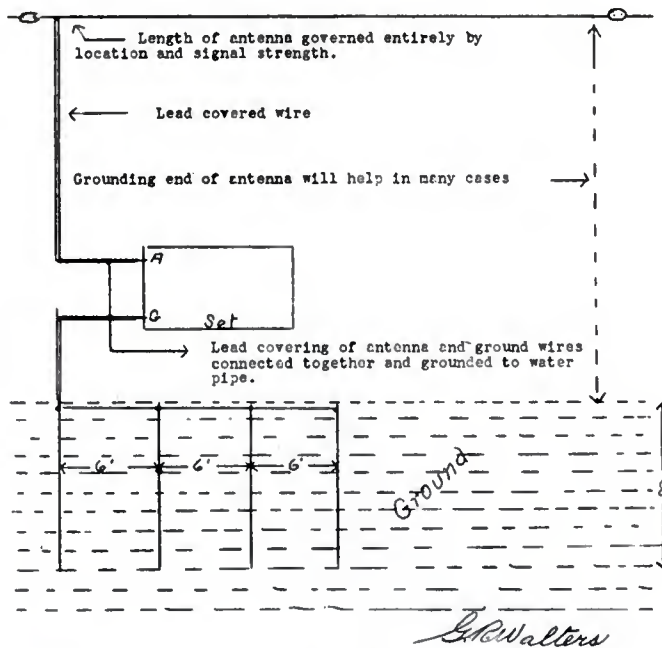
DEALERS—The Courier with the Sensational “Kylectron” Speaker Presents Exclusive Selling Features That Make It the One “Different and Distinctive” Line. It’s the Set the Public is Talking About, and is a Valuable Franchise. Investigate It.

C. W. SMITH

1224 Wall St.

Southern California Distributor

Los Angeles



This Is The 100% Perfect Aerial and Ground Installation

By G. R. Walters

The maximum field strength of man made interference is usually close to the ground. This can be easily proven by placing a portable receiver on the floor and noting the decreasing noise level as the receiver is lifted upward foot by foot.

As a direct result of this, the earth and all metallic substances in the vicinity of interference are saturated with radio frequency.

In the case of stucco houses using wire lath or chicken wire as a foundation for plaster covering, there is a tremendous pickup, due to the area of collecting surface, which in turn is rebroadcast into antenna lead in.

It is also found that all metal pipe whether conduit, water, gas or steam will serve to collect and distribute interference in a home.

After a thorough test the attached specifications are submitted. If properly installed they will invariably reduce if not entirely eliminate interference.

The lead covered wire consists of ordinary No. 14 house wire with a 2/64 covering of lead. This wire can be secured from your jobber or dealer.

While there is some condenser effect to the lead sheath this can be compensated for by additional length of at top antenna

which should be strung at right angles to high tension wires.

The lead covering should be carried as close as possible to the binding posts of the receiver and in the case of store installations, where exible leads are desired, a short length of armored automobile primary wire should be used with the armor grounded to the lead sheath.

In some cases grounding the extreme end of the flat top antenna will help.

In locations where dry soil conditions prevail, dig a hole, fill it with cheap rock salt, dissolve with water. This will give additional ground area and reduce ground rod resistance.

Eight foot ground rods of "Copperweld" or their equivalent or half inch galvanized pipe cannot be improved upon.

The present habit of making installations using a ground connected to the antenna post should be discouraged. Any receiver, regardless of make will operate better with the proper antenna and ground.

The installation of antennas and grounds seems to be more or less of a lost art. Every day we are finding installations, hastily and improperly made. They are our greatest source of complaint. We cannot tell the customer this for obvious reasons, neither can we do anything to help them. This breeds dissatisfaction

with the set, the dealer, the Radio Trades Association and hurts radio as a whole.

The responsibility for interference and its correction is divided into distinct classes:—

The jurisdiction of utilities ends at the meter.

All wiring and apparatus beyond that point is privately owned.

The responsibility of a dealer ends when the set is properly installed, serviced and (in cases where interference is present) when the service man has answered all questions in the questionnaire, particularly Number 17.

If filters are necessary dealers must sell and install them. Public utilities cannot and will not do it. The dealer can help himself, his customers and make a profit by doing so.

The average set owner is a wide open prospect for better, more consistent performance of his radio receiver. They will buy and pay for an antenna.

The antenna and ground required in radio receiving sets to produce maximum results are a separate accessory. They should be handled as a separate item just the same as a spare tire on a new automobile; charged for and written into the contract.

Music and Radio

Headquarters at

SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath or Shower

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

SUITES AND SPECIAL ACCOMMODATIONS
FOR FAMILIES

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

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of RENE A. VAYSSIE

Classified Advertising

FOR SALE—FINE MUSIC STORE IN EASTERN OREGON. Beautiful fixtures, fine stock of merchandise, with the very best lines. Will sell to the proper person capable of managing on easy terms. This is a wonderful opportunity. Box 67, Western Music & Radio Trades Journal, 501 Commercial Exchange Bldg., Los Angeles, Calif.

THE UNION MUSIC CO. in San Francisco, is having a lift installed. This gives friend Hennessey additional piano space. It also provided three rather imposing studio rooms. Daniel says two of those room have been rented to teachers, and so he hoped to sell more pianos and such as a result.

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PHILCO

adds to its famous line a super radio

SCREEN GRID PLUS

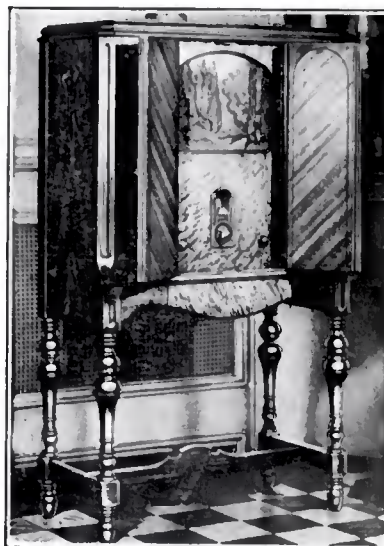
and invites you to share in its

GOLDEN PROFIT OPPORTUNITIES

Philco, challenges any radio at any price, to match these entirely new super-features of the Screen Grid Plus.

- 1** Automatic volume control, automatically reducing fading.
- 2** Entirely new circuit which automatically reduces background noises including static. (And, of course, no hum.)
- 3** New and literally enormous power, making it easy to get distant stations even in the daytime.
- 4** New super-sharp selectivity *over the entire dial*, bringing in distant stations, even in the midst of strong locals.
- 5** Almost auditorium volume without tone distortion—the result of the entirely new multiplex detector circuit. And in addition—the standard Philco tone—marvelously rich, clear and true.

On Sunday, Nov. 3rd and Dec. 8th, at 2:30 P.M. (P. S. T.) Philco again sponsors the broadcasting of Leopold Stokowski and the Philadelphia Orchestra. The regular Philco Hour continues every Friday at 6:30 P.M. Pacific Standard Times.



The Philco Highboy

- With Screen Grid Chassis . . . \$149.50
- With Neutrodyne-Plus Chassis . . . \$159.50
- With Screen Grid Plus Chassis . . . \$179.50

Other models available with Screen Grid Chassis, Neutrodyne-Plus Chassis or the Screen Grid Plus Chassis in prices ranging from \$72.00 to \$235.00.

Tubes extra

Whether you already enjoy the advantages of a Philco franchise, or whether you are located in a territory where Philco is not yet represented, you are invited to write at once for complete particulars of the new Philco Screen Grid Plus, the finest radio in the world and a set which is going to be advertised on an enormous scale in magazines, in newspapers, upon billboards and through broadcasting.

In addition the quickly recognizable beauty of Philco cabinets is a powerful aid to quick easy sales. Aerial is built in, for use where outside aerial is not convenient.

PHILCO
Balanced-Unit RADIO

PACIFIC COAST FACTORY BRANCHES
San Francisco
Seattle :: Los Angeles :: Portland

PHILCO
Balanced-Unit RADIO

Captures the Radio Buyers with its Rich, Brilliant TONE—



This Stunning Semi-High Boy Model with French Doors is one of the most popular sets we ever offered. For Price, Looks and Performance it stands alone!

\$187
less tubes

Other styles of
Model 100
are offered as follows:

Open Face
Low Boy, \$156.50
Sliding Door
Low Boy, \$175.50
(Less Tubes)

—A great line at prices
which appeal!

SCREEN
GRID

Gilfillan Radio

NO
HUM

*New 1929 Models Make Enthusiastic Boosters
for Progressive Dealers. Write us for Franchise.*

Gilfillan Radios are built for Western Reception in the Largest Radio Factory West of Chicago

GILFILLAN BROS., INC., Los Angeles—San Francisco—Seattle

—RADIO'S RICHEST TONE—