

Sept 1930

WESTERN



MUSIC AND RADIO

TRADES JOURNAL

Exclusively for the Western Merchant

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Phone: La. 4770

Northern California Distributor:
EDWIN W. EARL
662 Alma Avenue, Oakland, California
Phone: Glen Court 7345



KENNEDY PREFERRED

 UR PREFERENCES are often different from those of our neighbors. The types of homes they like may not appeal to us—tastes differ. So it is with radio. There has never been any “best” line that would satisfy everyone.

This season KENNEDY has built a line of receiving sets in various designs with a wide range of prices. For radio dealers, fortunately, among these models there is a set which will please, in design, cabinetry and price, the taste of almost everyone—especially those who know and love the finer things of life.

Whether your customers prefer opera or jazz, makes no difference—with a KENNEDY receiver, Life Tone reception is assured. And even greater enjoyment of tone quality is now available with SELECTONE, a KENNEDY feature which enables each individual to select, from deep bass to high treble, the particular tone that best suits his ear.

KENNEDY also offers a new wonder—the outstanding radio achievement of the year—a long and short wave set, which permits both American and Foreign reception in the home. This set alone will appeal to thousands.

Many other features of KENNEDY receivers will also interest your customers. We invite you to see KENNEDY, to hear KENNEDY, and learn why it is deserving of its title, “The Royalty of Radio.” Full information about the KENNEDY line furnished gladly to distributors and dealers upon request. COLIN B. KENNEDY CORPORATION, South Bend, Indiana.

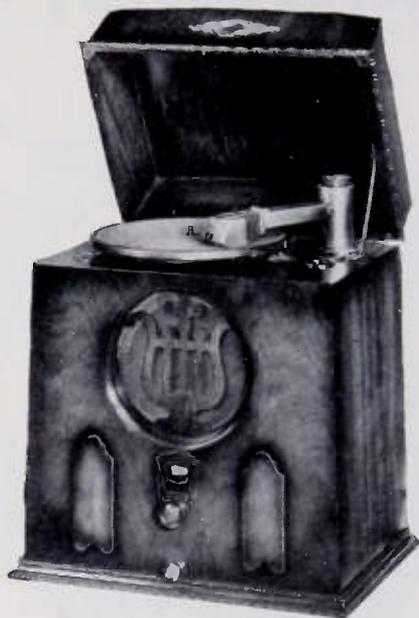
KENNEDY RADIO

Adams

midget combination

PHONOGRAPH

Consisting of the finest material available. Inductor type motor . . . quiet . . . smooth running. Patent pickup with volume control mounted on pickup unit. Beautifully finished in Bronze. Tone as true as when it leaves the microphone. Automatic electric stop for 10 or 12 inch records. Speed regulator . . . everything that a large combination embodies and more.



• RADIO •

A legitimate screen grid circuit using three screen grid tubes, one 245 power tube and one 280 rectifier. This group of tubes insures ample power and volume under any conditions. Dynamic speaker built to set specifications. No distortion . . . no hum. In fact everything that goes to make a real radio capable of real performance.

A Sensation at **\$99.50**
POWER
STURDY COMPLETELY EQUIPPED

TONE
QUIET
BEAUTY

And Now The **ADAMS** Midget

In reply to the popular demand for the Adams chassis used in the combination, the Adams Company is now introducing the new midget, using the same chassis as in the combination and resulting in the same rich, deep, mellow tone. Beside the chassis, the cabinet of an individual design, "lifts" the new Adams out of the ordinary midget field into a higher and richer level. The commanding set is startling at only

\$69.50



THE ADAMS CO.

669 So. La Brea, Los Angeles

Telephone WYoming 8404

Western Music and Radio Trades Journal

September, 1930

*Published in the West—
—For the West*

●
*Exclusively for the Western
Merchant*

●
*Spokesman of the Western Music
and Radio Trades Association*



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Ken·Rad

Fine Radio Tubes



Sugar to the Grocer

THE GROCER sells sugar at no profit. What has that to do with radio tubes? Just this—there are many radio distributors and dealers who are getting little or no profit out of tubes. Yet at least a third as many dollars will be spent for tubes as for sets this year—too much business to overlook an opportunity to get your share at a real net profit. Ken-Rad policies will put your tube business on a really profitable basis. Get the facts.

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

A Division of Ken-Rad Tube and Lamp Corporation

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Back To Fundamentals!



By Ed. P. Kelly
President
Hopper-Kelly Music Co.
Seattle, Wash.

IS the exclusive Music Store as our fathers before us ran it to be superceded by a general "hodge podge"? Perhaps the chain drug store where hundreds of miscellaneous highly advertised articles are periodically sold under special sale, or the ladies' ready-to-wear department of the average large department store where seasonable merchandising at discount prices seems necessary on account of styles and fashions, are forerunners of what we Music Dealers may expect; but I for one believe in a strictly Exclusive Music Store, which handles Standard Merchandise bought and sold at prices which will permit of good value for the customer's money and yield a workable and legitimate overhead and profit.

TO do this, judgment is very necessary in the selections of lines taken on, lines where the factory behind you have the same conception of what "Standard Merchandise" really means as you do and which fully appreciates the many vicissitudes in retailing involving shrinkage by reason of allowances, obsolescence, etc.

YOU should have sufficient capital to conduct your business in part as department stores do; that is, to be able to buy merchandise in reasonable quantities at opportune times, take your discounts, and CARRY YOUR OWN PAPER.

THE real profit today in the music business is found in the carrying charge or income interest on your paper. This applied to volume produces a fair return on normal Capital Invested at the end of the year. The department store today figures that from 2 to 3 per cent of their annual turnover will give them a satisfactory profit.

NOW, then, since the average dealer can't do the volume of the average department store, it behooves him to conduct as near as possible an *exclusive one price store*—and have every sale made show a profit. This method may involve some less volume in business but will surely build confidence in the community in which you operate.

EXPANSION is a captivating theme. More small merchants go broke, however, fostering this idea, than most any other. The wild desire to cut overhead by reason of increased volume carries them off their feet in the reactions which inevitably follow, ties up their capital and makes the finance company an actual necessity. Then—*there goes your whole profit*—leaving you with increased responsibility but less than an average net profit for yourself.

MOST of us have talked a good deal of the so-called depression, which I believe is largely mental. This fact seems verified since our summer business of this year has shown substantial increases over that of last year. Let's look on the bright side of things and go back and conduct our business on a higher plane, as our fathers did before us. If we can do this we are sure to make money.

WISE and OTHERWISE

By Shirley Walker
Associate Editor

A LOT OF BUSINESS FORECASTING IS SEANCE, not science.

AND TALKING ABOUT FORECASTING. WHAT story does the story of your business tell? Not the honorable history of your House, but the story which is told by the every-day transactions. If you are keeping the proper records, they will tell their story. They will show many, many things—the expensiveness of hunches, the high cost of trusting customers you shouldn't trust, the difficult job of changing merchandise into money. The story makes it plain that you have too much merchandise—that it is not turning fast enough—that too much of it is sold without a profit—that buying in large quantities to earn extra discounts is often poor economy, etc., etc. What a story! It pleases, it thrills, it discourages—but above all it will tell exactly what needs to be done. *now.*

GLEN BUCK, A PROMINENT NEW YORK ADVERTISING man, has written a little booklet entitled "Spend Until It Hurts." His idea is that if we all spend money that business will of necessity be good. Fine, but where are some of us going to get the money to spend?

AMONGST OTHER THINGS, INSTALLMENT SELLING is blamed for the present stagnation of business—the American buying public overbought because it was so easy to sign on the dotted line. There has been, and always will be plenty of people eager to sign up for anything—but there used to be a very important personage in every selling organization, known as the Credit Man—with many concerns that party has been on an extended vacation the past year. Installment selling is here to stay, whether you like it or not. In the next five years it will extend to every kind of merchandise and service, bar none. All that is necessary, is proper internal control—with the Credit Man on the job, installment selling is sound business, and incidentally Big Business.

BY THE WAY, DIRECT SELLING (RIGHT AT THE door by a salesman) is now 16% of all Retail Selling. It used to be less than 1%. Where will this percentage stop?

THE LONG STANDING BAN OF THE SATURDAY Evening Post against cigarette advertising is to be lifted. October 4th is the issue in which we will see the familiar brands with all their exaggerated and foolish claims. But will we see them? Rumor has it that

the tobacco manufacturers are not rushing to get in—they have been doing a good job in the newspapers, the billboards and over the air. And there are some that may still be barred out by their extravagant claims—The Saturday Evening Post has always exercised a strict censorship. Advertising men for years have been saying, "The Saturday Evening Post turns down a million dollars a year in refusing cigarette advertising"—and they have been doing it years and years. Figure it out.

DO YOU REALIZE THAT WE HAVE BECOME A nation of coffee drinkers? We used to have cocoa for breakfast—and chocolate for luncheon and at the afternoon card party. Advertising changed our habits. The coffee merchants have been making fortunes while the cocoa barons slept. And incidentally tea is now beginning to crowd the coffee—a merry war.

AND THAT BRINGS US TO THE MUSIC BUSINESS—which is flat and will be decidedly flatter, if something isn't done to change public opinion. While it's all right to listen to the Radio, still the playing of a musical instrument is lots of fun and adds much personal prestige. The time was, when the Music Trades did a noble promotional job with Music Week, State Band Contests, Piano Playing Contests, Piano Instruction in the Schools, Music Memory Contests, etc. It is a big job for the few to carry on—but if it is not carried on, there won't be much left to carry.

THE STORE FRONT MODERNE—THERE WILL come a time when the bizarre ebony, or gold or silver fronts will lose their novelty, and therefore their effect. Another kind of front will replace it. Perhaps more bizarre—and perhaps back to the dignified and the conservative.

FORD INSISTED THAT THERE WAS NOTHING wrong with the old Model T. Ford proved that style was the bunk—beauty was the bunk—appearance was the bunk—color was the bunk—and then he turned around and put them all in his car.

THE PUBLIC TODAY WAS NEVER MORE STYLE conscious—in everything. Somebody is going to bring out something in Radio, besides the "highboy" and the "lowboy" which will set a new vogue—and incidentally stimulate the business.

AND REMEMBER THIS—STYLE MIGHT SELL AN article, but quality will keep it sold.



◆
Karl Moldrem for the first time explains how any dealer can organize a baby orchestra.
 ◆

Musical Babies In The Spotlight

STAND outside the door and listen to Karl Moldrem directing his orchestra. If you are familiar with orchestras, you will guess that it is an average high school group, in junior or senior year. Gently push the door open and peer inside. You won't be able to believe your eyes. There, seated on tiny toy chairs and holding violins not much bigger than butter paddles to their chins, you will see Karl Moldrem's Baby Orchestra. Some of the tots are so young they haven't yet learned to talk. Hardly any of them can talk anything but baby prattle. Most all of them have learned to read music before they have learned to read words. Only a few of them have been playing over six months. The man that could train such an organization could certainly be nothing short of a genius.

And Moldrem is a genius. He has devoted his time for the past twelve years, on and off, to the development of his system of music training. There have been times when he worked on very low income. In his baby orchestras, both in Eureka and in Hollywood, he has been very careful to keep them non-commercial. He has never allowed them to be exploited. He has worked with them and toiled with them as a group and individually with the patience

of Job. And out of it all he has built the most remarkable child musical organization the world has ever known, and he has developed a system and child training down to the finest detail, so that any teacher with patience may take his system and develop a similar orchestra.

It is needless to mention the value of such an orchestra to any music store. The Sherman Thompson Music Company in Eureka, where Moldrem developed his first baby orchestra, has become the musical headquarters of the town. It is one of the most talked of stores in the United States, not only in its home town, but articles on its baby orchestra have been reprinted in over 300 newspapers and photos and movies have appeared all over the United States and in parts of Europe. The cost of the orchestra to the store was practically nothing, the only necessity being a place to rehearse.

At present in Los Angeles, with the kind assistance of Mr. Herman Bede and Mr. George Smith of Wurlitzer's, Moldrem is teaching and rehearsing his orchestra in the Wurlitzer main Los Angeles store. The orchestra is destined to become internationally famous. Metro-Goldwyn-Mayer and Fox have each made a news-reel and a talking short of them. The Literary Digest will feature them in a forthcoming

issue. Other national media are only awaiting Moldrem's permission to give the Baby Orchestra a big play.

MOLDREM has written his "Junior Method for the Violin" in ten lessons, which has been published by the Century Music Publishing Company of New York. These lessons go into detail of how any experienced teacher can develop such an orchestra, step by step. From the first few lessons published we learn that the selection of the child is of first importance, and the type of mother the child has is the first step in selecting the child. In the first lesson the teacher instructs the mother with the child and it is the mother who guides the child in its home practice. The child's success depends largely upon its mother. Moldrem prefers children of middle class parents, or poor parents. He finds those from wealthy homes usually do not have mothers who will take the time and patience to teach them. All points of importance in each lesson are explained thoroughly to the mother until she can explain it clearly to her child. Then, when the instructor sees that the mother has both the theoretical and practical points of the lesson, he can spend the rest of the lesson on the child. If the mother is painstaking and careful, the child's practice at home will be just

as well done as if practicing with the teacher in the studio.

Discipline is essential, and the successful teacher and mother must be very exacting. It makes little difference whether or not the mother understands music, in fact, it is preferable that the mother not know too much about music.

Moldrem states that he has yet to find a tone deaf child. He also states that he has been unable to find that one child has more musical ability than another. Success is dependent upon the natural brightness and aptitude of the pupil and upon intense application on the part of the child and mother and positive exactness to each little point in practicing.

The most important period is in the first six weeks. It is then that the child is more apt to develop bad playing habits, and it is at this time the easiest to correct faults and teach the child correct methods, which are such vital factors in

furthering its success. It may take thousands of admonitions and corrections to reach the goal. The same thing must be repeated over and over again. But there is no other way to accomplish the result.

VERY small children learn slowly, but what they learn they never forget. They will carry it with them to their graves. Moldrem finds it is easier to teach an eighteen-year-old the first essentials of music than it is to teach a two-year-old, but after the first six months of study he finds that the two-year-old will surpass the average eighteen-year-old, and learn more quickly.

The very first and the very hardest part of teaching a small child music, is to teach them the four letters E, A, D and G and the strings with which they correspond. It may take thousands of repetitions to teach a child one single letter but this step is the very first step and the most essential one,

and cannot be skipped over. Do not proceed to the next letter until you are sure the first one has been mastered, thus you build a sure and firm foundation. In teaching the four letters, have the children write them themselves and you will find they take an interest in so doing. Eventually, he must learn to know each of them instantly by sight, and the strings to which they belong.

At this point it is well to give the mother a little elementary instruction in music, the staff, the lines and spaces, the base clef and treble, etc.

The next point for the child to master is the number of his fingers. Moldrem finds it helpful to paint or mark the numbers on each finger—1, 2, 3 and 4. The child must learn to write these numbers himself also. And he must know what they mean. This can be explained by showing him three apples, or three marbles, two and four, etc. Next, the child is taught what whole notes

The new Hollywood Baby Orchestra and its sponsors. Karl Moldrem, organizer and musical teaching genius, standing next to piano, accompanied by Mr. Beck and Mr. Peyton of Wurlitzer's, Los Angeles



HOLLYWOOD BABY ORCHESTRA

Sponsored by Wurlitzer Music Company of Los Angeles

PERSONNEL OF ORCHESTRA:

Standing in Front—Billy Borty, Orchestra Director, Age 3. Motion Picture Baby Star of Sinitly & Mickey McGuire Comedies. Front Row, Seated—Left to Right—Mary Washington, Douglas Johnson, Virginia Ellis, Walley Stewart. Second Row, Seated—Josephine Abcede, Dolores Borth, Felix Abcede, Joan Pierce, Roberta Johnson. Third Row, Seated—Mary Jane Lovier, Cora Pringle, Karol Kay, Mary Ann Durkin, Patricia Hawkins, Joe Hawkins. Fourth Row, Seated—Jerry Mills, Blanch Price, Minnie Peterman, Ernest Ruth, Mrs. Vernie Kay, Accompanist. Fifth Row, Standing—Theo Price, Dale Ellis, Ellen Barstow. Back Row—Mr. Peyton and Mr. Beck, Managers of Los Angeles Wurlitzer Music Co.; Karl Moldrem, Originator of World's First Baby Orchestra.

are, what half notes are and what quarter notes are. Then he must be taught to draw them on paper. Moldrem explains this by telling them that a whole note looks like a ring or a wheel. The half note looks like a ring or a wheel with a pole tied on it. The quarter note is black and looks like a "nigger" note. Have the child make the letter "4" on a piece of paper or a blackboard. And then point to the finger to which the letter '4' belongs.

THE child must be fitted most carefully with a correct size violin. Be sure to procure a real good tone musical instrument and not a toy, as many do. Fit the violin to the child, as children vary in size and not ages, all three-year-olds not being the same size. Moldrem has found that the average child of one year uses the thirty-second size violin, from two to four years uses the sixteenth size violin, from three to five years the eighth and from six to seven years the quarter size.

Then teach the child how to hold the violin. Moldrem finds that a cushion is almost essential. Have the mother make a cushion in size from two to three inches and about one-half inch thick stuffed with rags or cotton. This is held in place under the violin by means of rubber bands. The violin must be held in front of the body as much as possible and not over the shoulder too far. The extreme shoulder position prevents the child from drawing an easy straight bow. It also prevents the keeping of the left elbow drawn well under the violin to the right, the correct position for ease in fast shifting. The baby must keep the entire weight of the body on the left foot, with the right foot slightly advanced. This position will help to keep the wrist and bow arm flexible, and it is a big factor in developing natural and graceful bowing. Have the babe practice hold-



A Baby Trio, under the direction of Prof. Moldrem.

ing the violin without the aid of the left hand, holding it firmly with chin and shoulder. This step, learned thoroughly, will prevent a cramped position of the left hand and fingers when actual violin playing commences. This exercise is of vital importance. Be sure they always have the violin held above the level.

Then teach them how to hold the violin bow. Place the thumb of the right hand slightly curved on the bottom side of the stick, opposite the second finger. The bow is held between the first and second joint of the first finger. The tip of the fourth finger is placed on top of the stick, the two middle fingers fall over the side of the stick. All of the fingers are fairly close together. The bow, when in playing position on the string, must always slant toward the finger-board, and must be drawn in a straight line parallel with the bridge

in the center of the space between the finger-board and the bridge. Always hold the bow between the fingers and the curved thumb. This will make the elbow and the wrist function properly if relaxed. The more relaxed the wrist and upper arm, the more smooth and pure the tone. Then, have the child hold the bow perpendicularly in front of the body and move it straight up and down until the child is tired. Such practice is necessary for half an hour a day, in short practice periods for a few minutes duration each.

THEN, bring the bow and violin together. Place the left hand on the violin neck in such a manner that the large knuckle of the first finger will come on the opposite side of the thumb. Then, move the thumb forward so that it will be directly opposite the second finger. The thumb must not protrude over the finger-board. Always keep the wrist bent back; this point is one of the hardest to develop correctly with the babies. Now place the bottom part of the bow in a slanting position midway between the bridge end and the finger-board on the "E" string. With the wrist arched and higher than the elbow, draw the bow downward in a parallel straight line with the bridge to the tip of the bow. Start the bow up returning it to the starting point. Continue this exercise until the babe tires. Watch the child closely to see that it does not tense the arm; wrist and arm must be relaxed. Do not let them saw over the strings as it is a bad habit and one very difficult to break. Master every point up to this stage and do not progress further until the child has them to perfection.

Mr. Moldrem then proceeds with the elements of music, the different positions of the fingers on the strings, etc. He proceeds from there to exercises using open A and E, first finger on the A string, etc. Needless to say that the finger-board of the violin has been marked for each finger position.

At this stage of the game, Moldrem states that he does not believe the children hear the tones they play. He prefers that they do not. He is teaching them by note and rule, instilling the fundamentals of violin playing so deeply into their habit and character that it becomes a part of their very being, freeing them from the necessity of giving thought to such matters as they progress into the higher stages of their musical education. Moldrem credits a very large percentage of his success with children to this thorough grounding of the essential habits in children when they are so young that these habits stay with them through life.

The children of the first Baby Orchestra in Eureka were taught music long before they entered school. Most of them now, however, have completed their first year in

(Continued on Page 46)

New Trinity Midget

The Trinity Radio Company introduced their new midget line recently. Headed by S. D. Kay, prominent eastern engineer, the company contemplates working directly to the dealer.

"Careful study was made in tone reproduction with special attention given to the possibilities of a midget type chassis for distance. We feel that we now have the radio that can be proudly marketed in 'out-of-the-way' places. Stations 2,000 miles distant are brought in handily. The cabinet has a beautiful appearance. Bird's-eye maple and two-toned walnut are cleverly blended," states Kay.

The chassis includes three screen grids, a 245 and a 280 tube, tone control, phonograph pick-up jack and a vernier illustrated dial. Retail at \$59.50 complete with tubes.

Honduras Packs 'Em In

In Honduras the radio has a bumpy road to travel. In sections of this corner of the world only pack mules are the assets of transportation.

Stan Bliss of the Adams Radio Company recently received pictures from one of his Honduras accounts showing the mules at work. For forty-four miles after the Adams combinations were taken off the boat the natives led the pack into the wilderness to their destination.

"It is no doubt interesting to the trade of the Pacific Coast to know of the inconvenience and expense dealers will stand for to obtain the Western radios. Little did the manufacturers realize one year ago just how far the midget industry was going to travel. There are very few places now left on the globe that the word 'midget' has not been heard when spoken of radio," Bliss stated.

AUSTIN

MIDGET INCOMPARABLE



Announces
A Screen Grid
Electro-Dynamic Speaker

MIDGET

Featuring
Volume Without Distortion

TONE COLOR CONTROL
FOUR TUNED CIRCUITS
FOUR SCREEN GRIDS
TWO FORTY-FIVE
TWO EIGHTY
FOUR GANG VAR. COND.
DYNAMIC SPEAKER
NO HUM

\$ 59⁵⁰

Complete With
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ADVANCE ENGINEERING
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AUSTIN

MIDGET INCOMPARABLE



FROM A MIDGET TO A GIANT on its 1st Anniversary!

Here Are the Figures:

Total Daily Production of Midgets in West	2,950
Total Daily Production Southern California	2,450
Total Number of Tubes Used Daily	17,500
Total Number of Resistors Used Daily	23,600
Total Number Employed in Radio and Cabinet Industries	1,480
Increase in Daily Production Since July 1	52%

THIS month the Western midget radio manufacturing industry celebrates its first anniversary. It was just one year ago today that the first midget appeared on the market. At that time no one realized what the future held in store. The Southern California manufacturers had built unique radios before, put them in tea-wagons, smoking stands, and worked up a very nice business in table models with the speaker playing from one end. The idea of putting the speaker on top of the chassis, rather than at the end, was an entirely new idea and its consequent clock type appearance was an absolute departure from previous radio furniture ideas.

The new sets immediately caught on. Dealers set them on pedestals in their doorways and attracted crowds. The big point of interest was that here was an entire radio, playing without batteries, in a cabinet no larger than many speaker cabinets. The price of \$59.50 was a popular figure, though was by no means the cheapest price at which new radios had sold in Southern California before. They used 201-A tubes, a 112 or 171 audio and a rectifier tube. The use of 201-A tubes had been a Southern California practice for

sometime and was a hangover from the first AC sets, even to the old two-tube Harkness days.

The new radio sold. It sold faster. As weeks went by it gained increasing momentum. For many weeks Echophone was the original and only manufacturer. Daily production was good if it averaged a dozen a day. Then other Southern California manufacturers made similar models. By the first of the year many of them had changed from 201-A tubes to type '26 or '27. A month or so later they began to use dynamic speakers. This required a great deal of changing, the building of more power into the set and increasing the output from a type '71 to a type '45 tube. The Western speaker manufacturers, Rola, Lansing and Magnavox, and later Utah and Jensen, came to the front with specially designed speakers for use in midgets.

At the same time a number of the manufacturers increased their price from \$59.50 to \$69.50, others maintained their price at \$59.50. By March and April, when screen grid tubes had definitely become a factor in the radio picture, the midget manufacturers began using first one screen grid tube, then two, then three, until today many of them use four screen grid tubes, although some claim they can get better results with three. At the same time other refinements came in. Circuits were improved and construction simplified. By the time of the Atlantic City Trade Show in June several Western midget manufacturers exhibited their products. Orders were taken in huge quantities. By the middle of the summer, when it had become definitely established that tone control was to be a factor, the midget manufacturers added that feature. Some even went further and added push-pull amplification with '45 tubes, some holding the price at \$59.50 and others \$69.50.

DURING this change from the original midget in a wood shell cabinet of a year ago, cabinet design and manufacture have kept up with the pace of midget chassis improvement. Los Angeles cabinet companies installed special machinery to turn out midgets of eye-appeal, sound construction, and at a rock-bottom price. Foremost furniture designers were brought in to design the new cabinets.

When midgets were first introduced a year ago, most of the parts were imported from the East. This is still true to a large extent, but during the past year a transformer manufacturing company has come into the field and today is employing 224 men in the manufacture of transformers. Another factory is making escutcheon plates and dials. Still another factory is making metal stampings. Another factory is making fixed condensers. Variable condensers, resistors, sockets, wire, electrolytic condensers, and a few other small items are still obtained from the East.

In the past year, midget manufacturing plants have sprung up in San Francisco



and Salt Lake. One of the oldest manufacturers in the West, in San Francisco, has turned its entire plant to the manufacture of midget radios. Approximately five-sixths of all the Western-made midgets are manufactured in Los Angeles.

A year ago the matter of licensing was a problem. Few of the manufacturers were large enough to take direct licenses from the Radio Corporation themselves. Echophone was the first to license through Gilfillan as the result of a special arrangement between Gilfillan Bros. and the Radio Corporation. Other Southern California manufacturers soon followed suit, until today most of the manufacturers either are or can be licensed through Gilfillan. Some of the manufacturers have moved their assembling plant under the Gilfillan roof.

WITH the advent of the new low-priced radios came also new low-profit ways of doing business. Manufacturers paid cash for their supplies, and most of them still do. They, in turn, got cash from the dealers and wholesalers for the radios they sold, and this practice is still true. This enabled the manufacturers to turn their money many times a month, one manufacturer claiming to be averaging a monthly turnover of capital of seven and one-half times.

It is estimated that a year ago a little over one hundred persons were employed in the manufacture of radios in Southern California. Today, September 24, approximately 911 employees are at work daily in the Western radio factories, and an additional 750 employed in accessory and speaker and cabinet factories.

The total production (September 24) is 2,450 daily in Los Angeles and on additional 500 a day distributed between San Francisco and Salt Lake, making a total of 2,950 radios manufactured every day in the West. These radios use 17,500 tubes a day, which makes the West one of the nation's most important tube consuming centers. Some 23,600 resistors are used daily.

Since the beginning, production has shown a steady increase, month by month, with the single exception of May, when there was a change in models and resultant falling off in daily production. Since the middle of July there has been a 52% increase in daily production. (Pessimists, who are continually talking about business depression, please note.)

Southern California engineers have kept steady pace with midget radio sales. They have burned the midnight oil far into the night to devise new systems of manufacture, new circuits, and new ways of building things. They have spared no painstaking efforts to develop chassis that can be easily, quickly and cheaply manufactured. They are perfectly willing to spend

Strong and Growing Stronger

To those that have been wondering what the future held in store for midget radios, the industry itself has given its own answer. Today, its first anniversary, finds the industry turning out nearly 3,000 radios a day, and has shown over a 50% gain in the last sixty days. Western midgets have not only withstood the competition of eastern-made midgets, and an avalanche of dumped last year's merchandise, but have actually shown remarkable gains in the face of such competition. That certainly shows all the ear-marks of a solid, substantial industry.

Since June 1 midget radios have taken their place in the national radio picture as a specific and definite part of the American radio industry. As was the contention of this publication from the first, actual experience has shown that midget radios do not compete with higher priced merchandise, but rather open up entirely new markets heretofore untouched and undreamed of. They are giving satisfaction and giving users their money's worth.

The nation's largest and most important retailers are selling midgets. They have lived down their nickname "Jalopy."

Midget manufacturers have demonstrated their money-making ability. The nation's tube manufacturers and parts manufacturers have given them every assistance, and are placing their gigantic resources at their disposal and working hand-in-hand with the midget engineers.

Eastern midget manufacturers will have difficulty competing with the West when it only costs the Western manufacturers 71 cents to transport their sets to the Eastern seaboard. Western midget manufacturers have the momentum and have made a specialty of their job. They have made the West, particularly Southern California, the world center for this type of manufacturing, and it will remain here.

Wallace M. Byam.

a week to devise a way to build a chassis with a foot less wire, or with fewer screws, fewer labor operations, or with less expensive though equally as sturdy parts. Yet, because competition was so keen, it was necessary for them to build a radio that would stand up and require very little, if any, service.

AS the result of economies effected, a survey conducted by Western Music and Radio Trades Journal shows that the average chassis production cost is about \$13.00. The cabinet costs on an average of \$2.30. The speaker costs on the average of \$2.90. A set of tubes costs on the average \$5.00. These figures will, of course, vary one way or the other with various sets, some being a little higher and some being a little lower. The sets that sell for \$69.50 are usually better manufactured than those that sell for \$59.50, though this is not always the case.

(Continued on Page 39)



Girls' nimble fingers are a big factor in delicate work.

● ● INTERESTING WESTERNERS ● ●

"NATHANIEL BALDWIN"

ONCE upon a time, so all stories used to start, and this happened on a Sunday afternoon 26 years ago, Nathaniel Baldwin was carried through the portals of the great Mormon Tabernacle in Salt Lake City, Utah, with a surging throng bent on attending services at the semi-annual conference of the "Mormon" Church. He noticed that the voices of the speakers penetrated but faintly in this massive building and he thought why could not something be invented that would be far reaching in carrying the voice so that even those at the rear could hear.

Briefly he wondered if some means might not be devised for amplifying the human voice and immediately he had an idea.

"I was working on a steam engine at the time," said Mr. Baldwin, "and until that day nothing was farther from my mind than the problem of amplifying sound. I started to experiment with the thing for a couple of weeks, but it was exactly eight years of work later that I saw the first stage of the realization of that dream."

Mr. Baldwin's first effort was a head set of extra sensitive receivers, intended for the reception of sound either by wire or through the air. The wireless application of the device came as a result of the Marconi discoveries of 1902.

Then came the war.



Likewise came, "the Nathaniel Baldwin Head Phone," which put the American navy far ahead of other navies in this equipment. In 1913 after accepting the head set as an experiment, 100 sets were ordered at once. Nathaniel Baldwin working alone in his little two by four shop, without capital couldn't fill the order, so the navy had to do without the Baldwin instruments and Baldwin had to do without the much needed money.

Later, however, the Nathaniel Baldwin factory had grown large enough to handle a big order, so the navy took over the entire output and the name Baldwin became famous on the high seas.

After improving the receiver Mr. Baldwin envisioned the tremendous part that transmission of sound by ether waves would play in the economic and social life of the future, so he set to work and labored under heart-breaking handicaps without a proper laboratory, and after hundreds of failures he finally evolved the Baldwin balanced armature unit, which is known by every radio wise person.

The first device was applied with head-speakers of the head set type, but later head harness applied to both ears was used. Later his loud speaker and radio set made him famous.

From a tiny industry that started in a log cabin, the business has grown until today there is a beautiful factory and plant in East Mill Creek. An assembling plant and factory was also operated for some time at Bloomsburg, Pa. He has had many failures, not only in losing fortunes but in making them, but he still carries on and the end is not yet reached. Mr. Baldwin though rather peculiar in personality, can well be termed a genius, and is one westerner who has done more for radio than perhaps any other one man in the game.

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

KIMBALL PIANO

FRANCHISE

EMBRACES — The most saleable line in the industry. The only

financing plan under which the dealer secures his full margin of profit.

*Co-operative Sales Helps
offered by our two
West Coast Representatives:*

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

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

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago



*Kimball
Chippendale
Grand*

DeForest Lee

A Direct Message to the Trade



IN 1907 my Radio Telephone Company marshalled the first radio receiving set designed for amateurs. In the intervening years, during my activities in the development of radio science it has become increasingly evident to me that it was entirely feasible from an engineering standpoint to build a small but positively good receiver equal to most larger sets—at a price well within the price of any pocketbook.

The Lee De Forest's Royale is the consummation of that idea.

I am proud to put my name upon it.

Dr. Lee De Forest

Lee De Forest Mfg. Co.

1224 Wall Street

Los Angeles

Westmore 5158

Not Connected with De Forest Radio Co.

**DEALERS!
WIRE
PHONE
WRITE**

Retailing at
\$69.50
Complete

Royale

REPLACEMENT MARKET
ENORMOUS FOR NEW

B-H RECTIFYING
TUBES



Keep a carton of four
Eveready Raytheon
B-H Tubes always on
display.

**EVEREADY
RAYTHEON B-H**

MANY, many more of your customers use "B" eliminators built for the original gaseous B-H than you realize. Millions of these units have been sold in the past few years—most of them requiring the B-H tube for 100 per cent satisfaction. Ask every replacement customer if it is a B-H tube he wants. You'll be surprised at the results!

Eveready Raytheon B-H Tubes come in handy cartons of four. Always have a carton on display. Right where the customer is bound to see it. Then refer to it.

* * *

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAJ over a nation-wide N. B. C. network of 31 stations.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City
New York San Francisco

Unit of Union Carbide **UCC** and Carbon Corporation



Trade-marks



The **PACIFIC**
MIDGET LINE

Satisfied Customers are Pacific's
Greatest Asset. They are satisfied
because they get More for their money.

PACIFIC'S Latest Midget Is the "Mightiest
of Them All"

- 4 Screen Grid Tubes.
- 2 Push Pull 245's.
- Magnavox Dynamic Speaker.
- True Power Detection.
- TONE CONTROL.**
- Drum Dial-Illuminated.
- Complete Shielded Chassis (cadmium plated)
- Distinctive Cabinet Designs.
- DISTANCE** Unheard of in Midget Sets.
- TONE** Unsurpassed by Any Set.
- and a

*DEALER POLICY that makes him REAL MONEY.
Something entirely NEW and REVOLUTIONARY in Sales
Plans.*

YOU SELL—We Install and Service.

*Phone or write for this most interesting and profitable
proposition ever offered dealers.*

*YOU will handle the PACIFIC LINE when you know
what it has to offer you.*

**PACIFIC COAST
RADIO SALES**

EMpire 2220 2417 W. Washington Blvd.
Los Angeles



NEWS FROM SEATTLE

LEO GREEN, well known to Washington dealers as "head man" of radio on the Seattle Times, makes his debut with this issue as editorial representative of the western radio industry's "home town paper," Western Music & Radio Trades Journal. He's out for news and plenty of it. Give him all the dope you can on yourself and the other fellow. Show the rest of the country how the Northwest knocks 'em over.

Shellworth to Manage Sunset Electric

A new executive who has taken his place among the leaders of the radio business is A. L. Shellworth, manager of the radio division of the Sunset Electric Co., Atwater Kent distributors. Mr. Shellworth came quietly into the Seattle trade from Portland where a long record of successful management of the Portland Branch has ably fitted him for his more important duties as manager of both Seattle and Portland houses. His selection by Gordon Prentice, president of the company, for this post, relieves Mr. Prentice of much responsibility and allows him to devote more of his time to the task of selling more General Electric Refrigerators, which is represented in this territory by Gordon Prentice, Inc. Mr. Shellworth will have as an important assistant Ed. W. Kennard, in charge of city sales. Mr. Kennard was formerly with the Sunset Electric Co. in 1927 and 1928. The balance of the radio sales organization of the Sunset Electric Co. remains the same as last year.

Phil Clay Holds Forth in Seattle

Mr. P. T. Clay, shall we say formerly of San Francisco, is now a permanent resident of Seattle. At least we look upon the visit of this distinguished merchant who heads the Sherman-Clay organization as one of permanence because he has taken an apartment and seemingly settled in what a Washingtonian calls this great northwest, "God's Paradise." Usually the northwest has to be content with but a few days of his time. So far he has had no message to give the public, simply slipped quietly into town and settled down to business. One thing is certain, whether his stay is for a long duration or only limited, such merchants, especially those of the radio and music trades as come in contact with him will learn much of value in the fine points of merchandising.

North Coast Electric Distributes Edison

Official announcement of the selection of The North Coast Electric Co. of Seattle and Portland as northwest distributors for Edison Radio and Edison "Edicraft" Appliances was made recently by Taylor C. White, Pacific Coast supervisor for Edison products.

The selection of this pioneer electrical firm, which has been successfully managed since its organization by Harry Byrne, Sr., to handle the Edison products in the northwest, marks the linking of one of the most reliable electrical jobbing institutions of the Pacific Coast with the famous Edison name.

Firmly established in their field the executives of the North Coast Co. have been reluctant to aligning themselves too ardently in radio, recognizing all the time as Mr. Byrne states it, the great potential market and the ultimate place in the scheme of merchandising for radio, but preferring to wait their active entry as radio distributors, until such time as radio found its proper and sensible level in the merchandising world.

Harry Byrne, Jr., is sales manager of the company while W. W. Winningham, formerly of the Edison Branch in Seattle, becomes manager of the radio division of the North Coast Electric Co.

Leigh Borden Prances North

Leigh C. Borden, Pacific Coast boss for Sparton, has been here and north to Vancouver, B. C. There seems to be important business in Vancouver for him, perhaps it is the prospect of the coming convention of the Western Music and Radio

Seattle Gives "Old Man Gloom" the Gate

Old Man Gloom has been recently chased out of Seattle and surrounding country by the dealers and distributors in Washington. The dealers got together and gave Old Man Summer Depression "the gate," as it were, in their unique way of stimulating interest in the new sets now being delivered throughout the territory. Seattle's fall annual radio showing opened on September 17 and is being carried over into the following week, which is known throughout the country as National Radio Week. Radio is featured in all the dealers' stores with special window displays, individual store stock, special civic club luncheons devoted to radio, the publication on the part of Seattle newspapers of their fall radio number, and with the addition of nationwide radio broadcast during National Radio Week over the Coast-to-Coast Network, the Northwest has been and is radio-minded as it has never been before.

Fall radio displays in merchants' windows have received additional attention due to the efforts of the Seattle Retail Merchants' Association, who, with the sponsorship of the Seattle Daily Times, have held a tremendous fashion fete every day of National Radio Week. The Northwest radio dealers have tied in closely with this program, and the Northwest broadcast stations, especially KOMO, KJR and KOL have co-operated with the dealers and newspapers in this fall radio showing.

Old Faces—New Affiliations

Old faces familiar to the trade who have formed new alliances since last season are:

Harold Eskildsen, R. H. McCauley, Wm. V. Trevethren, all now with Philco.

Lester Eby, now with RCA-Victor.

Allan Borovan, now with Brunswick.

Walter Bradley, now with Sparton.

Herbert Hunziker, now with Bosch.

J. W. Condon, Jr., now Northwest Manager for General Motors Radio.

Geo. W. O'Niell, now with Coast Radio.

Trades in the spring of '31 that drew his attention. One thing seems certain about the Sparton dealer organization, and that is that they are highly enthusiastic over Capt. Sparks' plan to provide scholarships for young boys and girls. Radio has an association in family life that makes movements like these of unestimable value to a manufacturer.

Portland -- In the Great Northwest

Low Standard Broadcasts Targets of Portland Trade Group

Believing that poor radio programs retard sales of radio receivers, the Oregon Radio Trades Association has appointed a committee whose duty it will be to banish below-standard broadcasts from the air.

Programs where music is sandwiched in merely to enable announcers to recover breath for another barrage of cheap advertising, programs that are flat and silly and arouse disgust in the minds of anyone not of subnormal intelligence—these will be the targets of the new committee. Upon receipt of any considerable number of complaints from the public, members will wait upon the advertiser who is sponsoring the offending program and request him to take it off the air. He will be asked to remove it as a blot to a great art, and an economic menace to a great industry.

The Oregon Radio Trades Association, according to J. H. Hallock, president, and Norman A. Hayes, treasurer, finds itself in this, the first year of radio stabilization, in probably a stronger position than any similar group of radio dealers in the country. Reorganized last February as strictly a dealers' association, the organization is now financially on its feet and has a membership that has doubled to 100 in the past month. Applications from all over the state are arriving at the rate of five a day, according to Mr. Hayes, and an ultimate membership of 175 is expected.

The aim of the association is to eliminate trade abuses and to this end the following means have been adopted:

A finance charge is made on all contracts.

Every member shares the benefit of group insurance covering fire, theft and embezzlement. Portland dealers are the only group in the country so covered and enjoy the lowest rate on the schedule.

Through the courtesy of KGW in donating its time on the air the association has been carrying on a campaign of education to eliminate unethical practices. This campaign in the future will be carried on through advertising in the newspapers.

Membership is by invitation only, and all members are entitled to display in their windows the insignia of the association.

The association acts as a clearing house for the public and any person having complaints to make about members or non-members may telephone the secretary, H. B. Harrison. One complaint has already been received and the privileges of one member have been cancelled.

Bosch Officials Pay Respects to Northwest

Bosch officials have paid their early fall visit to their northwest distributing headquarters, the Electric Corporation, and according to Kenneth C. Campbell, its manager, the Bosch program for the fall is all set. Geo. Stackman, Ray Newby and M. A. Fowler may be described as having more than a casual business concern in the northwest. It matters not what we suspect it is, we are always glad to see them and trust their visits will be more frequent.

Sturdevant Visits North

L. W. Sturdevant, Pacific Coast manager for Brunswick, spent several days with Hall Berringer, manager of the northwest branch, in August. It doesn't matter whether the sun shines or not Mr. Sturdevant with his smile usually permeates an atmosphere of warmth and enthusiasm whenever he comes north. One thing that was missed in his recent visit, however, was Mrs. Sturdevant.

Records in Any Language

The World's Music Shop, an international music store, has been re-opened at 149 Second Street, Portland, Ore. Phonograph records, in no less than seventy languages and a number of dialects, are stocked in bins and may be selected a la cafeteria by the patron at any time. Among these languages that are usual are found in the stock the first time are Egyptian, Icelandic, Jewish, Lithuanian, Finnish, etc.

Northwest Radio Supply Distributes Clarion

Clarion radio receivers will be distributed in Portland hereafter by the Northwest Radio Supply Company. W. E. Shiels is manager. The appointment as distributors was announced by Arthur Detsch, factory representative in the Oregon territory.

Hallock, Watson & Yonge, 191 Clark Street, Portland, Oregon, has recently taken over General Electric radio line. Mr. Hallock is president of the Oregon Trades Association.

A. R. Lovinger has announced the opening of a new radio service store at 168 North LaBrea. Mr. Lovinger was formerly located at 4436 Melrose Avenue.

Portland Passes New Radio Ordinance

New regulations which will limit the use of radio for advertising purposes have been passed by the City Council of Portland, Oregon, and will become effective October 10. Changes restrict the use of loud speakers to programs of general interest and require that speakers shall not be audible for more than fifty feet. The changes are the result of the suggestions by the Building Owners and Managers Association and the Radio Trades Association. The ordinance states as follows:

Section 3. Operation of musical instruments and sound-producing devices. It shall be unlawful to operate or to cause or permit to be operated in the city of Portland any automatic or electrical piano, phonograph, graphophone, victrola, radio, loud speaker, or any instrument or sound-producing or sound-amplifying device of like character, so loudly as to disturb persons in the vicinity thereof, or in such a manner as renders the same a public nuisance; provided, however, that an application to the council of the city of Portland permits may be granted to responsible organizations to broadcast programs of music, speeches, or general entertainment as a part of and in recognition of the community celebration of national, state and or city events, public festivals, or outstanding events of a non-commercial character, if not audible over fifty feet distant from speaker, and provided traffic on streets is not obstructed by reason thereof.

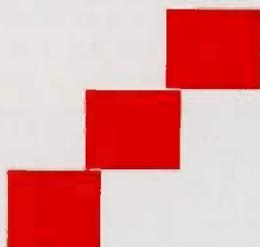
Burcham Heads Silver-Marshall in North

Don H. Burcham, Portland, active for a number of years in Northwest radio affairs, recently was appointed Northwest district manager for Silver-Marshall. He is in charge of Oregon, Washington, Idaho and Montana and succeeds E. M. Jacobson, who left Portland to take charge of the Chicago territory. On the resignation of Howard Bodman, general sales manager of Silver-Marshall, and his assistant, Howard W. Sams became sales manager, creating the territory vacancy which Mr. Jacobson went East to fill.

Conferring in Portland with Ambrose Cronin, Jr., of Cronin Distributing, Inc., Sparton distributors, this month were Fred J. Davey, Sparks-Withington sales manager in states west of Illinois; Leigh C. Borden, Pacific Coast Sparton manager, and F. L. Drake, district manager of Portland and Seattle.



VIGOROUS NEW SALES PLANS

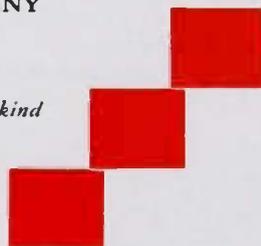


SPARTON dealers this year will receive the benefit of the most vigorous and keenest factory merchandising plans ever inaugurated by any radio manufacturer, including the gigantic Sparton Scholarship Award. These will be supported by a broadened price range, and a reputation second to no other in the world. Sparton franchises are still available to dealers who are *merchandisers* and who have demonstrated their ability to tie in with big plans.

THE SPARKS-WITHINGTON COMPANY
(Established 1900)

JACKSON, MICHIGAN, U. S. A.

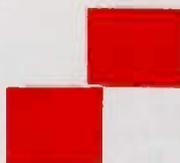
Pioneers of Electric Radio without batteries of any kind



SPARTON RADIO

"Radio's Richest Voice"

(500)



● ● INTERESTING WESTERNERS ● ●



Closely associated with radio in the minds of hundreds of Portlanders is the name, Joe Hallock.

First contact with Hallock to many was through one of Portland's first broadcasting stations.

JOE HALLOCK

The familiar "K G G, Hallock & Watson radio service, 192 Park Street, Portland, Oregon," still is remembered by many residents who awaited with crystals poised for that introduction to broadcast.

Hallock is a native of Portland. He attended public schools there and left Oregon State College in 1913 to install a radio communication system for the Northwestern Electric Company for use in emergency when winter storms grounded land wires. The station was installed at the power plant at Underwood, Wash.

In 1915 Hallock left Portland to accept an appointment as assistant radio inspector at New Orleans. He also was stationed at Norfolk, Virginia, for a time. The year 1916 found him in the Navy Yard at New York in station construction work.

During the war the government found him useful in Lafayette station, Bordeaux,

France. In 1919 and 1920 he again was in radio engineering at Mare Island, but was transferred from there to radio construction work in China where he spent the spring and summer of 1920.

He left the government service in the fall of 1920 to aid in the construction of land stations in this country for the Federal Telegraph Company, and following that established the radio station K G G, which was operated in connection with Hallock & Watson retail radio store. His partner, Clifford Watson, is an ex-navy man. R. Yonge, third partner, was taken into the firm about three years ago, and on moving the store to 191 Park Street, last year, the name was changed to Hallock, Watson & Yonge.

The Porta-Pac. portable radio receiver is the product of these partners, and shipments of the sets have been made to all parts of the country.

New Austin Radio Enters Field

The Austin Radio Manufacturing Corporation, Ltd., of Los Angeles, are among the newest of the midget radio manufacturers.

Headed by H. C. Block, widely known among the radio and automobile trades, the Austin factory started operations early in September with a large production program.

"It was only after a very careful survey of the radio world that the Austin Corporation made its bow. It is very evident that the most popular model of radio in any amount of volume is the latest type screen grid dynamic midget type at a reasonable price," states Block.

Block is the president, and E. B. Dunn, general manager. Sales are in charge of Jack Bloom, and Ralph Hetzel is chief engineer. Dunn recently severed connections with another well known manufacturer to enter this organization. Hetzel is a prominent engineer in the midget radio industry having many successful chassis to his credit.

Completing the personnel of the corporation are Austin Sherman, prominent Southern California attorney; Burton J. Ellis, Al Spencer and "Nick" Hirart, all familiar names in the West's radio industry.

The Austin set includes four screen grid tubes, a '45 and an '80 tube, electro-dynamic speaker, phonograph pick-up, housed in a two-toned walnut cabinet.



Executives of the Austin Radio Manufacturing Company, Left: Ralph Hetzel, Chief Engineer. Upper Center: E. B. Dunn, General Manager. Lower Center: Jack Bloom, Sales Manager. Right: Al Spencer.

The Larsen Music Store, Rexburg, Idaho, has moved to its new location on College Avenue. George R. Larsen, owner of the store, is making a number of improvements that will not only add to the firm's efficiency, but also to the display.

Major Herbert H. Frost has resigned as President of the Utah Radio Products Company, and is engaged in establishing a new concern to be known as the Acoustic Coin Devices, Inc. He will be president and general manager of the company.

Billings Dealers Form Association

In order to effect better radio conditions for Billings listeners the Billings Radio Dealers Association was organized recently at a meeting in the Commercial Club, Billings, Montana.

Arch Morgan of the firm, Rafn-Morgan, as president, while Peter D'Amico, of the Melody Shop, is secretary. The association is to meet twice each month during the winter.

Every One Of Your Customers

WILL BE INTERESTED IN THIS ARCTURUS FEATURE

LIFE-LIKE TONE



THIS HANDY CARTON

— A compact, self-contained mailer that requires no re-packing—contains a complete set of Arcturus Blue Tubes ready for delivery with any radio receiver. The kits are easily identified by the black and blue design, similar to the well-known Arcturus Tube Carton. Ask your jobber for the details of the attractive Arcturus plan.

WHAT do your customers expect from a radio set? *Natural, Life-Like reproduction!*

That's the feature you emphasize when you're demonstrating a set; that's the kind of reception every buyer expects.

On the tubes you use depends the final success of your demonstration and *sale*. Tubes are the crux of the whole situation.

Now Arcturus gives you, in the new air-cushioned package, a set of Arcturus Tubes especially selected for the designated receiver. With a complete set of Arcturus Blue Tubes in a radio, you know you'll get unusually clear, brilliant programs, and you know that they will keep the set *sold*.

The advanced design of Arcturus Tubes eliminates mechanical background noises—every note, every word, comes in with a vivid *Life-Like Tone*. Satisfying performance is assured—and in addition the 7-second action that has made Arcturus Blue Tubes famous.

And with this "radio insurance", this new Kit offers you the most profitable merchandising idea in the industry.

Your Jobber has a most attractive profit story for you. Get the details today. Arcturus Radio Tube Company, Newark, N. J.

TRY THIS TEST—Next time you replace a complete set of tubes for one of your customers, put in Arcturus Tubes. Let the radio owner be the judge. He will instantly appreciate the quick 7-second action, and the improved reception, the clearer reproduction, made possible by Arcturus Life-Like Tone.

ARCTURUS TUBES
for every
RADIO

"The Tube with the Life-Like Tone"

Caught at the Los Angeles Radio Show



"Clarion" Now Property of T. C. A.

Letters are being sent to the trade by the Zaney-Gill Company of Los Angeles informing dealers that they have discontinued the use of the name "Music Box Clarion," and have given the right to the Transformer Corporation of America to use this name. From now on the word "Clarion" will appear on no product other than that manufactured by T. C. A.

Zaney-Gill Company, however, are continuing to manufacture their radio under the name of "The Music Box."

Louis L. Sullivan, manager of Cooperative Resale Department of the Atwater Kent Manufacturing Company, has resigned his position to become manager and distributor of dealer relations of the All-American Mohawk Corporation, makers of Lyric radio, North Tonawanda, N. Y.

Paul C. Staake, formerly in charge of advertising of the De Forest Radio Corporation, is now advertising manager for the National Union Radio Corporation, New York.

Ray Noel, of the R. J. Noel Company, stands beside first Oxford Chromotrope delivered in the West. The Noel Company will handle distribution in the West.

During the show, W. Bert Knight played host to a number of factory heads he represents on the Pacific Coast.

From Defiance, Ohio, came Grover F. Behringer, Sales Engineer for American Steel Package Co., manufacturers of the Defiance Variable condensers. The Defiance condenser became popular four years ago due to its compact and light, yet accurate construction. This proved popular with Midget Manufacturers.

J. E. Schunck, Sales Manager, of Ohio Carbon Co., also witnessed the show. Ohio Carbon Co. is noted for their Ohiohm resistors.

Knight was also caught showing sunny California to A. H. Thompson, President of the Thompson Bremer Co., of Chicago, manufacturers of radio hardware.

Record Business Looks Good to Radio Mfrs.

"Now, if all dealers will become as enthusiastic about the record business as all important radio manufacturers are, they surely can triple their sales this coming season," according to the vice-president of the Columbia Phonograph Company.

"What I mean is that the combination radio-phonographs being turned out indicate a strong feeling on the part of manufacturers that the public wants radio music and record music—and they are right.

"The combination idea makes a strong appeal to the public, and means cash record business for those record dealers who follow through and sell the record idea to their customers who buy combinations.

"Why all dealers do not go after this cash record business more aggressively is a puzzle. Those who do push records get volume.

"Now comes the *Electric Automatic Phonograph* for the home that plays selected record programs for more than half an hour (without attention). You get the music you want to hear.

"All these new instruments that are designed to use records will renew the interest which formerly was so great in the 'old style phonograph.'

"By the way, the 'old style phonograph' is not dead. A supply jobber told me the other day that he is selling 20,000 main springs a month—he also sells lots of records. It is apparent that these main springs mean record business, too—because they are putting old phonographs back in service.

Piano Campaign Helped by Columbia

The current campaign to increase public favor for the piano will be indirectly aided by the Columbia Phonograph Company's last three issues of Masterworks albums of records, all of which feature piano.

While in this case the music is available for schools and home without the medium of a piano for performance, yet the publicity value for the king of solo instruments is unquestionable. "I wish I could play that myself," is a thought which frequently leads in the end to action.

Columbia's latest Masterworks albums are Tchaikowsky's Concerto in B Flat Minor, Op. 23, for piano and orchestra, by Cutner Solomon and Halle Orchestra (Set No. 141); Schumann's Davidsbundlertanze, by Fanny Davies, the leading pupil of Clara Schumann (Set No. 142), and Chopin's Concerto No. 2, in F Minor, for piano and orchestra, by Marguerite Long and the Orchestra of the Paris Conservatory (Set No. 143).

From the House of Waltham

Comes a

BROAD STATEMENT

More Volume



More DX

Made Without Fear
of Contradiction

The Waltham 32

The Outstanding Value In

MIDGET RADIOS

Featuring Tune Control
Phonograph and
Microphone Pickup
4 Screen Grid Tubes
Single Illuminated Dial
4 Tuned Circuits and
Waltham Tone Quality.

\$59⁵⁰

COMPLETE WITH TUBES

Dealers Jobbers . . . Write . . . Wire or Phone

WALTHAM RADIO CORP. Ltd.

LOS ANGELES, CALIFORNIA

4228 So. Vermont

Phone VERmont 2809

Cable Code: WALVAD.

CALIFORNIA FLASHES

H. O. Harrison Co. Distributes Edison

Announcement was made recently by H. H. Silliman, eastern sales manager of the Edison Phonograph Company, that the H. O. Harrison Company, automotive distributors in Northern California for the past twenty-three years, have been appointed distributor for this territory. H. J. Zeusler, former district manager for the Radio Division of the Edison Laboratories, has been placed in charge of the Radio Division.

"We are putting the same thought and effort behind Edison Radio as we are our automotive lines," declared J. W. McAlister, vice-president and general manager of the H. O. Harrison Company.

"In the past few years we have had the opportunity to take the distribution for many radio sets. We were not interested in radio—that is, until we had the opportunity to become connected with the Edison line. We became distributors for the Edison radio because we sincerely believe that it is the world's finest radio, built by the laboratories which are the very fountainhead of all acoustic and electrical discovery."

The H. O. Harrison Company maintains a complete advertising and sales promotion department which will also function in conjunction with the Edison Radio Division. This department handles local advertising copy, publicity and furnishes sales promotion helps and merchandising counsel for its dealer organization.

The radio department has particularly good warehouse facilities, assuring quick and efficient receiving and delivery, as the H. O. Harrison Company maintains another building on Post Street, directly across the street from its Van Ness Avenue establishment. The top floor of this building has been given over to warehousing Edison radios, together with a special room for the Edison radio service department.

Just after taking over the distributorship of Edison radio, the H. O. Harrison Company immediately called a meeting of all Northern California Edison radio dealers. There was a large attendance. The policies of the concern were outlined by McAlister, and talks were also given by Mr. Silliman of the Edison Laboratories; Taylor White, zone manager for Edison radio; and Mr. Zeusler.

H. O. Harrison, president of the H. O. Harrison Company, is the wellknown Pacific Coast capitalist and is also famous as a big game hunter.

Mr. McAlister, the active manager of the concern, has been in the automobile business for many years and has a full

Opposed to Private Firm Radio Shows

We note that in the August Issue of Pacific Radio Trades Association News the Retail Radio Association went on record as being much opposed to a public showing of radio equipment which is sponsored by either a distributor or manufacturer and conducted by a private firm.

According to Robert Eastman, president of the San Francisco Retailers' Association, the retailers felt that there was a distinct difference between public showing of merchandise carried by a firm and a public radio show sponsored by either distributor or manufacturer and held by any one firm in that firm's place of business. A committee was appointed by the retailers to consider the problem and it was decided that if any show was to be held it should be conducted by the Pacific Radio Trades Association for the benefit of all dealers rather than for the benefit of any one particular dealer.

Platt Celebrates Anniversary

The Platt Music Company recently celebrated its twenty-fifth anniversary. Ben Platt, as his annual custom, entertained his executives and employees. A dinner dance and entertainment was held at 7:30 P. M. at the Breakfast Club, to which over 600 were invited. It was held on the evening of September 4th.

Edwin Lester, sales manager, acted as Master of Ceremonies. Later in the evening Mr. Platt gave an interesting talk on the activities of the Platt organization, especially during the past year since the company has entered the Northern California field.

Bob Rose was introduced as the new general manager of the company. Talks were given by S. Mc Brinkerhoff, secretary of the company; George Epstein, vice-president; and C. H. Mansfield, associate sales manager.

understanding of dealers and dealer problems.

Mr. Zeusler has engaged an experienced staff to represent Edison radio in the field. They include: E. J. Thompson, formerly retail manager of Capwell's Radio Department, Oakland; H. J. Ralph and George Von Blum, formerly with the Edison Distributing Corporation here, and A. E. Spencer, formerly with Waterhouse-Weinstock, Bosch radio distributors.

Merced County Radio Dealers Form Assn.

The Merced County Radio Dealers' Association was organized on the 15th of August by six of Merced's most active radio dealers. The membership has now grown to twelve members. A constitution and by-laws modeled after the East Bay Association was adopted after a few minor changes. Officers are: Chairman, H. F. Manchester; secretary-treasurer, L. W. Brammer. Meetings are held on the second and fourth Fridays of each month with the meeting places rotated among the various members' stores. Drastic regulations in regard to trade-ins, demonstration periods, credit rating, antenna installation, "radio brokers" (those who attempt to sell from more than one dealer at a time), "joyriders," service charges, down payments, were adopted. Each member displays a card in his place of business attesting to the fact that he is a member and giving the gist of the more important regulations.

Dues of one dollar per month per member are charged in order to defray the cost of printing cards, advertising, etc.

The membership list includes:

R. Barcroft & Sons, hardware, Merced.
Bedeson & McNamara, hardware, Merced.
Boulogne's Auto Electric, Merced.
Brammer's Electric Shop, Merced.
Degner's Radio Shoppe, Merced.
Merced Electric Shop, Merced.
Passidori's Hardware, Atwater.
Symons, Kumble and Lane, Merced and Dos Palos.

Western Auto Supply Co., Merced.

H. F. Manchester, Merced.

Valley Electric Works, Merced.

Miller's Drug Store, Legrand.

By L. W. Brammer, Sec'y.

Radio Marathon Ends

After running for 3557 hours on the original tubes, a Jackson-Bell radio ended on August 27, it being the radio marathon which was conducted by the Glynn's Electric Shop for several months.

As no one knew how long the radio would run, Jim Glynn decided to have a marathon guessing contest. All persons were asked to register their guess concerning the length of hours, and during the few months more than 2000 guesses were left. A few people tried, it was found, guessing 3557 hours and within 43 minutes of the actual time. Each of the winners was presented with a new Jackson-Bell set of the latest model and design.

Aside from the publicity attendant upon such a marathon, it is needless to say that Glynn, from the 2000 signers, gained a number of prospects which means actual dollars and cents to him.

ACES of RADIO

Dealers! Lead These Aces and Take More Tricks!



Ace of Diamonds

The Low-Boy—\$109

Ace of Spades

Rola DeLuxe—\$125

Prices Include Tubes

Ace of Hearts

The Console \$99

Ace of Clubs

The Boudoir \$99

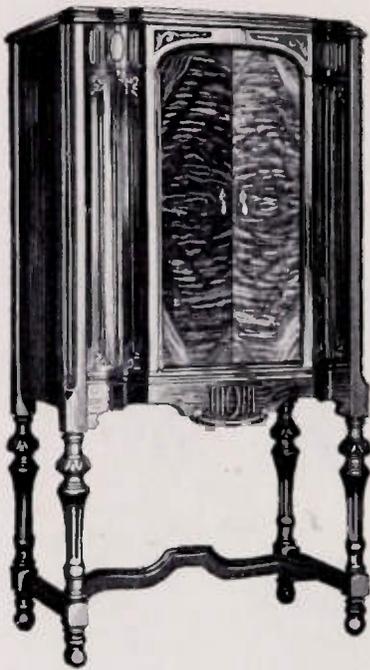
Prices Include Tubes

ROLA DISTRIBUTORS:

Arizona—Arizona Radio & Supply Co., Phoenix, Ariz.
 California—The Rola Co., Oakland and Los Angeles.
 Oregon and Idaho—Marshall-Wells Co., Portland, Ore.
 Washington—Marshall-Wells Co., Seattle and Spokane, Wash.
 Rocky Mountain States—Whitney Sporting Goods Co., Denver, Colo.

ROLA

“PROVE to my satisfaction that on the market in selectivity,” said a “and I’ll guarantee that Brunswick



**BRUNSWICK HIGHBOY
MODEL 22:**

*Armored chassis, 4 screen-grid tubes.
Uni-Selector and Tone Control. 10-
inch Dynamic Speaker.*

*Walnut cabinet with French doors
and curved corners ornamented with
carved design. Price: less tubes . .*

***170**

Located in a territory notorious for its difficult receiving conditions, with one powerful station blanketing the ether, this dealer was naturally skeptical. His sales depended absolutely upon his being able to supply his customers with a radio that would cut through the all-powerful local station and give them a choice of out-of-town programs.

Brunswick engineers gladly met his challenge. They offered to make a wide open test under any conditions, against the most selective competing set he could name.

He picked a model widely known for its selectivity—a brand that had

PIN-POINT SELECTIVITY IS A



Brunswick

Brunswick can out-perform *any set* prominent upstate New York dealer, will *out-sell any set in this market!*"

led in sales in his district because of that very reason.

The test was made in a room in a hotel located only a few blocks away from the broadcasting station.

Point-for-point, this dealer checked the two instruments. Brunswick won—*hands down*—not only on selectivity, but also on distance, tone quality, and ability to shield out local interference coming from the hotel elevators, and nearby power-stations.

"All right," said the dealer with a grin, "you can sign me up. This town is going Brunswick from now on!"

BRUNSWICK RADIO CORPORATION—MANUFACTURERS OF RADIO, PANATROPE AND RECORDS—NEW YORK, CHICAGO, TORONTO—SUBSIDIARY OF WARNER BROS. PICTURES, INC.

FEATURE OF THE NEW BRUNSWICK



BRUNSWICK LOWBOY
MODEL 15:

Armored chassis with 4 screen-grid tubes. Uni-Selector and Tone Control.

10 inch full Dynamic Speaker. Walnut Cabinet with carved panels and curved corners. Price: less tubes

\$139⁵⁰



Radio

FUTURA SERIES

Radio Dealers CAN Sell Refrigerators



By

A. H. FURST

Radio Dealer Who Has Made
a Success of Selling
Refrigerators.

ELECTRIC refrigerators to be carried along with radios, in my opinion, is a very good combination and can be combined successfully, with the insertion of a few "ifs" and providing the right kind of electric refrigerators can be had.

Before making any suggestions whatsoever, let me relate my personal experience with this combination.

Just about two months after Mr. Jones and I had started the firm of Furst & Jones in Redlands, it was suggested by our senior partner that a new electric refrigerator had just been announced and that it would be to our advantage to inspect this new product and possibly combine it with our business. The new refrigerator was the General Electric refrigerator.

In December of 1927 we had on display in our store two models of this refrigerator. And to be frank, being a lover of fine furniture and displays, I could not see any added value of having a bunch of so-called "white elephants" on display in a store that had been originally furnished for a modern music store. On one side a beautiful display of Victrola and radio cabinets, and on the other, cold large steel cabinets.

It was encouraging, however, to have people inquire about these new refrigerators and a great deal of interest was really shown. But the hardest job was to make the first sale. I was rather lucky in making my first sale to a person who was looked upon as a shrewd and wise buyer, and his name as a user soon broke the ice for more sales.

These early sales of refrigerators as compared to the selling of radios was a paradise. Nearly every sale was cash, no demonstrations, no trade-ins and every person a satisfied customer.

During the year of 1928 our store sold about sixty G. E. refrigerators. Our sales being mostly to the larger homes, they averaged about \$450.00 per sale. They were sold during every month but the majority of the volume sales were during the summer months.

Our experience was that it wasn't hard to sell electric refrigerators if a person could be sold on the idea that proper food preservation was essential and that electric refrigeration was a necessary convenience and not a luxury. The finer details of store and sales management had not as yet been worked out by us. Every person in our store knew a little about the refrigerators but no one had taken full responsibility for every detail that we found later to be necessary.

IN 1929 our sales increased to about 120 machines and in dollars and cents it surpassed our other sales of merchandise. Our sales efforts were naturally a great deal more vigorous and with the numerous sales helps from the distributor we made a very successful year of electric refrigerators.

There is no business scheme that is really successful unless effort and punch are put behind it. Don't think for a minute that present-day sales of electric refrigerators are just merely stocking of one or two models and that people will come in to buy

them always. Sales efforts for successfully selling of this product requires an even more highly trained type of sales organization than that of radios.

The first item is to analyze your territory carefully. You will know how active competition is and the class of people you have to deal with. Sales are now being made to the majority or average people having average incomes, and the next few years will see more business in this line of merchandise than was ever anticipated a couple years ago.



To get my mailing list and to line up a few prospects to start on I had two neat appearing intelligent fellows to make a survey. I had slips printed listing the following questions: Have you an electric refrigerator? Do you contemplate on purchasing one this year or next? What make would you probably buy? Have you read advertisements on the refrigerator? And to get a few prospects on radio you might add: Have you a radio? Is it battery or all-electric?



These canvassers need not ask the names of the people but merely put down the house number and then get the names from the local city directory.

Believe it or not, but I collected a list of some seven hundred names and it cost me about \$40.00. I paid these two college chaps who worked after school and on Saturday, seventy-five cents per hour.

Your biggest asset is the list of radio customers and users of sets you have sold. Never forget a user. If radio dealers would always follow up their sales with nice letters and personal calls they would not only make a real friend but a booster that beats any line of sales talks. A satisfied customer is the best asset you have.

NOW for your make of electric refrigerator. Of course one isn't going to do all the work mentioned above without having a certain make of refrigerator in mind. This will tie in together. Having been sold so thoroughly it is hard for me to have any other certain make in mind. But this I am sure is a certainty. A make that has lost its foothold for public acceptance and having users that have not been satisfied will be hard to sell and I can hardly see where any dealer could profit by trying to sell these makes.

If Majestic ever gets a refrigerator on the market and it works satisfactory, with the price they say they are going to sell for, the Majestic dealers ought to have a nice combination.

There are other makes in the wind that will be announced possibly in 1931. If these makes are made by a manufacturer that has a reputation for good merchandise, the distributor is one that is organized to be a real help, then that make would be a very worth while one to investigate. No doubt every radio dealer has had experience with different distributors and know the real important part they play in making a line of merchandise a real success.



Essentials of Success in Refrigerator Selling : (1) Get a good line with a good distributor back of it. (2) Carry refrigerators in a separate department. (3) Get a good prospect and user list and keep it up-to-date. (4) Go outside and get the business. (5) Have an organized sales plan. (6) Keep the user satisfied and let them help you make your sales.



A very important item is that of service. A housewife may miss a couple of programs and soon forget it, but when all her foodstuffs spoil or the ice cubes didn't freeze as they should, making her dinner a perfect failure, then is the time to consider first class service. I know of large dealers of electric refrigerators who flunked because service totaled in dollars and cents more than their profits. This item should command considerable thought because guarantees on refrigerators generally run for a year or two years and much service over this period of time will eat up all the profit on the sale. Another reason for dependable product and distributor.

Getting together a sales organization is no small matter. Whether the dealer is going to do all the selling himself or have a large number of men means lots of study on refrigeration. Such as history of refrigeration, food preservation, operation of his refrigerator, and I really believe a salesman ought to know a few things about competitive makes. Not that he would knock, but if a prospect has just had a sales talk

on another make he can bring up items that would be a superior argument in the prospect's mind. Going into every detail on this would take a large volume. The items on methods of sales, pep meetings, salesmen's plans and such items are generally always given by the distributors. Different territories have their types of people and these various types require certain requisites in salesmen and their compensation will vary accordingly. The majority of dealers work salesmen on 10 or 12 per cent commission. Our salesmen worked on commission and salary—twenty-five dollars a week salary, 5 per cent commission and bonus of 20 per cent of his commission on everything over \$15.

PROPER financing of contracts must also be considered. Interest rates of the large finance companies is a good rating to go by to get an idea on the value that finance company puts on the product.

Refrigerators are sold with a very small down payment. But due to their lasting qualities and the real service they perform, a person will keep up payments on the refrigerator in preference to any other merchandise I know of. At a recent meeting I heard the vice-president of a large finance company state that throughout the United States the average had been only one repossession out of every thousand contracts.

Our rate, for example: On a \$290.00 refrigerator the down payment was as low as \$14.50 with two years to pay the balance at the rate of 7 per cent straight interest on the unpaid balance figured per annum. The \$220.00 size had as a minimum \$10.00 down payment and \$9.98 per month for 24 months.

Here is hoping an interested radio dealer may get an idea or two from this article. The more refrigerators are advertised and out before the public the more they will become interested and eventually become users.

Prominent Jobbers Take Perryman Line

Important additions to both jobber and dealer organizations and a noticeable increase in sales throughout the country announced by General Manager R. B. Lacey of the Perryman Electric Company, Inc., are among the encouraging signs that conditions in the radio industry are brightening up for the last quarter of the year.

Within the past few months the following Western representative jobbers have lined up with the Perryman organization:

H. R. Curtiss Co., Los Angeles and Seattle; Fobes Supply Co., Portland and Seattle; L. D. Heater Co., Portland and Seattle; L. C. Warner Co., Seattle, Wash.; United Radio and Service Co., Spokane.

Electrical Equipment Co. Holds Opening

The Electrical Equipment Company held its formal opening in its new quarters at 424 North Central Avenue, Phoenix, Arizona, on the evening of September 10.

A staff of employees, headed by Sam Kaan, general manager, and M. C. Jennings, assistant general manager, were on hand to welcome visitors.

One of the interesting features of the new store is a room known as the "gold room," and will be devoted exclusively to the sale of radios. The walls of the gold room have been painted with a pastoral design in black upon it. Wicker furniture affords comfort to the person shopping for the day in radios.

The opening of the new quarters was co-incident with a general expansion and sales program of the company's two branch houses, located at Globe and Tucson. These branches handle the same lines as the Phoenix office, and serve as distributors for their immediate territory.

I. E. Coffey is in charge of the Tucson Branch, and A. F. Floyd is manager at Globe.

According to word received, Electrical Equipment Co. handled the first Atwater Kent radio sent west of the Rockies. Radio sales today are in charge of Leon S. Black.

Electrical Equipment Co. also acts as distributor for the Kelvinator refrigerator. C. R. Welch is in charge of the sales promotion for this department.

NEWS IN THE MOUNTAIN STATES

Denver Exposition a Great Success

The third annual radio show which just closed in Denver a few days ago has been voted by radio dealers and the public alike as the finest event of its kind held in the Rocky Mountain region.

The Arabian ballroom of the Cosmopolitan Hotel was used by the Colorado Radio Trades Association for their showroom and models of every type of radio from the tiny "Midget" sets which are being sold as "second sets" in the home, to the magnificent combination radio-phonograph cabinets were displayed.

The radio industry is facing the biggest selling season in its history, according to surveys made by the National Radio Manufacturers' organization, and Colorado's radio dealers are enthusiastic in their declaration that all signs here point to the greatest year in radio sales history. This enthusiasm was reflected by the prospective buyers whose close attention to the various models indicated that the dealers' optimism was not unfounded.

One noteworthy feature of the show was that no entertainment save that which came over the air was furnished for the visitors, the idea being that any extrane-

ous amusement would distract the attention of the prospective buyer.

Rooms on the eleventh floor of the hotel where the various instruments were demonstrated were crowded during the three days of the show, and "tone," "receptivity," "range" and other fine points were determined.

A feature of the show was the short wave length instruments exhibited by the American Radio Relay League. Operators took messages from the night visitors and transmitted them to all parts of the world. An amateur booth was located on the stage and radiograms were received and sent without charge.

The midget sets attracted a great deal of attention, as did the combination radio-phonograph which one dealer exhibited complete with tubes for less than \$100.

The instruments were arranged in artistic booths about the ballroom, with colorful lighting and drapes to set off their sleek beauty.

A. B. Preble, president of the Colorado Radio Trades Association, was most enthusiastic over the interest displayed by the Denver public.

"This exhibition has convinced the most skeptical that the radio public can purchase more dollar value this year than

ever before," said he. "The benefits of the many interesting programs that come over the air daily are of such a nature that every home should have at least one receiving set."

Much of the success of the exhibition was due to the untiring work of Secretary George A. Flannigan.

The following exhibitors displayed their latest models:

Edison, Whitney Sporting Goods Company; Brunswick, Foster Auto Supply Company; Radiola, Hendrie & Bolthof Mfg. & Supply Company; Graybar, Graybar Electric Company; Crosley, Auto Equipment Company; Stewart-Warner, Stewart-Warner Products Agency; Kennedy, Columbia and Mission Bell, Columbia Stores Company; Atwater Kent, Radio Sales & Supply Company; Sparton, Moor, Bird & Company; Philco, Robert F. Clark Company; Zenith, Gorsline-Finch Sporting Goods Company; Westinghouse, The Mine & Smelter Supply Company; Bosch and Apex, The B. K. Sweeney Electrical Company; Victor, Midwestern Distributing Company; Stromberg-Carlson, A. B. Preble; Colonial, Harry Moll, nc.; Balkeite, Grebe and Plymouth, Vreeland Radio Corporation; Majestic, Intermountain-Majestic Company; General Electric, General Electric Supply Corporation.

Majestic Caravan Arrives in Salt Lake City

One of the most successful methods of introducing a new product was tried out by Majestic recently when an auto caravan was arranged for in the Salt Lake territory by Keith Roberts, Western representative for this division of the Grigsby-Grunow Company of Chicago; Ray Bygel, manager of the United Electric Company, distributors for Utah and Idaho, and Andy Grimm, who has charge of sales in Salt Lake City.

Following a week's display of the new Majestic refrigerator in the President's suite of the Newhouse Hotel, the display was loaded in special cars and the caravan started with stops throughout the different settlements, where sales talks were made direct to dealers. This plan seemed to meet with unusual favor and the new line met with instant favor with practically every dealer lining up.

T. G. Orr, division manager with headquarters in Denver, has just returned from a visit with local representatives for Majestic.

At the Newhouse Hotel another novel sales plan was to have five to six representatives from one store come in at one time, including the entire sales force of any organization, so that everyone would

be posted. Mr. Bygel and Mr. Roberts, with the aid of a talking motion picture, introduced the new refrigerator.

Sparton Holds Salt Lake Meeting

Sparton, now handled in Salt Lake City by the Columbia Stores Company, held a convention of dealers recently at the Newhouse Hotel, outlining the new educational scholarship features for the new sales promotion plan. Leigh C. Borden, manager of the Pacific Coast district, and Frank Drake from Seattle were present and spoke. B. H. Dalzell, manager of the Columbia Stores, presided and Jack Lee, his assistant, helped in greeting the many western dealers who will now handle this line there.

Mr. Lee recently returned from a factory trip to Jackson, Michigan, and brought back messages from Captain Sparks to local dealers that created unusual interest. The new sales promotion plan includes giving a dollar to each boy or girl of 12 to 19 who brings in a prospect with demonstration, and on a sale a larger amount is given. A special exploitation man will be appointed here to put over the idea, which seems to meet with unusual approval from all concerned.

Daynes Furniture Company Opens

The formal opening of the Daynes Furniture Company, formerly the Daynes-Beebe Company, at 63 Main Street, Salt Lake City, took place Thursday, September 8th. The personnel of the directorship comprises Col. Joseph J. Daynes, president, formerly president of Daynes-Beebe Music Company; Edward E. Jenkins, vice-president (president, Ashton-Jenkins Co.); Sharp W. Daynes, secretary and treasurer (treasurer Columbia Security and Investment Co.); Barnard J. Stewart, director (lawyer); Chauncey G. Parry, director (formerly with Utah Parks Co.); J. Donald Daynes, director (secretary and treasurer of Consolidated Music Co.); and Charles E. Davey, director and manager (formerly president and manager of Modern Furniture Co.)

This company will operate as formerly with the exception that furniture will be specialized upon, although a radio line will be carried.

Felt Electric Supply Company, 379 E. First Street, South, Salt Lake City, have been appointed Fada distributors for the mountain district.

And Now
The New WESTERNER
Has Gained the Confidence of the
Most Discriminating Clientele



Only Three Months
Ago Featuring
PUSH-PULL—45'S

The New WESTERNER

Was announced to the Trade of the Pacific Coast . . . The Trade investigated, the Trade heard and the Trade Bought! . . . Immediately repeat orders took the picture. . . the picture that showed that the public was also aware of the fact that this new marvelous PUSH-PULL circuit was all they had been waiting for!

With this seven-tube, fool-proof chassis operating through either a Magnavox Dynamic Speaker or the latest type Lansing electro-dynamic it is no wonder why the Westerner has fairly leaped to the front. The artistic design and two-toned walnut cabinet also added new features of eye-appeal. The New Westerner has surely made its product for the public, for their entertainment; for the dealers, for their endless profit! It will be wise to wire immediately to insure your business the increased profits the New Westerner will bring you . .

\$ 59⁵⁰
Complete

WITH 7 TUBES!

WESTERNER RADIO MFG. CO.

Peck Bros. & Bartle, Distributors
13th and Taylor Sts.
Portland, Oregon

1268 South Alvarado St.

Los Angeles, Calif.

OF INTEREST TO BLUE BOOK USERS

Corrections and Additions

Bosch Appoints New Radio Representative in Inter-Mountain District

According to an announcement by G. W. Stackman, Pacific Coast Division Manager of the American Bosch Magneto Corporation, with Western branch offices at San Francisco, Kenneth King has been appointed Bosch Radio Sales Representative for the Intermountain District.

King is a wellknown and popular figure in radio and automotive circles throughout the Intermountain District and the Northwest. In more recent years, however, his affiliations have been with the radio trade in Montana, which is now part of the territory he will cover for the Bosch Company. He will make his headquarters at Salt Lake City, from where he will travel Utah, Idaho and Western Wyoming in addition to Western Montana. King's appointment is coincident with the change in distribution for Bosch Radio in the Intermountain District, the new distributors being the Salt Lake Hardware Company of Salt Lake, with branches at Boise and Pocatello, Idaho. Both the distributors and King report good Bosch Radio business in the territory, and dealers eager to take on the Bosch Radio line.



The New Austin Midget

The Radio West Coast Company, Ltd., 160 Tenth Street, San Francisco, California, has been appointed distributors for Bryant Refrigerators in the Pacific Coast area.

Clarion Junior Announced

The Transformer Corporation of America has announced a Clarion Junior which will retail, less tubes, for \$47.50.

Specifications for the new midget include tone control, electro-dynamic speaker, push-pull 45, triple screen grid radio frequency amplification, screen grid power detector, phonograph jack, local-distance switch and illuminated dial.

Pilot Midget

The Pilot Radio and Tube Corporation, Lawrence, Massachusetts, has announced a new midget listing, less tubes, \$59.50. It is a screen grid chassis fully shielded. Licensed under R. C. A. and associated companies.

Ingold Distributes Raytheons

Ernest Ingold, Inc., 930 Van Ness Avenue, San Francisco, California, has added the distribution of the Eveready-Raytheon.

Silver Representative

Don Burcham is now northwest representative for Silver Radio. His office is located at 383 Oak Street, Portland, Oregon.

Thompson-Holmes Moves

The Thompson-Holmes Company, Ltd., distributors of Majestic, are now located in their new spacious quarters at 171 Bluxome Street, San Francisco.

Zenith Radio Corporation of Chicago has introduced three new models of the Super-Eight Series, namely: Model 10 Lowboy, listing at \$155 east; Model 11 Semi-Highboy, same list price as Model 10, \$155; Model 12 Highboy, listing less tubes, \$175.

All contain the Super-Eight chassis. New models equipped with tone antenna circuit, making any length of antenna from 150 to 200 feet equally effective.

Model 79 is latest addition to Model 7 series. Highboy containing standard "70" chassis.

The Hine Desk and Fixture Company of Denver, who are distributors for the O-E Auto Radio, are broadcasting a short program daily over KFXF using Caroline's Shopping Hour. They report satisfactory results.

Marshall-Wells Distribute Story-Clark

Story & Clark radios are now distributed by the Marshall-Wells Company through its seven branches in the United States—Duluth, Minneapolis, Billings and Great Falls, Montana; Portland, Seattle, Spokane, and also in Canada where the principal offices are located at Winnipeg, Edmonton, Calgary, Regina and Vancouver.

Majestic Super-Het.

Abner R. Willson, manager of the Majestic Distributing Co., northwest distributors of Majestic, announces that his dealer organization now have samples of Majestic's new super-heterodyne. This set, according to Mr. Willson, is designed to fill a particular place in the consumer's budget. Either as a second set in the home, or for apartment house users where space is limited or as the initial radio purchase for the prospect whose income is limited. The northwest is taking to it with a vengeance, he reports, and volume consumption is looked forward to.

Steinite Midget

The Steinite Manufacturing Company of Fort Wayne is now in production on a midget type radio. It is understood the list price will be around \$60.00.

Kaemper-Barrett Make Debut

Kaemper-Barrett Corporation is the name of the new firm that has recently taken over the business of Listenwalter & Gough in San Francisco, and will continue with the line in which this firm has been engaged. In addition, this firm has acquired the business of Barrett & Walter Company in San Francisco, not including, however, the Los Angeles branch. The new firm will continue business at the new location of Listenwalter & Gough at 871 Folsom Street.

W. H. Kaemper has been manager of the San Francisco office of Listenwalter & Gough for a number of years. J. F. Barrett was with the firm for some time, acting as manager of the radio department. Recently he resigned to establish a manufacturers' agency of his own. The Kaemper-Barrett Corporation will continue to handle Story & Clark radio for the San Francisco territory, and Angelus midgets.

Announcing the
 NEW Super
TRINITY
 COMPACT RADIO

The New Startling
 No Aerial Radio

Tone Selector
 Screen Grid
 Electro-Dynamic
 Phonograph Jack

A NEW and compact screen grid circuit in a beautiful two-toned walnut and bird's eye maple midget cabinet . . . A new radio that can be compared with the usual \$69.50 class. Distance getting ability with no superior in its field! . . . Tone unsurpassed with the latest type tone selector . . . Phonograph pick-up jack . . . Microphone pick-up jack . . . Illuminated drum dial . . . Three screen grids . . . Electro-dynamic speaker. Chassis is only 12" wide, 7" deep and 7½" from bottom of chassis to top of tube shields. The chassis built on a new direct coupled circuit.

With the foot ball season already starting the radio field has already felt the demand for small inexpensive radios . . . a radio for distance as well as for tone . . . a radio for portability as well as for beauty . . . The TRINITY has been engineered and designed for all of these . . . Investigate the Trinity "Set-up" immediately.

Retailing at
\$59⁵⁰

Completely Equipped
 with Triad Tubes!

TRINITY RADIO

1343 FIFTH STREET

CALIFORNIA

SANTA MONICA

DEALERS, JOBBERS AND DISTRIBUTORS, WIRE OR WRITE IMMEDIATELY FOR THESE DETAILS.

"THERE'S A DIFFERENCE IN THE PERFORMANCE AND IN THE 'SET-UP' TOO."

Rejuvenate Your Sales With Tubes

The Kinney Sipprel Music Company of Everett, Washington, decided they were not getting enough tube business. The partners got their heads together and developed a sales plan that sold \$1600 worth of tubes in three weeks. They then devised a machine for accurately and dramatically testing the tubes which proved to be a valuable factor in making tube sales.



Frank B. Westlake, Secretary and Sales Manager, standing beside his silent tube salesman, which he calls the Acrometer.

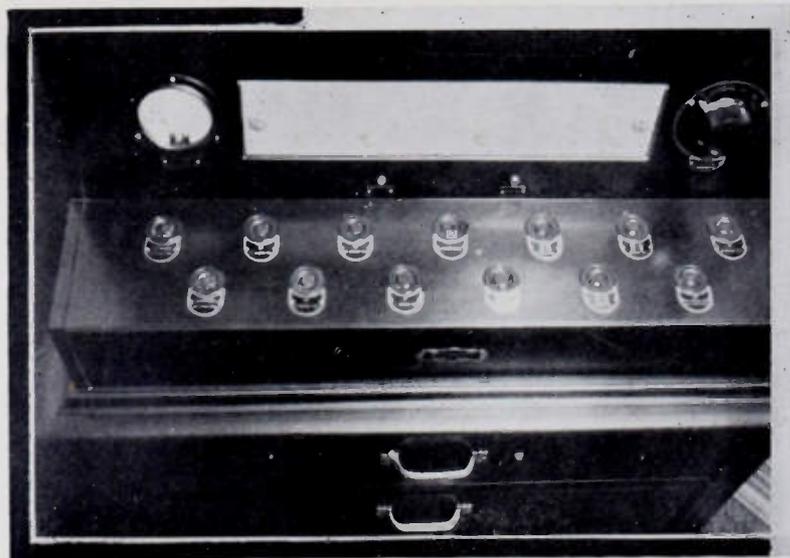
It has been a custom with the members of our firm since we began operations 13 years ago, to meet together every Monday night for the purpose of learning from our past week's errors, what could be done to make the week ahead more profitable. It is a matter of record that nothing ever stands in the way of that Monday meeting.

One Monday evening, this past spring, we were checking on our efforts since the coming of radio, and found that we had sold about six thousand radio sets in our territory. This was gratifying to us, as the territory which we serve claims about sixty thousand persons; our city proper, a few over thirty thousand.

Then the question of our tube business came up. After a thorough investigation it was found that this part of our business was not showing the sales that it should show. We were somehow falling down on the end of the radio business which should show the quickest turnover and easiest profit. We knew that we must immediately take steps to correct and build up the tube replacement end of our business, but how to go about it was the question.

We turned first to the tube manufacturer for suggestions and help, and found many pamphlets and monthly magazines published by the various tube manufacturers and devoted to the tube business. The surprising thing which confronted us, after reading all the literature we could find upon the subject, was that in not one instance did they present a plan by which a dealer could really go after and get the tube business. They did, however, give many facts and figures which were available to us in forming our own plan.

A few statistics gathered from the tube and radio manufacturers might be interesting at this point. We found that the tube replacement business amounted to \$79,000,000 in 1929, and that the potential market for 1930 would be approximately \$148,000,000. These two figures were



This device tests tubes for shortage, registering in illuminating sign showing on the white panel, telling the specific kind of short in each tube. Sockets are provided for all kinds of tubes and for all tests. It does not require a trained operator to operate the device. Such a system is a remarkable aid in selling tubes.

enough for us! Here we had been asleep, unconsciously letting this business slip through our fingers! And we believe that most radio dealers today are doing just that.

It was suggested by a certain magazine that the service man was the logical man to sell radio tubes. Perhaps, in some cases this is true, but in our experience a service man is not a salesman, and should not be expected to sell, for from many angles his efforts in this capacity would be too expensive.

AFTER a long and thorough study of the subject we at last worked out a method—a plan which I shall try to explain.

Our Mr. Carpenter had developed a tube testing meter which has been in actual use in our store for about 18 months, and it was around this meter that our tube sales campaign was developed and carried on.

We started by going through our paid out ledger. From this we selected 814 names, representing people who had bought and paid for their radio sets. To these people we sent a series of four postal cards, at intervals, suggesting to them that perhaps they were experiencing difficulty with radio reception, that perhaps their radio sets were not working as well as when they were first purchased. Stating that 90 per cent of radio trouble was due to failing or faulty tubes. Each card also informed them that we were equipped to test their tubes by means of a new and wonderful instrument which they themselves could read and tell at a glance just what was wrong with their tubes. Also that this service was free to those who would bring their tubes into our store, where they might watch them being tested

and read for themselves the exact condition of their tubes. These things could also be told the radio public by newspaper advertising or by a local broadcast, which is a very effective method.

After sending out these cards, the response seemed to us to be amazing, so we took account. Just three weeks and two

days had elapsed since the sending of the first card. Here are the results of this count: Out of the 814 radio set owners to whom we sent cards, 283 brought in their tubes for testing, and to these 283 we sold over our counter by means of our acrementer \$1,621.00 worth of tubes. But more to our surprise was the fact that \$1,498.00 was cash business—only \$123.00 going on the books. This showed very clearly that most people expect to pay cash for tubes.

Many interesting situations developed during these three weeks, which led us to add to our plans thus far formulated, at least 100 out of the 283 telephoned asking many questions. "How do I get my tubes out of my set?" and "How can I get them back again?" "Won't I break them?" etc. Then they came with tubes wrapped in dish towels, in cotton batting, in paper bags and some with them jingling loose in their coat pockets. This showed us the necessity of some carrying device in which tubes could be safely and conveniently transported. The next step was the manufacturing of our tube carrying carton, which is of heavy cardboard and is divided into sections or compartments into which the tubes are placed. On the lid of the carton is printed instructions telling how to remove and replace tubes in the set, while on the front is

(Continued on Page 39)

Money, Money, Money, Tubes

DEPARTMENT of Commerce survey shows that 35 cents of every dollar spent for radio goes for tubes. Think of it. That is profitable business. There is no free service connected with it, it does not require a large capital investment, and it's fast turnover of stock.

Who is getting this enormous tube business? Radio stores are, of course, the logical outlet, but many stores through being asleep at the switch, are passing this business up to department stores, chain stores, and "five and tens."

Dollar for dollar invested, there is more money in selling tubes than in selling radio. It is business well worth any dealer's time, effort and trouble to go after. And a big point—it's cash.

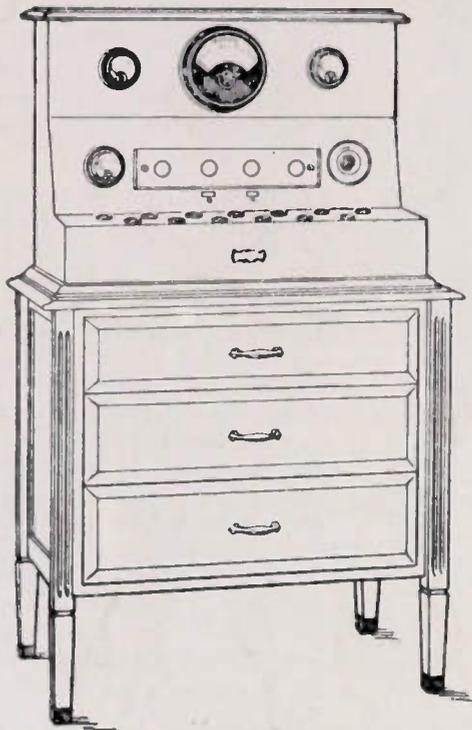
Put that Tube Department out in front, where every customer that comes in the door can see it. Give it a good display. Get a good testing meter or machine and display it prominently. You can call it a safe bet that well over half of the sets in use right now need one, two, three or more new tubes in them. Moreover, the customers very likely know or think they need new tubes, and it is only up to a live dealer to remind them of it.

In several large cities of the east, exclusive tube stores have been established, and are doing a remarkable business. It is predicted that before the first of the year there will be an exclusive tube store in each metropolitan city of the west. Any dealer that will, can pay his rent and fixed overhead with tube sales alone. Lay in a good stock of tubes, get in touch with every customer you have sold and watch business roll in.

Tubes are going to become more and more the backbone and bread and butter of radio sales. Get out and plug 'em.

35¢ of Every Radio Dollar Goes For Tubes

(U. S. Dept. of Commerce)



!
Push Tube
Sales This
Year With

TUBE-VISION

SILENT SALESMAN

Tube-vision puts drama into the selling of tubes. It tests tubes to a fine degree of accuracy, and does it in a way that any customer can quickly and easily understand.

Tube-vision builds confidence. It looks the part of the scientific instrument that it is. Your customers believe what tube-vision tells them. You merely plug the tubes in the socket. Tube-vision does the selling.

Tube-vision has been in actual use for six months in radio dealers' stores. Tube sales, as a confidence, have been beyond belief. One store boosted its tube sales from \$200.00 to \$1600.00 in three weeks.

Put tube-vision in the front of your store. It looks the part of the scientific instrument it is. Let your customers see it. Let your salesmen show them how Tube-vision puts the x-ray on their radio tubes, and tells exactly which tubes need replacement, and which do not.

Then watch your tube sales sky-rocket.

Tube-Vision is "sky-rocketing" tube sales in every store in which it is being used. It tests each tube quickly, accurately, easily. Its tests can be easily understood by any customer. It makes tube sales on the spot.

And more. The makers of Tube-Vision have developed a tube sales plan that is the outstanding tube merchandising idea of the year. It is worked out in detail. It gets the customers into the store and sells them. It is booming sales for others. It will do the same for you.

Tube-Vision tests "dramatically." For instance in testing for tube shorts, as soon as the tube is plugged into the socket, a lighted primed sign flashes up in the glass panel on the board, telling exactly what kind of short the tube has. If it is clear, a lighted sign flashes "clear." This is an exclusive tube-vision patent.

Tube-vision is ruggedly constructed of standard parts throughout. Weston meters of special design are used.

Write for tube-vision literature, and let us tell you the complete tube-vision story. Tube-vision is boosting dealers' sales hundreds and thousands of dollars monthly. Follow the tube-vision sales plan and it will unquestionably mean great profit to you.

KINNEY SIPPREL COMPANY

1705 HEWITT AVENUE

EVERETT, WASHINGTON

DON'T TAKE CHANCES



—recommend and sell
new and improved

TRIAD RADIO TUBES



A NEW 210 OSCILLATOR

We have designed this tube for strenuous service under transmitting conditions. The filament is thoriated tungsten and the plates are molybdenum. At exhaust, each 210 is individually treated and evacuated for the highest possible vacuum.

For further information send for our bulletin T-10. Special prices extended to Licensed Amateurs and Members of A.R.R.L.

West Coast Triad Representatives

R. J. NOEL CO.
1441 West Jefferson Street
Los Angeles, Calif.

R. J. NOEL CO.
508 Eddy St.
San Francisco, Calif.

R. J. NOEL CO.
1518 First Ave. So.
Seattle, Wash.

Every development known to radio tube science — you will find them *all* built into the new, improved TRIAD line. Types T-24 and T-45 have been entirely redesigned to assure greater power output and less distortion at higher signal voltages. The new construction and thoriated tungsten filament makes T-210 an easy oscillator and guarantees a longer life. The construction of T-50 has been strengthened to withstand the most severe usage.

All through the entire TRIAD line you will find the same sensational improvements carried out. No wonder TRIAD tubes have won the confidence of trade and public alike!

TRIAD MANUFACTURING COMPANY, INC.

PAWTUCKET, RHODE ISLAND

TRIAD Tubes are manufactured under R.C.A., Westinghouse and G.E. patents.

TRIAD — THE TUBE THAT'S HONOR — BUILT!

Warner Bros. Preparing for Television



L. W. Sturdevant, Brunswick's
Western Manager.

Hearing that Herman Starr, President of the Brunswick Radio Corporation, sub-

sidary of Warner Bros., was appointed to the Board of Directors of the DeForest Radio Tube Company, Western Music and Radio Trades Journal got in touch with Warner Bros.' studio in Hollywood to locate the connection, if any, between Warner Bros. and the Jenkins Television Corporation, which is considered to be controlled by DeForest. Jack Warner of Warner Bros. said:

"Yes, Warner Bros. are very much interested in television. We are definitely planning for it. We do not know when it will come, but when it does we expect to be in the front ranks."

"With our world of talent under Warner Bros. contract, with our broadcasting stations, coupled with our thousands of Warner Bros. Brunswick Radio dealers and jobbers, and with our new interwoven connections with DeForest and Jenkins, we expect to be in a prominent position."

"We believe so strongly in television that every contract we now sign with our artists includes a television clause."

O. S. Peterson Host to Employees

Executives and salesmen of the O. S. Peterson Company, with headquarters in Long Beach, held their annual banquet and get-together at the Naples Hotel, September 11th. O. S. Peterson announced prizes for leaders amongst the salesmen during the month of September. Sides were chosen for a sales contest. The winners will eat turkey and the losers will eat beans at Thanksgiving.

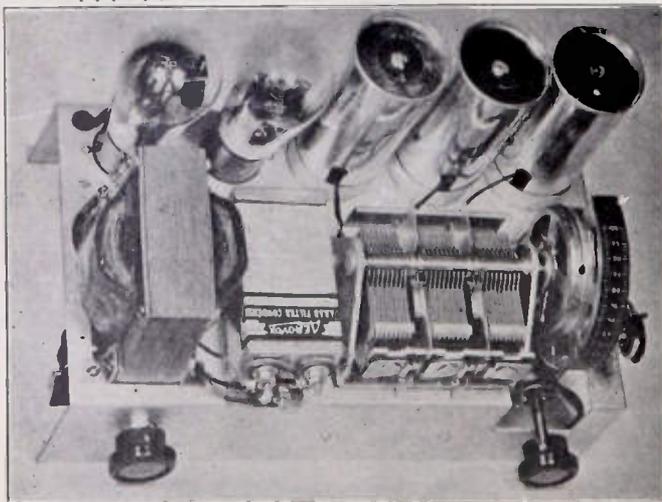
Twenty-seven of the members of the O. S. Peterson organization were present at the meeting. F. F. Stricklin, general manager, presided at the banquet.

Remodeling of the O. S. Peterson Company Stores is being carried on, not only in the main office in Long Beach, but in all its branches—San Pedro, Huntington Park, Orange and Santa Ana.

It was recently announced that E. C. Payton has been appointed General Manager of the Southern California Division of the Rudolph Wurlitzer Company.

The MISSION BELL CHASSIS

Jobber De Luxe Model



A new and improved direct coupled circuit employing three screen grid tubes, a type 45 power tube in the last stage, a three-gang condenser. It competes with any radio in its price range and brings in clearly distant stations never heard before on a medium priced radio receiver!

STURDY
POWERFUL
SELECTIVE

Mr. Jobber:

The MISSION BELL chassis is ideal for your own designed cabinet and is priced so that you and your dealer can make a handsome profit. Write or wire for prices and full particulars.

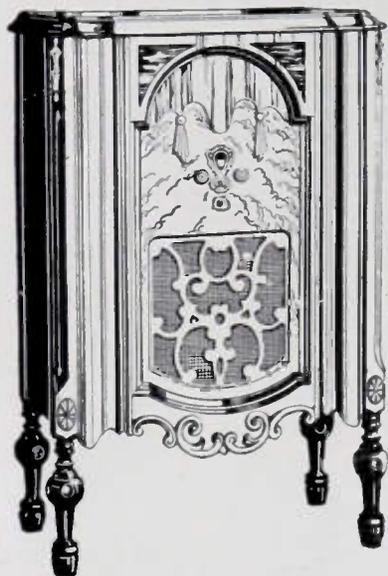
MISSION - BELL
RADIO MFG. & DIST. CO.

1125 Wall Street
Los Angeles

"Super Value and Performance"

Offered in the 1931 Models

U. S. APEX RADIO



EVERY new radio feature will be found in the Apex line this year, including the "Apex Tone Blender" on all models.

We illustrate the Model 31-B DeLuxe Console . . . 3 screen grid, 4 tuned circuit, latest type chassis, Stadium Dynamic Speaker . . . Beautiful walnut finished console richly decorated. Priced at \$135.00 complete with tubes.

Other models include standard console \$109.50; phonograph-radio combination \$182.50; electric remote control \$192.50. All prices complete with tubes.

Exclusive Wholesale Distributor for Southern California and Arizona

YALE RADIO ELECTRIC CO.

1111 WALL STREET

LOS ANGELES, CALIF.

"Selling Tubes"

(Continued from Page 35)

printed the dealer's name, address and telephone number.

MANY dealers raise the objection that it would be difficult to get their people to bring tubes into the store for testing, that people are in the habit of calling for service. Right at this point we inject the tube carton. On the first postal card, or broadcast, tell them that you have something for them that will enable them to get better radio reception the year around, that there is no charge attached to it, if they will call at the store it will be given to them and its use will be explained at that time. When they call, give them the carton, and explain at the time the working of the aereometer, then send them home to get their tubes.

The dealer's mailing list, to whom he sends the cards asking the owner to come to the store for something to help him to get better reception (the tube carton) should be prepared as largely as possible from his paid out or active ledger accounts, supplemented with a list of set owners obtained through telephone canvass. This mailing list should be worked thoroughly with from four to six post cards each four months.

The mailing list secured should be transferred to prospect card. In using the pros-

pect card, first transfer the name, address and telephone number from its source. These are filed alphabetically. As the customer calls with tubes to be tested, the clerk will transfer this information to the card from the test sheet, showing date of test, amount of purchase, and when he is to be circularized again. Then set the card ahead for further working.

The tube test sheet is in duplicate, and is an exact record of the test of every tube. One copy goes to the customer, the other retained to post to prospect card.

"Midgets"

(Continued from Page 13)

Midget radios have shown themselves to be remarkably suited for export. They are light in weight, easily shipped, will stand the abuse of shipping, easily transported in remote foreign countries, require little or no service in use, require no radio knowledge to hook up or care for, and can be sold, even with the import duty added, at a very low price. They are found to be, in most cases, far superior to foreign made sets selling at many times more the price. Midgets are to be found in Australia, New Zealand, Central and South America, Europe, Asia Minor, Asia and Africa, in a total of 67 countries.

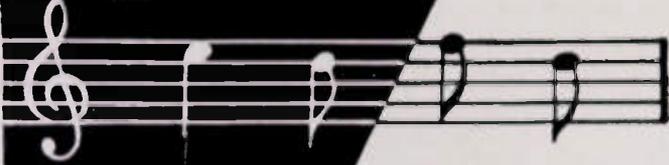
In January Western Music and Radio Trades Journal saw a new manufacturing departure in the small radios made in

Southern California and ran a feature story on the new industry. In this article they were referred to variously as match-box radios, mantle type radios, clock radios, miniature radios and midget radios. In the avalanche of correspondence which followed the publication of this article, the majority of the letters referred to the new radios as "midget." So in a following article published in February, this publication officially christened the new radios "midget." And midget has been their name ever since.

Sullivan With Lyric

According to T. Wayne MacDowell, Louis H. Sullivan, formerly manager of the Atwater Kent Furniture Division, has been appointed manager of Distributors Relations, for Lyric radio. Sullivan is well known as lecturer on industrial relations and economics, and has been connected with radio for the past ten years.

The Dreiss Radio Company is now located in their new store at 6730 Pacific Boulevard, Huntington Park, Calif. Formal opening was held the latter part of August, being opened as a new General Motors unit.



JUST OUT

A TONE TEST

DEMONSTRATION RECORD

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

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

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

SPECIAL INTRODUCTORY OFFER

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

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

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

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

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

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

Name _____

Street and Number _____

City _____

State _____





Dr. Lee DeForest, of the DeForest Radio Tube Company, confabs with "Jerry" Hill, Western Manager for DeForest, and Elmer Reed of the Los Angeles DeForest Office.

Ray Frustuk, winner of the Clarion radio presented by Wilbur Jackson of W. E. and W. H. Jackson, in their unique Balloon Contest.

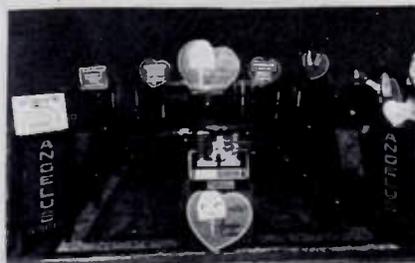
Right: Mary Keany, Baby Star, with her latest radio device, her "Radio Cat."
Below: Angelus Radio exhibit at Los Angeles Radio Show.



Above: Night view of the H. O. Harrison Company, newly appointed Edison distributors for Northern California and Nevada. H. J. Zeisler, Manager.



Below: A. Atwater Kent manufactures his 3,000,000 the radio.



(Above) R. J. Noel Company making speedy delivery of tubes to Midget radio manufacturers of Southern California. Truck is kept busy all day long.



Above: Universal Agencies, distributors of Areturus Tubes in the West, moves into new headquarters in San Francisco.



(Above Left) The new Philco Baby Grand Console, Philco's new low-priced job, 33 3/4" high.

(Right) Leigh Borden, Western Manager for Sparton, stops school girls on the street to sell them the Sparton Scholarship Award Plan. (Many a man has been picked up for less than this.)

(Below) Areturus Window Display.



(Below) Harry Byrne, Sr., President of North Coast Electric Co., signs initial order for \$100,000 worth of Edison radios.

To Day's Radio - Thru The Eyes of Dr. DeForest

Dr. Lee DeForest, who has devoted the greater portion of his life to scientific research and radio and affiliated sciences, is now established in his laboratory in Hollywood and concerned with radio and the development of talking motion pictures for the home. Here are a few of his pertinent remarks:

"I believe we will have talking motion pictures for the home using the sound track system ready for distribution to the general public early in 1931. We will use 20 mm. film, which will be the usual 16 mm. for home motion picture projection and 4 mm. on the side for a standard sound track. The apparatus will sell for between \$500 and \$600.

"Within a year I expect to see sound track home recording and picture making apparatus for public distribution. Such machines, however, will have to be in the hands of advanced amateurs who will have to know something about recording and camera work. In the hands of a good operator, these machines will be capable of making recordings and pictures similar to those made in the larger studios. I believe that the apparatus will have to sell for about \$1000.

"Television, I believe, is still a long way off. Although advances have been made in recent years in refinement, no startling new developments have taken place. In most of the systems the television image, as received, is very small and somewhat indistinct, except under

ideal conditions. Television has not yet advanced to the stage of perfection for home entertainment, like crystal radio was in its very earliest days.

"The best television image I have seen was shown me by the inventor, Farnsworth, recently in San Francisco. It appears plausible to me that when television is finally perfected it will be along lines similar to those used by Farnsworth. He does not use a scanning disc. Practical television is still so far away that no one can state when it will arrive, but it will come. The nation's foremost technical minds are working on it.

"I believe that the western-made midgets are the biggest advancement radio has made this year. They are an absolute new and permanent page in the industry, and are unquestionably here to stay. For many uses I see no reason why anyone should want a better set. I do not believe that they compete with larger merchandise. There is a place for both. I do not believe that the larger eastern manufacturers will make midget radios as they can make more profit manufacturing the larger radios that their factories are geared for."

Redlands Dealers Adopt Blue Book

Eleven radio dealers of Redlands, California, cooperated in running a quarter page ad in the Redlands Daily Facts on September 16, in which they set forth their conditions for home demonstration, as follows:

First: You are invited to hear the set in our store before we make a home demonstration. If it will satisfy you in our store, it will more than please you in your home.

Second: It will be necessary to confine all demonstrations to 48 hours, or less. We are interested in selling you a NEW SET, not a demonstrator that may have been in a dozen homes.

Third: Please do not ask for a demonstration unless you are ready to buy if the set is satisfactory. It will save your time, as well as ours.

Fourth: Please do not ask for a demonstration unless you are willing to have a satisfactory aerial installed. You would not ask to have your auto fueled with kerosene. Why expect to hear good reception on a slip-shod aerial?

Fifth: The Radio Dealers' Blue Book published by Western Music and Radio Trades Journal is the standard for trade-in allowances on your old radio.

We are sure everyone will recognize the fairness of these conditions. They are made for your protection as well as ours. Do not ask us to change them.

The ad was signed by Forde's Radio Service, Dale E. Slinger, Redlands Elec. Company, J. J. Daly, Holley Music House, Nash Electrical Company, J. C. Parker Furniture Company, Home Furniture Company, Bell-Grassel Hardware, Furst & Jones, and The Deming Furniture Co.

Curtiss Enters "Full Page" Field

Early in September midget radio reached "full page" newspaper stage, when the H. R. Curtiss Company of San Francisco, broke a full page ad on Jackson-Bell "Canary" radio. The ad carried the names of all Jackson-Bell dealers throughout Northern California.

Data on the Los Angeles Show

The East and West were equally distributed amongst the distributors at the Los Angeles Radio Show, there being twenty-two eastern manufacturers' lines displayed and twenty-two western manufacturers' lines.

Amongst the eastern made models there were 125 for home use, including 26 combinations.

Amongst the western made products there were 59 models, including 11 combinations, none of which were automatic or repeating.

The eastern made sets average 8-3/10 tubes per model.

Western made sets average 6-3/10 tubes per model.

Eastern made products start at approximately \$99.00 and run to a peak of \$689.30.

Western made products start at \$49.50 each and peak at approximately \$138.00.

The average price per "line" of eastern made merchandise was \$213.24.

The average price per "line" of western made merchandise was \$67.57.

Proof of the sustained interest in radio is the fact that attendance at the show this year was within 11% of last year, while profit for this year's show lacked only 7% of equaling last year's show.

T. W. Harrison, popular owner of the Harrison Radio Co., Seattle, Washington, has started a second store at White Center, Washington, in partnership with Dick Klein. The address of the new store is 9615 16th S. W.

C. L. McWhorter, Pacific Coast Manager for the Philadelphia Storage Battery Company, has been a recent visitor throughout the Northwest.

Radio & Music Financing

Specialists for more than 20 years in financing installment paper secured by the major standard commodities entering into the improvement of the home.

Bankers Commercial Security Co., Inc.

Pacific Coast Office

416 W. 8th Street

Los Angeles

CeCo

NOW—MR. DEALER:—

100% Replacement Guarantee
 6 Mo. Unconditional Guarantee
 Direct "Factory to You"
 New Increase Profit Campaign

THAT SPELLS CeCo!

Just two months ago CeCo policy of "direct from factory to dealer" was introduced on the Pacific Coast. This new idea naturally caught the dealers' attention. It meant an immediate increase profit. . . . No Jobber to pay . . . and behind it all came the usual CeCo cooperation to help the dealer increase the volume of sales!

It is time NOW while the big radio season is getting started to "swing over" to the larger profit paying tube. A tube nationally advertised in all kinds of mediums and holding a strict guarantee next to none! It will be wise to get in touch with your CeCo man NOW!



**GOLDEN GATE
 CeCo DISTRIBUTING Co.**

41 Fell St., San Francisco

Homer Freed
 Managing Director

Market 8760

SLIP COVERS

Absolutely Water-Proof

**DELIVER YOUR
SET IN PERFECT
CONDITION!**



An extremely heavy water-proof dark colored canvas lined with heavy soft material.

One marred cabinet will often times cancel a deal. With your cabinet protected with this slip cover you are always assured of a perfect finish before or after the set is delivered.

When the covers reach you, if you are not satisfied return them at once and we will gladly refund your money.

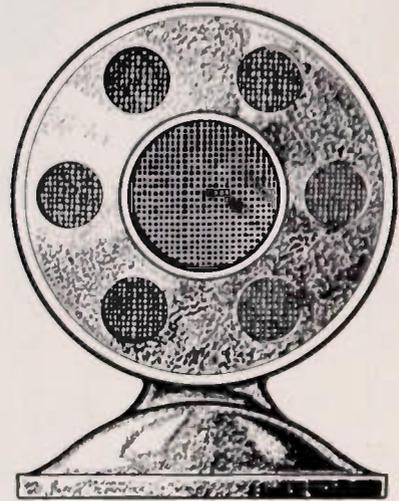
<i>Inside Measurement</i>	<i>Net Prices</i>
Size 38 x 26 x 16	\$5.85
Size 44 x 28 x 18	6.85
Size 48 x 30 x 19	7.50

Terms: C. O. D. or CASH WITH ORDER
f. o. b. Oakland

Gresser Pacific Co., Ltd. Dept. 25
371 19th Street Oakland
Phone Glencourt 1442

NOVO-MIKE

**Has Caught
the Eye of the
Radio Fan!**



The Novo-Mike Booth at the Los Angeles Ambassador Radio Show was kept busy from the opening to the closing of the doors. Demonstrations and sales were continuously keeping the crew busy! The public accepted the Novo-Mike!

Profit With This NOVO-MIKE

The Novo-Mike is designed for broadcasting a program over your own radio in your own home. Broadcast your stories and jokes to the surprise of your guests. All the time they will believe it to be a program coming from a real station . . . Let your favorite station play the music and you do the announcing! Imagine the opportunity to demonstrate this "Mike" through your door "barker" while crowds are listening to football broadcasts!

DIRECTIONS

To cut out radio program, press push button on back of microphone. While holding button in that position, anything spoken into NOVO-MIKE will be reproduced over your radio. Upon release of button, station program immediately continues. Take one wire and connect it to ground post. Take other wire and connect to plate prong of detector tube as shown in diagram marked PL . . . Install in two minutes!

**The Novo-Mike Retails for only \$12.50
Complete**

American Laboratories, Ltd.
122 E. 7th STREET LOS ANGELES, CALIF.



"There you are, boys, listen to it."

Glen Rice tells the Beverly Hill Billies,—

"Taint right, that thar box stealin' our stuff," drolled the boys.

The Billies recently traveled to the Brunswick studios under the wing of Glen Rice to make their first recording. Upon "developing" the record, Glen called the boys into the studio to hear it on the new Automatic Brunswick Combination.

Dozier & Tubbs have opened a store at S. 163 Lincoln Street, Spokane, Washington. The Jackson-Bell midgets will be handled.

W. H. Dozier was formerly connected with Francis & Dozier, and C. A. Tubbs was formerly manager of the United Radio Service.

The Roberts Music Company of Pocatello, Idaho, has been named exclusive dealer for R.C.A. radios in Pocatello. This firm was formerly known as the Glen Bros.-Roberts Company, and is now operated by Mr. Roberts alone and is operating under the name of the Roberts Music Company.

Thomas O'Bayley, proprietor of the Radio Service Laboratory, has moved into the attractive new building erected for him at 1011 National Avenue, Nation City, Calif.

Jones Radio Shop was recently opened in the First National Bank Building, Lynden, Washington. The new Philco radio is being featured.

The Curtis Radio Company has taken a lease at 932 West Palm Avenue, Gardena, California, where they will have much larger quarters. The store has been re-decorated.

The Kester Music Company, formerly located at 4th and Sherman, Coeur D'Alene, Idaho, is now open for business at 819 4th Street. Mr. Kester has purchased the building at that place and has completely remodeled. He now has a modern music shop and display room.

Sundgren Furniture Co., 5337 Lankershim Boulevard, North Hollywood, California, has been appointed local dealer for the new Brunswick radio.

The Knight-Campbell Music Company, located in Denver, recently featured a window display of Copeland radios.

The Knight-Campbell Company also recently ited in with an exhibit of the Copeland at the Denver Theatre.

Wiley B. Allen Company recently installed a branch at 420 West 4th Street, Santa Ana. Harry H. Clubb is manager of the store, as well as manager of the Anaheim Store, with Howard S. Jones taking over the reins as assistant manager in Santa Ana, Louis LaMont holding that position in Anaheim.

General Motors is represented in Glendale, Calif., by *H. A. Conger Co.*, 221 S. Brand Boulevard. C. W. Farmer is manager of the Glendale store.

The Robbins Music Store has been appointed exclusive Philco dealer in Visalia.

Musical Babies

(Continued from Page 10)

the primary grades, and it has been found that their training in music, perseverance, concentration and discipline, has been such a help to them that they have far surpassed their fellow students in their studies.

THE teaching of music with Moldrem is an art, not a business. He gives each child as many lessons as it wants for a very reasonable fixed sum a month. The orchestra practices as a whole once a week, Saturday morning. Moldrem is loved and respected by his Baby Orchestra and one is struck with the absolute discipline he maintains in classes. When he finally dismisses them, pandemonium breaks loose, but while they are in class, each child stays in his chair in perfect order. Moldrem states that this is absolutely essential. The next thing that one is struck with is the amount of endless repetition that Moldrem puts them through. He drills them on each single point until they have mastered it. He gives them credit for having brains. He treats them as older children. He advances them just as fast as a student in the teens. On the average, he states that the child of from two to five will advance faster and do more satisfactory work than one from fourteen to eighteen.

He praises where praise is merited, but is quick to correct and reprimand when it is needed. His babies may be babies when they come for orchestra practice, but they are a well drilled army as soon as they are seated in their chairs and Moldrem takes command.

The lessons, as published by the Century Music Publishing Company in New York, and distributed throughout the United States, are but a few cents a copy. Mr. Karl Moldrem is anxious to see other baby orchestras develop throughout the United States, and is ready and anxious to receive communication from any one interested concerning any problems met with in training baby musicians in any points of the lessons. He may be reached by addressing him at Box 2837, Los Angeles, or care of Wurlitzer's, Broadway and Eighth, Los Angeles.

San Fernando Valley Dealers Appoint Mitchell

Geo. D. Mitchell will act as Secretary of the San Fernando Valley Radio Trades Association the remainder of the year.

Mitchell succeeds Arthur Harvey whose resignation was tendered in June of this year.

H. A. Tarlton and Mr. Mitchell recently took over the Harvey music shop on Porter Avenue, which will now be known as the Mission Music Shop.



Dr. Lee De Forest and C. W. Smith, Executives of the Lee De Forest Manufacturing Co.

Lee DeForest Becomes Midget Radio Mfr.

Dr. Lee DeForest, identified with the experimental and scientific advancement of radio since its early stages, has joined forces with the former Griffin-Smith Company, Los Angeles, manufacturers of Royal midget radios. Dr. DeForest has moved his headquarters from New York to Los Angeles and has established a laboratory in Hollywood. The new company has been organized under the name of the Lee De Forest Mfg. Co.

"The new sets will be known as the 'Lee DeForest Royale' midget radios. In speaking of the new model, Dr. DeForest says:

"I am very proud to place my name on such a radio. For the small home I do not see why anyone would want a better radio than this. It offers superb radio entertainment at a price which a year ago would have been believed absolutely impossible. It has screen grid tubes, a very finely balanced circuit of our own design, an excellent audio system, a dynamic speaker, tone control, and an exceptionally attractive cabinet. Years ago when radio was in its early infancy, I predicted that eventually a set would be presented to the American public that would give excellent and care-free radio entertainment at a price that the great masses could afford. This is such a set and I predict a great future for it."

C. J. Pilliod, former representative for Peerless and recently connected with Zenith, has been appointed Northwest branch manager for Lee DeForest Royale radios.

C. W. Smith, general manager, is now in the East and North attending to the opening up of distribution.

Inca Establishes Western Factory

The Inca Manufacturing Division of National Electric Products Corporation, with main factory and general offices at Fort Wayne, Indiana, has purchased the plant and equipment of the S. & L. Manufacturing Company, located at 1547 Venice Boulevard, Los Angeles, California. The Inca Company, which has become one of the country's outstanding sources of supply of copper wire and coils for the radio industry, is using the facilities acquired to establish manufacturing, distribution, sales and service headquarters for the entire Pacific Coast radio industry. The S. & L. Manufacturing Company, occupying a spacious brick building with floor space totalling 15,000 square feet, enjoyed the good will of the trade in unusual measure and the news of its continuance in business under the Inca name will be received with interest by the radio manufacturers in the Far West territory. D. W. Smith, former owner and manager of the S. & L. Company, will continue with the plant in an executive capacity.

Inca is supplementing the excellent facilities already at the Los Angeles plant with machinery from its eastern factory at Fort Wayne, and key men are also being transferred to the Los Angeles branch in order that the uniformly high quality of Inca's products may be maintained.

The establishment of manufacturing facilities in California is deemed significant for the tremendous growth of the radio industry on the Pacific Coast during the past year, especially of the midget receiver business, has made it imperative that the manufacturers of these units have close contact with the suppliers of their raw materials.

The announcement of Inca's expansion is indicative of a better tone in the entire radio field and presages a fall and winter market of increasing activity.

Waltham Announces New Feature

The Waltham Radio Company, of Los Angeles, recently announced an added novelty feature to their midget radio. Mr. Howard, the manufacturer, has installed in his chassis a connection for home microphone broadcasting through your own radio. It is his intention to include this home microphone with the set at the ordinary price.

The Waltham factory are working day and night with double shifts in keeping up orders which have been flowing into his office for the past few months.

Mr. Howard states that the business outlook for the coming fall is surely on a sound basis, and that a repetition of the fall of last year will be impossible.

UP AND AT 'EM!

Here we are, well into the fall radio season, and many dealers waiting for business to come walking in the front door—complaining and wondering what is the matter.

Might as well stop wondering, nothing is going to happen. The manufacturers are not going to pull any magic wands out of their bags, and put them on dealers' counters to cause the public to come flocking in the front door. "Them days of radio are gone forever."

The only way to get customers from now on is to go outside the door, grab them by the reins and lead them in. Our grandfathers did business that way, and so did our fathers. We are not too good to do the same. Those who are settling down to the good old-fashioned business methods are getting business in bigger volumes than they did last year or any previous year. That's a fact, and we have the names and addresses of radio and music merchants to back up our statement. Those who are waiting for a "big strike," or for the so-called business depression to get better, are getting just what they are shooting for—nothing.

The trouble is we are all spoiled. We have been selling something that the public wanted so badly that they hunted out our store to buy it. When business slacked off a bit, along came a new God-send, like A. C. tubes one year, dynamic speakers another year, and screen grid another year to keep things booming along. What a swell business we had, just sittin' and takin' it.

If there were any real salesmen in the radio business they got spoiled with the easy pickin'. It is time now to stop "keeping shop" behind our counters, put on our coats and hats and go out and round up trade.

We have more to sell than ever before. Don't be afraid of price. The sales of Lincoln automobiles fell off less the past year than any other type of motor car. There are still buyers and plenty of buyers for the medium and higher priced radio sets. There are still many prospects for fine radio, fine furniture and super performance. Go sell them. The Lincoln salesman is selling them.

In addition this year we have the new midget radios which open up an entirely new market in the low-priced field that could not be touched in years heretofore.

Now is the time for anyone to buy. Never before in modern times have such bargains been offered in every line. The factors that make business either good or bad have already rounded the turn for the better. When business picks up, prices will go up. Right now is the time to take advantage of today's big bargains. Your store is full of them—so is the grocery store, the department and the furnishing goods store. Right NOW is the time to buy. Preach that doctrine to your customers and practice what you preach.

There are plenty of sales for the man that will go after them.

Even the Weather Is Still With Us

WEATHER prophets, from the chipmunk to the astronomer, all agree that we are in for a long hard winter. We will have heavy snows in the mountain sections and lots of rain near the coast. That may be death on the miniature golf courses, but it is not stuff for radio and music men. It means home life—and don't forget, the old-fashioned home parlor is at last getting a break. Fashion recognizes that it is "smart" to stay home.

The big buying season is right here—NOW. The west, with banks bulging to the popping point with accumulated savings, has the money to buy with. The American public, newly awakened to the joys of home life, will need radio these long, wet, cold, winter evenings.

For the man who is not too proud to get out from behind his counter, the biggest season we have ever had is knocking at our front door.

Here's a Prospect List

LET a pencil and paper ready and we'll give you the best prospect list you can possibly find. Put down the names of all the old customers and friends you know who have out-of-date radios. Sure, they think their sets are wonders—but you know they are not. Folks wouldn't think of driving a hand-cranked car with gas headlights, but they are using that kind of a radio today. Every owner with a set that has a magnetic speaker is a pros-

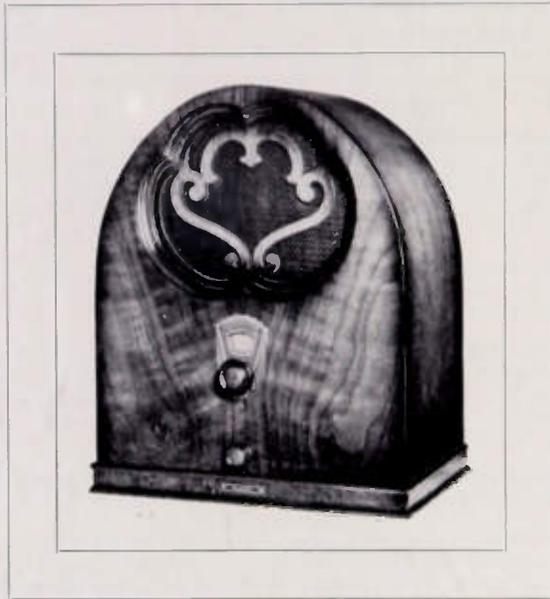
pect. Every set with naything but '45 output tubes is a prospect. Every battery operated set is doubly a prospect. Every set that hums on A. C. current is a prospect. Even sets that haven't screen grid tubes, are near prospects. These people are not getting anywhere near their full share of radio enjoyment out of the ether. Prove it to them. Demonstrate your new set along side of their old one. The difference is amazing, startling. They have probably decided to keep their old set another year. Change their mind. The automobile dealer is doing it. You've got more to talk about than he has.

Next, quit selling circuits and start selling entertainment. Acquaint yourself with what's on the air. Nine-tenths of your customers listen to only a few pet programs and don't know half of the features available. Sell them on the bridge lessons, the language lessons, the school of the air, popular feature programs, comedy acts, news broadcast, and right now grand opera and football games. Entertainment that would cost them actually hundreds of dollars that they can get for the price of a new radio. Take a tip from the automobile salesman and sell them on the "pride of ownership." Convince them that it is time to trade in their faithful old set for a new one, up-to-date and modern. Most of your best prospects have a radio. From now on your best sales will come from selling them another one or a better one.

Unquestionably and without a doubt, radio's biggest sales and biggest profits are still to come.

Wallace M. Byam.

Stability



4 Screen
Grid
Tubes

(6 Tubes in all)

**Band-pass Filter
Circuit**

**4 Gang Condenser
Electro-Dynamic Speaker
245 Output
Completely Shielded
Simplified Control**

Radiette

*A great radio set at
a remarkable price.*

\$ 59⁵⁰
COMPLETE
WITH TUBES

KELLER-FULLER MFG. CO. Ltd.

1573 W. Jefferson, Los Angeles



Here is L. P. Naylor, General Sales Manager for Areturus, Giving "Johnnie" Shaw, of The Universal Agencies, Instructions to Put Areturus Tubes in Southern California Made Midgets.

L. P. Naylor is making a trip through the Western Territory and asserts that he is amazed at the Midget Manufacturing Industry in Southern California, and states that the economies and efficiencies of manufacture pioneered by the Midgets, caused the tube manufacturers to dig deep to meet Midget manufacturing economies and co-operate with them.

Elmore Lambing Distributes Lyric

Ronald Starrett, Western Manager for Lyric radio, announces the appointment of Elmore-Lambing Radio Company, Los Angeles, as Lyric jobbers for Southern California and Arizona.

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

A feature of the new line, now announced and shortly to be in production, is the new clock tuning radio, which will tune automatically nine different stations at any time of the day for which the clock is set. For instance, it will tune one station at 7 o'clock, shut off at any time designated and tune in another station at 9:30, another station at noon, another station at 5:30, etc. This device is entirely automatic and is declared to be one of the sensations of the year. E. L. Elmore is General Manager and W. R. White is Sales Manager.

The Foothills Radio Company opened its San Bernardino Store at 453 E Street, recently with Frederick Brammell in charge. General Motors Radio is handled, and the store has been decorated throughout in the General Motors color scheme of black and yellow.

Los Angeles Radio Men Protest Ordinance

The City Council of Los Angeles almost slipped across an emergency ordinance, drastic in content, that would have put a serious damper on radio sales and enjoyment, had not members of the Board of Directors of the Radio & Music Trades Association of Southern California appeared before the council in behalf of the industry.

The ordinance was a part of the miniature golf curfew proceedings and would have made it unlawful for any person to "cause, use or operate any radio, phonograph or other song machine device in any manner or place which shall tend to disturb the peace, quiet and repose of persons in the vicinity of the surrounding neighborhood." The fine was not more than \$500, nor six months' imprisonment. The Association is watching the situation closely, and it is believed that the ordinance will be squelched or the objectionable features removed.

Elmer N. Hacker, owner of the Majestic Radio Shop in San Leandro, has been appointed exclusive Majestic dealer for this city. The shop is located at 794 East 14th Street.

L. A. Gordanier has moved his radio sales office into the Square Deal Variety and Furniture Store on Ocean Avenue, Hynes, Calif.

Chief Co. Makes "Granada" Midget

The Chief Radio Manufacturing Company at 5135 Avalon Boulevard, Los Angeles, have gone into production on their Granada midget. The set uses three '24's, with a power detector, a two-stage resistance coupled audio with one '27 and is distinguished by a type '50 in the output. The set has a phonograph jack, tone control, Aero-vox condensers, Magnavox dynamic speaker, ball bearing condensers, and uses Triad tubes. It lists at \$69.50, complete.

Executives of the company are: J. E. Hawthorne, Jr., Frank Moore, O. S. Spooner and W. M. Ehrich.

All distribution is handled through the Kindell Distributing Company at 1007 South Grand Avenue, Los Angeles. C. M. Kindell, manager, is appointing distributors and dealers. The Kindell Company will also sell private brand merchandise direct to key dealers and jobbers.

CeCo Hot for Midgets

A development in radio merchandising that presages an extremely bright season for tube sales lies in the growing popularity of midget sets, according to Edward T. Maharin, vice-president in charge of sales of the CeCo Manufacturing Company.

"The midget sets," Mr. Maharin said, "bid fair to sweep the country in their wave of popularity. Starting last winter in California, they have steadily marched eastward until now they are the most talked of new thing in radio. Where for a while the bulk of radio tube business was coming from the replacement market, we now feel that many, many thousands of new sets are going into homes and naturally all of them will have to be equipped with tubes. These midget sets, in the majority, use from five to seven tubes, almost as many as the conventional models of a year ago. They are selling like wild-fire; their price is attractive and to the tube manufacturer they represent one of the most optimistic developments radio has seen in the last two years.

"It is interesting to recall that only last November Mr. Ernest Kauer, president of the CeCo Manufacturing Company, forecast that within a year a low-priced set would come into popularity. The midget set substantiates how well he foresaw what was to come."

The Mallen Furniture Company, 534 University Avenue, San Diego, has installed a radio department. They will distribute Westinghouse radio.

FOR SALE—County seat music store (the only one in the county) located in City of 6,500—lines carried—Gulbransen and American Piano Company—Victor Radios, etc., good reason for selling. Address Western Music & Radio Trades Journal.

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

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NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of RENE A. VAYSSIE

WELCOME TO NEW YORK

The HOTEL GOVERNOR CLINTON

31ST. ST. AND 7TH. AVE.

opposite PENNA. R.R. STATION



A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.

E. G. KILL, General Manager.

ROOM AND BATH \$3⁰⁰

HOTEL HARRISON

CHICAGO'S NEWEST DOWNTOWN HOTEL

RUNNING ICE WATER IN EVERY ROOM
\$2.50 AND \$3.00 WITH BATH NO HIGHER

RADIO IN EVERY ROOM

NO PARKING WORRIES
DIRECT ENTRANCE FROM HOTEL TO GARAGE



HARRISON STREET JUST OFF MICHIGAN BOULEVARD

CHICAGO

Here's the new Radio with NO DEAD SPOTS ON THE DIAL .. and No Overlapping!

TWIST the tuning knob of the average radio. See how many silent or useless spaces there are on the dial. Not because there are no programs there. There are plenty. But most radios can't reach out and get these programs. Can't pull them in through powerful local stations, interference or static.

The new Columbia Tele-Focal Radio pulls in stations on every notch of its dial! New stations — the distant, low-powered or "crowded" programs that other sets miss. Giving you more variety, finer radio reception than you ever thought possible.

Every station comes in sharp and clear. Programs are reproduced with greater fidelity, with finer tone quality, than you have ever before heard. Though this new instrument gets more programs than any other radio set, there is never any overlapping of stations. The new Columbia Tele-Focal Radio is the very newest radio engineering advance.

It has Automatic Volume Control accomplished with only *one* tube instead of the usual *two*. So this radio doesn't require tube-teams that must be specially mated. To replace a tube, just another good tube is needed. Here's an exclusive sales point in convenience and economy, as well as in finer operation!

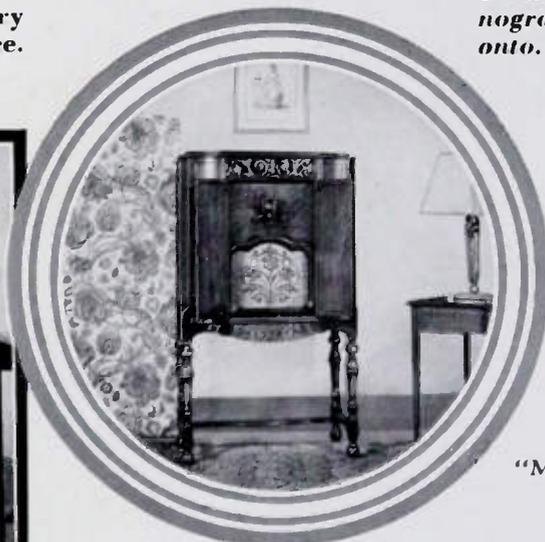
Get this amazing machine in your store right away. For a great advertising campaign is now under way, making Tele-Focal Radio buyers. Double-page spreads in the Saturday Evening Post and Liberty.

Ask your Columbia Distributor for the Tele-Focal advertising mats which you can run over your own name—tying up your advertising with the big national campaign.

If you would like further details of the new Columbia Tele-Focal Radio, write the Columbia Phonograph Co., Inc., 1819 Broadway, New York City. In Canada: Columbia Phonograph Co., Ltd., Toronto.



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Model C21 — COLUMBIA TELE-FOCAL RADIO — High-boy cabinet, influenced by Carolean Period. Exquisitely carved frieze over doors. List price, less tubes, \$185.00

"Magic Notes"

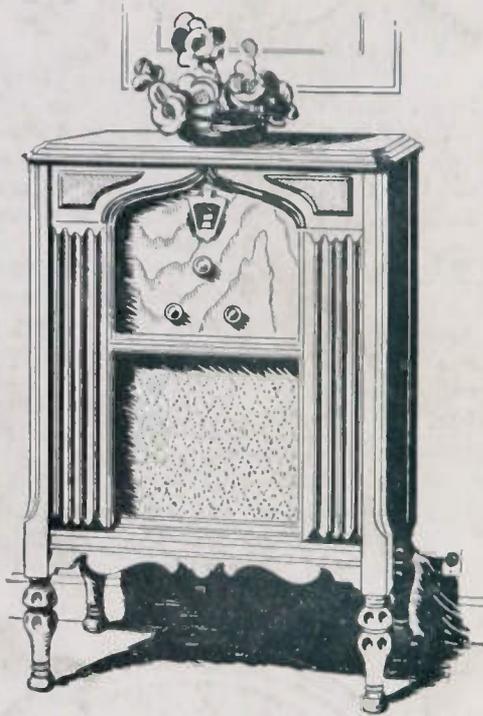


Model C20—COLUMBIA TELE-FOCAL RADIO—Low-boy cabinet adapted from early English. Carved quarter-foll ornament. Beautiful walnut finish. List price, less tubes, \$145.00

The new **COLUMBIA**
TELE-FOCAL RADIO

ONLY IN THE FAMOUS

Gilfillan Radio



Model 106
Gilfillan High-boy
Complete **\$14960**

Model 107
Radio-Phonograph Combination
Complete **\$15950**

Model 105
Gilfillan New-boy

Can You Offer All These Quality Advantages At The Astounding Low Price Of

Absolute Quietness
(Noisy Audio Transformers Eliminated)

No Station Overlapping or Interference
(5 tuning condensers instead of the usual 4)

Rich, Clear Tone in Full Range
(No blurring of high and low notes)

Tone Control on Front Panel
(Gilfillan was first manufacturer in the world to put tone control on front)

Amazing Distance
(Far away stations brought in with clearness and volume)

Screen Grid Tubes
(Two UX 215-Power Tubes in Push Pull)

Beautiful, Artistic, Full-sized Console Cabinets

Preselector Tuning
Band Pass Filter
Linear Detection
Automatic Aerial Adjuster

Many Other Advanced Engineering Features

\$ 116⁶⁰ Complete

\$9750 LESS TUBES

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