



WIDER AND WIDER FLOWS THE GROWING STREAM ♦ ♦ ♦

Friedrich Smetona has woven the story of a great river into his famous symphonic poem THE MOLDAU. Brunswick Records 90086-87.

Like a great river spreading its course across the land, with countless brooks and streams to swell its flood until it rolls on with sweeping majesty, the career of a great corporation goes on from success to success.

Not only must past performance be considered, but due emphasis must be laid on what the future holds. To supply what the public wants is no longer enough, the successful merchandiser of today must be ready to give the public more than it expects!

Every wise dealer is now making his alliances for the future, and in doing so he must choose a company that is strong not only in financial backing and public esteem, but in ideas! One idea can make the difference between "just another radio" and an instrument that can stir a nation-wide demand!

We invite inquiries from dealers with open minds . . .

Brunswick Radio Corporation
 MANUFACTURERS OF RADIO, PANATROPE & RECORDS
 Makers of the World-Famous Brunswick Records
 NEW YORK—CHICAGO—TORONTO
 SUBSIDIARY OF WARNER BROS. PICTURES, INC.



BRUNSWICK LOWBOY MODEL 15

Armored chassis with 4 screen-grid tubes and two 45's in parallel. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control. Cabinet of seasoned and selected butt-walnut with carved front panels. \$139⁵⁰
 Other models \$170 up. (less tubes)

BRUNSWICK RADIO FUTURA SERIES FOR 1931



Model 85-S

Rola

The New Year's

MASTERPIECE

OF VALUE

Super-Heterodyne

TODAY your customer's radio dollar entitles him to far more than a dollar's worth of radio value!—and in the new Rola Super-heterodyne you may fully meet this new monetary standard!

Masters of radio for years—Rola has *now* contributed the 1931 *masterpiece* of VALUE—in supreme artistry of cabinet design—in far finer tone quality—highly refined clarity, and a degree of selectivity unmatched at this price—all this, excepting **NO OTHER RADIO AT ANY PRICE!**

Be in the vanguard to profit by this remarkable new Rola—get full particulars now—mail the coupon today!

ROLA Model 82-S

\$115.00

Complete with
Tubes

ROLA Model 85-S

\$120.00

Complete with
Tubes

THE ROLA COMPANY

45th and Hollis Streets

Oakland, California

The Rola Company,
45th and Hollis Streets,
Oakland, California.

We are interested in the dealer franchise for the new Rola Super-Heterodyne. Please send literature and full particulars on your franchise.

Firm Name.....

Executive.....

Address.....

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HERBERT H. HORN Co.



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 the famous*



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 Radios

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The new Rola super is the most outstanding value in the radio market today. Designed in the Rola laboratories, and tested for several months all over the West, it represents all that superheterodyne should be. And at a price that spells t-u-r-n-o-v-e-r.



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 Selling Models**

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Complete With Tubes

ROLA 85-S
Complete With Tubes

Herbert H. Horn
 1629 S. Hill St. Los Angeles

Manufacturer of
TIFFANY TONE
MIDGETS



BRUNSWICK RECORDS BRING NOT ONLY PROFITS BUT CUSTOMERS TO YOUR STORE

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I MISS A LITTLE MISS Fox Trot
(Who Misses Me in Sunny Tennessee)
NICK LUCAS and HIS CROONING TROUBADOURS
Vocal Refrain by NICK LUCAS
- 4973 BABY'S BIRTHDAY PARTY Fox Trot
BOB HARING and HIS ORCHESTRA With Vocal Chorus
ONE LOVE Waltz
From the Musical Comedy "Earl Carroll Vanities"
BOB HARING and HIS ORCHESTRA With Vocal Chorus
- 4974 SING SONG GIRL (Little Yello Cinderello) Fox Trot
COLONIAL CLUB ORCHESTRA With Vocal Chorus
ON A LITTLE BALCONY IN SPAIN Fox Trot
COLONIAL CLUB ORCHESTRA With Vocal Chorus
- 4975 I BRING A LOVE SONG (Liebeslied) Fox Trot
From the Warner Brothers' Vitaphone Production
"Viennese Nights"
JACQUES RENARD and HIS ORCHESTRA With Vocal Chorus
YOU WILL REMEMBER VIENNA Waltz
From the Warner Brothers' Vitaphone Production
"Viennese Nights"
REGENT CLUB ORCHESTRA With Vocal Chorus
- 4970 THE SONG OF THE FOOL Fox Trot
LLOYD HUNTLEY and HIS ISLE O' BLUES ORCHESTRA
With Vocal Chorus
WOND'RING Fox Trot
LLOYD HUNTLEY and HIS ISLE O' BLUES ORCHESTRA
With Vocal Chorus
- 4962 SWEETHEART OF MY STUDENT DAYS
Comedienne with Orchestra, BELLE BAKER
LAUGHING AT LIFE
Comedienne with Orchestra, BELLE BAKER
- 4948 IT'S A GREAT LIFE (If You Don't Weaken) Fox Trot
From the Paramount Production "Playboy of Paris"
SIX JUMPING JACKS With Vocal Chorus
YOU'RE SIMPLY DELISH Fox Trot
From the M. G. M. Production "Those Three French Girls"
SIX JUMPING JACKS With Vocal Chorus
- 4959 WASTING MY LOVE ON YOU
Voice with Guitar, NICK LUCAS, "The Crooning Troubadour"
THREE LITTLE WORDS
From the Radio Talking Picture "Check and Double Check"
Voice with Guitar and Orchestra,
NICK LUCAS, "The Crooning Troubadour"
- 4960 MAYBE IT'S LOVE
From the Warner Brothers' Vitaphone Production
"Maybe It's Love"
Voice with Guitar, NICK LUCAS, "The Crooning Troubadour"
I'M YOURS
From the Paramount Publix Production "Leave It To Lester"
Voice with Guitar and Orchestra,
NICK LUCAS, "The Crooning Troubadour"
- 4925 CAROLINA IN THE MORNING Fox Trot
RED NICHOLS and HIS FIVE PENNIES
WHO? Fox Trot
From the First National Production "Sunny"
RED NICHOLS and HIS FIVE PENNIES
- 4936 ST. LOUIS BLUES Fox Trot
THE JUNGLE BAND With Vocal Chorus
GOTTA DARN GOOD REASON NOW (For Bein' Good) Fox Trot
THE JUNGLE BAND With Vocal Chorus
- 4943 AU REVOIR—PLEASANT DREAMS Fox Trot
BEN BERNIE and HIS ORCHESTRA With Vocal Chorus
IT'S A LONESOME OLD TOWN Fox Trot
(Since You're Not Around)
BEN BERNIE and HIS ORCHESTRA With Vocal Chorus
- 4944 BY THE SHALIMAR Fox Trot
RED NICHOLS and HIS FIVE PENNIES
SWEET GEORGIA BROWN Fox Trot
RED NICHOLS and HIS FIVE PENNIES
- 4952 RUNNIN' WILD! Fox Trot
THE JUNGLE BAND With Vocal Chorus
DREAMY BLUES Fox Trot
THE JUNGLE BAND



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Brunswick Records

WESTERN MUSIC and RADIO TRADES JOURNAL

"Published in the West for the West"

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January, 1931



BYAM PUBLISHING COMPANY

Publishers of the Radio Dealers' Blue Book

WALLACE M. BYAM

MARION E. BYAM

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LYRIC

THE NEW LEADER
FOR 1931

Two Strong Hands Join

Announcing the appointment of
THE ELECTRIC CORPORATION
as Pacific Coast distributor
of the complete line of

LYRIC ORGAN TESTED RADIOS

Back of Lyric Radio are the vast resources and organization strength of a 30 million dollar institution, with over 200 years' experience in the manufacture of fine musical instruments.

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Thus two of the strongest institutions, in their respective fields, in the radio industry now join hands . . . to establish Lyric Radio as the outstanding sales and profit maker on the west coast that it is in eastern markets.

Lower prices . . . longer discounts . . . new features . . . stronger advertising . . . everything.

Watch Lyric!

GET READY—THE SPARKS WILL SOON BEGIN TO FLY

THE ELECTRIC CORPORATION

LOS ANGELES

SAN FRANCISCO

OAKLAND

PORTLAND

SEATTLE

THE WESTERN VIEWPOINT

APPARENTLY TRADE PAPER PUBLISHERS are believing in practicing the standardization they have been preaching so long. This month saw two trade magazines reduce their size to the more popular 9x12 inches. This magazine started with that same size eleven years ago, so everything is jake. With them all (except one) being published with the same sized pages, advertisers will save a great deal of money in copy preparation. Readers will save a great deal of desk and shelf space in finding places to stack them.

* * *

THE PRIZE FOR ZERO PRICE SLASHING goes to a prominent store in Portland that has advertised any model of one of the nation's largest manufacturers at \$68.00 complete with tubes. Regular price of said models is from a little over \$100.00 to just under \$200.00. Take your choice. \$68.00 complete with tubes—brand new merchandise—\$10.00 down.

If the radio dealer were to take this sort of stuff seriously, he would lock up the front door, go out in the back yard, dig a few worms, and hit for the first good fishing stream until the fracas blew over. Like the dog and his fleas, the radio business always has had and probably always will have its dumps. They are a part of the business. Hundreds of radio men have tried to put a stop to them, but apparently there is no permanent cure. One of the nation's largest and most reputable manufacturers put a very elaborate and detailed dealers' report system into effect in August, but by January we're dumping the same merchandise that was introduced in August, so apparently the system didn't work.

Dumps aren't so serious. Progressive dealers are plowing right through them, making profits, and in some cases even enjoying sales increases in spite of them. Mr. and Mrs. Average Public do not read the daily papers with the hawk's eye that the radio dealer does, nor is he as much excited over a cut price.

We have always had dumps, we are having dumps, and we will continue to have dumps. The only thing for a radio dealer to do is to forget them, and continue hoeing his own row.

If the day ever comes when there is no longer any dumping in the radio business, then it will cease to be a business. It will be a recreation.

* * *

HERE'S A LESSON FOR THE MIDGET manufacturers of the West. There is just one large manufacturer in the United States who has never dumped and who has never stooped to the production of cheap merchandise, and that manufacturer is in an exceptionally strong position in the radio picture today.

Most of the California manufacturers are either in production or on the verge of producing superheterodyne midget radios. The general list price established for these supers is \$79.50. That is a fair price. It allows the manufacturer, the jobber, and the dealer to make a fair profit. It allows the manufacturer to make a first class quality product.

If a manufacturer cuts his price to \$69.50 something would probably suffer. Either that manufacturer would be making an inferior product, or he would be taking a merchandising short cut which would cut his own, or the jobbers, or the dealers profit.

About three-quarters of a million midget radios were made in California last year. Some manufacturers made a good profit. Some jobbers did likewise. A goodly number of dealers did the same. But it is safe to say that at least half of the manufacturers, jobbers, and dealers who handled midget radios in 1930, are digging down in their pockets today to count the profits of their voluminous operations and finding them in the flyweight class.

Now we have a new chance to start all over again. Our past experience should be a lesson. Set the price at \$79.50 and hold it there regardless of what cut price acrobatic stunts the other fellow may attempt to do. Remember, that in the long run it is yearly profit that counts.

* * *

TO SEE AND HEAR THE NEW "PEE WEE" midgets is a revelation. But the end has not yet been reached. Tube manufacturers will make "peanut" tubes for midget use. We will lay our bets that within a year pretty fair playing "Pee Wee" radios will be made in a box six inches square, including dynamic speaker and the works.

* * *

INCIDENTALLY, WESTERN MUSIC AND Radio Trades Journal gave the name "midget" to the industry. Previous to our giving them that sobriquet they were called match boxes, mantel radios, dog houses, clock radios, etc. What will these new miniature midgets be called? Will they be "Pee Wee" or what? What is your suggestion?

* * *

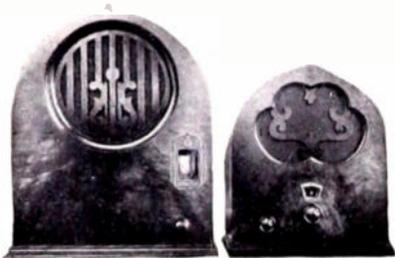
MR. W. C. FUJRI, EXECUTIVE HEAD of the Columbia Phonograph Company, swinging through the West in January visiting Western Columbia branches, speaks optimistically with:

"I believe there will be more of radio receiving sets sold in 1931 than in 1930." True, the unit selling price may be somewhat less, but more of them will be sold." That's encouraging.

WHAT WESTERN DEALERS

ALTHOUGH all of the major manufacturers have not released their new models and price schedules at this time, enough of them have released to give us an estimate of what to expect.

Many prominent leaders in the industry predict that the average set sold in 1931 will be less than \$100.00. Of course, a very large amount of merchandise will be sold over this price, practically all of the larger merchandise, but there will be so many sets sold at less than this price that it is stated that \$99.50 will be a good average.



Comparative size of Pee Wee to regular midget.

Pee Wee

Beginning with the lowest priced merchandise the newest thing on the horizon is the "Pee Wee" midget. If we thought midgets were small in their beginning our ideas will have to be entirely overhauled. The "Pee Wee's" are about as high as a desk phone, about 9 inches wide and 7 inches deep. Most of them use 5 or 6 tubes, and have a very compact chassis, with a small dynamic speaker. Strange to say, they have a very good tone in spite of their lack of much baffle board. Weight is about 14 lbs. Will easily go into the average woman's shopping bag and are carried very conveniently in an over-night bag, or a small suit case. True, they are a novelty, but their genuine portability is a feature that cannot be denied.

Right now, they are very much in demand; seven Western factories are making them and more have them in contemplation. They are listing from \$39.50 to \$49.50 complete.

Next in the price range comes the "ultra" tuned radio frequency midget. This will be a better midget

than the majority of those made in 1930; it will be sold from a quality standpoint. Many of the manufacturers of these "ultra" midgets claim that they will do everything that a superheterodyne will do, and some things the superheterodyne will not do. The majority of them will use eight tubes, though some will use six or seven. One of the strongest selling points will be tone.

A number of these models are already on the market and are proving themselves to be very good sellers. They are perfected, they are practically fool proof, and their t.r.f. circuit is tried and tested. They are listing from \$59.50 to \$69.50. They will undoubtedly hold a strong position in the merchandising of 1931.

Superheterodyne

It is the belief of many that the big majority of midget business in 1931 will be in superheterodynes. That superheterodynes are a problem cannot be denied. Although Western and Eastern manufacturers have been working on them for several months, only a very few manufacturers are in actual production on them. The midget manufacturing industry is having to be entirely overhauled to adapt itself to superheterodyne production. It is almost impossible to get parts at the present time, and these parts have to be of a very high order. The Advance Electric Company in Los Angeles has probably made more midget superheterodynes than anyone else. They are making a considerable number of its own parts. "Fritz" Falek, of Advance, states that with five months experience with superheterodyne midgets he is sufficiently convinced of their operating ability, dependability, and sales possibilities, and he will make no other type of midgets except for the export trade, poor locations with poor aerials.

Getting these midget superheterodynes to perform properly is another problem. Standard testing equipment is not adequate. The human ear is not sensitive enough to handle many of the fine adjustments. Every part that goes into their manufacture has to be tested for accuracy before assemblage. A sixteenth of a turn of a screw will hold them entirely out of adjustment. Yet once set, there is no rea-

son why they should become unset, and they should give just as much satisfaction as t.r.f. models.

Properly constructed, the new superheterodynes unquestionably get distance—and how! They are sharp beyond belief. The distance logs made by some of the fans who are tuning in with midget supers look like prize exhibits of distance-getting contests.

The trade is grabbing up supers as fast as they can be manufactured. Probably a half dozen Western manufacturers will be in full swing of production within the next 45 days. If the public wants distance, midget supers will give it to them at a reasonable price. They are listing at \$79.50.

Small Consoles

Next on the price scale comes the small console; more furniture than that of the midget, and a little better tone usually as a result of the larger baffle board. Small consoles are listing as low as \$59.50 and as high as \$119.50. A very popular model sells at \$79.50, another very popular model at \$99.50, and still another at \$107.50. These small consoles will use both t.r.f. and superheterodyne chassis. They are the midgets of the console field.



The Midget Superheterodyne

Semi-Highboys

In the larger merchandise there is good reason to believe that the most popular model will sell in the neighborhood of \$125 to \$130, less tubes. This applies both to the superheterodyne models and to the present circuits. The new superheterodynes will use more tubes

WILL SELL IN 1931

than the t. r. f. models, which will make their complete cost somewhat higher than the t. r. f. sets. The most popular super models will probably sell for around \$160 complete. Of course, a great many will go over and a great many will go under this figure.

There is a very definite tendency toward superheterodynes with the majority of manufacturers. This is quite apparently a superheterodyne year.

In furniture design, there is reported to be a very strong tendency toward the popularity of the semi-highboy, a happy compromise between the usual lowboy and highboy models.

Combinations and Automatics

Combinations may be had from \$99.50 for a midget console combination to \$175 or \$200 with the average combination, but with good models in the neighborhood of \$150 and de luxe models running between \$300 and \$400. The automatics are predicted to gain in popularity over 1930.

Tubes

Dealers are beginning to realize that no item in their line is more profitable than tubes. As the radio industry gains, the tube industry

year 1931 will see radio dealers laying more and more stress on their tube sales, and will see the radio public becoming more conscious of the necessities of replacing worn out tubes with new. The average dealer's tube sales in 1931 will be far greater than that of 1930.

Movies

Home talking movies, a combination of a motion picture projector, a radio, and a phonograph, will begin to edge their way solidly into the merchandising picture of 1931. A number of very good home talking machines are already on the market. They are about the same size as the average radio-phonograph combination, and either project across the room from the radio or by a system of mirrors project through a screen on top of the radio. The big difficulty with such machines is that there is a very limited film record library for owners to take advantage of. Although it is entirely possible, no manufacturer has yet provided facilities on these machines for making your records and films. Records and films must be run at a cost of approximately \$1.50 for a fifteen-minute film record.

Television

Believe it or not, radio dealers in 1931 will make a small amount of money from selling television reception apparatus. The most popular of these televisions will be contained in a cabinet with their own short wave equipment, scanning, arrangement, etc. Their popularity will, of course, depend on the establishment of television broadcasting stations throughout the country, or the establishment of a television net works. Television apparatus will never make much money for the retailer until such apparatus can be sold to the public with the buyer considering he has got his money's worth. There will be but few buyers in 1931 who will consider that they have got their money's worth from the so-called images capable of being received in today's television. However, the television parade will start this year.

Accessories

A number of accessories are now on the market which will gain pop-



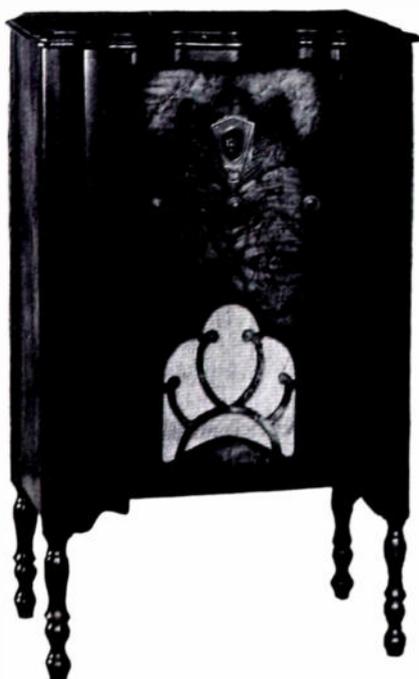
The "Consollette." Midget of the consoles.

gets better—more replacements. The ularity, as home microphones are just now coming into their own. They permit a world of entertainment. The average person instinctively wants to talk through a "mike," and this year for the first time microphones are available at popular prices.

Phonograph record-making at home started in 1930 and will gain in popularity in 1931. Already attachments are appearing making it possible to make records on any radio combination. The illuminated tone control is another novelty that appears to have a future. Statuary radio lamps are gaining in popularity. All small but profitable items.

Refrigerators

Refrigerators are showing every tendency of being summer-time companions for the radio and music store. Increasing numbers of radio dealers are reporting very satisfactory profits from the sale of refrigerators. Many of the wisest heads in the refrigerator game believe that the radio dealer is the most logical outlet. Radio dealers are likewise finding that refrigerators fit well into their scheme of operation, and 1931 will see the majority of the West's progressive radio merchants stocking, selling and making money on refrigerators.



The popular Semi-Highboy



Interference Can Be Stopped... How!

NO MATTER which way we turn, in our study of the interference problem, we are always confronted with five factors which go to make up the problem as a whole. First, the receiver itself; then the location in which it is placed; the distance from broadcast stations; the number of stations the operator cares to receive, and the installation of the receiver in the home where it is to be operated.

The most important point in set design in its relation to interference is the matter of shielding. It has been definitely proven that in locations where interference is present, a shielded set is far less susceptible to interference pick-up than an unshielded one.

There are sets on the market today which will reproduce neither broadcast station signals nor interference with the antenna and ground disconnected and the volume control turned on full. And there are sets which will play stations a thousand miles away under the same conditions. When interference is not present, the matter of shielding is not so important, but when it is, then shielding is all-important.

A set can be shielded at the time of manufacture without loss of power and at a very nominal cost. It is to be hoped that public demand will eventually force all manufacturers to take this into consideration so that interference work may be both simplified and reduced. It is comparatively easy to trace and correct interference which enters the radio by way of the antenna circuit only. It is a complex and almost impossible task to locate interference which is aggravated by unshielded sets and inferior installations. Many of the latest models of superheterodynes are not sufficiently shielded.

●
The First of a series of two articles . . . By Geo. R. Walters
 ●

It is a disputed question whether the set or the location of the set is most important. There is no questioning the fact that locations cause reception to vary to an almost unbelievable degree.

Perhaps some readers have heard of one Mr. McDonald who lives in Chula Vista, Calif. In case you haven't, I will tell you about him and his exploits with radio receivers. It is doubtful if

there is a human being on earth who has played as many stations and received as many confirmations as this gentleman. I often wonder how many people who have read the stories about him (and they are all true) think they can duplicate this performance.

As a matter of fact, what he has done in Chula Vista and what you can do in your home are two widely different things. In all probability, if you own a good, modern receiver and you would take it to his home, you would play stations you had never even heard of, much less received. It isn't altogether the man, the set or the location in this case; it is a combination of all three, but most important is the location.

Where a Few Feet Count

I have driven thousands of miles with a radio receiver operating in the car. Programs come and go with no degree of regularity. Sometimes the matter of a few feet makes a difference which you would only expect to find in miles. I have tested one spot, near my home, for the last two years, and I find that in this particular location several stations cannot be received. The border lines of this area have not varied in all that time, and yet in Long Beach there is a similar condition where the boundary lines of a similar condition have consistently shifted in one direction, until the whole area has been moved several blocks in the same space of time.

In Hollywood there lives a man who purchased a radio for the sole purpose of receiving stock quotations from station KGO in Oakland. When the receiver was installed, it was found that no stations from the north could be heard. It became necessary for him to rent space on an adjoining lot in order to erect

an antenna which would receive the station he desired.

For some strange reason, KXX fades with disagreeable regularity in a small area within 40 miles of the towers and yet 500 miles away reception is consistently good, with no fading. There is a spot in Los Angeles less than seven blocks from KFI, a 5000-watt station, where it cannot be received on a seven-tube receiver. Moving a few feet in either an easterly or westerly direction brings in the station with deafening volume.

Some of these things are susceptible to explanation and some are not. The one point I am trying to emphasize is that locations may be either good or bad. This condition may vary from month to month and even hour to hour throughout the day.

Location is not always a matter of geography. Sometimes it narrows down to the exact spot in a home where the receiver is placed. This item is not so important where the house wiring is run in conduit or metal pipe, but where the wire is stalled with knobs and tubes, many things can happen.

Watch Out for Conduit

Conduit serves as a radio frequency choke for interference—both incoming and outgoing. Open wiring constitutes a network of noise carriers and collectors. By placing a receiver in the most logical spot available—directly in front of a convenient outlet, you are exposing the set and lead-in to the mercy of all interference which may be carried on the wiring. Moving the set a few feet away can make a tremendous difference.

When the Federal Radio Commission undertook to allocate wave lengths and the location of broadcast stations, it appeared to have a hopeless task. There were only a limited number of available wave lengths and a practically unlimited number of either broadcast stations already in operation or applications for licenses

to operate. The problem was studied for months. All things were taken into consideration with the result that wave lengths were shifted, operating time was divided and power was distributed in what was considered to be the best interest of all concerned.

For all reasonable reception demands, the new schedules provided a workable distribution and the majority were well pleased. There are still, however, certain sections where signals are weak because of their distance from broadcast stations. And there are still many people who prefer to tune in stations at far distant points.

DX is a Luxury

Distant reception or DX is the luxury of radio and should be treated as such. There is no limit to the desires of a consistent DXer. The farther he is able to reach, the farther he wants to go. There is a limit to which this is possible and by the same token there is a limit to which we can go in our efforts to please him. It may be possible that as time goes on and we gradually reduce the more important cases of interference, we will improve reception of distant stations by reducing "background" noise. At the present, however, we are kept quite busy helping those whose only desire is to receive good local reception from a few of the nearest stations.

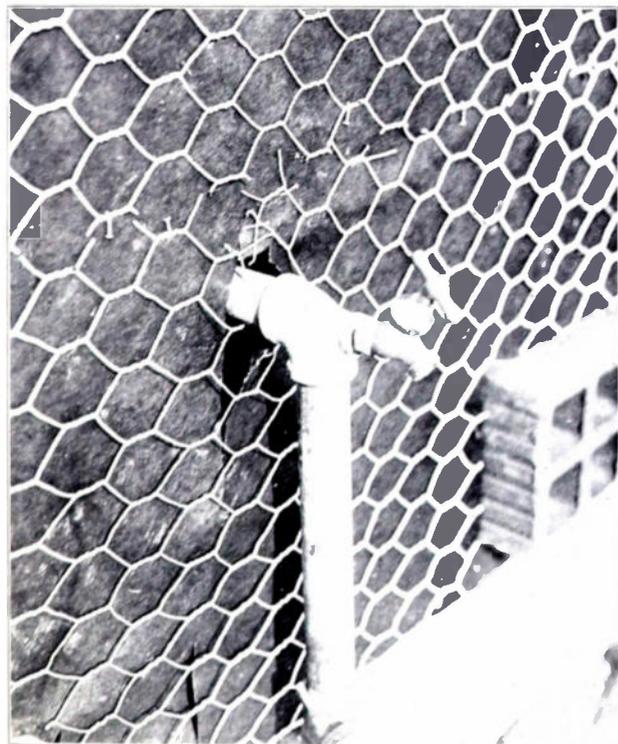
No receiver, regardless of make, is any better than the antenna and ground to which it is attached. This is true regardless of whether the set is in the midst of many broadcast stations or far removed from them. Of course, there is the exception of the loop-operated receiver, but there are only a few of them today and they are consequently unimportant. The average radio receiver was designed to operate on an antenna and ground.

A ground is equally as important as an antenna, if not more so. An iron or copper rod in the earth does not necessarily mean that you have either an effective or a low resistance ground. A wire attached to a water, steam or gas pipe does not constitute the best type of connection to the earth.

To lay down hard and fast rules for ground installations would be impossible. The character of soil differs; the amount of moisture present in the soil both differs and changes; the depth that it is necessary to go to reach moisture is variable, and even the type of water adjacent to a ground will have a distinct bearing upon the effectiveness of the ground connection.

Ordinarily there is a moisture level at eight feet. Even this is not always true. As a general rule for installing effective grounds, it would be well to follow the recommendations of the U. S. Government Bureau of Standards, which are as follows:

Dig a hole one foot square and two feet deep. Into this pour five pounds of common salt. With a



More than 6,000 square feet of "hog wire" used in this home is ungrounded except for a single wire touching a water pipe in such a manner that the slightest wind makes or breaks the contact. Ungrounded, this wire collects and rebroadcasts interference so as to ruin reception with an inside antenna. Remedy—Outside antenna, shielded lead-in and shield-

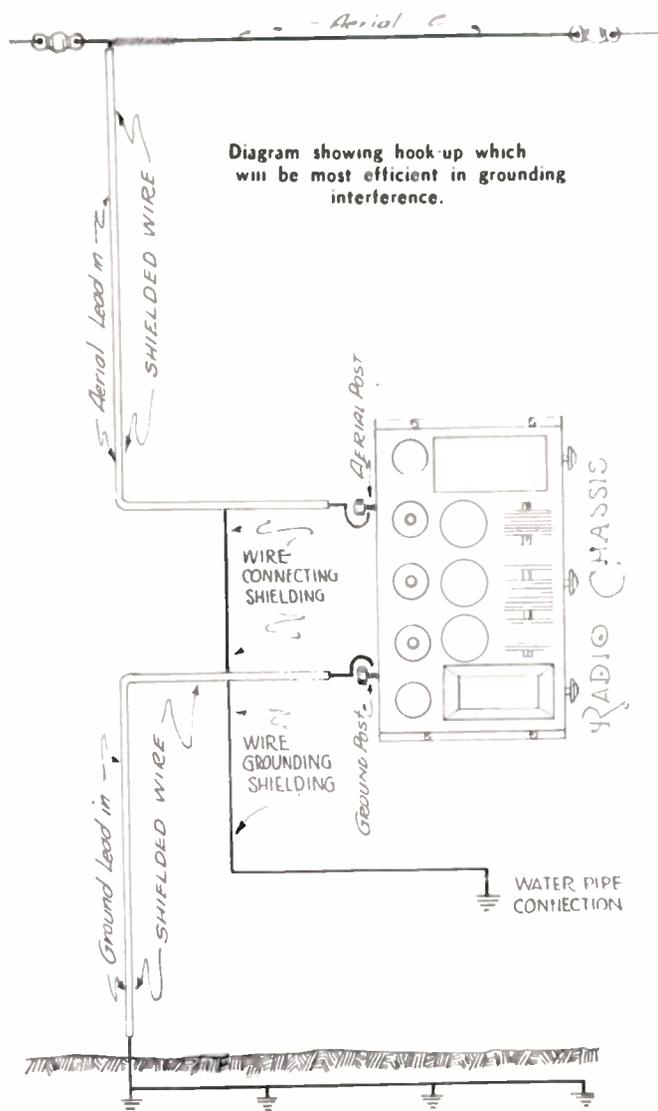


Diagram showing hook-up which will be most efficient in grounding interference.

hose, pour water into this hole until no more water will be absorbed. Then take a half-inch galvanized pipe, eight feet long, and drive it full length through the center into the ground. If you are inclined to do a little more work to secure better results, you might close the end you drive into the ground, after first drilling a series of small holes near the closed end. Later the top can be fitted with a hose connection and the ground occasionally irrigated.

Multiple Ground

This type of ground should be moistened occasionally, but whether irrigated or not, it is most effective, is of low resistance and provides ground "area." In extremely dry sections, this process should be duplicated and four grounds installed, six feet apart. It will be of no benefit to install larger than half-inch pipe or rod, although smaller than half inch will be far less effective. It is seldom beneficial to make them more than eight feet long.

Salt has the characteristic of both collecting and holding moisture. In addition to this, a salt solution will have a tendency to provide good contact between the ground rod and the surrounding earth. Salt has the tendency to destroy certain elements in the earth which reduce the effectiveness of grounds. Always make your ground leads as short as possible.

The value of a shielded lead-in is dependent upon the value of the ground. A poor ground will seriously

impair the value of the best insulation. If a good ground is not already available, one should be installed.

There has been a growing tendency of late to install inside antennas. While there may be times and places where this is the only type of antenna it is possible to install, it is bad practice to say the least. When any radio receiver is so installed, it is susceptible to every slight disturbance; reception is seldom consistent; dealers are compelled to make repeated service calls (most of them being caused by local disturbances which are suspected to have originated in the set), and in countless cases the receiver will not deliver the performance of which it is capable.

Another extremely bad practice is that of connecting the ground to the antenna post. This immediately converts power wires into an antenna network and introduces interference into the antenna circuit.

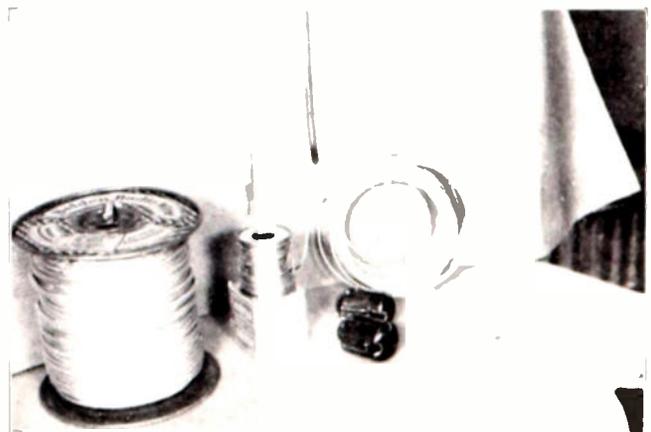
The miraculous performance which some people attribute to their radio receivers on ten to twenty feet of wire, or no wire at all, is not marvelous when you know the facts. They have simply used the power wires as a collecting network, plus the short piece of wire they call their antenna. In many cases, interference is purely local to the building in which the set is located and is radiated from the house wiring.

Indoor Aerial Often Useless

When local interference is present, a short or indoor antenna is worse than useless because the antenna depends upon its proximity to steel beams, expanded metal lath, chicken or hog wire foundation for stucco plaster, or electric circuits, for its operation. These metal substances really collect the signals and transfer them to the inside antenna.

During the last year, much has been both written and said about the so-called "shielded lead-in." There must be some merit to shielded lead-ins, for several nationally known manufacturers of radio receivers have adopted them as standard. From personal experience I am inclined to believe that those who have not found them successful have not properly understood the principles involved.

First of all, each installation is a separate engineering problem. No two locations are identical in all respects. Second, there are several factors which enter into each installation which must be considered. There must be a thorough understanding of what is being attempted before an installation can be undertaken with any degree of intelligence.



Outfit needed to install satisfactory aerial and lead-in; enamelled braided aerial wire, No. 14 shielded lead-in, ground clamp and rod, solder and insulators.

It is true, a shielded lead-in is not a cure-all. There are times when it is effective and times when it is not.

Condenser Not Adequate

On several occasions I have been asked if a small condenser across the antenna and ground posts of the set would not produce the same effect as a shielded lead-in. The answer is most emphatically, no. This question is no doubt prompted by the fact that there is a small capacity between the lead-in wire and the sheath.

There are several kinds of shielded lead-in wire manufactured under different trade names. The most commonly known are Belden, Tobe and lead covered. Lead covered shielded lead-in was the first to appear. It consisted of a solid, single strand of No. 14 wire with conventional rubber insulation identical in every respect to house wire, with the exception that there was a thin covering of lead over the outside of the rubber. It has been found that there are several advantages and some disadvantages to its use.

Lead covered wire is necessary when the lead from the antenna to the receiver must be brought underground. Where it must be run in extremely moist or wet places, it is practically necessary to use a type of shielding which is not affected by moisture. However, lead covered wire is heavy, unwieldy, brittle and somewhat unsightly.

The other types are constructed in a somewhat different manner. Instead of a single wire, there are several strands which give flexibility. The rubber insulation is the same. Over the outside is woven a fine wire mesh. This mesh serves as the shielding and gives the wire its name.

Several manufacturers started to produce a cheap grade of wire which has caused no end of trouble and many disappointments. This cheaper grade of wire had but little rubber insulation and as a result the inside wire and the outside sheath were brought so close together that all of the signal was absorbed and consequently trouble resulted.

Never under any circumstances use less than No. 14 wire for a shielded lead-in, and never use less than thirty feet.

Rules for Installation

There is only one method of installing a shielded lead-in. Certain fixed rules must be followed. Do not vary from this procedure if you want success. There are two things which might make it impossible to accomplish the desired ends: an unshielded set, or limited space. To these might be added the severity of the interference present, but usually this can be located and corrected.

First: Disconnect both antenna and ground from the set. Turn the volume control on full to determine how many stations you can play and how much interference can be heard. If the set is thoroughly shielded, you will hear neither. If you are able to hear either interference or broadcast station signals, your success with a shielded lead-in will depend upon the amount of interference present, your nearness to the source of the interference, and the distance from broadcast stations. Whatever you hear will establish the minimum you can reach in noise reduction. All the rest is local pick-up on the chassis of the set due to wires, coils and condensers being exposed. In other words, the set is not thoroughly shielded.

Second: Run your shielded wire from the set to the point where you intend to connect it to the antenna.



GEORGE R. WALTERS

Interference Engineer for the Radio and Music Trades Association of Southern California, Ltd.

Do not connect it. Merely leave it hanging in the air. Next, run the shielded wire ground lead from the set to the ground or grounds you have already installed. Connect this to the ground rods with a good ground clamp or solder.

Third: Cut away two inches (*no more*) of the outside armor of the antenna and ground leads, at the set, and connect them to the binding posts provided.

Fourth: Bring the outside metal coverings together. Take another piece of any type of wire and after fastening it to the outside armor of the lead-in wires, run it to a water pipe. If there is no water pipe handy, use the ground post of the set.

Fifth: With some receivers it is necessary to also connect the outside metal coverings to the metal chassis of the set.

Sixth: Again turn on the set and turn the volume control full on. *If there is any increase in either the amount of noise or broadcast station signals heard, your shielded lead-in is not fully effective. You are collecting signals which you should not.* It may be necessary to run another piece of wire side by side with the antenna lead-in and connect it every two feet to the outside armor.

Do not give up until you have taken all of the pick-up from the antenna lead-in. It may be necessary to run it in another direction to get better clearance from some hidden wire that is carrying interference or signals. You should always extend it to a point at least ten feet above attic wires. I have seen as much as ten stories of shielded lead-in run which, when completed, provided absolutely no pick-up.

When all pick-up has been eliminated from the lead-in, you will be ready for the installation of the antenna proper.

This story will be continued in a second article by Walters in the February issue, giving further detailed information on the elimination of interference. These articles will then be bound together in pamphlet form for the use of the trade.

HOT SALES From COLD BOXES

SALES of domestic electric refrigerators rose from 630,000 units in 1929 to approximately 800,000 units in 1930. In 1931, it is estimated by A. W. Robertson, chairman of the board of Westinghouse Electric and Manufacturing Company, more than one million will be sold.

At a time when sales of most commodities are on the skids, alert retailers look around for lines that are on the upgrade. That is why the radio dealer is watching the electric refrigerator as a possible means of bolstering up his sales—particularly in the summer season when radio sales are at their lowest.

A glance at the yearly sales curves of radios and electric refrigerators shows that when radio sales are at their lowest, refrigerator sales are at their highest. The store selling both radios and refrigerators has a nice looking sales curve, indeed.

Not that the radio and refrigerator have much in common. Their uses are quite different; hence the sales appeal is different. But they are both electrical; involve partial payment plans; are sold for added comfort in the home; and require installation and perhaps a little service. The radio dealer is well versed in all of these phases, so is a logical outlet for electric refrigerators.

Radio dealers who are already successfully selling electric refrigerators agree that they had to change many of their methods and policies. In the first place, they discovered that, at present, the public is not refrigerator-minded. Few families have reached the point where they feel that they cannot get along without one.

Public Must Be Educated

Figures gathered by one prominent manufacturer disclose that only 60 per cent of all the homes in the country has any sort of refrigeration at any time. Of these, only 50 per cent uses refrigeration at least five months out of the year.

This means that the public must be educated to the use of refrigerators, and this is being done. Electric refrigerator manufacturers are doing it in their advertising; successful dealers are following suit; schools and colleges include it in their domestic science training, and incidentally are installing electric refrigeration in their modern school kitchens.



Courtesy K F I Miss Jeane Dunn

Dealers have found that an educational program is the principal part of their refrigerator sales program. They begin their sales talks with it, and forget the specific product until they have sufficiently impressed the prospect with the importance of Food Preservation.

One dealer says he "sells 'em Food Preservation and Economy, and after that the machine sells itself." On one occasion, he even went so far as to take a prospect down the street to a market and show him how, with quantity buying made possible through keeping food in an electric, he could buy \$3.31 worth of groceries for \$1.19. This same dealer includes a certain amount of this educational information in every ad he uses; talks it, sleeps it, and keeps pounding it into his sales force.

The "Push" That Counts

Radio dealers who have taken on the electric refrigerator and are making a go of it owe their success to one thing in particular—aggressiveness. They went out after the business. It wasn't long before it was obvious that nobody was going to come into their stores and take the refrigerators away from them, so they set about to find out the best way to put them over. The consensus of opinion is that the success of refrigerator selling lies actually in the specialty house-to-house set-up, and has nothing to do with the over-the-counter idea.

But the dealer who decides to go into the refrigerator game has a lot to do before he actually attempts to sell. First, he finds out all he can about electric refrigeration, by announcing himself as a prospective dealer to competing distributors, answering all coupon ads pertaining to the business, studying up on the food-buying problems that confront the housewife, learning something about the technical end of electric refrigeration, and in general, acquiring as much knowledge as he can before actively engaging in the business.

In selecting the line he intends to carry, the merchant can apply some of the lessons he has learned in the radio trade. The main thing is . . . Quality Merchan-

dise, manufactured by a sound and reputable firm. Within a year or so, it is predicted, the market will be contaminated by many cheap, flashy refrigerators. It has always been that way in every industry. Wise dealers will let them go by, and refuse to take on a line simply because it has this handy gadget or that pretty doodad.

It takes something under \$500 for a retailer to start in the refrigerator business, if he buys only two machines for demonstration. He needs testing equipment for refrigerators just as he does for his radios. A list of the things a dealer would need if he selects a popular priced line includes two machines for demonstration, one volt-watt ammeter, one recording thermometer and one combination dolly and hoist (for moving machine or unit). The total cost comes to about \$450.

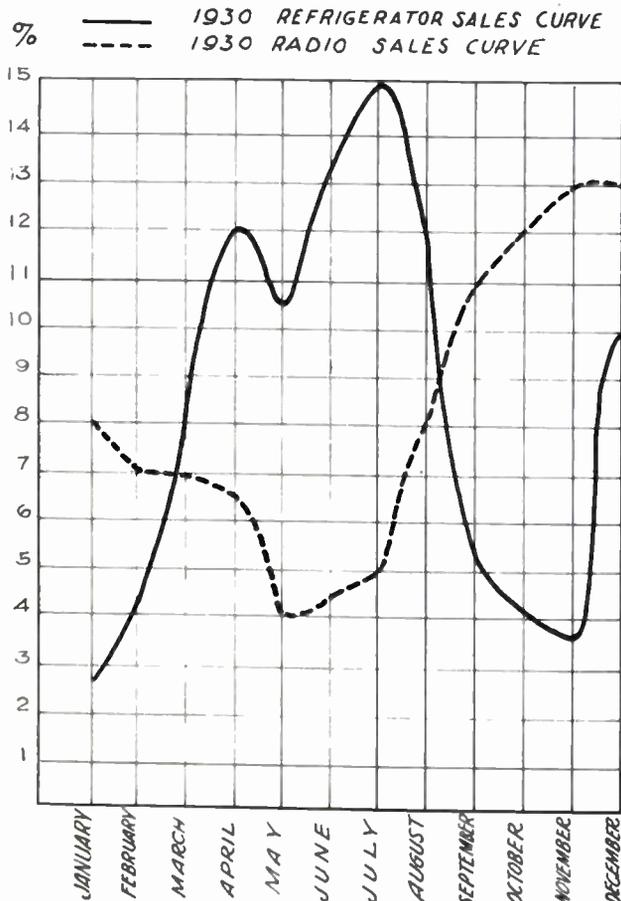
While it is much easier for a large dealer to take on refrigerators, because he has more facilities already established, and more capital, still the small dealer can do the same thing on a smaller scale, remembering that aggressiveness counts more than any other thing. Some jobbers will furnish a responsible dealer with stock on consignment, paying him a commission until he gets well under way.

How One Store Did It

When the refrigerator came along, one Los Angeles music store found itself in a nearly ideal situation to handle it. It already had 50 salesmen in the field, selling on commission.

The store executives reasoned that these salesmen could just as well take on refrigerators too, at very little more expense. So they sent the sales force to a local refrigerator sales school to learn the technical end,

Companion Lines—Why



cleared out a demonstration room for the machines, and were all set. The head technician readily picked up the new line, and deliveries were made by the piano movers, so there was practically no additional trouble.

Several dealers say that they cannot afford to include delivery service, but that is up to the dealer, and is governed largely by the amount of business he does. Most metropolitan dealers deliver and install, free of charge. The usual terms are 10 per cent down and as much time on the balance as the dealer can carry—usually two years.

In setting up his display, it is essential that the dealer keep the radio and refrigerator departments entirely separate. A radio loses its appeal when displayed among refrigerators, and a refrigerator among nice furniture becomes less attractive in comparison. Then, too, if the refrigerator is kept apart from the radios there is nothing to distract the prospect's attention from the article the salesman is attempting to sell him.

Very Little Servicing

Then there is the matter of servicing. Regardless of make, however, servicing has been found to be an almost negligible factor. In the new models there is very little that can go wrong and the occasional repairs or replacements are few and far between.

One thing, however, that may cause some grief is the "imaginary trouble" that sometimes arises. A woman calls up and complains that her machine isn't working properly and the store sends out a service man. Nine times out of ten he discovers that little Johnnie has left the door open for two or three hours, or that the woman expected too much of the machine.

These imaginary troubles must be killed *before* they happen. They can be explained away before they occur, but if they arise after the buyer has had the machine a considerable length of time, they can result in a dissatisfied customer and a dangerous menace to the dealer in the community.

A common imaginary trouble is the complaint that the refrigerator won't freeze as quickly in cold weather as it will in hot. Although this seems illogical it really is a fact, and is a perfectly natural phenomenon.

During the hot weather there is a greater differential between the temperature within the box and that of the room outside. This makes the machine run more often, and consequently freezes quickly. On the other hand, when the outside temperature is low, the differential is less, and the machine doesn't need to run so often, and as a result the freezing is slower. If the customer is told about this in the beginning, it is taken for granted and nothing will be thought of it.

Next Page

It is a Wide Open Market

... only 60 per cent of all homes in U. S. has any kind of refrigeration.

... only 50 per cent of these uses refrigeration more than five months.

The follow up is considered one of the most important factors in successful refrigerator selling. A certain dealer in Southern California, for example, declares that he invariably makes a follow up call within 48 hours after the sale is made. He reasons that within this period the new owner is at his best as a satisfied customer. He is usually more proud of his purchase than at any other time, is most enthusiastic, can be handled more easily, and is a good medium for word-of-mouth advertising. This is the time to kill all imaginary trouble, and make a friend of the customer.

Don't Take Trade-Ins

When the bugaboo of trade ins arises, the refrigerator dealer has only one thing to do if he wants to keep out of the red, and that is refuse to take them in. The margin of profit in refrigerators won't allow it. So far, the industry is so new that there are few electric refrigerators in the trade in market, but what is worse, there are oceans of old dilapidated, unsanitary ice boxes that are worthless. If the dealer does take any of these in, his money is tied up in a lot of old trash that he can never get rid of.

Suppose he did take trade-ins, and took care of them in the list price of the electrics. A rise in the price of refrigerators would put them out of reach of the most

valuable customer class—the masses. When the field becomes more crowded, the dealer who carries the trade in loss in his list price will find himself in a tough spot. The dealer can often get around trade ins, however, by showing the customer in dollars and cents that he has had more than his money's worth out of the old box, and that it is useless to anyone else.

Competition for the Dollar

In the last analysis, the electric refrigerator business is not a competition within the industry; that is, between makes, but at this stage is a competition for the customer's dollar. The average buyer has only a limited amount of money to spend. If he buys an automobile that may let him out as a radio or refrigerator prospect until the radio installments are completed.

If you sold a man a radio last year, he should be a refrigerator prospect this year. Then the following year he may be a radio prospect again. If he is a satisfied customer he is much easier to sell again. The first sale is always the hardest, the most expensive and the most important.

Many merchants have found, to their sorrow, that refrigerators are not a side line. Only when they realized that they are a major item and should be handled as such did radio dealers begin to show real profits from refrigerators.

CODE OF BUSINESS PRACTICES FOR RADIO DEALERS

1. That prospective customers shall not be allowed a free trial or home demonstration in excess of 48 hours.
2. That an adequate interest charge should be made on all time-payment contracts and that contracts do not extend beyond one year. (These are standard practices in all other forms of time-payment selling.)
3. That when an outside aerial must be put up when a set is installed a charge of at least \$7.50 should be made to meet the cost of labor and materials.
That when an inside aerial must be put up when a set is installed a charge of at least \$5.00 should be made to meet the cost of labor and materials.
4. That no free service be rendered after 60 days or after a certain number of calls specified at the time of sale. In case of defective parts in the radio receiver after the 60-day free service period, if the manufacturer's warranty covers free replacement of parts, and if the instrument has not been tampered with, the dealer should replace those parts, charging only for the labor involved.
5. That if the free service period has expired a minimum service charge of \$2.00 should be made. If the call is of half an hour or more duration, that a specified rate per hour plus cost of material should be charged.
6. That truth in advertising must be observed to preserve the good reputation of the individual dealer and the entire trade and that the Standards for Radio Advertising as recommended by the National Federation of Radio Associations should be followed.
7. That extreme care be exercised when offering a trade-in allowance in order to protect the dealer's necessary margin of profit.
8. That instruments for trade in should be confined to radio equipment and musical instruments.
9. That the list price should be clearly designated in consumer advertising as the cash price.
10. That dealers should not offer for sale, by advertising in any form, or by quoting prices, any radio merchandise for which they are not duly franchised dealers.

This code of business practices for radio dealers was officially approved by the board of directors of the National Federation of Radio Associations, and recommended for use by radio trade associations and dealers everywhere. The code replaces the one issued in 1929. It is anticipated that the demand will be far greater for this code than for the previous one, inasmuch as business conditions at present warrant the highest degree of cooperation to stabilize the merchandising policies of the industry.

PEOPLE WHO DO THINGS

P. H. Beck has been appointed sales director of *Rogers and Goetz, Ltd.*, Pacific Coast distributor of Echophone. Beck has been connected with the music business in and around Los Angeles for 30 years. During that time he has been with Sherman-Clay, Birkel, Wurlitzer and Platt. He was recently with the Echophone factory. For the next two months, Beck will make his headquarters at the San Francisco offices, after which he will divide his time between Los Angeles and San Francisco.

Harry Birdsall, who was formerly located at Eighty-seventh and Vermont, Los Angeles, is now in charge of the Philco radio department in *Pick's Furniture Store* at 1009 West Manchester Avenue. Birdsall will maintain a complete service department in connection with sales.

Joseph F. Hale, vice-president and sales manager of *Kohler and Chase*, died December 23 at Lane Hospital, San Francisco. He had been ill since an operation in 1925, from which he never fully recovered. Hale became associated with the San Francisco music house in 1924.

L. E. Gordanier, formerly operating the Hynes, Calif., branch of the Darnell Electric Company, has joined the firm of *Zamboni Brothers-Brennan* at Hynes.

Larry E. Gubb, newly appointed sales manager of *Philco*, is now on the Pacific Coast to spend two months visiting the Western Philco branches, before making his headquarters in Philadelphia.

Millard Van Blaricom, specialist in amplifying systems, is now on the technical staff of *Electrad, Inc.*, New York. He will assist customers in their problems with amplifiers and their applications.

W. C. Fuhri, vice-president and general sales manager of the *Columbia Phonograph Company*, made a New Year visit to Columbia branches from Cleveland to the Pacific Coast.

P. B. Zimmerman, of Cleveland, has been named sales manager of the General Electric refrigerator department, to succeed *T. K. Quinn*, who was elected a vice-president of the company.

R. E. Robinson, managing director of the northern division of *Sherman, Clay & Company*, after several decades as leading executive of that company's activities in the Northwest, has announced his retirement to private life. As Mr. Robinson explains it, it was a sort of a Christmas present that he has been promising himself for the last two years, but was never able to assure himself of definitely until the close of business in 1930. Ill health and the desire to spend as much time as he could with his two young sons prompted him to retire from active work.



JOHN BOOTHE

John Boothe is again with *Barker Bros.*, Los Angeles, as manager of the piano and radio departments. When Boothe was formerly with *Barker Bros.*, he conceived the idea of a small grand piano for the bungalow homes of California. It was Boothe's association with the furniture in the store that gave him the idea of the conventional period grand for fine Spanish homes. Boothe has been president of all the Radio and Music Trades Association in Southern California and secretary of the National Music Merchants Association.

H. L. Ream has been placed in charge of sales in the Los Angeles territory for *Universal Agencies*, which specialize in *Arcturus* tubes. Ream was formerly with the *Grigsby-Grinow Company* for a year, and prior to that, with *Sherman-Clay and California Victor*. *A. W. Shaw*, president of *Universal Agencies*, made the appointment during a recent visit to Los Angeles, from the head office in San Francisco.

Paul Lowrey has taken over the duties of sales manager of the *Harbor Music Company*, San Pedro, Calif. Lowrey has had more than ten years experience in music houses, having been manager of the radio and phonograph department at the *Platt Music Company*, Los Angeles, and held the same office with the *Fitzgerald Music Company* there. He was appointed by *Jack Auerbach*.

Leopold Stinchfield is now the sole owner of the radio and hardware firm of *Stinchfield and Glass*, Martinez, Calif., having purchased the interest of his partner, *Chester Glass*. The firm is now known as *L. Stinchfields*, and handles radios, refrigerators, appliances and outboard motors.

Herbert Hunziker has assumed direct charge of the Seattle radio department of the *Electric Corporation*, recently appointed distributor of *Lyric*, under the supervision of *Kenneth Campbell*, manager of the Seattle branch.

Dean R. Daynes has been appointed manager of the band instrument department of the *Consolidated Music Company*, Salt Lake City. Daynes was formerly manager of the department, but left to go into business for himself. *Royal R. Daynes*, president of this company, persuaded him to return.

Arthur A. Brandt, former manager of *Victor* sales promotion, is now head of sales. *Robert A. Bartley* is assistant sales manager directly under Brandt. Bartley was former manager of the Eastern district.

W. G. Karmann is again with the *Gulbransen Company*, Chicago, and will cover his old territory in the Southwest in a wholesale capacity. Prior to his leaving *Gulbransen* to become associated with a radio manufacturer, Karmann was with the piano company for many years.

Fred R. Mast has been appointed director of the new radio department of the *Rhodes Department Store*, Seattle, Wash. Other radio men in the department are *B. W. Burtch* and *Burnell R. Dickinson*.

J. W. Post is now manager of the piano department of *McMorran & Washburne*, Eugene, Ore. Former Manager *Chet Heimmenway*, it is reported, is going into business for himself.

H. G. Seth retains the management of the *Roosevelt Radio Company*, 6609 Tenth Northeast, Seattle, formerly *Mast Radio* branch, in the sales affiliation which has been effected with *Hopper Kelly Company*, under which name it continues.

Theodore C. Quick, for many years in charge of sales for the *Electric Corporation* of Los Angeles, has been placed at the head of the sales department of *Hulbert's Radio Store*, Eagle Rock.

Roger Wise, chief engineer of the *Sylvania Tube Company*, was in Los Angeles for a few days, calling on midget manufacturers with *W. H. Cook*, Southern California Sylvania representative. Wise formerly was chief engineer of *E. T. Cunningham, Inc.*

Eugene R. Farny, president of the *All-American Mohawk Corporation*, divided honors with *A. S. Wells* of the *Gulbransen Company* when the two were unanimously elected to the *RMA* board. These men fill the vacancies left by *Lester E. Noble* and *John C. Tully*, no longer actively identified with the radio industry.

Harry C. Grubbs was appointed vice-president in charge of sales of the *R.C.A.-Victor Company*, to succeed *J. L. Ray*, recently resigned. This elevation puts Grubbs in command of *Radio sales*, *Victor sales*, and the *Engineering Products* division. Before coming to *Victor*, he was a director and vice-president of the *Dalton Adding Machine Company*, and general sales manager of the mechanical division of *Remington Rand*.

ADS that SELL Them by the TRAIN-LOAD

By O. H. BARNHILL

PEFFER of Stockton, Calif., has no salesmen. He has only order-takers. But he sells radios and musical instruments by the train-load, and he does it by heavy and unusual advertising.

Radio, as might be supposed, is Peffer's largest and most profitable line. He buys them by the hundred. Crated sets are a familiar sight on his front sidewalk. They often line the curb for half a block, impressing the public with his volume business.

And he sells pianos, actually by the train-load. "There is nothing wrong with the piano business but the dealers," Peffer declares. "People are buying automobiles instead of pianos because dealers make more effort to dispose of autos. The same methods applied to the piano trade would produce wonderful results."

A few months ago Peffer bought 150 Gulbransen player pianos—six carloads—for cash. He capitalized the size of the shipment, said to be the largest that has ever left the Gulbransen factory in Chicago. Bringing a train-load of pianos into a town of 50,000 population was a sensational move and Peffer made the most of it.

The six freight cars were made up as a special train at Sacramento, 50 miles away. It was so timed as to arrive in Stockton in the middle of the day. A special permit was secured to run the train down one of the princi-

pal business streets of Stockton during the middle of the day.

Because placarding box-cars is prohibited by law, Peffer had a large sign erected on a flat car which was hooked up at the head of the "piano special." In this manner, the shipment was advertised all the way from Sacramento to Stockton.

A few minutes before the train arrived at Stockton, an announcement of its arrival was broadcast over the store's own station, KGDM. Preceding the train were five transfer trucks and three delivery cars bearing banners announcing the shipment. A late model passenger car led the procession. It was as good as a circus parade.

The train was stopped in front of Hotel Stockton, the leading hostelry, where both still and motion pictures were taken. After the shipment was unloaded, the banners were displayed for several weeks outside the second story of the store. The signs cost \$187.

THAT Peffer of Stockton is a sensation in radio and musical instrument merchandising, there is no question. His methods are such that few fellow dealers would give their approval. Neither does Western Music and Radio Trades Journal by the mere publication of this article recommend all of Peffer's practices. But Peffer does sell instruments, and he sells them in quantity. Which in itself is sufficient excuse for publishing this result of an inquiry into his methods.

THE STOCKTON DAILY EVENING RECORD, STOCKTON, SAN JOAQUIN COUNTY, CALIF., THURSDAY, NOVEMBER 19, 1930

Peffer News

EXCEPTIONAL RADIO BARGAINS

PEPPER'S GULBRANSEN PIANO SALE SETS RECORD FOR PIANO SELLING

NOW NEWEST R-15 VICTOR 1931 RADIOS AT \$131.60 COMPLETE—SCREEN GRID

PEPPER SELLING MORE PIANOS THAN ANY TIME IN THIRTEEN YEARS

SCREEN GRID R-52 TEN-TUBE NATIONAL BUREAU OF CULTURAL ADVANCEMENT VICTOR RADIOS VICTOR RADIOS

R-15 AT \$131.60 Special Trade Offer

Graybar SIMPLIFIED WASHER

WASHING DRYING

Does All the Washing AND DOES IT EASIER

BUILT TO SELL FOR 50¢ NOW AT SALE AT PEPPER'S 84.50

50¢ DOWN, \$2 WK. NO INTEREST

Now! BRAND NEW 1931 ELECTRIC SCREEN GRID VICTOR RADIOS

Complete With All Tubes and Features in Any Home in 100 Miles

\$131.60

50¢ DOWN, \$2.50 A WEEK

PEPPER shows you how to make a record of your own music

FREE

PEPPER'S \$106.30

PEPPER

Greatest Piano Sale in All Piano History

BRAND NEW, NATIONALLY PRICED \$450

GULBRANSEN PLAYER PIANOS

\$149

With Four 45-note One Hundred Player Rolls

NINE DOLLARS DOWN!

\$2 PER WEEK WITH DELIVERY FREE TO ANY HOME WITHIN ONE HUNDRED MILES

All Styles Gulbransen Players Included in This Great Sale STORE OPEN AND DELIVERIES TONIGHT TILL 10

"Peffer News," published regularly on the entire back page of the Stockton Record, brings in customers by the score.

It is a common sight to see crated radios and pianos lining the sidewalk in front of Peffer's. Below, where Peffer edits the "Peffer News."



The opening of the piano sale was announced in the Stockton Record by a double-page spread. Across the upper part of the ad appeared a picture of the piano train in front of the hotel. The photograph had been worked over to show a banner on each car. Enlarged copies of this picture were framed and placed in the railway depots at Sacramento and Stockton. Peffer also sent out 10,000 direct-mail pieces.

And Peffer is selling radios in even greater volume than pianos. Last summer the first of 500 Victors began to arrive. They have all been sold, and 200 more are now being moved.

Extensive advertising, favorable terms and customer service are the reasons given by Peffer for his large volume. "Instead of paying regular commissions to salesmen, we invest in publicity and give buyers unusually favorable terms," he explains. "Advertising acquaints the public with what we have to offer and our terms appeal to pocketbooks."

"Results—75 per cent of our customers already have decided to buy before they enter the store. Not much salesmanship is needed. Our clerks are employed mainly **"Salesmen Not Needed"**

to show goods and take orders. We do not need to go to the trouble of sending out radios and pianos for demonstration or free trial."

Peffer's principal method of reaching the public with his sales story is taking the entire back page of the week-end edition of the Stockton Record, which has more than 20,000 subscribers. Peffer lays out the page to resemble the front page of a newspaper, with ban-

ner headlines, column heads and news stories in addition to a few ads at the bottom.

The headlines of "Peffer News" are of the sensational sort—big, black-faced type, streamers extending across the page. The streamers are the result of gradual development. Formerly only modest heads were used. A trial proved the superior attention-getting value of the streamers.

Instead of announcing a battle, flood or divorce, Peffer's headlines tell about floods of new goods arriving at his store.

"My news stories are short and pointed," relates Peffer. "They give more details about bargains than could be put into display ads. Of course, readers know that the stories are advertising, but they read them, if only to find out 'what Peffer is up to next.' We always have something new to offer, either in merchandise or bargains."

Peffer is also credited with originating the idea of direct-mail advertising pieces in the form of telegrams. The first ones so closely resembled Western Union messages that the company protested against their use.

"Peffergrams" are now printed in blue on white paper. They look so much like Postal Telegraph messages that the Stockton postmaster objected to taking a 10,000 lot. However, the postmaster eventually accepted the business.

Peffer's telegram letters are familiar to most postal patrons in the Stockton area. They impress receivers

Peffergrams Command Attention

as something important, demanding quick action. Peffergrams are also used often for business correspondence. They attract attention as they lie on a desk, standing out among ordinary correspondence. For this reason, they are apt to receive an early reply.

Cut prices are not a regular factor in Peffer's sales appeal. Instead of cutting prices, Peffer gives his customers the easiest possible terms and the highest possible trade-in allowances. No charge is made for deliveries within a radius of 100 miles; a free aerial is furnished with every radio; no interest is charged on deferred payments if they are made when due, and 26 free lessons are given away with each piano sold.

Peffer makes a substantial saving by financing his own business. His credit is gilt-edged at local banks. His checking account averages \$100,000, enabling him to buy merchandise advantageously.

The results of his methods, whether conventional or not, are that he makes a substantial profit, owns a fine home, has two large pleasure cars, and is installing a \$12,000 pipe organ in his home.

WISE and OTHERWISE

By SHIRLEY WALKER

Music Business on the Skids

UNITED STATES CENSUS BUREAU' released some figures last month which must make the music trades *again* stop and think. Based on statistics for 1929, as compared to 1927, when the previous musical instrument census was taken, the analysis shows that the shipments for last year totaled \$75,726,560, as compared to \$127,350,937—a falling off of 40 per cent. The figures include all kinds of instruments with the exception of radios. What do you suppose the falling off in 1930 is?

And why such a falling off? The talkies, miniature golf, the automobile—all combined to allure one from the home. And radio has brought to those who stay at home once in awhile music and entertainment so easily and so profusely that the incentive on the part of the average American to learn to play a musical instrument has been put to sleep. Will the music business ever come back? Awaken that incentive to learn to play and it will come back. Otherwise a lot of music houses will make fine drug stores.

Radios and Refrigerators—Twins

General Motors has abandoned the general policy of separate dealer organizations, and hereafter General Motors radios and Frigidaires as a rule will be sold by the same dealers. It is expected that this will result in reduced selling costs and in more uniform and less costly servicing facilities. It will also stabilize all-year-around selling. With the peak of the radio and the refrigerator seasons occurring at different times, the efficiency of sales forces will be increased. Prospects for one product can be followed up for both. The net result—more dealers will be able to operate at a profit.

Merchandising Goes Modern

And here is another interesting change in merchandising. The milkman will now deliver bottled orange juice as well as bottled milk. The growing popularity of orange juice has been recognized by the National Dairy Products Corporation. This big organization has organized a subsidiary which will extract Florida orange juice, freeze it and ship it to its distributing points in the Eastern States where it will be defrosted, bottled and placed on the milk wagons for door-step delivery. It will also be sold through the stores handling

National Dairy Products' local brands of ice cream. Just a case of another industry waking up to its opportunities.

* * *

Even the ice business goes modern. At the national convention of Ice Manufacturers in Atlantic City last month, it was determined to adopt a meter system of selling ice. An approved chest will have an unusually large ice chamber, which will be kept locked, to be opened only by the ice deliveryman. A temperature of 50 degrees will be guaranteed. Unlike the old-fashioned ice boxes, the new controlled-temperature refrigerators will require replenishing only once a week in the cooler months and twice a week in the summer. Ice for actual consumption will be delivered at the same time, and will be kept in another compartment of the refrigerator.

The ice manufacturers will also market "food ice" in cubes, ovals, figurines, either clear or attractively colored and even flavored or perfumed to fit the menu.

This is all being done to meet more effectively the competition of electric and gas refrigeration.

* * *

And the movie industry is watching its step. A new production code has been made necessary by the introduction of sound in motion pictures. The new code adopted unanimously by the Motion Picture Producers and Distributors of America, under the direction of Will H. Hayes, provides that "the entertainment, educational and informative values of the screen shall conform not only to the best standards of art, but to the wholesome instincts of life." And it is expected that 1931 will show a decided trend toward comedy and the great outdoors.

Industry Looks Ahead

At the recent conference of the Associated Business Papers in New York, a thrilling picture of the remarkable changes which are coming in industry was presented. New products and their applications were forecast. Far-reaching changes in distribution methods were predicted. The publishers of the leading business magazines have their "ears to the ground" and they know what is in the offing. Here are some of the forecasts:

New designs and methods of construction are coming. There will be a greater degree of assembling of building materials in the factory. There will be an

era of housing operations on a large scale—some will involve the rehabilitation of the blighted areas in the large cities. Rustless steel will be produced on a tonnage basis to justify its use in building construction. Welded steel construction is now a practicable operation.

In the automobile field there will be a great improvement in the design and construction of cars. In the marketing of cars, emphasis will be laid on service and the sale of service with its huge volume of replacement parts. The industry will be stabilized as to volume of new cars made each year, resulting in even levels of production operations and employment.

The electric age is in its infancy. Products now undreamed of will be made and sold in the next ten years. The photo-electric cell is now developing a host of new uses and applications.

The chemical industry lives on change. By reason of new products such as lacquers, cellophane, rayon, plastics, etc., the industry has become almost depression-proof. New industries are about to arise out of the research laboratories of the chemical manufacturers—molded furniture from synthetic plastics—non-breakable and flexible glass for use in building construction—natural gas in liquid form may soon be piped to homes and factories. Enormous pipe lines are preparing to bring natural gas from the oil fields to all the large cities.

The frozen food field is developing rapidly. There will be new merchandising of fresh fruit, fresh meat and other perishables.

Road construction will increase enormously. Transportation companies are preparing to co-ordinate various forms of transportation, making possible store-door and house-to-house delivery, eliminating much unnecessary competition. Railroads are planning changes in the type and design of their equipment.

And What of Radio?

And while the world is moving into the next decade along so many new roads, where is the music industry going? What is the radio industry doing to advance to new lines of attack? Recording the voice or the broadcast program has been featured by one radio and phonograph manufacturer. Is it of any value? Can the idea be turned into dollars?

Sound pictures in the home have been introduced, but the price is yet prohibitive and the appeal is limited. Television has been promised for several years but undoubtedly is several years away. In the meantime, new things are commanding the attention of the consumer. What have the music industry and the radio industry developed to intrigue the consumer to part with a few of his dollars?

Will Someone Please Start Something?

And, talking about getting the consumer to loosen up, something has to be done to stimulate business. Here is an idea. It is always difficult to get people to buy on a falling market, whether it is stocks or stockings. Merchandise has been falling steadily in price for several months. The public, however, is not convinced that prices have reached bottom. Until there is a rise, the public will presume that there will be a further decline. The public must be sold the idea that prices are at bottom and that buying now is really "taking a profit."

One of the easiest ways to convince the public that the bottom has been reached is to give evidence that the price elevator is going up. Let there be some significant advance in clothing, automobiles, refrigerators and radios. Then the public will be convinced that prices have reached the bottom and are starting to climb. Then the tide will turn and the buying wave will steadily mount higher. But who will be the first to advance prices?

WHEN WILL WE GO WRONG

By BEN PLATT

President, Platt Music Company

THAT these are perilous times not even the most optimistic will deny—that every helpful suggestion making for improvement should be widely acclaimed, all will agree. But how about the destructive recommendations?

Take the case of a recently published newspaper article by a well known humorist, whose witticisms I usually enjoy, but whose attempts at seriousness seem to leave him floundering.

In this article he exhorts all the people who may possess a dollar to do anything with it except spend it.

Why should newspapers in whose columns we "pay to advertise" our wares, give expression in the same issue to such views from the pen of a funster who, for the nonce, sees fit to doff the cap-and-bells of the harlequin, don a Socratic mantle (all too large for him) and call upon all and sundry to leave our advertised wares on our shelves.

With the vast machinery of our Federal government, with our states and our municipalities behind a movement advocating and encouraging intelligent spending as a wise policy in the direction of the relief of unemployment, why permit such praiseworthy efforts to be nullified by the contemporaneous publication of contradictory views?

However great may be a man's reputation as a gloom-dispelling jokester; however much license may be allowed him as a court jester, he should not be accorded, through the vehicle of the press, unlimited liberty of expression as a court sage.

The propagation of unwholesome theories at this time is particularly unfortunate, as there are thousands of readers who take such dictums all too seriously.

Voicing, through the press, without proper business-office censorship, of individual viewpoints that may carry with them serious menace to the interests of the whole business world should never be countenanced at any time.

Why cannot the news purveyors and the columnists be accorded the practical experience of the "Business Office" as a balance wheel?

A Word To You!

WESTERNER

Radio Factory has
been moved to larger
and more modern
quarters!

1930

Business necessitated
Westerner to enlarge
many times—a reaction
of its famous 7 tube
"push-pull" receiver!

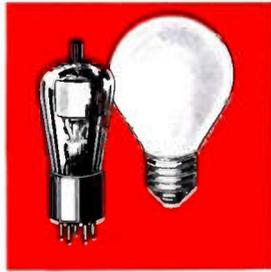
AND NOW...

Cast your eyes on
the opposite page
for your...

1931 Program....

Ken·Rad

Incandescent Lamps



To those who used KEN·RAD Tubes and Lamps during the past year—our sincere thanks.

To those who "nearly" put us on their list—our hopeful appreciation.

To those who expect to come with us presently—our assurance of a hearty welcome.

To all—our most cordial wishes for a Happy New Year and a real comeback in 1931.

THE KEN-RAD CORPORATION
Incorporated
OWENSBORO, KENTUCKY

COMPANIONS



\$200 BELOW COMPETITION!

Farseeing dealers regard the new Sparton model 235 as the best headliner of the year. They are featuring it and selling it. At \$280, less tubes, this 12-record, fully automatic radio-phonograph combination is practically alone in its price class. Its price is right in line with many single-record jobs. The public has been waiting for an automatic radio-phonograph at a popular price, and Sparton dealers are enjoying brisk sales, each with a real profit. We suggest that you learn more about this new Sparton.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH., U. S. A.
(Established 1900)

Pioneers of Electric Radio without batteries of any kind

(581)

Only SPARTON has the *MUSICAL BEAUTY* of
SPARTON RADIO

"Radio's Richest Voice"

DOINGS IN THE INDUSTRY

November Best Month for Kenrad

November, 1930, was reported by R. E. "Dick" Smiley, sales manager, as being the best business month in the history of the Kenrad Corporation. He will be in the West during the month of February with some new sales promotion ideas for the Pacific Coast representatives, and will probably announce several special screen grid tubes for midget receivers, according to H. G. Blakeslee, Pacific Coast Manager.

Smiley announced the appointment of John Teben in charge of sales promotion activities. Teben was formerly with the Atwater Kent Manufacturing Company in Philadelphia doing work of this nature, and prior to this was with the Aeolian Company of New York. Teben will visit all Kenrad distributors and cooperate with them in 1931 sales policies.

Philco Expands Factory

Philadelphia Storage Battery Company, manufacturer of Philco radios, is expanding its factory and laboratories through the erection of a new five-story building adjacent to its present plant in Philadelphia. The new building will be a steel and concrete fireproof structure, with large elevators to permit transporting of automobiles to the fifth floor laboratory and a test rack on the roof.

* * *

Fifty Thousand Ideas

With more than 50,000 ideas for the improvement of radio cabinets from the general public before them, the judges of the Westinghouse radio \$10,000 idea contest are in session at the office of the Westinghouse Electric and Manufacturing Company. The contest closed December 24.

* * *

G-M Prices Include Radiotrons

General Motors Radio Corporation at Dayton, Ohio, has announced that list prices on all models of General Motors radios after January 15 will include Radiotrons. Under the new method of listing, complete with Radiotrons, the prices of General Motors radios are as follows: Little General, three models, \$74.60; Hepplewhite Lowboy, \$136; Sheraton Highboy, \$152; Late Italian Highboy, \$172; Queen Anne radio-phonograph, \$198; Georgian radio-phonograph, \$270, and Pioneer self-contained battery set, \$136.

* * *

Crosley Export Sales Increase

Foreign business of the Crosley Radio Corporation for 1930 showed an increase of over 40 per cent when compared with any previous year in the company's history. The greatest change in foreign business during the past year has been the rapidly growing demand for American-made cabinets and receivers complete. In the past, most radio export business has consisted of the sale of chassis only.

Sylvania Organizes Two Subsidiaries

Two new subsidiary companies, jointly controlled by the Sylvania Products Company and the Nilco Lamp Works, have been organized to handle Sylvania lamps and tubes.

The Sylvania-Detroit Company, Detroit, Mich., has been in operation since December 1, 1930 under the management of A. L. Milk. The Sylvania-Boston Company, Boston, Mass., took over Sylvania representation in the New England States on January 1, 1931. It is managed by R. S. Macarthur, formerly assistant sales manager of the Sylvania Products Company. The addition of these two brings the list of Sylvania subsidiary companies to four.

Television Broadcast

Television programs are being broadcast for metropolitan New Yorkers and their immediate neighbors by two 5-kilowatt radiovision transmitters in New Jersey. The signals carry clear and detailed pictures, including standard movie subjects.

THE GREAT NORTHWEST

Seattle Police Department Installs Radio System

Seattle is the latest city on the Pacific Coast to install a complete police broadcasting station with specially built receivers stationed throughout the city and on police prowler cars.

The broadcasting apparatus is to be a 250 watt, high frequency, crystal-controlled transmitter operating on a low wavelength, the license for which the United States Government has recently granted the police department. The station is to be maintained and operated by the harbor department of Seattle, although the actual broadcasting will function through remote control from police headquarters. Complete installation of the broadcasting station is being made by the Northern Electric Company, of Seattle.

The receiving sets are specially designed for police work by Sparks-Withington Company, of Jackson, Mich., manufacturers of Spartan radio receivers. According to Frank Drake, Northwest manufacturer's representative, two types of receivers are to be used. One type operates on AC for use in outlying stations and on all bridge approaches, and the other a DC set for use in the police prowler cars.

The "station set" is the conventional screen-grid circuit but so designed and constructed as to be permanently tuned to the one wavelength allotted to the police department. The contract with the police department calls for full operation of all units by March 1.

General Electric Wins Suit

Reversing its own decision of a year ago holding vacuum tube patents owned by the General Electric Company were invalid, and now ruling the patents are valid, the United States Circuit Court of Appeals recently handed down a highly important decision affecting radio and tube manufacturers.

The decision gave the General Electric firm an important victory over the De Forest Radio Company.

Mexico Proving Good Radio Market

Mexico, which is reputed to be in even a more depressed economic condition than the United States and a country in which wealth is concentrated in relatively few hands, is apparently proving a fertile market for American manufacturers. A recent issue of *Excelsior*, Mexico City daily paper, carried a 24-page section devoted to radio.

Hawaii

Von Hamm-Young Company, Ltd., has established a radio department in its store at Honolulu, H. I. Gilfillan radios are handled in the new department. Walter Hix is in charge of sales.

Oregon Stamps Out Sale of Distressed Merchandise

Oregon Trade Association is conducting an advertising campaign warning the public against the sale of distressed radio sets. Not a single such sale has gone over since the beginning of the campaign, it is reported by H. P. Harrison, secretary. The association is educating the public to seek the dealer who displays the Oregon Radio Trades Association seal. At a January meeting of the association, it was decided to continue this advertising on a larger scale.

Service men's buttons are now ready for distribution. These buttons are replicas of the association seal, and are dated—first, second, third, and fourth quarters. Each quarter the color of the button is changed, so they cannot be used by a service man after the quarter for which they were issued. In this way it is hoped to standardize service and stop some of the thefts that are taking place.

Superhet Midget in Portland

The first mantle type superheterodyne has reached Portland. It is a Falck, manufactured by the Advance Electric Company, of Los Angeles.

New Radio Weekly in Northwest

A new magazine, the Northwest Radio Weekly, has supplanted the Washington association's publication. Of a new size and design, it is totally unlike its predecessor. Al Hardy, of the Hardy Advertising Agency, Vancouver, B. C., is its owner and editor.

JANUARY RECORD HITS

Columbia

- 2335-D—"You're Driving Me Crazy." *Guy Lombardo*. An easy-going, sweet drag fox trot, Baritone chorus with hot guitar and muted trumpet obligato. "You're Always Sure of My Love for You."
- 2336-D—"Some Day Sweetheart." *Ted Lewis and His Band*. A new arrangement of a great old tune. Typical Lewis vocal chorus with violin and trumpet accompaniment. "Somebody Stole My Gal." Another old hit modernized by Lewis.
- 2351-D—"The Peanut Vendor." *California Ramblers*. A Cuban "Rumba" fox trot, musicalizing a peanut vendor hawking his wares. Songs are in Spanish and English. "Twenty Swedes Went Through the Weeds." A take-off on the Notre Dame-Minnesota football game. Hot instrumental arrangement.
- 2348-D—"He's My Secret Passion." *Lec Morse and Her Blue Boys*. A slow, sweet arrangement full of rhythm, with a pretty melody. Blues chorus. "You're Driving Me Crazy."
- 2346-D—"I Got Rhythm." *Ethel Waters*. A foxtrot by George Gershwin. Orchestration with piano accompaniment to song. Novelty vocal chorus. "Three Little Words." *Waters*. Sentimental ballad with talking interlude and hot vocal chorus.
- 2356-D—"Cheerful Little Earful." *Ben Selvin*. A dance tune, full of rhythm, used by Fannie Brice in stage show, "Sweet and Low." Vocal chorus and hot accordion solo.

Brunswick

- 4987—"You're Driving Me Crazy." *Nick Lucas and His Crooning Troubadours*. A dance tune with a swinging rhythm, a vocal chorus with oboe obligato. Hot guitar one-string solo. "I Miss A Little Miss."
- 4934—"The Peanut Vendor." *The Anglo-Persians*. All instrumental, featuring French horn. "African Lament." (Song of the Slave).
- 4954—"Siboney." *Anglo-Persians*. Cuban fox trot; a lilting melody with vocal chorus by Nick Lucas. "Madrid."
- 4984—"The Little Things in Life." *Earl Burtnett*. Written by Irving Berlin. Vocal chorus by Biltmore Trio, with guitar accompaniment. "It Must Be Love."

- 4922—"Body and Soul." *Ozzie Nelson*. From the musical comedy, "Three's a Crowd." Vocal chorus. "Something To Remember You By."
- 4971—"Cheerful Little Earful." *Tom Gerom*. From the musical comedy, "Sweet and Low." "You're Always Sure of My Love for You."
- 4943—"It's a Lonesome Old Town" "Since You're Not Around"). *Ben Bernie*. Sweet sentimental tune, with tenor vocal refrain. "Au Revoir—Pleasant Dreams."

Brunswick Spanish Records

- 41123—"Mi Media Naranja." *Los Castilianos Orchestra*. Latest Mexican fox trot by Alfonso Oteo. "Cenizas de Olvidos."
- 41142—"Sere tu Esclavo." Sung by *Hermanas Posadas*. "Porque con Dolo?" *Camacho y Perez*.
- 41162—"Siboney." *Los Anglos Persas*. Cuban foxtrot danzon. Instrumental. "Madrid"

- 41196—"Valle del Colorado" (Red River Valley). *Orquesta de Carter*. Dance record, with predominating bass. "Noche de las Parejas." Waltz.
- 41180—"Con la Boca es un Mamey." Sung by *Grupo Antillano*. Cuban sonsonete. "Eterno Enamorado." Sentimental Bolero.

Victor

- 22483—"The Peanut Vendor." *Don Azpiazu and His Havana Casino Orchestra*. Cuban fox trot, with tenor vocal refrain in Castilian by Antonio Machin. "True Love."
- 22561—"It Must Be True." *Gus Arnheim*. A very pretty melody, with song by Bing Crosby, and a whistling chorus. "True Love."
- 22580—"The Little Things in Life." *Gus Arnheim*. Written by Irving Berlin. Vocal refrain by Bing Crosby. "Them There Eyes." *Arnheim*. Vocal chorus by Rhythm Boys.
- 22528—"Three Little Words." *Duke Ellington*. From the Radio picture "Check and Double Check." Hot instrumental arrangement with vocal refrain by Rhythm Boys. "Ring Dem Bells."

NEW DISTRIBUTOR AND DEALER APPOINTMENTS

Following close upon the announcement of the selection of H. Curtiss Abbott as Pacific Coast manager of Lyric radio comes the appointment of the *Electric Corporation* as Pacific Coast distributor. This appointment is effective for all Electric Corporation branches in the principal cities on the coast. Abbott was formerly connected with the Philco organization in Seattle.

* * *

The ZCMI, Salt Lake City's Mormon mercantile store, has taken over the distribution of *Brunswick* radios and phonographs and *Kelvinator* electric refrigerators. *Brunswick* was formerly handled by the Brunswick-Balke-Collender Company in Salt Lake. The Kelvinator was turned over to ZCMI by Dinwoodey's, who formerly acted as distributor and dealer.

* * *

Kemper Products Company gave distributorship in Portland, Oregon, to the *Ashworth-Soule Distributing Company*, 188-A Tenth Street. The *Kemper Kompack* midget and the *Powell midget* are the leading lines handled by the new distributor.

* * *

General Motors Radio Corporation has appointed *Zamboni Brothers-Brennan, Ltd.*, as dealers at Hynes, Calif., and the *Liberal Furniture Company* dealers at Compton, Calif.

P. J. Cronin Company of Seattle has been appointed Bosch distributor by G. W. Stackman, Pacific Coast division manager of the *United Bosch Corporation*. The new Bosch distributor is one of the oldest business organizations in the Pacific Northwest, having been established as automotive and specialty distributors for 50 years. J. P. Cronin, son of the founder, is president of the company. Sales and promotion will be under the direction of E. J. McCarthy, vice-president.

* * *

Radio Den, 313 West Fourth Street, Santa Ana, Calif., has been designated the Orange County *Masterola* dealers. The Den is the oldest radio store in Santa Ana. Jack Rose is sales manager.

* * *

Dubilier Condenser Corporation, New York City, has named the *R. C. James Company*, 2321 Second Avenue, Seattle, as its sales agent in the states of Washington and Oregon.

* * *

Banks Electric Shop, Oswego, Oregon, has secured local dealership for the *Lark* radio.

* * *

Sparton radios are the latest addition to the stock of the *Golden Gate Radio Company*, located at 5180 Whittier Boulevard, Los Angeles. The company has been in business for several years in this district.

HERE ARE TWO COMBINATIONS THAT 1931 WANTS



MODEL 991

The New Columbia Tele-focal Radio and Automatic Record-Changing Phonograph Combination. List price, less tubes, \$325.00.



MODEL 939

The New Columbia Tele-focal Radio-Phonograph Combination. List prices, less tubes, \$235.00.

HOUSED in these two beautiful cabinets are the two biggest selling values in high-grade, modern machines.

Both splendid instruments include Columbia's amazing new 8-tube screen grid Tele-focal receiver—the radio *with no dead spots on the dial*. Both Combinations have the new Columbia rich toned, full-volumed, Electric Reproducing Phonograph. And the new, improved electro-dynamic speaker delivers every note "like life itself." Both machines operate from A.C. light sockets.

In addition—in the luxurious No. 991 model—there's the Columbia Automatic Record-Changing feature. It changes records (either 10 or 12-inch size) silently and *automatically*—giving you continuous record programs for half or three-quarters of an hour!

Stock these magnificent models *now*—and watch them fatten your 1931 profit columns! If you'd like more information on them—or on the popular models of the Columbia Tele-focal Radio *alone*—drop us a card today.

Columbia Radios

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



*Two-toned burl'd wal-
nut cabinet (12½x9
½x8 inches).*

Tone control.

Illuminated dial.

*Phonograph jack.
Latest type full dyna-
mic speaker.*

Triple screen grid.

215 Output.

280 Rectifier.

*Coils and condensers
doubly shielded.*

*Fused 110-125 volt ad-
justment.*

Battleship construction.

See It—You'll Want It!
Hear It—You'll Take It!

The New NOVO JR.

A new sensational, powerful, screen-grid radio built to be the smallest set on the market . . . a new style of radio the buying public are after! . . . Reduced in size about 35% over the old style midget . . . but . . . out-demonstrating a majority of its larger models.

The American Laboratories, Ltd., have laid out a program of merchandising that will amaze the most careful dealer. . . . The NOVO JR. retailing at \$49.50 complete, offers the dealer a profit with constant sales, because you have the newest and latest.

Wires and immediate replies for this new type receiver will assure you of prompt action in delivery.

\$49⁵⁰
Complete

AMERICAN LABORATORIES, Ltd.
2903 Beverly Blvd. Los Angeles

Good News To The North and Northwest!

BUSHNELL & RAYNER

Are proud to announce their appointment of Northern California and Northwest Representatives of American Lab. Ltd., manufacturers of the two fastest selling items in the radio industry today.

The Famous Novo-Mike Home Microphone



and

The "MITEY" NOVO JR. Miniature Midget

"Shoot us your wires—we're ready for you"

BUSHNELL & RAYNER

OAKLAND 212 Ninth Street CALIFORNIA

BARKER BROS.

in Los Angeles

Promote Sales

with



the
New

NOVO-MIKE!

Dealers, large and small, over the entire country are realizing the important merchandising value of the NOVO-MIKE. It is a novelty microphone that attracts attention immediately. A new companion to any radio . . . broadcast your own announcements through your radio . . . at home!

Wire or write NOW for a sample NOVO-MIKE together with window display cards and counter cards. It will be more than worth your while.

Only **\$5.** List Complete

American Laboratories, Ltd.

2903 Beverly Blvd.
Los Angeles

Telephone Fltzroy 3184

SELLING IN THE ROCKIES

Arizona Goes After Interference Problem

Three Arizona towns are going after interference prohibition with a vengeance.

The city of Globe has passed an ordinance "prohibiting electrical interference with radio reception; prohibiting the operation of mechanical devices, machines or apparatus or instruments to intensify or amplify the human voice or any sound or noise by which the peace or good order of the neighborhood is disturbed or persons owning, using or occupying property in the neighborhood are disturbed or annoyed; and providing for punishment for the violation thereof."

Prescott, Arizona, radio dealers are being asked by a committee, appointed by the city council, to draft a radio ordinance, to act as "interference detectives" in checking on sources of trouble to local radio fans. Radio dealers have been asked to attend committee meetings and give suggestions for the curbing of radio interference. They are also requested to report on all sources of interference that might escape the attention of the committee.

In Mesa, Arizona, G. I. McFarland, superintendent of the city utilities department, has been authorized by the city council to secure equipment necessary to detect local radio interference. At a council meeting it was pointed out that much revenue accrues to the city from radio owners, and that a correction of the interference condition would be to the best interests of everyone.

Motor Equipment Holds Convention

Motor Equipment Company, Radiola distributors, held its annual sales convention in Salt Lake City. G. Bill Bodie was in charge. Visitors included several coast representatives from the Radio Corporation of America (Radiola division) and the R. C. A. Radiotron Company, manufacturer of radio tubes.

Western Electric to Hold Meet

Western Electric Company, Majestic distributor, is planning a convention for all surrounding dealers to meet in Salt Lake City the latter part of January. The Majestic refrigerator will be stressed at the meeting.

Establish School for Service Men

The establishment of a free radio service school during the year was one of the things accomplished by the Mountain States Music and Radio Trades Association, Salt Lake City. Thirty service men took the course. Training was in charge of J. G. McCollum, head of the interference committee.

A motion was passed to cut down the board of governors to seven, including the president.

Douglas Dealers in Association

The dealers of Douglas, Arizona, have recently formed a Radio Dealers' Association for the purpose of combatting radio interference and generally improving local radio reception. Every radio dealer in the city was represented at the organization meeting. William Mely, of Western Auto Supply Company, was elected president of the association. W. H. Fisher, head of the Fisher Music Company, was elected vice president. Other officers were I. Edward Kline, of the Douglas Furniture and Outfitting Company, secretary; and Russell

Baldwin, of the Arizona Edison Company, treasurer.

Representatives present were: G. R. Dilard, Phelps Dodge Mercantile Company, Majestic radios; Wm. Mely, Western Auto Supply Company, Western Air Patrol; W. H. Fisher, Fisher Music Company, Brunswick and Edison; Max Pine, Globe Furniture Company, General Electric; J. B. Guthrie, Sears Roebuck, Silvertone; I. Edward Kline, Douglas Furniture and Outfitting Company, Atwater Kent, Crosley, Jackson Bell; Russell Baldwin, Arizona Edison Company, Atwater Kent, Westinghouse; Jack Barnhart, of Barnhart's Service Station, representing the Philco, and V. C. Cooper from McWhorter's with the R. C. A. Radiola and Victor.

The association requests that persons knowing of the source of any reception interference report same to any member of the new organization.

CALIFORNIA TRADE NEWS

L. A. Greatest Midget Center

Average daily output of radio manufacturers in Los Angeles for a recent 30-day period was more than three times that of a year ago and that city has taken national leadership in the manufacture of the midget set, according to the Los Angeles Times. James L. Davis, real estate editor of the Times, finds that approximately 2,750 radio sets having a value estimated at \$175,000 are produced daily in Los Angeles.

* * *

Fire Damages Livermore Store

Fire of unknown origin destroyed a storage room in the rear of Kamp's Music store, Livermore, Calif., causing a loss of approximately \$700 in radio accessories which were stored in the room. The loss was partially covered by insurance.

* * *

G-M Holds Coast Meeting

A general sales meeting of all Pacific Coast General Motors radio salesmen was held in San Francisco, at the call of C. T. Lawson, general sales manager. Plans for 1931 were discussed, and the year's policies were announced. New list prices now include tubes.

* * *

Preston Retires From Business

Don C. Preston, of Bakersfield, has retired from the retail music business. His retirement follows the sale of his other two stores, located in Taft and San Bernardino, about a year ago. Investments and other interests in Southern California require his residence there.

* * *

Palo Alto Store to Move

The Los Altos Radio Shop, Palo Alto, Calif., will be closed until about February 10, when J. M. Carlson, owner, expects to get into a building on Main Street. The stock has been moved to his residence, and business will be conducted there until the move is made.

Curtiss Wins Ad Contest

H. R. Curtiss Company, California distributor for Jackson Bell midget radios, was awarded the \$100 first prize in a national contest for the most original advertising copy on the Jackson-Bell midget radios. J. W. Thompson is manager of the Curtiss company in San Francisco and Lyon Advertising Agency prepared the ad. More than 200 radio distributors submitted samples of their advertising copy. On February 22, the Curtiss company plans to hold a radio winter carnival and jamboree at Lake Tahoe as one of the prizes offered northern salesmen of Spartan and Jackson-Bell radios who sell a certain number of sets up to February 15.

* * *

Echophone Moves To East

Echophone Company has moved its factory from Hollywood to Waukegan, Ill. Although the Western plant has ceased manufacturing operations, it will be turned into a warehouse and distributing center for Pacific Coast Echophone dealers. The new factory has been producing a thousand sets per day. A new Echophone super heterodyne midget will soon be announced. Statistics compiled by the company show that at present there are 255,000 Echophones in use in the United States.

* * *

Lyric Distributor Enthusiastic

Ross Hartly, president of the Electric Corporation, recently appointed Pacific Coast distributors of Lyric, when asked for the plans for 1931, stated, "In our ten years' experience on the Pacific Coast, I have never been so filled with enthusiasm about any line as I am the new Lyric. The cabinets are the results of selections made by the largest retail dealers in the country who know by their own selling experience what the public wants in design, woods, sizes and styles. The price range is a long one, starting with a midget at \$69.50, and a console-lette at \$89.50."

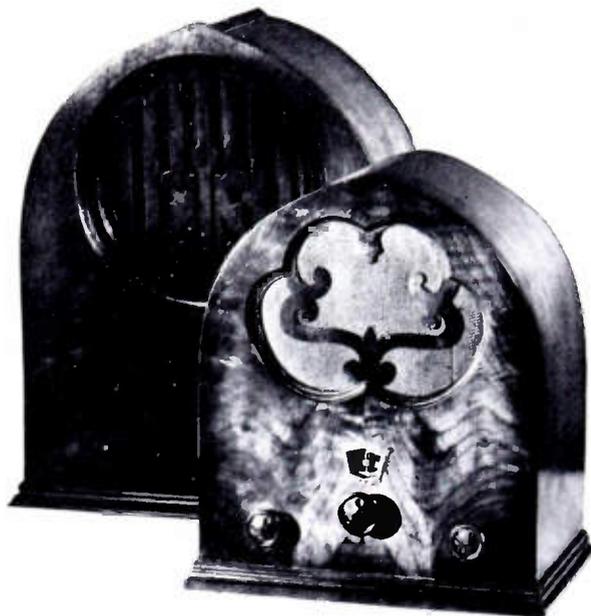
As reported in the last issue, H. Curtiss Abbott has been appointed Western manager for Lyric.

Rogers & Goetz, Ltd.

Are Pleased to Announce the

DWARF

*The
Echophone*



*The
Dwarf*

As a Worthy Companion
for the New

Echophone

ECHOES OF THE WORLD
SUPER-HETERODYNE

Rogers & Goetz, Ltd., being the first and the largest exclusive midget distributors on the Pacific Coast again anticipate the public demand and are the first to offer the trade the "smallest" of all midget receivers. . . . The DWARF is housed in a beautiful burlled walnut cabinet only twelve inches high by ten inches wide. Using three '24's, one '45 and one '80, the chassis is as complete as the larger midget models using the illuminated dial, tone control, phonograph jack, and a dynamic speaker. The DWARF is indeed a sensation at only \$49.50 complete with tubes and carries the same unconditional guarantee characteristic of all our merchandise!

The policy enjoyed by Echophone dealers will always be outstanding.

Note: The new Echophone Super-Heterodyne will appear on or about the first of February, 1931!

Rogers & Goetz, Ltd.

San Francisco Office
21 Laskie Street

Hollywood

7626 Santa Monica Blvd.

California

WITH THE MANUFACTURERS



Lyric Model 325
Self-Tuning

Angelus Superhet Midget

A new Angelus superhet midget highboy has been introduced by Davison Haynes Manufacturing Company. It is a console, 37 inches high, 17½ inches wide and 12 inches deep. The chassis uses nine tubes; four 227's, two 227's, two 245's, and one 80. The cabinet is designed in hand-rubbed burl walnut. Price: \$97.50 complete with tubes.

Premier Auto-Radio Receiver

"Auto Pal," a product of the Premier Electric Company, is a compact auto radio 8 by 10 by 6 inches in size. It has three screen grid tubes, one 112A tube, "Conoid" R. F. coils, direct tuning, micrometer drum drive, positive lock, and combined volume control and starting switch. The dial is illuminated, and the cabinet is finished in black crackle. Price: \$65, ready to install.

Self Biasing Tube Checker

Dayrad Type I Tube Checker, the newest product of The Radio Products Company, Dayton, Ohio, indicates the "End of Life" of all types of amplifier, power, and rectifier tubes. Six sockets are provided so that tests may be made at the rated filament voltage. Manipulation is simplified by the use of colored push buttons. The meter is a D'Arsonval type with a 0-40 scale.

Philco Superhets

Three new superheterodyne models have been introduced by Philco. The Superheterodyne Plus Radio-Phonograph includes an automatic record changer, which plays ten 12 inch or 10 inch records without attention, comprising a 45 minute program. Uses 11 tubes; four 24 screen grid, two 45 power amplifier, four 27, and one 80. Double-tuned input circuit prevents crosstalk and permits the use of any length antenna. List, \$312.50 complete with tubes.

The 11 tube Highboy has the same chassis as the combination. Cabinet is in pencil stripe walnut with carvings and quilted maple overlay. \$189.90, complete with tubes. The Lowboy, also an 11 tube set, is housed in a cabinet of American black walnut, with instrument panel of V-shaped Oriental wood, butt walnut panels and arch, American Gobelins tapestry over the speaker. \$164.50, complete with tubes. All three models have automatic volume control and four qualities of tone.

Bosch Combination

A radiophonograph combination has been introduced by Bosch for Pacific Coast distribution. The new combination is supplied with either the Standard 8 tube receiver or the DeLuxe 9 tube set, equipped with the latest type electric pick-up and turntable. One cabinet type is used, an open face semi-highboy of Early English design, in walnut, with panels of diamond matched striped walnut.

Three New DeForest Audions

Three standard two-volt audions including an all-purpose type, a screen grid type and a power tube, are announced by the DeForest Radio Company. The 430 audion is an all-purpose tube with 2.0 volts filament voltage, filament current, 60 milliamperes; maximum plate voltage, 90 volts; grid voltage, 4½; plate current, 2 milliamperes; amplification factor, 8,8; plate resistance, 12,500 ohms; mutual conductance, 700 micromhos. The 431 audion is a screen grid amplifier; filament voltage, 2; filament current, 60 milliamperes; maximum plate voltage, 135; plate current, 1.5 milliamperes; control grid, 3 volts; screen grid, 67½ volts; amplification factor, 440; plate resistance, 800,000 ohms; mutual conductance, 550 micromhos. The 432 audion is a power tube; filament voltage, 2; filament current, 130; maximum plate voltage, 135; grid voltage, 22.5; plate current, 8; amplification factor, 3.5; plate resistance, 4,000 ohms; mutual conductance, 875 micromhos; undistorted power output, 170 milliwatts.

Philco Automobile Set

Philco has incorporated Transstone, and is producing a new Philco Transstone screen grid automobile radio. The new set is self-contained in one unit except for the electrodynamic speaker. Three permanent mounting bolts attach it to the dash out of the way. The control panel is mounted on the instrument panel, is oval in shape, with a volume and tuning knob, and has an illuminated scale. The chassis employs three 24 screen grid tubes, two 01A, and two 71A, and is shielded.

La Fey Models

La Fey radios, manufactured by Brown & Manhart, Los Angeles, include two new screen grid micro-radio models—a Table Model, and a Studio Model. Each type employs an auto steel cadmium plated chassis, shielded; accessible fuse block and switch for 110 or 120 volts, new-type electrolytic condensers, 110 to 120 toggle switch, and uses a Magnavox dynamic speaker. There are seven tubes; three screen grid, one power detector, one 227, one 245, and one 280. The cabinets are of English linen-felt design. Table Model, \$69.50, complete. Studio Model, \$79.50, complete.



New Jewell Test Oscillator

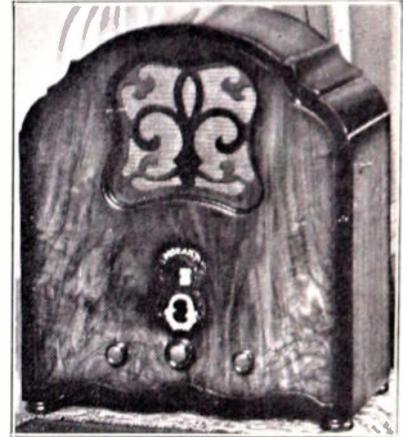
A portable test oscillator has been added to the line of radio servicing equipment manufactured by the Jewell Electrical Instrument Company.

The Pattern 560 portable test oscillator, complete with tubes, batteries and triple range output meter. List Price \$97.00; Dealers' Price \$72.75. Prices \$72.75, \$82.00 and \$61.50 without meter.

Kellogg Mike and Transformer

No. 29 microphone is a new development of the Kellogg Switchboard and Supply Company, Chicago. With handle, it is 6½ inches in length and weighs about 10 ounces. The diaphragm is protected by a fine mesh steel screen. The exterior is of a black nickel finish. It is supplied with a 60-inch test cord.

A matching transformer designed to be used with the No. 29 mike has also been developed. The microphone is connected to the primary side, which then feeds into the grid circuit of the amplifier through the secondary winding. It is a transformer furnished with a single cord with built-in microphone.



Three Mozart Models

The Mozart Radio Company, 100 West Washington Street, Los Angeles, is manufacturing the Mozart radios in three models. All of these use 11 tube chassis with screen grid detector, one 245 in push-pull, and one 80. Tone control, plug key jack, and a 100 ohm distance switch are other features of the Mozart sets. The cabinets are in two types, with modernistic design. The sets are priced at \$69.50, complete.

Develop Short Tester

A short tester and preheater has been developed by the Supreme Instruments Corporation, Greenwood, Miss. The device, Model 30, not only serves the purpose of preheating heater type tubes in advance of more thorough testing, but also detects open filaments and shorts between the various elements of the tube. Six tubes can be preheated in the instrument at one time. \$32.50 list, \$22.40 to dealers.

"Melotone"—25 Cent Brunswick Record

A new phonograph record, the "Melotone," priced at 25 cents, has been produced by the recording division of the Brunswick Radio Corporation. This record does not replace any of the other Brunswick series, but brings to the low price field hit recordings—two good tunes on every disc.

G-M's Midget

The "Little General," a General Motors radio in "clock size" proportions, is only 19 inches high. The cabinet is of Gothic design, and can be had in three colors. The all-steel chassis uses six tubes (four screen grid), electrodynamic speaker and G. F. tone selector. Suitable as a "second" radio, for guest room, den, nursery, college dormitory or servants quarters. Price, \$74.60.

New Universal Mikes

"Baby Mike," manufactured by the Universal Microphone Company, Ltd., Inglewood, Calif., is a single button carbon microphone of 200 ohms resistance. Mounted in a die cast mounting 3½ inches high, and weighs 12 oz. The Baby Mike has a circuit adjusting screw near press button for leaving circuit open or closed. It is finished in Statuary Bronze, with gold plate button. \$7.50, complete with plug adapter, 25-foot cord and pin plugs for connection to jack or binding posts.

"Handi Mike" is another Universal product, built in two models—Regular, and Special Home Recording. The unit is constructed with gold plate button, eye for hanging when not in use, off and on toggle switch, and is mounted in sound dampening resilient felt. Length over all, 6 inches; diameter of head, 2¼ inches; weight, one pound, \$10, complete with 15 foot cord.

Patterson Radio

SCREEN GRID



Junior Model
\$6950
Complete

STRAIGHT EIGHT



**SUPER
TUBES**

4- 224
SCREEN GRID
2- 245
PUSH-PULL POWER
1- 227
1- 280
FOUR GANG CONDENSER
IMPROVED MAGNAVOX
DYNAMIC SPEAKER
TONE CONTROL
WALNUT
CABINET



Console Model 89
\$8950
Complete



Patterson "8" Chassis

IMPORTANT

Do not confuse the PATTERSON with the innumerable so-called midgets now on the market. Patterson has been building quality radios since 1920. They are guaranteed equal in performance, quality of material and eye appeal to any radio selling for twice the Patterson list. Remember this, "there is no substitute for quality."

PATTERSON gives the dealer new freedom from servicing . . . for the PATTERSON is proof against the troubles that spoil ordinary radio reception and, best of all, a big profit in this wonderful radio line . . . discounts that work wonders for the profit side of your ledger.

Write, Wire or Telephone for Information

PATTERSON RADIO COMPANY

239 S. Los Angeles Street

Los Angeles

Manufacturers

Since 1920

NEW WESTERN STORES

California

Radio Sales and Service Shop is a new store in Elsinore, Calif., owned by Walter Yance, of Corona. Harold Morton is in charge of the business.

* * *

Standard Stores, Inc., has leased a two-story building at 818 South Flower Street, Los Angeles, and handles Majestic radios and electric refrigerators, in addition to the regular stock of supplies. Nate Bershon is president and general manager of the company.

* * *

Benders Radio and Electric Service, for the past year located at 2130 West Jefferson, Los Angeles, has moved into larger quarters at 2113 West Jefferson—just across the street from its old location.

* * *

J. F. Hink and Son, Inc., recently opened a radio salon on the mezzanine floor of their store in Berkeley, Calif., and handle four standard makes of radios—Sparton, Atwater Kent, Philco, and Westinghouse. The Hink radio salon is under the management of M. C. Dolson.

* * *

MacKenzie Smith Electric Company is now in its new home at 431 North Beverly Drive, Beverly Hills, Calif., with a complete line of General Electric products, including refrigerators and radios.

* * *

Agencia Mexicana Distribuidora de Musica has been opened in San Bernardino, Calif., by William Orozco. Orozco is well-known in that district, and it is his intention to cater to the musical needs of the large Mexican population there.

* * *

Erich's Radio Service, is a new Manteca, Calif., store, recently opened by L. H. Clark and Tilman Heron, formerly of Stockton, Calif. They are handling Sparton, Philco, and Radiola sets. They have also established a branch store in Sonora, of which Clark is in charge. Heron manages the Manteca store.

* * *

Spriggs Brothers Hardware store in Azusa, Calif., is now the local Gilfillan distributor.

* * *

Radio Service Company was recently opened at 2209 Coast Boulevard, Costa Mesa, Calif. The new firm, formed by J. C. Denison, formerly of Newport Beach, and L. W. Weber, a Los Angeles man, carries Westinghouse, Clarion and Rola sets.

* * *

Mrs. Alice Bereth, in the sheet music department of local music stores for the past 16 years, has purchased the sheet music department of the Ferguson Music House, San Jose, and will go into business for herself.

* * *

Los Angeles Electrical Distributing Co., has established headquarters at 11344 Santa Monica Blvd., West Los Angeles, with H. J. Redman as district manager.

Mountain States

Orton Brothers, of Butte, have opened a branch music house in Havre, Mont., under the management of W. J. Nance. The new store will be dealer for Victor radio and for every variety of musical merchandise.

* * *

Border Radio Shop, Douglas, Ariz., carries in stock a full line of radio parts and Grebe and Stewart-Warner radios. It is in charge of Art Crusan, radio engineer. The shop has already been providing a broadcast service at ball games and other public events.

* * *

McFalls Radio Shop, devoted exclusively to radio, was recently opened in Miami, Ariz., by L. E. McFall, of the McFall Auto Parts Company. The shop has been made the exclusive Gila county dealer for Bosch, Sparkman, and Austin Midget radios. The repair department is under the supervision of G. E. Evans, radio technician.

* * *

Graber-Garchime Music Company, Inc., has been established in Las Vegas, Nev., carrying a stock of Baldwin pianos, Clarion and Majestic radios, and Majestic refrigerators. The new company is a combination of J. W. Garchime's music business in Las Vegas, and that of J. F. Graber, who sold out his store in Visalia, California.

* * *

Radio Sales and Engineering Corporation, exclusive Graybar radio dealers, have opened a new store room in the New Temple Square hotel, Salt Lake City, Utah. The same personnel is maintained with one or two additional men including Frank Gates, who was formerly with the radio board in Washington, and later with Warner Bros. Studios as technician. Mr. Gates is assisting with the promotion of this company. Their former offices were located with KSL. Their new show room is centrally located and has been well furnished.

* * *

Mayfield's Radiola Shop will be the new name of the Radiola shop at 70 West Fourth South, Salt Lake. Manager Mayfield deemed this change advisable as he recently took over this concern and moved quarters uptown from Ninth South. He handles RCA and several other lines. The shop has been cleverly advertised and Mayfield's latest stunt is a feature comic strip weekly in papers.

* * *

Weaver's Music Store, Lewiston, Idaho, recently held a formal opening at 720 Main Street. A delightful musical program by talented local artists and pupils was given to which the public was cordially invited.

* * *

Opening of a new special radio salon department at Korrick's department store was announced recently. This store is located at Phoenix, Arizona. The radio salon is located on the mezzanine floor and will be operated by *Arnold Gregory*, department manager, who will be assisted by Harrison C. Duff and C. R. Anderson.

Barnhart's Music House has taken space in the new Peterson Watch Shop in Cashmere, Wash. Oscar Jorgenson assumed the management of the store, and Russel Malsbary is repair expert. The store has been stocked with a complete line of Victor radios, sheet music and records. A tubometer is being used for the use of patrons in checking their tubes.

* * *

Rhodes Department Store, Seattle, has extended its facilities into the field of radio merchandising, by establishing a new radio department, completely equipped for sales and service. It is under the general direction of Fred R. Mast, and the personal supervision of B. W. Burtch, with Burnell R. Dickson handling service. Radio lines handled are Philco, Brunswick, General Electric, Crosley, Majestic and Master Midget.

* * *

Howay Hardware Store, at 3410 Fremont Avenue, Seattle, recently appointed Atwater Kent dealer, is equipped to handle sales and service of that line. This is the advent of Howay into the radio field, no sets of any kind having been handled by the store before.

* * *

World Music Shop, a new international phonograph record store, is an unusual record shop in downtown Portland, Ore. Maxwell Ball, a former theatrical man, presents a stock of foreign records from all parts of the earth—Swedish, German, Chinese, Mexican, Icelandic, Gaelic and Russian. The records are arranged in bins, from which the customers serve themselves. The shop is located at 149 Second Street, Portland.

* * *

Majestic Radio-Refrigerator Company opened in St. Helens, Ore., under the management of W. R. Steadman. The new store will carry phonograph records, musical accessories and sheet music, in addition to radios and refrigerators.

* * *

Sunnyside Radio Service, 1043 Belmont Street, Portland, Ore., was established by Frank Amato, formerly employed by the Radio Headquarters as expert service man. He carries in his salesroom Fada, Majestic, and Gilfillan radios.

* * *

Radio Service Shop, 125 North Eighth Street, Klamath Falls, Ore., was recently opened in connection with the Service Electric Company. The firm is specializing in radio installation and repairs for all makes. Charles B. House, manager, owns and operates a licensed short-wave station, also in Klamath Falls. The shop has the agency for Clarion radios.

* * *

Lone News Stand, Medford, Ore., is the new location of a radio shop maintained by D. L. Lawton, who handles Gilfillan, Austin, and Rembler radios.

* * *

David Satre and Arnt Sagen of East Stanwood, Washington, have purchased the radio shop formerly owned by William G. Bonser. They will operate the shop under the name of the Radio Electric Shop.

* * *

M. A. Christopher and J. Kenneth Windley have opened a new concern known as the C. & W. Radio Laboratory in Chehalis, Washington.

ONE GLANCE

REVEALS ITS
CHARACTER

A Product By

BROWN & MANHART

Means Quality and Endurance . . . Enthusiastic Consumers . . . Profiting Dealers . . . and Less Servicing.

Quality that Endures . . . has ever been the watch-word in the Brown & Manhart shops. We have never made boasts of large daily production schedules. But the product from our shops has been of the pride of the craftsmen who builded it.

Each radio, each chassis, each component part, has been above all else the finest that money could buy or human ingenuity could devise.

In the new merchandise of 1931, quality that endures and perfected tone will be the prime essentials of success.



The

BROWN & MANHART

Radio Manufacturing Co.

6219 So. Hoover

Los Angeles, Calif.

Manufacturers of

ROAMER

and

La Fey



R. E. "DICK" SMILEY
Sales Manager



H. C. BLAKESLEE
Pacific Coast Manager



ROY BURLEW
President

These Kenrad officials, having just completed their annual sales conference at the Owensboro factory are scheduled to visit the West Coast in February.

PIANOS AND AEROPLANES

Written on letterhead with Curtiss Wright and Stinson Detroit airplanes at the top and Ampico, Chickering, Knabe, Gulbrandsen pianos at the bottom. Gene Redewill writes from Phoenix of a side line that has a quick turn-over. No kidding, he is serious about it—means business

Dear Byams, et al:

"I AM SO SOLD ON THE IMMEDIATE FUTURE of airplanes that I predict that your name will soon have another addition, thus: 'Western Music, Radio and Airplane Journal.' The first thing the layman thinks of when airplane is mentioned is a crack-up. This is wrong. Just as erroneous as the views of a farmer member of a school board who thinks that music is effeminate and only intended for girls.

"After making a rather complete investigation of the airplane business I find that, There are 14,000 licensed pilots in the United States and among them NO SALESMEN. I find that nearly every accident is caused by transgression of the rules of the Department of Commerce governing aviation. If the hard business man wants a real kick in life, and will go to a good aviation school and learn to fly properly, and will not buy the condemned junk on the market, but a modern airplane, his chance of any accident is less than on the ground.

"And I feel that now is the time to get in on the ground floor, and when the wave comes, with prices of planes within the reach of all, one should have his pilot's license and know the aircraft business thoroughly; not like a fellow who thinks he is a piano man because he once sold a Jews harp.

"I needed something with a quick 'turnover'—so naturally chose the airplane field (pardon the pun).

Nevertheless, seeing that other piano and music firms have dabbled in ice boxes, washing machines, radios and what-nots, I feel that no surprise should be occasioned by the addition of airplanes to the piano business.

"I do not mean to say that the piano business is all taboo. The piano business is and always will be a good going business. The phonograph had its wave and stimulated it. The radio is doing likewise now. But like the phonograph, radio will be hit with television, and then Radios will be spelled by dropping the "R". So, we should all look ahead.

"To show the stability and soundness of the airplane business, one can now buy an airship on payments, and get full insurance coverage at only slightly higher than automobile premium rates.

"To show my personal feeling in the matter, I carry full coverage on all my autos but have not thought it necessary to take out any insurance on my airplane. One's life insurance and accident policies are not materially affected. I find that only my double indemnity is affected in my policies, so, when the hard headed actuaries think well of airplanes as risks there must be something to it.

"I feel no sensation of great height, dizziness and nausea in flying. The scare is a bugaboo, like a three-year-old kid being afraid to go into a dark room. Once you get going—according to the Department of Commerce rules and regulations—you will feel as much at home and unconcerned as I am sitting at a desk writing this letter.

"COME BUY MY AIRPLANES,"

GENE REDEWILL.

Putting Interference on the Spot

By HAROLD JENSEN

INTERFERENCE is perhaps the greatest difficulty that radio has to encounter. The Mountain States Music and Radio Trades Association of Salt Lake has taken the initiative in helping to alleviate this evil. At the beginning of 1930, J. G. McCollum was appointed by the association to head a committee in charge of this work.

As some money was realized from the radio show held in Salt Lake City during the convention of the Western States Music and Radio Trades Association, it was voted that part of this could readily and wisely be spent in bettering conditions. A small monthly salary was given McCollum, who set out in earnest to help conditions.

The first step was to enlist the co-operation of the Utah Light and Traction Company, whose division superintendent, W. H. Scott, placed a man at McCollum's disposal. The city was divided into districts. The radio stations made free announcements asking those bothered with interference to inform their dealers. Several hundred replies were received and tabulated.

It was found, particularly where electric busses were used in the residential districts, that a real problem was at hand. Whenever a bus went by, noise was more noticeable. This problem was overcome through the co-operation of the bus company.

The uptown district, however, was a greater problem. Generators, elevators and electric signs with flashers interfered with demonstrations in radio stores. Individual cases were given individual treatment and the Neon Sign Company was asked to co-operate. The big RKO Orpheum theater sign nearly put several nearby radio companies out of business, until the trouble (loose connections and a loose coil) was found and cleared up through the co-operation of the manager.

Christmas brought more trouble, for flashers and electric toys were everywhere. Even in homes, where flashers were used on Christmas tree lights and toys were run with electricity, the trouble was aggravated. Dealers were advised to tell their customers that they only themselves could rectify this evil. Result—co-operation and fewer complaints.

Broadcasters

Amos 'n' Andy Change Hour

Nightly episodes of Amos 'n' Andy are now reaching Pacific Coast listeners a half-hour earlier. They are now on the air between 8 and 8:15 o'clock P.S.T., every night except Thursday. On Thursdays they come on the air at 8:30 p. m. as usual.

Bobby Jones To Go On Air

Bobby Jones, winner of the four major golf championships for 1930 and recently voted the most popular amateur in America, has signed a contract to deliver a series of talks over the N.B.C. network. He is heard each Wednesday night from 8 p. m. to 8:15 p. m. (Eastern Standard Time).

Give Band Instrument Lessons

Michigan University of the Air will offer five weekly half-hour lessons in the playing of all band instruments (except drums) beginning Monday, February 16 at 2 p. m. Eastern Standard Time. The lessons will be broadcast over station WJR Detroit.

Agricultural Lectures Aid Farmer

A new type of public service broadcasting, in which the United States Department of Agriculture and the N.B.C. join hands to serve the agricultural interests of the western states, is now being broadcast daily—except Saturday and Sunday, from 12:15 p. m. to 1 p. m. on the Western Farm and Home Hour program.

Public Taste Changing

Audience mail received by the National Broadcasting Company's New York audience mail department has increased nearly 100 per cent during 1930, showing that the public is developing into a vast army of program and music critics.

A survey reveals that there has developed a strong demand for the better type of music, special events and drama—particularly the serial type. Jazz, in general, either is losing favor or the jazz fans do not write to the broadcasters.

Examiner Visits KSL

Ellis C. Yost, chief examiner of the Federal Radio Commission, visited Salt Lake City, consulting with Chamber of Commerce and Radio Corporations officials relative to granting the permit of KSL broadcasting station to increase its power to 50,000 watts. It is a 5000 watt station at present.

Vernon W. Collamore has been appointed general sales manager of the Grigsby - Grunow Company, Majestic manufacturers. Collamore was with the Atwater Kent Company for eleven years, having been sales manager for the past seven years. The appointment was made by B. J. Grigsby, chairman of the board. Collamore's predecessor, Don N. Compton, is now vice-president and treasurer.

Move To New Offices

Radio and Music Trades Association of Southern California, Ltd., has moved to new quarters in the Chamber of Commerce Building, Los Angeles, Room 234. Phone WEStmore 3481.

W. C. Ludri, executive head of the Columbia Phonograph Company in America, and well known in the West through his many trips here, again visits the Western branches of Columbia in January, coming down the Coast from Seattle to Los Angeles and then returning home.

He has already stated that it was his opinion that more radios will be sold in 1931 than in 1930 although the price per unit will be somewhat less. He stated further that there appeared to be a tendency for most manufacturers to favor superheterodyne chassis.

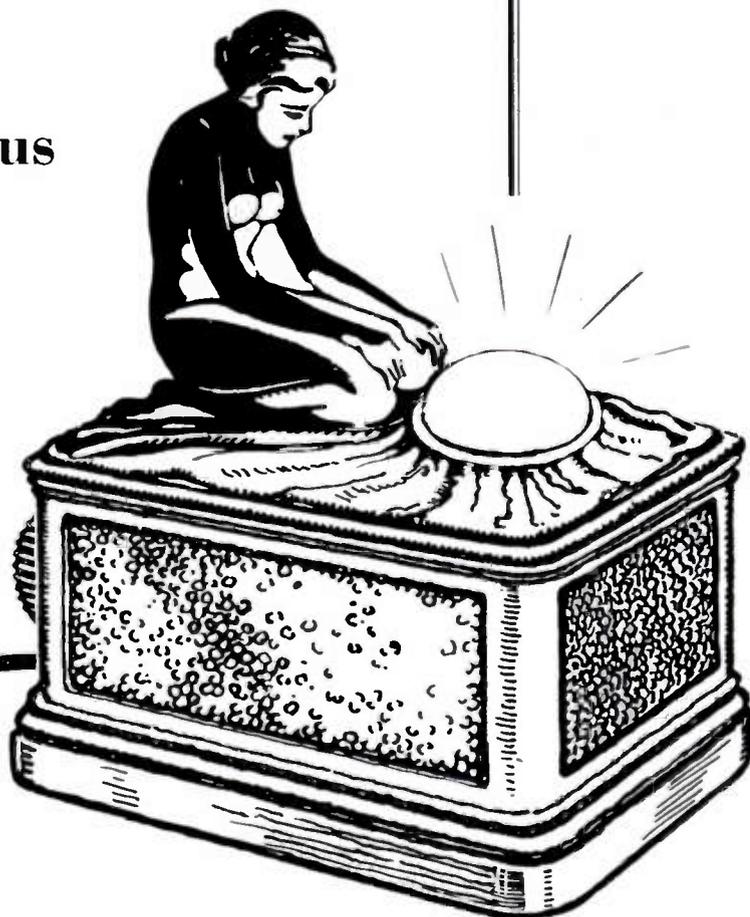
The Patterson Radio Company of Los Angeles reports that there is a very definite demand for a "Super TRF" midget, judging from the orders they have been receiving for their 8-tube TRF midgets. The TRF midget is tried and tested, is capable of excellent tone, and has very excellent distance-getting ability.

Jack Houshel, well known to the trade through his former connections with Stewart-Warner, has been appointed sales manager of Brown & Manhart, manufacturers of midget radio receivers and consoles.

Brown & Manhart report a very decided increase in popularity of the small console built along the line very similar to a midget "highboy."

E. J. Dykstra, general manager for the Transformer Corporation of America, is visiting distributors in the states of California, Colorado, Oregon and Washington, and is personally introducing the new Clarion models 61 and 70.

Royale Luminous Tone Control



Colored Lights
Show Different
Tones
White
Green
Red
Purple

AGAIN

Dr. Lee DeForest Leads in Radio Discoveries. Larger Profits—Quicker Turnover—Easily Installed, and at a Low Price

The Royale Luminous Tone Control was created by Dr. Lee DeForest, the inventor of Radio Tubes.

Positive tone control—each tone is shown by different colored lights—White, Green, Red and Purple.

The Royale Luminous Tone Control modernizes the old Radio set

\$6.95

Lee De Forest Mfg. Co., Ltd.

(Not connected with original DeForest Radio Company)

138 W. 17th St. Los Angeles, Calif.

Exclusive Sales Representatives

BALDWIN PACIFIC, LTD.

138 W. 17th St. Westmore 5987 Los Angeles, Cal.



A Word From The Wise

Otto B. Heaton, president, National Association of Music Merchants: "I can hear someone say that there are now too many dealers to supply the present demand for pianos. This is not true. The trouble has been that too many dealers have been waiting for somebody to 'demand' pianos."

W. J. Zucker, vice-president, Stewart-Warner Corporation: "The coming year will see a large increase in radio sales in the rural and small town field. Radio offers the farmer a daily service as important to him as the ticker tape is to a Wall Street operator."

Elton J. Buckley, counsellor-at-law, Philadelphia, Pa.: "I have seen hundreds of so-called inspirational mottoes hanging out walls of business men's offices, but I never saw one which is as important as 'Get It In Writing,' or 'No Gentlemen's Agreements!'"

A. G. Gulbransen, president, Gulbransen Company: "Piano merchants putting the proper effort in sales of pianos will realize results that prove a profitable part of their business. Today, the piano merchant will have to sell other merchandise besides pianos, so as not to depend upon the piano business for the entire overhead."

Will A. Watkin, president, Will A. Watkin Company: "Pianos are being sold now at pre-war prices. I am asked every day if the price level will sink this year, and I am positive that it will not."

D. F. Ketcham, in charge of sales promotion, E. T. Cunningham, Inc.: "There exists a tremendous replacement market on radio sets—analyze last year's sales and you will find that many sets sold were bought by people who already owned receivers. . . . There is a vast number of sets which need toning up."

KIMBALL PIANO

FRANCHISE

EMBRACES - The most salable 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*

! WATCH !

For the New

SINGER

MIDGET

LINE-UP

! !

P. S. (Next Month)

● ● DURING
 1931...SELL
 THE PUBLIC
 WHAT IT
 WANTS.....
 AND RIGHT
 NOW IT'S
 DISTANCE..
 IN ANY FORM
 .. DISTANCE



The NATIONAL

Short Wave Receiver

is the "Fandom" Sensation

Because AT LAST, after years of experimentation, National has perfected a shortwave receiver that is SIMPLE to operate, having a single dial control is INEXPENSIVE, costing less than many medium-priced T. R. F. sets and breaks at a time when the public is showing an intense interest in distance broadcast stations report astoundingly increased DX fan letters the DISTANCE BUG is again rampant.

Get on your toes, dealers Give the public what it wants when it wants it put a NATIONAL "THRILL BOX" on your doorstep where your customers can listen to Germany, Holland, France, Russia, England and Australia in clear, mellow tones CASH in on this market!

Send immediately for full particulars!

• THE NATIONAL CO. •

W. H. COOK

LAUGHLIN BUILDING

LONG BEACH, CALIF.

●
 TUNE
 IN

Germany

Holland

France

Russia

England

Australia

*On the Loud-
 speaker!*

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Music and Radio Headquarters at SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath and Shower

Single - - - - -	\$2.00 & \$2.50
Double - - - - -	\$3.00 & \$3.50
SUITES AND SPECIAL ACCOMMODATIONS FOR FAMILIES Convenient to Theatres and Shops Radio Connections in Rooms Spacious Lobby and Mezzanine	

Garage Under Same Roof

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of RENE A. VAYSSIE



Assembly room of the new Echophone factory at Waukegan, Ill., which produces a thousand sets daily.

Classified Advertising

Want a Job? Want some Help? Free Ads!
 If so, tell us about it, and we will be glad to pass the information on to our readers in these columns without charge to you. If you want a job, send in the details of your experience and qualifications, giving your full name and address. If you want help, state your requirements. Let Western Music and Radio Trades Journal help you solve the unemployment problem.

HEATHMAN HOTELS

530 ROOMS

The HEATHMAN
Park at Salmon

Hub of the shopping and theater districts - and facing Park Block.
Garage across the street.

The NEW HEATHMAN
Broadway at Salmon

RATES

\$2.50 up Single room with bath
 \$3.50 up Double room with bath

Concerts twice daily on \$25,000 organ

Portland, Oregon

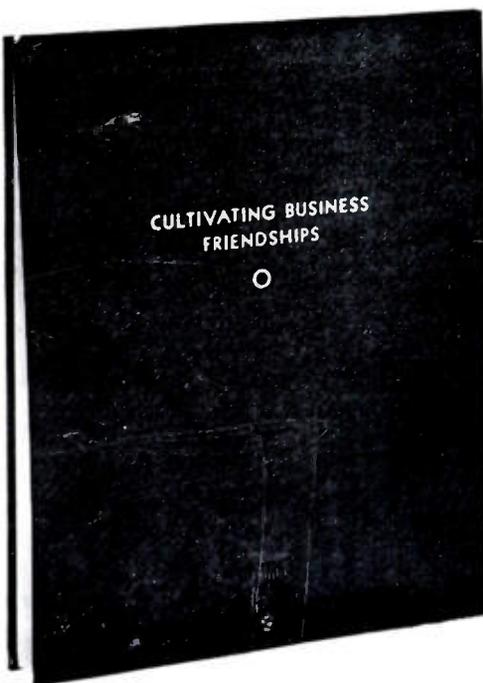


Tube Sales are Going Up Wherever this Plan is Used

NEVER BEFORE has tube selling been so easy and profitable as the new Sylvania Dealer Plan makes it. This modern merchandising program brings you prospects you never knew you had—makes more sales for you than you ever before thought possible.

Tube replacement volume is multiplied. You make more sales of radio and electrical equipment. And the people in your neighborhood are brought into closer contact with your store through this marvelous business-building plan.

Here's the first *real* sales help the radio business has ever had. If you're a progressive dealer—if you're looking for ideas that pay—send for the sound, flexible, intensive business - boosting plan. *Today!*



*Use
The
Coupon*

It's the tube that makes the radio

Sylvania

RADIO TUBES

Licensed Under RCA Patents

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WR 131

SYLVANIA PRODUCTS CO.
Emporium, Pennsylvania.

I'd like to have more details
about your new Sales Plan.

Name _____

Address _____

City _____ State _____

JAN 31

Marvelous Tone

Amazing Distance
Knife-Edge Selective
Beautiful Cabinetry

\$119.60



Model 108
Lowboy

An exquisite cabinet . . . by master craftsmen of fine furniture . . . housing the famous full-toned Gilfillan radio chassis.

Gilfillan Radio

AFTER years of successful building of radio receivers specifically designed for Western reception, Gilfillan engineers incorporate their valuable technique in these splendid instruments . . . the Lowboy (shown above) at \$119.60, complete . . . the Semi-Highboy, at \$149.60 . . . and the Combination at \$159.60 . . . representing values that Western buyers instantly appreciate.

AND OTHER FEATURES INCLUDE

Pre-selector tuning. Band pass filter. Linear Detection. Automatic Aerial Adjustor and many other advanced engineering features.

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