

WESTERN

Aug 1930



# MUSIC AND RADIO

## TRADES JOURNAL

AUGUST

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34 service charge



**The MASTER of Them All!**

The Master Radio Mfg. Co., Ltd., 3550 South Western Ave., Los Angeles

THE MASTER WHOLESALE RADIO CO.

Phone LA 4770

Los Angeles

Southern California Distributors

# COLUMBIA ANNOUNCES

the new engineering advance in radio---



## COLUMBIA

### TELE-FOCAL POWER DETECTION

**T**HIS most modern of scientific receiving systems at last gives you a startling new brand of broadcast performance to sell.

Because—TELE-FOCAL Power Detection gives the new Columbia Radio uniform, blade-like selectivity from one end of the dial to the other. And a marvelous non-distorting sensitivity, which pulls in distant stations clearly on all wave-lengths—right through powerful locals, and without amplifying static.

Just think how performance like this will sell Radios for you! For Columbia TELE-FOCAL Power Detection now puts at your customers' finger tips a host of new stations and new programs—where before now, have been only silent, useless dial divisions!

What's more, the new Columbia Radio offers your customers *Automatic Volume Control*—accomplished with only one tube instead of the usual two. This means that the Columbia Radio doesn't require tube-teams that must be specially selected or matched. And to replace a tube, just another good tube is needed. This exclusive Columbia feature not



(Illustrate Model C21)

Columbia Model C21, High-boy cabinet. List price, \$185.00 (less tubes)

The Low-boy Model C20, lists at only \$145.00 (less tubes)

only is an additional sales-point in convenience and economy—but in finer operation, too!

If you have not yet received complete information about this sensational instrument, get in touch with your nearest Columbia Distributor—or drop us your card right away!


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In Canada: Columbia Phonograph  
Company, Ltd., Toronto.

## the New Columbia Tele-Focal Radio

RADIO DIVISION



TELEPHONE 632-75

DOBYNS FOOTWEAR BUILDING  
435 PINE AVE. LONG BEACH, CALIF.  
August 9, 1930

Westerner Radio Co.,  
1268 South Alvarado St.,  
Los Angeles, California.

Gentlemen:

A few weeks ago we purchased three of your \$59.50 Westerner Midget Radios.

These sets are being used as Monitors in the studio and for remote control.

It was only after extensive research work that we decided to purchase your machines as our tests are very rigid and we are more than pleased with them as regards tone quality, volume and selectivity.

May we extend our congratulations and wish you every success.

Yours very truly,  
*Jay Topp*  
CHIEF ENGINEER KGEK

# Unsolicited Praise

▼ Greet the New ▼

# WESTERNER Radio

The  
**\$ 59<sup>50</sup>**  
 Wonder Midget  
 . . .  
**PUSH-PULL!**  
**—45'S**



The demand is answered! From all parts of the country came requests for the new "Push-Pull" Midget . . . the big set performer . . . in distance . . . tone . . . and value! The new Westerner with its sturdy and powerful chassis operating two 245's through a dynamic speaker has by far passed

*By handling the new Westerner in your store in addition to the "big" lines you have, you sell your public the best in all lines.*

all expectations of ability in a midget radio. . . Hear it and know why the new Westerner is now constantly in demand!

*Wire, write or phone for your franchise and get the "jump" on your territory. . . "The Westerner Pays You Well."*



# WESTERNER RADIO MFG. CO.

Peck Bros. & Bartle, Distributors  
13th and Taylor Sts.  
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1268 South Alvarado St.

Los Angeles, Calif.

To the Radio and  
Music Trade of  
Southern California

**NATIONAL  
CARBON  
COMPANY**

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**RAY THOMAS, INC.**

**Southern California  
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**EVEREADY  
RAYTHEON  
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the reason”. *Four Pillar Ruggeo Construction.*

We Solicit Your Business, Complete Stocks, Im-  
mediate Delivery, Liberal Replacement Policy.

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1224 So. Hope St.

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**..EVEREADY..**

# Western Music and Radio Trades Journal

Published in the West—  
—For the West

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Exclusively for the Western  
Merchant

●  
Spokesman of the Western Music  
and Radio Trades Association

●  
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*Becomes Associate Editor*



*Shirley Walker*

Beginning with the next issue Shirley Walker becomes Associate Editor of Western Music and Radio Trades Journal, dealing specifically with the problems of music and radio merchants. Mr. Walker has recently resigned his position as sales manager of the General Paint Company, San Francisco, and has established himself as an advertising and sales counselor in the Russ Building, San Francisco, directing selling campaigns, distribution and market analysis.

Shirley Walker is one of the best known music and radio merchandisers in the West. For years he was advertising manager and later controller of Sherman, Clay & Company, and a member of the Board of Directors.

Walker is a past president of the San Francisco Advertising Club, the Music Trades Association of Northern California, the San Francisco Retailers Merchants Association, and former Secretary of the Western Music and Radio Trades Association. He is eminently qualified to discuss, direct and edit material for music and radio merchants. The publishers take pleasure in announcing his new affiliation with Western Music and Radio Trades Journal.

## BYAM PUBLISHING COMPANY

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# WALTHAM

Again Leads the  
Radio Field!

## SUPER-MIDGET

TONE CONTROL  
4 SCREEN GRID  
4 GANG CONDENSER  
DYNAMIC SPEAKER

Featuring:—

**TONE  
CONTROL**



*W*HEN the line of Midgets you require for your trade must include the following, the Waltham is the line. Tone Control, Local and distance switch, phonograph pick-up, single illuminated dial, four screen grid tubes, one 280 tube and one 245 tube, black walnut dual toned cabinet.

Never a more complete midget radio manufactured. Built especially for those who enjoy the full true round tone that heretofore could not be found in the midget line of radios.

*We challenge any midget in the field. Money cannot build a better radio. We make the statement without fear of contradiction.*

*A Comparison Will be Appreciated*

**\$ 59<sup>50</sup>**

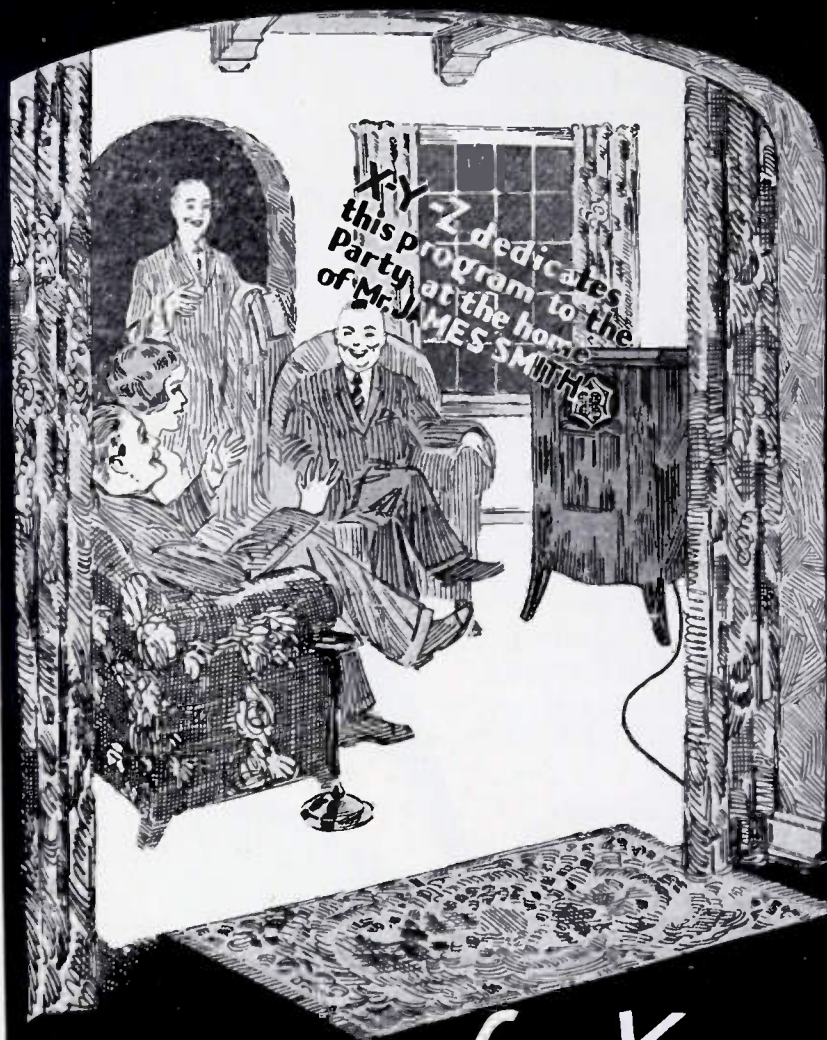
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little  
aristocrat

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and  
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X-Y-Z dedicates  
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A demonstration sells it. A real carbon microphone. Complete in itself, requires no accessories, easily installed on any radio. Lists at \$12.50.

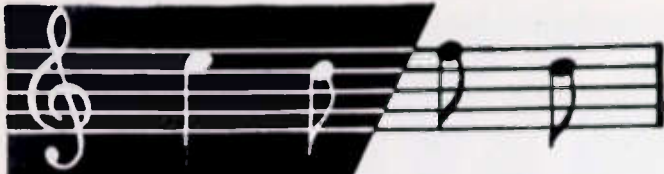
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# A TONE TEST DEMONSTRATION RECORD

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

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

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

### SPECIAL INTRODUCTORY OFFER

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

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

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

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

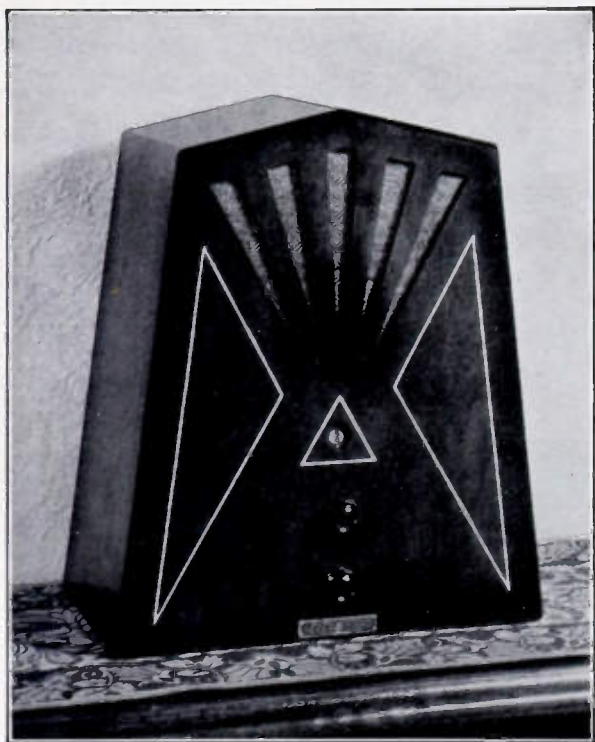
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## "The 1930 Sensation"



Dimensions: 15 3/4 x 14 x 7 1/4 Inches  
Weight: 18 Pounds

The Three Screen Grid  
Electro-Dynamic

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AC MIDGET  
RADIO

### NEW ENGINEERING FEATURES!

We have tested our Radio in every conceivable place where reception is difficult and can recommend it to be, as many tell you, "THE SUPER-MIDGET."

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Distributors and Dealers Franchises Available (Protected)  
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*Announcing*

*The New Price*      \$ **59**<sup>50</sup>  
*Complete*

See It in Booth 45, Ambassador Auditorium

**PLYMOUTH**  
**RADIO**  **CORP.**  
LOS ANGELES, CALIFORNIA

2825 N. Main St.

Telephone CAPITOL 8293

# NOTICE:—

Applications for installations of Speak-O-Phone instantaneous recording equipment in music stores and for exclusive franchises for cities and counties from reputable dealers are now in order. Prior to this time our production schedule did not permit practical consideration of trade expansion in the states of California, Washington, Oregon, Utah, and Nevada.

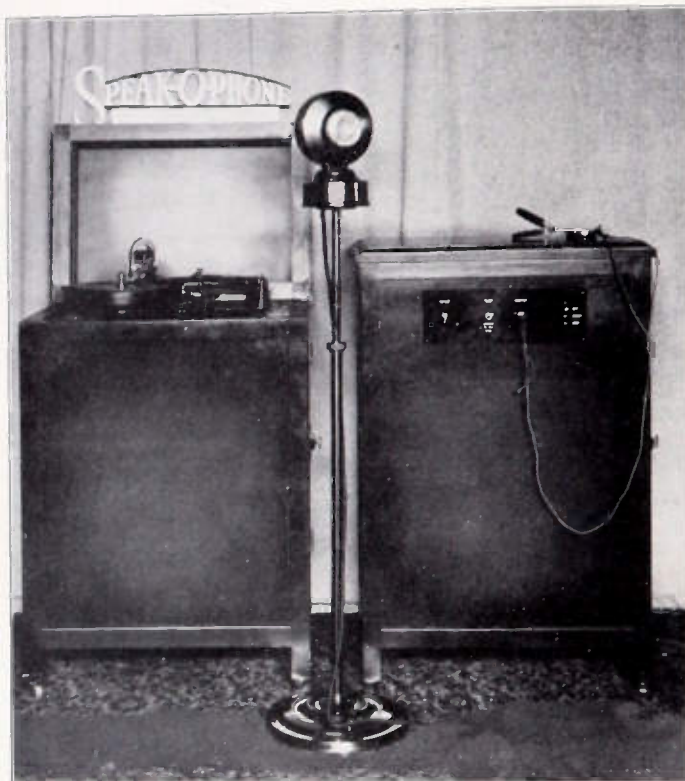
**SPEAK-O-PHONE**  
PERSONAL PHONOGRAPH RECORDS  
REG. U. S. PAT. OFF.

Studios are now operating in many of the finest mercantile establishments of the country, turning out original, reproducible permanent recordings daily. The one innovation that increases normal store traffic, stimulates phonograph sales, makes customers record-minded, and at the same time piles up a daily profit. Among the stores in which Speak-O-Phone equipment is now installed are the following:

Marshall Field & Company . . . . .	Chicago
Davis Department Store . . . . .	Chicago
Stern Brothers . . . . .	New York City
Wurlitzer's . . . . .	New York City
Oliver Ditson & Company . . . . .	New York City
Famous-Barr Store . . . . .	St. Louis, Mo.
Emery Bird Thayer & Company . . . . .	Kansas City, Mo.
T. Eaton & Company . . . . .	Toronto, Canada
T. Eaton & Company . . . . .	Winnipeg, Canada

*In Los Angeles County SPEAK-O-PHONE Studios are now operating in the following well known stores:*

Glendale Music Company, 118 South Brand Boulevard, Glendale.  
Platt Music Company, 832 South Broadway, Los Angeles.  
May Department Store, 801 South Broadway, Los Angeles.  
Platt Music Company, 6614 Hollywood Boulevard, Hollywood.  
Platt Music Company, 28 E. Main Street, Alhambra.  
Platt Music Company, 231 South Western Avenue, Los Angeles.  
Wiley B. Allen Company, 720 South Broadway, Los Angeles.  
Platt Music Company, 340 Pine Avenue, Long Beach.



A complete Speak-O-Phone Recording Unit consists of the following:



- 1—Condenser Microphone
- 1—Microphone Stand
- 1—Recording Machine (Electric Power)
- 1—Amplifier for recording and duplicating
- 1—Super-Magnetic Recording Head
- 1—Diamond Recording Needle
- 1—Monitor Head Set

The equipment is so designed that any intelligent sales person can quickly learn to operate. Retail prices of recording are \$1.00 for a 6-inch disc; \$2.00 for an 8-inch disc; \$3.00 for a 10-inch disc; \$4.00 for a 12-inch disc. Liberal discounts to acceptable Licensees and exclusive territorial distributors.

Address All Inquiries To  
**Speak-O-Phone Corp. of Calif., Ltd.**  
1751 North Highland Avenue  
Hollywood, Calif.

# EDITORIAL



## OF THE MONTH



by

Edward L.  
Geisler

*Vice-President and General Manager, Birkel  
Music Company, Los Angeles*

### PROFITABLE DEPRESSION

**I**N a period of business recession such as we have been experiencing, many business men are apt to wonder concerning their businesses; how long such conditions will maintain; how to conduct one's business during such conditions.

Those of us who have experienced similar conditions before have learned that the weathering of such business flurries can be done with profit if we will closely attend to the most fundamental and elemental principles of business. First, insist that a profit be made on every sale. Follow the dictum of the millionaire who stated "I began to make my first million when I lost the fear of losing a deal." Push sales aggressively, but be sure it is profitably. A penny saved is always a penny earned, but in times like the present it is two pennies earned. Watch small leaks in overhead. See that the entire organization cinches up the belt a notch and works just a little harder. Above all, sit tight and don't rock the boat.

Don't overstock and don't carry too many lines, nor too many models at about the same price. Concentrate your efforts on a few lines and get your turnover to working. Watch your credits and keep an

eagle eye on your collections. Remember every other merchant is after that same dollar. Get your share of it. You will thus hold up your bank account and reduce reverts.

The primal causes that make business bad or good, have already hit bottom and are on the up grade; and will unquestionably have their effect upon improvement of business within the next few months. Every indication points to a good fall business.

Every business that is to be permanently profitable must have a firm foundation, and no business can have a firm foundation unless its proprietors have a firm foundation in good citizenship. And no man can be of 100% value to his country, to his business nor to himself unless he takes part in a few well directed activities outside of his business. Maybe it shall be in clean politics, maybe it shall be in lodge work, or he may take a prominent action in luncheon clubs. Such activities take men's noses from their grindstones. Lifts them up, give them a wider vision. Lets them see the picture as a whole and their part in it. Certainly one should not neglect his business, but a few hours each month spent outside of business makes a better man and a better business.



Lloyd Taylor

I AM still promoting the idea of Music, whether by Radio, Phonograph, Piano, Band, Orchestra, Organ or Voice. Three years ago I used as my slogan: "All kinds of music for all kinds of people." It is still my slogan. I said: "Some music is good for all of us and all music is good for some of us." I still maintain it.

If we take the Bible for our authority, we find that a descendant of Adam, five times removed, was called Lamech. Lamech had two sons. One was Tubal Cain, the first blacksmith. The other was Jubal, the first musician. After about 5,000 years, Tubal and Jubal got together in earnest and we had the first Jazz Band. But we must look upon Tubal Cain as something more than a mere blacksmith. He was an expert worker in metals. He represented the skilled artisan, the technician. And through all the ages, the followers of Tubal Cain have developed, perfected and supplied the instruments upon which the sons of brother Jubal made their music. Truly, we represent an ancient and an honorable industry.

### Art of Democracy

And throughout all the ages we find Music as a fundamental necessity to the races of mankind. It has a universal appeal to all races, all ages, all walks of life. Calvin Coolidge said: "Music is the Art directly representative of Democracy. If the best Music is brought to the people, there need be no fear of their ability to appreciate it." "The Art of Democracy." Nothing there of special training, or a new language, or a set of restricting rules. Music for all of us. And there are a great many true musicians, who love and enjoy music, who know no more about the rules and the technical language of music than many of us know about the rules of traffic.

# Sell Them HAPPINESS

And Make More  
Sales Doing It

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*Ten thousand radio dealers and their salesmen have heard this speech delivered by Lloyd Taylor, of the Sparks Withington Company, before the Convention of the Western Music and Radio Trades Association, and before Sparton dealer meetings throughout the United States.*

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WHERE are we to look for our definitions of Music? We have many opinions. Luther Burbank says: "Music is Fundamental." Dr. Eliot, of Harvard, says: "Music is the best Mind Trainer." From every walks of life, and from the great men of all ages, we find this unanimous praise of Music. From Shakespeare we get a definition. He calls Music a "concord of sweet sounds" and to this we must add "with a meaning." Music must mean something to you if you are to enjoy it. It must appeal. It may appeal to your head, to your intellect. You may enjoy it because of understanding and appreciation through experience and study. This is the type of Music sometimes irreverently referred to as "High Brow." Today, the Radio, the Reproducing Piano, and the Phonograph are making this Music more and more familiar to all of us.

We also have Foot Music. We might call it Muscular Music. It is primitive in its appeal. It invites you to beat time and keep step—to march, dance or wiggle, depending on your age and the company you keep. It is decidedly not intellectual in its

appeal and yet like all Music, we demand that it have a meaning, words, and a title.

And then we have Heart Music. Music of emotion, of sentiment, of inspiration—and here we find the greatest of all our Music. Now, please do not misunderstand me. I admire Head Music, the Classics of the Masters. I enjoy Foot Music, and there are times when nothing can take its place. You cannot dance to a hymn, or march to a lullaby. And both Intellectual and Foot Music may have, as well, an emotional appeal. But the greatest and most valuable of our Music is that in which is retained the sentiments and ideals, the emotions of mankind through the ages. The thoughts and the ideals that have raised mankind above the level of the brute:

### The Popular Song

Here are our love songs—love of sweet-heart, wife, family, home, country and God. And here we find our real popular songs. After all, a popular song is simply one that most of us like. And if we are all honest with ourselves and with each other, we will have to admit that the real popular song comes a little nearer to our hearts and our understandings than any other songs.

After all, the real Popular Song is a simple song, with a universal appeal, with a wholesome sentiment. They are not great as Music, but they have acquired the greatness of being greatly loved. Calvin Coolidge said: "If the best Music is brought to the People"—How are you going to bring the best Music to the people, How are you going to bring people to Music? You know, you have to go where a man is in order to lead him where you want to take him. And that is just what the Popular Song does for Music. It takes a healthy, wholesome sentiment, sets that sentiment to familiar words, and then sets those words to a tune we can whistle. After a man is caught with that kind of

music, he can be given something better, if he thinks he needs it. It is our task to supply "All kinds of Music for all kinds of People." Let each make his choice and enjoy it. And he needs not apologize for his choice. There is no password to Music.

### Choose Your Music— Then Use It

**C**HOOSE the kind of Music you like, and then make use of it. Begin your day with Music and you are off to a good start. There is one thing worth remembering: No matter how deep is the tint of your "early morning blues" the man you have to cheer up, the man you have to get and keep in a good frame of mind, the man you have to get along with, is the fellow you see in the mirror when you take your morning shave. Try starting him off with Music. Turn on your Talking Machine or Radio when you get up. Whistle or sing when you take your morning bath. Singing in the bathtub is a good way to start the day and it also keeps you from worrying about the broken lock on the bathroom door.

It is not the type or quality of Music that counts. It is the spirit of Music. It is not the instruments in themselves that are valuable—it is the Music that they produce. The instruments have value, they have price, but Music itself is beyond value and above price. We might paraphrase the old Persian Poet and say: "I wonder what the Music Merchant buys one-half so precious as the stuff he sells." We are selling more than instruments. We are offering a value that cannot be stated in terms of instruments.

A learned European Scientist recently decided to find out the value of a human being. He resolved the human body into its chemical contents and found it was worth the magnificent sum of one dollar and twenty-five cents. The President of the United States—or a pickpocket. One Dollar and two bits—a Bishop or a Bootlegger—offered for a dollar and a quarter! He found: Fat enough for seven bars of cheap soap; iron enough for one small nail; phosphorus enough for about 2,200 matches; sugar enough to frost a cake; lime enough to whitewash a chicken coop; magnesium enough for one dose of salts; potash enough to shoot off a toy cannon; and sulphur enough to clean the fleas off of one dog. There's the worth of "genus homo" your Lord of Creation—if you base his value on what he is. What is the real value of a man? He is worth just as much as contact with that man means to you, to his community, to his country, to the world. For, hidden away in that physical body is a mind, a spirit, a soul, that makes him worth while. And hidden away in the intrinsic elements of the goods we sell is

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**"There is no more noble vocation in all the world than that of bringing happiness into American homes through the medium of radio and musical instruments."**

LLOYD TAYLOR.

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something beyond value, above price, and that something is called Music—that makes our goods worth while. We are selling,—not the wood and metal, the ivory, felt, and glue that go into the construction of a piano; not the cabinet work and mechanism that comprise a Phonograph; not the tubes and condensers, the circuits and hook-ups, the innumerable "gadgets" and "hoot-nannies" with which the Radio functions; not the wood and varnish and catgut of a violin, or the intricate twisted spun metal of a trumpet.

### Radio Has Vital Place in Music

**W**E are selling in Radio what has taken the place in Music that the daily newspaper fills in Literature. We are supplying to the home, as it never was supplied before, the God-given boon of Music. We are creating a Nation, a world

of neighbors with a better understanding than ever before of each others ideals and emotions and songs.

With the Phonograph and the Reproducing Piano, we are placing at the fireside a priceless library of Music and the means of retaining and commanding the Music and Music makers of the ages.

With the Piano we are supplying the basis, the very foundation of home instruction in Music. If we are to become a Nation of Music Makers, as well as a land of Music Listeners, it can only be by a proper appreciation in the school and the home of the value of the piano as the very heart and soul of Musical Education.

In the instruments of the Band and Orchestra we are supplying to the boys and girls of America the means of character building activity second in value to none. Whether instruments are studied as a future means of earning a livelihood, or as a means to make valuable use of otherwise leisure hours, we know that Orchestra or Band training develops the most desirable traits for the man or woman, the citizen of the future. Sportsmanship, cooperation, discipline. A noted High School Principal once told me that in all his long career in High School work, he could not remember ever having had the necessity of disciplining any member of a Students Music Organization.

Let us preach the gospel of Music as Inspirational, as Cultural, as enjoyable. And let us preach Music as a fundamental necessity. Let us frame upon our walls the words of Woodrow Wilson: "The man who disparages Music as a Luxury and a non-essential, is doing the Nation an injury."

# Enthusiasm

**T**HREE and a half years ago Lloyd Taylor was a salesman in the employ of Sherman, Clay & Company, in San Francisco. He had never made a speech in his life until a luncheon club scheduled him to say something at their next meeting. He did not know what to talk about, so he talked about that which he knew most; the business of selling music.

He threw all the enthusiasm into that speech that he had been putting into his job for years, and the speech went over with such a wallop that he became in great demand for after dinner and luncheon speeches. He delivered his first address of consequence before the Western Music and Radio Trades Association Convention in San Francisco three years ago. He brought the Convention to its feet with applause. Eventually, he made speaking his business; it was like falling off a log for it was the same thing he had been preaching to his customers for years and years.

Today, as inspirational speaker in the permanent employ of Sparks Withington, he is still the same big, two fisted, red blooded salesman with a big heart that he always was, still selling music, by showing others how to sell it.

# Sell Them Happiness

## No Conflict in Various Music Branches

**T**HERE is no conflict in the various phases of the Music Industry. Regardless of where your personal interests lie, no effort that will promote the general idea of Music can fail to help you. We need to think together, to plan together, to work together for the industry as a whole. Cooperation should be the keynote of this Convention, and of every gathering of the members of this industry. We all think and talk of this cooperation. Let's try it. A visitor to an asylum once commented on the fact that 4,000 lunatics were controlled by ten guards. "What would you do if they got together and ganged up on the guards?" he asked. The Guard said: "If they had sense enough to get together they wouldn't be here."

There are many who look upon the Music Industry only in terms of the commodity that they individually are selling. Don't let your own phase of the Music Industry be a narrow gauge, single track going off in your own direction. By all means, let's have a single track but make it broad gauge, big enough for all of us. And let us be sure to all go the same way.

I once heard of a lawsuit that resulted from a train wreck. A young boy was on the witness stand being questioned. He was asked "What was the first thing you saw?" "The westbound train coming down the track." What was the next thing you saw?" "The Eastbound train coming up the same track." "What happened then?" "They bumped." "And what then?" "Well, I said to myself, 'That's a Hell of a way to run a railroad.'"

**A**ND I don't think I've said anything about cooperation that is not agreed to by everyone here. We are all here to discuss the problems of the Music Industry and to find solutions and make plans. But the main thing is to make use of what we learn and to put the plans into practice. Let's see what needs doing and then do something about it. The discussion and planning will not be of any use unless you make use of what you learn. A colored boy once bought a mule for \$4. He came back to the man he bought it from about an hour later and said: "That mule you sold me just ain't NO good. He's plumb blind. I put him in a pasture and he run right over and bumped into a tree. He backed up, turned around and run smack into another tree. He bumped into four or five trees. He can't see a thing." "Oh," his friend said, "you're wrong. That mule ain't blind. He can see all right." "Well, what's the

matter with him then?" "Oh, that mule he ain't blind, he just naturally don't give a dam, that's all."

## Destiny of Music Is Secure

**L**ETS not bump into any trees. Our path is certain and the destiny of the Music Industry is secure because it is founded upon the fundamental needs of the school and the home. The love of music is a natural instinct, and it can be made a great vital force for the welfare of the home and of the nation. We often hear the phrases "The Bulwarks of the Nation," "The First Line of Defense," "The Great American Problem." We hear them variously defined, discussed and settled. But after all, the "Bulwarks of the Nation," "Its First Line of Defense" and its last, its sole hope for the perpetuation and the progress of our country and its ideals, its civilization, its culture, its greatness, is the Home. "The Great American Problem" is now, always has been, and always will be "The Great American Home." And as long as this nation is founded on a sane and happy home life, and its resulting generations of sane and happy American men and American women, we can face without fear whatever the future holds for us.

Now I know that it is customary, almost fashionable, to rave and weep over the present jazz age—to paint a doleful picture of a lunatic nation, overrun by a host of wild-eyed, jazz-mad youngsters, dashing from hell to breakfast to the accompaniment of ribald songs and moonshine.

There are certain long-haired croakers that will try to convince you that our national anthem is "How Dry I Am," that our national bird is "Old Crow," and that our national prayer is "Whoopee." I am not going to paint any such picture. There is no such picture. And when I hear these hopeless critics who see nothing cheerful, nothing fine and wholesome in this country and its present crop of youngsters, I want to laugh—or swear. And for every jazz party, so-called, that they can point to with the finger of scorn and anguish I can point with pride to hundreds—yes, to thousands—of peaceful, happy, sane and law-abiding homes that are producing the finest generation of young men and young women that have ever blessed any land or any age. And there we will see the real America.

They do not make much noise. They do not provide the themes for our popular scandals. But these are the real American homes, the homes where still are taught the homely American virtues of patriotism, duty, love, decency and religion.

And in these homes, we find Music. And when I look at these homes and realize the great part that is played there by music I am proud of my business; this business of creating a better and finer America by creating better and finer homes for Americans to live in, and I am willing to look into the future and face the certain destiny of the Music Industry, ready to subscribe to the slogan proposed by our President this morning: "Happy Days are Here Again." Let us answer the President of the Music Industries Chamber of Commerce and tell him that we have already welcomed the prosperity that is here and that we have forgotten the period when it was absent and that the banner of the Music Industry on the Western Coast is flying high.

## Dundore Will Travel for Schulz & Haddorff

A. C. Beckman, who has represented the M. Schulz Company in the West for the past three years, has recently retired as Schulz traveler and is returning to Chicago.

Arrangements have been made, we understand, with Charles Dundore to take care of the Schulz Company on the west coast. Mr. Dundore is well known in the west having represented the Haddorff Company of Rockford for the past few years. He will continue as their representative, as well as representing the Schulz line.

The present arrangement in representing two independent manufacturers will permit a more frequent visit to the trade. This will tend to place the dealer in closer contact with both the Schulz and the Haddorff factories, and bring to him more direct information.

In a recent letter from H. E. Hewitt, Sales Manager, of the M. Schulz Company, he states that while the retirement of Mr. Beckman is announced with keen regret, they are very happy in having Mr. Dundore as their coast representative, and from reports from the Haddorff factory that arrangement is entirely satisfactory to them. It is pleasing to learn of cooperation such as this between two of the old companies.

Leon M. Lang, for many years connected with Sherman, Clay & Company, and now in charge of special piano sales with the Lyons & Healy, is making his headquarters in Chicago.

# Ken·Rad

*The*  
Fine Tubes  
*of*  
Radio



**T**HIS MONTH—last month—the month before last—full page presentations in *The Saturday Evening Post* are telling the public about these fine tubes every month now . . . Consistent national advertising is only one of the many sound policies that are turning distributors and dealers to Ken-Rad.

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

*A Division of Ken-Rad Tube and Lamp Corporation*

# KEEPING IN STEP WITH TODAY'S BUSINESS



Phillip T. Clay

WHEN I started in business thirty years ago, my father, one of the founders of Sherman, Clay & Co., told me that the piano business was a wonderful business, in fact, it was more like a banking business than anything else that he knew of, inasmuch as we sold our pianos on time, received good interest not only on the cost of the instrument but also upon the selling price and that the security never depreciated.

Also, he stated that when a young couple were first married they usually bought a stove, a bed and a piano because the piano was the thing that gave them social standing in their community, and in those days no home was properly furnished unless the principal article in the living room was a piano. A girl did not feel that her education was complete unless she could play the piano. The manufacturers of pianos seem to have that same feeling, and for many years there were no changes in design of the piano, and it became a stock instrument and was not improved radically the way that the furniture manufacturers changed their designs.

*"As business changes we must keep everlastingly awake to change with it."*

By PHIL CLAY

President, Sherman, Clay & Company

The American people, however, are fundamentally lazy, and when they discovered that they could get good music, both instrumental and vocal, from the talking machine without having to go through the labors of piano lessons, the interest in the piano amongst the younger generation began to decline. The talking machine then became the supreme medium for music, and every home boasted of their library of records.

## Almost Forced Into Radio Business

THE advent of the radio changed the entire complexion of the Music Industry. The music dealer out of self protection was forced to go into the radio business, and in its early stages it was a disastrous experiment. In the first place, there was very little broadcasting and such as it was, was of a poor quality. The sets were operated by batteries which required chargers and eliminators, and I don't believe that there was ever one made that lasted over three months. It was a new business to the music dealer, and he had to engage an entirely new crew of salesmen. The results were such that I used to say that every time we sold a radio we made an enemy.

As the radio improved, the laziness of the American public again demonstrated itself, and they refused to get up and walk over to the talking machine and change the records when all they had to do was to turn on the radio.

The result was that the separate talking machine faded almost completely from the picture, though the large talking machine manufacturers spent millions of dollars in an endeavor to create a desire in the minds

of the public for recorded music. They eventually either went into combinations with radio manufacturers or started manufacturing radios themselves.

I don't believe that there are one-third as many piano manufacturers in the United States today as there were ten years ago. Those who are still in business are the ones who were smart enough to see the trend of the times and switch from the plain stereotyped upright case to small grands in art styles and period models.

There has been a decided falling off this last year in the number of manufacturers in the radio business. Many factories started with the idea of selling stock and not merchandise and a great many of these have fallen by the wayside with the consequent loss to those who invested their money and a general feeling of suspicion on the part of the public of the radio industry, as a whole. Other concerns, however, went into the business as legitimate manufacturers and have maintained the high quality of their merchandise so that the sales in these instruments kept up in a very substantial manner.

So far there has been some success in broadcasting television over a wire but very little has been accomplished in sending it through the air. Until this is a success, and there are several stations broadcasting television, it will not cut much of a feature in the retail field.

With the coming of the talking movies, the producers were charged a royalty based on a sliding schedule for using a whole song, half a song or merely a part of a song. In putting out a film which would run for over an hour, royalties that the motion picture producers had to pay were very high. They, therefore, proposed to



write new music for their productions, and these are now known as theme songs. To do this they contracted with many of the best song writers in the country and have a full control over their services.

In bidding against each other, they gave the song writers inflated ideas as to the value of their services, and have made many contracts which could not be profitable if they only wrote for the pictures that were produced. Therefore, they were forced to make combines and practically go into the music publishing business themselves. The result is that unless a music publishing house has a tie-up with some of the large motion picture producers, they will have to retire from the publishing field as the publicity given to theme songs through the various theatres is the principal thing that is creating a demand for this new type of popular music.

The retail stores, of course, will be the outlet for these publications for a long time as the motion picture producers have no retail outlets nor have they any method of distribution. We work with many of the producers, and on account of our wholesale outlets and offices in the East, they are very glad to have us publish the music for them and attend to this distribution. As this is an entirely new phase of the industry, it is impossible to predict what the future will be or how far they will extend their activities. It may be that some big combine will be made which will either absorb or open retail chains. If this is brought about, the natural course would be to absorb chains which are already in existence.

### Watch Out For That Bugaboo—Overhead

SO FAR I have tried to speak of the business trends in the music business, and to speak of the economies necessary in musical merchandising, I can best say that the principal economy must start at the top. In other words, the bugaboo of all merchandising business at the present time is the tremendous overhead which has grown up through a series of years, and which seems impossible to reduce. There is, of course, a certain amount of overhead that is necessary to any business but I would advise every music merchant to cut out the non-producers as rapidly as possible, to pay only such salaries as are commensurate with the work that is performed and get back to that old biblical injunction that the "laborer is worthy of his hire" and to see that no one is paid more than he is worth.

With the rapidly changing styles and models in radio it is absolutely necessary to have a rapid turnover. In the radio business today the dealer should have a turnover of at least eight times per annum.

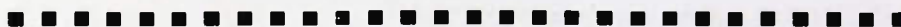
The way radio sets are manufactured at the present time and the small amount of service required and also due to coopera-

### What Price Home Demonstrations

I have analyzed what home demonstrations have cost the dealer. I took about some 600 radio sets that had been out on demonstration, out of which 180 sets were sold, and I estimated that the extra cost of selling those 180 sets was over \$8.00 per set, which if you will look closely at your own figures, I am sure you will find is more than the net profit on the set.

Recently there was an article published which was exceedingly interesting. Figures were given about as follows:

Getting the set into the prospect's home:—delivery car 80c; two men's time \$1.57; installation expense \$2.14 or a total of expenses of \$4.51, if the prospect buys. If, however, the prospect does not buy that set and you have to bring it back, the delivery car expense is 80c, two men's time \$1.06, material used or left \$1.07, or a total of \$2.93. In addition to that there is polishing and repairing, etc., of \$1.32, depreciation of the set \$2.97, depreciation of tubes \$1.70 or a total of \$5.99, making a gross total for the demonstration of \$13.43.



tion with the various associations and the light, power and telephone companies, home demonstrations are now an unnecessary part of the business.

There is no radio business on earth that can afford to throw away \$13.43 and make no sale and remain in the business very long. In addition to this, the average number of days the set is out of the store is 4.9 days, the average number of calls made to the house is 2.8 and the average number of hours of store time spent are 1.9. That is one of the economies that is necessary in the present day musical merchandising if the radio business is going to be a success. The greatest economy necessary is to watch your collections closely and have it understood that the installments must be paid, and if you get sufficient down payment and three payments made when due the obsolescence of the set will not bother you but if the payments are not made regularly, and the dumping of sets continues in the future as it has in the past, in most instances it will be to the customer's advantage to let you repossess the instrument and for the customer to buy a new one.

Another expense that will mount very easily and rapidly if controlled by the sales department is that of free service. People do not expect free service in any other line of business today, and why should they expect it in the radio. If your radios are in perfect shape when they are delivered, there should be no question of free service with the customer. You have the manufacturer's guarantee which we all gladly live up to, but any free service that extends over thirty days is an unnecessary drain upon the dealer's resources.

If you get a proper down payment your financing charges are going to be less, your repossessions will be less and you have effected a proper economy.

Interest or carrying charges are just as necessary to our business as they are to any other business. The bank lends its depositors money and receives interest on

it. Why then should we lend our own money and not receive interest. A dealer asked me not long ago after showing me his expense sheet,—“How much business will I have to do to make money”? My answer was obvious,—“It depends entirely upon what margin of profit you are working on.” Your margin of profit in the radio business is small but if you maintain that margin and get the proper turnover you should be able to make money, but the dealer who cuts his price in order to make a sale and feels that by so doing he has picked up some new business is committing financial suicide as surely as though he held a gun to his head.

These are a few of the economies absolutely necessary for our business and unless the dealers can see these economies and are willing to work together to put them into effect the future of this business will look very blue and the men in the business will wreck their own industry.

### Don't Cut Your Collection Department

IF YOU have to repossess this instrument that is obsolete, you can only put it in stock at a figure low enough so that you can sell the instrument and make your legitimate profit, otherwise you are fooling no one but yourself, and you will have a mounting inventory that can not be sold because your salesmen will be wanting to sell new merchandise upon which they can make the proper showing. Any radio dealer who watches his business closely will tell you frankly that the thing that has cut in to his net profit showing more than any other one item is the number of repossessions he has had to take because of an inefficient collection department, and therefore, I advise you most strongly when you are figuring on cutting down your overhead, don't do as many merchants are apt to do and cut down on their office the first thing. Your collection department is vital to the success of your business.

## “Neither Fish Nor Fowl — Nor Good Red Herring!”

FOR the past several years we have been asked by our many good friends, why we did not put our magazine on the news stands for sale to the general public. It was pointed out that our magazine was well put together, well printed, well illustrated, and very interesting. In fact, the suggestions came so often, eventually we thought it might be a good idea to put Western Music and Radio Trades Journal in the hands of the public. So last Fall when we were in New York, we called in to see a publication expert and adviser. He was one of these high-class New York counselors that you read about, who charged us \$50.00 for an hour's conversation. However, the advice he gave us has been shown to be worth fifty times that much. Amongst other things, we asked him about putting Western Music and Radio Trades Journal on the news stands. His reply was:

“Young man, making a magazine both a trade and a consumer magazine is one of the things you can't do. It cannot be done in the publishing business. It has been tried hundreds of times, and has flopped every time. There is a story in the Bible

about not being able to serve two masters, and that goes just as much for the publishing business as Heaven and Hell. If you are going to be a good magazine for dealers to read, you are of necessity going to have to include in that magazine a great deal of material that, in the first place, would not be interesting to the general public, and, in the second place, should be of such a nature that the general public should not be informed nor know about the problems discussed. If on the other hand, you do include such consumer information, you are going to fill your book with material that is irrelevant to the dealer's business and you have him paying for matter, in subscribing to your magazine, that he can get free in great gobs in the daily newspapers.

“Decide what you want to be. Be either a trade magazine or a magazine for the public. Be one or the other. Than be that one with your whole might and soul. Don't try to carry water on both shoulders and be both at once. If you do, you become *neither fish nor fowl, nor good red herring.*”

(The Editor)

## KIMBALL PIANO

### FRANCHISE

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



Kimball  
Chippendale  
Grand

*Co-operative Sales Helps  
offered by our two*

*West Coast Representatives:*

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

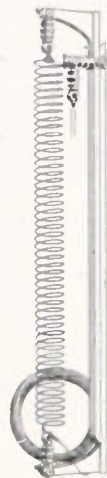
F. W. Grosser  
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W. W. KIMBALL COMPANY

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### GO-SIL-CO

Super Aerial Wire

U. S. Pat. 1738828

AMAZING DX.—SUPERP SE-  
LECTIVITY—SUPERB TONE—  
INCREASED VOLUME—NON-  
CORROSIVE

100 ft. \$1.00; 75 ft. \$3.25;  
50 ft. \$2.50

### COIL AERIAL FOR QUICK INSTALLATION

Comprising 50 ft. No. 12 GOSILCO Adjust-  
able to 6 ft. List \$7.00

NATIONALLY DISTRIBUTED

*Your Jobber Has It*

GOSILCO RADIO PRODUCTS CO.

Huntington Park, Calif.

# RADIO



*Model E (On left)*—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 $\frac{3}{4}$ " high, 28" wide and 15 $\frac{3}{4}$ " deep. It is a 9 tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC 25 or 60 cycle operation or DC operation. Price, \$257.50. (Tubes, \$24.60.)



presented. Here are some of the outstanding features: complete selectivity on both high and low wave lengths; efficient performance on antenna from 5 to 100 feet; 8 tubes, four screen-grid type; 9 tube de luxe models; push-pull; five tuning condensers; single tuning control; full automatic volume control; electric tuning meter; speaker mute. Motor Car Models, Motor Boat Models. Prices range from \$148.50, \$163.50, \$199.50, \$257.50—all less tubes.

Write for details of the Bosch Radio program in your territory.

**MAGNETO CORPORATION**

Branches: New York Chicago Detroit San Francisco

*Model B (Above)*—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 44 $\frac{1}{2}$ " high, 26" wide, and 14 $\frac{1}{2}$ " deep. Has sliding doors, built-in electrodynamic speaker and 8 tube receiver. Designed for 25 or 60 cycle operation. Price, \$163.50. (Tubes, \$21.30.)

THE BETTER  
MANTLE TYPE RADIO SETS  
MANUFACTURED IN  
SOUTHERN CALIFORNIA  
USE AS  
STANDARD EQUIPMENT

**Rola** **ELECTRO-DYNAMIC**

**MODEL "S" LOUDSPEAKERS**



"SMILING"  
"BILL" HITT

Representing  
**Model "S" Speakers**  
in Southern California

Especially Designed for Midgets  
Lighter in Weight Than Others  
Equal Response to Both High and Low Frequencies  
New Lower Prices Than Ever Before

*Deliveries made from*  
1321 Maple Ave., Los Angeles

MANUFACTURED BY  
**THE ROLA COMPANY, OAKLAND, CALIF.**

# ACES of RADIO

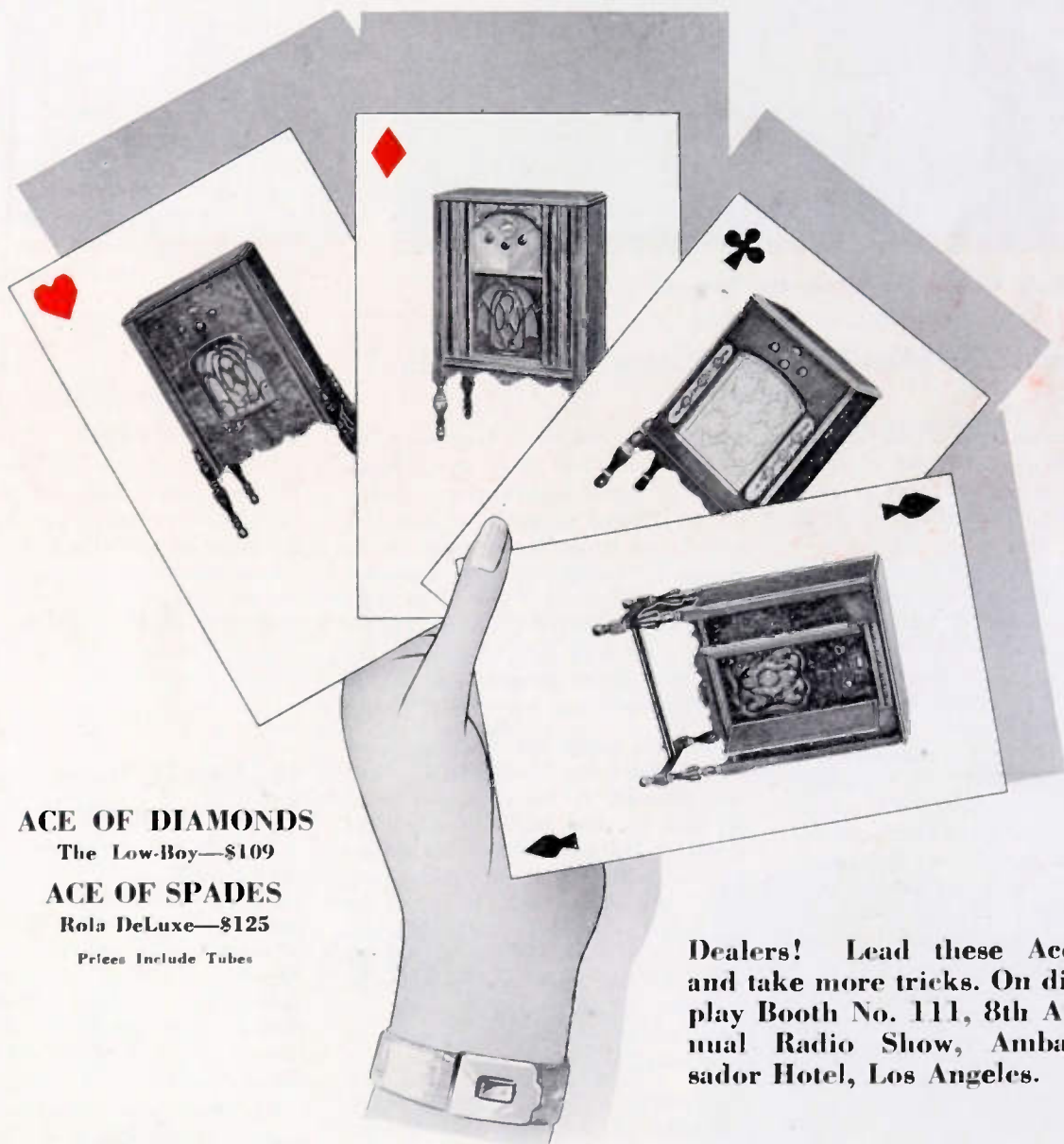
## ACE OF HEARTS

The Console—\$99

## ACE OF CLUBS

The Boudoir—\$99

Prices Include Tubes



## ACE OF DIAMONDS

The Low-Boy—\$109

## ACE OF SPADES

Rola DeLuxe—\$125

Prices Include Tubes

Dealers! Lead these Aces and take more tricks. On display Booth No. 111, 8th Annual Radio Show, Ambassador Hotel, Los Angeles.

## ROLA DISTRIBUTORS:

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

# ROLA

## INTERESTING WESTERNERS

*Radio Paradise*

The Only Radio Store Within One Hundred Twenty-seven Miles

### How Would You Like To Trade Places With This Man?

LIFE is not what you would call complicated in the little town of Brookings, perched on the ocean side in southwestern Oregon. There, O. C. Langfield, who runs the "biggest little radio shop on the coast," makes radio his major occupation, and in his spare moments is Fire Chief, Deputy Sheriff, Municipal Major-domo (the town is unincorporated), Head of the Light and Water Department, and business agent of outside lumher interests. The story has been told all over the United States of how Langfield sells A.C. sets in the winter time, when there is plenty of water to keep the city dynamos running, and when water gets low in the reservoir in the spring he hikes up the flume, shuts off the water which shuts off the lights, and then goes back to the town and does a big business in selling battery sets to his customers. That gives him a good battery charging business in the summer. When business gets a little slack in the fall he hikes back up the flume and turns the water on again, and thereupon does a hoom business again in A.C. sets.

Langfields reports business is prosperous in Brookings. The last year he doubled his store space (see the new addition in

the picture), and taught Lem Jones how to fix radios so now has a service department. He makes an initial charge of \$2.00 for an "official diagnosis of any sick radio," and an additional charge for repairing it. Usually the diagnosis consists of a prescription for a new set of tubes or a battery. Langfield believes in advertising. Look at the signs on his store. One he painted himself but the other two are real store signs.

Not being content with his other duties, he has added that of Municipal Amusement Director. He has strung loud speakers from his store to the pool hall, the restaurant, the service station and the hotel front porch, and, as he says, "all over town," and charges each one rental for the programs received. Langfield states that the caged mountain lion at the service station has taken a great liking to the radio and particularly likes real hot jazz. And if anyone thinks business is poor, Langfield pipes:

"Brookings is lively at present and I have plenty of work selling lots of radios and parts, phonographs and records, but still have time to catch a few fish and hunt a few lions."

What a life!

The Vitaphone Music Shop opened for business June 28. It is located in Wenatchee, Washington.

An electric radio store has been opened by Waynick & Coleman in the Peterson Building, Anacortes, Washington.

### Reese Returns From Honolulu

Spence Reese, special representative of the Brunswick Radio Corporation on the West Coast, has just returned from a trip to Honolulu where he conferred with A. J. Niggemeyer, local representative.

The trip was primarily for business, but Spence could hardly resist the temptation to take Mrs. Reese along, and when they arrived at the beautiful Pacific Isle they were decked with leis, the usual greeting accorded honeymooners. The picture of the couple all dressed up in flowers, was run in the local papers with the heading of "Mid Flowers and Music." The Hearts were left out.

Spence reports that the general business depression hasn't apparently hurt Brunswick business very much on the "stop-over" Island and that the residents knew all about the good news of the combination of Warner Brothers and Brunswick Radio Corporation. In fact, he reports things were so rosy that it was almost a real pleasure trip . . . business pleasure.

### New Zealand 'Hot' for the Midget

"Mari" Borden, manufacturer of the Plymouth Midget Radio, has just shipped several hundred sets to New Zealand with a standing monthly order on his desk. Having just announced the new price of \$59.50 for his Plymouth the factory has been working to capacity. Borden expects to fly to the northwest very soon working as his own sales manager.

### Herbert H. Horn Enters Manufacturing Field

Since the first of this year when 'Herb' Horn brought out the "Tiffany-Tone" midget radio, dealer demand for this set has made it necessary for the Horn Company to establish their own factory. The Tiffany Tone Radio which has been manufactured by a Southern California manufacturer for Mr. Horn will continue along with the new merchandise put out under the new factory.

Says Horn: "Our volume has grown so, demands of the dealers and their customers for Tiffany-Tone have assumed such constantly growing proportions, that we were faced with the problem of sufficient supply. Our own factory, the entire output of which will be for our own customers, is under way. Over 6,000 sq. ft. of floor space will be used. Kenneth G. Ormiston designed the chassis. L. B. Brittain, formerly production manager for Echophone Co., is our factory production manager."



Model 70  
Screen Grid  
Circuit

# CARDINAL

## Midget Combination

ANNOUNCING our new model 70 Combination Radio and Phonograph with screen grid circuit, equipped with Magnavox Dynamic Speaker—nationally known electric pickup and motor. Automatic stop. Illuminated dial and standard parts throughout. Beautiful walnut cabinet. No aerial or ground necessary for local reception.

### Cardinal Midget Radio

This model 80 Cardinal Midget Radio is the last word in Radio production. We have spared no expense in its construction in order to make this instrument a leader in the Midget field. Our engineers have perfected a screen grid circuit that is powerful enough to operate without aerial or ground. Its selectivity and tone quality is far superior to any Midget on the market. Equipped with 3—224 tubes, 1—227 tube, 1—245 tube and 1—280 tube.

Fully Guaranteed

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

Fully Guaranteed

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

**FULLY LICENSED UNDER  
R. C. A. AND HAZELTINE  
PATENTS.**

**“See It At The Show”**

**CARDINAL  
RADIO MFG. CO.**

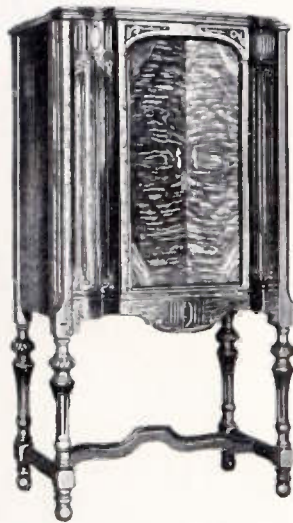
*Successors to*

**LONG'S RADIO COMPANY**  
2812 S. Main St. Los Angeles



Model 80  
Screen Grid Circuit

The Radio of the Future, when applied to Brunswick, is no idle term. These new Brunswick models embody not only the latest advances in scientific radio development—they actually possess features which are ahead of the game! The Uni-Selector, putting the control of the radio under the fingers of one hand. Tone Control, emphasizing bass or treble without sacrificing any other part of the entire musical range. And the style "B" chassis, which represents the trend other manufacturers will follow in the years to come!



BRUNSWICK DE LUXE HIGHBOY MODEL 22: Armored chassis. 4 screen-grid tubes. Two '45 tubes in parallel. Uni-Selector. Illuminated Horizontal Tuning Scale. Tone Control.

10-inch Full Dynamic Speaker. Cabinet of seasoned and selected butt Walnut with French doors and curved corners ornamented with carved linen-fold design. Price: \$170 less Tubes

THE RADIO OF THE FUTURE

**Brunswick**  
RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS





Cabinets by Brunswick means something in radio. It means 87 years of experience in building quality furniture. It means that the finest selected and seasoned woods are used. Woods chosen for their beautiful markings; woods carved and shaped and finished by skilled Brunswick craftsmen, and solidly built into handsome cabinets in Brunswick's own great furniture plant. It means cabinets that are worthy in design and workmanship to house the new Brunswick style "B" chassis—making an ensemble that is years ahead of competition.



BRUNSWICK LOW-BOY MODEL 15: Armored chassis with 4 screen-grid tubes and two '45's in parallel. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control.

10-inch full Dynamic Speaker. Cabinet of seasoned and selected butt Walnut with carved front panel and curved corners  
Price: \$139.50  
less tubes

THE RADIO OF THE FUTURE

**Brunswick**  
RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS

**248,000**

*Which is the*

**24,000**

**Or 200**

**BRUN**

*Will Dominate  
During The Next*

*Brunswick*

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

# LINES!!

*equivalent of*

# INCHES

# Full Pages

# BRUNSWICK

*Newspaper Space*

*Coming Months*

*Brunswick*

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



## INTERESTING WESTERNERS

### "Smitty"

IT IS only about one man in 10,000 in this world who would quit a \$75.00 a week job to take a job at \$25.00 a week, simply because he liked the new work and thought there was a future in it. F. R. Smith, radio designer and engineer for the Westerner Manufacturing Company, Los Angeles, is one of those men. Just three years ago "Smitty" was dragging down \$75.00 a week as foreman in an automobile repair shop. But he liked radio. He had taken a course in electricity in the navy and attended Columbia during the war. He built sets at home—tinkered with radio. He saw a greater future in it

for him than automobiles. So he went to work repairing radios. Rung by rung he climbed up the ladder. He studied at night, experimented, read all the books he could get his hands on. Stored up knowledge, knowledge and experience for the big job to come.

And just a few months ago it came. "Smitty" was given the job of designing the new Westerner. And he produced the first screen grid, push-pull with 45's midget chassis. Brother engineers declare his handiwork a triumph.

And "Smitty" still claims the biggest future and development in radio is still to come.

### New Field Representative for Bosch Radio in Southern California

Appointment of J. G. Hawthorne, as Sales Representative in Southern California for the Radio Division of the American Bosch Magneto Corporation, is announced by the company's Pacific Coast Division Office at San Francisco.

Hawthorne is well known in radio circles on the Pacific Coast and thoroughly acquainted with trade conditions in the West, having conducted his own radio and music specialty business, and as Western representative of the Sonora Phonograph Company.

He succeeds George G. Lane, who left the Bosch Company to help form the Collins-Lane Co. Ltd., now distributors for Bosch Radio in Southern California. Hawthorne will make his headquarters in Los Angeles, and will also cover the state of Arizona for the company.

### Electric Products Distribute Gilbert

Ted White, of the Electric Products Co. in Los Angeles, announces his appointment as jobber for the new Gilbert Midget Radio. The Gilbert is now using four screen grids with a four gang condenser operating through an electrodynamic speaker. White is particularly pleased in acquiring the new and popular Gilbert as it will work hand in hand with his Triad Tube line among his many dealers. "Ken" Clarke will be at hand during the show to demonstrate the new set.

### Fire Destroys Los Angeles Stock of Speed Tubes

Fire destroyed the Los Angeles warehouse stock of Speed tubes last week. Although the Cable Radio Tube Corp., of Brooklyn, N. Y., manufacturers of Speed, suffered a \$20,000 loss of stock because of the fire—fully covered by insurance—a new assortment of 15,000 tubes was in Los Angeles ready for distribution within one week after the fire.

Speed tubes are also warehoused in such cities as San Francisco, Portland, Ore., St. Louis, Chicago, Atlanta and Minneapolis. This method of distribution assures overnight delivery to the trade in all parts of the country.



Mary Brian, of talkie fame, loves her Philco tone control

### Salt Lake Association Holds Fall Meeting

The Mountain States Music and Radio Trades Association held their first luncheon after the vacation season at the Chamber of Commerce, August 22nd. A discussion of National Radio week which will start September 22nd was taken up with many suggestions made, including the purchase by the association of stickers, streamers and banners for window and letter advertising. A committee of three is to be named to handle a window trimming contest. In the absence of Robert Nevens, president, Wayne Stillman presided and Harold Jennings, as secretary, read reports. R. W. McCollum, reported on radio interference and the recent school conducted for service men which was attended by about thirty and seemed to be greatly appreciated.

### Brunswick Survives Fire

The story of a Brunswick model, S-14, that withstood damage from fire in a private home in California when all around it was being consumed is attracting much attention.

According to the San Jose Mercury, on Saturday, July 5th, the home of L. Najour, of Campbell, California, was completely destroyed by fire with the exception of the Brunswick radio, which, although the body was badly seared and wires burnt up to the chassis, when removed and new wires attached to the burnt-off ends was found to play perfectly.

The Anderson Music Company, of San Jose, is using the charred Brunswick as a window display, which is attracting much attention.

# Adams

## midget combination

### PHONOGRAPH

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

*THE OUSTANDING EVENT in radio you have anticipated.*



15½ inches wide, 18¾ inches high, 11½ inches deep



### • RADIO •

A legitimate screen grid circuit using four screen grid tubes, one 245 power tube and one 280 rectifier. This group of tubes insures ample power and volume under any conditions. Four gang condenser for pin point selectivity. Electro-dynamic speaker built to set specifications. No distortion . . . no hum. In fact everything that goes to make a real radio capable of real performance.

*Restricted territories available.*  
WIRE . . . WRITE  
or PHONE

A DYNAMIC COMBINATION  
IN THE MIDGET FORM . . .

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

● Beyond a doubt this new achievement in radio design will hold the greatest sales possibilities of anything introduced for the coming year at its price.

**SEE IT IN BOOTH 91 and 92**  
*Radio Show Beautiful—Ambassador*

**THE ADAMS CO.**

669 So. La Brea, Los Angeles

Telephone WYoming 8404

7



VARIABLE  
**DEFIANCE**  
CONDENSERS

CARBON  
**OHIOHM**  
RESISTORS

RESISTANCE  
**WIRT**  
UNITS

3V  
DIAL  
**MATCHLESS**  
BULBS  
6V

AUDIOS CHOKES  
**ACME**  
TRANSFORMERS

DIALS  
**CROWE**  
NAME PLATES

CUB  
**CORNELL**  
CONDENSERS



7

*Pacific Coast Representative*  
**W. Bert Knight**  
1646 W. Adams — Los Angeles

# SINGER

## DYNAMIC SCREEN GRID RADIO

"The Prima Donna of the Air"

You Haven't Seen the Show Until  
You've Seen the Singer---Booth 52

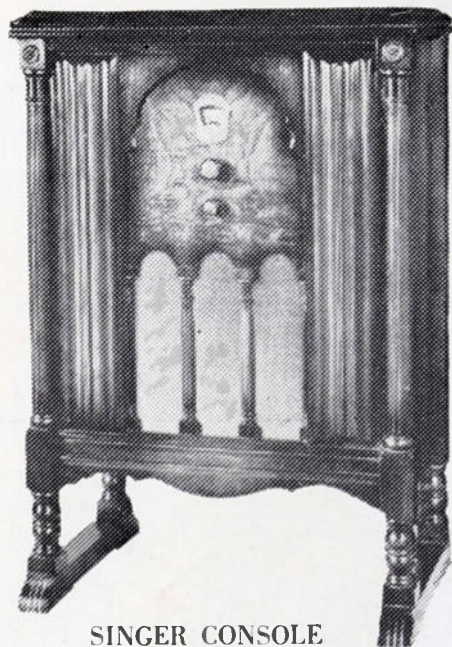
Latest Construction  
6 Modern Tubes  
Including 3-Screen  
Grid—227,245,280s



SINGER MIDGET

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

The midget radio perfected! A demon for performance—a prima donna for tone. Beautiful walnut finished cabinet of exclusive design.



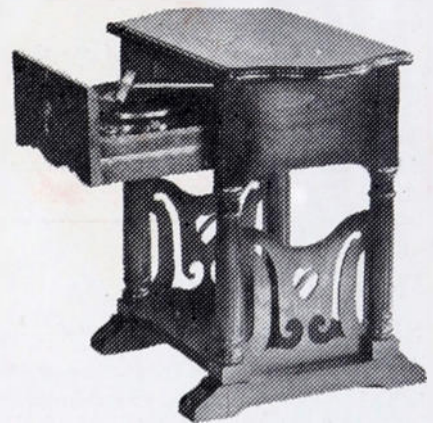
SINGER CONSOLE

\$89<sup>50</sup>  
Complete

Combination \$137.50 Complete

Same superior screen-grid chassis in a luxurious walnut finished console of de luxe design. Available with or without electric pick-up for records. A winner!

Magnavox Dynamic  
Speaker.  
Tone, Selectivity,  
Sensitivity Aplenty



SINGER PHONO-TABLE

\$54<sup>50</sup>

The ace of phono-tables. Radio and electric phonograph in one when combined with any set. Note beauty of design and sturdy construction.

*Manufactured and Distributed Exclusively for Dealers in Southern California*

# ELMORE-LAMBING RADIO CO.

1205 South Olive Street, Los Angeles

WEstmore 8894

# Eighth Annual Radio Show Beautiful Opens Its Doors

**R**ADIO dealers of the west seem assured the most profitable exposition ever held in the Southland when the doors open to the public for the eighth annual National Radio Show in the Ambassador Auditorium on Labor Day, September 1.

Two reasons for this appear. One is economic, the other industrial.

The trade knows that developments during the year have increased savings throughout the trade territory and that buying power is only awaiting sales stimulus.

Secondly, and of equal importance to the trade, it is known that manufacturers, who formerly introduced new models earlier in the year, are now convinced that the time to bring out new lines, is show time. More new models will be seen for the first time at the coming pre-view than ever before.

The big pre-view for the trade is scheduled for Sunday, August 31, and more dealers and manufacturers are expected to be on hand for the event than ever before.

C. H. Mansfield, chairman of the show, emphasizes the fact that dealers will be able to make the show more profitable to themselves by distributing partly paid tickets on a large scale. Attendance, based

on figures of the past and present indications, is expected to be in excess of anything yet accomplished by the local show. Dealers will be able to make the show just so much bigger by giving the association their fullest cooperation.

Stimulative ideas will be plentiful on the Sunday of the pre-view for the trade. There will be a morning meeting in the Coconut Grove at the Ambassador Hotel, with an entertainment program arranged by the six Los Angeles daily newspapers.

John Burke of the Los Angeles Examiner, is chairman of the newspaperman's entertainment procurement program and those, who knew, are aware that the news gatherers understand how to get talent of the type that will furnish most entertainment to the trade. Movie stars who have been on the air, famous radio stars and phonograph recording artists will appear on the program.

Jack Carter, "the boy from London," noted English dialectician, will be master of ceremonies during the hour of entertainment at the Sunday morning session.

Entertainment at the morning pre-view session, will be broadcast by four leading local stations. The stations to carry the broadcast will be KNX, KTM, KHJ and KFVD.

Managers of the show will briefly outline the work that has been done during past months to make it the outstanding success of local radio history. Announcements concerning the show, to be made for the first time at the morning meeting, will bring cheerful news to all the trade.

Many manufacturers of receiving apparatus, tubes, accessories, furniture and radio novelties, have come to the realization that the radio shows are of great importance in the scheme of modern merchandising. Amazing advances in engineering and design will be disclosed on the day of the pre-view. More new items, designed to fill out lines and increase sales receipts, will be seen at the coming show than ever before.

The stimulus given the show by a tremendous program of publicity and advertising, promises more than ordinary results for progressive dealers and manufacturers. Managers of the show report they have received a far greater amount of voluntary cooperation than in other years.

With enthusiasm running high, merchandisers of radio will be given their first big "shot" at the Sunday preview, and the management assures us that the interest will carry through to the end of the week.

## Denver Radio Show Sold Out

The Colorado Radio Trades Association is having its Third Annual Colorado Radio Show, September 4, 5 and 6.

The show this year, as in other years, is held in the Arabian Room of the Cosmopolitan Hotel in Denver. It will be under the auspices of the Radio Trades Association. The Denver Post will act as sponsor.

Up to twenty booths have been reserved, and, according to George Flannigan, plans are being formulated for the biggest and best show that has ever been held in that territory.

## \$2 Minimum Service Charge

A minimum service charge of \$2 was established at the August meeting of Oregon Radio Trades Association in Portland, August 4. The service charge provides for a complete check of the receiver and a report of its actual condition.



### PHILCO MIDGET

The first eastern made midget to be sold in the west. Walnut cabinet is 17½" high, 16" wide. Chassis uses three screen grid tubes, one '27, two '45's in push-pull, and a rectifier. Philco electro-dynamic speaker. It is selling in the West for \$69.50 complete with tubes.

The Stark Piano Company is now doing business at its new location at 1321 Cornwall Avenue, Bellingham, Washington.

The Granville Music Shops are enlarging a branch in the Glenburn district at 4025 Hastings Street, Vancouver, B. C.

## Minuet Midget Featured on Orpheum

Baby Rose Marie who was featured at the RKO Orpheum this week made a clever tieup with the Minuet midget radio here. This child artist has a five year contract with the National Broadcasting Company. She was presented by them and exploitation featured includes a parade with tiny Austin cars and the presentation to her of the keys to the city by Mayor John F. Bowman.

W. T. Wade, factory representative for Crosley and Amrad radios has announced the appointment of The Nott-Atwater Company, 5157 Monroe Street, Spokane, Washington, as jobbers. C. W. Symons, Jr., will have charge of sales and distribution in the Inland Empire.

The East Bay Retailers Association located in Oakland, California, are again having their meetings, according to Larry B. Quinby of the Branner Radio Company and President of the Retailers' Association.



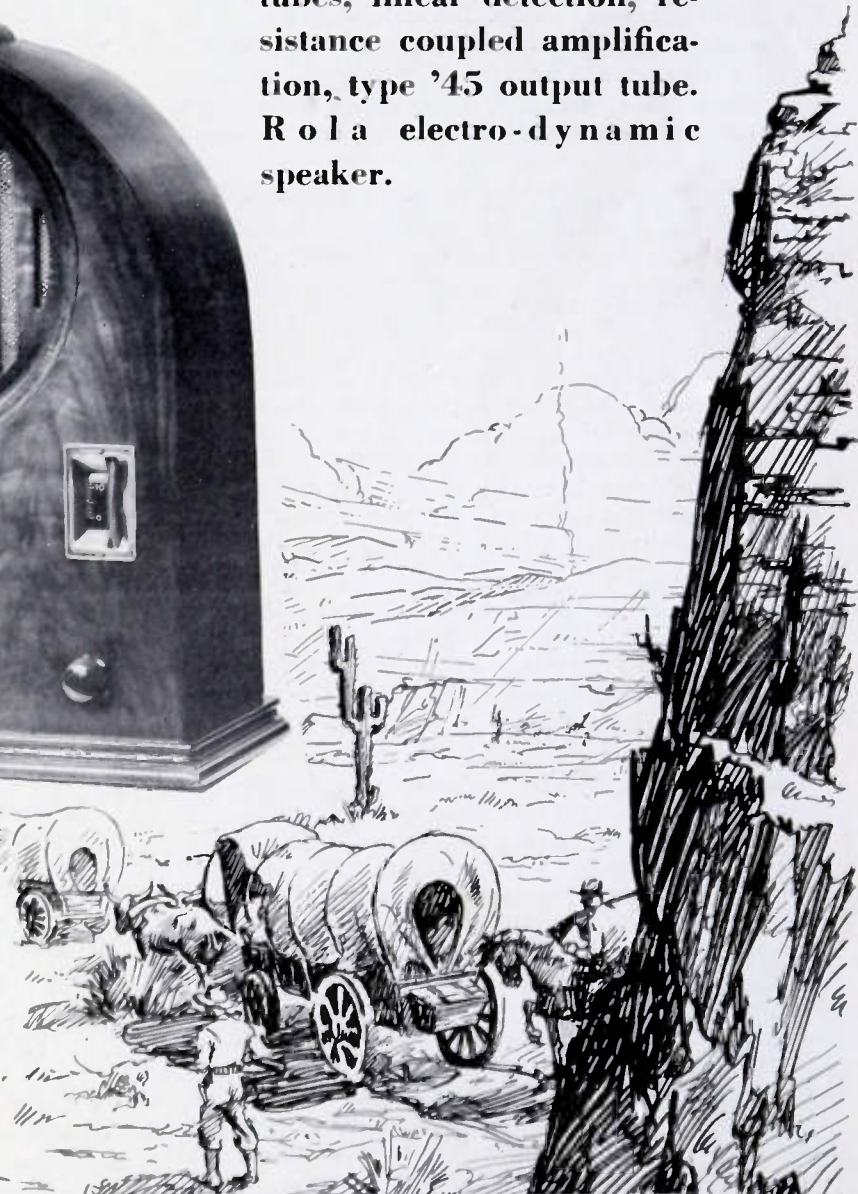
# Echophone

*The Pioneer...*  
of all Midget Type  
Radios

The New Echophone, featuring three screen grid tubes, linear detection, resistance coupled amplification, type '45 output tube. R o l a electro-dynamic speaker.



The Echophone factory is working to full capacity in an endeavor to supply the demand for this phenomenal new radio.



**ECHOPHONE MANUFACTURING COMPANY**  
LOS ANGELES

BRANCHES IN ALL PRINCIPAL CITIES

# As The West THINKS

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Western Music and Radio Trades Journal

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## Refrigerators—But How?

WESTERN MUSIC AND RADIO TRADES JOURNAL goes on record as in favor of radio dealers selling refrigerators. We think it is a logical item for radio stores. We think they make an ideal mate for radios, and we think that profit is to be made in selling them.

But so far, our thoughts aren't worth two whoops. We have asked our circulation men, calling on dealers constantly, to keep their eagle eye open for radio dealers who have taken on a line of refrigerators and made money out of them. So far, not a single name has been turned in to us.

We know of dealers who were electrical dealers first, and who took on both radios and electrical refrigerators, and were successful in selling both of them. We have found refrigerator dealers who took on a line of radio and were successful in selling radio. But to date, we have not found a single music or radio store who took on refrigerators and kept them as a profitable line.

Some time ago a very prominent music store in San Francisco stocked a line of refrigerators and had them parked on their main floor along side of grand pianos. We remarked on it editorially at the time and thought it the forerunner of big business. We recently were in the same store and the refrigerators had made a silent demise.

Ed. Geissler, of the Birkei Music Company, Los Angeles, says, "We may never stock refrigerators, but if we do, they will be carried in a separate department, probably with a separate address, and radio men will have nothing to do with them." Maybe that tells the story.

On the other hand, Majestic dealers all over the coast are planting signs in their windows proclaiming "the new Majestic refrigerators shown by appointment." They are hauling customers many blocks and many miles to view the single model on the wholesalers' floor: and taking orders. Looks like they are going to sell them. But this business of selling refrigerators is still a problem to be worked out. Its solution will be interesting.

If anyone has any information of a radio store that has taken on a line of refrigerators and has sold them successfully, send us the information. We want to publish it.

## Now It's Super-Het

SOME TIME, MAYBE IN THE DIM DISTANT FUTURE, radio dealers are going to have a fall season, and run entirely through from September to January, without any new radio developments upsetting the apple-cart—maybe.

A few years ago it was A. C. tubes, introduced right in the middle of the big season, just enough to upset the public. Then next year, it was screen grid tubes, that became popular in the middle of the big fall season.

Now suddenly darting out of the shadows on an unsuspecting radio public, comes superheterodyne. The Radio Corporation has thrown open its super-het licenses and many of the nation's manufacturers are jumping for them. One concern is so anxious to get into the superheterodyne business that it has notified the trade of a 37% reduction in its T. R. F. models, new no less than two months ago, in order to make way for its superheterodyne early in September. At least a half a dozen manufacturers we know of, and maybe more of the nation's very largest manufacturers are planning to introduce superheterodyne models within the next thirty or sixty days.

There may be a silver lining to this superheterodyne avalanche, however, in that the circuit is known as a very sharp and distance getting hook-up. Here in the west where the average fan does not know distance as it is in the east, the superheterodyne may be the impetus for big sales.

The ideal thing would have been for the manufacturers to hold off on superheterodyne until January and February, when we will need the extra push, but being as how that wasn't done, the next best thing for the dealer to do is to say nothing about superheterodyne to his trade, until the supers arrive, and then jump in and ride the bronco for all she is worth.

## We Deserve More News

THERE IS NOT A SINGLE THING THAT WILL boost radio sales as much as better radio columns and pages in the daily newspapers. Radio programs are certainly news. The general public is just as much interested in the big events on the air as it is on the latest Chicago murder. In our opinion, a darn sight more so. Yet, a Chicago murder will pull a double column head

on the front page, while an international radio program of great importance is often times lucky if it gets a four line squib on an inside page.

This is not true of all newspapers. Some of them are putting out excellent radio columns that are edited by very capable editors. Such papers make the deficiency of others even more glaring.

Theatre news gets a good play in the dailys because theatrical advertising pays a very high rate, and because from years of habit it has been the custom to devote a great deal of space to theatrical news and publicity. Any one will agree that much of it is the worst kind of drivel. Radio advertising lineage in newspapers may have its ups and downs, but if the grosses are totalled at the end of the year, in most papers, they will be as large or very nearly as large as the total from theatrical advertising. So on the financial standpoint alone, radio deserves more editorial support from the newspapers.

As far as the news value of radio news is concerned, that is something for editors to argue over. However, the fact that many of the nation's foremost dailys do carry excellent radio columns, and at considerable expense in compilation, must be proof that radio has news value.

Daily newspapers are the logical place to carry broadcast news, news of stations, news of radio stars, etc. The radio programs are daily events, and in many cases cannot be predicted very long in advance. They are strictly a daily newspaper's job.

And the only way to make the newspapers see the light is for the merchants who patronize the newspapers to make it plain to them that they want good radio columns if they are to continue to get their advertising business.

## Pee Wee Records

**Y**OU CAN NEVER TELL WHO IS GOING TO SELL what. If music stores sell "wiggeler" exercisers, then we presume there is no reason why drug store and news stands can not sell phonograph records. In the last two weeks in the West, "Hit of the Week" records at fifteen cents apiece have appeared on newstands. There are electrically recorded on laminated material imbedded on thin flexible pasteboard. One side only. Their entry into the west was proclaimed by quarter page ads in the newspapers in many western cities. The manufacturers report that in the east where the concern has been in operation since the latter part of June they have sold as high as 800,000 a week.

Records sell for fifteen cents. Royalty to the electrical recording device company would be two cents, royalty to the music publisher would ordinarily be two cents, and production costs are estimated at approximately three cents. That only leaves eight cents for dealers, jobbers and manufacturers profit.

Record companies report that they have not noticed the competition. Only two numbers have been so far introduced. "Rollin' Along" the first week, and "Cheer Up Good Times Are Coming" the second week. Western record men report that they question if manufacturers can stay in business at such a low price, with no catalogue, and with only a production of fifty-two records a year. Also the records at fifteen cents a side are only five cents less than the standard three for a dollar records. One record man however states that he hopes they do move, as they will help make the public more record minded and will indirectly stimulate the sale of standard records.

In the meantime the sale of these records will bear watching, while they may slide quietly out of the picture they may again cause an upheaval in the record business.

## PLATFORM

### Here's What Western Music and Radio Trades Journal Is Shooting For

- Lower shipping costs so as to more nearly equalize western prices with eastern prices.
- Merchandise suitable to western buying tastes and western reception conditions.
- More chain broadcasts receivable in the West during the popular broadcast hours.
- More complete and interesting coverage of radio broadcast news by daily newspapers.
- Close co-operation on the part of dealers, jobbers, and trade associations with power and traction companies toward the elimination of preventable radio interference.
- The ceasing of misleading advertising of high trade-in allowances as a means of price-cutting.
- Every dealer and jobber a member of his trade association.
- A profit on every sale.



NOW—The New Improved

# TRIAD LINE



Meet the Boys  
Who Have Put  
Triad Quality  
in the majority  
of Midgets You  
Will See at the  
Ambassador  
Show!



G. N. NOEL



*"There's a Reason"*

**R. J. NOEL CO.**

1441 W. Jefferson  
Los Angeles

508 Eddy St.  
San Francisco

1518 First Ave. South  
Seattle, Wash.



RAY NOEL



# TRIAD RADIO TUBES

# ADVANCE ANNOUNCEMENT

## GILBERT RADIO

... BRAND NEW ... From 'Head to Foot'  
... a new chassis with a newer, beautiful two-  
toned walnut cabinet.

The New Gilbert proudly boasts of its per-  
formance through **FOUR SCREEN GRID  
TUBES** with a four gang condenser, per-  
fectly shielded coils, phonograph pick-up  
connection, illuminated dial, Lansing electro-  
dynamic speaker and many features that  
have been planned upon, to be announced at  
this time of the season ... **SHOW TIME!**

Before you decide on a new line of midget  
Radios for your own business, you should  
not fail to investigate this new **GILBERT  
DELUXE** ... priced slightly higher but worth  
twice the difference!

We invite you to examine and test the  
Gilbert in your own store. Phone us and we  
will deliver a set to you without obligation.

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

*"The Better Midget at a Better Price"*

**YOU CAN SEE IT AT THE SHOW!**

AND  
FURTHER

*You Can Also Be Supplied With the  
New Improved ...*

## TRIAD LINE

*"Honor-Built Tubes"*

**ELECTRIC PRODUCTS CO.**

3027 So. Grand Ave.

Richmond 2719

Los Angeles, Calif.

**DON'T FORGET . . . . . BOOTH NO. 5**

# SYSTEMATIZE YOUR BUSINESS

## "Uncle Sam"

By CHARLES EDGAR RANDALL

Washington, D. C., Correspondent *Western Music & Radio Trades Journal*.

MANY an industry has been casting envious glances in the direction of the radio industry since the 1930 population census was taken. Not a few set up a howl, feeling that the inclusion of a question on radio receiving sets in the census questionnaire meant that the radio industry slipped one over on the rest of the business world.

Question number 4 in the official questionnaire—"Radio Set? (Yes or No)"—was inserted by the advisory committee of the Bureau of the Census in spite of the fact that at the last session of Congress, a formal proposal to include questions relating to radio in the decennial census was rejected in conference after the Senate had adopted it and the House of Representatives had voted it down. The Government's interest in making a census of radios was of course to aid the Federal Radio Commission in apportioning facilities by ascertaining precisely how the radio population of the Nation is distributed. But when the detailed figures are made public they will be invaluable to the radio industry. They will show for the radio advertiser and broadcaster the listener coverage obtained through a station or stations in any particular locality. For both the large distributors and the retailers they will indicate for a given locality how near or how far from the saturation point distribution of radio sets has progressed, what the opportunities for expansion of sales are, and what the approximate volume of replacement sales should be.

But counting noses and radios was not the whole story of the census of 1930 by

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### Federal Government Completes Interesting Business Survey

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any means. There was an agricultural census which determined not only how many farmers in each locality own radio sets, but how many farm homes are equipped with electricity, and other data which served to indicate the economic condition or buying power of rural populations. For the first time in history the Government is planning a nationwide census of distribution which will reveal a vast amount of information useful to business. No one knows within ten billion dollars the volume of retail trade in the United States. No one knows even the number of retail stores, much less the number of stores which handle a given commodity. This information, and much more, the nationwide distribution census will show. By way of preliminaries and experimentation, the Government already has within the past two years conducted sample censuses of distribution in eleven cities in various parts of the country. Some very interesting information has been obtained, of value to producers, wholesalers and retailers alike. For instance, it was learned that in these eleven cities independent stores distribute 71 per cent of the commodities and chain stores 29 per cent. But in number of establishments the independents constitute

85 per cent of the total and the chain stores 15 per cent. Average annual sales amounted to about \$85,000 for the chain stores as compared to only \$26,000 for the independents. Out of approximately 80,000 independent retail stores in the eleven cities, 47 per cent had annual gross sales amounting to \$10,000 or less, and 28 per cent had annual gross sales of less than \$5,000.

### Base Operation On Hard Facts—Not Hunches

THE trends are pointing unquestionably to the need of the greatest possible efficiency in retail trade. In these days of heavy competition, of small margins and quick turn-overs, the wise retailer will base his operations on hard facts and not upon hunches. It is these useful facts that the census of distribution is designed to give.

The U. S. Department of Commerce has been doing a little specialized census taking in a limited field in the radio trade. The findings may represent a cross section of radio dealer operations. Dealers in 34 communities, for instance, reported sales of console models greatly outnumbering table sets, although one dealer reported the ratio in favor of table models as high as 20 to 1. More dynamic than magnetic loud speakers were reported sold. The sale of vacuum tubes represented in one case as high as one-fourth of total sales volume. The present demand for battery eliminators was reported practically non-existent. More than half the dealers indicated price as the chief factor in determining sales of

(Continued on Page 42)



A New  
Arrival  
In The  
Family

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

Announcing—

# REMILER Cameo

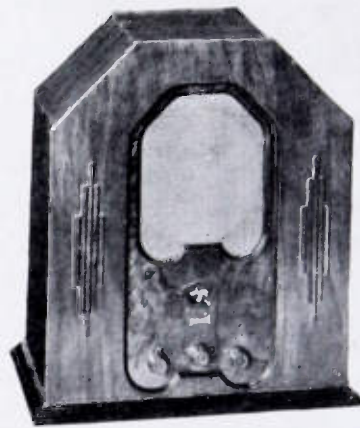
## Phonograph-Radio Combination

The popularity of talkie songs and ballads as sung by favorite picture stars, brings with it the demand for a radio-phonograph. Alert to changing needs, the Gray and Danielson Mfg. Co. announces the Remler Cameo in a phonograph combination.

The Phonograph Remler Cameo—Screen grid circuit—Magnavox dynamic speaker—tone control. Silent electric motor. Walnut finished cabinet with burl matched walnut front .....\$89.50

## A Glance at the Chassis

Both the regular and phonograph combination models in the Remler Cameo line are correctly engineered to screen grid. Chassis has fully shielded screen grid circuit, using three screen grid tubes, one '27, one '45 power tube, and one '80 rectifier tube. Tone control is a new feature of both models.



*The Remler Cameo. Screen grid—Magnavox dynamic speaker—tone control. Walnut finished cabinet with burl matched walnut front.....\$64.50*

\$64<sup>50</sup>

Made by the

# GRAY & DANIELSON MFG. CO.

FACTORY

2101 Bryant Street San Francisco, California

SAN FRANCISCO

SEATTLE

LOS ANGELES

## SYSTEMITIZE YOUR BUSINESS (Continued from Page 40)

radio sets, and an additional one-fourth gave price as second or third in importance. Tone quality and appearance were held to be first in importance by about one-sixth and one-fifth of the dealers, respectively. Other factors in sales were declared to be the recommendation of a friend, selectivity, distance ability, and power.

The Commerce Department study indicated that late Saturday closing was quite general among radio stores. Eighty per cent of the stores reporting kept open Saturday nights until 9 o'clock or later. Closing hours of these stores ranged from 9 until midnight. A number of stores also reported keeping open of evenings on week days. Some indication of the value of evening hours was also obtained. Out of 18 stores remaining open every week-day until at least 9 p. m., 10 reported at least half their sales made in the evening. Seven reported more than 70 per cent of their sales during evening hours. Of ten stores remaining open evenings on Saturday only, five reported 10 per cent or more of their sales made in the evening; two reported 25 per cent, and one 90 per cent.

## Change Window Displays Weekly

THE Commerce Department's study brought out that a considerable majority of the radio dealers reporting favored the practice of weekly changes in window displays. One dealer changed his displays daily; a few monthly.

A wide range of practices was found in radio stores' service and repair operations. Service and repair charges ran as high as \$12,000 a year in the case of one radio store. Two other firms each reported \$9,000 income from this source. The length of time sets were given free service varied among different establishments from 30 days to one year, but nearly half of the

firms questioned reported 90 days as the free service period. There was also considerable variation in service charges, which were, however, on an hourly basis in the case of a good many firms.

Sales of radio equipment during the last quarter of 1929 averaged \$13,000 per dealer for 10,455 dealers in the United States, according to a Department of Commerce survey just completed. This was a gain over the average of \$10,800 for dealers surveyed in the same period in 1928. The 10,455 dealers covered in 1929, representing about one-fourth of all known dealers in the country, sold 403,932 sets in the last three months of 1929, valued at \$59,248,585.

## Exclusive Radio Dealers Do 40½% of Total Volume

IT WAS found by the Commerce Department that radio dealers proper transacted only 40½ per cent of the total volume of retail radio business reported. Of dealers for whom sales of radio equipment were not the primary source of revenue, music stores accounted for the highest percentage of the total—10½ per cent. They were followed by furniture dealers, 9.98 per cent; department stores, 9.65 per cent; automotive dealers, including filling stations, tire shops, battery shops, and automobile supply houses, 8.8 per cent. Electrical merchandise dealers made 4.9 per cent of retail sales, and hardware dealers 4.34 per cent. Smaller quantities of radio equipment were disposed of by jewelry dealers, drug stores, electrical contractors, and general merchandise outlets. Sales representing 2.28 of the total were made by miscellaneous dealers covering 72 different lines of business, ranging from news stands to barber shops. Statistics for the larger cities showed more than half of the business transacted by exclusive radio dealers, while in cities of 10,000 population and less such dealers were credited with only 26.9 per cent of the business.

Agreement on the desirability of requir-

ing a \$3 to \$5 advance deposit to apply on the purchase price, for the privilege of a home demonstration of a radio set, was expressed at the Fourth Annual Convention of the National Federation of Radio Associations recently held in Cleveland. It was reported that the cost of a home demonstration is usually about three times as much if the sale is lost and the set must be taken back and reconditioned as it is if the sale is made.

The Department of Commerce reports a recent survey by a national trade association of large department stores which shows that music and radio goods have a high median percentage of customers' returns, as compared with other lines of goods. As compared with 15.1 per cent customers returns for home furnishings as a whole, pianos showed a percentage of 28.3, radios 23.1, talking machines and records 20.9, and musical instruments and sheet music 15.2. Pianos showed the highest percentage of returns of any of the lines surveyed, oriental rugs coming second with 24.7 per cent. By way of comparison, electrical household appliances showed 10 per cent returns; furniture 15.2 per cent; silverware 7.1 per cent; sporting goods 6.2 per cent; luggage 7.8 per cent; tires and auto accessories 8.3 per cent.

Recently the Department of Commerce has been cooperating in a bankruptcy clinic for sick business in the city of Newark. The findings so far are of interest far beyond the confines of this New Jersey town. Good business practices such as taking inventory, keeping careful accounts, and avoiding improper extensions of credit, it was found, might have obviated 43 out of 55 cases of business failure analyzed. Real Estate and other speculation by the bankrupt was found largely responsible for 10 failures. It was indicated that health, automobile, burglary, and fire insurance might have prevented some of the other failures, or at least have minimized the losses. The study is still in progress and promises further useful findings.

## La Fount Visits Boulder Dam

Harold A. LaFount, federal radio commissioner arrived in Salt Lake, August 4th on his way from Washington to Las Vegas for interviews with applicants who have asked permission of the radio board to establish both radio broadcasting and communication plants to serve the Boulder dam district.

Mr. LaFount declined to comment on the Boulder dam radio outlook saying the proposed enterprises were purely private, several parties having made application. He left for Las Vegas Tuesday following an address before radio dealers in Salt Lake.

## Gosilco To Be Handled Nationally

The Gosilco Radio Products Company of Huntington Park, California, are offering a coil spring aerial comprising fifty feet in their Go-sil-co super aerial wire. The coil contains thirty feet and the lead-in twenty feet of No. 12 gauge go-sil-co. The frame is adjustable to six feet and is finished in white duco.

Go-sil-co super-aerial wire is now in its sixth year production, and will have national distribution throughout the coming season. Direct factory representatives throughout the United States will handle sales.

## Denver Clarion Jobber Appointed

The Harry Moll Tire Company, of Denver, has been appointed local distributor for the T.C.A. "Clarion" line of radio sets, according to an announcement by Jack L. Hursch, Denver representative for the Transformer Corporation.

The Radio, Inc., one of the largest General Motors dealers in the West and located at 520—16th Street, is being managed by Thomas E. Foote, formerly Treasurer of the Knight-Campbell Music Company, Denver.



# SLIP COVERS

## *Absolutely Water-Proof*

### Deliver Your Radio Sets in Perfect Condition



*A Western Product*

We do not simply call these slip covers water-proof in order to make sales. They are actually made of *extremely heavy water-proof dark colored canvas*—lined with *heavy soft material*. To give you an idea of how these covers are made—with one of these slip covers on a set you could leave the set standing in the rain all day and the cabinet would not even be damp. You could hit it with a hammer without marring the cabinet.

*One marred cabinet may cost you more than the price of a number of covers.* Equipped with strap to adjust size.

*When the covers reach you if you are not satisfied return them at once and we will gladly refund your money and pay transportation both ways.*

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

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

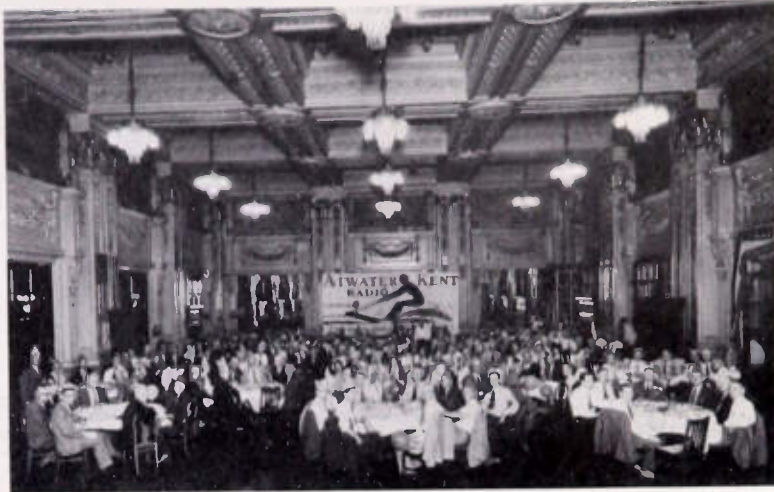
Members Oakland Chamber of  
Commerce

## GRESSER PACIFIC CO. Ltd., Dept. 25

Telephone Glencourt 1442

371 Nineteenth Street

Oakland, California



Hearing the Golden Voice in Utah

### A. K. Dealer Meeting In Salt Lake City

Strevell-Paterson Hardware Company of Salt Lake City were hosts recently to the Atwater-Kent dealers at an afternoon and evening session when the new golden voice Atwater-Kent radio was announced August 5.

Three hundred dealers were in attendance. According to Mr. Rogers, Sales Manager, of Strevell-Paterson, it was the most enthusiastic meeting they have ever held in that section.

Harold A. La Fount, the Federal Radio Commissioner whose home was formerly in Salt Lake, addressed the meeting for thirty minutes. He told of the problems of the government in straightening out broadcasting conditions and told much about the big future broadcasting would bring to radio.

F. W. Hornung, President of the Strevell-Paterson Hardware Company, had charge of the meeting.

G. A. Rogers, Secretary and Sales Manager, had just returned from the Atwater-Kent Distributors' Convention at Atlantic City and talked thirty minutes on radio merchandising and on the Atwater-Kent new golden voice line in particular.

Immediately following Mr. Rogers' address, the new Golden Voice Radios, which had previously been tuned in on KSL, the local Salt Lake City station was hooked up with fifty-six other stations on a big national hook-up that came from New York to announce new Golden Voice Radio, were turned on. More than 300 dealers heard the new Golden Voice Atwater-Kent Radio for the first time and saw it for the first time.

Immediately following this, the business meeting adjourned, and dealers had the opportunity of examining the merchandise. At 7 o'clock a banquet and entertainment was held in the ballroom of the Hotel Utah.

### Victor Shown Mountain Dealers

Victor dealers from Utah and surrounding territory met in a sales caravan meeting at the Hotel Utah, Thursday. The program opened in the morning with the showing of a feature film at the RKO Orpheum. At a noon luncheon N. E. Condon introduced Jerry Wilford and the Eleven Vagabonds of the Air, who are Utah's only recording orchestra. Milton Taggart, director and Glen Horsley introduced a new number called "Song of the Silver Dollar" and the Rocky Mountain Mountaineers, gave specialty numbers that were well received.

The afternoon meeting was devoted to an introduction of the new Victor models. John Elliot Clark introduced E. D. Marker, assistant to the vice-president from Camden, N. J., who presented the new 1930-1931 line. Miss Eva Black, who has charge of sales promotion work on the West Coast, with headquarters in San Francisco spoke on "Sales Records Thru Record Sales." Miss Black also spoke to a meeting of girls at 7 o'clock. R. D. Westphal, technical engineer from the factory spoke on "Victor Service Policy;" B. J. Schmidt on "Training the Salesman;" D. L. Lilley, from the New York Office, spoke on "Victor Sales Promotion and Advertising Program;" George Morton spoke on "Your Opportunities in an Educational Way."

### New Gosilco Representative In North

The Jas. J. Backer Co., of Seattle, Washington, have been appointed exclusive factory representatives for the Gosilco Radio Products Co., of Huntington Park, Calif., manufacturers of Gosilco Super Aerial Wire and Coil Aerials. Their territory comprises the states of Oregon, Washington, Idaho, Montana, also British Columbia.

### Z. C. M. I. New Montana Brunswick Jobber

Zion's Cooperative Mercantile Institution of Salt Lake City, has been appointed Brunswick Distributors in Montana and will maintain a resident salesman and warehouse stock in Butte.

This territory will be handled by Mr. Leonard Hon, a Brunswick representative for many years, who is well and favorably known to the radio trade in the Intermountain territory.

Mr. Robert F. Perry, general radio manager for Z. C. M. I., in Salt Lake City, has recently visited Butte and arranged facilities to render the same service to Montana dealers that has made the Brunswick line so popular in Utah and Idaho. Z. C. M. I. now distributes the Brunswick line in Eastern Nevada, Western Wyoming, Utah, Idaho and Montana, all activities being handled from their main office in Salt Lake City and under the management of Mr. R. F. Perry.

The General Radio Corporation handling General Motors radios, have opened a beautiful store at 18 East 1st South, Salt Lake City. A. F. Lanphere, president is well known here and Robert B. Stake secretary and treasurer, likewise has a hosts of friends here. Harry A. Phillips, the sales manager, is a pioneer in the radio game in Utah having been associated in this line for years. An invitation was extended the public to see and hear a product of General Motors in the radio field.

K. M. Manookin, is representing General Motors in this territory. He was formerly with several large radio concerns here and is well acquainted in the game.

### Bosch Convention

About 50 dealers and a large number of patrons and friends attended a preview of the new Bosch radios held at the Newhouse Hotel, Salt Lake City, July 30th. M. A. Fowler, assistant manager of the Pacific Coast territory. Bosch Magneto corporation and Ray Newby service engineer, with headquarters at San Francisco were in charge. It was planned during the meeting to appoint the Salt Lake Hardware company as intermountain distributors for radio and Kenneth King, of Montana, resident representative with headquarters in Salt Lake.

The Radiola Shop which formerly was located at McCullough's Arena building, on Tenth South, has moved to an uptown location on West Fourth South Street.

The Robinson Radio Shop, 46th and Western, have opened a branch store at 5415 S. Western Avenue, Los Angeles. Warren H. Atherton will be manager.



# THE MIDGET

\$ 69<sup>50</sup>

You Can't Miss It... Booth 138, Ambassador Show

# Royale

*Distributed by*

**GRIFFIN-SMITH  
MFG. CO.**

1224 Wall Street

Los Angeles, California

Telephone Westmore 5158

The Royale Midget is everything that could be desired in radio. A beautiful cabinet of highly finished walnut. Light, compact and easily transported from room to room. Three screen grid tubes in a highly improved direct coupled circuit which gives the maximum selectivity. The use of a type 45 power tube means great power and volume. Chassis of rugged steel construction; tubes perfectly balanced and shielded.

Exact tone reproduction, giving you the utmost pleasure from the musical programs.

# THE PORTABLE

\$ 69<sup>50</sup>

Using the same chassis as the midget model. . . A real DX champion, employing a standard dynamic speaker. Leatherette carrying case.

*Secure your franchise now for your territory.*



# Can You Make Your Books TALK

By WILLIAM BRIDGES  
Credit Manager, Ray Thomas, Inc.

THE five accountancy gauges which every dealer should have to get an accurate picture of his business are a classification or list of General Ledger Accounts, with a clear cut understanding of the treatment of each account, a monthly financial report, a standard loose leaf accounting form and record, a positive control over cash, merchandise stock, contracts receivable, accounts receivable, finance company reserve, and finance company collections, and a conservative value reflected in the financial reports at the close of each month showing the true market cost value of all unsold used radio sets, whether trade-ins or repossessions.

A little amplification of these five objectives is advisable at this point. Successful results in business are possible only where complete control is exercised over every activity of the business. Such control comes from personal supervision augmented by proper figure facts correctly interpreted and applied.

## Uniform Classification of General Ledger Accounts

Many business executives have only a hazy understanding of the function of the General Ledger; yet there is no part of a modern accounting system so important as the General Ledger. It is in reality the hub around which all other records are assembled. The General Ledger contains the story of the business, showing the assets, liabilities, income and expenses. This information is assembled in properly arranged accounts, each account telling some important fact about the business. The General Ledger contains the story of the business, showing the assets, liabilities, income and expenses. This information is assembled in properly arranged accounts, each account telling some important fact about the business. The first step, therefore, in planning an accounting system is to prepare a classification or list of General Ledger Accounts, and in order to make results comparable, this classification

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*Books are the compass and sextant of a business. If they go "hay wire," they not only cease to help you, but through giving misleading information, may steer you on the rocks.*

*No business man is smart enough to run a business without books. Yet credit men tell us that many dealers think they have books when they haven't.*

*To make bookkeeping as simple and economical as possible, the Los Angeles Association of Wholesale Credit Men have developed an ideal and uniform bookkeeping system and written a manual of instructions which makes the system fool-proof.*

---

should be the same in every dealer's system, and it is important that each account in the General Ledger be uniformly treated in each system. To accomplish this a brief description of each General Ledger Account must be made in the Manual of Instructions.

## Uniform Financial Reports

Assuming that each dealer uses the same chart or General Ledger classification of accounts, and that each of these accounts is treated in a uniform manner, it



William Bridges

is obvious that Financial Reports following a uniform arrangement of the accounts may be prepared by all dealers. These Financial Reports should be available at the close of business each month.

The primary object of the Financial report is to tell the dealer how much he is worth and how much he has made.

In order to accomplish this the Financial Report must provide a statement of Assets and Liabilities and a Profit and Loss statement. The statement of Assets and Liabilities, or "balance sheet" as it is commonly termed, should indicate the financial condition of the business as of a definite date. The Profit and Loss statement should show sales, gross profit, expenses, and net operating profit. This statement would thereby furnish as a barometer to the dealer showing him accurately the progress of his business.

Such Financial Report would provide the necessary figure facts required in income tax returns as well as valuable information required by financial agencies and credit managers of distributors.

Furthermore, a uniform accounting system and uniform reports pave the way for comparing the results accomplished by one dealer with the accomplishments of other dealers doing a like volume of business. Modern financial reports show the important facts about the business in two ways; namely, in dollars and also in ratios or percentages. One dealer may, therefore, compare results with even his closest competitor without revealing his business secrets. He may use percentages, such as the percentage of gross profit to sales and net operating profit to sales. He may, if he wishes, discuss turnover on stock, ratio of current assets to current liabilities, earn-



sumated until the last payment has been made to the finance company by the buyer. This is made possible through the use of a record of contracts which gives full information about each contract, the date on which it was delivered to the finance company, the amount of reserve held back and the final payment of that reserve. Finance company collections which are in reality accommodation collections made by the dealer and remitted to the finance company are carefully traced through this system by a labor saving positive check on each collection from the time it is received until remitted to the finance company.

### Revaluation of Unsold Used Radios

Provision is made in the new system to appraise all trade-ins and repossessions at the close of each month at their marked selling price and to reduce the valuation on such unsold sets to a market cost value, in consequence of which the Financial statement and Profit and Loss statement at the close of each month reflects a condition of the dealer's business as it would appear had the allowance value on all trade-ins been based upon the same factory discount on selling price as applies to new sets.

### Accounting Problems the Same for All Dealers

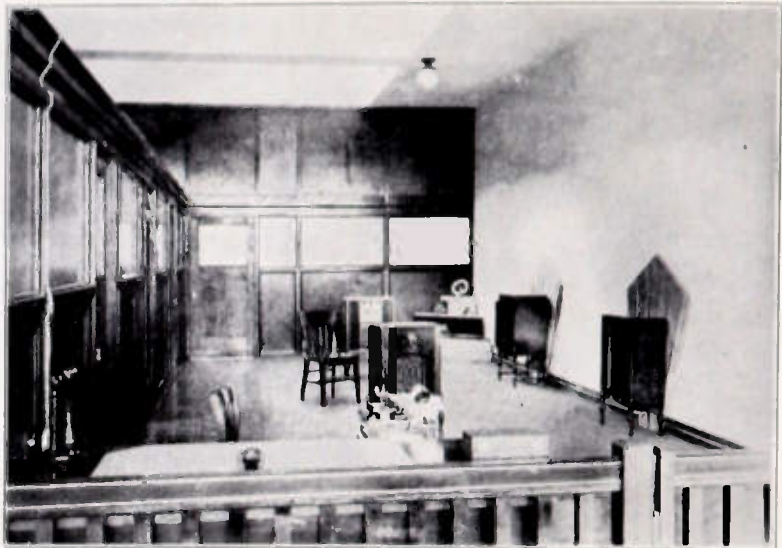
There is a prevailing feeling among many business men that a small business calls for an entirely different kind of an accounting system than a large business. This though is responsible for a lot of carelessness and negligence found in many small business establishments. Broadly speaking, there is no essential difference between the accounting system for a small business and that of a large business, except as to the amount of clerical work involved. The large business naturally handles a greater number of transaction, resulting more clerical effort.

If the management is to have effective control over a business whether it be large or small, he must have a complete record of each transaction. Clerical cost will be less in a small business because there are fewer of these transactions, therefore less clerical effort involved.

Money is not saved by sacrificing clarity in the recording of transactions.

The new Dealer's System should prove of inestimable value to both large and small dealers and its uniform adoption and establishment should be but a matter of a few months. Any credit manager or a radio jobber or distributor has complete information of the new uniform accounting system and in each instance will more than welcome an opportunity to show its merits and value.

James Stratton held formal opening of the State Street Radio Shop located at 8477 State St., South Gate.



New Rola Office Headquarters in Los Angeles

### Rola Established In L. A. Office

The Rola Company of Oakland, pioneer speaker and set manufacturers, have introduced a new dynamic speaker, especially designed for the new super power, direct coupled amplifying systems used in the new midsets. The new speaker is so built as to give an increased baffleboard effect even on the small boards used in midsets, giving a greater prominence to the lower notes while maintaining true fidelity throughout the entire range.

Lloyd Holton, sales manager, has appointed "Bill" Hitt as representative for the new speakers among the manufacturers of Southern California.

The Rola line of radio receivers features the "Ace of Hearts" console list-

ing at \$90, the "Ace of Clubs" boudoir in colors at \$99, the "Ace of Diamonds" lowboy at \$109 and the "Ace of Spades" deluxe at \$125. All prices include tubes.

Los Angeles headquarters have been opened at 1321 South Maple Avenue with Miss Edith E. Price as office manager, Frank Morrill handling service and "Dick" Canning, L. G. Gregory and Harry Appleton handling sales.

Salesmen calling on the trade out of the main office in Oakland are: W. F. Beisley, R. F. Gallagher, W. G. Tribeck and William Landes. Tenny, president of the company, and Holton, sales manager, commute back and forth in the new Rola Stinson-Detroit four passenger plane.

### Taylor Appointed Advertising Manager for Kelvinator

H. W. Burrill, Vice-President of the Kelvinator Corporation, Detroit, announces the appointment of Albert M. Taylor as Director of Advertising to succeed Earl Lines who has retired to engage in other activities.

Mr. Taylor brings to Kelvinator many years of advertising experience.

### Westerner Busy

Since announcing their new "Push-Pull," seven tube, screen grid midset radio, the Westerner factory have been working a double shift to keep up with the demand coming in from all over the country. The new chassis was engineered by "Smithy" Smith formerly shop foreman, under A. E. Tindell. Upon Tindell leaving the Westerner Company, Smith was put in full charge of the factory and seems to have struck a "winner."

## Radio & Music Financing

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

Bankers Commercial Security Co., Inc.

Pacific Coast Office

416 W. 8th Street

Los Angeles

# THESE THREE FACTS

have sold *millions* of  
ARCTURUS BLUE TUBES



### QUICK ACTION

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



### CLEAR TONE

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



### LONG LIFE

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

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

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

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

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

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

ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

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



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

# ARCTURUS

TUBES *for every* RADIO

# MISSION BELL

SYMBOLIZING PERMANENCY *and* STABILITY  
Exact Tone Reproduction

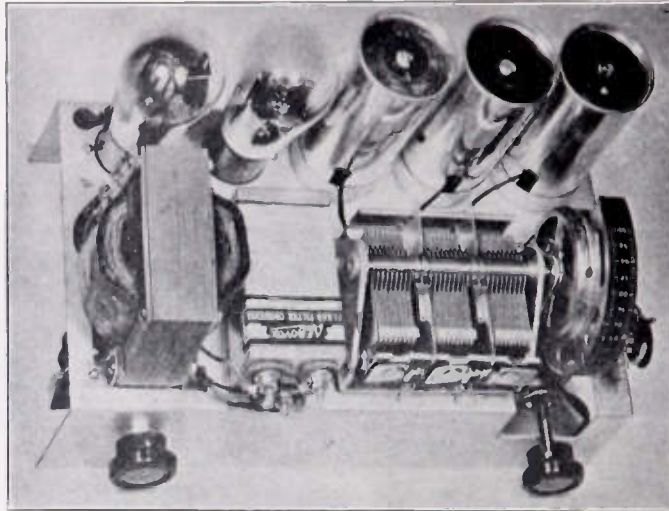
**STURDY**

✧ ✧

**POWERFUL**

✧ ✧

**SELECTIVE**



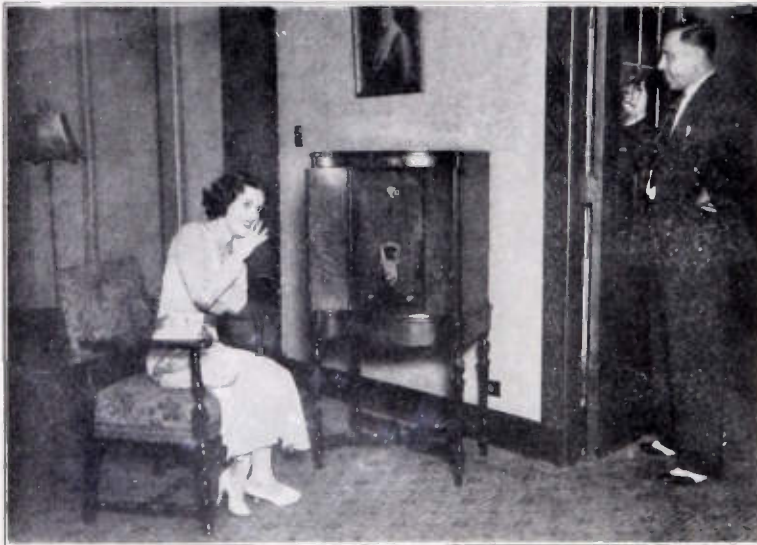
A New and Improved Direct Coupled Circuit. Three Screen Grids and a Type 45 Power Tube in the Last Stage. Dynamic Speaker.

**MR. JOBBER:** The Mission Bell chassis is ideal for your own designed cabinet and is priced so that you and your dealer can make a handsome profit. Write or wire for prices and full particulars. Built by one of the Pioneer Radio Manufacturers of the West.

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

1125 Wall Street

Los Angeles, California



**Jeanne Dunn, of The Platt Music Company, Los Angeles. Thrills in Ecstasies in Hearing Her Name Broadcast Over the Radio. But She Doesn't Know That it is Stone Broadcasting Only From the Next Room.**

A microphone small in size, and very efficient in operation, is being placed on the market by the American Laboratories of Los Angeles. The mike is plugged into the detector tube base of any radio with a sufficient length of wire to be operated from an adjoining room. In use, a push button on the back of the mike cuts out the broadcasting station and cuts in the person's voice. The microphone is of real

carbon construction, and a voice coming over it is very clear and natural. It is impossible to detect it from the average broadcast reception.

In addition to their home entertainment features, these microphones are being sold to miniature golf courses, restaurants, etc., where they have radios playing and wish to make announcements from time to time. The microphone is sealed tight and said to be fool-proof.

## De Forest Issues Stock

The directors of the DeForest Radio Company, have authorized an issue of \$800,000 in three year, six-percent notes, payable July 15, 1933.

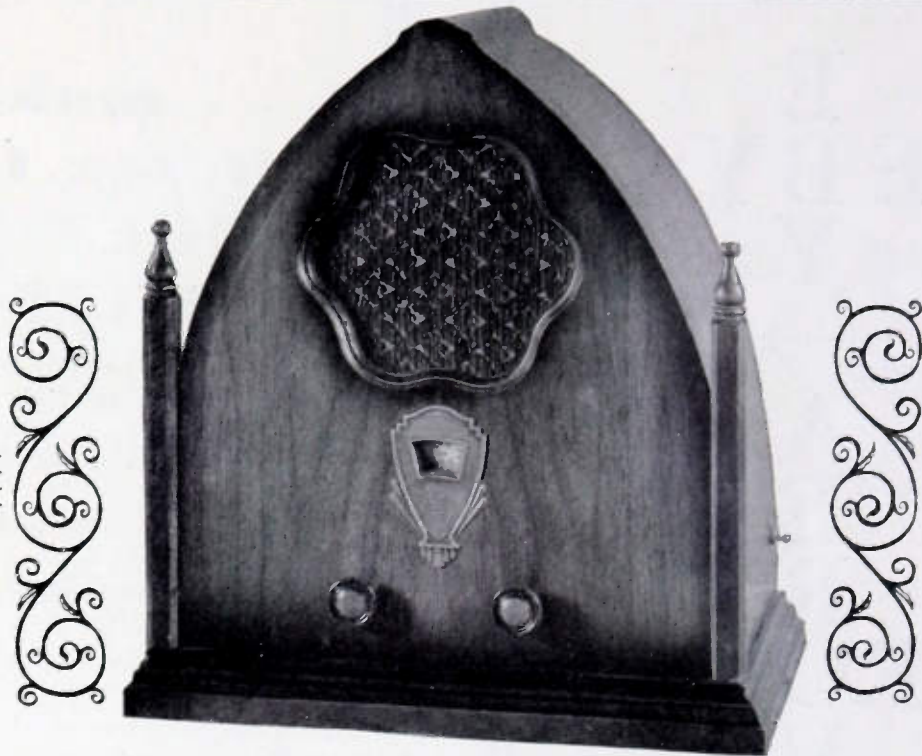
Officials of the DeForest Company state that the purpose of the issue is to provide funds to take care of an expected increase in the Company's business during the next few months, and also to provide for the payment of \$300,000 six-percent notes due January 30, 1931. This offering was made to all stockholders of record as of July 14th.

## Tyler Re-organizes

Word has been officially received that the Tyler Cabinet Works, is now known as the Tyler Cabinet Co., Ltd. Mr. Tyler has no doubt the busiest cabinet shop catering to the midget factory trade, and proudly states "The midget radio manufacturers have put their heart and soul into the designing of their sets. The public has certainly endorsed this new form of radio and are now looking for the beautiful cabinet that usually takes so much consideration in selecting the larger consoles and combinations."

The Wiley B. Allen Company, Los Angeles Music Company, has taken over the Radio Den at 134 W. Center St., Anaheim. Harry H. Clubb will be resident manager.





## *“The Finishing Touch”*

**A**FTER the technicians and engineers master the many problems in the construction of the modern radio, the picture of production immediately turns to its cabinet. CABINET . . . . the eye-appeal . . . . the merchandising value of the finished product. The CABINET, the answer to the manufacturer's investment . . . . will it appeal?



## The Tyler Cabinet Co., Ltd.

The TYLER CABINET CO., Ltd., has led the field in DESIGNING midget model radio cabinets since its pioneer day. Individuality is the first impression when mentioning a TYLER CABINET. Investigate and inspect all the midget radios at the radio show this month and see why TYLER CABINET CO., Ltd., makes more midget radio cabinets.

# TYLER CABINET CO., Inc.

5846 Hooper Avenue

Lafayette 1621

Los Angeles

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**BILL HITT**  
"And Now Representing  
Rola Speakers,,

... .make sure  
you see the  
**MIDGET**  
**BEAUTIFUL**

at the  
**8th Annual**  
**Radio Show**

Here, at last, is the ultimate "Midget"; the new Jackson-Bell Model "62". It contains features that have never before been combined in any but the highest priced sets. Compare it, feature for feature, with any set at any price. Its perfect tone-control (originated by Jackson-Bell) brings you sweet, pure tone, free from hum or distortion at any volume. Its four screen grid tubes give it delicate and accurate selectivity over the entire broadcast band. Its new electro-dynamic speaker has been designed expressly to coordinate perfectly with the set. Its beautiful American Walnut cabinets are exquisite examples of fine craftsmanship, fitting perfectly into any decorative scheme. Its price is within the reach of even the most humble pocketbook. . . . and a selected list of distributors who have been appointed for their high ethical standing as well as their sales ability insure your ability to obtain this new "Ultimate Midget" anywhere in the United States.

**\$59<sup>50</sup>**

COMPLETE  
WITH TUBES



**JACKSON-BELL CO.**

*Manufacturers of "All Electric" Radios since 1926*

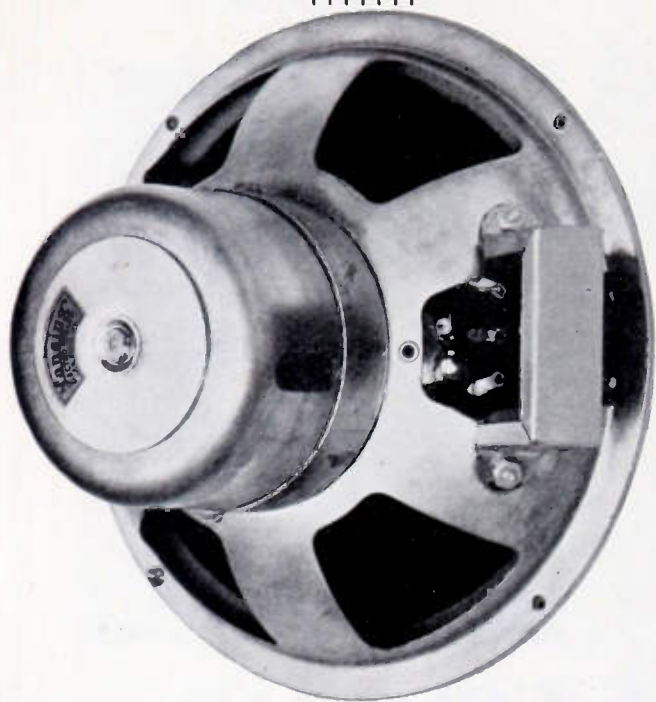
**H. R. CURTISS CO.**

*Distributors*

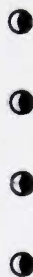
Los Angeles: 1145 South Wall St.

San Francisco: 895 O'Farrell St.

Oakland: 311 Tenth St.



The  
**LANSING**  
ELECTRO-DYNAMIC  
SPEAKER



**... AND AGAIN WE REPEAT!**

The phenomenal popularity of the Midget Radios continues.

Now, more than ever before, the Lansing popularity is steadily growing upon the radio field. More Lansing electro-dynamic speakers are now being used than ever before. More manufacturers are installing the Lansing to complete their radio ... their pride!

While strolling around the show at the Ambassador Auditorium, pause a moment and inspect these midget radios and know why their tone qualities are approaching that of the large consoles. Stop, and take a 'peak' at the inside and see the faithful Lansing at work for the pleasure of those who seek full, true, rounding and exacting TONE!

**... AND AGAIN WE REPEAT!**

This speaker is our contribution to a Radio innovation that has challenged the supremacy of Eastern manufacturers and we are justly proud of it!

**LANSING MFG. CO.**

6626 McKinley St. Los Angeles, Calif.



# Our Business Is Sound

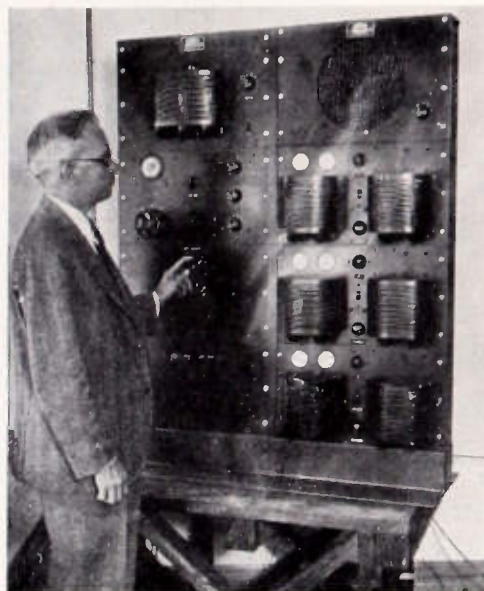
## Sound Distribution Equipment

*for any type installation large or small*

- |             |           |
|-------------|-----------|
| Amplifiers  | Dynamics  |
| Microphones | Magnetics |
| Pickups     | Horns     |

**See and hear this Equipment at**

2706-08 South Hill Street  
Westmore 8992



# CARL A. STONE COMPANY



### New Jackson Bell Model

The new Model 62 Jackson-Bell Midget features four screen grid tubes, one type '45 and one type '80 rectifier mounted on a cadmium plated steel chassis. It uses four tuned circuits, screen grid power detector, only one stage of audio, which is resistance coupled to the detector, a constant gain radio frequency circuit, and an electro-dynamic speaker. Power supply is protected by two ampere fuses.

## WELCOME TO NEW YORK The HOTEL GOVERNOR CLINTON

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

opposite PENNA. R.R. STATION



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

E. G. KILL, General Manager.

**ROOM AND BATH \$3.00**

# Again PHILCO Steals a March on the Radio Industry

**I**N 1929, Philco sets became world leaders, in popular favor and in sales, because of the wonderful tone produced by Philco's Balanced Units.

Now Philco sets the pace again . . . with TONE CONTROL, newest miracle of radio reception!

This amazing feature gives you actual control of station tone. You simply turn a knob on the front of your Philco. And . . . presto . . . you have "brilliant," "bright," "mellow" or "deep" . . . whichever suits your own musical ear. And, *cuts interference noises.*

But that isn't all. Philco gives you Balanced Units, producing lifelike *undistorted* tone; new circuits of extraordinary selectivity; tremendous power and distance ability; new Station Recording dial; exquisite cabinetry; and in Philco Screen Grid Plus, *Automatic Volume Control* actually counteracts fading, eliminates background noises . . . and brings in ALL stations at *same* tonal volume. Loud or soft, as you prefer!

Never before have these seven great features been combined in *one* radio, now they are offered at sensationally low prices!

That is why Philco is the sensation of the radio industry . . . why it will *lead* in 1930 as it did in 1929 . . . why leading radio dealers in Southern California are *featuring* Philco. "Tie-in" with Philco leadership—NOW!



THE LOWBOY

THE  
PHILCO BABY GRAND  
IS NOW HERE

◆  
SEE IT AT THE SHOW

Radio Dealers in Southern California  
Visit, Phone, Write or Wire for Details

IMMEDIATE DELIVERY ON ALL MODELS

## H. R. CURTISS COMPANY

PHILCO DISTRIBUTORS FOR SOUTHERN CALIFORNIA

1145 South Wall Street

Los Angeles, Calif.

Phone Westmore 7194



# Miniature Radios

## "OVER THE TOP"

By H. J. BANTA

*EDITORIAL NOTE—H. J. Banta, General Sales Manager of Gray & Danielson Manufacturing Company of San Francisco, manufacturers of Remler Radios, through his former business connections and experiences, is one of the best known merchandisers in the West. He is a man of profound and definite ideas, and is known for his frankness in speaking what he thinks, and hitting the nail on the head. He is greatly in demand as a luncheon and after-dinner speaker.*

*His opinions herein do not necessarily reflect the editorial opinion of Western Music & Radio Trades Journal.*

**T**HE miniature type of radio has come to be recognized as a stable and legitimate part of the radio business. Today, no dealer hesitates as to whether or not he should have and sell a miniature line. He knows that his radio line is incomplete without them. The wide-awake radio dealer now sells the miniature radio, just as the wide-awake grocer sells both the high priced, imported sardines, and the lower priced, domestic sardines, to meet the demands of his trade.

The miniature type of radio does not compete with the larger and more expensive radios in the general sense of the word. Certainly, if a customer is in the market and has the money to pay for a larger and more costly radio, the dealer should sell it to him. But there are many thousands, for one reason or another, who cannot or do not want to pay the higher price for the larger radios. These people are opening up new markets and buying the small type of radio where they probably would not have bought anything if the small type had not existed.

I think it is a misnomer to classify all of these small miniature type of radios as cheap merchandise. Some of them are inexpensive, but they certainly are not cheap. The better types of miniature radios are substantially built. Moreover, the quality of tone and radio performance that comes out of a properly manufactured miniature is not only remarkable, but compares very favorably with those of the larger and more expensively priced radios. Put one of the best of the small types behind a curtain with any one of several of the larger types and generally speaking, it would be difficult to say which of the instruments was reproducing the best tonal fidelity.

One of the biggest factors in the success of the miniature radio is its low cost of distribution. It's a well established fact that the unit cost of production in manufacturing merchandise in America is the lowest in our industrial history. On the other hand, it is also known that our costs of distribution has been steadily mounting for the last fifty years, until today, the consumer's price on most any article is out of all proportion to its production cost, owing to the very high costs of distribution. Generally speaking, the miniature type of radio made by the Western Manufacturer has been sold economically. The manufacturers' profit per unit has been small. There

are no high priced sales organizations, no excessive advertising costs, no dead wood. Manufacturer, Jobber and Dealer, alike, have made their profit by merchandise and capital turn-over. In our own case, we do not have Jobbers. Our distribution is direct to the Dealer. Our distribution costs are held to an absolute minimum.

The advent of the Eastern Manufacturer into the small set business need cause no concern to the Western Radio Manufacturer, producing a well designed, substantially built, properly manufactured set, providing he has manufacturing facilities that make possible economic production. Western production has a geographical advantage in the Western territory. The Western Manufacturer is a specialist in the production of miniature sets. For one manufacturing organization and personnel to produce in the same plant, low and high priced radios, usually results in costs that are too high on the low priced products, or a deterioration in the quality of the high priced units.

There is no good reason why the Eastern Manufacturer can produce any more economically, to say the least, than his Western Competitor. Surely, his distribution costs should not be any less than the Western Manufacturer.

Speaking for ourselves, with our many years of radio manufacturing experience, with a completely equipped manufacturing plant, we feel qualified to meet on equal terms, the competition of any manufacturer whose product is being manufactured and marketed on a profitable basis.

Our entire experience, resources and manufacturing facilities are being concentrated in the production of just one type of radio. Thereby, our efforts become a highly specialized endeavor.

The mistake that could be made and is quite likely to be made is the apparent endeavor on the part of some manufacturers to build their radios to meet a price condition, rather than adhering to a standard of quality, which must be inherent in any product to successfully withstand the assaults of price competition. It is well to remember, in these times in particular, that "quality is remembered long after price is forgotten." Good merchandise, economically produced and sold, is a combination hard to beat under any circumstances, and geographical location has very little bearing upon the ultimate success of the concern operating upon this basis.

# CHAMPION RADIO

*Speaks for Itself*



"Take and put me anywhere,  
I'll entertain you everywhere,  
I don't need any care,  
I am the Champion of the Air."

### FEATURES of the CHAMPION RADIO

*Eye Appeal*  
*Tone Appeal*  
*Price Appeal*

Screen Grid—*Naturally*  
Tone Control—*Of Course*  
Distance—*Very Good*  
Shielded Chassis—*Surely*

Sharpest Selectivity — Highest Sensitivity — Finest  
Tone Quality — New Electro-dynamic Speaker

Beautiful Modernized Gothic  
Design—Well Built

**59**<sup>50</sup>  
—  
Com-  
plete

**Champion Radio Mfg.  
Co., Ltd.**

1865 West Gage Ave.

Phone YOrk 1186

Los Angeles

JOBBERs — DEALERs — Write, wire or phone at  
once for our very attractive proposition. Don't wait.  
Speed is necessary. Franchises are being closed  
rapidly.

# MOST "B" POWER UNITS REQUIRE B-H RECTIFYING TUBES!

GET YOUR SHARE OF THIS  
REPLACEMENT MARKET!



Always have a display of this  
four-tube carton of Eveready  
Raytheon B-H Tubes

## EVEREADY RAYTHEON B-H

MILLIONS of these tubes have been sold in the  
past few years. The B-H is standard with more  
than 100 "B" power units. Most units of this type  
were designed for it. Increase your business,  
and profits, by suggesting B-H tubes to your  
customers!

You can buy Eveready Raytheon B-H Tubes in  
handy cartons of four. Always have a carton on  
display. The Eveready Raytheon B-H is a friend  
maker—it gives a vast improvement in recep-  
tion—is long-lived and reliable.

★ ★ ★

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

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

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



Trade-marks



Rt. Hon. Lord Marks Presenting Painting to Columbia Head

### Lord Marks Presents Sterling with Painting of Wife

Columbia friends in the trade will be interested in a little ceremony that took place at the R. A. C. on June 17th, when Mr. Louis Sterling, the managing director of Columbia Graphophone Company, Ltd., was the recipient of a presentation. His old business associates—most of them claiming a friendship of twenty years and over—and his fellow directors presented him with an oil painting of Mrs. Louis Sterling. The Right Hon. Lord Marks (the Columbia chairman) made the presentation, and happily expressed the affection and esteem typified in the ceremony. The artist was Mr. David Jagers, whose portrait of H. M. the Queen, was exhibited in this year's Royal Academy, and the picture is a delightful likeness of a charming lady. An illustration of the presentation is given on this page.

### Pribl With Cardinal

A. C. Pribl, well known in the music and radio trade for many years in Southern California has been appointed sales-manager of the Cardinal Radio Co. (formerly Long's). Pribl's varied experience, that of a branch manager for Brunswick in the East, a dealer in Southern California, traveler for Sonora, etc., is of great value to him in placing midgets and midget combinations on the market throughout the West. Pribl who has sold phonographs for years predicts a great future for the new midget combinations listing at \$99.50.

H. G. Bone, hardware merchant, has added a radio department to his store recently, featuring the Music Box Radio. Mr. Bone's store is located in Bellflower.

### Borgum Resigns From Edison

Ed Borgum, widely known in Northwest music circles, recently resigned as factory representative for the Edison company and joined the staff of Farrington-Daline, Inc., retail radio dealers in Portland. Borgum, long years ago, sold the old cylinder records for Edison in Oregon. He now is manager of the Farrington-Daline firm and will feature Brunswick radio.

Herman Schenck, representative of the Red Star Music Co., has opened offices in the Majestic Building, Los Angeles.

### Midgets Exported to New Zealand

Thomas Ritchie, executive of the Charles Beggs Company, operating a chain of eight music and radio stores in New Zealand, recently visited Los Angeles completing the purchase of a quantity of midget radio receivers. Mr. Ritchie states that the new New Zealand tariff recently put on radios amounting to approximately thirty-five per cent has made the price of larger United States radios that they have been using almost prohibitive in price.

Radios in New Zealand, however, must be distance performers par-excellence, for many of the best programs in parts of New Zealand have to be pulled in from the other end of the island or Australia, from one thousand to twelve hundred miles away. Mr. Ritchie predicts a wide sale of midgets in his country.

Mr. Ritchie is a past-president of the New Zealand Music Trades Association and the New Zealand Talking Machine Dealers Association. He reports that the piano business has fallen off considerably but nothing to the extent that it has in this country. Group piano instruction is proving successful.

Head offices for his concern are maintained in Dunedin, used by Byrd as his South Pole expedition base.

Keller-Fuller, Los Angeles manufacturers of "Radiette," recently shipped the New Zealand concern their first order of the small radios.

The Corcoran Radio Shop is now located in its new home in the Norwalk Theatre Bldg., Norwalk.

### "COLD STORAGE DE LUXE"

Here it is. The much heralded and long awaited Majestic refrigerator. It is of all steel construction, is said to be almost noiseless and vibrationless. The cooling elements contained in the top use two motors, one driving a fan and one the pump. The red light on the front lights if anything should go wrong, and the knob under it is the temperature control. Prices have not as yet been announced.





# Stability



**4** Screen  
Grid  
Tubes

Band-pass Fitter  
Circuit

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

## Radiette

*A great radio set at  
a remarkable price.*

**\$59**<sup>50</sup>  
COMPLETE  
WITH TUBES

**KELLER-FULLER MFG., CO., Ltd.**

1573 W. Jefferson, Los Angeles

Booth 81—Ambassador Auditorium



C. W. Smith

### Royale Steadily Gains

With over 200 dealers in Southern California alone now handling the new Royale Midget line, Griffin Smith Manufacturing Co. announce their new factory address as 1224 Wall St. Having formerly been at 1125 Wall, the continued demand for merchandisc caused the Royale Radio to look for larger quarters. Over 7500 sq. ft. of manufacturing space is now being used. According to C. W. Smith, the northwest is enjoying a profitable season with his midget. Dealers and jobbers as far east as New York are also selling the Royale midget.

### Increased Interest In Short Wave

W. H. Cooke, representing the National Company of Massachusetts, manufacturing short wave equipment, reports the sale of a quantity of short wave equipment to the Western Air Express and other air lines who are installing short-wave sets on their planes. One air express concern is putting a short wave set in the home of each of their pilots so that if a pilot finds that he will be late for dinner he can phone his wife and tell her to keep the coffee hot. She will be able to hear, though not talk back.

The fishing fleets off San Pedro are also installing short wave equipment for inter-communication between their vessels at sea by both voice and code.

Cooke also reports an increasing interest in short wave sets on the part of the public and a very healthy volume turned by many dealers who are actively pushing such merchandise. The average set sells for \$150 and under favorable conditions will pull in Europe.

### Sunset Super Ground Introduced

The Sunset Aerial Company of Los Angeles have added a new item to their line, the Sunset Super Ground, which consists of a cylinder of copper bronze screen with a core of charcoal surrounded by chemically treated sawdust, which by action of moisture keeps the screen continually clean. A filler pipe connects ground with the open air, making it possible to pour water into the ground and keep it moist at all times. The super ground is particularly valuable in those locations where there is no available moist spot to plant the ground.

The manufacturers report that Sunset aerials and grounds are sold in all parts of the world. The aerial has a pick-up capacity equal to 450 feet of No. 14 wire. It is vertical, non-directional, and very selective. It is stated that its use improves selectivity, increases volume and stretches distance.



### New Falck

"Fritz" Falck of the Advance Electric Company, announces two new midget models. One, the Model 77, listing at \$59.50 complete with tubes, and the other, Model 88, listing at \$69.50. Screen grid tubes are used in both radio and audio amplification. The chassis is very compact, being only 12 inches wide. dial is illuminated and uses kilocycle reading. The Advance Electric is one of the very oldest radio manufacturers in Southern California.

The General Radio Company of Pueblo, Colorado, has been opened in that city. They will handle General Motors Radio.

### Hunter Resigns

C. W. Hunter announces his resignation as western manager for Silver Marshall. Hunter is taking a vacation in Yosemite before making further connections.

Flint and Crofts opened an Atwater Kent products store on Lincoln Way, Auburn.

### Pads to Protect Radios In Shipment

The Gresser Pacific Company of Oakland have entered into the manufacture of a very fine line of protecting covers for radios and fine furniture to be used while delivering or moving about in transportation. The covers are made up in two laminations of material, the inner layer, the one next to the furniture, being of very fine soft, pliable, thick cushioning material. The outer layer is of heavy, strong, absolutely waterproof, dark-colored canvas.

Encased in these coverings radios will stand an unbelievable amount of knocking about, far more severe than is encountered in ordinary handling and moving. It is stated that they will even stand a considerable blow with a hammer without showing any marks. Radios can be left standing in the rain for hours in these coverings without any moisture whatsoever reaching the polished surface.

The covers come in various sizes for different sized radios and are reasonably priced.

The Gresser Pacific Company also manufacture a line of sun and headlight shields for automobiles. The shield, which consists of two parts—a green transparency for headlight glare and a solid black for sun glare—is mounted on two ball and socket joints that allow it to be placed at any angle or swung out of the way at the top of the car.

Sparks-Withington Company, of Jackson, Michigan, report for the year ending June 30th, a net profit, after all charges and taxes, of over a \$1,500,000.00, equal at the preferred dividend to \$2.55 a share on 672,106 shares, no par shares of common stock.

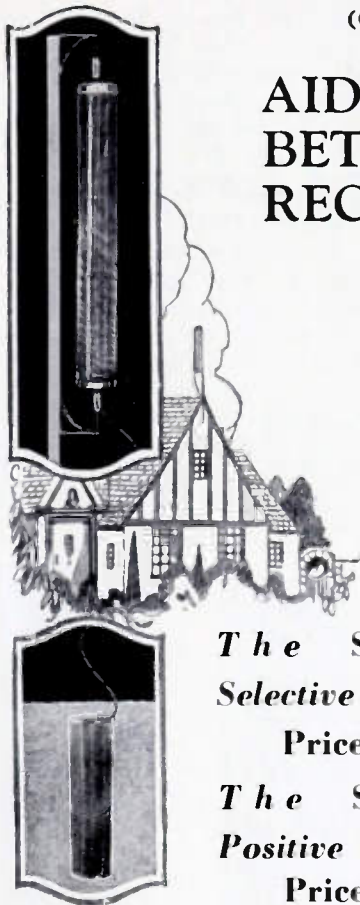


Claude Foote, Southern California Manager of The H. R. Curtiss Co., Philco and Jackson-Bell Distributors.

# Sunset

(Copyrighted)

AIDS to  
BETTER  
RECEPTION



The SUNSET  
Selective AERIAL

Price \$5.00

The SUNSET  
Positive GROUND

Price \$2.25

## Also a New Sunset Super Ground

We have just added the new Sunset Super Ground to our line. This ground is similar in construction to the Positive Ground with the exception that it is made with a filler pipe, which permits water to be poured into the Ground, thereby keeping it moist at all times.

The new SUNSET Super-Ground is priced at

**\$3.00**

Manufactured by

**The Sunset Mfg. Co.**

1114 No. Sycamore Ave.

Hempstead 4941 Los Angeles, Calif.

# The PACIFIC MIDGET LINE



▲  
The  
Better  
Midget

## Three Distinctive Types To Meet All Requirements

1. An extremely small, compact set using 3 screen grids and one 45 amplifier. The chassis measures 6½x10 inches and is by far the smallest high class radio on the market. A REAL Midget at \$59.50.

2. A regulation size Midget using screen grids and a 250 Power tube, giving it all the volume and beautiful tone of sets selling for four times its price. A REVELATION in Midget performance. Price \$69.50.

3. The Pacific RADIOCHRON, the same high class set with a fine Electric clock built into the speaker grill. Encased in Burl walnut and fit to grace the finest home. Priced at \$79.50.

**REMEMBER!** All Pacific sets, (except tubes), carry a Lifetime Guarantee.

*Distinctive Tone. "To hear it is to want it."  
Beautiful cabinet work in original designs.  
Everything that could be desired in a high class radio.*



▲  
Wholesale  
Speakers  
Filter-  
Condensers  
Resisters, etc.

# PACIFIC COAST RADIO SALES

EMpire 2220

24157 W. Washington  
Los Angeles



"Bert" Knight

## Defiance Executive Visits West

Grover F. Behringer, chief engineer and salesman for the American Steel Products Company of Defiance, Ohio, who make many of the variable condensers used in western made midgets, is visiting in Southern California. Behringer reports that a few years ago when the tendency was toward larger and heavier condensers, they had difficulty in making manufacturers believe they could obtain efficiency out of their small, compact condenser weighing from 15 to 20 ozs. which they had perfected. Today the demand is for small condensers in all radios and of course in the midgets.

Mr. Behringer is the guest of Bert Knight, Defiance representative while he is in the West.

## New "Radiette"

Keller-Fuller, manufacturers of "Radiette," have introduced an entirely new model, housed in a cabinet of new and different design and using a chassis incorporation and new down to the last screw.

The new model uses four screen grid tubes, a type 45 output and a rectifier. It incorporates four circuits and a four gang condenser, using a band-pass filter selector known for its selectivity and uniformity throughout the dial wave lengths. The chassis is mounted on a cadmium plated steel frame.

The factory is concentrating on quantity production of the new model and shipping them to their widespread jobber and dealer organization. An initial shipment of sev-

eral hundred of the new models was recently sent to New Zealand.

The new set is declared to be remarkable in both selectivity and sensitivity.

## Lansing Speakers Popular With Midgets

The Lansing Manufacturing Company, Los Angeles, have been going full blast for the past several months with their production almost entirely concentrated on manufacturer's type electro-dynamic speakers for Los Angeles-made midgets.

"Major" Decker, sales manager, reports their policy of designing and building a speaker specifically adapted to each midget chassis has met with wide approval of the manufacturers. Lansing engineers go into the midget factories and work with the factory engineers in the designing of a special job for the chassis on which it is to be used.

## And Now—It's Midget Combinations

The latest development in the midget field is midget combinations listing at \$99.50. Two of them are being manufactured in Los Angeles, the "Cardinal" and the "Adams," and one in San Francisco, the "Remler." The cabinets are but little larger than a midget cabinet with an inclosing lid on top, that is opened similarly to a larger combination. They use a midget chassis and speaker, an induction motor and a good pick-up.

The manufacturers have been doing a remarkable business in these combinations since introduced but a few weeks ago. They have been advertised in quarter and half-page ads in the newspapers. Where played in store lobbies they have jammed in the crowds.

An advantage they have over midget radios is that because of their higher selling price, finance companies more readily accept the financing of them. The down payment and monthly payments are not a great deal higher than on a midget radio alone.

Manufacturers state that many are buying them to replace old mechanical phonographs. They, of course, have the same selling points of the midgets, portability, compactness, quality and, of course, price.

## This Business Is "Sound"

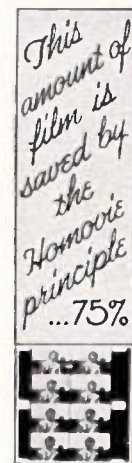
Carl A. Stone, Los Angeles manufacturers' representative, reports an ever increasing demand for sound amplifying equipment in apartments and hotels, athletic fields, baseball parks, skating rinks, public halls, boxing arenas, airports and sound trucks and schools.

Sound amplifying systems are passing

through the same change as radio did a few years ago. Time was when everyone built or tried to build their own sets. Then factory-built sets entirely displaced them. Today, the best sound systems are factory-built, and are masterpieces of radio engineering. And Stone states there is a type of unit for every sound amplifying need, from gigantic horns for airports that can be heard over the airplane motors to system for small auditoriums. A number of different types of styles and sizes of microphones and pick-ups are available.

Many schools are installing amplifying systems with speakers in each room, used to call assemblies, hear educational broadcasts, etc. Sound trucks are proving increasingly profitable, being in demand for store and golf course openings, electioneering, advertising for merchants, etc.

Stone cautions dealers to install standard, reliable, well-manufactured equipment for their customers rather than endeavor to build hookups which may cause a variety of troubles.



The new Kodak camera shoots four frames on a standard 16 mm. film frame.

## Kodak Makes Movie Camera

The Kodak Company, former manufacturers of Kodak radios, have placed a remarkable development in 16 millimeter cameras and projectors on the market that shoots and projects four pictures on an ordinary 16 millimeter frame. The result is that an ordinary one hundred foot roll of film will shoot four times as much or run four times as long. The feat is accomplished by staggering the film across the lens opening as well as threading it through vertically. The projector will project either the four frame or single frame standard pictures. The camera is housed in a bakelite case.

THIS  
IS  
*A Super Heterodyne*  
YEAR  
THAT  
means  
A Radiola Year

---

*RCA RADIOLA Now Controls Its Own Engineering and Manufacturing Facilities*

---

**7** Years of Research and Development

\$16,000,000

Spent in Promoting the Famous Radiola Name

---



SOLD ONLY THROUGH DEPENDABLE RADIOLA DEALERS

---

Leo. J. Meyberg Co.

1022 Wall Street  
CALIFORNIA DISTRIBUTORS

Los Angeles, Calif.

# Gilfillan Brothers

*West's Largest  
Radio Factory  
A Bee-Hive  
of Activity*



S. W. Gilfillan, President

**T**HE growth of Gilfillan Bros., the West's largest radio factory, could well be an example to many merchants and business men.

Back in the days when radio was in the "roll your own" state, before factory built radios were known, Gilfillan Bros. were manufacturing two and three tube kits in a little shop on North Main Street where the towering City Hall now stands.

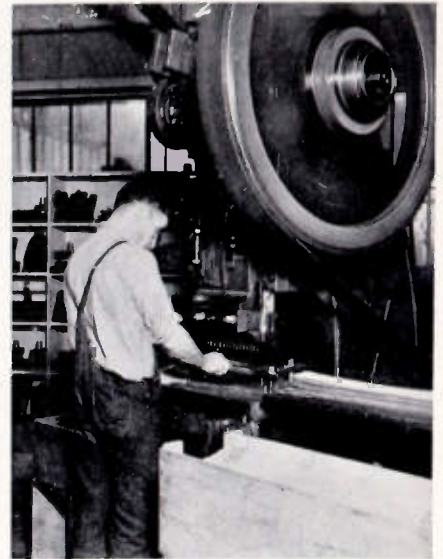
As years went by they grew steadily step by step, never reaching for the spectacular, but always showing a steady growth with a profit at the end of every year's operations. They have built specifically for a particular market, the West, have concentrated their efforts in that market, have studied the Western market's needs, built merchandise specifically to meet those needs. Throughout the years they have recognized that quality must come first, but through economies of manufacture and dis-

tribution have always been able to offer their products at very reasonable prices.

In the earliest days of radio, Gilfillan Bros. began their export activities. Their export business to Australia, New Zealand and the East has steadily grown until today Gilfillan is as common a name in radio on the eastern shores of the Pacific as it is on the western coast. Gilfillan has devoted practically his entire time to the export trade, has poked into all the commercial ports of the Pacific, and done business in every language from Chinese to that of the Australian bushman.

Today, the Gilfillan plant is humming with activity, working full staffs, and full shifts, at a time when it is reported that many of the factories in other parts of the country are partly idle.

The Gilfillan brothers, S. W. Gilfillan and G. N. Gilfillan, and R. J. McNedy, sales manager, consider their factory a vital part of the Western radio industry; their front door is always open to those in the trade and a welcome sign is on the door.



Powerful presser punch stampings  
Automatic screw machines



Engineer Jones tests new advanced circuits.



Accurate "Custom-built" Assembly.



"Check and Double Check" in sound-proof, copper-covered rooms.

# Radio-Show-Gram

SUNDAY, AUGUST 31

SOUTHERN CALIFORNIA

RADIO-MUSIC DEALERS.

NOW THAT YOU DEALERS HAVE SEEN THE EIGHTH ANNUAL  
RADIO SHOW BEAUTIFUL BE SURE THAT YOUR CUSTOMERS  
SEE IT STOP USE YOUR PARTLY PAID TICKETS PASS THEM  
OUT MAIL THEM TO YOUR CUSTOMERS AND PROSPECTS STOP  
EVERY PARTLY PAID TICKET YOU PUT IN THE PUBLIC'S  
HANDS MAKES A POTENTIAL CUSTOMER FOR YOU STOP  
TELL EVERYONE ABOUT THE SHOW STOP USE THE RADIO  
SHOW TO BUILD BUSINESS FOR YOUR STORE STOP  
YOURS FOR A BIG RADIO SEASON.

RADIO SHOW COMMITTEE

EIGHTH ANNUAL LOS ANGELES

NATIONAL RADIO SHOW BEAUTIFUL

... In 1928 we said

*"This new Sparton Equasonne is the greatest Radio the world has ever known at any price . . . and don't you buy a Radio until you have heard it."*

... in 1929 we said again

*"This new Sparton Equasonne is the greatest Radio the world has ever known at any price . . . and don't you buy a Radio until you have heard it."*

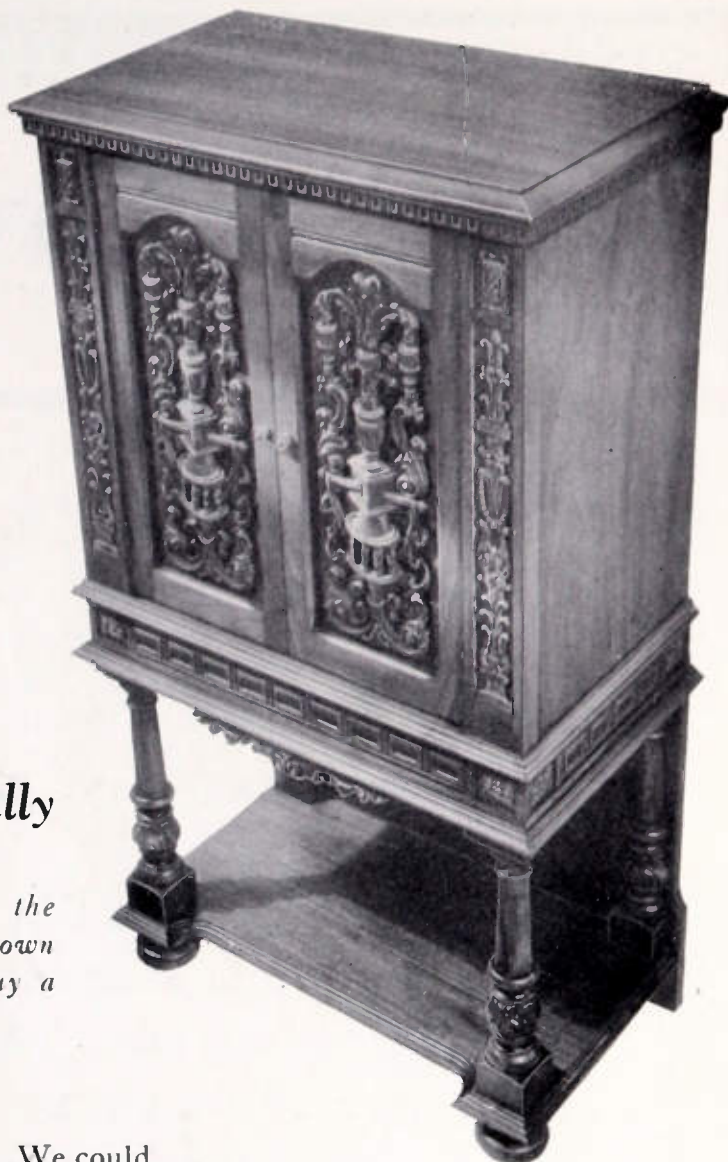
...in 1930 we emphatically repeat

*"This new Sparton Equasonne is the greatest Radio the world has ever known at any price . . . and don't you buy a Radio until you have heard it."*

**W**E do not know how to say more. We could not be true to our friends and to Sparton and say less. Sparton still stands supreme, un-touchable. The Sparton Equasonne circuit, two years in advance of its field when first introduced in 1928, remains unapproached in tone beauty, in fidelity, in sensitivity . . . in everything that makes modern radio, at its very best, the miracle that it is.

. . . and so we say again, "Don't you buy a Radio until you have heard the Sparton." A model . . . a price . . . a purchase plan to suit every requirements . . . a franchised Sparton Dealer in your neighborhood proud to demonstrate to you, in his store, or in your home, the greatest radio the world has ever known at any price.

**PACIFIC WHOLESALE Ltd.**



**MODEL 740** . . . incorporating the famous Equasonne circuit, augmented and improved with the revolutionary Antenna Accumulating Tube device which sharpens selectivity and increases distance to a point hitherto unknown in radio.

The sturdy chassis contains eleven tubes installed in a beautiful Italian Renaissance cabinet—an exact copy of a famous museum piece.

# SPARTON RADIO

*Walter McQueen* President Southern California Distributor



*It's* **HERE**  
*...the*  
**Sensational**  
 NEW INVENTION  
*...Cutting Fully Automatic*  
**REMOTE**  
**CONTROL**

See the Amazing New Feature  
 of the 1931



**COLONIAL**  
*Radio*

It's the *modern* "plus" to a modern radio. You press a button on the control, *from any part of the house you wish*...to turn the set on or off...to get stations...to control volume. If you haven't already seen and heard this radio sensation of the year, come in and get the thrilling experience of a personal test.



Colonial prices start at

**\$129<sup>50</sup>**  
 LESS  
 TUBES

The Console Illustrated, \$154.50  
 Remote Control, Installed complete, \$34

**THE ELECTRIC CORPORATION**

1050 SANTEE STREET  
 LOS ANGELES

145 NINTH STREET  
 SAN FRANCISCO

# RADIO'S RICHEST TONE



*Combination* includes latest chassis, electric motor, pick-up, automatic stop and special switch, separate phonograph volume control. Mounted in our artistic and well-balanced low-boy cabinet, measuring 41" high, 26" wide, 16" deep.

MODEL 107 . . . . .  
Phonograph Combination  
Price Complete  
**\$159<sup>60</sup>**

Gilfillan is today's outstanding value line. Its chassis incorporates very latest developments in radio engineering. It has the distance getting ability and selectivity that western reception conditions demand. Its tone is full, round, accurate scientifically, and a joy to the musical ear. Hear it and it will amaze you. Its tone brilliancy may be varied to meet individual tastes by the tone control on the panel.

## Gilfillan Radio

RADIO'S OUTSTANDING VALUE LINE

Low-boy Model 105

List price, complete with tubes

**\$116<sup>60</sup>**

High-boy Model 106

List price, complete with tubes

**\$149<sup>60</sup>**

**GILFILLAN BROS. Inc.**

1815 Venice Boulevard, Los Angeles

SAN FRANCISCO  
921 Mission St.

PORTLAND  
A. S. Cobb

SEATTLE  
100 Elliott Ave. W.