

WESTERN Music and Radio Trades JOURNAL

the Ultra Modern

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Retailing
at
\$69⁵⁰

*Complete
With
Tubes*



Consistently
Better



SINCE the inception of the midget industry Master has built consistently first and foremost to a quality standard. Low prices have never been Master's boast; never over-produced, never dumped.

Master stands today pre-eminently at the top of the list in all that makes radio a fine musical instrument.

Part for part, screw for screw, the Master is engineered, carefully designed, perfectly balanced, accurately matched, and skillfully assembled. A glance at the chassis tells the Master difference. Its performance, its tone, its beauty are far superior, consistently better. Master is built to give perfect satisfaction, to sell and stay sold. It will never be surpassed in quality.

The Master Radio Mfg. Co., Ltd. 3550 S. Western Ave.
LOS ANGELES, CALIFORNIA

FEBRUARY 1931

Ken·Rad

Fine Radio Tubes & Incandescent Lamps



★ *You can show a profit
on the time and money you invest in selling these fine tubes and lamps
. . . Your Ken-Rad sales and profits are compounded like interest
by the repeat business you do . . . And your investment is secured
by one of the oldest and strongest manufacturers in the industry.*

THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY
Licensed Radio Tubes and Incandescent Lamps



Put your shoulder to the wheel!

When the cart gets stuck, a real shoulder push will start things rolling. Now is the time when an extra shove is needed—once the cart begins moving it is easy enough to keep it going along. Harder sales work, outside selling, and new merchandising ideas

are worth at least twice as much today as they ever were before or will be. Added effort applied now will get 1931 started as a real profit year!

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



BRUNSWICK MODEL 15
 Armored chassis. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control. Cabinet of seasoned and selected butt-jointed with carved front panels. **\$139.50**
 Other models \$170 up (less tubes)

BRUNSWICK RADIO

We are proud to announce that we have included standard national parts in our chassis

Cornell Condensers •

We are proud to announce that we have included standard national parts in our chassis. Before attempting to assemble our model chassis in our new line-up of midgets our first consideration was the strength and durability of each and every part that was to be a member of our new creation.

Ohiohm Resistors •

When a part was only called to show a 80% efficiency test we required that part to show 100% and in each and every case each part had to live through an acid test. Hence, we have selected, disregarding cost, the Cornell condenser and the Ohiohm resistors. After many technical and strenuous tests Cornell and Ohiohm pronounce themselves fit for such workmanship as we decided to employ the best.

Aerovox •

For our electrolytic condenser our staff of engineers has adopted the service of Aerovox. Extensive tests have proved the dry self-healing Aerovox to meet all the requirements and more, than we needed to perfect our chassis. We feel the dealers who contemplate handling this new line of Austin radios should know exactly the strength of the main parts we use, so therefore we take this opportunity in opening our hand "to whom it may concern."

Announcing the new



COM
ADV
MID

Every Austin Includes The Perryman Tubes

After all, a tube can make or break a radio manufacturer. It is of high importance that the best tube available be used to guarantee perfection, both in distant qualities and tonal reception. We found Perryman tubes to fit perfectly in perfecting our new feature, the Techni-tone. It is a tube that holds an iron clad guarantee.

And The Famous Magnavox

"If it is not Magnavox, it is not dynamic." The Magnavox has proven to be the goal of every imitator. The Magnavox has proven to handle more volume and render more wholesome rounding notes to the fullest extent that the artists may broadcast. A speaker is never in the shop for repair. A speaker that gives tone that never dies. We are glad to be able to afford to employ the Magnavox in our new line of radios.

The new creation by Austin. The ultra-midget. Complete with six tubes.

\$62.50



THE Austin Radio Mfg. Corp. announces with pride to the radio trade a complete and extensive new line of "Better Constructed Midgets." As the leader for 1931 Austin introduces its new eight tube, superheterodyne. Using four 24's, one 27, two 45's and one 80. A four gang ball bearing condenser, a pre-selector and many other engineering feats that make a true super-heterodyne. The Austin factory after many months of experimentation decided to use only national standard and guaranteed parts in their new line of midget radios. In the super-heterodyne there are eight tuned circuits, a power detector with push-pull audio. It uses genuine isolantite interme-

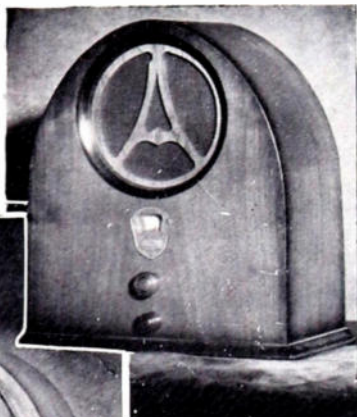
Austin Midgets are distributed on Pacific Coast by the Following Well-Known Jobbers

- Leo J. Meyberg Co. - - - - - Los Angeles
- Leo J. Meyberg Co. - - - - - San Francisco
- Stewart-Warner Sales Co. - - - - - Portland, Ore.
- North Coast Electric Co. - - - - - Seattle, Wn.
- Bertram Motor Supply Co. - - - - - Spokane, Wn.
- Bertram Motor Supply Co. - - - - - Boise, Ida.
- Montana Hardware Co. - - - - - Butte, Mont.

HOWAR

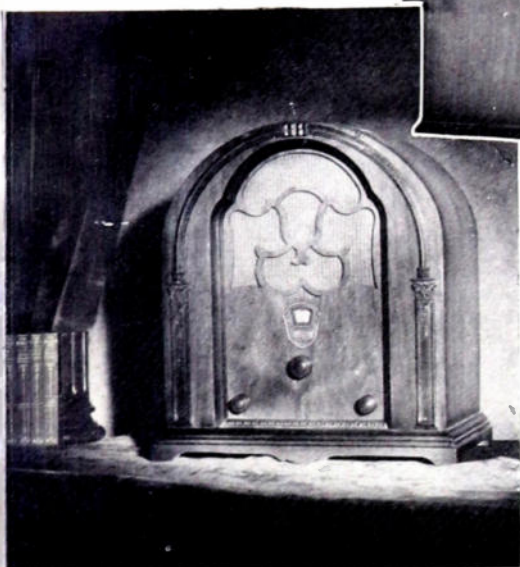
AUSTIN

COMPLETE ADVANCED GETS.



Austin Junior using five tubes through a full sized 8 inch dynamic speaker.

Price Complete
\$49⁵⁰



The new sensational Austin superheterodyne with eight tubes at the startling price of \$72.50 complete with tubes.

featuring
Super-Heterodyne
at

\$72⁵⁰

THE
AUSTIN RADIO
MFG. CORP.
LTD.

1015 W. Vernon Ave.
Los Angeles

iate condenser mountings. It uses the 27 tube as an oscillator. Truly a super-heterodyne and not an imitation.

In the ultra-midget Austin brings to the trade the truly shielded chassis using four 24's in four tuned stages, one 45 and one 80. For easy tuning a four gang ball bearing condenser is employed. Phonograph connection, a Magnavox speaker and a new feature of Austin . . . Techni-tone control.

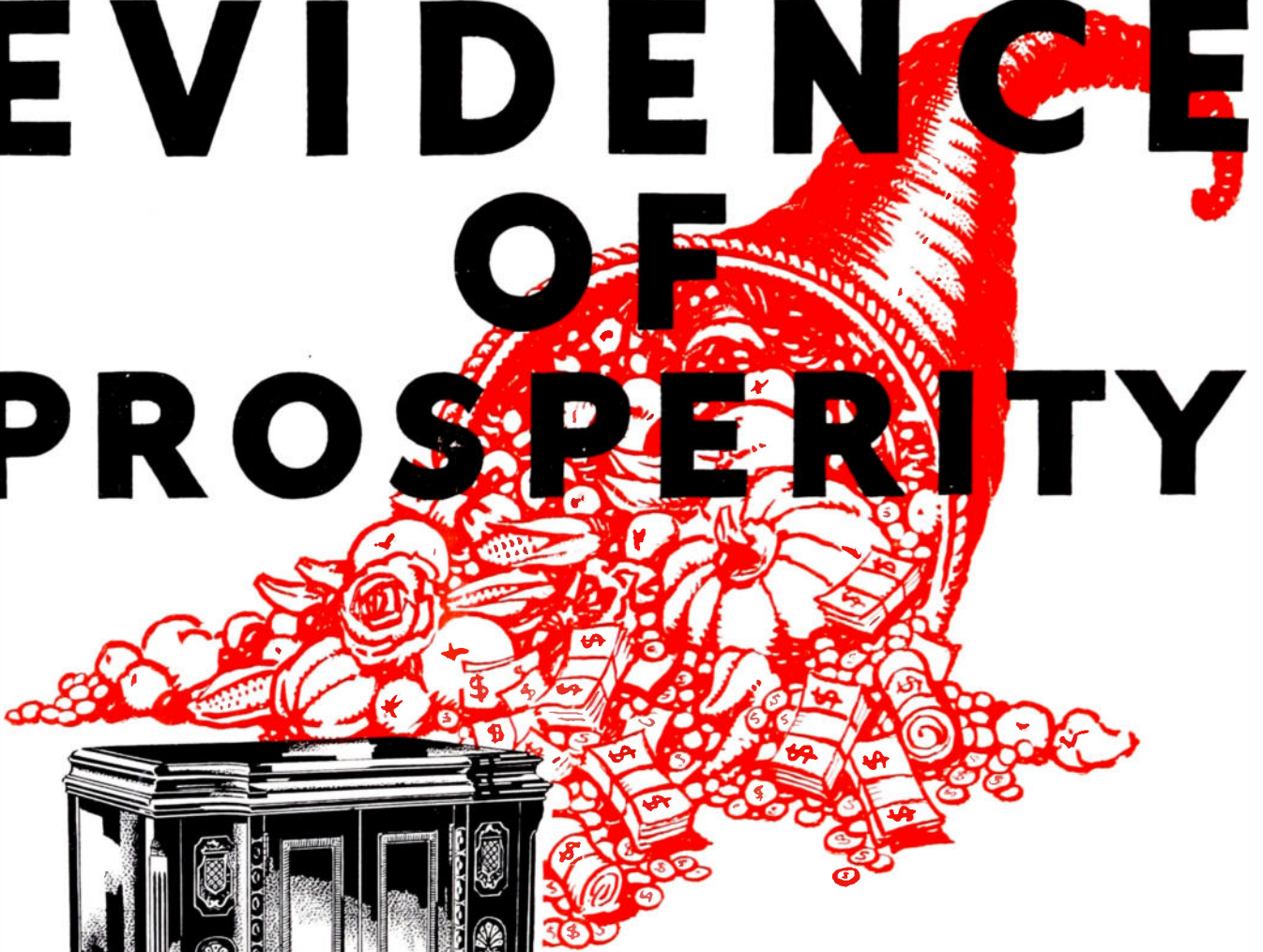
And in the Austin Junior three 24's in three tuned stages and one 45 and one 80 gives marvelous reception through a full size eight-inch dynamic speaker. In this

model also is used the ball bearing condenser for easy tuning. It is our wish that it could be possible to have every dealer and jobber in the United States have one of each of these models in their testing laboratories for a thorough checking. Progressive dealers and jobbers will wire us immediately for samples. Austin is now a national product with distribution offices in all important points through these United States. Our hand in hand dealer co-operation program, including window strips, broadsides, publicity and newspaper advertising will be to your benefit to know. At least, learn now what Austin can do for you later.

D. THOMAS Co.

Sole U. S. Selling Agents
2513 SO. LA SALLE AVE., LOS ANGELES

EVIDENCE OF PROSPERITY



The New
SPARTON ENSEMBLE
Model 235

A 12-record, fully automatic,
combination radio-phonograph,
Sparton-built throughout, for

\$280 *less
tubes*

Western and Canadian
prices slightly higher

ON the first of January, the Sparton factories were producing more sets than at any other time in their history. These sets are being sold at list prices through authorized dealers. These facts make it plain that while Sparton was operating at a profit during 1930, Sparton dealers have been making money also . . . despite "conditions". The same policies that made possible this record (we believe it to be the best in radio for the year) will continue, and we still have room for dealers who can fit their own businesses into such an organization.

THE **SPARKS-WITHINGTON** COMPANY

{Established 1900}

JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind

Only SPARTON has the *MUSICAL BEAUTY* of
SPARTON RADIO

"Radio's Richest Voice"

(594)

WESTERN MUSIC and RADIO TRADES JOURNAL

"Published in the West for the West"

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For eleven years Western Music and Radio Trades Journal has shown steady gain, reaching its highest point in circulation and advertising in 1930.

This success can be almost entirely credited to the editorial policy. Every word of type that goes into the Journal must pass the acid test of "will it help a dealer make more money." Through helping dealers make more money Western Music and Radio Trades Journal has steadily gained in circulation in reading interest and in advertising volume.

And it is the publisher's prediction that the years of greatest money-making for radio dealers are still ahead.

February, 1931



BYAM PUBLISHING COMPANY

Publishers of the Radio Dealers' Blue Book

WALLACE M. BYAM









MARION E. BYAM

1220 MAPLE AVE., LOS ANGELES, CALIFORNIA Phone WEStmore 1972

New York: C. A. Larson, 254 W. 31st St.

Editorial Offices Maintained in San Francisco, Portland, Seattle, Salt Lake, Denver.

The latest BRUNSWICK best-selling hits...all sure-fire numbers!

<p>4987 YOU'RE DRIVING ME CRAZY (What Did I Do?) <i>Fox Trot</i></p> <p>I MISS A LITTLE MISS (Who Misses Me in Sunny Tennessee) <i>Fox Trot</i></p> <p>NICK LUCAS and HIS CROONING TROUBADOURS Vocal Refrain by NICK LUCAS</p>		<p>6008 TO WHOM IT MAY CONCERN . . . <i>Fox Trot</i></p> <p>CRYING MYSELF TO SLEEP! <i>Fox Trot</i></p> <p>BEN BERNIE and HIS ORCHESTRA With Vocal Chorus</p>	
	<p>4992 HURT <i>Fox Trot</i></p> <p>THEM THERE EYES <i>Fox Trot</i></p> <p>HAL KEMP and HIS ORCHESTRA With Vocal Chorus</p>		<p>4971 CHEERFUL LITTLE EARFUL <i>Fox Trot</i> From the Musical Comedy "Sweet and Low" (You're Always Sure of) MY LOVE FOR YOU <i>Fox Trot</i></p> <p>TOM GERUN and HIS ORCHESTRA With Vocal Chorus</p>
<p>4957 EMBRACEABLE YOU <i>Fox Trot</i> From the Musical Comedy "Girl Crazy" I GOT RHYTHM <i>Fox Trot</i> From the Musical Comedy "Girl Crazy" LORING "RED" NICHOLS and HIS ORCHESTRA With Vocal Chorus by Dick Robertson</p>		<p>4936 ST. LOUIS BLUES <i>Fox Trot</i></p> <p>GOTTA DARN GOOD REASON NOW (For Bein' Good) <i>Fox Trot</i></p> <p>THE JUNGLE BAND With Vocal Chorus</p>	
	<p>4979 WHO'S CALLING YOU SWEETHEART TONIGHT . . <i>Fox Trot</i></p> <p>AND THEN YOUR LIPS MET MINE . . <i>Fox Trot</i></p> <p>OZZIE NELSON and HIS ORCHESTRA With Vocal Chorus</p>		<p>1931 THE PEANUT VENDOR <i>Rumba Fox Trot</i></p> <p>"AFRICAN LAMENT" Song of the Slave <i>Rumba Fox Trot</i></p> <p>ANGLO-PERSIANS Direction Louis Katzmann</p>

Brunswick Radio Corporation

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

Brunswick Records

editorial

of the month

By OTTO L. MAY

President of Pacific Radio Trades Association

President California Victor Distributing Company

WHAT are we selling, anyway? Units, condensers, wiring or sockets; or is it music, entertainment, enlightenment, culture. Education and happiness are qualitative not quantitative, and cannot be measured by meter or rule, nor by the silver or gold standard. They cannot be bartered for, they are too precious. But what are we doing—selling bolts and nuts and prices—and that's where the dear public has learned to chisel.

Our practices remind me of some prize ring tactics I have seen. A giant in size meets a ring opponent who is much smaller; the little man, however, is alert. He realizes he must reduce the giant to his size before he can apply the one-two punch on the chin, so he punches away at the ribs, he belts away at midsection, in the clinches he blasts wherever he can, and finally the big boy bends and slouches and is ready for the kill.

Allegorically, the "big boy" is the thing behind the thing we sell, the selfsame happiness, enjoyment, cultural effect of music, of radio. We slash away at the big idea behind our merchandise by stressing the nuts and bolts and screws. These things that can be measured in money value, until the purchaser regards his purchase only in that same light, so that he becomes discouraged when a change in model appears, feels he didn't get fair play, didn't get his money's worth. You would have less reverts, less losses, less grief—and, the public would regard the radio industry and the product not as chaotic if you would forget the parts and sell the big idea. And who would not rather be revered in his community than pitied. And far too many people are pitying radio dealers today.

The interesting part of this theory is that it is practical. I can name salesmen, and I can name dealers, who practice these principles, and they are successful in their business. The pity of it is that there are so few.

WHYY should we in the radio industry do so very little toward selling the good programs that are available. In so doing we help stations, we help ourselves. We go hand in glove—our interests are mutual. How many salesmen know the outstanding programs offered daily? What salesman ever attempts to find out about a prospect's program tastes, and then sells on the basis of the enjoyment to be derived from the available programs (mentioning them) of that type?

First class phonograph record salesgirls have that practice developed to an art. At times they sell over \$100.00 worth of records to one customer who appreciated the service and interest that a phone call or postcard indicated. Perhaps our record girls can teach us plenty about instrument selling!

Did you ever try making records sell a radio set? "Donald the Dub" played in my home, sold a three hundred dollar combination to a Scotch banker, and album sets heard under similar circumstances resulted in the sale of a \$1750 automatic combination, and you must believe me when I say that not one word of "selling talk" was employed. People are that way!

We have all been employing high pressure selling methods for so long upon a public calloused against it—and resentful that they seem to fall hard for the reverse—call it low pressure selling, if you will.

LAY off the fanfare, stop circus stunts, but push, and when the industry is reborn again, when the public regains its respect for us and loses its pity, then will there be progress and stability and sales and turnover and profits. Why should not an industry totaling hundreds of millions of dollars annually return a profit to the manufacturer, the wholesaler, the dealer? Well, it does not and what are we going to do about it? If we remain indifferent, or positively opposed to the present conditions, we shall pass out of the picture; however, by selling intelligently the merchandise we know will continue to keep Radio's name good with the public, by using direct fire ammunition instead of splatter shot upon that portion of the public that is our potential market, by selling the "big idea" instead of mechanisms, we shall revamp and revive a tremendous industry, we shall remain in it to enjoy the fruits of such labor in the good times of the not distant future.

This is the second of a series of articles by George R. Walters on proper radio installation, and constitutes the first authentic treatise on the subject ever published.

ANTENNAS seem to be all lengths, all shapes; one, two and three wires; all heights, circular, rectangular, vertical, horizontal, ball, cage, umbrella, and what have you, depending on the pet ideas of those who install them. Regardless of the ideas of individuals, it would be safe to follow in the style of broadcast station installations, which represent the ideal antenna layout from an engineering standpoint.

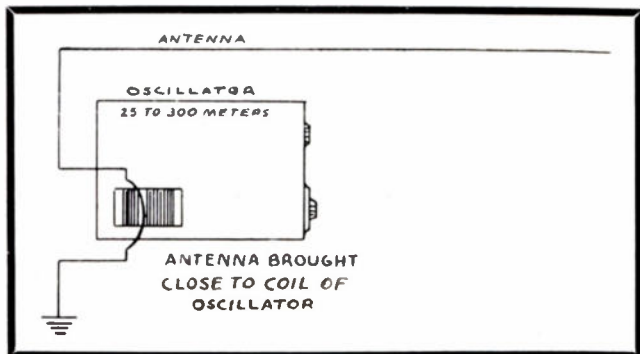
While it would be impossible to duplicate these installations in every home, two fundamental rules can be followed: Get the antenna wires as high as possible and run them in a horizontal direction. Nothing will collect signals like wire in a straight line.

Effective height depends upon the construction and the manner in which an antenna is insulated. To the foregoing might be added the type of soil over which the antenna is located, as well as many other factors. Actual height, of course, is measured with a tape line.

For the benefit of those who do not appreciate the fact that height and length do not make a difference, I am submitting the following table. It will be readily seen that an antenna 60 feet high and 100 feet long would have a fundamental wave length of 185 meters. However, there is a vast difference between actual height, in feet, and effective height in performance according to the table.

FUNDAMENTAL WAVE LENGTHS OF SINGLE WIRE ANTENNAS					
Ant. Height in Feet	HORIZONTAL LENGTH				
	Meters 30 Ft.	Meters 60 Ft.	Meters 75 Ft.	Meters 100 Ft.	
20 Ft.	59	95	113	143	
30 Ft.	69	104	121	151	
40 Ft.	80	113	128	162	
50 Ft.	102	136	157	185	

I submit the following data on grounds, from the Bureau of Standards:



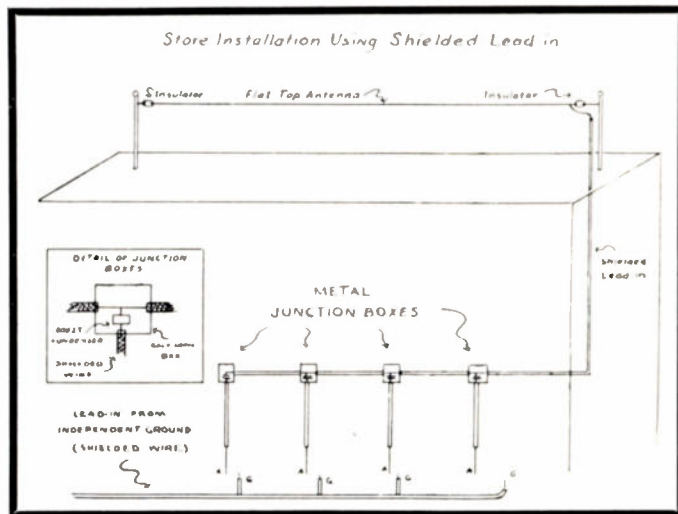
Testing fundamental wave length of an antenna.

INTERFERENCE Can Be Stopped.

"The wide variations in soil resistances are shown by the U. S. Bureau of Standards; Underwriters Laboratories; Public Utilities and other tests."

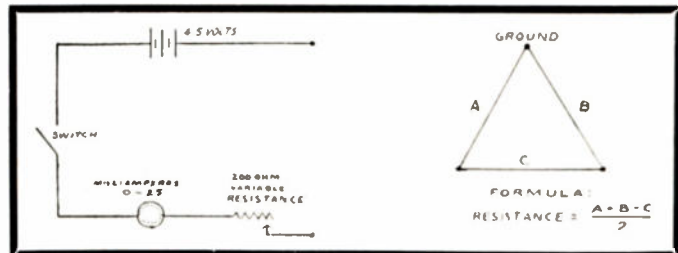
- Soil (A) 3.5 ohms to 41 ohms
- Soil (B) 2 ohms to 98 ohms
- Soil (C) 6 ohms to 800 ohms
- Soil (D) 35 ohms to 2700 ohms

This table from the Bureau of Standards shows the wide variance of grounds. It is obvious that some grounds are of no value whatsoever.



This is a popular installation for stores and apartment houses. As many radios as desired may be operated from a single good antenna, with perfect satisfaction and without interference with each other.

No ground can be considered adequate until verified by tests. Soil resistances vary widely in different locations. Even when separated only a few yards, identical ground rods are liable to have a noticeable difference in ground resistances. This variation makes it imperative to measure ground resistances.



Measuring ground resistance is simple. Connect a milliamper meter, a resistance and a battery as shown above. Take readings in two directions from the ground and work the formula. A good ground should not go over 125, as shown in the figures at the top of the next page.

Nothing less than a No. 14 wire should be used for an antenna. Those living near salt water or where there is salt fog in the air should use a single wire. Above all things, solder all joints.

REFERENCE and Here's How!

25 — 0 ohms	17.3— 80 ohms	6.6— 500 ohms
24.3— 5 ohms	16.6— 90 ohms	5.8— 600 ohms
23.6— 10 ohms	16.1— 90 ohms	5.1— 700 ohms
23 — 15 ohms	14.7— 125 ohms	4.6— 800 ohms
22.5— 20 ohms	13.6— 150 ohms	4.1— 900 ohms
21.4— 30 ohms	12.7— 175 ohms	3.8— 1000 ohms
20.4— 40 ohms	11.8— 200 ohms	2.7— 1500 ohms
19.6— 50 ohms	10.4— 250 ohms	2.1— 2000 ohms
18.7— 60 ohms	9.4— 300 ohms	1.4— 3000 ohms
18 — 70 ohms	8.5— 350 ohms	1.0— 3000 ohms
	7.8— 400 ohms	

These readings on the milliammeter give ground resistance.

Ordinarily, it will require three times as much antenna as shielded lead-in. If you have installed 35 feet of shielded lead-in from the set to the point where it is connected to the horizontal antenna, you should use no less than 100 feet of wire for the antenna. This varies to a great extent, depending upon location.

I have seen installations where 400 feet of lead-in were used and 1,200 feet of antenna. In other cases, where signals were weak, it has been necessary to use 300 feet of antenna to 50 feet of lead-in. These cases are rare and are the exception rather than the rule.

One of the most common antenna troubles can be illustrated by an actual experience. A man was living in a somewhat remote section. His house was wired for electricity and he had a modern broadcast receiver which had been operating more or less satisfactorily except for certain interference, which was present at certain points on the dial.

On our recommendation, he installed a shielded lead-in and a comparatively long antenna. Previously, he had been using 50 feet of wire in the attic.

Although the installation apparently was made properly in every particular, when it was finished he could not play the same number of stations on 150 feet of antenna that he previously played on 50 feet. He naturally assumed that he was losing his signals in the lead-in. As a matter of fact, this is what was happening:

In front of his home was a pole line carrying 10 wires, miles long. Regardless of the purpose they were serving as the property of the power company, they were also serving as antennas to collect broadcast signals. These signals were carried into this man's house, through the meter, and were distributed throughout the house by way of the house wiring. Every wire was radiating signals.

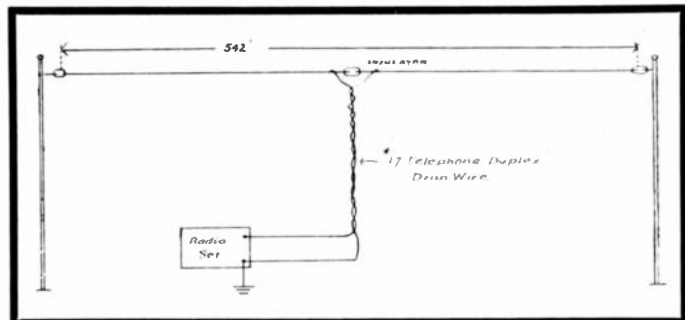
His original installation had been close to these wires. As a result, he was using his own antenna as a pick-up for signals, not from broadcast stations, but from power wires. When he made the new installation, he was collecting signals directly from the broadcast stations without the assistance of the power lines.



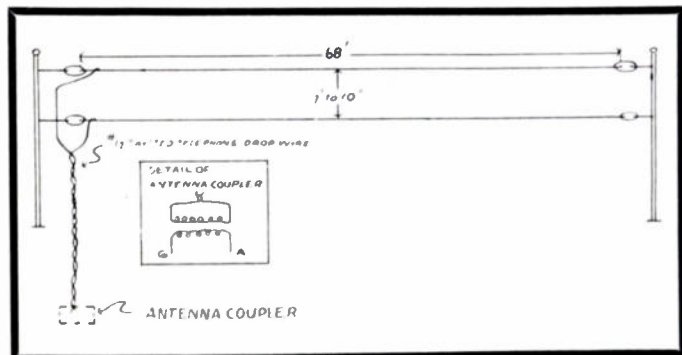
GEORGE R. WALTERS

In some cases, what is known as a "doublet" or "transposition" antenna is effective. This can be installed in the following manner:

Install an antenna in a straight line, preferably



This is an ideal installation for use in outlying districts where pick-up is necessary. Set must be thoroughly shielded. Neutral of house service should be well grounded, and a line filter is sometimes necessary. This antenna can be located 2000 feet from the receiver.



This is a transposition antenna, for use in cities, and is almost a sure cure for street-car noises.

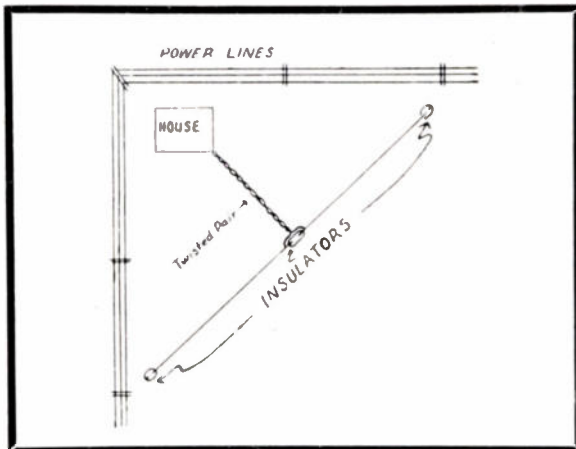
Next Page

parallel to power lines. In the exact center, place a porcelain insulator. You now have two antennas of equal length. Then run a lead-in of twisted wire from the central point to the set. Connect each of the wires used for the lead-in to each half of the antenna.

There appears to be little loss in the lead-in when this type of installation is used and where there is sufficient room to secure the necessary length. It is effective in placing the actual antenna pick-up away from power lines. This type of antenna should be run parallel to power lines and not at right angles.

There has been developed by General Motors what is known as No. 1050 "antenna coupler." This item sells for \$3.50 and will be found useful where there is limited space (see drawing "C").

When a 68 foot transposition antenna is used, it is necessary to add a small coil containing "inductance" to secure the proper length and bring the natural wavelength of the antenna into or near the broadcast band.



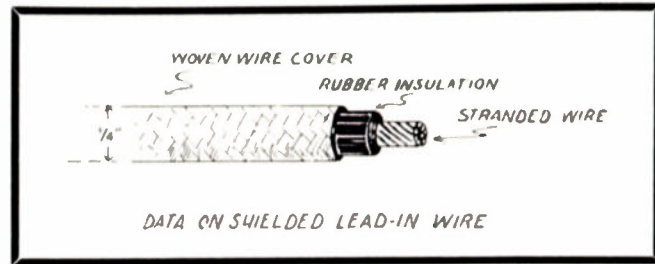
This transposition antenna is best used where power lines cross near the house.

It should be noted that the distance away from power wires is more important than running at right angles to them. Distance, not angles, count. So do not install antennas at right angles to power lines or trolley wires and depend on the angle alone to solve your problem. Move your antenna as far away from noise carriers as possible.

Almost every interference source will be found in a small arc or spark. This may occur at the brushes of a motor, the contacts of a flashing sign, a loose connection, or any number of poor contacts which are difficult to locate. Experience teaches that the greatest portion of interference originates in privately-owned home appliances. There is scarcely a single appliance in the market, or in the home today, which is proof against adding its bit to the general interference which we are trying our best to correct.

Day after day, appliances are being manufactured and sold which, in all probability, will eventually disturb some one's radio reception.

If the public would demand that every appliance should carry a label certifying to the fact that it is "non-radio interfering," we could eventually hope to reduce the noise which is hindering the progress of radio as an industry, ruining the pleasure of a multitude, and creating a situation which could be avoided.



The manufacturer could install condensers or filters, or both, in appliances at the factory, at a cost ridiculously small. Some cities in Southern California have passed ordinances which make it illegal to sell or offer for sale appliances which are not so equipped.

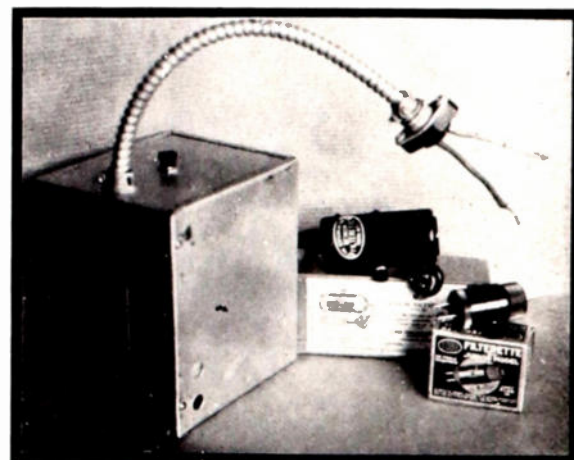
Appliance interference will usually travel only a short distance and yet under certain conditions it will travel for miles. There was once a severe case of interference in Santa Barbara, which covered one entire section of the city. When it was located, it was found to have been caused by a small, thermostatically-controlled milk warmer for a baby's bottle.

High frequency apparatus causes perhaps the greatest amount of interference and covers the greatest area. All interference either reaches your receiver through radiation in the air or by being carried directly to your set by wires. Violet ray machines, diathermy and some X-ray machines will ruin reception for blocks through both radiation and feed-back on the lines.

When the violet-ray or diathermy machines are operated in class A buildings, there is little interference. What little there is can be corrected by the installation of a filter.

When such machines are located in residential areas, it is necessary to entirely screen the room, including the ceiling and sometimes the floor, with 16-mesh iron or copper screen. Such an installation costs approximately 18 cents per square foot. This includes the cost of iron screen, the cost of putting it on the walls and covering it with "Celotex," but does not cover the cost of the filter, which is \$35. When operating rooms are treated in this manner, it is possible to operate a radio receiver in the same house without interference.

At one time there were many filters on the market. Some were good and others were absolutely



These are the filters that every interference man should carry. Those illustrated are made by Tobe-Deutschmann.

without merit. These were sold by the thousands throughout the United States. Many did not make the slightest difference in the operation of the radio receiver when installed.

The explanation is simple. If the objectionable interference was transmitted to the set through the AC lines only, a properly designed filter is of benefit. When any part of the interference is being collected by the antenna or lead-in, a filter is not effective, regardless of how correctly it is designed. As a general rule, I should say that a filter is seldom effective unless used in conjunction with a shielded lead-in or placed on the appliance which is creating the interference. In many cases, a filter and a shielded lead-in combination has corrected all interference. Either one used separately is seldom sufficient.

A filter suitable for small appliances such as fans, soft drink mixers, vacuum cleaners, etc., can be purchased for \$3.50 list. The best all-around filter for larger appliances and radio receivers costs \$12.50 and is known as the Tobe type 110 P.O. and P.L. The P.O. is used for appliances and the P.L. for radio receivers. While there may be other makes of filters on the market, the Tobe line is the one with which I am most familiar, and which has proven to be effective. This is the only line, so far as I know which is approved by the National Board of Fire Underwriters.

Interference investigation is a trade with rather peculiar requirements. One must be a combination of diplomat, psychologist, and a student of human nature. Combined with these qualifications must be a working knowledge of power lines and equipment, high frequency, radio, street cars and appliances. House wiring experience is valuable, and above all, there must be unlimited patience, love for the work and a certain sixth sense which will produce what is commonly known as hunches.

The equipment to be used in interference investigation work consists of a radio receiver (battery operated) of sufficient power to pick up the faintest signals or interference on either a loop or a screen antenna located in the top of the car.



Left—Radio antennas are full of freaks. This owner apparently thinks that by making his in the form of a lyre, he should get sweet reception.

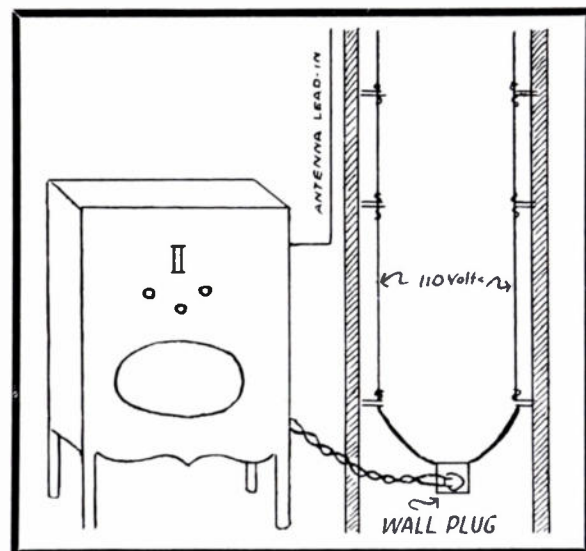
Center—Another popular fallacy is that transformers cause much of the trouble. Actually, they cause but a small percentage of it.

Right—One of the worst abuses, placing the set near a convenient outlet usually means that the antenna runs parallel to the power lines, inviting power pick-up, and hum.

One of the hardest things we have been compelled to fight is the belief on the part of dealers, service men and the public that there were "leaky transformers." In a photograph accompanying this article is shown a section of pole carrying a ground wire enclosed in moulding. At the upper end, this wire is connected to the neutral of a power line. If interference happens to be present on this particular power line and you should drive past it with a radio equipped car, there will be an increase in the amount of noise heard.

This is due to the fact that the antenna is brought within a few feet of a conductor. It does not mean that there is a so-called "leaky transformer" on the pole; neither does it mean that the trouble originates on this pole. It simply means that you are 30 or 40 feet closer to the interference carrier.

In every calculation dealing with antennas several points must be kept always in mind: Never bring either an antenna or a lead in close to other wires, no matter whether they are hidden or exposed; place the antenna as far as possible from wires, pipes, conduits, and metal lath; try to collect signals from the air and not by placing your antenna in close proximity to other wires which may be carrying noise; the length of your antenna depends upon your distance from the broadcast stations you are anxious to receive; houses wired with knobs and tubes are most susceptible to interference and extra antenna precautions should be taken.



Again illustrating the necessity of moving the set away from the wall plug, in order to get the aerial and sensitive chassis, removed from interference possibilities.

Radio, as we understand it today, is based on certain fixed laws. You cannot violate those laws and expect performance any more than you can ignore nature's laws and have god health. If—after you have followed any of the suggestions offered in this article, you don't have the success you expected—don't immediately condemn the ideas advanced, but reason it out. We have never yet seen a single instance of failure without being able to explain why.



This is the last of two articles on interference by Walters. They are being bound together in pamphlet form for the benefit of the trade, and may be obtained by writing to Western Music and Radio Trades Journal.

BIG IDEAS built this BUSINESS

By DON McDOWELL

CONSISTENT application of sales ideas in business, salesmanship based on customer confidence, and constant activity in trade and civic circles, explain in a nut shell how a Western dealer built up his business from a hole-in-the-wall shop to a thriving prominent store.

Emmons W. LeRoy has a whole string of "Big Ideas" to keep the public interested in his store and his merchandise. He never gets stale, but keeps thinking up new gags to put over. He is a consistent advertiser, and ties up timely events with his ads whenever he can. During football season, a few years ago, for example, his newspaper ads read something like this: "RED GRANGE MAY BE ABLE TO GET DISTANCE ON THE GRIDIRON, BUT IT TAKES THE OWNER OF A LEROY SET TO GET RADIO DISTANCE."

When the American Legion sponsored a horned toad race last summer, LeRoy made his display window the training quarters for the contestants. He covered the floor with sand, trimmed the window as a desert scene, and bought red ants at ten cents a hundred which he fed to the entrants several times a day. This was a sure-fire drawing-card for crowds, and the stunt went over big.

Uses "Hobby" System

Aside from being a clever radio expert, LeRoy is a natural born salesman and promoter. He has worked out his own ideas of customer psychology, and skillfully "gets under the customer's skin." "Em" tackles a prospect from the "hobby" angle, and gets results.

On one occasion he called at a dairy farm to contact the manager for a set and upon finding out that he was expected in shortly, as he usually dropped in at that time to look at his rabbits, LeRoy went down to the rabbit pen. By showing a great interest in the animals, he completely won over his "prospect," who found him there, and immediately had a customer as soon as he disclosed the fact that he was a radio merchant. He knew in advance that the man was thinking of buying.

"You might think it would be difficult to find out the hobby of the customer who comes directly into the store to buy—but it isn't," LeRoy explained. "As soon as a man comes in, I engage him in conversation about anything under the sun except radios. I mention houses, gardens, children, horses—everything—until I get a rise out of him. Then I've got him interested; have made an acquaintance,



Emmons W. LeRoy

and am giving him the impression that I'm interested in something else besides getting his money."

"Write," Not "Sign" Name

LeRoy never tells a purchaser to "sign" a contract. He asks him to "merely write his name." He firmly believes that this little stunt has a very important effect on the success of closing the sale, and points with pride to the fact that he has never lost a sale because the customer backed down at the crucial point of signing. He makes the buyer smile when he signs, by joking about "this contract just shows which tree you will be hanged too if you fail to pay up."

Another little habit of LeRoy's is that he invariably rises from his chair, or in some other way, puts himself above the level of the customer when the time comes to "just write the name here." He is firmly convinced that there is a strong psychological effect over the customer in looking down on him at this time.

He always makes direct follow-ups on all of his sales, keeping in touch with his customers either by phone, mail, or personal call. It is one of his policies "never to let a prospect die on his hands." If he can't possibly sell him, he keeps a line on him until somebody else does, so that he is closed as a prospect.

When it comes to trade-ins, "Em" allows only as much as a set is worth, regardless of what deal the customer can get somewhere else. He makes an accurate appraisal of the old set, makes his offer, and just try and let anyone chisel him out of it. It is a "take it or leave it" proposition with LeRoy, and he sells his merchandise on its own merits and value.

Keeps Floor Full

"And another thing," stated LeRoy. "A merchant isn't selling at full capacity if he hasn't a full, representative line of sets on his floor. I always keep my stock up and if I can't sell a model, it isn't because I haven't got it."

Along one wall of his store stand a group of attractive little bridge lamps. Upon being asked about them, LeRoy explained, "I pick lines that are hot to sell, even though often they are out of the radio line. I got a good deal on those lamps, they sell like hotcakes, and that's that. If I thought I could make some quick money out of chickens, I'd have a flock of them in here, too!"

The matter of guarantees and free service periods doesn't bother LeRoy very much. He guarantees the customer 90 days free service, but if a woman comes in in four months and says one of her tubes has been bad for the past two months, and she just didn't get time to come in, he makes no bones about it, but replaces the tube free. He makes it perfectly clear, however, that she should have reported it before the 90-day period. He takes the customer's word for such matters. In many cases he knows the people with whom he is dealing, having this advantage over the metropolitan dealer.

Electric refrigerators are handled by the store, and LeRoy is quite enthusiastic about them. "They more than pay my rent," he explained, "and if somebody wants to pay my rent, I sure won't stop them!" He has exclusive territory in Alhambra, gets five per cent over-right commission on every machine sold to any resident, and a commission for every prospect he lists.

"Refrigerators," LeRoy says, "are a wonderful asset to the radio store in more ways than one. Radio has lost its original novelty, and is regarded almost as a necessity. Refrigerators, on the other hand, constitute something new to be desired. Any article that creates this desire is of great value to the radio dealer."

Em LeRoy has been a leader in the fight against radio interference, having been active in eradicating it since 1923. He denounced the old "squealers,"



Ask your customer to "write" her name, not "sign" the contract, and always stand while she is writing.

LeROY BELIEVES A GOOD BUSINESS DEPENDS ON:

Keeping the customer's confidence
Constant use of sales ideas
Hooking up advertising with events
Finding out prospects' hobbies
Sales psychology
Representative stock of merchandise
Keeping up with outside activities

regenerative and re-radiating sets, for four years, and when the government passed a law prohibiting them in 1927, he wrote up some big ads, which proclaimed that "THIS IS WHAT LEROY HAS BEEN WORKING FOR FOR YEARS."

He put through the stiffest radio interference ordinance ever adopted at the time of its passage. This is Alhambra City Ordinance 1511, which makes it unlawful to use any machine or instrument that interferes with radio reception at any hour of the day or night. Up to that time, there had never been a 24-hour ordinance. Today, in Alhambra, violation of this ordinance is punishable by a fine of \$500, six months' imprisonment, or both.

Outside Activities

Several years ago LeRoy decided that school children ought to have the opportunity to listen in on broadcasts of national importance, such as messages from the President. So he went around to the other local dealers, and arranged to cooperate with them in furnishing every school in the city with a radio on such occasions. This is still being done.

A large part of his success is due to his activities in civic, lodge, and association work. He organized the Alhambra chapter of the Radio and Music Trades Association of Southern California, and has been its president ever since. He is president of the Retail Division of the main association. He belongs to three fraternal orders, and is a member of the American Legion, having served overseas in the Ninth Machine Guns.

"I can't see why some of these dealers won't get onto themselves and get out of the rut," Em says. "I wouldn't give up my association work and other outside activities for the world. Besides helping my business, it makes me feel happier and more contented to know that I belong to a profession that includes a large group of live business men, and not merely a bunch of shopkeepers."

LeRoy started right at the bottom in the merchandising game. Having learned the technical end of radio and electricity from his older brother, John, who was a graduate of the first radio class in the Navy in 1907, and having had considerable experience in wireless back in Wisconsin, he and his brother S. A., borrowed the capital to open a little electrical appliance shop in Alhambra in 1922. Within three months they had taken on radios, and were building their own sets. The LeRoy crystal set, one of the first on the Coast, was sold as far away as Boston and Portland.

And now he is sitting pretty. From a little 12-foot electric shop, opened on borrowed money, he has built it up to a \$50,000 business, and is still busy making it grow.

How YOU Can Put the Win in Your Windows

By S. N. KOCH

●

OH, JOHN—do wait a minute and let's look in this window. I want to see that radio!" Has the appearance of your window the ability to create this conversation? Will it make people stop and look before they pass on? After all, when people visit your store, they are forced to see the outside first. Are you welcoming them or irritating them with your display windows?

Modern appearances are simplified—dress, display, and all manners of design—simplified to meet the general trend of American taste. In window-trimming, design has especially been simplified. Wipe off the walls and floor with your rag to be sure that the dust may be taken up.

The writer attempts to show others through his many years of experience in display work, how the modern radio merchandiser can improve and modernize his show window at a very small cost.

FIRST: Appoint yourself as your official window trimmer. Put your heart and soul into the work. Devote only one and one-half hours of your time every week.

SECOND: Do not be bashful or let your pride run away with you about getting into your window. The public does not laugh at you, as many people believe. Trimming a window effectively is an art; you are admired for it, and you will be well paid for it.

THIRD: Your investment is one dollar and twenty-five cents. A small magnetic head tack hammer costs 60 cents at any hardware store; a small box of No. 2 tacks costs five cents; a large pair of scissors can be bought for twenty-five cents, a "squeegy" for twenty-five cents and a small sponge for ten cents. A good clean rag must be included in your working tools. This can usually be found without any investment.

FOURTH: Before you start, pretend you are selling a prospective buyer and keep that frame of mind through your entire job.

FIFTH: Now plan your window, keeping in mind that it must be neat. Then of course, wash it clean, both inside and out with the sponge, using cold water and rub down with your squeegy.

Planning Your Display

After this is done, step outside and study your empty window. The most effective display shows one dominating piece of merchandise at a time. Ask yourself where the best spot would be to set your radio. Be sure to make the spot the easiest to look at from any angle. After this is determined, plan your color scheme. Usually the different seasons of the year will govern your colors. Always plan on three blending colors. You will find it to make the prettiest window. After this is decided, purchase these colors in a good grade of crepe paper, which can be bought at any stationery or drug store. For the ordinary size window, you will find that one roll of each color will be sufficient.

Now that your window is ready to trim, acquaint yourself with your tools and the possibilities of different designs that can be made with crepe paper. You will find No. 2 tacks very small to handle, hence the magnetic hammer. You will find that the hammer will pick up the tacks by the head and will be ready to insert them into the wood (a professional trimmer keeps a number of tacks in his mouth and inserts the magnetic end of the hammer to get the tack. He does this for speed, but the writer does not recommend this to amateurs, as it is dangerous to those who are not used to it).

Crepe paper, as you will notice, has a shiny side and a dull side. The dull side is considered the "right" side. Always make it a point to have the dull side showing. Crepe paper is very elastic and many secrets and tricks can be obtained by taking advantage of this elasticity.

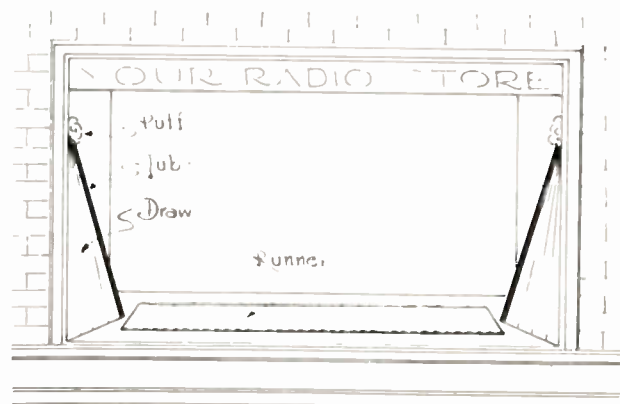


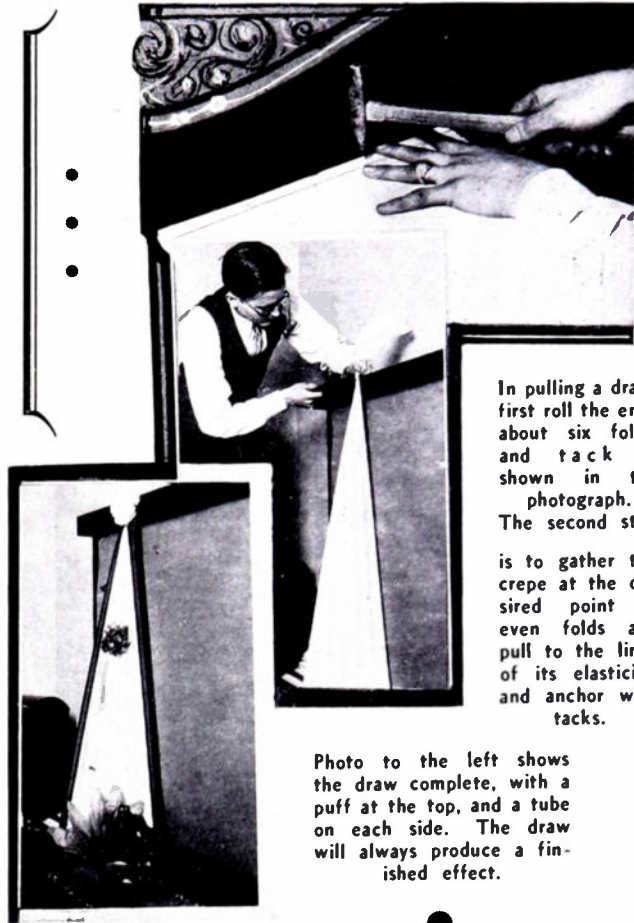
Diagram showing four fundamental designs of a neat window trim, and how they can be used effectively.

Four Effective Designs

In the accompanying diagram, the four most important terms of crepe paper trimming are shown; namely, the runner, the draw, the tube, and the puff.

The runner is usually a piece of crepe paper in full width and in length best suited for the window, tacked securely upon the floor. The purpose of the runner is to give color to your floor. The darkest color of the trio should always be the runner. By folding the ends of the runner in about quarter inch folds and putting your tacks through these folds, you will find that the paper will never tear or pull away from the tacks. To ruffle the edges of your runner is always effective. This is done by taking the roll of the crepe paper before it is unrolled and twisting the edges, firmly holding it between the forefinger and thumb of each hand.

The draw is the most effective member of crepe paper trimming designs, and should be the lightest color of the three. It is always used in every display, and therefore should be dealt with very carefully. The longer you handle crepe, the better looking "draws" you will make. First roll the end of the crepe paper very tightly in quarter-inch folds and tack securely on the floor in whatever position you may want the "draw." Now the elasticity of crepe is important. In order to have a "draw" approximately six feet high you will find that three and a half or four feet of paper will stretch to that length. After securely tacking one end to the floor, with your left hand gather in folds comfortable to the hand at the other end of the paper. While holding the paper in this position, pull upwards firmly and evenly until your desired height is obtained and, while holding there, place two or three tacks into the woodwork through the folds you have made with your left hand. You will find that the crepe paper, through your pulling, has taken on an even, natural fold, starting from the floor and the "draw" has taken on a silky appearance. With the ten or twelve inches of paper left over above the point



In pulling a draw, first roll the ends about six folds, and tack as shown in top photograph. The second step is to gather the crepe at the desired point in even folds and pull to the limit of its elasticity, and anchor with tacks.

Photo to the left shows the draw complete, with a puff at the top, and a tube on each side. The draw will always produce a finished effect.

of the tacks, pull this end until the "life" of the crepe is gone. Gather this into your hands and finger it until you have made a neat puff ball, into the center of which place another tack to keep it in position.

The tube is very easy to make and adds style to your display. It is very often used along the front of the runner to create a border effect. Its most natural use is to have a tube along the outside of a draw and, of course, the tube is always a different shade or color than the paper it is used beside. As shown in the accompanying illustrations, the tube is very simple to master.

Filling the Window

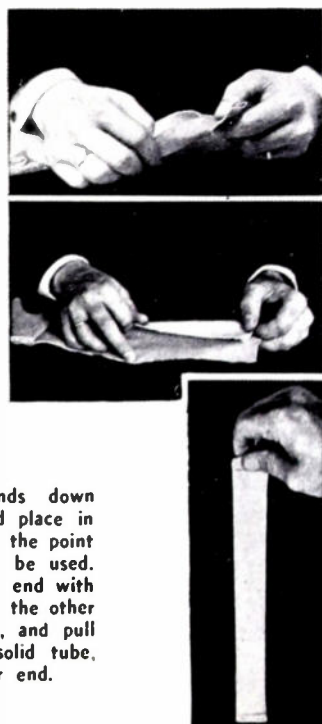
After this is done, your window is ready for the merchandise. Place it on the spot easiest to be seen from the outside. A small, neat sign always puts a finishing touch to your display. If you find that the window still needs something to "kill" the bareness, a small display of tubes and tube cartons on each side of the radio will help. Always manage to use one good window card in your display that you receive from your manufacturer. They are very effective and cost the manufacturer more than you could afford to pay to have one made.

Keep Your Window Fresh

A different piece of merchandise each week will never tire the every day passer-by. Your crepe paper design will keep its natural color and freshness two weeks, after which time it should be taken out and trimmed anew. A new design and color scheme at this time is essential.

Continued on Page 46

In making a tube, cut a strip of crepe that comfortably folds twice as shown in the above photo. Then crease one end sharply and evenly.



Next, roll the ends down about six times, and place in desired position from the point where the tube will be used. After anchoring that end with a tack or two, grasp the other end, folded likewise, and pull until crepe forms solid tube, then tack other end.

You Must "Get Greasy" to Sell Auto Radios

SELLING automobile radio sets exclusively, H. A. Creagan, a former banker, is doing what is believed to be the best automobile radio business in the West.

Entering in business with the knowledge that no one was going to come in and take his merchandise away from him, Creagan has conceived a definite, aggressive sales plan that practically eliminates over-the-counter selling.

He further realized that he had two very definite obstacles to overcome—the fact that automobile sets are comparatively new, and second, that the earlier automobile sets, being unsuccessful and inefficient, had created a bad impression with those who bought them.



Get your customer in the car with the auto radio. Let him play with it, ride around with it, and get used to it—and he won't want to be without one.

Creagan gets a good prospect list of recent purchasers of new cars. The best time to contact a car owner, he finds, is after he has had the car at least six months. By that time, he has gotten over the shock of the down payment on his car, and, if he still has it, can be considered as being able to afford an auto radio. Then he writes a letter to his prospect, asking him to drop in, or call up, and follows up this letter in a few days with a phone call or personal call.

Demonstration Important

According to Creagan, the demonstration itself is probably the most important part of the sale. Most people, on first thought, imagine that a radio in the

car would hinder their driving. On the contrary, Creagan finds, a thorough demonstration, with very few exceptions, convinces the prospect that this impression is not true. After a man has ridden around and grown accustomed to a set, he misses it when he gets into his own car.

Naturally, a prospect asks many questions regarding the performance of the set. When Creagan is asked how it performs with the engine running, he promptly starts up the motor and lets the prospect listen for himself.

"How does it work downtown in the traffic?" he is often asked. His answer is to take his prospect right down into the heart of town and use his own judgment. Not depending on merely answering these questions, he demonstrates the set in the actual situations in question—near broadcasting stations, out in the country, in hills and valleys—until the prospect is left no room for doubt that he has had a thorough demonstration.

Creagan has found that a wide field exists among men who use a car in their business. For example, an automobile insurance man, who bought a set, discovered that it was an excellent aid in getting the attention of his insurance prospects, and was a means of getting them into his car where he could talk to them better. In many cases, it constituted a good subject for opening a conversation with a new prospect.

"Get Greasy"

The secret of Creagan's setup lies in the fact that he foresaw that to make a success selling automobile radios, he would have to "get greasy" and get right out among cars and car owners.

"A man can't sit in his store and expect to sell automobile sets," he declared. "The only way is to get out and sell where there are automobiles. They have nothing to do with home sets and home entertainment, therefore the same methods of selling cannot possibly apply. Service stations, garages—wherever car owners are most likely to be found—these are where the prospects will be."

"And not all automobile owners are prospects," he continued. "Probably 75 per cent of them aren't able to buy. It is the other 25 per cent that I am interested in—the well-to-do, the middle-class novelty seekers, and those to whom an automobile set would be a business asset.

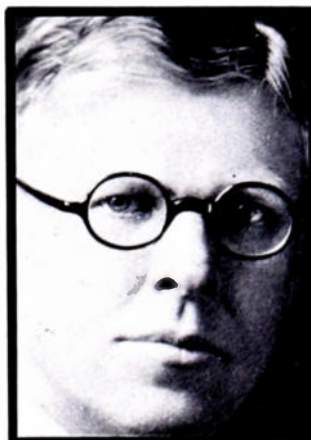
Continued on Page 46



The exclusive auto radio shop, operated by H. A. Creagan, is located next to a super-service station, where he makes easy contact with motorists.



WISE and OTHERWISE



By **SHIRLEY WALKER**
Associate Editor

Extremes of Selling Costs

TWO EXTREMES have ruined many businesses—too high a selling cost, and trying to sell at no selling cost at all. The first is, of course, downright mismanagement. The second is plain short-sightedness. Sales, like everything else of value, must be bought and paid for—and even then, they are hard enough to get.

* * *

Stores and manufacturers have a kindred problem in the selling of merchandise—to make the customers want the goods more than their price.

* * *

Here is the first question to ask of every advertisement before you apply the scientific laboratory tests: "Does it advertise the things that people want?"

* * *

Golfers will understand this one. The advertising and merchandising of Reddy Tees taught golfers throughout the world to spend \$700,000 a year for something that they formerly got free.

* * *

Wasting the Advertiser's Dollar

Will somebody kindly tell us what the Oakland-Pontiac advertisement in the January magazine means? It is an automobile advertisement, but half the space is taken up by an illustration showing an old lady with a pan of something looking down at a young woman kneeling before a stove, also looking at a pan of something—and the caption is "Making new friends and keeping the old."

We criticize the advertisement because so many failures are laid to the door of advertising. This particular advertisement cost a lot of money. It wasted a lot of money. In advertising, simplicity and understandability are the first essentials.

* * *

A dispatch from Stockholm states that the 1930 profits of the Swedish Match Company, which controls 75 per cent of the world's match business, exceeded those of 1929, and that the corporation will maintain its dividend rate of 15 per cent. What became of all the automatic lighters?

And what has become of all the Pee Wee golf courses? Just another commodity which had only a temporary market.

By a recent Supreme Court order, after a ten-year battle, the meat packers can now manufacture, sell, and deal in unrelated food products—but they cannot use or permit others to use their distribution facilities directly to the public. In other words, they can do anything except sell at retail, which is a safeguard of the public interest.

* * *

Bread is now being retailed (by the chain stores) at the pre-war price of five cents. The public was wondering about and the Senate did inquire into the discrepancy between bread prices and the lowered wheat and flour prices. Milk is now under investigation. Perhaps it and some other things will return to pre-war status.

* * *

Radical, But It Increased Sales

And talking about pre-war, a daring advertising experiment is being tried out by Adolf Gobel, Inc., New York, who market their own brand of sausage and other meats. The advertisements are headed "Give Us Beer," "Banish Poison Booze," "Raise The Steins."

Then follows a frank announcement that the executives and workers of this corporation are decidedly against poison booze and for the return of good beer. A generous cash contribution is promised the Women's Committee for the Repeal of the Eighteenth Amendment, for each item in their line which is sold. The campaign has been a tremendous success. While the subject is quite controversial, sales have increased by leaps and bounds. Every item in the Gobel line benefited.

* * *

Dry ice is revolutionizing food distribution. Do not be surprised if drug stores start selling lamb chops in branded packages.

* * *

In Tacoma, the St. Paul and Tacoma Lumber Company is selling lumber by a house-to-house canvass by its salesmen. Sixty per cent of the home owners approached were prospects for improvement work of some kind. The salesmen are provided with a list of 130 suggested home improvements involving the use of lumber.

Continued on Page 46



"Eventually • • Why Not Now" • • •

You Will Be
Selling Refrigerators
Sooner or Later

By DON McDOWELL

THAT radio dealers are a natural outlet for refrigerators is an established fact. Refrigerator manufacturers, after analyzing their business over the last year or so, have come to the conclusion that the future of their products depends largely on the "package" type of distribution; selling the refrigerator in ready-for-installation form through retail channels that are closely associated with the public, as radio stores are.

It remains now for the radio dealer to get in on the ground floor. He knows by now that the electric refrigerator is a perfect companion line for his radios. He is satisfied that he is in an admirable position to handle them, and that there is a lot of money being made and to be made in them.

Small Investment Needed

Recent distributing plans of most companies now make it possible for the dealer to go into the business with a very small investment. Servicing is negligible, and what there is is usually taken care of by the factory.

The biggest stumbling block in the past has been the mental attitude of the public towards refrigerators. The old horse-and-buggy impression persisted that Nature provides us with refrigeration in the winter, and that the only time we need it is for a few of the hot months.

The trend now, in the refrigeration trade, is to flatten out the yearly sales curve, through the usage factor. In the life of every commodity there is a transition stage when demand is produced by actual use of the article. Automobiles have passed the stage successfully; radios are fast completing it, and refrigerators are rapidly approaching it. At present, only about nine per cent of American homes are equipped with refrigerators.

Domestic Field Stressed

A development which has a very definite effect on radio dealers is the fact that refrigerator manufacturers are dwelling more and more on the domes-

tic field as a source of sales. Refrigerators are now being built as a compact, easily transported piece of merchandise that can be immediately installed in any home equipped with electricity.

Who is a better outlet for this type of merchandise than the radio dealer? His contacts with the public are already established, at the most vital point affecting refrigerators—the home. He is technical-minded and better equipped than many merchandisers in other lines that might take them on. He is particularly in need of a companion line that will keep his sales curve straighter during the summer—for several years at least.

Quality an Essential Factor

It cannot be too strongly impressed on the radio dealer who is looking around for lines, that the big, important thing, is Quality—backed by an established, reputable firm. In this big new industry, many problems and troubles, experienced, both in the past and at present by the radio trade, can be averted, if the radio dealer will carry the lines of those companies that he knows are absolutely reliable.

It is unwise to depend upon price alone, or big discounts, because at present, all of the good companies are offering fair and reasonable terms, in an effort to make it as easy as possible for the dealer to get a start. One distributor in the West has made it possible for a radio dealer to handle a reputable refrigerator for about \$25 cash outlay.

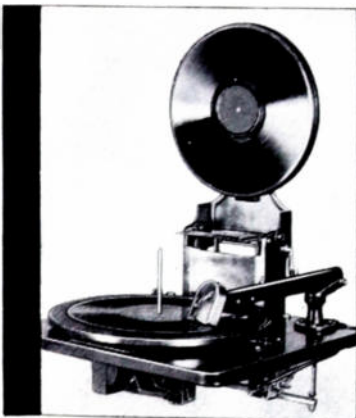
A matter that seems to be a not uncommon obstacle in the minds of undecided dealers is that the technical end of refrigerators is difficult to understand. This is wholly a false impression. They are quite simple, and involve nothing of the complications of a radio set. The facts are easy to learn. As the writer was told at a recent visit to a refrigerator factory, "In one hour, a person can learn practically all there is to know about the construction and operation of our machine. There's nothing deep about it at all."

The New CAPEHART Automatic Record Changer

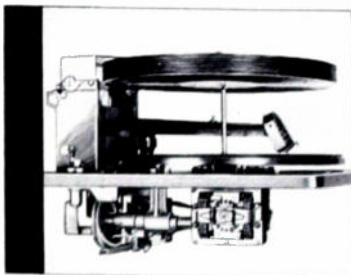
for the Home



The compact size of the new Capehart record changer—14½" x 14½" x 7½"—makes possible an automatic combination radio-phonograph in a considerably smaller size than ever available before. This unit is equally adaptable to standard and full size instruments. Illustration gives an idea of relative sizes.



Model 10-12 in loading position. Note the lever on right side which throws the unit into position for 10-inch records when down, or 12-inch records when up. With a special arrangement incorporating a double throw master switch, one record can be placed on the turntable, the adjustment set according to the size of the record and the magazine can be loaded while the pick-up automatically comes into position and the first record is being played.



Model 10-12—left elevation. Note the simple rugged construction. There are no adjustments to be made. All the timing revolves about one cam which insures positive operation.

LEADING MANUFACTURERS will offer to their trade this year a vastly improved super-type radio-phonograph combination—made possible by Capehart's newest achievement, the Model 10-12 automatic record changing mechanism designed for use in home instruments.

This new mechanism handles both 10-inch and 12-inch records. Its compactness enables a fully automatic combination in a smaller cabinet than ever before possible.

Simple and dependable in operation, it embodies exclusive features of design and manufacture such as might be expected only of Capehart, with its background of leadership in record changing devices.

In a word, the new Model 10-12 record changer adds that final factor of complete-

ness to the radio-phonograph combination which alert dealers will recognize as the outstanding sales opportunity of the year.

Two Profits for the Dealer

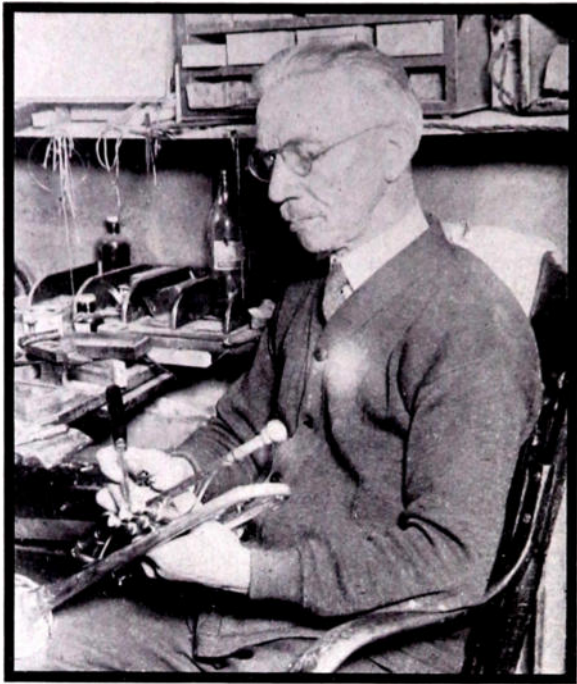
The radio-phonograph combination is by all odds the instrument of the day. Capehart's new automatic record changer adds the plus value to every combination in which it is used which justifies a price with a splendid margin of profit. Every purchaser represents a re-occurring source of profit on the sale of records in groups!

Ask your jobber about Capehart equipped combinations. Get in touch with the manufacturers whose lines you handle. Or write direct to us for further information.

THE CAPEHART CORPORATION, Fort Wayne, Indiana.

Capehart

INTERESTING WESTERNERS



JOHN HELD

MOST everyone knows about John Held, Junior, the ultra-smart artist who draws the little

round-headed figures that grace America's most modern literature.

But the Held family was famous before John Held, Junior, was ever heard of.

For John Held, leader of Held's band, Salt Lake City, has been playing to Salt Lakers and to America's prominent tourists for over 40 years. The Held band, of which he is and always has been leader, is an indispensable Salt Lake institution.

Held has played before 17 presidents of the United States, knows all of their favorite tunes, and those of all the other notables who have visited the city. His band has played countless official welcomes.

His artist son, the creator of the modernistic "jazz" type of balloon-headed sheiks and their flaming "shebas," learned his trade at the proverbial knee of his parent. Dad Held, who is no mean artist himself, used to show him how to draw and model, by manuvering his mashed potatoes around on his plate at dinner. It is not recorded how Mrs. Held relished this desecration of her victuals.

In his little shop in Salt Lake today, John Held makes mouth-pieces for clarinets and other wind instruments, and manufactures fountain pens. On the walls round about you will see paintings that will catch your eye, small bits of sculptor, all indicative of the real genius that is the basis of John Held, Junior's, art.



DON'T FORGET

There is Only One

"BABY MIKE"

... and it is built by
UNIVERSAL MICROPHONE CO.
Microphone Specialists!

A real microphone of amazing quality — not a toy. Used with radio or amplifiers. Endless home entertainment—a ready, waiting market for live dealers. Single button carbon microphone—exclusive circuit adjusting screw (patents pending). Truly damped diaphragm eliminates "feed back".
Handsome bronze case, 3 1/4 inches high. Packaged with 25 ft. cord, prong adapter and detailed instruction sheet. Better stock now! **\$7.50**
List Price Complete

Other models \$5 to \$350. Also cables, plugs, transformers, mountings, stands, etc. Get complete catalog.

UNIVERSAL MICROPHONE CO., Ltd.
1163 Hyde Park Blvd.

INGLEWOOD

CALIF.

KIMBALL PIANO



Kimball Chippendale Grand

FRANCHISE

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

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

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

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

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

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago

THEY'VE ARRIVED!

THE SENSATIONAL NEW LINE OF **LYRIC** ORGAN-TESTED RADIO S

Pacific Coast dealers have eagerly awaited this important news. "What will Lyric do?" has been a question on every tongue. For it is rumored that Lyric is destined to become the new leader for 1931.

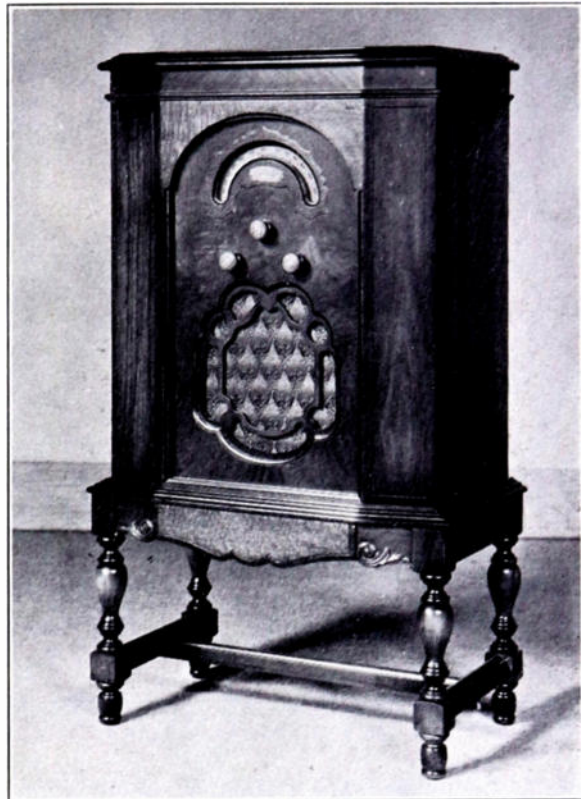
Lyric has waited nine years to produce this sensational line of radios. Behind it are 229 years of experience in making the finest musical instruments the world has known.

Lyric offers you these advanced 1931 refinements, *many found in no other radio.*

Spotlight Dialing—spots your station instantly with a traveling beam of light.

Self-Tuning—Greatest radio improvement of the year. Actually tunes itself. In two minutes you arrange your own program for the entire twenty-four hours of the day and night. Then every day, until the setting is altered, the radio turns itself on—tunes in the stations—tunes itself off! (This feature is included in the larger sets only.)

Automatic Volume Equalizer—brings in all stations with uniform volume. Eliminates "fading" and "blasting."



Look at This Amazing Value!

Typical of Lyric Value-Giving

Exactly the same quality and comparative performance of larger, expensive sets. Spot-light Tuning, Tone Control, Complete Shielding, Dynamic Speaker—Volume, Distance, and Power—WITHOUT DISTORTION. Cabinet of exquisite beauty, designed by master craftsmen.

\$89⁵⁰
COMPLETE

Whisper Tuning—makes the parade of unwanted stations pass on tip-toe.

Linear Detection—actually eliminates distortion.

Super-Dynamic Speaker—with no distorted bass.

Prices—\$69.50 to \$400.

Don't Wait a Minute! Write, Wire or Phone for Details!

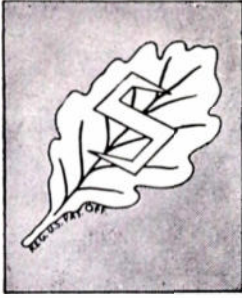
THE ELECTRIC CORPORATION

LOS ANGELES

SAN FRANCISCO

OAKLAND

SEATTLE



Sylvania

The

SYLVANIA makes it easier for you to sell Radio Tubes. Ask the average set-owner what tubes are in his set. He doesn't know. Ask the average set-owner what tubes he should buy for replacement and he can't tell you.

Sylvania makes it sure fire for you and for the set-owner —to know that Sylvania is the *right* tube.

Because the new Sylvania Tubes are "SET-TESTED". And you are able to prove it to your customers with the Sylvania "SET-TESTED" Chart.

SET-TESTED — the Sylvania way — means this: Every one of the well known radios you see listed at the right has been tested with Sylvania Tubes. Tested for selectivity, for sensitivity, for reproduction, for tone, for life.

Sylvania's specially built copper-screened testing laboratory — Sylvania's exclusive audition room — Sylvania's staff of experienced radio engineers — all are used to give you the new Sylvania SET-TESTED Tubes.

And now thousands of dealers in every part of the country are proving the success of SET-TESTED Tubes.

Clip and send the coupon

SYLVANIA PRODUCTS CO., EMPORIUM, PA.
SYLVANIA RADIO TUBES SYLVANIA INCANDESCENT LAMPS



•
Licensed under RCA Patents
•



SET TESTED

Tube

EDISON	KENNEDY	SPARTON
ERWIN	KOLSTER	STEINITE
FADA	LYRIC	STERLING
GENERAL ELECTRIC	MAJESTIC '30	STEWART WARNER
GENERAL MOTORS	PHILCO	STROMBERG CARLSON
GRAYBAR	RADIOLA	VICTOR
GREBE	SILVER MARSHALL	WESTINGHOUSE
GULBRANSEN	SONORA	ZENITH

This is the new Sylvania Certified Test Chart, handsomely and clearly printed and giving complete instructions for selecting Sylvania Tubes, together with a signed statement by the Chief Engineer of the company. Size 14x27.



SYLVANIA PRODUCTS CO.
Emporium, Pa.

W. M

Gentlemen: Please send, without obligation, your new Sylvania Set Tested Chart for easier tube sales.

Name

Address..... City.....

Jobbers

ANGELUS 9 TUBE SUPER-HETERODYNE

\$69⁵⁰

*Complete
with Tubes*



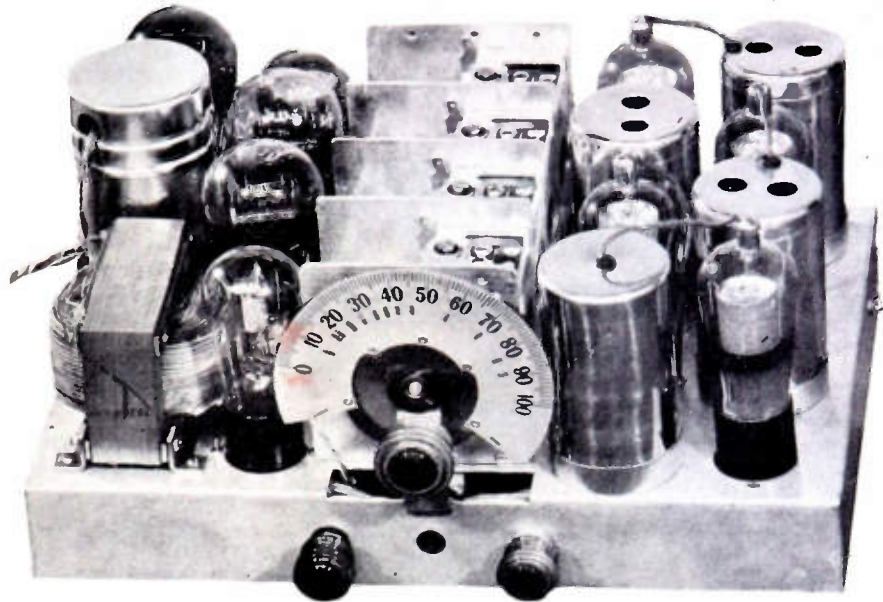
DAVISON-HAYNES MFG. CO.
717 MATEO STREET . . . LOS ANGELES, CALIF.

SENSATIONAL ANGELUS

9

tube

Super-Heterodyne CHASSIS



OUTSTANDING FEATURES

CIRCUIT

The Product of Davison-Haynes' laboratory, introducing a revolutionary circuit, taking the fullest advantage of the Super-Heterodyne system of reception. Eliminating the disadvantage heretofore encountered in the old tuned radio frequency receiver; yet maintaining the same simplicity of operation and construction.

A 9 tube set using four screen grids, two 227's, two 245's in Push-Pull, and one 280 Rectifier. A pre-selective circuit has been incorporated with 10 tuned circuits!

CHASSIS

Chassis of a heavy cadmium steel plated, extremely sturdy, built to stand hard usage. All parts of the finest quality, assuring long life.

SEAKER

Specially designed MAGNAVOX matched to this circuit, tone quality never before attained in this type of set. A Tone Control that makes a midget tone a rival to large consoles.

TUBES

This radio can be furnished with all leading brands of tubes with full replacement service.

DISTANCE

Limited only to the suitability of your location. With even a poor aerial or ground, remarkable distance may be enjoyed; from stations of foreign lands to small, low powered U. S. stations from coast to coast.

SELECTIVITY

An enjoyable sharpness in cutting and separating the strongest local and distant stations. This is achieved by using a Multi-gang condenser and 10 tuned circuits. Enjoy your favorite program without the interference or harmonics, all with ease of operation.

ACCESSIBILITY

Chassis fully shielded yet may be removed from cabinet in two minutes. All adjustments made without removing chassis from cabinet.

OUTSTANDING FACTS

The Angelus Super-Heterodyne was designed and engineered to out-perform any Super-Heterodyne that enters the field. Its performance is superior to even the highest priced nationally advertised set. Our staff of engineers has tested each part to each coordinating part with other Super-Heterodyne chassis and has selected each resistor, each condenser, the transformer, and each coil that more than meet the acid test which it required to produce this dynamic Super-Heterodyne!

Only through Davison-Haynes' strict policy of quality production has it been possible to bring to the field such a chassis.

DEALERS

Write, wire, or phone immediately your nearest Angelus Distributor for delivery of this Dynamic Super-Heterodyne Receiver. If distributor is unknown, write to the factory direct. As a progressive and shrewd merchandiser you will hear Angelus first and last . . . then sell Angelus. Don't pass up this one great opportunity to be the first in your territory with this outstanding SUPER-HETERODYNE.

OTHER MODELS \$79⁵⁰ and \$84⁵⁰

Get Everybody you will
Get the Angelus Super-
Heterodyne!

DAVISON-HAYNES MFG. CO.
717 Mateo Street . . . Los Angeles, Calif.

Don't be misled by inferior Super-Heterodynes.

**SUPER
SENSITIVE !!
SUPER
SELECTIVE !!**

**Patterson
SUPER-H**

Sensational!

RADIO'S GREAT



THE New Patterson Superheterodyne has more volume and distance than any receiver known to us. It is, we believe, the most sensitive, the most selective, and the finest toned receiver in existence today. There is actually more dollar for dollar value built into this quality radio than has ever been offered by any manufacturer at any price.

There is one thing as certain as death and taxes . . . this New Patterson Superheterodyne will sweep its way to public acclaim. There is no uncertainty or guesswork about it . . . this is unquestionably the finest radio value in the industry today. We challenge you to find its equal in any price field.

Naturally, there will be a big demand for the New Patterson Superheterodyne. Why? Because of its price, quality of workmanship, eye value and guaranteed performance.

Be first in your community to offer your customers everything they need in radio at a price they can afford to pay.

The New Patterson Superheterodyne is a marvel of efficiency. It sells itself and stays sold . . . without the usual servicing required of most radios on the market.

We are a little excited, of course, and you will be, too, when you see this wonder Radio, hear its marvelous performance and compare with your own ears its superlative value. Order today . . . don't delay. Get in on this new profit-maker of radio.

**A Low-Priced Super
With Every Known**

Scores of the largest radio stores use this is the outstanding. Make "bigger profits" by chassis, with a Dynamic Speaker of your choosing. An Escorted Trade Name will be furnished.

Model 91 with our standard 9-Tube chassis and Magnavox Dynamic Speaker in beautiful buff walnut Deluxe Console. Height 33 1/2 inches. . . width 22 1/2 inches. . . depth 14 1/2 inches. Shipping weight 65 lbs.

\$89.50
WITH TUBES

Sell this Super-Value Superheterodyne Console to your better trade . . . and in doing so you can CASH IN ON SUPERHETERODYNE ADVERTISING.

Manufactured by the Patterson Radio Company under patents of the Radio Corporation of America and affiliated companies.



This is a . . .
SUPER-HETERODYNE YEAR

Patterson
239 South Los Angeles

PATTERSON SUPERHETERODYNE

**SUPER
POWER!!
SUPER
TONE!!**

BEST VALUE!

Lower in Price!

SPECIFICATIONS: Read Them! Then you will agree with us that this New Patterson Superheterodyne is 1931's greatest achievement.

NINE TUBES required to give true superheterodyne performance.

FOUR SCREEN GRID TUBES, providing tremendous and efficient amplification.

TWO 227 TUBES used as oscillator and second detector for greater audio output.

TWO 245 TUBES in Push-Pull, affording powerful, smooth tone.

ONE 280 RECTIFIER TUBE, assuring steady, even power.

COMPLETELY SHIELDED to eliminate external pick-up.

ELECTROLYTIC TYPE CONDENSERS for pure filtering and freedom from hum.

DIAL GEAR DRIVEN, no slipping provides ease of tuning.

TUNING shadow line . . . kilocycle calibration.

FOUR GANG CONDENSER provides the utmost in selectivity.

POWER DETECTION freedom from hum; sharp, flawless tone; volume to spare.

TEN TUNED CIRCUITS, placing enormous power at your command under perfect control for distance reception.

BAND PASS FILTER . . . TONE CONTROL . . . NO HARMONICS . . . NO RE-RADIATION . . . TEN KILOCYCLE SEPARATION.



Junior Model 90 contains our standard 9-tube chassis and Magnavox Dynamic Speaker, encased in a beautiful cabinet of buff walnut. Height 17 inches, width 14 inches, depth 9 1/2 inches. Shipping weight 38 lbs.

\$74⁵⁰ WITH TUBES

Here is a miniature radio that will operate in any locality where radios in any price field will operate. Do not by any stretch of the imagination confuse the PATTERSON with the innumerable so-called midgets now on the market. Patterson has been building quality radios since 1920. Remember this: "There is no substitute for quality."

Don't "SIGN UP" for any radio until you see and hear the New Patterson Superheterodyne. Write—phone—or wire for information.



**Super-Heterodyne
"High-Priced" Feature**

Merchandise in America tell you to buy the chassis for the money. In merchandising a Patterson Superheterodyne and tubes in a cabinet with a Green Plate with your own name. Prices quoted.



Patterson Radio Co.
1234 Broadway Street, Los Angeles



Builders of Quality
RADIO SINCE 1920



THE MIGHTY MIDGET

\$49⁵⁰
LESS TUBES
(F. O. B. Chicago)

FACTS

From the laboratories of Zaney-Gill comes this new remarkable Midget receiver incorporating all the engineering refinements resultant of over a year's continuous Midget building.

A new perfected product of a pioneer in this field, which has revolutionized today's radio industry.

Introduced nationally at the Atlantic City show last June, ZANEY-GILL Midgets now operate in all parts of the United States and in 27 foreign countries—a joke to the industry in June and the most serious thing in radio this Christmas.

A new tone for Midgets, unbelievable from so small a set—full rich depth with clearness and realism never before attained in anything near its price. A REVELATION!

FULL DETAILS GLADLY SUBMITTED
IMMEDIATE DELIVERIES NOW

OUR GUARANTEE

WE GUARANTEE every set to be free from defects due to faulty material or improper workmanship when such faults prove to be of factory origin for a period of 90 days. In case of defects pack same carefully and return—Prepaid to ZANEY-GILL CORPORATION. We will repair or replace FREE any such set when found not to have been tampered with by other than an authorized service man. Defects due to rough handling or careless operation will be repaired and charged for. Tubes are guaranteed by their respective manufacturers and same should be looked to for replacements.

FEATURES

Four tuned circuits, three stages of high gain screen grid radio frequency amplification and detector.

Rugged fully shielded four gang condenser wide spread plates eliminating disalignment in shipping.

Pretuned antenna circuit with VITATONE the first real advancement in tone manipulation. It does not cut volume or definition of tone to achieve this.

Chassis of a new silver zinc-copper compound developed for this purpose, far superior to steel. Fully shielded and sturdy to withstand rough handling in shipments, compact and protected in full compliance with Underwriter's regulations.

Full vision dial—ILLUMINATED! Vernier control for fine tuning.

Full dynamic speaker scientifically baffled—full sized to withstand the auditorium output of VITATONE.

Heavy duty oversize power transformer and condenser block built to stand the test of time.

Cabinetry of walnut—hand rubbed and detailed for the most fastidious tastes, a product of Grand Rapids.

DISTANCE—with the new Zaney-Gill Midget is limited only by your location. Under ordinary conditions, coast to coast reception is easily obtained with perfect clearness.

VITATONE supplies the missing dimension in Midget music—DEPTH. No words can explain it, you have to hear it. VITATONE also clears the atmosphere, eliminates line noises—opens the channels to clear—pure—realistic melody.

SENSAT BEYOND The New ZAN A CHALLENGE

We challenge any midget now available to a direct test of—Sensitivity—Selectivity under all conditions—Tone—and appearance. Try one of these new models—Test it in congested areas—try it in remote areas. Play Mexico and Canada on the same aerial—Hear Los



The
Consolette
31" High by 15"
Wide
In Genuine French
"Queen Anne"

\$69⁵⁰

Less Tubes
F. O. B. Chicago

SONAL
WORDS
ZANEY-GILL-Line

*Featuring the
 thrilling*

Vitatonone

!!!!

Los Angeles and New York anywhere in the middle states—Hear the new sensational voice of VITATONE. Get a price comparison out of Zaney-Gill Midgets—Let us ship you one of these for trial. Its performance will do more selling than 10 pages of advertising.

**WHAT IS
 VITATONE?**

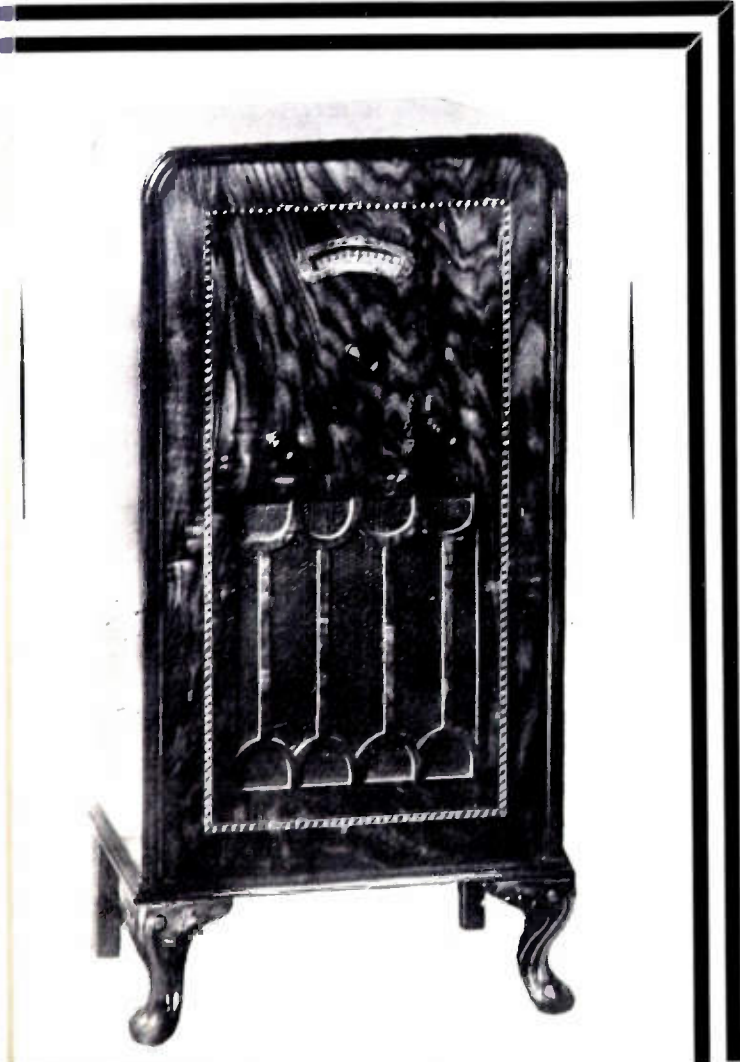
VITATONE—A development from the laboratories of the Zaney-Gill Corporation—A revelation in Sound Amplification—A new note in Radio reception. You have heard deep notes in radio—you have heard the high register—you have heard loud reception but you have still to hear the complete analysis of the whole musical range, with the background accentuated, and delivered as if the natural were before you. Vitatone supplies the missing dimension in synthetic entertainment—BREADTH! And still more! To further assure the pure deliverance of this new sensational tone, Zaney-Gill first clear the line noises, eliminate all foreign interference, filter the ether as it were, all done automatically by Vitatone! Words cannot adequately describe Vitatone. You must hear it—play it—compare it! In explanation—what talkies are to moving pictures—what four-wheel brakes are to an automobile—what aviation is to transportation—so is Vitatone to a Radio.

Only Zaney-Gill Products Have
VITATONE
 WRITE - WIRE FOR FURTHER
 INFORMATION

ZANEY-GILL
 Corporation

1727 West 22nd Street, Chicago, Ill.
 Cable Address: "ZIGICO"

Los Angeles Office:
 5918 So. Western Avenue
 Telephone PLeasant 0050



EXTRA-EXTRA-EXTRA 1/4 the Actual Size

In Width
and
Height
—
●
Tone Quality
Plus



Measure
It and Be
Convinced
—
●
Eye Value
100%

Height 12 1/2"; Width 9"; Depth 7 1/2"

THE METROPOLITAN RECEIVER

Your PRICE \$17⁹⁵

Net

COMPLETE WITH TUBES

F.O.B. L. A.

Here's a new angle on a four tube circuit. The above price is for lots of 6 or more. Single Sets, \$19.00

Choice of
Radiotrons—
Cunningham
Triad Tubes
Arcturus

Here is a long-felt want that you can fill for the customer who wants an attractive Midget receiver at a moderate price. This receiver has no list price so far as we are concerned, and can be sold under your own trade name. So—here is a

wonderful opportunity for a cash and carry proposition—In large quantities we can furnish this receiver in a cabinet of your own design. It would be your exclusive model. DO IT NOW—send for sample.

FEATURES:

Screen Grid Detector.
45 Power Output.
Single Dial Control.
Phono Jack.
Magnavox Speaker.
(Full Size—Not the Peewee)
Walnut Cabinet.

**Money Back
Guarantee:**

All samples are subject to a refund in full if returned within three days of receipt of same, shipment to be returned express prepaid.

More power and volume per tube than has ever before been produced.

All four tubes are operating at 100% efficiency, against the average 50% efficiency of the ordinary radio.

WALTHAM RADIO CORP., LTD.

4228 SOUTH VERMONT, LOS ANGELES

Phone VERmont 2809

Cable Address: "WALRAD"

Oregon Association Warns Public Against Radio Price-Cuts

A CONSTANT barrage of warning ads, public educational campaigns, and law enactments against dumping, interference, and crooked advertising characterize the live-wire activities of the Oregon Radio Trades Association. Great progress has been made in the interests of dealers and service men, in combatting the conditions that exist during the four years of its existence.

The association has built up a fund of nearly \$300 a month to carry on its educational campaign, the purpose of which is to discourage misleading ad and the flagrant dumping being practiced by many stores—particularly department stores.

One Portland department store put on a Christmas sale, offering new 1931 radios listing at \$169, for \$69—"A Saving of \$100," the ad proclaimed. Terms were \$10 down, and "your own terms on the balance." Another store hit back by advertising its \$230 set for \$99, complete, and its \$255 model for \$119.

As a counter-attack, the Oregon association advertises warnings to the public against unsound advertising and false values. Purchasers are requested to "insist that your dealer display the emblem of the Oregon Radio Trades Association," and a reproduction of the emblem accompanies the ads.

Regarding dumping and price-slashing, L. W. Finch, publicity chairman of the association, has this to say: "The Better Business Bureau has had so many complaints about this lately that it is starting an investigation, which we hope will expose some of the crooked advertising to the public. If things keep on like they are at present, I'm sure they'll cook their own goose. They have been selling used reconditioned midgets for \$24.50 and new midgets for \$34.50, and never advertise any at \$59.50 or any other standard merchandise at regular list prices. What to do? Sell quality? You can see what an uphill battle association members are having. We are taking the bull by the horns, though, and the near future may see a change. Every jobber in this territory is behind the dealers 100 per cent, and is doing his utmost to help bring the situation under control."

Accomplishments

At present, the association has the following accomplishments to its credit: the standard charge of a flat carrying charge on all contract balances of a minimum of 6 per cent; a one per cent insurance plan, available to all dealers paying the regular \$5.00 a month dues, (service men not entitled to this, and pay \$1.00 a month dues); a standard guarantee and service policy, printed on a card attached to each set sold by a member dealer, with three service coupons attached; printed contract forms; service men's buttons to identify capable and reliable service men; radio loan receipts (for home demonstrations); a code of ethics and a set of by-laws.

panies, and the city electrical department.

At a recent association meeting, the electrical department of the City of Portland was represented, and offered its co-operation in enforcing the city ordinance on radio interference, and also suggested that it would be possible to enforce the city zoning ordinance and prohibit the sale of radios from a residence in specific zones. The ordinance that prohibits the sale of any electrical appliance not listed as approved by the National Board of Underwriters was also taken up, and plans made for its rigid enforcement.

It is proposed to have a room equipped with samples of all manufactured radio interference eliminators for the use of

association members, the power company. A minimum service charge of \$2.00 has been approved by the association, but includes, however, a complete check of a radio set by performing ten specific duties which insure the owner a thorough examination of his set.

Service Buttons

Service men's buttons have been distributed, and form an important part of the campaign. These buttons are replicas of the association seal, and are dated—first, second, third, and fourth quarters of the year. Each quarter the color of the buttons is changed, to prevent their being used by a service man after the quarter for which they were issued. Only those approved by the association are given these buttons. Out of some five hundred firms in Oregon, more than one hundred have been selected, for their honesty and ability, to have the advantage of the buttons and emblems.

In addition to the accomplishments already given, committees are working on state legislation, publicity, education, business ethics, blue books, broadcast programs advertising, membership, radio interference and local ordinance enforcement.

WARNING! A Gold Dollar for 50c ? ? ? ?

You see advertised Radios of every conceivable size at every conceivable price. Don't you marvel how all of them can be *the Finest Radio?*

WHEN A RADIO IS OFFERED TO YOU AT A PRICE STRANGELY LOW, ask yourself:

"Why is the price so low? Who made this radio? How good is it? How many dealers sell it and how many families own it?"

"Was it made to give top-notch performance through the years, or is it one of those bargain radios? If you should ever need new parts, would the manufacturer be there to supply them—or has he gone out of business?"

You read ads stating \$69.50, regular price \$169.50, \$100.00 off list price, etc. Don't you wonder how the manufacturers of such radio receivers stay in business—if they still are in business?

You see trade-in allowances equaling the price of brand-new radios. Does it occur to you that sets on which such allowances can be made often are built up of salvaged parts from bankrupt factories?

The Oregon Radio Trades Association, which is composed of every branch of the radio industry, unite in informing the radio buying public to beware of this fly-by-night class of radio merchandise. It is well to remember that Portland is one of three major cities where certain stores have seen fit to sell this merchandise in big quantities to unsuspecting customers, who find out in a few months that instead of an asset their radio proves to be a liability.

How, you may ask, am I to tell which radio to buy? Every dealer tells me his is the best and the other fellow's is not so good.



EASY TO PROTECT YOURSELF

Out of some five hundred radio dealers in Oregon the Oregon Radio Trades Association has selected over a hundred reliable firms for their honesty and ability. Look for the dealer in your neighborhood, town or city who displays the above emblem. OR WRITE this association, 617 East 10th St. North.

LORAN W. FINCH
Chairman of Publicity, Oregon Radio Trades Association.

CALIFORNIA INDUSTRY

Sylvania President on Coast With Tube Guarantee Plan

R. B. Erskine, president of the Sylvania Products Company, manufacturers of Sylvania radio tubes, is visiting the West Coast and calling on the trade with William Cooke. As president of the tube committee of the Radio Manufacturers Association which has to do with the establishment of a definite replacement policy for tube manufacturers, Erskine states that a plan is being perfected whereby tubes will carry a date on ship-



B. H. Erskine, president Sylvania Tube Corporation, and "Bill" Cooke, Western Manager (Erskine wearing the iron hat).

ment from factory with a definite guarantee of replacement after such date. It is expected that this plan will alleviate a great many of the present tube replacement difficulties.

Erskine states that in his opinion that between 30,000,000 and 35,000,000 tubes will be used in new radios in 1931. And that 40,000,000 will be sold by dealers for renewal purposes.

"There is a tendency," says Erskine, particularly in the West, for an increased popularity of "peanut" tubes. These small tubes which were considerably in use several years ago, are now made just as powerful as the larger tubes only occupying half the space.

Erskine predicts that these tubes will eventually supplant the larger tubes in Western-made midgets and "Pec-wees." They have the same characteristics and power as larger tubes with same price. It will result in midgets being made considerably smaller.

Sylvania has established warehouses and carry a complete stock of all tubes at Los Angeles.



L. W. Sturdevant, Western Manager for Brunswick, and "Griff" Ellis, newly-appointed Southern California manager.

Brunswick Distributes Direct

Due to the affiliation of the Brunswick Radio Corporation with Warner Brothers and its subsidiary companies, the Brunswick Corporation has assumed direct distribution of the Brunswick radio in Southern California and Arizona.

Arrangements have been made with Western Radio, Inc., 1135 Wall St., Los Angeles, distributors, to take over that portion of its business pertaining to the distribution of Brunswick products. Because of the heavy demand made on Western Radio under the previous set-up it was agreeable to them to make the transfer.

The Brunswick Radio Distributing Company, Inc., obtained a 10-year lease on one-half of the fourth floor of the Bendix Building, 1206 Maple Ave., and has already begun operations.

G. P. Ellis has been appointed branch manager, according to L. W. Sturdevant, Pacific Coast manager. Ellis is well-known in Southern California and has been connected with the trade for 20 years. He was formerly Pacific Coast sales manager for Majestic, and has been connected with Victor, Chicago Talking Machine Company, and New York Talking Machine Company.

"We have obtained very suitable quarters," said Sturdevant. "The location is central and in the heart of the radio wholesale section of Los Angeles. A very well-appointed demonstration room is being provided, and a complete record department is maintained in charge of Paul G. Peppin, who has been connected with Brunswick for some time." This new organization is not a national move, Sturdevant explained.

Western Radio, Inc., continues in operation as before, according to Les Taufenbach, president, and handles Silver-Marshall radios, together with tubes and accessories and other electrical merchandise.

Austin Enters National Field

Marking the entry of the Austin Manufacturing Company, Los Angeles, into the national field, national distribution of Austin midgets is now being conducted through a chain of offices under Howard D. Thomas. The announcement of this important move was made by Jack Bloom, vice-president and sales director of the Austin Company.

Thomas became particularly well known while Pacific Coast manager for the Peryman Tube Company. Prior to that he held the same post in the Splendor-Bethlehem Corporation.

At the present time Thomas maintains offices in Seattle, San Francisco and Los Angeles. His immediate plans include a trip to the East for the purpose of establishing branch offices in Kansas City and Atlanta, Ga.

"Efforts for distribution of the new Austin radio will be through jobbers exclusively throughout the United States," stated Thomas. "It is our plan to work cooperatively with the Austin jobbers through various mediums of advertising and publicity. We are planning on maintaining offices at the most important points throughout the country, for the express purpose of keeping hand in hand with jobbers at all times. We have jobbers in Florida, Illinois, Wisconsin, Indiana, Missouri, Iowa, Nebraska, and other eastern states."

The Austin Radio Manufacturing Company was formed last September under the direction of H. C. Block and Jack Bloom.



Jack Bloom closes transaction with Howard Thomas, making him the exclusive national sales representative for Austin radios.

New Corporation Formed

Announcement is made of the formation of a new corporation, Remler Company, Ltd., to take over the business of the Gray and Danielson Manufacturing Company, 2101 Bryant St., San Francisco. This means no change of interest or management, but is a forward step in a business that for 18 years has been under the same management and control. The officers are: E. G. Danielson, president; H. J. Banta, vice-president; and T. B. Gray, secretary-treasurer.

SEATTLE AND WASHINGTON

By LEO GREEN

Select Distributors

U. S. Radio and Television have announced the selection of Seattle Hardware Company of Seattle as distributors of Apex and Gloritone receivers, according to a statement from J. H. Hopwood Northwest district manager for the manufacturer.

Hopwood states that U. S. Radio will offer a variety of sets this season that will be attractive in design, whose technical construction will embody every latest feature in radio today. Price ranges further states Hopwood, will be a revelation. M. D. Schuster, present head of the radio division of Seattle Hardware, will be responsible for the sales of the new line along with other lines now carried by this distributor.

Warner Visits Old Haunts

L. C. Warner, present head of the radio division of General Motors on the Pacific Coast and former resident of Seattle, was a recent visitor to his old haunts in the home town. Warner's enthusiasm for the South and his great interest in General Motors radio have not lessened in the least the natural hankering to be around the old familiar stamping grounds, but some sinister influence of the southern climate has assuredly affected him, for his golf game cannot be said to be improved except in spots, particularly on the tenth, twelfth and sixteenth tees, and, of course, the nineteenth hole.

To Concentrate in Portland

The Electric Corporation will concentrate its jobbing interests in the Northwest in Portland, according to an announcement from Ross R. Hartley, president of the corporation, now in Seattle.

The Seattle office will be closed and all contacts in the Northwest will be handled from the Portland office. This is in no way a curtailment of its interests in Seattle territory, merely a program of concentration to lessen overhead, Hartley said. It draws the various houses more closely together and provides for more efficient operation. While no definite announcement has come from the Seattle manager, Kenneth Campbell, it is understood he will remain with the company.

One Embarrassing Moment

A particularly humorous incident and a most embarrassing one, for the young lady in question at least, occurred recently when Westinghouse officials were entertaining a group of women employees at a private showing of the new Columaire receiver in Seattle. It seems that all the young ladies had departed except one, who still remained, intently examining it, quite oblivious of the presence of the three Westinghouse officials who were

watching her, quite amused at her interest.

The remote control device was located across the room on a small stand and one of the men was unconsciously pressing the buttons which automatically shift the stations. At the moment the set was quiet as though from out of the blue sky a station had been signalled and came in just as the lady was walking away from the instrument and a pleasant voice spoke out: "Oh, I like a lady with a form like that."

Register consternation, flushed cheeks and several startled looks on the various men in the audience, a moment of intense wonderment on their part, and you have a slight imagination of the picture as it transpired in the space of a few seconds, until someone sensing the situation let go with a lusty laugh, and they were all laughing.

Meggee Returns From East

R. F. Meggee, president of Harper-Meggee Company and head of the Northwest Music and Radio Trades Association, has just returned from an extended trip East after having visited RCA officials and listened to the new RCA-Radiola. Victor is also announcing, so it looks like new life is pepping up the retailers. Majestic and Philco have already announced and the sets have been received with unusual enthusiasm by dealers. A few made the mistake of selling all their floor models with the result that there is a "shortage." There's a word to conjure with. Six weeks ago if anyone told you that the dealer was short of stock there would have been a loud snicker, because it was hard to make the skeptic think that even the sample model was selling.

New Philcos Ushered In

New 1931 Philco radios have been ushered in with a bang in the Seattle territory. Climaxing with a large Northwest dealer convention what has been stated as the company's greatest year, executives declare that 1931 will see even greater strides made with Philco sales. C. L. McWhorter, Pacific Coast supervisor, brought with him, in addition to Harry Boyd, national retail sales manager, Larry Gubb, the newly appointed general sales manager for Philco. This was Gubb's first visit to the Northwest.

Rumor has it that Brown had been filling Gubb with a glowing account about the marvelous sunny California weather while enroute to the coast, but wasn't able to demonstrate his point until he reached Seattle and the Northwest. By that time, of course, they had crossed the borders of Washington and it was with some embarrassment that Brown tried to explain his poor geography. Brown also took away with him several new stories, furnished by newspaper men, that he added to his long list of after-dinner specialties.

Bark Worse Than Bite?

What's this wheeze about the bark being more dangerous than the bite? No doubt it fits the picture with respect to the threat sent out that the spring of '31 would see unprecedented selling of standard radios at shall we say "unorthodox" prices.

Nothing could be truer than the statement that the dealer is the closest critic of "radio copy" because of his professional interest therein; the public as a general rule does not read between the lines.

Recently an Eastern mail-order house, whose sole business is in the sale of off-brand and cut-price merchandise, circulated Seattle and the Northwest with thousands of copies of its January catalog. Attached to the outside cover was a special sheet offering for sale every model of one of the country's largest radio manufacturers. Much to the consternation of the dealers, the world did not stop rotating in its usual manner, reverts did not come in as they were sure they would and the buying public went on its way surprisingly serene.

There seems to be something which holds the buyer to a saner pathway of thinking than some of our esteemed thinkers in the profession. No doubt it is the deflection of a sound judgment which tells him that service and a proven reputation which years and years of business enterprise has built up for the established dealer is, after all, a better and wiser purchase than the temporary gain of a few dollars saved in a cut-price offer of some mail-order house. Seattle's radio market is not being ruined by radio "sales" of established stores. It has become a part of the day's business, just as hundred of other commodities are, and the regular-priced goods are finding outlets along with the rest.

Columaire Shown in North

Seeking for "that something" that will put new life and new interest in a radio cabinet, Westinghouse officials have presented their new "Columaire" model, which has been on display to all Washington dealers the past two weeks.

J. A. Duncan, who heads the radio division of Westinghouse on the Pacific Coast, introduced the new radio to the dealers with a very vivid picture of what his company sought to achieve in designing their latest creation. Apparently the convenience and ease with which the instrument fits into the home furnishing had a striking effect upon the dealers. The adaptation of remote control seemed to offer a most convincing point in the set "selling itself" to the dealers.

The idea came, declared Duncan, from those submitted to the Westinghouse Company as a result of the nation-wide \$10,000 idea contest in which more than 150,000 separate designs had been submitted. This doesn't indicate that radio is losing interest in the home. Certainly not all of the contestants were present radio owners, which leaves some reflective thought for those who are beginning to talk about the "saturation" point.

“BUSINESS



MODEL 991

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

MODEL 939

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



IS BETTER''

say

Columbia Dealers —and why wouldn't they?

Dealers handling Columbia Combinations and Radios keep telling us that their sales are on the increase. That people *are* buying new radios right now—that they're just buying more carefully, trying to get the most for their money. And *that's* the reason such large numbers of them are buying Columbias.

For the Columbia Radio line is "right" for 1931's taste and purse. It is headed with the biggest value ever offered in Combinations—Model 991. The model whose magnificent cabinet holds *both* the famous Tele-focal Radio and Columbia's Automatic Record-Changing Phonograph. Its phonograph plays *continuous* programs from 10 or 12 inch records for half or three-quarters of an hour. Yet this luxurious instrument lists at only \$325.00, less tubes!

And the other fine Columbia Combination lists for even less. It comes without the record-changing feature. Beautiful

cabinet work in every detail, glorious tone reproduction of radio and records . . . and this model, No. 939, costs but \$235.00, less tubes.

The same amazing Tele-focal receiver—the famous 8-tube screen grid radio *with no dead spots on the dial*—that's in both Columbia Combinations, is included in both the splendid straight radio models of Columbia. Model No. C21 is the handsome high-boy, listing at \$185.00, less tubes. And Model C20 is the smart, graceful low-boy, retailing for only \$115.00, less tubes.

It's easy to see that selling is easier when you're backed by this sure-fire radio line! If you'd like further information on the line or on any particular model, drop your card to the *Columbia Phonograph Co., Inc., New York City. In Canada: Columbia Phonograph Co., Ltd., Toronto.*

Columbia Radios

"H" Trade Mark Reg. U. S. Pat. Off.
M. M. M. Reg. No. 18455 & 18456 de n. m.
Deposited 1927, 1928 de 11 au Agents 1930. Marque
Internationale Registreé sous No. 1366, 1466 & 2072

PEOPLE WHO DO THINGS

William J. Daniels, who has been in the employ of the Platt Music Company for five years, has been appointed manager of the Glendale, Calif., store at 301 North Brand. Daniels originated the idea of offering a complete service on Los Angeles theatre tickets and will use this idea in the Glendale store.

J. A. Wheatman of Seattle has taken charge of the radio department of the Olympic Hardware and Furniture Company, Port Townsend, Wash. Wheatman was formerly with Marshall-Wells, and a member of the firm of Wheatman and Wittauer, Seattle radio dealers. Sales and servicing will be under his direction.

Clarence Andrew Beck, 28, radio technician and aviation enthusiast of Southern California, died in Los Angeles, after an illness of several months. He was connected with the Johnson Radio Service at San Pedro.

Roger M. Wise, chief engineer of the Sylvania Products Company, Emporium, Pa., has returned to the East after a six-weeks visit to California. He spent several days in Los Angeles, with W. H. "Bill" Cooke, factory representative there. Together, they called on a number of jobbers and manufacturers for the purpose of getting their opinions and reactions on the 1931 outlook. Wise finds that Californians are consistent in their enthusiasm for the midget type of receiver.

James W. Ringle, formerly connected with the Birdsall Radio Store at Eighty-seventh and South Vermont, Los Angeles, has purchased the radio department in the Bark's Music Company at 982 West Manchester, to be known in the future as Ringle's Radio Service. He handles Radiolas and Victor radios.

Arthur A. Trostler has resigned as sales manager of the Radio and Panatropé division of the Brunswick Radio Corporation. He joined the division in 1928.

Lieutenant Allan C. Forbes, U. S. N. R., has joined the staff of Vanderhooft & Company, Chicago advertising agency, as an account executive, and specializes on radio business. Forbes has been active in radio since 1913, and has been connected with Triangle Electric Company, Chicago; Kolster Radio Company, and Colin B. Kennedy Corporation.

John W. Kilgore of Santa Monica has purchased his partner's interest in the Santa Monica Radio Company, 305 Santa Monica Blvd. His partner, Irving Offutt, has taken over the Radio Service Company at 11675 Santa Monica Blvd. The store will operate under the same policies it has in the past. Radiola superheterodynes have been added to the lines carried.



Carl T. McKelvy

McKelvy Rejoins Brunswick

Carl T. McKelvy has been appointed sales manager of the musical instrument division of the Brunswick Radio Corporation, by R. W. Jackson, vice-president.

The rise of McKelvy in the Brunswick company is marked by a series of steady promotions, beginning from his first position as field representative of the Brunswick-Balke-Collender Company. For some time, however, he left the music field, and has been general sales manager of the Nokol Automatic Oil Burner Corporation of Chicago, and held the same post with the Time-O-Stat Controls Company, of Elkhart, Ind.

In his new office, he succeeds A. A. Trostler, who recently resigned.

* * *

Murray Godbe, Jr., has succeeded his father, Murray Godbe Sr., as president of the company manufacturing the Minuet midget set in Salt Lake City. The new president, an engineer by profession, is the designer of the Minuet. *Lauren W. Gibbs* remains secretary and treasurer.

W. G. "Tiny" Robinson has been added to the staff of the John Elliot Clark Company, Victor distributors in Salt Lake City, as service man.

William Asper is now assistant manager of the radio department of *Walker's Dry Goods Store*, Salt Lake City, under Manager *Robert Nevins*.

Charles King has charge of the radio department of the *Consolidated Music Company*, Salt Lake City, which has been made a separate department, utilizing the entire fourth floor of the building. *Royal W. Daynes* is president of this company, which recently took over the Daynes-Beebe Music Company. *Dean Daynes* has been appointed head of the band instrument department.

Robert F. Pierce, of 651 West 84th St., Seattle, has taken over the Dependable Radio Service store. He is a radio pioneer in the locality, and has been in radio since 1910.

* * *

J. A. Lamport, of the City Plumbing and Electric Company, Casa Grande, Ariz., has taken the agency for Majestic radios and refrigerators.

* * *

Robert Nevins, outgoing president of the Mountain States Music and Radio Trades Association has just returned from a business and pleasure trip to the Coast. Nevins is head of the radio department at Walkers, Salt Lake City.

Philco Personnel Changes

Important changes in executive personnel, and the addition of two new officers, have been made public by the Philadelphia Storage Battery Company, Philco manufacturers.

Edward Davis, president, and one of the founders, has been elevated to the position of chairman of the board. He is succeeded in the presidency by *James M. Skinner*, vice-president and general manager.

The two new officers are *George F. Deming*, executive vice-president, and *Walter E. Holland*, vice-president in charge of engineering. Deming was formerly works manager, and Holland was chief engineer.

New Zenith District Managers

Several new district sales managers have been appointed by A. T. Haugh, general sales manager of the Zenith Radio Corporation, Chicago.

W. T. Vollborth, formerly with Grigsby-Grunow, covers Ohio, Indiana, and Michigan, with headquarters at Detroit. *W. A. Shirk*, also a former Grigsby-Grunow district manager, covers the Northwest, with headquarters at Minneapolis. *L. J. Horan*, formerly with Steinite, U. S. Radio and Television, is in charge of Southern Illinois, Missouri, Kansas and Arkansas, with headquarters at St. Louis. *V. L. Summers*, formerly with the All-American Mohawk Corporation, covers the Southwest, headquartering out of Dallas, Texas.

Several important executive changes in the sales department of the Atwater Kent Manufacturing Company, Philadelphia, have been announced by *F. E. Basler*, general sales manager of the company.

L. M. Willis, well-known and popular among the Coast trade, who has been Pacific Coast sales manager for the past few years, is now Central States sales manager and enters upon his new duties in Chicago immediately. *George Jaud*, formerly Northeastern sales manager, has been appointed to Willis' old post as Pacific Coast sales manager; and *E. E. Rhoads*, formerly Central States sales manager, replaces Jaud as Northeastern sales manager. Both men are already established in their new territories.

L. H. Stockholm, Southwestern sales manager, and *J. H. Hickey*, Southeastern sales manager, continue in their same capacities.



Dramatize Your Tube Sales!

Let the customer see with her own eyes exactly what the tube tests.

DEAR RADIO OWNER:
 Please come to our store for something that is sure to help you get better reception on your radio.
 This is absolutely free. Just come and get it.
 We will explain how to get better radio reception on your own set when we see you.
REMEMBER THIS IS FREE.
 Yours truly,

LAST year the radio dealers of the West sold 16,020,542 tubes. These are actual figures obtained from the Western jobbers. Prominent tube manufacturers in the East estimate that the nation will use 30,000,000 tubes sold in new sets this year and 40,000,000 sold as renewals. Amos n' Andy would say, "Ain't that somethin'!"

To boost the sales of tubes, a music and radio retailer in Everett, Washington, devised a tube-testing equipment that shows up a tube in real showmanship manner. P. T. Barnum himself could not have done better.

Then this store devised a system of direct mail solicitation to bring customers in to have their tubes tested. The plan worked with such remarkable success that a separate business was organized to make and sell the tube testing equipment and tube selling ideas. It is the Kinney Sippel Music Company of Everett, Wash., and the machine is the Acrometer.

Card No. 1 is sent to a list of a thousand prospects. Mrs. Jones gets the card and comes into the store to see what she is going to get to help her radio. The dealer shows Mrs. Jones a neatly printed box for her tubes which he states he has for her. Keeps it in his hand and walks over to the tube

tester and explains "90 per cent of radio trouble is caused by tubes. Now you can buy tubes like you buy gasoline or potatoes. You can see for yourself how much radio reception you are getting. This machine shows you." He picks up

DEAR RADIO OWNER:
 You had a card from us calling your attention to something that will help you get better reception on your radio.
 Up to now we have no record of your having called.
 Won't you kindly give us this opportunity to serve you now?
 There is no charge for this service.
 Yours truly,

These are the four cards that pull 70 out of every 100 prospects into the store.

DEAR RADIO OWNER:
 Evidently you do not appreciate the value of what we have to give you. This will undoubtedly help get better reception on your radio.
 This is absolutely free. Won't you please call for it at our store?
 Very truly,

a broken-down tube and shows her what the inside of a tube looks like and how it works. Explains why a tube must be good for the radio to work well. Plugs a sample tube into a socket of the testing machine; illuminating signs light up, telling Mrs. Jones exactly what is the matter with the tube if it happens to be a short.

Dealer explains to her on the broken down tube what is the matter. "What you want to know, Mrs. Jones, is how much radio reception there is in this tube. Here on the socket is printed how much this tube should test.

Dealer puts tube in socket and demonstrates; Mrs. Jones understands. If the tube happens to have a gas short it makes one of the illuminating signs flicker very dramatically just exactly as the tube sounds. Mrs. Jones certainly understands that. Nine chances to ten Mrs. Jones will bring her own tubes into the store to see how they test.

If the customers fail to come in after the first card, they have a better chance of coming in after the second.

The third card pulls in more and it has been found by actual facts and check-up of figures on stores that are using the machine that 700 out of the thousand prospects will have come into the store within the five-week period. Half of these are usually sold an average amount of \$6.00 per sale.

DEAR RADIO OWNER:
HOW EFFICIENT IS YOUR RADIO?
 Do you know that 90% of radio trouble is due to faulty or failing tubes? We have installed the latest and most expensive tube test equipment, known as the Acrometer. This meter visibly tests, matches and analyzes your tubes.
 There is no charge for this service.
 A tube-carrying carton will be given you free.
 Yours truly,



Western Music and Radio Trades Journal's interest in printing this article is entirely one of boosting tube sales for the dealer. The trade name "Acrometer," mentioned herewith, breaking an editorial precedent, is given because it is the only one of its kind on the market.

JANUARY RECORD HITS

As reviewed exclusively for Western Music and Radio Trades Journal

Brunswick

- 6008—"To Whom It May Concern." *Ben Bernie* and his orchestra. A sweet dance tune, with lots of harmony. Melody is simple and catchy. Tenor song chorus.
"Cryin' Myself To Sleep."
4996—"Walkin' My Baby Back Home." *The Foursome*. Vocal quartet, with novelty piano introduction and interludes. Varied arrangements of chorus, with clarinet obbligato, and piccolo and caliope effect.
"Bidin' My Time." *Foursome*.
6034—"I Surrender Dear." *Earl Burnett*. Sentimental ballad, with characteristic Burnett rhythm and instrumental arrangements. Tenor song chorus.
"To Make a Long Story Short." *Burnett*.
6026—"On Revival Day." Part I. *Red Nichols and Five Pennies*. A negro spiritual jazzed up in dance style. Hot instrumental arrangements interspersed with novel vocal verses and dialogue.
"On Revival Day." Part II.
6023—"Just a Gigolo." *Ben Bernie*. Wistful ballad of a dancing man, set to a quaint melody and played with a swinging, lazy rhythm. Tenor song chorus.
6024—"Sleepy Town Express." *Ben Bernie*. "Child" type, with monologue and song describing visit to Mother Goose characters. Railroad train and "all aboard" introduction. Melody and rhythm are for dancing.
"The King's Horses." Same type as above, with sound effects, and foxtrot rhythm.
6014—"Blue Again." *Loring "Red" Nichols*. Clever words and melody. A good dance tune, with vocal chorus and piano.
"When Kentucky Bids the World Good Morning." *Bernie*.
506—"My Old Iowa Home." *Beverly Hill Billies*. Guitar, violin and accordion accompaniment to sentimental waltz song. Trio sings harmony chorus. A sad, sleepy tune, in typical hill billy style.

Columbia

- 2363D—"Reaching for the Moon." *Ted Wallace and Campus Boys*. A swinging waltz, with song chorus by vocal trio. Instrumental solos.
"Lonesome Lover." Waltz with simple, harmonious melody. Song by trio.
2366D—"Little Spanish Dancer." *Ben Selvin*. Smooth Cuban "rumba" foxtrot, with trimmings; castanets, violin and accordion. Baritone song chorus with rhythm background. A dance tune.
"Yours and Mine." Foxtrot.
2367D—"Lady Play Your Mandolin." *Ben Selvin*. Another rumba foxtrot. Song chorus with mandolin accompaniment and rhythm. Accordion solo.
"On a Little Balcony in Spain." *Selvin*.

- 2392D—"Wonder Valley." *Happy Chaplins*. Cowboy song, vocal with stringed accompaniment.
"When You Think a Whole Lot of Someone."
2378D—"Just a Gigolo." *Ted Lewis*. Dancing man song a la Lewis, with the usual dramatization and feeling. One of his best.
"Headin' For Better Times." Singing by *Ted Lewis and The Bachelors*.
2365D—"The Little Things in Life." *Lee Morse*. Easy-going, rolling foxtrot with rhythm and muted trumpet background.
"Tears." *Morse*. A sentimental ballad.
2357D—"Fraternity Medley." Part I. *Guy Lombardo*. A collection of popular frat songs, including Phi Delta Dream Girl, Dream Girl of Pi K A, Sweetheart of Sigma Chi (song), and Maine Stein Song. All played in same foxtrot tempo for dancing.
"Fraternity Medley." Part II. Includes Dear Old Girl of Delta Sigma Phi, Phi Delta Kappa Sweetheart, My Sorority Sweetheart (song), and Betty Co-ed."

Victor

- 22618A—"I Surrender Dear." *Gus Arnheim*. Combination foxtrot and concert arrangement, with vocal refrain by *Bing Crosby*.
"La Rosita." A concert tango.
22603B—"Blue Again." *Duke Ellington*. A slow dance tune, with a blue piano introduction. Plenty of rhythm, hot instrumental choruses and piano interludes. Vocal refrain by *Sid Garry*.
"To Whom It May Concern."
22597A—"Lady Play Your Mandolin." Cuban rumba foxtrot by *Havana Novelty Orchestra*.
22592B—"On a Little Balcony in Spain." *Leonard Joy*. Played by an all-string orchestra. Foxtrot with chimes and castanets. A good dance tune with a pretty vocal chorus.
"Yours and Mine." *The Southerners*.
22602B—"Little Spanish Dancer." *Havana Novelty Orchestra*. Another rumba.
"Lonesome Lover." *Bert Lown and Hotel Biltmore Orchestra*.
22590B—"Au Revoir—Pleasant Dreams." *Koy Smeck and Vita Trio*. A sweet foxtrot played by guitar trio, with tenor song chorus and steel guitar novelty solo.
"Sing Your Way Home."
22606B—"I'm Alone Because I Love You." *Leo Keisman*. Sentimental foxtrot. Tenor solo with soft harmony and rhythm background.
"Just a Gigolo."

NEW WESTERN DEALERS

O. S. Peterson Company, Southern California chain store organization, has added a new store at 432 Pine Avenue, Long Beach, Calif. This is the second Peterson radio store to be established in Long Beach. The new store handles Majestic, Philco, Atwater Kent, Radiola and Brunswick radios and Majestic refrigerators. This is the seventh store in the chain.

* * *

Ed Bowser and Jerry Sutton have opened a radio store at 712 So. Pacific Ave., San Pedro, Calif. They have been appointed RCA dealers. Both men have been connected with the radio business in San Pedro for several years.

* * *

Hopper-Kelly Company has opened a branch store in Renton, Wash., with Horace Shepherd in charge. The new store handles the same range of models of pianos, radios, and other musical instruments as the Seattle store. Shepherd has been in business in Renton before, and is well-known there.

* * *

North American Radio Stores will open a new store at 1136 So. Olive St., Los Angeles. Property has been leased, and plans are underway which include ultra modern decoration and a free garage for patrons.

* * *

Sherman, Clay & Company has secured a lease on the building it formerly occupied in Santa Rosa, Calif., and has

re-opened for business, according to T. A. Pickett, representative. The company closed this branch several months ago, after maintaining a store in Santa Rosa for years.

* * *

Bay Cities Radio Company of Oakland has opened a store at 934 A Street, Hayward, Calif., where General Electric, Stewart-Warner, Jackson-Bell, and Philco are handled. E. N. Hacker, owner, has two similar stores in Oakland. R. M. Wilder is the manager of the Hayward branch, and is assisted by L. J. Lovier, sales manager of the Oakland stores. The store includes a repair department.

* * *

J. L. Brown, of Portland, has gone into business for himself, handling Stewart-Warner radios. He is located at 959 East Ankeny St.

* * *

Homer King, Inc., has established a branch store at 100 Wall St., Seattle.

* * *

The Hoffman-Dean Radio Company, newly organized, handles General Electric radios and Majestic radios and refrigerators. It is located at 1814 Atlantic Ave., Long Beach, Calif.

* * *

Maclark & Company have opened a new store at 462 Alvarado St., Pacific Grove, Calif., where they handle Majestic radios, and refrigerators.

OMITTING ALL IDLE TALK

WE WANT - CRITICAL Radio Dealers



WHO REALIZE WHEN BUSINESS IS TOUGH *the Public is very much more DISCRIMINATING*

IT TAKES **FLINT SUPERHETERODYNE PERFORMANCE** to make a set **STAY SOLD!**

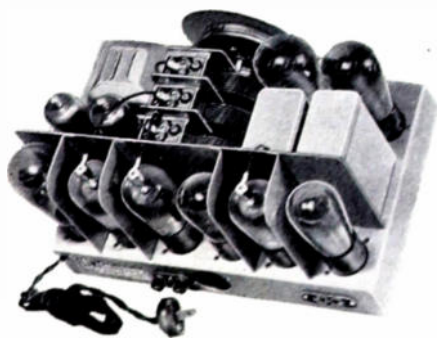
Test 'em all against the FLINT and your next communication will read:

"PLEASE SHIP AT ONCE" Etc.

We solicit Your Business STRICTLY on the Merit of Our Product not on IDLE TALK!
Tone · Distance · Sensitivity and Selectivity!
"The SUPERHETERODYNE without a squeal or harmonic."

IFLINT SUPERHETERODYNE

Completely Equipped with Eight Matched Tubes
 R. C. A. RADIOTRONS OR CUNNINGHAMS



WE SOLICIT CHASSIS BUSINESS

LICENSED
By R.C.A.



PLUS every refinement of the highest priced radio
 . . . tone control . . . local and distance switch . . . Vernier dial . . .
 phonograph connection . . . microphone connection . . . dynamic
 speaker and 45's in push-pull. **\$79⁵⁰** LIST PRICE

DEALERS WRITE FOR DISCOUNTS

FLINT RADIO CORPORATION

2425 West Washington Boulevard

Los Angeles, California

UNDER THE GAVEL

ASSOCIATION NEWS

P. R. T. A. Moves to Bellevue

The offices of the Pacific Radio Trade Association are now in new quarters in Rooms 316 and 317 at the Bellevue Hotel, Geary and Taylor Sts., San Francisco. A very nice suite of rooms have been furnished by the hotel, and the association is as well-satisfied with the new home.

Activities of many kinds have been undertaken in order to establish the Bellevue as headquarters. The dinner meeting of the association is held there, also the semi-monthly meetings of the service managers and service men. Retailer group plans include a regular weekly meeting of the Radio Club, whereby members of the trade have an opportunity of meeting many interesting men of the industry.

Radio men from out of the city are invited to make the Bellevue their headquarters. Reservations for rooms can be made through the association, at reasonable rates.

Elect New Board

At a meeting of the Mountain State Music and Radio Trades Association held at the Chamber of Commerce, Salt Lake City, Utah, a new board of governor was elected who will meet in the near future to elect new officers for the year. For the one year term W. O. Smith and W. G. Stillman were elected and for the two year term C. M. McDonald, V. P. Felt and J. C. Dwyer were chosen. The outgoing officers are Robert Nevins, president, John Elliot Clark, vice-president, and J. G. Stillman, treasurer.

On motion it was decided to change the by-laws so that instead of the regular dues, which have been \$15 quarterly, one dollar a month is charged. At present 25 members belong to this association.

Secretary Harold Jennings in his report stated that the association had on hand at the present time a balance of \$859.83. For radio week, interference, service school and secretary expenses more than \$2000 had been paid out during the year. The association has had a balance on hand ever since it conducted the radio show in Salt Lake held during the meeting of the Western Music and Radio Trades Association.

Montana Dealers Elect Officers

At a recent election of officers of the Billings, Mont., Radio Dealers Association, the following were elected: A. A. Nicolaus, president; C. M. Lindamood, vice-president; and Archie R. Morgan, secretary-treasurer.

The association is working toward the elimination of radio interference in Billings, and has announced its willingness to install equipment, without charge, in order to improve radio reception.

Dealers have agreed not to play radios on the street in front of their stores, because of the annoyance it has caused in the business district.

City Ordinance Enforced

Sale of all radio sets except those passed by the National Board of Fire Underwriters will be prohibited in Portland under a city ordinance passed in 1923 but never enforced, according to a warning issued to radio dealers by James C. Caine, deputy electrical inspector. March 1 is the deadline, and anyone selling dangerous sets after that will be prosecuted.

The enforcement of the ordinance was delayed to give manufacturers adequate opportunity to develop the electrical designs of their sets. Because these designs are all standard at the present time, the city insists upon strict accordance to regulations. There have been five fires caused by cheap radio sets in Portland in the past 90 days, the inspector said.

The March ruling applies to new merchandise. Dealers will be allowed five years in which to dispose of old sets traded in.

In a talk before the Oregon Radio Trades Association, Caine said: "Many people are unaware that should they cause a fire the insurance companies would not be liable. The city enforces the ordinance as regards other electrical appliances, and now radio sets have reached the point where they must conform to safety regulations, and people who own fire insurance must be protected."

East Bay Ass'n. Active

Activities and accomplishments of the San Francisco and East Bay Retailers' Association, the affiliated groups of the Pacific Radio Trade Association, are of great value to the members, according to George H. Curtiss, secretary.

In the radio interference campaign, more than 300 complaints are investigated each month, at an expense of \$800. Under the certified service plan, more than 150 service men have availed themselves of the opportunity of proving that they are capable of rendering a satisfactory service. About 40 dealers are now employing "certified" service men.

Names of those receiving demonstrations are secured by the association. These names are kept on file, and by checking the number of times an individual takes sets out on demonstration, much "joy-riding" can be stopped.

A list of the names of purchasers who failed to pay installments, resulting in re-possession, is kept for the benefit of all members, and is mailed to them at various times.

A better business bureau is being organized, which, at an estimated expense of \$35,000 a year, will clean up the many misrepresentations that have affected business. The association is active in bringing the bureau into operation.

New officers of the East Bay Radio Retailers' Association for 1931 are: William W. Cross, president; L. B. Quimby, vice-president; and George H. Curtiss, secretary.

Colorado Ass'n. Elects Officers

The Colorado Radio Trades Association was host to all the members of the association at a dinner and entertainment, given at the Wellshire Country Club, one of the exclusive clubs of Denver. About 150 members of the association were present.

The following officers were elected: Claude B. Beidler, president; R. A. Jacobus, vice-president; S. Kugler, treasurer; George Flanagan, secretary. In addition to the above officers, the following directors were elected: James H. Blinn, manufacturers' agent; W. D. Reynolds, owner of broadcasting station KLZ; C. M. Pettit, of the Baldwin Piano Company; Gleason Scott of the Scott Bros. Electric Company, and Roy Thompson, of the Charles E. Wells Music Company.

Trade-in Poll Returns

A. G. Farquharson, secretary of the Radio Trades Association of Southern California, recently mailed a questionnaire to all the members asking their opinion on trade-ins. The following results were obtained: 103 answered yes and 17 answered no to the question whether radio sets with reduced prices should or should not be advertised as discontinued, reduced, or cut-price models.

Twenty-five answered yes and 95 answered no to the question of "when radio sets are reduced in price should the reduction be covered by an excessive trade-in allowance on old sets?" Ninety-five answered yes and 26 answered no to the question of "whether or not a better method of disposing of surplus merchandise for the jobber to allow the dealer a larger discount" while 107 answered yes and 12 answered no to the question of "whether or not they would be guided in their future action by the majority of the dealers in their territory."

Farquharson Discusses Legislative Bills

A. G. Farquharson, secretary of the Radio Trades Association of Southern California, made a quick trip to San Francisco and Sacramento to discuss with legislative bodies the advisability of passing certain bills and the inadvisability of passing others. Farquharson was assured there was little chance of the Wagey bill being passed which would impose a tax of 50 cents on each radio. He also stated that the Hinman bill which would be a California law similar to the Sherman anti-trust act had little chance of passing. The present Cartwright act allows persons engaged in business in California to combine and arrange prices provided such prices return a reasonable margin of profit and provided such goods are subject to intra-state rulings or confiscations. It is believed that the Hinman bill would discourage many businesses and factories from starting to operate in California and employ laborers.

Over the signature of George P. Epstein, Radio and Music Trades Association of California urges that all write opposing the Hinman bill known as Senate bill 125.



Astounding!!
PETITE
 DYNAMIC
 BABY
 MIDGET

\$49⁵⁰
 Complete

... as tall as your telephone ... as powerful as the finest radios ... such is the new PETITE.



The PETITE is finished in every detail ... Even to the cabinets, the Miniature Radio Manufacturing Co. has selected a complete line of pastel shades in which cabinets can be made. Blue, Rose and Green in the silver combination and the same colors in the Gold. Imagine ... furnish a PETITE to any room in any home.

The Miniature engineers have attempted and succeeded in designing the new popular sized radio to out-perform the larger models. The PETITE comes to you a product of proven tests, super-fine workmanship with amazing ability. When you receive the PETITE you will doubt its claimed performance, when at first you see this mighty little mite. Its beautiful cabinet of dual toned walnut of the finest marked grain will convince you that the smaller type midgets are to be the sensation of 1931! ... Send for your sample now ... and watch someone grab it!

The specifications of the mighty PETITE read as if it were in the console class! ... and here they are:

Two-toned burled walnut cabinet (12½x9¼x8 inches); Tone selector; illuminated dial; phonograph jack; Latest type dynamic speaker designed especially for the PETITE radio; triple screen grid; 245 output; 280 rectifier; coils and condensers doubly shielded; fused 110-125 volt adjustment; battleship construction. The tubes, speaker and each individual part or accessory are guaranteed to be constructed perfectly and to work correctly.

Any dealer, jobber or distributor in the eleven western states who expect to continue business during 1931 will eventually handle a "pee-wee" ... Write or wire immediately for your sample and see why this radio has gained wide attention at recent radio previews.

Miniature Radio Manufacturing Co.
 4310 Melrose Avenue Los Angeles, Calif.

Announcing . . .

SUPER-HETERODYNE

A sensational set licensed under R. C. A., Hazeltine and LaTour Patents. You can now play that distant station at will, without overlapping or interference from high powered locals, without distortion.

This "better-built" super-heterodyne includes eight tubes in push-pull, Magnavox speaker, Tone control, all housed in a beautifully designed dual-toned walnut cabinet.

It is built to do what the public expects it to —and more !

THE NEW
HIGH-GAIN

\$79⁵⁰

Complete with 8 tubes

Also 7 Tube Super-Heterodyne Model
at \$69.50 Complete

This radio is engineered by one of the foremost Super-heterodyne engineers in the United States.

Consolidated build only the very highest grade chassis. . . . They are midgets in size but giants in performance!

We urge you to write or wire for the attractive jobbers' proposition.

CONSOLIDATED RADIO MFG. CO.

1801 SOUTH HILL STREET

LOS ANGELES

Consolidated will build for manufacturers or jobbers. Our engineering facilities are among the best. Buying power and Consolidated efficiency are the success of our many popular chassis.

"GET GREASY" TO SELL AUTO RADIOS.

"The fact remains, however, that once you get a man accustomed to a set, he won't be without one if he can possibly afford it. And, although everyone can actually get along without them, I find that customers are better about paying for them than for necessities."

Careful Installation

Creagan pays especial attention to the installation of the sets. On various makes of cars, the position of the units is naturally different, and pains must be taken to insure the proper placement of the

(Continued from Page 18)

speaker, the set, and the control panel. He treats each case differently, and installs to suit the taste of the customer and to get best results.

Regarding the prevalent opinion of many that automobile radios are not satisfactorily dependable in performance and durability, Creagan scoffs.

"If a set is installed well, and is a good set to begin with, there is no reason why it should cause any more trouble than a console. I tell every customer that if anything goes wrong with his set, to bring it right back and I'll make it right. No one has been back with a complaint yet."

PUTTING THE "WIN" IN YOUR WINDOWS.

(Continued from Page 17)

After you have been trimming your own window a few times you will find many ways of working crepe paper. Flowers and buds are easily made. Streamers and "spaghetti" you will find simple, and by using all

these in your display your window will not be only modern but very colorful and attractive. (It is the suggestion of the writer not to make your window a blaze of color, but to use a soft blending scheme. Do not let your color run away with your merchandise.)

WISE AND OTHERWISE. (Continued from Page 19)

The Association of National Advertisers, through its 47 members, sent out 32,000 questionnaires to obtain some needed facts. This is what it found—75 per cent of the radio sets in American homes are in regular use; 26 per cent are tuned in during weekly daylight hours; 48.6 per cent during the peak hours, 9 to 10 p.m.

Retail Trade Conditions

Christmas buying and post-holiday sales cleared

away low retail and wholesale stocks. Christmas business was not only good, but better than expected. Compared to other years, the dollar volume was less, due to the great deflation of retail prices. Most stores showed a normal increase over other normal years in number of units sold. Buying was tempered by an inclination to choose practical gifts, to scrutinize quality and value, and substitute intelligent for promiscuous giving.

**ECHOPHONE
MODEL S-5**
*Beautiful, Graceful,
Sturdy, thus we de-
scribe the cabinet of
the Model S-5. This
exquisite cabinet is
Gothic in design, per-
fectly proportioned
and finished in espe-
cially selected beau-
tifully figured walnut.*



...and
now

Super-Heterodyne

ECHOPHONE, long recognized in the radio industry as an instrument of the finest proven quality in every detail, now challenges the world for superlative performance superiority under all conditions.

The new Echophone Super-Heterodyne is unique in the compact arrangement of unit construction. Amazingly sensitive, it penetrates to extreme distances. From the highest treble to the lowest bass, ECHOPHONE accurately reproduces both voice and instrument with all the warmth and charm of actual presence of the artists themselves.

Licensed under R. C. A. Patents the new Echophone chassis includes Tone control, volume control (eliminating super-heterodyne noises), vernier dial (illuminated), improved electro-dynamic speaker, push-pull audio circuit resistance coupled, band pass coupled circuits throughout, Dynatron detector-oscillator, Antenna compensator, phono pick-up jacks, screen grid power detector and all completely shielded.

\$ **69**⁵⁰
—
Complete

Echophone

ECHOES OF THE WORLD

Rogers & Goetz, LTD.

San Francisco Office
21 Laskie Street
Telephone MARKET 3124

7626 Santa Monica Blvd.
HOLLYWOOD, CALIFORNIA
Telephone GRANite 1194

. tube Profits

Tremendous PROFITS



IN Tube Sales WITH THE Acremeter

•
Dramatizes Sales

Inspires Confidence

•
Stimulates Business

The Palmer Music House, Medford, Oregon, says, "In ten days it increased our business six times what it was."

Otto's Music House, Roseburg, Ore., says, "Before we put in the Acremeter we sold a tube only occasionally. Now we run \$35.00 a day in tubes and the record girl does it."

Herb Coats, Santa Cruz, Calif., says, "The Acremeter in two weeks increased my business from \$300.00 to \$2,000.00."

THE Acremeter dramatizes the testing of tubes. It not only tests them better than any other testing equipment but it does it in a showmanship manner that sells the customer on the accuracy of the test and convinces him of the need of a new tube if his old one is not up to par.

Two hundred and forty dealers in the West have bought Acremeter equipment and Acremeter tube merchandising service. These machines have increased business from double to ten times in both large and small stores. Moreover they have brought thousands of customers into their stores who are prospects for selling other merchandise.

Equally important as the Acremeter is the Acremeter tube merchandising plan. You install the Acremeter and send card No. 1 to a thousand prospects. Business begins coming in immediately. A week later you send card No. 2, a week later card No. 3 and lastly card No. 4. When you have sent the four cards seven hundred people will have come into your store and half of these will have bought tubes averaging \$6.00 a sale. (These figures are averaged from the 200 stores who are now using the Acremeter.)

The time is ripe now. Get the first Acremeter in your community. We protect you and sell on easy terms that any dealer can afford.

This is the big money-making opportunity of the year. Write or wire.

Kinney Bros. & Sipprell

EVERETT

WASHINGTON

W. H. KINNEY

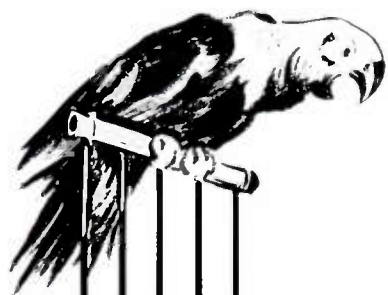
Western Representative

220 Taft Bldg.

HOLLYWOOD

HEmpstead 8626

PROFIT . . . WITH . . . ACREMETER



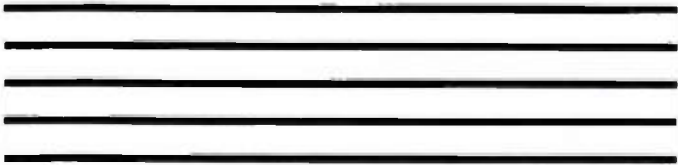
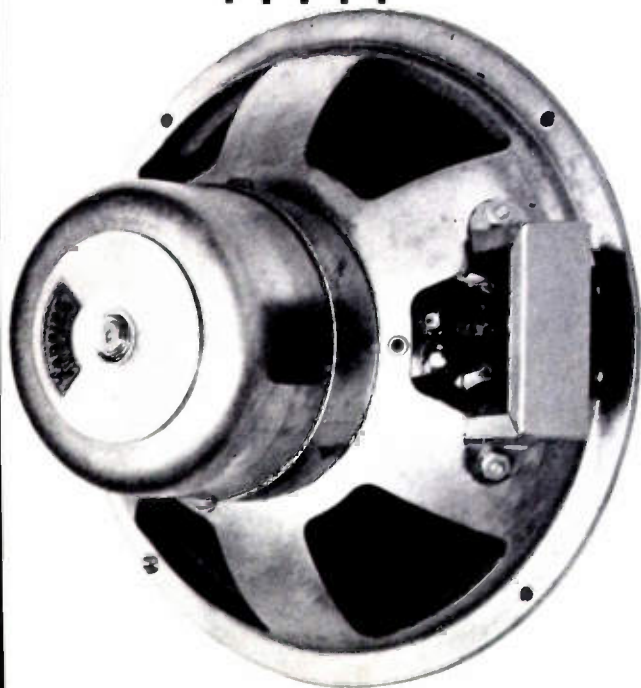
Exactly as
Given...



So Speaks
the
LANSING

With only PERFECT reproduction in mind Lansing engineers are constantly busy in supplying the demand for the Lansing electro dynamic speaker.

Through "hand in hand" co-operation with prospective Lansing users, the Lansing has made it possible for the midget manufacturers to really sell the tone they like to claim. Since the birth of midget manufacturing, Lansing engineers have worked in the laboratories of radio engineers in order to assure tonal qualities. This has been and still is one of the many services of the Lansing Manufacturing Company, a service that is valuable not only to the manufacturer but to the dealer who requests a radio with a Lansing electro dynamic speaker.



Lansing Mfg. Co.,

6920 McKinley Avenue

Los Angeles



Defiance
CONDENSERS

NEW!!

**MANY NEW CHANGES TO THIS
ALREADY POPULAR CONDENSER**

**New Low Minimum Feature.
Change in Plate Shape.
Smaller Compensator Stator Plates.
New Type Stator Terminal.
Higher Frame Construction.
Cadmium Plated Section Shields.
Higher Section Shield Construction.
New Rotor Contact Springs.**

The American Steel Package Co., makers of a complete line of quality condensers since 1926, has kept pace with the ever increasing demand of our mid-get manufacturers. Being of small physical size, rugged, accurate and efficient, are the reasons for their increased popularity. Every part for these excellent condensers is made in their own plant.

1931's MOST POPULAR LINE

Jobbers and Manufacturers—Write for Prices and Samples

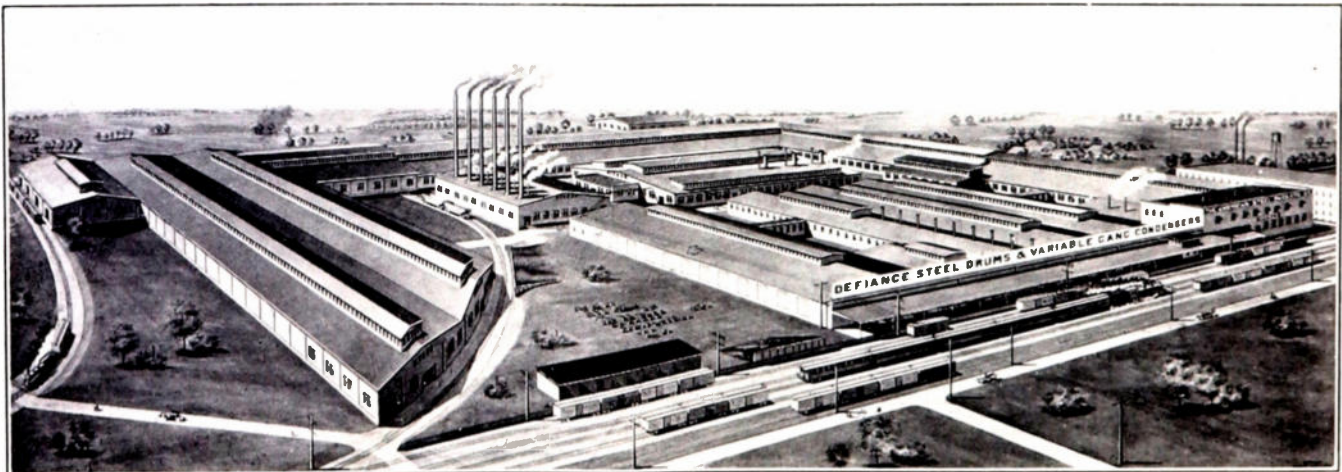
Pacific Coast Representative

W. BERT KNIGHT

Phone EMpire 4440

1646 West Adams St.

Los Angeles



American Steel Package Co., Defiance, Ohio

The Home of Defiance Variable Gang Condensers

DISTRIBUTE HOLBROOK REFRIGERATORS



Left to Right: Russell Lockwood, of Lockwood-Shackelford Advertising Agency; Charles H. Merrill, president Holbrook, Merrill and Stetson Company; L. F. Ward, vice-president; Gordon Muir, factory advertising manager; Walter M. Fagan, president Pacific Wholesale, Inc., and D. M. Keith, vice-president Pacific Wholesale.

New Distributors for Holbrook Refrigerators

L. F. Ward, General Sales Manager for the Holbrook Electric Refrigerator Company, has appointed two of the West's most prominent radio jobbers as Holbrook Refrigerator distributors, the Pacific Wholesale Inc., Los Angeles, and Ernest Ingold, Inc., San Francisco. Walter Fagan, President of Pacific Wholesale and Ernest Ingold, heading Ernest Ingold Incorporated, are considered two of the liveliest merchandisers in the West. The fact that they have added refrigerators to their line, is considered in radio circles as a milestone in radio and refrigeration merchandising activities. Fagan and Ingold are both agreed that refrigerators are an ideal companion line to radio, and that radio merchants are the most logical outlet for them.

It is further significant that both concerns have taken on a line of Western made refrigerators, in a popular price class, ranging in price from \$159.00 to \$305.00. Holbrook-Merrill & Stetson are one of the oldest merchandising concerns in the West, originally established in San Francisco in 1851 as jobbers in

stoves, plumbing supplies, and hardware. In 1929 they launched into the manufacture of electric refrigerators and specialized in building models particularly adapted to the warm days and cool nights of the Western climate.

L. W. Ward, Vice-President of Holbrook, Merrill & Stetson, and Gordon Muir, factory advertising manager, have been conducting meetings with the jobbers, explaining and demonstrating a new line.

On February 18, Pacific Wholesale, Inc., recently appointed distributors for Holbrook, Merrill & Stetson, refrigerators, were hosts to their dealers and guests at the Chamber of Commerce Bldg., in Los Angeles, for a buffet luncheon and sales conference on the new Holbrook line. On the speaking program were Walter M. Fagan, President of Pacific Wholesale, Inc.; Frank Fagan, Sales Manager; C. E. Nagel, Manager of Silverwoods; L. F. Ward, Vice-President and General Manager of Holbrook, Merrill & Stetson, and Gordon Muir as factory advertising manager, and Russell Lockwood, of Lockwood-Shackelford's Advertising Agency.

Report Increase In Record Sales

A decided increase in phonograph record sales and business in general in the past month is the report of F. O. Edwards, of the Columbia Phonograph Company, Los Angeles.

"Our Masterwork sets—album collections of such classical compositions as sonatas, concertos, and opera, took the most noticeable jump," Edwards declared. "Sibelius Symphonics in particular."

These symphonics were recorded under the direction of Sibelius himself, Edwards said, with the co-operation of the Finnish government, which set aside a large appropriation to be used for the organization of complete symphony orchestras, and for publicity in Finland and in Europe. Sibelius Symphony No. 1 is incorporated in Masterwork No. 151, and Sibelius Symphony No. 2 is in set No. 149.



Harry Fore, Southern California manager for Philco, resigned, and William King, who takes his place.

Inca Installs Test Equipment

The Inca Manufacturing Company at the Los Angeles plant have installed very elaborate testing equipment for the use of radio manufacturers and the radio trade.

The latest such device is the Cathode Ray Oscilloscope, the only instrument of its kind in the West. It is particularly valuable in set designing and testing, as it will detect minutely qualities of balance of component parts, irregularities of wire turns on a transformer, minutely below par equipment, etc. Wire leads are attached to the parts of the set to be tested, the instrument turned on and by the character of graph traced on the flat ground glass end of the Cathode tube, the difficulty is ascertained. The machine is almost uncanny in its detection and analyzing abilities.



The Oscilloscope

Pioneer Store Closes

The famous old Cooperative Furniture Store, in Salt Lake City has closed its doors. An auction sale terminated this pioneer company's existence. A radio department, recently added to the store, was said to have proved quite successful.

Senator W. N. Williams, now deceased, made this store one of the largest furniture stores in the West, in his day.

Manager George Williams, and his sister, Mrs. Joel Nibley, have opened a small interior decoration shop.

* * *

New Southwest Philco Representative

William L. King has been appointed Southern California manager for the Philadelphia Storage Battery Company, replacing Harry Fore, who is retiring from Southern California Philco activities. King comes to Southern California direct from Albany, New York, from a connection with a Philco jobber. He is an old-timer in the radio game, having been one of the original promoters of the Thompson nutrodyne. In later days, he was instrumental in re-establishing the Amrad Corporation. He first connected with Philco just after the socket power days.

King is very well known in the East, and has travelled extensively throughout the United States, in sales activities. He will make his headquarters in Los Angeles, and those connected with Philco may expect to hear considerably of him.

*Alluring
Beauty reaps
Large
Profits
with this new*

**TONE
CONTROL**

By

DR. LEE DeFOREST

A brand new creation by Dr. Lee DeForest, himself! An invention of unlimited value combined with thrilling beauty that brings any radio more than "up-to-date" with a tone control that honestly picks out the tone that pleasingly strikes the ear.

The Royale Luminous Tone Control is made of a high grade metal . . . indestructible . . . and beautiful. A small round electric bulb appears at the crystal into which the striking form gazes . . . Positive tone control . . . each tone is shown by different colored lights . . . White, Green, Red and Royale Purple.

It is a hit with the women as well as the men!

Get your sample now . . . and just TRY NOT to sell it!



In the crystal . . .
Beautiful rays of color
change automatic-
ally with each change
of tone!

Absolutely the fastest selling accessory that ever hit the radio market. Dealers are ordering them by the gross . . . and they retail at

\$6⁹⁵

leaving an astounding margin for the dealer!
. . . and they not only sell fast, but they
bring many new faces into your store!



3 in. wide.
4½ in. long.
6 in. top of form
to bottom of base.

**Wire-Write-Now
Fast-Large Profits!!**

LEE DE FOREST MFG. CO., LTD.

(Not connected with original DeForest Radio Company)

1224 Wall St.

WEstmore 5158

Los Angeles, Calif.

Exclusive Sales Representatives

BALDWIN PACIFIC, LTD.

138 W. 17th St.

WEstmore 5987

Los Angeles, Cal.

Tube Store Chain Uses Acremeter Equipment



Left to right: Edwin W. Earl, Southern California Acremeter representative; R. B. Bovee, tube chain store owner, and Walter Kinney, Acremeter proprietor.

Opens Chain of Tube Stores

R. R. Bovee, formerly of Everett, Wash., is opening a chain of 20 exclusive tube stores in Los Angeles and Hollywood, using Acremeter equipment. Bovee has secured tube concessions from the stores of Southern California Music Company, and Walker's department store and is opening individual stores in Los Angeles neighborhood communities. His

stores are known as "Bovee's Radio Tube Shops." He will sell nothing but tubes. Edwin W. Earl has been appointed Southern California representative for the Acremeter Company, manufacturers of tube-testing equipment and tube-selling plans. He is making his established headquarters in the Taft building in Hollywood. Walter Kinney, one of the proprietors of Acremeter, will be in Southern California with Earl for the next several weeks.

Bassler Visits Western Atwater Kent Jobbers

Edward Bassler, general sales manager of Atwater Kent, is visiting Western jobbers this being the first time that an Atwater Kent manager has ever visited the West.

Bassler sees a very definite upturned business and states that this prosperity trend is being reflected in the policy of this company. Bassler believes that the greatest need of the industry is stabilization and that it is only through stabilization that more prosperous times are being brought about.

"Atwater Kent has never found it necessary to dump its merchandise or cut prices. No condition of over-production has, does, or ever will exist in the Atwater Kent, because an adequate production control is maintained rigidly to demand, supply, and market trends. As more manufacturers realize the need of such a system and adopt it, over-production will be stopped and the dumping will be stopped and a more profitable business for all concerned will result," he declared.

Bassler further stated that by sticking to fundamentally sound list prices and not being stampeded into uneconomic business practices, that they have done a most satisfactory business in the past year and expect a still larger business in the coming year as economic conditions will be greatly improved.

Bassler Optimistic In Visit to West



Atwater Kent officials arrive for conference with Southern California distributor relative to spring merchandising campaign. Left to right: Ray Thomas, Southern California Kent distributor; Mark Smith, general manager; George Daud, Kent factory representative; and F. E. Basler, Atwater Kent general sales manager.

"Mormons" Great Believers in Radio

By Harold H. Jensen

The Church of Jesus Christ of Latter-Day Saints, commonly known as "Mormon," is a great believer in the radio. Not only did the church newspaper, the Deseret News, start KSL, Salt Lake City, but church money has helped it grow.

When Nathaniel Baldwin first received his idea for earphones and radio amplification, through attending a meeting in the Mormon tabernacle, the church sensed the need of radio, both from the standpoint of a broadcasting station and from the fact that radio would spread its message better than any other way. Baldwin invented his earphones so that people could better hear the tabernacle services, and also worked on amplification.

John Cope, a young radio engineer, also received his start with church support, and installed the first amplification set of loudspeakers in the tabernacle. This set has been added to from time to time, so that now speakers are located all around the grounds to accommodate large conference crowds.

New Angelus Promotion Sales Managers

Davison-Haynes Manufacturing Company announces the appointment of the following promotion sales managers:

E. J. Rapp, formerly merchandising manager for Lippon-Wolfe Department Store, Portland, Ore., has been appointed promotion sales manager for the states of Oregon and Washington.

James T. Barrett, of the Kaemper-Barrett Corporation, Ltd., of San Francisco, promotion sales manager for Northern California.

Charles G. Walters, promotion sales manager for Southern California.

NEW MERCHANDISE



Westinghouse "Columaire"

The "Columaire," combining many new and modernistic features, has been designed by the Westinghouse Company, East Pittsburgh, Pa. The vertical cabinet occupies a very small floor space—10 by 12 inches. It is 59 inches in height. The speaker grill has been eliminated from the front face of the cabinet, and is placed on the top, directed upward. This allows a five-foot column of air under the speaker. A special plug has been placed in the cone of the speaker, so that the set will perform equally well in a room of low or high ceiling. The back of the set is enclosed and is removable. All controls are flush mounted on the sides of the cabinet. The circuit employed is a nine tube, screen grid superheterodyne, with tone control. On the front face has been included a Westinghouse electric clock, with automatic control. The cabinet is made of original woods, no overlays being used. The speaker is protected by a heavy, cloth-covered grill, on which may be placed a small vase without injury.



ICA Companion

The ICA Companion, a product of the Insulinc Corporation of America, New York, is a self-contained, portable AC receiver for head phone reception, serving a distinct function not touched by modern sets heretofore available. The Companion employs two 27 tubes, one as a detector; the other a rectifier. Plugs into any 110-volt socket. Tuning control and sensitivity control; three binding posts provided for "broad," "sharp," and "local" reception. With tubes and headphones complete, the set is contained in a miniature suitcase, 13x14x7½ inches, and weighs 10 pounds. Adaptable for use in sickroom, hotel room, office or wherever reception that does not interfere with other persons is desired.

Zenith Models

The announcement of a new line of Zenith models, called the "Zenette," at prices ranging from \$57.50 to \$94, has been made by the four models in the "Zenette" line, two of which are midgets listing at \$57.50 less tubes, and the other two are semi-highboys at \$84 and \$94, less tubes.

A. K. Multiple Installation

The new Atwater Kent Multiple Speaker Installation is a new addition to the line of the Atwater Kent Manufacturing Company, Philadelphia. It is composed of a standard receiver, special output transformer, junction box for remote speakers, switch control box for speakers, 20-wire cable and four-wire cable, and additional speakers for remote installation. A total of fifteen inductor speakers can be operated with the system.

In addition to schools, the system may be used in large homes, hotels, cafes, factories or departmental stores, hospitals and many other institutions. Centralized control makes it possible for the set to be located in some central location, such as the principal's office in a school. The junction box requires no attention, once it is connected to the speakers, and can be located in some inconspicuous place out of the way.

Remier Superhet

The Remier Superheterodyne, a product of the Remier Company, Ltd., San Francisco, is an eight tube receiver, compact in size. The chassis employs one 45, one 80, four 24, and two 27 tubes. It is housed in a midget cabinet of authentic colonial design. List price, \$77.50 complete.

Flint Superhet Midget

The new Flint superheterodyne midget employs eight tubes: three screen grid 224, two 227 heater, two 245 push-pull, and one 280 rectifier. Has local distance switch, and microphone and phonograph plug-in connections. Includes tone control and volume control, and full dynamic speaker. List price, \$79.50, complete with tubes.



Self-Tuning Lyric Feature

"Self tuning" is a new development in the Lyric radio, manufactured by the All American Mohawk Corporation, Tonawanda, N. Y. The device comprises an electric motor rotating the tuning condenser, and stopping at any one of nine pre-selected tuning positions; an electric time clock; and a mechanism that correlates the functioning of these units, to allow the set to be tuned in on any of the nine stations at 15-minute intervals during the day. The listener can set the dial to turn off the radio at any set time.

The new Lyric models embody other new features, such as, spot light dialing, whisper tuning, automatic volume control, super-dynamic speaker, distance-local switch, phonograph jack and connection for remote control. The price range is from \$69.50 and \$89.50 up to \$400 for the self-tuning models.



Majestic Superhet Line

Majestic 60 series includes the new Multi Mu G 51 tube, designed to eliminate back ground noises, cross-talk, etc., has acoustic control, static modifer, automatic volume control in a nine tube superheterodyne chassis.

Model 61 is a Tudor Lowboy console embellished with carvings on the base rail, and over arched center moulding. Price, \$144.50, complete with tubes. Model 62 is a Hepplewhite Highboy. Control panel, doors and sides of matched butt walnut, carved base rail. Price \$157.50, complete with tubes. Model 63 is a photograph combination in Georgian design. Electric pick-up and turntable, bottom rail contains record album drawer. Price, \$207, complete.

The eight tube superheterodyne series includes three models. Model 21 is a midget for \$72.50, Model 22 is a Lowboy console of Sheraton design, at \$102.50, and Model 23 is a Lowboy console, Tudor style, at \$125.50. All prices include Majestic tubes.

Compact "Junior" Radiette

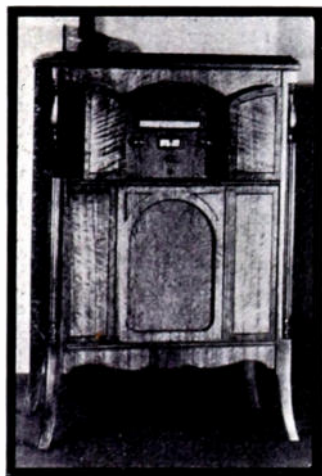
The Junior Radiette, a product of Keller Fuller Manufacturing Co., Ltd., 1573 West Jefferson, Los Angeles, is designed compactly, being 10 inches wide, eight inches deep, and 13 inches high. The set is fully shielded and has a cadmium plated chassis, three tuned circuits, band pass selector, tone control and phonograph connection. It uses five tubes—three 224, one 245 and one 280. Housed in a walnut cabinet, available in several designs of the same dimensions. List price, \$39.50 complete.



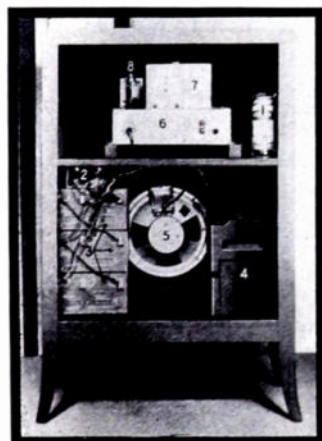
New Sylvania Tube Carton

A new tube carton has been designed by the Sylvania Products Company, Emporium, Pa. The green used in the background is the color adopted as the Sylvania standard. The color idea, characterized by Sylvania, has not been abandoned, but has been modernized by making it suggestive instead of realistic. An interesting part of the design is the illusive suggestion of human figures on two faces of the carton.

NEW MERCHANDISE



Front View



Back View

G-M Battery Set

The "Pioneer," a new General Motors battery set, is designed to operate an average of three hours daily for one year without recharging or replacing batteries. The circuit includes three stages of radio frequency tubes of the 232 type, one screen grid power detector 232, a 230 intermediate amplifier, and two 321 power tubes in push-pull, seven in all. The chassis is shielded, uses ball-bearing four-gang condensers, each condenser being shielded. Tubes operate on two volts. Three heavy duty 45-volt B batteries in series are employed; the 22½ C battery is drained at the same rate as the B battery. Has station selector, tone selector, and volume control. Panel is lighted from a special battery, using two six-inch dry cells in series. Cabinet is the Hepplewhite Lowboy, completely self-contained. List price, \$136, complete with tubes and batteries.

Angelus Superhet Model

Angelus Model 99 "A" is a superheterodyne highboy console. The cadmium plated chassis uses nine tubes; four 224, two 227 heater, two 245 in push-pull and one 280 rectifier. Employs four gang condenser, with plates slotted to balance the entire broadcast circuit. Has phonograph plug and tone and volume controls. The cabinet is of walnut, with matched front panel and maple overlays. Height, 38 inches, width, 18 inches, and depth, 12 inches. Shipping weight, 48 pounds. List price, \$89.50.

The 72 "A" is a t.r.f. model with tone and volume control, phonograph plug and illuminated dial with kilocycle readings. Uses three 224, screen grid, one 227 shielded, two 245 in push-pull, and one 280 rectifier. List prices: table model, \$69.50, Lowboy console, \$79.50. Manufactured by Davison-Haynes Mfg. Co., 1012 W. Washington, Los Angeles.

Home Talkie Machine

The new Sprague Home Talking Moving Picture Machine, manufactured by the Sprague Specialties Company, Quincy, Mass., is designed in two models. Model A consists of a talking picture unit to plug into a radio set using the amplifier and speaker of the radio. Model B is a talking picture unit incorporating an amplifier and speaker to operate independently of the radio set.

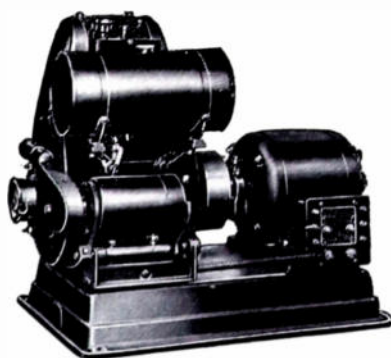


Victory Manufacturers' Unit

Victory manufacturers' unit Model 50 DC speaker, is a compact unit for radio installation. Outside diameter is 10¾ inches, inside cone is 8¾ inches in diameter. Has standard 2500 ohm field, No. 32 wire, and will handle up to 80 milliamps without overheating. Voice coil impedance, 15 ohms, 60 cycles. Weight, complete with input transformer, push-pull, nine pounds. Manufactured by Victory Speakers, Inc., 7131 East Fourteenth St., Oakland, Calif.

Low Minimum Condenser

A new Defiance variable condenser, manufactured by the American Steel Package Company, Defiance, Ohio, is designed to have an exceedingly low minimum. Other new developments include changes in plate shape, smaller compensator stator plates, new type stator terminal, new rotor contact springs and cadmium-plated section shields, and general compactness throughout.



A. C. Lighting Plants

A line of Alternating Current Electric Light plants has been introduced by D. W. Onan & Sons, Minneapolis, Minn. The plant is a gas oil electric, generating 110 volt, 60 cycle, AC current. It is designed in three sizes, 500, 1000, and 2000 watts, and in six models, manual and self-starting. A four cycle, single cylinder engine is connected through a special flexible coupling to an alternating current generator of compound, separate excited type, which is so wound and balanced as to produce even voltage and accurate cycle. These plants are intended for use in country homes, farms, and for emergency equipment when transmission service fails, and are suitable wherever AC is necessary.

Capehart Stresses Home Automatics



Capehart Model 20

New Capehart Device And Two-Profit Plan

With the development of a new small automatic record-changing device, and the formation of a two-profit dealers' plan, the Capehart Corporation, Fort Wayne, Ind., has entered 1931 with an enlarged sales program.

The new device is designed to be as compact as possible, and accommodates either 10 or 12-inch records. This compactness makes possible a complete radio-phonograph combination in a much smaller cabinet, and at the same time performs equally well in the larger models.

At a convention of the field organization held recently at Fort Wayne, the "two profit" plan was introduced which gives the dealer two sources of profit: one from the sale of the combination itself, and the other from the sale of records in groups.

In the opinion of H. E. Capehart, president, 1931 holds great promise for dealers who handle combinations, for, as he says, "The musical instrument business has divided itself into two distinct parts: radio receivers from \$99.50 down, and combination automatic phonographs and radios above this figure. Dealers welcome the automatic combination because it gives a plus value, justifying a price that affords a good profit margin."

Two new lines are made—one for home and one for commercial use. Leading the home instruments are two automatic-phonograph models, with radio, either t.r.f. or superheterodyne circuit. A full 45-minute program without interruption, is afforded.

The commercial line includes two cabinet models and a new installation for concealed, or "mystery" music. The latter is equipped with amplification to handle several speakers.

Under the new terms, a dealer is allowed 18 months to pay on commercial instruments making it unnecessary to resort to a finance company.

DOINGS IN THE INDUSTRY



National convention of territorial representatives and salesmen of the KenRad Corporation, Owensboro, Ky. Dick Smiley, sales manager, seated, left end, second row. "Blake," Western manager, peeking from behind him.

Optimistic KenRad Meeting

According to remarks expressed by various officials of the KenRad Corporation, the sales convention in Owensboro, Ky., just closed was the most successful and enthusiastic ever held in the history of the company.

R. E. "Dick" Smiley was in charge of the three-day meeting, which included a factory tour and inspection of the various stages of lamp and tube manufacture. Smiley concluded the meeting with a talk outlining the general policy and future possibilities of the company. He said in part, "Within a few days I will have completed my first year with the KenRad Corporation and I want to tell you men that what I thought was optimism a year ago must have been an illusion, for today the future possibilities as I see them completely overshadow any thought I might have had a year ago.

H. G. Blakeslee, Pacific Coast manager, attended the convention, and states that he was particularly impressed by the installation of new automatic machinery that insures uniformity in tube construction at the KenRad factory.

* * *

Old Company Revived

The Baldwin Pacific Company, Ltd., has been re-organized in Los Angeles for the purpose of manufacturing and marketing high-grade radio and electrical specialties.

This company was first established in 1920, and for years did an international business in superheterodyne sets, miscellaneous parts and electrical specialties. E. F. Baldwin, former Pada Coast manager, is president, and J. T. "Jerry" Hill, former DeForest district manager, is vice-president and treasurer.

The company has been appointed exclusive sales representatives for the new Dr. Lee DeForest tone-control. Announcements will be made soon regarding the appointments of representatives in principal cities over the country.

Offices of the company are located at 138 West 17th St., Los Angeles.

Philco Dealers Meet

Two hundred radio dealers from every part of Oregon and Southwestern Washington gathered in Portland recently to hear three prominent executives of the Philco factory discuss the radio outlook for 1931 and future years. The meeting was under the direction of H. D. Hansen, Philco manager in Oregon, who introduced the visitors—Larry Gubb, general sales manager; Harry Boyd Brown, national retail sales manager, and C. L. McWorter, Pacific Coast manager.

The development by Philco of a new automobile radio was cited by Brown as the latest evidence of the progress being made in the radio industry by that company. "Keep in the radio business," Brown said, "great things are coming. The radio business is the best in the world, because it deals in something that produces human happiness."

* * *

Companies Unite

Danz Piano Company and the Knipe Music Company have joined operations under a common roof, at 217 East Center St., Anaheim, Calif. Louis Danz has purchased the Knipe piano department, while A. L. Knipe has bought the Danz radio department. Knipe and Danz were formerly in business together for five years, but Knipe has had a store of his own for the past three years.

New Majestic Developments

With six new superhet models and a newly designed tube to present to the public, Western Majestic distributors are busily engaged in preparing for what they believe will be a big year.

All of the new models are equipped with the new G-51 Multi-Mu tube, specially designed to lessen background noises, hisses and cross-talk. Each chassis employs three Multi-Mu tubes, and a newly designated automatic volume control. Tuning is silent, and it is possible to skip over several stations in selecting the one desired, with the aid of a "muter" button.

W. J. Aschenbrenner, general sales manager of Thompson & Holmes, Ltd., Majestic distributors, is enthusiastic over the 1931 prospects in the West.

"First shipments of the 1931 Majestics now are moving out to dealers in this trade territory," he stated, and we believe that our latest developments have overcome many obstacles in radio construction. The new tube has rendered many devices, such as double volume control and local-distance switch, unnecessary, through the elimination of background noises."

New prices on Majestics range from \$72.50 for the eight-tube midget, to \$207.00 for the nine-tube radio-phonograph combination.

A huge broadside has been distributed through the mail, designed in the form of a large, hinged door. Across the front is printed, "OPEN THE DOORS." On the panels of the door are listed the new developments in the Majestic, and within are descriptions of the new superhet models.

* * *

National Education Broadcasts

Cabinet members, educators, and writers of national importance, who without the aid of radio would be able to speak to a very few school children, are being presented to at least 300,000 school children every week in the broadcasts by Station WLW from its Washington, D. C., studios.

Every Monday the WLW "School of the Air" broadcast includes messages from some outstanding figure in American education or government. Speakers on the one-hour programs include such men as Walter Siders, chairman of the board of the National Educational Association, Renick Dunlap, assistant secretary of agriculture, and Albert Bushnell Hart, world-famous historian; Secretary of War Hurley, Dr. Charles Beard, historian, and Ben Ames Williams, author.



Convention of Western General Motors representatives, territorial managers, and salesmen in San Francisco, on the occasion of the visit of C. T. Lawson, general sales manager.

... ANNOUNCING ...



Cabinet
8x10x13
Inches

R. C. A.
Licensed

\$49⁵⁰

Complete
With Tubes

The Smallest All Electric Radio Set Ever Produced with a Full 8 inch Electro Dynamic Speaker

Because of its amazingly small size, remarkable beauty and convincing performance this sensational radio set will put new life and profits into any Radio Department.

THE GREATEST ARRAY OF HEADLINE FEATURES EVER COMBINED IN SO SMALL A RADIO SET AT SUCH A LOW PRICE.

Five tubes (3-224, 245, 280); Tone Control; Phonograph Connection; 3 Tuned Circuits; Electrolytic Condensers; Fully Shielded; Cadmium Plated Chassis; Laced Cable Wiring.

The illustration above shows the size of JUNIOR RADIETTE compared with the size of the regular RADIETTE.

The larger model shown above is the regular model RADIETTE which has created an invincible reputation for high quality of construction and performance. Many thousands have been sold in all parts of the world. We continue this model because of its distance-getting ability.

TO LARGE BUYERS:

We are prepared to furnish chassis in special cabinets and with special names.

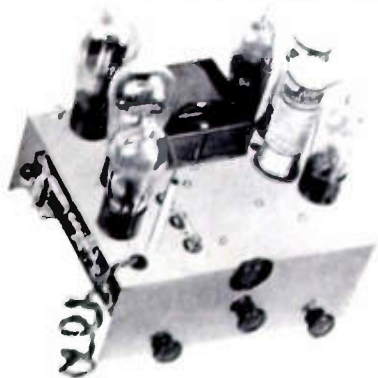
Distance . . . Power . . . Selectivity

KELLER-FULLER

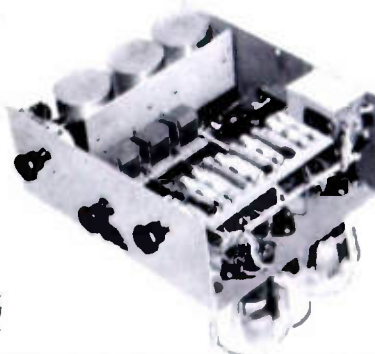
Mfg. Co., Ltd.

1573 West Jefferson Ave.
Los Angeles, Calif.

BE THE FIRST in your territory to offer this great radio set



Top View of Junior Chassis, Showing High Standard of Construction.



Under Side, Showing Cabled Wires, Coll Shielding Cans, Resistors, Etc.

Music and Radio Headquarters at SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath and Shower

Single - - - - -	\$2.00 & \$2.50
Double - - - - -	\$3.00 & \$3.50

SUITES AND SPECIAL ACCOMMODATIONS
FOR FAMILIES

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

Garage Under Same Roof

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of RENE A. VAYSSIE

Classified Advertising

*Rates five cents a word
Position Wanted advertisements inserted free*

WANTS PACIFIC COAST CONNECTION

Well known factory representative and retail merchandising manager desires Pacific Coast connection. Have excellent record as representative of Eastern manufacturers for four years, and have had five years retail experience on the Pacific Coast, as manager of radio merchandising for large chain store. Am well acquainted with important radio firms on the Coast. At present connected with national manufacturer. Age early forties. Available on short notice.

EXECUTIVE POSITION WANTED

A real live man having a comprehensive grasp of problems of advertising, selling, and collecting, from manufacturer, distributor, and dealer standpoint, seeks a larger opportunity for executive talent and ability of high order. Have covered entire Pacific Coast as Sales Manager for large radio manufacturer for past year and a half. A strict disciplinarian as regards personal behavior. Address, c/o this Journal, Box A.



Radio Scarfs— —\$1200 Doz.

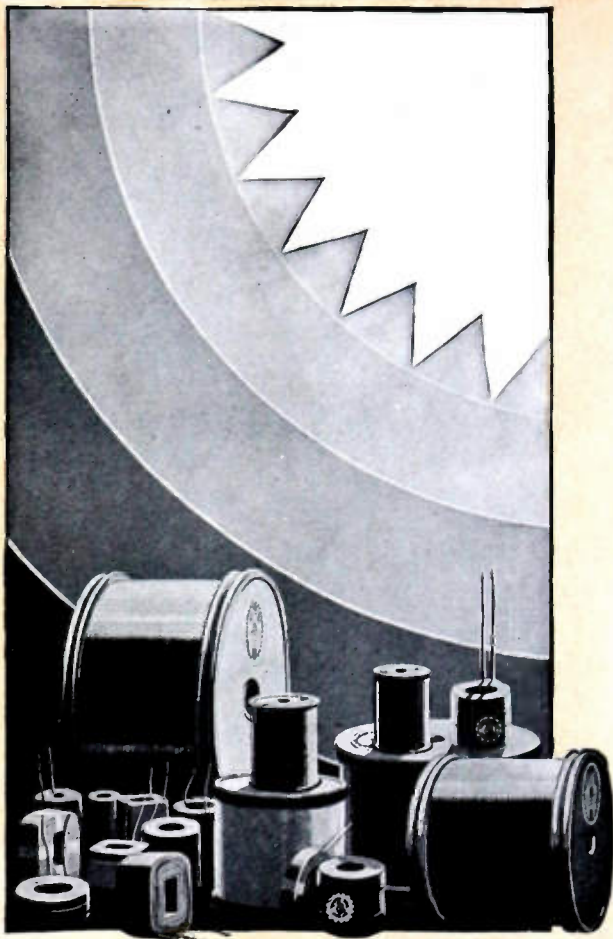
Grand Piano Shawls— —\$475 up

HARRY F. SLATER

1013 South Los Angeles Street
Los Angeles, Calif.

INCA WINS ITS PLACE IN THE SUN . . .

The impossible, somehow, is always being accomplished. Methods which were considered faultless a year or two ago are being discarded as obsolete today. And Inca, organized by pioneers in the industry, leads the way with a complete knowledge of magnet wire and coil requirements . . . a knowledge based on years of specialized experience.



BUILDING TO A NEW PRECISION

With the additional advantage of a new plant laid out for highest efficiency . . . specially designed machinery and equipment years in advance, new standards of precision are now possible.

Improved methods of drawing the wire insure uniformly accurate diameters.

Improved enameling provides more perfect insulation.

Improved spooling now assures freedom from tangles and makes possible more efficient application in your own plant.

Improved packing means more protection and brings the wire to its final destination just as it left the last inspector at the Inca plant.

Samples of wire, and sample coils wound to your specifications sent on request . . . no obligation.



The chief deity of the Incas was the sun, the Inca leader himself being called the child of the sun. Great, massive temples were erected, the walls of which are still standing at Cuzco and other ancient cities.

INCA MANUFACTURING DIVISION

of NATIONAL ELECTRIC
PRODUCTS CORPORATION

1547 Venice Blvd., Los Angeles



Symbolic of the best in copper wire products.

Central Office and Factory:
Fort Wayne, Indiana.

Eastern Office: Newark, N. J.,
Industrial Office Building.

Music and Radio Headquarters at SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



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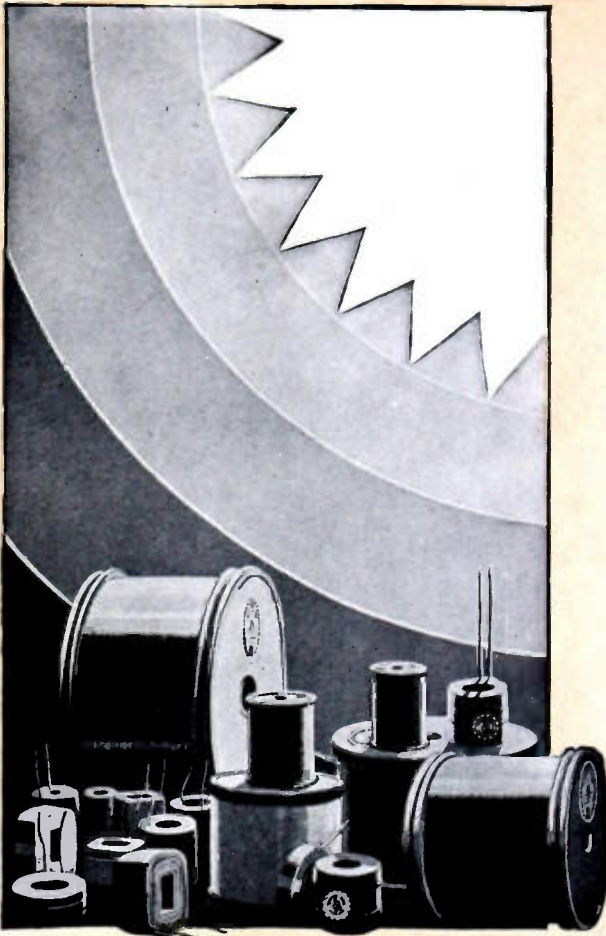
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Central Office and Factory:
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Industrial Office Building.

9 Years of Quality Leadership in the West



For nine years, Gilfillan has been the largest manufacturer of high-quality radios in the West. He has pioneered many of the most important developments. His sets have always been known for their extremely high quality and fineness of tone. This experience and this volume of business has culminated in a value that is unsurpassed in the radio industry. Maintaining all the high quality, all the superiority of performance that has marked Gilfillan in the past, this radio now carries a price that stamps it as the outstanding value of today. Shrewd dealers everywhere are tying up with this highly regarded merchandise which is now in a price range that any family can afford. You know all that means in today's market. Write or wire our nearest branch for further details. No obligation, of course.

GILFILLAN BROS., Inc.

1815 Venice Blvd., Los Angeles

San Francisco
1315 Howard St.

Portland
A. S. Cobb

Seattle
1100 Elliott Ave. W.