

**WESTERN**

OCT 1930



# MUSIC AND RADIO TRADES JOURNAL

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# Western Music and Radio Trades Journal

October, 1930

*Published in the West—  
—For the West*

●  
*Exclusively for the Western  
Merchant*

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

●  
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# EDITORIAL

## FOR THE MONTH "LET'S HAVE A CHANGE"

**A** FEW months ago a member of the Los Angeles Chamber of Commerce wrote to a Phoenix business man for an Arizona song which The Los Angeles delegates could sing in a "good will" tour of Arizona. I wrote a song in the same rhythm as "John Brown's Body" (Battle Hymn of the Republic) only the melody a little different. The words to the chorus ran:

*Whoop it up for Ari-zon-a!  
Whoop it up for Cali-for-nia!  
Whoop it up for Whoopee-la-la!  
And we don't give a Boul-der Dam.*

OUTSIDE of the political band wagon I fear that the people of Arizona do not know much just what it is all about—at least hardly one per cent of us know just what we are fighting for. However, if all of us could look through the keyhole of camouflage and see that the Boulder Dam is a promotion of the power interests, and the deer in the Kaibab Forest in Arizona are not really starving to death (owing to their purported great numbers, of which many should be "killed off" by barn door sportsmen) but that the territory is wanted by cattlemen for grazing purposes, then the people of both California and Arizona could get together on a very friendly basis—which they really are now, but which condition is disputed by politicians and promoters.

THE SAME condition now prevails in the so-called "depression." Things are as good as they could be considering the national political situation. To ask those who are "sitting pretty" with money in the banks, who already have all the worldly comforts they can use, to loosen up and spend their money is like asking a steady winner at roulette to play the house numbers—the "greens."

The way to improve conditions is to stop "kidding ourselves." Our prosperity and good times after the big war were caused by several issues of war loans of around three billions of dollars each, thrown to the American business man to gobble up, manipulate and enjoy. Since the war three billions more money, each



By GENE REDEWILL

Redewill Music Co., Phoenix, Arizona

year, has been spent by our national government to pay the overhead of the nation. Who has been getting this money? Mostly party favorites, of course. And ten consecutive years of this money running in the same channels (around \$30,000,000,000) is the cause of present conditions—some with plenty and the majority with very little except those who have "kept their nose above water" by being thrifty.

MY FATHER taught me that a political change always made good times. Changes have occurred twice during my business life, and these were followed by prosperity. When the next party goes in, see that it is Democratic, Socialist or "Mug Wump," but a change. There is no business in the United States today that is better than the music and radio business. All business feels the same pressure of uneven money circulation. Henry Ford is one of the big Republicans who has the right idea on circulation by paying his men well, but the others have not his vision and will not spend liberally. Hence, it behooves us to get the right slant on the situation and vote for our business interests and not for the individual qualifications of a President, or the social acceptance of the leading lady in the White House. The party in power is what affects the business man. The need of a change is what is felt at present. The coming year will be about the same as at present, and the last year of the present administration will be better, to influence voters for the next campaign. Whether conditions will improve on a basically sound foundation two years hence depends on the number of converts at the polls. If you have read thus far most likely you will think I am a Democrat. But not so. Like the senators who are politically dry and personally wet—I am socially a Republican, but in business, at present—otherwise.

# WISE and OTHERWISE

By SHIRLEY WALKER

*Associate Editor*

**I**N THE UNITED STATES WE OVERDO EVERY-thing—even pessimism.

**B**UT LOOKING AT PRESENT DAY CONDITIONS in the light of past business cycles, one authority states "on the average, it takes sixteen months for business to reach the bottom; the period for coming back averages eighteen months." The cycle, by the way, progresses in this fashion: Work, savings, speculation, gambling, extension of credit, an orgy of spending, and finally the collapse.

**T**HE CHAIN STORES AFTER TWO YEARS OF cooperative research have reached these two conclusions: First, that more threatening than any merchandising weakness is the weakness of the position they occupy as outsiders in many of the communities served by the chains; second, that more dangerous than anti-chain propaganda is the anti-chain law making that is going on in the committee rooms of some state legislatures.

**L**EGISLATION FOR A SALES TAX AGAIN LOOMS on the horizon—and more darkly than ever. Legislatures will meet this coming winter and spring in every state in the Union. Agitation for a sales tax has gained much momentum. A nationally organized movement is under way to put the sales tax on the statute books of every state.

**I**N EASTERN CITIES, COAL IS BEING SOLD UNDER a sales contract that will enable the dealer to repossess the unused coal if installment payments become delinquent. Pity the poor ice man.

**T**HE BANKS ARE FULL OF MONEY WITH FEW takers (except at the point of a gun, according to the daily newspapers). The savings banks of New York several weeks ago reduced the rate of interest from 4½% to 4%. Several months ago the commercial banks dropped their interest rates on time deposits to 3%. Banks all over the country are doing likewise. The building and loan associations in California are considering dropping their tremendously advertised rate paid to depositors from 6% to 5%. We have more money available for enterprise and investment and building than ever before in our history. When the downward trend reaches the bottom and starts upward a lot of money will come out of "the old sock"—are you preparing yourself for that day?

**H**ERE'S A FUNNY ONE. HARDWARE WORLD in its September issue reports that the American Avenue Hardware Co. of Long Beach, California, has installed a 31-seat lunch counter in its striking new store. In part, it says: "Special luncheons are featured and the counter is filled many times during the day, keeping busy a force of five people."

**A**ND IF YOU THINK THAT'S FUNNY, I'LL TELL one. The Chemical Department of the Department of Commerce states that last year this country spent ONE BILLION DOLLARS on cosmetics and beauty work—and that the "beauty business" is shock proof insofar as financial debacles are concerned. Which leads me to make this suggestion (seriously): Many music stores in the United States have been floundering around for a side-line or a kindred line to put in to help carry the overhead and incidentally make some profit. The music business has been cut down—music merchants have large stores—they have good locations—they must find something to help carry on. Some of them have put in furniture, a gift shop, perfume, refrigerating machines, stationery, kodaks, moving picture cameras, etc. only to close them out at a loss. Now who are the best prospects for a music store—women. Instead of ringing door bells in the residence districts, to try to get them interested in a piano, a radio, a phonograph or a combination, why not bring them in via a beauty shop? Don't laugh—a men's clothing store in Los Angeles (Desmonds) operates a barber shop for the same reason—to bring in the men. And it is tremendously successful. There would be a constant stream of women coming into the store all day long. Many come by appointment and have to wait. They are there for half an hour up to an hour. With pianos and radios attractively displayed where they must see them as they pass in and out and while they are there, interest can be aroused into definite prospects. Clever merchandising stunts can be used to arouse interest. Playing of popular records would naturally stimulate record sales and sheet music sales. Of course, it would be necessary to re-arrange the store—fix it up attractively and the "beauty" department would be segregated. The operation of the department would be under an expert with some arrangement for division of profits. Why doesn't somebody try it? If the music business is a sick business

*(Continued on Page 44)*

Karl Moldrem, a young man of forty, yet who is probably the most widely publicized music teacher in the country. Stories of his achievements in developing the world's first baby orchestra are printed and read in every language. Like Colonel Lindbergh, Moldrem has accomplished a feat that the world has heretofore deemed impossible.



## DEALERS GRAB BABY ORCHESTRA IDEA!

By Wallace M. Byam

**I**NSPIRED by the story of the Hollywood Baby Orchestra developed and trained by Karl Moldrem, which appeared in the last issue of Western Music and Radio Trades Journal, approximately a dozen western merchants have started baby orchestras in their stores during the past month. As a means of arousing musical interest in a community and publicizing a music store, a baby orchestra is probably unequaled.

The establishment of such an orchestra is not difficult. The dealer furnishes a local violin teacher with a studio or rehearsal room in his store. The students purchase their instruments from the store at retail prices, and the student pay the teacher for the lessons received. No commissions are paid the teacher, he is working in mutual cooperation with the store.

Any good violin teacher can succeed with the Moldrem method, as published by the Century Music Company of New York, which explains in minute detail the teaching of the musical alphabet, the numerals used, the teaching of the baby rudiments up to and through the successful organization of the baby orchestra. Lessons are 15 cents apiece per student.

It has been found that a local music store taking an active interest in the musical welfare of the children of the community receives not only a tremendous amount of the good will of that community, but an actual increased revenue. Parents will go out of their way to bring

their friends who are in the market for a piano, radio, phonograph, music, or musical accessories. The baby orchestras themselves, named after the store, naturally give the firm tremendous free publicity. Moreover, it is advertising of a high type that cannot be purchased otherwise. It is a real service to the community.

Baby orchestras are now training in Los Angeles, Eureka, Olympia, Washington; Pasadena, Greenville, California; Hoquiam, Washington; Medford, Oregon; Venice, California; Napavine, Washington; Aberdeen, Washington; Richfield, Utah; Port Arthur, Ontario, Canada; Spokane, Washington, and a number of Eastern cities.

The Wurlitzer Music Company are considering putting a baby orchestra in each of their stores throughout the United States.

### HOLLYWOOD BABY ORCHESTRA IN CONCERT

**T**HE Hollywood Baby Orchestra recently held its first concert at Venice, California, before an audience of some 2500 people. Sitting in the audience, one could hear typical remarks such as:

"I don't believe those brats from two and one-half to six years can read notes."

"Imagine them trying to play on those toy fiddles."

"I bet their instructor teaches them to play like a parrot, from memory, and they expect us to believe they can read real music when they can't read or write—haven't even gone to school."

Then the lights dimmed and the curtain went up. Seated on tiny red kindergarten chairs and dressed in velvet eton costumes with big white ruffled collars sat twenty-seven babies. Their conductor, a little fellow barely three, stood on the rostrum with the light shining through his spun-gold fuzzy hair of babyhood with a baton nearly as big as himself. He had a smile that won the entire audience immediately. The crowd broke loose in thunderous applause and continued for four or five minutes. Mr. Moldrem had difficulty in quieting the audience so that he could go about seeing if all the miniature violins were in tune. He seemed like a giant as he walked among his musicians completing the task. Moldrem then walked off the stage and did not again appear until the finale. The little Master of Ceremonies announced that the orchestra

would play "Melody in G." And then the diminutive conductor, Billy Barty, rapped his rack vigorously, all the players took positions of attention and their tiny violins shot into position like a group of matured symphony players. Down came the conductor's chubby arms as a starting signal and the orchestra was off, all bows working together in unison, the violins singing forth their clear, vibrant tone in accurate intonation. The audience scarcely dared breathe—it was certainly an emotional sight to behold, capable of making a lump in most anyone's throat. Then the end, the conductor, swinging his arms with grace and poise, straightened them out and brought his orchestra to a dead stop in a well performed cut-off. No ragged edges. The crowd came to its feet as little Billy turned around and took his bows as the audience broke into a frenzy of enthusiasm. No orchestra ever before in Los Angeles brought such spontaneous applause. Next was a cello solo, played by Ernest Roth, five-year-old cellist. He played it masterfully and well in tune, responding to an encore and received big applause. Then again out scampered the diminutive conductor, and the crowd again broke into applause. He was such a little mite that he had difficulty getting up on his chair in directing position. Another ovation. Next was a vocal solo by Felis Abcede, four-year-old Filipino boy, singing with a marvelously clear voice.

### ENTHUSIASM IS HIGH

Other solos followed, a ukulele solo by Jerry Mills and a vocal solo by Josephine Abcede, two-year-old Filipino singer, so small that she had to stand on a chair so all could see her. She was so tiny it seemed she wasn't large enough to walk. The crowd went wild. Karol Kay, a pretty and dainty little baby with silken golden curls, stole everybody's heart with a violin solo. She played with technique, ability and ear of a genuine professional.

After a whole hour's program, the concert came to a close with the playing of "Home Sweet Home" and then pandemonium broke loose. There may be many superlative adjectives in this article, but there seems to be no other way of describing the enthusiasm.

The Hollywood Orchestra is making news reels and short features for Fox, Pathe and Paramount Pictures. They will shortly be seen on theatrical screens all over the country.

Any store interested is advised to get in touch with Mr. Moldrem through Western Music and Radio Trades Journal. There is absolutely no charge, other than for the lessons, which are only 15 cents each.



*World Famous Hollywood Baby Orchestra sponsored by Mr. Peyton and the Wurlitzer Music Co. of Los Angeles*

#### PERSONNEL OF ORCHESTRA

Billy Barty, 3 year old Conductor of Orchestra, standing in front. Billy is a Baby Movie Star of Mickey McGuire, Smithie and Mack Sennett comedies of Hollywood picture studios.

Front row, left to right: Joan Pierce, Virginia Ellis, Jimmy Mason, and Douglas Johnson.

Second row: Felix Abcede, Mary Washington, Josephine Abcede, Wally Stewart, Fredrick Flam, Cora Pringle, Baby Henderson.

Third row: Karol Kay, Mary Ann Durkin, Mary Jane LaVieur, Patricia Hawkins, Joe Hawkins, Henry Clay Kerns, Blanche Price.

Fourth row: David Covell, Jerry Mills, Betty Covell, Ernest Roth, Mimi Peterman, Mellard Black, Cleora Hendrickson, harp.

Seated at piano: Mrs. Vernie Kay, accompanist; Karl Moldrem, standing, organizer and instructor of orchestra. Inset, Karol Kay, soloist.

### Whoops! The Lights Are On

WHO says times are bad? O. C. Langweld of Brookings, Oregon, famous throughout the country as the owner and proprietor of the "biggest little radio shop in the world," writes as follows:

"We are having our town's face washed. A man named Ward has bought the town and is having streets and houses repaired, brush cleaned off, and "prettied" up in general.

"Of course, I am still Mayor, Fire Chief, Sheriff, and general head man, if you want to call it that. But I told Ward it was about time to turn the electricity on as I figured there was enough water in the reservoir, so had him fix up the light poles and string a few new lights. Then, I ordered in a good stock of A.C. radios and waited until they arrived before I hiked up the flume and turned the water loose, which lit up the town.

"Of course, everybody wanted new electric radios, and believe me I did a business, that a lot of dealers in towns a hundred

times bigger than mine would be really proud of.

"You don't really know how to appreciate a radio until you get off in a little town like ours, 170 miles from a railroad, and even that only a "jerk-water" line. I play music out of my shop all the day and half the night. As you know, I have loud speakers strung all over town—to the hotel, the pool hall, the livery stable, the garage, the filling station, and have an especially good speaker in front of my store with seats around and places for people to park their cars. All the folks in town and a lot of the tourists get a great kick out of listening to the football game, and most of all getting the news three times a day over my radio. I believe in giving them service—that's the way to make sales.

"I have even installed a seismograph to keep track of the earthquakes. Last week I noticed a joggle on the needle and figured there was a quake about twenty miles to sea. A few hours later we got report that the steamer "Southcoast" had gone down in a tidal wave. I had told the folks about it in our town two days before the newspapers got it. That's service."

# SOUTHERN CALIFORNIA NEWS

## Keep "Midget Radio Capitol" Here

By MARSHALL S. "MART" BORDEN

A man afflicted with walking in his sleep who does not contemplate suicide but builds a swimming pool beside his bed, is about as foolish as the ancient ass mentioned in the Good Book; this ancient animal ran into the river to get out of the rain.

Ever since the first Midget Radio was built in Los Angeles, this city has been known as the "Midget Radio Capitol," not only of the United States but the whole world.

Now comes an Eastern magazine which gives us the information that the WESTERN MIDGET RADIO does not enjoy repeat orders in the East. There they go again with that old time affliction (call it what you want to) trying to take away from us our ownership to the name "MIDGET RADIO CAPITOL."

The writing was on the wall several months ago and we knew there would eventually be an invasion from the East to take away from us any or all laurels.

Now the task of keeping this distinction is entirely up to the "MIDGET RADIO MANUFACTURERS," and with the cooperation of this organization showing a very little fighting spirit it will not be a hard task to keep Los Angeles as the recognized "MIDGET RADIO CAPITOL of the world." It is our fight and we must assemble to produce the remedy to assist in keeping that which rightfully belongs to us. Our motto in this fight should be, "One for all and all for one." In time to come, should that ancient animal wander into the "MIDGET RADIO CAPITOL" we feel that he himself will accept our claim, as the city of Midget Radio leaders with a river unfit for repetition of the ancient feat.

Hollywood is known for its motion pictures. Detroit is known for its automobiles, New York is always known as a financial center and many other towns always have their own distinction of some business commodity. Los Angeles, but a year ago introduced to the United States and the entire world the so-called "Midget Type radio receiver." Since then the East has always tried to develop the same product at the same price of the Western merchandise. This experiment, though, has failed to a certain extent due to higher production cost east of the Rockies.

As a result the Western Midget has been and still is leading the midget radio field throughout the world. Naturally in the radio atmosphere, Los Angeles is becom-



"Mart" Borden Proudly Displays His New Plymouth

ing known more and more for the Midget Type radio receiver. It is now due time to emphasize the fact that the capitol of this type of receiver is Los Angeles. The prestige of merchandise being manufactured in that territory, known for its product, is always high and no doubt will gain much ground in each individual advertising and boosting of merchandise being manufactured in the West or Los Angeles.

(EDITOR'S NOTE: Thank you, Mart, that gives us a good start.)

## Radiola Dealers Meet

The Hollywood-Wilshire Radiola dealers of Los Angeles met October 26 at Marchetti's Cafe to discuss the elimination of high trade-in allowances. S. H. Wolf, President, appointed a committee to investigate trade-in valuations and to report on the advisability of adopting trade-in schedules as published in the Radio Dealers' Blue Book at the next meeting.

The Hollywood-Wilshire Radio Dealers Association is one of nine Radiola associations formed in the various sections of Southern California. J. M. Roush is Secretary-Treasurer.

R. P. Nare has opened a radio shop at 112 West B Street, Ontario, California. Nare has been associated with the R. J. Tobey Radio Company for the past eighteen months.

The Owensmouth Music Shop was formally opened in the House Block in Owensmouth recently. H. F. Beck, proprietor, has announced that he will carry a full line of musical instruments, pianos and radios.

## Increases Power

KHJ, Los Angeles, will go on the air November 1st with a 300 watt short wave station to be known as W6XK. The new station will broadcast on three bands, an 80 meter band, or 3500 to 4000 kilocycles; a 40 meter band, or 7000 to 7300 kilocycles, and a 20 meter band, 14,000 to 144,000 kilocycles.

The station will be used by radio amateurs to calibrate their broadcast frequency band. Radio amateurs are required by the Federal Radio Commission to operate within certain bands. The equipment necessary for the accurate checking of frequencies is very costly, and beyond the purse of most of the amateur operators of short wave transmitters. Therefore, in order to keep within the bounds it is necessary for short wave operators to be able to check or calibrate their instruments with the carrier wave of some short wave station whose frequency is accurate beyond the question of a doubt. The frequency standard of the new W6XK station has been checked by the Bureau of Standards, Washington, D. C., to an accuracy better than 1/100ths of one per cent.

Harold G. Peery, Chief Engineer of the Don Lee Station, and Ernest E. Underwood, from KHJ's technical staff, are supervising the construction of W6XK. The station will be purely for the use of radio amateurs, and no commercial angle is involved.

## Home Talking Movies Being Made in Hollywood

The Hollywood Film Enterprise, Inc. are producing an average of ten home talkies a month, and as a result of their over-a-year's experience, have developed an excellent technique for handling comedy, drama and real entertainment in 400-foot, 16-millimeter films. A number of prominent motion picture stars are appearing in their productions. Subjects are recorded at 33 1/2 revolutions per minute, and will play on Cine Voice, Bell & Howell, DeVry and other home talking machines.

Hollywood Film Enterprise, Inc., manufacture Cine Voice, an instrument that can be used on any 16 mm. projector to synchronize records with the film for talking motion pictures.

They are also installing a record laboratory and pressing plant for the making of Flexo indestructible records, a light weight, thin record that is played on both sides and may be easily sent by mail.



*The*

# GRANADA

## Screen Grid Radio

SIX TUBES, POWER CONTROL, SCREEN GRID, 250 POWER,  
MAGNAVOX FULL DYNAMIC SPEAKER

By means of close cooperation and extensive research work between the Magnavox engineers and our designers, the Granada makes its power in the radio field with perfected console tone.

In the Granada the objectionable features found in many of the medium priced radios are eliminated.

To realize the true value of this wonderful instrument, you must compare it with the best.

Evenly balanced perfection of tone, which gives full volume of high and low notes in clear, un-blurred reception.

The Granada radio is built in a neat, modernly designed case of walnut, which will be an added attraction in any home.

For beauty of case design, clearness of tone, ease of control, there is nothing on the market today, for even more money, that will give the satisfaction that is to be found in Granada.

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

*A product manufactured in Los Angeles, California, the Midget Capitol of the World.*

**KINDELL**  
Distributing Co.

*Dealers, jobbers and distributors, wire or write immediately for your protected territory franchise.*

① 5135 Avalon Blvd.

Los Angeles ①

VE 0342 :- AX 3228



# PROVE YOU

## Through System

# BOOK

It is almost impossible to correctly estimate the intangible value of records. Proper and complete records are being recognized more and more as one of the essential tools of management. Important figure facts such as comparative sales, comparative expenses, comparative gross margins, percentage of expenses to sales, percentage of gross margin to sales, percentage of net operating profit to sales, net working capital, ratio of current assets to current liabilities, and many other facts serve as controlling devices in the successful operation of a business.

At what point should the line be drawn between a large business and a smaller one with relation to the essential records and data required for proper control? The thought still seems to be in some degree prevalent among business men operating the smaller establishments that their requirements call for an entirely different bookkeeping system from that which is necessary in a larger business. The fact yet remains that there is no basic difference between an ideal accounting system for a large and a small establishment. It is obvious that in both cases the business functions involved are identical, as illustrated in Figure 1.

### A BUSINESS ENTERPRISE



FIGURE 1

This diagram might very well be designated The Business Wheel. Here are shown as the inner portion of the wheel, the four major functions common to any business engaged in the sale and distribution of a

commodity. The four major functions are: financing, production or buying, selling, and personnel. All of these functions come in contact with the major function, designated as the rim of the wheel, consisting of administration and management. Even in the very smallest establishment, success will hinge largely upon adequate recording and control of the four functions, the responsibility of which rests upon the management. As a matter of fact, the real difference between a large and small business is found only in the number of transactions handled and in the size of the personnel.

In every case provision must be made within the accounting system, for:

- 1—Recording Cash Received *Registers*
- 2—Recording Disbursements *check*
- 3—Recording Purchases *C. Copies*
- 4—Recording Sales
- 5—Recording Miscellaneous Transactions

### Keep Each Transaction Clear

Experience shows conclusively that the maintenance of a separate record for each class of transactions brings the maximum of efficiency, clarity and economy. As a further convenience, especially in the smaller business, these records of original entry should all be uniform in size in order that they may be placed together in one loose leaf binder with proper index tabs separating the five classes of records.

If the management is to have effective control over the business, whether it be large or small, there must be a complete record of each transaction. Money is not saved by sacrificing clarity in the recording of transactions. On the other hand, complete records save untold amounts of anxiety and worry and furnish data so vital and essential for proper control.

The control in a business is divided into three steps:

- 1—Planning
- 2—Measurements
- 3—Comparisons

The manager of a business unconsciously plans for several months of the year when he visualizes whether his sales will be greater the coming year or less. The foundation of all planning is the sales quota. All other figure facts have a relation to the sales quota, as will be explained later in this article.

The next step is to call for frequent reports, preferably once each month, setting forth the financial condition of the business and the progress that has been made to date. The value of such information as a measuring stick depends upon the ability to make comparisons of actual results with predetermined or planned results.

Practically all the information and figure facts required for control purposes are derived from the accounts in the General Ledger. From these General Ledger accounts the monthly reports, showing the financial condition and the progress of the business, are prepared.

The General Ledger is a condensed record of the entire business and shows in summary all of the valuable facts about the business segregated into properly designated accounts. The General Ledger is found only where the accounting system is kept according to the double entry method of bookkeeping.

The very term "Double Entry" may convey the impression that a system based upon this plan calls for double work. This is erroneous. The term "Complete Entry" would be a better expression.

For example, the purchase of new radios on credit increases the inventory account, but at the same time there is a corresponding increase in accounts payable which creates the balancing effect in the Gen-

# R PROFITS

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# EEPING

eral Ledger. In other words, for every debit to one or several accounts in the General Ledger there must be a corresponding credit to one or several other accounts.

The General Ledger contains four groups or kinds of accounts, namely:

- Assets.
- Liabilities.
- Revenues or Income.
- Expenses.

These four groups of General Ledger accounts are in reality four measuring scales, like the steam gauges on a battery of boilers, that must be constantly under the eyes of the management.

Under the heading of "Assets" we have accounts for the following:

- Cash in Bank.
- Merchandise.
- Accounts Receivable.
- Contracts Receivable.
- Finance Company Reserve.
- Furniture and Fixtures.

### Control Your Cash Daily

It is vitally important that we have accurate control of cash. The most effective means of controlling cash is to adopt the plan of depositing the entire cash receipts each day, which means that the totals of the bank deposits should at all times agree with the total cash received as shown on the Record of Cash Received. Under this plan no money is paid out of the cash drawer. A separate petty cash fund is

By ROBERT W. GORDON

Robert W. Gordon, divisional manager of the Charles R. Hadley Company, is conceded to be a dean of western Certified Public Accountants. This month he discusses the actual set of books that a retailer needs to tell him the facts he should have to make intelligent business decisions. Next month he will discuss Monthly Reports—And How To Be Guided By Them.

Only about one man in a million is clever enough to keep his books in his head. Good guessers are few and far between. Put your hand over your speedometer and guess your speed. Even the best drivers will miss it from five to twenty miles. Same thing goes for your business. Yet America's bankers tell us that only one store out of three has a set of books that tells the owner What's What.

maintained from which all small cash disbursements are paid. As a consequence, such a plan results in a positive check of cash because at the end of the month a statement from the bank furnishes an audit or control over all cash received and paid out, and if this statement is properly reconciled with the Cash Account or the Bank Account, as the case may be, there should be absolute agreement.

Next is Merchandise Stock. This account is charged with the opening inventory of merchandise as well as all subsequent purchases. It should be credited with the cost of merchandise sold and the remaining balance should be in agreement with an actual physical inventory of stock on hand. Note the remark "should be in agreement." If merchandise has been stolen, if merchandise has been issued without being charged, or if errors have been made in checking invoices that have come in, assuming that shortages were not detected, there will be a variation between the balance of the Merchandise Account and actual physical inventory. The purpose, therefore, of this Merchandise Account is to furnish a signal, you might

(Continued on Page 38)

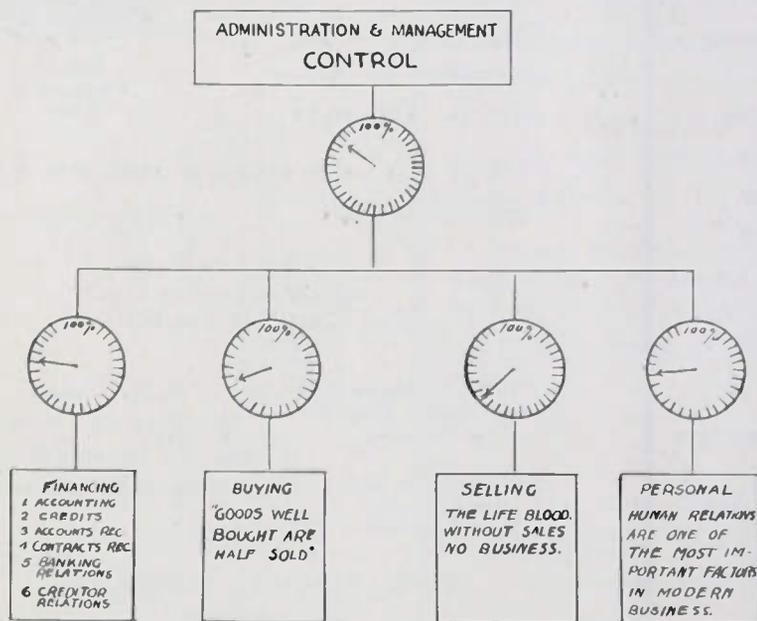


FIGURE 2

# BEST RECORD SELLERS IN THE WEST

## Victor

- 22528—*Three Little Words*—Duke Ellington and His Orchestra.  
 22492—*Little White Lies*—Waring's Pennsylvanians.  
 22505—*Go Home and Tell Your Mother*—Gus Arnheim and His Orchestra.  
 22437—*Fight On (Trojan Battle Song)*—Harold Grayson and His Trojans.  
 22506—*Confessin'*—Rudy Vallee and His Yankees.  
 38118—*If I Could Be With You One Hour Tonight*—McKinney's Cotton Pickers.  
 22470—*I've Got a Yen For You*—Gus Arnheim and His Orchestra.  
 22489—*Just a Little Closer*—Rudy Vallee and His Yankees.  
 22486—*So Beats My Heart For You*—Waring's Pennsylvanians.  
 22499—*My Baby Just Cares For Me*—Ted Weems and His Orchestra.

## Brunswick

- 1881—*Little White Lies*—Earl Burtnett and His Orchestra.  
*I Wonder How It Feels (To be*

*Head Over Heels in Love).*

- 4872—*Go Home and Tell Your Mother. I'm Doin' That Thing*—Earl Burtnett and His Orchestra.  
 421—*When the Bloom is on the Sage. Red River Valley*—Beverly Hill Billies.  
 455—*Mellow Mountain Moon. At the End of the Lane*—Beverly Hill Billies.  
 441—*My Pretty Quadroon. When It's Harvest Time, Sweet Angeline*—Beverly Hill Billies.  
 4830—*Singing a Song to the Stars. So Beats My Heart for You*—Earl Burtnett's Orchestra.  
 4869—*F'r Instance. Venetia*—Ben Bernie and His Orchestra.  
 4856—*Trees. Stardust*—Isham Jones' Orchestra.  
 4837—*Sharing. The Kiss Waltz*—Ben Bernie and His Orchestra.  
 4864—*Bye Bye Blues. I'm Needin' You*—Tom Clines and His Music.

## Columbia

- 2287—*Dixiana*—Ben Sullivan's Orchestra.  
 2276—*Go Home and Tell Your Mother*—Guy Lombardo's Orchestra.  
 2275—*Don't Tell Her What Happened To Me*—Ted Wallace's Orchestra.  
 2280—*The Kiss Waltz*—Vocal—Ruth Etting.  
 2289—*In My Heart It's You*—Paul Whiteman's Orchestra.  
 2298—*I Am the Words, You Are the Melody*—Ben Sullivan's Orchestra.  
 2299—*Sing Something Simple*—Fred Rich's Orchestra.  
 2296—*It's Time to Say Aloha*—Happy Chappy's Orchestra.  
 2279—*When the Organ Played at Twilight*—The Cavaliers' Orchestra.  
 2285—*I'm Learning a Lot From You*—Columbia Photo Players' Orchestra.

E. R. Mitchell, for many years identified with the Liberty Music House and Seattle musical activities, has associated himself with the Peoples Investment Service Co., Inc., Ltd., an affiliation of the Paul E. Williams Co.

## Radio & Music Financing.....

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

## Bankers Commercial Security Co., Inc.

Pacific Coast Office

416 W. 8th Street

Los Angeles

## KIMBALL PIANO

### FRANCHISE

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

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

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

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

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

### W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago



Kimball  
Chippendale  
Grand

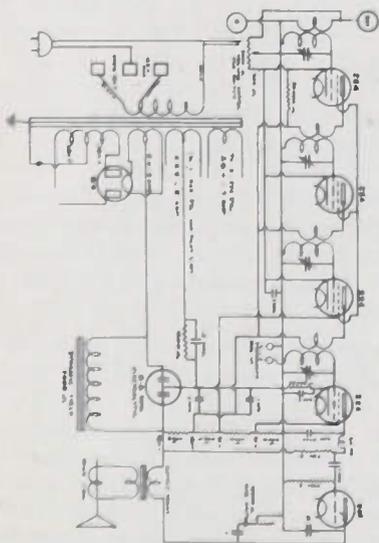
# AUSTIN

## MIDGET INCOMPARABLE

FOUR SCREEN GRIDS — FOUR TUNED CIRCUITS — POWER DETECTION — FOUR GANG CONDENSER — RUGGED CONSTRUCTION — BEAUTIFULLY FINISHED WALNUT CABINET WITH THE FAMOUS ROLA ELECTRO-DYNAMIC SPEAKER.



Dealers throughout the country are reaping unheard of profits through sales of our midget radios.



### Featuring

## TONE QUALITY

Retailing \$59.50  
for— Complete

The music radio industry has set a world's record in progress throughout the past six months. Only through the clever engineering and designing of this compact radio chassis has this been accomplished. Now—the Austin enters the field with a chassis perfected to the most critical buyer. The tone and distance ability of this new chassis is truly astounding. A direct comparison with any midget radio regardless of price will be appreciated. The cabinet of two-toned walnut is in itself a picture of beauty, acceptable in any home, office or store.

Dealers throughout the country are reaping profits through our midget radios unheard of heretofore. With the Austin line in your store you will always be assured that a demonstration will mean a sale.

For your protected franchise it will be necessary to wire or write immediately.

**AUSTIN RADIO MFG. CORP., Ltd.**

1015-17 W. Vernon Ave. Phone VERmont 8587  
LOS ANGELES, CALIF.

### A Dollar An Idea

"Big Ideas" That Have Worked will be a regularly monthly feature of Western Music and Radio Trades Journal. It will be devoted to sales tips and ideas that western merchants have used or are using successfully. Practically every store has originated and is using some sales or service stunt that would be a "big idea" to other dealers. Jot them down and send them to us. We will pay \$1.00 for every one published. Address to "BIG IDEAS" Western Music and Radio Trades Journal, 1220 Maple Avenue, Los Angeles, California.

### Pulls Off the Knobs

I sell Philco radios. The knobs on Philcos are built with a spring inside so that they are merely slipped onto the shaft without a screw. They are easily taken on or off.

In demonstrating, I turn on the set, pull off that knob, put it in my pocket. Then, I turn up the volume control and ask the customer just how much volume they like. After they have decided this, I pull off the volume control, making a point to them that I am pulling it off, and put it in my pocket. Then I ask them what kind of tone they like. After they have selected their tone, I pull that knob off. All this pulling of knobs has a very dramatic effect on the customer. Then, I tell them to take the station selector and play the set with one control from there on. The Philco has automatic volume control. With this idea I have turned many demonstrations into sales, in the face of pretty stiff competition.

*Ed Jones.*

### Yank the Tubes

Here's a good way that I have found to convince the customer that he needs a new set of tubes. I have a set playing where I can get into it easily, with an old set of tubes in it. When a customer comes in I ask him how he likes the tone of that set. As it probably works as good as his does with his old tubes in it, he often times says "it sounds pretty good." Then, I go over, yank out the old tubes, and stick in a new set of tubes that I have handy on a shelf behind the set. Do this without turning off the set. (Be sure of your set, as it damages some sets to pull with the set still on). The effect of the new set of tubes makes a mighty big difference in the playing of the set.

The same idea can also be worked with the set tuned on a distant station that will barely come in with the old tubes. When the new tubes are put in it will boom it.

# BIG IDEAS THAT HAVE WORKED

If this idea doesn't sell a customer a new set of tubes on the spot, it at least induces him to bring in his old tubes to have them tested so that I can at least sell him the two or three or four of the most defective.

*M. J. Haynes.*

### A Box to Carry Them In

The easier you make it for a person to spend money, the more liable they are to spend it. I found that one of the big reasons why people didn't bring their tubes in to have them tested was that they were hard to carry, they were afraid they would break them, and they were afraid they wouldn't be able to get the right tube back in the right socket. So I had some little boxes made up that hold two rows of tubes, standing upright. I had a false bottom fixed to plug the bases into. I ran ads in the paper and announced it around generally that I would give these boxes away to anyone who called for them, and would test their tubes free. In giving a box to a customer I told him to remember where he took the tubes from his set and place them in the box in the same order. In testing them at the store I kept them in the same order in the box. Where we came to a weak tube we would put a new one in the box in place of the old one. The tubes are easily carried in the box, don't rattle, and, of course, there is no chance of breakage. It is a little service that our customers certainly appreciate and has tripled our tube sales since we started it.

*Carl Smith.*

### Take a Census

We take a census of all the homes in our town (7000) at least once a year. Sometimes I have thought it would pay to take it once every six months. It is the surest way that I know of of digging up honest-to-goodness prospects.

We hire two or three high school or junior college students. If we take the census in the summer time, they work all day and can usually clean up the job in two or three weeks. If we take the census during school months, they work afternoons and on Saturdays. They call on every house in town, and ask a list of questions. They state first that they are taking a commercial census of the town. They never ask the name of the householder. In their notebook they merely put down the street number, and the name of the street. They ask if the

# DEAS WORKED!

party has a radio, what kind of radio and how old it is. They ask if they intend to buy a new one. Just to get other information, they ask if the party has a washing machine, a vacuum cleaner, and a refrigerator. These questions should be altered to fit whatever type of store is taking the census. It is an easy matter for me to get the name of the people who live at each address from the City Directory. I find that the householder is more apt to answer the information if they are not asked to give their name. Of course, if any one states that they intend to buy a new radio, that makes them a hot prospect for us. I usually get enough prospects to last at least a couple of months, and the total cost of the census does not reach \$150.00. Moreover, it gives me other valuable information. I know exactly who in town has a radio, and what my competitors are doing, and where they are doing it. I think that if I were in business in the city, I would have the same kind of a census in the neighborhood in which I did business.

*C. A. Furst.*

## This Helps Discourage Trade-Ins

I don't take in any more trade-ins than I have to. I believe the profit in the radio business is to be made from selling new merchandise. I use the Blue Book whenever a trade-in comes up, and often times showing a customer the actual value of their set, as quoted in the Blue Book, convinces them that it is better business for them to keep their old set.

The trade-ins that I do take I keep in a rear corner of the store, put them in condition for resale, and put a prominent price tag on every one. I usually have from 10 to 12 on display, some old, as well as some of the more recent jobs. In talking trade-ins with a customer, I show them the trade-ins that I have for sale. They can usually pick a model somewhat similar to theirs. I tell them that this model has been serviced, has had all defective parts replaced with new ones and has been put in first class condition. Even so, all I can sell it for is the price marked plainly on it, and even at that figure I haven't been able to find a buyer.

*H. M. Johnson.*

## A Public Address System

Our town is not big enough for anyone to have a special public address truck, and there are none available on the rare occasions that would make one profitable.

But I have found a mighty powerful advertising medium in an amplifier that I have built up myself. I use 250 tubes in push-pull on the output and can connect it to two big dynamic speakers, or to two big horn speakers. I have the whole outfit built in a case that I mount on the trunk rack of my car. I also have a radio set and a phonograph turntable and pick-up built into the same case. I have about 200 feet of heavy rubber covered cord that I can stretch out to attach speakers or a microphone. I have the name of our store painted in big yellow letters on the horn and on the dynamic speaker baffle board.

I am making a big thing out of this outfit this fall at the high school football games. I set up the horns in front of the grandstand and string the microphone up and down the field, and announce the games from the side lines. Between halves I tune in the radio and get reports of the big college games, or play phonograph records. I also use the outfit at picnics, baseball games, 4th of July celebrations, church socials, and anywhere where there is liable to be a crowd gathered. I never saw anything to beat such a system for building popularity and business for a store. And there is only a reasonable investment in the outfit.

## Why Don't Some of the Midgets do This?

We have bought a new Austin baby automobile, painted it a brilliant red, and put neat signs on the doors, top of the hood, and top of the car, saying "See 'Art' for Your Superheterodyne." We also have a Neon sign spelling out the word "Radiola" on both the front and rear of the car. This car we have found is a big ad running around the streets, parked at the curb in front of our store, or even sometimes on the sidewalk, or in neighborhoods where we go to make calls or demonstrations. It is the talk of the town, is a big ad for us and has paid for itself several times over.

*Radiola Shop, Salt Lake.*

## Sell Farmers Music, Revival of Old Idea

Langdon Bros., former vaudeville and radio entertainers, have three automobile crews of six men each traveling through the tall grass stopping at every whistle-stop and cow-crossing in the middle west and south. These boys, all high pressure salesmen, are peddling Hawaiian steel guitars and a course of instructions on how to play them to the tillers of the soil.

Regular medicine show tactics are employed, first an entertainment, then a spiel, and finally a sales campaign. Farmers give up \$19.50 on terms, or \$17 cash, for the guitar plus the 36-lesson correspondence course.

Each crew sleeps in the specially provided bunks that go with the trucks, thereby cutting the overhead to a minimum.

# MOUNTAIN STATE ACTIVITIES

## Denver Furniture Show Displays Radio

The National Home Furniture Style Show, sponsored by a dozen Denver leading furniture companies from September 26 to October 4, afforded a splendid display and sale of radio sets.

More than two score kinds of sets were given special display space in the following furniture stores: The American Furniture Company, D. F. Blackmer Furniture Company, Daniels & Fisher Stores Company, Fred Davis Furniture Company, Davis & Shaw Furniture Company, Denver Dry Goods Company, Desserich Furniture Company, Golden Eagle Dry Goods Company, Fred Latham Carpet Company, A. T. Lewis & Son Dry Goods Company, Sears-Roebuck & Company and the Standard Furniture Company.

## Sweeney to Distribute Bosch

C. M. Pearson, assistant sales manager in charge of the wholesale radio department of the B. K. Sweeney Electric Company of Denver, has announced the appointment of his firm as distributor for the Bosch line of radio sets. They also have taken on the distribution of the Apex line of receivers.

## Vreeland to Handle Grebe

The Vreeland Radio Corporation of Denver has been recently appointed distributor in the Rocky Mountain territory for the well known line of Grebe receivers.

## Westinghouse Officials Visit Denver

A group of Westinghouse radio representatives conferred with Denver executives of the Mine & Smelter Supply Company regarding the sales and distribution of the Westinghouse products in the Rocky Mountain region recently. The visitors included LeRoy W. Staunton of New York, assistant manager of the radio department; John A. Duncan, Westinghouse division, Los Angeles; and C. M. Mackey, manager, electric department, El Paso, Texas. They were entertained by M. J. Gundlach, Denver general manager; C. H. Carter, manager, merchandising department, and others.

Glen Bros. has promoted the sale of instruments in Salt Lake by organizing three child bands with free instruction.

## New Denver Mfrs.' Representative

The Western Sales Company have opened offices at 409 Commonwealth Building, Denver, stating that they have three very excellent specialty salesmen calling on the trade in the Rocky Mountain territory whose efforts they are in a position to back up with advertising, publicity and direct mail literature.

The executive personnel of Western Sales consists of M. J. Milton, for twelve years president and general manager for the Foster Auto Supply Company, and L. E. Robinson, former sales and advertising manager of the same firm. They will handle electrical products, refrigerators, sound equipment, radio and similar lines.

D. Wendelboe is back again with Glen Bros. Music Co., after working as a salesman for one of the radio stations in San Francisco. He likes Salt Lake the best and so does his friend wife, who is a Utah girl.

*Salt Lake Hardware Company* handling Bosch radio in this territory had a clever tie-up during state fair week. Their building is located right by the viaduct where everyone crossed to the fair grounds. A large sign on the building pointed the direction to the grounds and also called attention to "See the Fair and See Bosch Radio." This idea was conceived by Mr. Fowler who handles this western district as traveling representative for Bosch out of San Francisco and Mr. McKee, who handles the radio department at the Salt Lake Hardware Company. They recently became Bosch distributors here.

The power of attraction of radio artists was proven here this week when Captain Dobbsie and his Happy Time Shell Entertainers played the RKO Orpheum and gave morning broadcasts over KSL. They broke all house records and filled the theatre at a special broadcast Friday morning. The Mormon church let them broadcast one program from the famed tabernacle and use the big organ.

*The John Elliot Clark Company*, of Salt Lake, handling Victor in this territory have been unusually active this week putting over the new idea of recording your own voice with the new combination sets. Windows are given over to the new idea and Knute Condon, exploitation manager, arranged several clever tie-ups with newspapers.

## Mountain States Ass'n. Is Active

The Mountain States Music and Radio Trades Association held a luncheon today at the Chamber of Commerce at which Edward P. Kimball, tabernacle organist, spoke. He has just returned from Europe and was well acquainted with radio conditions abroad and naturally his talk was greatly enjoyed. Mr. Kimball has had charge here of Atwater-Kent contests and is a keen booster for radio. He particularly commented on international broadcast and what the future held.

Robert Nevins, president presided. Harold Jennings, has been very active of late, getting wholesalers and retailers interested. At the last meeting they divided for separate meetings. The retailers held a meeting of their own at which private matters were taken up and wholesalers and newspaper representatives were barred. The result was a unanimous agreement on tie-ups with newspaper ads. From now on only a two or three inch space will be taken under a national or local ad with the name and address of the dealer placed there and the charge to be subdivided. This will do away with quarreling for position, spoiling the big ad, and will give everyone an even break. Even retailers outside the association, who were invited, agreed on the idea.

A stimulus for attendance, at each luncheon, is the awarding of a cash prize to the lucky drawer of a number.

A report on national radio week was given and the Standard Furniture Company, it was announced, won first prize of \$25 for the best window display; Z. C. M. I. Radio Department won second prize of \$15 and Fred Albers \$10 for third. Many were disqualified for not putting the national radio week posters in the windows which was one of the rules stipulated. Newspaper men from the three papers were judges.

The lack of co-operation of dealers who profit most by this association, brought forth heated arguments which resulted in better support.

*H. W. Eskuche*, manager of the Western Electric Supply Company, handling Crosley in Utah, Idaho, Nevada and other western states making up the intermountain territory, has just returned from a tour of this district. He reports prospects for radio look good, with Crosley spending more money for advertising than ever before. Some clever tie-up arrangements are under way.

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# THE NEW IMPROVED TRIAD LINE

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West Coast Triad Representatives

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

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

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



TRIADS have always been known as "better" tubes. Nevertheless our engineers have been ceaselessly experimenting — searching — testing to find the BEST.

And now — this skilled research has developed for TRIAD T-24 a more rigid construction that practically eliminates microphonics and burn-outs. The same painstaking effort has discovered a new carbonizing process that renders TRIAD T-45 free from gas — has evolved Improvements that give to this tube longer life — greatly increased range and undistorted output — ability to stand materially higher plate voltages — and super-clear and amazingly realistic tonal quality.

These advantages mean — greater satisfaction for your customers — bigger sales and greater profits for YOU!

Triad Manufacturing Co., Inc. Pawtucket, R. I.

TRIADS are now manufactured under R.C.A., G.E. and Westinghouse patents — thus assuring you the best in Radio research and engineering skill.

# TRIAD RADIO TUBES

---

# REPLACEMENT MARKET ENORMOUS FOR NEW

## B-H RECTIFYING TUBES



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

# EVEREADY RAYTHEON B-H

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

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

\* \* \*

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

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City  
New York San Francisco

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



Trade-marks



Ray Noel and Harry Steinle

"Good work Ray, the Triad tubes are surely circulating along the Pacific Coast," says Steinle to Noel on his recent visit to the coast.

Steinle, vice-president and general sales manager of the Triad Company came to the coast as part of his program of surveying general conditions of the country. Steinle found Western business beyond his expectations and praised the business methods the western manufacturers employ.

"The West will always be known for the popular midgets and no doubt the midget has established itself on the market equally as well as the console. The manufacturers have perfected the midget chassis to the satisfaction of any radio prospect," says Steinle.

After leaving Los Angeles, Steinle visited the northwest before returning to his eastern factory.

### Elmore Now Coast Mgr.

F. D. Elmore has been appointed Pacific Coast sales manager for Arcturus. Elmore is well known to the trade, having formerly been promotion manager for Northern California.

Elmore will make his headquarters in San Francisco at 1088 Howard Street but will spend most of his time traveling among the trade up and down the coast. It is Elmore's plan to keep in close contact with all Arcturus jobbers and manufacturers who use Arcturus tubes and he is planning to put on a few men to keep in close contact with Arcturus dealers.

Elmore was at one time Bosch representative for Southern California when Bosch first introduced their radio.

Says Elmore: "We are out to get quick sales with Arcturus quick-heating tubes. We intend to give the dealer and jobber the very finest kind of cooperation, and with Arcturus' excellent reputation with the public and in the trade we expect some great things to happen."

HERE'S THE FINE BRAND OF NATIONAL ADVERTISING THAT'S HEADING AN ARMY OF RADIO BUYERS YOUR WAY!

These particular advertisement of the great Columbia Radio campaign is the full-page appearing in the Saturday Evening Post on October 18th, and in Liberty on October 11th.

THE COLUMBIA PHONOGRAPH CO., INC., 1819 BROADWAY, NEW YORK CITY. IN CANADA: COLUMBIA PHONOGRAPH CO., LTD., TORONTO.



# Meet the Radio with no DEAD SPOTS on the dial

EVERY notch of the dial holds a program for you on the new Columbia Tele-focal Radio! This radically new instrument hasn't the silent or useless spaces you find on most radios—spaces which fail to deliver the programs that are really there.

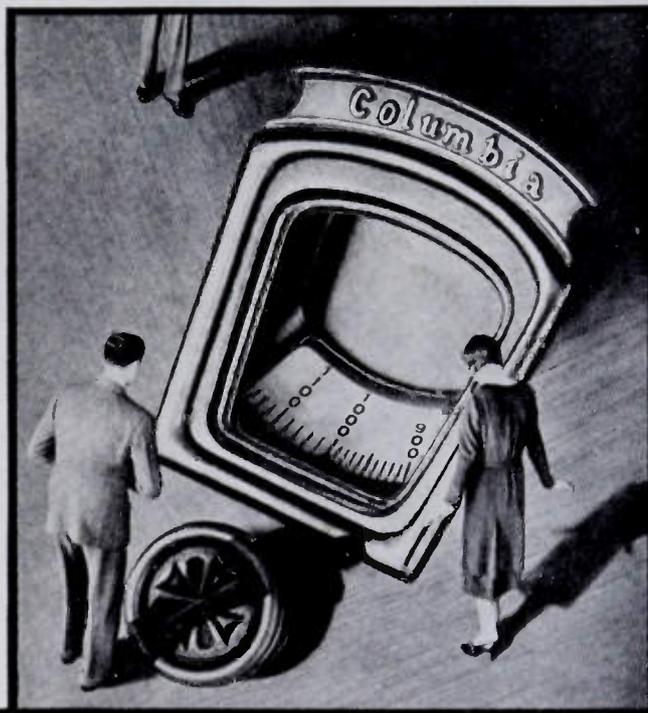
This amazing new Radio pulls in stations you've never before been able to get! Pulls them in wonderfully sharp and clear. Even in the most program-crowded evening hours. Right through the worst kinds of interference. No overlapping of stations!

And Tele-focal Radio reproduces each program for you with the most glorious tone quality you've ever heard. You get more programs—and get them better than you ever thought possible!

### Single-Tube Automatic Volume Control!

Another big point about this Radio is Automatic Volume Control accomplished with only one tube instead of the usual two. So this radio doesn't require specially matched tubes. To replace a tube, just another good tube is needed.

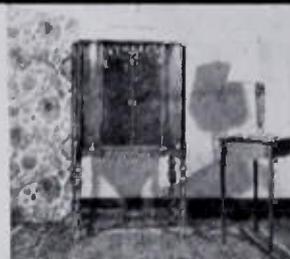
Drop in on your Columbia dealer to-day. Make a test log on the new Tele-focal Radio. Go down the dial yourself. And after you've seen the extraordinary variety of radio entertainment this great new machine delivers—take extra notice of the beautiful cabinet models this set comes in! Write the Columbia Phonograph Co., Inc., 1819 Broadway, New York City. In Canada: Columbia Phonograph Co., Ltd., Toronto.



## THE NEW COLUMBIA TELE-FOCAL RADIO



MODEL C 21 (open) — High class cabinet, polished to European finish. Open, the High-bow's door reveals the instrument board, illuminated dial and speaker. The cabinet is open position is made by delightful instrument—its beautifully balanced appearance.



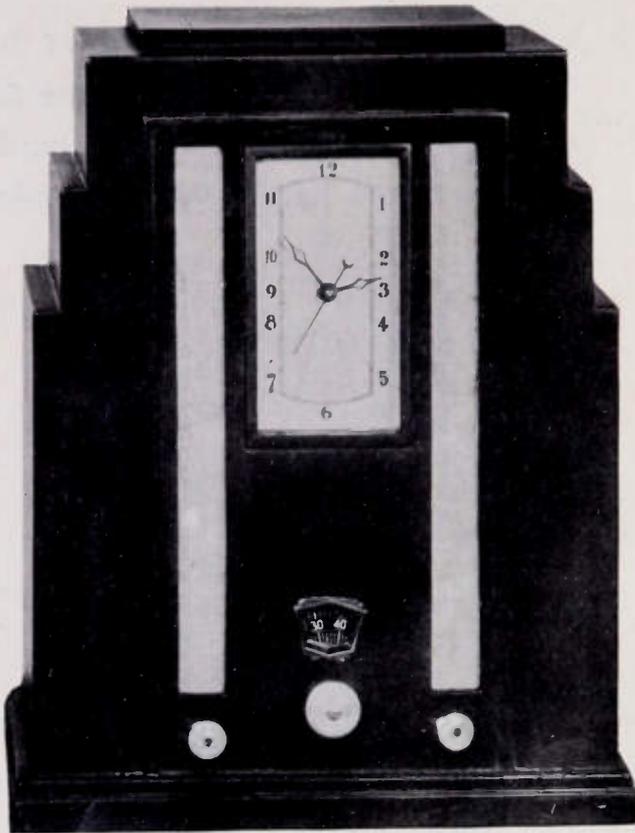
MODEL C 21 (closed) — The completely modern design into the cabinet—the rich finish of the case themselves gives you some idea of the splendid volume with this instrument, that transcends throughout. Price, see below, \$105.00.



MODEL C 20 — Columbia Tele-focal Radio. Includes cabinet selected from maple, English. General quality and appearance. Beautiful, finished work. The rich, golden tone of the cabinet—its outstanding features, truly a rich and beautiful instrument—made with the living-room style. Price, see below, \$110.00.

Write to: Radio Dept. M. S. Co., Inc., 1819 Broadway, New York City.





*New*  
 •  
*Sensational*  
 •  
*Powerful!*  
 •  
 •

# PACIFIC

## MIDGETTE RADIO

\$ **69**50

COMPLETE WITH CLOCK

The popularity of the Midget Radio has emphasized itself in the smaller type receiver. The Pacific Coast Radio Corporation has spent many thousands of dollars in experimental work to perfect a chassis much smaller than any other in the market. This new chassis is 10" wide by 6" deep, housed by a cabinet 10½" wide by 12" high. The new Pacific, though greatly reduced in size, has kept the popular deep mellow tone that has always been accredited to the Pacific line. To appreciate its actual size you will have to see this new model.

**PACIFIC COAST RADIO CORPORATION, LTD.**

EXECUTIVE SALES OFFICE

614 BEAUX ARTS BUILDING

1709 WEST EIGHTH STREET

TELEPHONE WASHINGTON 1081

LOS ANGELES

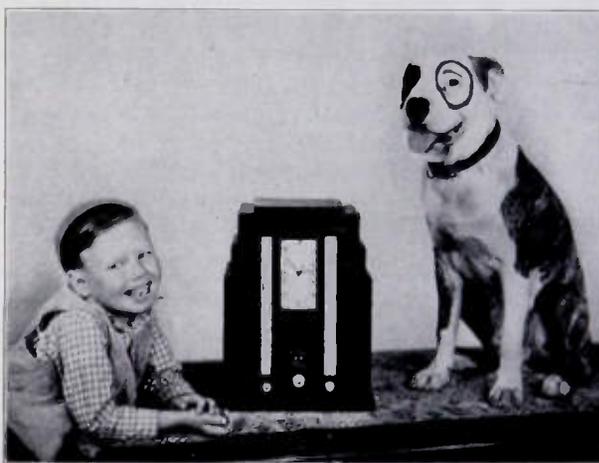
# The NEWEST ++ The SMALLEST!



Using the triple screen-grid circuit with a forty-five and an eighty tube operating a dynamic reproducer, the Pacific Midget is fool-proof, sturdy, and efficient. The Christmas trade is going to accept this merchandise in world-wide manner. Never before has such a perfectly performing radio been housed in this sized cabinet. It's going to pay you and pay you well to see and hear this remarkable set immediately.



All territories under franchises are fully protected and cooperative with our sales policy. It will be necessary to wire or write immediately for information concerning your territory. Attractive discounts, a new dealer plan are in effect with this new model. The set has a 90 day factory guarantee together with a same guarantee on all tubes. Secure your sample now and compare it with any midget you may have on your hands at the present time.



Little Bobby Wheeler and his pal, (Pete), of the Hal Roach Motion Picture Studios enjoy their "between scenes" moments with the new Pacific.



## PACIFIC COAST RADIO CORPORATION, LTD.

EXECUTIVE SALES OFFICE

614 BEAUX ARTS BUILDING

1709 WEST EIGHTH STREET

TELEPHONE WASHINGTON 1081

LOS ANGELES

# WE WILL PAY...

**\$76 for a jews harp**

**\$65 for a one lung antique radio  
with the tube burnt out**

**\$50 for your Uncle Henry's  
wheezy old phonograph with busted  
spring**

**\$80 for a three tube Wonderdyne  
vintage of '22**

..... **and they call  
this merchandising**

**W**HAT depths of degeneration is the radio business sinking into when it has to make such concessions as these to make a sale.

Are we insulting the intelligence of the American public in our endeavor to make them believe their junk (and they know it is junk) is worth that much? Are we putting anything over on our customers, or are they giving us the horse-laugh?

Are such methods actually making us a profit, or is it only a "fool's gold" profit? Is it a practice that is shaking the very foundations, respectability and confidences of our business?

This month we advertise that we will give two gold bricks for their old whatsit and next month we must tell the customer that their same whatsit is only worth 30c. Is that the kind of business practice that builds public confidence? Or do we spend an hour today explaining

to our customer just why their old radio is only worth so much, then next week tell them that it is worth four times that much?

High trade-in quotations were originated by gyp dealers. It is the common trick of such stores, stores that are interested only in selling the customer once. But such practices have been forced on respectable dealers by manufacturers caught with overstocks, and sought their way out via the trade-in route rather than a cut price, apparently thinking the high trade-in the lesser of the two evils.

The advertised, high trade-in has been so used and abused that in the opinion of many it is the blackest scab on the radio industry today.

But—Western Music and Radio Trades Journal is above all broadminded. Maybe the high trade-in has some merits. Let's hear what our readers think. Write us. We'll publish the letters next issue.

## BETTER BUSINESS BUREAU BULLETIN

Re: Bait "Trade-in Allowances" Must Be Immediately Eliminated"

Advertised "trade-in allowances," if made in good faith, are legitimate. When used as a means of camouflage a price reduction, they are extremely misleading and must be considered bait advertising.

A number of Los Angeles retail merchants have recently been betrayed into the use of this type of bait advertising by radio manufacturers. Take, for instance, the case of the manufacturer who encouraged retailers to advertise offering \$50 allowances for any old radio or phonograph turned in on trade upon a new model. The merchants inserting the advertisement were not anxious to accumulate a stock of old radios but, in fact, were quite willing to sell the radios advertised at the discount without any trade-in.

Bureau shoppers report that in shopping these radios and upon informing the sales persons that they had no radio or phonograph to turn in, were always offered one of the following three propositions: (a) That the merchant had an old machine in the basement which he would gladly turn over to the customer to be credited at \$50 on the new pur-

chase; (b) he would sell at the reduced price without resorting to any subterfuge other than that of the advertisement itself, or; (c) he would make a special credit on the sales slip indicating that an old radio had been turned in.

Public confidence in advertising can be maintained only by truthful copy. Resorting to subterfuge and trickery can build no good will or confidence for any merchant.

The Better Business Bureau, therefore, recommends that trade-in allowances be advertised only when the offering is made in good faith. All other trade-in allowances must be considered as bait, and it is our belief that we can successfully prosecute such cases under the advertising law.

ALL BAIT ADVERTISING of this nature appearing on or after October 1 WILL BE investigated and the facts TURNED OVER TO THE CITY PROSECUTOR FOR APPROPRIATE ACTION.

Thanking you in advance for the willing co-operation we know you will extend in this matter, we are,

Yours sincerely,

BETTER BUSINESS BUREAU OF LOS ANGELES, LTD.

FRANK B. JENNINGS.

# \$125<sup>00</sup> SALE

# \$20<sup>00</sup> TRADE-IN

## ...Results...

# \$250 LOSS!

## Figure Your Trade-ins from Net - Not Gross Profits

By E. L. DUFFY

THE primary purpose of any retail business is the making of net profits. I use the expression "net profits" because there is a vast difference between gross profits and net profits, and that difference should be kept clearly in mind.

Recently I happened to be in a radio store when the owner sold a \$125.00 set. He allowed a \$20.00 trade-in value on an old radio set.

"Was that a good deal?" I enquired.

"Pretty fair deal," he said.

"What can you get for that second-hand radio?" I asked.

"Not over \$5.00," he replied.

Now let's look at that deal. On the \$125.00 sale that dealer made a gross profit of \$50.00, but the important question is not gross profit, but net profit.

Last summer our organization made a survey of a large number of radio stores to ascertain what the average net profit on their operation actually is. The survey agreed with a national survey and indicated that a properly conducted radio store can show a net profit of 10% on the list price of the merchandise. (Therefore, on the \$125.00 sale the radio dealer in question could not make more than \$12.50 net.) But he allowed \$20.00 on the trade-in, \$5.00 of which he recovered by selling the used set, leaving \$15.00 actually sacrificed to make the deal, or a dead loss on that sale of \$2.50.

Would it have not been far better for that dealer to have refused the sale and

kept the good new merchandise on his floor until he could have sold it at a profit?

In establishing a value on a trade-in, it is net profits that should be kept in mind. On a \$100.00 sale a radio dealer can make a possible net profit of \$10.00; on a \$200.00 sale he can make a possible net profit of \$20.00.

But I am told that a radio dealer must give long trade-ins or lose the sale to his competitor. Well, if he gives those long trade-ins he is certain to go broke. Besides, I know many successful profit-making radio dealers who do not think of giving long trade-ins but close the sales by actual selling. To a customer demanding an unreasonable trade-in allowance on his old set, they point out these things:

*No. 1. That the customer is more interested in buying a new radio which will have proper service protection from the dealer than he is in selling an old radio. And that the dealer service guarantee is worthless if he goes broke and closes his store, which he certainly will do by allowing more for old radio sets than they are worth.*

*No. 2. That there are dealers who do give long trade-ins, specializing in the sale of distressed merchandise, obsolete merchandise and "white elephants." By "white elephants" I mean those radios that occasionally come from every factory mechanically buy-wire.*

*No. 3. They also point out to the customer that when a dealer offers a trade-in of \$20.00 for a radio that is only worth \$5.00 he is in practice offering to give something for nothing, and that the customer has a right to be exceedingly suspicious of the quality of the so-called new merchandise.*

### Trade-in Route to Bankruptcy

During the last year, this writer has studied closely the reasons why certain radio dealers have gone broke. He has found that many of them have taken the "trade-in route to bankruptcy."

A very successful radio dealer recently said: "Across the street is a dealer who gives ridiculous allowances on trade-ins. Whenever a customer wants more than is proper on his old radio from me, I send him across the street. I am helping that radio dealer make every possible sale."

"Why?"

"Because on practically every sale he is losing money and the more sales I send to him, the sooner will he go broke and the sooner the neighborhood will be cleared of such competitors."

The dealer is smart and "a word to the wise is sufficient."

(EDITOR'S NOTE: Next month Mr. Duffy will discuss the price for which the trade-in must be sold.)

# FROM THE GREAT NORTHWEST

## Rains Boom Seattle Business

Like the well known tonic of sulphur and molasses that grandmothers used to prescribe in the spring, it has taken but a few days of cooling winds and gentle rains to put the good people of the northwest in the proper mood for Fall buying. The flash of a dashing football hero on the boards, milady's fur coats in the department store windows, a sprinkling of fall leaves to add a touch of color and once again to mention an occasional rain, is all that is needed to tell the world that Fall is here and zipee up goes the chart for radio sales.

Without being over modest we might add the advent of regular fall schedule of manufacturers' advertising schedules in newspapers and out-door advertising as well as magazines, has had not a little to do with helping to spur the reluctant buyer to unloosen the purse strings. Added to this, the fact that practically every distributor has his picture complete with respect to models and a thorough dealer organization, something that seems better organized this year than last, has had a tendency to make the upward trend of radio buying immediately felt along retail row.

As is true all along the coast, the northwest is still doing a capacity business with the so-called midget receiver. Retailers are disposing of them as fast as the manufacturer can produce them. Receivers of most standard makes, to a price range of around \$200.00, seem to be moving encouragingly.

Dealers are in no position at this writing to accurately determine the purchase volume on the higher priced models, particularly the combinations, as there have been but a limited quantity received and such that have come in, say dealers, are going out as fast as they are received.

The recent fall annual radio showing by Seattle retailers having been followed by numerous style shows of all sorts of men and women's wear and even furniture, has provided an impetus that has spurred not only the buyer but the dealer himself, which is not a bad idea for a future antidote.

And not the least of all incentives has been the return of high grade national broadcasts as well as a vast improvement in local broadcast programs of the several stations feeding this region.

An announcement through A. E. Pierce, president of the Northwest Broadcasting Co., controlling stations KJR, Seattle, KEX

## Old Faces—New Affiliations

*W. D. Sunderland*, formerly of Gilfillan and later with Fobes Supply in charge of radio department, is now with Sunset Electric Co., Seattle branch in charge of city sales for Atwater Kent.

*J. A. Wheatman*, formerly partner in the firm of Wheatman & Wittauer now in charge of radio department of Marshall-Wells & Co., who are distributors of Silver, Colonial, Rola and Story & Clark Receivers.

*Bert Bryant* former executive in newspaper advertising fields recently advertising director of Seattle Star, now directing advertising staff of Northwest Broadcasting Co. stations.

Portland, and KGA Spokane, that seven-teen hours of continuous studio programs are being broadcast over this chain which originates for the most part through KJR is a step of progress. Thomas Smart the general manager, further states that gradually their key dance programs such as Vic Meyers Band are being extended over the chain instead of through the Seattle station only.

Finally, a close check of the radio receiver itself that manufacturers are offering this season, shows that while no revolutionary change is apparent, it is a vastly improved product over previous years. And with evidence from banking institutions all over the country that there is really no genuine shortage of money there seems but one thing left to do and that is for the dealers to analyze themselves. Perhaps here will be found much of the reason for a downward trend in previous months, that might be easily overcome in the ensuing months before them.

A casual inquiry among larger dealers of the Seattle territory in various types of stores including furniture, music, department store and straight radio dealers, has brought the response that radio is doing very well and in several cases was providing a tonic to stir their other departments to greater activity. "A return to the old days" was the laconic remark of one large dealer, and the comforting assurance from another that their "September sales were better than the year previous."

One thing that has been particularly noted about the Seattle retailer. He has made up his mind pretty well the number and make of sets that he will offer his clientele, and seems pretty well determined on his program for the season, which is also a firm step ahead. And now all that remains is that Mr. Hoover doesn't let us have another stock market crash.

## Fraser-Paterson Opens New Store

The recent opening of the Fraser-Paterson Co.'s magnificent new store at Second Avenue and Pike Streets, said to be one of the outstanding department stores of the country, naturally embodies as one of its features, a thorough and complete radio department, under the direction and management of Hugh Campbell formerly associated with Ed. P. Kelly as manager of the radio department of the Bon Marche.

Mr. Campbell, by no means new to the radio and music world of the northwest, has been a prominent member of the fraternity for a number of years. He has a long record of distinguished performance in the piano field particularly with Sherman, Clay & Co., and other large piano dealers of the northwest.

## Hannigan Succeeds Campbell

Ed. P. Kelly, president of the Hopper-Kelly Co., of Seattle, announces the selection of Michael Hannigan, well known radio salesman of San Francisco and formerly with Bruen's Department store of that city, as manager of the radio department of the Bon Marche of Seattle. Mr. Hannigan is to succeed Hugh C. Campbell who recently resigned to enter business for himself.

Mr. Hannigan enjoys a long and enviable reputation in the radio business as a salesman of high repute with a record that has prompted his selection for this important executive post. The Bon Marche radio department does an outstanding business in radio sales in the Seattle territory, and the successful and profitable record which its predecessor leaves will be a high mark at which its new manager will have to shoot.

## Recent Visitors to Pacific Northwest

*Roland Starrett*, Lyric All-American Mohawk Corp., a division of Rudolph Wurlitzer Mfg. Co., conferring with Ed. Sperry, of L. C. Warner Co., northwest Lyric distributors and announcing before his departure the appointment of the Fraser-Paterson Co. as exclusive downtown Lyric dealers.

*G. H. Blewitt*, of radio sales division of Stewart-Warner Co., of Chicago, is on a tour of inspection of northwest Stewart-Warner dealers.

*James Houlihan*, advertising counsellor on Pacific Coast for Philco. Mr. Houlihan was accompanied on his last visit by C. L. McWhorter, Pacific Coast manager of Philco Branches.

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# BIG CALIBRE OPPORTUNITY

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HEAR *The*  
30th Anniversary  
**JUBILEE**  
**SPARTONS**

*Seventh Annual Radio World's Fair*  
**MADISON SQUARE GARDEN**  
September 22-27

Booths 5 & 7, Section F, Arena Floor

*Demonstration Rooms*  
**COLLEGE BALL ROOM, ASTOR HOTEL**

*9th Annual Chicago Radio Show*  
**COLISEUM, October 20-26**

Space No. 1, Section J

*Demonstration Rooms*  
**STEVENS HOTEL**

**S**PARTON starts this year with nothing to "live down". During the trying months just passed, the soundness of Sparton's protective policies have been proved. As a result of this . . . together with the intrinsic quality of Sparton instruments . . . we believe that the name Sparton is the easiest name to sell in all radio right now. The greatly broadened price range provides, we are sure, the best opportunity for dealers available today, if they are of big calibre.

**THE SPARKS-WITHINGTON COMPANY**  
*(Established 1900)*

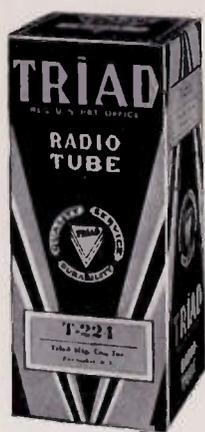
JACKSON, MICHIGAN, U. S. A.

*Pioneers of Electric Radio without batteries of any kind*



# SPARTON RADIO

*"Radio's Richest Voice"*



**New  
Attractive  
Triad  
Carton**

Above is shown the newly designed Triad radio tube box. Although varying in shape from the original carton now so familiar to trade and consumer, the Triad black and yellow still predominate in the color scheme. This design was finally decided upon by Triad officials from among a large number submitted because of its merchandising value. Sturdily constructed and made of the finest materials, this new Triad carton will withstand rough usage and will afford ample protection for its delicate contents.

### New Kennedy "Coronet"

Among the latest old line companies to manufacture a midget is the Colin B. Kennedy Corporation with their new Kennedy "Coronet." The new cabinet is 17 inches high 16½ inches wide. The radio, less shipping case, weighs 31 pounds.

The chassis uses four 224 type screen grids, a 245 and a 280.

A full electro-dynamic speaker is used. The set is also equipped with a Select-Tone control.

### New Branch for Homer King, Inc.

Homer King, Inc., northwest Crosley distributors, through its president Mr. Homer King, have announced the opening of a branch office in Seattle at 100 Wall St., under the management of W. T. Wade. Actively identified for a number of years in the automotive field under the name of Reynolds & King, with headquarters in Tacoma, the firm name has been recently changed to Homer King, Inc.

Last May the firm appointed Paul Bialkowski, factory representative for Crosley. Organization work has been going on quietly through the summer months and with the new product now rolling in it became necessary to establish a separate branch in Seattle to take care of city distribution as well as country dealers to the north of Seattle.

## National Contest Band and Orchestra Pieces Selected

The State and National School Band Contest Committee of the Music Supervisors National Conference, working in cooperation with the National Bureau for the Advancement of Music, has made the following selections for 1931 orchestra and band contests.

### ORCHESTRA: NATIONAL SET PIECES

<i>Class A:</i>	First Movement, Symphony in D Minor	Cesar Franck	Schirmer
<i>Class B:</i>	Ballet Music from "Rosamunde"	Schubert	Carl Fisher, Inc.
<i>Class C:</i>	Song of India	Rimsky-Korsakoff	Ditson

### STATE SET PIECES

(One of each set of two may be selected. No. 1 in each case is

<i>Class A:</i>	more difficult than No. 2)		
	1. Nordic Symphony—Slow Movement	Hanson	Birchard
	2. London Symphony—1st Movement	Haydn	C. Fischer
<i>Class B:</i>			
	1. Liebestraum No. 3	Liszt	Jungnickel
	2. Sinfonietta	Schubert	Silver-Burdett
<i>Class C:</i>			
	1. Mazurka, Op. 68, No. 3	Chopin	Birchard
	2. Hunting Song	Lazarus	Ditson
<i>Class D: (Organized less than one year)</i>			
	1. By Candlelight	Coon	Birchard
	2. { Nocturne	Reinhold	{ Schirmer
	{ March of the ABC's	Hartman	{ Elementary Series

### JUNIOR HIGH:

Junior High Schools may select from numbers recommended for Classes B, C and D.

### *Class A:* REQUIRED NUMBERS IN NATIONAL CONTEST

	Entry of the Gods Into Walhalla	Wagner	Carl Fischer, Inc.
<i>Class B:</i>			
	Knight Errant	O'Neill	Rubank, Inc.

### *Class C:*

	Prelude to Faust	Gounod	Ditson
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*Classification in National*—Class A: Bands from high schools and other public and private schools of senior high school age of more than 750 enrollment. Class B: Schools of 250-754, inclusive. Class C: Schools of less than 250 enrollment.

### RECOMMENDED REQUIRED NUMBERS FOR STATE BANK CONTESTS

(One should be chosen from each set of two alternative numbers. No. 1 in each case is more difficult than No. 2).

If desired, the National numbers may be used in any or all of the first three classes, but these numbers have been chosen as test pieces for the picked bands of the country and are therefore likely to be more difficult than those recommended for State use.

State classifications need not correspond with National. Further information in yearbook.

### *Class A:*

	1. Phedre Overture	Massenet	Fischer, Inc.
	2. Don Quixote	Safranek	Fischer, Inc.

### *Class B:*

	1. Morning, Noon and Night Overture	Suppe	Fillmore
	2. Hungarian Dance No. 6	Brahms	Emil Ascher
	1. Festival Overture	Taylor	Fischer
	2. Choral and March from Bach Suite	Bach	Schirmer

### *Class D: (Bands organized less than one year)*

	1. Spirit of America	Zamecnik	Sam Fox
	2. On the Volga	Taylor	Fischer

### JUNIOR HIGH SCHOOL:

	1. Prelude to Faust	Gounod	Ditson
	2. On the Volga	Taylor	Fischer

NOTE: A selective list of 50 pieces has been recommended, beginning with the hardest "Courts of Grnada—Suite, by Chapi, published by Carl Fischer, and ending with the easiest "Integer Vitae" from Junior Band Course and Theme from Violin Concerto by Beethoven, published by Ditson.



The Rola Console, a beautiful hand rubbed cabinet of fitting dimensions where space is at a premium and modern size is desired.

Model 82 . . . \$99.00

# ROLA RADIO

OUT OF AN EXPERIENCE WHICH PRODUCED THE FAMOUS ROLA LOUDSPEAKERS, AND WHICH HAS BUILT MORE THAN A HALF MILLION OF THESE FINE LOUD SPEAKERS, COMES THIS NEW ROLA RADIO. FOUR MODELS, PRICED FROM \$99.00 TO \$125.00, COMPLETE WITH TUBES.



Model 85—\$109.00 complete with tubes, and equipped with concert size Rola Electro-Dynamic Loud Speaker.

# Rola

—If you do not sell Rola Radio you are missing buyers that no other radio will satisfy. Send this coupon for Rola information.

Name.....

Address.....

Town..... State.....



*Tschaikowsky has set Napoleon's famous attack on Moscow to stirring music in his great "1812 Overture." It may be heard on Brunswick Record No. 50090.*



## LEADERSHIP

In the hard fought battles of commerce the title of Leadership is not won by any accident of chance. Eagerly contested for, and maintained only by constant endeavor, Leadership comes only to those who fight to win it, and fight to hold it.

Those who win success in this strongly disputed contest must be upheld by the knowledge that the merchandise they offer is right; that it is honestly built, and skillfully designed to outstrip all competition.

Brunswick with many years rich with experience in the building of fine

musical instruments, brings to radio the tradition of genuine craftsmanship and the technical knowledge of acoustical engineering.

It naturally follows that the combination Radio-with-Panatrope bearing the Brunswick name, is a radio and record playing instrument second to none in the industry!

Who is more fitted to excel in the manufacture of a combination instrument than a house celebrated for many years in the world of music? The Brunswick Record Catalog reads like a roster of the great names in musical

# BRUNSWICK



# MUST BE DESERVED

history; in its pages are famous entertainers, and artists of every nationality.

The dealer handling the Brunswick line can expect that a large proportion of his business will come from the sale of Brunswick Radio-with-Panatrope. He is likely to be the type of dealer equipped to handle such business and Brunswick will attract it to him!

*Brunswick Radio Corporation*

MANUFACTURERS OF RADIO, PANATROPE & RECORDS

Makers of the World Famous Brunswick Records

NEW YORK—CHICAGO—TORONTO

SUBSIDIARY OF WARNER BROS. PICTURES, INC.

#### THE RADIO-WITH-PANATROPE

*This great combination instrument offers sensational sales possibilities and gives you as a dealer a larger unit of sale.*

Model 31. Price, less tubes \$185

*Brunswick is offering to the trade this fall an Automatic Panatrope-with-Radio (Model 42), that handles 20 records without attention. Ask your jobber about it. The list price complete with 20 Brunswick Records, but less tubes, is \$480.*



MODEL 31

# RADIO

## FUTURA SERIES FOR 1931

7

VARIABLE  
**DEFIANCE**  
CONDENSERS

CARBON  
**OHIOHM**  
RESISTORS

RESISTANCE  
**WIRT**  
UNITS

3V  
DIAL  
**MATCHLESS**  
BULBS  
6V

AUDIOS CHOKES  
**ACME**  
TRANSFORMERS

DIALS  
**CROWE**  
NAME PLATES

CUB  
**CORNELL**  
CONDENSERS

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

7

• from • the • house • of •

# WALTHAM

THE NEW 1931 SCREEN GRID MIDGET



COAST TO COAST RECEPTION WITH EASE

Tone Control  
Phono Outlet  
Dynamic Speaker

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

Four Tuned Circuits  
Six Tube Chassis  
4 Screen Grid Tubes

COMPLETE

SINGLE CENTER ILLUMINATED VERNIER DIAL

Built of the finest materials, has more volume and will play more DX stations than any other Receiver in its price class.

Send Today for Sample under Money Back Guarantee

Prompt Delivery

Low Boy  
CONSOLE  
in  
Black Walnut  
**\$89<sup>50</sup>**  
Complete  
With  
MAGNAVOX

# WALTHAM Radio Corp. Ltd.

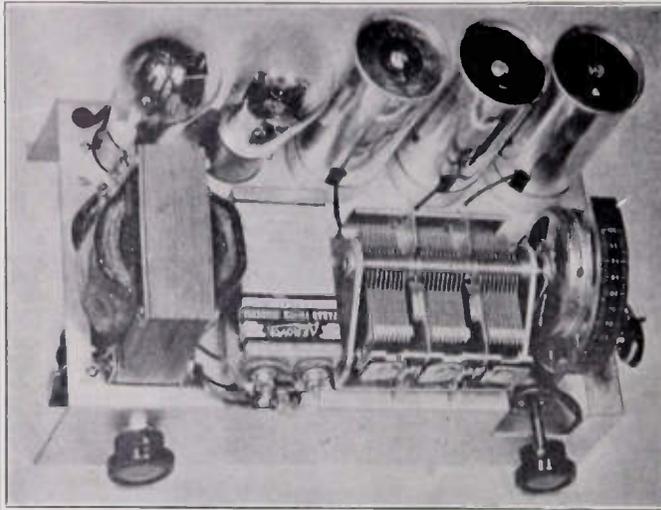
4228 South Vermont Ave.  
Phone VERmont 2809

Los Angeles  
Cable—Walrad

Distributors and  
Dealers  
Write, Wire or  
Phone  
For Particulars

# MISSION BELL

Announces the Appointment of  
The FREED RADIO  
CORPORATION



as Exclusive Distributors  
of  
**MISSION BELL  
RADIO SETS**

Builders of chassis for popular  
sets such as—Trinity, Freedson,  
Florette, Cathedral  
and Mission Bell

1125 Wall Street  
LOS ANGELES ↔ CALIFORNIA

## Majestic Dealers Adopt Blue Book

In a meeting October 23 at the Sunset Country Club the Southwest Majestic dealers of Los Angeles met as a committee of the whole to discuss trade-ins. M. L. DeHoog, President, asked for a discussion from the members of each price quoted in the Radio Dealers Blue Book. Some members thought the prices in the Blue Book were too low, others thought they were too high. G. H. Taylor of the Figueroa Properties Company, who finance paper for Majestic dealers, introduced figures that he secured from 100 financial reports of Majestic dealers and showed that if dealers were offering very much more for trade-ins than quoted in the Blue Book, that they were losing money.

After discussing each price in the Blue Book a motion was made and adopted to adopt the prices as quoted in the Blue Book with the exception of five quotations, all of a single competing brand. The publishers of the Blue Book offered to issue a special supplement and frontispiece for the association, which was accepted by a unanimous vote. All of the 42 members agreed to abide by Blue Book quotations as adopted by their association until January 1st.

## Average Statements of 90 Radio Dealers

G. H. Taylor of Figueroa Finance Company and Ungar & Watson of Southern California Majestic Distributors have analyzed the statements of 90 average radio dealers. No metropolitan dealers are included in the averages, so the results may be considered as authentic for an average dealer. Here are the figures:

SUBJECT	AMOUNT	PERCENT
Total Sales.....	\$2,386,759.20	
Cost of Sales.....	516,134.44	63½
Gross Profit.....	870,614.76	36.5
Expenses and Salaries.....	287,128.53	12
Indirect Labor.....	12,752.59	.5
Commissions.....	96,709.21	4
Compensation Insurance.....	3,282.73	.1
Rent.....	90,654.61	3.7
Taxes.....	7,597.80	.3
Supplies.....	10,070.25	.4
Advertising.....	89,162.13	3.7
Gratis Material & Labor.....	1,328.20	.05
Heat, Light & Power.....	14,807.79	.6
Communication.....	6,917.07	.2
Insurance.....	9,760.60	.4
Car and Delivery.....	26,259.15	1.1
Repairing.....	2,906.78	.1
Depreciation.....	15,598.30	.6
Unclassified.....	57,066.34	3.05
Total Expenses.....	732,013.17	30.7
Net Operating Profit.....	138,001.59	5.8
Other Income.....	59,708.62	2.05
Total Operating Profit.....	198,372.20	8.3
Deduction from Income.....	28,133.12	1.1
Profit and Loss.....	170,239.09	7.1

# THOUSANDS IN USE

## TONE TEST DEMONSTRATION RECORD



**For the  
DEALER**

Let your prospective customers judge the merits of a receiver by means of the TONE TEST DEMONSTRATION RECORD . . . a six-minute recording of the hard-to-reproduce musical notes. This record is a sales builder—a profit maker. An automatic salesman. An altogether unique and different form of demonstration. Why jump from station to station when this record tells the listener all he wants to know—lets him hear for himself how faithfully the receiver responds to the lowest and highest notes?



**For the  
JOBBER**

Convince your dealer prospects that YOUR receiver gives faithful reproduction by means of the Tone Test Demonstration Record. You can do as other jobbers are doing—PROVE the performance of the receiver by using this record. Make comparative tests. Carry these records in stock for your dealers.



**For the  
SALES-  
MAN**

Take the Tone Test Demonstration Record with you when you call on a prospect. Let him listen to this automatic demonstration in his own home. The voice of the speaker, which is recorded on the record, tells the listener what each demonstration means. The flute, piccolo, drums, orchestra bells, male and female singing voices, organ selections and other musical tests are on this record. It is entertaining as well as USEFUL.



**For the SERVICE MAN**

When the very low notes which are recorded on this record are played, loose parts in a cabinet will start into vibration. And the high shrill notes show up loose parts in the metal chassis. A six-minute playing of this record will enable you to put a receiver into proper shape before it goes on the sales floor. Service men tell us that this record is a real time saver and a simple means for detecting faults.

**\$1.00 EACH  
POSTPAID**

or a Standard Package of  
**SIX RECORDS for \$5.00**

### "RADIO"

428 Pacific Building,  
San Francisco, California.

Here is \$..... in full payment for..... Tone Test Demonstration Records. Shipment is to be made at once—POSTPAID. (Prices: \$1.00 each or six for \$5.00).

Name.....  
Street and No.....  
City.....  
State.....

## Bookkeeping

(Continued from Page 13)

say a danger signal, for the management in checking physical inventory against this book or ledger inventory.

The next account of importance in most lines of business is the Accounts Receivable. The balance in this General Ledger account should at all times agree with a trial balance of the customer's ledger. It is very apparent that if no control were kept over the customer's ledger, and assuming that the accounts were carried merely as memorandum accounts, a dishonest cashier or bookkeeper might collect money from customers, destroy all evidence of the indebtedness and there would be no way of detecting this dishonesty. However, where a controlling account is maintained in the General Ledger and frequent audits or checks are made of the accounting system any discrepancy between the balance in this Accounts Receivable account and a trial balance of the customer's ledger would be apparent.

What has been said regarding Accounts Receivable is equally true regarding the next account, Contracts Receivable. The record of Contracts Receivable should serve as a check against the balance as shown in Contracts Receivable account, the balance in this account should at all times agree with the actual contracts.

### Fixed Assets

The next group of accounts contains the investment in furniture and fixtures and other so-called fixed assets. The balance in these accounts should agree with a physical inventory of all such equipment.

The next measuring scale is the Liabilities group of General Ledger accounts:

- Notes Payable.
- Accounts Payable.
- Finance Company's Collections.
- Proprietor's Investment Account.

The Accounts Payable account is also a controlling account because the balance in this account represents the total amount due to creditors and should agree with a list of unpaid bills or list of balances of the accounts in the Accounts Payable Ledger.

The General Ledger absolutely reflects the total amount of the balance due to all creditors. This is likewise true of the accounts for Finance Company Collections. Such an account is used in a great many lines of business where accommodation collections are made from customers and remitted to the finance company.

The account or accounts expressing the proprietor's net worth serve as a means of telling him at the end of each month how much he is worth.

The next group of accounts is the Revenue or Income group. Strictly speaking, in this group belongs only the accounts

for sales and cost of sales—the difference between the totals of these two groups of accounts expressing the gross profit or gross margin earned on sales. For the sake of clarity, we shall also include in this group accounts commonly found under Other Income, such as Discounts, Earned, Interest Earned, Sales of Junk, and so forth.

From a control standpoint, the most important accounts in this section are those expressing sales and cost of goods sold.

Sales are the life blood of a business and it is very important that an accurate statement of sales be available at least at the end of each month.

### Segregating Sales

For the purpose of having a better control of the business, it is advisable to segregate sales into the principal lines of merchandise handled rather than to throw all sales into one sales account. This is likewise true of the Cost of Goods Sold. The difference between Sales and Cost of Goods Sold shows the gross margin or spread between the selling price and the cost of the merchandise. This is a very important figure as it indicates the merchandising ability of the dealer. Furthermore, the percentage of gross margin serves as a very valuable index of the care, accuracy and efficiency prevailing in the establishment in the handling of merchandising transactions.

Suppose, for example, that the factory discount on a certain line of merchandise is forty per cent from list. If a separate sales segregation is kept of this particular class of merchandise, as well as a separate cost of sales, it is apparent that the difference between Sales and Cost of Sales should equal forty per cent of the selling price. In other words, the gross margin on sales should be forty per cent. If errors are made, however, in marking the selling price of merchandise, goods are stolen, or issued without being charged, there will be a variation in the percentage of gross margin. This serves, or should serve, as a danger signal and immediately furnish cause for a complete investigation.

The next important group or measuring stick is the Expenses section of the General Ledger. Much care must be exercised constantly in checking expenditures, otherwise there is a likelihood that the expenses might exceed the gross margin and result in an operating loss instead of a profit.

A petty cash fund furnishes a positive record of all petty cash disbursements and is capable of absolute proof because a receipt should be taken for each such disbursement and the total of these receipts, plus the cash in the fund, should at all times equal the total amount of the fund. Furthermore, in connection with the control of merchandise stock, it is advisable

and expedient in handling items having a large sales value to use some form of stock record. Such a stock record should be in agreement with a physical check of stock on hand.

## Sparton Spotlights Popular

When Walter M. Fagan, president of Pacific Wholesale, Ltd., brought forth the "Sparton Spotlights" early in November, radio history was made on the Pacific Coast.

Broadcast over eight major southern California radio stations, the "Sparton Spotlights" ran for four consecutive nights to the appreciative delight of radio fans throughout the west. It was the most ambitious broadcast of its kind ever attempted here in California and took courage and clear straight business sagacity on Mr. Fagan's part to produce. Already the results are more than justifying his action, which was a part of his exploitation plans on the new Sparton sets.

Using stations KHJ, KNX, KMTR, KTM, KFOX, KGB and KMIC, the Sparton Spotlights comprised a series of playlets which defy definite category; for there was drama in them, and rapid fire comedy and there was music which ranged from classic to modern jazz. And there were vocal numbers. Among the radio artists were: Calmon Luboviski, KHJ Symphony Orchestra, KHJ Ensemble, Frank Watanabe, The Arizona Wranglers, Morey Amsterdam, Bert Butterworth, Sunburnt Jim, James Forrest, Loyal Underwood, the Optimistic Whatnots, Joseph Diskay, Bill Hatch and his Orchestra, and others of note.

The climax on Thursday was well in keeping with the stupendous undertaking which the Spotlights proved. Here the scene was a "Prosperity Banquet" at which Mayor John C. Porter, Robert Linton, vice president of the Los Angeles Chamber of Commerce, and other notables were guests. Each spoke briefly, congratulating Mr. Fagan.

C. D. Elhart Book and Music Store held a formal opening recently at Ashland, Oregon.

Mr. Elhart has made extensive improvements recently and placed the store among the most artistically and conveniently arranged businesses of this type in that section of Oregon. C. D. Elhart has been in business in Ashland for the past twenty-two years and is one of the best known business men of the community.

Jess L. Johnson recently opened a radio shop in Mountain Home, Idaho. Mr. Johnson is handling the Philco radio and will do all kinds of repair work.

Announcing the New . . .

# AVALON

Screen Grid Midget



Screen Grid



Phonograph  
Pick-UP



Shielded



Dynamic

TONE



Microphone  
Pick-UP



Humless



Selective

*Featuring the Most Beautiful Modulated Tone  
ever offered in any Radio Receiver!*

The only set that with the turn of a knob, will give you this beautiful tone from a whisper to auditorium volume without distortion, a real tone quality that this set offers. Durability beyond expectation. Power transformer and filter circuit over-rated 50%, thereby creating a safety factor never before offered.

Every receiver fully guaranteed as to workmanship and material for 90 days.

*Franchises Available for Dealers and Jobbers*

*Write, wire or  
phone immedi-  
ately for details.*

Retailing **\$ 59<sup>50</sup>** Complete  
At With Tubes

*All territories  
are conducted un-  
der the protected  
policy on fran-  
chises.*

## AVALON RADIO MFG., CO.

*"Made in the Midget Radio Capitol of the World"*

1640 West Adams

Telephone REpublic 6111

Los Angeles, California

# CeCo

**NOW—MR. DEALER:—**

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

## THAT SPELLS CeCo!

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

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



**GOLDEN GATE  
 CeCo DISTRIBUTING Co.**

41 Fell St., San Francisco

Homer Freed  
 Managing Director

Market 8760

## Meggee Heads Seattle Association

At the annual fall meeting of the Seattle Radio & Music Trades Association, R. F. Meggee president of Harper-Meggee, Inc., northwest Radiola distributors and trustee of the Western Music & Radio Trades Association, was selected to lead the association activities for the 1930-31 term.

Other officers selected in addition to Mr. Meggee as president were: Fred R. Mast, Mast Radio, first vice-president; Hugh Campbell, Fraser-Paterson Co., second vice-president, and Chas. Stewart, Sunset Electric Co., secretary and treasurer.

H. Curtiss Abbott (Philco) was elected to head the wholesale radio group; W. H. Graham (Hopper-Kelly Co.), the piano group; C. J. Dunlap (C. J. Dunlap Co.) the retail radio and phonograph group; Harry Guertine (Sherman, Clay & Co.), small goods; T. J. Edwards, sheet music and Bert Fisher (manager KOMO) to again head the broadcasting stations.

Mr. Meggee's election to this important task places at the head of the association one of its outstanding leaders, in the opinion of retailers and distributors of the northwest, who have known and associated with the new president for a number of years. Particularly this year with the Western Radio & Music Trades convention slated for Vancouver, B. C., the Seattle contingent will be expected to lend extraordinary assistance to their friends in Vancouver and with Meggee as trustee in the coast association, and so vitally interested in the success of the convention, it is generally predicted that the Seattle Association will be at Vancouver 100 per cent.

"Members of the association are convinced," stated Mr. Meggee, "that while there has been an active buyer's strike on radio merchandise up to this time, purchases in the last two weeks, however, have materially advanced, and the evidence is that sales are now entering their most active period. From now on through the Christmas season the radio merchant will reap a harvest. We want to be prepared to cooperate in every way with the public in service. It is the duty of this association to so blend its activities so that dealer and distributor alike may concert their energies without destroying the competitive spirit, as one great unit to keep the buying market active."

James G. Engler has assumed the sales management of the University Music Store of the C. J. Dunlap Radio Stores, Inc., 4727 University Way, Seattle, Wash. Mr. Engler, a graduate of the University of Washington, is well acquainted in the district in which the store is located.



R. F. Meggee

## Waltham Adds Console To Line

The Waltham Radio Corporation, Ltd., announced recently their new model Midget and console. An entirely new cabinet with bird's-eye maple overlay on two-toned walnut effect is now being used throughout the cabinet. The dial has been moved to the center of the cabinet with illumination. The set also includes tone control, phonograph pick-up, microphone pick-up, and local and long distance switch.

In Howard's factory office there are proudly posted many letters from radio fans using the Waltham set verifying stations gotten in Japan, New Zealand, Cuba, and many other foreign states. The longest record in the Waltham cabinet is a distance of 7000 miles. Dozens of letters are there verifying stations from three to five thousand miles. This is indeed interesting, not only to the fans but to the dealers that the present day Midget is really perfecting itself to a very valuable and interesting chassis.

The Waltham Company is now working day and night and deliveries are being made on twenty-four hour notices, states Mr. Howard.

Logan Belleville has opened a radio repair shop at 141 Second Avenue, next door to the headquarters of the firm of Belleville Bros., Twin Falls, Idaho.

Otto J. Nickel, proprietor of the Nickel Electric Shop in Fresno, recently opened a second store at 510 North Fulton Street, Fresno. He will handle a complete line of radios, radio accessories and electrical goods.

## Read With Taylor-Travers

Mr. Thomas H. Read, who has been affiliated with the Master Radio Manufacturing Co., Ltd., for the past eighteen months, has just been appointed by the Taylor-Travers Corporation, Ltd., special representative.

We predict that that useful bird—The Radio Owl—will migrate to more foreign climes in the very near future, for Mr. Read is an enthusiast on Export Trade, and helped to build up one of the largest export trades in the Midget field.

Taylor-Travers Corporation, Ltd., have entered the Midget field with their TRIUMPH Midget Radio, which should be an actual triumph due to its exceptional eye appeal. This should be an outlet for Read's advertising ability, for in the past he was business manager for a large local publication, and also responsible for the Master's clever ads.

## Pacific Introduces "Clock-Radio" Type

The new Pacific Midget using an electric clock in the grill in a very compact manner and style is introduced this week by the Pacific Radio Sales Corporation. Headed by D. N. Cooper and A. L. Culver, well known organization builders of Southern California, the corporation intends a nation-wide publicity and advertising campaign that promises to be the largest in the Midget field.

The radio is the smallest yet to be introduced to the radio trade. It carries 324's, 145, and 180 operating a dynamic speaker in an ebony finish cabinet with silver grill.

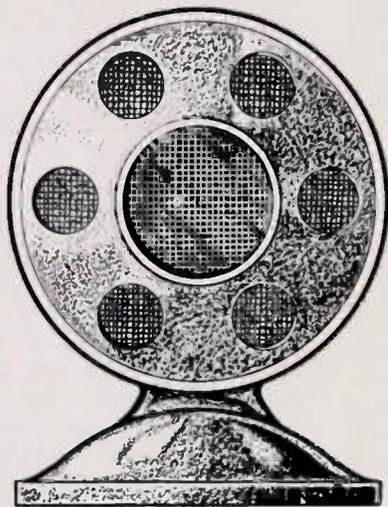
States Mr. Culver: "Our program is now fully completed and activities are already started. By working service station idea in all communities for the sake of having that particular station do all installing and servicing behind the factory guarantee the Pacific will no doubt overcome a lot of servicing difficulties it has before experienced. Production of this set will run from three to five hundred per day to start. We realize the most important factor of the Midget game today is for immediate delivery, and we are concentrating our efforts to produce plenty of radios daily, to meet the demand."

Among the latest additions to the Northwest radio dealers is the Denison Radio Shop, located at 402 East Main Street, Medford, Oregon. John H. Denison, proprietor of the new establishment, is well known in Medford, having been a Buick car dealer for some eight years.

# "NOVO-MIKE"

For Home Broadcasting

## Announcement



We have just created a new "Novo-Mike" to retail at the attractive price of \$5.00, in order to take care of popular demand.

The new "Novo-Mike" comes mounted on an attractive display card, three microphones to a card.

Our new product retains the carbon principle, giving the same excellent performance as the original "Novo-Mike" manufactured by us.

Get in Line for the Holiday Trade. Order Your Requirements Now.

### American Laboratories, Ltd.

2903 Beverly Boulevard

Hltzroy 3184

Los Angeles, California

*Just Published*

## A B C OF TELEVISION or SEEING by RADIO

*"Yesterday's Dream . . . Today's Reality"*

By RAYMOND FRANCIS YATES

Editor of "Television"

250 (6x9) Pages

100 Engravings and Half-Tone Photographs

Price \$3.00



The practical introduction of TELEVISION into the realm of everyday things is of far greater importance than was the development of sound by radio. The development of TELEVISION in the immediate future will be none the less amazing, and even more marvelous.

Now is the time for those who wish to follow the progress of this new miracle of science and engineering, to grasp and firmly fix in the mind its engrossing fundamentals. To grow with new art is easy; to catch up with an old one requires perseverance and tenacity.

The "A B C OF TELEVISION" is not a book for "engineering high-brows" nor is it a superficially prepared volume written to amaze and entertain the novice. Rather, it is an intensely practical volume written for the practical amateur who wants to "do things" in television, or for the serious student who would keep abreast of the times. The "A B C OF TELEVISION" stresses the "how" of the art rather than the "why," although sufficient space has been devoted to underlying physical and electrical laws to satisfy the most critical.

The book is, in its essence, an academic treatise brought down to the level of the lay mind. Engaging in its simplicity, penetrating and wide in its scope, it stands as the first popular American book devoted to television and telephotography.

The "A B C OF TELEVISION" comprises 250 profusely illustrated pages. The first portion throws the soft light of understanding on the subject of the different television systems in use today. In so doing, it clearly, concisely, and in the simplest of terms, outlines the real fundamentals of each system. The problems of scanning, amplification of light modulated signals, photo-electric and selenium cells, neon lamps and synchronizing appurtenances are covered in detail.

The book has been written essentially for those who wish to build television receivers and transmitters either for entertainment or research purposes.

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- 1—Television—The New Conquest of Space
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- 11—How to Make a Television Receiver

For Sale by

**WESTERN MUSIC & RADIO  
TRADES JOURNAL**

1220 Maple Ave.

Los Angeles, Calif.

## "When Are Debts Outlawed?"

By ROSS DUDLEY

CHARLEY AMES, head of the Ames Radio Company, sat in the straight-back chair in front of the glass topped mahogany desk in the private office of his attorney. He handed the lawyer a bill addressed to a debtor with the remark:

"Here's a dead account that I have been carrying on the books for the last eight years. It amounts to \$227 plus interest. I understand that the fellow now has a good job with a department store and I thought maybe we could collect it, if it isn't outlawed?"

The attorney glanced at the account which was incurred in May, 1922.

"An open account is outlawed in this state in four years, unless a part payment has been made or a promise in writing to pay has been given within the last four years. If that is done it renews the obligation so that it is good for another four years from the date of the last payment or the promise. When was the last payment made?"

"In December, 1928. At that time he sent me a check for ten dollars together with a letter, which I still have, saying that he would pay the balance within the next six months."

"In that case it wouldn't be outlawed as the statute would run from the date of the payment, so we can probably collect it."

"Speaking of bills becoming outlawed," remarked Ames. "I have about \$3000 worth of accounts on my books that are hitting dangerously close to the four year mark, since the last payment was made. This bunch of deadbeats simply refuse to make a payment or answer my letters. Is there any way in which I can prevent the accounts from becoming outlawed?"

### To Stop Debts Becoming Outlawed

The lawyer nodded his head affirmatively. "There is. Perhaps the easiest way of explaining, is to outline the provisions of the statute and its practical business effect."

"The law under which bills become outlawed is known legally as the Statute of Limitations. The essential attribute of the statute is that it limits the time within which a suit may be brought upon the cause of action. The principal object of the statute is to prevent fraudulent or stale claims from springing up after a period of many years and surprising the parties or their representatives when all the proper vouchers and evidences are lost or the facts have become obscured from the lapse of time or the defective memory, death or removal of the witnesses.

### Time Limit on Open Account

"The principal provisions affecting the business man are those relating to the time

limit on open accounts, written instruments and judgments. The time limit varies in different states and of course you are governed by the statute of your particular state. Here in Utah, the time limit on open accounts is four years, on written contract six years and on judgments eight years.

"Now, referring to that \$3000 worth of open accounts that you have that are nearly outlawed, there are several things that you can do to prevent them becoming outlawed. The first is to get a part payment on account or the payment of interest. The second is to secure a letter acknowledging the obligation or have the debtor give you a note. In case he refuses to do any of these, bring suit on the account before it is outlawed and secure a judgment, which will add several more years to the life of the debt and of course a judgment draws interest at the legal rate.

"Another case that frequently arises is that a debtor leaves the state for a number of years, say for a period greater than the number allowed by the statute in which to bring suit. However, this does not outlaw the claim as the Statute of Limitations provides that the time of his absence from the State shall not be a part of the time limited for the commencement of the action. For example, suppose the debtor incurs the obligation and one month later leaves the state, and is gone for six years. Your debt is not outlawed when he returns as the six years that he is out of the state does not count, as far as the debt becoming outlawed is concerned, and you would still have three years and eleven months after his return to sue on the open account."

Mr. and Mrs. G. Wayne Stillman are rejoicing over the arrival of a baby girl at their home 3018 South 23rd East, October 10. Mr. Stillman is president of the Radio Studios, Inc., and Mrs. Stillman was formerly Miss Florence Brown, of Salt Lake. This is their first child.

The announcement came as a surprise at the meeting of the *Mountain States Radio and Music Trades Association* held at the Chamber of Commerce Friday and treats were on Mr. Stillman who is vice president of this association.

Edward P. Kimball was speaker at this meeting and told of radio and music and what it was doing internationally. Mr. Kimball is organist at the Mormon tabernacle and has just returned from abroad.

Amos and Andy's picture at the RKO Orpheum here is featuring a lobby display of R.C.A. radio and the set in the picture also makes a good boost for this line. Bill Bodie of the Motor Equipment Company, handling R.C.A. here has arranged for clever window tie-ups.

## Fox Piano Company Moves to New Quarters

Citizens of Oakland were startled toward the end of September with seeing double spreads in the Oakland papers announcing the removal of the Fox Piano Company to their new quarters at 560 Fourteenth Street.

The opening marked the crowning achievement of thirty years in business in Oakland under the guidance of Col. John E. Fox and his son-in-law, William S. Gibbs.

The old employees moving with the firm are: L. H. Jones, Manager of the Piano Finishing Department; Justin Oseamou, Credit Manager; Shirley Heskin; Mary Heskin, his assistant; M. M. Kinney; T. E. Bailey, head tuner; A. F. Lovegrove; C. G. Clever, Manager; Frank Pasko, drayman, and others.

Tying in with the double spread announcement for large advertisements from Haddorff Piano, Victor Radio, General Electric Radio, Zenith Radio, Philco Radio, Jackson Furniture Company, McPhar Piano Company, and others.

Prominently displayed were photos of Charles Dungee, Western Representative for Haddorff Piano Company; B. P. Sibley, President, Western Piano Company; William S. Gibbs, General Manager for Fox Piano Company, and Col. John E. Fox, President of Fox Piano Company.

The firm occupies three floors. On the first floor are the general offices, sheet music department, piano display and sound proof radio room. Radios and radio-phonograph combinations are displayed on the second floor. Pianos exclusively, with the exception of those displayed on the first floor, will be seen on the third floor, and the top floor is devoted to shop, repair and refinishing department.

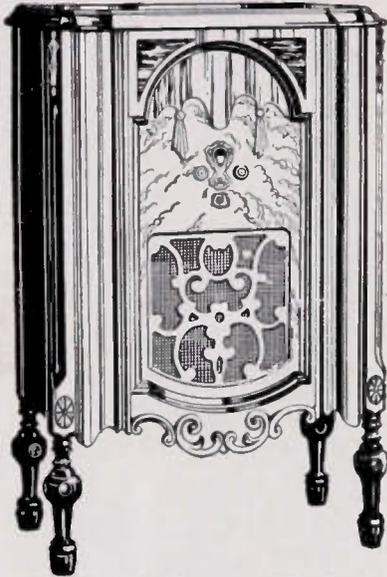
*United Electric Supply Company* in Salt Lake has moved their radio and refrigerator department to 46-48 and 50 West Fourth South, but their general offices here will remain in the old location. This is to give room for display and take care of added dealers who are making a big play on radio and the new Majestic refrigerator. Ray Vygel, local manager, Keith Roberts, Majestic sales representative and Heinie Grim, local sales manager have been kept busy making the change.

Majestic also had a fine exhibit at the State Fair recently with two booths, their window displays on the new refrigerator causing unusual comment. Most of the dealers handling the radio have also taken over the new line and are pushing it with unusual progress.

A. S. Cobb formerly manager of Radio Division, Brunswick, now with factory branch Gilfillan Bros.

*"Super Value and Performance"*  
Offered in the 1931 Models

# U. S. APEX RADIO



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

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

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

*Exclusive Wholesale Distributor for Southern California and Arizona*

## YALE RADIO ELECTRIC CO.

1111 WALL STREET

LOS ANGELES, CALIF.

*(Continued from Page 7)*

why not tie up with a live business? And you'll admit that one billion dollars a year is a live business—the music business was never as good as that.

**R**EPORTS RECEIVED BY JULIUS H. BARNES, Chairman of the National Survey Conference, indicate the following increases and decreases in advertising for the first eight months of 1930, compared to the first eight months of 1929:

Broadcast, an increase of	32%
Magazine, an increase of	5%
Newspaper, a decrease of	10%

**A**ND TALKING ABOUT PERCENTAGES, HERE are some radio sales percentages to think about:

Radios bought by women alone	56%
Radios bought by women and men	30%
Radios bought by men alone	14%

**T**HESE FIGURES ARE TAKEN FROM A SURVEY made by McCall's Magazine. According to the above, women do 86% of the radio buying. The figure of 30% for women and men practically means "women"—we men know that. Now go back to the paragraph about the beauty business and adding a beauty shop department and laugh some more.

**M**OST OF US use up our inventiveness and creative thought in forming reasons for not doing what we don't want to do. We have a lot of high-sounding explanations—a matter of principle, judgment, policy, pride, tradition. Thus we keep sliding back into father's and grandfather's point of view instead of pushing ahead to habits of thinking that will fit us for 1940 conditions.

**W**HEN PREPARING YOUR ADVERTISING, REMEMBER this—the public will listen, the public will remember, the public will take you at your own valuation, the public will buy your product. Amos 'n' Andy proved that—also many others over the air. And you can make printed advertising as readable as a radio program is listenable.



C. M. Kendell

C. M. Kendell, well known in radio circles, announces the new Granada Midget. Having a six tube chassis with a 250 power tube, the Granada produces a console-like tone. Its tone control is one of the many features Kendell points to. States Kendell: "We are proud to enter the \$69.50 class of midgets. At that price we can give the consumer exactly what he expects in console performance, in our Granada."

# UNCLE SAM REPORTS ON BUSINESS

By Charles Edgar Randall

Washington Correspondent, Western Music & Radio Trades Journal

**T**HERE were in operation in the United States 13,478,600 radio sets as of July 1, 1930, according to an estimate just made by the Electrical Equipment Division of the U. S. Department of Commerce. Of the total, the eleven western states account for approximately 18 per cent. This gives them a higher proportion of sets to population than the U. S. average—indicating that western dealers have not been lagging behind.

The Department of Commerce arrived at its estimates by taking the trade figures as of January 1, 1929, and sales figures obtained on the quarterly dealer surveys, with allowances for trade-ins.

## New York, First—California, Second!

**N**EW YORK State is credited with the largest number of radio sets in use—1,752,000. But California comes second with 1,470,000 sets. The estimated numbers of sets in other western states are:

Arizona . . . . .	46,600
Colorado . . . . .	172,000
Idaho . . . . .	42,000
Montana . . . . .	54,000
Nevada . . . . .	23,000
New Mexico . . . . .	28,000
Oregon . . . . .	219,000
Utah . . . . .	72,000
Washington . . . . .	351,000
Wyoming . . . . .	32,000

The U. S. Census Bureau is engaged in its enumeration of all the radio sets in the United States from the data gathered in the last census-taking, but it is stated that it will take some time yet to complete and make public the statistics.

## New Plans

**E**STABLISHMENT of a new Merchandising Research Division in the U. S. Bureau of Foreign and Domestic Commerce brings to Uncle Sam's clinic for pale-business a new diagnostic agency. The new research division will bring to the aid of business more of what business increasingly needs—facts. To the new division will be assigned the Bureau's studies on distribution costs, credit research, industrial marketing, consumer demand, and special surveys in connection with trades and industries.

Its Costs and Operations Analysis Section is to coordinate all of the Bureau's studies of costs and cost-accounting methods. It will make intensive surveys in select business houses, at the request and with the cooperation of the appropriate trade bodies. The operations in such typical houses will be analyzed by commodities, customers, and

sales territories, and the effort made to establish sound principles of location, warehousing, display, store arrangement, inventory control, and other factors in efficient operation. Other objectives include the development of methods of cost analysis and control appropriate to the various types of studies in retail, wholesale, and manufacturing establishments; the conducting of merchandising case studies; and the analysis, for the public benefit, of special achievements of progressive business managers.

The new division also will have a Special Trades Section which will cover a wide range of subjects in its questionnaire studies of specific trades and industries, in cooperation with other divisions of the Bureau, trade bodies, and educational institutions. These may deal with various factors such as productive capacity, distribution costs, accounting methods, sales records, and character of markets.

The Credit Research Section is to carry out, on a national scale, studies of credit practices and business failures; to collect periodically current statistics on credits and collections by sections of the country, and to coordinate other research bearing on commercial credit. A Consumer Demand Section is being set up to analyze consumers' needs and buying habits and measure consumer reaction to advertising, personal salesmanship, and other types of trade promotion. It will investigate also the seasonal and cyclic influences which may influence the trend of consumer purchases.

## Business Conditions Reported

**M**EANWHILE the government's fact collectors have been gleaning new information of interest to the trade. Sales of radio equipment by retail dealers during the second quarter of the current year, the Department of Commerce found, totaled \$87,000,000, as compared with \$92,000,000 during the corresponding period of 1929. The figures were obtained by applying to the total number of known radio dealers the data submitted in 6,535 reports. The average business per dealer reporting was \$2,015, as compared with \$2,350 for the second quarter of last year.

Nearly two-thirds of the radio dealers, the Department has found, last year did an annual volume of less than \$7,000. Of the 10,533 radio dealers reporting to the Department on their volume of business in 1929, 64.71 per cent reported an annual volume under that figure. This group accounted for only about 12 per cent of all sales reported for the year, the remaining 35.29 per cent of dealers representing 87.98 per cent of total sales.

Over half the dealers reporting indicated sales under \$5,000, their aggregate sales representing only 8.31 per cent of total sales reported. That the majority of dealers reported such a small sales volume can not be attributed wholly to the fact that only 19.6 per cent of reporting dealers dealt in radios exclusively, says the Department, as over one-fourth of those handling only radio equipment had sales under \$5,000. These dealers' sales aggregated only 2½ per cent of total sales reported by stores handling radio exclusively.

Department stores reported the highest sales volume per store in the retail merchandising of radio equipment last year. The individual sales volume of 104 reporting department stores averaged \$81,322. Their aggregate sales, however, accounted for only six per cent of total radio sales reported, department stores being exceeded in total volume of radio sales reported by stores selling radio exclusively, and by music, furniture, automotive, and miscellaneous establishments. Of the ten thousand odd dealers reporting, those handling radio exclusively accounted for nearly 38 per cent of total sales; music and furniture stores following with 12.6 per cent and 11.1 per cent, respectively. The annual volume of stores handling radio exclusively averaged \$25,976. Music stores, however, had higher average radio sales per dealer—\$38,013. Furniture stores averaged \$18,090 in radio sales per dealer; automotive stores, accounting for 7.3 per cent of total sales, averaged \$6,263 in radio sales volume; electrical merchandise stores, with 5.8 per cent of total sales, \$9,428 in average volume; hardware stores, with 5.6 per cent of total sales, \$6,289 average volume; electrical contracting establishments, 2.1 per cent and \$5,729 average volume; general merchandise stores, 0.9 per cent and \$3,545 average volume; drug stores, 0.8 per cent and \$3,441 average volume; and jewelry stores, 0.7 per cent and \$6,289 average volume. Other miscellaneous business establishments made 9.2 per cent of total radio sales, and averaged \$6,697 in sales per dealer.

Small town radio dealers last year accounted for 26 per cent of the year's business, the Department found, but they had the lowest average volume per dealer. Average radio sales per dealer in communities with a population of less than 10,000 were less than one-tenth the average for dealers in cities of 3,000,000 and over, \$5,388 and \$54,416, respectively. The average radio sales per dealer in towns of 25,000 to 35,000 amounted to \$18,792 last year; in cities of 10,000 to 150,000, \$30,807.



ANNOUNCING *the* New

# Florette

(A Product of Mission Bell)

TRIPLE SCREEN GRID LINE

Tone Control, Phono-pick-up, Magnavox Dynamic Speaker

The new Florette line sends to the dealers three distinctive models. First, the \$59.50 model; second, a \$64.50 model; third, a \$79.50 model. All these models are in the midget type form. The console retailing at \$79.50 has proven to be a wonderful leader in the console style. By handling the Florette line you'll have in your store a complete line of radios under one guaranteed and popular name as the Florette. A radio for every purpose and a purpose for every radio. Using a triple screen-grid with a 245 and a 280 tube the new Florette operating through a dynamic speaker rolls out a full, thorough and rounding tone unsurpassed by any midget in the radio field today. Its distance getting ability is praised by the most careful DX fans for its clarity and pierce-ness. Stations two thousand miles away are brought in perfectly noiseless with thorough, sweet rendition.



\$64<sup>50</sup>



\$79<sup>50</sup>

Wire or write immediately for you, particular franchise in your territory. The Freed Radio Corporation is setting up a policy in merchandising whereby all dealers are fully protected and through the co-operation of the Freed Radio Corporation direct and instant sales are assured. It will be wise for you to secure your sample immediately and see for yourself why this Florette line is already among the new leaders of this new radio market.



\$59<sup>50</sup>

The

**FREED RADIO CORP.**

1125 WALL STREET

LOS ANGELES

## How They Do It In Birmingham

THE big question before every Radio Trades Association, whether they are large or small, is "What To Do" to maintain the interest of its members and to be of the greatest benefit to the radio industry in its community.

Those associations who are more successful are those that are busiest, that have the most definite goal, that are "doing something," "going somewhere."

In an endeavor to supply smaller radio trades associations throughout the west with concrete and successful ideas of association activities, Western Music and Radio Trades

Journal have written to a number of the most outstanding successful radio trades associations in the United States. What they have done, other associations can do.

Here's how the association in Birmingham, Alabama, is really doing big things for its members. There are big ideas in it for every association. It is appearing in these pages through the courtesy of W. M. King, Secretary of the Birmingham Radio Trades Association.

Activities of another of the nation's most outstanding associations will appear in the next issue.

## Mr. Radio Dealer—How Can You Afford Not To Be One of Us

Did you know that the Radio Trades Association had accomplished more for the Radio industry in this city than any other medium and do you know that even more could have been accomplished if you had cooperated with them.

The Radio Trades Association has become a dominant factor in the matter of retailing radios, it has been the means of partially perfecting ethical practices among the dealers.

It has brought a better spirit between the Distributor and the Dealer. It has agitated the trade-in situations until the ultra conservative dealers of the city are now embodying in their sales, our recommendations relative to conservative trade-in values. It has acquainted the dealer with the Joy Rider and saved him of much expense. It has been instrumental in curtailing the reckless demonstration of Radio, has maintained an open house at all times for the retailer to air his grievances, it has been instrumental in forming a society for the correction of a very serious matter, INTERFERENCE, and will keep up the fight until the proper reception of a Radio will be had.

Conservative dealers are working with all agencies both in and out of our city for the betterment of the Radio business. They are your friends and will help you put your radio business on a paying basis if you will only cooperate with them. They need you and your experience in perfecting a sound policy and you need them in making your business what it should be.

*Bushnell & Raynor*, well known manufacturers' representatives of the Bay region, have been appointed Jensen speaker representatives for the Pacific Coast, with headquarters at 212 Ninth Street, Oakland, California. They are also exclusive representatives for the Sulmock Cabinet Co.

Some have said that we are a collecting agency while the fact remains that we are not and are in no way connected with a collecting agency. That feature is in no way a serious problem with us, your method of collecting is your method and in no way does it affect any other dealer. One feature, however, is at present foremost in our minds and that has to do with the wild and reckless method of getting down payments on sales of radios. It is our policy to get a healthy down payment thereby making your sales healthy. Any down payment under 10% of gross price is simply suicide. The buying public knows this and considers a lesser amount of a down payment only reasonable rental of the radio, and, of course, results in more repossessions.

Why not avail yourself of an excellent opportunity to cooperate with the best minds in the radio business in this city and make of the Radio a profitable investment. With 75% of the Radio dealers in this territory cooperating, the Radio industry will be a gravy train instead of a rotten, degenerate and suicidal business such as the Radio business has been in days past. You have no doubt received at various times postal notice of our meetings and you have not availed yourself of one of the best and most sincere motives to be of real help to you. Won't you come with us and do your part in making the Radio business a business unsurpassed by any other business? It can be done with full cooperation on your part.

Yours for a better Radio business.

*The Bartlett Company*, Ventura, Calif., has opened a new radio and piano department at 38 South Oak Street.

*The Walker Paint Company* of Centralia, Washington, has recently opened a radio department, which will be in charge of L. O. Wheeler.

## Brown Heads Sherman, Clay

*Ted W. Brown* recently took the post of Portland branch manager of Sherman, Clay & Company, succeeding Frank L. Youse, resigned. Mr. Brown has been with the organization seven years. He was reared and educated in Tacoma. He went to Spokane for the music firm and later returned to the Tacoma store of which he became manager. He is married and is the father of a young daughter.

*W. E. Shields*, manager of Northwest Radio Supply Company, Portland, recently was elected to the board of directors of the Oregon Radio Trades Association.

Three carloads of Westinghouse superheterodynes have been distributed by Fobes Supply Company, Portland, according to word from *Russell K. Akin*, manager.

## New Sparton Model

The Sparks Withington Company of Jackson, Michigan, have announced three new models to the trade. An automatic combination, playing ten or twelve inch records with a maximum changing time of four seconds each and retailing at \$325.00, a new small console known as the Sparton Jewel, and a new midget known as the Sparton Junior.

The new models will be widely exhibited in the West by the various Sparton distributors. Outdoor display advertising boards and newspaper space will be widely used.

The advent into the low-priced field, in addition to their higher-priced models, it is stated, marks the beginning of a new Sparton merchandising era.

## New Silver Marshall Superheterodyne

Silver Marshall's new superheterodyne incorporates five screen grid tubes, one '27 oscillator, two '45 power tubes and an '80 rectifier. It utilizes dual pre-selection preceding a screen grid radio frequency amplifier tube, a tuned input screen grid first detector, a '27 oscillator, two screen grid intermediate radio frequency amplifiers and a screen grid power detector. The detector feeds directly into the equalized '45 push-pull audio stage, and then into the speaker.

The chassis is housed in an attractive swell-front lowboy cabinet embellished with carvings on the face.

*H. G. Blakslee* Pacific Coast representative for Ken-Rad Tubes here to confer with Sunset Electric northwest distributors. Mr. Blakeslee's trip north included a swing around the northwest circuit.

And Now—



**STONE  
CONTROL**  
▼  
**ILLUMINATED  
DIAL**  
▼  
**PUSH-PULL  
WITH  
7 TUBES**  
▼  
**CENTER DIAL  
CONTROL**  
▼

POWER TO SPARE OVER THE ENTIRE DIAL

The New

# WESTERNER

**NO Midget Radio Has EVER  
Made Itself so Popular in  
So Short a Time as This  
Powerful Screen Grid Receiver!**

Strong and growing stronger. This seven-tube, push-pull, super-dynamic, screen grid midget receiver is now in the spot light of the radio world. The new Westerner has proven the so-called impossible. Console tone in a midget receiver is exactly what the Westerner has brought to the radio fan. Its distance ability equals that of a superheterodyne. It has beauty in its cabinet that denotes fineness.

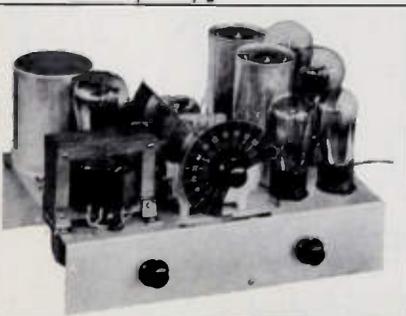
Dealers who have added the Westerner to their lines during the last three months have increased their standing orders. Broadcasting stations and studios have voluntarily endorsed and praised the new Westerner. Fan enthusiasts have also voiced their praise among themselves.

There is a profit with this super-chassis during the winter months. There is profit with a line that has proven itself. There is profit with a line that is in demand.

Wire or write for your sample and compare this radio with any console!

**\$59.50**

*Complete with 7 Tubes*



**WESTERNER RADIO MFG. CO.**

1268 SO. ALVARADO ST.

LOS ANGELES, CALIF.

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

# The SUPERIOR



**\$119<sup>50</sup>**  
Complete

## THE OUTSTANDING SCREEN GRID-PUSH PULL CHASSIS

The Superior uses an armoured chassis, four screen grid tubes, 245 tubes, push-pull, one '80 tube rectified to stand high gain over the entire band. It has self-contained aerial; no ground is necessary.

Remember the Superior line carries an outstanding franchise. Cooperative help from the factory materializes in immediate sales. It will be wise for you to get all details now.

## THE SUPERIOR RADIO CORP. Ltd.

Manufactured at  
HAMMOND LUMBER CO. PLANT  
2010 So. Alameda St. Los Angeles, Calif.

## A NEW SENSATION IN THE BETTER CONSOLE RADIOS

Whether your business is large or small you'll find the new Superior to hold the greatest sales possibilities of anything introduced for the coming year. Resulting in many years of experimental and research work the Superior enters the market with perfected quality.

Performing to the satisfaction of the most critical buyers. In tone, distance, quality, and appearance, the Superior performs truly to its name. The cabinet is of the best walnut, design, beauty and craftsmanship, and is Hammond made with the service as you wish it. With the combination of Superior's beauty and performance, sales and profit are in store for you.



**\$119<sup>50</sup>**  
Complete

# NATIONAL RADIO PRODUCTS

## The NEW NATIONAL DeLuxe MB-30 Screen-Grid Tuner Incorporating the Latest Developments of Glenn H. Browning and James Millen

### FOUR SCREEN-GRID STAGES

*Incorporating the Latest Developments of Glenn H. Browning and James Millen*

High Selectivity—no tendency to cross talk. Extreme sensitivity (approximately uniform sensitivity of one microvolt per meter over entire broadcast band).

Absolute freedom from oscillation. Elimination of tube hiss and other background noises. Rugged construction. Thorough shielding.

Easy to wire. Designed for the person who wants "the best". Makes an ideal "radio pick-up" for theaters, hotels, and public address power amplifier systems. Especially designed for use with NATIONAL Velvetone Power Amplifier, but will give excellent performance with any good power amplifier.

### THREE SCREEN-GRID STAGES

#### MB-29A SCREEN-GRID TUNER

While neither as sensitive nor as selective as the DeLuxe MB-30, the MB-29A is a very able performer.

Fundamentally it is a revised version of the well-known MB-29, incorporating many of the features of the MB-30, such as pre-selector circuit for elimination of the cross-talk tendency encountered with

the average screen-grid receiver in areas of strong signal intensity. Complete shielding and special RF by-pass circuits for completely eliminating any tendency toward oscillation when adjusted for greatest sensitivity and the untuned "leveling" stage designed especially for the MB-30 to secure uniform gain over entire broadcast band without loss of selectivity.

#### NATIONAL Velvetone Power Amplifier

The NATIONAL Power Amplifier has been developed and built to get the very most out of the new MB-29A & 30 Screen-Grid Tuners. It is a combination power supply and audio amplifier, using a 280-tube for a rectifier, one stage of transformer audio with a 227-tube and a stage of push pull amplification with two 245's.

The NATIONAL Velvetone Power Amplifier is sold completely wired and assembled and ready for use. It is licensed under RCA patents.

## NATIONAL TRANSMITTING AND AMATEUR EQUIPMENT

### New 5-Tube Thrill Box—Type SW5 Double Screen-Grid AC and DC Models

The new NATIONAL 5-tube short-wave tuner or "Thrill Box," Type SW5, has been designed in response to a continuous demand for a highly sensitive yet easily tuned (single dial control) short-wave receiver, capable of giving consistent loudspeaker reception from the various foreign short-wave broadcasting stations, as well as meeting all of the stringent requirements of both the amateur and commercial operator.

Both Battery and AC power models are available. This eliminates the necessity for both A and B batteries in the majority of installations. For camps, boats, expeditions, etc., where AC power is not available, the battery model has been designed. This model makes use of the new non-microphonic battery type Radiotrons just placed on the market for this particular type of service. As a result, it is exceedingly economical on both A and B batteries.

The AC model uses heater type tubes throughout—essential for humless operation when employing headphones as in communication work. The tubes are two UY224 screen-grids and three UY227's. Provision is also made in the AC model for the use of a Pentode, if desired, in the R. F. stage.

Previous difficulties encountered in the design of satisfactory AC short-wave receivers, that would be completely humless even when used with headphones, have been overcome as a result of the intensive research work of the NATIONAL COMPANY'S engineers during the past year, in collaboration with Robert S. Kruse and other well-known short-wave engineering authorities.

The circuit comprises a stage of tuned screen-grid R.F., employing specially designed coupling transformer and a screen-grid detector. The 2-stage audio amplifier uses push pull in the second or output stage. A jack is provided in the output circuit of the first stage for headphone reception when desired.

The set is thoroughly shielded and furnished in an attractive all metal cabinet. Four pair of R.F. transformers are furnished to cover the range from 15 to 115 meters. Special transformers are available for other ranges, and blank transformer forms for experimental purposes.

The variable straight frequency line tuning condensers may be readily adjusted to provide for "wide band spread," as required for special amateur and commercial communication use.

The power pack is a separate unit, in order to avoid any possible hum resulting from its location inside of the tuning cabinet, and this is furnished with a handy cable and connector plug to facilitate connection. The power pack uses a UX280 rectifier tube and is licensed under R.C.A. patents.

### NEW TUNING CONDENSERS and PLUG-IN TYPE INDUCTANCES

Especially Designed for  
SHORT WAVE USE

I am interested in  NATIONAL MB-30  
 NATIONAL MB-29A  
W.M.T. Nov. 30  NATIONAL SW5 A. C. OR D. C.  
 NATIONAL TRANSMITTING PARTS  
 SEND YOUR CATALOG

ADDRESS \_\_\_\_\_  
NAME \_\_\_\_\_

### Type R-39 Inductances

Moulded of "R-39", the new low-loss coil form material developed by the Radio Frequency Laboratories for short-wave use. Forms available with UX four-prong, UY five-prong, or special six-prong base, for use in standard sockets.

The coils listed below are designed for use in the new NATIONAL SW5 "Thrill Box."

"Brown"	No. 10	Range 9. to 15. meters
"Black"	No. 11	Range 14.5 to 25. meters
"Red"	No. 12	Range 23. to 41. meters
"White"	No. 13	Range 40. to 70. meters
"Green"	No. 14	Range 65. to 115. meters
"Blue"	No. 15	Range 115. to 200. meters
"Orange"	No. 16	Range 200. to 360. meters
"Yellow"	No. 17	Range 350. to 550. meters
Forms only—	4-prong	UX base _____
	5-prong	UY base _____
	6-prong	Special _____

All National Parts Distributed by

# RADIO SUPPLY CO.

H. A. DEMAREST, President

VA. 3178-3179-3170

Wholesale

LARGEST RADIO PARTS JOBBER WEST OF CHICAGO

912-14 South Broadway

Los Angeles

## Riverside Dealers Have Strong Association

The Riverside Radio Dealers Association met recently at a banquet. The meeting was attended by all members with the exception of two.

According to a representative of Western Music and Radio Trades Journal, who was present at the meeting, it would have done members of other radio trades associations good to have been there to profit by the whole-hearted spirit and cooperative manner in which the dealers met and talked. There seemed to be a close feeling of understanding, not only of each individual problem, but of other dealers' problems, and ability and willingness to discuss and aid each other.

Through such cooperation, many things can be accomplished—price cutting, high trade-ins, unethical advertising, etc.—in other words, things that have done much to demoralize the radio business—were studied and means to do away with them were discussed.

In every town there are panicky dealers. Some with old stock on their shelves. Some cut prices in order to get rid of this obsolete stock. Others offer unusual and unheard of trade-in valuations. What does this do? It has a tendency to kill confidence of customers not only in the panicky dealers, but in all dealers.

It is only when stable business men, such as members of the Riverside association, take the matter in their own hands that these things can be combated. The program of the association is a constructive one. It is a program that is fair not only to the dealers, but to the customers whom they serve.

In a personal interview with O. K. Hopkins, former president and secretary of the association, he points out that the association has been of a great general good to all of its members. This has been brought about by the building up of a friendly feeling among the members.

This same spirit of cooperation and helpfulness is being carried on by the present officers of the association, who are not only taking time usually given to the association, but are taking time from their own business to uphold the ethics of the organization. Ed Kyllburg is president, O. C. Snyder vice president, and E. J. Pamm secretary. Among the members of this association are the following: Franzen Hardware Company, handling Sparton, Gilfillan and Angelus; Radio Equipment Company, handling Atwater Kent and Zenith; the Riverside Music Company, handling Victor and Falck; Snyder Radio Shop, handling Crosley; F. E. Schirtzinger, handling Crosley; Mission Bell Radio Shop, General Motors dealer; J. T. Brunnly, Atwater Kent and Majestic dealer; Russell A. Austin, Gilfillan and Sparton dealer;



### Geo. P. Bent Passes

On October 25 George P. Bent, internationally known as a manufacturer of pianos and also as an author, died suddenly at his Los Angeles home from heart disease. Mr. Bent, who was 76 years of age, was stricken in the garage of his home. The funeral services were held privately, interment being in Forest Lawn Memorial Park, Dr. Ernest Caldecott of the First Unitarian Church officiating.

For forty years George P. Bent was actively at the head of his business, manufacturing the famous and widely known Bent pianos and Crown organs. He was one of the best known and best liked piano men of the old school. He was at one time President of the National Piano Manufacturers' Association of America. Retiring to California some eleven years ago, he spent his time in compiling a combined autobiography and history of the piano industry published in a 380-page volume entitled "Four Score and More." The book is generally conceded to be the most complete and authentic history of the piano and organ business in existence. Among its thirty-eight contributors are Mr. C. C. Chickering, Mr. Jesse French, Mr. Clay Cox, Mr. Charles H. Parsons, Mr. Granville Wood, and many others.

He also published a second volume entitled "Tales of Travel, Life and Love," telling of his experiences on his several trips around the world.

He leaves a widow, Clara Wingate Bent, two sons and three daughters: Geo. H. Bent of Pasadena, Charles M. Bent of San Francisco, Mrs. Stanley G. Harris of San Francisco, Mrs. Clayton Lane, Warsaw, Poland, and Mrs. Eugene Pringle of San Francisco.

B & K Radio Shop, Majestic dealer; and H. V. Holland, Crosley dealer.

It is also noted with satisfaction that the above members are not only upholding the ethics of their organization, but are doing their best to keep trade-ins within a fair price to the customer and to the dealer, by adhering to the valuations as set down in the Radio Dealer's Blue Book.

*Harry Walters* has opened a new radio shop at 60 San Fernando Street, San Jose, California. Walters handles Frigidaires in connection with R.C.A. radios.

*T Horiuchi* has opened a radio shop at 22 K Street, Rock Springs, Wyoming. The new shop will be known as the Rock Springs Radio Service.

# WHITE SERVICE



## GETS YOUR “SKIP”



The White Skip Service operates directly out of Southern California. Its operations cover the entire United States in locating skips. Regardless of the location of your skip at the present time . . . The White System will locate it.

Through twenty-one years of contact work, the White Service has acquired the name of the most efficient skip service known in the radio industry.

The largest dealers in the radio business are throwing all skip problems on the desks of the White operators. They know the skip will be found.

Members of the White Service receive weekly notification sheet of all embezzled sets, embezzlers, and joyriders; investigation of doubtful sales contracts; investigation of prospective employees; salesmen, service men, etc. Free council advice pertaining to skips.

Telephone Now!  
WEStmore 1972

and request the details of this  
valuable service. The fees are  
very small . . . NO LOCATE—  
NO CHARGE.

## WHITE SKIP SERVICE

1220 Maple Avenue

Los Angeles, Calif.

Tel. WEStmore 1972

## Freed Distributes Florette

Upon taking over the distributing of Mission Bell Radios, A. Freed of San Francisco introduces to the radio market the Florette. Operating through his store in San Francisco and a branch at 1125 Wall Street in Los Angeles, Freed well covers California and Arizona. Having been in business for eighteen years on the Pacific Coast, Freed is well known among the trade.

In charge, V. N. Zachariah is district manager for Southern California. "Zach" has been Freed's right hand man for the past seven years and manager of the San Francisco store for four years. The Florette and Mission Bell line will run from \$59.50 to \$64.50 in the Midget line and \$79.50 for the consoles.

States Freed: "Our system of distribution is the result of eighteen years in the business. Our factory is running hand in hand with the distribution department and orders are filling immediately. I am proud to bring my respective dealers this new line of the latest type of radio receivers."

Orton Bros., well known music merchants of the Northwest, recently opened a store at 712 Main Street, Miles City, Montana. J. E. Taylor is manager of the store. They now operate stores at Butte, Anaconda, Bozeman, Billings, Helena and Miles City. The organization has been in business in Montana for 74 years.



## Russ Hines Busy

Hailing from San Francisco comes Russ Hines to confer with his boss, Bert Knight. It seems when these two get together the selling power of manufacturers' supplies reaches its climax. If Bert can't do it Russ can or vice versa. Hines represents Mr. Knight in the Northern California territory and is very popular among the trade there. With the Cornell, Ohiohm, Crowe, and Defiance lines, Hines is kept out of mischief. He is a member of the Indian tribe that have the Indian reservation somewhere in Northern California. You will have to get in touch with Russ for the location as this publication gave up many weeks ago.

## New Western Chain

Executive officers and broadcasting studios of the new United Broadcasting Company, Ltd., at 2612-16 West 7th Street, Los Angeles, are rapidly nearing completion and will be ready for occupancy within a few days, according to an announcement by Fred C. Dahlquist, manager of the new Pacific Coast radio chain.

Production manager, Richard Haller, who returned from San Francisco, Wednesday, (October 15) announced that the first program will be radiated over the new network of stations on November 1.

Nine popular broadcasting stations are included in the United chain. They are:

Seattle, Wash. ....	KXA
Bellingham, Wash. ....	KVOS
Medford, Ore. ....	KMED
Portland, Ore. ....	KXL
Eugene, Ore. ....	KORE
San Francisco, Calif. ....	KTAB
Los Angeles, Calif. (Alternating) ...	KFWB
Los Angeles, Calif. (Alternating) ...	KTM
San Diego, Calif. ....	KGB

Ezra B. Jones of the Jones Music Co., Ogden, Utah, has been elected president of the Ogden Radio Dealers Association. Wesley Robbins of the Glen Bros Music Co. has been elected secretary of the same association.

Bernard Klank has been appointed director of publicity for the Transformer Corporation of America, with offices in Chicago. Mr. Klank will devote his entire efforts to promoting the interest of Clarion throughout the country.

Walzer and Ross of San Francisco have recently added a large sheet music department. K. Fuhrman, one of the best known merchants of sheet music in San Francisco, is in charge.

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

Of Western Music & Radio Trades Journal, published monthly at Los Angeles, Calif., for October 1, 1930.  
County of Los Angeles ss.  
State of California.

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

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

Publisher, Marlon E. Byam, Los Angeles, Calif.  
Editor, Wallace M. Byam, Los Angeles, Calif.  
Managing Editor, Wallace M. Byam, Los Angeles, Calif.  
Business Managers, Wallace M. Byam, Los Angeles, Calif.

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

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

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

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

WALLACE M. BYAM,

Sworn to and subscribed before me this 18th day of October, 1930.

T. B. HOOD,

(My commission expires January 29, 1936.)



The New Westerner Console



# BUSINESS CONTROL AT MY FINGER TIPS! + + +

Endorsed by the wholesalers of both Southern and Northern California



Approved by Radio Trades Association



The Pathfinder bookkeeping system is heartily endorsed and recommended by the Western Music and Radio Trades Journal



Mr. Taylor, credit manager of Ungar & Watson, distributors for Majestic radios in Southern California and Arizona "No radio dealer in business knows exactly where he stands until he uses the Pathfinder bookkeeping system for radio dealers."

My assets are	- - - - -	\$11,582.25
My liabilities are	- - - - -	2,272.64
My sales are	- - - - -	20,240.13
My gross profits are	- - - - -	7,418.86
My expenses are	- - - - -	5,638.31
I am worth	- - - - -	9,309.51
I have made	- - - - -	2,027.12

The Pathfinder bookkeeping system for radio dealers!

Whenever you want to know the amount of your assets, liabilities, sales, gross profits, expenses, or what you are worth and how much you have made, your Pathfinder system is always ready to answer you.

Does your present system of bookkeeping give you these facts accurately whenever you may want them? Do you know now, whether your business will stand an added investment, or whether you should begin to plan on a reduced overhead? Are you really making money on trade-ins, servicing, commission work, and contract sales?

The Pathfinder's system also has included the new stock control, telling you exactly where and what your present merchandise contains and what it is exactly worth. No bookkeeping system for radio dealers has a more complete set of books that is of vital importance to any radio dealers than the Pathfinder's system.

It is going to be wise for any dealer in radio business no matter how large or small to investigate at least the remarkable system that you will find the backbone of your business. Write today for the further details which are too numerous to mention at this time. It will pay you well in a very short time. The Pathfinder is now being used by the largest and smallest dealers everywhere

Write immediately for details

## WESTERN MUSIC & RADIO TRADES JOURNAL

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# The Western Viewpoint

**S**HIRLEY WALKER UNCORKS SOMETHING FOR us to think about this month when he advocates music stores putting in beauty departments. If it strikes you as a bum idea at first—think it over. The more you think the better you'll like it. Sounds entirely logical. Maybe it's been done. If anybody knows anything about it let's hear it.

But we can just imagine Ed Kelly busting out with, "What the hell is this business coming to anyway."

**S**INCE THE SAN FRANCISCO ASSOCIATION IS now taking care of radio interference in Bakersfield, only a hundred miles from Los Angeles, we are reminded of the scare head on a Los Angeles newspaper reporting an earthquake in the San Fernando valley twenty miles away. "Earthquake in San Fernando, 150 Miles From San Francisco."

**H**ERE'S GOOD NEWS FOR SMALLER RADIO dealers. Business is better in the small towns than it is in the cities. Jobbers all over the West report the bulk of their business is with dealers outside of the metropolitan areas.

**T**HIS WEST IS CERTAINLY A LAND OF CONTRASTS. Ben Platt advertises a well-known radio at a cut price in Los Angeles and takes more orders than he can supply. Runs the same big ads for his San Francisco stores and the sale flops. On another deal it might be vice versa. San Francisco buyers don't like to be rushed. But they come back and buy. Los Angeles buyers want to be sold on the spot. San Francisco doesn't like blah blah. Los Angeles loves spectacular showmanship. As a showman's town it makes New York look like a tank town in the sticks.

## No Profit—No Business

**E**VERY DEALER WANTS TO BUY FOR AS LOW a price as he can. Yet every dealer knows that the profit comes from the slim difference between costs and sales. If the difference gets too slim the business goes boom.

The Midget radio manufacturers of Southern California are shaving their profits too thin. Discounts to dealers and jobbers are going up. At the same time it is costing more to make their radios because they are making them better. As it stands now these manufacturers are not making anywhere near a legitimate profit.

There must be a readjustment in the whole Midget selling deal, with a possibility of raising the base price to \$69.50, or the West is running grave danger of killing the goose that is laying the "golden eggs."

**S**IX MONTHS AGO WE ASKED A PROMINENT San Francisco retailer to write a story for us on "How To Sell Midget Radios." He put it off. Time passed. Now he writes:

"I think we better change the subject. I think a more interesting helpful and pertinent story now would be, 'How to Sell Anything Else But Midgets'."

## George P. Bent

**O**NE BY ONE THE OLD SCHOOL OF MUSIC MEN is dwindling away. With the passing of George P. Bent the music industry has lost one of its staunchest leaders of the days when the piano and the organ were in the heyday of their glory.

They were a different specie of merchandiser, those old time music men. Quick on the trigger, nimble minded, hard hitting, hard working business men. Real men amongst men. Yet they were gentlemen to the core with an inborn love for their chosen profession, deeply sensing its important part in the cultural life of America.

They were tough customers to come up against in selling competition. They were masters of tricks, ideas, and get-the-order psychology that we moderns never heard of. In his book, "Four Score and More," George P. Bent tells of how Mr. Hockett, founder of the Hockett-Cowan Music Co., in Fresno, driving out into the country with a Bent organ in the wagon, and coming back next day riding high atop a threshing machine—an even trade and a handsome profit. That's selling *music* and made in the *real* hard times of 1907. Again Mr. Bent tells of making a hurried selling trip through the Middle West and wiring ahead to his customers asking them to meet him at the depot, so he could take their order while the train stopped. The idea was so positively "brassie" and startling that it worked.

We'll miss Bent. He would breeze into the office, exuberant with efficiency, enthusiasm and optimism, talk things over briefly, get to the point quickly, and leave pleasantly while the conversation was at its climax. He always left behind enough of the "wim, wigor and witality" of his personality to keep us going full steam for the next hour, turning out a full half day's work.

He'll be missed, deeply missed, but the music industry takes comfort in the knowledge that he has left behind the enthusiastic richness of his life and an intimate and inspiring history of the piano business chronicled in the four hundred pages of his book "Four Score and More." And there are still thousands upon thousands of Bent pianos and Crown organs doing their bit to advance the cause of music in American homes.

Wallace M. Byam.

# Music and Radio Headquarters at SAN FRANCISCO'S

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Every Room with Bath or Shower

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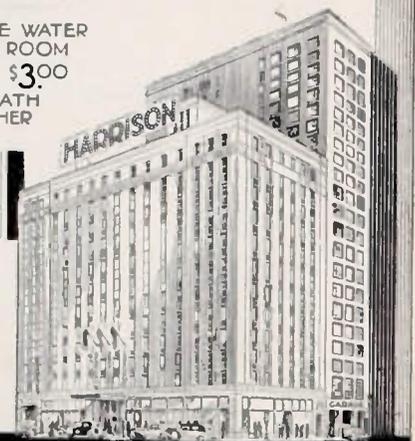
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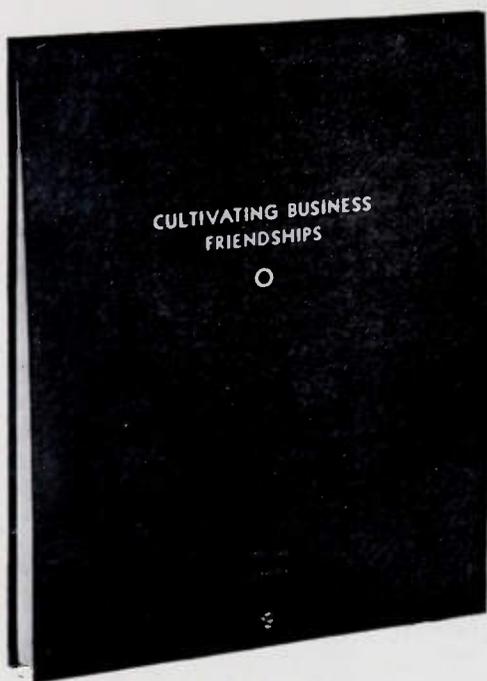
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Tube replacement volume is multiplied. Sales of radio and electrical equipment go up. And the people in your neighborhood are brought into closer contact with your store than ever before.

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