

WESTERN

MUSIC AND RADIO

TRADES JOURNAL

DECEMBER

• MASTER •

TONE

Four Screen Grids
 Four Tuned Circuits
 Illuminated Dial
 Beautiful Cabinet



Model 424

DISTANCE

Magnavox Dyn.
 Speaker
 Tone Selector
 Fully Shielded
 Quality

DISTINCTIVE

The Master Radio proved to be the master in achieving the deep, mellow and most natural tone in the midget class of radio. During the year of 1930 MASTER was praised for its distinction in beauty . . . and NOW the MASTER leads the field in distance getting ability. . . Dealers have found the MASTER to be a leader in sales, satisfaction and profit! . . .

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Height, 17 inches. Base width, 16½ inches. Depth, 10 inches. Weight (less shipping case) 31 pounds. Tubes, four No. 224 screen grid; one No. 245; one No. 280. Full size transformer. Electro-dynamic speaker. *Selec-tone Control*.

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A STUDEBAKER FAMILY PRODUCT



The Royalty of Radio

Since 1911

COLIN B. KENNEDY CORPORATION
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Date

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Individual

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Western Music and Radio Trades Journal

*Published in the West—
—For the West*

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and Radio Trades Association*

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BYAM PUBLISHING COMPANY

WALLACE M. BYAM

1220 MAPLE AVE., LOS ANGELES, CALIFORNIA

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

Chicago: Room 1110, Hartford Bldg.

MARION E. BYAM

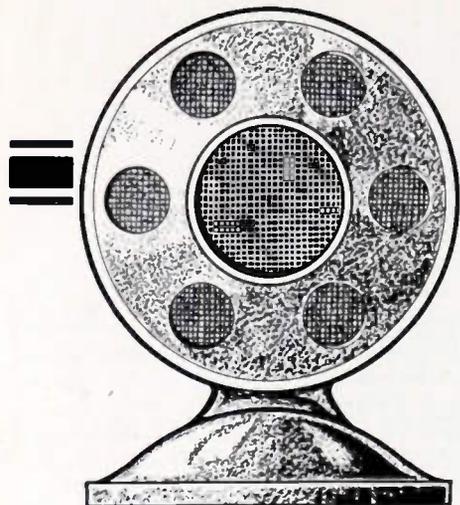
Phone WEStmore 5396

Editorial Offices maintained in San Francisco, Portland, Seattle, Salt Lake, and Denver

Entered as Second Class Matter January 24, 1928, at the Postoffice at Los Angeles, California, under Act of March 3, 1879. \$2.00 a year. Western Music & Radio Trades Journal, Vol. XI, No. 11. Published monthly at 1220 Maple Avenue, Los Angeles, California.

During

1931



NOVO-MIKE
Will Be The
SENSATION

EVERY NEW YEAR brings something new to the merchandising world. During 1930 in the radio industry the midget type radio proved to be the sensation with continuously increasing popularity. Hundreds of thousands of this type of receiver were sold and are still selling!

NOVO-MIKE opens the new year already in the limelight of SENSATION. . . . NOVO-MIKE, as a companion to these many midget radios as well as all types of receivers will BE a sensation.

NOVO-MIKE is the most outstanding, active, merchandisable novelty ever put on the radio market. Its use for pleasure . . . for fun . . . for business and for important affairs has placed the NOVO-MIKE in demand. Its simplicity in installation means but two minutes. The NOVO-MIKE is complete in itself. No additional accessories are needed.

NOVO-MIKE, retailing at the popular price of only five dollars complete, will reap large and interesting profits for the dealer. Now . . . start this new year right . . . with something a little out of the ordinary . . . something that appeals . . . something that will get you prospects that have never been in your store. . . .

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Complete

An interesting merchandising plan with dealers' quoted discounts are yours for the asking . . . write or wire us immediately.

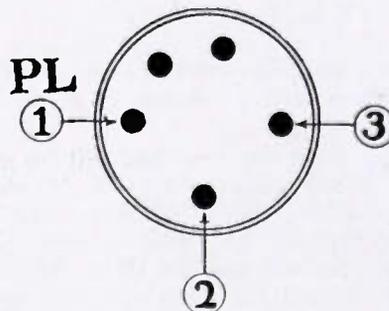
AMERICAN LABORATORIES, Ltd.

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Phone Fltzroy 3184

Los Angeles, California

Detector Tube



D I R E C T I O N S

To cut out studio program, press push button on back of microphone. While holding button in that position, anything spoken into NOVO-MIKE will be reproduced over your radio. Upon release of button, station program immediately continues. Take wire with forked end and connect it to ground post. Take eyelet end and connect to one of the three prongs shown in diagram of your detector tube. The NOVO-MIKE is now ready to operate.



The Western Viewpoint

Getting Set For Next Convention

ONE OF THE BIG FEATURES OF THE SUCCESS of the Western Music and Radio Trades Association is that it spreads its activities over the entire West. Last year the Association's headquarters were in San Francisco, the year before it held forth in Salt Lake. This year it has gone Canadian. Complete new timber every year, and in the course of each few years cycle every dealer in the West has an opportunity to attend a Convention and Trade Show in close proximity to his home.

The Convention next June has all the ear marks of being one of the liveliest, most interesting, and best attended Conventions we have ever had. J. W. Kelly of Vancouver is president. The secretary, on whose shoulders usually falls most of the hard jobs of planning and running a convention, is Daryl Kent, a modern young war-horse at the convention business, having staged Rotary and many other conventions. Kent knows what the boys want, in both business and pleasure, and how to give it to them.

As for musical entertainment, the champion Scotch bag-pipers band of Canada is in Vancouver, and it will hold worth as one of the main events. Beat that for whoopee if you can.

As for the business sessions, when those Canadians get down to business, they mean business. And profitable business. The average selling price of radio in Canada is still in the neighborhood of \$225.00. Midgets are selling just under \$100.00. The piano business is still a good business. There is very little dumping and none of the cut-throat kind. When they have a business problem, they simply get together, talk it over, make a decision, and that's that.

The Vancouver hotel is admirably suited for the holding of conventions. Big halls, big public rooms, big guest rooms, and plenty of fast elevators. And when you ring for room service you don't have to stop with "Canada Dry."

The trade show exhibits will be placed in the hotel rooms, one exhibit to a room. No charge will be made to manufacturers for exhibit space other than their own room expense. All of the exhibits will be placed on one or two floors if possible, the arrangement being a result from suggestions made after the San Francisco show. To make the Trade Show possible, the enterprising officers of the Association have pulled political strings resulting in the Vancouver hotel being appointed a Port of Entry of Canada for the week. Merchandise can be shipped from the United States direct into the Vancouver hotel for exhibition purposes, and shipped out at the end of the week with no red tape, and no cost other than shipping.

The Vancouver officials believe that approximately 300 dealers and their salesmen will attend the convention and

show from Canada. Presidents of Associations in Oregon and Washington believe that at least a like number and possibly more can be counted on from the Northwest. Western Music and Radio Trades Journal is making plans to charter the H. F. Alexander said to be the fastest ship registered under the American flag to make the run from Los Angeles and San Francisco directly into Vancouver. Those attending the convention from California can leave home, take in the convention, and return home all within one week, and at a very reasonable expenditure of time, money and energy.

Hold on until June. It will be worth it.

Proof of the Pudding

TIMES CAN'T BE ANYTHING BUT GOOD WHEN one single salesman in one store can sell \$36,000 worth of merchandise in ten weeks. That's what W. G. Chew of the Eastern Outfitting Company of Los Angeles did to win the first prize in the H. R. Curtiss sales contest. Harry Hall of the Southern California Music Company, won second prize with the total sales of \$26,000.

The fact is, according to Uncle Sam's figures, that 89% of the folks who had good jobs in good times still have those jobs today. And they are making just about as much money. American buyers never had so much money in the savings bank as they have today. Likewise, the dollar will never buy more than it will right now. It is a marvelous opportunity for Salesmanship. It is only a matter of returning to old-time tried and true hard working sales methods and go out and get the business. It can be done and is being done, and the chances are ten to one that the dealer who is not getting his share, is not selling hard enough.

Dr. Lee De Forrest Says:

"WHILE I WAS IN THE EAST I THOUGHT there was entirely too much radio advertising broadcasted over the air. But since I have taken up residence in the West, I have come to the conclusion that I hadn't heard nothing yet. Last night in the course of fifteen minutes I found how I could grow hair, cure rheumatism, become a millionaire and retire on oil royalties; where I could board my dog, and at the end heard the "Stein Song" from a phonograph record.

"Wired radio is unquestionably gaining headway. The public service companies are becoming greatly interested in it. One of the greatest advantages of wired radio is that radio advertising over the wire will be entirely eliminated or at least controlled. No one has objections to high-class advertising announcements, but blatant advertising, I believe, is doing more to ruin the cause of radio than any other single factor."

WISE and OTHERWISE

By SHIRLEY WALKER

Associate Editor

EVERY WEEK WE READ STATISTICS ON SALE increases of the various brands of cigarettes. It might interest you to know that pipe sales in 1929 were 25 per cent less than in 1927. And of course sales of the good old perfecto have been sagging badly. What has happened to the old fashioned he-men? Did advertising do this?

AND TALKING ABOUT STATISTICS, HERE are a few figures which will interest the Radio trade. The U. S. Department of Commerce recently gave out some figures on radios in use in the various States. The other day the U. S. Census Bureau released the final figures on State populations. Here they are:

	Population	Radios	Ratio
California	5,677,251	1,470,000	1 to 3.9
Oregon	953,786	219,000	1 to 4.3
Washington	1,563,396	351,000	1 to 4.4
Idaho	445,032	42,000	1 to 10.
Montana	537,606	51,000	1 to 10.
Nevada	91,058	23,000	1 to 3.9
Wyoming	225,565	32,000	1 to 7.
Utah	507,847	72,000	1 to 7.
Colorado	1,035,791	172,000	1 to 6.
New Mexico	423,317	28,000	1 to 15.
Arizona	435,573	46,600	1 to 9.3

Figuring about four people to a family, California, Oregon, and Washington, have apparently reached the saturation point. Of course many sets now in use are battery operated, and because of no power service, must remain so. The fact remains as plain as day, that to keep on selling radios to families who already have electrically operated sets, a new appeal must be made. And what should that appeal be? And will it cause people on a "buyer's strike" to discard sets that are performing satisfactorily, to buy other sets that will not perform very much better?

AND NOW THAT MENTION HAS BEEN MADE of a "buyer's strike," let's discuss that. It is a question whether all these well-meant campaigns to stimulate buying are, to the general public, merely reminders of the toughness of the times. It is probable that many individuals are being driven further back into their economy dug-outs every time they are exhorted to loosen up and buy freely. Those who are looking for ways and means to crack the "buyer's strike" should not go too far—they might dampen and even wipe out the budding Christmas giving spirit.

FRANKLY, PRICE IS ABOUT THE ONLY APPEAL which will coax out the dollars. Commodity prices are lower than they have been for years. Without sacrificing quality, the buyer can get more value for his dollar. Much of the retail advertising today reflects this trend. The public is being shown by actual demonstration that prices are lower and values are greater.

AND SO IT IS EXPECTING TOO MUCH OF advertising to ask it to overcome buying resistance based on the general feeling that prices are too high. The great force "advertising" will create an interest in and a desire for merchandise and services, and it will build prestige—when properly and sincerely presented—but it will not make buyers buy when the buyers are not satisfied with the price.

AND SPEAKING OF THE EFFICACY OF ADVERTISING, does the American Federation of Labor really expect to accomplish anything with their "Anti-Music-Robot" campaign? It is costing a lot of money. What a pity the money cannot be used to promote instead of to condemn. Instead of fighting a lost cause (the cause was lost a long time ago) and spending a fortune on the so-called "Music Defense League," just think what could be accomplished by a League to Promote Music in the School, the Home, the Theatre and the Concert Hall—that kind of Music which we ourselves learn, play, understand, enjoy, and create. What a wonderful opportunity has been lost!

THE VOLUME OF BUYING DUE TO CHRISTMAS giving is so large that every advertiser is justified in seeking his share of it. Many products at first glance do not seem to lend themselves to the Christmas idea, but a merchandising plan can be developed which will have a strong holiday flavor. The merchandise must be "dressed up" first, then its merit advertised as Christmas gifts. Special packages with Christmas wrappings have been known to sell a lot of articles with no particular holiday appeal. It's all in the merchandising plan.

AT THE RECENT HEARING BEFORE THE FEDERAL Radio Commission in Washington, the fact was developed that only half of the large Broadcasting Stations make a profit. Seventy per cent of the program service over the larger stations is free—the remaining 30 per cent constitutes "paid programs" or those sponsored by an advertiser. Music constitutes 57 per cent of all programs broadcast.

(Continued on Page 14)

LOST— a Sale

By HAROLD J. ASCHE

ASK a radio dealer how much he grossed last year, and what his net profit was for the twelve months and he can give you the answer off-hand, if he is so inclined.

As the same radio dealer how many sales he lost during that period and he will answer you with a blank look. He will think you are propounding some new joke with a catch to it. As a matter of fact, unless he is a super-merchandiser among successful radio dealers, there actually is a catch to that joke, for—the joke is on the dealer.

In this day of keen competition, it is not enough that a merchant sell his wares to a certain percentage of those who come into his store. His goal must be 100 per cent of the total, and the nearer he approaches 100 per cent, the more likely, other factors being equal, that he will show a worthwhile profit at the end of his business year.

If, for instance, he is paying \$100 a month rent and he sells only 40 per cent of his prospects, it follows that his rent is actually twice as great an overhead expense as if he sold 80 per cent of the total.

Uncle Sam Finds Out "Why"

The same reasoning holds true of many other fixed overhead charges. Advertising too, is being asked to carry a heavy burden, when, due to "lost sales," only part of the prospects that it brings into the store are sold before they leave or are developed into live prospects.

What is a "lost sale"? A "lost sale" is a sale that, by different merchandising and sales methods could have been consummated to the satisfaction of both store and customer. Everyone has had innumerable experiences when he, as a customer, has gone into stores with the avowed purpose of buying, only to walk out of the store empty-handed for one of a dozen reasons.

The United States Department of Commerce has made a study in several representative stores to discover why sales are lost. The study revealed that only one-half of 1 per cent of the lost sales is directly

traceable to poor merchandise. *Poor merchandising is responsible for 99½ per cent of lost sales.* Evidently, merchants are better buyers than they are supervisors of selling activities. Improper selling accounted for a loss of 75½ per cent of the 200 lost sales, including "customers kept waiting."

One radio dealer, who recognized that sales were being lost to his store, set about to correct the evil by shopping around other stores to uncover wrong selling methods. In this way, he was able to profit by the mistakes of others, and, being a shrewd businessman, he knew that glaring faults looked bigger in a competitor's store than they did in his own familiar surroundings. Detecting faults in other stores, this dealer went back to his own store and looked for the same shortcomings.

"Ignorance of merchandise" is shown by the survey to account for 25 per cent of all lost sales. All too many radio salesmen know virtually nothing about the particular products they are endeavoring to sell. Some of them know very little about radio in general.

Some of the best radio salesmen have been developed in the service end, where the service men must know the radios and, moreover, through contact with the public in servicing have learned how to translate that technical knowledge into everyday English. Just one "I don't know," or "maybe" or "I guess so," from an uninformed salesman will spoil a sale.

"Indifference" accounts for 15 per cent of lost sales. Few customers will walk out of a radio store without their arials or tubes due to a clerk's indifference. However, such indifference will react against set sales where a customer has just dropped in to look around and the salesman, taking the customer's word for it, leaves him to his own devices. While every "look" isn't a buy, every "look" is the

first step towards buying. Whether subsequent steps are taken rests with the salesmen on the floor.

Some salesmen think they can judge human nature so well that they can tell immediately whether a customer is going to buy. Half the time the customer doesn't know himself until he is expertly led up to signing on the dotted line or, on the other hand, is so thoroughly ignored, he wanders out of the store and takes his check-book with him.

"Improper Handling of Customer," accounting for 11½ per cent of lost sales, is about as bad as "Indifference." Too much attention to a customer can be as obnoxious as not enough. Attempts to sell

WILL HE MAKE IT?



a set the customer obviously does not want loses sales.

"Errors in address" apply only to the service department, where orders are phoned in. Addresses should be read back to the customer for verification. "Out of stock," however, is a common excuse that the customer hears. Eight and one-half per cent of lost sales are due to that excuse.

While a radio set prospect may take something he didn't have in mind when he came in the store, it is risky business at best. If such a condition is chronic, due to the dealer's desire to keep stocks down to a minimum in an effort to get bigger turnovers, he will soon discover that the turnover rate itself can be affected by such short-sightedness.

"Unfamiliarity with stock," while showing 7½ per cent in the Department of Commerce survey, would hardly run as high in a radio shop. However, even here there is some chance for losing sales. If parts and accessories are not known to the salesman on duty, he may overlook some stock and lose sales in this manner. It has been done.

The "Hey, Mike, where are the such-and-sos" shouted into the service department, with the answer, "I don't know; aren't they under the counter? isn't conducive to customer confidence. Quite often the such-and-sos are still "under the counter" long after the impatient customer has gone around the corner to Blank's.

"Insolence of Sales People" rates only 6 per cent, yet it is more dangerous than any other one factor in losing sales and good will. Perhaps the worst offender in this classification is the "wise-cracker" salesman.

Don't Forget "Old Friends"

Then there is the salesman who keeps customers waiting. He may have a "hot tip on the races" he wishes to impart to some hanger-on. If he has, that tip can't possibly wait—but the customer can, and sometimes does. But history seldom repeats itself with the same customer. One wait is enough.

And there is the salesman who keeps regular customers waiting while he waits upon strangers ahead of their turn. The

regular customers, being "old friends," will understand and wait, he reasons. But old friends have a habit of parting with a store after a few such episodes.

Some salesmen are so busy dashing about breathlessly that they cannot give customers the time necessary to the closing of the sale. Impatience manifests itself in the salesman's attitude and before long a customer gets the idea and leaves that store devoid of a purchase.

"Condition of stock" accounts for only a nominal percentage of lost sales: 2½ per cent. This includes poor displays, both in the windows and in the showcases and on the counter. If merchandise ordinarily handled by a radio store is not displayed,

Display It To Sell It

many customers coming in for such merchandise, depart without making a purchase. This is especially true where the customer looks in the door, sees the salesman busy, sees no evidence of stock sought and rushes on to the next radio store.

Perhaps the average radio dealer loses only a small percentage of total sales as a result of these various contributing factors. However, no matter how small that percentage, those causes, if they exist in any degree, are worthy of correction. Such remedies, with the exception of the "out of stock" cause, do not cost any money. It is merely a matter of closer supervision of words and actions.

Only a Few Years Ago

May 1923 issue of Western Music & Radio Trades Journal—"I believe the ultimate decision of the music trade of the west will be to merchandise radio. There is considerable discussion, pro and con, on the advisability of music dealers breaking in on the retailing of this new product. There are those who try to prove that radio is injurious to the handling and sale of talking machines. They feel it is a menace to this department of their business and look with scorn to the overtures of the leading radio manufacturers." (H. J. Jones)

At the present time radio has no real merchandising outlook. It is being sold by the corner drug stores, grocery stores, electrical dealers, the hardware merchant, and by anyone and everyone.

The Story & Clark Music Company moved from the front location on Broadway and Los Angeles to larger quarters.

Nat Douglas, well known music merchant of Seattle, offered a \$100 cash prize for any student of the University of Washington offering the best manuscript for a popular song.

A. J. Hendricks, general sales manager of the Brunswick-Balke-Collender Company, was a visitor in San Francisco.

George R. Huges, president of the Northern California Music Trades Association, returned from a fishing trip in the Lake County.

Clyde Wilson, who for the last ten years has represented the J. W. Jenkins & Sons Music Company, Kansas City, has been appointed Pacific Coast representative to the C. Bruno & Son Inc.

J. J. Collins has been registering a broad smile these days. Wait until you know the reason. Because he has a nine-pound boy in his house who has been named James J., Jr.

R. T. Hamilton, Pacific Coast representative of the Victor Talking Machine Company, returned to the coast from attending a midsummer convention of the Victor factory.

Newberne Joins Martin Music

Mr. J. B. Newberne, formerly with the Jenkins' Music Store in Tulsa, Oklahoma, has become affiliated with the Martin Music Co., Los Angeles.

Mr. Newberne, an accomplished musician, is a welcome addition to the music trade in Southern California.

IF HE LOSES IT—HERE'S WHY

The causes of 200 lost sales, as revealed in a Department of Commerce study in representative store.

	Sales Lost	% of Total
Ignorance of Merchandise.....	50	25
Indifference	30	15
Improper Handling of Customer.....	23	11½
Errors in Address.....	20	10
Out of Stock.....	17	8½
Unfamiliarity with Stock.....	15	7½
Insolence of Sales People.....	12	6
Customers Kept Waiting.....	11	5½
Impatience with Customer.....	10	5
Promises Not Kept.....	6	3
Condition of Stock.....	5	2½
Poor Merchandise.....	1	½



Does Your Customer Out-sell You?

By E. L. DUFFY
Kierulff and Ravenscroft

THE moment for closing the deal has arrived. The dealer or his salesman has secured an acceptance of every feature of the new radio. It has been hard work and a glow of accomplishment comes over the salesman as the prospect says he will buy.

Then the prospect "throws a wooden shoe into the machinery."

"I've got an old radio in the other room," says he, "how much will you allow me?"

That calls for an instant appraisal of the old radio. The prospect then turns into a "seller." He informs the salesman how much the "Goofus Radio Store" will give him for the old set. Unless the salesman guides the conversation, the prospect becomes more intent on "selling the old radio at a big price" than on buying the new one.

That is the weakest spot in the entire retail radio picture. It calls for "backbone" and specific knowledge of the retail sales value of that used radio. The salesman is buying a radio to be resold at a profit; therefore, he must pay a wholesale price. The only other alternative is to shorten the net profit that could be made from the sale of the new radio.

That possible net profit is 10 per cent of the list price of the new radio. If a \$100 new radio is being sold, and the old radio is taken in at an allowance \$10 too high, every cent of the dealers net profit is gone.

Now, the primary reason for the dealer being in business is to make profit. He must make close to 10 per cent in order to make the operation of the store worth while.

Would he not be better off to refuse to allow too much for a trade-in, lose the sale, and keep the new merchandise to sell to the next prospect on a sound basis? *Better no sale than a sale without profit.*

Let us analyze the case of a used radio taken in for \$20. Had it not been for the trade-in, the dealer would have received the \$20 in cash. However, he accepted the radio in lieu of \$20 cash. Eight dollars or 40 per cent would have been gross profit on the new radio; \$12 or 60 per cent the deal had actually put up in *cold cash* when he bought the new radio at wholesale and which investment he has transferred to the used set.

So the dealer has actually invested \$20 in hard cash, coin of the realm, in that used radio. But his expenses have not stopped yet. It will cost him at least \$1 to service it and probably \$2 more for tubes. Rent, light, heat, water, advertising, and every overhead charge accessible against a new radio coming into the dealers store must be charged against the used radio. Therefore, to make a normal profit the dealer must gross the same profit in selling a used radio at retail as a new one. Either that or be content with a shorter net profit on his store operation as a whole.

But going back to the case of the man

closing the sale who is called up to appraise an old radio for trade in: What measuring stick can he use? How can he set a price, quickly, definitely, positively, and accurately?

The rule of thumb is this: Offer the prospect exactly half what you know you can sell the used radio for in a reasonably short time. One of the greatest moves that can be made toward stability in the radio business is adoption by all dealers of the "Radio Blue Book" appraisals as a guide in evaluating used radios offered for trade-in by prospects.

"Got any old obsolete merchandise you can let me have at a price?" asked a dealer the other day.

We had three old sets which he took with the explanation:

"The public insists on being fooled. I'll make far more than my normal profit selling these old sets. Why? Because these wise guys insist on getting \$30 trade-in for a used radio not worth \$5. Well, I'll boost the price of these away up and give 'em the trade-in they want. If they want to be fooled, I'll fool 'em."

Is it true that the buyer really wants to be fooled? Or is it more true that the dealer just didn't care to spend the time and effort necessary to set that prospect right and in so doing to help free the whole industry from the trade-in bugaboo?

I wonder?

Rola Introduces New Superheterodyne

A notable contribution to the radio industry of the West was introduced by Rola early this month in their new superheterodyne at popular prices. Introduction of the new model was postponed until the factory could get into full production with sufficient reserve stock to fill orders in car-load shipments. The Rola Company reports the superheterodynes listing at \$107.00 and \$117.00 to be the most popular models they have ever developed in their decade of radio merchandising.

The chassis is unique in construction and circuit design, including a number of features developed by H. S. Tenny, president of Rola and designer of all Rola products. Like all superheterodynes, the new Rola super is sharp in the extreme, being able to pull in distance stations through close together locals. It is said to be so sensitive that it is capable of transcontinental reception any winter afternoon after 4:00 P. M. Due to a specially designed audio circuit matched with a specially wound Rola speaker the back ground noise often times associated with superheterodynes is greatly reduced. Reception is as clear as with tuned radio frequency models.

Speaking of the new Rola super, Lloyd Holton, salesmanager says: "The public has always wanted tone and still wants tone, but if it can get that same tone in combination with far reaching distance, our dear public again becomes a distance fan as in the old days of radio. This opens up entirely new sales outlets, and it is my prediction that ability to get distance will decide which sets will lead in sales the coming year. I also believe that the small console will be the most popular model. It is as portable as most midget radios. It is unquestionably true that the big bulky console is going out of the picture."

The Rola Company are closing their Oakland factory, moving a portion of it to their Cleveland factory and the balance of it to their Los Angeles factory. The Cleveland factory will concentrate on the production of speakers for the eastern trade, a type of business which is greatly on the increase, according to H. S. Tenny, president. Tenny will move his home to Cleveland, and personally supervise the operation of the Cleveland factory. The Los Angeles factory will concentrate on the production and assembly of Rola radios and Rola speakers for use in Southern California made midget radios.

The Rola Company recently won their decision in the Supreme Court of the United States, which upheld the decision of the Appellate Court which ruled that Rola manufacturing processes and designs do not infringe on the patents of the Lectophone Company. The decision did not say that the Lectophone patents were not valid, but that the Rola Company were not infringing them.

Columbia's Newest Radio Combination

In line with the new call for combination automatic phonographs and radios, the Columbia Phonograph Company announces the handsome new model, No. 991, as one of a series of several instruments of this type.

It will play in sequence, automatically, either nine 10-inch or nine 12-inch records, rendering from thirty to forty-five minutes of uninterrupted performance.

The radio receiver consists of a No. 100, Columbia chassis and No. 110 Columbia dynamic speaker, featuring the Tele-focal Power detection principles instituted in Radio models C-20 and C21. These eliminate dead spots on the dial and overlapping of stations.

The cabinet, 45½ inches high, 28½ inches wide, and 18½ inches deep, is an English walnut console of beautifully matched four-way butt veneers, with a soft polish of a quiet richness. Fifty records can be stored in the instrument, and all the mechanism is strikingly simple, sturdy, and compact.

Magnavox Moves Offices

The general officers of the Magnavox Company, manufacturers of Magnavox dynamic speakers and Magnavox Company, Ltd., are located at 155 East Ohio Street, Chicago. The factory engineering, and purchasing department are now located at a modern factory at 2131 Bueter Road, Fort Wayne, Indiana. The Oakland, California factory and offices have been discontinued.



Assembling microphones for home use; a new accessory gaining in popularity. Microphone is attached to detector base and operated from another room. Lots of fun. This one is "Novo-Mike."

Noel Brothers Report Big Year

Seven hundred thousand tubes sold in twelve months is the achievement of the R. J. Noel Company, Coast distributors of Triad Tubes.

With a total personnel of fourteen, only six of whom were actually selling, Ray and George Noel have built up this remarkable trade since 1923, when the company was organized. The Noel brothers are young and are very popular among members of the trade.

"We feel especially proud of our 1930 record," says Ray Noel, "and are equally enthusiastic over the outlook for the coming year. We won't be satisfied to equal this year's business, but intend to keep on increasing it."

The R. J. Noel Company has branches in Seattle and San Francisco in addition to the home office in Los Angeles.

Kennedy Suggests Aggressiveness

The Kennedy Review, edited by Larry Wall, hits the nail on the head in its November editorial:

"Regardless of what business conditions may be, the manufacturer, the distributor, and the dealer who will get their share of the radio sales from now on, will be **THOSE WHO GO OUT AFTER IT**. Competition, always keen, is now specifically more so and he who hesitates to be aggressive in going after business will lose his sales possibilities to his competitors. Let's take off our coats and go to work"

New Majestic Midget

The Grigsby-Grunow Co., of Chicago, has just announced the new midget radio set known as model 31 listing at \$79.50, complete with Majestic tubes. This set uses the tuned radio frequency circuit and employs screen grid tubes. An electrodynamic speaker is incorporated in the new midget.

Encased in a walnut cabinet of Heppelwaite design, the Majestic midget set has a front panel of matched butt walnut, and is bordered with attractive moulding. It is 19 inches high; 15 5/8 inches wide and 10 1/6 inches deep. The cabinet has two knobs, one for tuning and the other said to be a unique combination volume and on-off switch.

The circuit uses two stages of screen grid radio amplification, and employs a screen grid power detector, and push-pull in the output stages. Three 24's are used in addition to two 45's and one 80.

New Tube Jobber

The Billings Hdw. Company, Billings, Montana, has recently been appointed a distributor for the National Union Radio Corporation, manufacturers of Radio Tubes.

December Hits

Brunswick

- 4924—(There's Something About An) Old-Fashioned Girl
Never Swat a Fly
—Lyman and Calif. Orchestra
- 4926—Say "Oui" Cherie
The Wedding of the Birds
—Burtnett and His Orchestra
- 462—Peek-A-Boo
Back in the Hills of Colorado
—Beverly Hill Billies
- 421—When the Bloom is on the Sage
Red River Valley
—Beverly Hill Billies
- 4984—It Must Be True
The Little Things in Life
—Burtnett and His Orchestra
- 4927—(Just a Little Dance) Mam'selle
—Burtnett and His Orchestra
- 1120—Sweetheart of My Student Days
Burtnett and His Orchestra
- 4945—Fight On—
Song of Troy
—Univ. of So. Calif. Trojan Band
- 4939—Three Little Words
A Girl Friend of a Boy Friend of Mine
—Renard Orchestra
- 4950—I am the Words You are the Melody
I'll Still Belong to You
—Ben Bernie and His Orchestra
- 4910—Body and Soul
Something to Remember You By
—Holman

Okeh Records

- 41448—Confessin'
If I Could Be With You—
—Louis Armstrong
- 41375—Blue Turning Gray Over You
Song of the Isle
—Louis Armstrong
- 41298—When You're Smiling
Some of These Days
—Louis Armstrong
- 41423—Exactly Like You
Indian Cradle Song
—Louis Armstrong
- 8756—Rocking Chair
I Ain't Got Nobody
—Louis Armstrong
- 41276—Ain't Misbehavin'
What Did I Do to be So Black and Blue
—Louis Armstrong
- 41431—Get Happy
Deep Harlem —Louis Trumbour
- 41415—I Can't Believe You Are in Love
With Me
My Sweet —Louis Armstrong
- 41442—Ding Dong Daddy
I'm in the Market for You
—Louis Armstrong
- 41463—You're Lucky to Me
—Louis Armstrong

Columbia

- 2317-D—Three Little Words
Can This Be Love?
—Ipana Troubadours
- 2318-D—I'm Yours
Laughing at Life —Ruth Etting
- 2319 —Baby's Birthday Party
Ukelele Moon —Guy Lombardo
- 2311 —Laughing at Life
Home Made Sunshine
—Ted Lewis
- 2308 —When the Organ Played at Twilight
Just a Little While —Lee Morse
- 2300-D—Body and Soul
If I Could Be With You
—Ruth Etting
- 2287-D—Dixiana
I'm Yours —Ben Selvin
- 2320 —Your Simply Delish
Passing Time With Me
—Smith Ballew
- 2322-D—Football Freddie
Fraternity Blues —Ted Wallace
- 2324-D—Wedding Bells Are Ringing for Sally
Wasting My Love On You
—Fred Rich

Victor

- 22561—It Must Be True
So You Can Fool Me Some More
—Gus Arnheim
- 22528—Three Little Words
Ring Them Bells
—Duke Ellington
- 22530—Beyond the Blue Horizon
All Ways in All Ways
—George Olsen
- 22546—Maybe It's Love
—Reisman's Orchestra
A Peach of a Pair
—Gus Arnheim
- 22541—I'm Yours
Here Comes the Sun
—Bert Lown
- 22483—The Peanut Vender
True Love —Avpizu's
- 22548—Song of the Big Trail
Sing Song Girl
—Roy Shields and Victor Orchestra
- 22543—Just a Little Dance Mam'selle
Just a Little While
—Troubadours
- 22526—Moonlight on the Colorado
Don't Tell Her
—Nat Shilkret and Victor Orch.
- 22437—Fight On—
I Love You California
—Harold Grayson and His Trojans

Sherman, Clay, Portland Appoints Brown

Ted W. Brown has assumed management of the Portland branch of the Pacific Coast music firm of Sherman-Clay & Co., succeeding Frank L. Youse, who recently resigned. Brown is now installed in his offices in the company's attractive new store at West Park and Alder Streets. He has been with the Sherman-Clay organization for more than seven years. After receiving his education in Tacoma, Brown went to Spokane with Sherman-Clay & Co., and returned later to the Tacoma store of which he became manager. "I expect business to advance with rapid strides," said Brown, "because of Portland's appreciation of music. I am enthusiastic about the outlook in Portland as there is more buying here than in any other city on the Pacific Coast which I have visited."

Brown is married and is the father of a charming young daughter. His family will join him in Portland in the very near future.

Perkins Joins Brunswick

Bert B. Perkins, well known theatrical man, has become associated with the radio industry and has joined the Brunswick Radio Corp., New York.

Mr. Perkins comes to the radio field from the First National Pictures, another subsidiary of the Warner Bros. Pictures, Inc. His particular assignment with the radio firm is that of general field manager of the theatre contact department, a new section of the advertising division. It will be Perkins' function to co-ordinate the promotional activities of the Brunswick organization with that of the many theatre subsidiaries of the Warner group.

Ken-Rad Enjoying Increased Business

R. E. Smiley, Sales Manager of The Ken-Rad Corporation, announced this week that many of their departments are working at full time with an average operation at 70%, an increase of over 20% during the past sixty days. In discussing the situation Mr. Smiley said, "In the face of conditions with which we are all familiar, our business has shown a very gratifying increase since September 1.

"We can account for it only because of the excellent quality of our product, which at all times is under the eagle eye of H. S. Dunning, whose reputation as a quality expert is well known among engineering circles, and the aggressive sales and advertising policies of the company.

"We look forward to the future with confidence and anticipate and are planning for a very profitable year."

The highest note in radio achievement

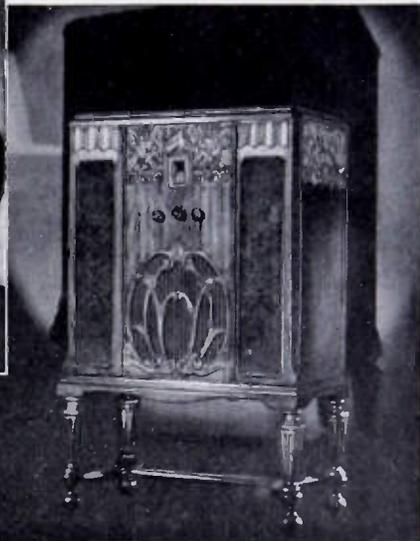
in tone

MODEL 43 illustrated below, price \$248, with automatic volume control. [Price quoted without tubes.]



in design

MODEL 36 illustrated below, price \$208. Price quoted without tubes.]



in beauty

MODEL 51 illustrated above, price \$317, with automatic volume control. [Price quoted without tubes.]



Built Complete in the Story & Clark Factories

THE STORY & CLARK RADIO CORPORATION
173 N. Michigan Avenue, Chicago

* *

Manufactured under STORY & CLARK owned Patents and Patents Pending
Licensed under R. C. A. and Affiliated Companies, Charter Member R. M. A.

RADIO
by STORY & CLARK

SINCE



1857

Radio & Music Financing

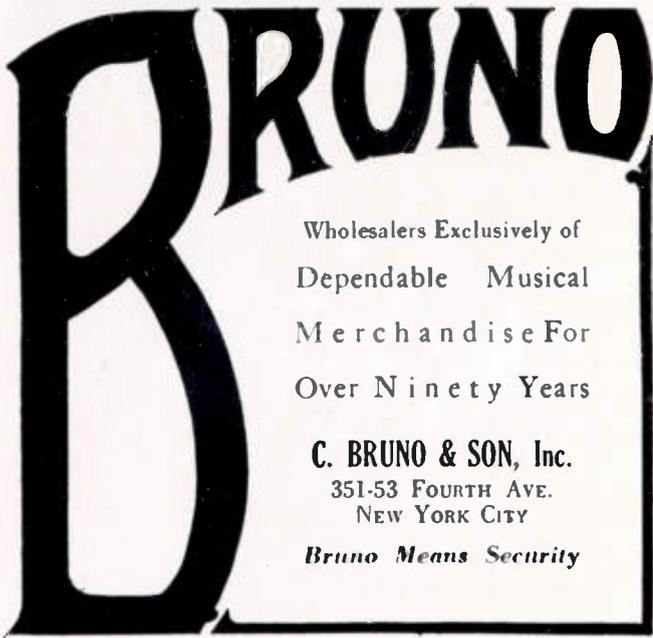
Specialists for more than 20
years in financing installment
paper secured by the major
standard commodities entering
into the improvement
of the home.

Bankers Commercial Security Co., Inc.

Pacific Coast Office

416 W. 8th Street

Los Angeles



Wholesalers Exclusively of
Dependable Musical
Merchandise For
Over Ninety Years

C. BRUNO & SON, Inc.
351-53 FOURTH AVE.
NEW YORK CITY

Bruno Means Security

(Continued from Page 7)

AT THE CONVENTION OF THE ASSOCIATION of National Advertisers, held last month in Washington, the findings of a nation wide survey were reported as follows. As an advertising medium, radio cannot supplant the printed word, but if used judiciously, it is a worthy supplement to newspaper and magazine advertising. The radio listener does not want advertising, but takes it and likes it, if it is not the "plugging" kind. Radio advertising should be limited to a terse message—merely giving the sponsor's name and slogan. The printed word still does the big job of selling.

THE AUTOMOTIVE INDUSTRY HAS REPLACED the Food Industry as the largest in the United States. This was reported at the Convention of the Associated Grocery Manufacturers held at Atlantic City a month ago.

AND TALKING ABOUT REPLACEMENTS, THE Federal Bureau of Standards is authority for the statement that most accidents in the home were due in the years past to the stepladder and the bathtub. These accident causes have been topped by the "cellar steps". Wonder why?

MEXICO, WHICH IS REPUTED TO BE IN EVEN a more depressed economic condition than the United States and a country in which wealth is concentrated in a relative few hands, is apparently proving a fertile market for American manufacturers. A recent issue of Excelsior, Mexico City daily paper, carried a 24-page section devoted to radio. Most of the leading American lines as well as a few independent midgets were represented in the advertising columns.

KIMBALL PIANO



*Kimball
Chippendale
Grand*

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

**JESSE FRENCH & SONS
PIANOS**

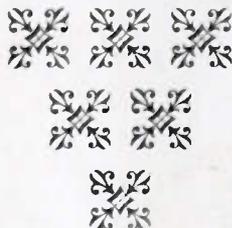
ARE NOW CARRIED IN STOCK

BY

MR. JACK VAN GROVE

518-519 COOPER BUILDING

LOS ANGELES



SOUTHERN CALIFORNIA REPRESENTATIVE FOR

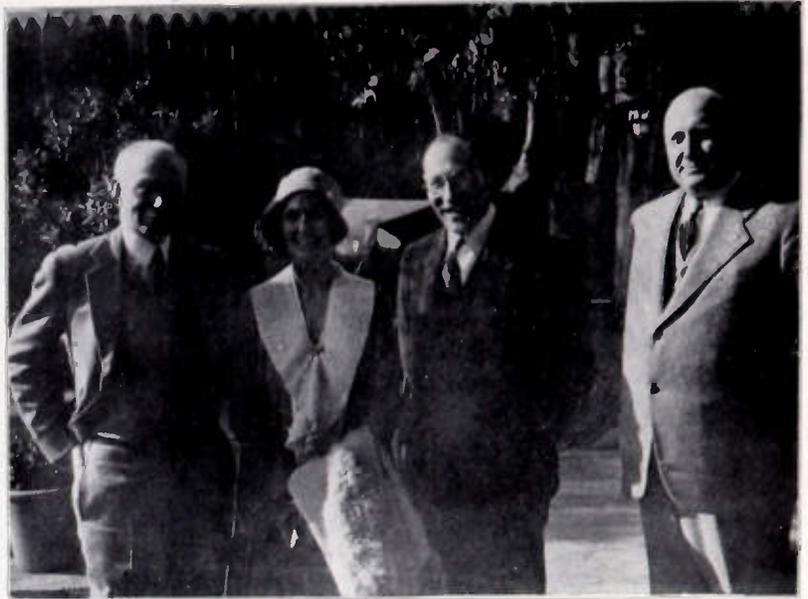
JESSE FRENCH & SONS PIANO CO.

NEWCASTLE, INDIANA, U. S. A.

Camera!



H. M. Tremaine, prominent radio engineer, Charles B. Stedman, Wm. H. Carey, president, have established a technical research laboratory of consulting engineers in Los Angeles for radio manufacturers and the radio trade, in problems of design, testing and manufacturing.



At the Breakfast Club, Dr. Lee DeForest (left) meets Miss Ruth Nichols, transcontinental record breaker, flying Crosley's plane. Charley Kierulff takes advantage of the big publicity shot letting the boys at the Breakfast Club see her. Mort Stuart, president of the Southern California Association, chaperons.



The manufacturers and manufacturers' agents of Southern California meet behind closed doors to discuss the midget superhet. There were about twice as many as the picture shows, the camera lens failing to pick up the rest.

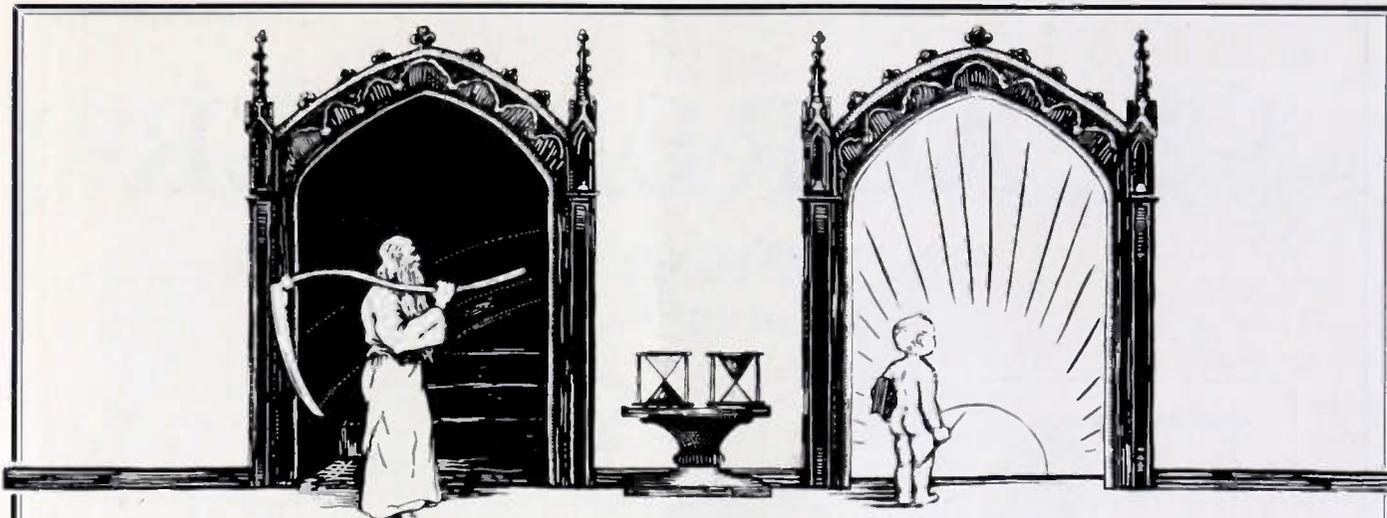


"Yes, the sales are going higher in Hawaii." A. J. "Full Page" Schrade returns from a two months' annual trip to Hawaii for Columbia Phonograph Co. Business is wonderful. What a life!



Being Mormons and strong with dee(a)rs, Don Daynes and Colonel Daynes, well known Western music men, bag the Utah limit.





Year In . . . Year Out . . .
The WESTERNER



*Brings Profits
 To Its Dealers*

DAY by day, month by month and year by year . . . the WESTERNER has proved to be the advanced popular radio . . . a profitable line to every dealer . . . a line demanded by the public! . . .

Since the first day the WESTERNER entered the market with its new midget creation . . . 245's in PUSH PULL . . . the Westerner factory has been kept humming to full capacity in producing this popular model. WESTERNER dealers have always been assured of new and advanced ideas in radio merchandise . . . always step in step with the radio parade and hand in hand with its dealers.

The new WESTERNER is a sensation . . . Two . . . 245's push pull, one '27, three '24's and one '80 . . . SEVEN TUBES!! . . . Dynamic Speaker . . . Tone selector . . . Illuminated dial . . . Phonograph pick-up . . . Shielded chassis with electrolytic condensers . . . at the most popular midget price . . . \$59.50 complete with tubes.

With the new year approaching WESTERNER dealers will always be assured of a line always in the lead, always in demand and always making them a profit!

"It comes from the bottom of every heart in the personnel of the Westerner Radio Manufacturing Company in wishing the radio trade a Christmas filled with merriment and a continued successful business during the coming year. . . . Only through the kind co-operation of our representatives and dealers has the year of 1930 been the largest in the history of WESTERNER RADIO."

F. R. SMITH.

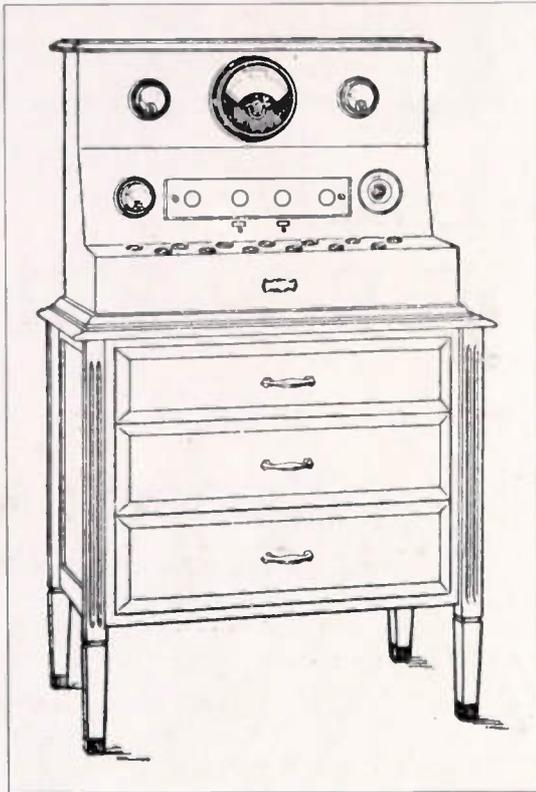
**WESTERNER RADIO
 MANUFACTURING CO.**

1268 SO. ALVARADO ST. LOS ANGELES, CALIF.

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

The ACREMETER

*The NEW visible tube tester
and silent tube salesman*



A score of dealers on the Pacific Coast and Middle West have already increased their tube replacement business from 100 to 300 per cent, within 30 and 60 days time.

This is an instrument your customers can read and understand—It brings customer confidence back to your store.

**Now is the time to establish your store as the
TUBE REPLACEMENT STORE OF YOUR COMMUNITY**

**The Sale of Tubes Grows Larger Every Day
Do not pass up the most profitable end of your radio business.**

*Let us show you how to increase your tube replacements.
It's beyond belief.*

The ACREMETER COMPANY

EVERETT

WASHINGTON

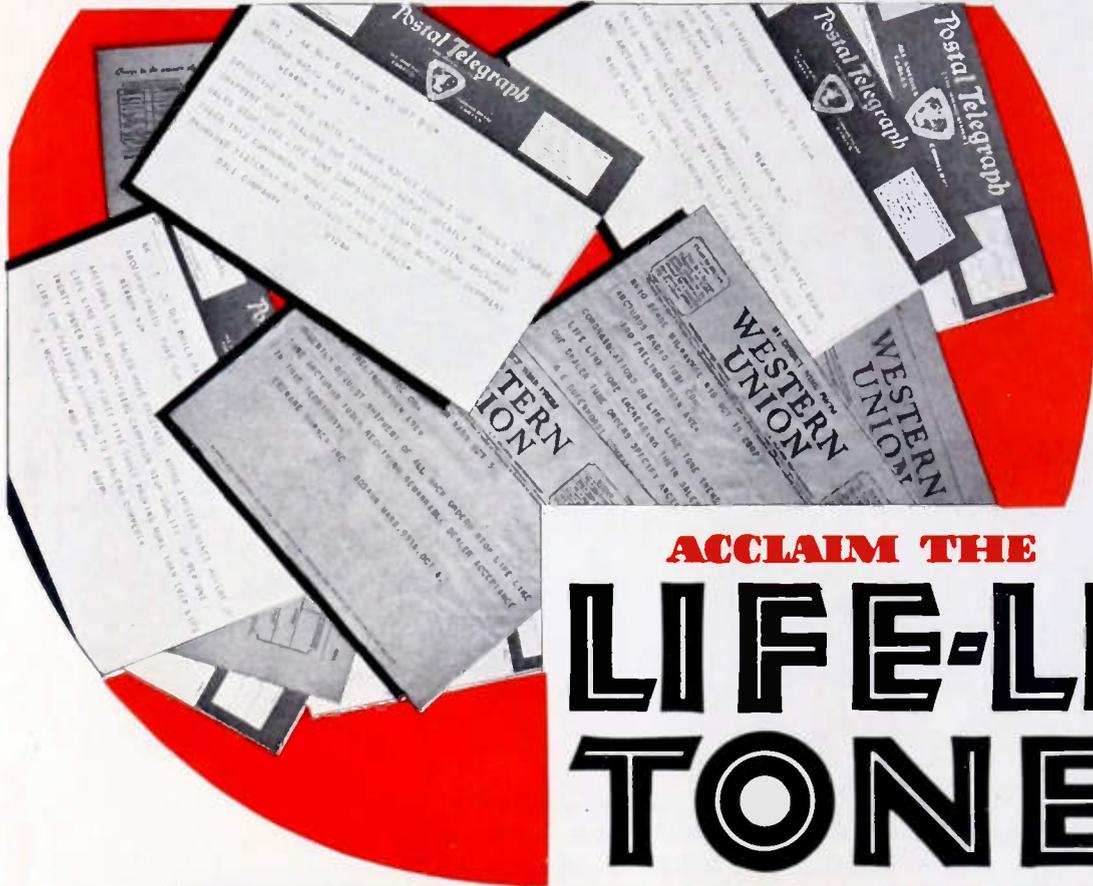
California Representative

F. B. WESTLAKE

1939 Hayes Street

San Francisco

Prominent Radio Retailers and Jobbers



ACCLAIM THE
LIFE-LIKE
PHONE

OF ARCTURUS BLUE TUBES

JUST two months ago we emphasized a distinctive Arcturus feature—*Life-like Tone*. Radio dealers everywhere were interested. They were convinced that *Life-like Tone* would create a new demand for Arcturus Tubes.

Newspaper advertising on *Life-like Tone* first appeared on September 4th. Public response was immediate. The telegrams on this page show what the radio trade thinks of Arcturus *Life-like Tone*. The quick 7-second action of Arcturus Tubes and their *Life-like tone* are bringing better business and increased profits to radio dealers from coast to coast.

You, too, can benefit by this Arcturus feature. Ask your jobber for all the facts about Arcturus *Blue Tubes*.

ARCTURUS RADIO TUBE CO., Newark, N. J.



ARCTURUS

The TUBE *with the* LIFE-LIKE TONE

Rola



Rola Model 85-S

Super-Heterodyne

A NOTABLE CONTRIBUTION to radio achievement—by masters of radio! Never, in recent years, has there been such an opportunity to win public approval—to deliver FULL radio value to the FULL purchasing power of today's radio-dollar—to sell so much real radio quality at such popular prices!

The new Rola Super-Heterodyne is a masterpiece of beauty and craftsmanship in furniture design—housing a set that GETS MORE STATIONS—with GREATER CLARITY—and FINER TONE QUALITY than ANY OTHER RADIO AT ANY PRICE!

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

ROLA Model 82-S

\$107.00

Complete with Tubes

◆◆◆

ROLA Model 85-S

\$117.00

Complete with Tubes

The ROLA COMPANY

45th and Hollis Streets

OAKLAND

CALIFORNIA

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

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

Firm Name

Executive

Address

AIR MAIL THIS!



**CLEAR
SAILING
AHEAD**

WITH the introduction of the Sparton Junior, the Jewel, and the new Ensemble at amazingly low prices, Sparton presents to radio merchants a complete model and price range unparalleled, we believe, in the entire industry. Further, when the stability of the manufacturer behind the product is considered, this provides the foundation for the most profitable radio merchandising to the dealers who have learned the soundness of concentration with its rapid turnover and absence of frozen capital and sluggish inventory. A Sparton franchise may still be available in your community. We will be glad to put you in touch with the nearest Sparton distributor.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH., U.S.A.
{Established 1900}

Pioneers of Electric Radio without batteries of any kind

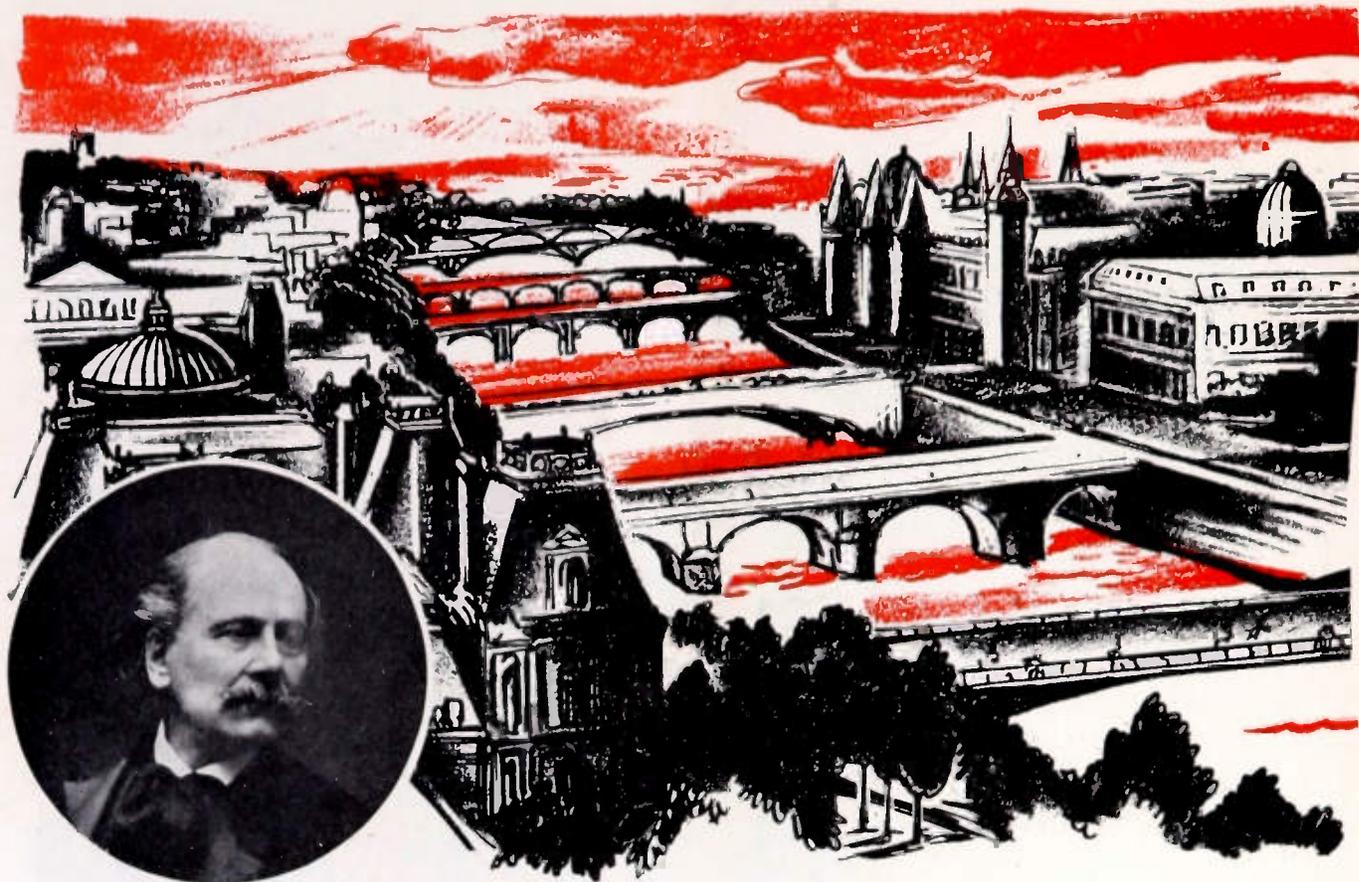


Only SPARTON has the MUSICAL BEAUTY of

SPARTON RADIO

"Radio's Richest Voice"

(509)



Massenet's opera "Le Jongleur de Notre Dame" was inspired by the great medieval church of Notre Dame whose famous gargoyles still look out over Paris. Brunswick Record 50082.

LOOKING TOWARDS

A successful business must be conducted with a thought not only for tomorrow, but for the years to come. Retail dealers who are building for permanence will naturally be attracted to a manufacturer who has this end in view.

What better way is there to judge a company than by the way it has acted in past situations? If its course has always been honorable, its choice of conduct upright; it is reasonable to assume that its future actions will always be worthy of the good reputation it has already established.

Brunswick has been in business for many years; it has been building musical reproducing instruments since long before the first radio broadcast started a new industry.

In all its long career Brunswick dealers have never once suffered because of short-sighted merchandising policies. There has never been any compromise when the good name of the company was at stake. Dealers have never been left to hold the bag for mistakes which were not of their causing.

As a result, dealers who are now seek-

BRUNSWICK



THE FAR HORIZON

ing a stable line of radio and record-playing instruments which they can carry through the years, know that they can look confidently to the future with Brunswick!

Inquiries from such dealers are invited.

Brunswick Radio Corporation

MANUFACTURERS OF RADIO, PANATROPE AND RECORDS
Makers of the World-Famous Brunswick Records
NEW YORK—CHICAGO—TORONTO

SUBSIDIARY OF WARNER BROS. PICTURES, Inc.

BRUNSWICK LOWBOY MODEL 15

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

Other models \$170 up.



MODEL 15

RADIO

FUTURA SERIES FOR 1931

The TEST For Salesmen

By Thomas J. Mercer

Vice President, Bankers-Commercial Security Co., Inc.



RADIO salesmanship has been getting its first real test of fitness this year. The easy days, the novelty days, the days of something new every minute have gone. Those were days when any youth with a knowing look and a line of patter of the mystery of circuits and hook-ups had little to do in demonstrating and less to do in closing with customers who really were anxious to buy. It was easy to establish a reputation as a radio salesman in those days.

There is still a tremendous market for radio. But it is largely a market of radio-wise buyers who have to be shown. The radio salesman today is in much the same position as his fellows in domestic appliances, refrigerators, musical instruments, life insurance, and other commodities or forms of service to the individual or family. He has to think, and he has to work. Not much spare time for pee-wee golf for him.

Beware of "Easy" Sales

Radio selling now reminds one of piano selling ten years ago, both in the method of gaining audience and in the method of demonstration and sales talk, point-by-point. The old-time piano man looked upon an easy deal with suspicion, especially if it were sold on contract. The average deal had to be patiently rounded up and the sales battle won point-by-point, often under stiff competition. And by the way, some of those old-time piano salesmen are still doing a job whose monthly volume would make a radio salesman gasp.

The same was true to a large extent in the phonograph business, after the phonograph had come into general use in homes. The novelty had worn off and it became a question with the average individual

"MANY salesmen are spending too much time with people whose principal subject is hard times.

"Ninety per cent of the people who hold jobs in good times, still have their jobs now.

"Why waste time and morale on the other ten per cent. Give them a word of sympathy and pass on to the other ninety per cent."

whether he would buy a new phonograph, a rug, a piano, a washing machine, or a Ford that year.

All the drop in radio volume in the past year cannot be charged to hard times or the stock market. Radio is now in competition with other things. There is where it puts up to those who are in it the test of their loyalty, their devotion, their faith in radio as the pre-eminent necessity in providing entertainment, information and amusement. If a man lacks that faith in his business or his vocation he had better get out, for he will only be trampled under foot by other men who know and believe in their business.

Radio has been heavily advertised nationally, sectionally and locally. It will need plenty of advertising from now on to keep it in the limelight along with motor cars, electric refrigerators, furniture, and the thousand-and-one other commodities that are staple, only because their manu-

facturers have the faith to keep pounding their ideas into public consciousness by their continuous advertising.

The process of elimination, at this stage of evolution in any industry, begins with those who lack the capital and the faith to continue the promotion of their product on a wide and noticeable scale, commensurate with an experienced survey and estimate of prospective volume. Any radio manufacturer or distributor who cannot come through on that program is likely to see his dim star fading out in the glare of the stronger lights of publicity.

If I were in radio with an appreciable investment today, I believe I would want to see the financial statement of any manufacturer or distributor who solicited my business if I were in doubt at all about the present and prospective stability of the line.

Get lines you can pin your faith to, a degree of faith that you can emphatically and enthusiastically pass along to your salesmen, for they need it now. They need it as inspiration when they get in to see a prospective customer who may be thinking of other things beside radio. They need it in competition with other lines of radio.

"Crash" Advertising Failing

The advertising of distress merchandise or trick terms will not pull much longer. The real sales will be made on stabilized, known brands, by sheer strength of salesmanship. But salesmanship will have to change mottoes: Instead of "Here they come," it will be "Go get 'em" from now on.

As I look over the many records of successful salesmanship this year, there are only three or four which crop out as having been made on crash advertising and dis-

(Continued on Page 27)

FOUR WAYS TO MAKE MORE OUT OF RADIO

... Push these four great models of Columbia's 1931 Tele-focal Radio line. Each one is designed to fit the taste and purse of the coming year like a glove!

Model 991 is the finest Combination you can sell. It offers your customers the most luxurious home entertainment that money can buy—the new Columbia Tele-focal Radio *and* the new Columbia Record-Changing Phonograph, which plays either 10 or 12 inch records, in one beautiful cabinet.

For your customers who want the luxury of a Combination but who don't want to pay for the Automatic Record-Changing feature, there's the splendid Model 939 Combination. Priced well within the reach of moderate means, and an instrument of appealing beauty.

And for the many buyers who wish a Radio *alone*, you can offer the Columbia Tele-focal Radio in two hand-

some, popular cabinet models—No. C21, the Carolean Period High-boy, and No. C20, the Early English Low-boy.

Remember—the Radio included in all four of these fine models is the much-advertised new Columbia Radio with no dead spots on the dial—Columbia's new 8-tube screen grid Tele-focal receiver. It pulls in programs sharp and clear on every notch of the dial—with *no overlapping!*

Push these four great machines, and you'll find they pull you healthy radio profits—even out of this tough year!

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



MODEL 991
The New Columbia Tele-focal Radio and Automatic Record-Changing Phonograph Combination. List price, less tubes, \$325.00.



MODEL C21
The New Columbia Tele-focal Radio, High-boy Model. List price, less tubes, \$185.00.



MODEL 939
The New Columbia Tele-focal Radio-Phonograph Combination. List price, less tubes, \$235.00.



MODEL C20
The New Columbia Tele-focal Radio, Low-boy Model. List price, less tubes, \$145.00.

Columbia Radios



All Trade Marks Reg. U.S. Pat. Off.
M. M. Lee, Design. No. 28,433, p. 10434 de n. o.
Appl. 10,100, 10,100 de 13 en Agosto 1916. Marca
Registrada Reg. (número 8) de N. Y. 1916. 7-10-17 y 21-73



Keep in Display!
Carton of four
Eveready Ray-
theon B-H Tubes.

REMINDE CUSTOMERS! OF EVEREADY RAYTHEON B-H TUBES FOR "B" ELIMINATORS

TELL CUSTOMERS what a marvelous improvement in reception a new B-H rectifying tube will make. You have no idea how great your local market for replacement is until you systematically begin to cultivate it.

Most "B" power units are designed for the B-H tube . . . the original gaseous rectifying tube. Millions of these units have been sold in the past few years.

Eveready Raytheon B-H Tubes are their own best salesmen—get one in a unit, it does the rest!

They come in handy four-tube cartons. Always have a full carton on display! Increase your replacement business.

* * *

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 27 stations.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.
Branches: Chicago Kansas City
New York San Francisco

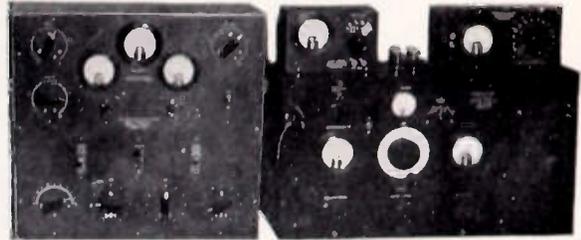
Unit of Union Carbide **UCC** and Carbon Corporation



Trade-marks

EQUIPMENT

RADIO AND ELECTRICAL LABORATORIES SPECIALIZING IN RADIO AND ELECTRICAL RESEARCHES, DESIGNS, MATERIAL TESTS, CONSULTANT ENGINEERS, RADIO MANUFACTURE RESEARCH, COMPLETE RECEIVER ANALYSIS.



SUPERIOR TO ANY IN THE WEST

■ Precision — —

Creators, Designers, Developers of Super Screen Grid, Super-Heterodyne and other circuits.

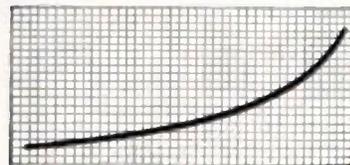
Over all performance measurements made with standard tubes and standard line voltage in a completely shielded room.

Sensitivity, selectivity, and fidelity are measured and compared with factory limits. Causes of out of limit characteristics are determined and noted, and if necessary, detailed investigation is made.

All laboratory experts have had long experience in radio development laboratories, and most have had additional radio factory experience.

Our experience, coupled with close field merchandising permits accurate recording of performance requirements for new models under development.

CALIBRATIONS,
U. S. BUREAU OF STANDARDS



Proving Laboratory

Production checkers . . . Maintains skilled engineering sampling inspection of production in factories. A link between the factory and sales department.

"SEMPER QUÆRENS"

RADIO RESEARCH CO., Ltd.

Second Floor
8315-17 Beverly Blvd.
Los Angeles, Calif.
Telephones

OXford 2731

OXford 4381

THE TEST FOR SALESMEN

(Continued from Page 24)

stress merchandise. I have my doubts about these three or four, as to whether the percentage of profit has run as high on the net sales as it would have run on straight selling of stabilized merchandise. I say net sales, because there are many charge-backs against gross on high pressure advertising and selling.

On the other hand, I have in mind many examples of profitable operation this year by merchants who stuck to the substantial, who inspired their sales organizations to get out and dig for the best prospects and the best sales. Generally you do not see much or hear much about that type of merchant or salesman. He keeps his mouth shut, keeps on working and makes a profit in any kind of times.

Just the other day a dealer who has a reputation for doing things asked me if I knew of a couple of salesmen who knew the feel of a push-button on a door-bell, boys who had shoes that would stand wear. He said he could get plenty of the kind who like to hang around the store waiting for customers to come in, but he would trade the whole bunch of them for a couple of go-getters who knew the answer to a door-step "No."

Another dealer told me that if some salesmen would only spend half the time and ingenuity they use on the boss to get him to take deals he shouldn't take—yes, if they would only spend half that time and ingenuity in getting customers to do what would make a profit for the house, what a difference it would make in their and his earnings.

If you were to ask me what is wrong with many salesmen now, who are bringing in "alibis" against the draw, I would hazard the guess they are spending too much time in the company of people whose principal subject is hard times. I don't know when, if ever, a salesman made a deal with a man who was out of a job or cussing Wall Street. About 90 per cent, to say the least, of the people who regularly hold jobs in good times still have their jobs now. Why waste time and morale on the other 10 per cent? Give them a word of sympathy and pass on to the other 90 per cent.

The program now is to think and to work. I never knew that program to fail nor make a knocker out of any salesman who applied it.

Dewell With Columbia

Dudley T. Dewell has been appointed advertising manager of the Columbia Phonograph Company, succeeding A. M. Kennard who resigned.

Mr. Dewell is well known to the music trade as a member of Columbia's advertising force for the past four years.

Philco Dealers Cruise to Mexico

As a grand finale to a ten weeks' sales campaign in which almost one million dollars worth of merchandise

Claude Foote and H. R. Curtiss, Commodores of the Cruise.

was sold, 340 dealers and their salesmen sailed for Ensenada, Mexico, late in November, as the guests of the H. R. Curtiss Company, Southern California Philco distributors.

Boarding the Ruth Alexander early in the evening, the party engaged in "what-not" until the wee small hours

Sunny Hours on Glass-Smooth Seas, While a Young Hurricane Played Mischief at Home.

of the morning; put in to San Diego at 9:00 A. M. and took on more dealers. Dropped anchor in Ensenada harbor at about 1:30 P. M. Saturday afternoon—and from here on only one-tenth of the story can be published.

Hussong's bar was desig-

Hussong's Bar. Line Forms to the Middle.

nated as official Philco headquarters, but Thalia's, fenced in dancing pavilion, was adopted as the unofficial headquarters.

When the ship pulled out for home at 3:00 A. M. it was found that all the brothers had got on board somehow with the exception of three. Further it was found that one had won

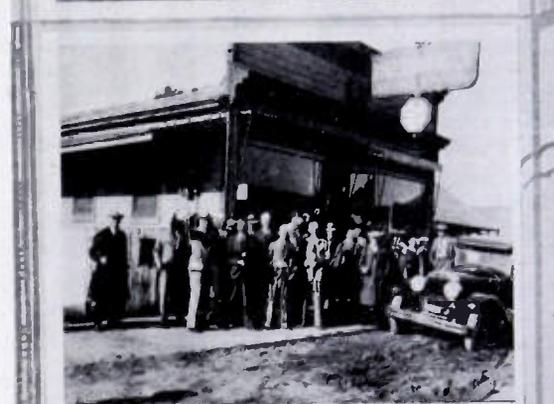
Believe It or Not, the Big Discs Are Turtle Backs Being Barbecued.

\$18.00 and the rest consoled themselves with fond recollections.

Oh yes! On the way down Harry Boyd Brown, Philco's dynamic sales promotion speaker, held the outfit in drapped attention for a full 45 minutes. Prizes were distributed to the winners of the

The Boys Renew an Old Time Friendship With the Brass Rail.

sales contest. The winners are as follows: W. G. Chew, first prize; Harry Hall, second prize; and L. G. Dill, third prize.



Seattle and Washington

The Truth Never Hurts



Leo Green

Western Music & Radio Trades Journal

The merchant who has not felt the effects of national business conditions doesn't exist, we must generally admit, but there is a bright side to every cloud and it shows very plainly in the methods of management and merchandising demonstrated by the dealer who weathers all storms, no matter how hard. It is this type of merchant who is going to round out a somewhat hectic radio season with a respectable showing.

Manufacturers' representatives who have visited us from time to time are unanimous in their comment upon the healthy condition of business on the Pacific Coast in general and the Northwest in particular, as compared with that which has been the experience of those in the eastern market; and yet we have a few who feel that business has been poor, and many that would like to have had it better, as is only natural.

It has been refreshing to this writer to note the real sincerity of eastern men in discussing the Pacific Coast market. There is a spirit of optimism and aggressive merchandising that must permeate all branches of the radio and music trades if business is to make the climb to the top of the hill in the next forty days.

Trying to beat an abnormal season like '29 is not only unfair to the industry but generally to the merchant himself. While there are numbers of instances in this market where dealers are ahead of last season, the law of average will not prove it so as a whole. It is important to note, however, that most dealers, were they to make a close analysis, would find themselves ahead of any previous normal year.

(Continued on Page 32)

The radio industry, as far as the Northwest is concerned, is beginning to feel the effects of reduced-price merchandise. This is the opinion of the average metropolitan dealers, most of whom have observed this market and its progress in Seattle and Portland for the past year or more. What its effect has been on present standard merchandise or will be on the future sets to come, is a matter of opinion that can only be forecasted.

The truth of the matter is that such merchandise has been on this market more in Portland than in Seattle for some time, without any apparent concern from the large dealers who have felt that such merchandise was ineffective. It has only been within the last few months, when a few of Seattle's largest dealers began to merchandise radio in much the same manner as department stores and kindred institutions do when the market is filled with surplus stocks of recognized makes, that this type of merchandising has been effective. Furniture, refrigerators, pianos, stoves, food, clothing or any number of articles of equal value in unit sale to a radio have been merchandised in this manner for years, and the public has accepted such sales as a matter of course, without apparent injury to the reputation of the dealer or manufacturer.

Placing radio in this category, however, has seemingly been taboo. A dealer who offers radio at a reduction has been regarded as unethical, when as a matter of commercial history radio is no different in its cycle of economic development than any other industry.

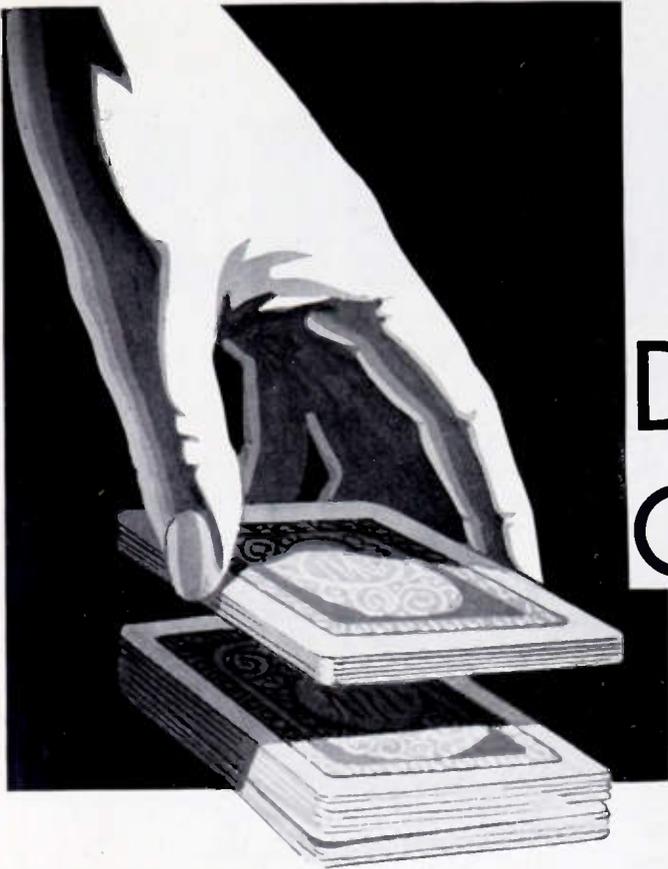
Naturally no one in the retail business appreciates seeing prices cut on merchandise of a franchised nature that has been produced to sell at a given price generally recognized everywhere as standard, but retailers are not wholly responsible for price reductions. The manufacturer who, through his program of production, oversteps the market consumption, leaves but one answer; that is surplus stocks, which must be moved even at a loss. If the dealer cannot absorb them at regular price levels, the usual method is for the manufacturer to allow them to be taken up in car load lots by special buyers.

This is typical of the small manufacturer, say dealers, and particularly such manufacturers who go into production for this specific market, but in some instances this has happened with recognized stable manufacturers. There can hardly be just criticism of a dealer buying such merchandise. If the manufacturer is unwilling to take the loss or through his own dealer set up, place his merchandise before the public at a reduction, with a clear cut explanation, it is only natural that the merchandise find its way into the hands of dealers who will reduce its price and sell it. The large dealer consequently has to stand by and allow his volume to pass over to the competitor or meet him with a set of equal value and thus you have the wave of so-called "price sales."

The question of whether or not a manufacturer's name is injured is again a matter of opinion. Certainly it is if the public has been misled. In two instances within the writer's knowledge well-known manufacturers have disposed of surplus stocks. They pursued the policy suggested earlier in this article of first taking their dealer organization into their confidence and placing the merchandise through them; secondly, securing public confidence by telling the facts in simply a truthful statement. Competitors cannot injure a manufacturer under these circumstances, because public faith is secure to that manufacturer.

The evil in this price-reducing is not in the actual slashing as much as in the methods practiced which mislead the public. We do not know the cure but one suggestion is to return to the root of the evil, for the stable manufacturer to clean its own house, to so control production that surplus stocks are at a minimum, and in the event that a surplus does occur, such as was caused this year due to market conditions, come out in the open through its own dealers and let the public profit by such price reductions as are necessary through the recognized channels. The truth never hurt any one, and in the long run makes the most friends.

Leo Green.



DON'T TAKE CHANCES

You can't trust to luck and expect to make money when you are buying or selling radio tubes. There is ONE way you can be SURE of quality — by handling TRIADS! The new and sensational improvements carried out through the entire TRIAD line represent the highest developments known to radio tube science. Wise dealers know this. They know too, that they can rely on TRIADS to give absolute satisfaction to their customers—and protected profits for themselves!

TRIAD Tubes are Distributed on the West Coast by—

- 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.



**TRIAD
<T-10>**

**A NEW 210
OSCILLATOR**

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

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

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

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

TRIAD

RADIO TUBES



TRIAD LINE

JOBBER ON THE PACIFIC COAST

During the year of 1930 have added to their various lines, the famous name of TRIAD. Realizing the value and demand of the "Honor-Built" TRIAD Radio Tube, the Pacific Coast jobbers listed below have supplied their dealers with thousands of the TRIAD tubes.

LOS ANGELES

Electric Corporation
Westinghouse Electric Supply Co.
Herbert H. Horn
Union Hardware & Metal Co.
Electric Products Co.

SAN FRANCISCO

Westinghouse Electric Supply Co.
The Merry Co. Ltd.
Stewart Warner Sales & Service
Electric Corporation

PORTLAND

Stewart Warner Sales Co.
Electric Corporation
E. M. Soule

SEATTLE

Seattle Hardware Co.
Electric Corporation
Domestic Electric Appliance Co.
Powell Distributing Co.
N. B. Moss Mfg. Co.
Schwabacher Hardware Co.

PHOENIX

Rex Grayner Radio Co.
Westinghouse Electric Supply Co.



RAY NOEL

TRIAD MANU

and R. J. NO

Extend Best Wishes to T

For A Happy

New

TRIAD RADIO TUBES

RADIO MANUFACTURERS ON THE PACIFIC COAST

During the year just ending, have used and endorsed the use of TRIAD Honor-Built Tubes in their respective receivers. Knowing the minimum replacement record that TRIAD proudly holds, the radio manufacturers noted below have found the TRIAD tube a large and convincing factor in merchandising their product.



Kemper Radio Corporation

(Kemper)

Powell Mfg. Co.

(Powell)

Davison-Haynes Mfg. Co.

(Angelus)

Jackson-Bell Co.

(Jackson Bell)

Trinity Radio Co.

(Trinity)

Waltham Radio Corp.

(Waltham)

R. W. Gilbert Mfg. Co.

(Gilbert)

Patterson Radio Corp.

(Patterson)

Herbert H. Horn

(Tiffany)

Zaney-Gill Mfg. Co.

(Music Box)

Celect Radio Co.

(Celect)

Keller-Fuller Mfg. Co.

(Radiette)

Elmore-Lambing Co.

(Singer)

Nathaniel Baldwin

(Nathaniel Baldwin)

Cardinal Radio Mfg. Co.

(Cardinal)

Adams Mfg. Co.

(Adams)

Master Radio Mfg. Co.

(Master)

Ramona Mfg. Co.

(Ramona)

CTURING CO.

COMPANY

Western Radio Trade

Prosperous

Year



G. N. NOEL

SEATTLE AND WASHINGTON

(Continued from Page 28)

Money is plentiful in the Northwest for the purchase of legitimate commodities. This statement is not made in a forced attempt to be optimistic, but is prompted in part by a startling revelation—at least to merchants of Seattle who took time to note the effect of a recent advertising splash by one of Seattle's large department stores. Conditions surrounding this effort were so remarkable that the story is well worth repeating here as a moral from which merchants of the Pacific Coast may take a lesson.

Nine pages of newspaper advertising were released on a Friday and a Saturday; six in one Seattle afternoon newspaper, three in another and one page in a morning publication. On the particular Saturday more than 41,000 people were attending a football game being played in a driving rain. A modest estimate would place another 50,000 listening to the game by radio. With other thousands busy at their employment it would not be an exaggeration to say that there were more than 100,000 people otherwise engaged on Saturday. Yet this store, occupying an entire block, was thronged throughout the day with people who were BUYING.

Of particular interest is the statement of the head of the furniture department upon whose floor is also located the radio department.

"It is pretty generally known," he said, "that furniture buying has been off all year. Without an item of any kind in our advertising this department was busy all day long and at times required salesmen from other departments to help out."

Questioning the radio manager as to the effect of the sale on his department, we were told that the force was on the jump all day and that the receipts for the day were splendid. There was no radio advertising in any of the nine pages.

Just to conclude the story, executives of the store reported the Monday follow-up nearly as good as Saturday and the two days, one of the red-letter events of the store. The big point to be taken from this story for the radio merchant, however, is the proof that there is plenty of money available for buying and that radios CAN BE SOLD and will be sold from now on by the merchant who does the very thing he is asking the buyer to do and that is to "open the purse strings and let the moths out."

Go into public print one way or another and provide the sales organization with fuel to keep the cash register hot. Stop waiting for the breaks and go out and make the breaks. The Washington State football team is a good one but it didn't wait for its Coast rivals to make the breaks for it. It manufactured its own and today is the Pacific Coast champion. This is ex-

actly what the radio merchant will do who is made of stuff that makes champions.

Leo Gets Paid For Writing This

As one old sage has said, no matter what the weather we have with us always the "representative." His card comes in and we meet him with much enthusiasm, listen to his glowing story, learn a bit perhaps, cuss and discuss this and that and away he goes, only to make room for another. But it's a rare day when "the publisher" breezes in nonchalantly, and worse yet when his correspondent fails to recognize him. Publishers should be made to present cards if for no other reason than to avoid embarrassing moments for the scribe.

Wallace Byam is like that however—just pops in as though it were yesterday that he last saw you. Making the swing north at this time naturally causes some little interest among the trade. Mr. Byam's recent visit to the northwest was the result of a desire to know conditions for himself from a merchandising viewpoint, meet new dealers and renew acquaintances with old, and of course to contact the president of Western Music and Radio Trades Association at Vancouver, B. C. Mrs. Byam accompanied him to the Canadian metropolis, so no steps were necessary to insure his safe return to the states.

His eyes wide open and impounding a constant stream of questions, constituted what should otherwise have been an interview. What he saw, what were the impressions made upon him, and his conclusions about the section of the coast cannot be greatly different from any other student of the field. He may express himself in his own way much differently than others have and after all as a publisher, that is a privilege we will have to grant him. One thing is sure. He's all for the Northwest and the greatest convention next summer at Vancouver in the Association's history.

Leo Green.

Santa Monica Dealers Form

Some time ago the radio and music dealers of the Santa Monica bay district invited Secretary Farquharson down to a special meeting. This was followed by a couple of breakfast meetings at the Carmel Hotel, Santa Monica, of one of which President Mort Stuart was the guest of honor.

At this time election of new officers was held consisting of Ed Engle, of Engle's Radio Shop as president, and R. M. Rhodes of R. M. Rhodes Service, as secretary.



H. Curtiss Abbott

Abbott Appoints Electric Corporation

H. Curtiss Abbott, well known throughout the trade, has joined the All-American Mohawk Corporation as Pacific Coast Manager. He will be in charge of all Lyric sales and promotion in the far Western territory.

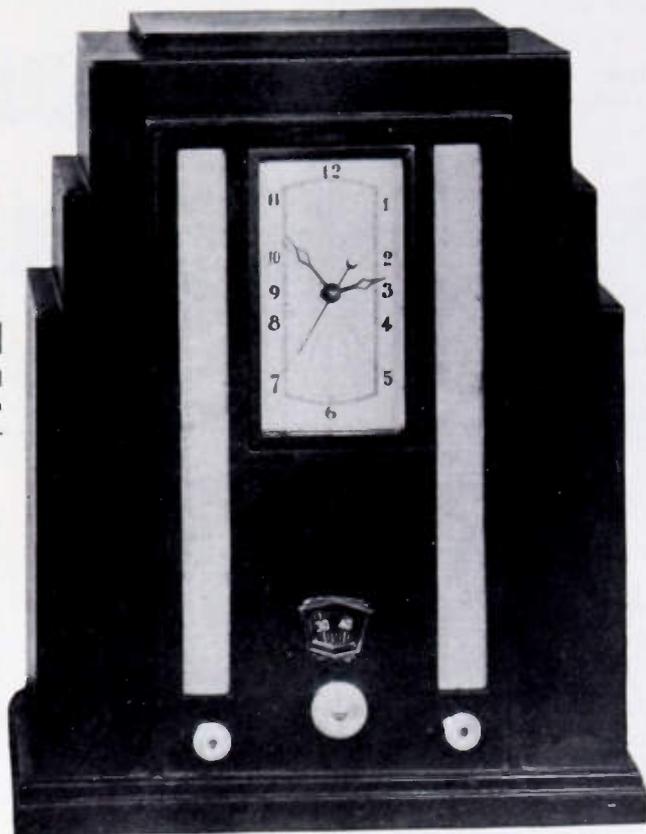
Mr. Abbott was formerly assistant to the president of Lyon & Healy, Inc., general sales manager of the Crosley Radio Corporation; salesmanager of the Radio Division of the National Carbon Company; and Pacific Northwest manager of the Philadelphia Storage Battery Company, manufacturers of Philco radio.

Soon after taking over the reins of his new position, Abbott announced to the Western trade the appointment of the Electric Corporation in San Francisco and Los Angeles as Lyric jobbers. The Electric Corporation headed by A. J. Hartley is one of the oldest radio jobbers in the west, having in years past carried Eada, Colonial, Bosch, Silver-Marshall and others.

According to Abbott the fact, that the All American Lyric Company is owned by Wurlitzer is a distinct advantage to the dealers who carry Lyric. All Lyric sets before being designed or placed on the market or passed upon by the Wurlitzer store managers from all over the United States sitting in conference. Saleable merchandise acceptable to the public is therefore assured. Lyric dealers also get the advantage of dominant Lyric advertising run by the Wurlitzer stores in key cities.

Abbott is expected to appoint Lyric jobbers in Portland and Seattle shortly.

Mr. Abbott is a graduate of Yale and a former member of the merchandising committee of the R.M.A. He is now vice-chairman of the merchandising committee of the NEMA.



SENSATIONAL

▼
POWERFUL

COMPACT

▼
ATTRACTIVE

• PACIFIC •
MIDGETTE

SCREEN-GRID

SUPER-COMPACT

DISTINCTIVE for its modern design, super performance, superb tone and compact size, the new Pacific MIDGETTE has taken the radio field by storm! . . . The new and individual electric clock feature places the MIDGETTE ahead in the midget class. What ever can be asked for . . . and more . . . will be found in this new type receiver.

Here is an answer to the ever-changing public . . . new, different, and clever . . . and still at the proven popular price of

SPECIFICATIONS

Triple screen grid; one '45 and one '80 playing through the new Supreme electro-dynamic speaker especially constructed for the midget type radio; tone control; automatic "off-on" volume control; illuminated dial; large size three gang condenser; electrolytic condensers; fully shielded polished cadmium plated chassis; local-distance switch, latest type noiseless electric geared clock and in a cabinet finished in a highly polished ebony.

\$69.50 complete with the Clock. (The MIDGETTE without the installed clock retails at \$59.50 complete).

Pacific offers direct sales cooperation to its dealers. Write us immediately for any further details. Start the new year with the NEWEST!

\$69.50
COMPLETE

PACIFIC COAST RADIO

CORPORATION, LTD.

2415 West Washington Blvd.

Los Angeles, California

P R O F I T W I T H P A C I F I C



THE SUPER-

It's "Hot"

—says "Herb" Bell,

President of Jackson-Bell Company, Southern California's
Largest Midget Radio Manufacturer

THE "midget super" will be even more sensational than the midget with the TRF circuit. "Superheterodyne" is a magic word, and a midget "super" will live up to the reputation. It will outperform the present midget. It will out-sell the present midget. The average buyer, in all probability, does not know what a superheterodyne is, but he has an idea that it must be the last word in radio, and if he wants a radio and can afford a superheterodyne, he will buy one.

There is unquestionably a big demand for a popular-priced superheterodyne. In merchandising, it is unquestionably easier to supply an already existing demand, than to endeavor to voice a demand for a product you think the public ought to buy. That's why the Midget has been so popular. It filled the demand for price and quality that other radios did not. The midget "super" will meet the widespread public demand for a super-selective, distance-getting radio, a superheterodyne, and a popular price. And the day that Southern California Midget manufacturers put popular-priced superheterodyne midgets on the market, dealers can expect their sales to sky-rocket.

The midget "super" has far greater sales possibilities than the TRF midgets. It has a far broader field. It will be sold in remote country districts where it takes a super distance-getting machine to work. It will be sold in the most congested dis-

tricts where it is necessary to cut between stations with a thin knife.

But most of all, the increased sales of midget "supers" will come from the public's awakened interest and distance-getting reception. Dealers all over the country are telling us that there is a new interest in distance, just as there was in the old days of radio, five or six years ago. The changes in broadcast channels, introduction of one-dial receivers, which heretofore has made genuinely fine tuning on one dial difficult, coupled with the emphasis put on tone to the detriment of the radio frequency end of the receiver, has caused distance reception to take a back seat. The "supers" will revive the old indoor sport of "fishing" for distance.

Can Super Be Small?

As to whether or not the superheterodyne chassis can be built into a midget cabinet, we have proven to our satisfaction that it can be. No one ever believed that a midget chassis could be built into a clock model cabinet until Western manufacturers showed that it could be done. Now it is a toss-up to distinguish the tone and performance of a good midget from that of many large radio sets. I am convinced that a midget "super" can be made as good as a large "super." Small size has nothing to do with it. There is no more danger of interstate coupling with a super than with a TRF. We have laboratory models working right here in our own factories in midtown Los Angeles that are playing the whole United States from coast to coast. I know of other Los Angeles manufacturers who are doing the same.

True, the "supers" have to be more carefully balanced and tested, and the testing equipment is very expensive, but there is nothing secretive or impossible about it.

Regarding service. Once the superheterodyne chassis is properly balanced and tested, there is no more danger of its get-

ting out of "balance" than a big super. There is no need for further adjustments. The service problem need be no greater than on the TRF models. There are no more parts in the "super", and they take up no more room. Of course, the parts have to be more finely made, and they have to be much more accurately adjusted. Point-for-point, they will out-perform the TRF midgets.

It goes without saying, however, that good superheterodynes must be made in factories equipped with good, and rather expensive, testing equipment.

THE superheterodyne will have to sell for considerably more than \$59.50. The parts cost more. The assembly labor and testing are very much higher. More skilled labor will be required. I do not know exactly what the price will be, but it undoubtedly will be in the popular price class, much below anything of similar quality made in the East.

Because of the price difference, there will always be a demand for the TRF \$59.50 midget radios. The superheterodyne will merely be an addition to the line. I do not believe one will entirely replace the other. There is always a market for Chevrolets and there is always a market for Studebakers.

We Must Have Change

It is most important for all of us to keep up with the changes in style. The public wants new things. The milliner brings out new styles of hats three or four times a year. Automobile manufacturers bring out new models every year. We have changes in the style of our furniture. If radio manufacturers are going to stand the pace they will have to do the same.

Last April our business flopped a bit. We introduced screen grid tubes and it shot up again. In June it dropped slightly and we put in dynamic speakers. Up

(Continued on Page 36)

HET MIDGET!

It's "Dynamite"

—Says F. R. ("Smitty") Smith,
Radio Engineer and Production Manager,
Westerner Radio Co.

SUPER-HET.

About the most talked of subject today in the Midget radio field is super. If, when, why and where and by whom it shall first be made into a midget form. Can it be done? At any price? How many tubes? How small the cabinet? And many other vital questions to torment the dealer and the dear buying public.

Have the dealers had no merchandise that would play? Have the radios been all dumped back on their laps? Have they nothing to sell to be proud of? These questions can all be answered by yourself.

A Good Circuit—But

In the whispering chorus that centers around "jalopy" manufacturing circles, the super circuit, price and design have already been established. (That is, to hear them talk). But there is no manufacturer in the midget model class that has put through enough quantity of supers to establish a construction cost with certainty. No one has been sold on it strongly enough to come out and break the "good" news to the dealers who are supposed to be waiting for supers with open arms and money in each hand. Yet it may be gathered by listening that practically every factory has one ready, a finished product ready for the public. But have they? Are the supers ready?

The superheterodyne is no doubt the finest radio circuit ever assembled when constructed perfectly. It is classed as the diamond among precious stones. The public knows through the publicity of the main factors in the radio industry that the super will get reception where no other circuit will satisfy. If this famous circuit is to be put into the midget class where it is necessary to sacrifice space. A-l parts, expert engineering and skilled

labor throughout every stage of construction and many other vital necessities that the super requires, all at a very low price, then the public is in for a crying spell.

One thing is certain. The present R.F. circuits can be profitably manufactured in the price range of the midget radio. Production can be worked up to an enormously high pitch with surprisingly inexperienced help. When the T.R.F. circuit is found to be "off" a trifle after it has completed its trip over the workbench the set can be O.K.ed nevertheless. It has been found that the T.R.F. circuit plays well even when the final check shows it to waver over the perfect sign.

Such is not true in the super. If the final checking shows it to be "off" a trifle the super is "way off." Not even fair. A small but very important item when figuring construction costs.

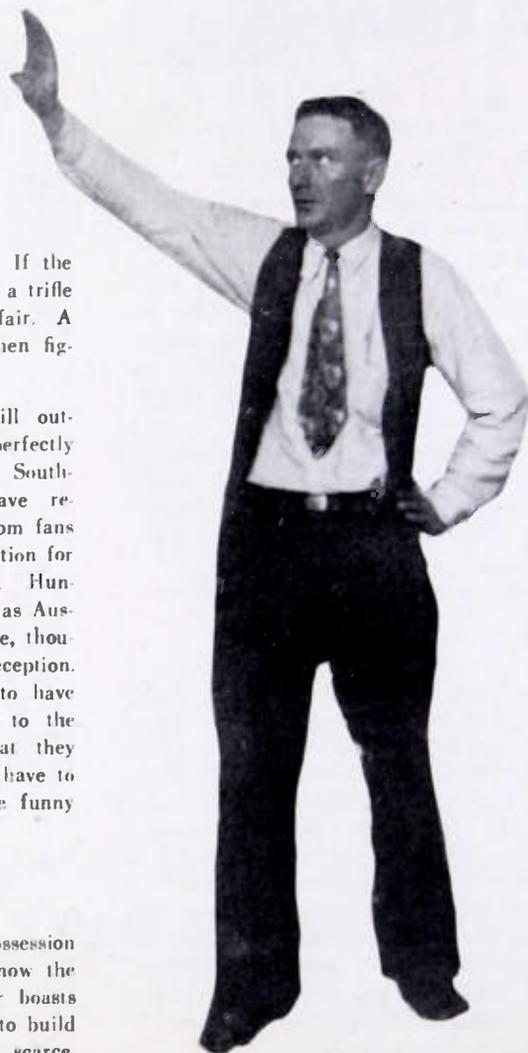
An ordinary T.R.F. midget will outperform any super that is not perfectly balanced. That has been proven. Southern California manufacturers have receiving many unsolicited letters from fans using midgets. Letters of appreciation for tone, endurance and DISTANCE. Hundreds report foreign stations, such as Australia, Cuba, Japan; and, of course, thousands report on cross-country reception. Now—this small super is going to have some job on its hands to give to the expectant public more than what they already have. But the super will have to do it; it is known for just those funny tricks. BUT, CAN IT?

Pity the Service Man

Each manufacturer has in his possession an engineer who is claimed to know the super circuit. Each manufacturer boasts of having a "man in a thousand" to build his super. If these men are so scarce,

we gasp for breath when thinking of the poor little service man in the back of the radio shop when one of these supers comes in for repair or checking. It has been quoted by one of the most famous engineers in this country that a service man can "break" a factory, if it comes to superhet midgets. One wrong move on the part of this service man will corrupt the entire circuit. The superhet circuit cannot be toyed with. After this happens a few times the dealer will no doubt go "gaga" and pin a note on the super's dial labeled, "Back to your birth-place, baby, and may I never see you or your brothers again."

The T.R.F. midgets have proved themselves a success. Hundreds of thousands have been sold. The factories have been showing a profit. Old midgets have been traded in for the newer and better ones with complete satisfaction. The public is still demanding a good T.R.F. midget . . . why take on another ton of bricks when you have just unloaded one?



THE MIDGET SUPERHET

(Continued from Page 34)

she went. In August came another drop; we put in tone control, and shot sales skyward again.

Superheterodynes will be the biggest advancement in the radio industry since the introduction of the first and original midget. A superheterodyne radio placed on the market after the holidays will be the direct cause of a bigger winter radio business than radio retailers have ever before experienced.



Story and Clark In Third Generation

H. L. Story, who founded the house of Story and Clark, soon after this Civil War photograph was taken.

The third generation of Story's is now in charge of the business. It is said that they are pursuing the same policies in their radio manufacturing business that built such a solid foundation and widespread reputation for a half a century for Story & Clark pianos.

Story & Clark jobbers and representatives held their semi-annual fall conference in Chicago, November 24th.

"Consollette Popularity Foreseen"

That the "Consollette" will be more than an equal competitor to the Midget in the field of public popularity, is the prediction of Brown & Manhart. They base this opinion on the following points:

First, that the "Consollette" which is a midget type set resting on a detachable table, will be as portable and compact as the regular midget; second, that the console effect will have a greater appeal in homes where the radio is an important piece of furniture; and third, that because it can be used either as a midget, or as a console, its "double-duty" feature will be a big selling point.

MERCHANDISING....

—a la General Motors.

The General Motors Radio plan of operation and radio merchandising is a distinct innovation in present day radio selling and distribution. The plan was developed by General Motors' executives as an ideal system. It is patterned somewhat along automotive lines. Outlined herein are a few of its outstanding factors:

(1) Great emphasis is put on conferences. Most important conference is the "Business Bureau" which meets monthly in Dayton, Ohio, consisting of seven dealers from various parts of the United States, one or two zone managers, sales manager, president, vice-president and other executives. Dealers' entire expense to and from the factories is borne by the company. A new set of dealers is selected each month. Bureau review plans, policies, suggestions and discussing General Motors radio merchandising in general. A complete report of the meeting is forwarded to all General Motors' dealers monthly. The next conference of importance is that of regional managers, meeting every month at Dayton, Ohio. Next is the monthly meeting of zone managers, who meet with their regional director once a month in each territorial section. In the West this monthly meeting is usually held in Los Angeles. A plan is at present in process of holding a monthly meeting of all dealers in each zone.

(2) Merchandise is not to be sold to dealers on the discount basis, but on a flat price per wholesale unit, which price amounts to practically the same as the usual discount.

Pay Cash

(3) Dealers pay cash for all merchandise. General Motors believe this essential as it eliminates considerable bookkeeping and is considered to be an excellent check on the actual condition of the business and an excellent habitual business policy.

(4) Merchandise is ordered on the "projection" system, which helps the factory, zone and regional managers and dealers estimate their production and sales for four months ahead. This is the same system under which Chevrolet sales are predicted many months in advance and which is found to be surprisingly accurate. On this basis, dealers order their merchandise sixty days in advance.

All Keep Same Books

(5) All General Motors' dealers keep the same type of books. They send a statement to the factory once a month and it is analyzed by an accounting expert who reports back to the dealer how his sales and various departments are stand-

ing in comparison with the average dealer throughout the country. If he is weak or strong in certain departments this is pointed out to him. This gives the dealer an accurate gauge on his business.

(6) Each dealer has a protected territory based on the potential sales in that territory, this figure being arrived at through the number of wired homes.

(7) The General Motors merchandising system is so worked out in detail that most of the dealer's time is free to be put on sales activities. There is little administrative work.

Stress Home Selling

(8) The big majority of dealers' sales activities is put on "community sales" or door-to-door selling. On this basis it is not assumed any customers will drop into the store. If they do, that's "gravy." Each dealer employs "community salesmen" who are to become intimately acquainted with the people in their district. Each salesman has a district to which he is confined, and in which he is instructed to do a thorough selling job. The idea is that it is better to do a complete job in one district than to do an incomplete job over a scattered district. The secret of successful door-to-door selling lies in proper sales direction. The meeting with salesmen every morning, program, sales talk, etc., is entirely arranged by the factory.

Old Sets Junked

(9) General Motors set aside a "junking fund" of \$7.50 per set. This amount is kept in a separate fund at the factory. Dealers are paid \$20.00 each for every trade-in they junk. Zone sales representatives carry a small axe for this purpose and the set is actually broken up with an axe.

(10) All advertising is placed and paid for by the General Motors Company, direct from Dayton. The dealers pay nothing.

(11) In cases where Frigidaire dealers sell General Motors radio or vice-versa, where General Motors radio dealers sell Frigidaire, salesmen must work either on one or the other. They may work in the summer on Frigidaire and in the winter on radio, but they cannot sell both at the same time.

Patterson

SCREEN GRID

Radio



Console Model 79

\$7950

Complete

IMPORTANT

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

STRAIGHT EIGHT



SUPER TUBES

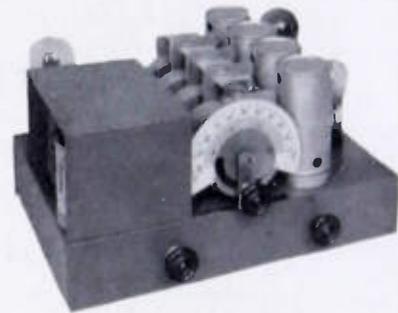
4-224
SCREEN GRID
2-245
PUSH-PULL POWER
1-227
1-280
FOUR GANG CONDENSER
IMPROVED MAGNAVOX
DYNAMIC SPEAKER
TONE CONTROL
WALNUT
CABINET



Junior Model

\$6950

Complete



Patterson "8" Chassis

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

Write, Wire or Telephone for Information

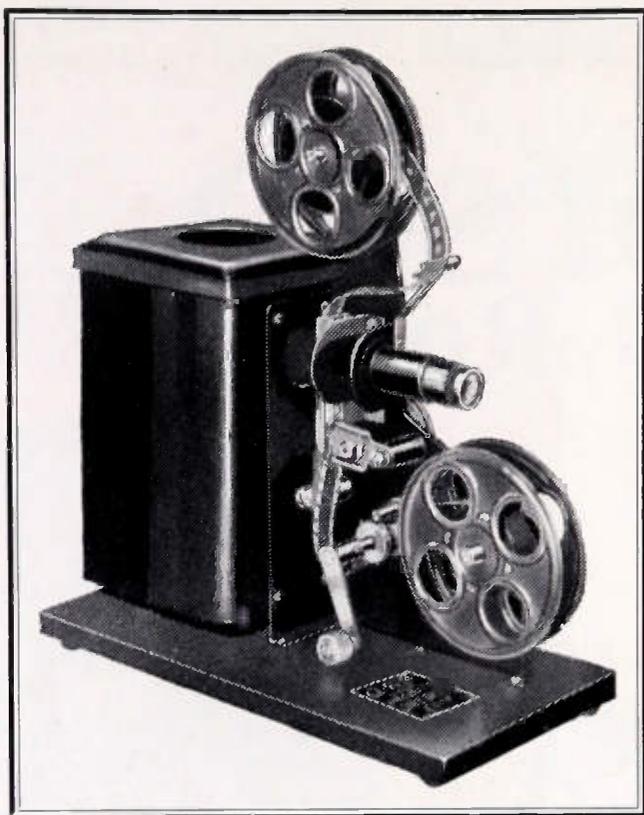
PATTERSON RADIO COMPANY

239 S. Los Angeles Street

Los Angeles

Manufacturers

Since 1920



fun

for Both the Children
and Grown-ups with

QRS PROJECTORS

MODEL 65 MOVIE PROJECTOR, \$6.50 RETAIL; OTHER MODELS UP TO \$33.00, WITH MOTOR

AN IDEAL Christmas gift—the whole family will get a big kick out of watching the children put on their own movie show. A low-priced standard 16 mm. Movie Projector—with the features of high-priced equipment—shows any 16 mm. film taken with any movie camera.

QRS COLORED SCREEN

For motion picture projection. The screen is multi-colored and gives a natural colored effect to pictures—opposite side is white for ordinary projection—is collapsible and rolls up very small. Size 14" x 18". Price \$1.00.

KIDDIEFILM

At only 4c per foot—comedies, cartoons, trained animals, western thrillers, with such stars as Charles Chaplin, Douglas Fairbanks, Tom Mix, Jack Dempsey, Admiral Byrd, Joan Crawford, Greta Garbo and many others—all on regular home standard non-inflammable 16 mm. movie film, in lengths of 10, 25, 50 and 100 feet.

DEALERS—*It will pay you to stock the QRS line of Juvenile Projectors. Write today for literature and discounts.*

QRS-De Vry Corporation

NEW YORK
CHICAGO

300 Seventh Street
SAN FRANCISCO

TORONTO

ONE GLANCE

REVEALS ITS
CHARACTER

●
A Product By

BROWN & MANHART

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

●

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

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

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

The

BROWN & MANHART

Radio Manufacturing Co.

6219 So. Hoover

Los Angeles, Calif.

Manufacturers of

ROAMER

and

La Fey

In-Built TONE ACCURACY



The Remler Cameo

The compact Remler Cameo is particularly popular with those who live in small homes and apartments, and in homes where two and even three sets are the rule. The price complete with tubes is - - - - - \$64.50

The sensitively accurate tone quality of Remler receivers is lastingly in-built to give months and years of trouble-free service. This Remler standard of sturdiness in construction is an assured goodwill-builder for the dealer and a source of lasting satisfaction to the purchaser.

Offered in three moderately priced models, the Remler, made by one of the oldest manufacturers of quality radio in the United States, meets the up-to-the-minute demands of an exacting radio public.



The Remler Console

The Remler Console is truly a fine piece of furniture for those who prefer the larger set. Its outward appearance is an expression of its splendidly true-to-life performance. The price, including tubes is - - - - - \$84.50

Remler Radio-Phonograph

A two-in-one musical instrument complete with tubes and silent electric motor, in a table-sized cabinet slightly larger than the Cameo. This model including tubes, is priced at - - - - - \$99.50

Outstanding Features of All Remler Receivers

Tone-controlled — especially designed dynamic speaker—screen grid circuit employing three screen grid tubes, one '27 and one '45 power tubes, and one '80 rectifier tube. All radio parts are of Remler design and manufacture.

Cabinets are walnut finished with burl matched walnut front. Size of cabinets: Cameo, 18" high, 15" wide, 8½" deep. Combination, 19½" high, 15" wide, 8½" deep. Console, 37½" high, 23" wide, 13¼" deep. *All dials are illuminated.*

REMLER COMPANY, LTD.

makers of

The REMLER CAMEO

Factory: 2101 Bryant St., San Francisco

San Francisco

Los Angeles

Seattle

With the Manufacturers

Sylvania Launches Intensive Direct Mail Plan

"It's the most complete direct mail campaign ever entered into by a radio tube manufacturer." That's what "Bill" Cooke, Western representative for Sylvania tubes, says of their new "selected prospect" plan.

The dealer gathers together a list of 600 prospects in his neighborhood from any sources that he deems advisable. He sends this list to the factory. The factory writes hand-typed letters to the list at the rate of ten a day, stating that the dealer sells Sylvania tubes and will shortly call for a free testing of their radio tubes. At the same time the letter is mailed a prospect card is mailed to the dealer, showing which prospect has been written to that day. The dealer calls the customer on the phone and follows up with a personal call to test tubes. Presents customer with complimentary copy of Sylvania Radiologue. Returns prospect cards daily with written notation. Factory follows up with another hand-typed letter whose contents depend upon the notations on the dealer's returned cards. Six letters are sent to each prospect during the year.

Prospect also gets a monthly copy of Sylvania magazine, which carries dealer's ad on front cover with his name and address. Sylvania ad on inside cover. Dealer may advertise any product he sells on inside back cover. No charge.

This campaign, coupled with network broadcasting with dealers' names broadcast over local stations in conjunction with N. B. C. programs, free monthly window display service and other dealer helps, has resulted in an average increase of fourteen tube sales per day for the first 30-day period the plan is put into operation in the dealer's store. Cost to dealer is said to be nominal.

American Laboratories Expand

The above photograph shows a section of the assembly bench in the new factory of the American Laboratories, Ltd., manufacturers of the popular home-broadcasting microphone "Novo-Mike."

Under the direction of L. B. Laine, general manager of the company, the Novo-Mike is being nationally and internationally marketed.

"Hollywood has taken up the home broadcasting fad in their usual parties, as a main part of their amusement. The idea of having a hidden mike that can be used to cut in on broadcasting programs has attracted the 'party goers,'" states Laine.

Patterson Brings Out New Models

The Patterson Radio Company, of Los Angeles, has announced two brand new models. One is a console, and the other a Junior Model; each using an eight-tube chassis.



The chassis uses four screen-grid tubes, one 227, first audio resistance coupled; two 245 tubes in push-pull, and one 280 rectifier; tone control, and four tuned stages with oversize four-gang condensers. Both models are equipped with the new improved Magnavox dynamic speaker.

Patterson engineers have concentrated upon beauty of line and design of cabinet, combined with rugged strength of chassis construction, intended to give an unusually generous measure of value in the popular price class.



The Patterson Company is one of the pioneers in the radio industry of the West. On display at the factory is the first crystal receiver made at their shop, that came off the line in 1920.

Austin Doubles Production

H. C. Block, president of the Austin Radio Manufacturing Company, just recently completed a survey of the conditions of the Austin Company. According to Block, business conditions are improving each week since their introduction of the midget radio. Double production six days a week is necessary in filling orders received throughout the country.

Under Block's wing, Jack Bloom, well known in radio circles, is sales manager; A. C. Spenner secretary-treasurer, and Ralph Hetzel chief engineer.

As an addition to the sales staff, Block has appointed Earl Scott, formerly with Universal Agencies.

Triad Displays Attract

The Triad Manufacturing Company has recently adopted a policy of "closer dealer cooperation."

Already the retail stores have blossomed out in the beautiful black-and-yellow Triad color scheme. The miscellaneous counter advertising matter covers a wide range of variety. Counter display stands, in conjunction with this program, assure the factory complete display facilities for its products.

Western Laboratory Makes Filter Condensers

The Girard-Hopkins Radio Laboratories in Oakland are manufacturing a line of filter condensers for use as replacements for obsolete and new sets, for Midget radios and in interference eliminating work. Various sizes of condensers are carried in stock or made to order, either in single units or in banks.

The line consists of 54 different types and shapes, ranging from 300 working volts to 3,000. Their products are distributed in the West through six jobbers.

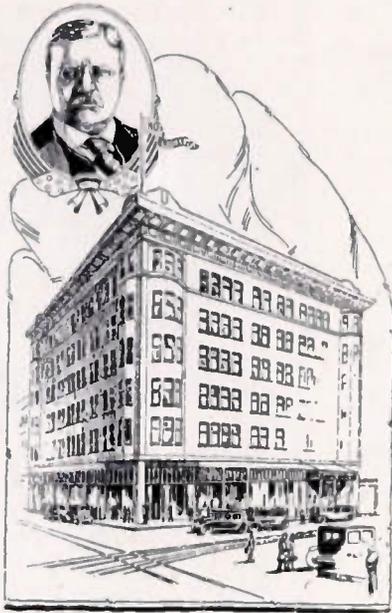
Correction

In the October issue an error appeared which stated that F. D. Elmore had been appointed Pacific Coast sales manager for Arcturus.

The article should read that Mr. Elmore has been appointed sales manager for Universal Agencies, headed by J. H. Shaw, Coast distributors of the Arcturus line. Mr. Elmore is making his headquarters in Los Angeles at present and is having very great success calling on the trade.

Music and Radio Headquarters at SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT JONES at EDDY

Every Room with Bath and Shower

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

Garage Under Same Roof

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of RENE A. VAYSSIE

Classified Advertising

VERY PROMINENT MUSIC STORE FOR SALE

Located in a principal city of the Southwest. Carry principal lines of merchandise in every department. Established many years. Long lease. Located in the very heart of shopping district. Have accounts with the best people of the city. We dominate the field in the music-radio business and are known to every household.

Sales last year over \$260,000. Will be about a \$50,000 to \$75,000 deal, and take about one-half cash to handle. Present owner wishes to retire. Will make unusual net profit for the owner, and stand strictest examination. Address Box 21, c/o this paper for full information.

Want a Job? Want some Help? Free Ads!

If so, tell us about it, and we will be glad to pass the information on to our readers in these columns without charge to you. If you want a job, send in the details of your experience and qualifications, giving your full name and address. If you want help, state your requirements.

Let Western Music and Radio Trades Journal help you solve the unemployment problem.

Move To Eliminate Radio Interference

Elimination of the sale and use of electrical appliances that interfere with radio reception is urged in a resolution adopted by the Pacific Coast Electrical Association, San Francisco. The resolution requested the National Electric Light Association to seek the cooperation of electric appliance manufacturers in manufacturing only such appliances as will not cause interference. It was suggested that offending appliances be equipped with proper filters and condensors, and designated and advertised as "Non-Radio Interfering."

HEATHMAN HOTELS
530 ROOMS

The HEATHMAN
Park at Salmon

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

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

Concerts twice daily on \$25,000 organ

The NEW HEATHMAN
Broadway at Salmon

Portland, Oregon

The Biggest Sales Making Idea the Tube Business Ever Saw!

and as far as we are concerned the plan means we will go Sylvania. From our tube merchandising program we are getting surprising satisfaction. We just offered the proposition at our weekly sale and everybody in the place is working for it. Biggest thing that ever was done in our field by any manufacturer of anything radio. We have made about thirty-five new customers in the past week. Things are looking up and we are only in our third week. We are overlooking no more business opportunities from now on.

The New *Sylvania* Dealer Plan

we believe this to be the smartest promotion ever got out. And the very first man who dealer gets some help that he received personal merchandising help. The Sylvania Plan certainly made a report our men are as enthusiastic and all building business with it. We have waited for a long time for a plan which would really help us sell radio tubes. And now we have it. The new Sylvania Merchandising Plan is something man just a

WM-12-30

**SYLVANIA
PRODUCTS
COMPANY**

Emporium, Penna.

Ask Today!

I'd like to know more about
your new Merchandising Plan.

Name

Address

City

State



REG. U. S.
PAT. OFF.

WR-12-30

**Marvellous Tone . . . Unequalled Quietness . . .
 Knife-Edge Selectivity . . . Amazing Distance
 . . . A Beauty of Cabinet that would grace
 the Finest Home . . . Yet the cost of this
 sensational Gilfillan Radio is only**

\$119⁶⁰
 Complete



IMAGINE what it means to you to be able to offer all of these quality advantages to your trade in a radio that was formerly sold at from two to four times the price . . . for only \$119.60.

It stands in a field by itself—the outstanding value among high quality, full sized radios. The combination phonograph and radio at \$159.60 is many, many dollars under anything of its kind.

The performance is just as outstanding as have been the Gilfillan models of the past. It will outperform radios selling at twice the price.

Cash in on a big market of radio buyers who would normally pay far higher prices but who, like everyone else, are seeking to conserve their resources yet demand top quality in whatever they buy.

Gilfillan Radio

Radio's Outstanding Value Line

Radio-Phonograph
 Combination Model 107

\$15960

Complete

High Boy Model 106

\$14950

Complete

GILFILLAN BROS. Inc.
 1815 Venice Boulevard, Los Angeles

San Francisco
 1315 Howard St.

Portland
 A. S. Cobb

Seattle
 1100 Elliott Ave. W.



Here are the many quality advantages obtained in the **NEW GILFILLAN RADIO**

Absolute Quietness
 No Stations Overlapping or Interference

Rich, Clear Tone in Full Range

Tone Control on Front Panel

Amazing Distance

Screen Grid Tubes

Cabinet will never become Obsolete

Beautiful, Artistic, Full-Sized Console Cabinets

Pre-Selector Tuning

Band Pass Filter

Linear Detection

Automatic Aerial Adjuster

Chassis Can Be Bought Separately

Many other Advanced Engineering Features

WESTERN Music and Radio Trades JOURNAL

CONSISTENT LEADERSHIP!



• **MASTER** •

THE LAST WORD IN

PERFORMANCE

SELECTIVITY

TONE

QUALITY

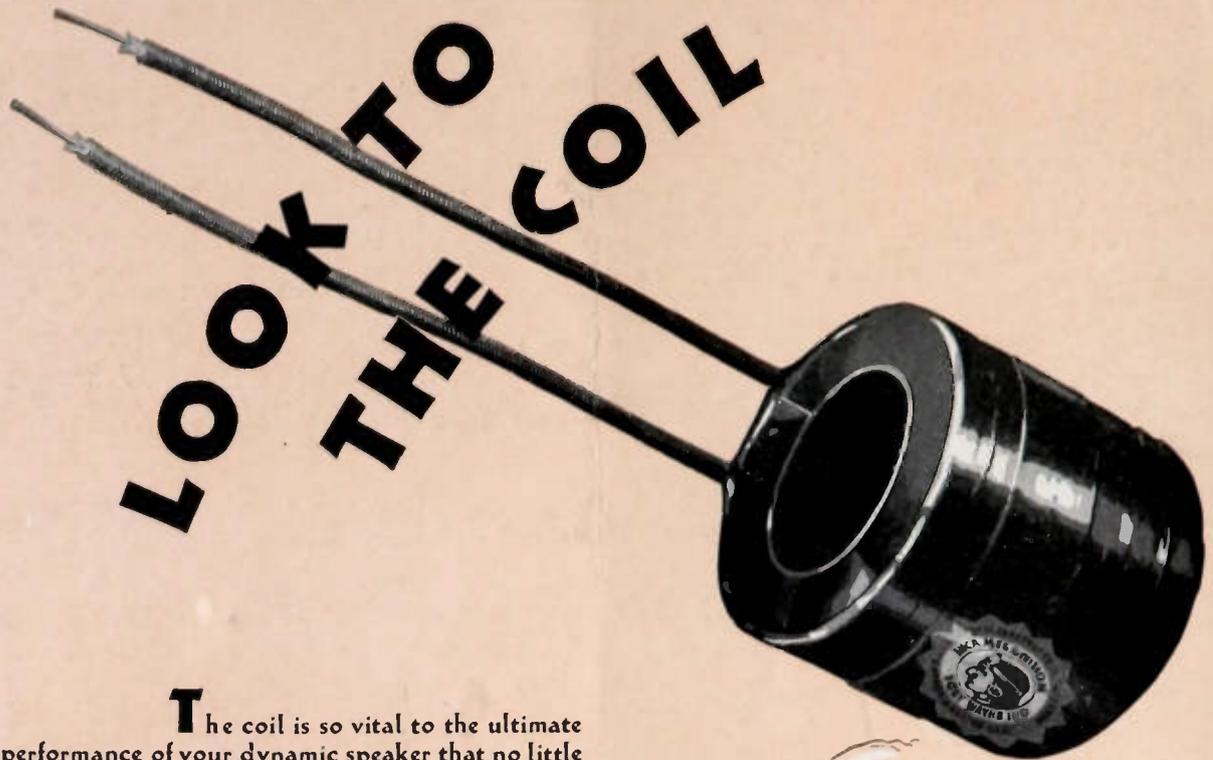
The Master Radio proved to be the MASTER in achieving the deep, mellow and most NATURAL tone in the midget class of radio. During the year of 1930 MASTER was praised for its distinction in beauty . . . and NOW the MASTER leads the field in distance getting ability . . . Dealers have found the MASTER to be a leader in sales, satisfaction and profit! . . .

Prepare yourself now to handle the new super MASTER during 1931 . . . enjoy larger profits and make it the most prosperous year you have had. It will be wise to send for the new improved Master Model 424 for your inspection. Your comparison of the Master against ANY radio will be appreciated. See why this radio is DISTINCTIVE in appearance, tone and reception.

Retailing at **\$69.50** Complete with Tubes

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

JANUARY 1931



LOOK TO THE COIL

The coil is so vital to the ultimate performance of your dynamic speaker that no little refinement, no shortcut toward perfection, should be overlooked.

The Inca dynamic field coil shown above is wound from the finest grade of enamel wire, thoroughly tested, with the result that short circuited turns are reduced to a surprising minimum. Unusual, too, is the very small variation in resistance.

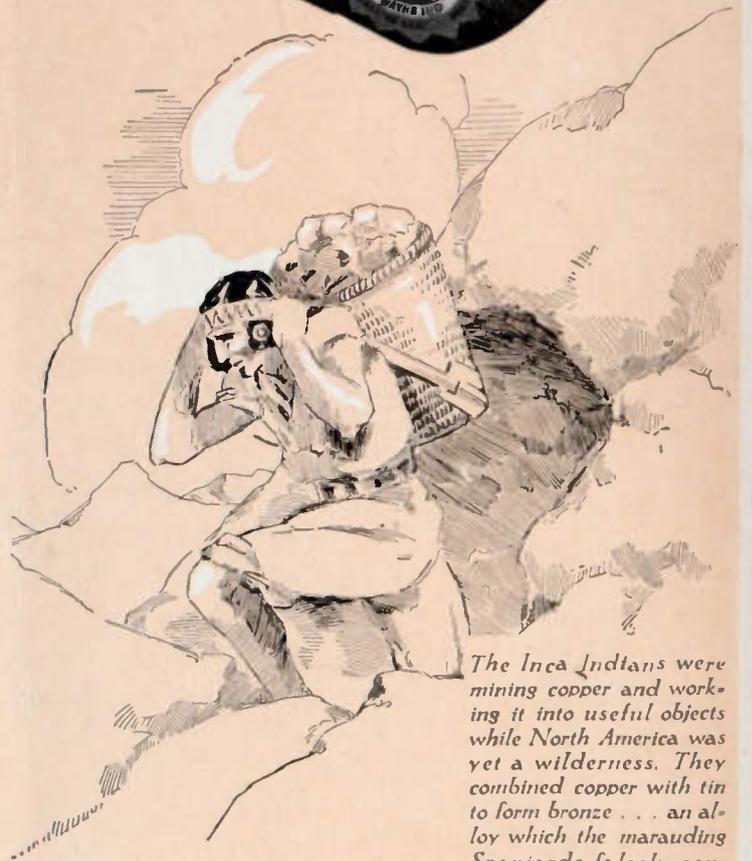
A special terminal anchorage, developed by Inca (patent applied for), holds leads so securely that they will stand the stress of the severest treatment ever met in any assembly line.

Inca coils are treated with a special compound which forms an impervious sheath, providing high insulating properties and effective prevention against moisture, as well as mechanical protection.

And finally, rigid tests for each electrical characteristic and modern methods of packing insure the faithful performance of every Inca coil.

A sample of this, or any other Inca coil you may require, will be wound to your specifications upon request, without obligation.

Look to Inca for the solution of your coil problems.



The Inca Indians were mining copper and working it into useful objects while North America was yet a wilderness. They combined copper with tin to form bronze . . . an alloy which the marauding Spaniards falsely concluded to be the "lost secret" of tempering copper.

INCA



Symbolic of the best in copper wire products.

MANUFACTURING DIVISION

of NATIONAL ELECTRIC

PRODUCTS CORPORATION

1547 Venice Blvd., Los Angeles

Central Office and Factory:
Fort Wayne, Indiana.

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