

WESTERN MUSIC AND RADIO TRADES JOURNAL



Astonishing advancement in radio reproduction

MAGNAVOX X-CORE DYNAMIC SPEAKER

Magnavox X-core is a new, exclusive principle of dynamic speaker construction. It assures, for the first time in any speaker...

freedom from hum, rattles and distortion at any volume.

Also, the X-core enables Magnavox to offer, for the first time in speaker history...

A LIFETIME GUARANTEE
of original standard of performance

You will marvel at this new dynamic speaker. Used as built-in equipment in several makes of fine radio sets... also sold as a separate unit under the Magnavox name. Hear it!

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REALISM

JUNE • 1929



Watch GROSLEY

OUT
JUNE
18

Big News in Radio!

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Portland
C. A. SHARP CO.
47 Ninth Street, North

Los Angeles
KIERULFF & RAVENSCROFT
135-139 West 17th St.
Salt Lake City
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140 Pierpont St.

Additions TO THE LINE! **EDISON RADIO**

With **LIGHT-O-MATIC TUNING**

and at sensationally low prices

This is news! Golden news! An Edison Radio at \$167.50. Think of that! An Edison Radio with the wonderful new and intriguing Light-O-Matic Tuner! Superlative cabinet beauty! A great Dynamic Speaker! A marvelous new circuit of undreamed power using five "227" tubes, two "245" tubes and one "280" tube. Performance of punch and pep; se-

lectivity, distance and realism that is astounding. And all the fine workmanship, electrical efficiency and reliability for which the great name of Edison stands. There are two other Light-O-Matic models equally remarkable. All are sensational values. Truly this will be an Edison Radio Year—a golden year for Edison dealers! Thomas A. Edison, Inc., Orange, N. J.



The New Edison Radio—Model R-5
 Blended walnut finish, with matched butt walnuts and sliding doors. Dynamic Speaker. Phonograph Jack. Size: 42½" x 23¼" x 15½". List Price \$167.50, less tubes.



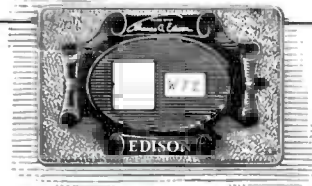
The New Edison Radio—Model R-4
 Blended walnut finish, with quarter matched sliding doors and raised butt walnut panels. Dynamic Speaker. Phonograph Jack. Size: 46" x 26¾" x 17". List Price \$197.50, less tubes.



The New Edison Radio and Electric Phonograph—Model C-4
 Combination all - electric radio and phonograph in a massive studio cabinet. Edison electric pickup. Blended walnut finish, with sliding doors of matched butt walnut. Size: 48" x 28¾" x 19". List Price \$295.00, less tubes.



Light-O-Matic Tuning arouses instant interest in the new Edison models. You want a station—a click—a flash of light—you have it! That's Light-O-Matic Tuning! And remember it's exclusive with Edison. Light-



O-Matic Tuning makes radio logs obsolete. Stations are plainly and permanently logged on the dial. Simple—nothing to get out of order. This tuning device, unlike others, actually enhances the appearance of the Radio.

NOW Ready . . .

UTAH

Large STADIUM Speaker



Built to meet the needs of manufacturers, jobbers and dealers who feel the necessity of giving superior reproduction qualities to their products.

Ideal for largest output...a superior speaker for home, theatre, large hall and outdoor use.

UTAH RADIO PRODUCTS CO.
1737 South Michigan Ave., Chicago, Ill.

UTAH STADIUM Model 66-A

110 A.C. Operation. Diameter over-all 12 $\frac{1}{4}$ ". Cone 10 $\frac{1}{4}$ ".

Equipped with Westinghouse full wave high voltage rectifier—eliminating step down transformer—can be used on 25 to 60 cycles. No hum.

\$45⁰⁰
LIST

In addition to the Stadium there is the new UTAH balanced power inductor speaker and the new UTAH balanced shielded dynamic speaker. Convince yourself of their finer reproducing qualities by hearing these new UTAH units now.



WESTERN MUSIC AND RADIO TRADES JOURNAL

"In Behalf of the Western Merchant"

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The Publisher's Angle

A New Way of Reporting News

Beginning with this issue of Western Music and Radio Trades Journal you will notice that news and manufacturers' announcements are written in a new manner. It is similar to the style of news reporting pioneered by the weekly news magazine *Time* about three years ago. The success of *Time* has been phenomenal, due primarily to the pointed, honest, story telling style of its news.

Though not using the style exactly as *Time* does, we have adapted many of its features and devised a method of handling news that we believe is ideally suited to trade magazine work. So-called publicity, manufacturers' announcements, have always been the bane of trade paper editors. Much of it as it comes from the manufacturers is well handled and well written. Some of it buries a real good idea or a genuinely interesting news item under a superfluity of super-adjectives. Some of it is trash. We are re-writing much of it in this new style. There is no reason why a trade magazine should not be as interesting as any other magazine. We would like to know what you think about this new style.

Credit Where Credit is Due

We hereby make the prediction that before four months have elapsed one of the Eastern radio-music magazines will be using the same style of news reporting that we are starting in this issue. Several months ago, when some other magazines were printing phonograph record releases in their entirety, we began printing the

"Best Sellers." That is the phrase we used. Now other Eastern magazines are doing the same and using the same phrase.

In September, we ran a story of a prominent Western firm. In November the same photographs and practically the same story appeared in an Eastern magazine. In October, we ran a photograph and news story of a very interesting Western character and his store. In April the same photograph appeared in an Eastern magazine. We have the original negative and the only print. The fact is the writer took the picture with his own camera. This magazine was given no credit. About a year ago an Eastern magazine lifted four pages bodily. Credit was given inconspicuously under one cut only. We started action on that and ended with acceptance of an apology. We wish since that we'd taken cash. Like any other publication, we glory in having our articles and ideas lifted, but we like credit for them.

Next Month—Overhead

Unless he is a super-man, no one man's opinion is worth much. Solving a given question, it is not as good as the opinions of 25 or 50 men. So we have been making investigations among a great many dealers, talking *overhead*. What percentage should it bear to sales in different classes and sizes of stores? How should it be distributed? Can it be cut without affecting sales, and where are the best places to slash? One trained business investigator and two college students working under their professor have been doing a lot of work on overhead. Their findings will be published in the next issue.

Royal Welcome Awaits the Association Delegates

MEMBERS of the Western Music & Radio Trades Association who attend the sixth annual convention to be held at Salt Lake City, Utah, June 10-11-12-13, have in prospect one of the most interesting events, from a business and vacation standpoint, of the year. Not only will they have a chance to hear addresses by some of the prominent figures in the music world but they will also be given plenty of opportunity to view some of the scenic wonders that have made Salt Lake City one of the beauty spots of America.

Commencing with Monday, June 10, officially designated "Registration Day," President W. Daynes, of the Association, and Salt Lake City members have provided four full days of business and entertainment features that will keep the dealers on the go from morning until night.

MONDAY afternoon the visitors will be taken to the Utah Copper Mine where they can watch the blasting and shipping of thousands of tons of ore, as the mining operations are carried on above ground. This mine paid more than \$25,000,000 in dividends last

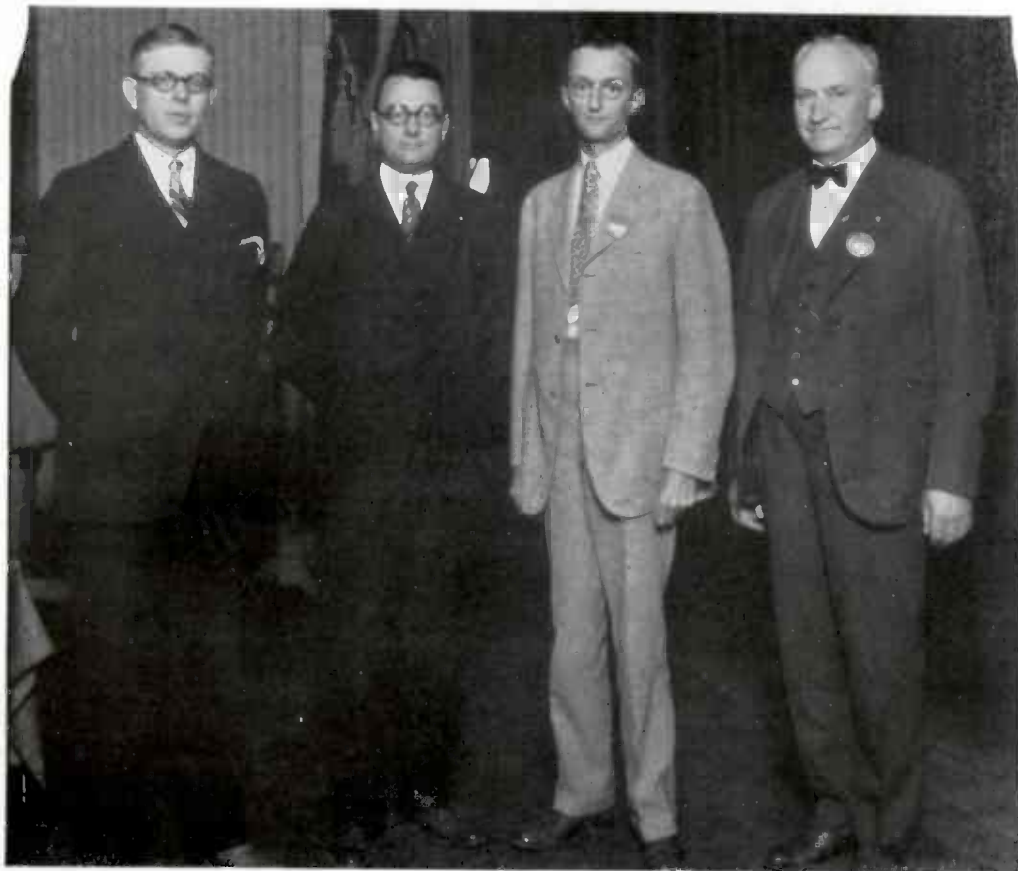
year and is considered one of the most remarkable engineering feats on the American continent.

After returning from the mine the party will proceed to Saltair Beach on the Great Salt Lake, where bathing and dancing will be enjoyed. Saltair Beach was destroyed by fire about three years ago and all of the buildings and properties are new. The resort is said to contain the largest dance floor in the world. Bathing in the Great Salt Lake is unique. On account of the water containing more than twenty-two per cent pure salt there is no possibility of sinking.

Tuesday night comes the complimentary dinner tendered by the Victor Talking Machine Company. The entertainment will feature speakers and artists of national prominence.

Although no detailed information has been given out, President Daynes declares, that a special effort is being made for entertaining the members at the closing banquet and ball to be held Wednesday night.

Thursday morning, the final day of the convention, a special organ recital will be given in the great Tabernacle. During the recital a brief and interesting description of the building, its construction and the organ will be given.



Officers of the Western Music & Radio Trades Association. Left to right: Shirley Walker, second vice-president; Ernest Ingold, director; Royal W. Daynes, president; Ellis Marx, first vice-president.

Visitors to Convention Set For Great Doings

Following Noted Speakers Secured for Convention

H. C. Grubbs, Commercial Vice President of the Victor Talking Machine Company, who will speak on the subject of "Present Day Trends in Selling and Merchandising."

Dr. Frank A. Rafferty, of the Zenith Radio Corporation, whose subject will be "The Golden Opportunity."

Dr. H. T. Plumb, of the General Electric Company, who will tell us something of "What We May Expect in the Future Developments of Radio."

C. H. Mansfield, General Sales Manager of the Platt Music Company of Los Angeles, who will discuss the subject of "Selling Radio at a Profit."

Ernest Ingold, Distributor Atwater Kent Company of San Francisco, whose subject will be "Review of the Music Merchant's Place in Radio."

Aubrey O. Andelin, of Idaho Falls, Idaho, who will speak on the subject of "The Small Dealer in the Music and Radio Business."

Thomas J. Mercer, of the Bankers Commercial Security Company, whose subject will be "Piano and Radio Financing."

E. A. Geissler, of the Birkel Music Company, Los Angeles, whose subject will be "Some Essentials that go to make a Profit or Loss in the Music Business."

Edward C. Boykin, Executive Secretary of the National Piano Manufacturers Association. His subject will be "Constructive Piano Advertising."

John S. Gorman, Vice President of the Gulbransen Company, who will speak on "Opportunities for Success in Modern Merchandising."

W. Otto Miessner, Miessner Institute of Music, whose subject will be "Piano Instruction in the Public Schools."

J. F. McCoy, of the Atwater Kent Manufacturing Company, who will speak on "The Music Merchant Helps Our Education System."

In addition to the above list, there are two or three other men who have been invited to take part in the program but who have not as yet sent in their definite acceptance and the subjects which they will discuss.



J. F. McCoy
Speaker at Convention

THURSDAY afternoon comes the annual golf tournament. The Country Club, where the tournament will be held is considered one of the best courses in the country. It is situated at the foot of the Wasatch range of mountains, overlooking Parley's Canyon. The course is so arranged that nine of the holes are on a plateau from which can be had a splendid view of the Great Salt Valley with the Great Salt Lake in the distance. The other half of the course is located in the bottom of Parley's Canyon where a crystal mountain stream runs among the fairways. The course is said to be "sporty" and one of the best laid out courses anywhere to be found.

A large number of prizes have been donated so that there will be first and second prizes for each foursome thus insuring that one-half of the players will receive trophies. Mr. B. P. Sibley, who has directed the tournament each year since the organization of the Association, will officiate this year. Dinner will be served during the evening at the Country Club and the plans now include the taking of motion pictures of the players which will be shown at the dinner.

Transportation Facilities

For those who motor to the convention there are splendid highways running in all directions and passing through some of the finest scenery in the country. Crack trains on the principal lines of Western America touch Salt Lake City at convenient intervals while in addition to the rail service luxurious air transports fly on daily schedule to Salt Lake City from north, south, east and west.



Fourteen Foursomes Participated in Convention Tournament, 1928

Thompson, Uhl, Walker, Bradford
Williamson, Stafford, Marple, Lucas
Ginsburg, May, Dundore, Kipler
Anderson, Adler, Salmacia, Salmacia

Daynes, Tucker, Tucker
Curtis, Sheref, Sibley, Leatherby
Lacy, Morton, Robbins, Buell
Pentony, Curry, Prentiss, Hall

Davies, Geissler, Platt, Rydeen
Patterson, Hopper, Pracht, Gibbs
Van Doran, Martin, Jenkins, Spain
Mercer, Melvin, Mitchell, Morton

Program of Western Music & Radio Trades Convention

SALT LAKE CITY, UTAH.... June 10 to 14, 1929

Convention Headquarters.... Hotel Utah

- | | |
|--|--|
| Monday, June 10th | Registration Day. |
| Monday afternoon—3:00 P. M. | Trip by auto bus to the Utah Copper Mine located twenty-one miles from Salt Lake City. |
| Monday afternoon—after returning from the Copper Mine | Trip to Saltair Beach on the Great Salt Lake, including bathing and dancing with the compliments of the Salt Lake music and radio dealers. |
| Tuesday, June 11th—10:00 A. M. | First Session of the Convention. |
| Tuesday afternoon—12:30 P. M. | Inspirational Luncheon. A speaker of prominence will be heard and the music and entertainment will be furnished by the Daynes-Beebe Music Co., of Salt Lake City. |
| Tuesday afternoon | Second Session of the Convention. |
| Tuesday night—7:00 P. M. | Dinner and entertainment provided by the Victor Talking Machine Company complimentary to delegates and dealers. |
| Wednesday, June 12th—10 A. M. | Third Session of the Convention. |
| Wednesday afternoon—12:30 P. M. | Inspirational Luncheon. A prominent speaker will take part on the program and the music and entertainment will be furnished by the Glen Brothers Roberts Piano Co., of Salt Lake City. |
| Wednesday afternoon—2:00 P. M. | Fourth Session of the Convention. |
| Wednesday evening—7:00 P. M. | Banquet and Ball at the Hotel Utah. |
| Thursday, June 13th—10:00 A. M. | Special organ recital in the Mormon Tabernacle through the courtesy of the presiding officers of the L. D. S. Church. Senior organist, Edward P. Kimball at the console. |
| Thursday afternoon | Annual golf tournament at the Country Club under the direction of B. P. Sibley, of San Francisco, with dinner and entertainment in the evening. |

Latest in Receivers and Phonographs To Be Shown at Exposition



Harold S. Jennings

THE ever increasing importance of the eleven western states as a radio and phonograph market, is strikingly evidenced by the tremendous enthusiasm the radio and phonograph manufacturers and dealers are manifesting in the Western Radio & Phonograph Exposition held in connection with the sixth annual convention of the Western Music & Radio Trades Association, at Salt Lake City.

All space, according to Harold S. Jennings, manager of the exposition, was sold out two weeks before the opening and everything points to one of the most successful trade and consumer shows ever held in the country.

So great is the interest being taken in the show, that negotiations are now underway to provide a special express service from Chicago to Salt Lake City, so that manufacturers can transport their exhibits, at the close of the national show in Chicago direct to the Utah capitol.

This means that members of the Western Association attending the convention will be given the privilege of viewing at first hand all of the latest designs in radio and phonographs between attendance upon the business sessions of the convention.

Many Exhibits Assured

BETWEEN thirty-five and forty different radio and phonograph concerns are represented among the exhibits, and an instructive and highly interesting picture of the industry is presented.

The large auditorium, housing the exposition, is especially adapted to staging an exhibit of this nature, and time and expense have not been spared in making it a fitting background for the showing of radios and phonograph to the best possible advantage.

The Mountain States Music and Radio Trades Association, under whose auspices the exposition is held, have

been working individually and collectively to make it a red letter event.

That the interest in the exposition is not confined to the radio trades alone, can be seen from the reports coming out of Salt Lake City as to the elaborate plans the entire citizenship is perfecting towards making the exposition a truly successful event, and one that will reflect credit upon the entire state.

Governor George H. Dern of Utah, will officially open the exposition and welcome the delegates to the convention and the thousands of visitors who are expected to attend the show.

Press Features Show

SPECIAL sections of from sixteen to twenty-four pages, including four pages in color, featuring the exposition are planned by the Salt Lake City newspapers while the local broadcasting station, KDYL, is planning to send out more than five thousand pieces of literature announcing and describing the event.

Amplifying these announcements, according to Mr. Jennings, the committee in charge of the exposition will use considerable space in the newspapers as well as thousands of car cards, banners, posters, etc.

Several unusual publicity stunts have been developed and nothing is to be left to chance to let the public know that Salt Lake City is going to hold a remarkable radio and phonograph show.

In addition to the exhibits, several interesting and entertaining features have been planned for the amusement of the visitors following their inspection of the new radio sets and phonographs.

In fact every minute the exposition is open it is planned to keep interest at such a high pitch that it will establish a precedent for any future expositions that may be held in connection with conventions of the Western Music & Radio Trades Association.

Many Large Exhibits to Be Shipped From National Show at Chicago

Firms Represented

Representatives from the various companies manufacturing these products will be on hand to explain and demonstrate the new sets, so all visitors will have plenty of opportunity to familiarize themselves with all the improvements to be offered during the radio season of 1929-30.

All dealers registered at the Convention will be given a season pass to the exposition while the small fee of twenty-five cents will be charged to the general public.

Eddie Diamond, former well known show man, through his connection with Pantages circuit, has been placed in charge of the entertainment program of the Exposition and he will probably be assisted by some prominent movie stars so that the visitors from Hollywood and Los Angeles will be made to feel perfectly at home.

List of Exhibitors

AMONG the radio sets and phonographs to be exhibited are the following:

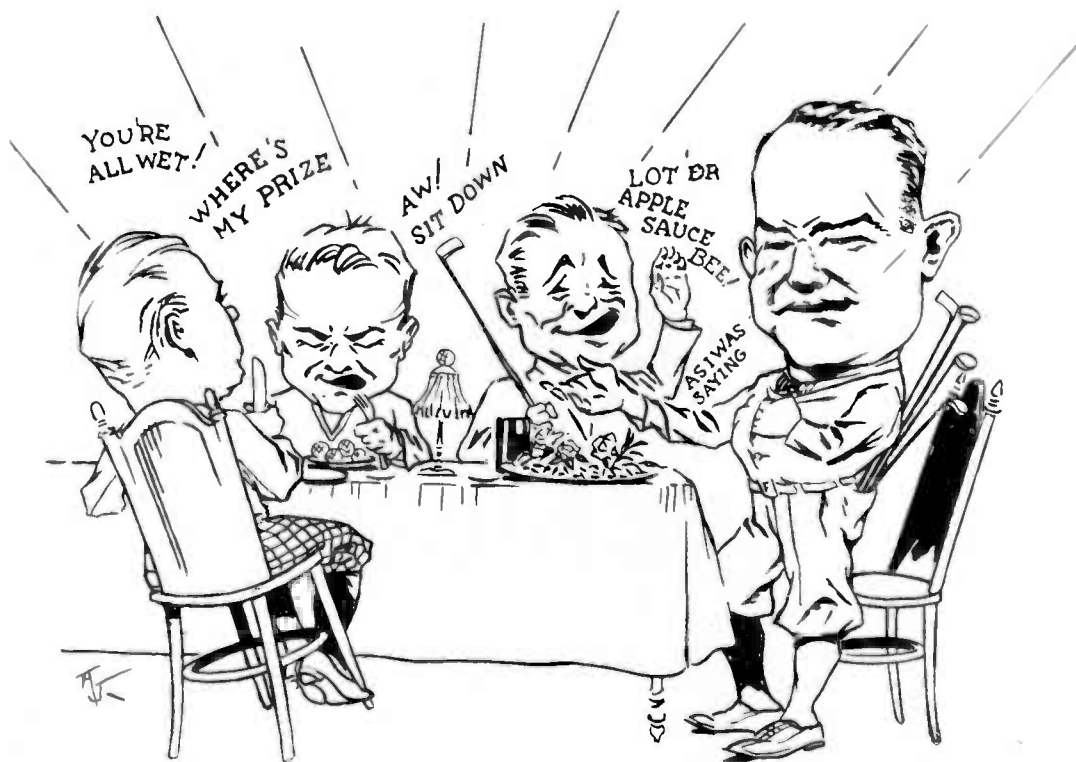
Amrad	KDYL Broadcasting
Apex	Kolster
Atwater Kent	Lyric
Baldwin Speaker	Majestic
Bosch	Philco
Bremer Tully	Radio Corp. of America
Brunswick	Radiotrope
Capehart Automatic Phonograph	Sonora
Columbia Phonograph	Sparton
Crosley	Steinite
Edison	Stewart-Warner
Eveready	Stromberg-Carlson
Charles Freshman	Silver-Marshall
Freed	"U" Electric
Graybar	Utah Loud Speaker
Great Western Speaker	Victor and Zenith

Harold S. Jennings and the committee in charge of the Trade Show deserve much credit for the undertaking. It is not an insignificant task to organize an exhibit of this kind. It requires a tremendous amount of hard work and there is always the danger that, through the lack of support of big manufacturers, it may be a flop.

Then, too, there is the expense to be considered. Every move costs money and an incredibly large sum must be spent before there is any proof as to whether or not it is coming back. No organization likes to go into the red. This chance must be taken, however. The Mountain States Music & Radio Trades Association took it and, because of their willingness, visitors are promised a pre-showing of many of the latest sets in radios and phonographs. In fact, Mr. Jennings and the committee, worked up so much enthusiasm among the big radio and phonograph manufacturers that many of them are going to exhibit their merchandise on the same scale featured at the National Trade Show in Chicago.

This speaks well for the Salt Lake City people, and Western Music & Radio Trades Journal realizing the discouraging and heart-breaking work involved takes this opportunity to commend and congratulate Mr. Jennings and his co-workers for the exhibit.

We feel sure that every one connected with the association will join with us in this expression.



Golf Stag Dinner

THE COUNTRY CLUB, SALT LAKE CITY

Thursday Evening, June 13th

This is the Big Wind-up of the Convention.

This is the night when everybody says and does the things that they were afraid to do and say during the week.

The Sheriff's Office promises protection.

Prizes presented. Protect your interest and be there to get your prize—otherwise someone else might take it home. Utah laws are different.

Whether or not you play golf, you are welcome at the dinner.

Fee for Dinner only \$5.00

Tickets at the reservation desk.



fore!

6th Annual Convention Golf Tournament and Stag Dinner

THE COUNTRY CLUB, SALT LAKE CITY

Thursday Afternoon, June 13—1:30 P. M.

RULES

U. S. G. A. match play rules and local rules noted on the score card apply.

Team match. All contestants will be either on the "Tunes" or the "Discords."

Play in foursomes. Match play 18 holes—best ball—1 point to the match.

Every player on the winning team receives a prize.

Special prize for lowest gross score.

Handicaps arranged by committee.

Tickets at the reservation desk.

A prize for every other player, good, bad or worse, you stand a 50-50 chance to win a prize!

Drawings posted in Utah Hotel, Wednesday evening.

Entries close at 2:00 P. M. Wednesday.

If you do not have transportation to the Country Club, last bus leaves the Utah Hotel at 12:30 (sharp).

Fee does not include luncheon.

Play starts at 1:30—you can get luncheon at the Club if you want to.

Course open to The Music Trades all day—you may "warm up" in the morning. **BUT** be on the first tee with the other members of your foursome at 1:30 sharp.

Fee for Tournament only - - - \$5.00

Fee for Dinner only - - - \$5.00

Fee does not include luncheon or caddy.

Prompt Collections Made Easy

By T. J. MERCER

*Vice President and Western Mgr., Bankers Securities
Co., Inc.*



THERE is great zest in selling goods. It is the interesting, the spectacular side of the game.

We all get inspiration from stories of sales work, of merchandising, of the men who put it over in a big way individually and collectively in selling goods.

But how many of us take an interest in the stories that really establish the degree of success of an establishment.

Here is one I heard the other day; not only heard it but saw the evidence to support it.

A merchant with \$141,000 of instalment balances on his books had nothing more than forty-five days past due; \$263 more than thirty days past due; \$742 fifteen to thirty days past due, and \$1926 from five to fifteen days past due. He does not call a payment past due until the second notice goes out five days after date of maturity. I leave that point open for argument.

Man Behind Bat

Be that as it may, there is a mighty interesting story there, full of inspiration and suggestion. Somewhere in that organization, there is a man who is making a better batting average than the sales department. You don't hear much of him. Yet he is a genius, an organizer, a student of human nature. He takes the good ones, the poor ones and the indifferent and in-between ones that are handed up to him by the sales department and makes them into good customers, so good that they have kept his past due average below three per cent every month

"Sell 'em! Sell 'em! Sell 'em!"

Keep an attractive store.

Pick good lines and buy carefully.

Advertise consistently and persistently.

Arrange attractive displays.

Develop good sales organizations.

Pep them up with new ideas.

Canvass. Get the people in.

Give them terms.

Get the names on the dotted line.

Get the volume.

"Sell 'em! Sell 'em! Sell 'em!"

But is that all?

for the past year. He has his mark set for two per cent.

Lawsuits? No. Repossessions? Yes, occasionally, but not until the customer has proven to be a mistake in the first place, and there are some such as every merchant and salesman will admit.

Who is he and how does he do it? I won't answer the first, because he is modest and also because he is happy where he is, in a business whose big boss believes in the importance of collections, not spasmodically but as a permanent thing. As to the answer to the second question, how does a successful salesman do it? How does anyone make a success of anything?

Work Organized

By liking his work, taking a real interest in it, realizing that individual cases require individual treatment, and by organizing his work so that customers in various stages of delinquency come up regularly for attention.

How different from the average merchant who sends out notices with more or less regularity and leaves the follow-up until the day he actually needs money, then takes a hop, skip and jump through the ledger, picking the easy ones for quick results and accumulating a hangover of delinquency that becomes a millstone around his neck.

It is not a hard job to organize a collection department. The simpler the system the better. But simple or not, it must be watched, not spasmodically but regularly.

For large businesses, the looseleaf, bookkeeping machine and card system people can suggest helpful and adequate systems that can be watched by employees under supervision. The large business can take care of itself. So it is to the medium and small business that I offer a few suggestions that may be worth while in themselves or may be improved upon.

I do not believe it is best to use the customers' ledger as the key for collection. It is easy to get behind in posting and throw follow-up out of gear, to the extent of committing the worst blunder a collector can make and that is to send a notice to a customer who has already paid. Inspire the customer with confidence in your bookkeeping if you want him to pay regularly.

File Cards Help

For the small business, I would suggest a file of cards with a double index of date cards from 1 to 31. Each customer should have a card, with name and address, phone number, amount of payment and day of the month when due as general information. Each such card should be ruled with columns by months for first notice, second notice, special letter, collector's call and remarks. The customer's cards should be run into the indexed file according to due date.

On the first of the month, lift the cards having due date of the fifth and send notice No. 1, the advance notice of payment due. Refile these cards to the ninth for follow-up. On the second lift the cards for the sixth, send notice No. 1, and refile to the tenth. Before refiling, make note on the card under the heading "First Notice," of the date when first notice was sent.

A simple form of first notice, which can be printed in quantity and filled in by hand or typewriter, is as follows!

Name..... Date.....
 Address.....
 The next payment on your conditional sales agreement with us falls due on.....
 (Date)
 Amount \$.....
 Your prompt attention will be appreciated.
 Yours very truly,
BLANK & CO.

If interest or carrying charge are figured as separate items, an additional line for either of these items, and line for total payment, may be added.

Sending of first notices proceeds day by day until the ninth, when the pick-up of the cards reveals those which were filed ahead from the fifth. Check these against the cash record to discover those which have been paid and refile these under the fifth in the index for the succeeding month. Those which have not been paid are due for second notice, or if preferred, telephone call. A form of second notice which has produced fair results is as follows:

Name..... Date.....
 Address.....
 Your attention is called to the fact that we have not yet received payment of \$..... due and payable on..... We
 (Date)
 assume that this obligation has escaped your attention and that you will be pleased to take care of the matter immediately.
 Very truly yours,
BLANK & CO.

Notation of second notice should be made on the card, which is now refiled to the twelfth. If the customer has not responded at that time, a personal letter, phone call or collector's visit is in order. A third notice, or personal letter, which should be typed on firm stationery, may read somewhat as follows:

Name..... Date.....
 Address.....
 Dear Mr.....:
 We regret that it is necessary for us to again call your attention to the fact that the current payment on your conditional sales agreement with us is now past due. At the time you entered into this agreement with us, it was the understanding that you would meet these payments promptly on the..... day of each month. Will you kindly call at the office or do you prefer to have our collector call for the payment
 Yours truly,
BLANK & CO.

In the run of a deal, the paying habits of customers may be determined to an extent that notices are unnecessary, but most people prefer a notice so that they will not overlook an obligation. Strange as it may seem, there are dealers who are squeamish about sending "duns" to their customers. But these same customers get their "duns" from other houses and let the squeamish music man wait.

Not long ago I was looking over some accounts in a dealer's store, and noticed one on which there had been no payment posted for over two months.

"What is wrong with this fellow?" I asked.
"Oh, he's a friend of mine," was the reply.

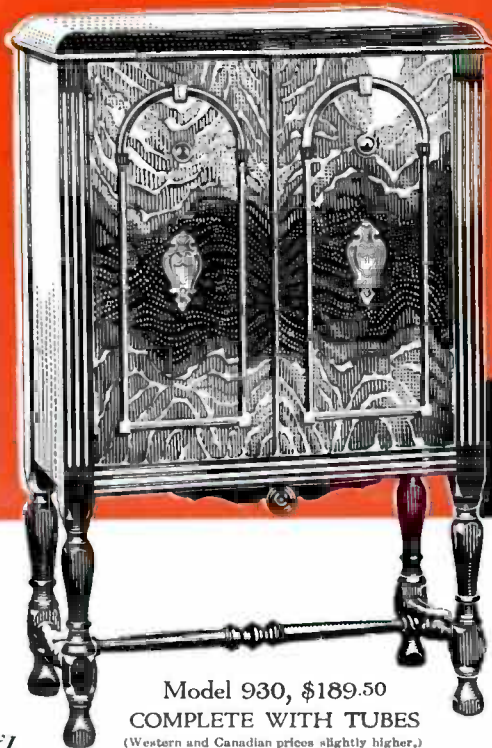
Friendship works both ways, and no real friend will resent having his obligation courteously called to his attention.

Let them know that you know they owe you.

System Urged

NO system is bullet proof nor 100 per cent perfect in bringing in the money. Any simple system, consistently followed, however, is so far ahead of hit-and-miss collecting, that the merchant owes it to his own peace of mind to develop something in the way of a system and stick to it. Particularly is it desirable to have notices going out in the earlier stages of a deal. Frequently the customer's regularity is determined by the dealer's attitude on the first payment. If no notice goes out, and no attention is paid to a lapse, the customer quickly gains the impression that the dealer is easy and he will be easy too.

Notices in themselves will produce a good collection record, but in any business the laggards, the alibi artists, the excuse makers, the whiners, the kickers and other pests will develop. There is no patent rule to apply in such cases. They are studies in human nature, and each case must be treated on its merits. If there is any suggestion I may offer as a glittering generality it would be in the language of an old boss of mine many years ago who said to me: "Be courteous always, and firm, especially firm."



(320)

Model 930, \$189.50
COMPLETE WITH TUBES
(Western and Canadian prices slightly higher.)

The EQUASONNE

SPARTON RADIO

"Radio's Richest Voice"

PRICED FOR ALL . . . AND A SPARTON Sparton alone could produce this wonder-instrument, for only Sparton possesses the revolutionary EQUASONNE circuit. With dynamic speaker, eight tubes, and two power tubes in push-pull, it is offered at the lowest price ever asked for a Sparton instrument. "Radio's Richest Voice" . . . famed the world over . . . is now within the means of all.

THE SPARKS-WITHINGTON CO., (Established 1900) JACKSON, MICH., U. S. A.
Pioneers of Electric Radio without batteries of any kind

Distributors

PACIFIC WHOLESALE, INC., Los Angeles, Cal. P. J. CRONIN CO., Portland, Ore. H. R. CURTISS CO., San Francisco, Cal.
433 East 12th Street 100 North 10th Street 895 O'Farrell Street
MOTOR EQUIPMENT CO., Salt Lake City Utah
609 South State Street

LYRIC

RADIO

“The Challenger” ENTERS THE RING

CHALLENGES THE DEALER

- To Increased Sales
- To Greater Profits
- To Better Satisfied Trade
- To Dominant Position in Radio

At the Chicago Radio Trade Show
(Booths 116-117, also Stevens
Hotel, Suites 2000, 2001, 2001A
and 2002A)—or mail coupon for
complete details.

No dealer in the north, south, east or west can afford to ignore this sweeping challenge. No dealer who offers less than LYRIC provides has any right to presume that he can secure or retain the confidence and patronage of radio buyers!

Make no mistake . . . this is LYRIC Radio Year from start to finish. Get in the ring with “The Challenger” right from the very beginning—and *win*. Be prepared to give your patrons the greatest measure of merit the radio public has ever been offered for its money—improvements, refinements and price economy heretofore considered absolutely impossible.

Be sure to see LYRIC Radio “The Challenger” before you “sign up.” Get the straight-from-the-shoulder facts. Don’t be stamped. Visit the LYRIC exhibit at the Chicago Radio Trade Show (Booths 116-117, also Stevens Hotel, Suites 2000, 2001, 2001A and 2002A) —or mail coupon for complete details.

ALL-AMERICAN MOHAWK CORPORATION
4201 Belmont Ave. Chicago, Ill.

All-American Mohawk Corporation Dept. 76
4201 Belmont Avenue, Chicago
Gentlemen: Send complete details regarding
LYRIC Radio “The Challenger” and dealer
franchise data.
Name
Address
City State

THE LINE DESIGNED TO MAKE YOUR SELLING EASIER

FREED RADIO
gives you the program
JUST AS THE MICROPHONE GETS IT

◆ ◆
See Freed Radio
at the
Congress Hotel
during the
Chicago Trade Show
June 3 to 7, 1929



\$99.50
(less tubes)

MODEL NR-55
8-Tube NEUTRODYNE
for house-current operation.
Push-Pull amplification.
Inductor Dynamic Speaker.
Cabinet of Walnut veneer.

◆ ◆
OTHER MODELS
at \$75, \$145, \$172.50, \$225
(less tubes)
Prices slightly higher
in Canada.

THE FREED NR-55, shown here, by rights should never be listed as low as \$99.50. But we have a two-fold object in under-pricing this attractive model. We wish to interest those of your customers who hitherto have felt they could not afford a really fine radio. And we desire to provide you with a sensational "price leader" to be used to attract prospects to your store.

The entire Freed Line is designed with an eye to meet the competition you will have this season.

In demonstrating any Freed Model to a prospect you can truthfully say:

"Here is a set which in those essential parts—chassis and speaker—represents all that Radio has to offer.

"Notice the absolutely lifelike tone, which gives you the program *just as the microphone gets it*. The beauty of the cabinet speaks for itself. And now that you have heard what Freed Radio can do, I have an agreeable surprise for

you. If you are familiar with the prices of other good radios, you will realize that this Freed Model offers you value which has never before been available."

Freed Radio will convincingly substantiate your claims as to Freed performance. Freed prices furnish you with a most effective argument to clinch the sale.

There may be a Freed Dealer Franchise available in your territory. Write or wire us for information and an outline of our national advertising campaign and our comprehensive co-operative retail selling plan.

FREED-EISEMANN RADIO CORPORATION

122 EAST 42nd STREET, NEW YORK CITY

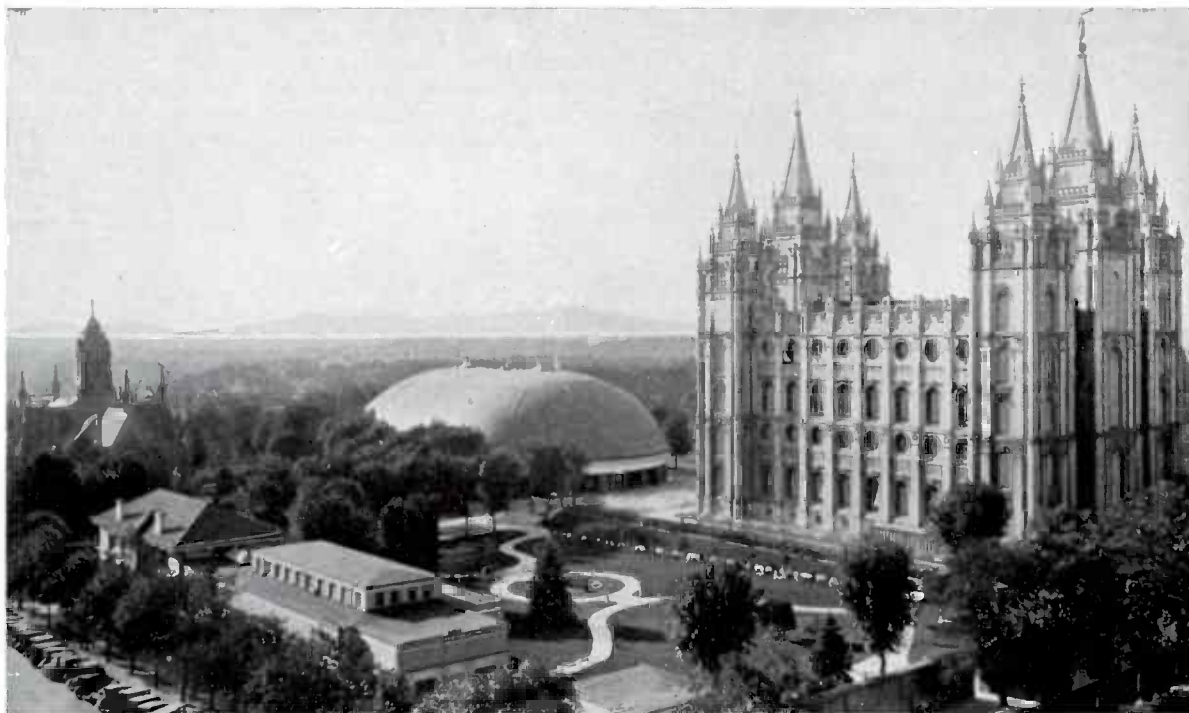
A Division of Chas. Freshman Co., Inc.

Canada: Freshman, Freed-Eisemann Radio, Ltd., 20 Trinity Street, Toronto, Ont.

FREED RADIO

Famous Since Broadcasting Began

SALT LAKE CITY.... One of America's Most Beautiful Garden Spots....



Glimpse of the Famed Temple Square

MEMBERS of the Western Music and Radio Trades Association who are planning on attending the 1929 convention to be held in Salt Lake City June 10, 11, 12 and 13, are urged to stopover just as long as possible after the convention and enjoy some of Salt Lake City and Utah's many decidedly unusual and varied attractions.

Salt Lake City has an international reputation as a convention city. Its setting is unique and its people are hospitable.

Headquarters for the convention will be in the Hotel Utah, one of the west's most beautiful hotels, located just across the street from the famous "Mormon" Temple Square. The Auditorium, which will house the exposition, is just one block away from the Hotel Utah.

Seven picturesque canyons come down to the city's very edge, and four others are within easy driving distance—each one different, each of marvelous beauty and rugged grandeur. The peaks near the city are perpetually snow-capped, providing an ample supply of pure water for beautiful lawns and gardens in the city.

THE city itself has wide, spacious, parked streets with clear sparkling water from the mountain snows flowing in streamlets beside the curb.

Interesting Salt Lake City! Skyscrapers tower in the business district. Wide, straight streets give a welcome

impression of elbow room and divide the city like a checkerboard. Cleanness is everywhere evident. Bubbling drinking fountains of pure mountain water are but a few steps apart throughout the downtown district. Salt Lake City is wonderfully fascinating for its mountain setting, proximity to the mountains, its climate, pure water and hospitality.

Salt Lake City has the charm of a colorful background, of a history that stands for accomplishment of great things. On July 24, 1847, Salt Lake City was founded by "Mormons" seeking sanctuary from a world unfriendly to their faith. This company of pioneers was headed by Brigham Young and they entered Salt Lake Valley through the pass now known as Emigration Canyon, and their leader spoke the memorable words: "This is the Place!" A monument near the mouth of this canyon commemorates this event on the proximate spot where it occurred.

Brigham Young first advised the people to till the soil and irrigation first began on the square where the City and County Building now stands.

THE selection of a Temple site was then made and Brigham Young and the boys of the "Battalion" were put to work on construction of a bowery to accommodate their needs of a sheltered place of worship. The city was laid off in ten-acre blocks, each of which

was measured into eight lots and separated from each other by the wide streets and spacious sidewalks. The principal streets of Salt Lake City are 132 feet wide from curb to curb—a needless waste of space, perhaps, in the early days, but the envy of every other city in America today!

Nearly every visitor first gives his attention to the Temple Square. This far-famed ten-acre plat is open daily. A Bureau of Information is maintained just inside the south gate, and guides are available to point out the various objects within the enclosure. Each week-day at noon an organ recital is given, free of charge, in the huge Tabernacle. The Temple is reserved for sacred church ceremonies and may not be entered by non-members.

At South Temple and Main Street, the meridian of the city's street system, stands the Pioneer Monument, a massive granite pedestal surmounted by a bronze figure of Brigham Young. One block to the east, the

famous Eagle Gate spans State Street. In early days this gate was the entrance to Brigham Young's private estate which comprised all that section lying north and east of this corner. Immediately west of Eagle Gate are the Beehive and Lion Houses, Brigham Young's residences, now used for offices of certain church organizations. And just west of these is the modern building housing the general offices of the "Mormon" Church.

At the head of State Street is Utah's Capitol, occupying a most commanding location, overlooking the entire city and valley. Of particular interest is the exhibition of pioneer relics in the Capitol. Here you will see such things as the first spinning wheel used in Utah, and the first pianoforte hauled a thousand miles across the plains by ox team. Here are many tangible reminders of the pioneers' fortitude and cheerful endeavors to make the best of isolated frontier life. Some of the present day specimens of Utah's tremendous mineral and agricultural wealth are also displayed at the



Looking North up Main Street

Capitol, and these provide a sharp contrast to the picture suggested by the relics of those first years of hardship.

Whether you have one day or a week to spend in and around Salt Lake City, each day may be spent enjoyably seeing and doing something different and new. Here are seven suggested one-day trips.

1st Day—City and Wasatch Drive: This trip includes visits to all important places of scenic and historic interest in and near Salt Lake City. Many of the city's churches, schools and clubs are seen. At the State Capitol you will see many historic exhibits as well as noted paintings and sculpture work. The drive through Memory Grove, a short distance in City Creek Canyon, is delightful. Enroute to Fort Douglas, a regimental garrison post of the United States Army, you pass the University of Utah and residential section of the city. At the entrance to Parley's Canyon, an excellent view of the valley is seen.

Saltair Beach, situated at the end of a mile long pier on Great Salt Lake, is 15 miles west of the city by rail or automobile. Saltair offers the most unusual bathing in the world. You cannot sink in this water, for it is approximately 22 per cent salt! Sightseeing cars pass the U. S. air mail station on the way to Saltair and some return by the Garfield, Magna and Arthur smelters.

2nd Day—City Creek Canyon. The cragged mountain walls rise almost perpendicular. Here is a delightful cave and a spring, and groves of maples and evergreens. Many kinds of trees line the roadway; a stream of clear, cold water bounds down toward the city; the walls of the canyon are covered with most colorful shrubbery.

Copper Mine. At Bingham, 28 miles southwest of Salt Lake City, is North America's largest open-cut copper mine. More tonnage is moved every day at the Utah copper mine than was moved from the bed of the Panama Canal during a similar period even at the time of the most intensive operations. Bingham is a typical mining camp and is very interesting.

3rd Day—Pinecrest Inn and Emigration Canyon. Pine-

crest Inn is an attractive mountain hotel located 8 miles up historic Emigration Canyon, in the midst of maples and evergreens and surrounded by rugged mountains. Pinecrest offers meals and lodgings. It was through Emigration Canyon that the pioneers of 1847 first entered Salt Lake Valley.

4th Day—The Timpanogos Circle—New Alpine Highway Drive. This trip takes you to American Fork Canyon, Timpanogos Cave and Provo Canyon. American Fork Canyon is noted as one of the most picturesque canyons of the west. It offers scenery comparable to the Alps and is distinguished as "the Switzerland of America." You visit Timpanogos Cave, in the heart of Mount Timpanogos, which is noted for unique natural formations of exquisite beauty. Many points of interest are passed enroute from Salt Lake City.

5th Day—Alta and Little Cottonwood Canyon. Alta has long been a famous western mining camp and the source of many fortunes in precious metals. This trip takes you through Little Cottonwood Canyon and has been described as one of the west's wonder trips. You may go through the underground workings of silver mines, seeing open stopes from which fortunes have been taken. Traveling up or down in the mine cage from level to level you experience new thrills as you see tunnels hewn out of solid rock.

6th Day—Ogden-Hermitage, Ogden Canyon and Lagoon. Ogden Canyon is famous for its rugged beauty, the sides of the canyon rising sheer and high from the bed of the bounding stream of water that courses through it. The Hermitage, a picturesque mountain hotel, built of native timber in rustic fashion, is located midway through the canyon. On the way to Ogden, you pass the Municipal Baths, where bathing is a novel and beneficial experience. About half way between Ogden and Salt Lake is located a favorite pleasure resort, Lagoon, on the shore of a beautiful artificial lake. Ogden is a prominent industrial, railroad and manufacturing center and is 38 miles north of Salt Lake City.

7th Day—Brighton and Big Cottonwood Canyon. Big Cottonwood Canyon offers an unusual day. Whether the



Skyline of the City's Business District



Utah State Capitol Building

visitor stops midway and hikes to Lake Blanche, or continues to Brighton it is a delightful trip. Several silver-lead mines are passed enroute. At Brighton is the primitive beauty of mountain and forest. From the hotel and cabins, trails lead to five crystal-like lakes, all within two miles, and to eight lakes not more than five miles distant. Brighton is an excellent summer retreat and it is not unusual for snow to remain here the year round. Brighton is 25 miles from Salt Lake City.

Transportation companies and state lines operate to all points of interest and trips given above during the summer months.

For those who can spend more time here, Southern Utah offers many scenic attractions.

"The Utah Parks Special" leaves Salt Lake City each evening at 9:30 P. M., arriving at Cedar City, the railroad terminus, at 7 o'clock each morning.

Perhaps one of the best known of Southern Utah's scenic marvels is Zion National Park, the stupendous red and white gorge through which courses the Mukuntuweap River 3,000 feet below the irregular rims. To some, Zion Canyon is the climax of rugged grandeur so lavishly fashioned by Nature in the nation's playground in Southern Utah. Certainly no one can visit this amazing geologic phenomenon without crying out in wild surprise at its magnificence and splendor. Any attempt to set down in an orderly manner the majestic features of Zion Canyon would result only in confusion—as, indeed, your actual exploration of the monumental chasm will leave you confused, albeit with a confusion that is nothing short of sublime. Zion National Park embraces other scenic wonders aside from Zion Canyon—The Temple of Sinawava, Angel's Landing, the Three Patriarchs, East Temple and the Great White Throne.

Bryce Canyon has been acclaimed by artists, writers, travelers, as the most exquisite concatenation of dazzling colors and grotesque forms that ever thrilled the minds of men. Indeed, the bewilderment which overwhelms

the spectator when he first beholds the myriad pinnacles, cathedrals, flying buttresses, towers, colonnades, shrines and altars of Bryce Canyon belongs not so much to the mind as to the very soul.

Cedar Breaks is the greatest of Utah's eroded amphitheatres for vastness, for variety of color and for sheer grandeur. At the rim of Cedar Breaks, 10,300 feet above the sea, you look into a series of vast amphitheatres 2,000 feet deep. Here, Nature has spilled an enormous pallette of colors into the abyss and terraces of white and pale pink sandwiched between flaming reds and oranges, while the intermediary tints are hues run through the entire spectrum.

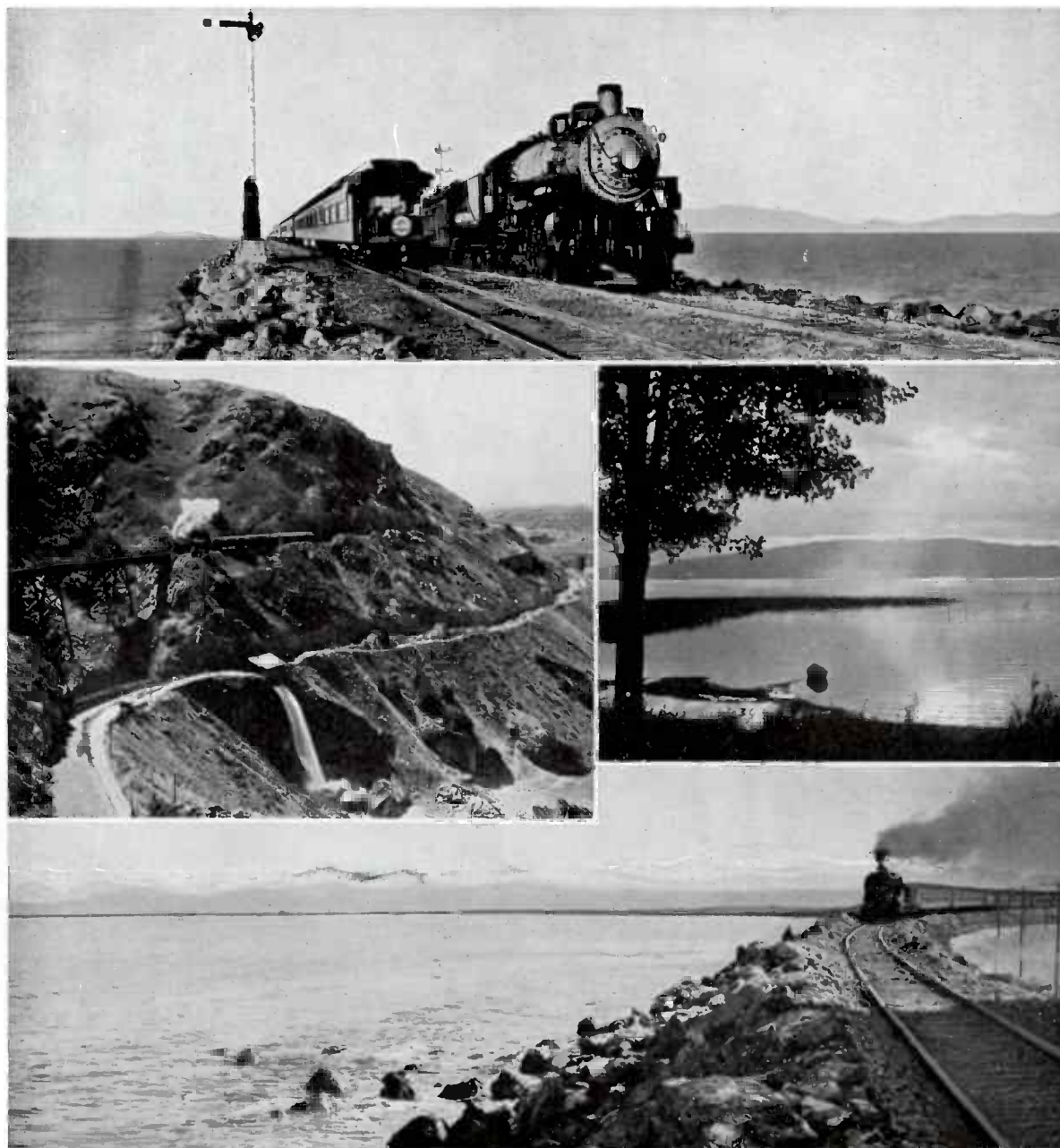
On your way to the Grand Canyon of the Colorado, you ride for fifty miles through the great Kaibab National Forest, the largest virgin forest in the United States. Deer by the hundreds come almost up to the roadway, they are so tame.

At the Grand Canyon chasm, you stand at Bright Angel Point on the north rim, 1,000 feet above the south rim, and gaze below at the gorges, colorful and inspiring, reaching to awesome depths, and across, fourteen miles, over terraces and pinnacles, tipped with scarlet, mauve and gold. It is a scene so vast and so majestic that it fills the spectator with awe and wonder.

Should you be making the trip in your own car, good highways strike out in every direction from Salt Lake City.

Salt Lake City, called the "Center of Scenic America," is also the point of departure for Yellowstone National Park where you will find spouting geysers, boiling pools, emerald springs, bears and other wild life.

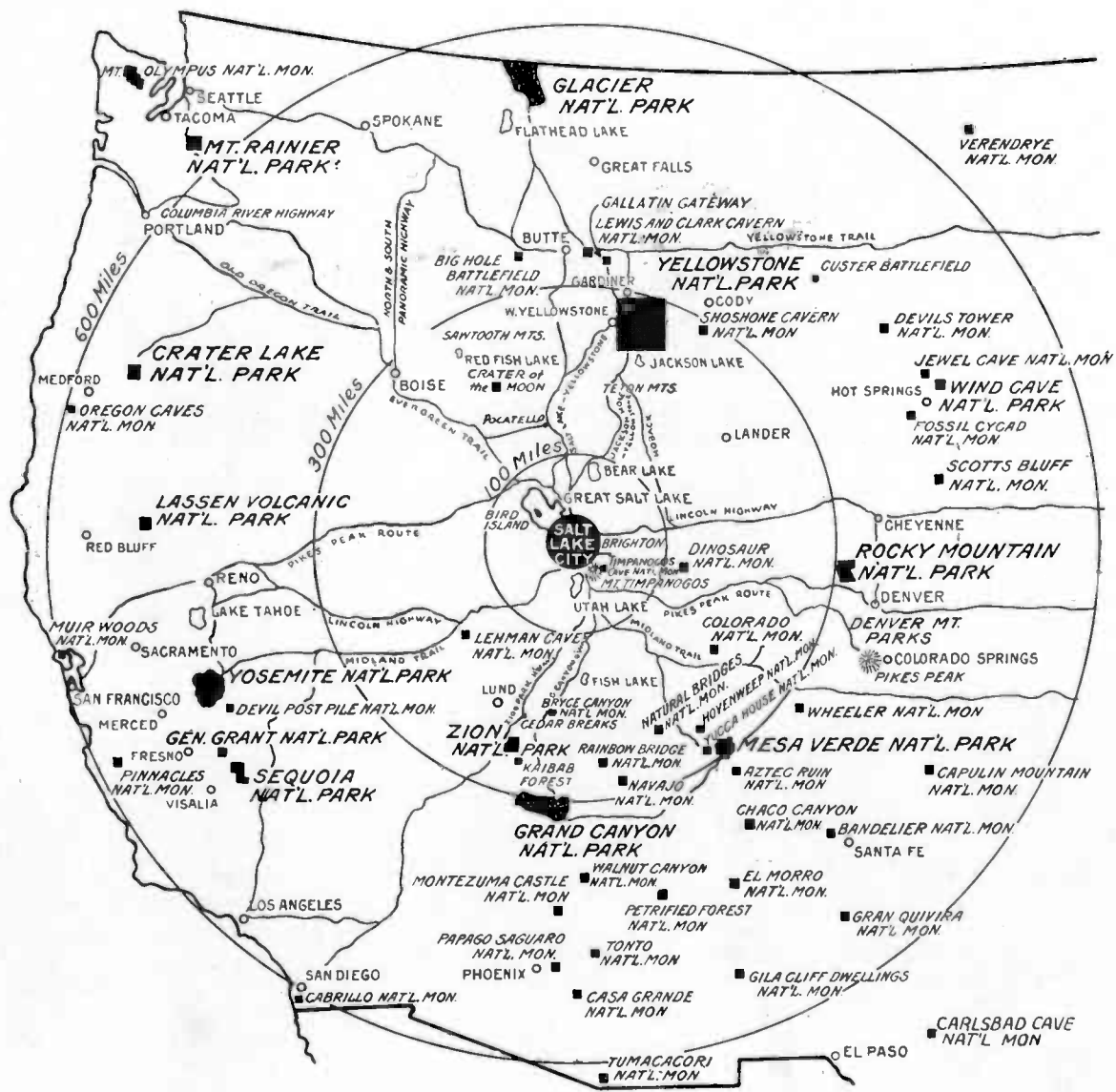
The foregoing is merely an outline of the attractions that Salt Lake City holds for the visitor. Whether you go to Salt Lake City as an individual tourist or with your Association to attend your convention you will enjoy experiences and scenes that will form happy and life-long memories.



Railroad approaches to Salt Lake City give some idea of the scenic background. Above are shown the Great Salt Lake cut-off over which the Southern Pacific travels; Bear River Canyon through which the Oregon Short Line trains thread their way; view of Utah Lake from the Denver & Rio Grande Western Line and a Western Pacific train skirting the southern shore of the Great Salt Lake.



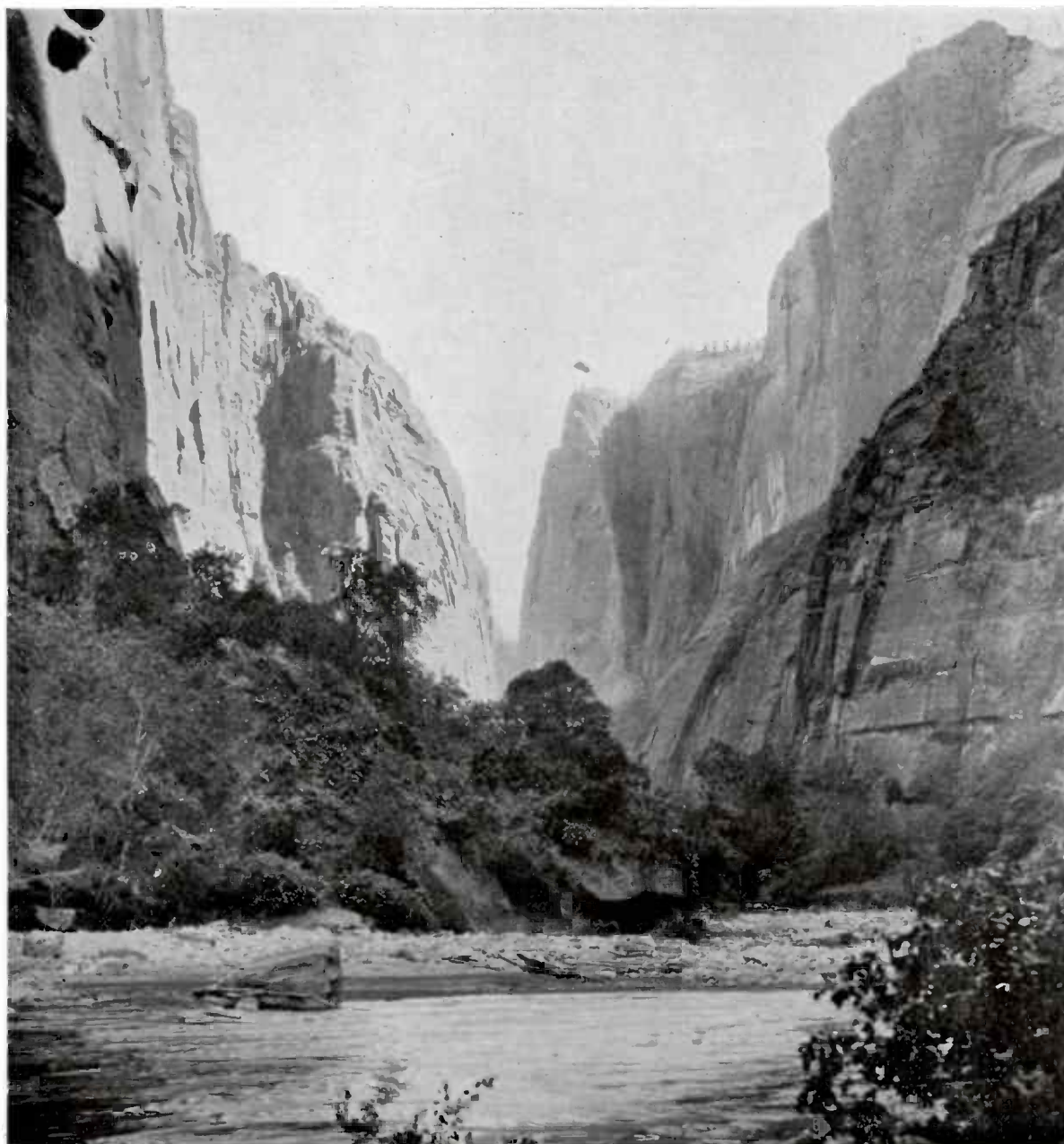
For the golf fan, Salt Lake City has made special provision as can be glimpsed from the above pictures. The Country Club course at top is where the annual convention golf tournament will be played. This course is said to be plenty "sporty" and one of the best laid out courses to be found anywhere. The course is so arranged that from nine holes a splendid view can be had of the Great Salt Valley with the Great Salt Lake in the background. Below is the municipal course at Nibley Park.



The above map shows the locations of the various National Parks and monuments that surround Salt Lake City. Practically in all directions and within easy access of the city are spots of historic interest and scenic beauty which are well worth visiting. Salt Lake City is justly famous for its wide and well paved streets and highways thus making driving to these spots a pleasure rather than an exertion.



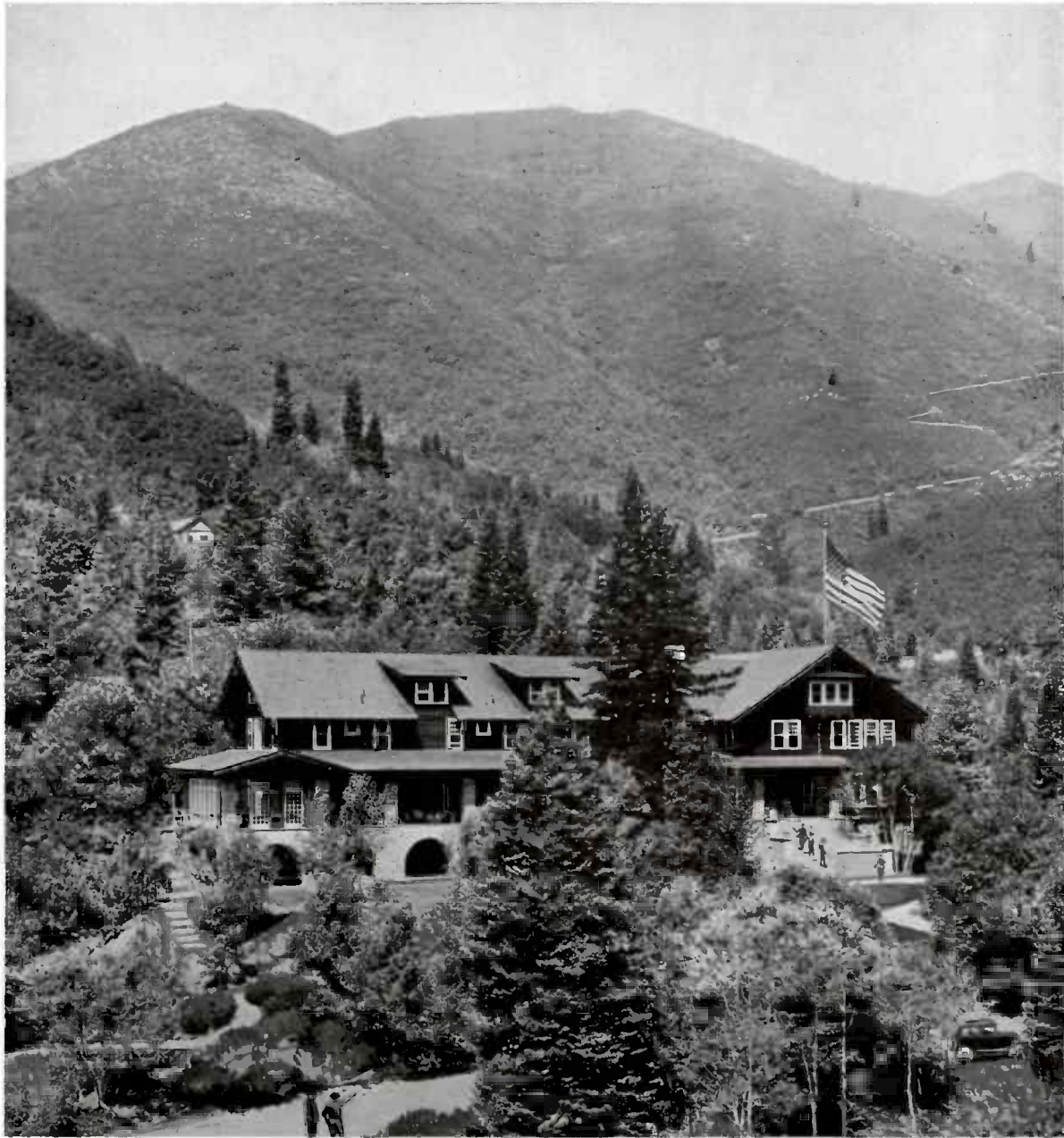
For those who have never visited Salt Lake City, the unusual experience of bathing in water in which there is no possibility of sinking awaits them. Because of the large percentage of salt in the Great Salt Lake, bathers float about on the water without any exertion. Saltair Beach, a pleasure resort on the shores of the Lake, as can be seen from the above picture, offers every facility for bathing.



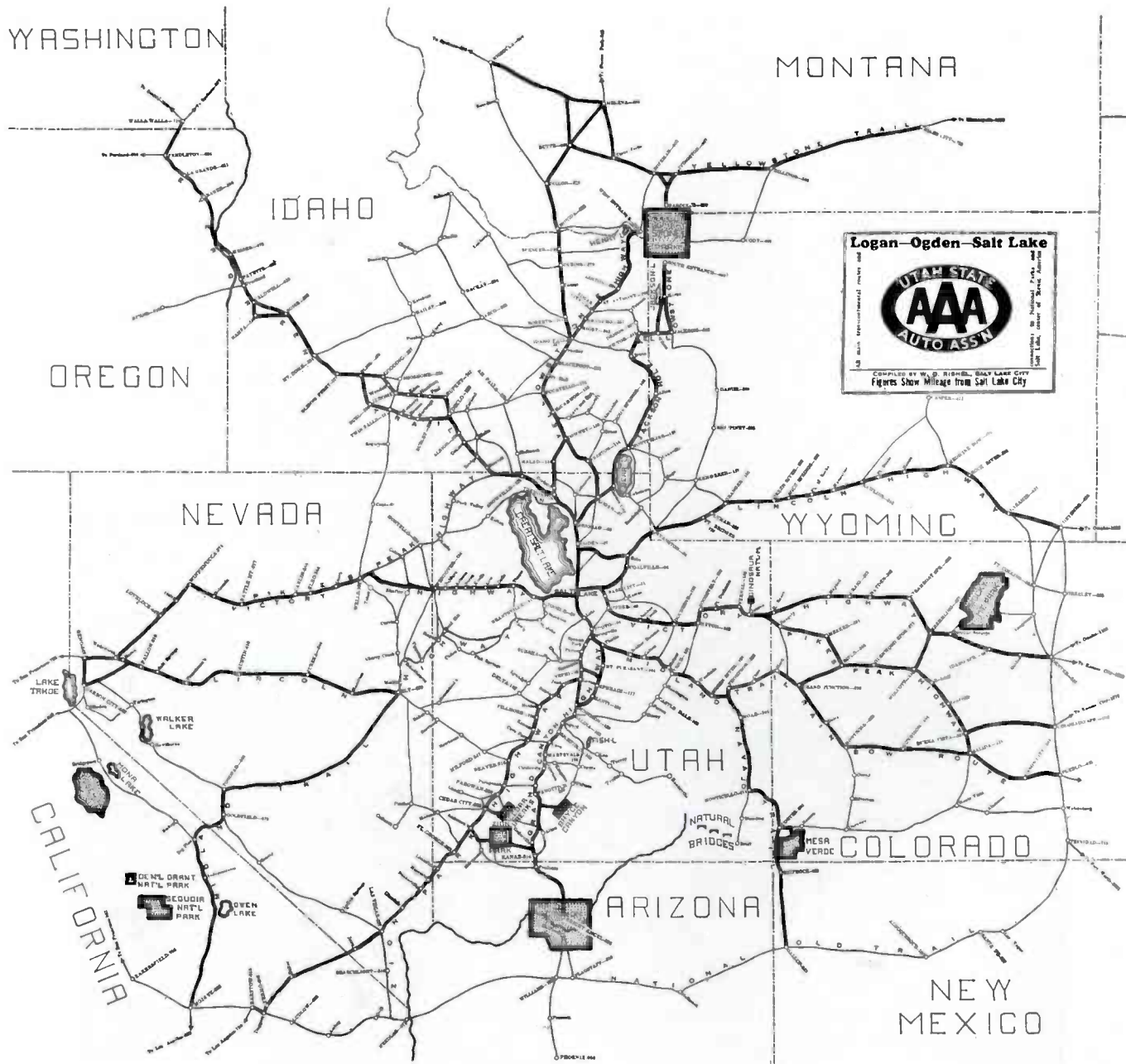
Some idea of the scenic grandeur of Zion National Park can be had from this picture which shows the approach to the Narrows. The park is located in a deep canyon of giant rocky formation that has been beautifully tinted with Nature's brush. In addition to the great beauty and restfulness of this canyon, there are many delightful trips and excursions that can be taken within the confines of the park, each of unsurpassing beauty and grandeur.



The Hermitage in Ogden Canyon, only thirty-six miles from Salt Lake City, is another one of the delightful and quaint mountain resorts for which Utah is noted. The Hermitage is located in a beautiful canyon surrounded by stately trees and offers that complete seclusion and rest that most vacationists desire. From the Hermitage, a variety of trips can be made either by motor, riding or hiking.



Pinecrest Inn in Emigration Canyon is only a short distance from the center of Salt Lake City and yet is so isolated that it seems miles away. Surrounded by virgin forests with lofty mountain peaks for a background, the Inn is one of the most popular resorts in the state. Pinecrest Inn is reached over splendid roads in a forty minute drive from Salt Lake City. Pictures through the courtesy of the Salt Lake City Chamber of Commerce.



The above map shows in detail all of the main highways centering in Utah. The map was compiled by the Utah State Automobile Association through whose courtesy we are allowed to reproduce it. The Association has an office in the Hotel Utah and will be glad to furnish road information and trip maps to anyone desiring them. The roads into Utah from all points, the association declares, are in first class condition.

The finest
RADIOLA
*ever built at anywhere
 near this price*

THE NEW
RCA 33—
\$77⁵⁰
LESS RADIOTRONS

Ride with Radiola 33 on the crest of the wave of popular approval—the latest achievement of RCA, Westinghouse and General Electric laboratories.

A console type cabinet receiver of charming design and superb tone. Its slender gracefulness and beauty fits into any scheme of interior decoration—in a cozy apartment or a spacious drawing room.

Radiola 33 has everything—plus RCA dependability. Truly a quality receiver priced remarkably low. \$77.50 (less Radiotrons).

RCA RADIOLA 33—Tuned-radio-frequency receiver, console type, for A. C. house current operation. \$77.50 (less Radiotrons.)

RCA LOUDSPEAKER 100B—To match Radiola 33—unique in design and in tone fidelity. \$22.00.



This sign marks the leading dealer in every community

RADIO-VICTOR CORPORATION OF AMERICA

RADIOLA DIVISION

NEW YORK

CHICAGO

ATLANTA

DALLAS

SAN FRANCISCO

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

DESIGNED BY EVEREADY

MADE BY EVEREADY

EXCLUSIVELY

EVEREADY offers an exclusive line, unique in those particulars where improvement was possible, conventional in those respects where public taste dominates all manufacturers.

All-electric—dynamic speaker—walnut-finish consoles of great furniture appeal—antenna operated—phonograph jack—prices based on a popular console at \$175—these are the conventional requirements which Eveready meets 100%.

Increased sensitivity due to unique variometer—protection against humidity and temperature—Eveready's famous, unbeatable tone fidelity—a *full year's guarantee*—these are some of the exclusive Eveready features.

In spite of the great sales value of the new Eveready Receivers we are making no effort to dominate the market. Dealer franchises will be limited, in order that each dealer may capitalize the Eveready line to the limit.

Production will be ample but not excessive. Distress merchandise never has and never will worry an Eveready dealer.

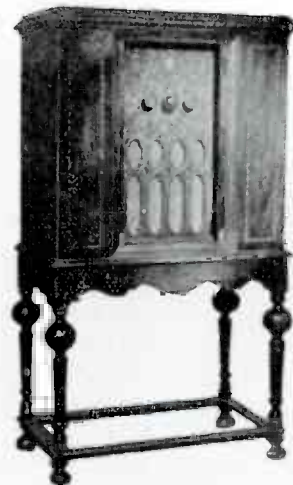
The Eveready time-payment plan is so arranged as to assist dealer and customer alike.

The Eveready service system, so impressively proved last year, is being continued. The chassis is made in two sections, easily removed and replaced. No Eveready Receiver need be silent for any longer than it takes you to supply a new unit! We guarantee each Eveready Receiver against defects for a *full year*, the longest guarantee in the industry.

And newspaper advertising focuses public demand on your shop!

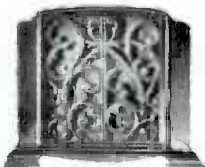
Today the Eveready Franchise is not only an immediate source of profit, but it is also an investment that will bring rich returns through the years to come.

1. Made by Eveready in an Eveready factory.
2. Shipped to you complete including speaker and cabinet, assembled in a single unit. Nothing to buy or add but the tubes.
3. Popularly priced.
4. Backed by years of laboratory experiment and research—a finished product.
5. Performance second to none.
6. **GUARANTEED FOR ONE FULL YEAR!**
7. Time-payment plan to assist dealer and customer.
8. Production will be ample but limited. No distress merchandise.
9. Careful analysis of trading areas apportions dealerships and quotas on an exact, just, equitable and profitable basis.
10. Merchandising plan is backed by extensive newspaper advertising carrying dealers' names.

\$210

Model 33, a larger and more luxurious console, in walnut finish with decorative carvings. Same all-electric chassis as Model 32. All cabinet designs are exclusive with Eveready.

LIST \$210 without tubes

\$50

Eveready Speaker, Model 6. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity. LIST \$50

\$115

Model 31, table type. Cabinet in rich walnut finish with contrasting carved grill. Same radio chassis as the consoles. Will operate either dynamic or magnetic speaker.

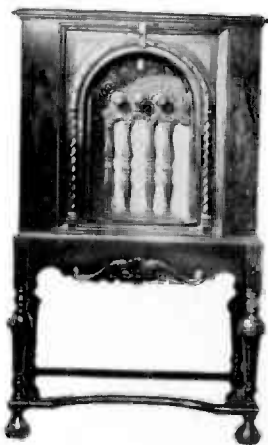
LIST \$115 without tubes

EVEREADY
TRADE MARK REGISTERED
RADIO RECEIVERS

SERVICED—PRICED
CONTROLLED BY EVEREADY

EVEREADY!

11. This year we also assist individual dealers in co-operative newspaper advertising.
12. Through past years the trade has learned that pleasant and profitable business is always done in Eveready products.
13. To the public the mere name Eveready is a great guarantee of perfect merchandise.
14. Fully licensed by RCA and RFL—we utilize and are protected by the strongest and best patents.
15. Dealers now have a unique opportunity to secure a radio set franchise of tremendous present and future value—the Eveready.



\$225

Model 34, a de luxe console in the grand manner, for the most luxurious homes. Will harmonize with any background. Walnut finish in rich grain, with delicate carvings. A triumph of craftsmanship.

LIST \$225 without tubes

SEE OUR EXHIBIT

In the Stevens Hotel, 3rd Annual Radio Manufacturers' Association Trade Show, Chicago, June 3 to 7. Come get an earful and an eyeful of this unbeatable new Eveready line of tremendous popular appeal.



\$175

Model 32, console, in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has eight tubes, including rectifier.

LIST \$175 without tubes

EVEREADY builds for the future. Right now, Eveready sales are mighty fine, but present conditions look like nothing at all compared with the vision we have of what this business is going to be. We want only the best dealers, who will grow up from bed-rock with us; who will adopt the policies we know mean certain success; who are confident that we will put Eveready Radio on the map in the same way we have promoted other Eveready products that have made us the biggest of our kind in the country and have made profits for thousands of dealers.

NATIONAL CARBON COMPANY, Inc.

New York, N. Y.

Unit of Union Carbide  and Carbon Corporation

Licensed under patents and applications of RCA and RFL

Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco

Western Piano Corporation

Factory Distributors

The Autopiano

Behr Bros. & Co.

Brambach Baby Grand

Behning Piano Co.

Davenport-Treacy

Francis Bacon

Hazelton Bros.

Kohler & Campbell

Kroeger Piano Co.

Milton Piano Co.

McPhail

Auto Pneumatic Action Co.

The Welte Mignon (*Licensee*)

Standard Pneumatic
Action Co.

The Import Felt Co.

Welcome to the JUNE CONVENTION

Hotel Utah

Salt Lake City....June 10-14

Band News

O "H listen to the band" may be the song of a by-gone generation but it best describes the atmosphere in Denver, May 24-25, the occasion being the staging of the National High School Band Contest. This is the first time the contest, during its four years of life, has ever been held in a Western city so that if Denver gave greater emphasis to the song then its composer intended it could easily be pardoned.

The contest, declared to be the most successful ever held, was under the auspices of the Parent Teacher's Association of Denver, with thirty bands competing, three more than at last year's contest.

Friday morning, the contests started, beginning with the preliminaries in both Class A and B groups. Class A was for all bands from high schools with an enrollment of over 600. Class B was for all bands from schools with less than 600 enrollment.

The five bands from Class B which survived the day's judging were: the Belvedere High School, Belvedere, Ill.; Hobart High School, Hobart, Ind.; Lansing Vocational School, Lansing, Mich.; Wasatch High School, Heber City, Utah; and the Joint Union High School, Princeton, Calif.

The Class A bands surviving were: Sterling High School, Sterling, Colorado; Emerson High School, Gary, Ind.; Abraham Lincoln High School, Council Bluffs,

Iowa; Marion High School, Marion, Ind.; Nicholas Senn R. O. T. C. band, Chicago; and Modesto High School, Modesto, Calif.

Six bands were selected for the finals in this class because of the difficulties the judges experienced in picking the five best bands.

The Nicholas Senn High School Band, Chicago, won the national championship in Class A, scoring 5,572.56 points out of a possible 6000.

The remaining five bands scored as follows: Modesto California High School, Emerson High School, Gary, Ind.; Abraham Lincoln High School, Council Bluffs, Iowa; Sterling High School, Sterling, Colo.; Marion High School, Marion, Ind.

Lansing Vocational School, Lansing, Mich., scored the highest number of points in Class B. However, since it is not strictly a high school, the band of Belvedere High School, Belvedere, Ill., which scored nearly the same number of points will be given a trophy of the same order as that given Lansing Vocational School. The Lansing School scored 5218.25, the Belvedere school, 5038.625.

Other winners in this class were: Princeton High School, Princeton, Calif., 1928 champions for Class B; Hobart High School, Hobart, Ind.; Wasatch High School, Heber City, Utah; Cyprus High School, Cyprus, Utah.

Organizations Merge

At a meeting of the National School Band Association held in Denver during the contest last month, a resolution was adopted, merging the recently formed National High School Orchestra Association with the former Association. The merger brings into the one organization between fifty and one hundred thousand high school musicians. The organization will be known as the National High School Band and Orchestra Association.

* * *

E. J. Delano, after managing many of the details of the Music Week Band contests for Northern California, has gone east with Mrs. and Miss Delano. Mr. Delano planned to be gone about six weeks.



.....

BRUNO

Wholesalers Exclusively of
Dependable Musical
Merchandise For
Over Ninety Years

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

Bruno Means Security

**Why
Conn
Dealers
Succeed**



CONN popularity makes Conn Band and Orchestra Instruments easiest to sell. More than 50 years of Band Instrument supremacy and the endorsement of the world's leading artists have won the public to Conn. Conn instruments are easiest to play, purest in tone, most modern in design. Yet they cost no more. Conn is the only manufacturer making a complete line of band instruments in its own factories. These unrivaled advantages are reflected in the outstanding success of Conn dealers everywhere.

Write now for attractive dealer proposition and Free Catalog.

C. G. Conn, Ltd.
600 Conn Bldg., Elkhart, Ind.

CONN

WORLD'S LARGEST
MANUFACTURERS of
BAND INSTRUMENTS



Musical Miscellany

Elimination Trial

The final elimination trial in the piano-playing contest held in San Francisco last month in connection with Music Week, proved one of the biggest sensations of the season. Before a crowded auditorium, thirty-five young pianists, ranging from six to twenty years old, vied for first honors in the seven classes competing. The thirty-five were the pick of over 500 contestants.

The following were the winners:

Class 1, six to seven years of age, Ellen Devonshire; Class 2, eight to nine years, Florence Takayami; Class 3, ten to eleven years, Betty Wilson; Class 4, twelve to thirteen, Stewart Brady; Class 5, fourteen to sixteen, Robert Turner; Class 6, seventeen to eighteen, Dorothy Scholz; Class 7, nineteen to twenty-one, Mary Steiner.

Robert Turner won the first Special Trophy, a silver cup; Florence Takayami won the second special trophy, and Mary Steiner, the third cup.

Finance Trip

The unqualified success of San Francisco's Municipal Music Week was largely responsible for the financing of the win-

ning bands which enabled them to go to Denver, for the National School Band Competitions. Chester W. Rosekrans, of the San Francisco Civic Association, director of Music Week activities says that the S. F. Chronicle started a fund and asked for subscriptions because it was felt that the two winning bands in Class A and Class B ought to have a national chance. Modesto is a small city which had twice sent its winning band to the National and Princeton, a hamlet in the Northern Sacramento Valley had also twice financed its band to the National.

The Chronicle's appeal brought prompt results which completed Modesto's subscription list and financed Princeton.

Prize Composition

ONE THOUSAND DOLLARS is offered by The MacDowell Club of New York to a musician born or residing in the United States for an unpublished composition in one of the larger forms, orchestral, choral or chamber music, its duration not to exceed twenty-five minutes. The contest opens July 1 and closes October 1. Communications should be addressed to Miss Dorothy Lawton, Music Branch, New York Public Library,

Opera Recorded

Carmen, sung by artists of the Paris Opera and the Opera Comique in its original language, the first entire operatic electrical recording of the Columbia Phonograph Co., is now on sale in America.

The recording, both instrumental and vocal, is on a 15 double-disc 12-inch record in 30 parts. The instrumental accompaniment is by the Orchestra Symphonique of Paris, conducted by Elie Cohen, Chef d'Orchestre of the Paris Opera Comique.

* * *

Miniature Catalogue

A tiny catalogue of Mathushek pianos, recently issued, is of great assistance to salesmen in the opinion of Louis Goetzlin, of the Pacific Music Co. The book is so little and is so clearly printed and well-illustrated that every Mathushek dealer can carry it about almost as easily as he can a booklet of postage stamps. Mr. Goetzlin who distributes Mathushek pianos for the Coast, will soon be well enough to call on his out-of-town dealers, as he has almost completely recovered his normal health.

Visit the M. SCHULZ CO. Display HOTEL UTAH Salt Lake City, Utah....June 10, 11, 12, 13.

New styles in small upright pianos and player pianos offering unprecedented profit making opportunities invite your inspection.

The Marvelous Marionette, smallest and fastest Reproducing Grand, will be a feature of the Schulz exhibit. Its small size, full tonal volume and handsome appearance are sweeping aside sales resistance. No piano merchandise turns over as quickly as the Schulz Marionette.

SEE AND HEAR IT

* * *

A. C. BECKMAN, *Western Representative in Charge*

M. SCHULZ COMPANY
CHICAGO

Governors Back Music Week

A SIGNIFICANT indication of the growing recognition of National Music Week is the fact that twenty-three of the State Governors issued a proclamation or a public statement endorsing the sixth annual Music Week, held last month. This action followed the acceptance by President Hoover of the Honorary Chairmanship of the Honorary Committee of Governors. In connection with it he signed the following statement: "Cultural development of a people must proceed in step with material well-being, if they are to enjoy the fullest happiness. Musical appreciation should therefore be promoted, as one of the liberal arts of life."

This statement from Mr. Hoover was quoted by several of the Governors. Proclamations endorsing the Music Week were issued by the executives of Arizona, Arkansas, Michigan, Mississippi, New Mexico, Texas and Wyoming. A public statement to the same effect was released by the Governors of Idaho, Illinois, Iowa, Maine, Maryland, Massachusetts, Nevada, New Jersey, Oregon, Pennsylvania, Rhode Island, South Carolina, Utah, Vermont, West Virginia and Wisconsin.

Many of the 2,500 participating cities and towns have already reported to the National Music Week Committee as to the success of their Music Weeks. Those reports have shown the special impetus given to the observance by the stressing of active participation in music as the keynote of the celebration.

Freight Rates To Coast Are Reduced

THE rate of freight chargeable on musical instrument cases shipped by boat to the Pacific Coast has been lowered by action of the United States Intercoastal Conference from \$6.00 per cwt. to \$5.00 per cwt., according to a communication just received by the Music Industries Chamber of Commerce. The change in rate was allowed as a result of a protest made by the Chamber Traffic Committee represented by Frank E. Bates, Traffic Manager of Sherman, Clay & Company.

The committee demanded a rate of \$2.50 per cwt maintaining that the recent change in item 280 covering suitcases, valises and trunks to that amount should be amended to cover musical instrument cases also.

"While we realize," said Mr. Bates in his letter of protest to the Intercoastal Conference, "That our proposition is a distinct departure from established rules and practices in the making of rates, we are, how-

Kimball Executives

H. A. Watts, district distributor for the W. W. Kimball Company had a visit in May from C. Anderson, district manager for the company who had come up from his Southwest Pacific headquarters in Los Angeles. Mr. Anderson said he expected to meet F. P. Whitmore, Secretary of the W. W. Kimball Company at the Convention in Salt Lake City and at its close they expect to return to the Coast.

A. J. Schrade, manager in San Francisco for the Columbia Phonograph Co., is recovering from his automobile accident. He was in a plaster cast at the Mills Memorial hospital for over a month.

ever, convinced of the fact that if suitcases costing receivers of freight on the Pacific Coast from eight to fifteen dollars are permitted to move at a rate of \$2.50 per cwt., violin and guitar cases, ranging in price from 80c to \$3.00 are certainly entitled to the same rate."

The Intercoastal Conference in allowing the rate of \$5.00 stated that they regretted their inability to meet the rate of \$2.50 asked for by the Committee. They feel sure, however, that the new rate is thoroughly competitive and the set-up especially in line with the rail and classification basis.

Most Popular in the West

Gulbransen Pianos are Nationally Priced, f.o.b. Chicago.

There is a Type and Style for Every Home—

Grands — Uprights — Registering Pianos Nationally Advertised

Ask Us About the Sensational New "Home Series"

Gulbransen Company
3232 W. Chicago Ave., Chicago
Send us details of Gulbransen representation.

Name

City

GULBRANSEN PIANOS

KIMBALL

PIANOS

A very complete line will be on exhibit for the Western Music Trades Convention

at Daynes-Beebe Music Co. 61 Main St. Salt Lake City

Our two West Coast Representatives Will Be There!

T. V. Anderson Los Angeles 519 Cooper Bldg. Southern Calif. Div.	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

New Board Elected By Sherman Clay & Co.

Sherman, Clay & Company's new board of directors includes all the officers, most of the former directors and three new members. The directorate are:

P. T. Clay, president; Fred R. Sherman, vice president; F. W. Stephenson, secretary and treasurer; E. P. Little, R. E. Robinson, Leon M. Lang, Malcolm Bruce and Julian Alco. The three last named are new members.

E. P. Little is manager of the publishing and sheet music department, and of all the published music handled by the firm. He is credited with having made a success of this department.

R. E. Robinson is Sherman, Clay & Co.'s sales manager for their stores and branches in Oregon and Washington.

Leon M. Lang, a new member, has been east bay manager for the Company for some years past. At the Oakland store, as well as at the Fruitvale and Vallejo branches, he and his organizations have been successful from the viewpoint of sales. The Oakland store won the cup, donated by the late Ernest Urchs for the greatest number of piano sales in proportion to the investment represented of any of Sherman, Clay & Co. stores. In addition to being made a member of the board of directors, Leon M. Lang has been made

Boy With Scientific Mind Wanted

THE boy with the most scientific mind is now being sought by Thomas A. Edison, according to announcement recently broadcast throughout the country. The boy who qualifies will receive from Mr. Edison a free four-year scholarship in any technical school he may choose, with all tuition fees paid. To receive this scholarship, he must supply the best answers to a questionnaire personally prepared by the great inventor.

forty-eight states and the District of Columbia, selected by committees designated by the governors of the several states and the Commissioners of the District of Columbia, the lucky boy will be chosen.

All of the forty-nine boys finally selected will be given a trip at Mr. Edison's expense, from his home to the Edison laboratory at Orange, New Jersey. While in orange, the boys will be entertained at the Edison plant and will meet Mr. Edison. Each will receive an Edison Combination Radio and Phonograph.

Full details of the offer will be supplied boys by authorized Edison dealers throughout the country.

Vigorous Campaign

Plans for a more vigorous and far-reaching merchandising of the Atwater Kent line throughout Northern California are emphasized in the announcement from Ernest Ingold, Inc., of the election of W. E. Darden as vice-president and Hal Morton as treasurer. Dr. Darden was formerly Pacific Coast manager of E. T. Cunningham, Inc., and Mr. Morton was manager of the Troung Label & Lithographing Co. of Seattle.

sales manager for California for Sherman, Clay & Co.

William J. Urquhart who has just joined the personnel of Sherman, Clay & Co. is the new Comptroller. He is not however a member of the board of directors.

Julian Alco and Malcolm Bruce, are business men, not engaged in the music industry.

Dividends

The Columbia Phonograph Company, Inc., on April 24, 1929, declared a dividend of \$4.00 per share on the Capital Stock of the Company, payable May 25, 1929, to stockholders at the close of business May 10, 1929. This equals the dividend paid by the company in 1928.



"The FOURTEEN BRICK TOPS" Formerly "THE PARISIAN REDHEADS"

MISS BOBBY GRICE
Indianapolis, Ind.
Directress

"Known from Coast
to Coast as America's
Greatest Girl
Band."

MISS MABEL MOREY
Los Angeles, Cal.
Banjoist-Guitarist

This Star Organization of Girl Artists uses the famous Gibson Guitars and Banjos in every program. Wherever they appear in theatres throughout the land, they create Gibson sales for Gibson Dealers.

Hailed By The West

The New

Gibson BANJOS

Guitars--Ukuleles
and Mandolins

FREE!

Send today for the free Gibson Books of Banjo and Guitar, also Details of the Gibson Profit-Building Plan for Exclusive Gibson Dealers. Deal direct with the Manufacturer.

GIBSON, Inc.
900 Parsons St.
Kalamazoo, Mich.

Sherman, Clay Co.-Platt Merger Is Declared Off

Dignified, potent Sherman Clay, with a Mayflower business ancestry and character, have long looked with hungry eyes toward the rich Southern California market. Shrewd merchandising wizard, Benjamin Platt, with his Southern California chain of stores, has looked equally anxious at opportunities to the north. One organization had characteristics that the other might use to advantage and vice versa. A merger of some sort that would greatly increase their buying power appeared practical.

Phil Clay, Fred Sherman and party visited Los Angeles. Benjamin Platt and entourage visited San Francisco. Many conferences. Phil Clay and Ben Platt boarded the "Chief" for New York, ostensibly to discuss with bankers. Audits were made of both organizations. Figures were produced.

Difficulty arose concerning details of operation and exactly how ownership was to be divided. One plan was proposed, failed. Another plan proposed (failed). Eventually it appeared it was just one of those mergers that could not be. The merging idea has now been shelved entirely, or postponed indefinitely.

Sherman Clay are one of the largest music chains in the world, being founded in 1870 by the fathers of the present heads of the firm, Philip T. Clay and Fred Sherman. The company has many ramifications, 32 retail outlets, a music publishing house, pipe organ departments, etc. They purchased the Wiley B. Allen chain in 1928.

Benjamin Platt began business some twenty years ago as a sewing machine merchant in Los Angeles. He grew. He entered the music business. He kept growing. He established branches. His native merchandising genius made more money for him, he established profitable banking connections, built a 13 story headquarters store building, hired the best brains available and continued to grow.

Great Year, Declared Ahead for Radio Trade

THAT the radio industry is facing a future of unprecedented success is the consensus of opinion of manufacturers throughout the country. That this opinion is not a lot of hot air given out to bolster up sales, but is based on uncontroversial facts and figures arrived at after careful surveys of the industry makes it a worth while topic for discussion.

To the casual observer it would seem as if every home was equipped with radio but according to figures recently compiled by various manufacturers such is not the case, millions of homes still lacking in this form of musical entertainment. In addition, a large percentage of the homes now equipped with radio, are using old instruments thus making them good prospects for replacements.

In 28,000,000 homes in the United States, Captain William Sparks, speaking for the makers of Spartan radio, declares that there are only 9,000,000 sets and of these nine million he states only a low percentage of them are up-to-date instruments.

"Only about 2,700,000 all-electric sets", he goes on to say, "have been sold, leaving more than six million battery-operated sets which will be replaced by all-electrics within the next three or four years. Then there are the 19,000,000 homes without radio, which constitute a waiting market."

The radio industry he thinks is just about where the automobile industry was around 1915. Good cars were being made, and they gave as much satisfaction as the cars of today. So it is with radio. Good sets are being made that are practically perfect in their reception. In the case of the automobile, the demand kept increasing until every family considered a car a necessity.

The new home of the D. Z. Phillips Music Co., 621 Main Street, Pueblo, Colorado, is declared to be one of the most up-to-date and best equipped music stores in the state. Attractive windows and salesrooms are features of the store.

He now operates eighteen stores in Southern California, the largest wholesale and retail organization in the south.

Large Sales Expected

Major Herbert H. Frost, president of RCA, believes that the volume of radio business which may be expected to roll up during the radio season will exceed \$800,000,000 or more, possibly just falling short of the billion dollar mark.

From Bond P. Geddes, executive vice-president, and M. F. Flanagan, executive-secretary of the Radio Manufacturers Association comes the prophesy that "all in all it looks like a great year in radio." These two executives, who are constantly keeping in close touch with markets, base their report on the fact that out of 48,000,000 American homes but 12,000,000 are supplied with radio receivers. They point out to a future of at least one radio receiver in the remaining 36,000,000 homes, plus a present replacement market of 8,000,000 more sets, which increases annually.

That the replacement market, they emphatically affirm, is one of the important markets at the present time is attested to by the fact that of the 12,000,000 sets in operation only 4,000,000 are of modern AC operation.

Other manufacturers and executives are equally as optimistic and much of their optimism seems well supported by figures.

With all this new business, including the homes now yet equipped with radio and the replacements, it is up to the dealers to get busy for it really remains with them as to whether or not the industry forges ahead as it should.

As a reminder of how much of the above business is western it might be well to call attention to the fact that this section grosses 15 per cent with a population of 12 per cent.

ANNOUNCING! "GOLD SEAL" PRODUCTS

REPAIR PARTS, TONE-ARMS, REPRODUCERS, ACCESSORIES AND MAIN SPRINGS, EACH PACKED IN INDIVIDUAL CARTONS, NUMBERED AND DESCRIBED. WRITE FOR COMPLETE ILLUSTRATED CATALOGUE. JOBBERS' TERRITORY OPEN THROUGHOUT THE COUNTRY.

GOLD SEAL SUPPLY HOUSE, Inc.
15 WEST 17th STREET
NEW YORK, U. S. A.

Southern California News

Wesenberg Radio Music Co., 3915 South Western Ave., Los Angeles, has been appointed authorized R. C. A. dealers in the Western Avenue district.

* * *

Harry L. Crowell, for the past four years with the Holzwasser Music Co. of San Diego, has been appointed manager of the radio department of the Holloway Hardware and Radio Store at 1009 West Manchester Avenue, Los Angeles.

* * *

Prest & Dean Radio Co., Fourth Street and American Avenue, Long Beach, were second place winners in a window and counter contest recently sponsored by the Edison Co. of Jersey City. Over 10,000 merchants throughout the United States were entered in the contest.

* * *

William Feringer has purchased the interest of G. E. Later in the Sunset Radio Shop, Tujunga. He will continue to feature Majestic, Atwater Kent and Radiolas.

* * *

The Liggett Radio Salon has moved into its attractive new quarters at 213 North Broadway, Santa Ana.

The Birdsall Radio Shop, Eighty-seventh and Vermont, Los Angeles, have recently rented the store building just west of their present location on Eighty-seventh Street for additional storage space. The company handles Philco radio.

* * *

Radio Engineering Service, Fourth and B Streets, San Diego. R. E. Wright, J. R. Griggs, Eugene Digby executives. Specialized service on all types of radio equipment.

* * *

The Platt Music Co. of Los Angeles has leased the property of the California Furniture Co., 28 East Main Street, Alhambra, and after extensive alterations are completed will open as a general music store.

* * *

Glenn Moore, owner of the Glenn Radio Shop, has purchased the Belmont Radio Studio, 3404 East Broadway, Long Beach. His father, F. C. Moore, will be in charge of the studio. Majestic, Kolster, Steinite, Temple, Atwater Kent and Radiolas will be carried.

Gulbransen Co. Plans Big Production

With its absorption of the assets, patent rights and personnel of Wells-Gardner & Co., the Gulbransen Co., well known piano manufacturers, have now entered the ranks of mass producers in the radio business.

The company's radio manufacturing activity will embrace from the start the completed product, including such major constituents as gang condensers, transformers, filter condensers, speakers and cabinets.

The radio line will be a screen-grid, nine tube set, known as the "Nine-in-Line." It will use No. 245 tubes in push-pull, will have 10-inch dynamic speaker operated through extra high quality audio system. The company claims that the new set is so sensitive that distinct reception is limited only by static. Advanced double primary circuit gives equal efficiency on high waves and low.

A phone radio switch operated by the same knob as A. C. switch instantly converts the set into a high power electric phonograph amplifier for use with electromagnetic pick-up.

The former executives of the Wells-Gardner Co., A. S. Wells, G. M. Gardner and Frank Dillbahrner have been elected to the board of directors of the Gulbransen Co.

Your Customers Will

**PLAY EASIER - PLAY BETTER
PLAY SOONER**

With Harmony String Instruments

Full-toned . . . Correctly designed . . . Accurately fretted . . . Carefully regulated . . . Beautifully finished . . . yet priced within the reach of every purse. Easy to play and worth playing . . . A genuine pleasure for amateur or professional to use and own. You can recommend Harmony String Instruments with every assurance that they will give every essential feature of really fine instruments without excessive cost. Ask your jobber.

Have you had the Roy Smeck Vita-Guitar? (Standard, tenor and plectrum models.) Or the Vita-Mandolin and Vita-Uke? And don't overlook the famous Johnny Marvin Professional Tenor Ukulele, with the finest tone available.

Makers of

GUITARS, MANDOLINS, BANJOS, UKULELES
and KINDRED INSTRUMENTS

Distributed thru all representative jobbers

The Harmony Company

1738C N. Lawndale Ave.

Chicago

HARMONY
STRING INSTRUMENTS

Charles B. Boothe



Representing

PREMIER

JACOB DOLL

HALLET & DAVIS

Pianos

2517 11th Ave., Los Angeles



PAID
TO THE ORDER
OF YOU

●

Extra Dollars
 for giving
Columbia
 an
Extra Boost!



GLANCE over the batch of checks reproduced above, gentlemen, and don't miss the size of the figures — they're important enough to think about mighty seriously. These checks are samples of the hundreds we sent out this March to Columbia dealers. They were extra dollars paid to Columbia dealers for the extra effort they put behind the Columbia line in 1928 — bonuses made possible by one of the most liberal sales policies ever inaugurated to give Columbia dealers a bigger share of the gate receipts. You're probably familiar with that policy. But if you aren't, then ask for full particulars. Some of this year's bonus checks are shown above. Look them over again. Worth going after, aren't they? If you push Columbia *all the year round* your rebate check is pretty likely to have some husky numerals on it. And every good lick you get in *now* boosts the total!

Columbia Phonograph Company, New York

Trade Mark Reg. U.S. Pat. Off.
 M. & M. Inc. Reg. U.S. Pat. Off.
 Agents 1910 & 1908 de 25 de Agosto 1910; Madrid
 September 1910; Buenos Aires 1910; Santiago 1910.

News of Northern California

It sometimes happens that sentiment and business go hand-in-hand and they certainly traveled together when the Steck grand piano, loaned to the Aeolian Company by Siegfried Wagner, was at headquarters of Sherman, Clay & Co. It is known as the "Parsifal Grand" because it was Richard Wagner's favorite piano at the time he was composing "Parsifal." Members of the Music Teachers' Association were invited to a pre-view by Harold Pracht, San Francisco piano sales manager for Sherman, Clay & Co., the staunch old instrument gave a splendid account of itself. Meanwhile Sherman, Clay & Co. tied up the modern Steck grand, with and without Duo Art, to the "Parsifal Grand," with the result that good sales results were obtained. The "Parsifal Grand" was later taken on a tour of the Sherman, Clay & Co. branches and will then continue its successful appearances in other Coast cities.

* * *

Wm. Ringen, manager of Sherman, Clay & Co.'s band and orchestra instrument department in San Francisco says that May was a better month for sales than April.

For facilitating eastern distribution, the Magnavox Company has leased a branch warehouse in Chicago's manufacturing district, at 3931 South Winchester Avenue.

* * *

Waters & Ross, Northern California dealers for Holton Band instruments, are preparing to tie up with Paul Whiteman when he appears in Northern California this month. Whiteman's organization has become a Holton band.

* * *

Miss Aileen Pryor, the popular manager of Waters & Ross' sheet music department in their San Francisco store became Mrs. Joseph Peterson in May. She is continuing with the firm. Mr. Peterson is a stock and bond salesman.

* * *

J. M. Valle and Kenneth Peterson have opened a music and radio store at the corner of Bolinas Ave. and Main St., Fairfax. Both are well known in the music and radio trade, Mr. Valle having introduced the chromatic and piano accordions in this country, while Mr. Peterson has been engaged in the radio industry for many years.

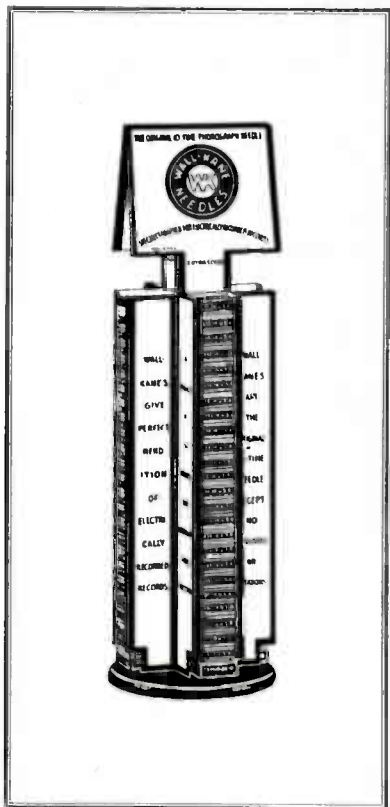
Mr. and Mrs. L. R. Welch of Oakland have taken over the Home Music Co. at 253 Railroad Avenue, Pittsburgh. The company will handle a complete line of musical instruments and supplies, phonographs, radios and sheet music. A supply and repair department will also be maintained.

* * *

Jack Bray, manager of the phonograph and radio department of Kohler & Chase, at the San Francisco store, has taken over the radio department of the firm's Oakland store also. Bray is recognized as one of the best informed radio men of Bay region music houses.

* * *

The Marina Radio & Electric Co., owned by Antone Kusich, 2241 Chestnut Street, San Francisco, recently celebrated its third anniversary by remodeling its entire store. In addition to new tiling on the exterior, new flooring, a mezzanine floor was added as well as a new radio display room.



WALL-KANES

(The original 10-record needles)

Are now packed in Attractive
Lacquered Revolving Stands

**THE DISPLAY ATTRACTS
THE QUALITY SELLS**

Each stand holds 50 packages Extra Loud,
25 Loud and 25 Medium.

Usual nominal charge of 10 cents for the stand.

Be the first in your territory to
feature this stand.

**YOUR COST \$6.10
YOUR RETURN \$15.00
150% PROFIT**

Wall-Kane Needle Mfg. Co., Inc.
3922 14 Ave.,
Brooklyn, N. Y.

EVERY PAL



FIVE of the best selling portable phonographs manufactured are pictured here. They have everything to recommend them—excellent tone quality, rich appearance, splendid values, and established reputation. Dealers throughout the country are doing a large and profitable business on them.



PAL Premier
This is the new model with the most brilliant and attractive appearance. Two-tone bakelite tone arm matches the blue of the outer Fabrikoid and the red interior lining. Size, 15½ in. x 12½ in. x 7½ in. Weight, 13¾ lbs. Colors: blue and red combination only. Motor: tested single spring motor.

YOU SELL MAKES A FRIEND

Use PAL Portable Phonographs as Your Summer Sales-Stimulators

PAL Gem

An excellent phonograph at a low price. "S" tone arm. New type metal shielded reproducer. Excellent tone quality. Sturdy construction. Size, 7 in. x 11½ in. x 15 in. Weight, 11½ lbs. Colors: black, blue, grey, brown, red. Motor: guaranteed single spring motor.

PAL Junior

A model of very striking appearance and fine tone quality. "S" shaped tapering tone arm. Excellent metal shielded reproducer. Size, 7 in. x 11½ in. x 15 in. Weight, 11¼ lbs. Colors: black, blue, brown, red and green. Motor: dependable single spring motor.

PAL Standard

A machine of very fine appearance. Rich tone quality. "S" shaped throw-back tone arm and new PAL Phonic reproducer. Built-in tone chamber. An exceptionally well made phonograph. Size, 7½ in. x 11½ in. x 15½ in. Weight, 14¾ lbs. Colors: black, blue, red and brown. Motor: dependable double spring motor.

Six Excellent Models For You to Choose From

PRICE LIST

PAL Gem	- -	\$15.00	List
PAL Jr.	- -	17.50	"
PAL Premier	- -	25.00	"
PAL Standard	- -	27.50	"
PAL Regent	- -	30.00	"
PAL Supreme	- -	35.00	"

Write to Your Jobber for Samples and Quotations

PAL Premier

A new model that has jumped into instant popularity. Brilliantly attractive appearance. Two-tone bakelite tone arm matches the blue of the outer Fabrikoid and the red interior lining. Size, 15½ in. x 12½ in. x 7½ in. Weight, 13¾ lbs. Colors: blue and red combination only. Motor: tested single spring motor.

PAL Regent

One of our best selling models. "S" shaped throw-back tone arm and new PAL-phonic reproducer. Built-in tone chamber. Heavily nickel-plated hardware. Piano hinge. Size, 12¾ in. x 16¾ in. x 7½ in. Weight, 15½ lbs. Colors: black, blue, grey, brown. Motor: sturdy double spring motor.

PAL Supreme

The richest tone quality possible in a portable phonograph is the big feature of PAL Supreme. Metal tone chamber. Fifty inches of tone amplification through an "S" throw-back tone arm scientifically calibrated. Size, 7¾ in. x 12¾ in. x 16¾ in. Weight, 18½ lbs. Colors: black, blue, brown and red. Motor: dependable double spring motor.

PLAZA MUSIC COMPANY 10 WEST 20th STREET
NEW YORK

The Best
from
The West.

Announcing New SCREEN GRID TUBE RADIOTONE

A Pacific-Coast Product Combining Tone-Quality and Prices

A Value that is Tested, Checked and Proven

What You Get

A radio that gives you a *real* gross profit. A radio that at once puts you on the buying level of department, chain stores and large mergers, and *meets their competition.*

The Screen Grid Tube

Only One Dealer to a City

Licensed Under

R. C. A., Westinghouse, General Electric, Hazeltine and Latour Neutrodyne, Magnavox and Lektophone Patents.



MODEL J. W.

Equipment

Cabinet

Height 39½ inches. Width 22¼ inches. Depth 15 inches. Push-pull amplification. 7 tubes. Two stages radio frequency. All-electric, single dial. Magnavox DYNAMIC speaker. Artistic cabinet.

TUBE EQUIPMENT

1—280 2—245
 3—227
1—222 Screen Grid

A product for live merchants who know value.

Today's Merchandise
Today

Realistic Reception

RADIOTONE combines faultless reception with faultless tone and beauty of appearance.

True tone is characteristic of Radiotone. A faithful reproduction that is as realistic as in the broadcasting studio itself. This true dynamic tone reproduction is yours *plus* needle-point selectivity.

Write or Phone for Prices and Discounts

No Matter what the Name, Radio is only as Good as its Performance.

HEAR THE RADIOTONE PERFORM

The Beaux Arts
Building,
Corner of
8th and Beacon

JOHN W. BOOTHE

Direct Factory Representative.

1120 BEAUX ARTS BUILDING
LOS ANGELES, CALIF.

Telephone
EXposition
4 7 5 7

Radio Sales Planned, Promoted and Managed. Advertising Layouts Written, Stocks Analyzed.

Let us help

WHEN we gave our dealers the C. A. Earl radio we gave them a set with a new Hair-line Super-selectivity—a set proved by actual test for outstanding performance in each particular locality. Yet our job is only half done. We must now help those dealers to sell more C. A. Earl sets this year than their biggest previous records for all other makes combined.

We propose to do this by the most practical and comprehensive retail selling co-operation ever put behind a radio.

A Complete Price Range

enables you to concentrate on a single line. Thus you will reduce your Stock Investment, increase your Turnover and Profit and get more Results per advertising dollar expended.

Coast-to-Coast Broadcasting

by the C. A. Earl Orchestration, Phil Spitalny conducting. Every Tuesday evening these headliners of the air, with brilliant guest artists, delight millions of radio fans. And these fans represent millions of prospects for C. A. Earl dealers.

National Magazine and Newspaper ADVERTISING

A list headed by *The Saturday Evening Post*, and including the leading newspapers of the country, carries a selling message whose powerful appeal is made doubly effective by dominant space.

Co-operative Campaign for Dealers

This three-fold campaign includes all three types of advertising—(a) “*Producer*,” such as newspaper advertisements, booklets, folders, etc. (b) “*Identifier*,” such as window and store displays, etc. (c) “*Reminder*,” such as attractive novelties carrying the dealer’s name.

A Unique Merchandising Service

by which our Trade Research Bureau solves many of the dealer’s practical retail selling problems, and helps him in all kinds of ways, from selling over the telephone to arranging partial payment terms.



you sell



MODEL 22 \$99.50
(less tubes)

All Electric 8-Tube Set
Complete with
Arcturus tubes \$120
Neutrodyne. Four tuned
circuits. Push-Pull am-
plification. Inductor Dy-
namic Speaker. Walnut
finish cabinet.

MODEL 32 \$169
(less tubes)

All Electric 8-Tube Set
Complete with
Arcturus tubes \$194.50
Neutrodyne. Four tuned
circuits. Push-Pull am-
plification. Dynamic
Speaker. Phonograph
Pick-up. Walnut cabinet
with contrasting panels.



MODEL 31 \$139
(less tubes)

All Electric 8-Tube Set
Complete with
Arcturus tubes \$164.50
Neutrodyne. Four tuned
circuits. Push-Pull am-
plification. Inductor
Dynamic Speaker. Phono-
graph Pick-up. Open type
cabinet, walnut finish.

MODEL 41 \$225
(less tubes)

All Electric 9-Tube Set
Complete with
Arcturus tubes \$253.50
Neutrodyne. Five tuned
circuits. Push-Pull am-
plification. Dynamic
Speaker. Phonograph
Pick-up. Walnut cabinet.



The Price Range of C. A. Earl Radios is

\$75 to \$225 (less tubes)

Prices slightly higher in Canada

IMPORTANT

Earl Radio

SALES

FEATURES

- 1** Super-Selectivity—that picks the particular station you want out of the thickest “traffic jam” on the air.
- 2** Sensitivity—that brings in a program with a lifelike fidelity never attained in radio until this season.
- 3** All Neutrodyne Four Tuned Circuits.
- 4** Antenna Variometer — for increased selectivity on short waves and increased sensitivity on long waves. This is an exclusive feature.
- 5** Single Control with Illuminated Dial.

- 6** Phonograph Pick-up is a feature of all console models with the exception of Models 21 and 22.
- 7** Push - Pull Amplification — using the latest development of audio amplifiers—the 145 tubes.
- 8** Artistic Cabinets—each a really beautiful example of the cabinet-maker’s craft — will prove particularly appealing to your feminine customers.
- 9** Light Socket Antenna with all sets except Model No. 22.

Write or wire for information regarding C. A. Earl Franchises still available—and where you may hear C. A. Earl Radio.

CHAS. FRESHMAN CO., Inc.

C. A. Earl, President

122 East 42nd Street, New York, N. Y.

CHICAGO — SAN FRANCISCO — LOS ANGELES

KANSAS CITY — ATLANTA

Canada: Freshman Freed-Eisemann Radio, Ltd.,
20 Trinity Street, Toronto, Ont.

C.A. Earl Radio

THESE MEN Will make RADIO

Get Acquainted With The Men Who Will Help You Succeed



EVAN O. THOMAS,
President
President, Thor Pacific Co.,
Manager, T. W. Warner Co.,
Treasurer, Laboratories Re-
search Corp.



T. W. WARNER,
Vice-President
Formerly executive officer General
Motors Corp., Detroit; Vice-President
Durant Motors. President, Toledo
Chevrolet Motor Co. President, New
Process Gear Corp., Syracuse, N. Y.
and of Warner Co., Muncie, Ind.
Now President, T. W. Warner Co.,
Pasadena and Los Angeles; Vice-
President, Thor Pacific Co.

Here we are. Look us over—then look us up. Come in and see just how we stack up. You may already know *some* of us—we want you to know *all* of us. **We have planned a policy that will be *aggressive—progressive and profitable—to our dealers* as well as ourselves. We have selected a line that is unsurpassed in the Radio field. We want *action—and plenty of it*. You will like our way of doing business—the cooperation we extend. The latch string is out—and a hearty handshake is waiting you.

EVAN O. THOMAS CO.
DISTRIBUTORS
1017 SOUTH GRAND
WESTMORE 2238
WHOLESALE ONLY



JOHN E. GUNDERSON,
Treasurer
Also Treasurer, Thor
Pacific Co.



MILTON WEINBERG,
Advertising Counselor
Milton Weinberg Advertising Co.

and EARL RADIO HISTORY in 1929 - 30

Learn the Real Facts About Radio's Newest Achievement C. A. EARL Radio

Learn what can really be accomplished when men determine to set new standards in product and production — learn how EARL Radio was built—and why it affords value in a quality product never before attained in radio manufacture.

Come In...Hear the EARL...Test it for Yourself

Prove to your own satisfaction that our claims are warranted by facts. Test the EARL by whatever standards you choose. Look it over for "eye-value" as well as "ear-value". All we ask is comparison by men in the trade—you fellows who KNOW radio value. The EARL will do its own selling — even to the toughest "critic" in the trade.

The EARL Radio Franchise...backed by Evan O. Thomas Service

We promise you that when you fellows see us in action—when we get fully under way — there will be a scramble for the EARL Franchise. At least come in and say "howdy" before you sign up for the season.

The EARL Radio manufactured by the C. A. Earl Division of Chas. Freshman Co., Inc.

ROY McLAUGHLIN,
Manager Technical Department
Formerly with U. S. Govt. Radio Service; Radio Dept. Parmelee-Dohrmann Co.; Radio Division, Ray Thomas, Inc., and Chas. Freshman Co., Inc.



C. H. JOHNSTON,
General Sales Manager
Formerly with Electric Corp., Pacific Wholesale, Inc., and Chas. Freshman Co., Inc.



J. B. FRALEY,
Division Merchandise Manager
Formerly with Electric Corp. and Pacific Wholesale, Inc.



M. J. GEERY,
Division Merchandise Manager
Formerly with Pacific Wholesale, Inc., and Brady-Patterson Co.

Boothe Enters Wholesale Field

As will be noticed in a full page ad in this publication, J. W. Boothe has engaged in the wholesaling of radio, having a direct factory connection which puts him in a very favorable position for the merchandising of his product. As is well known, Mr. Boothe has had many years' experience in the retailing and buying of radio, and it would seem that in this new connection that he can bring all of this valuable experience to the field of wholesaling. We believe that Boothe may be properly called the dean of the retail radio trade so far as music stores are concerned, because, if we remember right, he first introduced radio here in a music store on the Pacific Coast, and as is well known has conducted a number of the largest and most successful radio sales on the Pacific Coast. We believe that the vast wealth of experience that Boothe has will profitably be utilized in the wholesaling of radio, and we understand that in this connection he has outlined a series of sales plans and advertising lay-outs, and is prepared to promote and manage special sales for dealers throughout the Pacific Coast.

Asked for some of his opinions regarding the present status of the radio trade,

Boothe said: "It must be apparent to even a matoid that the big volume of radio business of the future is going to the



John Boothe

so-called neighborhood dealer. This is immediately susceptible to proof from the fact that the large stores in the so-called shopping districts are constantly adding branch stores, which radiate from the main store to all points of the compass, because

they find that the neighborhood dealer is cutting down their volume."

It is doubtful, he said, whether the large department and down-town stores in the large cities of the country will ever equal figures they have seen in the past. Massed radio sales cannot render the service that the small dealer gives—"it is just a condition and not a theory"—and the neighborhood dealer has been clever enough to know this, and consequently if a good merchant, he succeeds. Touching on the tendency in the United States for mergers and chain stores, Boothe stated—"You see that the chain store is only a bigger conception of the neighborhood store without its personality, but it is also a notable fact that the chain store system in many respects has had its biggest success in the smaller cities or outlying districts of the larger cities, which again goes to prove that the position of the neighborhood store is sound. "There is an individuality surrounding the sale of radio that is peculiarly a part of radio selling, and the personal contact of the neighborhood dealer, together with his human service, to a great extent offsets the big blare of figures, discounts and terms."

Boothe leaves shortly with Mrs. Boothe for an extended trip up the Coast as far as Seattle, and it is unnecessary to add that he will take his fishing outfit along.

Introducing

**Little David's
Papa**

MARSHALL BREEDEN

Columnist, Humorist, Horticulturist, Author,
"Speller," Piano man and Radio Convert.

Representing

JESSE FRENCH

PIANOS—RADIOS

"The Best on Earth"

Greetings from

O. F. Rydeen

Representing

Ampico Corporation

Mason & Hamlin

Chickering

Knabe

J. & C. Fischer

Haines Brothers

Marshall & Wendell

Foster & Armstrong

■ ■ ■ ■

HOTEL UTAH

SALT LAKE CITY

ATWATER KENT RADIO

THREE

MORE PROOFS OF
ATWATER KENT
LEADERSHIP



2



3



ATWATER KENT RADIO



LEADS WITH PERFECTED SCREEN-GRID RADIO

ALWAYS first with *proved* improvements, Atwater Kent has produced another acknowledged winner in the perfected Atwater Kent Screen-Grid Radio... A winner that satisfies people everywhere with its absolute rightness—its new power, sensitivity,

range, needle-point selectivity, glorious Electro-Dynamic tone and quiet operation—its sturdiness and its Atwater Kent dependability—a winner that brings more good will, more sales, more profits to merchants who feature Atwater Kent Radio.



THE TABLE MODEL
Model 55—Screen-Grid
receiver, \$92
Model F.4—Electro-Dynamic
table speaker, \$34

ATWATER KENT RADIO



LEADS WITH VARIETY OF CABINETS

BUILT BY AMERICA'S FINEST DESIGNERS FOR THE NEW
ATWATER KENT SCREEN-GRID RADIO

THE foremost furniture manufacturers in the country are building cabinets for the new Screen-Grid Radio . . . that's another big step forward! Here are cabinets to suit any taste, any pocketbook. If customers want compactness . . . you have it for them. If they want a bit of

elaboration in a period reproduction . . . you have it for them. Atwater Kent Radio to blend with appointments of any room . . . you can supply it. The new cabinet plan gives Atwater Kent merchants a wide-open field for more business.

HOW EASY! Placing an Atwater Kent Electro-Dynamic Speaker in a cabinet is as simple as hanging up your coat.



ATWATER KENT RADIO

3

LEADS IN MANUFACTURING RESOURCES

WORLD'S LARGEST RADIO FACTORY NOW DOUBLED

WAS 15 acres, now *doubled* to 32 to meet the ever-growing demand for Atwater Kent Radio! Covers more space than 28 football fields, than 17 Madison Square Gardens, than nine Capitols at Washington... Built solely for radio.

Equipped with every conceivable modern device for making Atwater Kent Screen-Grid Radio—with one out of every eight workers an inspector or tester... *Speed*

without hurry... Not only more, but still better, Atwater Kent Radio—the world's most popular radio, the dealers' greatest profit-maker.



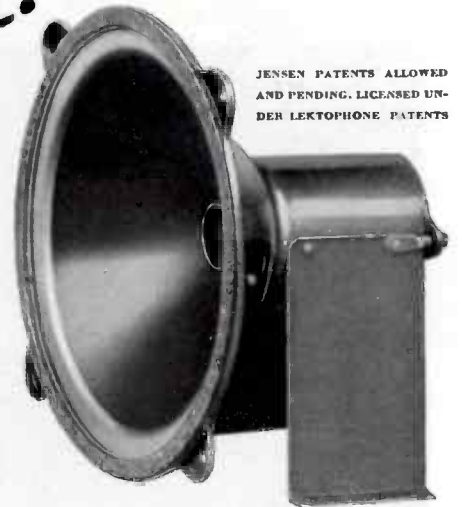
ATWATER KENT MANUFACTURING CO. A. ATWATER KENT, PRES. 4700 WISSAHICKON AVE., PHILADELPHIA, PA.

Jensen

CONCERT DYNAMIC

by PETER L. JENSEN

JENSEN PATENTS ALLOWED
AND PENDING. LICENSED UNDER
LEKTOPHONE PATENTS

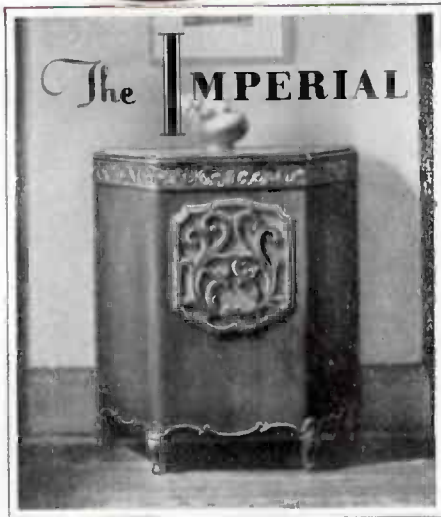


HEAR this remarkable new reproducer at the R. M. A. Show! No need of a "side by side" test. The superiority of this new Jensen speaker is impressive wherever it is heard, for in it Peter L. Jensen has applied entirely new and original principles.

The moving coil represents an innovation in design. The cone is ten inches in diameter. Great rigidity and strength are maintained with exceptional freedom of motion in the cone assembly.

This speaker, with extreme sensitivity, reproduces with enormous volume from the amplifier of any radio set. The entire musical range is reproduced with a quality of brilliance never heard before.

Completing the Jensen line is the *Standard Dynamic*, *Auditorium Dynamic*, the *Model 6 Cabinet*, and the new *Jensen Imperial* now available equipped with the Concert Dynamic as well as the *Auditorium Dynamic*. This is the most complete line of dynamic reproducers on the market. The prices of all models are surprisingly low. Prices; Jensen Concert Dynamic, Model D7AC, \$35.00; Model D7DC, \$27.50.



This beautiful cabinet is now available with the Jensen Concert Dynamic at a price placing it in the reach of everyone.
Jensen Imperial with Concert Unit (AC Model) . . . \$80.00
Jensen Imperial with Concert Unit (DC Model) . . . \$72.50
Jensen Imperial with Auditorium Unit (AC Model) \$100.00
Jensen Imperial with Auditorium Unit (DC Model) \$90.00

JENSEN RADIO MANUFACTURING COMPANY
6601 S. Laramie Ave., Chicago, Illinois 212 Ninth St., Oakland, California



JENSEN AUDITORIUM DYNAMIC
With 12 inch cone
Model DA5AC For 110 volt AC operation \$70.00
Model DA5 For 220 volt DC operation \$55.00
Model DA4 For 110 volt DC operation \$55.00



MODEL 6 CABINET
Equipped with Jensen Standard Dynamic
Model D64AC For 110 volt AC operation \$50.00
Model 65 For 110 volt DC operation \$42.50
Model D64 For 6 volt DC operation \$42.50



JENSEN STANDARD DYNAMIC
With 8 inch cone
Model D4AC For 110 volt AC operation \$32.50
Model D5 For 110 volt DC operation \$25.00
Model D4 For 6 volt DC operation \$25.00

R. M. A. SHOW, STEVENS HOTEL, SPACE No. 125, EXHIBITION HALL



The Bosch Radio Combination Receiver and Speaker Console will be in great demand because it embodies Screen Grid quality radio in an inexpensive combination of charming individuality. Perfectly chosen woods and veneers combined with rich carving make this console one of beauty. It has the Bosch Dynamic type speaker.
List price, less tubes, \$172.50



The new Bosch Radio Table Model 48 contains the perfectly shielded chassis with seven tubes, three of which are the new Screen Grid amplifier type, housed in handsome table cabinet of grained walnut veneers. Sliding doors are introduced in a table model with a distinct sales appeal.

List price, less tubes, \$122.50

The new Bosch Radio De Luxe Console is truly the last word in radio. The chassis, employing the most modern scientific developments in radio engineering, uses seven tubes, three of which are the new Screen Grid type, and two of which are the large new audio amplifiers arranged in push-pull. The cabinet, with tall sliding doors concealing both dial panel and dynamic type speaker, is strikingly different. The finish is antique in Old English line and set off with well selected walnut veneers.

List price, less tubes, \$248.00



SCREEN-GRID BOSCH RADIO

The new Bosch Radio Model 48 is completely engineered to the new screen-grid—four element tubes. Three are used. There are two type 245 amplifiers arranged in push-pull. There is a type 227 powered detector and a type 280 full wave rectifier—seven tubes arranged to give results new to radio. Rightfully you have always looked to Bosch for well designed, excellent performing radio, moderately priced. In the Model 48 you will see even finer engineering, better construction, superior performance and greater values. Bosch Radio dealers have made money. They will make more money this season. The Bosch Dealer franchise is again protected by a fair and square merchandising policy, an unparalleled price position, a distinctive flexibility of inventory investment. Bosch factory to dealer cooperation and the volume of Bosch Radio advertising will be greater and finer than ever. Write for Bosch selling plans if you want to be included in them this season.

Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Ektophone.

AMERICAN BOSCH MAGNETO CORPORATION

Springfield
Branches.

New York

Detroit

Chicago

Massachusetts
San Francisco

Bosch Radio Tubes add a new quality of performance to any receiver.

THE FLECTRIC CORPORATION Los Angeles, Calif.

THE FLECTRIC CORPORATION Portland, Oregon

THE FLECTRIC CORPORATION Seattle, Washington

P. W. GAVIN COMPANY

San Diego, Calif.

MOTOR EQUIPMENT CO.

Salt Lake City, Utah

WATERHOUSE-WEINSTOCK-SCOVELL CO.

San Francisco, Calif.

Treble, Bass and Hum A Department

By MARSHALL BREEDEN



IT IS PITIFUL TO BE COMPELLED TO MAKE this confession, but will some kind friend please give me a new watch? It must be an unbreakable watch. Preferably one that will rebound. The other day I permitted little David to inspect my 27-jewel Ingersoll. Today I have no watch. It is remarkable how quickly the son of a piano man (for I still call myself that) learns to understand tone harmony. The little cuss got a sure enough kick out of using my ex-watch for a tuning fork. Maybe this is a good suggestion for Ashby Manning, R. W. Heck,

of Hanson Parkinson. In the future they may be able to employ their watches in tuning pianos. But it is wise to know that a watch is not like a piano hammer . . . it won't bound.

IF MR. ROYAL W. DAYNES OF SALT LAKE CITY will personally guarantee the following three essentials, the Salt Lake Convention will be a success. The guarantees, Mr. President Daynes, are:

1. To take me to my old habitat (if you do not understand that word, I refer you to C. W. Boothe) in Ogden Canyon for a chicken and trout dinner . . . and pay for it.

2. To cause Mr. Beeman P. Sibley (who, so I am informed, has recovered from his Tiajuana sewing circle meeting) to refrain from enticing innocent dealers into his rooms at the Hotel Utah.

3. To see to it that the buyers for Glenn Bros. and Roberts Piano Co., of Salt Lake City, Ogden, Pocatello, Provo and way stations, do come into my display room in the selfsame hotel and do sign on the dotted line prepared for them.

WHERE IS ED KELLY, and will the good old scout be in attendance at Salt Lake? I'll bet Ed. will be there with bells on his fingers and rings on his toes, 'cause a convention would not amount to so much without Ed., and his, ahem, jolly laughter as it were, imported direct from Seattle.

MY ARTICHOKE BUSH WHICH GROWS high on my hillside garden has produced bountifully and well this season. This, however, is no invitation for piano salesmen to come around asking for some 'chokes. But its heavy

bearing seems to be a good omen. Three years ago when the piano business here was rattling good, my artichoke bush produced abundantly. Then it laid off for a couple of years, and, alas, so did the piano business. Now the bush is heavy laden, and so maybe the piano business will take a brace again, exactly as it should. However, gentlemen, don't crowd, there are enough pianos to go round.

THE FORD BROTHERS, FRANK AND GEORGE, are different from the Smith Bros. The former operate two stores, one in Ontario and one in Pomona. The latter also operate two stores, one in Whittier and one in Montebello. The difference lies in that the Ford Bros. sell and rent pianos, whereas the Smith Bros. do not. If anyone will give me a sure receipt to cause the Smith Bros. to follow the example of the Ford Bros., then I will let them change little David's shirt on Saturday.

THE EDITOR OF THIS MAGAZINE has but now returned from a trip into the wilds of the East. He published his findings in a folder and mailed it to you. READ IT AGAIN. It is clear, accurate and sound. That's more than can always be said of my stuff. (Loud cheers.) The Editor should himself write this page, he can do it better than I can, and by so doing he would save himself 3,000 berries a month. But I hope you do not call this item to his attention. If you do not betray my trust he will never see it, for whoever heard of an Editor reading his own magazine? He hires proof readers to do that.

COOPS AND SONS OF PASADENA, after many years in the business, have been forced to liquidate. This is sad. It is a pity, because they are so capable. However, there is a ray of hope because it appears that they will be allowed to continue for a time at least. That may enable them to pull themselves up again. It is reasonably certain Coops and Sons will do it if they have the opportunity.

IN THE DAYS OF MY ADOLESCENCE, when I roamed the highways and byways of Hollywood, I could buy myself a hat and make the purchase stick. But, hurrah, no more. The other Saturday I bought a sailor straw. I wore it home and immediately Mummie-Daisy cast it into the outer darkness. There goes my \$1.95. The next Monday she took me to a store and now, oh, boy! I am sporting a soft straw with a turned down brim and a dark brown band around the crown. Pop goes \$4.50! which, added to \$1.95, makes as sturdy a price for a hat as I ever paid.

Prove Brunswick

At the Salt Lake

At midnight, May 3rd — before a great body of competent witnesses — Brunswick demonstrated, by a most critical scientific test, a perfection of tone in its new radio receiving sets so extraordinary as to set new standards for the radio industry.

You are cordially invited to visit the Brunswick Booth at the Salt Lake Convention of the Western Music and Radio Trades Association — opening June 10th — and to prove to your complete satisfaction the tone supremacy of the new

Brunswick Radio Receiving Sets



*Brunswick Combination Panatrop
with Radio. Model No. 31*



*Brunswick Highboy Console
Model No. 21*

Tone Supremacy Convention

*Brunswick Lowboy
Console
Model No. 14*

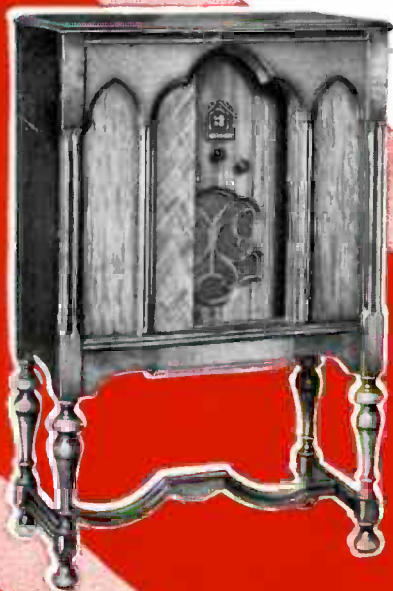


—And again we urge you to visit the Brunswick Booth (No. 8) at the Salt Lake Convention — and to observe for yourself how the eye-value of the exquisite cabinets designed by Brunswick has been plussed by an ear-value bound to be reflected in extraordinary sales!

Brunswick Radio Receiving Sets

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York, Toronto — Branches in All Principal Cities

KELLOGG



MODEL 525—Combination radio and phonograph...radio has 10 tubes including rectifiers and two 250 type power tubes in push-pull... Cabinet of modern design with beautifully matched grain effects of American and Oriental walnut... Price complete (without tubes)... **\$415**



MODEL 524—10 tubes including rectifiers and two 250 type power tubes in push-pull... Tone-Balanced Dynamic Speaker... Beautiful cabinet design of American walnut with inlaid marquetry... Price (less tubes)... **\$310**



MODEL 523—9 tubes including rectifier and two 245 type power tubes in push-pull... Tone-Balanced Dynamic Speaker... Cabinet of American Walnut and Bubinga wood... Price (less tubes)... **\$265**

Three Models of Distinctive Beauty

... cabinets of assured sales appeal—moderately priced to bring Kellogg Quality within reach of all.

The keynote of 1929 Kellogg Radio is **POWER!** Not power for power alone... but power for rich, pure **TONE**, for sharp **SELECTIVITY** and for effortless tuning of distant stations. **TEN** times the undistorted power output of most sets of a year ago.

Distribution is rapidly nearing completion. If interested either in distributor or dealer franchise, we recommend that you get in touch with us at once.

See the new **KELLOGG** at the R. M. A. Trade Show **STEVENS HOTEL** Booths 113 and 114 Exhibit Hall Demonstration Rooms, 605A-606A

KELLOGG SWITCHBOARD & SUPPLY CO., CHICAGO

FOBES SUPPLY CO.
260 Fifth St., San Francisco 10th & Alice Sts., Oakland
Distributors for Central and Northern California and Western Nevada

The KELLOGG

LOGG ADIO

3 *Screen-Grid Tube Stages*
R. F. Amplification

2 *Super Power Tubes*
in Push-Pull Audio
(Using 250 Type in 2 Models—245 Type in 1 Model)

Automatic Volume Control

Tone-balanced Dynamic Speaker

A
**Super
Power Radio**

*Worthy of Its
Reputation as*

Condenser Tuning

*8 Tubes in Addition to Rectifiers—
All Standard Base*

ADIO with
the

*Cathedral
Tone*

Heavy Increase in the Radio Industry Shown By Government Report

REPORTS from approximately 20 per cent of the 39,159 radio dealers queried in the April 1, 1929 quarterly survey of stocks in dealers' hands, conducted by the Department of Commerce in cooperation with the Radio Division of the National Electrical Manufacturers Association, showed a volume of business of \$25,540,245 for the first quarter of this year, or an indicated total retail sales volume of \$132,000,000.

Indicated total retail sales volume figures for the January 1, 1929, and October 1, 1929, quarterly surveys are placed at \$186,000,000 and \$96,000,000 respectively. Returns from the three available quarters of the 1928-1929 radio season, therefore, show an indicated grand total of \$414,000,000. On this basis the previous estimate of \$650,000,000 for the full radio year of 1928-1929 will probably be realized.

The average volume of business per dealer reporting for the first quarter of 1929 was \$3,370 as compared with \$5,790 for the last three months of 1928.

The dealers reported 139,347 electric sets and 15,623 battery sets sold during January, February and March, 1929. The average volume of business per set sold amounted to \$165 as compared with \$158 per set for the last three months of 1928.

Sixty per cent of the total replies, which originated in the New England, Middle Atlantic and East North Central States, showed that fifty-nine per cent of the total business reported for the United States was consummated there.

Crosley Dealers View New Sets at Jackson

From north, south, east and west special trains and special cars poured into Jackson, Michigan, last month transporting distributors, dealers and guests to the annual Sparton Radio convention. The entire affair, from the pre-showing of the new Sparton merchandise until the curtain was rung down on the "Sparton party," was marked with the enthusiasm that always prevails when good fellows get together.

Of course the big feature of the convention was the inspection and demonstrations of the new Sparton sets. While the basis of this new merchandise is still the equasone circuit, new developments from the Sparton laboratories have refined and improved reception and tone. Beautiful new cabinets feature the entire line.

Among the 4,000 dealers attending the convention were representatives from Seattle Vancouver, Portland, Salt Lake, Denver, San Francisco and Los Angeles.

Exhibit in Spain

American visitors to Spain this summer will note with patriotic pleasure Atwater Kent and R. C. A. exhibits at the joint expositions at Barcelona and Serville. The complete line of screen grid radio is included in the Atwater Kent exhibit.

Radio Industry Is Now Declared Standardized

THE production of radios in the United States, through standardization of parts and standardization of engineering principles, has reached the same stage as automobile production, The Union Trust Co., of Cleveland, reports.

"The immediate development of the radio should follow the line of further refinement of the present product rather than the introduction of revolutionary innovations," the bank says. "As with the automobile, virtually all makes of radio offer the same specifications; the difference is in the quality of material and skill of manufacture.

"However, the industry reports that some prospective customers are delaying the purchase of receiving sets in anticipation of sight being added to sound in the service to the home through radio communication. Television, radio engineers declare, is still in the experimental stage and it may be some years before it becomes a commercial possibility."

The bank adduces figures showing that while the annual retail sales of receiving sets mounted from \$5,000,000 in 1922 to \$306,000,000 in 1928, the sales of parts dropped from \$40,000,000 to \$12,000,000. This is explained by the facts that during the novelty stage of the radio, the majority of sets were assembled by their owners from parts, and that since 1924 the trend of retail prices of manufactured sets has been steadily downward.

"Most of the leaders of the industry agree that it has crossed the threshold of a new era—one in which the manufacturer will not be so absorbed as heretofore with technical problems, nor the retailer with service problems, but both will concentrate on merchandising." "Sales will be largely replacement sales. Sales methods will be more intensive, perhaps modelled closely after those of the automobile retailer.

"In general, radio executives look for more profit in the industry in the future than there has been in the past. More care in gauging production, virtual standardization of the product and increasingly intensive merchandising should eliminate the necessity of liquidations which have greatly reduced profits in the past."

Offered by Bremer-Tully For Coming Radio Season

New offerings of the Bremer-Tully Manufacturing Co. include a console model receiver, a battery set and a new de Luxe AC model.

The console receiver employs a perfected, tuned neutralized and shielded circuit, having three stages of radio frequency amplification, detector and push-pull audio. Type 227 tubes are used in all stages except the second audio, in which two of the late type 245 tubes are used.

Full wave rectification is used and the AC house current is passed through a regulator tube which is a part of the receiver and gives constant voltage at all times.

There is only one station selector for easy operation, but with the added advantage of a fine tuning control for sharper, clearer distance tuning. Selector dial is of the drum type and is illuminated from underneath.

The cabinet is of figured walnut and is attractive in design. Price less tubes, \$164.

The battery set employs a perfected tuned, neutralized and shielded circuit, having three stages of radio frequency amplification, detector stage and two audio. The four tuned stages are operated by a single control with trimmer control in the antenna stage for fine tuning. These, with the volume control, are grouped symmetrically on the panel around the illuminated tuning scale.

The console type cabinet is of walnut, small and compact in design, constructed in such a way that a compartment of ample size is provided for batteries with easy access from the front. Cabinet stands 39 $\frac{3}{4}$ inches high, bringing tuning panel to eye level when seated before it.

Price \$89.50, less speaker and tubes.

The de luxe AC model has same chassis as Model 81. Walnut cabinet with French doors of burl that may be folded back out of the way when set is in operation. Cabinet is equipped with Bremer-Tully 10-inch super-dynamic speaker. Price less tubes, \$200.

Bolton & Jones Music Store of Santa Barbara, Calif., announce the signing of a new ten year lease upon the building now occupied by them and that about \$10,000 will be spent in remodeling the front and changing the arrangements of the two floors.

The Song Shop, Enterprise, Ore., has been purchased from Ralph Ford by Lem S. Ward. Mr. Ward formerly owned a music store in Vancouver, Wash.

STANDARD QUALITY ALWAYS



KEN-RAD Quality
 IS YOUR GUARANTEE
 OF TUBE PROFITS

Only one thing builds up confidence in the buyer—the inherent quality of the product itself. Ken-Rad tubes are sold on this basis—Ken-Rads are made to specifications accepted as standard by leading set manufacturers.

Now, Ken-Rad is telling the radio owner this quality story in leading national magazines, a Ken-Rad advertisement appearing every other week. Supporting this, are powerful merchandising helps and sound business-building policies.

Your *guarantee* of tube profits is *quality*—and Ken-Rad quality-selling helps and factory cooperation insure complete customer confidence and build a satisfactory volume of tubesales. Write for the Ken-Rad proposition.

KEN-RAD
RADIO TUBES

LICENSED BY RCA

And now—Ken-Rad tubes are licensed under patents owned or controlled by the Radio Corporation of America—a further assurance of standard quality. Insist on Ken-Rad licensed tubes.

THE KEN-RAD CORPORATION

Incorporated
 OWENSBORO, KENTUCKY
 A Division of
 KEN-RAD TUBE & LAMP CORPORATION

News of the Northwest

Radios for autos is the latest wrinkle in Seattle, a \$50,000 company having recently been organized to install sets in automobiles. Walter E. Brown, manager of the Ranier Valley carline, William M. Allen and Lucien F. Marion are the incorporators. The new company is known as the Automobile Radio Co.

L. L. Stein, prominent in music circles in Klamath Falls, Ore., has been appointed manager of the Wirth Music Co. of that place.

* * *

The Palace Department Store, Spokane, has recently established a radio department, handling Majestic and Federal radio.

* * *

The Mast Radio Co., 85th and Greenwood Streets, Seattle, have recently re-decorated and remodeled their store. The company handles Majestic, Atwater Kent, Philco, Crosley and Kolster radios.

* * *

First prize of \$50 for the best dressed window during "Radio Display Week" offered by the Music & Radio Trades Association of Seattle, was awarded to Grayson & Brown, 4860 Ranier Avenue. Hopper-Kelly Co. was awarded second prize.

Amery & Sons, 133 East Alder Street, Walla Walla, Wash., have been appointed dealers for the Edison line of radios and radio-phonograph combinations.

* * *

Benjamin Ströbach, formerly with Barnhart's Music Store, Wenatchee, Wash., has accepted a position as salesman with the Victor Phonograph and Radio Co. of Seattle.

* * *

Smith Radio Shop, Third Street, Marysville, Wash., Rue Smith owner, Arthur G. Taitman manager, Henry Eckstrom in charge of service department. Handling Philco radio, Baldwin pianos, Columbia and Harmony records.

* * *

E. J. Riley, for the past seven years with the Graybar Electric Co., Seattle, has been appointed merchandising manager for the Spokane territory of the company. His territory includes Montana and northern Idaho.

* * *

Kinney & Sipprell Music Co. (branch of Everett store) Triangle Bldg., Union Avenue, Snohomish, Wash. Earl Kinney, manager. Handling radios and pianos.

A ninety-nine year lease, involving a total consideration of \$1,980,000, has been acquired by Hopper-Kelly Music Co. on the three-story brick building at 1421 Third Avenue, Seattle. Extensive improvements are planned this year and the lease specifies that a new building shall be erected within fifteen years.

* * *

Borgum-Brosche, Majestic radio dealers, Seattle, Wash., have moved from their old location, 1523 Olive Way, to larger quarters across the street at 1520 Olive Way.

* * *

E. I. Ross has opened a radio store at 95th Street and Victory Way, Bothell, Wash.

* * *

The Montana Phonograph Co., Helena, Montana, has removed from its former location on Broadway to 20 South Main Street. The company handles the Edison line.

* * *

In order to take care of its increasing business, the Dreibelbis Music Co., Butte, Montana, is planning to remodel its building, thus making room for several new departments. It is expected that about \$35,000 will be expended for remodeling operations.

Sonora
CLEAR AS A BELL

A Complete Line

We will greet you
at the Convention
in Salt Lake.

Showing two new models of
Screen Grid Radio, using four
Screen Grid Tubes.

Popular Price Range.



HENRY E. GARDINER
Pacific Coast Sales Manager

Speakers
Radio
Melodons
Melodons with Radio
Portable Phonographs
Acoustic Phonographs
Tubes
Needles
and
Accessories
Two New Models
Screen Grid Radio

Sonora
CLEAR AS A BELL



Sonora 

ANNOUNCES

2

**NEW SCREEN GRID
RADIOS**

IN ATTRACTIVE CABINETS
AT POPULAR PRICES

SEE THEM AT THE
RADIO SHOW IN
... CHICAGO ...

SONORA PHONOGRAPH COMPANY, INC.

SONORA BUILDING, 50 WEST 57TH STREET

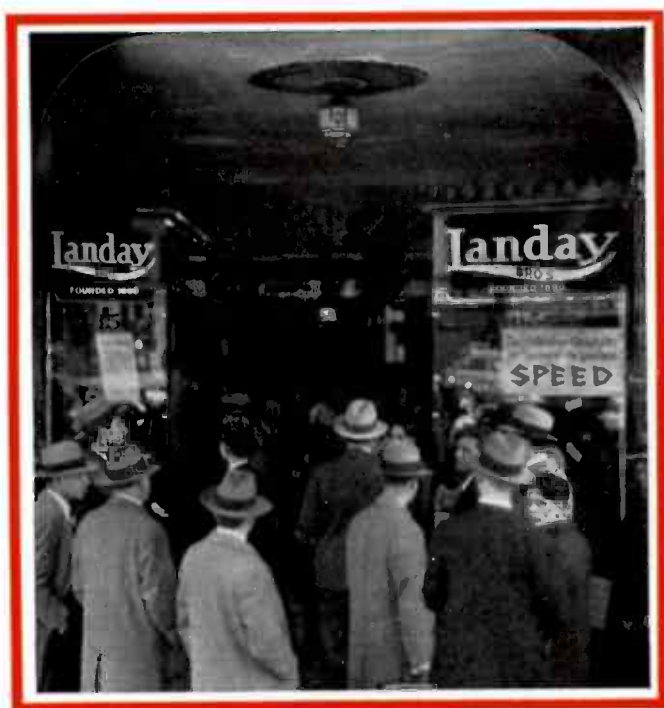
NEW YORK

Pacific Coast Offices: 865 Mission St., San Francisco; 1117 Santee St., Los Angeles; 210 Maritime Bldg., Seattle

SPEED

RADIO TUBES

TESTED and APPROVED by Landay Brothers



AND BY THE
METROPOLITAN
PUBLIC

Thousands of radio fans saw
SPEED RADIO TUBES
tested before their eyes

LANDAY BROTHERS, one of the largest radio outlets in the East, tested **SPEED** Tubes, found they were everything we said they were, and then some, and put their o. k. on the **SPEED** Tube Line.

Then Landay showed New York why they chose **SPEED**. All day Saturday,

April 27th, thousands of radio users milled into Landay's to see the laboratory tests on **SPEED** Tubes. "How did it go?" we asked Landay. "It was a great **SPEED** day," they said. (and it certainly looked like it from the sales figures they showed).

But we expected **SPEED'S** success. Every place **SPEED** has gone, it has gone over with a resounding bang. Why not, when the line is right — right in price, right in quality, right all the way through. There's a **SPEED** Tube for every radio and every radio need.

SPEED — short, snappy, easy to remember. A far-flung advertising campaign — Saturday Evening Post, newspapers and fan magazines — will engrave it in every mind — make **SPEED** just another word for Tube. Now's the time to check into the best money-making tube proposition in the field.

SPEED
CABLE RADIO TUBE CORPORATION

(Formerly Cable Supply Co.)

84-90 N. Ninth St., Brooklyn, N. Y.

MAKERS OF RADIO TUBES SINCE 1924



EVEREADY RAYTHEON



EVEREADY Raytheon Tubes will be sold in this package, made in the Eveready colors—red, blue and gray. It brings the prestige of two well-known names together in a striking display.

The change in name will mean even more than a great expansion of production and distribution. In addition to the specialized activities of the famous Raytheon laboratories at Cambridge, Eveready Raytheon will have the benefit of all research and development facilities of the National Carbon Company, Inc.

Eveready Raytheon will continue to lead in radio tube development. As an Eveready Raytheon dealer, the many developments in principle and design which are constantly in progress in the Eveready Raytheon laboratories assure you of radio tubes abreast of the moment . . . ahead of it.

Don't miss this opportunity to profit by all that Eveready Raytheon will have to offer you. Get in touch with your jobber or distributor today.

NATIONAL CARBON COMPANY, Inc., New York
Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco

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

EVEREADY RAYTHEON



**EVEREADY
RAYTHEON PACKAGE**
*and great new ER 224
Screen Grid Tube*



*Eveready Raytheon Tubes are a
complete line*

ER Rectifier BH	ER 240
ER Rectifier BA	ER 280
ER 201-A	ER 281
ER 200-A	ER 226
ER 112-A	ER 227
ER 171-A	ER 224
ER 210	ER Type A
ER 250	Cartridge Rectifier
ER 245	ER Photo-cell
ER Kino Lamp	

*ER 224 tube with exclusive four-pillar
construction, cross-anchored top and
bottom*

RAYTHEON

RAYTHEON has done something more than imitate the design of other tubes. Raytheon has made a very real contribution to radio.

RAYTHEON *was* FIRST

To produce a practical, heavy duty rectifier tube for B-elimination.

And when Raytheon brought out a full line of A.C. and receiving tubes, RAYTHEON was FIRST

To anchor receiving tube elements at the top with mica, increasing rigidity and uniformity of performance.

To produce a long-life, quick-heating tube for A. C. operation.

And RAYTHEON ALONE

Builds a tube of FOUR-PILLAR CONSTRUCTION, cross-anchored top and bottom—a tube so sturdy that its laboratory-tested performance cannot be changed by the shocks and knocks of shipment and handling.

In addition to the many outstanding improvements and patents which can be used by Raytheon *only*, Raytheon will benefit by all R. C. A. tube patents, present and future.

Due to the license granted Raytheon—*jobbers and dealers can sell these high-quality tubes with no danger of legal entanglements or "frozen" stock.*





THE NEWEST NAME IN RADIO

NATIONAL CARBON COMPANY, Inc., now controls production and sale of licensed Raytheon Tubes. This combines not only the names, but the facilities of these two companies.

Effective June 1, 1929, Eveready Raytheon Tubes will be produced and merchandised under the control of the great Eveready organization.

Plant enlargements are now under way. Additional equipment is being installed. Production of Eveready Raytheon Tubes will be enormously increased. An adequate supply is assured.

Eveready Raytheon is a large individual division of the National Carbon Company, Inc., and will have all of the usual aggressive Eveready advertising and merchandising activities back of it. Extensive Publicity . . . Broadcasting . . . Advertising.

This means increased opportunities for present Raytheon dealers. Additional franchises will be allotted. There will be full co-operation with the trade.

Plan now to take full advantage of this great new development in the radio tube market. Be sure to order an adequate stock of Eveready Raytheon Tubes.

NATIONAL CARBON COMPANY, Inc., New York
Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco

Unit of Union Carbide  and Carbon Corporation



On to Greater Achievement

NOT only does "The Royalty of Radio" signify the par excellence always associated with Kennedy, but it typifies the royal scale of Kennedy's tremendous expansion in carrying this famous radio name to still greater heights of achievement—A huge, modern plant—a most stable financial structure—the backing of such nationally-recognized business leaders as F. H. Wellington, Colin B. Kennedy, Col. George M. Studebaker, Clement Studebaker III—a product with Royalty engineered and built into it—these are just a few of the highlights which indicates the extent to which "The Royalty of Radio" idea has penetrated the entire Kennedy organization.



Colin B. Kennedy Corporation
SOUTH BEND, INDIANA

KENNEDY

C. W. SMITH CO.
Los Angeles

Distributors:

UNITED RADIO SUPPLY CO.
San Francisco

1927

was A.C. year

lucky dealers who picked a tried and proven a. c. set made money then—lots of it.

dealers who stuck to battery sets and “pooh-poohed” the new fashion of a. c. sets awoke too late—the season over, their shelves full of obsolete sets, their pockets empty.



It is significant that SILVER RADIO is produced in a plant—one of the largest in America devoted to radio—financed and built entirely from the profits of successful screen-grid merchandising over a period of eighteen months.

1929

is **SCREEN-GRID** year

the trade show proves it positively—screen-grid is the fashion for 1929. two facts stand out significant, amid the welter of trade-show talk ranging from “screen-grid is the bunk” to “you bet our new set’s screen-grid.”

one manufacturer alone possesses more than a few weeks actual screen-grid production and sales experience—Silver-Marshall, Inc.

one set alone has behind it the successful sale of over 25,000 screen-grid predecessors through the last eighteen months—SILVER RADIO.

and, on the cold morning after, the “hip-hip-hurrah-let’s-go-boys” parties and high-pressure sales conventions don’t mean a thing but “promises.”

SILVER RADIO is in production—on sale in the shops of progressive dealers—and backed by a screen-grid reputation possessed by no other manufacturer. SILVER RADIO is not a “promise”—it is a fact.

we’re not putting pictures and prices of SILVER RADIO in this advertisement. the exclusive SILVER distributor in your territory will tell you the story and arrange a demonstration—or write for detailed announcement.

SILVER-MARSHALL, Inc., 6453 W. 65th St., Chicago, U. S. A.

SM

**SILVER · ON · RADIO · IS · LIKE
STERLING · ON · SILVER**



THE EDITORS MICROPHONE



Health Machines, and Why Not?

MANY WESTERN MUSIC AND RADIO STORES are putting in health machines, exercisers and similar items. What's more, they are doing a good business in them. One prominent store has even stocked refrigerators on its main floor. Another music and radio merchant is doing a good business in a line of fishing tackle. Quite a number of them are finding that cameras and home movie equipment are profitable. One merchant in San Francisco is doing a business of \$300.00 a month in films alone.

And why not? We are all merchants. There is just as much honor in being a hardware merchant as in being a music merchant. Radios and refrigerators sitting next to each other do not disgrace the other.

With the speed that merchandising is moving today, it is difficult to predict just what sort of store will be selling musical instruments and radios ten years hence. We are still in the experimental stage. Drug stores are still called drug stores, but do a bigger business at their soda fountain. But before the soda fountain was proved successful, we know of drug stores that went broke trying to sell hardware lines. Discretion must be used in what extra lines music and radio merchants are to take on. Whatever he takes on must fit into his present scheme of things and not ruin his basic business and reputation. But the idea that it is a disgrace to sell anything other than music or radio merchandise in such a store is discarded, or at least soon will be.

Looks Like a Screen Grid Year

IN JANUARY THIS PUBLICATION STATED THAT screen grid had possibilities of being as revolutionary as the introduction of AC. At that time there were two sets on the market using screen grid. Recently, on a trip throughout the East, we found that screen grid was gaining in prominence. In the last few weeks there has been a landslide to screen grid. Far more radios contained screen grid at the Chicago Show than did not.

All of which may be credited to the selling magic of "screen grid." Though it is true that the screen grid sets in many respects operate better than sets not using screen grid, nevertheless, at this writing there are still many difficulties to be overcome. The screen grid tube has not yet reached the perfection stage of the 227. When AC tubes were first introduced they were not nearly as good as the old reliable 201A. As yet, screen grid tubes are not as simple to manufacture as other kinds. Moreover, sets using screen grids, in most instances, must use different or new circuits. For these reasons there are still some manufacturers, large, prominent and powerful in the radio industry, which have not yet announced screen grid models. They are waiting, apparently, until they believe screen grid is more perfected. They state they do not believe screen grid is ready for the public. They may be wise in their decision. Still, there are manufacturers offering screen grid sets of a very high order at this time and that give marvelous results. It will be unquestionably true that more sets will be made and sold using screen grid in 1929 than those not using screen grid.

Theme Songs—New Popular Music

TIN PAN ALLEY HAS MOVED TO HOLLYWOOD. The demand for song writers to write songs for the new sound movie productions has caused an exodus from Broadway to Hollywood. It is even booming Beverly Hills real estate. Movie moguls are willing to pay, and pay and pay, for melodies with a catchy lilt to dress their sound productions in. The song writer has stepped to heights never before dreamed of. In the old days, introducing and popularizing a new song hit was slow work. The hits would go out in road shows, vaudeville circuits and be "plugged" from sheet music stores. But nothing was anywhere near as fast and efficient in putting them before the public ear as the new sound movies. Thousands, hundreds of thousands, coming out of the nation's theatres are humming and whistling new popular tunes. Most of these are put on records. More of them will be put on records. They are going to boom the record business as the record business has never been boomed before. There is no more profitable way that a music merchant can build up his record department than to tie into these theme songs.

Los Angeles movie exhibitors have thought sufficient of merchants to hold a preview of each new production at eight o'clock in the morning and inviting all music merchants and staffs as guests to these previews. The music trade has turned out en masse. These previews have been profitable to the exhibitors and profitable to the dealers. It is a whale of a good idea for other cities.

The Rise in Importance of the Retailer

THE RADIO RETAILER IS COMING INTO HIS own and taking his rightful position in the radio industry. Within the last few months many, many radio retailers' associations have been formed throughout the West. And it is not only in the West. The radio retailer movement is a national one. Heretofore the radio retailer, although occupying an important position in the industry, has done little or nothing to assert himself. Nor has he done what he could to help the jobber and the manufacturer. Coming daily into intimate contact with the great public, that the industry is trying to sell to, he knows better than anyone else what the public wants and what it is willing to pay for it.

Sectional radio activities have been largely in the hands of jobbers, not because the jobbers were endeavoring to usurp authority, but because it was practically impossible to get retailers to take an interest. We know of instances where jobbers have even paid for the dinner to get retailers to attend and even then only a scattering handful came.

Now that is changed. The radio retailer today is a bigger man and better man than formerly. He is a keen, live merchant and, in many instances, a leader in the community. Such men find that radio trade associations can do a great deal to solve their own problems of interference, trade-ins, installation charges, advertising, merchandising policies, etc., etc. The radio retailer is taking his place in the radio industry's picture and the entire industry is clapping him on the back and welcoming him with a hearty handshake.

The Western Point of View

Thanks to Salt Lake

THE SIXTH ANNUAL CONVENTION OF THE Western Music and Radio Trades Association comes to Salt Lake at a very opportune time. The music industry is in a transitory period. Music men are looking with enthusiasm to the money-making opportunities of new fields but are not losing their interest in their old love, the piano and the musical instrument. With this change comes a change in the personnel of convention officers. Men who are primarily radio men are sitting in council with the old music leaders. The two industries are merging in fact as well as in ideals. With the piano in a transition period, with more and more radio manufacturers in the field, and with reduced prices and more competition the entire industry demands the employment of solid bedrock merchandising principals.

No city is better equipped than Salt Lake to give us that kind of a convention. Salt Lake is a cosmopolitan and metropolitan city like other great American cities and is no longer considered peculiarly a religious center. But the spirit of Mormonism prevails in Salt Lake business life. It is the spirit of thoroughness, of doing away with frosting and French pastry on the menu and settling down to meat and potatoes. Whatever the Mormons do they do well. Every move is characterized with precision, neatness, attention to details, straight forwardness and indomitable tenacity. Many of the leaders in Salt Lake today are descendants of the original Mormons who trekked across endless miles of desert to finally announce "This is the spot." Those of you who visit Salt Lake will know just how much manly backbone it took to do that with an ox team.

The Convention will gain much from close association with Salt Lake ideals and will leave its as a bigger Western Music & Radio Trades Association.

Opportunities in Small Towns

MANY A DEALER IN A SMALL TOWN AND many a salesman in a small town looks longingly toward the big opportunities of the city. But the chances are ten to one that both would do better to look to the aces of diamonds beneath their feet than the far away city which, like far away fields, always look greenest. The truth is that except in exceptional cases there are more opportunities in the small towns. Not only more, but better opportunities.

Competition is not so keen in smaller communities. Prospects are not worked so hard. Customers do not demand as much extra service. There are not so many sales, nor is there any "dumping." The small town buyer is often a better prospect for radio or musical instruments or pianos than the same person in the city, as there are fewer outside amusements in smaller communities.

One of the best known piano and radio salesmen in the West said recently, "Yes, I know. I could probably make considerably more money in a smaller town. There are two prospects in small towns for every one in the city, and the small town prospect is not being worked to death. I would like to take a job in a small town, but I don't like to live outside of the city." There you

are. So those of you who are in small towns and like to live in small towns can thank yourselves for a great opportunities. The same diligent, thorough, everlastingly-at-it selling policies of the big stores in the city will produce even greater results if applied in your community. Try them and see.

Everybody's Licensed Now

UNIL THE LAST FEW MONTHS ALL BUT TWO of the country's large radio manufacturer's were licensed under the patents of the Radio Corporation of America. The two were Kellogg and Sparton. Both were old established electrical concerns and had valuable patents of their own. A few months ago Kellogg announced sets licensed under Radio Corporation patents. Last month Captain Sparks of Sparks-Withington sold some of his patents to the Radio Corporation and arranged for licensing of Sparton sets.

Thus licensing which at one time seriously threatened the progress of the radio industry has ceased to be an issue. It is to the credit of the Radio Corporation that they have carried out their licensing program peaceably, diplomatically and quietly. What may have been a serious detriment to the radio industry has been turned to an asset.

Just a Few Bouquets

IT MAY BE POSSIBLE, BUT WE DON'T KNOW where a customer could go in, plunk down his money and not get his money's worth in radio. There may be a difference of opinion as to this or that quality, but most of them are pretty good.

And the dealer who sells one make is just about as good a dealer as the man who sells another make. Same with the jobbers and manufacturer's representatives, and factory men.

Then there really isn't much foundation for the more widespread-than-it-ought-to-be practice of lambasting the competitor and his wares. It is generally considered better salesmanship to stress the good qualities of your own merchandise, rather than the poor qualities of your competitors.

And to prove that we are willing to practice what we preach, here goes.

We think that the Talking Machine World does an exceptionally good publishing job. We think that Glad Henderson's Journal like a bagpiper's band is gosh darned interesting. We think that Radio Retailing is the best edited and managed exclusively radio trade magazine in the field. And we congratulate the Piano Trade Magazine for the untowered genius displayed in holding their piano business. And while we are passing the bouquets around we think Western Music and Radio Trades Journal as the West's own and exclusive trade medium fills a real niche in western merchandising.

So the next time Mr. Customer comes in and asks what you think of Mr. Competitor's radio, tell him you think it is a very good set, and that the set you sell is also a very good set, and proceed to show him why.

What Can You Afford

ONE of the most perplexing problems that confront music dealers today is what they can afford to pay salesmen. With the ever-increasing competition and overhead, together with the elasticity of credit the present day buying public expects and demands, many dealers are hard put to arrive at a just and fair remuneration for the men and women who actually sell their merchandise.

Practically all of them realize that to build up and maintain an efficient and successful sales organization they must expend money. They also know that they cannot exceed a certain limit and still show a fair margin of profit at the end of each year.

Certain dealers, in order to show a large volume of sales, have paid salesmen as high as eighteen and even twenty per cent with the result that, despite an enviable sales record, at the end of the year their books showed losses instead of profits.

Local Conditions

Inasmuch as there are certain local conditions, such as locations, volume of business, advertising, credits and collections that must be considered, no standard scale for salesmen can be laid down for all dealers to follow. Where there is little competition and the overhead is low, a dealer can well afford to pay his salesmen a higher percentage than can the dealer located in the midst of keen competition with a high overhead.

Again, dealers in smaller communities can usually afford better percentages than those paid by dealers in the larger and more populous centers.

Then, there is the question of whether all salesmen in the same organization should be paid the same percentage. An especially efficient and successful salesman may be able to interest customers far more quickly than his brother salesmen and such a salesman, many dealers hold, deserves a better percentage than that paid to the less successful members of the organization. Some dealers arrange this by a system of bonuses in addition to the regular commissions. This is only half satisfactory as it often causes envy and dissatisfaction among the sales force. The cry of favoritism is often heard and, if stressed enough, disrupts the morale of the whole organization.

Questionnaires

Because of the general interest manifested in this pay problem, Western Music & Radio Trades Journal recently sent a questionnaire to dealers throughout its territory requesting information as to how they met this situation and what success they had attained.

Scores of letters have been received and while many of the dealers requested that we withhold their names, for reasons of business policy, they readily gave us permission to use any or all of the information furnished which we considered helpful.

Although we fully realized the variance in percentages paid salesmen, the questionnaires showed a sliding scale vastly greater than the average dealer would ex-

pect. Some dealers stated that they paid from five per cent to nine per cent, according to the character of the sales, while others paid a minimum of seven per cent with a maximum of ten per cent. Only a few paid straight salaries. Most of them declared that efficient salesmen would not work on a straight salary basis, preferring a smaller salary or drawing account and commissions.

Salesmen who are any good realize that, if they keep on the job and have good breaks, they can make more through commissions than they can hope to draw down in salaries. They realize that it is up to them and, that when paid commissions, they are being paid for the actual work they do and it builds up their morale, making them more alert and aggressive. They also know that a good sales record is one of the best methods of attracting the notice of the boss and puts them in line for future executive positions. That their system is correct can be proven by the number of executives in the business world today who have risen from the ranks of the sales force.

Sliding Scale

The usual sliding scale covers cash sales, floor sales, time sales and those dug up by the salesmen.

One concern, located in a medium sized city, has adopted the following scale:

Ten per cent for cash, nine per cent for payment in ten days, eight per cent for payment in thirty days and seven per cent for payment over thirty days.

Another scale adopted by one of the biggest dealers in musical merchandise in a large Pacific Coast city is as follows:

Ten per cent where the sale is dug up by the salesmen and the merchandise delivered, seven per cent for sales and delivery from the floor and five per cent for floor sales alone.

Another concern, also located in a large city, pays a straight commission.

Ten per cent with an additional five per cent where delivery is made.

If the purchaser, however, fails to keep up with his payments then five per cent is deducted from the commission.

One popular plan is to allow the salesmen a drawing account of \$125.00 and pay a straight commission of 3 per cent.

Still another is to pay 8 per cent commission, 4 per cent for sales and the other 4 per cent for installation and servicing for thirty days.

Still another dealer, this time located in a small city, pays a straight commission of fifteen per cent. While he declares this is pretty high he states that only by offering this commission can he obtain and hold satisfactory salesmen.

To Pay Your Salesmen?

As an example of the information received, we quote the following from a well-established music house located in one of the Northwestern states:

"Most of our successful salesmen are paid a good weekly salary and then are given a two per cent premium on their sales as an incentive.

"We have employed a very few salesmen on the regular ten per cent basis, but we have not been very successful in employing men on a strictly commission basis."

A successful dealer with two stores in California says:

"Our method of salaries and commissions on radios during the past few years has been very much diversified. At the present time we are paying ten per cent commission where we supply store leads and permit some floor play. We pay fifteen per cent commission on outside sales where they dig up their own prospects, make their delivery and do their own installing.

"We usually find pretty good timber among new sales people, in fact more than among old seasoned ones. When the new sales people show efficiency and stability, we usually modulate the above schedule by paying them \$100 to \$125 a month salary, with an added five per cent commission. This gives the salesman a chance to make a good salary for himself and at the same time show the house a profit. The average salesman should be good for \$2,000 a month gross business, and in season \$4,000 or better."

High Commission

Still another dealer declares that while he is paying a commission of ten per cent because he can not hold good men for less, he thinks it is too high. He believes that salesmen's pay is largely a matter of locality and the firm's selling method. As an illustration, he points out the commissions paid in New York, which are considerably lower than those prevailing in the Western and Southern states.

"Floor sales," he writes, "in large cities, especially New York. I am told are limited to five per cent; indeed, I have heard that inside and outside radio salesmen are limited to five per cent gross on their sales. Again, I have heard of commissions being paid as high as fifteen per cent and that these firms are usually Southern and Western firms that choose to do no advertising and exploiting, depending entirely upon their salesmen.

"For our section I personally think that ten per cent is too much, with our method of advertising and exploiting and supplying our radio men with many prospects; probably the most of the pros-

pects to whom we sell; yet we cannot hold good men for less. I think in this section about seven or eight per cent should be sufficient but few outside radio salesmen with present sales volume could properly live on this basis.

"I am confident that the radio manufacturers must allow their retail merchants larger discounts. The manufacturers excuse or reason 'if we give the retail merchants larger discounts, the retail merchants will give away in excessive exchange allowances or price cutting'—this excuse is insufficient. Some radio merchants foolishly do this with the present discounts or mark-up and would continue to do so if the discount was even less.

"The thoughtful retail merchant does not envy the distributor or the manufacturer their profits but must have for himself a greater share in the radio prosperity, or the manufacturer and distributor will be looking further for other than music merchants to sell his radios.

"A better discount or larger mark-up is now the vital need of the retail radio merchant (who is in business for business purposes)."

No Set Rule

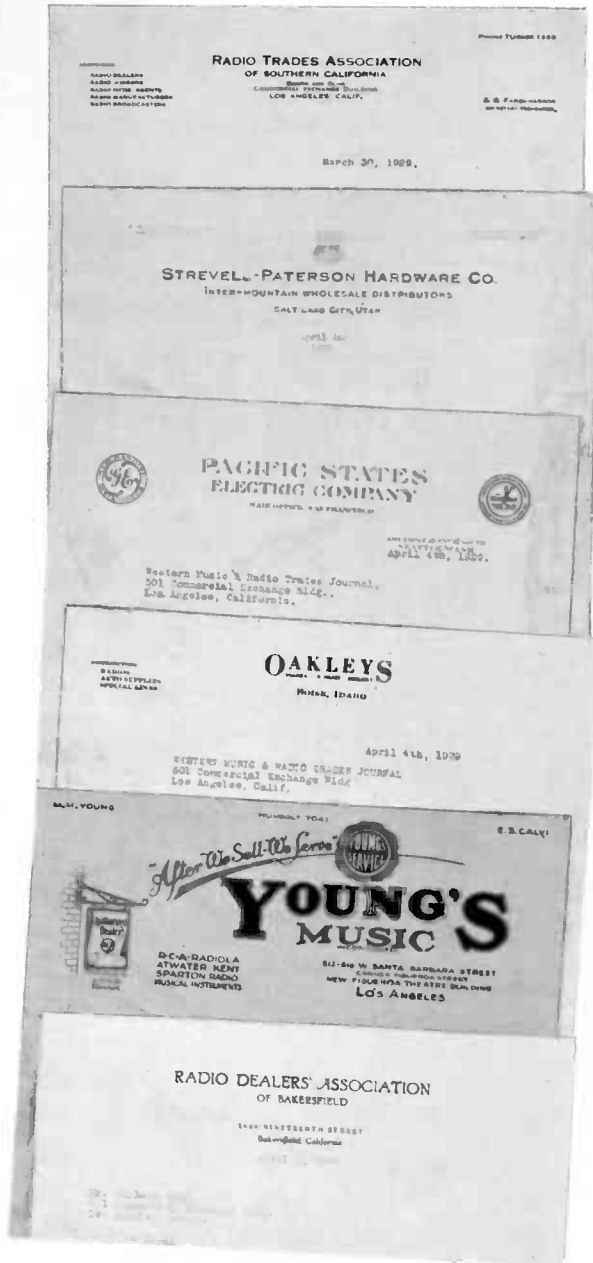
As we stated in a previous paragraph, there are so many pros and cons to this problem that no scale can be drawn up which would meet with all individual requirements. However, we believe that the resume of replies received will be of some help to our readers who want to be fair and just and still run their business with a reasonable profit.

Many times, learning what the other fellow is doing is a help and suggests new ways and means of settling old and vexatious problems, among which are none greater than this question of "what can I afford to pay my sales force?"

There are two sides to every story. In the above article we have touched on some of the highlights of the salesmen's pay problem. Next month we are anxious to hear what salesmen think and what they believe is fair. So let us have some letters, a flock of them from the men on the floor and those outside. If you do not want us to use your name we will respect your wish. However, the letters must come from bona fide salesmen and should be short and snappy.—Editor.

PROOF

Western Radio Appraiser's Blue Book



We enclose the announcement of the publication of the Western Radio Appraiser's Blue Book. Its importance to the radio retail field is difficult to overestimate in the opinion of those who have seen copies. It is believed that it will save radio dealers thousands of dollars.

(Signed) A. G. Farquharson
Secretary, Radio Trades
Association of So. Calif.

We are sending out a bulletin to all our salesmen requesting that they see that every one of our dealers sends for this valuable Radio Appraiser's Blue Book. This book contains information that every radio dealer should have and we will do our best to see that he gets it. The book costs \$5.00 and is well worth it.

(Signed) By G. A. Rogers, Salt Lake
Strevell Paterson Hdwe. Co.

At a recent meeting of the Seattle Association, a request was made for some such book. I know there is considerable enthusiasm among the dealers. I will be glad to have our secretary assist in this solicitation.

(Signed) A. J. Lutz,
Pacific States Electric Co.

The more the dealers use and show this book to the public the better all dealers will be situated to avoid losses. We are glad to see that you have the used set values plenty low enough so that dealers can figure a profit on this merchandise which is deserved and earned.

(Signed) Oakley & Sons,

We have been using the Blue Book for over a week and right from the start it demonstrated its value.

(Signed) Young's Music Company.

The matter of the blue book was taken up with our members Monday evening and they went on record as approving it.

(Signed) Sam Urner, President,
Radio Dealers Assn. of Bakersfield

ORDER

Send for a copy of this valuable book. It is the book you have heard so much about. Standard in the West. Will pay for itself on your first trade-in. Gives trade-in values of all sets. Price \$5.00 with a year's monthly correction service and a year's subscription to Western Music & Radio Trades Journal. You can send check, or we will bill you if you desire. Western Radio Appraiser's Blue Book, 501 Commercial Exchange Bldg., Los Angeles, Calif.

THE REMARKABLE NEW 42

First of a series of 15th Anniversary Zenith receivers



WITH
Automatic
Tuning
Screen-Grid
Circuit
True Dynamic
Speaker
Exquisite
Console

\$ 175
less tubes

The Greatest advancement in RADIO VALUE in radio history ▲ ▲ ▲ ▲

Vast production expansion now makes available Zenith's exclusive quality at a popular price range

The sensational Zenith Model 42, already oversold, offers but a hint of the even more sensational Zenith Radios to come. No radio manufacturer has ever successfully competed with Zenith quality....none, from now hence, will rival Zenith value-giving. Every home has wanted Zenith quality....now every home will be able to afford it. Not only is this Zenith's 15th Anniversary....it's a Zenith year wherever radio is sold. Don't wait. Now is the time to sign the Zenith Franchise. Get in touch with your Zenith Distributor NOW.

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.
WORLD'S LARGEST MAKERS OF HIGH GRADE RADIO



Zenith Exhibit
R. M. A. SHOW
BOOTH 86
Stevens Hotel, Chicago

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending.
Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher

Chanslor & Lyon Stores, Inc.
San Francisco :: Los Angeles :: Oakland :: Sacramento :: Fresno :: Stockton :: Bakersfield
Inland Radio Co. Consolidated Music Co.
Spokane, Wash. Salt Lake City, Utah

LETTERS

"To the Editor:

"We wish to express our appreciation of the comprehensive radio report made by your Mr. Wallace M. Byam.

"We have wondered for some time why some of the radio magazines did not issue a report of this kind, as the average radio wholesaler has very little opportunity to find out for himself just what is taking place in the radio industry and, frequently, he is caught with unsalable stock on his hands, due to the fact that something new has come on the market. We believe it would be a great benefit to the wholesale trade especially if some such report as this could be published at convenient intervals, thereby enabling the wholesaler to keep in touch with current conditions.

"We especially wish to compliment Mr. Byam on the unbiased summary. We have seen reports before, supposed to be outlining general conditions, but usually they were strongly prejudiced to some certain set or else some special hook-up which was trying to be placed on the market. However, this report does not show such indications, which is very much appreciated.

"Yours very truly,

"THE ELECTRIC CORPORATION,
(Signed) "R. W. HARGIS,
"Purchasing Agent."

Dear Editor:

"We want to thank you for the most interesting report that you mailed out covering highlights and developments in radio manufacturing and merchandising as you found them on your six weeks' radio scouting trip.

"We feel sure that everyone else to whom you mailed this report is just as appreciative for this fine service on your part as we are.

"Very truly yours,

"CALIF. VICTOR DISTRIBUTING CO.,
(Signed) "J. M. SPAIN, Vice-Pres."

"To the Editor:

"Have read over your very interesting report of your trip East relative to the possible developments that may show up during the coming radio season. Speaking of the AC shield grid tube, you mention Atwater Kent and Silver-Marshall with no mention whatever of Zenith. As you probably know, they were one of the first to come on the market with a shield grid tube set. And you failed to state that Zenith has been selling automatically tuned sets for a year.

"Very truly yours,

CHANSOR & LYONS STORES, INC.,
(Signed) "N. J. ETIENNE,
"Radio Supervisor."

"To the Editor:

"An interesting thing happened in Portland this week. A friend of ours was standing on the street waiting for a chance to cross. Near him were two strangers talking and he listened in. One said 'I have just had a letter from a prominent government engineer in New York who tells me that he heard and saw the new Balkeit set at the big radio dinner, where about 1000 dealers were present. He tells me strongly not to tie myself up with any radio selling contract until I have heard the new Balkeit, as it is the outstanding set of the season and destined to make a big name for itself.'

"Incidentally, we want to thank you for your Bulletin of May 16th on the general radio situation in the East. It is not only interesting reading but, in our opinion, you have the situation sized up about right.

"Very truly yours,

"KILIAM, INC.,
(Signed) "H. A. KILIAM."

Full Page Ads

Full page newspaper ads are announcing and Zenith dealers throughout the country are showing and demonstrating the new "15th Anniversary" Zenith Model 42 which is creating the biggest sensation in Zenith history.

The presentation of this model introduces Zenith's newly adopted popular price policy.

In addition to automatic tuning, it also includes the new screen grid circuit which is radio's newest development.

The demand for the new Model 42, it is declared, is far in excess of Zenith's increased production made possible by the newly acquired Plant No. 3, to say nothing about the table Model 41, formerly listed at \$150.00 and now priced at \$100.00 with screen grid circuit.

Promoted

At twenty-five, assistant to Sales Manager J. K. Utz, of the Kellogg Switchboard and Supply Co. At twenty-seven, Chicago District Sales Manager of the company. This is the record of Mr. E. J. Brennan who has just made a trip over his newly acquired territory and returns to the windy city reporting much interest among dealers as to the sales possibilities of the new screen grid models just announced by Kellogg.

W. G. Hardy is planning to open a music store in Oakley, Idaho. He will handle pianos, band instruments, phonographs and radios.

New Companies

L. Z. Brown, Inc., 4424 East Slauson Ave., Los Angeles. L. F. Thomas formerly of Home Radio Co., manager. Handling Lyric All-American Mohawk radio and phonograph combination, Music Box, Atwater Kent and Sonora.

* * *

Majestic Radio Shop, 139 Kentucky St., Petaluma. W. C. Hildebrand, of San Rafael, owner.

* * *

Radio Store, 129 East Front St., Norwalk. Edward Corcoran, owner. George Corcoran, manager.

* * *

John Braaksma, Radio Headquarters, 354 Somerset St., Bellflower. Represents Casey Radio Sales, distributor of Master Radio. Mr. Braaksma formerly lived in Redlands.

* * *

Arcadia Radio & Supply Co., Baldwin Ave., Arcadia. Branch store. J. R. Allen, owner. Handling Atwater Kent, Sonora, Eveready, Stewart-Warner, Zenith. Also complete line of radio accessories.

* * *

Beverly Square Radio Shop, 9226 West Pico Blvd., Westwood Hills. L. M. Huber and K. J. McCarkle, owners. Leslie Allen, repair and servicing. Handling Temple, Patterson, Zenith.

* * *

Noellen Radio Factory, (Branch), 4495 Whittier Blvd., Belvedere Gardens.

* * *

Casey Radio Sales Co., (Branch), 103rd St., Watts. L. A. Mowry in charge. Handling Master Radio.

* * *

Frankland-Smith Co., 2814 J St., Sacramento. Handling Majestic.

* * *

A. A. Jones, (radio agency), Palmdale. National Electric.

* * *

Elwood Radio Shop, 2936 College Ave., Alameda. Victor Maggiora and Archie F. Barnes, owners. Handling radios, pianos, etc.

* * *

W. S. MacDonald, 2153 Colorado Blvd., Eagle Rock. Handling Temple radios.

* * *

The Pioneer Radio Shoppe, Bellevue Hotel, Geary and Taylor Streets, San Francisco. Charles Cohn, manager. Handling Edison, Sparton and Radiola.

* * *

Marshall-Wells Company recently announced its appointment as distributors of the new Silver radio in the Portland district. This set has been referred to in the national trades as "the wonder box of the season." The receiver is the first complete job to be turned out by the Silver-Marshall Company, makers of laboratory parts and kits.

BREMER-TULLY

Presents a New Leader—

**TWO NEW DE LUXE 1929
CONSOLE MODELS**

backed by an

Unusual Advertising and Sales Program

A Big Future With Big Profits

Profit by Experience. In introducing these exquisite new consoles Bremer-Tully engineers bring you a triumphant achievement—the climax of eight years' experience. Known throughout the radio world for always pioneering *the best* Bremer-Tully's reputation is the strongest selling point in radio; your guarantee of customer satisfaction.

A Great Sales Story. Magnificent tone, amazing distance, hair-line selectivity, quiet operation—these are the big selling features of the new models. Plus a new super-dynamic speaker, "distortion-free" and tone-true throughout the entire vocal and instrumental range, even at full concert strength. In split-hair accuracy of performance Models 81 and 82 excel Bremer-Tully's already recognized high standards.

Big Production—Positive Deliveries. Greatly increased production facilities assure deliveries. You can plan your selling campaign with complete confidence.

Selective Franchises—A Real Sales Program. A live and let live policy which builds a permanent business for Bremer-Tully dealers and safeguards their profits. Only a limited number of dealers will be franchised in a territory. New finance plan which makes every "time" trans-



Model 82
DE LUXE FRENCH DOOR
CONSOLE

Genuine butt walnut veneer with Carpathian Maple overlay. \$195, less tubes, slightly higher west of Rockies

A
**Bremer-Tully
Instrument**

action virtually a cash deal. Liberal payments make it easier to sell the big-profit, quality Bremer-Tully line.



Model 81

Model 81
DE LUXE STANDARD
CONSOLE
NEW, IMPROVED CHASSIS
7 TUBES
\$164, less tubes, slightly higher west of Rockies

A Powerful Advertising Campaign for Dealers. These new instruments will be consistently advertised to millions. Commanding full pages in *The Saturday Evening Post* and other national magazines *every month!* Dominating newspaper space to drive the story home when it will profit you most. Window displays, consumer folders, dealer ads—everything needed to cash in on this great program is ready for you.

Build a Permanent Name in Radio. Success builds success. Bremer-Tully has prospered since the beginning of radio by straightforward dealing and tested "right" merchandise. Bremer-Tully dealers *stay* Bremer-Tully dealers, prospering with us year after year! For permanent success, write *today* for details of our splendid new proposition.

The line also includes Model 80, a new 1929 designed 6 tube shielded chassis console, battery operated, equal in performance to the AC Models for your rural prospects.

See the new Bremer-Tully instruments at the Western Radio and Phonograph Exposition in Salt Lake City June 10th to 13th inclusive—Booth number 23.

BREMER-TULLY MANUFACTURING COMPANY, 656 West Washington, Chicago

A P E R M A N E N T N A M E I N R A D I O

Doings of the Associations

San Francisco

Seventy-four turned out for the third breakfast meeting of the Radio Retailers' Association of San Francisco, May 16.

Frank Galvin, composer of many songs, including "Hushabaye," was there to render several peppy songs, accompanied by Walt Sullivan, pianist, well known in local musical circles. Both were sponsored by KPO.

John L. Clymer, managing director of the Retail Merchants Association, gave a very interesting talk on the importance of associations and the results they were securing for the merchants of San Francisco.

Roy Nash, president, announced that a group of radio retailers in the East Bay territory, headed by Larry Quimby of Breuner's, had met and decided to form a unit to affiliate with the Pacific Radio Trade Association.

* * *

"What can we do to stimulate the Radio Industry?" was the subject discussed at a joint board meeting of the Pacific Radio Trade Association and the Radio Retailers' Association of San Francisco, held on Tuesday, May 14.

The idea is to furnish all the retailers with a weekly window card service that will call the public's attention to the many fine programs which they should not fail to hear.

* * *

The co-operation of all these Advertising Men, it is expected, will certainly result in a big boost for the radio industry.

The Radio Interference Committee, headed by Collis H. Williams, held a meeting May 20, at which time the subject of methods to eliminate interference, caused by various appliances, was considered and a plan arranged to collect the information and impart it to retailers and service men.

The committee also conferred with Mr. N. E. Borch on several interference bulletins prepared by him for the retailer and service man. These bulletins will go forward within a few days.

* * *

East Bay District

The first meeting of the newly organized Radio Retailers' Association of the East Bay District of Northern California was held at Oakland Tuesday morning, May 28th.

Roy Nash, president of the San Francisco Radio Retailers' Association, and John Clymer, vice-president of the San Francisco Retail Merchants Association, were among the speakers.

Larry Quimby presided as temporary chairman.

Portland

A recent meeting of the Oregon Radio Trades Association, Portland, was given over entirely to a discussion of trade-ins and down payments on radio receivers.

The association decided that "a five or ten per cent down payment on a radio receiver is not sufficient to keep the set in the home." Twenty per cent was decided upon as the minimum down payment. In the case of trade-ins, a committee was appointed to set valuations of obsolete sets, from time to time.

A maximum of ten per cent of the value of the receiver to be purchased, was set as the trade-in value of any battery-operated receiver. In the case of battery eliminators, 15 per 15 per cent may be allowed, the association ruled. H. T. Harison of the J. K. Gill company, is president.

* * *

Long Beach

Pacific Northwest experiences were recounted by Don Wallace at the breakfast meeting last month of the Long Beach Chapter of the Radio Trades Association of Southern California. Other speakers were Ralph Oliver, head of the commercial department of the Polytechnic High School, who spoke on "Putting Ideas into Life," and A. G. Farquharson, secretary of the association. Paul McGrery was chairman of the entertainment program.

San Pedro

Organized to promote better business methods for radio dealers in San Pedro, the Radio Association of San Pedro, affiliated with the Merchants Association, met recently and outlined a program of standardized service for their district.

Cole's Battery & Ignition Service, Forer Tire Company, Harbor Music Company, Jack Moskovita, Johnson Radio Service, Pacific Radio Store, San Pedro Electric Company and Western Auto Supply Company are among organizers.

* * *

Yakima

Following the formation of radio retailers organizations in the various cities of the Pacific Slope, sixteen retailers recently organized an association in Yakima, Washington. Officers were elected as follows: President, H. M. Cummings; Vice-President, Ben F. Lambert; Treasurer, G. A. Estep; Secretary, Charles A. Rankin.

* * *

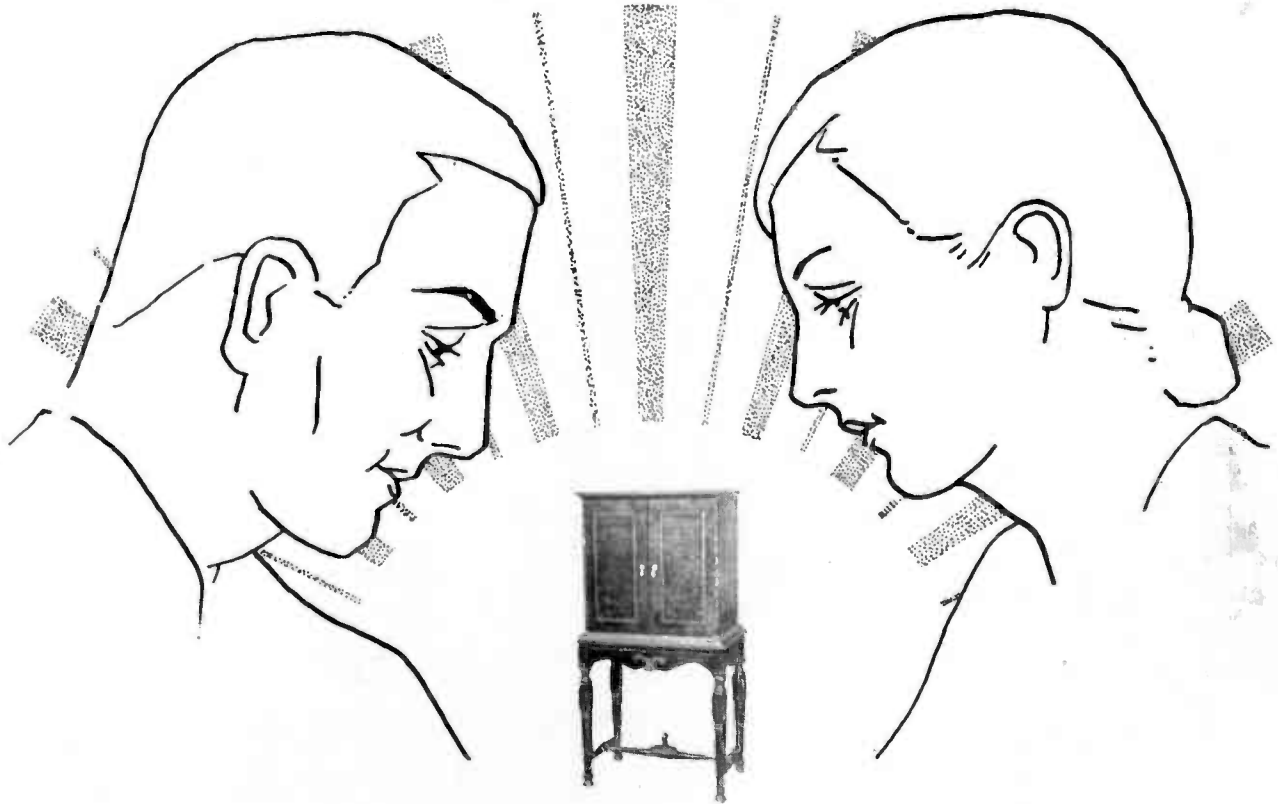
Santa Paula

At a meeting at Santa Paula, May 10, the Radio Trades Association of Southern California completed organization of the Santa Paula chapter with the election of S. T. Primmer as president; Les Anlauf, vice-president and R. R. Carver, secretary.



Some of the Los Angeles dealers who attended the Chicago Show: H. H. Horn, F. W. Falck, E. R. Patterson, Herbert Zinker, Mr. and Mrs. Harry Lasure, Sam Smith, Mr. Lipman of Stiefel & Harrison, Ray Olsen of Bluebird Furniture, K. G. Ormiston, W. C. Frederick, Bernard Kruger, W. B. Knight, Wm. Gill of Music Box Radio, H. H. Walker of Walker Dept. Store, Mr. Ayers of Walker's and Mr. McFall of Walkers.

The **JESSE FRENCH** **RADIO**



SELLS THE LADY OF
THE HOUSE WITH ITS
BEAUTY WHILE IT'S
SELLING THE MAN
WITH PERFORMANCE

WRITE OR CALL ON

MARSHALL BREEDEN

WESTERN REPRESENTATIVE


639 SAN PEDRO ST., LOS ANGELES, CALIF.

THE JESSE FRENCH & SONS PIANO CO.

NEWCASTLE, IND.

THE VOICE OF THE WORLD

Announcing



a New

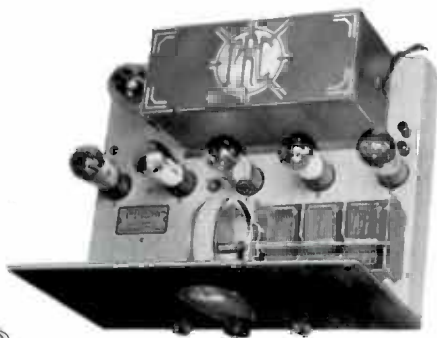
Patterson

Electric Radio

\$79⁵⁰
Complete

SEE . . . and HEAR . . . this marvelous RADIO . . .
three models in real Walnut Consoles . . . priced at
\$79.50 to \$97.50 . . . complete.

"Buy a Patterson and Save the Difference"



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. ▲ ▲ ▲

DEALERS: Write, wire or telephone for full information.

PATTERSON RADIO CORPORATION

239 South Los Angeles Street
MUtual 5827 Los Angeles

See **BLUE-BIRD** Line

Radio Furniture

Designed to Accommodate
any Radio Set

* * *

Piano Benches

*A Line That Insures Quick
Turnover and Ample Margins*

Specializing in Radio Furniture
and Piano Benches for the Music
Trades has made the BLUE BIRD
line the outstanding feature on the
Pacific Coast.



NO. 132

Our Representative, Mr. H. R. Zenker, will be at the Hotel Utah
during the convention and will give you any information you desire.

Blue Bird Furniture Mfg. Co.

5607 SANTA FE AVENUE, LOS ANGELES

New Merchandise

Eveready

Although the first radio sets recently began to leave the National Carbon plant in Cleveland, it is estimated by company executives, that already Eveready radio dealer distribution includes practically fifteen per cent of the radio retailers in the United States. Wholesale distribution has also been established from coast to coast.

The sales plan of the company in marketing its sets provides for only a limited number of dealers in trading areas conceded to be the most logical markets for radio sets today. Quality of representation, not quantity, is the distribution objective. No definite territorial limits within which dealers may operate have been established, but the fact that a limited number of dealers are to operate within a trading area virtually assures non-competing distribution.

The manner of selecting dealers, according to H. Curtiss Abbott, sales manager of the radio set division, is as follows: "The first step in our campaign for fever and better dealers was a thorough and widespread study of the radio merchandising situation. The entire National Carbon sales organization, which covers every city and hamlet in the United States, made a careful survey and check of the radio outlets in their respective territories. The lists of dealers resulting from this investigation were submitted to distributors in the various areas as potential dealer set-ups for the new Eveready line in their particular districts. Each distributor drew from his list a hand-picked group of dealers to whom he went out and sold the new line."

Victor

Among the various new radio sets appearing this season is that developed by the Victor Talking Machine Co. This receiver features micro-synchronism through the use of micro-synchronized condensers which automatically and simultaneously adjust the elements of the set to their proper relation, one with another.

The set is power operated, completely shielded, improved and perfected tuned radio frequency set of the antenna type. It has four stages of tuned and neutralized radio frequency amplification and a fifth or coupling stage; two stages of audio frequency and detector. Ten Radiotrons are required as follows: Five UX-226's in the radio frequency stages, a UX-226 in the first audio and two UX-245's in the second audio; UY-227 detector and UX-280 rectifier.

Another feature is a method of stabilizing the circuit, reducing internal noises and disturbances to a minimum.

Tuning is accomplished with a single lever control. The lever operates over a full-vision illuminated scale, accurately calibrated in kilocycles, with space at the top for marking the station positions. There are three additional controls—volume, radio record transfer switch and power control.

Featured in the power amplifier unit is the Radiotron UX-245. Two UX-245's are used in an accurately balanced "push pull" circuit.

There is a Harmonic Modulator set at the factory for the best reproduction over the entire musical scale and by means of a simple adjustment the high notes can be reduced and the bass increased or vice-versa.

The combination instrument is equipped with Electrola model 91 induction disc motor, and 12-inch turntable. A new electric pick-up is mounted on the end of a straight arm which replaces the tone-arm.

The electro-dynamic cone speaker contains many new features.

The instrument operates on 105 to 120 volts, 50 to 60 cycles, AC. Special equipment will be available for operation on 105 to 120 volts, 25 and 40 cycles.

Edison

New Edison merchandise this season consists of three models—two straight radios and a radio-phonograph combination. These models contain the new Edison standardized chassis, embodying a specially designed circuit, based on neutrodyne, with additional features which afford uniform gain at all frequencies. The highest degree of selectivity, combined with unusual distance receiving ability and realism of reproduction are outstanding characteristics of these receivers.

Distinctive details of the receivers include Light-o-Matic Tuning by which desired stations are brought in, totally new shielded receiver unit with all parts readily accessible, employing five 227 heater type AC tubes in three stages of R. F., a detector and first audio.

The power unit incorporates a push-pull audio amplifier. A special feature permits perfect matching of the two 245 tubes. All rectified voltages are supplied by one 280 tube. Combined with the power unit is a newly perfected reproducer.

All models are equipped with jacks for electric pick-up operation. The radio-phonograph models embody the Edison electric pickups (needle type). Instantly detachable. In addition, a silent electric motor actuates the turntable, which has an automatic stop operating without setting on all makes of records.

Silver-Marshall

Two new complete console sets are Silver-Marshall's offering to the radio world for the coming season. As might be expected, the new receivers make liberal use of the lately announced AC screen grid tube (224), employing this tube in all three radio-frequency stages with band selector tuning, and even using another as the latest type of power detector. The receiver is said to be so sensitive that no aerial is required, even for distant stations an invisible built-in "screen collector" being entirely sufficient. The audio end employs 245 tubes in push-pull connection, and a dynamic speaker also of Silver-Marshall manufacture is included.

The new sets appear under the name of "Silver Radio," to distinguish them from the previous "S-M" line of radio parts. The model Highboy is in striped and diamond grain walnut, of Sheraton design, with noiseless sliding doors, while the Lowboy is identical electrically with similar cabinet in shape and appearance without doors.

A feature is made of an "Overtone Switch" by means of which the conventional dropping-out of high frequencies in order to reduce static may be instantly corrected to provide unusually brilliant tone quality whenever weather conditions permit. A jack is provided for phonograph pick-up, as well as a socket for an automatic line voltage regulator to insure accurate regulation of operating voltage in communities where this is a problem. Also featured is the proper matching of the dynamic speaker with a 245 push-pull output stage; this, together with elimination of cabinet resonance, results, according to Mr. McMurdo Silver, head of the "S-M" organization, in an entire absence of the "drummy" tone which has been a problem with many dynamic speakers in the past.

The new Silver line is distributed through exclusive jobbers and franchised dealers in protected territories, and a dominating advertising campaign is planned, involving an expenditure of over half a million dollars in newspapers alone.

The Highboy lists at \$210 west of the Rockies while the Lowboy is listed at \$170.

R. G. Blakeslee has been placed in charge of sales on the Pacific Coast by the Bremer-Tully Manufacturing Co. Mr. Blakeslee was formerly with the Splittorf Radio Co. as sales representative in the South and later on the west coast.

Majestic in the Magazines



The Majestic Plan makes it possible for a Majestic Dealer to dispose of his installment paper at the lowest discount rates prevailing, to maintain his business on a cash basis and greatly increase his sales volume.

An important factor in the \$4,750,000 advertising campaign for Majestic Radio this year is the schedule for National Magazines. Full page ads in The Saturday Evening Post, Collier's, Liberty . . . every month in Cosmopolitan . . . back covers on Life . . . full pages in Pictorial Review and Woman's Home Companion. A total circulation of 14,000,000 to class . . . mass . . . men . . . women . . . going into every community in the country!

The Majestic program includes 1,000 newspapers, 10,000 billboards, car cards, sales promotion helps and the weekly Theatre of the Air over 47 stations. Majestic dealers will have a big year in 1929.

GRIGSBY-GRUNOW COMPANY, CHICAGO, ILL.

Majestic

~~ELECTRIC-RADIO~~

Majestic Sets the Pace

Ready !

Get Set !!

GO !!!!!

Majestic is ready to uphold its reputation as the leader of the field—with a new model that surpasses anything heretofore known to radio. Power detection, automatic sensitivity, crystal clear tonal reception, genuine silver controls, carved old English cabinets—and more—and more—and more.

See it.



**Frederick H. Thompson
Company, Inc.**

SAN FRANCISCO

1131 Mission St.

Majestic **ELECTRIC RADIO**

**Will Lead In 1929...
As It Did In 1928**

.....
**SOME VALUABLE FRANCHISES OPEN
IN THE FOLLOWING 25 COUNTIES:**

ALPINE	SACRAMENTO
AMADOR	SAN JOAQUIN
BUTTE	SHASTA
CALAVERAS	SIERRA
COLUSA	SISKIYOU
EL DORADO	SOLANO
GLENN	SUTTER
LASSEN	TEHAMA
MODOC	TRINITY
MARIPOSA	TUOLUMNE
NEVADA	YOLO
PLACER	YUBA
PLUMAS	

.....
KIMBALL-UPSON CO.

SACRAMENTO, CALIF.

Wholesale Distributors

Majestic

**Only a leader
Can better his
own handiwork**

This latest Majestic employs
radio principals that are de-
pendable, tried and true . . .
setting a pace that is difficult
to follow in 100% radio per-
formance, beauty and price.

HOLMES & CRANE

OAKLAND, CALIFORNIA

291 Fourth Street

**In the great Northwest at the four points of the
trade square**

SEATTLE

PORTLAND

SPOKANE

BUTTE

is the four-square organization of the

Majestic
DISTRIBUTING CO.

**who are doing their utmost to further the interests
of Majestic dealers. 1929 is another Majestic year
and dealers in this marvelous territory will find
us always working hard in their interests**

Majestic Distributing Co.

Seattle

Portland

Spokane

Butte

**“Mighty Monarch
of the Air”**



Majestic Celebrates A Birthday

—with an Anniversary Model that is
the talk of the Radio World today.
You’ve wondered what Majestic
would do—this is the answer. Don’t
miss an opportunity to see it.



United Electric Supply Company

SALT LAKE CITY, UTAH
117 West Fourth St. South



E. R. Patterson, president of the Patterson Radio Company of Los Angeles.



Geo. Stockman, merchandiser, Western mgr., American Bosch Magneto Company.



C. H. Johnson, gen. sales mgr., Evan O. Thomas, So. Calif distributor, Earl Radio.

Has New Job

Word has been received that Shirley Walker has joined the General Paint Corporation as Supervisor of Sales and with other executive duties. He assumed his new duties June 1st, and it is learned that he is very happy in his association. The General Paint Corporation by the way has ten manufacturing plants scattered in the principal cities of the Coast. Their sales in 1928 totaled close to seven million dollars and this year volume and profits have increased materially. The main office where Mr. Walker will be located is at 160 Fremont St., San Francisco.

Schedule of distributor-dealer meetings for Atwater Kent throughout the western states are as follows: Salt Lake City, June 14; Boise, June 15, Stovell-Patterson; Portland, June 17; Seattle, June 18, Sunset Electric Co.; San Francisco, June 21, Ernest Ingold, Inc.; Los Angeles, June 25, Ray Thomas, Inc.

Complete Q. R. S. Stocks in S. F.

It takes a versatile man to work for Q. R. S. Phil Lasher began with a knowledge of player rolls. Then he learned phonographs, then radio tubes, then Neon signs, then movie cameras, then still cameras, now a complete line of movie equipment. He states there is another big surprise coming in a couple of months. Phil Meisensahl, holding the fort in Southern California, is equally as versatile.

Complete stocks of the newly acquired Q. R. S.-DeVry home movie equipment are carried in the San Francisco headquarters. Includes beaded screens, several types of cameras, several types of projectors, a talking movie machine for the home, and the remarkable Q. R. S. still Kamra with its projector. The Kamra is one of the great-

est developments in still photography in modern times, and it is widely predicted that at least 25,000 will be sold in the West the coming year.

Announcement was made recently that the Balkite radio receiver will be distributed to dealers in Oregon, Washington and northern Idaho by Killam Inc., with headquarters in Portland and Seattle. Warehouse stock will be carried.

The Radio Supply Co. of Los Angeles has been appointed Ken Rad distributor in Southern California.

Ordinance Voted Down

The threatened ordinance to prohibit the broadcasting of radio and phonograph music in Bellingham, Washington, has apparently been permanently killed through the efforts of local music dealers. Three

petitions, opposing the ordinance, circulated among the business houses were signed by about 95 per cent of those approached.

The dealers presented these to the city council and expressed their views on the matter and when the ordinance was voted on three councilmen voted for and four against it.

Prize Windows

DRESSING attractive windows seems to be an art in Spokane, two of her radio dealers, Bailey's, Inc., and The Palace Department Store being among the winners in the recent Majestic contest sponsored by Grigsby-Grunow Co. The first mentioned store received one of the four additional consolation prizes of \$50.00 while the second store received honorable mention. The Powers Furniture Co. of Portland, also received honorable mention.



Home of Western Radio Co., Los Angeles

Kennedy Brings Out "Royalty of Radio"

The great interest evidenced by the many distributors and dealers who have already aligned themselves with Kennedy, was brought into still more powerful focus with the formal presentation of "The Royalty of Radio" line at the Chicago, RMA Show. The line includes: A table model, an open Console, a DeLuxe Console, with double-hinged French doors.

Simplicity of operation is stressed in all models. An illuminated station dial, calibrated in both kilocycles and meters, operating with vernier-smoothness, assures easy and perfect control. The power control is so arranged that it permits undistorted reception, ranging from tremendous volume to a clear whisper.

An approved "On" and "Off" toggle switch extends through the escutcheon.

Another important feature is that all models of the Kennedy Royal Line are equipped with a jack for phonograph pick-up. The jack is so arranged that once it is plugged in, it may be left permanently in position without disturbing the arrangement of the tubes. A change-over switch located above the toggle controls the phonograph pick-up.

Patterson Going Strong

E. R. Patterson, president, Patterson Radio Corporation of Los Angeles, has developed a radio market within a market. Since the inception of radio, Patterson has believed that its greatest field lay in the medium or lower priced class. This very low priced field was being generally neglected by the larger radio manufacturers. Patterson concentrated on it.

With eight years of experience behind him, manufacturing to the low priced market, he is today turning out remarkable instruments, selling consoles complete for well under \$100.00. How he does it is a mystery to many. Very low overhead, low operating expense and catering to a concentrated market are factors.

The Patterson Radio Corporation is selling around 1,000 sets a month at the present time, and this is, of course, the off season of the year.

Mortimer Fleischacker, San Francisco capitalist, is half owner of the Patterson Radio Corporation and is the financial half of the organization.

George Leonardy, former owner of the Covina Theater, has entered into partnership with George Meek of the Covina Music Co., Covina, Calif.

Three New Receivers Featured by Kellogg

Two new radio receivers and one radio phonograph combination feature the Kellogg line this year. The receivers employ the new A. C. heater screen grid tubes in a new circuit design requiring no neutralizing to prevent oscillation and securing tremendous gain per stage.

To handle the tremendous input into the detector circuit from these three screen grid tubes, a new type of construction, known as power detection, was necessary. The detector tube uses high voltage on the plate and a high grid bias. It is thus able to handle the enormous input from the amplifier stages without distortion or overloading.

To take care of such great power a new audio system is used. The first audio tube of the K 27 heater type, is operated at maximum plate voltage and grid bias. The output of the first audio is fed into a push-pull stage utilizing two K 50 tubes in one chassis and two of the new UX 245 tubes in another.

To make this power available with a maximum of effort there are only three controls on the front panel, one controlling the single dial for tuning, another an input energy control and the third being the manual setting for an automatic volume regulator. This latter controls the amount of amplification of a signal after it has been passed by the input control.

New Curtis Sales Force

"Tommy" Thompson, salesmanager for the H. R. Curtis Company, San Francisco Sparton distributors, reports that J. H. Curtis is calling on the trade in the San Francisco territory, D. H. Capelli is covering Oakland, William Lane the San Joaquin, Frank Lynch the Peninsula and North Coast, George Wilkins, San Jose, Stockton and South Coast. Thompson and H. R. Curtis attended the Sparton convention in Jackson, Michigan.

Rapp's Temple and New Kolsters

John G. Rapp's salesmanager, P. J. Phenev states that the first carload of Temple radios to leave the factory were consigned to the Rapp organization. One hundred fifty dealers attended the Temple Previews at the St. Francis, May 8th. Phenev reports the merchandising plan features a discount of 40 and 7½%. He states, further, "Kolster will have three screen grid sets selling at \$250, \$325 and \$500. One model will feature a remote control, a 14 inch speaker and an audio system containing two 227 tubes in push pull and two 250 tubes in push pull, all in one set."

New Concert Dynamic Is Shown by Jensen

The Jensen Concert Dynamic Speaker, the latest unit to the Jensen Radio Manufacturing Company's line, had its first showing and demonstration at the R. M. A. Show in Chicago.

This new unit, which completes the line, consists of three models, the Standard with 8-inch cone, Concert with 10-inch cone and the Auditorium with 12-inch cone.

The Unit, according to Peter L. Jensen, president of the company and in charge of all research and development, embodies a number of innovations. Through the employment of an especially prepared and treated material in the cone and the use of a new kind of wire drawn especially for Jensen for the winding on the movable coil, great rigidity and strength are maintained, but giving extraordinary lightness and freedom of motion in the actual sound reproducing mechanism.

The entire range of voice and musical frequencies is reproduced with the same degree of brilliance. The bass notes (as low as 30 cycles) are soft and musical with an absolute elimination of harshness or "barreled" effect.

Western Radio "At Home"

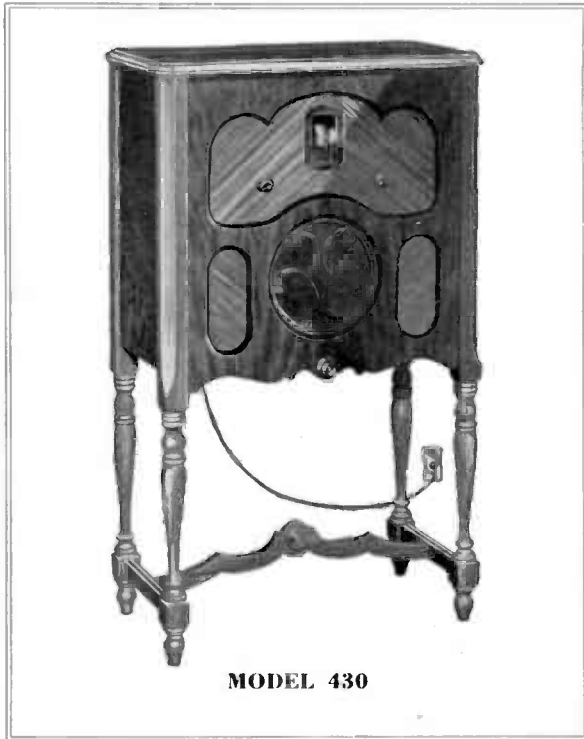
Les Taufenback of Western Radio (Kolster Brandes, Los Angeles), invented a new kind of preview, put it in effect with the new Brandes. He dolled up his very attractive quarters, asked the salesmen to stay in, spruce up, don white trousers. Called in a catering company, and invited Southern California dealers to an "at home," for three days. Several hundred turned out, voted the plan a huge success. Then Les boarded the "Chief" for the East, on a partly secret mission.

Russell K. Akin of the Fobes Supply Company, Portland, recently announced that the company will distribute the new Temple Radio receiver in this territory. Special distributing arrangements are being made to get the sets to dealers on announcement from the convention in Chicago.

Mason & Hamlin pianos, off the Portland market for four years, were returned to this vicinity with the opening of the Bennett's Upstairs Piano Store, recently. J. P. Bennet, for five years with the Reed-French Company, also handles the Sparton radio and Haines, Franklin, Hardman, Fischer, Knabe and Mehlin pianos. Salesrooms are in the new Buyers' building, Third and Alder streets.

ARBORPHONE 1929 A. C. RADIO

MODEL 430 SERIES — *Astounding Quality — Sensational Prices*



MODEL 430

In the new Model 430 Series Arborphone offers the outstanding radio achievement of the century. It furnishes the happy answer to the radio demands of millions for whom price is as important a consideration as quality.

The cabinet is of finest quality American Walnut and Gumwood. The ebony finished borders around the striped Walnut panels add a real touch of distinctiveness. The grill is of simple design, accentuating the refined elegance of the entire piece. Equipped with inbuilt Utah Speaker of the dynamic or magnetic type.

The circuit offers the ultimate in mechanical and electrical efficiency. It is unsurpassed for volume, range, selectivity and tonal quality by any other set in its price class on the market. This remarkable series opens up sales possibilities positively unparalleled in the history of radio manufacturing.

DIMENSIONS OVER ALL

Height 40", Width 24½", Depth 12½"

Rocky Mountain and Pacific Coast Prices

- Model 430-D** Console Type, with Inbuilt Utah Dynamic Speaker..... **\$124.50**
- Model 430-M** Console Type, with Inbuilt Utah Magnetic Speaker..... **\$ 99.50**

SPECIFICATIONS

Circuit—Arborphone engineers have further developed and improved the nationally famous No. "99" circuit. This is the circuit that gives constant amplification over the entire wave band. Operation is entirely electric and automatic. Will not oscillate and Patented A. C. Hum Filter eliminates all objectionable hum, yet is very sensitive on distant stations. Chassis skeleton is of pressed steel with exception of condenser and coil shields which are of heavy aluminum. Sockets are mounted on genuine bakelite strip with cadmium plated tube contact spring. Finish is in black enamel and velvet aluminum. Wiring is of the flexible cable type. Built in separate units for quick servicing and simplicity.

Tubes—The tubes used are 4 UX-226, 1 UY-227, 2 UX-171 and 1 UX-280 Rectifier tube—8 tubes in all. Three stages of radio frequency amplification, detector, one straight audio and push and pull audio output.

Single Control—Control is of the drum type allowing close tuning with least effort. Tuning dial is illuminated.

Fully Adjustable to Variation in House Current Voltage.

Phonograph Pick-up Jack and Control Switch.

Inbuilt Utah Dynamic or Magnetic Speaker.

Arborphone is Licensed Under Patents of
 RADIO CORPORATION OF AMERICA; GENERAL
 ELECTRIC CO.; WESTINGHOUSE ELECTRIC CO.;
 MEISSNER; HOGAN; LOFTIN-WHITE.

Guaranteed by
 CONSOLIDATED RADIO CORP. under the Standard
 Warranty adopted by the Radio Manufacturers
 Association of America.

NORTHWEST DISTRIBUTORS

L. D. HEATER CO.
 469½ Washington St.,
 Portland, Ore.

L. D. HEATER CO.
 1612 8th Ave.,
 Seattle, Wash.



*Actual Dial Setting
in New York Area*

Selector tuning
Dynamic reproducer
Heater type tubes
Improved power supply
unit
Sturdy chassis
Four condenser tuning
Push-pull amplification

New! SELECTOR TUNING!

“Get your station perfectly!”

It's exclusive with Brandes—this Selector Tuner! It eliminates the never-ending hunt for a station—works simply, speedily, easily! . . . You tune in *once*—adjust the button—and forever after, you get the station *perfectly*! . . . Another new feature of a radio which already has more background, more history than any other set in the world!

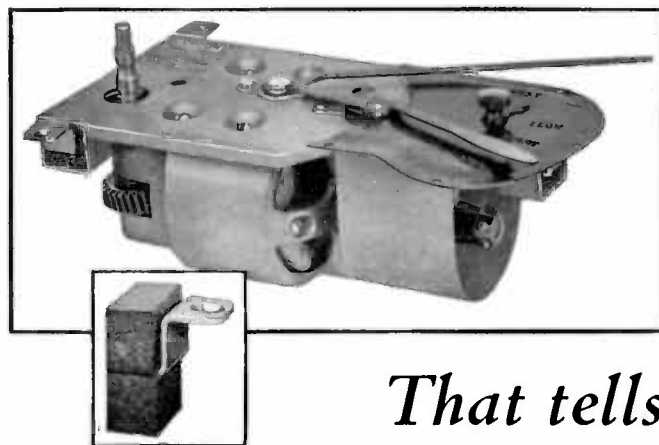
The NEW Brandes Radio

Kolster--Brandes Distributors

John G. Rapp & Co., Inc.
123 Second St.
San Francisco

Western Radio, Inc.
1135 Wall St.
Los Angeles

One Year Unconditional Guarantee ON THIS AMAZING NEW GORDON MOTOR



**SIMPLICITY
COMPACTNESS
PRECISION
SILENCE**

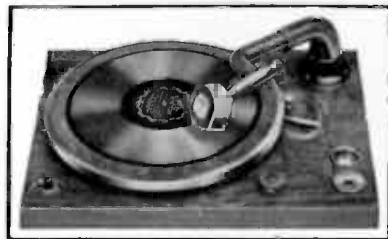
That tells the whole story!

WE HAVE built 2,000,000 phonograph motors. This one is the best! We know what it can do, its dependability, its permanence. That is why we can unconditionally guarantee it for one year!

There is only one gear wheel in the whole motor assembly. It is made of silent, frictionless Spanish felt, far surpassing fiber or composition gears. Steady and silent power is supplied to it by a worm of phosphor bronze. No lubrication is needed. All motor bearings are also of phosphor bronze. The motor is literally cradled on air by a three-point suspension on live sponge-rubber brackets which absorb the least vibration. The standard model is A. C. 110 v. 60 cycle. Other windings may be had on request.

All Gordon motors are complete with 12-inch turntable, automatic stop, speed control, and 8-foot extension cord and plug.

The turntable, its felt cover tightly bound by an extra metal ring, revolves at perfectly constant speed on its tapered bearing, controlled by the now famous Gordon precision governor, a development of our 20 years of manufacturing experience. There is abso-



lutely no "wailing" in reproduction when a Gordon motor furnishes the power.

The Gordon turntable motor is furnished with full panel assembly, if desired,



including counterbalanced tone arm, Gordon Pick-Up, "Radio-Phonograph" switch, automatic stop,

volume control, speed regulator, and needle cups. All parts handsomely finished in statuary bronze. Other finishes by special arrangement.

The Gordon Pick-Up, using the finest of cobalt steel magnets, is an electrically perfect mechanism, tested to the most minute degree for its ability to reproduce sound with fidelity. It is furnished for attachment to phonograph arm or with its own counterbalanced tone arm. In the latter style, the volume control may be had separately or as a part of the tone arm base. Each Pick-Up is sold on the basis of a guaranteed output performance curve.

ONE YEAR UNCONDITIONAL GUARANTEE

The new Gordon turntable motor is unconditionally guaranteed for one year from date of purchase against any defect in workmanship, materials or operation, and it is the only phonograph motor so guaranteed. This guarantee is only a suggestion of our confidence in the perfection and sturdiness of the motor, only a suggestion of the years of satisfactory and efficient service you may expect of it. Write or wire for further details and specifications.

L. S. GORDON COMPANY
1800 MONTROSE AVENUE, CHICAGO, ILLINOIS

STUDNER BROS., INC., National Sales Representatives, 67 W. 44th Street, New York, and 28 W. Jackson Blvd., Chicago
Export Agents: AD. AURIEMA, INC., 116 Broad Street, New York City Cable Address: AURIEMA, New York

Stutz Investigates For Fada

Fada's Lloyd Hanlon has a new playmate in one Mr. Stutz, factory engineer and sales executive. Together they have been roaming up and down the coast for several months, thoroughly investigating. Now their plans are completed and it is generally rumored that they will be both startling and effective.

Sincere regret is being expressed by the members of the Music Trades Association of Northern California at the resignation of Mr. Shirley Walker as president of the organization. Until a meeting of the board, Walter C. Gray of the Walter S. Gray Co., vice president becomes acting president of the association.

Magnavox in Chicago And Orient

Full scale production started June 1 in Magnavox's new Chicago plant. A picked crew from Oakland formed the nucleus of the Chicago production force. "Believe it or not," states Sondles, "We called for volunteers to go and live in Chicago and got all we needed."

K. G. Heyum, Magnavox export manager has sailed on a four months trip to Honolulu, Japan, Philippines, Australia and New Zealand.

Yale Unveils Apex

R. B. Yale, Apex, Los Angeles, shrewd merchandiser and one of Los Angeles' oldest jobbers held a Preview of the new Apex line at the Southern California Commercial Club. Exhibited the new Apex line and elicited gasps of wonderment from a big turnout of the trade at the almost unbelievable values offered. Remarkably big volumes were predicted for Apex in the lower priced field.

Steinway To Birkel's Direct

Ed. Geissler is wreathed in smiles over the success of a trip to New York that resulted in his getting the Steinway agency for the Birkel Music Co. direct from the Steinway Company. Steinway has been handled by Birkel for many years but through a round about arrangement with Sherman Clay.

A. M. Cronin, Jr., manager of the radio department of P. J. Cronin Company, Oregon Spartan distributors, recently returned from Jackson, Mich., where he renewed the franchise between his firm and Sparks-Withington Company for the exclusive distribution of their radio products in Oregon and the southern tier of Washington counties. This is the fourth year that the firm has handled Spartan radio products.

"Radio Daddy" Officially

With the "daddy of radio," U. S. Senator C. C. Dill of Washington, making the dedicatory address and with distributors from every state in the Union on hand to see the event, the new addition to the Atwater Kent radio factory at Philadelphia, was officially declared completed May 21.

An unusual feature of the ceremonies was that the plant is already in production and kept right on turning out radios during the dedication exercises.

The addition adds sixteen and a half acres of space to the factory.

This year the Atwater Kent program, according to reports made at the Atwater Kent convention held in May at the Ambassador Hotel, Atlantic City, is 1,500,000 sets. The convention was attended by about 500 distributors and guests.

Tom Gernovich and his Roof Garden Orchestra, exclusive Brunswick artists, have been designated official orchestra for the Ad Club convention to be held in Oakland, June 14 to 20.

The Radio Distributing Co., 138 West Seventeenth St., Los Angeles, has been appointed exclusive distributors of Silver Radio in Southern California and Arizona, by Silver-Marshall, Inc., of Chicago.

GULBRANSEN

YOUR first and most important engagement at Salt Lake City is with Gulbransen. Why? ¶ Because it is Gulbransen's first showing of the sensational Selective Accompanist, the remarkable accompanying instrument. ¶ Second, first showing of Gulbransen's Screen-Grid, "Nine-in-Line" Radio, *completely made by Gulbransen.* ¶ Headquarters Hotel Utah. ¶ Full Gulbransen display by courtesy Glen Bros.-Roberts Piano Co. featuring especially the new "Home Series" of pianos.

at Salt Lake City

CECO

Supremacy on the Air

Already in 3rd Place, and Gaining Fast



It takes more than a *wish* to make the finest possible radio tube. It takes man-power, ability, and the willingness to go to any length to insure perfection — all the qualifications that CeCo has and puts whole-heartedly into the making of CeCo Tubes.

Quality is CeCo's first and only consideration. That the resulting volume of sales has brought CeCo to third place in point of quantity sold is incidental, but—it is a *fact*.

CeCo Manufacturing Co., Inc.

Providence, R. I.

Pacific Coast Branch

405 East Pico Street

Los Angeles

WEStmore 0838

Bernard Kruger, *Manager*



Radio Tubes



RADIO BY VICTOR

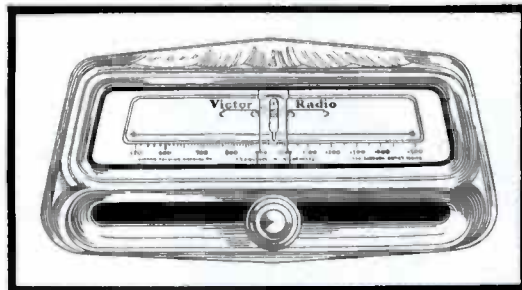


*scores the most sensational success in
the history of the industry*

HERE is the radio, and the only radio backed by more than thirty years of matchless experience and undisputed leadership in sound reproduction. Victor-Radio is the product of the most painstaking and specialized craftsmanship. It is the first and only micro-synchronous radio.

Victor-Radio and Victor-Radio with Electrola were designed and created without consideration of future selling price. There was just one idea in mind: to build the finest instruments that could be built.

VICTOR FULL-VISION, SUPER-AUTOMATIC STATION-SELECTOR: All stations plainly and permanently visible . . . just slide the knob to right or left—you have the station you want!



**VICTOR TALKING MACHINE DIVISION OF THE
RADIO-VICTOR CORPORATION OF AMERICA**

CAMDEN, N. J., U. S. A.

Northwestern Victor Distributing Co.
Republican St. & Terry Ave., Seattle; 17th & Irving Sts.,
Portland; 103 E. Sprague Ave., Spokane.



VICTOR-RADIO CONSOLE
List Price **\$155**
Less Radiotrons



VICTOR-RADIO ELECTROLA
List Price **\$275**
Less Radiotrons

California Victor Distributing Co.
Los Angeles and San Francisco

One Gear Motor is Offered by Gordon

An electric turntable motor with only one gear, and that of Spanish felt, is the latest product of L. S. Gordon Company, Chicago, manufacturers also of the Gordon Electric Pick-up. And paralleling its recent announcement that all Gordon Pick-ups are to be sold on the basis of a guaranteed frequency output curve, the company has announced a one-year unconditional guarantee on its new motor. It is guaranteed both to purchaser and dealer from date of purchase against any defects in materials, workmanship or operation.

The new Gordon motor, with its gear and governor, is small and compact, measuring, without its motor plate, only 7 inches long and 3¼ inches in diameter. The single Spanish felt gear driven by a phosphor bronze worm directly from the motor shaft. The governor is attached to the other end of the motor shaft. Motor bearings are also of phosphor bronze. This arrangement makes for minimum friction and assures the utmost silence in operation.

The motor is furnished complete with a 12-inch turntable, automatic stop, speed regulator and extension cord.

The new motor now becomes a part of the Gordon Electric Pick-up panel assembly, which includes a new type counter-balanced tone arm.

Kennard Re-establishing Kennedy

E. W. Kennard, western direct factory representative for Kennedy has appointed the United Electric Supply Company of



E. W. Kennard

San Francisco, Kennedy distributors. C. W. Smith distributor Kennedy in Southern California.

Kennard is well known on the coast,

Columbia's Schrade In Hospital

On a drizzly, wet late afternoon early in May, "Full-page Schrade," head of San Francisco's Columbia branch, was driving into the outskirts of Oakland from a trip into the San Joaquin. As he came down a rather steep grade on a somewhat slippery pavement, a car pulled onto the road ahead of him. In an effort to avoid a crash, Schrade applied his brakes. He skidded went off the road, turned over. When pulled from the wreckage it was found that his right arm was broken between the elbow and the shoulder with the bone protruding through the flesh.

Convalesscing at the Mills Memorial hospital, San Mateo, after over three weeks with his arm in a cast, Schrade still has his big smile and draws out, "It may have been the devil who pushed me over the bank, but getting out of this place just as quick as I can is my own idea."

having for the last three years been sales-manager of the Sunset Electric Company in Seattle. He is an old Kennedy man however, having been with Kennedy in the height of its former widespread popularity. He was the last man to leave the old organization, and states, "I find that Kennedy still has a wonderful reputation throughout the West. Watch the big comeback." Otto Blum is assisting Kennard.

Only A Tripod Will Steady The Home Movie Camera

Kino-Pano-Tilt and TRIPOD

Is the only tripod equipment especially designed for use with the home movie camera, to our knowledge.

Authorities declare that 90% of all amateurs will purchase a tripod, because they become dissatisfied with their "jumpy" picture on the screen.

It is obvious that a tripod, made for use with the small still cameras will not steady the home movie camera.

Photographic dealers are cashing in on Kino-Pano-Tilt and Tripod. You will, too.

The Thalhammer Corp.



123 South Fremont Ave.
LOS ANGELES

CHICAGO

NEW YORK



George Morton

"The Voice of Victor on the Pacific Coast"

Music and Radio

Headquarters at

SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath or Shower

Single	\$2.50 to \$3.50
Double	3.50 to 4.50
SUITES AND SPECIAL ACCOMMODATIONS FOR FAMILIES Convenient to Theatres and Shops <i>Radio Connections in Rooms</i> Spacious Lobby and Mezzanine	

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

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Management of RENE A. VAYSSIE

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At the Music and Radio Trades Convention
 JUNE 10-13 SALT LAKE CITY

ROLA

Review These
 Outstanding
 Contributions
 to

QUALITY Reproduction



Model Thirty-J
 Rola Electro-dynamic cabinet model equipped for light socket operation with any table receiving set. Unequaled for brilliant performance.
 List Price \$60



Model Twenty
 Rola Electro-magnetic cabinet model distinguished for its beauty, tremendous power capacity and proven reliability.
 List Price \$30



Model Fifteen
 Rola Electro-magnetic cabinet model equipped with the same unit as Model 20—a remarkable value and a rapid seller.
 List Price \$22.50

NOW Rola brings not only brilliant performance, but new safety factors . . . exclusive refinements which indicate reliability unequalled among loudspeakers.

Brilliant Performance. Rola has attained a rare degree of sensitivity due to the high magnetic densities resulting from Rola's short, precision air-gap—without additional field energizing power. This feature gives high output efficiency with economy of power consumption, and is extremely important where the field current is supplied from the radio power-pack.

Simplified Construction. At a glance one realizes that here is beautiful mechanical simplicity and compactness—found in no other loudspeaker. A distinct engineering triumph of refinement in design closely approximating mechanical perfection!

New High Safety Factors. The new Rola ventilated field coil minimizes temperature changes and eliminates voltage fluctuation in the B-voltage supply circuit. The adjustable center-pole tip—an exclusive Rola feature which enables easy elimination of any magnetic particles which might enter the air-gap has been retained. The exclusive welded housing-to-shell construction prevents disaligning of moving coil even under extreme conditions of cabinet or baffle-board warping. Rola leads by practically eliminating service demands.

SEE these new, exclusive features which mark a tremendous forward step toward finer, more reliable sound reproduction—at the Music and Radio Trades Convention, Salt Lake City.

Rola reproducers are furnished in the above cabinets and are used as standard equipment by prominent manufacturers of radio receiving sets, electric phonographs, talking pictures, public address systems in schools and auditoriums—wherever the utmost dependability and performance is desired in fine sound re-creation.

The
ROLA
 COMPANY

CLEVELAND, OHIO
 2570 E. Superior Ave.

OAKLAND, CALIFORNIA
 45th and Hollis Streets



"J" SERIES
 Electro-dynamic Model J-90 for field excitation from standard power pack. Cone diameter 7 3/4 inches.
 List Price \$25



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