

SETS ARE DESIGNED FOR PACIFIC COAST

new Gilfillan Models Adapted to Meet Western Conditions.

W. GILFILLAN, president of Gilfillan Bros., Inc., in announcing the new line of receivers, stressed the fact that in designing these models to be exhibited at the Seattle Radio Show, special attention was paid to the production of radio receivers that would be especially adapted to reception conditions on the Pacific Coast, where difficulties in radio reception are experienced that are not found in any other part of the country.

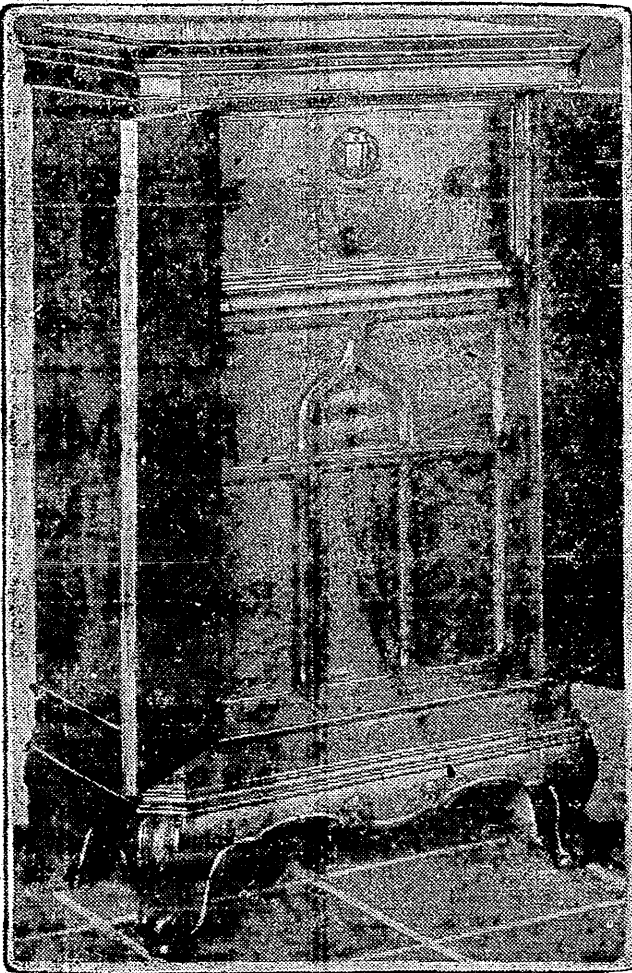
"The new Gilfillan radio," he said, "was designed to give 100 per cent efficiency for Pacific Coast buyers. We know that in doing that, it will prove equally satisfactory in any other part of the world."

The new Gilfillan radio receivers, to be exhibited at the Seattle Radio Show, will be, it is said, the only receivers of Pacific Coast manufacture in which are incorporated basic features patented by the Radio Corporation of America, and affiliated patent owners.

The Gilfillan line, manufactured in California by Gilfillan Bros., Inc., is one of the oldest and best known in the radio industry. It is of batteryless type and operates from lighting current in the home. The power unit used for the complete electrical operation of these receivers is a proven product that has been developed under the direction of Gilfillan engineers, and is, possibly, a time-to-life production of broadcast programs at is really surprising, and a vast improvement on any of the previous designs.

The new models will be of two types, each fully shielded and each which will be produced in both table and console models.

NEW GILFILLAN HAS EXTRA VOLUME



Model 685 Power Console.

Greater volume and quality than ever before is claimed for the new member of the Gilfillan family. High and low notes are reproduced with finer quality and clarity of tone is improved by a special direct current filter. All necessary power for operation is obtained from a light socket. The cabinet of hand-carved walnut is of custom workmanship, with the latest type of Rola cone speaker installed.

KFOA'S STEEL MAST IS 125 FEET HIGH

Rhodes Department Store Says Fans Telephone Frequently, Asking Data on Tower.

KFOA's new steel antenna mast which recently has been erected on the roof of the new Rhodes Department Store, has been the source of much argument by tenants of nearby office buildings. "Dozens of telephone calls have been received asking its height and the size at the top in order to settle a bet. For the information of radio fans, the mast is 125 feet above the roof and is just eighteen inches square at the top. A duplicate soon will be set up on the roof of the second unit of the building, which now is nearing completion. This will make KFOA's antenna a real landmark in the sky.

The second unit of the building also will contain a complete new group of studios designed to be the finest in the Northwest. An extra large studio is being constructed for

use in broadcasting large bands or choral groups and two smaller studios with a specially arranged control room between.

Microphones and amplifiers of the latest design will be installed and 25-d speakers are being placed at numerous points throughout the store so that events of special interest can be amplified and presented where the greatest number of people in the store can hear them. It is hoped that construction will be completed so that these spacious quarters can be occupied by November 1.

Brazil Station Gives Radio Sales Boost

The opening of a 1,000-watt broadcasting station in Sao Paulo, Brazil, has greatly stimulated the radio business in that country, according to Radio Broadcast Magazine. The 55 per cent ad valorem duty is a serious barrier to sales of imported sets, but the parts business is flourishing. While German and British headsets are selling in large quantities, other parts, such as rheostats, condensers, sockets and binding posts, are largely imported from the United States.

RADIO SINGER MUST KNOW HOW TO SING

Poor Vocalists Have Little Chance of Succeeding When Placed Before Microphone.

Even a radio singer must know how to sing. It seems almost impossible to convey this thought to the thousands of woefully deficient vocalists who weekly descend upon the broadcasting stations of the country, say officials of KFI.

Students of a month's standing besiege radio stations sure that overnight fame and fortune await them. Many cannot read music. Few can produce a correct scale. None would dare to approach a concert or theatrical managers, but all consider the microphone legitimate prey. Of one thousand applicants, less than ten are really acceptable, and perhaps only one is a valuable find.

A good radio singer must have a flawless production. Earle C. Anthony, owner of KFI, points out. "This perfection is not necessary in concert work, for there facial expression, costume, personality and the distance of the singer from the listener mask even minor defects. A radio singer stands within three feet of the microphone and the loud speaker is only a few feet from the auditor. Few artists can sing in your ear and make you like it."

"The radio voice must not be 'breathy' as the impact of the breath column on the microphone may overload the tubes. Correct breathing is necessary for a firm, free tone. Clean, unexaggerated diction is imperative to prevent hissing and gurgling noises. Paying to what is really a blind audience, color and feeling are the soul of the radio voice. Great volume is not necessary, but the muscular ability to maintain a certain tone level and color is. Also the artist must have an inkling sense of dramatic effect; must be able to pull down volume on forte passages and still achieve power. Tempo, so often disregarded, is one of the rarest and most valuable aids of the broadcast vocalist."

In the rack of the three god rushes—49, movie and radio—have trailed thousands of incompetents. Time weeds them out, however, and in the next five years the supply of bad radio artists will have exhausted itself, running from studio to studio. Then radio stations will be able to concern themselves with using the suitable material at hand rather than struggling to evade the inadequate.

95 Radio Stations Give Market News

Ninety-five radio stations in thirty-five states now are broadcasting government crop estimates and market reports as shown in a list of broadcasting schedules issued by the Bureau of Agricultural Economics, United States Department of Agriculture. The list includes most of the leading broadcasting stations.

Arrangements for broadcasting daily market reports have been made by the bureau with local radio stations in every important market center where government market news work is conducted. The federal market news leased telegraph wire system of about 7,000 miles, the most extensive of its kind, makes the market news available to radio stations from about forty offices.

GEORGE J. THOMPSON, JR., General Manager and Promoter of Seattle's First Annual Radio Exposition.



Following his successful management of the last three Portland radio shows, the local Radio and Music Trades Association engaged Mr. Thompson to run the Seattle show.

Of 600,000 persons in the Dominican Republic, only 200,000 wear foot-wear.

NETWORK BROADCAST WILL BREAK RECORDS

Program at Radio Industries Banquet in New York to Be Heard on Coast.

The Pacific Coast network of the National Broadcasting Company will be joined in a record-breaking network of stations to broadcast the fourth annual radio industries banquet September 21, at approximately 2 p. m., Pacific time. The banquet will be held in New York City.

This announcement was made public by Merlin Hall Aylesworth, president of the National Broadcasting Company and chairman of the radio industries' banquet committee. He said:

"Thanks to the generosity of Powell Crosley, Jr., president of the Crosley Radio Corporation, listeners on the Pacific Coast will be able to tune in on the year's most pretentious program and one in which the entire radio industry is linking its forces for an evening of radio entertainment."

The tremendous expense of the vast wire lines that must be used in bringing this program to the Coast was met by Mr. Crosley. A check for the entire cost was received at the office of the National Broadcasting Company.

The banquet, at which are gathered the nation's chief figures in the radio industry, is held once each year, and by combining their forces the program this year should eclipse any previous radio program attempted at a similar function.

The program at Radio Industries Banquet in New York to Be Heard on Coast.

Hoquiam
Quimby & Wilson,
Gilfillan Dealers
Radios That Merit
Their Patronage.

Gilfillan Concern Gets New License

Gilfillan Brothers were among the first concerns to manufacture Neutrodyne receivers under license granted by the Hazeltine Corporation, owners of the Neutrodyne patents, and the Gilfillan product achieved such popularity that it became necessary to establish factories in two strategically located eastern cities to care for the demand created in eastern territory.

The Gilfillan concern, in addition to its license to manufacture under the Neutrodyne patents, has also been licensed to incorporate in their receivers basic features patented by the Radio Corporation of America, and affiliated patent owners. In linking up with this great combination, Gilfillan Bros., Inc., is the only Pacific Coast manufacturer so licensed, and it is said that this protection against legal interference with the manufacture and sale of their sets means much to both the dealers selling Gilfillan radio and the person buying it.

Arlington
Ellis Music House,
Gilfillan Dealers

Aberdeen
Payette Music House
Gilfillan Dealers

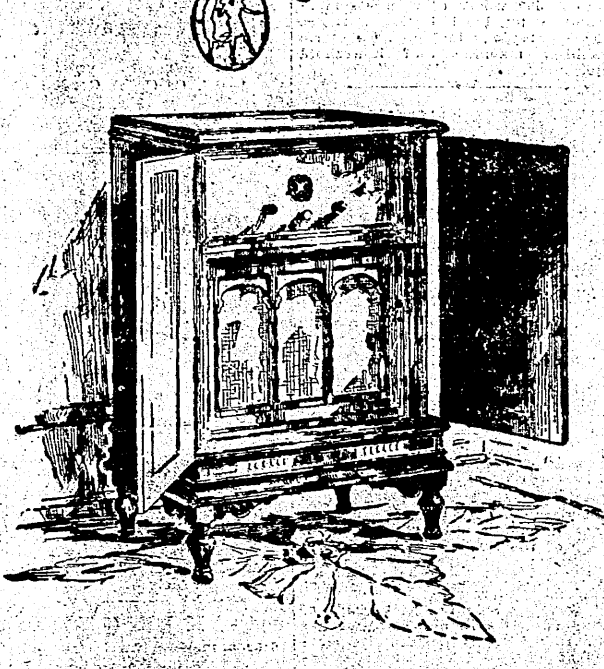
310 Stations With Model 27. Kansas City's champion radio listener, G. E. Gillett, of 1615 Central St., had logged 310 stations on his Atwater Kent Model 32 receiver at last count. They include stations in Canada, Mexico, Cuba and Porto Rico. Mr. Gillett is a metal worker and has been a radio fan since broadcasting started in 1921.

The Gilfillan "Shielded Neutrodyne"

"Shielded" means that each separate "step" in radio process is protected by a metal device, so that interference is minimized. Greater range is achieved and a clearer tone produced. This store recommends Gilfillan most highly. It will perform to your utmost satisfaction everlastingly.

C. J. Dunlap's Home Radio Shop
5007 California Ave.
West 6060
Granada Theatre Bldg.

"GILFILLAN NEUTRODYNE GATCHES THE LIGHTEST BREATH OF RADIO"



THE NEW GILFILLAN No. 70.—Complete and ready to play, \$350. Six-tube set of hand-carved walnut, 35 inches high.

One-dial tuning. One control varies the volume as desired. Licensed under RCA patents.

The recently announced ACRadiotrons are used. Chassis is aluminum and coils are individually shielded by metal compartments. This set has an exceptional uniform amplification of long wave-length stations as well as those of short wave-length. Special direct current filter vastly improves the tone quality and uniformity of the reproduction of high and low notes. Latest design of Rola cone speaker is built in.

Other Gilfillan sets priced to suit any purse. Can be bought from Sherman, Clay & Co. on convenient terms.

Gilfillan Radio

HERE it is—the new Gilfillan 1928 model Radio set, outstanding sensation at all the radio shows. No batteries—no chargers—no liquids—no acids—just plug into the nearest electric socket and tap the universe of music and entertainment!

The six-tube model here shown, using the new RCA alternating current Radiotron, is one of the choicest pieces of cabinet work and certainly one of the most pleasing, easily operated and dependable Radio sets we have ever seen.

As for big, deep, vivid tone, ease of tuning, selectivity, and "reach," it is in a class by itself.

See, hear, and study this new Gilfillan model 70 and its companion Gilfillan sets at our nearest store. There is a Gilfillan for any purse. Convenient terms can be readily arranged.

Sherman, Clay & Co.'s thirty retail music stores in three Pacific Coast states take great pride in making room for the entire line of wonderful new

RADIOLAS

Radiotrons and Accessories

Sold on Convenient Terms. Genuine Service

Be sure to visit our exhibit at the Radio Show

Sherman Clay & Co.

Everything Fine in Music

Third Avenue at Pine
SEATTLE

Sherman Clay & Co.

Everything Fine in Music

Third Avenue at Pine
SEATTLE