

## SUMMER'S RECORD IN RADIO SALES BEATS OLD IDEA

Improved Broadcasting and Reception During Warm Months Increases Business in Northwest.

To beat the "nugaboo" of summer-time reception, and to prove that radio is just as enjoyable during the summer months as the winter season, the Liberty Music House staged a sixty-day sales contest during June and July, and did a summer radio business which far exceeded that of November and December.

This is a most unusual record, and E. R. Mitchell, manager, says that better broadcasting is the main reason, coupled with the more favorable summer atmospheric conditions experienced in the Pacific Northwest.

Local radio programs have shown a decided improvement during the last year, in Mr. Mitchell's opinion, and the coming to Seattle of National chain broadcasting has made every radio set twice as valuable.

"Improved local broadcasting has almost eliminated the craze for distance reception," he said. Commenting further upon the phenomenal summer sales record, Mr. Mitchell said, "It was made possible only through a consistent and aggressive newspaper advertising campaign, which was backed up by our store policy of selling only nationally-known radio sets which we knew would make every customer a friend."

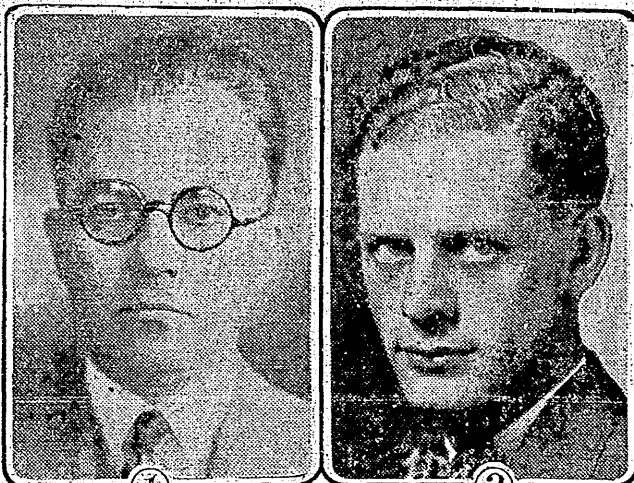
### Power of Batteries Is Often Deceptive

It is a known fact that the B battery voltage which is normally 90 on a receiver may fall to 87 volts or possibly lower before the operator begins to notice any radical change in the volume of the music obtained. The voltage of the battery gradually falls off with age and the loss is so little each day that it is hardly noticed. Lately several cases have come up where the C battery was causing trouble due to natural falling off of plate voltage.

There is a certain amount of C battery to use for any given plate voltage and tube. If the plate voltage is decreased without a corresponding decrease in the C battery voltage, distortion will be evident even before the battery is completely exhausted. If it is desired to continue the use of the B battery after the voltage has fallen to a considerable extent, it is well to reduce the C battery voltage or also remove the C battery entirely until new B batteries are obtained.

Under Control Board. All radio stations in France have been placed under the general administration of the Post, Telegraph and Telephone Service, and the Ministry of the Interior.

## SALESMEN WHO MADE RECORD



Liberty Music House Radio Men. 1—E. R. Mitchell, general manager. 2—Ted Kobberg, radio manager. 3—Don Anderson. (Photo of Mr. Mitchell by Van Dyke Studio; Mr. Watson's by Hartsook; all others by Grady.)

## GREBE IDEA HELPED BLAZE RADIO TRAIL

Synchrophase Has Been Forward Step in Producing Highest Quality of Tone.

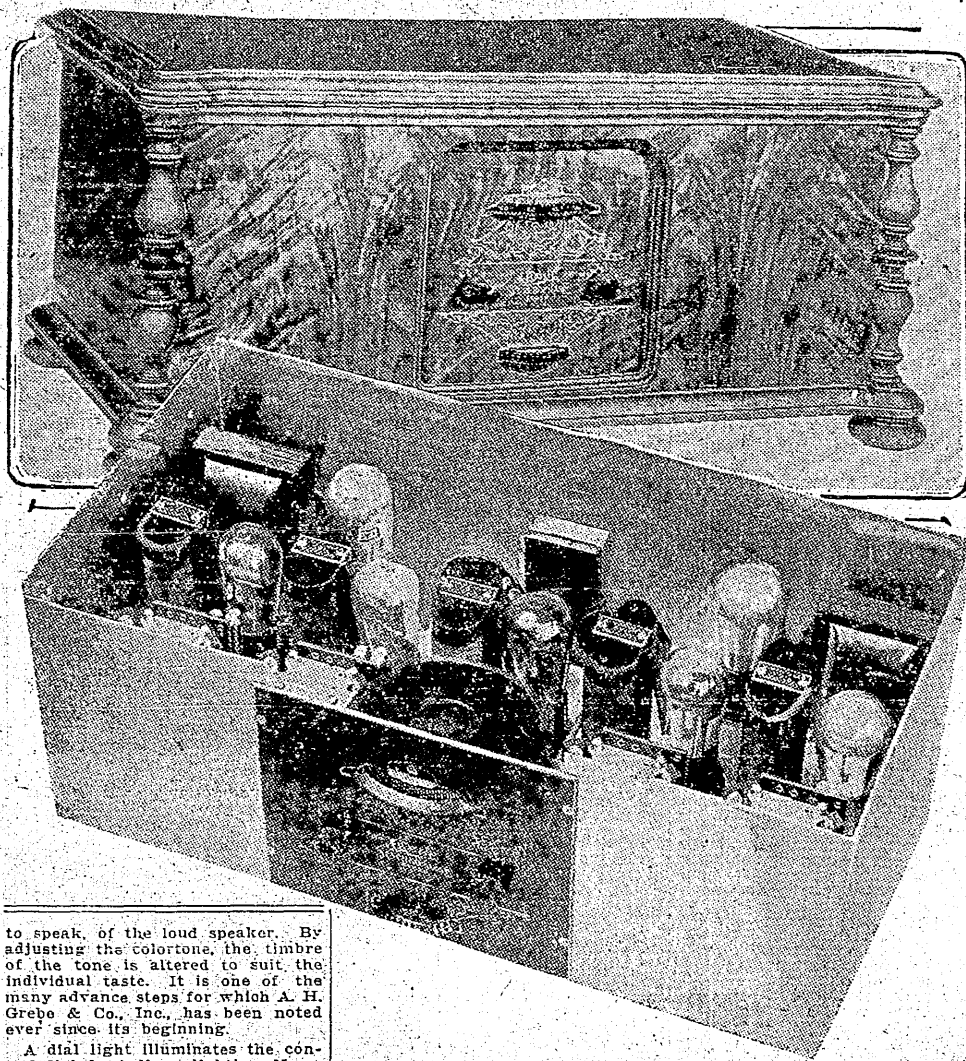
Pioneers, working out the destinies of a growing industry, must of necessity establish their own standards—blaze their own trail—in the perfection of the art. Their deeds are the signposts by which others must travel; their decisions mark the turning points in the development of the industry. Since 1909, A. H. Grebe & Co., Inc., has been blazing the radio trail. Its leadership is founded on knowledge, on ability—and a sincere desire to further the development of the art. The history of radio barely reaches back to the start of the twentieth century and the majority of present-day manufacturers either entered or transferred into the industry within the past five years; 1909 to 1926 spans the history of A. H. Grebe & Co., Inc., which for seventeen years has been making radio sets and nothing else.

Must Know Radio Terms. To understand radio values requires a certain familiarity with radio terms, particularly the essentials to radio reception. Some are words for the technician or the fan of many years' standing. But translate them into terms of results and they mean a lot.

Selectivity is the ability of a set to bring in a desired station, no matter how many others are broadcasting. Stations have increased in number, each broadcasting on a different wave length. The air is saturated with these waves. The Grebe "Synchrophase" has binocular coils, whose duty it is to catch and amplify radio waves, enable you to select any station and then prevent all outside electrical influences or waves from other stations from affecting the set. This Grebe development has made the "selectivity" of the Synchrophase famous.

Tone Quality is First. The pleasure-giving quality of radio depends on quality of tone. The varying characteristics of loud speakers and the diverse preferences of individuals make necessary a means by which the timbre of tone can be altered to suit the ear. This has been accomplished in the Synchrophase by an exclusive Grebe development—the colorator. This device abolishes the dictatorship, so

## LATEST MODEL SYNCHROPHASE HAS SEVEN TUBES



New Single-Dial Grebe Set.

to speak, of the loud speaker. By adjusting the colorator, the timbre of the tone is altered to suit the individual taste. It is one of the many advance steps for which A. H. Grebe & Co., Inc., has been noted ever since its beginning.

A dial light illuminates the control dial, by indirect lighting. Numbers can be read even if the set is in a dimly lighted corner. This light also serves as an indication that the set is in operation. It is thus a visible warning against leaving the tubes burning.

Above—The new seven-tube Grebe Synchrophase is housed in a graceful cabinet, and controlled with but one dial. Below—The mechanism is mounted on a rigid chassis, with all wiring concealed and protected.

## STROMBERG-CARLSON MODELS WIN FAVOR

New Receivers, Especially Console Type, Are Considered Extremely Attractive.

All of the new Stromberg-Carlson models are arranged to operate direct from the light socket, but beauty of line is another feature, which is particularly apparent in the model 734 console.

This receiver has great power combined with graceful lines. It utilizes three stages of tuned, neutralized and total shielded radio frequency amplification, one shielded antenna coupling stage, one shielded detector stage, and two stages of audio amplification. This receiver may use either an outside, inside or loop antenna. The loop employed is the type which folds back close to the receiver when not in use.

The audio system of this receiver employs the UX-210 power tube. This provides for a greatly increased volume of output without distortion and is made possible through the use of the R. C. A. No. 404 socket-power unit.

A feature of this receiver is that tuning is done with but one drum-type station selector with a division, 1-100, on the left-hand side and a wave length marking on the right-hand side. The single station selector knob operates all four tuning condensers through a gear drive.

French marquetry on the front panel and the bronze fittings give to this receiver a character and refinement that is sure to find many admirers. The entire instrument is finished in American walnut.

### New Zealand Keeps Tab On Radio Receiving Sets

Although New Zealand's two broadcasting stations are privately owned, the government exercises close supervision over the broadcast listener, according to Radio Broadcast Magazine. Before any make of radio set can be placed on the market, government inspectors test and pass upon its radiating qualities. If it fails in these tests, it cannot be sold without subjecting the dealer to penalties of the law.

More than half a million farmers in the United States now receive weather forecasts by radio.

# Tone - Reputation - Service

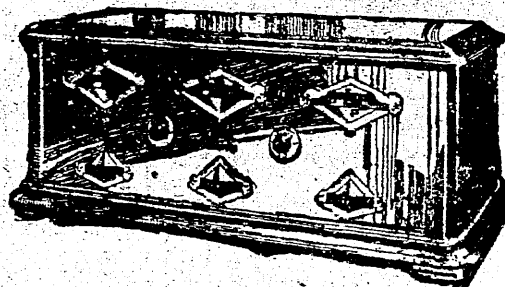
These Essentials Have Always Guided the

## Liberty Music House

In Their Selection of Radio!

TODAY, TONE is the thing—quality of music. Knowing this, broadcasting stations are putting on better programs. They are organizing themselves into chains for the purpose of employing the best talent available, and leading radio manufacturers have turned their attention to better Tone quality.

DISTANCE has not been sacrificed, but Tone has commanded greater attention than ever before, with the result that your selection of any one of these four leaders will assure you the utmost enjoyment.

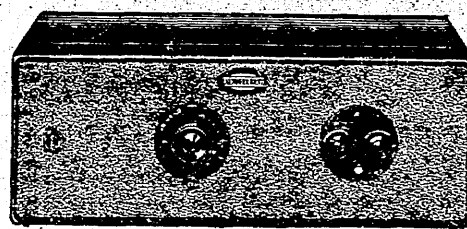


THE GREBE SYNCHROPHASE

Prices Range From \$95 Upwards (Less Accessories.) "Synchrophase Seven"—\$135

Come in and Compare Them Side by Side!

The Big 4 in RADIO



ATWATER KENT

Prices Range From \$70 Upwards (Less Accessories.) No. 50—7 Tubes, Shielded, \$155

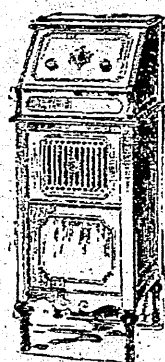
### Service Policy

We believe that no sale is complete until the customer is satisfied, and that no customer is satisfied until the performance of his radio is as he wishes it. With this thought in mind we make it a hard and fast rule to see that every set we sell "makes good."

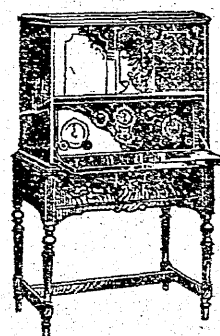
### "We Have Them All"

In the selection of our merchandise lines our choice has been governed by three things: First, tone quality; second, reputation of the maker; and third, the service we would be able to give.

It is the policy of this store to carry only the best and most reliable in radio, as in phonographs, and when other makes are proved superior to those we carry, we will not hesitate to change our lines. In fact, in selecting our radios, our guiding thought has always been to select only the makes which we believe will be the standard of the future.



Gilfillan \$161.70 installed with battery equipment. \$211.25 installed with light-socket equipment.



Stromberg-Carlson truly the "Aristocrat of Radio." Prices range from \$102.50 upwards, (less accessories.)

## "Easy-to-Own" Terms Liberty Music House

FIRST AVENUE BETWEEN PIKE and PINE



The Grebe "Synchrophase Seven"

# What Do You Want in Radio Now?

Tone? Selectivity? Ease of Control?

New Fall "Synchrophase Seven." Seven tubes, one dial, and many exclusive Grebe features. Price (less accessories) \$135.

GREBE gives you all these and more in superlative degree. True reproduction of every intonation of voice, every note of every instrument—clearly, naturally.

Satisfy yourself. Compare a Grebe in all ways with any other set. Then decide.

## Liberty Music House

First Avenue Between Pike and Pine

Open Evenings.

Be Our Guest.