

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 10

NEW YORK, WEDNESDAY, MARCH 5, 1930

Per Year—\$4.00

Again **TED LEWIS** HANDS YOU A DOUBLE-BARBELED **BUYER-HUNTER!**

THE MASTER jazzman's newest record is just bound to click in a big way for you. Both sides are loaded with all his famous ingredients for concocting best sellers.

Melody—blistering and sweet! Rhythm—smooth and blue!—Two great fox trots become irresistible foot-persuaders packed with wicked musical punch as they sprout under the popular Ted Lewis wand!

Get your copies of this great hit *right away*—they'll bag a flock of dance-fan coin for you!



Record No. 2113-D 10 in. 75c

SAN } *Fox Trots* Ted Lewis and His Band
AUNT HAGAR'S BLUES }

Columbia "NEW PROCESS" **Records**
Viva-tonal Recording - The Records without Scratch



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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International Copyright Reg. No. 1929, 24447 & 24742

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M. M. Co. Inc. New York, N. Y. 10022
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"TRADE NEWS RIGHT WHEN IT HAPPENS"



Stromberg-Carlson Dealers know the Importance of the *Telephone Background*

IN 1894 Stromberg-Carlson produced one of its first instruments for the transmission and reception of sound—a magneto type desk telephone.

At about this same time Marconi was successfully conducting his experiments with wireless telegraphy—a means of communication which was later developed by telephone laboratories to the efficient present day radio.

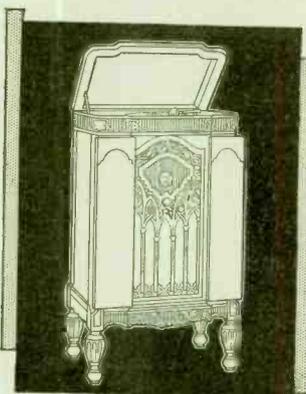
During these years Stromberg-Carlson not only has produced telephone equipment which is unexcelled throughout the world—but also has played an important part in setting standards of excellence in radio.

Since entering the radio field in 1915 with a headset; in 1925 with the first "totally shielded" receiver; and in 1930 with advanced screen grid receivers—every radio product has justified the slogan "There is nothing finer than a Stromberg-Carlson." Write for details of the complete Stromberg-Carlson line.

STROMBERG-CARLSON TELEPHONE MFG. CO.,
ROCHESTER, N. Y.

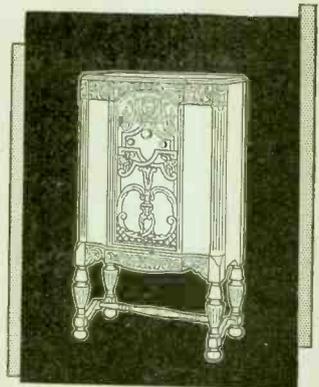
Listen Monday Evenings to the Coast-to-Coast Broadcast of the Stromberg-Carlson Orchestra over the National Broadcasting Company's Blue Network and Associated Stations.

No. 654 Stromberg-Carlson. Radio-Phonograph. Plays records with Stromberg-Carlson radio tone. Triple Screen Grid. Price, less tubes, East of Rockies \$369.00



No. 846 Stromberg-Carlson. (Shown at top) Art Console. Employs 10 Tubes. Triple Screen Grid in radio frequency. Automatic Volume Control. Visual Tuning Meter. Price, less tubes, East of Rockies \$347.50

No. 652 Stromberg-Carlson. Low Console. Triple Screen Grid in radio frequency. Extra-size Electro-Dynamic Speaker. Price, less tubes, East of Rockies \$239.00



Stromberg-Carlson

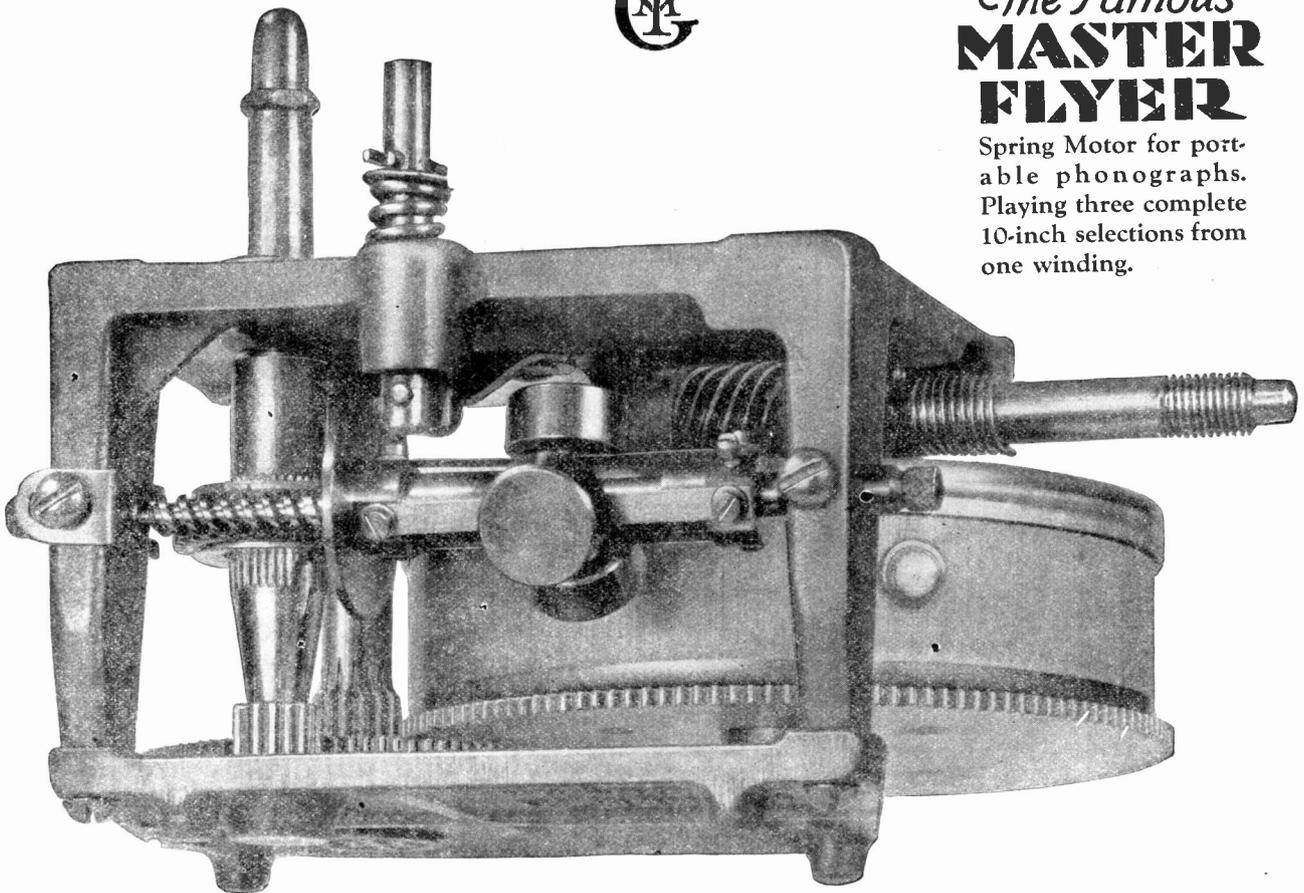
MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

Balance is STILL the big test of motors for portables



The Famous **MASTER FLYER**

Spring Motor for portable phonographs. Playing three complete 10-inch selections from one winding.



SO long as phonographs are phonographs — whether in radio-phonograph or electrical pick-up combination, or the ever-popular portable — the balance will remain the supreme test of motor performance.

For years to come, the perfection of balance achieved in the famous Master Flyer

Spring Motor will remain unsurpassed as it always has been.

A decade and a half of leadership in building phonograph motors is your assurance of the continued great popularity of the Master Flyer and Master Junior Motors. Specify them for your all-purpose portables.

"Built like a fine ship's clock"

The **GENERAL INDUSTRIES CO.**

3013 Taylor Street, Elyria, Ohio

...More Cash in the Bank!



Display the red and black carton and the famous RCA trademark

SELL RCA RADIOTRONS

Tube business is good for RCA Radiotron dealers. Bigger and bigger repeat business can easily be yours!

RCA Radiotrons are easier to sell because they are *recognized* as the standard of the industry. Day after day their quality and uniformity are piling up *customer satisfaction*.

Why risk your prestige...and *profits*... by selling inferior tubes?

Concentrate on RCA Radiotrons... and get *all* the profits!

RCA RADIOTRON COMPANY, INC.
Harrison, N. J.

RCA Radiotron

THE HEART OF YOUR RADIO SET

The TALKING MACHINE AND RADIO WEEKLY

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MAJESTIC PRICES GUARANTEED TO JANUARY 1 NEXT

A TEN MONTHS' ADVANCE Grigsby-Grunow Co. Takes Long Step in Stabilizing Its Values for the Dealer—Official State- ment Emphasizes Sales Signifi- cance of Decision.

[Special to THE WEEKLY]

CHICAGO, ILL., Thursday.

In one of the longest terms of retail price guarantee ever put out in the radio industry, the Grigsby-Grunow Co. today officially stated that no reductions in list price of Majestic radio product would be made up to January 1, 1931. The order stabilizes for the entire sales year of 1930 the prices of Majestic sets and has been warmly applauded throughout the trade, thousands of communications to the factory and to wholesalers from Majestic dealers indicating that a responsive chord was struck in the company's decision.

"Realizing that a satisfied owner is the greatest advertisement of all," says the company statement on prices today, "Majestic has always sought to have its owners proud of their purchase. Majestic owners ARE proud of their Majestic sets. To prove it, look around you—make inquiries—ask your neighbor who owns a Majestic. And many more than two million happy people DO own them.

"In the 'For Sale' columns of the want ad sections of great city dailies you will find hundreds of other sets 'For Sale Cheap,' but you seldom find a Majestic thus advertised.

"In fact, it is hard to buy a 'second-hand' Majestic. Dealers will tell you that the few times they do take in a Majestic it is usually part payment on a new Majestic; and the 'old Majestic' is sold so quickly there is hardly time to even wipe off the dust. In practically every section of the country the dealers' own Blue Book, which gives the official trade-in price of every make of radio set, classifies Majestic as having the highest trade-in value of any radio set in the country.

"This bespeaks pride of ownership. But this ad gives you another definite reason why you can be prouder still of any Majestic you are thinking of buying.

"Effective immediately, Grigsby-Grunow guarantees that the company will not reduce the list prices of its present models up to January 1, 1931.

"Pause and realize the significance of the above announcement—Majestic, the world's largest manufacturers of complete radio receivers, can only make it because of having already put into effect every saving possible through

A. T. HAUGH BECOMES STEINITE OFFICIAL

Report in the New York market this week was that Arthur T. Haugh, former vice-president of the United Radio Reproducers Corp., Rochester, N. Y., and former president of Radio Manufacturers' Association, has become an official of the Steinite Radio Co., Fort Wayne, Indiana.

Mr. Haugh is one of the best known figures in the national industry and numbers his friends wherever radio is made, sold or listened to. He was one of the pioneer parts makers in the art, after years of previous experience in the automotive parts industry and in the development of speakers, sets and radio merchandising generally has carved a niche for himself which only personality of titanic proportions could fill. Father of the Ecornis Pterovelo, Gobiensis, founder of merchandising clinics at which glands of aggressiveness are grafted upon the jobbers attending and savant of all the erudite subjects which contribute to towering industrial activity. Mr. Haugh is expected to attract sharp notice in his newest activities in the field.

GEN. C. McK. SALTZMAN ELECTED CHAIRMAN OF FEDERAL RADIO BOARD

WASHINGTON, D. C., Friday.

General Charles McKinley Saltzman was today unanimously elected chairman of the Federal Radio Commission, succeeding Judge Ira E. Robinson, who has been chairman for the past two years.

Dr. C. B. Jolliffe, assistant chief of the radio section of the Bureau of Standards, was appointed chief engineer of the Commission. This post is a new one, having been recently created by Congress with a salary of \$10,000 a year. Two assistant engineers are to be appointed at \$7,500 each.

mass production and mass purchasing power. Majestic has priced its present series of sets at the lowest possible figures at which quality merchandise of the standard required by Majestic engineers, can be produced—has instituted the most economical distribution methods known to the industry.

"Your investment is safe with Majestic—safe as to quality, safe as to price. If you have hesitated to buy a Majestic being confused at the lurid offers of bankrupt merchandise being dumped on the market, go this day to any authorized Majestic dealer and buy your Majestic. You can feel absolutely confident that you are buying a good money's worth and absolute security on value, not to mention the most important thing of all—your price in owning a set that is the finest that hands and brains can create."

RCA TUBE COMPLAINT SUSPENDED BY BOARD

WASHINGTON, D. C., Friday.

The Federal Trade Commission has transferred its complaint against the Radio Corp. of America in the tube case to the "suspense docket," and today refused to dismiss the complaint against the corporation. To all intents and purposes the case is closed, but it can be reopened at any time by the Commission.

John W. Davis, as counsel for the RCA, filed a petition with the Commission some weeks ago asking that the case be dismissed as the federal courts have enjoined the corporation from putting into effect a clause of its old contract.

Under this clause radio manufacturers using the RCA patents had to use RCA tubes in making their sets. The courts first issued a temporary injunction against enforcement of this clause and later made it permanent. The RCA asserted that it had ceased to enforce the clause long before any court order was issued.

Sparton Dealers Hear Harry G. Sparks at New York Luncheon

A large and important sales meeting, including luncheon, for Sparton radio dealers in the metropolitan area took place yesterday at the Hotel Pennsylvania, New York, under the auspices of the Sparks-Withington Co., Jackson, Mich., and the Sparton distributors, McPhibben-Keator, Inc., and the Bushwick Distributing Co.

The business program, which was featured by an analysis of the business possibilities of the Sparton Ensemble, the radio-phonograph, was led by Harry G. Sparks, vice-president and sales manager of the manufacturing company.

A further account of the event will appear in THE TALKING MACHINE and RADIO WEEKLY's next issue.

HAZELTINE REPORTS PROFIT OF \$513,344

The Hazeltine Corp., of Jersey City, N. J., and subsidiaries report for the year ended December 31, 1929, net profit of \$513,344, after depreciation and tax but before amortization of patents, against \$400,530 in 1928. After deducting \$272,118 for amortization of patents the balance was \$241,226, compared with \$159,379 in the preceding year.

50-STORY NEW YORK BUILDING PLANNED BY RCA-VICTOR CO., INC.

TO BE READY IN MAY, 1931

Skyscraper Will Be Erected at Lexington Avenue and Fifty- first Street—Work to Start at Once — Four Stone Figures Symbolic of Radio Will Sur- mount Tower — Company Will Occupy Half of Building.

Plans for a new skyscraper towering fifty stories high to be erected at the southwest corner of Lexington avenue and East Fifty-first street, New York, were disclosed Friday by E. E. Shumaker, president of the RCA-Victor Co., Inc., New York, N. Y. The new office structure is to be built of face brick and Indiana limestone, and will be known as the RCA-Victor building. No expense is to be spared to make the new building what is believed will be the most modern and finely constructed edifice in the uptown area, Mr. Shumaker said.

The contract for construction of the new building has been let to the A. L. Hartridge Co., and demolition of the old structure now occupying the plot will be begun immediately. The plot measures 111 feet by 155 feet, comprising the balance of the block now occupied by the St. Bartholomew's Church and Cathedral High School. The plans call for completion of the building by May, 1931.

The RCA-Victor building was designed by Cross & Cross, architects, in a modified Gothic style of architecture that will harmonize with St. Bartholomew's. When completed, it will rise to a height of 650½ feet from the ground. The four faces of the building reach upward for twenty-five stories, then set back at a graceful slant to tower thirty stories higher and taper off at the top. The comparatively low height of the neighboring church and high school assures unobstructed sunlight and air on every side, and makes possible architectural treatment that can be practically carried out on few office structures in the Grand Central zone.

This latest addition to mid-Manhattan's skyline will carry the development of the Grand Central zone further uptown and furnish an outstanding landmark by its unusual towerlike design and its distinctive illumination at night.

Four gigantic stone figures, fifty in length and symbolic of the spirit of radio will front each side of the extreme top of the tower. At night, an aura of colored light will shoot out

(Continued on page 40)

The Talking Machine & Radio Weekly

PUBLISHED EVERY WEDNESDAY BY THE PHONOGRAPH PUBLICATIONS COMPANY, 146 WATER STREET, NEW YORK

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"The Trade's Only Weekly"

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REGIBID

SIDNEY E. DAVIS
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EDWARD H. DAVIS, Publisher

Entered As Second-Class Matter April 18, 1916, at the Post-Office at New York, N. Y., Under the Act of March 3, 1879
Annual Subscription Rates: United States and its Dependencies, \$4; Foreign Countries, \$6; payable in Advance. Single Copies, 20 Cents

Vol. 29

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MAKING THEM WANT IT

As a thought for the time, it is profitable to dig into facts and find out what—besides poor management or inadequate finances — produces distress merchandise. Obviously, in a country where the consumer is king and a piece of goods had better never have been dreamed of if it fails to touch the public's pocket-nerve, the fault must be resident in the merchandise itself.

Just about three considerations make a radio set hit or miss its market now that all the hullabaloo about 'dynes' and 'capacity' no longer is of paramount importance to the laity. The considerations now uppermost, we will venture further to say, are of equal importance, according to the circumstances governing each individual sale, for while such circumstances necessarily vary they will average as of the same occurrence. The trio of factors is: tone quality, eye value and maker's reputation. Roughly speaking, in the informed present state of the national market, some people look first for tone quality, others for eye value, others for dependability of source and some for two or all three. Of course, everybody professes to prefer tone above everything for everybody likes to be believed musically fastidious. Conversely, a somewhat smaller number will admit that they are governed by the lustful sense of cabinet attractiveness alone in selection of radio but the actual number is certain to be immense. All private-office conferences and mahogany-desk campaigning to the contrary notwithstanding, radio is bought almost solely for quality of performance, appearance and maker's reputation and whoever cannot impregnate these qualities very powerfully into his production had better not turn a wheel.

Lack of the three essentials unquestionably contributes as much to the over-production difficulties of the industry as the mighty evils of bad management and insufficient funds do. What chance has any set if, even after the painstaking process of securing adequate trade distribution for it has been completed, the public holds its nose and turns away? What governing factors must necessarily prevail at the awful moment when the merchandise is put before the consumer court of last resort, not in the chaste surroundings of its maker's private office with no offensive superior article to overshadow it, but alongside of as many as twenty other makes of goods in the dealer's store?

In that dread alternative the producer dare not kid himself. Either his baby will click, or it won't. Over-production will diminish as steadily as the economic pressure of over-population of the trade and industry exerts its obliterating effect upon the unfit. But over-production also should decrease as a peril in exact proportion to the extent in which the manufacturers learn to set up appealing, meritorious product. All of the exchange of production figures that modern office equipment can neatly and legibly provide will avail no

more than careful and efficient study of what will surely sell and what won't.

Very cursory inspection of the trade's pet outlets for the movement of distress goods will show that in construction of chassis or in outward appearance, unwanted merchandise smells to high heaven. Why is this thus? Manifestly, because somebody's sense of the proper and saleable was improper and unsaleable. Of course, the percentage of error in human nature as to market taste can never be entirely eliminated. But it can be cut down very sharply if the producer, in addition to seeking all available statistics about what he has on hand and what his competitors are making, will get hold of a specimen of every competing set and compare it with his own in the sharp, white light of his own conscience, before he lets an indifferent trade and public do it for him.

DEALER INTEREST

People in the business who fancy that they know all of the problems inherent to the retail merchandising of radio are invited to consider the ensuing transcript of dialogues recently heard in dealers' places around and about.

A Customer: Now, how much one of these \$200 Nookum sets for cash? One hundred and fifty dollars. I buy it downtown, the self-same set, for \$119! What's the best you do, for cash? All right, make it \$125. Send it to my house. What? I said, for cash? Of course, I said for cash but everywhere it's cash, ninety days.

A Service Man, answering the telephone: Yes, madam. Yes, madam. I know it, madam. Yes, this is the place. Let me ask you something, madam. Yes, madam. That's too bad, madam, will you let me ask you something? Yes, madam. That's certainly too bad; now, I want to ask you — Yes, madam. Yes, we do, madam. No, please don't send it back, madam, let me ask you — Yes, madam. That's too bad; I know you are disappointed but let me ask you, how's your antenna? (The customer hangs up.)

A Customer: I thought I might buy a radio if you would give me a good allowance on my piano in exchange. What? Sure, you could sell the piano, it's just like new and the only reason I am getting rid of it is that I have not got room for both a radio and a piano. I paid \$550 for the piano and to anybody like you who are in the business you could certainly get \$100 for it. I thought maybe you would exchange a set for my piano. I guess radios are going to get a lot cheaper anyway. (Dealer gets the customer's mind off the piano for a moment.) Have you got any sets with television? Yes, I thought that was just the bunk. I guess all radio is bunk. Why don't you fellows do something about the advertising that you hear on the stations. I hear more advertising bunk than I do anything else. Can this set get distance? Yes, I live in New York but a friend of mine has a set that gets Chicago every night just like local. It's a Garod. Have you got

the Garod? No, I wouldn't have room for that set over there. I guess I better bring my wife in. It's no use to take my name; I live right here in the neighborhood. I was only looking, anyway.

A Salesman: Well, how's tricks? Well, if you're glad I came in, I'm sure glad I did, too. Let me send you the new job we are putting on the street; you must of got our trade notice of it—say, did you ever see a sweeter cabinet and it's ten dollars cheaper than the Jerpus high-boy you are always talking about. Now give us a break on this and I will give you April billing on this month's purchases. . . . What? He is. He's cutting on our line? I never heard of it. I'll go right over and see him. Nobody can get away with that stuff on us. No, sir, not on us. Not by a jugfull. Nobody can get away with that stuff on us. Not by a jugfull. Aw, that must be a mistake. Today? You're sure you saw it today? You saw our truck delivering to him today? Our truck, eh? Well, of course, I have nothing to do with that. I was going to cut that guy off the list anyway and I have not sold him anything since—well, since two months back, at least. Maybe our truck was making a service call. No, we wouldn't be delivering twelve repaired sets at a time. Well, I'll go right over and see him. (The dealer figures that he got rid of that guy pretty easily.)

Boy About 15: Need any boys today?

Keystone State Merchant Says Most Editorials In "T. O. W." Hit the Nail on the Head

Carbondale, Penna., Saturday.

Editor,
The TALKING MACHINE
and RADIO WEEKLY,

Your article on the ridiculous cooperation of radio manufacturers, published a week or so ago, certainly hit the nail on the head; great stuff we'll say, as most of your articles are.

I noticed in the local newspaper of February 11th, more evidence of the same lack of cooperation and am sending it to you to look over.

Radio is certainly a tough game from all angles; however, the brains of the industry should be able to whip a substantial policy into effect.

We, here, in our small way try to do business on a basis which will merit the continued support of the public and endeavor to make every transaction a stone in a permanent building.

Sincerely,
J. Harper Fulkerson

A. Joralemon Bohn Discusses Trade Morals

A. Joralemon Bohn, who rose from furniture salesman to escutcheon maker with the American Emblem Co., Utica, New York, rested during the greater part of last week in Manhattan and left Friday evening to visit some Canadian radio manufacturing clients of his concern. "It is a matter of supreme disgust to me," said Mr. Bohn, angrily gnawing a 60-cent cigar while he endeavored to open a can of Flit, "to discover occasionally some individual who—while he presumably would not think of pinching a ton of our bronze or copper, or making off with one of our punch-presses if he could lift it—will ask me to estimate on radio set hardware and then submit my firm's art work to competitors to bid on. Naturally, having neither our design facilities nor our producing resources, jealous competition attempts to fake our productions in some respect, using cheaper material or omitting some of the many fine points of metal-working skill which our specialization in quantity work for the radio industry has taught us. The result is a saving of one cent, perhaps. I want to say here and now that I am not interested in

Hays MacFarland Is Wed to Miss Millard

CHICAGO, ILL., Friday.

Word from the Pacific coast this week is that Hays MacFarland, former assistant publisher of the Chicago "Herald-Examiner" and who within the past year entered the advertising agency business as Majestic radio advertising counsellor in the firm of Hays MacFarland & Co., has wed Miss Faye Millard, daughter of Mr. and Mrs. Ben Herbert Millard, of Los Angeles. The ceremony was performed at the Immanuel Presbyterian church in Los Angeles.

Mr. and Mrs. MacFarland will be at home at the Lake Shore Drive hotel here after March 1. Congratulations are showering upon Mr. MacFarland from his many friends throughout the trade, who esteem the persuasively aggressive Grigsby-Grunow Co. publicity advisor as one of the top-notchers of the profession.

bidding on alleged competitors' designs, nor do I intend to permit them to copy mine. Let poachers upon the premises of the American Emblem Co. look out for Joralemon. He is in no mood for trifling."

R. S. Viall Is Named Special Representative For Sentinel Radio

R. S. Viall, who is well known throughout the automotive and radio business, has been appointed special representative for the Sentinel Manufacturing Co., maker of Sentinel radio products, in Chicago. Mr. Viall will represent the company in the East, concentrating his efforts in the metropolitan New York and other prominent radio marts in the East. His past experience in the automotive business, covering a period of six years, was devoted to the direction of his personal enterprise.

Mr. Viall's radio activities included associations with the Stewart-Warner Corp., and A. H. Grebe & Co. and in both connections was devoted to the merchandising end of the business. He is contemplating an active campaign in behalf of the Sentinel line which offers popular priced models, listing as low as \$99.50 without tubes, and including a radio-phonograph combination retailing at \$149.50, less tubes. The Sentinel company is a division of the United Air Cleaner Co., well known as the manufacturer of the United line of phonograph motors, pick-ups and electric motors.

DeForest Charges Patent Infringement in Pilot Suit

The DeForest Radio Co., of Passaic, N. J., has instituted a suit against the Pilot Radio & Tube Corp., of Brooklyn, N. Y., manufacturers of radio parts, knock-down kits and completely assembled sets, principal among these offerings being the Pilot Wasp short-wave and broadcast receivers. The DeForest Radio Co. seeks an injunction to restrain the Pilot corporation from the alleged infringement of the DeForest patents Nos. 1507016 and 1507017, covering the use of regeneration in a radio receiving circuit.

The present action is one of a series of similar suits which Darby & Darby, patent counsels for the DeForest Radio Co., are instituting in an effort to protect the patent properties owned and controlled by the DeForest organization.

James W. Garside, president of the DeForest Radio Co., in commenting on these proceedings, stated on Friday: "A number of concerns who have entered the radio set manufacturing field are violating the rights invested in the DeForest company. As a result, we have instituted the present patent infringement suit against the Pilot Corp. Other suits will follow. There is a mistaken idea at large that the regenerative patent is public property, instead of the private and presumably valuable property of the DeForest Radio Co."

Herbert Weil, Jr., With People's Outfitting

DETROIT, MICH., Friday.

Herbert Weil, Jr., formerly in the radio jobbing trade in New York, and well known in the radio industry throughout the East, is now associated with the People's Outfitting Co., large furniture department store of this city. The People's Outfitting Co. has a large radio department.

Color of Metals in Radio Power Tubes Important, Says Sylvania Engineer

Emporium, Pa., Friday.

It is a well known scientific fact that black surfaces radiate heat more readily than bright surfaces, and this fact has been taken advantage of in many ways, says Roger Wise, chief engineer of the Sylvania Products Co., this city. An example is the thermos bottle, which is provided with a silvered surface to prevent radiation of heat so that the contents may be kept warm. Mr. Wise said in part:

"A more recent application of this principle is found in the design of power amplifier and rectifier tubes. The user who has occasion to touch tubes after they have been in operation in the set for a time will realize that a large amount of heat is developed in the tube, resulting in the bulb becoming quite hot. The metal parts become extremely hot, and special precautions must be taken to get rid of this heat in order to prevent damage to the filament, melting of the metal parts, or similar troubles.

"By replacing the ordinary bright nickel plate as used in smaller tubes with blackened nickel plates, the ability to radiate heat has been increased very greatly, and the tube operates at a safe temperature for long life and satisfactory performance. All of the larger tubes such as the SX-245 and SX-280 are provided with this type of plate.

"An interesting contrast is seen in the laboratory when the SX-250 is made up with bright nickel plates and compared under the same operating conditions with a tube made up with black plates. The bright plates become red hot long before the black plates show the slightest glow of redness."

Majestic Products, Inc., Buys Jobbing Franchise From E. S. & E. Co., Inc.

ALBANY, N. Y., Saturday.

The Majestic radio distributing franchise formerly controlled by the E. S. & E. Co., Inc., 278 Broadway, has been sold to Majestic Products, Inc., 90 Hudson avenue, this city.

Majestic Products, Inc., with H. V. Barrows as vice-president and general manager, will distribute the products of the Grigsby-Grunow Co. throughout the entire Albany territory.

Mr. Barrows is enthusiastic over the 1930 "Prosperity Models" featuring the Coltura dynamic speaker.

40 Radio Set Makers Represented at First Jersey Radio Exhibit

The recent Hudson County Radio Show, held under the auspices of dealers in that territory, comprising Jersey City, Bayonne, Hoboken, Union City, North Bergen, ended auspiciously recently. It was the first radio show held by the associated retailers.

The Armory Radio Salon, Jersey City, housed the exhibit, and 40 makes of radio product, displayed under jobber supervision, were on hand.

Personals

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York, left on Thursday on a middle-western tour.

H. R. Harris, assistant radio sales manager of the Gulbransen Co., visited his company's wholesalers in Missouri and Tennessee last week.

Frank F. Paul, general sales manager of the United Air Cleaner Co., Chicago, is expected back at the factory this week after a visit to Detroit.

Polk C. Brockman, head of James K. Polk, Inc., southern radio distributing firm with headquarters in Atlanta, Ga., was a visitor in New York last week.

Gilman Anderson, assistant radio sales manager of the Gulbransen Co., Chicago, called on Gulbransen distributors throughout New York state last week.

Major Herbert H. Frost, president of the Utah Radio Products Corp., Chicago, spent the latter part of the week in Philadelphia visiting the Utah-Eby division officials.

Fred Wellman, sales manager of the radio division of the Gulbransen Co., has returned to Chicago headquarters after a trip through the eastern trade centers.

J. S. Dagney, lately appointed sales manager of the Decca Disc Phonograph Co., Waynesboro, Penn., was a visitor in New York last week, stopping at The New Yorker.

"Bob" Kelly, former executive secretary of the Talking Machine & Radio Men, Inc., has recovered from an illness which kept him under a physician's care for three weeks.

Paul Ware, of the Ware Manufacturing Corp., New York radio manufacturing concern, is at his office again after having recovered from a severe siege with pneumonia.

Arthur A. Trostler, sales manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co., Chicago, is expected for a visit in the New York market this week.

Louis Halperin, "the grand old man of the talking machine industry," returned to the New York offices of the Halperin Distributing Co. last week after a trip through the West.

Don Mackenzie, of the cabinet manufacturing firm of Hawley & Mackenzie, is once more "doing business at the same old stand" following a middle western and southern sales trip.

Dave Slobodien, head of the Apollo Radio Co., Newark, N. J., distributor for Crosley radio, has returned to headquarters following a visit to Cincinnati, home of the Crosley Radio Corp.

Vernon W. Collamore, newly-appointed sales manager of the Radiola division of the Radio Corp. of America, is spending the middle of this week at Camden, N. J., manufacturing headquarters.

John M. Dean, head of the Putnam,

R. F. BENSINGER HEADS THIRD GENERATION OF HIS FAMILY IN BRUNSWICK RADIO AFFAIRS

CHICAGO, ILL., Friday.

Eldest in the third generation of Bensingers to take a high administrative position in affairs of the Brunswick-Balke-Collender Co., of this city, is Robert F. Bensinger, vice-president of the concern and whose father and grandfather have been president of the organization during the greater part of their business careers. The nestor of the second generation, B. E. Bensinger, incumbent president, after nearly forty years' affiliation with the Brunswick institution, in point of vigor and broad grasp of business fundamentals, appears to be not far into the forties in fact but his long career may be accounted for in that he, like his two sons, was in very early manhood when he entered the company.

Robert F. Bensinger joined the Brunswick executive staff ten years ago and has followed the parental method of learning the business literally from the ground up. Production, distribution and finance each in turn have been inculcated into him with solid precision, so that in the vice-presidency now he is his dad's right-hand man and has won the friendship and respect of Brunswick men wherever the pioneer organization extends. Young Mr. Bensinger possesses international knowledge of commercial practices and conditions,

Conn., needle manufacturing division of the General Phonograph Mfg. Corp., was in New York last week from Putnam, Conn., for a day with Vice-president Allan W. Fritzsche.

Joseph E. Rudell, who recently established a manufacturers' representative organization in Toronto, Can., paid a visit to several of his friends in the manufacturing business in the Gotham area last week.

Harry G. Russell, chivalrous Eastern district radio manager for the American Bosch Magneto Corp., writes from Havana, "Radio? Well, not now. Golf? Yes, a little. Fun? Lots of it." Draw your own conclusions.

D. W. May, president of the five Philco distributing organizations that bear his name, is varying his activities between New York, Newark and Boston, the last-mentioned city being the home of the latest May-Philco company.

Verne K. Tremblett, "Voice of the Air" specialist for the Grigsby-Grunow Co., Chicago, writes "The Trade's Only Weekly" from Havana that he is "looking into radio conditions in Cuba. The reception at the track was good yesterday." Horse, or dog?

Joseph C. Mayers, treasurer and sales manager of the Stettner Phonograph Corp., New York, via postcard from Atlantic City, N. J., reports that he encountered James J. Davin, sales promotion manager of the Grigsby-Grunow Co., Chicago, strolling Majestically on the Boardwalk.

Herbert A. Brennan, vice-president of the Stromberg-Carlson radio sales agency of Gross-Brennan, Inc., New York and Boston, writes from Havana, Cuba, that no discounts for cash, free service or free installation are procurable in the Pearl of the Antilles, adding that "they soak you the limit and make you like it."



R. F. Bensinger

having traveled abroad many times, and the keen insight he has exhibited when action was needed has attracted highly favorable comment from men considerably his senior in years on the company board. A younger brother of his, Edward Bensinger, entered Brunswick ranks last year on his graduation from Yale University.

Essex Distributing Reports Acceptance Of New Fada Model 40

Newark, N. J., Monday.

Officials of the Essex Distributing Corp., 40 William street, this city, exclusive distributor in New Jersey for F. A. D. Andrea, Inc., Long Island City, N. Y., are highly enthusiastic over the acceptance by the Jersey trade of the new Fada model 40 recently introduced.

"The new Fada 40 represents the outstanding offering of Fada's decade of experience in the design and manufacture of radio apparatus," Harry Lippe, president of the local wholesale firm, said today. "The new model 40 is a screen grid console set with dynamic speaker, an automatic station finder and indicator and a special tone character adjustment control," Mr. Lippe declared. "The station finder and indicator is automatically illuminated as the tuning dial is turned and shows the call letters of stations which had been previously selected and logged by the user. A new quality permits instant adjustment of tone character to suit the individual taste of the user and can also be used to minimize interfering noises in bad reception locations."

The Essex Distributing Co. was established in 1908 and has been a Fada jobbing firm for years. F. A. Rose is vice-president of the company.

R. H. McMANN TAKES ON EVEREADY TUBES

R. H. McMann, Inc., New York radio distributing organization, has taken on Eveready-Raytheon tubes and Eveready batteries, and flashlight lamps, products of the National Carbon Co., New York.

H. A. Linde, Triangle Head, Reports Fine Sale of New Fada 40

Since the introduction of the new Fada console model 40 to metropolitan dealers at the recent Triangle Radio Supply Co., Inc., luncheon at the Pennsylvania hotel, retailers throughout the New York area have been featuring this latest product of F. A. D. Andrea, Inc., Long Island City, Herman A. Linde, president of Triangle, reported Monday. This newest Fada set, which incorporates an automatic station finder and indicator, lists at \$260, less tubes.

"Ever since our introductory luncheon meeting, which was attended by some Fada 250 dealers, scores of retailers have been featuring the new model 40, and resulting sales have been more than satisfactory," Mr. Linde stated.

"Fada has been in the quality set manufacturing field for ten years and it is only natural that the Fada 1930 model should be a leader in its field. A survey conducted during the past two weeks reveals that the set is enjoying an unusually fine sale and that its many new features have caught the eye of the radio buying public."

The Triangle Radio Supply Co., Inc., with headquarters at 381 Fourth avenue, New York, is exclusive Fada distributor in the metropolitan area.

CeCo Executives Visit Firm's New York Offices

Ernest Kauer and Ed. T. Maharin, president and vice-president, respectively, of the CeCo Mfg. Co., of Providence, are visitors in New York this week. Both executives are making their headquarters at the New York offices of the CeCo company at 15 Laight street. Business in the metropolitan territory for the CeCo company is reported to be on the upgrade with many new accounts featuring the CeCo line of radio tubes.

Activity at the Providence factory has been increasing during the past few weeks during which production has been stepped up considerably. The engineering and research departments, under the supervision of N. O. Williams, chief engineer of the company, has been active in improving and perfecting various model tubes which will eventually bear the CeCo trade-mark.

H. A. Brennan Saw Sharkey Hip Slap

Following his usual winter holiday in Florida and Cuba, Herbert A. Brennan, vice-president of the Stromberg-Carlson radio sales agency of Gross-Brennan, Inc., arrived in New York Monday with the first eye-witness account in the industry of the Scott-Sharkey boxing match at Miami. "It is a mystery why I, with my old Swedish ancestry, should pay \$25 a seat to see a Lithuanian sock an Englishman on the sciatic nerve or anywhere else," said Mr. Brennan, "but I allocated the expense, \$12.50 for the scenery and \$12.50 for the preliminaries. If Sharkey did hit Scott on the hip, it was probably because he wanted to see whether Phil had brought anything over from Cuba besides sunburn."

STANDARD BECOMES SOLE VICTOR JOBBER AT PITTSBURGH

[Special to THE WEEKLY]

PITTSBURGH, Pa., Friday.

By appointment of the RCA-Victor Corp., the Standard Talking Machine Co. of this city has become sole distributor of Victor radio and talking machine products in the Pittsburgh market, eliminating representation by two houses, and earlier, by three concerns, of the Victor line in this territory. Negotiations in the matter were concluded during a visit last week to Camden, N. J., headquarters of the Victor interests, of Joseph C. Roush, founder and president of the Standard company and Mr. Roush today expressed immense pride in the appointment of the Standard organization for the important tasks which confront it.

The Standard company was one of the first exclusive talking machine wholesalers in the Alleghany mountain region, established by Mr. Roush more than twenty-five years ago and becoming from the beginning practically a successful unit in the marketing of product of the old Victor Talking Machine Co. With the advent of radio, the firm was among the first in Victor circles to see the propriety of the new line in the music field, first becoming a Freed-Eisemann distributor and later for several years operating broadly with the Sparton line, made by the Sparks-Withington Co., Jackson, Mich. Last season with the advent of Victor radio, Victor product became the sole item in the Standard representation.

Mr. Roush is one of the best-known business men in Pittsburgh, a member of the Chamber of Commerce and Rotary club here and possessing substantial interests in various fields of investment. He was for a term president and held several lesser offices in the old National Association of Talking Machine Jobbers. The general manager of the Standard company is Wallace Russell, for years past associated with the concern and considered to be one of the foremost Central Western authorities upon the sale and promotion of Victor product in all its details. The appointment of the Standard company as sole Victor wholesaler here becomes effective March 1.

JOSEPH H. MAYERS AND WIFE CELEBRATE 21st WEDDING JUBILEE

Joseph H. Mayers, treasurer and sales manager of the Stettner Phonograph Corp., Brooklyn manufacturer of the Stenola line of radio sets and cabinets, and Mrs. Mayer spent the past week in Atlantic City, N. J.

The week marked the twenty-first anniversary of the Mayerses and was fittingly observed by a respite from Mr. Mayers' arduous tasks as executive in the Stettner organization.

RADIO RETAILERS' BANQUET MARCH 16

The Radio Retailers Association, Inc., will conduct its second annual banquet, entertainment, dance and radio style show at the Hotel Pennsylvania, New York, on Sunday evening, March 16. According to Irving E. Cohen, chairman of the committee, a capacity attendance is expected.

UNIVERSAL RADIO CO. SPONSORS ONE-DAY COURSE FOR PHILCO DEALERS' SERVICE MEN



Philco Dealers' Service Group at Concourse Plaza

What is considered to be probably the largest aggregation of dealers' service men sponsored by a metropolitan New York radio wholesaler was held recently under the auspices of the Universal Radio Co., exclusive distributor of Philco radio in Bronx, Westchester, Queens, Nassau and Suffolk counties. The event was staged at the Concourse Plaza, Bronx, and brought together service men from every part of the territory served by Universal.

The conclave was the first of a series of one-day training courses sponsored by the wholesale company in co-operation with the Philco factory for the purpose of more thoroughly familiarizing dealers' service staffs with the many features embodied in the Philco chassis.

N. A. Stammers, chief of the Uni-

versal service department and an engineer of note, presided at the morning and afternoon sessions and explained in detail the various features built into the Philco, such as sturdiness of construction, efficiency of circuit, uniformity in production, close inspection, etc.

Another speaker was R. Schnader, Philco factory service engineer, who pointed out that a number of service calls can be eliminated by the proper initial installation at the consumer's home.

Following the morning session a luncheon was served in the Oak Room of the Hotel.

A. Stanley Simons, popular executive of the Universal Radio Co. and Joseph Abrahamson, Philco factory representative, expressed themselves as being highly pleased with the success of the venture.

CAPTAIN WM. SPARKS SEES VAST MARKET OPENED BY NEW SPARTON CONSOLE MODEL

Jackson, Mich., Thursday.

Development of a new radio instrument, which Sparton engineers pronounce one of the most remarkable accomplishments in the history of radio was recently introduced by the Sparks-Withington Co., this city. It is the new model 589, at a price materially below that of any previous Sparton console. A statement by Captain William Sparks, president of the organization attaches unusual significance to the presentation of this new model.

"A year ago," says Captain Sparks, "I told our engineering department that Sparton standards of construction and reception must be brought within the means of millions who were limited in what they could pay. I told them that the public looked to Sparton to do that very job. I placed at their disposal every resource of radio and mechanical science, and they have completed the task.

"Bringing into use the experience accumulated through thirty years of development of fine electrical products, these men have produced what I regard as one of the world's outstanding accomplishments.

"The new Sparton Model 589 is first of all a true Sparton, with every quality of musical richness that led to the present favoritism for Sparton among

music lovers. The price has been attained through manufacturing economies purely, with no sacrifice whatever of Sparton standards.

"Several important new features have been added in these new instruments. Chassis refinements have made it one of the most selective of sets. It has fine volume, and perfect control of this volume makes it all usable.

"Before this Sparton model was placed on the market it was tested out in every section of the country and with particular care in some sections where reception is known to be difficult.

"The tests were devised at the factory. Field engineers carried them out at every point where conditions are known to be different from any other. These tests involved not only simple performance, but also the collection of data on reception with a variety of different lengths, degrees of sensitivity, distance-getting qualities, and even the effect on tone by varying weather conditions.

"Then comparative tests were made. The performance of many other instruments under the same conditions were studied, and compared with the set undergoing test.

"Many startling facts were brought out, and they were a vital factor in the development of an instrument that gives the best in reception, regardless

SELCO, INC., NAMED BRUNSWICK JOBBER IN CINCINNATI, DAYTON

CINCINNATI, O., Friday.

Under the firm name, Selco, Inc., Howard Sellers, former manager of the Radio Panatrop division of the Brunswick-Balke-Collender Co. branch, here, and W. M. Purnell, formerly in charge of the record division, have taken over the distribution of the Brunswick radio, radio-Panatrop combined and Brunswick records in Cincinnati and Dayton territory. The Brunswick branch here has been discontinued in accordance with the new distributing policy of the company.

Expressing confidence in the future of the radio business, and realizing the value of the Brunswick franchise, Messrs. Sellers and Purnell formed the new company. The headquarters of the old Brunswick branch, 708 Broadway, Cincinnati, will be retained.

According to Mr. Sellers, dealers may expect all consideration and service extended in the past, and in addition a program more flexible than was possible as operators of a factory branch.

Price Music Shop Adds Electrolux Product

Tampa, Fla., Monday.

The M. L. Price Music Co., 520 Tampa street, here, prominent among local radio-music retail organizations, has taken on the Electrolux gas refrigerator line, product of Servel, Inc.

According to the Price company, the Electrolux offers many advantages toward efficient operation, included in which is its permanent noiselessness, inexpensive operation, indefinite life, and the fact that its mechanism is controlled solely by gas.

Receiver Appointed for Robt. Findlay Mfg. Co.

David L. Klein was appointed receiver last week for the Robert Findlay Mfg. Co., Inc., 1027 Metropolitan avenue, Brooklyn, maker of radio furniture. Judge Campbell set bond for the receiver at \$3,000. A petition in bankruptcy was filed against the Findlay company on February 25.

of location, physical conditions and climate.

"The cabinet itself is noteworthy. Of the open-console type, it is imposing in size and its craftsmanship and design fit it perfectly into any common scheme of decoration.

"This new model is not replacing any in the present Sparton line, being rather an enlargement of the line. Other Sparton models will continue as at present for those who want more elaborate instruments, and for the thousands who have already selected the Sparton they expect to own in the future. The Model 589, however, will aid millions of homes to the market for the type of music upon which the popularity of Sparton was built."

Working in day and night shifts, the Sparton plants have been making large rail shipments of the new set, every day for weeks to distributors at more than one hundred points.

SPARTON RADIO

*Metropolitan
Distributor*

McPHILBEN- KEATOR, Inc.

17 West 60th Street
Columbus 4470-1
NEW YORK, N. Y.

68 34th Street
Sunset 3516-7-8
BROOKLYN, N. Y.

A STRAIGHT LINE

IS THE SHORTEST DISTANCE
BETWEEN TWO POINTS . . .

SPARTON RADIO

OFFERS A STRAIGHT LINE AND
THE TWO POINTS ARE . . .

SALES and PROFITS!

Your franchise is your arrow
—follow it to its goal ☞ ☞

B U S H W I C K DISTRIBUTING CO., Inc.

17 West 60th Street
Columbus 2818
New York, N. Y.

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

Western Music Trades' Convention Plans Being Concluded by Committee

SAN FRANCISCO, CAL., Thursday. Committees handling the arrangements for the Western Music and Trades convention to be held in this city on June 25 and 26 report that they have already concluded arrangements for the appearance at the conclave of some of the best known entertainment available on the Pacific coast.

Although the Wednesday program has not yet been released, the Atwater Kent Follies and RCA dance orchestra have been booked for the Thursday affair. The A-K Follies, well known here through their appearance at Pacific coast Atwater Kent conventions, will present their entire revue during the banquet. This revue is being brought to the convention through the cooperation of the Atwater Kent Mfg. Co., and the Pacific coast distributors, Sunset Electric Co., Portland, Seattle and Spokane; Ray Thomas, Inc., Los Angeles, and Ernest Ingold, Inc., this city.

The RCA orchestra will furnish the dance music on Thursday evening, and will be present with the compliments of the Radio Corp. of America.

The H. R. Curtis Co., local Sparton distributor, will furnish the table decorations for the banquet together with the menus.

Francis E. Stern Made Sales Manager of Firm Of Which He Is Head

HARTFORD, CONN., Monday.

Francis E. Stern, president of Stern & Co., radio distributing organization of this city, at a meeting of directors of his company, was appointed general sales manager, succeeding Frank G. Macomber, who last week assumed the sales management of the Crosley Radio Corp., Cincinnati, O. Effective March 1, Alatau T. Wilder, for the past five years with the National City Bank, New York, will become secretary and assistant treasurer of the Stern company, it was stated here today.

Initial dealer reaction to the Silver-Marshall radio set line which Stern distributes has been very satisfactory, Mr. Stern said. The Chicago manufacturer has shipped to Stern a carload of \$135.00 three screen-grid tube sets, created exclusively for sale in this territory.

L. RUE TO QUIT BANK, WAS VICTOR DIRECTOR

PHILADELPHIA, PA., Friday.

Levi L. Rue, a former director of the Victor Talking Machine Co., and present chairman of the board of the Philadelphia National Bank, will retire from the banking institution on July 14, his seventieth birthday, after serving the bank for fifty-two years.

He joined the bank as a stenographer in 1878, and rose to the presidency in 1907. Following a merger in 1926, he was elected chairman of the board and was re-elected in 1928. Mr. Rue began a leave of absence on Tuesday which will terminate with his retirement in July.

Mr. Rue is head of the Philadelphia Clearing House Association and a director of the Pennsylvania Railroad and several other companies.

DeForest Reduces List Prices Up to 35% on Popular-Type Audions

Officials of the DeForest Radio Co., Passaic, N. J., last week announced reductions up to 35 per cent. in the list price of popular types of radio tubes, due to the perfection and operation of automatic high-speed production machinery. The new prices went into effect Tuesday, February 25, with the saving in production cost being passed on to the radio consumer.

The price reductions just announced represent one of the most drastic cuts in tube prices in the history of the radio industry. In past years there have been slight reductions due to improvements in production methods, but none has reached the scope of those effective February 25, according to an official of the company.

James W. Garside, president of the DeForest Radio Co., stated that the new automatic high-speed production units, designed and owned exclusively by the DeForest organization, have brought about the sweeping downward revision in the prices. These units include radically new sealing, exhausting, basing and testing equipment, with approximately seven times the hourly capacity of the conventional machinery heretofore considered standard, he said, adding that the DeForest organization makes practically all its parts, including welds, oxide-coated wire, plates, grids and so on, as contrasted with the usual practice of purchasing parts from outside sources. It was pointed out that the reduced list prices in no way affect the high quality established for DeForest audions, with the organization continuing to market only one grade of tubes.

In making the announcement the DeForest company points out that the production economies are being passed on to the trade in the case of eight of the sixteen standard types, as follows:

Type	Purpose	Old Price	New Price
410	Power Amplifier	\$ 9.00	\$ 8.00
422	D.C. Screen - Grid Amp.	4.50	4.00
424	A.C. Screen - Grid Amp.	4.00	3.00
427	A.C. Detector - Amplifier	2.50	2.00
445	A.C. Power Amplifier	3.50	2.50
480	Full-Wave Rectifier	3.00	2.50
481	Half-Wave Rectifier	7.25	6.50
450	Power Amplifier	11.00	10.00

Apollo Executives Off On European Visit

Fred M. Goldberg, an executive of the Apollo Radio Corp., Newark, N. J., accompanied by Mrs. Goldberg, last week sailed for a two-month visit to foreign lands, aboard S. S. "Bremen."

The Apollo Radio Co. is exclusive distributor in northern New Jersey for the Crosley Radio Corp., Cincinnati, O.

J. D. Lindsay New Sales Head for Johnsonburg

JOHNSONVILLE, PA., Thursday.

J. D. Lindsay has been appointed sales manager of the Johnsonburg Radio Corp., local radio tube manufacturing firm. He succeeds Burton E. Ebert.

“**I** SENT *our engineers*

from coast to coast and made them

prove their amazing claims””

THEY took Model 589 into twenty states. They tested it in hotel rooms and in university laboratories, in city apartments and suburban bungalows, in Northern Canada, in Maine and in California. They placed it side by side with every well known radio made.

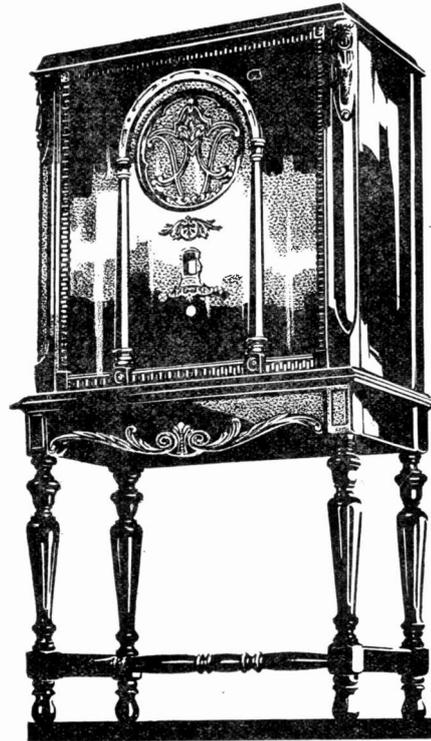
So NOW, when we say that the New Sparton sets a new high mark of radio value and performance we mean just that, because we KNOW that we are offering one of the most remarkable distance-getters ever built. We know that its ability to cut through high-powered local stations to far away outside points has amazed radio experts from coast to coast. We know that Radio's Richest Voice and FACE-TO-FACE REALISM have been preserved with all their thrilling beauty. This remarkable model is the lowest priced console Sparton ever made.



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

W. E. Sparks

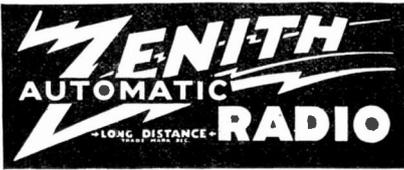
President—General Mgr.
 The Sparks-Withington Co.



The NEW SPARTON
 10-TUBE Model 589

(430)

THE *New* SPARTON
 “Radio's Richest Voice”



the ONLY Loop Set on the market

MODEL
64
SUPER
ZENITH



Ask about this Sales
and Profit Leader . .

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

SAFE!

We know of no other make
of radio for which deal-
ers are clamoring, except



*The Best Buy for the Money Is
Always the Best that Money Can Buy*

MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State and Connecticut

Bogardus 0280-1-2-3-4-5

1225 Broadway New York, N. Y.

IN 1930

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TRILLING & MONTAGUE

Wholesale Radio Merchandisers

N. W. Cor. 7th & Arch Sts., Phila. Pa.



**MILWAUKEE DEALERS,
JOBBER OPTIMISTIC
OVER SPRING OUTLOOK**

MILWAUKEE, WIS., Friday.

Radio dealers and distributors in this territory are optimistic regarding prospects for the Spring season. Distress merchandise is rapidly decreasing and no doubt will be totally disposed of within the next few weeks.

A Majestic radio is being used on the Wisconsin Good-Will Tour train, which left Madison last Sunday for the southern part of the United States. The set is hooked up with a speaker in each car, and possesses an attachment enabling it to serve the purpose of an amplifier whenever the occasion arises. The object of the tour is to advertise Wisconsin products. During the past two years similar tours have been sponsored. When this group returns to Madison on March 9, Wisconsin products will have been shown in fifty-nine towns and cities in twenty-six States, covering a distance of more than 12,000 miles, the total mileage for the three tours. It is estimated that approximately 46,000 people viewed the exhibits in 1928 and 1929. Arrangements have been made to broadcast from several radio stations in the South, including KTAT of Fort Worth, KTSA of San Antonio, KWWG of Brownsville, KTRC of Houston, WMC of Memphis, WGSU of New Orleans, and KGFI of Corpus Christi.

The Badger Radio Corp., distributors of Majestic radios in the State of

Wisconsin, used a full page in colors in a local daily on February 26 to advertise the fact that of all the sets in use in Milwaukee county every eighth one is a Majestic. The figures are quoted from an exhaustive and impartial survey of the Greater Milwaukee radio market recently completed by a Milwaukee newspaper. Model 102, the radio-phonograph combination in English design cabinet, is featured in the ad.

Miss Jane Thornton, of the record promotion department of the RCA-Victor Co., Camden, N. J., is spending several weeks in this territory co-operating with local dealers to help them increase disc sales. Miss Thornton reports that merchants in and about Milwaukee are doing a lucrative record sale and that indications are that this type of business will increase materially during 1930. Such recordings as "The Rogue Song" have done much to stimulate sales, it is said.

The North Central Distributors, Victor wholesalers in this State, report that the sale of radios has been unusually brisk during the month of February. On Tuesday, March 11, the Victor Record Girls' Club will celebrate its third anniversary in an appropriate manner. This club was organized by Mrs. Holtz in 1927.

Philco, Atwater Kent and Radiola are selling steadily at the present time, according to Flanner Hafsoos Music House, on Broadway near East Wisconsin. Instrument sales are said to have been fairly brisk since the first of the year.

The Interstate Sales Co. reports that Bosch and Star Raider sales are fairly good for this time of the year.

—E. S.

ATWATER KENT RADIO

You've seen them come
you've seen them go—
but look at Atwater Kent!



Where is this one now?

Four years ago this make of radio was heralded as the success of the century... It is no longer manufactured.



...and this one?

Three years ago this make of radio was threatening to "clean up the market"... It is no longer manufactured.



...and this one?

Two years ago this make of radio was regarded as so exciting that many dealers took it on, "just to be on the safe side"... It is no longer manufactured.



...and this one?

Last year there was quite a flurry over this make of radio... Today it is on the bargain counter—no longer manufactured.

AND ALL THE TIME—yes, for *eight years*—Atwater Kent Radio has steadily moved forward, in sales, in good-will, in resources, in stability as merchandise, in profits for merchants.

No overstocking. No dumping. No orphans in this line. **PROGRESS**—always **PROGRESS**, month after month, year after year. **PROGRESS** and **PROFITS**.... Stabilize your business with Atwater Kent for 1930!



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, adaptable to any room in any home. **\$109**

Less Tubes. Prices slightly higher west of the Rockies and in Canada

ON THE AIR—Atwater Kent Radio Hour—Sunday Evenings, 9:15 (Eastern Time), WEAf network of N.B.C. Atwater Kent Mid-Week Program—Thursday Evenings, 10:00 (Eastern Time), WJZ network of N.B.C.

Capehart *Announces*

The AMPERION

A new line of models, just announced, at *new low prices*. Plays 10 to 18 standard records on both sides—20 to 36 selections—turning and changing the records automatically and continuously without attention.

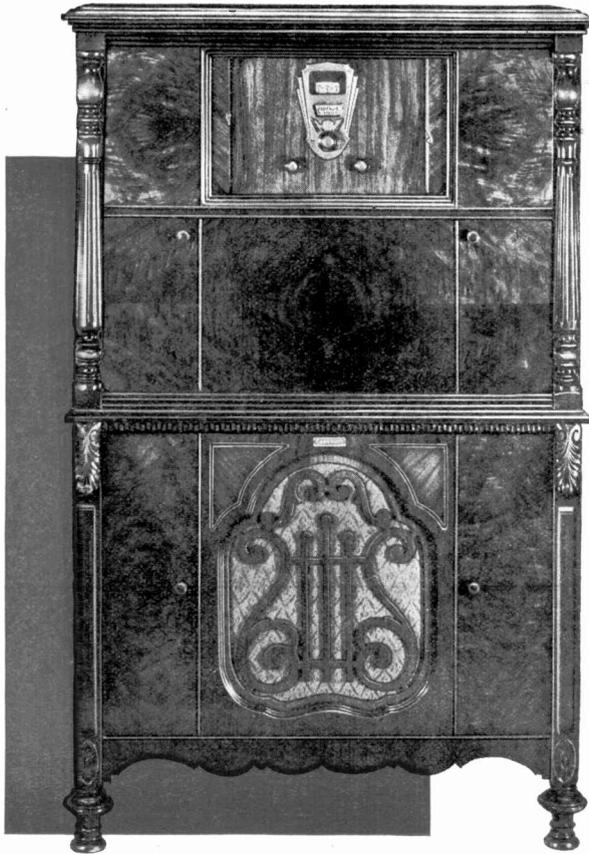
Superb tone, adjustable in volume to any requirement. Electrical amplification. Electro-Dynamic Speaker. Magnificent cabinets of superior design and craftsmanship.

COMMERCIAL MODELS

Choice of models for public establishments, large halls and auditoriums. *With or without coin operated attachments.* With or without RADIO in combination.

HOME MODELS

Choice of models with or without Radio combination, housed in exquisite cabinets of fine woods.



The ORCHESTROPE

The De Luxe Capehart line. Plays 28 standard records on both sides—56 selections—turning and changing the records automatically and continuously without attention.

Three stages of electric amplification and an Electro-Dynamic Speaker produce the famous Capehart Tone. Superb cabinets of finest design and workmanship.

COMMERCIAL MODELS

Choice of models for every indoor or outdoor requirement. *With or without coin operated attachment.*

HOME MODELS

Cabinets of modern design, costly woods and very finest craftsmanship.



Orchestrape for the Home—a triumph of cabinet work



Amperion Super-Auditorium Model with twin speakers



Amperion Club Model continuous playing phonograph



Amperion combination Radio and Phonograph, for commercial use



Orchestrape Auditorium Model for large halls



Auxiliary Speaker, Console style for use with all Capeharts

the AMPERION

a Companion Line to the ORCHESTROPE at

NEW LOW PRICES

THE instrument you have been waiting for is here—the Amperion by Capehart, a new companion line to the Orchestrope, which sweeps away price resistance in the automatic phonograph field.

BIGGER PROFITS *than ever* in AUTOMATIC MUSIC

The Capehart Amperion line opens up a tremendous, untouched market. Capehart dealers, handling the Orchestrope alone, have been piling up profits of \$2,000 to \$11,000 a month. Now with the Amperion in addition at new low prices, opportunities for profits are *many times as great*.

A Model for Every Price and Purpose

The Capehart line—Orchestrope and Amperion—now fulfills at the right price, every conceivable demand for automatic music. The small shop, the magnificent hotel, the intimate restaurant, the large amusement hall, the outdoor park, or the luxurious home—for any of these—the Capehart dealer will have a model to suit the purse and purpose exactly.

Big 1930 Advertising Campaign

The biggest national advertising campaign ever attempted in the automatic phonograph field will announce the Capehart line to the public this year. Advertisements in the Saturday Evening Post, Collier's, House Beautiful and other home mediums; in restaurant, hotel and other commercial papers. A direct mail campaign to hundreds of thousands of prospects. Selling helps for dealers—a liberal Finance Plan—everything to make a most complete advertising, merchandising and selling plan for Capehart dealers.

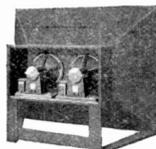
Capehart AMPERION-ORCHESTROPE



Amperion Club Model with combination Radio and Phonograph



Orchestrope Park Model for outdoor use



Double Unit Park Speaker for outdoor installations

PLAYS RECORDS CONTINUOUSLY *on Both Sides* Without Attention

A complete line of automatic Phonographs such as has never been available to the public before. Without a doubt, the Capehart Franchise offers to dealers the most sensational proposition in the music field today.

Mail Coupon or Wire

With the introduction of the Amperion line, Capehart is extending its dealer organization to serve a greatly increased market. New dealers are wanted who can measure up to the splendid possibilities of this line. No wide awake dealer should fail to post himself now on what the Capehart Franchise will mean in his territory. We have prepared a complete portfolio which tells the full story, including actual records of dealers and users and full descriptions of Capehart models. Send the coupon—or, better still, wire at once for your copy. Please act without delay before the valuable Capehart franchise in your territory has been awarded.

The Capehart Corporation
Fort Wayne, Indiana



The Capehart Corporation
Dept 4863, Fort Wayne, Ind.

Please send, without obligation, your dealer's portfolio telling full details of the Capehart Dealer's Franchise and descriptions of the full Capehart line.

Name _____

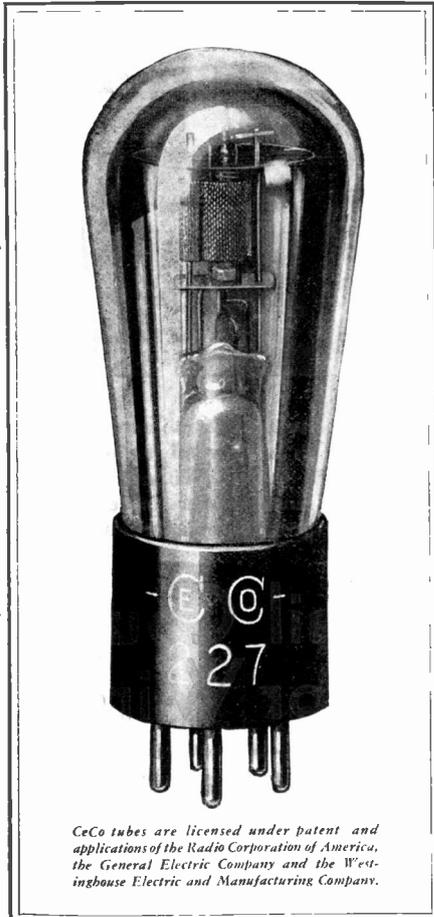
Address _____

City _____

State _____

A Promise of Tube Profits..

BACKED BY ACTION



CeCo tubes are licensed under patent and applications of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company.

THE CeCo 3½-acre, million dollar plant is turning out over 17,500 perfect tubes each day.

42 engineers are always busy testing CeCo tubes for clarity, tone and volume... 64 tests in all.

The U. S. government knows about CeCo quality... and uses thousands of CeCo tubes each year. 10,000,000 CeCo tubes

CeCo advertising is continuous and effective. Extensive advertising is supported by a tremendously popular radio program broadcast every Monday for 52 weeks over the Columbia chain of 22 stations. In one week 22,000 fans wrote CeCo. We suggest you tune in on your local Columbia chain station next Monday at 8:30 p. m. Eastern Standard Time.

CeCo MANUFACTURING CO., INC., 1200 Eddy Street, Providence, R. I.

CeCo RADIO TUBES

SOUTHERN CALIFORNIA RADIO DEALERS LOOK HOPEFULLY TO SPRING

LA MESA, CAL., Thursday.

This year radio business outside the so-called key cities, in places of five to twenty thousand population, and upwards, but less than a hundred thousand, is shaping up with an entirely new spirit in the trade.

Dealers are found who have become firmly established, have a following with the public, have confidence in their connections with the jobbers and manufacturers, and apparently consider that in radio they have found their life work and business opportunity to build up a substantial position for themselves.

The contraction in the number of available agencies has caused retailers to view their franchises as fundamental assets. Lots of dealers will work harder to hold a franchise than they will to make a certain sum of money in a month. And this is reasonable, for the time is at hand when the loss of a franchise may mean retirement from the business, and is almost sure to involve difficulties in making a change.

Salesmen for jobbers and manufacturers are proceeding along cooperative lines. Loading a dealer up and leaving him to struggle out as best he can is rated about the same all through the trade. A sound and aggressive dealer connection is the first essential of a continuing business in each community.

The trade is advancing along lines of mutual respect, confidence, understanding and good-will. And everybody is digging away at the job of selling radio.

Dealers in southern California suburban and rural trade centers have a favorable situation in so far as a good proportion of their residents are people of means, but living quietly, to whom entertainment in the home is a necessity. But they are slow and cautious buyers; and there is evidence in the back rooms and basements of most radio stores that customers show ample ability to trade.

John H. Martin, manager, La Mesa Radio & Appliance Co., says short demonstrations are as practical in suburban territory as in a metropolitan city. The only circumstance which justifies leaving a radio out unsold more than two nights is a run of poor reception conditions. There are too many live prospects to justify a salesman spending over 24 hours on a demonstration. Experience shows that where a deal hangs fire beyond the second night, interest declines, and the sale is usually lost. He has built up his personal production by making it a rule to find out the financial circumstances of an inquirer, where he gets his money, what he is buying on time. From many he gets the contract the first night the set is in the home; if it is not closed the second night, out comes the set. Giving a slow thinker a three day demonstration loses the salesman opportunities to run two additional demonstrations. Pressing firmly for a quick close on every demonstration puts the law of averages to work for the dealer, and he makes his time, and the firm's cash invested in sets,

achieve a productive rate of turnover.

Dealers who have to make demonstration deliveries over unpaved roads lose a good many sales if service men are not cautious drivers. A sales manager remarks: "The kid mechanic who works for the average small town dealer can fix a set, all right, but he is inclined to neglect more vital things. It is important to have a radio sent out on demonstration in such shape that it requires no tinkering on the subscriber's premises. The way a service man handles the automobile is as important as any single feature entering into producing a high ratio of sales to demonstrations."

L. C. Gordon, 4 West Lookout, La Mesa, is a dealer who has been a consistent advocate of the one-line agency ever since he went into business. He concentrates on Radiola, has had this agency four years, and is the only Radiola dealer in La Mesa.

A. M. Proctor, proprietor, Chula Vista Radio Shop, 347 Third avenue, Chula Vista, is broadening out his record service, in connection with his line of Victor radio and combinations. His latest move is to make a study of the opportunities in his community to build up a trade in Mexican records, of which the Victor line contains so many fine numbers. He also is taking notice of the opportunities for business in Japanese records. With an active business in Radiola, Victor and Atwater Kent, Mr. Proctor is one of the radio dealers in this locality who realizes the importance of the growing recognition of the combination machine, which enables the dealer to attract buyers to his store for periodical replenishments of their record supply.

H. V. Bryant, proprietor, Bryant Electric Co., 299 Third avenue, Chula Vista, is concentrating on Majestic, working on the full line of new Colotura Majestic models, and getting the kind of response which indicates excellent prospects for the first half of the year on the new models. This store had fully cleaned up its stock of old merchandise when new models were announced, and lost no time starting promotion of the Colotura sets. As the Bryant store is one of the pioneer business establishments of this young but vigorous city, established 16 years ago, the fact that it is concentrating on a single line of radio is significant of the trend away from multiple agencies which is occurring amongst the stronger merchants on the West coast.

Dealers in California are paying much more attention than last year to radio programs and motion picture attractions. Even in the small town the idea of the tie-up is well understood by the trade, and salesmen who watch their opportunities trace an excellent proportion of new sales to interest aroused by popular artists.

E. W. Kinmore, proprietor, Kinmore Electric Co., 322 Third avenue, Chula Vista, has been prominent in the electric contracting field here for seven years. Feeling that he could no longer ignore the opportunity in radio, he has taken the local agency for Day-Fan.

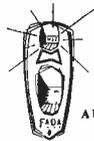
—S. F. PARKER.

**MR. & MRS. JACK MOSES
HAVE FAMILY ADDITION**
PITTSBURGH, PA., Thursday.

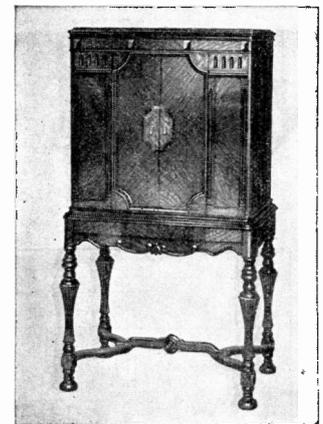
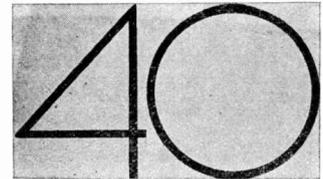
A baby boy was presented recently to Mr. and Mrs. Jack Moses of this city. Mr. Moses is proprietor of the Arcade Music Shop here. Homeopathic Hospital reports reveal that mother and baby are doing well.

NEW

FADA



AUTOMATIC STATION FINDER



CLOSED VIEW

Got the "blues"?—then remember business is still good for those who aggressively *sell* a quality product that is *profitable*. Read every word of the story of the New Fada 40, and place your sample order today!

The New Fada 40 has *nine* outstanding features:

- ★ Automatic station finder and indicator which flashes favorite stations in before your eyes at the turn of the dial, tuned to a hair with no more hunting for calibrations or kilocycles.
- ★ Highboy Gothic console cabinet with doors of diamond matched walnut, burl walnut panels, maple inlays and hand rubbed to an exquisite piano finish.
- ★ Revolutionary new tone character control minimizes interference in

shock areas and permits adjustment of tone to individual preference. ★ Three screen grid tubes in a radically improved tuned impedance circuit. ★ Full power dynamic speaker with high efficiency response over the entire broadcast scale. ★ Vibra control, that achievement of Fada engineers that eliminates distortion and reproduces programs with astounding realism. ★ Static shield to improve selectivity in areas affected by local broadcast stations. ★ The entire set, chassis, cabinet, and speaker is a perfect example of master craftsmanship. ★ Approved by the Underwriters Laboratories of the National Board of Fire Underwriters. ★ It is obvious that such a set as the Fada 40 must be built by precision methods of hand made manufacture—yet considering the value both to you as a dealer for easy, profitable selling and to the user in the performance value and beautiful cabinetry, the price is surprisingly moderate—\$260.00 without tubes. The price is slightly higher West of the Rockies, in Canada and for Export.



OPEN VIEW

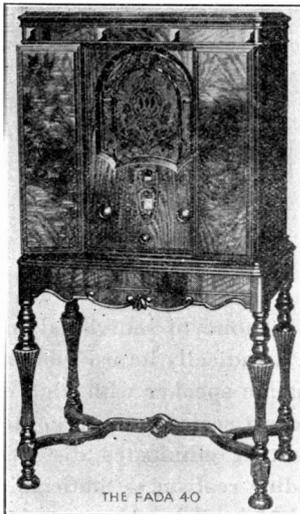
F. A. D. ANDREA; INC., LONG ISLAND CITY, N. Y.

FADA
Radio

NEW FADA 40

for

NEW JERSEY DEALERS



The New Fada Model 40 will open the way to greater profits this season. Pep up your business by featuring a quality product that will prove profitable - - both to your prestige and your bank balance.

The New Fada 40 represents the outstanding offering of Fada's decade of experience in the design and manufacture of radio apparatus.

Our merchandising co-operation, which embraces more than a score of years of service to the New Jersey retail trade, is available to you, Mr. Dealer.

Let our representative explain the advantages of Fada-Essex Service - - also the nine outstanding features of the

New Fada 40

ESSEX DISTRIBUTING CORP.

Established 1908

FORTY WILLIAM STREET

NEWARK, N. J.

FADA

THE RADIO ROUND-UP
Eliminates many manufacturers, but brings the
NEW FADA 40
a merchandised radio development

Ask our representative about the entirely original merchandising and financing assistance we are prepared to contribute, to lessen your current problems.

This FADA prize and the "hits" which will follow must prove that you can't go wrong with a dependable, reliable, long-established, well-financed, reputable manufacturer.

MORAL:
FOLLOW FADA—
THE
FOREMOST!



TRIANGLE

RADIO SUPPLY CO.

incorporated
381 4th AVE. NEW YORK

EXCLUSIVE METROPOLITAN FADA DISTRIBUTORS

NEW AMPERION MODELS INTRODUCED BY CAPEHART; RADIO-PHONOGRAPH INCLUDED

NEW INSTRUMENTS WILL SUPPLEMENT ORCHESTROPE

Wide Range of Models Included — Amperions Feature New Record Changing Device — Instruments Are for Commercial and Home Use — Combinations Have Screen Grid Radio Feature.

Fort Wayne, Ind., Monday.

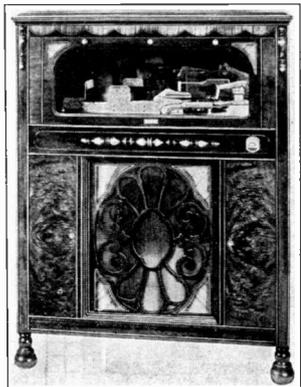
The introduction of the new Capehart Amperion models was the feature of the second annual national sales convention conducted last week at the Anthony hotel, by the Capehart Corp., this city. The Amperion line is a companion line to the Orchestrope at a new low price. The Orchestrope line



Capehart Amperion No. 120, a Club or Home Model Combination Radio and Automatic Phonograph.

will be continued in its entirety and with no change in price. A wide range of models is included in the Amperion line of automatic phonographs.

The record changing mechanism of the Amperion has a capacity of eighteen records on both sides, continuously and automatically, but will operate



Capehart Amperion, Commercial Model 100 With Latest Coin Equipment.

with as few as ten records in the magazine, it was said.

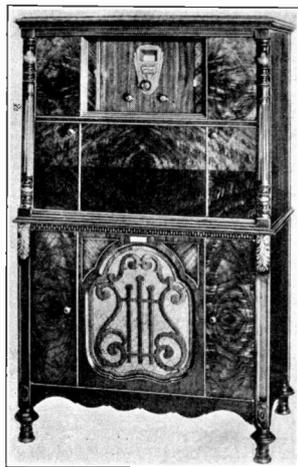
H. E. Capehart, president of the company which bears his name, declared that the main feature of the Amperion is the simplicity of its record changing mechanism, which is said to contain less parts than that of any other record changing mechanism of equal capa-

city on the market. There are only two places to oil and only two adjustments possible.

The Amperion line includes combination instruments incorporating the Amperion record changing chassis and the latest developments in screen grid radio. These combinations are available for both home and commercial use, the commercial models being furnished with or without coin control.

Model 140 of the new line is a home model combination with screen grid radio, and a record magazine fully accessible for program arrangement at all times, even when the instrument is playing. The cabinet of this instrument is of five-ply matched butt walnut, and the radio panel at the top has a sliding door. The chassis compartment is in the center, and the radio and phonograph volume controls are on the radio panels.

No. 120 is a club or home model combination instrument with both automatic phonograph and radio features designed for remote control. With the



Home Model 140, a Combination With Screen Grid Radio.

exception of the tuning, this instrument can be controlled from any point provided with proper wiring, according to officials of the firm. This instrument is housed in a walnut cabinet with a figured walnut panel and a front with burl overlays.

The Capehart Amperion 100 is a commercial model. The coin equipment is of the latest type with a push-slide which rejects pennies, slugs with holes, or magnetic slugs. The cabinet of this model is also of walnut with burl overlays and a hand rubbed lacquer finish.

Other models in the Amperion line include model 150, a straight automatic phonograph designed especially for use in auditoriums; club model 130, particularly adapted for use in clubs and hotels; model 119, a commercial radio-phonograph combination, designed for commercial use, and a park model in a fire and weatherproof metal cabinet.

A number of additions to the Capehart field organization were announced

at the convention. The company will continue to merchandise its Orchestrope and Amperions through dealers.

Among the speakers at the convention were H. E. Capehart, president; C. M. Niezer, head of the First Tri-State National Loan and Trust Co., of this city; Eben Lesh, corporation counsel; E. T. Gundlach, of the Gundlach Advertising Co.; J. E. Broyles, secretary and general sales manager, and C. E. Ihrig, director of advertising. A monster banquet and entertainment at the Anthony hotel, closed the convention. Capehart representatives from all parts of the country were present.

JERSEY MUSIC CO. FEATURES VICTOR

BLOOMFIELD, N. J., Saturday.

Victor radio, product of the Victor Division of the RCA-Victor Co., Inc. is being featured by the Jersey Music Co., 71 Washington street, this city. This store also has an elaborate service department headed by William H. Bickel, whose radio activities date back to 1907.

Mr. Bickel owns and operates amateur station W2SY and at present is making experiments with Jenkins television reception as transmitted from Jersey City.

BANKRUPTCY SCHEDULE

A schedule in bankruptcy was filed last week by the Effanel Radio & Electric Co., 3625 Broadway, New York. Liabilities were listed at \$22,635 and assets at \$23,669, the main item being notes for \$15,463.

E. P. Wells Appointed Advertising Advisor to Sparton Radio Dealers

Jackson, Mich., Monday.

The appointment of E. P. Wells as a field man for special educational work among Sparton dealers and salesmen was announced by Brooke, Smith & French, advertising agency serving the Sparks-Withington Co., this city, manufacturers of Sparton radio.

As a background for one of the most exacting jobs connected with merchandising, Mr. Wells has an unusual record of accomplishment. After coming up through the ranks of direct salesman, he has spent the past eight years in the development of retail sales organization and methods in all parts of the country.

He is recognized as an authority on the application of intensive selling plans to retail outlets. For years, his services have been in demand by large retail concerns for the organization and training of sales forces and the establishment of resale departments.

Incidental to this work, he has made a study of store arrangement, market analysis, determination of quotas and all kindred subjects connected with modern direct selling methods.

In his new connection, Mr. Wells will function in an advisory capacity in the formulation and application of advertising plans for Sparton radio.

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

What's Wrong With The Radio Business?

Things may have been a little quiet since the first of the year, but there's nothing unusual about that. Slow periods come and go practically every year.

A lot of dealers without any "jack" are still wondering why the finance companies won't buy their paper, and are all upset because the jobber won't gamble his merchandise against this second mortgage security, where there is no further backing.

The prospective consumer is no longer like the proverbial ostrich. He has finally pulled his head through his collar, and taken a good wise look at all of the "false faces."

**Misleading Ads
General Dumping
Changes in List Prices
Ridiculous Trade-In Allowances
Cuts brought about by increased confidential discounts
Those who have sinned frowning on "Dumping"**

AND

Like the ground-hog, maybe he's gone back for six weeks. "There's a reason," and it's up to you to rectify it.

1930 Another Philco Year

H. Simons

UNIVERSAL RADIO COMPANY
536 Bergen Ave. New York City
Ludlow 1800

Exclusive "PHILCO" Distributors for Bronx,
Westchester, Queens, Nassau and Suffolk Counties

FOR

12

DEFINITE REASONS YOU CAN MAKE BIGGER PROFITS

Selling Majestic Exclusively

Experience proved to automobile dealers that profits were greater when they handled only one line. Soon radio dealers must face the same facts. Start now and be first on the road to bigger, surer profit. Majestic offers 12 sound reasons for concentrating all your efforts on Majestic.

Read Carefully—Think What Each of These Points Can Mean to You

1 Selling Majestic exclusively, you represent only one manufacturer—the best known in radio. Famous among dealers for fair policies and fair profits.

2 Majestic gives complete coverage of every fast-moving price class. If a prospect will buy any radio he will buy a Majestic. Six new beautiful models, two with new electric phonograph. All with the amazing Colotura Dynamic Speaker. \$95 to \$203.50 without tubes. Sold complete with Majestic tubes, from \$116.50 to \$225.

3 Majestic Matched Tubes, guaranteed for 1000 hours, shipped with every new Majestic. Servicing reduced and customer satisfaction assured.

4 You are supported by the outstanding advertising campaign of the industry. Newspapers, magazines, broadcasting, billboards. Plus the endorsement of two million pleased customers.

5 Majestic Sales School provides expert training without tuition to help you and your salesmen sell more—earn more.

6 No dead models or orphans left on your hands. No forced sales of any kind.

7 Only one advertising campaign to tie up to.

8 Only one set of counter literature needed.

9 Only one window campaign to install.

10 Only one line to stock—with every model the fastest selling machine in its price class.

11 Only one distributor—working whole-heartedly with you for mutual profit.

12 ?????? An amazing new profit-leader to be announced soon to exclusive Majestic dealers.

Talk it over with your Majestic distributor. Learn what hundreds of exclusive Majestic dealers have already proved—that profits are greater when selling efforts are concentrated on Majestic. Get in touch with your Majestic distributor today.

GRIGSBY-GRUNOW COMPANY, CHICAGO, U. S. A.
World's Largest Manufacturers of Complete Radio Receivers

Majestic  *Radio*

MIGHTY MONARCH OF THE AIR

"A Majestic franchise gives the dealer the ing territory—AND

ALBANY, N. Y.

Majestic Products, Inc.

90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company

HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA

Hieb Radio Supply Co.

1221-23 Locust Avenue

Established Since 1879

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps*merged with*

Penn Phonograph Co.

Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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For details, consult the *Majestic* distributor nearest you
WORLD'S LARGEST MANUFACTURERS

most generous discount, the fairest kind of a shake on operation the receiver that sells and STAYS sold."—*Wm. C. Grunow*

MARION, S. D.
Hieb Radio Supply Co.
Superior Majestic Service

MEMPHIS, TENN.
J. E. Dilworth Co.
Cooperation Service Efficiency
Nashville, Tenn.—821 Ewing Ave.
Radio Sales Company
483 South Main Street

MILWAUKEE, WIS.
Badger Radio Corp.
MAJESTIC for Profits
480 Market Street

MINNEAPOLIS, MINN.
The Roycraft Company
Specialized Wholesale Distributors
25 North Third Street

NEWARK, N. J.
North Ward Radio Co.
367 Plane Street

NEW YORK, N. Y.
Majestic Distributors, Inc.
1775 Broadway

OKLAHOMA CITY, OKLA.
Harbour-Longmire Co.
Distributors
Oklahoma and Texas Panhandle

PHILADELPHIA, PA.
Peirce  Phelps
merged with
Penn Phonograph Co.
437-51 No. Fifth Street
PHILADELPHIA, PA.

HARRISBURG, PA. WILKES-BARRE, PA.
PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

SALT LAKE CITY, UTAH
United Electric Supply Co.
117-119 West Fourth Street

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street

SOUTH BEND, IND.
Radio Equipment Co.
109 East Monroe Street

TOLEDO, O.
The Roberts-Toledo Company
Adams and Jackson Sts.
BRANCHES
LIMA, OHIO PIQUA, OHIO
222 So. Elizabeth St. Cor. Wayne St. & Penn Ry.
MARION, OHIO

WASHINGTON, D. C.
The Eisenbrandt Radio Co.
932 H Street, N. W.

WHEELING, W. VA.
Hamburg Bros.
1047 Main Street

WICHITA, KAN.
Sterling Radio Company
Kansas City Mo.  Wichita, Kans.
1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.
Peirce  Phelps
merged with
Penn Phonograph Co.
Established 1898

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GRIGSBY-GRUNOW CO.,
OF COMPLETE RADIO RECEIVERS

CHICAGO, ILLINOIS
Exclusive Manufacturers



Honest Quaker

Main Springs Repair Materials

AFTER ALL --- IT'S PROFITS THAT COUNT

A large volume of sales may look fine—but whether it means a NICE PROFIT OR NOT—that's another matter. There's no earthly sense or use in doing a big business and then finding out when inventory rolls around that there were little or NO Profits.

Here's our suggestion—and it's based on proven facts—not theory. Forget big sales and items that run into money—with no profit involved. Go after REPAIR WORK—sell Accessories and other such products—on which you DO make something.

Study our Catalog carefully—make a selection from our large stocks of Phonograph and Radio Accessories—Tone Arms—Sound Boxes—Electrical Pick-ups—etc.

PUSH THESE ITEMS—and although your average sales will be small—you'll make a decent PROFIT during 1930.

Everybody's
TALKING MACHINE CO., INC. 810 ARCH STREET
PHILADELPHIA

EVERYBODY'S TALKING MACHINE CO., Inc. Makers of Honest Quaker Products

SCREEN-GRID BOSCH RADIO



Wide selling range—strong price advantages—flexibility of inventory—backed by sound merchandising—Bosch factory to dealer cooperation. Write for details.

AMERICAN BOSCH MAGNETO CORP.

Springfield
Branches: New York Chicago Detroit Massachusetts
San Francisco
Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario

CROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.

TRADE IN OUTLYING MISSOURI DISTRICTS HOLDING UP NICELY CITY DEALERS REPORT LULL

W. C. Grunow Makes Stop-Over
En Route to Arizona — T. H.
Condon Joins Sterling Sales
Staff.

KANSAS CITY, Mo., Friday.

The radio situation was analyzed here this week by George Hartmann, general sales manager of the Western Radio Co., distributors for Atwater Kent, as being good in the territory but fairly slow in the cities. The active merchant out in the territory is doing much better than the same type of dealer in the city. This is due to the fact that money is moving more easily in the less concentrated sections. The sleepy merchant is doing as little as ever. This buying wave, Mr. Hartmann believes, will hit Kansas City shortly.

During the last fortnight radio retailers all over Kansas City reported a slow activity in actual radios, though service establishments are active. According to A. M. Bullock of the Kimball Music Co., here, the radio business just now resembles the old gag: "We don't get much money for this act, but it's good money."

W. C. Grunow, vice-president of the Grigsby-Grunow Co., stopped over for a short while recently while on his way to Phoenix, Ariz., for a brief vacation. He visited with the Sterling officials.

A drive is being made by the Sterling company on tubes and Model 92, which has been very successful so far, and business is being stimulated during the recent unseasonable weather.

The Sterling Co. has arranged with the Community Drama Coaching Co., of Kansas City, Mo., whereby the latter will coach home talent in various schools throughout Kansas and Missouri towns in a play, "That's Susan," written especially for home talent productions. The income from the presentation of the play will go toward buying Majestic radios for the school or schools. The plan is outlined to the dealers who submit it to the school boards; it is then sponsored by the Parent-Teachers' Association or Civic Club.

This is in direct line with the "Majestic School of the Air" which is now arousing favorable comment throughout this territory. Dealers are cooperating with the company thoroughly and the first play is to be presented by four schools of Atchison, Kan., March 6 and 7. Four radio sets will be purchased for the schools. Warner Levin is the Majestic dealer in Atchison, who worked out the plan there.

The Kansas City branch of the Fada Radio Co. on February 18 broke all records made in four years of business here in sending out orders, according to W. E. Woods, manager. Orders for the line are coming in twelve and fifteen at a time.

H. H. Dickson, of the Kansas City branch of the Brunswick-Balke-Collender Co., reports a very satisfactory record business. The largest demand continues to be for theme songs, Mr. Dickson says.

The Western Radio Co. started a three-day sales school for the men in the territory February 27. About fif-

teen of the company's salesmen attended the educational conference which was held at the home office here.

T. H. Condon, for the past seven or eight years sales manager of the music division of the Brunswick branch, here, has joined the sales staff of the Sterling Radio Co., distributors of the Majestic. Mr. Condon, who has built up a wide acquaintanceship in this territory and a reputation for square dealing and effective salesmanship, will cover the southwestern Kansas region for Sterling, a territory formerly covered by Clem Alexander. C. M. Willis, sales manager, is on the road this week with Mr. Condon.

H. C. Bonfig, vice-president and general manager; C. M. Willis, sales manager, and H. E. Dreier, promotion manager and treasurer, of the Sterling Radio Co., recently visited dealers in Topeka. At a dinner held in the Hotel Kansas, J. S. Kritser, president of the Emahizer Seilman Co., Mr. Bonfig, Mr. Willis and Mr. Dreier spoke.

The first six weeks of 1930 showed a far more satisfactory business and the outlook is brighter than the beginning of any year during its history, H. C. Bonfig, vice-president of the Sterling company, said. The majority of dealers are selling machines, and although the record business has been slow, activity is very satisfactory in most of Sterling's territory. New models are receiving considerable attention and comment.

"Should I," the Victor rerecording done by Arden and Ohman, two pianos, is one of the favorite records at Paul's Music Store, according to Mary McMurray. The most popular numbers are theme songs, though this firm's business on Red Seal numbers is very pleasing. Columbia's "Why," Ben Selvin's orchestra with Moran and Feldcamp on the piano; and the two numbers from the show Sally—"Sally" and "If I'm Dreaming Don't Wake Me Too Soon"—are very good. Galli Curci's "Clavelitos" and "Estrellita" and "Pesca d'Amore," by Tito Schippa, both Red Seals, should be especially mentioned for their popularity. Mrs. McMurray recently sold several orders for records that totaled more than \$50 and one that ran as high as \$80.

The C. J. Brown Radio and Electric Service at 3605 Broadway has closed.

—KENNETH FORCE.

RETAILER MAKES FINE KENT SALES RECORD WITH DEMONSTRATIONS

PITTSBURGH, PA., Thursday.

An outstanding record of radio sales "closed" through demonstrations has recently been compiled by the Rauch Electric Co., Atwater Kent radio dealer of this city. Out of twenty-six demonstrations, most of them in competition with other well known makes of radio, twenty-five sales resulted.

The only instance in which a sale was not made was due to the fact that the prospect had already paid cash for a set and the dealer would not refund his money.

One reason for the extraordinary success this dealer has had in selling Atwater Kent sets through demonstration is the great care he exercises when making the temporary installation. He not only makes sure that the aerial and ground are good, but also takes every precaution to know that the tubes used are properly matched. Nearly all of the trouble reported in Atwater Kent sets sold by him, he says, is traced to faulty tubes.

Announcing the new Kylectron Radio

The Series K-70

Outstanding

New FEATURES

- 1** Kylectron Reproducer—improved, perfected—with tone unequalled. Non-directional reproduction. Absolute fidelity of tone over the entire musical scale.
- 2** Four screen grid tubes. Here is one of the few sets that employs screen grid power detection in addition to the customary screen grid power amplification stages.
- 3** Unique and strikingly beautiful cabinets. New type folding front discloses rich tapestry screen, held in place by gracefully designed grille. Genuine lacquer finish on all woodwork. Here's value that shows.
- 4** Auditorium volume—under perfect control. Accurate reproduction even with volume reduced to a whisper.
- 5** Reception—sensitivity and selectivity unexcelled. Three stages screen grid R. F. amplification and screen grid detector result in sharper tuning and unlimited range to meet modern broadcast conditions.
- 6** Ten tubes—four 224, one 227, one 280, one 201 A, one line ballast tube and two 245 tubes in push pull.
- 7** Unexcelled value—model K-71 at \$149.50 and model K-72 (illustrated) at \$169.50 without tubes makes the series K-70 an outstanding value. (Western list \$10 over Eastern list.)



It takes more than just "selling points" to sell radios this year. Prospective radio buyers today are looking for something NEW — improved — radio that is definitely a step in advance. They

wouldn't be prospects for radio if they WEREN'T thinking that way.

Kylectron offers you the opportunity that YOU are looking for—because it is the kind of a radio that YOUR CUSTOMERS are looking for. Read the

seven features of the new Kylectron Radio and compare them with any other radio on the market. Then, to get the COMPLETE story, write us for details of our selling plan — dealer franchise, discounts and cooperative helps.

UNITED REPRODUCERS CORPORATION, SPRINGFIELD, OHIO

Kylectron Radio

RADIO'S GREATEST DEVELOPMENT

Radio Dealers and Distributors Present Novel Greeting To Thomas A. Edison on His 81st Birthday Anniversary



Edison Reading Gigantic Birthday Greeting from Dealers and Distributors

Ft. Myers, Fla., Friday.

Edison radio dealers and distributors chose a most unique way of greeting Thomas A. Edison on the occasion of his eighty-third birthday which he celebrated at his winter home here recently.

A mammoth card was prepared, seven feet high and ten feet wide, and on it was engrossed a message of felicitation to the famous inventor. Then followed signatures of all the Edison radio distributors and of the thousands of dealers throughout the country.

Delivery of the card was timed so that it arrived at Mr. Edison's winter

home on his birthday, and it evoked considerable pleasure and interest when presented to him. Many of the signatures on the card were from dealers who have been handling Edison products for more than forty years.

The photograph shows Mr. Edison reading the card and some of the signatures.

American Radio Sets In Increased Demand In Czechoslovakia

WASHINGTON, D. C., Friday.

According to a report from the Department of Commerce today, the value of American radio sets sold in Czechoslovakia doubled in 1929 over the year 1928 and though there is considerable competition, products from the United States have been readily sold in that market. It appears to be a market that is well worth cultivating.

The gist of the report follows:

"There were 249,963 registered receiving sets in operation in October, 1929, which at 10 crowns per set would yield a total income of 2,498,630 crowns (\$73,489) per month. Since no advertising is permitted, the sum available for broadcasting has to meet all expenses. Large fees must be paid to the Authors' Society as well as for the news service, and an opera or other theatre program or philharmonic concert may attain a cost of 15,000 crowns (\$441). Much of the music, however, is supplied by the Radio Journal orchestra, which compares favorably with similar organizations in other European countries. While there are 250,000 subscribers to broadcasting service, there is no effective control over broad-

casting reception, and it has been estimated that there may be as many as 50,000 radio listeners who do not pay the tax of 10 crowns per month.

"Two well-known American radio sets have been sold in Czechoslovakia, although no crystal sets of American manufacture have been sold because they can not compete with local products. During 1928 the value of radio apparatus exported from the United States to Czechoslovakia amounted to \$18,760 and during 1929 to \$33,300, according to United States export statistics. One of the American sets sold has been able to make fairly good headway because of a liberal discount policy. While European sets in the market are not comparable in quality to the American sets, the European sets consisting of three or four tube radios come within a more accessible price range.

"As in the case of other high-grade goods, the field for first-class American radio equipment is necessarily limited in a country of low average purchasing power. Recently some combination radio and phonograph sets were imported by private individuals and these met with much approval, both for appearance and performance, especially in tone quality, but, since they retail at about \$400 and facilities do not exist for service at present, the sales possibilities are limited.

"With regard to appearance American radio sets are much more attrac-

tive than the European sets, although in simplicity of operation the European sets have achieved satisfactory results. There are, however, several technical differences that should be given careful consideration. For instance, the wave length of all American sets is usually from 200 to 500 meters, while European sets have wave lengths of 200 to 2,000 meters. In the American set the red color on the binding posts designates the negative pole, while in Czechoslovakia it designates the positive."

DEALERS REPORT A-K RADIO SALES THRU BOWLING SHEET ADS

ERIE, PA., Thursday.

By means of a cooperative arrangement between two local Atwater Kent dealers and Briggs-Hagenlocher, Kent distributor in this territory, every bowling alley in this city is kept supplied with score sheets bearing the words, "Atwater Kent Screen Grid Radio," in prominent letters with the names of the dealers also prominently displayed. This city is a leading bowling center, and it is estimated that several thousand persons see the sheets weekly. Many sales have been traced directly to this form of advertising.

The dealers cooperating in this move are Campbell & Parker and the Winter Piano Co.

Syracuse Motor Marine Appointed Distributor For Crosley Radio Set

Syracuse, N. Y., Friday.

The union of radio set and motor boat wholesale merchandising was welded closer today in this city with the disclosure that the Syracuse Motor Marine Corp., here, has been appointed exclusive distributor for the Crosley Radio Corp., covering central and northern New York state. The company is also wholesaler for Cunningham, Burgess and other accessory product, in the radio field, while its marine division distributes Chris Craft, Boyd Martin, Dece Wite boats, Caille outboard motors, and incidentals.

W. L. Sayre, favorably known in this territory, has been appointed radio sales manager. He stated today that the new Crosley electric refrigerator to be released soon, combined with the company's radio lines, and the Syracuse organization's marine activities would form an ideal tie-up for the retail merchant, giving him a quick turnover, and volume sales the year 'round.

DUMONT Noise Eliminator



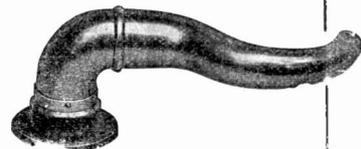
Banishes all hissing, crackling, jerking, buzzing line noises from any radio receiver caused by vacuum cleaner, oil burner, bells, buzzers or other electrical devices.

PRICE \$5.00

DUBILIER CLOCK CORP.

12 W. 17th St. NEW YORK
Successor to Dumont Elec. Co.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



All styles of Phonographs, Tone-Arms and Sound Boxes, made by one of the most celebrated European manufacturers.

Write for Particulars

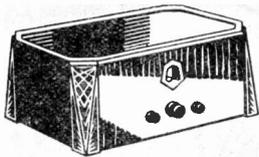
THORENS, Inc.

Sole Distributors for U. S. A.
450 Fourth Ave., New York City

Crosley gives them what they want in radio

... at lowest

possible prices!

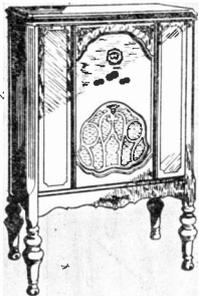


\$56⁵⁰

(without accessories)

CROSLEY 31-S. This clever table model, with a rich burl walnut finish on a metal backing, incorporates the 7-tube Crosley Screen Grid Monotrad.

CROSLEY 41-S, similar to above—slightly larger, 8 tubes, (3 Screen Grid.) \$65.35 (without accessories).



\$112 (without tubes)

CROSLEY 33-S. This graceful Crosley 7-tube Screen Grid cabinet model with Dynacoil Speaker built in, is beautifully finished in two tones of satiny walnut veneer.

CROSLEY 34-S. This handsome cabinet model with double doors of diamond-matched panels, incorporating the 7-tube Crosley Screen Grid Monotrad and the Dynacoil Speaker, \$116 (without tubes).

RADIO buyers are all the same. They're looking for TONE and PERFORMANCE—and they'll pay for it if they have to. But when they find a rich clear tone and perfect performance in a set at about *half the price* they expected to pay . . . **THEY'RE SOLD!**

That's what they find in Crosley Radio! That's the reason Crosley sets are moving out of dealer's stores faster than ever! Value like this has never been equalled before in radio history.

Crosley gives them what they want. Screen Grid . . . remarkable selectivity and volume . . . triple range control . . . every modern feature. And a flawless tone developed according to the suggestions of such musical celebrities as Gershwin . . . Alma

Gluck . . . Zimbalist, and others. All of these features at prices that are almost unbelievable! No wonder they're all buying Crosley Radio!

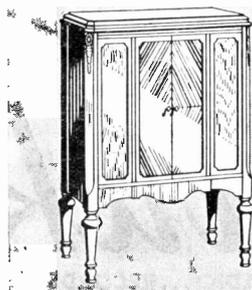
Compare these Crosley sets with any radio you've ever seen! Get the rest of the Crosley story from your distributor. And then ask yourself—seriously—if you can afford to be passing up the chance to sell the hundreds of people right in your own town who read the Crosley story in the magazines and farm papers—and hear it on the air. Give this Crosley proposition the consideration it deserves!

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr. Pres.
CINCINNATI, OHIO

Home of WLW
—“The Nation's Station”

You're there with a

CROSLEY



CROSLEY 42-S, utilizing an 8-tube (3 Screen Grid) receiver in the same cabinet, as 34-S, \$126 (without tubes).

CROSLEY 82-S. An artistic triumph in the modern trend is this stunning cabinet of two-tone walnut veneer, incorporating the Crosley 8-tube Screen Grid Unitrad and the Dynacoil Speaker, \$160 (without tubes).

Western prices slightly higher



Praise that Spans the Country

Brunswick's 1930 models have won immediate, enthusiastic acclaim from the trade and the public.

A Pacific Coast dealer adds this comment to a rush order: "It's a great satisfaction to hear my customers say:

—If I couldn't get another Brunswick radio, I wouldn't take a thousand dollars for the one I bought from you."

"We have not been called to service ONE OF THE SCREEN GRID RADIOS," he tells us.

A middlewesterner praises his new Model S-14 in these gratifying words: "Selectivity is fine. Volume is great. Tone is wonderful. I have logged 104 stations in one month—January 11 to February 11. And seldom did I stay up as late as midnight."

Remote stations—Mexico City, Havana, San Juan, Montreal and scores of others—are logged regularly by Brunswick owners. One who lives in Des Moines, Iowa, sends in this imposing DX list—and his set is scarcely four months old!

- | | |
|--|---|
| Enid, Oklahoma | San Francisco, Calif., (Stations KFW1, KYA, KPO and KFRC) |
| San Juan, Porto Rico | Beverly Hills, Calif. |
| Spokane, Wash. (Stations KGA and KHQ) | Pasadena, Calif. |
| Seattle, Wash. (Stations KJR and KOMO) | Hollywood, Calif. |
| Tacoma, Wash. | Santa Monica, Calif. |
| Winnipeg, Canada | Culver City, Calif. |
| Toronto, Canada (Stations CFRB, CKNC, CKGW) | San Diego, Calif. |
| Ottawa, Canada | Los Angeles, Calif., (Stations KFI and KHJ) |
| Montreal, Canada (Stations CKAC, CHYC, CNRM) | St. Petersburg, Fla. |
| Calgary, Canada | Clearwater, Fla. |
| Vancouver (Seal Island) Canada | Mexico City, Mexico (Stations XFG and XEN) |
| Oakland, Calif. | Havana, Cuba (Stations CMC and CMK) |

We Carry a Complete Stock of Musical Merchandise

SHERMAN THOMPSON Music House

315-317 F STREET
PHONE 870-J

Eureka, Cal., February 15th, 1930.

Photographs
Brunswick
Edison
Brunswick Phonograph
and Phonograph
Records
for all

Pianos
Steinway
Webber
Sick
Pianos and Duo Art
Kurtzman
Ernstson
Brandsch
Stricker
Aldrich

Brunswick Phonograph Company,
San Francisco,
California.

Gentlemen:

Please ship us immediately one Model No. S-21 Brunswick Radio, containing the "screen-grid" tubes.

It is certainly a great satisfaction to us to hear our customers say, "If I couldn't get another Brunswick Radio, I wouldn't take a thousand dollars for the one I bought from you."

So far, we have not been called on once to service one of the screen-grid radios.

G. Thompson

Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

and Comes from Dealer and User Alike

St. Louis, Mo.
Feb. 14, 1930.

Brunswick-Dalke-Collender Co.,
St. Louis, Mo.

Gentlemen:

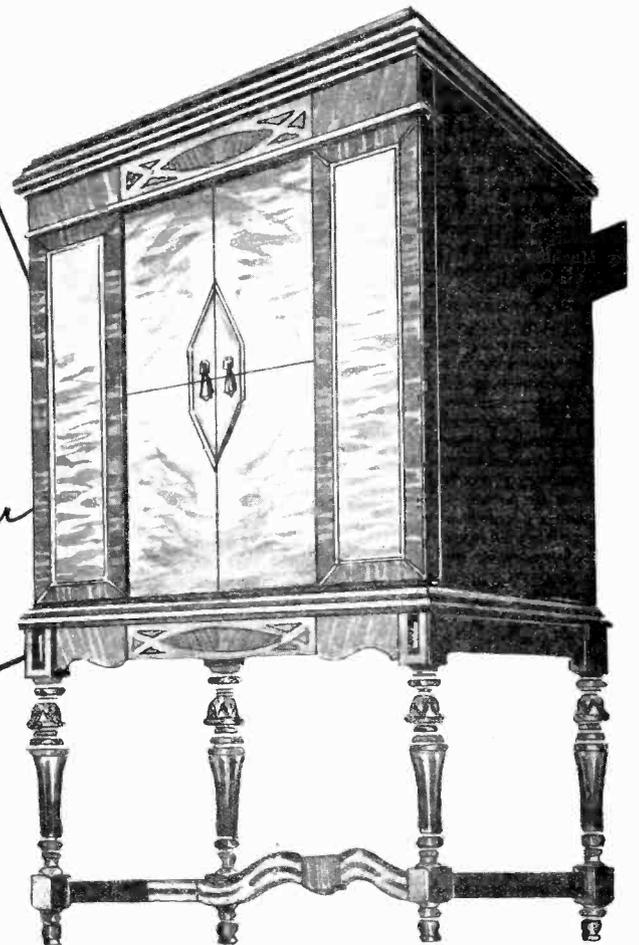
On January 11th you delivered to me a Brunswick radio No. S14, which I purchased through the F. W. Keim Company of Marissa, Illinois.

Thought you might like to know what service it is giving. In one month, from January 11th to February 11th, I have entered one hundred and four (104) different stations in my radio log. This may not be any record or near record, but if anyone thinks that is not a lot of stations, I suggest they try logging as many. Might add that I did not keep extra late hours doing it as I seldom remained up as late as midnight.

Selectivity is fine, volume is great and tone is wonderful.

Very truly yours,

W. N. Hacker
4604a Virginia Ave.



Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

Chicago, New York, Toronto—Branches in All Principal Cities

GENERAL CONDITIONS SHOW IMPROVEMENT AROUND CLEVELAND

DISC SALES HOLDING UP

Trade Body to Hold Annual Banquet at Statler, March 11 — Howard Shartle Host to Sales Staff.

Cleveland, Ohio, Friday.

Business conditions in Cleveland and throughout the state are improving, according to the opinion expressed in a resolution adopted on Wednesday afternoon at the 15th annual conference of the Ohio State Council of the National Association of Credit Men at the Statler hotel. A survey showed that there is a continued decrease in unemployment. Radio wholesalers continue to report steadily improving business conditions. Record sales are keeping up well and many dealers are featuring discs in their window displays.

The Cleveland Music Trades Association will hold its annual banquet on Tuesday evening, March 11, in the Lattice room of the Statler hotel. Dinner will be served at 7 P. M. and entertainment will follow. Tickets will be three dollars. The committee consisting of Ray W. Schirring, chairman; W. F. Winger, of the May Co.; R. McNerney, Wurlitzer Co.; Frank W. Kimmel, Ampico Hall; M. H. Wells, Cleveland Talking Machine Co., and J. W. Goldhammer, of the Haas Electric Co., have planned a program that is entirely novel and entertaining. The ladies are invited, and ticket sales so far assure a big attendance. The affair is generally held in February but owing to the radio convention was postponed until March 11. There will be but one speech and that will be given by Robert Jones, of the Lyon & Healy Co., who will speak on times gone by in the industry.

Anthony L. Maresh, president of the Cleveland Music Trades Association and head of the Maresh Piano Co., is in Miami, Fla., for a couple of weeks. He expects to return in time for the annual dinner.

The sales force of the Cleveland Talking Machine Co., Victor distributors, were the guests of Howard Shartle, president of the company, at a get-together dinner and meeting in the rooms of the Cleveland Chamber of Commerce on Monday evening. Mr. Shartle presided and gave a talk on the outlook for business and there was also a discussion of the various aspects of sales promotion. On Friday evening the company was host to the record sales-ladies of the Victor dealers of Cleveland at a meeting held at the company's offices, 4300 Euclid avenue. Miss Yates, head of the record sales promotion department, presided and an address was given by Mr. Blumenthal, of the Victor factory, on sales promotion of records. A discussion followed in which all took part. A buffet lunch was served. The meeting was very well attended and proved most instructive and enjoyable.

The Cleveland Talking Machine Co. has arranged a special display of three Victor radio models together with advertising tie-ups on the 7th floor of the building and which is very attractive. Sales of machine and records are both keeping up well.

The album of Gregorian Chants of

the Roman Catholic Church which has just been released is proving very popular and many orders have been booked for it. The recently released album of Christian Science sacred music is also proving a good seller.

A meeting of the executive committee of the Ohio Radio Trades Association was held on Thursday evening at the Chamber of Commerce. Dinner was served at 6 P. M. and Ray H. Bechtol, president of the association, was in the chair. The following committees were appointed for the ensuing year: membership—George Cannon, retail division; R. H. Bechtol, wholesale division; finance, Ralph Meyers; Advertising, Howard J. Shartle, wholesale division, Louis Meier, retail division; publicity, Lambert Friedl; vigilance, N. A. Pegen; wholesale division, H. J. Berger, retail division, and entertainment, H. E. Nickerson.

Radio show—temporary committee: E. S. Hershberger, H. E. Nickerson, Henry Berger and Louis Meier. Legislative: E. D. Lewis, H. J. Shartle and R. H. Bechtol.

As regards the show committee, the committee appointed will make an in-

vestigation to determine whether it will be advisable to hold a radio show this year.

In an effort to make the city as quiet as possible through the elimination of unnecessary noise the directors approved an ordinance prohibiting the use of loud speakers, etc., to project the sound over the streets. This, however, does not apply to the use of loud speakers for programs but for advertising uses. City Council has such an ordinance now under consideration.

Plans are also being made for the retail division membership campaign and a concerted drive will be made to bring every retailer in Greater Cleveland into the association.

The executive committee referred to the legislative committee a proposed code of ethics for wholesalers. They also went on record as favoring the Capper-Kelly Price Maintenance Bill which will soon come up before Congress, because they felt that it would do much to stabilize conditions in the radio industry.

The committee also favored a resolution that the retail division membership become affiliated with the Cleve-

land Credit Men's Association as a group so that they could enjoy the service rendered by this association in the way of credit information, etc.

The executive committee is to meet again this week for the purpose of taking up additional business which time did not permit them transacting at the Thursday night meeting.

Irving Buescher, accompanied by his wife, and son, Bob, left for a vacation trip to Florida this week. They will be gone about a month.

The Maresh Piano Co., on East Fifty-fifth street, is having the interior and exterior of its large store completely re-decorated.

—DIHM.

BANKRUPTCY PETITION FILED BY HARRY DUFF

A schedule in bankruptcy was filed last week by Harry Duff, doing business as Duff's Radio Shop, 979 East 163rd street, New York. Liabilities of the company amount to \$3,125. No free assets are mentioned.

The Profit Line for 1930

Brunswick

Radio & Panatropes with Radio & Records

Distributed in Manhattan, Bronx, Westchester, Brooklyn, and Long Island by

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 4251

Distributed in Metropolitan Territory by

G. J. Seedman Co., Inc.

Brooklyn: 765 Atlantic Avenue

New York: 245 West 55th Street

Distributed in Northern New Jersey and Staten Island, N. Y., by

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

Serving Radio Dealers With Promptness and Efficiency
ATWATER KENT — POOLEY — RED LION

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave.

Tel. Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio
5205 Euclid Avenue

Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

COLUMBUS, O.

COLUMBUS IGNITION CO.

Serving Central OHIO, in the Capitol of a Great
State for ATWATER KENT Radio
46 South Fifth Street

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

296 Elm Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA
we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street

Get Your Share of One Million and a Half A-K's
for the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.

Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

SLIGHT PICK-UP IS REPORTED IN THE TWIN CITY REGION

MINNEAPOLIS, MINN., Thursday.

General business conditions in the vicinity of the Twin Cities are still far from being good, but are gradually showing an improvement. While little activity is reported on the part of most dealers, several advise that sales are picking up and expect this condition to go on for the next month or two, at least.

A concentrated campaign among the farmers of this section has set in, and though near the end of the season during which these customers may be conveniently reached and before the summer farm work begins, the drive has made some headway. With the general class of radios on farms far below the average, and the enormous value of machines with developments of late years in broadcasting this field has been found to be wide open, and considerable results can be expected in the near future.

The Roycraft Co. announces the introduction of Model 90-A chassis and 9P-6 power pack, now used in Majestic sets, which they assert very nearly reaches perfection in radio. Some of the advantages listed are: no burrs to tighten on the power pack; no loose speaker connections; only 50 per cent. as many soldered joints; parts are easier to get at; and ballast has been eliminated.

Thirty-eight dealers from the States of Minnesota and North Dakota attend-

ed the 5-day course in radio sales and demonstration given by Majestic in Chicago recently. It is reported that about 10 dealers a week are taking in this course at the present time.

Herbert E. Young, general sales manager for the Grigsby-Grunow Co., and James J. Davin, sales promotion manager, were in Minneapolis recently on tour with the "Prosperity Model" caravan.

T. O. Berg, radio dealer of Little Falls, Minn., is sponsoring a basketball team this year which has stirred considerable comment in that section of the State.

The "American School of the Air," sponsored by the Grigsby-Grunow Co., co-operating with the Columbia Broadcasting System, is creating considerable comment in this city. Local dealers are taking advantage of the program to demonstrate sets at schools in Minneapolis, and letters have been pouring in from everywhere praising the work that is being done. Such an opportunity seems particularly advantageous to dealers who are willing to go out and push their sales, since a child is often instrumental in getting many things in the home.

The Luckner Sales Co., 608 First avenue, North, has an elaborate display of the new Sparton radio.

The M. L. McGinnis Piano Co., also dealers in radio and phonographs, plan to move to a new location in Minneapolis in the near future.

—D. H. SEYMOUR.

NEWS OF THE TRADE AROUND SALT LAKE

SALT LAKE CITY, UTAH, Thursday.

The Glen Brothers Music Co. held its formal opening last Friday, with an invitation extended to the public to attend, by Manager Thomas J. Holland and his staff. Every lady visitor was presented with a souvenir.

Glen Brothers, formerly the Glen Brothers Roberts Piano Co., occupied quarters at 161 South Main street but the new location offers many added facilities, including a piano display room that is entirely illuminated by daylight.

Glen Brothers also operate stores in Ogden, Utah, and Pocatello, Idaho. The new store at 74 South Main street is the latest of its kind in modern music merchandising methods, it is said.

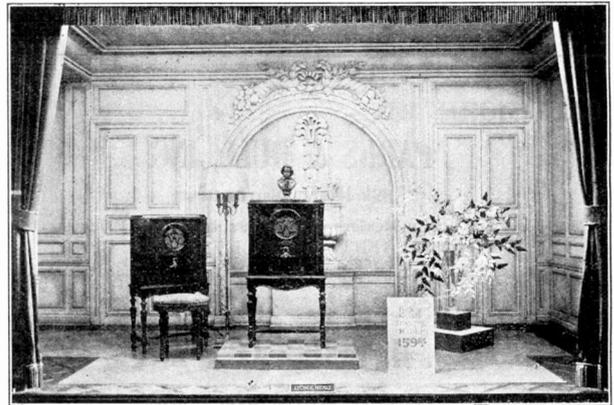
The Daynes Beebe Music Co. has an unusual exploitation stunt arranged this week, during which time it is offering 87 pianos to be loaned to private homes "where pianos may be needed and purchased in the near future," free. This is due to the remodeling and alterations being made at the store, it is stated, which necessitates added storage space.

Nathaniel Baldwin, Inc., manufacturers of the world famous radio products, has introduced the Kinomatic Remote Control Radio Tuning Device.

C. L. Evans, supervisor of sales for the Utah Radio Products Co. and the United States Radio and Television Corp., leaves here this week for San Francisco, where he will become supervisor of sales for both companies on the Pacific coast. Don R. Lewis, associate of Evans, will have charge of sales for both companies in the intermountain territory, it is stated.

—V. BROWNING.

Dignity and Simplicity Feature Display of New Sparton Console in Lyon & Healy Window



Neat Sparton Trim at Lyon & Healy Store

CHICAGO, ILL., Friday.

Typical of the dignity and atmosphere that are thrown about the better grade radio sets by high grade music and department stores, is the appeal of the window shown in the accompanying photograph.

This display was prepared by Lyon & Healy in one of their Wabash avenue stores in this city, and is an outstanding example of how a skilled decorator accomplishes two essential results.

First, and foremost, the window has the power to attract attention and to concentrate this attention on the merchandise itself. Second, it is evident that the decorator wished to classify his Sparton instruments as being sets of quality, and he did this with background atmosphere and the dignity of simplicity.

This display brought scores of persons interested in the new Sparton, product of the Sparks-Withington Co., Jackson, Mich., into the Lyon & Healy store daily. The newest Sparton lists at \$159.85, with tubes.

An Added Sale with each Combination



SELL

this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.

HERKIMER, N. Y.

Announcing — new TRIAD Tubes Types T-24 and T-27



Still another TRIAD achievement — new design and improved construction now fully protects Tubes T-24 and T-27 against burn-outs and renders them completely non-microphonic! TRIAD research and TRIAD engineering skill have now made possible longer tube life and finer tube performance — further proof that TRIAD deserves the leadership which it has won in the radio tube world.

NOW! TRIAD TUBES ARE FULLY LICENSED UNDER ALL R. C. A., GENERAL ELECTRIC AND WESTINGHOUSE ELECTRIC MFG. CO. PATENTS!

TRIAD MFG. CO.
Pawtucket, R. I.

TRIAD
RADIO TUBES



1929's Greatest Radio Success Will Be Still Greater in 1930

Stick to

VICTOR RADIO

IT'S SAFEST!

ALBANY, N. Y.

Oliver Ditson Co., Inc.,
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.
The Eastern Talking
Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

THE CLEVELAND TALK-
ING MACHINE COMPANY
4300 Euclid Avenue

Toledo Branch:

1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

Phila. Victor Distributors, Inc.
Exclusively Victor
10-12 South 4th Street

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

C. Bruno & Son, Inc.
New York Talking Machine Co.

PEORIA, ILL.

Koerber-Brenner Co.
800 S. Adams Street

PHILADELPHIA, PA.

Phila. Victor Distributors, Inc.
EXCLUSIVELY VICTOR
240 No. 11th Street

H. A. Weymann & Son, Inc.
EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

W. F. Frederick Co.
525-527 Penn Avenue

Standard Talking Machine Co.

Exclusively Wholesale
305-7-9 Penn Avenue

ST. LOUIS, MO.

Koerber-Brenner Co.
1115 Pestalozzi St.



MEET THE FAMILY

Majestic ELECTRIC RADIO

EXCLUSIVE DISTRIBUTORS
Richmond, Nassau, Suffolk and Queens
Counties, also Serving Kings County

Specialty Service Corporation
"SERVICE" Is Our Middle Name

651-653 Atlantic Ave. Tel: Sterling 7800 Brooklyn, N. Y.

MAY Distributors of

PHILCO BALANCED UNIT RADIO

MAY RADIO CORP.
380 Central Ave., Newark, N. J.
Sole Distributors in Northern New Jersey and
Staten Island of the Philco Standard line.

MAY DISTRIBUTING CORP.
112 Bleecker St., N. Y. C.
Sole Distributors in Manhattan and Brooklyn of
the Philco Standard line.

D. W. MAY, Inc.
393 New St., Newark, N. J.
Sole Distributors in Northern
New Jersey and Staten Island
of the Philco Screen Grid Plus
line.

D. W. MAY, Inc.
31-36 W. Houston St., N. Y. C.
Sole Distributors in Manhattan
and Brooklyn of the Philco
Screen Grid Plus line.

MAY DISTRIBUTORS, Inc.
797-805 Beacon St., Boston, Mass.
Sole Distributors in Worcester, Middlesex and Norfolk counties, Mass., of the Philco
Standard and Screen Grid Plus lines.

B

RUNO

**means
Security**

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FIFTH AVE. NEW YORK CITY

All abo-o-o-ard for

CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

**20th CENTURY
RADIO CORPORATION**
BROOKLYN AND NEW YORK

**MAMMOTH PHILCO SET
STIRS MUCH INTEREST
IN BOSTON TERRITORY**

STANDS 22 FEET IN HEIGHT
Throngs Stopped by Amplified
Broadcast at Parkman Band-
stand — Copeland Refrigerator
Dealers Convene — Decatur-
Hopkins Co. Named Kennedy
Jobber.

Boston, Mass., Saturday.

Hundreds of people have paused on their way through the Boston Common to gaze at the huge Philco Jumbo model radio set standing 22 feet in height, 9 feet in width and 6 feet in depth, and to listen to an amplified broadcast concert at the Parkman bandstand.

The monster set is owned by the Milhender Electric Supply Co., of this city and it was through the efforts of A. Donovan, manager of the Scollay Square theatre, in co-operation with officials of the Philco factory and the Milhender Co. that these afternoon concerts were made available to the public. The set will be displayed at the Parkman bandstand for ten days.

The possibilities of the entertainment value of this mammoth receiver were realized by Al Stone, radio sales manager of Milhender. Together with C. J. McClaskey, of the Philco factory, he worked out a plan whereby the public might hear amplified music from the Jumbo, as the model is known. Throughout many large cities of this country the Jumbo has been demonstrated in public for civic and charitable purposes.

More than 450 Copeland Refrigerator dealers of New England were guests of Adolph Ullman, president of Northeastern Radio, Inc., at a dinner held at the Copley-Plaza. During the afternoon dealers discussed plans and heard talks by factory representatives regarding the 1930 line of refrigerators. E. A. McElhinney, vice-president in charge of the Copeland factory, was principal speaker. Frank Williams, zone manager, and F. T. Smith were also heard.

D. W. May, well known distributor of Newark, N. J., will enter the New England territory as exclusive distributor of the Philco line of screen grid and screen-grid plus sets in the counties of Worcester, Middlesex, and Norfolk, Mass., with offices and warehouses in Boston and Worcester.

The Boston headquarters will be at 797-805 Beacon street.

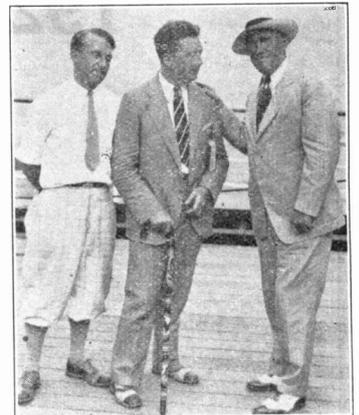
Ayers-Lyons, factory agents for Colin B. Kennedy radio sets, announce the appointment of Decatur-Hopkins Co. as distributor for eastern Massachusetts, Rhode Island, New Hampshire, Vermont and eastern Maine. The Decatur-Hopkins Co., one of the oldest and largest hardware jobbers in New England, has been in the radio business for the past year. Sumner Howard is manager of the radio department.

The Summerfield Furniture Co. will present Paul Specht and his New England Majestic Orchestra in a special concert this week at its store, 727 Washington street. The concert was arranged through the Grigsby-Grunow Co.

—C. W. JONES.

**Art Walsh Sports Novel
Walking Stick While on
Cruise to West Indies**

From the accompanying photograph of Arthur Walsh, vice-president and sales director of Thomas A. Edison, Inc., Orange, N. J., snapped on the deck of the S. S. "Republic" en route to the West Indies, one gleans that the genial Art is hobnobbing with Mayor



Frank Walsh, Arthur Walsh and Mayor Mackey

Harry Mackey of Philadelphia. The summery-clad gentleman in knickers is Mr. Walsh's brother, Frank.

All inquiries concerning the mysterious cane shown center forward in the picture, must personally be addressed to Mr. Walsh, as we can only guess the reason for it.

**'CHEESE HOUNDS' WILL
HOLD STAG MARCH 11
AT ORIOLE TERRACE**

DETROIT, MICH., Saturday.

A stag show and meeting will be conducted in the Oriole Terrace, East Grand boulevard, this city, on March 11, by the Ancient and Honorable Order of Cheese Hounds for the benefit of the Detroit Radio Merchants' Association. H. C. Schultz, 442 E. Lafayette avenue, this city, is handling the reservations and sale of tickets.

**FOR EXCLUSIVE
DESIGN AND
PRICES AND
ADDRESS**

AMERICAN EMBLEM CO.
UTICA, N. Y.



PUSH THESE GREAT IRISH RECORDS

for a profitable St. Patrick's week!

COLUMBIA gives you the *finest* Irish recordings you can offer for this timely sales boost. Everybody knows and loves these Irish favorites!

Included in the following ten great Irish records are two of outstanding merit and appeal—"Rambles Through Ireland" and "I Don't Work for a Living." The latter is recorded by its composer, James J. Mullan, High Chief Ranger U.S.A. Irish National Foresters. It is, therefore, the original and authentic recording.

Display these great airs of Erin prominently in your store *now*, talk them up, and have *plenty* on hand for St. Patrick's week—for the Emerald Island's tunes are sure to move for you at a pocket-filling pace!

Record No. 33324-F 10 in. 75c.

I DON'T WORK } Song James J. Mullan—High Chief
FOR A LIVING } Ranger U. S. A. Irish National
Foresters, Accomp. by the Four
Provinces Orchestra

LEATHER AWAY WITH THE WATTLE O' } Polka The Four
Provinces
Orchestra

Record No. 33330-F 10 in. 75c.

THE PLAINS OF BOYLE } Hornpipe Frank Quinn—
Accordion Solo
THE WICKLOW MOUNTAINS HIGH } Song Frank Quinn
Piano Accomp. by Ed. Gagan

Record No. 33352-F 10 in. 75c.

CAVAN REEL—More Power } Reels—Accordion Flanagan
to Your Elbow } and Banjo Duet Bros.
Clarinet and Piano Accomp.

THE COACH ROAD TO SLIGO } Jigs—Accordion Flanagan
Hearty Boys of Ballymote } and Banjo Duet Bros.
Clarinet and Piano Accomp.

Record No. 33353-F 10 in. 75c.

THE PIGEON ON THE GATE } Reel O'Leary's Irish Minstrels
MY WILD IRISH ROSE }
Incidental Singing by } Waltz O'Leary's Irish Minstrels
Johnny Riley

Record No. 33364-F 10 in. 75c.

ROLLING IN THE RYE } Reel The Four Provinces Orchestra
GRASS }
I DON'T CARE } Song James J. Mullan—High Chief Ranger
IF I DO } U.S.A. Irish National Foresters, Ac-
comp. by the Four Provinces Orchestra

Record No. 33371-F 10 in. 75c.

MOTHER'S SILVER CURLS }
YES YOU DID } Song Shaun O'Nolan
Violin, Clarinet and
Piano Accomp.

Record No. 33384-F 10 in. 75c.

MY DAD'S DINNER PAIL } Song George O'Brien, Tenor
MAGGIE MURPHY'S HOME }

Record No. 33390-F 10 in. 75c.

ROSY O'MAGROBY }
I TOOK HER UNDER ME ARM } Song Shaun O'Nolan
Violin, Clarinet and Piano
Accomp.

Record No. 33395-F 10 in. 75c.

THE SHRINE AT THE } Song Seamus O'Doherty, Tenor
MIRACLE GRAVE }

HAIL! GLORIOUS }
ST. PATRICK } Hymn Seamus O'Doherty, Tenor
Piano Accomp.

Record No. 33396-F 10 in. 75c.

RAMBLES THROUGH IRELAND, Part 1 } James Morrison
RAMBLES THROUGH IRELAND, Part 2 } Sketch and
Incidental Singing by Neal Smith } His Orchestra

Columbia
"NEW PROCESS" RECORDS
Reg. U. S. Pat. Off.
Viva-tonal Recording—The Records without Scratch
Columbia Phonograph Company, New York

Music *Notes*

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New York, N. Y.
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Registration No. 23,000,000

CLASSIFIED SECTION

Six cents per word
Display fifty cents per line.
Ads in this section are payable in advance.

RADIO SALESMAN, energetic and consistent producer with ten years' road experience covering the entire country, seeks connection with progressive firm. Box 487, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

RETAIL STORE MANAGER

LIVE-WIRE EXECUTIVE, Thoroughly Experienced, Capable, Reliable, A-1 Closer, Seeks Connection in or Near New York; Highly Recommended. Box 488, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

WANTED—Salesmen, thoroughly experienced with all makes of radio. Steady position, chance for advancement. Earnings, \$60.00 to \$85.00 weekly. Only thoroughly experienced men need apply. Ludwig Baumann, 35th St. and 8th Ave., New York City.

AGGRESSIVE SALESMAN, formerly in the wholesale radio business in Connecticut, seeks to associate himself with reliable manufacturing concern. Have thorough contact with New England trade and can promote sales volume for either manufacturer or distributor. Highest references. Will appreciate interview. Address Box 489, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

RADIO - PHONOGRAPH SERVICE AND REPAIR-MAN

Twelve-year record of satisfactory accomplishment with one of the leading manufacturers, whose change in policy makes my services available. Prefer to locate in New York with factory branch or jobbing house that wants a repairman far above the average in ability and reliability. Box 483, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

ASSOCIATED INDUSTRIES, NEW DISTRIBUTING FIRM, IS FORMED IN CHICAGO

Chicago, Ill., Saturday.

A new radio-electrical distributing firm has been organized here under the name of Associated Industries, Inc., with general offices, warehouse and salesrooms at 1222 S. Michigan boulevard.

The company, which is headed by E. J. Stewart, will distribute house furnishings, electric appliances, electric refrigerators, washing machines, sporting goods, tires, automobile fabrics, ranges and silverware, in addition to radio products.

TRADE ITEM

A new radio store has been established in Bedford, Ind., known as the C. & B. Electric Co. The store will be in the Greystone hotel building and is owned by C. F. Colglazier and C. H.

BUYER AND MANAGER with six years successful record in department, furniture and chain store operation, seeks permanent connection with organization looking for volume business with maximum profits. Address Box 484, The TALKING MACHINE and RADIO WEEKLY, 146 WATER street, New York.

YOUNG LADY—Desires position with wholesaler as stenographer, telephone operator and billing clerk. Familiar with radio terms and knows the retail trade in metropolitan New York territory. Highest references. Address Box 477, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

Am immediately available for sales work and can offer an acquaintance with over 800 wholesale radio distributors throughout the United States and strong dealer acquaintance so that I can work anywhere. My experience covers 9 years of satisfactory radio selling with a few nationally-known manufacturers. Box 481 TALKING MACHINE and RADIO WEEKLY, 146 Water street, N. Y. C.

MR. MANUFACTURER — MR. JOBBER: Here is an experienced, conscientious two-fisted salesman, age 32, who does not know the meaning of "BUSINESS IS SLOW." Can you use him? Address Box 486, THE TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

WHOLESALE or RETAIL SALESMAN—Manager 9 years' broad experience in radio and music merchandising; most of that time in business for myself and now obliged to return to New York due to wife's illness; unblemished record and excellent references; seek permanent opportunity with responsible firm. Box 485, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

DUMONT ELIMINATOR BANISHES LINE NOISES FROM ELECTRIC SETS

Hissing, cracking, jerking and buzzing noises are said to be eliminated from electric radio sets through the use of the Dumont noise eliminator, made by the Dubilier Clock Corp., 42 West Seventeenth street, New York. The Dubilier company is successor to the Dumont Electric Co.

According to Philip Dubilier, an official of the manufacturing firm, this device banishes all line noises from radio sets caused by vacuum cleaners, oil burners, bells, electric refrigerators, and other such electrical apparatus. It may be used on either AC or DC sets and lists at \$5.

Baker, formerly business men at Mitchell, Ind. The company will handle Majestic radios.

\$650,000 Paid Estate Of Chas. H. Ditson For Ditson Building

A record price for mid-town realty was established last week when the Princess Serge Obolensky, sister of Vincent Astor, purchased from the estate of the late Charles H. Ditson the ten-story Ditson building at 8-12 East Thirty-fourth street, New York. Princess Obolensky paid \$650,000 for the structure, the sellers being the executors and trustees of Mr. Ditson. Charles H. Ditson & Co., allied with the Oliver Ditson Co., Boston and now known under the Oliver Ditson title, for years were Victor talking machine distributors in the metropolitan district and for more than a century have been prominent in merchandising musical instruments of every description and in the publishing of musical compositions. Mr. Ditson, son of Oliver Ditson, established the New York house years ago. It is related that he bought and paid for the Thirty-fourth street building entirely from profits of the New York enterprise. The Ditson company, now under general management of C. W. Dall will continue to occupy the several floors of the building of which it has long held tenancy, it is stated.

Tampa Radio Show Held In Lobby of Theatre

Tampa, Fla., Friday.

Radio set and phonograph combination product of some of the country's largest manufacturers were exhibited here last week in the Tampa theatre, during the radio show which closed last Wednesday. The exposition was sponsored by local radio distributors and dealers, the Tampa theatre, and a local newspaper.

Among the trade-names represented at the show, which incidentally was the first radio exhibit held in a theatre lobby, were: Majestic, Philco, Atwater Kent, RCA, Sperton, Victor and Crosley.

GOTHAM DEALERS TO GATHER TOMORROW AT HOTEL NEW YORKER

Radio dealers of the metropolitan district will conduct a mass meeting at the Hotel New Yorker, Thirty-fourth street and Eighth avenue, New York, tomorrow evening (Thursday) for the formulation of plans for the stabilization of the industry.

Among the matters to be discussed are service, a standard carrying charge, trade-in allowances, limited time on installments, shorter time contracts, a uniform installment contract and guarantee, a standard minimum down payment plan, the establishment of a credit clearing bureau, a shoppers' service for the protection of dealers and the general re-organization of retail selling methods.

TUNG-SOL LEASES FACTORY BUILDING

Newark, N. J., Saturday.

The Tung-Sol Lamp Works, Inc., Eighth avenue and High streets, this city, has leased for a term of years the one-story brick building at 85-87 Eighth avenue. The Tung-Sol company also manufactures Tung-Sol radio tubes.

YOUR TUBE PROFITS DEPEND ON TUBE PERFORMANCE IF THE TUBES YOU SELL DO NOT GIVE

7 SECOND
ACTION



CLEAR
TONE



LONG
LIFE

YOU
ARE MISSING
SOMETHING ...
INVESTIGATE

ARCTURUS

LONG LIFE
RADIO TUBES



COMPARE THEIR PER-
FORMANCE WITH ANY
TUBE AND MAKE YOUR
CHOICE ON FACTS ...
NOT CLAIMS.

ARCTURUS RADIO TUBE CO.
NEWARK, N. J.

Songs that Sell

Gloria Swanson sings
LOVE--You- Spell Is Everywhere
 (in "The Trespasser")

Duncan Sisters introduce
I'M FOLLOWING YOU
HOOSIER HOP
I'M SAILING ON A SUNBEAM
 in their newest picture "It's A
 Great Life"

Norma Talmadge sings
A YEAR FROM TODAY in "New
 York Nights"

TO BE FORGOTTEN
 by Irving Berlin

Harry Richman introduces
WITH YOU
THERE'S DANGER IN YOUR
EYES, CHERIE
PUTTIN' ON THE RITZ
ALICE IN WONDERLAND
 in his first singing-talking picture
 "Puttin' On The Ritz"

LUCKY LITTLE DEVIL

Irving Berlin's
WAITING AT THE END OF THE
ROAD (from "Hallelujah")

WHAT IS LIFE WITHOUT LOVE
WOULD I LOVE TO LOVE YOU
 (from "Broadway Scandals")

SAME OLD MOON, SAME OLD
JUNE (But Not The Same Old
 You)

SONG OF THE CONDEMNED
 (from "Condemned")

ON A BLUE AND MOONLESS
NIGHT (new)

SOUND PICTURE SONGS
 (In Preparation)

Al Jolson's latest picture "Mammy"
 Story and Songs by Irving Berlin
 (Across the Breakfast Table)
LOOKING AT YOU
TO MY MAMMY
LET ME SING AND I'M HAPPY

IRVING BERLIN, Inc.
 1607 Broadway New York City

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Ben Selvin, the dance orchestra maestro, has appeared on 5,000 records which have had a sale of 250,000,000 . . . Murray Solomon, an executive of the Irving Berlin Standard Music department, is recuperating after an operation last week . . . The long-awaited John McCormack picture, "Song of My Heart" opens in New York March 11 . . . Eddie Walters, Columbia's ukulele ace, recorded "Eleven Thirty Saturday Night" and "Me and the Girl Next Door," accompanied by a ten-piece orchestra, last week . . . Eddie Christy is with Davis, Coots & Engel . . . A well known picture star now making personal appearances in New York, recorded for the first time last week for one of the more popular mechanical companies . . . Sammy Wigler is recovering nicely from a recent automobile smash-up . . . It is rumored that the hit song of the "Spring is Here" picture, "Crying for the Carolines," has been replaced in the film by "Con-

gratulations," due to the tremendous reception accorded the first-named song "on its own" . . . Bernie Pollack has become Jack Mills' sales manager . . . Harry Engel returned last Monday from a trip to the coast . . . Songwriters sent to Hollywood by picture companies are all out on options of from three to six months, during which time they must either deliver, or start packing, the Alley-trek beginning about June 1, or, as it is known on the coast, "Option Time."

AS THEY WERE

Harry Warren, this department's best-liked songsmith, and one of the most able of tune fashioners, was formerly an assistant motion picture director . . . Billy Rose, Fanny Brice's husband, and a lyricist of many past successes, was secretary to Bernard M. Baruch, New York financier . . . Pat Flaherty, Red Star's managing director, was a former professional baseball and football star, and looks it!

Berlin Adds 3 Songs To Fast-Moving Roster

Three additions to the catalog of Irving Berlin, Inc., which already boasts of such noteworthy song successes as "Love," from the "The Trespasser," "Following You," from "It's a Great Life," and the quartet of feature tunes from "Puttin' on the Ritz" of which much has been written and many copies sold, are "Broken Dreams," cued-in the "Melody Man," "On a Blue and Moonless Night," written and featured by Will Osborne and "You Darlin'," a cute effort from the prolific pen and piano of Harry Woods.

The firm reports that indications point to a banner spring for sales of Berlin-published tunes.

Leo Feist, Inc., Places Six Songs in Class "A"

Six new tunes have been placed in Class "A" or twenty-cents a copy class by Leo Feist, Inc., until March 31, after which the price becomes twenty-two cents a copy.

The songs are: "Like a Dream," by Vincent Rose; "My Reveries," "The Talk of the Town," a popular dance tune by Gus Kahn and Chester Cohn; "Alone With My Dreams," "So Sympathetic" and "Where the Golden Daffodils Grow."

Two New Numbers for Davis, Coots & Engel

Davis, Coots, & Engel, Inc., have accepted for publication two new tunes, bearing the titles, "Dream Avenue," by Harry Richman, Pete Wendling and Jack Meskill, and "The Kiss That Made a Fool of Me," by J. Fred Coots and Lou Davis.

Columbia Lists Variety Of Tunes in New Release

The Columbia Phonograph Co.'s February 28th record release features tunes recorded by such eminent conductors as Paul Whiteman, Guy Lombardo, Paul Specht and Ted Wallace, and Lee Morse and James Melton, vocalists.

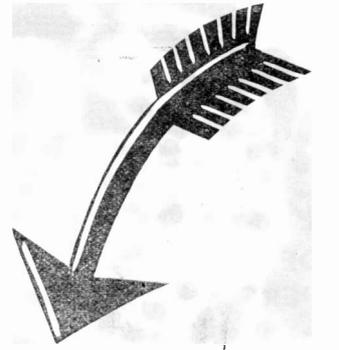
Whiteman is represented with "Nobody's Sweetheart," from "The Vagabond Lover," and "After You've Gone;" Specht plays "The Harbor of My Heart" and "Keepin' Myself for You" from "Hit the Deck," and Wallace offers "What Do I Care?" and "When You're Smiling."

Lee Morse sings "Until Love Comes Along," from the RKO Bebe Daniels film, "Love Comes Along," backed by "Blue Turning Grey Over You," while James Melton, tenor sings "Sally" from the screen operetta of that name, and "Were You Just Pretending" from "No, No, Nanette."

Triangle Accepts Waltz Song of High Quality

A waltz of exceptional melodic qualities, and one from which big things are expected, has just been accepted for publication by the Triangle Music Pub. Co., Inc., New York, bearing the title, "Springtime, Lovetime, You." Joe Davis, head of Triangle, stated on Friday that he had big things in view for the tune, which is the composition of Spencer Williams and Harold R. Mertz, and he will shortly institute a comprehensive drive on it.

Due to the popularity of Gene Austin's Victor record of "After You've Gone," and to further identify the song with the fast-selling record, Triangle has produced and is distributing through Victor wholesalers, a four-color photograph of Austin, to be given away gratis with each record sold.



"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

The One I Love
"JUST CANT BE BOTHERED WITH ME"

"ALONE WITH MY DREAMS"

"YOU'RE ALWAYS IN MY ARMS"
(FROM "RIO RITA")

"WHERE THE GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

"IT HAPPENED IN MONTEREY"

"I LOVE YOU SO"
(FROM PAUL WHITEMAN'S "KING OF JAZZ")

"SO SYMPATHETIC"

"THE TALK of the TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT of ME"

"SONG of the BAYOU"

LEO FEIST
 235 W. 40th Street,
 NEW YORK CITY



The flawless Screen Grid Tube

Audion 424 makes screen grid radio as noiseless and humless as the best battery sets. Crackle is entirely eliminated. You will instantly recognize the superior performance of Audion 424. It is due to these four important factors that have been developed by the De Forest Engineers.

1. Mica spacers top and bottom to assure utmost uniformity of characteristics.
2. Oxide coated filaments to double electronic emission.
3. A ceramic shield to insulate the cathode and stop hum.
4. And a vacuum to increase the life of the tube with less than one fifteenth the air pressure of most standard radio tubes.

Demonstrate your screen grid radio with De Forest Audion 424. It will make sales for you.

DE FOREST RADIO CO.

PASSAIC, N. J.

1906

1930



OUR INCOME TAX DEPARTMENT

Conducted by M. L. SEIDMAN, C. P. A.

[This is another in a series of articles by Mr. Seidman on how to prepare income tax returns that will appear regularly in these columns. Mr. Seidman is a well-known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 2 Lafayette St., New York City. All communications must be signed by the inquirer, but no names will be disclosed in published answers.—Editor]

The previous article had to do with income that is exempt from tax. Now, let us go into the items on which tax must be paid, taking up, first, the question of profits.

Profits.

Broadly speaking, all profits must be reported. But just what do we mean when we use the word "profit"? Off-hand, we would say that a profit is realized when something is sold for more than what it costs. That is true for income tax purposes as well but—there must always be a "but" to take the joy out of life—there are a number of exceptions. Furthermore, what do we mean by cost? For instance, what is the cost to us of property that we receive as a result of a gift or by bequest?

The picture, hence, is not as simple as might appear at first blush. On the other hand, the solution is not difficult when the few basic principles involved are known. Let us see whether we can tersely review some of them in this article.

Importance of March 1, 1913 Values.

To begin with, we find that it makes a very substantial difference if the property was acquired before March 1, 1913. March 1, 1913 has a special significance for income tax purposes. It marks the day that income taxes became constitutional. Before then no tax on income could legally be imposed. Any profit that accrued prior to March 1, 1913 is non-taxable.

Provision is accordingly made in the law that where property was acquired prior to March 1, 1913, the basis for determining gain or loss shall be the actual cost of the property or the March 1, 1913 value, whichever is higher. For example, if United States Steel stock was bought in 1910 for \$60 a share and had a March 1, 1913 value of \$90 a share and was sold in 1929 for \$160 a share, the taxable profit would be \$70 a share; that is, the difference between the sale price of \$160 and the March 1, 1913 value of \$90. The actual profit is \$100 a share, but \$30 of this is deemed to have accrued prior to March 1, 1913, and hence is not taxed.

Taking the reverse situation, let us assume that the stock was acquired in 1910 at a cost of \$160 that the March 1, 1913 value was \$90, and that it was sold in 1929 for \$60. The loss allowed would be \$100 a share, because it would be figured on the basis of actual cost, that being higher than the March 1, 1913 value.

Thus, it will be seen that the March 1, 1913 factor never works against the

taxpayer, but always in his favor. It permits the large loss to be taken and taxes the smaller profit.

Legacies.

When a rich uncle remembers us in his will, and the property we inherit is sold by us, in order to figure profit, the cost is determined as follows: In the case of real property, the cost is regarded as its value at the time of the death. The rule is the same with personal property if it was acquired by specific bequest. However, if the property was acquired by a general bequest, the cost is the value at the time it is distributed by the estate to us. If the property is sold by the executors while it is in the hands of the estate, the cost to the estate is the value of the property at the time of the death.

Profits on Sale of Gifts.

Gifts, as distinguished from bequests, have a somewhat different status, depending upon when the gift was made. Up through the Revenue Act of 1918, the law was that where property was acquired by gift, the cost of the receiver of the gift was deemed to be the value of the property at the time of the gift. However, this was found to provide a very convenient means of tax avoidance. A husband owning property on which a substantial profit could be taken, would make a gift of the property to his wife just before a sale was contemplated. She then would make the sale and there would be no tax all the way round. This loophole was plugged up in the Revenue Act of 1921, and all the succeeding laws, by the provision that in the case of gifts made after December 31, 1920, the basis of determining gain or loss to the recipient shall be the same as it would have been to the person making the gift. In other words, now if a husband buys stock at a cost of \$10,000 and gives it to his wife when it has a value of \$20,000, and she immediately goes out and sells the stock for \$20,000, she is subject to a tax on a profit of \$10,000, as the cost of the stock to her is deemed to be the cost to her husband, namely, \$10,000.

Depreciation.

Further phases of the question of "cost" can be best seen in the case of real estate. A parcel of real estate we will say is acquired at a cash cost of \$10,000. Over a period of time, improvements and betterments will be made to the property. These additional expenditures can be added to the original cost in determining gain or loss when the real estate is sold. On the other hand, the law allows a deduction each year for depreciation (assuming that the real estate is held for profit). The depreciation allowance is regarded as returning to the taxpayer that much of his original cost. Hence, when the property is sold, the original cost must be reduced by the amount previously allowable for depreciation for the entire period that the property was held. It makes no difference whether the depreciation was claimed in the previous years' returns or not. It must still be figured as a reduction of the cost. Many taxpayers have found themselves facing additional assessments be-

cause they failed to consider depreciation in arriving at net cost for tax purposes.

Installment Sales.

Where property is sold on an installment basis, the profits can be pro-rated over the installments and reported as collections are made. Real estate is considered as being sold on an installment basis if the cash received from the purchaser in the year when the sale is made does not exceed 40 per cent. of the sales price. Purchase money mortgages given by the purchaser or mortgages that were on the property at the time of the sale and that are assumed by the purchaser, are not regarded as cash. The sale of any article of personal property can be treated on an installment basis where the price is more than \$1,000 and the property sold is other than stock in trade. Of course, those businesses that are regularly conducted on an installment basis can report their profits in that way, and that is true whether the sale is more or less for \$1,000.

Profit on the sale of property is only one of the elements entering into the determination of taxable income. In succeeding articles we will discuss some of the others.

Urges Radio's Use In Rural Schools

Atlantic City, N. J., Wednesday.

The radio has its greatest educational value in the rural school Margaret Harrison, director of the bureau of rural radio research of Teachers' College, Columbia University, declared yesterday at a meeting of the department of rural education group, in connection with the convention here of the department of superintendence, National Education Association.

"If radio is to be of permanent educational value," she said, "it is probable that its greatest contribution will be to rural schools. Inherently, it offers advantages to rural schools they otherwise would not have.

"First, radio offers material which cannot be gained through any other medium. This is particularly valuable in current happenings. Included in such material are music and presentations of standard literature by outstanding leaders and authorities.

"Secondly, the radio sets standard of production, material and presentation. Third, radio serves to carry the students' interest over from local units to national and international interests. Fourth, radio gives varied points of view, and fifth, radio increases the variety of interests."

See Remote Control Device Makes Debut

JACKSON, MICH., Friday.

Initial deliveries are being made by the See Electrical Products, Inc., on its Remote Control device for radio set usage. According to T. J. Scofield, manager of the See company, the device fits on a telephone, if desired, and when the phone rings, an "off-on" switch is at the user's thumb, controlling the function of the radio set to which it is attached.

The See Remote Control lists at \$5.50, and is said to work with any set, regardless of size, make, or amount of current used.

FORMULATE PLANS FOR ANNUAL CONCLAVE OF WESTERN ASSOCIATION

TO HOLD RADIO PRE-VIEW

East-Bay Radio Trade Group Agree on Six Per Cent. Carrying Charge — Thompson & Holmes Now Ensnared in New Home.

San Francisco, Cal., Thursday.

Perhaps the best indication for the music and radio trades of central and northern California for the opening of the year 1930 has been the decided tendency to work together for such ends as are of common benefit to all the trade. Elsewhere are given the careful preparations for the biggest time ever at the Western Music Trades Convention to be held at the St. Francis hotel on the 25th and 26th of June. The holding of the Radio Pre-view at the William Taylor hotel is set for the same dates with the 27th added, and by co-ordinating the hours of session and display and to some extent co-ordinating financially, a bigger time is assured to both; especially as their gatherings will be immediately preceded by that of the National Electric Railway con-

vention and the National Electric Light Association convention. It may be interesting to note that the scene of the pre-view, the new William Taylor hotel, now open but a month is the latest thing out in hostleries. It is thirty stories, overlooks the great Civic Center, has 500 rooms, all with outside exposure, and 15,000 feet of auditoriums and assembly halls, all of which have been engaged for the event.

The East-Bay Radio Trades Association has succeeded in bringing about an agreement of all dealers of consequence, including the large department stores, on a six per cent. carrying charge. This has long been a bone of contention and discord in that section. They will now turn to the problem of trade-ins.

The Sacramento Radio and Music Trades Association succeeded some time ago in getting over a city ordinance taxing each radio dealer \$100, the money to be used for investigations of radio interference. The investigations have been very satisfactory; but some of the dealers are testing the ordinance. Previously the Association with the help of the power companies paid the expense. The Fresno Association has had excellent success in getting the power companies to co-operate in eliminating interference. Just now they are debating the best method of eliminating "joy-riding" by prospects, and long-time demonstrations, as they have a large country trade to serve, these items loom into importance. The Vallejo-Napa Valley Radio Association has been working to maintain a permanent inspector of radio interference in the North-Bay territory, and to that end have asked all

dealers to contribute \$2.50 monthly to a sustaining fund.

More than usual enthusiasm has been expressed over the meeting recently of the Pacific Radio Trades Association held on the roof of the Clift hotel. A large crowd, inspiring surroundings, tables richly decorated in orange effect, gave zest to the occasion, and either caused the speakers to do better, or gave the audience a keener and more appreciative understanding—possibly both.

A fine talk was that of the president of the association, Al Meyers, as he opened the meeting with a discussion of the conditions of the industry and methods of stabilization. Highly appreciated were the remarks of Ernest Ingold on his eastern observations, interspersed with thoughts and information both interesting and instructive. Bob Eastman, president of the Retailers' Association, reviewed their work, telling of their success in getting an ordinance of their own concerning loud speakers substituted for one that would have been injurious. Secretary George H. Curtiss was pleased to make an excellent report in regard to the control of interference. He announced also that the vote of the membership was unanimous to raise the dues from one dollar per month to two and a half dollars, in order that they might more fully meet their share of their expense. This boost was first proposed by the members themselves. Don Gilman gave a talk on the development and problems of broadcasting, and its importance as being the foundation of all the radio industry. Max Dolin contributed to the entertainment, giving the demonstration of an instrument.

Thompson & Holmes are now duly installed in their new home at 954 Mission street, and it is some home, finished in light color, preserving the cheerful effect of the large window spaces; basement, main floor, mezzanine and second floor, with floor space of 18,000 square feet. This gives ample room for offices, demonstration, work rooms and stock rooms, as well as shipping and receiving. L. P. Boyce, director of local advertising and sales promotion, reports that they are now chiefly concerned with getting goods as they are constantly back-ordering and awaiting new shipments. Dealers are everywhere re-ordering, showing that the instruments are passing into consumers' hands. They are having special success with their combination numbers which they are stressing. In celebration of their new opening they ran a four-page announcement in a daily. On this space, quite a number of the more representative dealers tied in. This edition was also made the occasion of announcing the music education concerts of Madame Sturkow Rider to be given in San Francisco, March 23 to 29; and in Oakland, March 30 to April 5. Her tour is, of course, part of the educational program sponsored by the Grigsby-Grunow Co.

C. Sharrah, vice-president and general manager for Thompson & Holmes, Ltd., distributors of Majestic, has been touring the San Joaquin Valley in company with J. H. Hawkins, district supervisor of the Grigsby-Grunow Co. He concludes that there is room for a big Majestic year ahead.

A few more retail dealers have been added to the discards of the Bay District during this time when aggregate sales are running low. In general, it is noticed that these dealers are of short experience and with little financial resources.

—ALLEN.

ATWATER KENT RADIO GIVEN TO CAPTAIN OF "S. S. REPUBLIC"



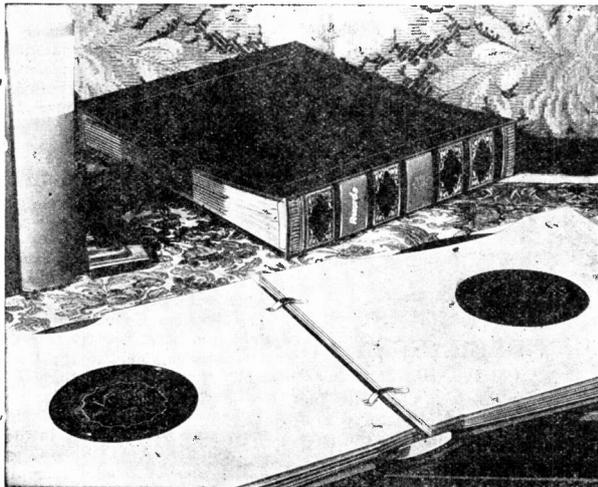
Mayor Mackey Presenting A-K Set to Captain Moore.

Philadelphia, Pa., Friday.

The picture shows Mayor Harry A. Mackey, of Philadelphia, (left) presenting an Atwater Kent screen grid radio to Captain Moore, skipper of the S. S. "Republic" just after the Republic docked in this city after a trip to the West Indies. The trip was sponsored by the Philadelphia Chamber of Commerce.

The Atwater Kent was purchased from Victor Moore, vice-president and general manager of the Universal Radio Co. with a purse collected from the passengers.

Peerless Announces a New Quality Record Album For the Trade and Cabinet Manufacturers



A solid-back album that opens absolutely flat. Heavy brown kraft envelopes, and exclusive patented loose leaf features make this the finest and most exclusive album for the better grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. DESIGNED ESPECIALLY FOR YOU IF DESIRED.

Our regular line of albums has long been considered the standard of the phonograph industry.

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

The HEIGHT OF PERFECTION



Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

NORTH WARD
RADIO CO., Inc.
367 Plane St., Newark, N.J.

NEWSY NOTES OF TRADE IN INDIANA

Indianapolis, Ind., Friday.

The Fort Wayne Iron Stove Co., wholesalers of hardware, have opened a retail store at 109 East Columbia street, Fort Wayne. They will sell Crosley radio sets and speakers in the new shop. W. S. Frederickson is manager.

W. C. Griffith, president of the Griffith Victor Distributing Corp., reports good business on the Victor sets. Distributing houses are maintained in Indianapolis, Louisville and Cincinnati. Mr. Griffith is manager of the local concern; G. F. Hyde is vice-president and general manager; B. H. Wilson is manager of the Louisville business and C. W. Hyde is in charge of the branch. Fourteen men cover the corporation's territory.

Herbert C. Wall, chairman of the Fort Wayne Radio Trade Association, was chosen a director of the National Federated Radio Trades Association at the recent convention in Cleveland.

The "House of Muscat," one of the oldest stores in Gary, features the Majestic at each of its three stores, the one at Tenth and Broadway; the annex at 659-65 Washington street, and the used set store at 17-25 West Sixteenth street.

The United States Radio & Television Corp., of Fort Wayne, is having unprecedented sales on the new model Apex. All of the organization's factories are working at peak production and yet the demand exceeds the output. Although most of the credit of the great success of the Apex is due to the mechanical excellence of the instrument, the unusual and highly effective Apex advertising appearing all over the country has played an important part in popularizing the Apex, it is said.

Gustave G. Grenz has leased Room 533 A & B building, Indianapolis, where he will engage in the business of selling radios and other musical merchandise.

The Pettis Company sheet music department has been moved from the rear of the first floor to the basement.

The purchase of the Nite & Day Radio Service, 605 North Illinois street, by Francis J. Lahmann has been announced. Mr. Lahmann has been connected with the radio industry for the past twelve years, recently having had charge of classes in the Practical School of Radio, this city. The name of the business will be changed to the Allied Radio Service.

The Fuller-Ryde Music Co., 27 East Ohio street, has discontinued its radio line.

Charles Mayer & Co., Inc., Indianapolis, is incorporated with a capital stock of 1,500 shares, having a par value of \$100 each, and 6000 shares having no par value. Incorporators are Charles Mayer, Albert L. Zoller, Edward L. Mayer and A. Kiefer Mayer.

The Charles Mayer & Co., Inc., has one of the most comprehensive radio departments in the city, as well as one of the most beautiful.

The Trojan Radio Sales, South Bend, has moved from 106 East Mishawaka avenue to 504 N. Main street, that city.

A preliminary committee has been appointed to prepare for the entertainment of the National Federation of Radio Associations and Radio Wholesalers' Association at their convention to be held in Indianapolis next year. The committee includes: C. C. Mathews and Eugene Wilder (who were elected directors of the national organizations at the recent convention in Cleveland, Ohio); George L. Stalker, chairman of the radio trades division of the Electric League of Indianapolis; A. I. Clifford, Fred Connell, Ted C. Brown and Henry T. Davis, manager of the Indianapolis convention bureau. Radio associations of other Indiana cities have signified their desire to co-operate in the plans for the convention.

The Harding & Miller Music Co., dealers in all lines of musical instruments, are now established in their new quarters, 516-520 Main street, Evansville.

Frances Israel, formerly record saleslady with L. S. Ayres & Co., is now in charge of the record department of the Banner Furniture Co.

The Wright Electric Co., exclusive Majestic dealer in Valparaiso, held a formal opening in its new quarters, 5 Lincolnway, recently.

B. & R. Radio Depot, at Elwood, has moved to 110 South Sixteenth street.

Installation of a newly equipped service department for all makes of radio receiving sets has been announced by the Victor Furniture Co., Indianapolis. The service department has been enlarged and is under the supervision of William Burkhard. L. Solomon is sales manager of the radio department.

TRADE ASSOCIATION ACTS AGAINST RADIO THIEVERY

Los Angeles, Cal., Thursday.

Faced with a serious problem in the ever increasing activity of radio thieves in Southern California, the Radio and Music Trades Association is taking stern steps toward apprehension of these criminals.

In a warning yesterday, H. E. Sherman, president of the body, urged the public to make sure that they are buying from a reputable dealer or from persons where ownership can be definitely traced.

Among other steps taken by the association, is the registration of all stolen sets, whose numbers are reported to the association's headquarters here. All radio dealers, whether association members or not, have been urged to co-operate in this matter for the common good of the industry.

As a result of the activity of the Radio and Music Trades Association, many radio thieves have been apprehended, and one is serving a life sentence in Folsom.

THE TALKING MACHINE and RADIO WEEKLY

50-Story New York Building Planned by RCA-Victor Co., Inc.

(Continued from page 5)

from the crown of forked lightning which each figure will wear as a symbol of the speed of radio. The top of the tower, or the corona will also be illuminated at night. The design of the entrance, the lobby and the rest of the building will carry out the same artistic motif representing the age of radio and electricity.

The executive offices of the RCA-Victor Co. will occupy approximately half of the 310,000 square feet of available office space. The tenants will be served by a fleet of 12 high-speed elevators. Howard LeC. Roome Co., Inc., is in charge of leasing, and will be the managing agents of the completed building. Provision has been made for easy accessibility through a direct passageway from the building to the Fifty-first street Lexington subway and to the new Fifty-third street cross-town subway. Plans are also under discussion for another underground passageway leading to the new Waldorf-Astoria hotel at Fiftieth street.

The entire project for the RCA-Victor building is being handled by the Bartholomew Building Corp., organized jointly by the RCA-Victor Co., Inc., and the A. L. Hartridge Co. Mr. Shumaker heads the officers of the new company as president; A. L. Hartridge and I. E. Lambert are vice-presidents; E. C. Grimley, treasurer, and F. T. Pratt, secretary. The board of directors of the Bartholomew Building Corp., includes Mr. Shumaker, E. W. Harden, Mr. Hartridge, J. L. Ray, Mr. Lambert, Congreve Jackson, J. H. Manning, E. C. Grimley and Mr. Pratt.

The plot on which construction is to begin, was assembled by the Tishman Realty & Construction Co., last September and sold to the Stanhope Estates, Inc., who in turn resold it to the Bartholomew Building Corp.

The announcement of the RCA-Victor building follows closely the disclosure of plans recently made public by Mr. Shumaker of an expansion and building program in Camden, N. J., which call for an additional expenditure of \$7,500,000 for the construction and installation of enlarged manufacturing facilities.

J. E THORNE JOINS GULBRANSEN CO.

Chicago, Ill., Saturday.

J. E. Thorne has been appointed factory representative of the radio division of the Gulbransen Co., this city, in Ohio and surrounding territory.

Mr. Thorne is a veteran radio man and was formerly sales manager for the Trav-Ler Mfg. Corp., this city, maker of portable radios, and was also a former representative of the Bremer-Tully Mfg. Co.

CALIFORNIA GROUP TO GATHER MARCH 6

Los Angeles, Calif., Thursday.

Radio dealers of Southern California have been invited to the gala pre-St. Patrick's Day gathering of the Radio and Music Trades Association which is to be held March 6, at the Breakfast Club, here.

Sponsored by the factory representatives group of the association, an

Enthusiastic Reception Of New Kylelectron Sets Reported in Midwest

Springfield, O., Saturday.

Spence Reese, assistant sales manager of United Reproducers Corp., this city, has just returned from a trip through the middle west where he made numerous calls on United Reproducers distributors.

In speaking of his trip, Mr. Reese said that the acceptance which the new Kylelectron radio is receiving through the part of the country which he visited is remarkable. "The new Kylelectron speaker, which is an exclusive feature on Kylelectron radio, is creating a real stir in the radio industry," he declared. "It represents the culmination of several year's research for a new and better type of speaker. In Kylelectron there is a certain definition to the reproduction that cannot be found in other types of reproduction. There is no over-accenuation of some instruments to the detriment of others, and in this way the finest and best reproduction is made possible.

"Kylelectron radio is being presented at this time to the trade in two models, the K-71, and the K-72. Both of these represent achievements in radio cabinet construction. An eye-appeal has been developed which I believe has rarely been equaled. The new Kylelectron speaker, with its reproducing surface covering the entire face of the cabinet, has made possible this departure in cabinet construction, and has at the same time made possible non-directional reproduction.

"Distributors all through the middle west are calling dealer meetings and are proceeding rapidly with selling plans for 1930. A real enthusiasm for the new Kylelectron radio is developing right on the heels of the introduction of the set to the territories.

"Basing predictions on the performance of the Kylelectron radio in the series K-70 and on the acceptance accorded it in the parts of the country in which it has already been introduced, 1930 should be a big Kylelectron year."

Apex Set Line Shown To Boston Dealers

Boston, Mass., Friday.

The first screen grid radio line of Apex sets, made by the U. S. Radio & Television Corp., Marion, Ind., was exhibited here recently to radio dealers at a meeting held in the Hotel Statler under the auspices of Bigelow & Dowse Co., local Apex wholesaler. I. S. Dillingham, Jr., president of the jobbing firm, was toastmaster, introducing H. H. Kunkler, Apex general sales manager, who outlined future operations and plans of his company. Others present included: Mike Gennis, Apex district sales manager; J. Wagner, National Union Radio Corp. district manager; Joseph Kennedy and J. Frank Miller, sales manager and vice-president respectively for Bigelow & Dowse.

elaborate entertainment program has been arranged, with features including "The Optimistic Do-Nuts." The principal speech of the day will be delivered by Hugh Shippey, Western Air Express executive, who will talk on "Radio and Aviation." The program and addresses will be broadcast as usual from eight o'clock on and a record attendance is forecast.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors
Adopted as the Standard Lubricant by Leading manufacturers

PREPARED IN PROPER CONSISTENCY
Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid
Remains in Original Form Indefinitely

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET New York

Put in 1, 5, 10, 25, 50-Lb. Cans for Dealers
Write for Special Proposition to Jobbers

GOOD SEASON AHEAD, SAY WINDY CITY MEN

CHICAGO, ILL., Saturday.

F. F. Paul, vice-president and general sales manager of the United Air Cleaner Co., has been east several days visiting Detroit and other centers.

J. K. Utz, manager of radio sales for the Kellogg Switchboard & Supply Co., has been in New York during the week and on the way back was expected to stop at Rochester, visiting Kellogg distributors in each center.

L. C. Wiswell, of the Wiswell Radio Co., Sparton distributors here, has been heard from in Cuba, where with his wife he is enjoying his annual winter vacation. He is expected to return here about March 10.

S. F. Patchin, manager of the Edison Distributing Co., is an optimist, declaring that for the class of merchandise handled this branch is getting an excellent volume of business. One local dealer who last week ordered 50 sets is back this week asking for more. Mr. Patchin is surprised at the situation expressed by distributors of and dealers in other makes, but believes their lack of optimism is due more to the idea that they have more time to think about and make plans for business as compared to what they did previously. They are naturally putting on extra steam to promote sales, and if the latter do not come as fast as they did a pessimistic attitude results.

L. J. Johnson, president of the Kimberly Radio Corp., Zenith distributors here, is another optimist, for with hard work, he says the volume of business being done promises easily to double that of last year up to this time.

H. E. Richardson, vice-president and general manager of Young, Lorish & Richardson, Sparton distributors, returned recently from a three weeks' vacation spent at Miami Beach, Fla. Back on the job again, he and his sales force are out hustling with excellent prospects for business.

H. C. Bodman, general sales manager for the Silver-Marshall Co., who is in San Francisco, has sent back reports to the office here of a very successful trip, for business on the coast is considerably better than he expected. He will return to Chicago about March 7. D. S. Hill, assistant sales manager, has returned from a trip through the South where conditions are improving. Howard W. Sams, director of territorial sales, says that from reports received from all over the territory, excellent prospects for Silver sets are held forth. Mr. Sams advises that the distributing office of Silver-Marshall at 2011 S. Michigan avenue is now under the direction of H. C. Briggs, formerly connected with E. T. Cunningham, Inc., in Chicago, though for the last six months on the sales staff of Silver-Marshall.

Wakem & Whipple, Inc., Chicago distributors for the Apex set, have just completed visits to all their dealers and find them favorably inclined, says J. J. Reilly, sales manager, toward the idea of selling the product complete with tubes, which the Apex organization is carrying out as part of its sales program.

Royal A. Stemm, representative here for Studner Bros., of New York, and who has heretofore represented the Carryola Co., is now representing the Fidelity Radio Corp., of Salt Lake City,

PHILADELPHIA RADIO-MUSIC DEALERS MORE OPTIMISTIC WITH ADVENT OF WARMER DAYS

MANY ENGAGING IN INTENSIVE OUTDOOR SALES WORK

RCA-Victor Dealers Heavily Exploit Amos 'n' Andy Discs—Frank Hovey Made Manager of P. V. D. Record Department—Joseph Gerl, Colonial Sales Promotion Manager, a Visitor.

Philadelphia, Pa., Friday.

Brighter outdoor life with the advent of milder temperature and the upward swing of business has brought a cheerfulness to the Quaker City radio retailers that has encouraged them to broader efforts in the stimulation of sales of sets and records. With the disappearance of winter days the trade has turned to outdoor sales promotion and with such success that confidence has been restored in the outlook.

R. E. Tongue, of the firm bearing his name, has returned to headquarters after spending the week in Chicago.

Raymond Rosen, of the wholesale distributing firm of Raymond Rosen & Co., has been sojourning in the Windy City and is due to return shortly with announcement of his firm's plans.

RCA-Victor dealers have been encouraged by the distributors, H. A. Weymann & Son and Philadelphia Victor Distributors, Inc., to promote the sale of Amos 'n' Andy recordings by giving these nationally famed radio artists intensive exploitation in their stores and window displays. There has been a brisk call for these discs as a result of this campaign, it is stated.

Frank Hovey, who has been doing sales work for the P. V. D. organization in the central part of the city, has been promoted to the managership of the record department.

The Household Supply Co., Tenth and Cherry streets, this city, has been appointed a dealer for Victor products. The firm was host to its employees at dinner on Thursday evening, at which William Hoffman, manager of the establishment, disclosed the acquisition of the line.

Tying up with the personal appearance of Eddie Dowling, at the Earle Theatre, in connection with the presentation of "Blaze of Glory," Shapiro,

selling its line of speakers in this territory.

The Consolidated Talking Machine Co., 229-231 W. Washington street, has given up its ground floor space utilized for retail purposes and has moved its department upstairs to the second floor where offices and stockroom are located.

The Standard Radio Sets & Parts Store, at 218 W. Madison street, is gradually closing out its stock and intends to consolidate all unsold merchandise with its other stores around the city.

W. H. Allen, district manager for the Colonial Radio Corp., has been confined to his home all week, recovering from the effects of injuries sustained in an automobile accident last week.

Atwater Kent sales in this territory are up to expectations of the Sampson Electric Co., local distributor, according to B. D. Greenhouse, assistant manager.

A. A. Howard, president of the Howard Radio Co., located at South Haven, Mich., was here Thursday conferring with Fred W. Piper, sales manager for the wholesale department outside of Chicago.

The Culbertson Radio Store, at 201 N. Wells street, has discontinued business there.

Bernstein & Co., music publishers staged an effective campaign in this city on the theme recordings in this talkie.

The General Motors Radio Corp. is exhibiting the new Day-Fan radios on the Steel Pier, in Atlantic City, in conjunction with its display of automobiles. Special sales promotion work for the Day-Fan is being done by Joseph Dever and W. H. Behrens. The latter is well known to the Philadelphia trade as former Atlantic City representative of Bell & Thomas, wholesale distributors.

Motor Parts Co., wholesale distributors of Philco, sponsored a special showing of the "Vagabond King" at the Aldine Theatre, last Sunday afternoon, for its dealers. This Paramount talkie will be used for the exploitation of the Philco.

The stock of Rihl Brothers, radio-music dealers at 424 Girard avenue, Philadelphia, was this week liquidated by the receivers.

Louis Buehn, president of the Atwater Kent distributing firm bearing his name, is now in Florida and expects to be back at his desk by mid-March.

Strawbridge & Clothier, department store, this week devoted prominent space to the Atwater Kent set in a hook-up with Alexander Smolens, conductor of the Civic Opera Co. The Smolens organization appeared in the Atwater Kent Hour last Sunday.

John A. Henry, manager of the Rumsey Electric Co., 1007 Arch street, is confined to his home due to a broken collarbone as the result of a fall on the ice, recently.

Joseph Gerl, sales promotion manager of the Colonial Radio Corp., Long Island City, N. Y., was a visitor to the offices of District Manager Benjamin Stevens. —CARR.

Philco Will Conduct Oceanic Convention

PHILADELPHIA, PA., Saturday.

An oceanic convention, beginning in York on May 27, and extending to the Bermuda Islands, was announced today by J. M. Skinner, vice-president and general manager of the Philadelphia Storage Battery Co., maker of Philco balanced-unit radio. The company's executives, distributors and the leading sales representatives from each section of the United States will make the tour, and it is expected to have more than 500 Philco representatives aboard when the ship leaves its dock. The Royal Mail Liner "Arcadian," a 19,400-ton steamer, has been chartered for the convention cruise.

WILLIAM F. FLETCHER CREDITORS TO MEET

Trenton, N. J., Saturday.

A meeting of the creditors of William F. Fletcher, trading as Fletcher's Music Shop & Studio, this city, will be held at the office of S. D. Oliphant;

Irving Sarnoff Ducks \$5 Touch from Bozo With Broadcast Idea

One day last week somebody touched Irving Sarnoff, persuasive and popular head of the New York Radiola jobbing firm of George L. Patterson, Inc., for five dollars—almost. Mr. Sarnoff received on Thursday the following convincing appeal from a gentleman who, for the sake of the record, shall be nameless.

"Dear Sir:

"The best way to increase the sale of radio sets is to improve the quality of radio programs. I am confident it would vastly advantage the manufacturers of radio sets and accessories to co-operate in establishing a chain of broadcasting stations, serving all populous sections and presenting programs of uniform and highest excellence. This would increase sales more than 100 per cent.

"The expense of such a chain, shared among many manufacturers, would not be prohibitive, and would be defrayed from 50 per cent. to 1105 by advertising, the advertisers fighting for a chance at stations so pre-eminent.

"It would doubtless simplify matters to place these stations in charge of a corporation formed for that purpose.

"I shall be pleased to receive a check for five dollars in payment for this suggestion."

"Now, who the hell does he think owns the National Broadcasting Co.?" said Mr. Sarnoff, playing the letter into the waste-basket by a neat carom shot, two rails into the corner. "Out of an estimated 2,900 radio distributors, why does he pick on me?"

Cabinet Manufacturer Suggests Scrapping of All Obsolete Radios

"Why doesn't the radio industry formulate a plan by which it can scrap about ten million old radio sets in order that modern electric sets might be sold to the owners of these obsolete models?" asks David E. Kahn, president of the Federal Wood Products Corp., 206 Lexington avenue, New York, manufacturer of radio furniture.

"The country is filled with obsolete merchandise selling at all kinds of low prices, and it is up to the radio industry to formulate ways and means of ridding the market and homes of these sets. Over-production has been the curse of the radio industry."

Mr. Kahn points out that the National Automobile Chamber of Commerce recently announced that the motor industry would expend \$15,000,000 this year in removing unsafe cars from the highways. The plan involves scrapping 400,000 machines, in addition to the normal number scrapped by the motor companies. He also points out the fact that automobile manufacturers have announced some time ago that they will not overstock their agents and that there will be no overproduction.

Mr. Kahn believes that the radio industry might well follow the example set by the older and more stable automobile industry.

referee in bankruptcy, 137 East State street, this city, at 10:30 A. M., March 12.

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp. Chicago, Ill.
Amrad Corp. Medford Hills, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
American Bosch Magneto Corp., Springfield, Mass.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Barty Radio Co., Long Island City, N. Y.
Bremer-Tully Mfg. Co. Chicago, Ill.
Brunswick-Balke-Collender Co. Chicago, Ill.
Capehart Corp. Port Wayne, Ind.
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.
Crosley Radio Corp. Cincinnati, O.
Edison, Inc., Thos. A. Orange, N. J.
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Illinois
Kellogg Switchboard & Supply Co. Chicago, Ill.
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
Mills Novelty Co., Chicago, Ill.
Philadelphia Storage Battery Co., Philadelphia, Pa.
RCA-Victor Co., Inc. New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Silver-Marshall, Inc. Chicago, Ill.
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co. Jackson, Mich.
Sprague Specialties Co. Quincy, Mass.
Sterling Manufacturing Co. Cleveland, Ohio
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Stromberg-Carlson, 1060 University Ave., Rochester
Trav-Ler Mfg. Corp., 3408 N. Halsted St., Chicago
United Reproducers Corp. Springfield, O.
U. S. Radio & Television Co. Marion, Ind.
Ware Manufacturing Corp. Trenton, N. J.
Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Port Wayne, Ind.
Caswell Mfg. Co. Milwaukee, Wis.
Columbia Phonograph Co., 1819 Broadway, New York
Edison, Inc., Thos. A. Orange, N. J.
Everybody's T. M. Co. Philadelphia, Pa.
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
Radio-Victor Corporation of America New York
Sonora Phono. Co., Inc., 50 W. 57th St., New York

ELECTRIC PICK-UPS

Pacnet Elec. Co. 91 Seventh Ave., N. Y.
Upco Products Corp. 270 Lafayette St., New York
Webster Electric Co. Racine, Wis.

RADIO CABINETS AND TABLES

Bogalusa Furniture Mfg. Co., Bogalusa, La.
Eastern Cabinet Co., Ltd., Univ. Pl. at 9th St. N. Y.
Ebert Furniture Co. Red Lion, Pa.
Federal Wood Prod. Corp., 206 Lexington Ave, N. Y.
Hawley & Mackenzie 55 W. 42nd St., New York
Pooley Co., The Philadelphia, Pa.
Radio Cabinet Manufacturing Corp. Chicago, Ill.
Red Lion Cabinet Co. Red Lion, Pa.
Radio Cabinet Mfg. Co. Chicago, Ill.
Radio Master Corp. Bay City, Mich.
Showers Bros. Co. Bloomington, Ind.
Stettner Phono. Corp., 669 Kent Ave., Bklyn, N. Y.
Superior Cabinet Corp., 206 Broadway, New York
Udell Works Indianapolis, Indiana

PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
Sonora Phono. Co., Inc., 50 W. 57th St., New York
Wall Kane Needle Co. 5922 14th Ave., Brooklyn

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabethport, N. J.
General Industries Co. Elyria, O.
Moore, Hermann, 450 Fourth Ave, New York, N. Y.
Pacnet Elec. Co. 91 Seventh Ave., New York
Upco Products Corp. 270 Lafayette St., N. Y.
United Air Cleaner Co., Cottage Grove Ave., Chicago

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri St. Louis, Mo.
Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co. Huntington, W. Va.
Alexanders, Inc. 39 W. 60th St., New York
Alter Co., Harry Chicago, Ill.
Apollo Radio Co. 15 Shipman St., Newark
Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.
Bluefield Hardware Co. Bluefield, W. Va.
Boley-Oliver Co. 1440 Broadway, N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C. 351 Fourth Ave., New York
Buehn Co., Louis Philadelphia, Pa.
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Canton Hardware Co. Canton, O.
Capitol Electric Co. Indianapolis, Ind.
Capital Electric Co. Atlanta, Ga.
Chase Engineering Co., W. E. Spokane, Wash.
Chicago T. M. Co. Chicago, Ill.
Cleveland Distributing Co. Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, O.
Commonwealth Radio Dist. Co., 15 Lighthouse St., N. Y.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Dilworth Co., J. E. Memphis, Tenn.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Electric Supply & Equipment Co. Albany, N. Y.
Elyea Talking Machine Co. Atlanta, Ga.
Essex Distrib. Corp. 40 William St., Newark
Everybody's T. M. Co. Philadelphia, Pa.
Franklin Elec. Co., 50 N. Seventh St., Phila. Pa.
Frederick Co., W. F., Pittsburgh, Pa.
Girard Phonograph Co., Philadelphia, Pa.
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.
Halsey Supply Corp., 228 Halsey St., Newark, N. J.
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Hieb Radio Supply Co. Marion, S. D.
Howe & Co. 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Koerber-Brenner Co. St. Louis, Mo.
K. W. Radio Co. 350 Hudson St., New York
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
May, Inc., D. W. 393 New St., Newark, N. J.
May Distributing Corp. 112 Bleeker St., N. Y.
Macgregor Radio Corp. New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhilen-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Motor Equipment Co. Wichita, Kan.
Nevada Auto Supply Co. Reno, Nev.
New York T. M. Co., 460 W. 34th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc. Baltimore, Md.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co. 918 Arch St., Philadelphia
Phila. Victor-Dist., Inc., 232-48 N. 11th St., Phila.
Pitts Co., F. D. Boston, Mass.
Plymouth Electric Co. New Haven, Conn.
Polk, Inc., James K., Atlanta, Ga.
Proudfit Co., R. S. Lincoln, Nebr.
Radio Distributors, Inc. Baltimore, Md.

Radio Equipment Co. of Texas Dallas, Texas
Radio Sales Co. Little Rock, Ark.
Radio Equipment Co. South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co. Toledo, O.
Rochester Auto Part & Radio Corp., Rochester, N. Y.
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.
Rochester Elec. Supply Co. Rochester, N. Y.
The Roycraft Co. Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Saviers & Son, H. E. Reno, Nev.
Seedman Co., G. J. Brooklyn, N. Y.
Sharar-Hohman, Inc. Rochester, N. Y.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, O.
Sorensen Co., H. E. Des Moines, Ia.
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co. Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Steelman, Inc. 235 Fourth Ave., New York
Standard T. M. Co. 306 Penn Ave., Pittsburgh, Pa.
Sterling Radio Co. Kansas City, Mo.
Stern & Co. Hartford, Conn.
Superior Distributors, Inc., 150 W. 52 St., New York
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co. Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Van Asche Radio Co. St. Louis, Mo.
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn
Wahn Co., G. H. Boston, Mass.
Wakem & Whipple, Inc. Chicago, Ill.
Weber Radio Corp. 200 Hudson St., N. Y.
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn

RADIO LOUD SPEAKERS

American Bosch Magneto Corp., Springfield, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Brunswick-Balke-Collender Co. Chicago, Ill.
Crosley Radio Corp. Cincinnati, O.
Jensen Radio Prod. Co. Chicago, Ill.
Kolster Radio Corp. Newark, N. J.
Pacnet Electric Co., Inc., 91 Seventh Ave., New York
RCA-Victor Co., Inc. New York
Rola Co., The Cleveland, Ohio
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Stromberg-Carlson, 1060 University Ave., Rochester
Utah Radio Prod. Co. Chicago, Ill.

RADIO TUBES

Arcturus Radio Tube Co. Newark, N. J.
Cable Radio Tube Corp. Brooklyn, New York
CeCo Mfg. Co., Inc. Providence, R. I.
Cunningham, Inc., E. T. 370 7th Ave., N. Y.
DeForest Radio Co. Jersey City, N. J.
Gold Seal Elec. Co. 250 Park Ave., N. Y.
National Union Radio Corp. New York, N. Y.
National Carbon Co. New York, N. Y.
Perryman Elec. Co. North Bergen, N. J.
Radio Corporation of America New York
Sylvania Products Co. Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.
Van Horne Tube Co. Franklin, Ohio

LUBRICANTS

Hsley, Doubleday & Co., 229 Front St., New York

MUSIC PUBLISHERS

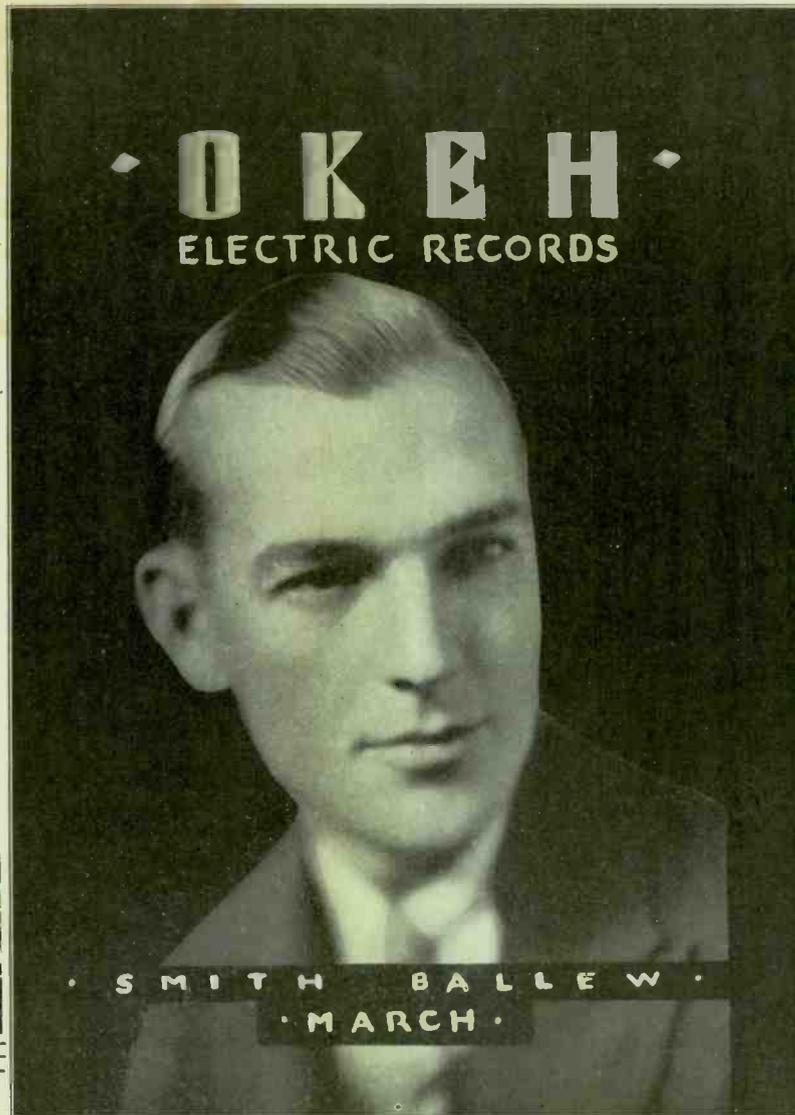
Berlin, Inc., Irving 1607 Broadway, New York
De Sylva, Brown & Henderson, 745 7th Ave., N. Y.
Feist, Inc., Leo 235 W. 40th St., New York
Triangle Music Pub. Co. 1658 Broadway, N. Y.

MISCELLANEOUS

American Emblem Co. Utica, N. Y.
Horrocks Desk Co. Herkimer, N. Y.
Peerless Album Co. 62-70 W. 14th St., New York
Q. R. S.-De Vry Corp. Chicago, Ill.

RADIO BATTERIES

Rond Electric Corp. Jersey City, N. J.
National Carbon Co. Long Island City, N. Y.



Ask her—she knows why—

The young lady who chooses Smith Ballew records knows what is lovely in rhythm and melody.

The young lady who dines in Whyte's Restaurant knows the joy of responding to his charming manner and refreshing dance music.

The young lady who listens to his broadcasting programs knows that his songs come nearer to her heart.

41352	}	From "Devil May Care"
10 Inch		THE SHEPHERD'S SERENADE (Do You Hear Me Calling You) Waltz, Refrain
75c	}	CHARMING—Fox Trot, Refrain
		Played by Smith Ballew and His Orchestra

OKEH PHONOGRAPH CORPORATION, 11 UNION SQUARE, NEW YORK, N. Y.