

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 25

NEW YORK, WEDNESDAY, JUNE 18, 1930

Per Year—\$4.00



RUTH ETTING • DEALS YOU A BIG - MONEY MELODY ACE

THIS great new Columbia record holds two enormously popular song smashes—one from Paul Whiteman's "King of Jazz" talkie, the other from a Broadway revue hit.

Ruth's lovely voice makes the first number appealingly croony and sentimental—and the second one is as lively

a hit as you'll ever lay your hands on!

Get this record **now**. And while you're deciding **how many** to order, have your business-eye on the thousands of talkie, show and radio fans who want these snappy numbers—and the thousands who want more and more Ruth Etting!

Record No. 2199-D, 10 inch - 75c

IT HAPPENED IN MONTEREY

(from Universal Picture "The King of Jazz")

EXACTLY LIKE YOU

(from "Lew Leslie's International Revue")

Vocals..... RUTH ETTING



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

TM Trade Mark Reg. U.S. Pat. Off.
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Agents: 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

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"TRADE NEWS RIGHT WHEN IT HAPPENS"



The New Brunswick Models will be announced in next week's issue of this paper and in the full July Trade Paper list. Watch for this announcement. It contains information of the utmost importance to you as a dealer.

Brunswick

RADIO . . . RADIO-WITH-PANATROPE . . . RECORDS



NO OTHER FOREIGN RECORDS SELL AS FAST AS COLUMBIA'S!

HERE, in the Columbia Foreign Record line, are the music and songs best loved by *30 different* races and nations. So *all* the races that live near you will find their favorites in this great foreign record line!

These favorites are selected for Columbia by *native* experts. The recordings are directed by *native* experts. That's why Columbia Foreign Records have just the selections your customers want—played just the way they want them played!

What's more, Columbia picks only the finest *native* musicians to make Foreign Records. So your customers get their favorite music performed by their own countrymen!

Ask your distributor for the latest list of new Columbia Foreign Records. New ones are issued just before the first of every month.



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

"New Trade Mark" Reg. U. S. Pat. Off.
M. S. 1st. 1st. Reg. No. 2222 - 1924
© 1925 - 1926
International Reg. No. 1090 - 1925

Columbia Phonograph Company, 1819 Broadway, N. Y. City
Canada: Columbia Phonograph Company, Ltd., Toronto



Takes more than talk to sell these men

HARD ones, all of them: the man who used to build his own, the tight-lipped skeptic, the cynic, the critical shopper. They vary as to type, but they have this in common: it takes more than talk to sell them. And the new Grebe has sold them — is selling them — *will continue to sell them* — on actual performance in every essential of radio enjoyment.

At the R. M. A. show, the SK4 line is presented with important refinements and improvements. Profit opportunities for Grebe franchise holders are further strengthened by the inclusion, in the line, of a new moderate-priced receiver which maintains the SK4 audio quality standard. These Grebe receivers are presented to you without the accompaniment of high-sounding proclamations . . . *the superlatives have been built into the sets.*

**Grebe
radio**
SUPER-SYNCHROPHASE

A. H. GREBE & COMPANY, Inc., Richmond Hill, New York
Western Branch, 443 So. San Pedro Street, Los Angeles, California

The TALKING MACHINE AND RADIO WEEKLY

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DAMROSCH TELLS MUSIC MEN RADIO WILL SAVE AMERICAN HOME LIFE

MUSIC CONVENTION ENDS

C. Alfred Wagner Named President for Coming Year—Chamber of Commerce Spent \$120,000 During Past Year, Mark P. Campbell, Retiring Head of Association, Tells Tradesmen in Annual Report.

The future of the American family hinges on the outcome of the struggle between the radio and the automobile, the automobile tending to disrupt home life and the radio serving to build up the family institution, Dr. Walter Damrosch, veteran orchestra conductor told a gathering of music merchants Thursday night at the dinner closing the annual convention of the Music Industries at the Hotel New Yorker, New York.

Dr. Damrosch expressed himself as optimistic that in the struggle which he sees going on for the maintenance or destruction of the American home music will conquer the automobile and will become "the cornerstone of our civilization."

"The automobile has been the most potent factor in disrupting home life because it offers such easy opportunities for people to go forth and find diversion and amusement elsewhere. That such opportunities have been a boon to millions cannot be denied, but they are not an unmixed blessing, for they have brought about a restlessness which is antagonistic to a well ordered and considered life.

"Quick motion should hardly be considered an end object to life. It would certainly be a far better occupation for our young people to sit down and practice a musical instrument occasionally than to be only racing up and down a country boulevard at sixty miles an hour."

Dr. Damrosch said his optimism about the paramount importance that music will find in the home is justified by the "tremendous" growth in the music-consciousness in America. About 340,000,000 persons listened to a series of thirty-four Saturday night concerts given over the radio during the past winter, he said, pointing out that while a public performance in Carnegie Hall might draw 2,500 persons, a like concert over the radio would have a listening public of 10,000,000.

Five million school children have become keenly interested in music as the result of special radio broadcasts which

(Continued on page 36)

A-K, Columbia, Majestic And Stromberg Exhibit At Music Trades Show

Among the radio-music manufacturers who exhibited at the Hotel New Yorker, New York, during the Music Industries Convention and Show, last week, were Atwater Kent Mfg. Co., Philadelphia; Columbia Phonograph Co., New York; Grigsby-Grunow Co., Chicago, and Stromberg-Carlson Telephone Mfg. Co., Rochester.

Atwater Kent had an attractive display of a locked gate with the words "Will Open August 1" inscribed thereon. No Kent sets were displayed.

The following Atwater Kent officials and representatives were at the New Yorker during the Music Show: F. E. Basler, general sales manager; P. A. Ware, sales promotion manager; Frank Miller, of the service department; B. Stroud, Ed Meany and Norman McDonald, and the following A-K distributor representatives and officials: Ray Hoefler, Ernest Wildermuth, Les Latham and Cliff Malliet.

The new automatic record changing phonograph was exhibited by Columbia. This instrument plays nine records automatically and is priced from \$295, less tubes, and up. The new Columbia radio and combination line was also on display. C. S. Stinson and A. C. Kohl were in charge of the Columbia display.

The complete new Majestic line was exhibited by the Grigsby-Grunow Co., in addition to several custom-made Majestic sets. Majestic representatives

(Continued on page 37)

Plan Active Drive On New Echophone Mantle-Type Radio

Parke Ross, for many years past widely known in mid-western automotive circles, with recent activities centering in Chicago, has formed his own company with headquarters at 25 Broad street, New York to distribute and merchandise the new Echophone mantle-type radio. Mr. Ross has received numerous letters from large mid-western radio retailers lauding the excellence of the product, which is made in factories at Los Angeles and Chicago by a pioneer portable product.

The Echophone is a midjet radio listing at \$59.50 complete with tubes, and functioning with either AC or DC. It is said to be fully licensed under RCA, Hazeltine and La Tour patents.

Mr. Ross is a brother-in-law of Arthur McI. Maris, who has been identified financially with a number of radio undertakings, as well as being long and favorably known in the Wall street district of New York.

Zenith Distributing Corp. Organization Completed, To Cover Chicago Area

Chicago, Ill., Friday.

Plans for the new Zenith distributing organization in this city, as announced recently, have been completed, and distribution of Zenith radio products in Chicago and adjacent territory will now be controlled by the new Zenith Radio Distributing Corp. with headquarters at 2800 South Parkway.

This new activity is the fulfillment of an ambition on the part of Zenith to give its dealers the greatest cooperation possible in merchandising and servicing helps, according to officials of the company.

In line with this program, Walter O'Halloran, well known in the industry, has been appointed sales manager of the distributing firm. Fred Johnston, also popular in the trade here, is in charge of credits and finances.

Rounding out the organization is the sales force consisting of Fred Aylesworth, Bob Katter, J. U. McCarthy, Cal Katter, George Kramer and Ray Gibson, all men of long experience and well versed in the selling and servicing of Zenith products.

A large, fully equipped service department is maintained, headed by an experienced factory service manager. Carrying a complete stock of Zenith parts, this department is capable of furnishing quick and efficient aid to the servicing needs of all dealers, officials assert. Large show-rooms, beautifully decorated, present ideal facilities for the displaying and demonstrating of all Zenith models.

It is the aim of the new company to establish a greater and more selective dealer representation and give all possible assistance to the dealers, factory officials said today. This move on the part of Zenith, however, is not indicative of a departure from the established Zenith policy of dealing exclusively through distributors.

Keystone Radio Takes On Crosley-Amrad in Western Pennsylvania

Pittsburgh, Pa., Saturday.

The Keystone Radio Corp., 640 Grant street, this city, has been appointed exclusive distributor in western Pennsylvania for Crosley and Amrad radio.

The Keystone Radio Corp. has been in business for ten years and is well known to the radio trade in this territory. The company also operates an up-to-date service department.

The company's show rooms have been redecorated and the complete Crosley and Amrad lines are now on display.

ROCKEFELLER-YOUNG PROJECT FOR BIG BROADCAST CENTER

TELEVISION IS KEYSTONE

John D. Rockefeller, Jr., Owen D. Young, David Sarnoff, Merlin H. Aylesworth, S. L. Rothappel (Roxy) and Hiram S. Brown Combine in New Project—Plan to Make New Theatre a Center of Broadcast and Visual Entertainment Reaching 12,000,000 Homes Daily—Radio Set Industry Leaders See Fine Business Reaction.

Plans for the construction of a great entertainment center in New York, which will be a "central station" for broadcasting to the 12,000,000 owners of radio sets, will be disclosed later in the week. The site of the new enterprise will be where John D. Rockefeller, Jr., originally planned a new Metropolitan Opera House, between Forty-eighth and Fifty-first streets and Fifth and Sixth avenues.

When details are made public this week, it will be found that not only will the project represent the largest real estate transaction by private interests in the history of this city, but it will also represent the formal installation of broadcasting as a new national industry. Owen D. Young, chairman of the executive committee of the Radio Corp. of America, New York, and his associates propose the installation in recognition of the fact that broadcasting has become a national entertainment enterprise which supports itself, where once it was merely an experiment in the development of communications, later developing into a service operation to give the public a reason for buying radio sets.

Mr. Young succeeded in bringing together S. L. Rothappel (Roxy), David Sarnoff, president of the Radio Corp. of America, Merlin H. Aylesworth, president of the National Broadcasting Co. and Hiram S. Brown, of the Radio-Keith-Orpheum Corp., which group then approached Mr. Rockefeller. The five men represent through direct ownership or working arrangements, the Radio Corp. of America, Westinghouse Electric and Manufacturing Co., General Electric Co., Radio-Keith-Orpheum circuit and 200 theatres throughout the country, and an annual sale of more than \$1,000,000,000 of electrical equipment.

Mr. Rockefeller had been intent on the construction of a civic center around the cultural and social traditions of the

(Continued on page 36)

The Talking Machine & Radio Weekly

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The 1930 Output

Between June 1 just past and June 1, 1931, it is expected that between 3,500,000 and 4,000,000 radio sets will be produced. It is hoped that they will all be sold within the same period, without undigested stocks to hang over into the following year. If these laudable aims are realized, the radio business will have written one of its very best years, and there is reason to believe that the contending forces as at present organized to do the job are better founded than were the components of the industry, say, a year ago.

With due allowance for all the ills that still infest the trade, everyone familiar with it and with older industries will realize that in a sense radio is just about now properly finding itself. There is a latent strength, generated by trial and error over long practice, which enables a business after a period of years to feel subconscious security of its power to maintain an average performance. Through its public contacts, through its establishment of unshakeable trade facilities, it becomes certain of being able to do what might be termed a standard volume of sales. The ordinary average might now be said to be from three million to four million sets annually.

Now, a turn-over of such proportions calls for proportionate consumer interest, and radio must be very jealous of the stake which it can prove ability to control in the public consciousness. The newspaper publishing fraternity is beginning to cast envious eyes toward radio's utility, and one large metropolitan daily lately began the experiment of banning all broadcast news, and soon afterward dropped the innovation. Similarly, regulatory legislation has got to be guarded against, or the ownership and use of a radio set may be hedged about with so many restrictions that public interest will lapse in ever so slight a degree. From the time when it became obligatory to secure fishing and hunting licenses, fishing and hunting began a downward slide in popularity.

It is a token of American temperament that so soon as anything gets big enough to command universal attention, many make it their business to try to tear it down. If radio becomes afflicted with any of a variety of governing forces from without, its public utility will be just as largely affected to adversity. Some of the faults which a business begets are of its own conception. Let everyone in radio realize that he is part of an undertaking which supplies the merchandise wants of maybe four million buyers every year, and the nightly broadcast needs of forty million. There is a grave obligation under these circumstances to do nothing that will damage or reflect discreditably upon a kind of commerce which within eight years has become life-essential.

"The long whiskered old judge from Buffalo," as the trimly-hirsute jurist, the Honorable John W. Van Allen, was inexactly denominated by an Atlantic City boniface who had run afoul of one of the Van Allen contracts, is proving to

be a tower of strength these days as counsellor to the Radio Manufacturers' Association. For Judge Van Allen's observation of law and of business contributes a sageness and perspicuity to Association dealings which so new a species of industry might very well lack under less astute legal advice. The Judge, too, is long on that characteristic common to other ornaments of the Bench and Bar from the time of Viscount Mersey, a gift of humor and a prodigious memory for good stories. Given a handful of pals from radio's ranks, he could and would conduct an R. M. A. convention anywhere, anytime, all by himself.

Future Trade Shows

With the next Trade Show a year away there is opportunity for consideration by its management of one or two essential improvements to what is in all major proportions an admirable, profitable and progressive occasion toward radio welfare.

Experience at the 1930 event established that the Show, to fulfill its purpose completely, needs fewer regulations to violate and more merchandise to sell. While it is perfectly understandable that a set of conditions unique to the present year made it out of the question for some important exhibitors to show goods, the very keynote of the exhibition is to arouse buyer interest and shove the selling season ahead. Of course, such an objective must fail entirely if exhibitors in the future are encouraged or permitted to withhold their merchandise. By next year in all likelihood every producer of importance will have new product ready to toe the mark. Meanwhile it might not be a bad plan to prohibit exhibition space in any case where goods are not displayed. If a factory has not its very latest instrument available, there could profitably be a showing of old or fairly old sets. Everyone well established in the business has something to sell all of the time. The Trade Show symbolizes this.

Next, the Show management could very well throw overboard its too-minute regulations that govern exhibitors. After all, what a concern does or how it does it, to get attention at the exposition, is not a consideration of paramount importance throughout a business year. Some do not consider the Show worth much of a play; others give it a heavy one. Each to his own devices and according to his own thinking, and the Show will go on. Some like it hot; some like it cold, and they are all right if their business is successful. It is of no consequence whether a booth sign is nine inches or nine feet tall, or whether a concern fires off cannon or lets go a bean-shooter.

Atlantic City has pretty well proved itself too much of a carnival resort for an effective Radio Trade Show. The long stretches of Boardwalk turned the tramp of thousands of buyers into a blistering bunion Derby. If the Show goes next year to Chicago, another huge Middle Western success can be expected. The year following, why not bring it to New York? There are hotels and buildings here aplenty to house the event with comfort and efficiency. There is no more to dis-

tract the show-goer from attention to business than there is in Chicago. And New York will draw all the attendance Atlantic City got, and a great deal more besides.

The 'midget' type of radio set is bidding fair to do for the home entertainment business what the portable phonograph did for it at the time of discovery of the collegiate talking machine possibly fifteen years ago. The 'midget' looks like a plus sale, wherever any other radio set can be or has been sold. It is unlikely to take the place of larger sets, for we are not an economical nation. In England or France they would buy midgets and not high-boys or consoles but America does not figure comfort that way. The innovation is useful wherever a second set or a special-purpose set can be employed in the home. It is to be hoped that those who make and those who sell it will remember what the portable phonograph people did to their darling. Cutting profits and cutting prices to the bone have left no money in the portable talking machine business with no resultant benefit to anybody except the public, and the public does not know or care how very liberally it has been treated.

L. W. Chubb Returns to Westinghouse Following Period With RCA Victor

East Pittsburgh, Pa., Friday.

L. W. Chubb, former manager of the radio engineering department of the Westinghouse Electric & Manufacturing Co., this city, has returned to the company as director of the Westinghouse Research Laboratories. The announcement of his return was made by R. S. Feicht, director of engineering. For some months past Mr. Chubb had been located in Camden, N. J., as assistant to the vice-president of the RCA Victor Co., Inc.

Mr. Chubb is a native of Fort Yates, N. D. He was graduated from the Ohio State University, which conferred upon him the degrees of mechanical engineer and electrical engineer. The year of his graduation he entered the apprenticeship course of the Westinghouse company. Upon completion of his training he was given a position in the company's engineering department where he was assigned to the laboratory of standards.

In 1907 he joined the research division and carried on a number of scientific investigations. His delvings into research work in connection with the preparation and properties of magnetic steel are especially noteworthy. On two occasions he represented America in international electro-technical conventions held in Europe.

Mr. Chubb is filling the position left vacant by the promotion of S. M. Kintner to assistant vice-president.

Jack Lines, Majestic Official, Passes Away in Atlantic City Hospital

ATLANTIC CITY, N. J., Wednesday.

Jack Lines, an official of the Majestic Distributing Co., of Cincinnati, O., died in the City Hospital here last night following an operation for gallstones. Mr. Lines was in Atlantic City for the annual Radio Manufacturers' Association Trade Show and Convention last week and was stricken during the Show.

His wife, who only three weeks ago became the mother of twins, arrived

PHILCO PARTY DRAWS 2,000 GOTHAM DEALERS TO COMMODORE HOTEL

D. W. May, master showman, and president of five Philco distributing organizations located in New York, Newark and Boston, together with Al Simons and E. M. Reilly, heads of the Universal Radio Co., New York, and Roskin Brothers, Middletown, N. Y., and Roskin Distributors, Inc., of Jamaica, L. I., threw one of the justly celebrated Philco get-togethers for New York dealers last Wednesday evening at the Hotel Commodore, N. Y.

Approximately two thousand were in attendance, and unusually enthusiastic comment was manifest by the dealers after having seen new Philco set models, and heard 1930-31 exploitation, advertising and promotional plans. Among those who occupied places of honor at the head table were: William Topping, general manager, D. W. May, Inc., and the May Dist. Corp., New York; Tom O'Loughlin, general sales manager for the Gotham May companies; Nate Hast and Frank Donnelly, district sales managers; Cliff Bettinger, Philco direct representative, and toastmaster; D. W. May; H. U. Mann, May Newark sales manager; L. E. Gubb, manager Philco Eastcentral division; Ralph Schnader, Philco service representative; A. W. Hobler, advertising counsel to Philco; J. W. Baldwin, Transitone sales manager; Frank Lloyd, Commercial Investment Trust Co.; Harry Boyd Brown, special sales promotionalist for Philco, and Leon Bamberger, Paramount-Public exploitation exponent. Senator William Norris of Idaho also spoke.

After short, to-the-point talks by those scheduled to speak, and a repast that did justice to Mme. Commodore's culinary repute, an entertainment program featuring Buddy Rogers, Paramount screen star, helped regale those present until the hands of their watches crept inevitably and all too quickly to the hours when it was necessary for them to leave.

here Saturday morning and was at his bedside when he died.

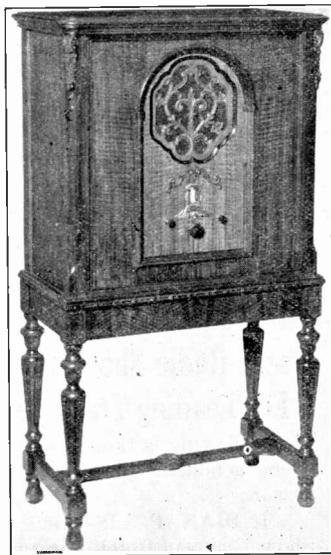
Mr. Lines had a host of friends throughout the national radio industry. Five children survive. Burial will be in Cincinnati.

SPARTON JUBILEE MODELS ATTRACTIVE IN DESIGN, PRICE

JACKSON, MICH., Friday.

Continuance of the Sparton policy of throwing its major efforts against the high-grade market is seen by the radio trade in the announcement of ten new models at the 30th Anniversary Sparton Jubilee in this city, recently.

At the same time Sparton is seen as a factor in the popular market with two new models, the 591 and 593, both listing at \$115.50 (Eastern prices) without tubes, or \$145 complete. Data



MODEL 610, Complete \$169.50

furnished dealers regarding these models indicates that they are typically Sparton and represent no compromise with quality in an effort to secure low price, it is said.

The entire line has been designated as the 30th Anniversary Sparton Jubilee line. According to Captain William Sparks, president of Sparks-Withington Co., this city, it represents the hardest work of the company for months to celebrate the founding of the company in 1900 with developments and improvements worthy of the importance of the occasion.

What is expected to be one of the most popular of the new models among persons of modest means is the new 610, a handsome 10-tube set listing at \$136.75 without tubes, or \$169.50 complete. This same chassis is furnished in an "Apartment" Model 600 at the same price. The latter is a compact instrument affording economy of space without sacrifice of appearance.

Sparton's appeal to the market consisting of lovers of fine things and of good music is strong, with four additional models of unusual interest. Model 620 lists at \$151.75 without tubes, or \$184.50 complete. This is a 10-tube set with a half-door cabinet that was the subject of much comment.

Models 740 and 750 are 11-tube sets of the type that have been leaders in Sparton's appeal to the discriminating market. They list at \$182.25 and \$222.25 without tubes, or \$235 and \$275 complete, respectively. The difference in price is found in the cabinet work.

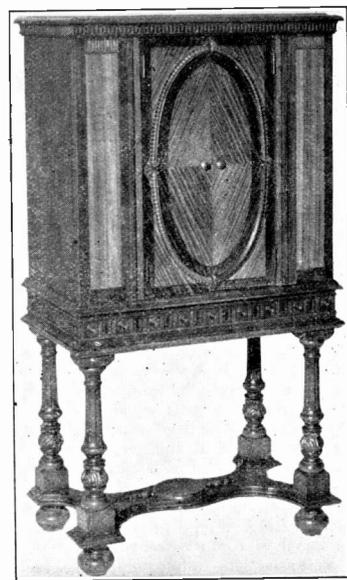
Model 870 is a de luxe set with what

is said to be one of the finest cabinets ever designed. It lists at \$323.75 without tubes, and \$380 complete. Dealers predict that large numbers of these will be sold to those who appreciate the best in furniture as well as in music.

The new Sparks Ensemble, the radio-phonograph combination, shows a long stride ahead this year, according to an official of the company. Practically the entire front of the fine cabinet consists of doors that open accordion-fashion, an innovation in design suggested by Captain Sparks. Up to 25 records can be accommodated in the magazine. Demonstrations show a flexibility of volume, ranging from a mere whisper to full band or orchestra tone. The price, complete with 13 tubes, is now \$580, or \$520.75 without tubes.

A new addition is the Model 234, a single record combination listing at \$234 without tubes, or \$270 complete, which is expected to be extremely popular.

A new feature of the Sparton line



MODEL 750, Complete \$275

is the Sparton Automobile Radio, an unusual set incorporating many new features developed in the Sparton laboratories.

In commenting on the new line, Captain William Sparks, who presented the new models, was definite and decisive in his descriptions of them.

"We said years ago, we have said every year since, and we say again right now, that there will never be any change in the Sparton policy of catering to persons who buy on the basis of value rather than price. We have always made the best radio we knew how to make. This year's Jubilee models have been developed with particular care.

"With this in mind, I want to say to you that even the lowest priced Jubilee Sparton is a Sparton through and through. It has the Sparton tone, the Sparton craftsmanship, and is backed by the Sparton reputation. Although we have produced a radio to sell on a price basis, we do not want to sell it on that basis at all. Price is only incidental. The big thing is that we have, we believe, built the finest set ever offered at anywhere near the price, and it is this fact we want you to sell. Musical quality is the theme of the Jubilee Spartons from the low-priced Model 591 and up through the entire line. Don't forget that."

2,000 PRESENT AS LOCAL PHILCO WHOLESALERS PLAY HOST TO METROPOLITAN DEALERS



Scene at Hotel Commodore Where Local Philco Distributors Were Hosts to 2,000 Dealers
(For News Story See Page 7)

R.M.A. MDSE. SECTION CLOSES; ALLEY RESIGNS

At the headquarters of the Radio Manufacturers' Association in New York on Monday it was stated that, due to the more orderly practices that have been evolved in the past year's selling throughout the industry, the Merchandising Division of the organization is being discontinued, releasing the services of William Alley, who has been an RMA official for the past year. He has had comprehensive experience in retailing, in radio publishing and general merchandising work and possesses a wide circle of friends throughout the business.

Annual Jersey Dealer Outing at Hopatcong Wednesday, June 25

Newark, N. J., Monday.

Plans have been completed for the sixth annual stag outing of the North Jersey Radio Dealers' Association to be held at Bertrand Island Park, Lake Hopatcong, on Wednesday, June 25. Fred Sparer, of the Colonial Radio Corp., is chairman of the committee on arrangements.

A varied program of events has been scheduled for the radio men including a kickers' golf tournament, baseball game, swimming races, foot races, hot dog eating contest and a crocheting match between jobbers and dealers.

Several screen grid models will also be displayed as part of the entertainment program.

Paul B. Klugh Back After Gotham Visit

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, Ill., spent Monday and Tuesday of last week in New York,

visiting the two local Zenith distributors, Mackenzie Radio Corp., and the North American Radio Corp. Mr. Klugh hurried back Tuesday to supervise the production of what is described as Zenith's best set product, the "70" line.

Dozen Radio Shows and Conventions Scheduled For Leading Trade Centers Through Fall Season

Following is the schedule of radio shows and conventions to be conducted throughout the country through the Fall season:

INDIANAPOLIS—June 24-26: Indianapolis Radio Trade Show, Claypool Hotel. First two days, dealers only; third day, open to public.

SAN FRANCISCO—June 30 - July 2: Pacific Coast Radio Trade Show, William Taylor Hotel.

SAN FRANCISCO—June 30 - July 3: Seventh Annual Western Music and Radio Trades Convention, St. Francis Hotel.

LOS ANGELES—Sept. 1-6: Eighth Annual Los Angeles Radio Show, Ambassador Auditorium.

ROCHESTER—Sept. 15 - 20: Sixth Annual Rochester Radio Show, Convention Hall.

ST. LOUIS—Sept. 15-22: Sixth Annual Southwest National Radio Exposition.

NEW YORK CITY—Sept. 22-27: Radio World's Fair New Madison Square Garden.

MILWAUKEE—Sept. 22-28: Wisconsin Radio Exposition, Milwaukee Auditorium.

PITTSBURGH—Sept. 22 - Oct. 4: Pittsburgh Radio Show, Duquesne Garden.

MINNEAPOLIS—Sept. 29 - Oct. 4: Ninth Annual Northwest Radio and Electrical Show, Minneapolis, Municipal Auditorium.

BOSTON—Sept. 29 - Oct. 4: Tenth Annual Boston Radio Exposition.

CHICAGO—Oct. 20-26: Chicago Radio Show, Coliseum.

DAYTON, OHIO—Sept. 25, 26, 27: Dayton Radio Trade Association Radio Show, Memorial Hall. The show will be held both afternoon and evening.

A. B. McMAHON FILES BANKRUPTCY PETITION

Chicago, Ill., Friday.

A petition in bankruptcy was filed today by A. B. McMahon, radio dealer,

Majestic Quits RMA on Charges of Interference; Resignation Was Asked, Says President Metcalf

Chicago, Ill., Saturday.

B. J. Grigsby, chairman of the Board of the Grigsby-Grunow Co., stated here today that his company has resigned as a member of the Radio Manufacturers' Association. In announcing the resignation, he charged that the Radio Corp. of America, and certain associated companies, members of the Association, are engaged in establishing a monopoly of every phase of the radio art. "We believe they are preventing an active stand of the Association on issues of vital interest to the members of the industry," he said.

Mr. Grigsby further stated, "We are willing, when the right of the independent manufacturer to live and freely pursue his business has been established, to cooperate in every way in trade association activity with the other members of the radio industry."

Springfield, Mass., Monday.

The Radio Manufacturers' Association's actions are not determined by any member or group of members but by a majority vote of the members of its board of directors, Morris Metcalf, president of the organization, said here today in reply to a statement issued yesterday by the Grigsby-Grunow Co., Chicago, concerning its withdrawal from R.M.A. membership.

"The resignation of the Grigsby-Grunow Co. was requested by the unanimous vote of those directors present at the regular meeting of the Board in Atlantic City June 6," said Mr. Metcalf. "The reason for such request has nothing to do with any phase of the radio business situation as it now exists."

of 6312 Northwestern avenue. Liabilities are listed at \$10,781 and assets at \$431.

SHARKEY-SCHMELING FIGHT BELIEVED TO HAVE CAUSED THOUSANDS TO SMASH SETS

BIG REPLACEMENT MARKET FOLLOWS THE CONTEST

Worm's-eye View of THE TALKING MACHINE and RADIO WEEKLY's Ringside Artist Is That Bill Grunow Could Have Licked Them Both—How It Looked from a \$26.50 Seat Near the Flag-pole at Yankee Stadium.

By CURT WESSEL

Former Sporting Editor, "The War Cry"

Author of "With Rod and Gun Thru The Alimentary Canal" and Other Song Hits

Eighty thousand people found out that there was going to be a prize-fight at the Yankee Stadium last Thursday evening, in spite of the National Broadcasting Co. to keep it a secret. Before the bout, only Schmeling did not know what he was going for. After it, the rest of the 80 thousand did not know why they went.

The Jack Sharkey-Max Schmeling scheduled 15-round match for the heavyweight championship of the world proved to be a wonderful thing for the radio business. Nobody in the trade would have known anything about it in advance, in order to sell a few sets, if it had not been for the news service of THE TALKING MACHINE and RADIO WEEKLY.

But of those who heard the broadcast through 75 stations, hundreds of thousands must have taken an axe and broken up their sets when final details came across the ether. If the trade works on just those who did this, it will make enough sales to keep 'radio all summer long.' Have your canvassers ask, "Did you hear the Sharkey-Schmeling fight? If so, you must need a new set."

When I arrived at the Stadium, guest of Charles R. Wagner, general manager of Majestic Distributors, Inc., who took about forty Mighty Monarchs of the Air to said engagement, Der Maxie and the Gob were just shaking hands. You could not see their knees. It looked like they had met somewhere before.

Ding! goes the bell, and Sharkey sees from Schmeling's stance that the Schleswig Schlager may be the world to his mother but he has done very little boxing in the rough and expressive American manner. Bang, bang, bang goes the old left jab into Max's mush and zingo, comes the old right cross to the chin. Bang, bang and zingo. Bang, Bang and zingo. Schmeling has his arms folded across his chest and face. There is a rumor that he has brought his right into the ring with him but has left the left on the ship he landed on.

Well, for pretty nearly four rounds it looks like Sharkey is making the fight of his life and many of those who had seen him before did not think it was the same man. No weaving in imitation of the One and Only Dempsey. No crying between rounds. No shaking his fist at anybody at the ringside. It looked too good to be true.

Then, when 79,998 of the 80 thousand are standing on their chairs and each others' laps and shoulders hollering for the K. O., the boys appear to fall together for a moment (nobody who ever paid to get in actually saw the knock-out blow in any fight) and then they fall apart, with Max falling the furthest. The referee runs from one side of

the ring to the other, trying to find the judges. Both fighters' seconds and minutes and hours and other handlers wave everything they can lay their hands on. Schmeling is down but nobody can tell why. In a minute the announcer yells, "The winner, Schmeling, on a foul" and practically all of the \$26.50 customers start running for the exits like Sharkey was coming after them next. Later the news percolates to the \$16.50 and \$5.50 boys—who are either so smart they would not buy ringside or so dumb they would not pay it—and in fifteen minutes, almost, the park looks like it has been the scene of nothing but St. Gabriel's Orphans Picnic.

If nothing else, the fray, if it may be called such, added to my pugilistic memories and if the radio business ever flops I can go into vaudeville with a monologue about them, like Jim Corbett. The Willard-Wills match in Boyles' 30 Acres, with Chester Abelowitz and Don Leopold. The Dempsey-Tunney in Philadelphia, with Allan Fritzsche and Sam and Frank Fingrutd. The Dempsey-Tunney in Chicago (via RCA) when the Public Show was on in New York and Herb Frost led one cheering table and Paul B. Klugh the other. The Dempsey-Sharkey with Bill Haussler, Jerome Harris, Clay Irwin, et al. The Tunney-Heeney in New York with Paul B. Klugh, Art Haugh, Al Newcombe, Clay Irwin and so on. Not to mention a few amateur programs at Madison Square Garden with guests too numerous to mention and the Dempsey-Firpo with John Cromelin and Neil Hallinan and the justly celebrated Lonski-Braddock engagement this winter in Chicago with Frost, Henry C. Forster, A. J. Nick Carter and Alfred Joralemon Bohn.

It seems to me a lucky thing for Max and the Gob that Bill Grunow did not get the broadcast rights last Thursday for twenty-five grand. For work like that, Bill would have come over and licked them both.

Anyhow, Jim Grigsby took me for a yard.

Augment Sales Forces Of Local May Companies

The New York sales organizations of D. W. May, Inc., and the May Distributing Co., Philco wholesalers in Manhattan and Brooklyn, have been augmented under the direction of General Sales Manager Tom O'Laughlin, and functioning under the supervision of Nate Hast and Frank Donnelly, sales managers of the two companies.

Operating in New York City for D. W. May, Inc., are: J. D. Hamburger, Joseph Winkler, Henry Goldsmith and Irving Blumstein; for the May Distributing Corp., Byron Forster, Al Spears, Fred Smith and John Ferry. In Brooklyn for D. W. May, Inc., are Henry Felsen and Pierson Mapes, while the three May Distributing representatives in the City of Churches are William F. Buckner, Ben Schwartz and Max Winters.

National Union Tubes Now Distributed by Halsey Supply Corp.

Newark, N. J., Friday.

The Halsey Supply Corp., 228-230 Halsey street, this city, has been appointed distributor of National Union tubes, made by the National Union Radio Corp., New York. Halsey covers the entire state of New Jersey in addition to five counties in New York state and parts of Pennsylvania. Branches will shortly be opened in Wilkes-Barre, and at Sunbury, Pa. The company handles the Sparton radio set line.

R. E. Smiley, Ken-Rad Official, Will Attend Coast Radio Convention

Owensboro, Ky., Thursday.

R. E. Smiley, sales manager for the Ken-Rad Corp., this city, will leave shortly for the west coast to attend the Western Music and Radio Trades Convention in San Francisco. Mr. Smiley, who is an aviation enthusiast, plans to fly at least part of the way to the coast.

Following the convention, Mr. Smiley will make a tour of the far west territory stopping at Portland, Seattle, Spokane and Salt Lake City.

Roskin Enthusiastic Over Philco Set Sales

Roskin Distributors, Inc., newly appointed exclusive wholesale Philco radio distributor in Nassau and Suffolk counties, New York, is now fully organized at its headquarters and warehouses at 103-16 Merrick road, Jamaica, and reports a gratifying dealer acceptance of the new line incorporating Tone Control.

Roskin Distributors, Inc., is headed by Sam Roskin as president; Jack Roskin, vice-president and Joseph Abramson, secretary.

The Roskins also operate the Philco distributing firm of Roskin Bros., Inc., with headquarters in Middletown, N. Y., from which point it exclusively covers Orange, Dutchess, Ulster, Rockland, Sullivan, Delaware and Putnam counties. They are pioneers in the radio distributing field in that region and enjoy an excellent reputation for service and dealer cooperation. Mr. Abramson was for six years Philco factory representative in the Greater New York territory and is well known to the trade.

The Middletown company was host to a group of its dealers last Wednesday at its headquarters, from which point the retailers in a long caravan of automobiles drove down to New York where they attended the Philco dinner at the Commodore Hotel, that evening, sponsored cooperatively by the Greater New York Philco jobbers.

Messrs. Roskin and Abramson are highly enthused over the sales possibilities of the new Philco line and declare that the Tone Control feature together with performance, artistic cabinetry and moderate prices offered will make "1930 a Philco year."

M. B. Isaacs is Philco special factory representative cooperating with the Roskin companies in sales promotion.

Personals

George A. Lyons, of the Atwater Kent Mfg. Co., Philadelphia, was in New York last Thursday.

Virgil M. Graham, of the radio engineering staff of the Stromberg-Carlson Telephone Mfg. Co., Rochester, left last week for a month's trip in the west.

Otto N. Frankfort, sales manager of the Story & Clark Radio Corp., Chicago, is expected in New York this week in the course of a trip through Eastern centers.

Griffith P. Ellis, Pacific coast representative of the Grigsby-Grunow Co., Chicago, spent a couple of days in New York en route homeward after attending the Trade Show.

Charles R. Wagner, general manager of Majestic Distributors, Inc., New York, spent the week-end with Mrs. Wagner at Watermill, near Southampton, Long Island.

F. E. Basler, general sales manager for the Atwater Kent Mfg. Co., Philadelphia, was in New York last week attending the Music Industries convention at the Hotel New Yorker.

Word from Chicago is that Milton Barrett, metropolitan representative of the Grigsby-Grunow Co., is doing nicely after a severe surgical operation which he lately underwent in that city.

Allan W. Fritzsche, vice-president of the General Phonograph Mfg. Co., New York and Elyria, O., will leave in a few days with his family to spend the Fourth of July holidays with relatives in Cleveland.

Ralph B. Austrian, assistant to merchandising manager, radio department, Westinghouse Electric & Manufacturing Co., has started on a tour of the middle west, working South, to hold jobber-dealer meetings, demonstrating Westinghouse radio and to explain Westinghouse merchandising plans.

Eddie Slepian, former well known New York athlete, and for the past several years sales manager of the Pyramid Supply Co., Inc., Buffalo, N. Y., advises that the "Slepians are expecting the stork."

Barnet B. Bortin, sales representative for B. W. Smith, Inc., Edison radio distributor of Cleveland, is vacationing at North Branch in the Catskills, New York. Mr. Bortin stole away for a day last week and visited the plant of Thomas A. Edison, Inc., in Orange, N. J.

C. Hart Collins, merchandising manager of the radio department, Westinghouse Electric & Manufacturing Co., has left on an extended tour of the Northeastern part of the country to hold meetings for jobbers and dealers to demonstrate Westinghouse radio.

John A. Duncan, assistant to merchandising manager, radio department, Westinghouse Electric & Manufacturing Co., with headquarters in Los Angeles, was East attending the Trade Show at Atlantic City and Westinghouse Agent-Jobber meetings at Hot Springs, Va., and has now left for a trip through Texas, and the West.

BUSHWICK DISTRIBUTING CO., Inc.

*Metropolitan Distributors
of*

SPARTON RADIO

New Addresses

Office and Showroom

Herald Sq. Bldg.
1350 Broadway
New York
Chickering 1166-7-8

Service - Parts - Warehouse

Eveready Bldg.
30th Pl. & Thompson Ave.
Long Island City, N. Y.
Stillwell 0170-0171

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.



*Hear the
30th Anniversary*

**JUBILEE
SPARTONS**

HALSEY SUPPLY CORPORATION

*Exclusive Sparton Distributor in New Jersey
Also Covering Richmond and Rockland Counties*

228-30 Halsey Street

Newark, N. J.

OPTIMISM PERVADES MILWAUKEE DEALERS

MILWAUKEE, Wis., Friday.

Radio dealers and distributors in this territory are very optimistic regarding prospects for the coming season. Indications are that sales will equal those of 1928-29 and that business will show a marked increase. Several of the local jobbers are planning meetings for the latter part of this month, at which time the new sets will be formally introduced and demonstrated to merchants handling the line.

The new Philcos are now on display at the George C. Beckwith Co. showrooms. They include a console retailing at \$95, a lowboy at \$110, a highboy at \$145 and a combination which is to sell for \$198. The firm has arranged to have merchandise in stock for immediate delivery.

On Monday, June 23, the new Philcos are to be formally presented to dealers at the Schroeder Hotel. More than 500 merchants from all parts of the State and upper Michigan are expected to attend. Mr. Shepard, Chicago branch manager of the Philco company, is to have charge of all arrangements.

The Jackson-Bell Distributing Co., Jackson-Bell representative in this territory, reports that the demand for this set has been unusually large, and that indications are that the sales will be unusually brisk during the Fall and Winter months.

Majestic tubes are being extensively advertised in this territory, both in the newspapers and on billboards.

The Victor Record Girls' Club held its June meeting at the Milwaukee

Yacht Club on Tuesday. J. J. Daly, Victor representative in this territory, addressed the members.

Mr. Tillman, owner of the music department in Espenhain's Department Store, is expected back from California some time during the next week.

Mr. Canonberg of the Interstate Sales Co., Bosch distributors, is out of town on business at the present time.

The G. A. Butter Co., the south side's leading hardware store, located near the corner of Eighth and Forest Home avenue, has taken on the sale of General Motors radio, which it will handle exclusively in the future. Five models, including two combinations, make up the line which retails at from \$163 to \$297. The Italian and Sheraton models are on display this week in the firm's show windows.

The Buech Saxophone Shop reports the firm is experiencing a temporary lull, due in a large measure to the fact that the public is awaiting the arrival of the new models. A second store is to be opened in an outlying district some time during the month of September.

The Electramuse, an automatic phonograph, is selling very well at the present time, according to the Noll Piano Co., located near the corner of Muskego and Grant. The machine, which is sold exclusively in Milwaukee county by the firm, has been installed in numerous restaurants and roadhouses. Their sale has greatly stimulated the demand for records, which are often being sold in quantities of a dozen or more.

The new Stromberg-Carlsons are now on display and are attracting considerable attention. A large number are expected to be sold during the Fall and Winter months.

—E. S.

FACE THIS FACT

NO SALES talk that was ever delivered by a radio salesman can take the place of a clean-cut, convincing demonstration of tone distance and clarity of reception. Our dealers are telling us that the new JUBILEE SPARTONS are far and away the finest sets to demonstrate that they have ever handled. This, with the broad new price range, has placed Sparton dealers in what is apparently the strongest position in radio today. There is still room in the Sparton organization for a limited number of additional dealers who know how to sell QUALITY.



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

SPARTON RADIO

"Radio's Richest Voice"

The line that not only "looks good" at the beginning of a season, but that makes good thruout a season.



NORTH AMERICAN RADIO CORP.
1815 Broadway • New York

Distributors for — Manhattan — Brooklyn — Long Island — Staten Island

PORTABLES, DISCS STRESSED BY CLEVELAND DEALERS WITH ADVENT OF VACATION SEASON

SHARKEY-SCHMELING BOUT STIMULATES SET DEMAND

Anthony L. Maresh Back from Music Men's Convention at New York —Cleveland Talking Machine Co. Reports Heavy Demand for Victor Instruments as Result of Liberal Trade-in Allowance.

CLEVELAND, OHIO, Friday.

Members of the trade who visited the R.M.A. convention at Atlantic City are all back and filled with enthusiasm with what they saw. Distributors are busily arranging for dealer meetings where there will be a formal showing of the new models and when sales campaigns for the Summer will be outlined. The Sharkey-Schmeling fight was stressed in the newspaper advertising by several dealers and proved a good stimulant for business. Portable radio sets are beginning to move well because of vacation and the demand for portable phonographs is also improving for the same reason. Sets for automobiles continues good dealers reporting many installations.

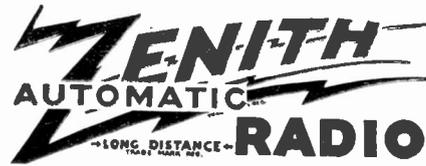
Extremely hot weather the past week has been of considerable benefit to the electrical refrigerator field. A great deal of aggressive advertising and sales work is being done and distributors are well pleased with the results being obtained. More dealers are taking on electrical refrigerators as they realize the large market there is for them during the Summer months and the good margin of profit they carry.

Anthony L. Maresh, head of the Maresh Piano Co. and president of the Cleveland Music Trades' Association, is

back from New York where he attended the national convention. Prior to his leaving he had a unique experience with four hoodlums who visited his estate on the Som Center road near Cleveland, and who posed as prohibition officers. Mr. Maresh had a gang of ten Bohemian workmen busy at planting when the four arrived and stated their intention of raiding the place and searching Maresh and his men. Realizing that they were impostors, Mr. Maresh communicated the fact to his men in Bohemian and arranged a little surprise for the fake agents. At a given signal they were seized and stripped of all their clothes. Then they were given two sacks each and turned loose in a nearby woods. Their clothes were still where they had taken them off at dark, but they evidently returned sometime during the night and recovered them.

Mr. Maresh expects to add a line of electrical appliances to his business in the near future and will use an adjoining store for that purpose.

The Kelvinator corporation celebrated "Faster Freezing Week" at its headquarters, 4400 Euclid avenue, and drew large crowds of people with its demonstration in which boiling water of 212 degrees of heat was poured into the fast freezing tray of the refrigerator



Quality
Radio
Retail
Profitably!

MACKENZIE RADIO CORPORATION

Twelve - Twenty - Five Broadway
New York City

DISTRIBUTORS

The Bronx --- New York State --- Northern New Jersey

and in less than five minutes time was cooled to less than 100 degrees. The company has a special window display this week in connection with the demonstration and is doing a great deal of newspaper advertising. Sales are on the increase and a large crew of salesmen are busily covering the city and suburbs.

The Cleveland Talking Machine Co., Victor distributor, reports that its stock of machines is getting very low owing to the demand created by the liberal trade-in allowance on certain models. Victor records have been moving well and there has been a particularly good demand for all the discs of Gene and Glen, otherwise known as "Take and Lena." These well-known artists are leaving this week for their Summer vacation and the fact that they will not be heard on the air is expected to create a still greater demand for their recordings. Portable phonographs are moving well now that the vacation season has started.

The Aitken Radio Corp., distributor for Crosley, is awaiting the arrival of the new models which are expected in about a week's time.

Herman Lesser and wife made a trip to Cincinnati for the purpose of witnessing the graduation of their son from military school.

The new Lyric models are attracting a great deal of attention and a number of sales are being made daily, officials of the Wurlitzer store report. The special demonstration of this set which was hooked up by broadcasting by remote control from the show window over station WJAY is conceded by the trade to have been one of the best pulling publicity stunts ever done in this city. A policeman had to be stationed at the store's doorway during the

broadcasting period to keep open a passageway and to handle the crowd in front of the establishment. The demonstration lasted a week and helped sell many sets.

The Basta Music Co., on Broadway, has commenced a billboard advertising campaign throughout the southeast section of the city in which it is featuring the complete line of hand and orchestra instruments it carries.

An old fashioned trading week is being planned by downtown stores the week of June 27th to celebrate the opening of the new Terminal station at the Public Square. It is to be widely advertised through newspapers and by radio and is expected to bring many people from out of town.

—DIHM.

New List Prices for Four Brunswick Models

A. A. Trostler, sales manager of the Radio and Panatrope division of the Brunswick Radio Corp., has announced the prices of the new Brunswick radio and radio with Panatrope, effective immediately.

The lowboy radio console, known as Model 15, will have a list price of \$139.-50, with the highboy console, Model 22, selling for \$170 and the new automatic radio with Panatrope selling at \$450, all less tubes.

TIP TOP RADIO CO.

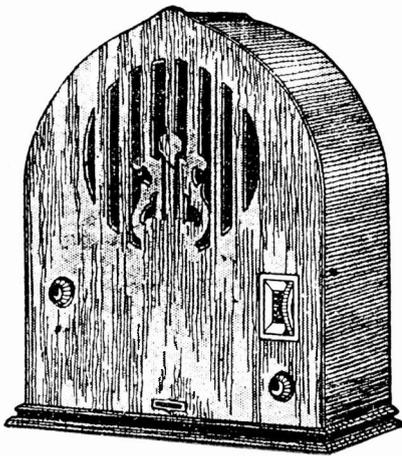
MAKES ASSIGNMENT

The Tip Top Radio Co., Inc., radio-music dealer organization, 20-58 Flatbush avenue, Brooklyn, has made an assignment to David H. Hausman, 1501 Undercliff avenue, Bronx.

ECHOPHONE

"Midget" RADIO SETS

Now Ready for the
NEW YORK MARKET



\$59⁵⁰

List Price
Including Tubes

A-C or D-C Operation

Performance Tone Quality
and Finish Rivalling Many
Larger and More Expensive
Instruments

Fully Licensed Under RCA, HAZELTINE
and LA TOUR Patents

The only Midget Set with an organization of large commercial responsibility behind it.

Now in substantial production at both our Los Angeles, Calif. and Chicago, Ills. plants.

Metropolitan deliveries immediately available from warehouse stocks in Bush Terminal. Service facilities for ECHOPHONE dealers now established on a scale to meet the most exacting requirements.

Retail Franchises Now Being Assigned in Greater New York, New Jersey and Connecticut

**Read What These Great
Radio Merchants Say About
ECHOPHONE**

Regarding Echophones and their sales possibilities, I am happy to say they have just about saved our life in February and March. From the very first ad and demonstrations we have been successful in closing sales. In fact, it is a sort of an order taking proposition. We have sold about 1050 sets since January 27th, when we introduced the first "Midgets" in Portland. We stick to the Echophone exclusively because it seems to out-perform the others.

IRA F. POWERS FURNITURE CO.,
Portland, Ore.
By A. J. Erickson.

Under separate cover we are mailing you a confirmation No. 60867 for fifty more Echophone Radio sets. Please ship same as before via W. P. On our last ad we have sold 40 sets most of which were taken with them by the customers. Our sales help in getting more and more enthusiastic about the set since they began to receive repeat orders from friends of customers to which we have sold sets in the last couple of weeks.

HERZFELD PHILLIPSON CO.
Milwaukee, Wis.
D. Torchin.

Regarding the Echophone radio, we have been retailing their little A-C set for about five months during which time we have sold nearly 3000. We have never sold any article with a greater degree of satisfaction and confidence than the Echophone. The factory is located as you no doubt know, here in Los Angeles. The firm has been established for a number of years and is in fine financial condition.

WALKER'S,
Los Angeles, Calif.
J. P. Kepler,
Manager Radio Dept.

It may be of interest to you to know that orders are coming in from all our stores up and down the Pacific Coast. It has been a great surprise to me the way your merchandise is taking hold.

Personally, I was just a little worried that some bugs might develop. However, we have had no complaints from our Service Department. We feel that this merchandise will be a wonderful stimulant for our summer business. Also, we have discovered many sales being made to owners of larger radios.

SHERMAN, CLAY & CO.,
San Francisco, Calif.
Herman Beck,
Manager of Store.

Telephone for a Representative — For all other details, Write or Wire

PARKE ROSS

**25 BROAD STREET
NEW YORK, N. Y.**

Telephone WHITEHALL 5957 - 5958 - 5959

CHICAGO RADIO FOLK ALL PEPPED UP OVER INDUSTRY'S OUTLOOK

PLAN AGGRESSIVE DRIVES

Triangle Electric Co. Adds Colonial Line — A. A. Trostler Is Highly Pleased With Results of RMA Show.

CHICAGO, ILL., Friday.

Trade members returning from the RMA conclave at Atlantic City have without exception exhibited all signs of pep, enthusiasm, go-getting and what-not, all declaring that it was the best show ever put on in the interests of radio. Sales forces are being revamped and strengthened, and plans are being made for a more thorough combing of respective territories than ever before. "Let's go," is on everyone's lips.

Leonard Cohn, vice-president of the Triangle Electric Co., is highly optimistic over the future of radio. Sets will be more stable merchandise, he says, and there will be a lot more confidence on the buyer's part as to this stability. Mr. Cohn says he expects that real action will begin to be noted about August, but meanwhile no stone will be left unturned to get the public's interest in the models offered for sale; in other words, the slogan, Mr. Cohn says, is full speed ahead. He announces that negotiations have been concluded for taking on the Colonial line, which, he confidently believes, will go over exceptionally well in Chicago territory.

A new Atlas store is being opened this week in Cleveland, Ohio, which promises to eclipse the Chicago retail store on Wabash avenue, said to be the best appointed and most attractive retail store in the country.

A. A. Trostler, sales manager of the radio and Panatropo division of the Brunswick Radio Corp., on his return from the show said he was well satisfied with the reception the Brunswick line met there and he expects an exceptionally good year for his company's product. He has announced that the new prices on the radio and radio with Panatropo will take effect immediately.

The W. W. Kimball Co., music merchants, are taking very effective means in their window displays of high-grade sets to call the public's attention by placards to the fact that "radios will be higher in price in the Fall—better buy that set now."

A. G. Spalding & Bros., the well-known sporting goods concern which sells the Howard line of radios, is about to experiment with a second store in Chicago in a new location. This will be on LaSalle street, in the financial district, in space some time ago occupied in part by the Continental National Bank before its merger with the Illinois Merchants. Retail stores in that district are practically unknown and Spaldings admit that they are going to make an experiment to see if they can sell radios and sporting goods in a financial district. Douglas H. Tweedie, western manager, announces that the store is expected to be opened about July 15 on the ground floor at 208 S. LaSalle street, and if successful will be emulated in other sections.

W. E. Kreff, acting western sales manager for F. A. D. Andrea, Inc., here, declared the RMA show last week was, the most successful ever staged; that Fada received more business as a

result and more favorable reaction than has ever before been noted. The reaction in Chicago, he said, since his return, has been exceptionally good. W. E. Woods, formerly manager of the Kansas City branch of Fada, has been transferred to Chicago to become western district sales manager, succeeding R. P. Van Zile, who as already announced, has gone with the General Electric Co. The Kansas City office will be discontinued. Meanwhile the Chicago sales force has been revamped and strengthened and the local boys are all set to go out after good volume of business.

The Brunswick Radio Corp. announces that Stuart Mahanay, with long experience in the radio advertising and sales promotional field, has become connected with Brunswick as assistant sales promotion manager.

The assets of the Walter Bowan Battery Supply Co. well-known wholesale radio distributor at 220 North Peoria street, were sold at auction June 5 to meet the claims of creditors.

By means of a system of loud speakers, visitors at the Home Show, just closed here, were enabled to get entertainment which was provided by the Kimberly Radio Corp., Brunswick distributors in Chicago. Members of the Brunswick technical staff were constantly on the air during the show hours interspersing show announcements with radio and record music.

F. H. Larabee, assistant general sales manager, and F. E. Harding, district sales manager for E. T. Cunningham, Inc., were among those absent from the city last week—gone presumably to the convention—and not expected back for two weeks.

In one of the Clark street display windows of the Commonwealth Edison Co. is shown an arresting display of the Brunswick-Balke-Collender Co.'s product in records and Panatropes. The passersby sees a number of the latest records and back of them with explanatory notes the wax master, the metal master, the "mother" and several other master records used in making the Victor and Brunswick records displayed for retail sales. A crowd is to be seen at all times of the day, looking at the educational exhibit.

The S. L. S. Radio Stores will open a store at 18 Main street, Park Ridge, Ill., shortly and intend to handle a varied line of high grade radio sets and appliances.

The Zeitler Corporation has taken over as of June 1, and begun operation of the concern heretofore known as the Zeitler Radio & Piano Co., at 6648 S. Halsted street.

The Dearborn Radio Supply Corp. located in Room 337, Monadnock building, has seized the opportunity to display its wares in ground floor space in a laundry office in the same building.

R. E. Kane, district manager, and F. J. Hassmer, of the record department of the Victor Talking Machine Co. were eastern show visitors last week.

S. F. Patchin, manager of the Edison Distributing Co., returned Tuesday from the R. M. A. convention, which he declared one of the best ever staged. Edison showed two new models, and meanwhile the boys who did not go to the convention were out combing the territory with pictures of the new receivers and agreeably surprised Mr. Patchin on his return by turning in a number of gratifying orders. Mr. Patchin says the outlook in this territory is fine. The Edison Distributing Co. has released Wisconsin territory to McIntyre & Burrell, of Green Bay, Wis., who will henceforth act as Edison distributor for all business developing in the Badger state.

The Zenith Radio Corp. has finally secured a Chicago wholesale distributing office, having this week opened quarters at 2800 South Parkway, not so far away from the plant, which will be in charge of W. O'Halloran. Wm. Pohlman, publicity expert for Zenith, with other members of the staff, left early this week for Cleveland where Zenith dealers in that section held a three-day conference and showing of the line, also making plans for pushing sales in that territory this season.

A. C. Barg, of A. C. Barg, Inc., Cook County sales representative for Stromberg-Carlson, has not returned to his office here, following the convention, but is believed to be making a combination vacation and business trip in New York and elsewhere that will keep him away from his office for a week or so.

F. F. Paul, vice-president and general sales manager of the United Air Cleaner Co., manufacturers of the Sentinel set, has not returned to his office on Wednesday following attendance on the R. M. A. convention last week, but is expected here late this week.

Erla representatives at the Atlantic City show were pleased with the reception accorded their new clock model receiver. The set is equipped with a Hammond electric clock. While it will take a little time to get under regular production, the plant here has already started work. Messrs. Taylor and Russell are still East, interviewing dealers and distributors in that section and will not return here before several weeks.

Roy A. Whipple, president of Wakem & Whipple, Inc., Clarion distributor in Chicago territory, said the RMA show was a marvelous affair, and that Clarion models made a very favorable impression on the visiting dealers. New stocks are ready, Mr. Whipple said. City dealers met in luncheon at the Graemere Hotel Wednesday noon, and plans were discussed by Mr. Whipple and J. J. Reilly, sales manager, for marketing the Clarion in this territory.

—W. H. ALEXANDER.

Joseph Sara Special Export Representative For Pacent Electric Co.

The Pacent Electric Co., 91 Seventh avenue, New York, announces the appointment of Joseph Sara, also of this city, as special export representative for the continent of Europe, aside from Great Britain and Switzerland. The recently appointed export representative will sail for Europe about July 1, and will make an extended trip to the various European countries.

Mr. Sara has been operating in export fields for many years under the firm name of J. & L. Sara, which he owns. His company handles automotive and electrical equipment, and also acts as American purchasing agent for foreign importers. It has represented the Pacent Electric Co. in Italy for the past five years, and for a number of years has represented Alexander Milburn Co., Baltimore, manufacturer of fine paint spray equipment.

Mr. Sara has been responsible for the introduction in Italy of many of the outstanding American electrical, radio, automotive and other products. His name is widely known in the leading European industrial and commercial centers.

Parham-Baker Sponsors Philco Dealer Meeting

LITTLE ROCK, ARK., Friday.

The Parham-Baker Co., local distributor for Philco radio, holds its annual dealer meeting at the Lafayette Hotel, here, on June 30.

W. E. Parham, an executive of the company, recently returned from the Bermuda cruise sponsored by Philco, where plans for the balance of this year were outlined.



MAY
DISTRIBUTORS OF
PHILCO
BALANCED UNIT
RADIO

<p>MAY RADIO CORP. 380 Central Ave., Newark, N. J.</p> <p><small>Sole Distributors in Northern New Jersey and Staten Island of the Philco Standard line.</small></p>	<p>D. W. MAY, INC. 393 New St. Newark, N. J.</p> <p><small>Sole Distributors in Northern New Jersey and Staten Island of the Philco Screen Grid Plus line.</small></p>
<p>MAY DISTRIBUTING CORP. 112 Bleeker St., N. Y. C.</p> <p><small>Sole Distributors in Manhattan and Brooklyn of the Philco Standard line.</small></p>	<p>D. W. MAY, INC. 34-36 W. Houston St. N. Y. C.</p> <p><small>Sole Distributors in Manhattan and Brooklyn of the Philco Screen Grid Plus line.</small></p>
<p>MAY DISTRIBUTORS, INC. 797-805 Beacon St., Boston, Mass. <small>Sole Distributors in Worcester, Middlesex and Norfolk counties, Mass. of the Philco Standard and Screen Grid Plus lines.</small></p>	

Now! Crosley puts Radio on Wheels

See It ▲▲▲▲
Hear It ▲▲▲▲
Drive with It!

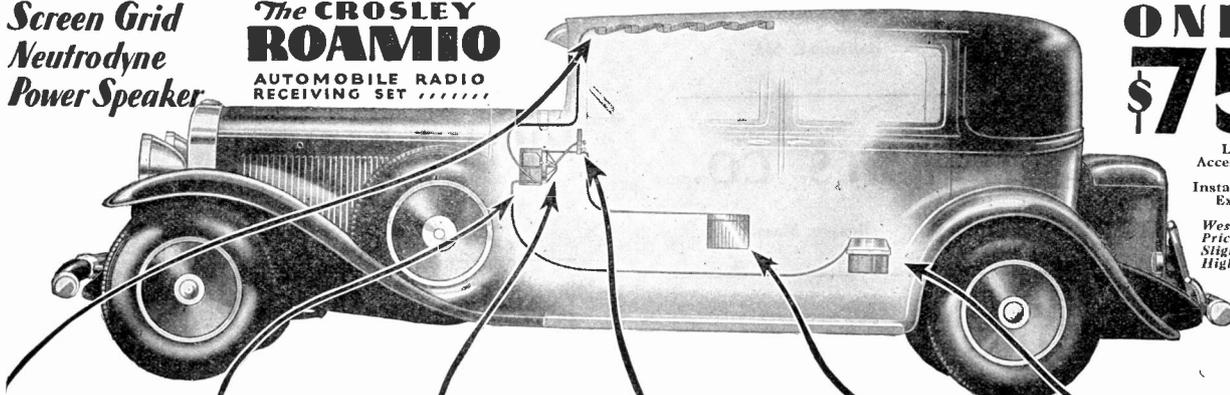
An Amazing Automobile Radio Receiving Set ▲▲▲▲
at a price that everyone can afford!

Screen Grid
Neutrodyne
Power Speaker

The CROSLY
ROAMIO
AUTOMOBILE RADIO
RECEIVING SET

ONLY
\$75

Less
Accessories
Installation
Extra
Western
Price
Slightly
Higher



The ANTENNA

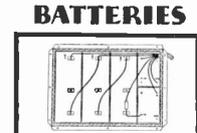
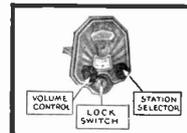
The RECEIVER

The SPEAKER

The CONTROL PANEL

CAR STORAGE
(A) BATTERY

"B" "C" and "D"
BATTERIES



"Was surprised at how quickly and easily the ROAMIO was installed in my car."

"Driving through town could easily tune out powerful local stations and get DX."

"First evening we received 30 stations with good volume, selectivity and tone."

"There is no noticeable variation in signal strength in any part of the city."

"The ROAMIO performs as well at higher speeds as when the car is driven slowly."

"It works perfectly; gives exceptional volume with wonderful tone qualities."

Take your favorite radio entertainment with you wherever and whenever you drive with a ROAMIO

Now...Crosley has put radio on wheels—and is the first to advertise automobile radio in a national way. Crosley is putting the convenience and pleasure of home radio into the automobile so that the family can take their favorite radio entertainment with them whenever and wherever they drive the car.

Radio on wheels! Think of it! Only a few short years ago it was an amazing thing to throw out an antenna, ground a wire to a water pipe, and, between them, have a radio receiving set. Today, Crosley makes it possible for everyone

to take radio reception with them in their cars—and at a price all can afford.

The CROSLY ROAMIO Automobile Receiving Set is less than three months of age, yet, remarkable as it may seem, thousands upon thousands of cars all over the United States are already CROSLY ROAMIO equipped and every day sees shipments from the factory increasing.

The CROSLY ROAMIO has crossed the line—it is no experiment—it is no untried unit—it is distinctly and definitely an Auto-

motive Radio Receiving Set which the American motoring public has tried, tested and proved, and is buying as fast as the factory is able to produce it.

Where are you in this wonderful picture of exceptional opportunity for added profit? Get in touch with the Crosley distributor in your territory today. Learn from him how you can double and treble your radio sales. Be THERE with Crosley.

The Crosley Radio Corporation

Powel Crosley, Jr., President
CINCINNATI, OHIO

Home of WLW—"the Nation's Station"

The CROSLY ROAMIO is recommended for use in motor boats and cruisers.

YOU'RE THERE WITH A CROSLY
CROSLY RADIO

--in Radio *it's*

JOSEPH M. ZAMOISKI CO.

"The Electrifiers"

Radio Building Baltimore, Md.

FRANK D. PITTS CO.

129 Columbus Ave. Boston, Mass.

NATIONAL LIGHT & ELECTRIC CO.

353 Atlantic Ave. Brooklyn, N. Y.

LEO J. MEYBERG CO.

San Francisco, Calif.

Branches:
Los Angeles, Fresno, Oakland, San Diego.
Warehouses:
Sacramento

E. A. NICHOLAS INC.

111 North Canal St. Chicago, Ill.

MILNOR ELEC. CO.

129 Government St. Cincinnati, Ohio

SOUTHERN RADIO CORP.

Distributors for North and South Carolina
Charlotte, N. C.

MIDLAND RADIO CORPORATION

Court & Pearl Streets Buffalo, N. Y.
725 St. Clair Avenue, N. W. Cleveland, O.

RA-CO SUPPLY CORPORATION

419 Beaubien Street Detroit
53 N. Division Street Grand Rapids, Mich.

CONTINENTAL RADIO CORP.

100 High Street Hartford, Conn.

KRUSE RADIO INC.

Indianapolis, Indiana

MOSER & SUOR INC.

2020 Grand Avenue Kansas City, Mo.

H. E. SIDLES CO.

Lincoln, Nebraska



In your territory - it's the

RCA Radiola

SMITH RADIO CORP.

331 West Main Street Louisville, Ky.

SCHAFFHAUSER-KILEY CORP.

Philadelphia, Pa.



TAYLOR ELEC. CO.

124 Jackson Street Branch
Milwaukee, Wis. Madison, Wis.

KLAUS RADIO & ELEC. CO.

707 Main Street Peoria, Ills.

LUCKER SALES CO.

Minneapolis, Minn.

LUDWIG HOMMEL & CO.

929 Penn Avenue Pittsburgh, Pa.

RADIO DISTRIBUTING CORP.

Newark, N. J.
Distributors for Northern New Jersey and
Staten Island.
Branches: Trenton, Asbury Park.

AEOLIAN CO. of MISSOURI

1004 Olive Street St. Louis, Mo.

HARPER - MEGGEE INC.

Fourth Avenue at Blanchard Street
Seattle, Wash.

PHILIP WERLEIN LTD.

New Orleans, La.

ONONDAGA AUTO SUPPLY CO.

353 East Onondaga St. Syracuse, N. Y.
Branches: Utica, Binghamton, Watertown

GEORGE L. PATTERSON INC.

150 Varick Street New York, N. Y.

COMMERCIAL ELEC. CO.

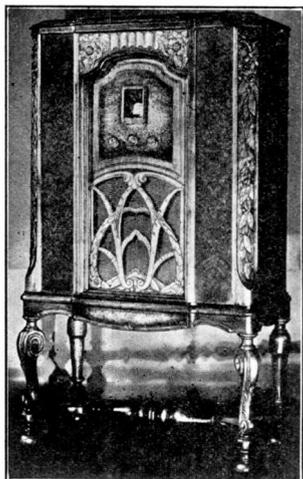
11 North Erie Street Toledo, Ohio

RCA Radiola *distributor nearest You!*

Story & Clark Set Line Well Received at Show

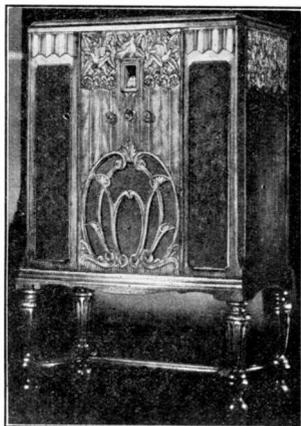
CHICAGO, ILL., Friday.

Officials of the Story & Clark Radio Corp., this city, maker of Story & Clark radio sets, are much enthused over the reception given to the company's new



Story & Clark Model 43

the radio business, and if acceptance at the Show is an indication of what the line will do, officials of the company say they are in for a fine season. Among the sets featured at Atlantic



Story & Clark Model 36

City were model 36 console, priced at \$208, less tubes, and model 43 console, equipped with automatic volume control and priced at \$248, less tubes.

ED PATTON MUSIC CO., OMAHA, IN NEW LOCATION

OMAHA, NEB., Friday.

Ed Patton Music Co. is now in its new location at 1916 Farnam street, where it features Victor products. In records, dance numbers are shown in great array.

set line by members of the industry at the RMA Trade Show and Convention at Atlantic City last week. Story & Clark sets were exhibited at the Municipal Auditorium and in the Ritz-Carlton hotel during the Show.

This is the company's first season in

BALTIMORE TRADE IS IMPRESSED WITH LATEST SET MODELS

IS BUOYANT OVER OUTLOOK

R. L. Rielly Heads Rogers Washington Branch — Randall-Lore, Inc., Stromberg Territory Is Expanded.

BALTIMORE, Md., Friday.

Radio distributors and dealers returned from the RMA Show much impressed with what they had seen. It is putting it mildly to say they are enthused over the new models and are optimistic over the future. The Show certainly did much towards buoying up the spirits of the radio folk here.

The Sharkey-Schmeling fight was a fine stimulus for set sales. Dealers launched a lively campaign to induce fight fans to invest in a set for the big ring battle.

R. L. Rielly has been placed in charge of the Baltimore branch of Robert E. Rogers Co., of Washington, distributor for Bosch radio. The Baltimore branch is known as the Rogers Radio Co. and covers the state of Maryland for Bosch. Mr. Rielly has as his associate G. A. Emmart. The former was formerly in the automotive field and Mr. Emmart had been connected with the Washington headquarters of the Rogers concern for a number of years. Mr. Rielly succeeds L. S. Ashe.

The Rogers Radio Co. due to the growing popularity of the Bosch has opened an office at 135 North avenue. A warehouse is maintained at 517 West Baltimore street. New dealers are constantly being added.

Randall-Lore, Inc., sales representative for the Stromberg-Carlson Telephone Mfg. Co., has enlarged its sales activities through the taking over of additional territory in Virginia and West Virginia. Headquarters of the concern are in Baltimore, an office being maintained in the Court Square building, Calvert and Lexington streets, in charge of Mr. Randall. An office in charge of Mr. Lore is maintained in Washington, in the Washington Loan and Trust building.

The fine qualities of the Stromberg-Carlson radio are being recognized by many in this section, as a result of which sales of this line are coming along fine.

Harry H. Poole, of Wilmington, is one of the leading radio retailers of that city to take on the Stromberg-Carlson.

The General Motors Radio Corp., of Dayton, Ohio, is fast rounding out its dealership in this section. The Greenfield Electric Co., 17 East Lombard street, as was stated in a recent issue of the "Weekly," has distribution of this product in a wide territory outside of Baltimore and other specified cities.

William J. Ruehl, 1311 West Baltimore street, is the metropolitan G. M. radio dealer for the city of Baltimore.

Other General Motors radio dealers in Maryland include Potomac Edison Co., Cumberland, Frederick, Taneytown, New Windsor, Mt. Airy, Frostburg and Mt. Savage; Union Bridge Electric Mfg. Co., Union Bridge; North Virginia Power Co., Hancock, and Edgar

M. Frounfelter, Main street, Westminster.

The South Penn Power Co. is the G. M. dealer in Waynesboro, Chambersburg and Hyndman.

In Virginia the following dealerships have been appointed: Loudon Light & Power Co., Middleburg and Purcellville; North Virginia Power Co., Winchester, Strasburg and Berryville.

In West Virginia the following dealerships have been created: Piedmont Electric Light & Power Co., Piedmont; Keyser Light & Power Co., Keyser; North Virginia Power Co., Berkely Springs and Charlestown; Potomac Light & Power Co., Martinsburg and Shepherdstown.

The short time which the General Motors radio has been on the market in this territory has shown that it is a product destined to find favor with many. Fine sales have already been effected, and as the product becomes better known its sales are certain to mount.

A new electric refrigeration service, said to be unique in the annals of electric refrigeration selling and service in Baltimore, has been inaugurated by the Consolidated Gas Electric Light & Power Co., Lexington building, distributor for Kelvinator in this territory. This is a testing service prior to delivery to customer of the product so that when it leaves the concern's premises and arrives at the customer's home, it is cold, and no further testing in the home is necessary.

The Consolidated Gas, Electric Light & Power Co. has prepared and equipped a special room, where every cabinet Kelvinator is tested for twenty-four hours or more before delivery. This test is in addition to the customary laboratory and factory tests.

The Copeland electric refrigerator is now receiving greater retail distribution in Baltimore than it ever has, due in a large measure to the aggressive sales efforts of the Radio Supply Co., 1724 North Charles street, headed by O. L. Butler. More dealers have been appointed with the consequent result that greater sales efforts are being put back of this product.

The following Copeland dealerships have been appointed in Baltimore: The Hamilton Co., 18 West North avenue; Berman Electric Co., 1233 West Baltimore street; Hecht's Furniture House, 930 South Charles street; Winchester Co., 312 West Mulberry street; John Schwab & Son, 2021 Frederick avenue; Joseph A. Becker, who maintains two stores, the principal one of which is at 418 North Tutaw street.

Outside the city, the following Copeland dealers have been named: St. Helena General Store, St. Helena; Fradkin Bros. Department Store, Sparrows Point, and Ernest M. Hayman, Princess Anne, all in Maryland.

The McHenry Radio Shop, of 1019 South Charles street, is another local radio store which has taken on electric refrigeration, the General Electric line being handled. This store is also stocking the new Poole electric clock.

—JOHN F. IGNACE.

RECEIVER APPOINTED FOR MUTUAL RADIO

A receiver was appointed last week for the Mutual Radio Stores, Inc., 8020 Fifth avenue and 5406 Myrtle avenue, Brooklyn. Walter C. Booth, 118 William street, Manhattan, was named receiver in bond of \$7,000.

MADE POSSIBLE

GREAT PHILCO IN 1929



GREAT PHILCO FOR 1930

WEEKLY BULLETIN

Don't Be "Taken For A Ride,"

You have seen the layout either at the big show or somebody's dinner except for a few closed doors.

As Dr. Morgan once said: "the greatest harm of alcohol is not empty purses or diseased livers, but the insidious habit of looking elsewhere than to genuine accomplishment for the glow of satisfaction and the sense of well being."

"PHILCO" prestige and sales will now move to new heights.

Its rightful position as the Standard Radio of the World is assured.

We Are Ready To Serve You.

1930 Another Philco Year

Exclusive "PHILCO" Distributors for Bronx, Westchester, Queens.

M. Simons

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

Get this FREE SALES TRAINING

Now!

Hundreds have proved its value. It can mean extra money to you, too.

BE a sales expert. Earn more than you ever earned before. Make sure of a bigger future. It's easy to be prosperous if you know the secrets of master salesmen.

Tuition and transportation free!

Without paying one cent for tuition, you can graduate from one of the country's greatest sales schools. You can learn sales secrets direct from famous sales experts. The Majestic Sales School gives you complete training in every branch of selling. It opens the way to big success in any job—any business you ever enter.

You can have this wonderful training without interfering with your present work. It takes only one week. There is no tuition cost. Even your transportation is free, under a special offer made by your Majestic distributor.

Act now—Earn more this fall

Plan now to get this free sales training during summer months. Get set for big fall sales. Write your Majestic distributor for details of his free transportation offer. Or address F. A. Delano, Majestic

Sales School, Lake Shore Athletic Club, Chicago, for information on the training offered.



The beautiful Lake Shore Athletic Club, Chicago, where the Majestic Sales School is located. All club facilities are yours during your training

GRIGSBY-GRUNOW COMPANY, CHICAGO, U. S. A.

Majestic

RADIO

At the Atlantic City Radio Show, drop in at Majestic headquarters—the second, third and fourth floors of the Ambassador Hotel. Visit the Majestic exhibit, Section D, Booths 16, 17, 18, 19.

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products
Incorporated
Exclusively Majestic
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 Street
Des Moines, Iowa and Marion, South Dakota
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

110,000,000 list in 9 months ending Feb. 28, 1930. HERE'S YOUR COMING AN EXCLUSIVE MAJESTIC DEALER RIGHT AWAY!

MEMPHIS, TENN.
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

M A J E S T I C

D I S T R I B U T O R S

-- GRIGSBY-GRUNOW CO., OF COMPLETE RADIO RECEIVERS

CHICAGO, ILLINOIS
Exclusive Manufacturers

SEATTLE INDUSTRY WELL REPRESENTED AT EASTERN CONAFB

OUTLOOK MORE PROMISING

Elaborate New Display Room Is
Opened by Northwest Victor—
Copeland Refrigerator Dealers
Hold Two-Day Gathering.

Seattle, Wash., Thursday.

A new radio display room, spacious and extensively furnished, was opened recently in Seattle, by the Northwest Victor Distributing Co., at its headquarters, Terry avenue and Republican street. The models are shown for the convenience of dealers who often bring prospective customers to the distributing house for demonstrations. Leading Victor dealers and officials of the company attended an official "Housewarming" on Tuesday. Among them were: Ed. Kelly, Hopper-Keppy Co.; R. E. Robinson, Wallace Baitinger, Sherman, Clay & Co.; Hugh Campbell, Bon Marche; John and Harold Gerke, Music Co.; E. R. Mitchell, Mitchell's Liberty Music House; Ward Davidson, Charles Hanes, A. K. Lyons, R. D. Jackson and George Dickinson.

C. B. Gilbert, president and T. T. Evans, sales manager of Northwest Victor, visited the annual RMA show at Atlantic City. They will go to Camden to confer with national RCA heads on merchandising and sales policies before returning to Seattle.

Julius Bogatin, vice-president of the Coast Radio Co., of Seattle, now in the East where he attended the Radio Manufacturers' Association's convention in Atlantic City, carried with him a message of cheerful business conditions in the Pacific Northwest, particularly in Seattle. Just before leaving Mr. Bogatin expressed the opinion that the final steps to put the radio on a sound

Stromberg-Carlson Sales Representatives and Staffs Gathered at Factory During Three-Day Sales Conclave



Stromberg Boosters at Factory Gathering

ROCHESTER, N. Y., Friday.

The accompanying photograph shows the representatives and sales force of Stromberg-Carlson Telephone Manufacturing Co., this city, gathered here dur-

ing the recent annual sales conference conducted at the factory.

Plans for the coming season were discussed at this session. Representatives from all sections of the United States

and Canada were on hand for the conclave which lasted three days.

Officials of Stromberg-Carlson predicted a fine year for the company's set line.

and thoroughly organized basis, will be taken at this convention. While in the East Mr. Bogatin will visit a number producing plants in the industry.

According to J. E. Sipprell, of the University Music House in the University district of Seattle, the only thing denied us these days with the use of radio is the art of self-expression. Radio, says Mr. Sipprell, has come to be an indispensable instrument of distribution for our entertainment, information and amusement, but we must still look to our present musical instrument for the cultural effect of self-expression. As a dealer, one who is close to the public demand, he feels that there is a very real demand for an instrument which will bring an evening of one's own favorite selections without advertising or of manually changing records. He states emphatically that the first reliable factory which brings forth a dependable automatic combination within the reach of the average

buyer, will be rewarded by a surprising volume of business. A substantial record business at University Music House, substantiates Mr. Sipprell's remarks.

One hundred and twenty-five Northwest merchants met recently in the Olympia Hotel, Seattle, for the annual two-day Copeland electric refrigeration convention. W. D. McIlhenny, of Detroit, vice-president in charge of sales of Copeland Products, Inc., presided. He stated that Seattle and the Pacific Northwest are looked to by manufacturers as a dominant center of demand this year. Northwest buying power is statistically shown to be high, and power rates are exceptionally low, he pointed out. The dealers gathered for a dinner in the Junior Ballroom, at which R. F. Meggee, president of Harper-Meggee, Inc., Northwest distributor for Copeland refrigerators, was toastmaster.

Five salesmen have been added to the staff of the Seattle Heat & Cold Co., Ice-O-Matic and Oil-O-Matic dealers, of 2100 Second avenue, to care for the heavy demand now being experienced for electric refrigeration demonstrations and sales. Installations are rapidly reaching a new peak and a record is expected to be set this summer.

James S. Bruce, wholesale sales manager; Rex T. Bronillette, wholesale representative, and James H. Spridgeon, manager of the commercial department of Gordon Prentice, Inc., attended the General Electric refrigeration convention in San Francisco.

Shipments of Kelvinator refrigerators during the first twenty days of May exceeded any twenty-day period in the history of the company, according to word received from the Kelvinator Corporation at Detroit.

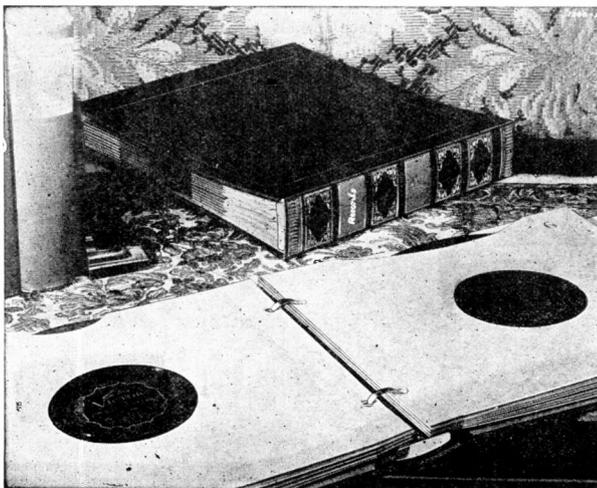
—PATTERSON.

H. E. Sidles Co. Is New
Name of Nebraska Buick,
RCA Midwest Wholesaler

LINCOLN, NEB., Friday.

The Nebraska Buick Auto Co., of this city and branch offices in Omaha and Scottsbluff, Neb., and Des Moines and Atlantic, Iowa, recently appointed RCA Radiola distributor for the entire state of Iowa, all of Nebraska except nine western counties, southern South Dakota and one county in Minnesota,

A Quality Record Album— for Combination & Cabinet Manufacturers



Will enhance the beauty of your cabinet. Opens flat—hand-tooled, gold decorative backs. Special designs for manufacturers.

PEERLESS ALBUM CO.

62 WEST 14th St.

New York

The HEIGHT
OF
PERFECTION



Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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

ANOTHER YEAR OF VICTOR SUPREMACY!

with

**SUPERIOR PRODUCT
UNPARALLELED STABILITY
BRILLIANT BROADCASTING
CONSUMER CONFIDENCE**



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.
Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.
Oliver Ditson Company
179 Tremont St.

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.
Cleveland Talking Machine Co.
4300 Euclid Avenue
Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.
Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.
Grinnell Brothers
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Phila. Victor Distributors, Inc.
Exclusively Victor
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NEWARK, N. J.
Collings & Company

NEW YORK, N. Y.
New York Talking Machine Co.
C. Bruno & Son, Inc.

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can

BE DONE



Victor Division
RCA Victor Company, Inc.

~ CAMDEN, N.J., U.S.A.



THE problem of over-production *can* be whipped...and it must be!
 You have seen the results of over-production...liquidations, profitless sales, distress and failures. It hurts everyone...and bears down hardest on you!

Yet *you* have the solution—almost entirely—in your hands! You are the key man...you are the source, and the only source, of the information that determines production. Aren't you willing, for your own prosperity and security, to supply the facts where they will do the most good?

Prices are based on production...and production is based on the extent and condition of the market. Who knows the condition of the market? The fellow on the firing line—*you!*

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When you are asked for a weekly inventory or sales report, then, give it—fully, accurately, regularly and on time! You'll earn the priceless dividend of security, prosperity, and progress.



VICTOR-RADIO with ELECTROLA RE-45
 The complete modern musical instrument. Same radio equipment as R-32, R-52 and RE-75. All-electric Radio and Victor Record reproduction. List price, \$275. Less Radiotrons.

Victor Division
RCA Victor Company, Inc.

CAMDEN, N. J., U. S. A.

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THE OLDEST AND
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Exclusively Wholesale
ESTABLISHED 1834

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SPRING LUBRICANT

LSLEY'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
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LSLEY - 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

THE ENGINEERING COMPANY

of NEWARK N. J.

MANUFACTURERS OF
AUTOMATIC RADIO TUBE MACHINERY & SUPPLIES

57-59 BRANFORD STREET NEWARK, N. J.

B. C. McDONALD NAMED RADIOLA MANAGER ON PACIFIC COAST

Los Angeles, Cal., Thursday.

L. W. Yule, district manager on the Pacific Coast area for RCA Victor Co., Inc., has become assistant manager of Radiola national activities with offices in New York. B. C. McDonald, in RCA sales work at Los Angeles and San Francisco since '25, becomes the new district manager.

Announcement has been made that A. H. Meyer and Ed. Sherman together now hold controlling interest in the Leo J. Meyberg Co., having purchased further stock from the heirs of the late Leo J. Meyberg.

This California Radiola distributing firm operates its Los Angeles office at 1022 Wall street with Sherman in charge, and the San Francisco office at 70 Tenth street, with a branch in Oakland at 921 Harrison street.

A. H. Meyer, president of the firm, makes his headquarters in San Francisco while Mr. Sherman, vice-president, remains in Los Angeles. Both men, by the way, are well known in the Coast radio trade, Mr. Meyer being president of the Pacific Radio Trade Assn (San Francisco) while Mr. Sherman is head of the Southern California Radio and Music Trades Assn., Los Angeles.

In northeast Los Angeles the Vernon Furniture & Hardware Co. finds its summer business helped considerably by handling two lines of electric refrigerators — Kelvinator and Holbrook, Merrill and Stetson. Louis G. Zaffuto, president and general manager of the company is authority for the above statement. The firm has retailed these two lines for a little more than two seasons and finds that satisfied customers bring more trade into the store by telling their friends. The refrigerator lines move perhaps nine months out of the year here instead of the comparatively short season in the east.

Besides retailing these lines at the store, 2829 North Main street, Mr. Zaffuto also handles the Plymouth mantle set, a light-weight, low-priced model in modernistic design with two-tone walnut finish. Mr. Zaffuto, by the way, is also president of the Plymouth Radio Corp. as well as director in several other business enterprises.

Somewhat more than 200 Majestic dealers went to Chicago on a special train for a five-day sales conference. They represent Arizona and southern California. W. J. Wilson, manager of Ungar & Watson, distributors, was in charge of the group.

Frank T. Baumgart, corner of G and Green streets, up in Tehachapi, reports fair interest in radio during the early summer season. Although his main line is drugs, radio occupies a good deal of his attention with Brunswick a favorite.

Robert E. Hopkins & Co., 417 South Hill street, for some time in the radio financing business, now also extend their services to the manufacturers of the mantle, or midget model sets.

Among those from here at the RMA convention are Alex M. Hirsch, Radio Manufacturers Supply Co., James R. Fouch, Universal Microphones, Ltd., and Ray Stoechel, Flint Radio Manufacturing Co. Each of these is president and general manager of the firm he represents.

Harry Kellar, Dave Marshank, Herb

REFRIGERATOR SALES ARE BRISK IN MEMPHIS

Memphis, Tenn., Monday.

R. H. Rust, manager, Dealers Equipment Co., Memphis Sparton radio distributor, is back from Jackson, Mich., where he attended the Sparton 30th anniversary jubilee. He was accompanied by W. H. Coats, W. C. Landolina, J. R. Green and John Metzgel, of Memphis, also by some of the tri-state representatives, Mr. Campbell and Mr. Davis, of Pontotoc, Miss., and Geo. Beghold, of Tri-State Radio Co.

A. W. Craige, Jr., has become affiliated with the Reichman-Crosby Co., RCA distributor, in its traveling service in west Tennessee, north Mississippi and west Kentucky.

Summer activity here in Frigidaire is reported brisk. W. P. Galloway Co., Arcade building, Union avenue, is wholesale distributor of the line, and among the metropolitan dealers are: The New Bry's showing a big display on the fourth floor; Hobbs Company, 462 North Watkins street; Wayne Spinks Co., Union avenue and S. Second; McIntosh Bros., 2099 Madison avenue.

The National Furniture Stores, 56 S. Main street, is remodeling its basement floor and popular priced lines will be shown there, F. R. Fried, local manager, stated. The store shows both radio and phonograph lines in connection with furniture.

Hall Music Co., 258 Pine street, Abilene, Texas, uses the slogan "Everything in Music." The store handles records and sheet music, talking machines and other musical instruments.

Graham and VanNatta have opened a second Memphis store at 539-41 South Highland. The first store is located at Madison and Cleveland. Both handle Majestic radio in addition to house furnishings.

Montford, 145 East Market street, is one of the principal exclusive music stores in New Albany, Ind. The entire first floor is given over to musical goods, talking machines, radio, sheet music, stringed instruments, etc. The Victor line is featured. The store maintains an elaborate service and repair department.

The Laurel Furniture Co., on Central avenue, Laurel, Miss., is one of the active talking machine dealers of the coast section. Orthophonic Victrolas and records and RCA Victor radios are featured. "Tunes That Please for June" is a feature of record announcements used in its publicity in the daily press.

—C. G.

Zenker, Bert Knight and others also went east.

Sunset Manufacturing Co., now under new management, has moved to 1114 North Sycamore avenue. The firm makes grounds and aeriols.

The Godson Radio Shop, of 202 North Spadra street, Fullerton, had two nice booths to display Atwater Kent and Zeniths at the 10th annual Valencia Orange Show in Anaheim May 22 to June 1, inclusive. Among the exhibits were the G. E. and the Kelvinator refrigerators and also the Electrolux.

Some 26,000 school children of Los Angeles are enrolled in harmonica bands. This has brought on a tremendous harmonica business to the retail music houses.

—R. L. POWER.

INCREASED INTEREST IN NEW SETS NOTED IN KANSAS CITY, MO.

RETAIL SITUATION BETTER

Stromberg Branch Now Booking Good Orders for New Models—"Bolero," New Red Seal Record, Popular at Paul's Music Store.

KANSAS CITY, Mo., Friday.

The public, as well as distributors and retailers, have been waiting for new models, a general view of the radio situation in this territory would indicate. The demand for sets during the latter part of May and the first part of June was slow with collections spotty. However, distributors are already experiencing a great number of inquiries. Indications point to a good season.

The situation among retailers has been materially improved since last year in the territory. There are possibly fewer small dealers—dealers who go into the radio business with little knowledge of merchandising or without sufficient capital to keep their credit in a healthy condition. Radio has ceased to be a sensation, "something new," and fewer of that type of "promoters" who got into the business to "take quick profit" are in it now. These are some observations made by G. W. Weston,

executive secretary of the Radio Club of Kansas City.

The tendency on the part of wholesalers and distributors to help remedy some of the bad conditions in the radio field is becoming more and more apparent. Here, the matter of home demonstrations has long been a source of grief to retailers. The radio club, through Mr. Weston's office, has instituted a filing card system, recording all pick-ups of repossessions and wholesalers have promised to push the use of them among retailers. These cards, which give the name, address, make of set, reasons for not buying, date demonstrated, date removed, "repossessed" for failure to meet payments, and will be cross filed as to streets and name and will be immediately accessible to any retailer who calls over the telephone regarding any customer in the file.

When a dealer picks up a set for any reason, it usually is a danger signal, because this customer will practically always try to have another set sent out for demonstration or "approval."

Distributors are talking a trade show for dealers this Fall. Tentative plans are to depart considerably from the large shows held here during the past at Convention Hall. The convention will be primarily for dealers, the whole second floor of the Hotel President will be given over to radio exhibits, which will be opened one or two days to the public. A party, to consist of a smoker, banquet, etc., and a convention at which outstanding speakers in the radio field will be asked to talk, will be held in connection. The tentative dates are September 23, 24 and 25. This type of convention will be more economical than those formerly held and those who attend will be actual prospects and not "sight-seers."

J. E. West, manager of the radio department at Jones Store, reports a very successful season. The larger console models are selling in preference to small table or portable sets. Collections are very good, the percentage of repossessions very low. Out of over 2,000 sets, there were only about 30 pick-ups.

Mr. West has been with the company since last September. Home demonstrations he has practically eliminated, all "showings" taking place in the store where the customer gets more of a comparison in price, tone, and cabinet than anywhere else, anyway.

Mr. West believes that a flat fee, say \$5, for all home demonstrations would remedy the evils of this system. The method will give the retailer more serious customers, and the \$5 could later be credited to the purchaser, so that he would lose nothing. It would eliminate "shopping" and "joy-riding."

The Kansas City branch of the Stromberg-Carlson Tel. Mfg. Co. is already booking orders on new models and business is looking up, reports K. G. Gillespie, office manager here. This firm is looking for a better business in June than it had in May, although May was a good month and showed an increase over the same period last year.

Rich-Con Hardware Co. is in good shape for the distribution of new Fada merchandise, for which it was appointed distributor June 1. Harold B. Falls, general sales manager for radio, and Richard Lancaster, manager of sales promotion, report a number of inquiries from good retailers throughout their territory since Fada was taken over.

These men are very well satisfied with the set-up they now have. With the organization that Rich-Con now has and with its reputation, established

over a period of seventy-three years of business, it can institute and carry out an aggressive and effective sales program. There are four or five working out of the Kansas City office of the company now, with more salesmen to be added later. Out of Oklahoma City, where the company has a large branch, there is about the same number. Geo. R. Conover, a member of the firm, is in charge of radio sales at the last named city. A large supply of stocks will be carried at Oklahoma City as well as here.

One fine feature of the large organization Rich-Con has is that the company has its own finance man for the service of radio retailers. A dealer may finance his paper at the same place he buys his radios without a great deal of red tape.

The Arles Radio Co., 105 West Lincoln boulevard, has a plan whereby school teachers and stenographers can earn a ten-day vacation in Colorado with all expenses paid. W. C. Miller, the manager, is having them contact friends and acquaintances in the interest of radio.

Four hundred Majestic radio dealers from California, returning home from a dealer conference at the factory in Chicago, made a two-hour stop here recently. They were led through the Union Station here by a band composed of members of the party. Thomas B. Lee, president of the Sterling Radio Co., greeted the visitors who were headed by W. J. Wilson of Chicago. Others in the reception party were C. M. Willis, sales manager, and L. C. Truesdell, advertising manager.

"Bolero," a Red Seal disc by the Boston Symphony, is so popular with Paul's Music Store, that the wholesalers in Kansas City are sold out. Mail orders are coming in from the Kansas City territory, which is unusual. Rudolph Firml's album, Victor, is also experiencing fine returns for this firm. More of this is being sold even than the Gilbert and Sullivan album, which was one of the best sellers in this class Paul's store has sold.

In popular recordings the following are the most popular: "Kitty from Kansas City," by Rudy Vallee on Victor; Ted Weems' "Slappin' the Face" on Victor; "Telling It to the Dames," by Ben Bernie and "With You," by Harry Richman on the Brunswick, and "You're the Swellest Girl This Side of Heaven," by Guy Lombardo on Columbia.

Radio is a little slow with the season at Paul's, according to Mrs. McMurray, but the store is optimistic. It recently added several to its sales force. Mrs. Paul will add more later.

KENNETH FORCE.

Dalitz Prepares to Actively Sell New "No - Vibe" Product

CLEVELAND, OHIO, Friday.

An active trade campaign on its No-Vibe product is being planned by the Dalitz Mfg. Co., this city. No-Vibe are pads made of sponge rubber, which, when slipped under the legs of cabinets, are said to absorb the vibration of outside noises and prevent their being transmitted to the set.

According to A. L. Lertzman, sales manager of the Dalitz company, leading wholesalers all over the country are taking on No-Vibe merchandise as an accessory product, with excellent results.

NEW MODELS AROUSE INTEREST IN INDIANA

Indianapolis, Ind., Friday.

New models of the United States Radio & Television Corp., Marion, Ind., are being sent to jobbers throughout the country. Salesmen meeting at the factory recently expressed admiration for the new models which incorporate many improvements.

Work is progressing rapidly on the new warehouse of the company. The foundation has been completed and side-walls are being constructed. The warehouse is novel in construction in that it will have no supporting columns in the center. It will be 100 by 200 feet. A tone blender, by which it is possible to regulate the volume of the program has been incorporated in the new models.

The Radio Allied Industries' huge plant in Indianapolis, where at one time 2,500 radio cabinets were made daily, is shut down and 800 men are out of work as the result of receivership action in Federal Court. George L. Foote, former internal revenue collector for Indiana, was appointed receiver for the corporation.

Articles of incorporation have been filed with the Secretary of State of Indiana by the North Side Radio Shop, Inc., having a principal place of business here. The corporation has an initial capital stock of 100 shares, no declared par value, and is formed to merchandise radios and other musical merchandise. The first board of directors is composed of Horace C. Holmes, Harold Longworth Jenkins and Elizabeth L. Cliff.

Announcement is made of the purchase of the Majestic Radio Shop, 223 S. Main street, South Bend, Ind., by Cecil and Carl Kindig, proprietors of the River Park Radio Shop in Mishawaka, Ind. Cecil Kindig will manage the South Bend shop. Otto F. Snyder, former proprietor of the store, will remain with the new owners. Both stores will handle Majestic radios exclusively.

—BULLOCK.

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.



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.

INCORPORATED
UTICA, N. Y.

Selling . . . like a

Leading Selections from
the Brunswick Inter-
national Hall of Fame

Records Nos. 90048-49

THE SORCERER'S APPRENTICE (Scherzo)

3 parts
PAUL DUKAS
Symphony Orchestra

ORCHESTRE DE L'ASSOCIATION
DES CONCERTS LAMOUREUX, PARIS

ALBERT WOLFF—Conductor (Recorded in Europe)

BABA YAGA
Tableau Musicale
A. LIADOW

Record No. 90050

- (a) PRELUDE, Op. 11, No. 10
(b) ETUDE D FLAT MAJOR, Op. 8 No. 12
SCRIABIN

Piano Solo
ALEXANDER BRAILOWSKY

RITUAL FIRE DANCE
(Dance of the Fire Worshipers) from "El Amor Brujo"
MANUEL DE FALLA

Piano Solo
ALEXANDER BRAILOWSKY

Record No. 90051

DER ROSENKAVALIER

Trio (Act III) Hab' Mir's Gelobt, Ihn Lieb Zu Haben
(I Made A Vow To Love Him Rightly)

RICHARD STRAUSS

Soprano Trio with Orchestra Accompaniment. In German
ELISABETH OHMS, ADELE KERN, ELFRIEDE MARHERR
JULIUS PRUWER—Conductor (Recorded in Europe)

DER ROSENKAVALIER

Duet (Finale, Act III)
1st Ein Traum Kann Nicht Wirklich Sein
('Tis A Dream of Heaven)

Records Nos. 90044-45

TILL EULENSPIEGEL'S MERRY FRANKS (Op. 28)

RICHARD STRAUSS

Symphonic Poem 4 parts

ORCHESTRA OF THE STATE OPERA, BERLIN
Conducted by the Composer, Richard Strauss—(Recorded in Europe)

Records Nos. 90046-47

DON JUAN, Op. 20

(Symphonic Poem after Nicholas Lenau) 4 parts

RICHARD STRAUSS

Symphony Orchestra

ORCHESTRA OF THE STATE OPERA, BERLIN
Conducted by the Composer, Richard Strauss (Recorded in Europe)

RECORD dealers everywhere are taking advantage of the growth of the demand for fine recorded music. People are now collecting records as they have collected books, antiques, and paintings. For educational purposes, for entertainment, for the development of the musical taste, are some of the reasons given. And the fine record customer is often a heavy buyer whose purchases send the dealer's sales figures mounting.

Brunswick's "90" thousand series of great European recordings are meeting with favor by this class of customer—helping you to build the steadiest and most profitable kind of business.

Listed here are a few of the most recent releases of this type. No dealer's stock is complete without them.

Records Nos. 90020 to 90030 Inclusive

ALBUM NO. 17

BEETHOVEN'S MISSA SOLEMNIS, D MAJOR
(Op. 123) Presenting Kyrie in 3 parts; Gloria in 4 parts; Credo in 6 parts;
Sanctus in 4 parts; Agnus Dei in 4 parts

BRUNO KITTEL CHOIR AND SOLOISTS
WITH PHILHARMONIC ORCHESTRA, BERLIN
BRUNO KITTEL—Conductor
and "Worship of God in Nature"

Basilica Choir with Orchestra and Grand Organ Accompaniment
(Recorded in Europe)

Records Nos. 90036-38

ALBUM NO. 18--CONCERTO E FLAT MAJOR

For Pianoforte and Orchestra

(LISZT)

5 parts

ALEXANDER BRAILOWSKY
WITH PHILHARMONIC ORCHESTRA, BERLIN
JULIUS PRUWER—Conductor

LIEBESTRAUM (Dream of Love)

(LISZT)

ALEXANDER BRAILOWSKY
Piano Solo

Brunswick

RADIO . . . PANATROPE . . . RECORDS

popular dance hit! Ravel's BOLERO

Ravel's "Bolero," the concert sensation of the season, has made a record hit that is selling like a popular dance number. One store in New York has sold 4,35 sets. Actual sales figures, for the few weeks since this number has been released, prove "Bolero" to be one of the most outstanding successes ever released.

The swinging Spanish dance music that rises to a grand finale full of movement and excitement, appeals not only to buyers of fine music but to everyone who hears it.



Records Nos. 92039-40
BOLFRO (Ravel)

4 parts
ORCHESTRE DE L'ASSOCIATION DES CONCERTS LA MOUREUX
Conducted in Paris by the Composer—MAURICE RAVEL
(Recorded in Europe)

**A SPANISH RECORD THAT WILL
INTEREST "BOLERO" CUSTOMERS**

Records Nos. 9077-08
EL AMOR BRUJO
4 parts
MANUEL DE FALLA
LONDON CHAMBER ORCHESTRA
Conductor—Bernard

Brunswick

RADIO . . . PANATROPE . . . RECORDS

Present Sets Will Not Pass Into Obsolescence Quickly—Arthur Walsh

Radio fundamentals and technology have now established themselves to the point where the buying public can purchase its radio receivers with the fullest assurance of getting from them a performance that is completely satisfactory, and at a cost which gives more value per dollar spent than ever before, is the opinion of Arthur Walsh, vice-president of Thomas A. Edison, Inc.

"With the novelty of radio well past, the radio receiver takes its place as an acknowledged part of the home equipment, an instrument to provide entertainment, diversion and education for the family circle," Mr. Walsh declared yesterday at the Show.

"And the general public is now interested chiefly in how well the receiver will bring in this wealth of pleasure; how faithful to the original is the reproduction; how easy is the operation of the receiver; how much service it will require; how beautiful and sturdy

is the cabinet that encases the receiver. No longer is the general public greatly interested in what kind of tubes or how many tubes. No longer does it especially care or want to know about stages of radio frequency, power or linear detection, push-pull audio stages, and the many other technical characteristics that are mainly the concern of the manufacturer or service man. The public today wants utility from its receiver—the matter of curiosity is no longer a factor.

"This does not mean that the radio research laboratories have ceased working. Emphatically no. Although there are not likely to be any radical changes in receivers, experimenters are every day revealing a refinement here and an improvement there, all making for continued advance in radio science and the consequent further perfection in radio reception and receiver operation.

"For example, when Thomas A. Edison invented the incandescent light with filaments or carbon, he opened the way to a vast field of research that gives us today the magnificent electric light bulb, immeasurably superior to the original, yet fundamentally the same as the one used fifty years ago. And

so with radio. Fundamentally, it will change little. But every year, that much more will be added to the sum total of radio knowledge to give us a receiver that is, for instance, a little better in tone quality, less sensitive to static noises, more automatic in its operation.

"For the past two years the trend in radio manufacturing has been to produce receivers that will not become obsolete in a short time. With the entrance into the radio industry of large manufacturing organizations, whose background of successful development mark them immediately as business leaders, today's radio purchasers may rest assured that instruments bearing the names of these substantial industrial leaders will reliably serve them for many years.

"The gradual perfection of radio receivers and radio reception has gone hand in hand with the development of broadcasting until now it is no longer exceptional to hear programs from the other parts of the world. Broadcasting activities have also been improved to the extent that radio listeners have the choice of hearing the finest of musical entertainment and lectures of wide

educational and cultural interest. More and more are the radio facilities being used to carry "at-the-spot" reports of all kinds of events. Truly a miracle is radio—making possible audiences of millions.

"Looking back ten years, we see a most marvelous development—the growth of a radio industry of billion dollar proportions—the acceptance of radio as a necessary adjunct of our lives. And looking forward into the future, one can vision the added conveniences and comforts which this pioneering in radio research and development will make possible. The applications of radio principles are proving to be almost limitless. Radio is opening the way to the most glorious achievements for better-living in humanity's history."

RECEIVER APPOINTED FOR M. AVAZIAN

A petition in bankruptcy was filed last week against Mabel A. Avazian, trading as the Yankee Appliance Co., retail radio shop at 1207 Bedford avenue, Brooklyn. Judge Byers appointed Harrison C. Glone, 1073 Bushwick avenue, Brooklyn, receiver.

*Why Be on the Side-Lines?
Get into Action with the New*

Brunswick

Radio • Panatropes with Radio • Records

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.
Tel. Mulberry 1831

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

Sanford Radio Corporation

480 Canal Street, New York City
Tel. Walker 2813

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

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.
Telephone Sterling 8100

245 West 55th Street
New York, N. Y.
Telephone Columbus 2040

Distributed in the Philadelphia Territory by

Raymond Rosen & Co.

49 N. 7th Street, Philadelphia, Pa.

PACIFIC COAST RADIO MEN IN HOPEFUL MOOD

SAN FRANCISCO, CALIF., Thursday.

The radio trade of the East Bay territory appears to have taken a little better turn for the month of May, and quite a number are reporting an increase in the volume of sales over the volume of previous months of 1930.

The radio department of the H. C. Capwell store, in fact, reports the best month for May that the store has had since last November, and one of the older clerks declares it is the best month they have ever had. E. Jessen, who recently took charge of the department, states that they now have their entire stock thinned down to a skeleton, with even the warehouse stock well cleaned up. This is as they wanted it in order to be ready for the new model merchandise. He is much pleased with the new organization for the reason that they are people with whom one can talk in utter frankness, and have enough business grasp to understand and appreciate all difficulties.

The department over at Jackson's is now looking brighter than ever. W. W. Cross, veteran salesman and manager, who has so successfully built the department into one of the greatest about the Bay, is back on the job again. It was ten months ago that ill health forced him to take a long vacation, one which he had promised himself before ill health compelled it. The condition of the department after his long absence proved how well he had built it up, for he is able to report that the month of May piled up a nice record volume of sales.

The Sparton headquarters at 311 Tenth street, Oakland, reports that the radio trade on the East side of the Bay is beginning to be more active.

O. M. Smith, of the Berkeley Music House, reports that he had a nice run of sales on the Victor radio under their liberal trade-in proposition. He affirms that all regular business has been unfavorably affected by the large amount of sacrifice merchandise but they feel that the prospects ahead are better, owing to the fact that this merchandise is now out of the way.

General Motors is the sign that swings in front of The Music Shoppe in Berkeley at the corner of Durant and Shattuck. They have here one of the most elegant radio shoppes about the Bay. Plenty of plate glass, lots of light, attractive interior finish, clear-cut, neat arrangement. The store has taken on the General Motors radio exclusively, and besides the other elegant models, the centerpiece of the display floor, a massive walnut model, beautiful in outline and pattern, yet sturdy in appearance, presents something new in a combination model.

M. V. Moore and J. M. O'Neill are proprietors of The Music Shoppe at the corner of Shattuck and Durant. They are impressing on their trade that radio is not a sideline with them, but is their exclusive business, so that what they present is the best in merchandise and service. Besides this main store they have what they designate as store No. 2 at 2177 Shattuck, a couple of blocks away. Here they feature the Sparton, the Atwater Kent, and the Majestic. They also have a concession in Hink's Dry Goods Store and their branch, where they feature the Spar-

ton and the Majestic. All this has been gradually built up until they have become a real factor in the Berkeley trade.

The Benjamin Music Store in Berkeley is doing a steady business in spite of the low ebb of business generally. It is not merely the radio, for theirs is one of the stores that still holds a considerable music trade outside of the radio trade. For good sheet music of all kinds there is in Berkeley a considerable demand, and to satisfy it they have always carried one of the most complete stocks in the Bay District. This has naturally led to considerable trade in other music merchandise.

John H. Shaw, the Pacific coast distributor of the Arcturus Radio Tube Co., attended the company's annual sales convention at Newark, N. J., and also took in the Big Show. He is also keenly interested in the latest developments of the photo-electric cell, the electric eye of modern science which contributes to the safety of modern flying by reducing the hazard of making a landing in fog.

The Philco contingent from San Francisco included C. L. McWhorter, Pacific coast division manager; G. L. Crane, San Francisco sales manager; H. D. Dishon, office and credit manager, and S. L. Kay, Pacific coast advertising manager.

Einselen's Music Store at 3285 Mission street is one of the small music stores that is getting by nicely during the slow season. As soon as trade began to run low it threw another wad into advertising, with the result that it has built considerable volume. This

April Radio Exports Show \$500,000 Gain

WASHINGTON, D. C., Saturday.

Recording an increase of approximately \$500,000 in value of shipments of radio apparatus for April, 1930, over the same month last year, with big gains for the first four months of the present year, the Department of Commerce today issued the following statement showing the extent of exports:

"Exports of radio apparatus for April were valued at \$1,428,265, which is an increase of \$428,917 compared with the same month last year, and the gain registered for the four-month period ended April 30, amounted to \$863,351. Radio receiving sets showed

the largest individual increase in this class of equipment, amounting to \$306,183. Italy was the most important purchaser of such sets, taking receiving sets to the value of \$144,240; tubes, \$20,357; receiving set components, \$6,891; loud-speakers, \$18,714, and other receiving accessories, \$5,195.

"Argentina was also an important market for radio receiving sets, the value of such exports to that country amounting to \$85,024. Canada took \$76,705 worth, and New Zealand was next with \$69,835. Mexico imported American radio receiving sets to the value of \$60,663. Canada and Argentina were the best markets for receiving components, while Spain and Australia each purchased approximately \$20,000 worth of receiving tubes. Australia's largest purchase in radio apparatus, however, was receiving set accessories, \$60,125.

is contrary to the practice of most of the houses who get stingy in advertising when business begins to limp. Einselen is not guessing on the results of his drive, for he keeps check on the results obtained from every ad. He got in some advertising in connection with the Victor trade-in deals, and got fine results. And a gratifying part of the business has been that it has, with but one exception, brought no complaint from previous customers. Collections in his territory are a little slow, but reverts are very few. The slow collections are caused by unemployment conditions. Einselen feels that he has escaped bad accounts largely because

he has eliminated all high pressure in selling. His customers buy because they really want the set they buy. He also finds that by making terms of payment easy, the payments come more promptly and steadily, and suspending a few payments in case of unemployment almost invariably creates a good feeling and a desire to meet obligations later.

Alfred Meyer, who has had considerable experience in sales promotion work and who was for a while with Sherman, Clay & Co., is now engaged in outside sales work for the Einselen Music Co.

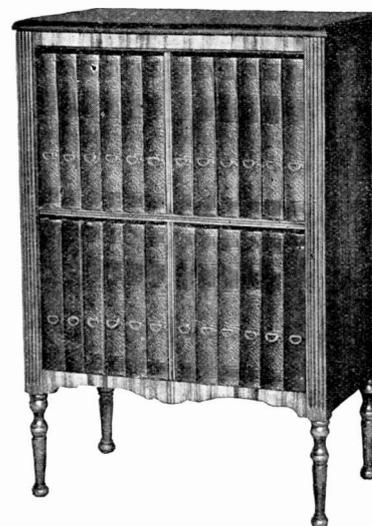
—ALLEN.

UDELLE ANNOUNCES NEW RECORD ALBUM CABINETS

You are continually having the problem of "Where can I keep my Records?" put up to you and we have solved it.

In UDELL New Record Album Cabinets we have combined attractive design, fine workmanship and beautiful finish, with a real price that will enable you to make a fine profit.

Write today for complete information.

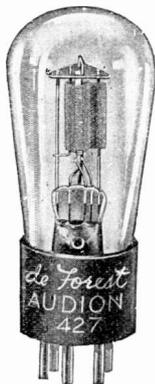


No. 163 Udell Record Album Cabinet
H 40" — W 26 1/2" — D 15"
Walnut
Holds 24-12 inch Albums—Record Capacity 288
List Price \$27.50
Without Albums

The UDELL WORKS, Inc.
Established 1873 Incorporated 1901
INDIANAPOLIS, IND.



Improved reception —
Increased satisfaction—
More tube business!



The better reception a customer gets out of the set you sell him, the more satisfied he will be, and the more good will you will build.

Naturally, the kind of reception the owner gets from his set depends a great deal upon the tubes you put in it.

That's exactly why you should install De Forest Radio Tubes in every set you sell. And recommend them for replacements, too.

De Forest Radio Tubes improve the reception of ANY set. They are so constructed that hum, buzz and crackle are eliminated. They are built to rigid specifications, and are subjected to the most severe tests and inspections of any tube on the market.

All this means less tube trouble—an important point when you consider that three out of five of your service calls are caused by faulty tubes.

The price of De Forest Radio Tubes is another point in their favor. Even if they were the same price as other standard tubes, they would be the economical tubes to buy. But they actually cost the purchaser 20 TO 25% LESS than other makes. High-speed automatic machinery, which multiplies De Forest production seven times and does away with the human equation in tube making, is producing a better De Forest tube than ever before. And your customers make a big saving.

If you are interested in the complete facts about these trouble-free tubes, drop your De Forest Distributor a line, or get in touch with us.



DE FOREST
RADIO CO.
PASSAIC, N. J.



NEW MAJESTIC SETS AND REFRIGERATOR MAKE DEBUT IN THE NEW ENGLAND TRADE

ABOUT 1,000 RETAILERS ATTEND ELKS' HOTEL GATHERING

W. C. Grunow Thunderously Applauded as He Outlines Majestic Policies — Herb E. Young and J. J. Davin Also Among Speakers—
E. H. McCarthy in Role of Toastmaster — Message from Gov. Allen Commends Enterprise of Majestic Distributors, Inc.

Boston, Mass., Friday.

Nearly 1,000 New England radio dealers gave a thunderous ovation to W. C. Grunow, president of the Grigsby-Grunow Co., of Chicago, at the Majestic radio and refrigerator banquet which was held on Tuesday, June 10th, in the Elks' Hotel ballroom. For the first time in New England the new refrigerator was exhibited as were additional models to the present line of radio sets.

Speaking briefly on the policy of his organization, Mr. Grunow declared: "When I'm through helping mankind then I want to step out of the picture, but that day has not yet arrived." Refrigeration, he added, is destined to be a big industry, but there's no substitute for radio.

Herbert E. Young, vice-president in charge of sales for the Grigsby-Grunow Co., in introducing additional models stressed the fact that they were not part of a new line, but rather augmented the present models. For the first time also, Majestic is exhibiting custom-built models of unique design. Any style cabinet, Mr. Young stated, can be made to specifications of the purchaser.

The work being done in sales promotion was outlined by J. J. Davin, Majestic sales promotion manager. He offered suggestions to the dealers for better serving the community they represent, and impressed on them that radio was yet a child—that it was just emerging from the entertaining stage. He drew a picture of its future use, lighting and heating of homes, radio surgery and refrigeration, and urged the merchants to remain on their toes and further the cause of the industry.

E. H. McCarthy, general manager of Majestic Distributors, Inc., as toastmaster, cited some of the radio manufacturers who have fallen by the wayside in the march of radio progress during the past year. Majestic, he said, is here to stay in the radio business and will continue to present sets for every purse.

He read a message from Gov. Allen in which the chief executive of the state paid a glowing tribute to the enterprise of Majestic Distributors, Inc., for its splendid work in New England and extended his best wishes for the company's continued success.

Next fall, Ray Erlandson, Majestic education director, announced the American School of the Air broadcasts will be given five times a week and will include instruction for all grades of students from primary schools to colleges. No expense will be spared in this new series to bring the finest dramatic and musical talent into the school-rooms through the country by radio, he said.

Accompanying Mr. Erlandson was Redferne Hollinshead, Majestic tenor of the air, who sang two songs which are well known to the radio audience.

Jerome Rutherford, general sales manager of the Boston firm, extended a welcome to the gathering and opened the program of speakers.

Arrangements for the banquet were handled by "Russ" Hangarter, promotion manager.

The head table guests included, Sid Arneson, Harvey Bailey, Earle Macke, Dr. Laurie, Dr. Pierce, Gil Poore, Guy Conner and Lee Seymour.

During the past week radio dealers in this city experienced quite a pick-up in sales over the previous week. Extensive newspaper advertising is being made and dealers are looking forward to a good summer business.

From Shepard's Radio Store located at 1 and 2 Winter place, comes the report that they have had the greatest radio volume in their history during the past season.

The New England Distributing Co. and the Lewis Electrical Supply Co. together with their entire sales forces attended the Sparton 30th Anniversary jubilee in Jackson, Mich., held recently.

The presentation of a line of 10 new models, twice as many as Sparton has ever offered before, made it plain that Capt. Sparks' promise to make 1930-31 a jubilee year in fact as well as in sentiment was no exaggerated statement.

The Rosen Talking Machine Co.'s stores used the Sharkey-Schmeling fight as an incentive for selling radios.

From the West Coast, James A. Ramsey, has been drafted to take over the position of New England supervisor of sales for the General Electric radio. For the past ten years Mr. Ramsey has been connected with the industry on the Pacific Coast.

After graduation from the University of California he spent six years as assistant sales manager for the western headquarters of the National Carbon Co., covering eight western states.

Following this he served with General Electric Supply Corp. as assistant sales manager in San Francisco and from July, 1928, to January, 1930, was affiliated with Kolster Radio Corp. as western district sales manager embracing 11 western states with headquarters at San Francisco.

—CHARLES W. JONES.

Glasgow-Allison Co. New Distributor for Lyric In Carolina Territory

North Tonawanda, N. Y., Friday.

On the heels of the closing of the R.M.A. Show, Eugene Farny, president of the All-American Mohawk Corp., manufacturers of Lyric radio—product of Wurlitzer, announced the appointment of the Glasgow-Allison Co., of Charlotte, N. C., as the exclusive Lyric distributor for that territory.

For several years the Glasgow-Allison Co. has been one of the South's largest radio jobbers, having distributed several of radios' most prominent lines.

C. J. Crouch, of Glasgow-Allison, said today that "Due to the wonderful price range of Lyric radios, from \$99.50 to \$199.50, coupled with the fact that Lyric radio is now a product of the great Wurlitzer organization, our future in the radio distributing business is very promising."

Immediately upon securing of the distribution of Lyric radio for the territory, Mr. Crouch returned to Charlotte in order to begin laying plans for the new dealer organization.

Pyramid Supply Takes On Audiola Set Line

BUFFALO, N. Y., Thursday.

The Pyramid Supply Co., 487 Washington street, this city, has been appointed exclusive distributor in this territory for Audiola radio, made by the Audiola Radio Co., Chicago.

The Pyramid firm will cover Niagara, Erie, Chautauque and Cattaraugus counties in New York State, and McKean, Warren, Erie and Crawford counties in Pennsylvania.

W. R. McAllister Joins Brunswick Sales Staff

W. R. McAllister, formerly associated with the Federal Radio Corp. and with the Kohler Industries, has joined the staff of the Brunswick Radio Corp., this city. He will cover the territory between Buffalo and Cleveland.

Mr. McAllister, who has a host of friends in the radio industry, was with the Federal organization from 1926 until last year, and prior to that he was with Kohler for ten years.

A. A. Trostler, Brunswick sales manager, made the appointment.

Radio Science Now

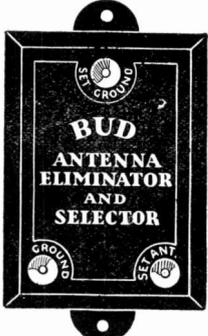
**Eliminates Your Aerial—Bettors
Your Reception on Electric Radio**

BUD

Antenna Eliminator

Has the same capacity as a good 50 ft. outside aerial. Think of the advantages—more selectivity, less interference, installed in two minutes, no lightning arrester necessary and will last a life time. The hazards of climbing around slippery roofs or the possibilities of leaking roofs through faulty aerial installation is done away with. Dealers are jumping at it because their installation costs are cut and complaints are less. And the price is only \$1.50 to dealers.

Distributors write us for discounts



List Price **\$2.50**

BUD RADIO Inc. 2744 Cedar Avenue
Cleveland, Ohio

SUMMER CAMPAIGNS LAUNCHED BY TOLEDO RADIO - MUSIC TRADE

OUTLOOK IS ENCOURAGING

**Harold G. Miehle, Exclusive
Downtown General Motors
Radio Dealer, Opens Intensive
Drive on Line—Sparton Jobber
Busy Introducing New Models
to Dealer Clientele.**

Toledo, Ohio, Friday.

The exodus of local distributors for Atlantic City for the recent RMA trade convention was most complete—so much so that it was difficult to find an executive of any of the leading radio outfit jobbers here. Many took advantage of the show and its location to give the entire family an outing. The majority motored to the temporary radio capital of the country and combined business and pleasure.

In the meantime several radio retailers have been accomplishing things of importance. The Harold G. Miehle Co., exclusive downtown General Motors radio dealer, has launched an extensive summer campaign to make the city conscious of this new member of the radio family. Thirty-eight billboards, twenty-six of them illuminated, together with full page newspaper space are carrying the G. M. message throughout the community. The fact that models are period furniture and therefore will not go out of style is stressed; also that a new set may be installed into the cabinet at any time if desired is suggested. Mr. Miehle stated that the reaction to this set has been splendid. Combinations have been in demand and the Italian period model has been sold out. Quality buyers are attracted by the line with the result that the future looks most promising.

The outside sales force has been enlarged in order to back up the extensive publicity which this line will receive here.

At the J. W. Greene Co., Toledo's oldest music house, alterations and improvements in order to give the new Westinghouse refrigeration line proper display and setting are nearly completed. The department occupies a conspicuous and attractive corner location in the store and will have one of the large display windows for its own use. The exhibit room in Spanish in effect, therefore, colorful as well as pleasing to the eye.

H. Austin Bonstell has been appointed manager of the Greene Westinghouse refrigerator division. He was formerly sales manager of the General Electric Supply Co., refrigeration division, Toledo. An experienced sales force is being organized and will take the field in a few days when extensive publicity will also be launched.

John Braumbaugh has been named sales promotion manager for the house, while his duties will include work with all departments of the store, much of his time and effort will be given to the new section at this time.

According to Benj. Jasper, the house recently installed a Capehart Orchestra in the confectionery of Michael Harvarny, Milan, Mich. Also in the Fireside Grill on the South Side of the city.

Among the records, Miss Helen Baumgardner reported: "Washington

Dishes with My Sweetheart" and "I Remember You from Somewhere," new Victor discs, which are favored for dancing by young folks.

W. W. Baillie, manager, radio section, and his family motored to Atlantic City for the RMA convention.

The Toledo Radio Co., Sparton wholesaler, last week started its traveling force on its rounds of the trade. The Sparton line consists of series 600-700-800. Also the automatic Sparton ensemble, the Sparton combination, Sparton auto radio and two low price models, 591 and 593. Arthur Leybourn, secretary, stated this is the largest and most comprehensive line Sparton has offered at one time. It makes possible the serving of people in every walk of life. Chas. H. Womeldorf, president, attended the recent RCA convention.

The Lion Store Music Rooms is taking full advantage of the wave of college songs which is sweeping the country. A special listening booth has been set aside and adorned with Yale, Michigan, Chicago, Notre Dame, Ohio and other college number announcements. The Rudy Vallee "Stein Song" record heads the list of college hits. Vallee is given credit for starting public favor in the direction of college selections. The Whiteman rendition, "A Bench in the Park," is also a top favorite here. Among Brunswick selections Abe Lyman's rendition, "You'll Come Back to Me," is scoring, according to Miss Zoia Osborn, in charge of records here.

Lawson S. Talbert attended the RMA convention.

At Grinnell Bros., the June bride is receiving more than usual attention. The Victor radio and the combination as well as the player piano are given as reasons which will add to her home furnishings as well as provide her with endless happy hours of entertainment during the years ahead. Herbert Grinnell, manager of the radio department, is of the opinion that Summer volume will not lag unusually. Young people will dance, he says, and how better can they have the exact selection they favor than by means of a portable or a larger Victrola which may be had now at enticing prices.

"On a Blue and Moonless Night," "All I Want is Just One" and "Under a Texas Moon" are records which are fancied by many patrons of the store.

The United Music Store is bending its efforts at this time to the portable Victor, Brunswick and the United. The new Sparton is pictured as a fine gift for the June bride in window display. Harry Wasserman, proprietor, stated he is patiently waiting for the Majestic and Crosley electric refrigeration lines. As quickly as they are available he will put his sales crew at work soliciting orders.

On Brunswick—"Exactly Like You," on Columbia—"On a Bench in the Park," and on Victor—the Rudy Valle "Stein Song" are among the leading discs, according to Miss Thelma Harris.

Carl Rule, of Grinnell Bros., will devote the coming month to angling for the finny tribe at Thornapple lake, Mich. —J. M. SCHLACHTER.

Arthur Morris Joins G. L. Patterson Staff

Arthur Morris, for the past nine years associated with the Greater City Distributing Co., has joined George L. Patterson, Inc., RCA Radiola distributor of New York.

Mr. Morris will assist in the sales department and will be in charge of the general office management.

Fred Carson, Colonial, Addresses 500 Dealers At Lewis Radio Dinner

Philadelphia, Pa., Friday.

Some 500 dealers and salesmen of the Philadelphia territory attended the recent dinner conducted in the Sylvania hotel, here, by the Lewis Radio Co., this city, distributor of Colonial radio. The new Colonial models were exhibited at the affair.

The principal speaker of the evening was Fred G. Carson, vice-president of



Fred G. Carson and M. J. Lewis

Colonial Radio Corp., Long Island City and Rochester. Mr. Carson spoke on dealers' problems.

Other speakers included Fred Johnson, of the Philadelphia Chamber of Commerce; Tommy Loughran, Joe Smith, Harry Shapiro, Charles Flahearty, Sam Vogelsson, Edward W. Butler and D. Ketcham, the latter two representing E. T. Cunningham, Inc. Part of the program was broadcast.

According to officials of the Lewis organization, the dealers in attendance were highly enthused over the new Colonial models, one of which furnished music throughout the evening.

The photograph shows Mr. Carson, left, with M. J. Lewis, head of the local wholesale firm, in front of the "mike."

Conron-Williams Has Banquet for Philco Dealers in 2 Cities

PEORIA, ILL., Friday.

The annual Philco dealer meeting of the Conron-Williams Corp., this city, held Monday, June 9, at the Pere Marquette hotel, here, surpassed all previous attendance records. Dinner was served to 230 dealers from central Illinois. An interesting business meeting conducted by T. W. Conron, president of the Conron-Williams Corp., was held during the evening in the ballroom. N. B. Williams, vice-president, extended a hearty welcome to the dealers, E. W. Shepherd, manager, Chicago subdivision, Philco, outlined the 1930 Philco program, and R. W. Heberling, divisional sales manager, Philco, emphasized the new feature in radio, tone control, in his talk. E. I. Rubin, Paramount-Famous Lasky Corp., Chicago, gave details of the Philco-Paramount tie-up in a short talk.

After the business meeting, the dealers saw a preview of "Paramount on Parade" at the Madison theatre, which

Brunswick Distributors Enthusiastic Over Line Following Convention

CHICAGO, ILL., Friday.

Brunswick distributors returning to their places of business after the recent national distributor meetings at Dubuque, Iowa, and Muskegon, Mich., report a most profitable and enjoyable time and are highly enthusiastic over business possibilities for the coming season, according to officials of the Brunswick Radio Corp. R. W. Jackson, general manager of Brunswick, and A. A. Trostler, sales manager, welcomed the distributors to the meeting.

After dinner was served in the banquet room of the Dubuque hotel, the party boarded its special train for Chicago where on its arrival Sunday they went immediately to the Navy Pier where a chartered boat awaited to carry them across the lake to Muskegon. While waiting for the boat to leave the party was photographed by a Pathe News man who also obtained several shots as the boat moved out into the lake.

The distributors arrived in Muskegon in time for dinner at the Occidental hotel after an enjoyable voyage across Lake Michigan. With the Occidental hotel as headquarters, the first evening in Muskegon was spent in getting further acquainted.

Early Monday morning the party was transported in special busses to the Muskegon Brunswick plant, where the day was spent in watching the various processes of construction of the chassis and visiting the record plant.

At the banquet that evening the representatives enjoyed a talk by Colonel C. N. Tichenor, manager of production at the Muskegon plant; John C. Miller, production manager of the Brunswick Radio Corp., and Fred Teale, credit manager, who introduced E. S. Brinsley of Commercial Investment Trust.

Tuesday was spent in business session. Mr. Trostler, in the morning, spoke at length regarding the prospects for the coming season and introduced the new Brunswick models. The afternoon was taken up in further business session which included the introduction of advertising material for the promotion of the new merchandise. Paul E. Ellison, advertising manager, presided at this meeting and introduced Phil Stern, of the Blaine Thompson Advertising Agency, which handles the Brunswick account, and Milton Rosenow, head of the Rosenow Engraving Co., Brunswick printers and engravers.

At the banquet Tuesday the feature of the evening was the speech by Mr. Jackson, who spoke of the important part that music has played in the advance of civilization and the pride that one should feel in being in the music business. In conclusion Mr. Jackson spoke of his faith in his distributor organization and what he hoped that they would accomplish.

was arranged through the courtesy of Paramount.

On Tuesday, the entire party of officials journeyed to Aurora where the Conron-Williams corporation had as its guests the dealers of northern Illinois. This was the first dealer meeting of the Conron-Williams company in that section.

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

The Sheet Music Dealers' Association held its annual conference last week at the Hotel New Yorker, climaxing its conclaves with an outing sponsored by the music publishers' association last Wednesday . . . Rumor has Harry Warren, tune-turner, entering his own publishing business soon . . . Sammy Fain and Irving Kahal, Paramount's ace song-writing team, sojourned last week at Atlantic City . . . The Ed. B. Marks catalog now lists tunes from Cuba, Hawaii, Europe and the United States . . . They're saying that George Wallace, Harms' orchestra man, is one of the leaders in his field, with competition crying that no matter where they turn, "George is ahead of them" . . . Warner Bros. now has a weekly program over the CBS (Hollywood Songs, every Wednesday evening) as well as the NBC (Saturday evenings) . . . The American Society of Composers, Authors and Publishers held its

first Western convention recently at the Wilshire-Beverly Hotel, Hollywood . . . New audible productions in the Harms catalog include the scores from "Sweet Kitty Bellairs," and "Viennese Nights," by Sigmund Romberg . . . Lee Morse, Columbia record star, is at present on a tour of the Orpheum circuit, having played last week in Akron, O., featuring her latest Columbia platter, "Sing You Sinners" . . . A prominent record company reports a unlooked-for and sudden spurt in sales within the past ten days.

AS THEY WERE: Ozzie Nelson, crooning broadcast star, played quarterback for Rutgers in 1926, was collegiate welterweight champion and a member of the swimming and lacrosse teams the same year, as well as winning two oratorical contests, heading the debating team, and holding a high position in three Rutgers honorary societies. He plays piano, guitar, saxophone and violin.

Robbins a Leading Factor in Moving Picture Numbers

The recently completed redecoration of the professional offices of the Robbins Music Corp., 799 Seventh avenue, New York, makes the firm's headquarters one of the most attractive in the music industry, it is said; in fact almost as attractive as the catalog of songs which it is sponsoring at the present time.

Since Robbins first trod on motion picture song posterity, with "Singing in the Rain," it has been one of the leaders in publishing theme numbers, its catalog being headed by tunes which in turn headed practically every best-sellers list. At present, the Robbins company is in an envious position, with such popular tunes as "Blue Is the Night," "The Moon Is Low," "When I'm Looking at You," "Should I" and "The Woman in the Shoe," with such favorites of yesterday as: "Singing in the Rain," "Pagan Love Song," "Chant of the Jungle," "That Wonderful Something (Is Love)," etc., still selling.

New Feist Publications Placed in Class "A"

New Leo Feist, Inc., publications, which until June 30 are in Class "A" (twenty cents a copy class), after which they are twenty-two cents, include: "Kitty from Kansas City," revived and popularized by Rudy Vallee; "By the Old Oak Tree," by Percy Weirich, and the Studebaker broadcasting hour's theme song, "Falling in Love With You."

Feist reports "If I Had a Girl Like You," "Song Without A Name," "It

Add Three Songs to Popular Catalog of M. Witmark & Sons

M. Witmark & Sons are preparing to publish several new additions to their current catalog, including a new number by those men-about-tunes, Al Lewis and Al Sherman, bearing the title, "In the Good Old Sun Sun-Shine. Other new additions are, "Wasn't It Nice" and "Next to Your Mother," by Joe Young and Seymour Simons; "Things that Money Can't Buy" by Irving Caesar and Seymour Simons, and "Along the Highway of Love" by Tommy Christian and Blain Stone.

Leading numbers in the Witmark roster at the present time are: "Dancing With Tears in My Eyes" and "Mysterious Mose."

Davis, Coots & Engel To Work on New Tune

Benny Davis and J. Fred Coots have supplied Davis, Coots & Engel, Inc., with a hit song in the embryo in their latest effort, bearing the title, "I Still Get a Thrill, Thinking of You," which will be worked on as a feature song for the Summer. The number is described as readily adaptable to beach tenors and flannel-ed ukulele exponents, and the firm expects immediate action for the tune.

Leading tunes for Davis, Coots & Engel, Inc., include "Sharing," "Dream Avenue," "A Little Bit of Heaven," "The Kiss That Made a Fool of Me," "Why" and other songs from the show "Sons o' Guns."

Happened in Monterey" and "Around the Corner" as being leading tunes in its roster.

Red Star Plans Gala Program for 1930-31; Many New Tunes Added

Coincidentally with the announcement of the Fox Film Corp's elaborate program for 1930-31, which was carried in a sixty-four page insert in film trade magazines, Pat Flaherty, vice-president and general manager of the Red Star Music Co., Inc., sub-division of the Fox organization, assures the music trade of great prospects for the coming season.

Among the new songs for which popularity is predicted are: "Where Can You Be," "The Scamp of the Campus," "When You Look in My Eyes" and "You May Not Like It," by Klages and Greer; "Whisper You Love Me" and "Nothing Is Going to Hold Us Down" by Monaco and Friend; "Beware of Love," and "One Day," by William Kernell; "Here Comes Emily Brown," "Doing the Derby" and "Cheer Up and Smile" by Conrad and Meskill; "I'd Love To Be a Talking Picture Queen" by Hanley and Brockman; "One Mad Kiss," "Lament," "Oh, Where Are You" and "Behind the Mask" which introduces Don Jose Mojica, Victor recording tenor to the film public.

Berlin Prepares New Catalog for Summer Exploitation, Sales

Irving Berlin, Inc., New York publishing firm of prominence, is starting a comprehensive campaign on a new number which it has recently accepted bearing the title: "Old New England Moon." Rudy Vallee and his celebrated tenor voice introduced it recently and the response was instantaneous, according to Ben Bloom, in charge of sales for Irving Berlin, Inc. A Summer catalog, headed by "Old New England Moon," contains "If I Only Listened to You," "What D'ya Say, Let's Get Married" and "Bye Bye Blues," the last named tune being Bert Lown's broadcasting signature song.

"With You," "There's Danger in Your Eyes, Cherie" from "Puttin' on the Ritz" and "(Across the Breakfast Table) Looking at You" head the Berlin roster. Mr. Bloom said.

BANK NOTES

THE MONEY HITS OF AMERICA

ROBBINS M-G-M Talkie Hits

BLUE IS THE NIGHT
from "Their Own Desire"

THE MOON IS LOW
from "Montana Moon"

WHEN I'M LOOKING AT YOU
from "The Rogue Song"

SINGING A SONG TO THE STARS

SHOULD I
THE WOMAN IN THE SHOE
from "Lord Byron of Broadway"

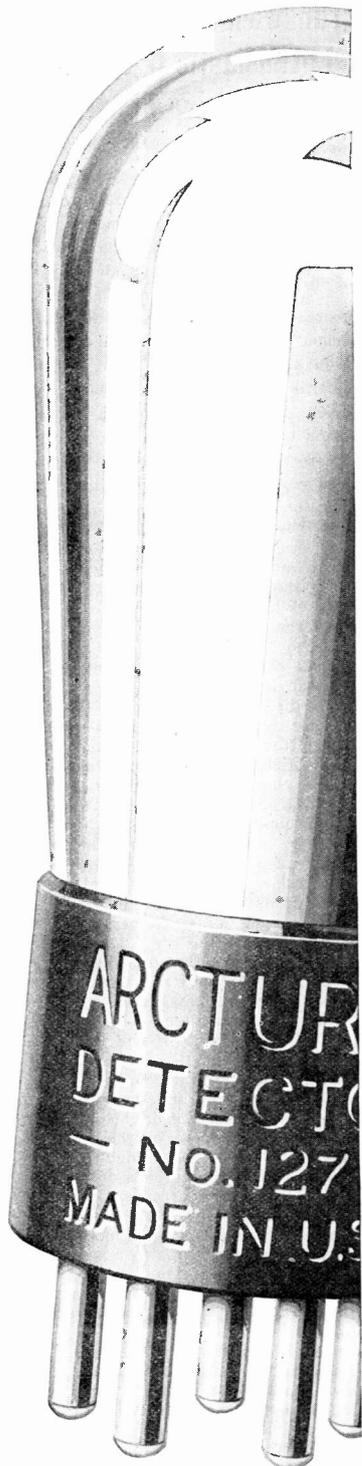
ANCHORS AWEIGH

Robbins Music Corporation
799 Seventh Ave. New York

Only ARCTURUS combines these three essentials

1. QUICK—acts in 7 seconds.
2. CLEAR—no hum.
3. DURABLE—world's record for long life.

ARCTURUS RADIO TUBE CO.
NEWARK, N. J.



THE TALKING MACHINE and RADIO WEEKLY

PHILADELPHIA MEN HIGHLY ENTHUSED OVER NEW MODELS

OPTIMISM REIGNS IN TRADE

Westinghouse Electric Supply Co. Now Lining Up Dealers for New Line—Six Hundred Dealers at Philco Meeting Sponsored by Motor Parts Co.

PHILADELPHIA, PA., Friday.

Quite enthused with the successful introduction of the new sets at the RMA show, the Philadelphia trade is now looking forward to a practical appreciation in business with the coming Fall. Distributors and dealers look ahead more optimistically and already have evidence in stimulated demands to warrant this attitude towards the future. Portables are in demand for vacation, and records are fairly active in a few timely sellers.

Lewis Radios Distributors, 45 North Seventh street, enjoyed a wide extension in dealers as a result of the Atlantic City show. The firm reports an increase of over 100 dealers in Colonial, added unsolicitedly after the retailers saw the line displayed. Tom Platt, sales manager of the firm, booked these new dealers on the floor of the Auditorium.

Majestic radios will be discussed by L. E. Hilduser, Philadelphia and Baltimore representative of the Grigsby-Grunow Co., with headquarters at the local distributors, Peirce-Phelps, Inc., in the coming week at Baltimore. Mr. Hilduser will journey to Baltimore to hold a dealers' meeting at a local hotel and will preside on behalf of the manufacturers while the Baltimore sales assistant of the factory, J. D. Sherry, will also be a speaker. This meeting is in conjunction with the Eisenbrandt Radio Co.

Roberts Auto & Radio Supply Co., distributor of the Clarion, Seventeenth and Callowhill, will have the new combination phonograph and radio in this week to augment the line of two samples of the highboy and lowboy already shown. Vice-president Horace McConnell reports a growing list of dealers for the Clarion.

Schimmel Electric Supply Co., 526 Arch street, featured a special display of the Copeland refrigerators on the Boardwalk store leased for the week of the RMA Show and added new dealers.

John M. Rose, formerly located at 5330 Germantown avenue, has acquired larger quarters at Germantown avenue and Cheltenham avenue for his radio store, to which he will move July 1.

Dealers' cooperative sales promotion work in records is being carried on by a special staff of workers who cover certain territories for Philadelphia Victor Distributors, Inc., 234 N. Eleventh street. Misses Gertrude M. Higgins and Camilla Ferguson cover Pottsville and Wilkes Barre, respectively, while John A. DeShong is doing similar work in Harrisburg.

The Girard Phonograph Co., Broad and Wallace streets, is now distributing Cunningham tubes. Manager Joseph F. Donohue will carry a complete assortment of Cunninghams in stock along with the Edison Light-O-Matic radios, distributed by the firm.

Philip Grabosky and Samuel and Frank Pingrudt officials of Everybody's Talking Machine Co., Inc., 810 Arch street, are back from Atlantic City where they held a special exhibit

of the Honest Quaker accessories and supplies and the Hammond and Hersceede electrical clocks, at the Ritz-Carlton hotel.

Westinghouse radios will be shown here by the Westinghouse Electric Supply Co., Eleventh and Race streets, in late July and ready for trade inspection and orders by August 1, according to Radio Sales Manager J. H. Fisher. There will be a selected list of dealers who will be permitted to handle the line. The local distributor is now devoting time to appointment of dealers.

E. P. Johnston, who is directing the business of the Philadelphia headquarters of the Anthracite Radio Co., Inc., distributor of Bosch radio, is now showing the new sets in the line. Two models have been on exhibit in Room 827, Public Ledger building. The others will be shown next week.

David M. Trilling, who has been at his desk compiling his newest radio talk, will have it ready for the trade the coming week. Trilling and Montague, Seventh and Arch streets, distributors of the Zenith, will issue the newest radio talk on problems of radio interference and education of the public. It will show the dealer how to educate the public and influence its attitude towards interference that dealers cannot remedy, such as static in Summer and electrical disturbances.

Trilling and Montague have redecorated their headquarters here. They have refurbished the Zenith sales rooms and adorned the windows with new velour draperies that enhance the displays of the radios.

Peirce-Phelps, Inc., Fifth and Noble streets, distributor of Majestic, entertained 1200 dealers at the RMA Show, last week. Special trains brought the group to the shore resort where they were dined at the Chelsea. They were addressed by T. W. Barnhill, chairman of the board of the corporation, W. C. Grunow, J. T. Peirce, W. G. Peirce and C. M. Phelps. They were entertained at a swimming meet in the pool of the Ambassador Hotel and at a dance at the night club of that hostelry, and then were photographed at the ocean-side in a group.

E. Krantz, representing the engineering staff of the Grigsby-Grunow Co., gave an illuminating talk on the new Majestic refrigerators to the group of Majestic retailers, guests of Peirce-Phelps, Inc., during the dinner at the shore, going into details of its mechanism.

Charley Carson and his brother, Max, associates in the South street firm of Carson's Radio and Talking Machine Shops, with headquarters at 518 South street, are wearing new straw hats won at the Atlantic City Show fishing trip as the guests of Lewis Radio Distributors.

Motor Parts Co., of 819 N. Broad street, distributor of the Philco, last Tuesday afternoon and evening entertained the dealers at a talk and elaborate trade social program in the Metropolitan Opera House at which 600 were present. They were addressed by executives of the distributing house. Those who spoke were Peter Kain, Eastern division sales manager for Philco; E. R. Alexander, manager of the wholesale sales for Philco; Robert Herr, Philco service engineer; Harry Boyd Brown, sales consultant of the Philco company; Mr. Baldwin, who talked on the Transitone for automobile radio installation; W. H. Gillis, representing the Commercial Investment Trust; R. J. Mathews, sales manager for the Wilkening Co., Philco division, and John C. Marden, advertising manager for Motor Parts Co.

Honored guests were Karl Wilkening, and Sayre Ramsdell, advertising and sales promoter for Philco.

There was a luncheon in the afternoon and dinner served at 6 P. M. A moving picture depicting the manufacture of Philco sets entitled "Philco Preferred" and the newest of Paramount Pictures not yet released, "The Young Man from Manhattan," which soon will be offered to the public, were shown. R. J. Mathew was toastmaster while Mr. Marden extended a word of greeting on behalf of the Motor Parts Co. and the manufacturers. On the stage was the Jumbo Philco which was shown at the RMA and an exact reproduction with the same setting of the booth of the Philco at the Show. In the foyer of the theatre was the exhibit of the new Philcos.

There will be a meeting of the Spartan Distributors' Association, Inc., held at the Penn Athletic Club, on Tuesday evening, June 16. President Homer C. Davis has called a session of the distributors from New Jersey, Delaware, Maryland and eastern Pennsylvania on that date.

—CARR.

Promotions for Three May Executives Set

Promotions marking a successful selling season on Philco radio, and plans



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

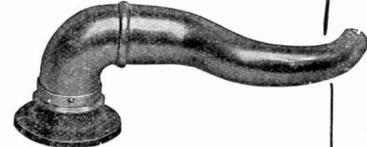
Tel: Chelsea 1999

for an extensive campaign to be instituted immediately were disclosed at the local headquarters of D. W. May, Inc., and the May Distributing Corp., New York. Tom O'Loughlin, well-liked sales manager of the latter company, has been placed in charge of the merchandising of both companies, lieutenanted by Nate Hast, as sales manager of the May Distributing Corp., and Frank Donnelly in a like capacity with D. W. May, Inc.

Following last Wednesday's banquet and showing, a two-day open house to Philco dealers was held at the Hotel McAlpin under the sponsorship of the May companies, where details of the sales campaign now in the immediate offering were disclosed.

It was announced at May headquarters that Pierson Mapes, sales representative, has been appointed to the staff, with part of Brooklyn as his territory.

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.

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108-16 Merrick Road
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Covering Nassau and Suffolk
Counties

ROSKIN BROS., Inc.

Middletown, N. Y.

Covering Orange, Dutchess, Ulster,
Rockland, Sullivan, Delaware and
Putnam Counties

Exclusive Distributors of

PHILCO -and How!
WITH TONE CONTROL

**We Collect Slow Paying Accounts
thruout the World**

No Collection—No Charge
References Furnished
Inquiries Solicited

ARCHER ADJUSTMENT CO., Inc.
15 West 44th St. New York City
Bryant 0207-8-9

Damrosch Tells Music Men Radio Will Save American Home Life

(Continued from page 5)

he has conducted during the winter, the speaker asserted.

"I believe that those engaged in music industries will find that the radio has been and will be their best ally," he said in conclusion. "I hope with all my heart that this may be so, and especially that the old idea that no home is complete without a piano may again prevail. Music in the home is the very cornerstone of our civilization and our youngsters should realize that the study of this instrument will repay them by a thousand-fold, not only for the cultivation of classical music but for the accompaniment of songs and for participation in chamber music generally. May the slogan be, 'That which the motor car has destroyed, the radio and the piano will again build up.'"

The Music Industries convention lasted from Monday of last week and concluded with the annual report on Thursday by Mark P. Campbell, retiring president of the Music Industries Chamber of Commerce.

Officers of the chamber elected for the coming year were C. Alfred Wagner, president; Henry C. Lomb, first vice-president; Parham Werlein, second vice-president; Gordon Campbell, treasurer; Harry Meixell, general manager.

A total of \$120,000 has been spent in the two main fields of activity of the chamber—the advancement of music and the development and protection of the commercial interests of the industry—during the past year, Mr. Campbell said in his report. About

\$78,000 of that sum was used for the development of music.

The industry's sales campaign was carried on principally by preaching the gospel of good music, and members of the chamber have been untiring in their efforts to bring about a deep and broad love of music, he declared.

Resolutions of thanks were passed by the National Association of Music Merchants to the RCA Victor Co. for providing entertainment for the annual dinner of the Association, and for providing the orchestra for the dinner and dance following the banquet. A resolution was also passed expressing the thanks of the Association to A. Atwater Kent for providing the artist, Anna Case, at the opening luncheon.

The Association also passed several resolutions regarding the standard of practices for the protection of musical instrument dealers. Among those were the following:

ON INSTALLMENT TERMS

That a down payment of not less than 20 per cent. or 25 per cent. should be required. Monthly payments to cover the balance should be limited to not more than twelve months. Ten months would be better, and invariably a carrying charge should be made on term sales.

ALLOWANCE FOR USED INSTRUMENTS

That the actual value of a used instrument should be made the basis for the allowance in taking it in trade for a new instrument. In making this valuation, provision should be made for doing whatever work is necessary to put the instrument in salable condition and to cover the selling cost, plus a small profit. Any other basis for making allowances is simply a form of price-cutting and is unbusiness-like.

Radio Executive

An executive position is open in one of the country's largest radio organizations for a man of pronounced and proven ability in this industry.

The applicant must have a thorough knowledge of sales management, distribution and supervision of credits. He must be able to plan and carry out successfully all types of sales promotion work.

The financial return (commission and salary) for the type of man desired will be very large and it should appeal to executives who desire to advance more rapidly than their present position permits. As the above requirements can only be furnished by men with managerial ability and experience, applications from salesmen will not be considered.

Apply by letter giving the fullest particulars concerning yourself and your qualifications for this position. Our own executives have been informed of this advertisement and your letter will be treated in confidence.

Address Box 523

TALKING MACHINE and RADIO WEEKLY
146 Water Street New York, N. Y.

CLASSIFIED SECTION

Six cents per word

Display fifty cents per line.

Ads in this section are payable in advance.

ENGLISH CHEMIST, graduated, vast experience in all branches of Gramophone Record Manufacture, seeks American situation to introduce improved methods of manufacture, resulting in improved surface noise and wearing properties of record. Address Box No. 517, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

WANTED: Two experienced salesmen who have sold radio retailers in the metropolitan area by large manufacturer. Write fully stating qualifications, experience and territory covered. Box 519, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York, N. Y.

RADIO BUYER AVAILABLE: Experienced merchandiser with record of six consecutive years profitable radio department operation is open

for new connection. Box 522, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

SALESMAN — Radio, sporting goods and electrical appliances, seeking a permanent connection with reliable organization. Many years' experience. Appreciate interview. Address Box 520, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York, N. Y.

RETAIL STORE MANAGER; thoroughly experienced, capable, aggressive, organizer, merchandiser, excellent sales record, seeks position in East. Best references. Box 518, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

Rockefeller-Young Project for Big Broadcast Center

(Continued from page 5)

Metropolitan Opera, and listened to the prospect of a "cultural medium so young that it had no traditions, only a future; so widely enjoyed that it could be presented as democratic rather than aristocratic."

Mr. Rockefeller, after listening to the plans of the group, consented to sponsor a great variety theatre with Roxy as managing director, seating

7,500, together with four other theatres for legitimate drama, musical comedy, concerts and talking motion pictures, set in a skyscraper group and designed as the eventual base for the entertainment of the United States. The audiences in the theatres are to help carry the cost of presentation in the usual way, and presentations are to be spread by radio and perhaps television throughout the country.

The present plan is seen by leaders in the radio set industry as one of the most striking and powerful epochal points introduced since commercial broadcasting, unanimously predicting public interest in radio and television that will result in millions of dollars in sales of new equipment.

ADVERTISING MANAGER

Capable executive with practical sales sense; 6 years with large radio manufacturer directing \$1,000,000 national account. Expert in preparing unusual direct mail, sales promotion campaigns and dealer helps economically.

Box 524

THE TALKING MACHINE and RADIO WEEKLY
146 Water Street New York City

AN UNUSUAL OPPORTUNITY

Prominent Eastern Manufacturer of an attractive line of radio chassis and cabinets, of moderate price range, is seeking sales representatives in the following territories: Baltimore and Washington; Philadelphia; New England; Western New York and Pennsylvania. Must be thoroughly experienced and capable of showing good record of sales. Excellent opportunity for right men or organizations. Write in confidence, stating full details, to

BOX 521

The TALKING MACHINE and RADIO WEEKLY
146 Water Street New York

NATION-WIDE MARKET WELL REPRESENTED AT BRUNSWICK CONCLAVE

The Brunswick Radio Corp., New York, held its annual distributors meeting recently, jointly in Dubuque, Ia., and Muskegon, Mich., where new set models were shown, and plans and policies for the coming season outlined. According to an official of the company, the wholesalers present were unanimous in their praise of the models shown, and enthusiastic in their predictions for merchandising possibilities.

Among those who attended the conclave, were:

R. N. Sneckenberger, The Adams Corp., Fort Dodge, Ia.; F. D. Adams, The Adams Co., Inc., Waterloo, Ia.; W. Wray, The Adams Co., Inc., Des Moines, Ia.; H. Berringer, B. B. C. Co., Seattle, Wash.; L. H. Josties and L. H. Niekamp, Beck Corbitt, St. Louis, Mo.; H. B. Clark, O. L. Neal, M. O. Grinnell, the Buffalo Talking Machine Co.; M. Y. Brockett and H. J. Vail, Buford Bros., Nashville, Tenn.; E. C. Raedel and B. Booth, Canton Hardware Co., Cleveland, O.; H. Lapkin, Coast Radio Supply, San Francisco, Cal.; I. Son Cohen and W. B. Jackson, Cohen & Hughes, Charlotte, N. C.; A. J. Goulet, D. P. Dalrymple, A. A. Fair, C. J. Levering, J. V. Walters, R. H. Blatchley, T. D. Bonnell and E. M. Hoffman, Dowd Distributing Co., Detroit, Mich.; R. H. Rouse and Ed Coeggle, Duluth Paper & Spec. Co., Duluth; J. Milton and W. A. Haeflger, the Foster Auto Supply Co., Denver, Colo.

L. E. Graham and C. H. Sloan, the Graham Seltzer Co., Peoria; Otto Gullingsrud, the Grand Forks Supply Corp.; E. J. Goetze, Gustin Bacon Mfg., Kansas City, Mo.; G. Z. Tehan, L. S. Barnes, L. J. Tuscoe, W. R. Piatt and W. T. Baker, Harbison & Gathright, Inc.; J. L. Billiet and J. Aldridge, D. H. Holmes Co., New Orleans, La.; W. J. Baker, P. E. Crane, House of Crane, Indianapolis, Ind.; M. A. Pursel, Hudson Valley Asbestos Corp.; F. W. Kelley, H. C. Spencer, F. W. Kelley, Inc., Syracuse, N. Y.; R. C. Daubs, A. H. Goulet, E. D. Eades, Kelvinator Georgia, Inc.

F. J. Natwick, M. E. Ewing, A. F. Fair, Kelvinator Leonard Corp.; L. T. Johnson, G. J. Gunther, R. L. Katter, C. K. Katter, A. C. Bradley, C. E. Reese, J. W. Barrett, Kimberly Radio Corp., Chicago, Ill.; Adolph Loeb, Loeb Hardware Co., Montgomery, Ala.; J. B. Pearce, Earl Gordon, H. A. Turgeon, A. P. Snyder, Ray Oliver, McEwen-Halliburton Co., Oklahoma City, Okla.; I. C. Sampson, M. & W. Radio Co., Columbus, Ohio; I. Hirschberg, National Sales Co., El Paso, Texas; B. Max, S. Rogovin, Northern Dist. Co., Newark, N. J.; M. Meyer, Orchard & Wilhelm, Omaha, Nebr.; M. I. Speert, H. G. Fay, E. Kaufman, F. Cozens, H. Speert, Oriole Phono Co., Baltimore, Md.

L. E. Cox, Ozark Motor & Supply Co.; F. Murray, T. McCue, V. C. Bresnahan, Post & Lester, Boston, Mass.; I. D. Newman, J. Hussey, Post & Lester, Bridgeport, Conn.; P. J. Carr, A. S. Monell, Post & Lester, Hartford, Conn.; E. R. Barnes, Post & Lester, New London, Conn.; R. U. Lynch, Post & Lester, Providence, R. I.; C. I. Leftwich, H. A. Mander, W. C. Frame, Radio Dist. Co., Huntington, W. Va.; F. A. Robertson, Robertson Supply Co.;

R. Rosen, F. Horning, Raymond Rosen Co., Philadelphia, Pa.

Sanford Samuels, Charles Ollstein, Sanford Radio Corp., New York; H. Sellers, Selco, Inc., Cincinnati, O.; G. D. Moore, M. J. Lineham, Schoellkopf Co., Dallas, Texas; George J. Seedman, G. J. Seedman Co., New York; A. J. Harris, Harry Stevens, Scranton Dist., Inc., Scranton, Pa.; O. C. Ellison, O. F. Jewell, Sioux Falls P. & G. Co.; R. D. Warren, Stratton-Warren Co., Memphis, Tenn.

D. H. Straus, B. E. Davis, Straus-Bodenheimer Co., San Antonio and Houston, Texas; S. W. Peterson, Stubbs Elec. Co., Portland, Ore.; W. P. White, V. J. McGranahan, Toledo Auto Equipment Co., Toledo, O.; M. C. Hutton, J. A. Bilheimer, Voss Hutton Co., Little Rock, Ark.; L. E. Taufenbach, A. C. Robbins, Western Radio, Inc., Los Angeles, Cal.; L. C. Whitney, E. Borglin, Whitney Dist. Co.; C. E. Stebbins, J. Davis, F. H. Suter, Wisconsin Radio Dist. Co.; R. F. Perry, Zion Co-operative Mercantile Inst.; David Zweifler, Walter Zweifler, H. J. Harrison, Zweifler, Inc., Harrisburg, Pa.

Following the Brunswick distributor convention, a large majority of those present went on to the RMA trade show in Atlantic City, on a special Brunswick train.

H. G. Blakeslee Now in Charge of Entire Far West for Ken-Rad Corp.

In keeping with the program of well defined expansion outlined for the Ken-Rad Corp., this city, R. E. Smiley, sales manager, has appointed H. G. Blakeslee, western sales manager in charge of the entire Pacific Coast territory.

Mr. Blakeslee has been in charge of Ken-Rad sales for the lower half of the coast area for some time, and company officials believe that his taking over this additional territory will reflect advantageously on jobbers and dealers on the coast.

A-K, Columbia, Majestic And Stromberg Exhibit At Music Trades Show

(Continued from page 5)

on hand included: J. O. Mueller, eastern division sales manager; S. M. Smith, metropolitan district supervisor; Earl Hadley, of the sales promotion department; Griff Ellis, Pacific Coast sales manager; Tom Orr, Denver district sales manager, and Ray Erlandson, head of the Majestic educational department.

The complete line of new Stromberg-Carlson instruments was on view at the New Yorker, including the radio-music combination equipped with an automatic record changer. This was the first showing of the new record-changing combination in New York.

Stromberg representatives present included Harry A. Beach, radio manager; Ted Eastwood, advertising manager; Ben Woodbury, telephone sales manager; Walter Brown, Rochester sales manager; J. S. Gibson, merchandise manager; F. C. King, manager of the Scoville Mercantile Corp., Stromberg representative at Atlanta, Ga., and N. W. Baldwin, manager of Stromberg-Carlson Telephone Mfg. Co., Toronto, Canada.

B & O Radio Conduct Lyric-Wurlitzer Show; Dinner Tomorrow Night

Newark, N. J., Monday.

The B & O Radio Co., Inc., 23 Sussex avenue, this city, distributor in northern New Jersey for Lyric radio, product of Wurlitzer, will conduct a dealer convention and banquet at the Robert Treat hotel, here, Thursday afternoon and evening. The new line of Lyric sets, made in the Wurlitzer factories for the All-American Mohawk Corp., North Tonawanda, N. Y., will be exhibited to dealers in this territory for the first time at this get-together.

The meeting will be conducted in the afternoon as will the Lyric exhibit, and the dinner will be conducted in the evening. A long program of entertainment will follow the dinner.

Ben Oppenheim, head of the B & O organization, has made reservations for 300 diners.

Findlay Introduces New Victor Portable Console

The Findlay Metal Products Corp., Brooklyn, is now marketing an all metal console made expressly for use with the Victor portable phonograph. It is called the Findlay-Victor console and is being distributed by Victor wholesalers throughout the country.

The console is finished in blue or red to harmonize with the leather of the portable. The console has accommodations for three record albums.

Boetticher & Kellogg In Business 70 Years

EVANSVILLE, IND., Friday.

The Boetticher & Kellogg Co., this city, well-known distributing organization, recently celebrated its seventieth business anniversary. William H. Boetticher is president of the company; Oscar Boetticher, vice-president and general manager, and Carl F. Boetticher, vice-president.

Among other products the company distributes Clarion radio, made by the Transformer Corp. of America, and Ken-Rad radio tubes, product of the Ken-Rad Corp., Owensboro, Ky.

D. P. PAUL CO. SEES BIG YEAR FOR SPARTON

NORFOLK, VA., Thursday.

H. H. Smith, manager of D. P. Paul Co., wholesale distributor of Sparton radio, has returned from Jackson, Mich., where he attended the thirtieth jubilee celebration of the Sparks-Withington Co. and the annual meeting of Sparton distributors.

Speaking of the progress of Sparton in this territory, Mr. Smith said: Sparton has just closed its most successful radio year in Norfolk and vicinity and we are looking forward to greatly increasing our wholesale business during the coming months."

Mr. Smith during his absence also attended the annual Radio Manufacturers' Ass'n show staged in Atlantic City, N. J.

QUALITY

... proved by actual test!



TRIAD Tubes are fully licensed under all R. C. A., General Electric and Westinghouse Electric Mfg. Co. Patents.



TRIAD Radio Tubes, types 50 and 81, have again proved their merit by actual test. At present one of the country's largest manufacturers of amplifier apparatus has them under test. To date they have withstood more than 1200 hours of continuous service without the slightest change in characteristics. Here is a record to be proud of—a record that offers still further proof of TRIAD Quality.

TRIAD MFG. CO., INC.
PAWTUCKET, R. I.

TRIAD
RADIO TUBES

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRIES
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp., N. Tonawanda, N. Y.
Andrea, Inc., F. A. D. Long Island City, N. Y.
American Bosch Magneto Corp., Springfield, Mass.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Brunswick-Balke-Collender Co. Chicago, Ill.
Capehart Corp. Fort 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.
General Motors Radio Corp. Dayton, Ohio
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Graybar Elec. Co. New York
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
Kennedy Corp., Colin B. South Bend, Ind.
RCA Victor Co., Inc. New York
Silver-Marshall, Inc. Chicago, Ill.
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Story & Clark Radio Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Sprague Specialties Co. Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
Transformer Corp. of America Chicago, Ill.
United Air Cleaner Co. Chicago, Ill.
United Reproducers Corp. Springfield, O.
Westinghouse Elec. & Mfg. Co. New York
Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
Cardon Phonocraft Corp. Jackson, Michigan
Columbia Phonograph Co., 1819 Broadway, N. Y. C.
Edison, Inc., Thos. A. Orange, N. J.
Okeh Phonograph Corp., 1819 Broadway, New York
RCA Victor Co., Inc. Camden, N. J.
Stettner Corp., 669 Kent Avenue, Brooklyn, N. Y.

ELECTRIC PICK-UPS

Pacnet Elec. Co. 91 Seventh Ave., New York
United Air Cleaner Co., Cottage Grove Ave., Chicago
Utah Radio Products Co. Chicago, Ill.

RADIO CABINETS

Federal Wood Products Corp. New York
Mackenzie, Don 55 W. 42nd St., New York
Radio Art Corp. 22 W. 19th St., New York
Stettner Corp., 669 Kent Avenue, Brooklyn, N. Y.
Superior Cabinet Corp., 206 Broadway, New York
Udell Works Indianapolis, Ind.

PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, N. Y. C.
Okeh Phonograph Corp., 1819 Broadway, N. Y. C.

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabeth, N. J.
Electromatic Record Changer Corp. Chicago, Ill.
General Industries Co. Elyria, Ohio
Thorens, Hermann, 450 Fourth Ave., New York City
Pacnet Elec. Co. 91 Seventh Ave., New York
Sansone, S., Repairs 122 W. 20th St., New York
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.
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Blackman Distributing Co., 28 W. 23rd St., N. Y. C.
Boley-Oliver Co. 33 West 57th St., New York
Bruno & Son, C. 351 Fourth Ave., New York
Brown Co., Frank M. Portland, Me.
Brown & Hall Supply Co., 1504 Pine St., St. Louis
Buehn Co., Louis Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Dist. Co., 1755 Bushwick Ave., Brooklyn
Capitol Electric Co. Indianapolis, Ind.
Capital Electric Co. Atlanta, Ga.
Cleveland Distributing Co. Cleveland, Ohio
Continental Radio Corp. Hartford, Conn.
Commercial Elec. Co. Toledo, O.
Cleveland T. M. Co. 4300 Euclid Ave., Cleveland
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, Ohio
Crump Co., Benj. T. Norfolk, Va.
Detroit Electric Co. Detroit, Mich.
Detroit Wilks Dist. Co. Detroit, Mich.
Ditson Co., Oliver 10 E. 34th St., New York
Ditson Co., Oliver Albany, N. Y.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Elyea Talking Machine Co. Atlanta, Ga.
Essex Dist. Corp. 40 William St., Newark
Griffith Victor Distributing Corp., Cincinnati, Ohio
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Harper-Meggee, Inc. Seattle, Wash.
Hieb Radio Supply Co. Marion, S. D.
Hommel & Co., Ludwig Pittsburgh, Pa.
Howe & Co. 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Klaus Radio & Elec. Co. Peoria, Ill.
Kruse Radio, Inc. Indianapolis, Ind.
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Lucker Sales Co. Minneapolis, Minn.
Majestic Dist. Co. of Cincinnati Cincinnati, Ohio
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y. C.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W. 393 New St., Newark, N. J.
May Distributing Corp., 112 Bleeker St., N. Y. C.
Macgregor Radio Corp. New Haven, Conn.
Mackenzie-Keator Corp., 1225 Broadway, N. Y. C.
McPhilben-Keator, Inc., 68 34th St., Brooklyn, N. Y.
Meyberg Co., Leo J. San Francisco, Cal.
Midland Radio Corp., Buffalo, N. Y.; Cleveland, Ohio
Milnor Elec. Co. Cincinnati, Ohio
Moser & Suor, Inc. Kansas City, Mo.
Motor Equipment Co. Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
Nat'l Light & Elec. Co. Brooklyn, N. Y.
New York T. M. Co., 460 W. 34th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co. New Haven, Conn.
Nicholas, Inc., E. A. Chicago, Ill.
North American Radio Corp., 1845 Broadway, N. Y.
Northern Dist. Co., Inc. Newark, N. J.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Onondaga Auto Supply Co. Syracuse, N. Y.
Parks & Hull, Inc. Baltimore, Md.
Patterson, Inc., Geo. L. New York, N. Y.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co. 913 Arch St., Philadelphia
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Pitts Co., Frand D. Boston, Mass.
Proudfit Co., R. S. Lincoln, Nebr.
Radio Dist. Corp. Newark, N. J.
Radio Distributors, Inc. Baltimore, Md.
Radio Dist. Corp. Newark, N. J.
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, Ohio
Roskin Distributors, Inc. Jamaica, N. Y.
Roskin Bros., Inc. Middletown, N. Y.
Roycroft Co., The Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Sanford Radio Corp. 480 Canal St., New York
Seedman Co., G. J. Brooklyn, N. Y.
Schaffhauser-Kiley Corp. Philadelphia, Pa.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, Ohio
Smith Radio Corp. Louisville, Ky.
Southern Radio Corp. Charlotte, N. C.
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co. Dallas, Texas
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
Taylor Elec. Co. Milwaukee, Wis.
Triangle Radio Supply Co., 381 - 4th Ave., New York
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
Werlein, Ltd., Philip New Orleans, La.
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn
Wilks Dist. Co., Inc. Jackson, Mich.
Zamoiski Co., Jos. M., Baltimore, Md.

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, Ohio
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, N. Y.
Cardon Phonocraft Corp. Jackson, Michigan
CeCo Mfg. Co., Inc. Providence, R. I.
DeForest Radio Co. Passaic, N. J.
Grigsby-Grunow Co. Chicago, Ill.
Johnsonburg Radio Corp. Johnsonburg, Pa.
Ken-Rad Corp., Inc. Owensboro, Ky.
National Union Radio Corp. New York
Perryman Electric Co. North Bergen, N. J.
RCA Radiotron Co., Inc. Harrison, N. J.
Rola Company Cleveland, Ohio
Sylvania Products Co. Emporium, Pa.
Triad Manufacturing Co. Pawtucket, R. I.
Van Horne Tube Co. Franklin, Ohio

REMOTE CONTROLS

Utah Radio Products Co. Chicago, Ill.

MUSIC PUBLISHERS

Berlin, Inc., Irving 1607 Broadway, New York
Davis, Coots & Engel, 719 Seventh Ave., New York
Feist, Inc., Leo 235 W. 40th St., New York
Red Star Music Co., 729 Seventh Ave., New York
Robbins Music Corp., 799 Seventh Ave., New York
M. Witmark & Sons 1659 Broadway, New York
Triangle Music Pub. Co. 1658 Broadway, N. Y. C.

MISCELLANEOUS

American Emblem Co. Utica, N. Y.
Dubilier Clock Corp. 42 W. 17th St., New York
General Fabricating Co., 165 Greenwich St., N. Y. C.
Hohner, Inc., M. 114 East 16th St., N. Y. C.
Horrocks Desk Co. Herkimer, N. Y.
Peerless Album Co., 62-70 W. 14th St., New York
Wellston Radio Corp. St. Louis, Mo.

COLLECTING AGENTS

Archer Adjustment Co., 723 Seventh Ave., N. Y. C.

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