

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 14

NEW YORK, WEDNESDAY, APRIL 2, 1930

Per Year—\$4.00

FOUND! A SMART YOUNG MAN



TO MAKE YOUR SALES-CURVES LOOK LIKE ALPS!

PAUL TREMAINE transforms those famous hill-billy folk songs and spirituals into smooth, peppy steppers—and these Tremaine numbers are the latest craze in dance-music.

Thousands are raving about his daily radio features, thousands visit his Broadway playground—and they're all ready to snap at his records!

So Columbia gives you his first record, stamped with two of his best-loved hits. It's the only record of this kind—played by Tremaine!

No live dealer needs a stronger hint than this to send him after plenty of copies of this sure-fire sell-out!

Record No. 2130-D, 10-inch, 75c

HAND ME DOWN MY WALKIN' CANE
SHE'LL BE COMIN' AROUND THE MOUNTAIN

Fox Trots

Paul Tremaine and His Orchestra

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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Columbia Phonograph Co., Inc. 1819 Broadway, N.Y.C.

"TRADE NEWS RIGHT WHEN IT HAPPENS"



Listen Monday Evenings to the Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra over the National Broadcasting Company's Blue Network and Associated Stations.



No. 642 Stromberg-Carlson High Console. Triple Screen Grid in radio frequency. Extra-size Electro-Dynamic Speaker. Price, less tubes, East of Rockies . . . \$259

The Stromberg-Carlson Guarantee not to reduce its list prices has been in effect since March, 1925, and continues without limitation.

No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Triple Screen Grid. Price, less tubes, East of Rockies . . . \$369

Receivers worthy of fine broadcasting

PEOPLE are demanding radio receivers equal to the task of reproducing programs from the air, as fine as any ever heard within the world's greatest auditoriums.

One proof of this is the way they are turning to the Stromberg-Carlson. Many of our authorized dealers sold three times as many Stromberg-Carlsons in January 1930 as in January 1929, our greatest sales year.

1930 is a *good* radio year, if you are selling Stromberg-Carlsons. Because—as has frequently happened before at the end of a “sellers’ market”, mediocre products are going begging while products of established quality are selling better than ever.

There is no doubt in people's minds as to the ability, tone quality, fineness or durability of a Stromberg-Carlson. Nor—as to the permanence of the company whose name it bears.

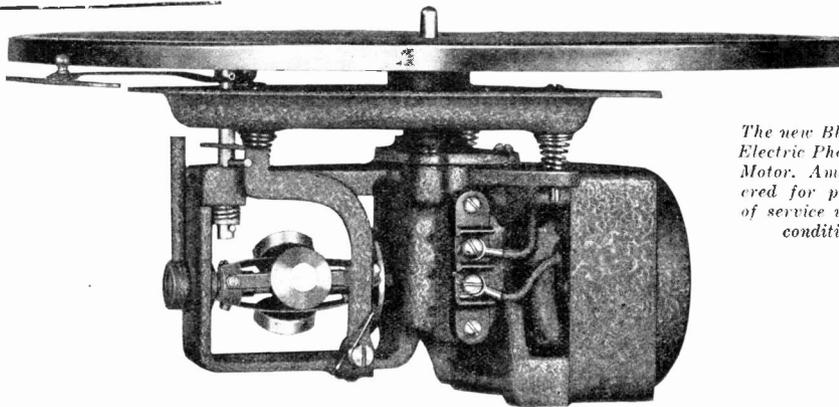
“There is Nothing Finer Than a Stromberg-Carlson”

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

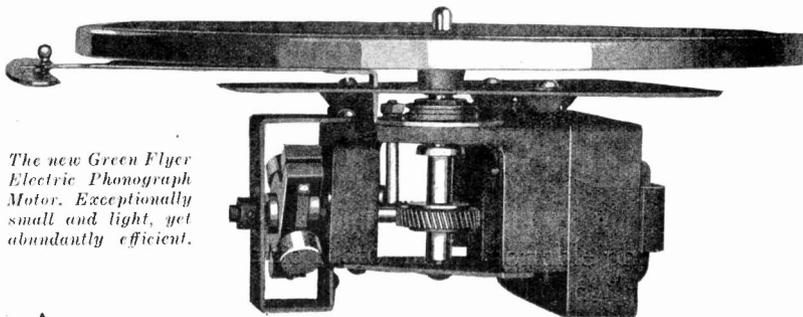
Stromberg-Carlson

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

A FLYER MOTOR Means Standard Power



The new Blue Flyer Electric Phonograph Motor. Amply powered for perfection of service under all conditions.



The new Green Flyer Electric Phonograph Motor. Exceptionally small and light, yet abundantly efficient.

Flyer Electrics are noted for abundant power, with perfection of control by standard dial and pointer. They furnish absolutely uniform playing speed, under the most severe variations of voltage and needle drag. Their open construction with complete ventilation assures no over-heating. Their long over-size bearings and silent precision-cut fiber gears provide for perfect running without attention. Finished in handsome cracklin enamel, respectively blue and green. Supplied complete, ready for installation, with all accessories. Responsibly guaranteed.



A Flyer Electric Motor in the portable phonograph, electric pick-up set or radio-phonograph combination you sell, gives you the best selling argument you can get on the score of power efficiency.

First — Flyer Electrics are of the same **standard** power-motor type as the generators in the great electric power plants.

Next — For 16 years without interruption Flyer Phonograph Motors of highest excellence have been made for the best trade — more than 5,000,000 of them. The standard of perfection

in spring motors for phonographs of the types using them.

Last — For a quarter century the same manufacturing organization which made spring-power Flyer Phonograph Motors the standard, has been producing light electrical apparatus with like success.

With everything in their favor for perfection, of power, control and dependability, Flyer Electrics easily measure up to the highest expectations. If you have a Flyer under your turn-table you've got the last word in power.

The **GENERAL** INDUSTRIES CO.

3013 Taylor Street, Elyria, Ohio



GOOD NEWS

HERE'S the GOOD NEWS that brings a greater day of increased profits to every RCA Radiotron Dealer.

Here's the practical help you need to enable you to make more money . . . Expert merchandising counsel . . . the very backbone of this new RCA Radiotron program of sales promotion . . . That's the way every RCA Radiotron dealer is helped along the road of bigger profits!

GOOD NEWS, the RCA Radiotron dealer publication, brings to you each month expert merchandising counsel from acknowledged leaders in the field. Its pages are packed with text and pictures showing you how the most successful dealers are now running their business. The latest achievements in engineering, research and manufacturing, as well as easily understood technical information for the service man will be only a few of the many invaluable features that you cannot afford to miss.

GOOD NEWS is the very first of a great program of sure-fire sales aids which RCA Radiotron dealers will receive. These sales aids are proved profit producers. They will help you to speed up your sales . . . increase your profits and cash-in on the great magazine, newspaper and broadcast advertising program which is keeping the famous name RCA Radiotron before your customers.

Henry W. Baukat, formerly Associate Editor of Radio Retailing, has been secured to edit GOOD NEWS. Mr. Baukat is thoroughly familiar with all phases of the industry.

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



Display the red and black carton and the famous RCA trade-mark

RCA Radiotron

THE HEART OF YOUR RADIO SET

The TALKING MACHINE AND RADIO WEEKLY

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NEW YORK, WEDNESDAY, APRIL 2, 1930

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REORGANIZATION PLAN OF AMERICAN PIANO CO. IS FILED BY COMMITTEE

TO FORM A NEW COMPANY

Syndicate Will Buy Underlying Securities and Underwrite Offering of New Securities — George G. Foster Heads Re-organization Committee.

Plans for the re-organization of the American Piano Co. have been adopted by the preferred stockholders' protective committee and filed with the Irving Trust Co., New York, as depository, it was disclosed on Saturday. A new company will be formed under the agreement.

A syndicate has been formed to purchase certain underlying securities of the new company, to underwrite an offering of new securities and to purchase certain assets for \$450,000 cash. The re-organization committee established under the agreement is composed of George G. Foster, chairman, formerly chairman of the board of the American Piano Co., and largest individual preferred stockholder; William B. Armstrong, a former executive vice-president of the American Piano Co.; George L. Eaton, a director of the company; Richard W. Lawrence, head of the Bankers-Commercial Security Co., and W. Lee White, treasurer of the Bankers-Commercial Security Co.

According to the plan, the new company will acquire the assets from the

(Continued on page 40)

Radio-Art Radio Line Marketed; Remote Control Model to List at \$198.50

A new line of sets has been introduced to the trade by Musical Products Distributing Co., Inc., New York, under the trade name of Radio-Art radio. B. D. Colen, president of Musical Products company, presented the sets to the trade by special invitation to the "best two hundred radio dealers in New York" the latter part of last week at the Pennsylvania Hotel, New York. The sets have been especially designed to please the public's ideas of value and performance and if this goal has been achieved it is planned to market the line on a national scale.

Only a limited number of dealers, it is stated, will be authorized to sell Radio-Art radio and Musical Products Distributing Co. guarantees the sets

(Continued on page 40)

GENERAL MOTORS RADIO SELLING TRADE DIRECT, NINE POINTS OF MERCHANDISING EMBODIED IN NATIONAL FACILITIES FOR THE DEALER

FIRST NEWS OF POLICIES FROM JOHN E. GRIMM, JR.

Long-Awaited Marketing Plans of New Dayton Set Maker Embrace Shipment to Retailers from Regional Warehouses—Each Dealer Appointed Must Be "G. M." Only and Will Have Exclusive Territory—Service, Finance and Trade-In Allowances Provided for and Retailers Will Set Up Advisory Committees to Consult Factory Headquarters.

[Special to THE WEEKLY]

DAYTON, O., Friday.

The first official information yet given to the trade respecting business policies of General Motors Radio is contained in a statement just issued to THE TALKING MACHINE and RADIO WEEKLY at headquarters of the General Motors Radio Corp., here.

Many rumors have circulated during the last few months regarding the distribution plan of the General Motors Radio Corp., but the actual facts were not divulged until presented by John E. Grimm, Jr., vice-president and director of sales of the corporation, at a national convention of the company's field supervisors. He stated that the sales method for the new product would embrace these features:

(1) Direct factory to dealer operation, through a direct nation-wide system of zone offices; (2) Exclusive radio dealerships that will handle no other make of radio; (3) Protected territories; (4) Distribution through warehouses, completely stocked, in strategic

centers to eliminate heavy dealer inventories; (5) National authorized service, through strategically located major service stations; (6) Dealer and purchaser financing through General Motors Acceptance Corp.; (7) Financial participation by factory in the junking of certain classes of used radios; (8) Standardized dealer accounting, and (9) Factory-controlled dealer newspaper advertising.

These are the high spots of the system of national distribution and merchandising of the General Motors Radio Corp.

The national field organization will consist of 25 zone offices covering the entire country. Each zone office, in charge of a zone manager, will be centrally located to serve efficiently and speedily every dealer. A corps of representatives will function from each zone in a liaison capacity between dealers and zone headquarters.

Quick and effective distribution of stock is provided through warehouses

(Continued on page 41)

RADIO WHOLESALERS CORPORATION ORGANIZED TO MERCHANDISE KOLSTER FACTORY OUTPUT

Concrete progress in the re-organization of the Kolster Radio Corp., Newark, N. J., was reported last week with the opening of the Kolster factory to manufacture 16,000 new Kolster and Kolster-Brandes radio sets. The models that will be produced are the K-43, K-44, B-15 and B-16. A merchandising plan, unique in the annals of radio selling, will be put in effect immediately upon the completion of these sets, by the terms of which a new sales organization, to be known as the Radio Wholesalers Corporation, New York, will dispose of the set product through legitimate dealers throughout the country. The Radio Wholesalers Corporation has been formed under the direction of B. D. Colen and Maurice Landay, well known wholesale merchandising executives who have had many years' experience in the sales of Kolster product. The Kolster plant at Thomas street

and Mt. Pleasant avenue, Newark, N. J., is now in operation with most of the former experienced employees back in their old positions. About 1,000 workers are now employed at the factory, with more to be added as needed, it was reported last week.

Unusual features of the plan by which the 16,000 sets will be disposed of include the fact that for the first time, well known, standard radio sets are being offered at attractive prices, with maximum discount for the dealer; and also that dealers throughout the country will be benefited by the sales through the merchandising by the New York wholesale company.

In commenting on the developments, B. D. Colen said: "Volume sales for retailers are practically assured by the new low price on these standard, factory-built and cleanly merchandised sets."

RCA GROSS INCOME IN 1929 IS \$182,137,739; NET GAIN, \$15,892,562

ALL ACTIVITIES EXPANDED

Victor Inventory Included in Assets for First Time—Current Assets Listed at \$90,809,150, With Liabilities, \$38,137,585; Half of Victor Inventory Disposed of During First Quarter of 1930.

A total gross income of \$182,137,739 and net income of \$15,892,562 for the Radio Corp. of America, New York, during the year ended December 31, 1929, were reported to the stockholders on Monday by General James G. Harbord, chairman of the board and David Sarnoff, president of the Corporation.

Total current assets at the end of 1929 were \$90,809,150 and total current liabilities were \$38,137,585, a ratio of nearly 2.4 to 1.

Inventories included in current assets at December 31, 1929 were valued at cost or market, whichever was lower, and amounted in total to \$31,947,000. Included in this amount is an item of approximately \$1,000,000 of current materials and supplies used in the communication services.

For the first time, inventories included factory materials and supplies of the Victor organization, amounting to \$9,000,000, which are being used in

(Continued on page 40)

Executive Committees Of Federation, Jobbers Meet Here Tomorrow

On Thursday at noon at the Hotel Astor executive committee meetings of the National Federation of Radio Associations and the Radio Wholesalers' Association will begin with a luncheon and general assembly to which numerous members of the allied industries have been invited. There have been included, particularly for the Wholesalers' organization, invitations to a number of radio and music wholesalers within a 100-mile radius of New York.

Important business is expected to be transacted at the executive committee meetings which will, of course, be private to the committeemen and will take place Thursday afternoon and evening. J. Newcomb Blackman, president of the Blackman Distributing Co., New York,

(Continued on page 40)

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NEW YORK, WEDNESDAY, APRIL 2, 1930

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The Most Important Duty

Repeated pleading, cajolement or invective by THE TALKING MACHINE and RADIO WEEKLY, alone of all the alleged trade journals, with respect to heightened consumer-interest for broadcasting slowly is producing results. No other power under the sun can make the ordinarily bright outlook for the business still brighter as swiftly and permanently as air-content that invites the hearer instead of disgusting him. If, for example, the sale of radio this year can be denominated as five hundred million dollars, under ordinary attraction, more interesting broadcast can make it six or seven hundred million dollars with ease. Either this is correct, or the automobile industry would have done just as well without the surfaced road ever being discovered.

Like a thought or a situation may originate behind closed doors in the Morgan banking office, and gain acknowledgement and support until it becomes an economic or social principle throughout the nation, the campaign conducted by this newspaper for radio broadcasting improvement has gained conscious and unwitting adherents day by day and week by week for nearly a year. One man after another and one group after another have been impelled by incident and circumstance to look into the vitals of the situation and, looking, have realized that the only way to better radio business is to enable the buyer of the product to buy with it more than a jazz band. If radio is anything more than a vehicle for hurling music, and necessarily repetitious music at that, into the home, why not let the buyer know, and hear and depend upon its magical further uses? Even music can be dressed in varied roles, so that the auditor gets something more important or at least diverting with it. The Pennsylvania Railroad and the Packard Motor Car used to garb travel in the terms of music and the Catholic Hour and the Jewish Hour are presenting some of the precepts of their teaching with it now.

The war correspondent, Floyd Gibbons, has done a job of story-telling over the air which has arrested the attention of a million radio users and the Grigsby-Grunow Company has just initiated a series of tales of historic occasions and great moments in contemporaneous life, told by Quinn Ryan, which has been heartily endorsed by—among the 'authorities'—no less captious a critic than the publication, "The New Yorker." Lately Jack Foster, radio editor of the "Telegram," wrote: "There has been a decided movement in literature and drama within the last decade to interpret America in terms of soil and people of the soil. At the moment, for example, they are showing on Broadway, *The Green Pastures*, a drama of the Southern Negro; *Street Scene*, picturing an east side street along which the bits of life flow; *The Last Mile*, a photograph of a prison. There are in the book stalls *The Great Meadow*, a story of the Kentucky Wilds; *Bottom Dogs*, a picture of the under side of America; *The 42nd Parallel*, an American satire. Why should not radio undertake productions

of the same spirit as these? . . . It could replace fictitious characters with actual characters, imagined settings with true settings. It could broadcast the songs and quaint philosophy of a hill-billy from his village, the Indian dances from Albuquerque or Gallup, N. M.; the music and excitement of a Western rodeo; the Negroes singing along the levees, the simple doings in an Iowa farm house. A radio reporter—perhaps a Bill Lynch—could stand by for description."

All this is what THE TALKING MACHINE and RADIO WEEKLY has forced upon the industry's attention for almost a year past, and the want of the public for it is now becoming articulate. There is movement in the right direction when the broadcasting people send men down New York bay to meet the record-breaking liner "Europa" and describe her to a listening nation as she plunges past Ambrose light-ship in the fastest time ever made in an Atlantic sailing. There will be mighty movement in the right direction if the next legal trial of notable human interest can be put on the air by a radio reporter in the courtroom. There was an air story in the gathering of the Communists in Union Square; in the training camps of the baseball leagues; in the 'wet' and 'dry' testimony at Washington.

Every human event that stirs the emotions of self-protection, greed, love, envy or hatred is red-hot material for radio broadcast and wherever things happen—from the cradle to the grave—that interest humanity there should be an accounting over the air. For if the newspapers are there, why not radio? And if it educates and broadens a man to read the printed account of everything that goes on in this world today, why should he not more vividly hear about it at the moment of its occurrence?

If the production and sales leaders of the industry devote their creative time and effort to nothing but this subject, they will earn handsomer dividends than will come from thought of all the nonsense that commonly fascinates radio intellect.

What's all this fuss about delay in completion of the Bagdad railway? Just take the Trans-Siberian road to the Trade Show.

Classification of the people using the Personal Loan Service of the National City Bank during its first year shows that salesmen constituted thirteen per cent. of the total number, ranked only by clerical employes with 22 per cent. Divide one by the other and multiply by the number of hours spent in hoping for something to turn up and you have the number of the one class that ought to be classified as the other.

"Ortiz Rubio Speaks on Radio to Mexico"—newspaper headline. There's a song in this somewhere.

Ever hear about the Scotchman who demanded fifty per cent. off on a radio set because he was deaf in one ear?

TECHNICAL, COMMERCIAL AND FINANCIAL TRAINING UNDERLIES EXECUTIVE GROUP DIRECTING GENERAL MOTORS RADIO CORP.

FIVE MEN IN KEYSTONE POSTS AT DAYTON FACTORY

R. J. Emmert Made Reputation in Delco Parts Production—John E. Grimm, Jr., Sales and Advertising Veteran With Chevrolet—E. B. Newill a Former Westinghouse Engineer—C. T. Lawson Was Day-Fan Radio Sales Head and R. H. White Formerly With Chevrolet and Delco.

[Special to THE WEEKLY]

DAYTON, OHIO, Thursday.

Official appointments having been completed in the executive staff of the General Motors Radio Corp., details today were made public at company



R. J. EMMERT

headquarters concerning each major officer of the concern. It is certain that widespread acquaintance with them and observation of their activi-



JOHN E. GRIMM, JR.

ties will follow the advent of the G. M. group into the highly personalized industry of radio.

Young men for a young industry—

but men well-schooled in the hard educational system of actual experience—are the kind making up the team of five heading the entrance of General Motors in the radio field as chief executives of the Corporation. They are: R. J. Emmert, president and general manager; John E. Grimm, Jr., vice-president in charge of sales; E. B. Newill, vice-president in charge of engineering; C. T. Lawson, general sales manager, and R. H. White, manager of advertising and sales promotion. They have worked out the details confronting a new organization until they now have in shape a merchandising machine covering the entire country and backed up by production facilities capable of meeting any demands the sales force may call for, with room for quick expansion.

R. J. Emmert, president and general manager, was president and general manager of the Delco Products Corp. at Dayton when called to head Gen-



CHARLES T. LAWSON

eral Motors Radio. He had made a record for modern methods in factory tooling. Delco Products manufactures Delco-Lovejoy hydraulic shock absorbers and fractional horse-power motors for electric refrigeration. Mr. Emmert was the man who geared up this factory's production. He began his career with the Westinghouse Electric & Manufacturing Co. as a graduate student engineer. He became connected with General Motors in 1919 as a member of the engineering department of the Remy Electric Co. at Anderson, Ind., now the Delco-Remy Corp. He is a graduate of the Case School of Applied Science, Cleveland, Ohio.

John E. Grimm, Jr., brought to the position of vice-president in charge of sales a wealth of experience in the sales, merchandising and advertising

fields. He had considerable experience with the Delco-Light Co. as assistant sales manager of the South-Central sales section, where he came directly under R. H. Grant, then president and general manager. When Mr. Grant became general sales manager and later vice-president in charge of sales of the Chevrolet Motor Co. he summoned Mr. Grimm to Chevrolet, where he served for nearly six years as advertising manager. As such, he came in close touch with the merchandising prob-



E. B. NEWILL

lems of this company. Mr. Grimm also is schooled as an engineer, being a graduate of the school of engineering of the University of Wisconsin. He was engaged for a time in experimental testing in the engineering department of the Delco-Light Co. and later was assistant service manager of this company. During the war he was a member of the Aviation Corps., reaching the rank of lieutenant.

E. B. Newill, vice-president in charge of engineering, came to General Motors Radio from the Westinghouse Electric



R. H. WHITE

& Manufacturing Co., where he was manager of the control engineering department. As such, he supervised installation of automatic main roll drives

RCA in License Pact With Levenberg Corp.

O. S. Schairer, vice-president of Radio Corp. of America, New York, stated on Monday that R. C. A. has reached an agreement with the Levenberg Corporation in connection with the latter's power supply patent.

Radio Corporation acquires full title, and an assignment of all past claims for infringement. Levenberg Corporation has secured consent decrees in patent suits against alleged infringers of the patent. The purchase enables the Radio Corporation to extend rights to its licensees and to release them from infringement claims, Mr. Schairer stated.

G. A. NEWRATH JOINS STENOLA SALES STAFF

G. A. Newrath, well known radio-music salesman and identified with wholesale radio distributing firms in the metropolitan area since the inception of commercial broadcasting, has just been added to the sales force of the rapidly expanding Stettner Phonograph Corp., 669 Kent avenue, Brooklyn, N. Y., it was disclosed last week by Joseph H. Mayers, treasurer and sales manager of the company. Mr. Newrath's territory will comprise upper New York, Westchester, upper New York State and Connecticut.

The Stettner corporation manufactures a complete line of radio cabinets in a wide range of prices, also the Stenola line of screen-grid radios and phonograph-radio combinations. It also distributes RCA Radiotrons.

for the largest steel mills in the world, automatic control of paper machines and complete control installations for the latest U. S. submarines and coast guard cutters. At Westinghouse he was associated with Mr. Emmert and came to the attention of C. E. Wilson, now vice-president of General Motors. During the war he was connected with the development of wind-driven generators for supplying current to airplane radio sets and heaters for aviators' clothing. He is a graduate of the Georgia School of Technology, Atlanta, Ga.

C. T. Lawson, general sales manager, has had long experience in radio merchandising and is a mechanical and electrical engineer as well. He was vice-president in charge of sales for the Day-Fan Electric Co. when it was taken over by General Motors last year and it was his knowledge of the radio business and his success as a sales executive in the radio field that were responsible for his being made general sales manager of General Motors Radio. After graduation from Virginia Polytechnic Institute, he entered the employ of the Westinghouse Electric & Manufacturing Co. and became sales representative for the Pittsburgh district office.

R. H. White, manager of advertising and sales promotion, is well-known in advertising circles. As assistant advertising manager of the Chevrolet Motor Co. he was associated with John E. Grimm, Jr., and is thoroughly familiar with General Motors advertising and sales promotion methods. He was also advertising manager of the Delco-Light Co. at Dayton.

Stromberg Official Sees Radio Interest, Sales Less Seasonal

ROCHESTER, N. Y., Friday.

Radio is becoming less and less seasonal, both in the number of sales and in general interest exhibited by the public, according to an official of the Stromberg-Carlson Tel. Mfg. Co., this city. Each year, the once feared Summer slump becomes less and less apparent, presaging a time when returns will be evenly distributed throughout the year, according to the report. It follows in part:

"The decrease of radio interest in the Summer time is really a throw-back to the days when radio was a novelty and its broadcast programs had little more than a novelty appeal. It was not so much because programs were of a poorer quality in Summer than in Winter, but because broadcast entertainment, due to its then well-known deficiencies, possessed but a secondary appeal. Coupled with this the well known static disturbances usually associated with Summer broadcasting and reception acted as a further deterrent.

"With modern broadcasting, however, these objections are definitely removed. Radio is playing a more important part in Summer entertainment than ever before. The increased power of local as well as some distant stations more than over-rides the slight atmospheric static disturbances, and the quality of the programs broadcast are of such high standard, possess so much entertainment value and are so closely allied with world-wide news that the radio set owner can no longer afford to turn his set off at the first flush of Spring."

Al Saphin Appointed Radio Sales Manager Of Times Sq. Stores

Al Saphin, well known radio merchandising executive, has been appointed radio sales manager of the Times Square Stores, operating a chain of eighteen radio and automotive accessory stores in the metropolitan area, it was disclosed last week by Harry Klamkin, general manager of the company.

Mr. Saphin, whose extensive experience covers every phase of radio merchandising entered the industry at its inception from the phonograph trade.

A number of years ago he, with Byron R. Forster, also a well known figure in eastern phonograph and radio trade circles, organized the Forster-Saphin Co., factory sales agents. For the past several years Mr. Saphin has been acting as eastern representative for several prominent manufacturers, during which time he won for himself a wide host of friends throughout the trade. His long experience in the industry and his recognized ability as a merchandiser will no doubt serve him in good stead in his new connection.

It was also disclosed by Mr. Klamkin that George W. Meyer, well known in the advertising and publicity field, has been named director of advertising and exploitation of the Times Square Stores.

W. C. GRUNOW GIVES \$1,000,000 FUND FOR HEALTH FOUNDATION AT PHOENIX

Dispatches from Phoenix, Ariz., during the past week told of the establishment there of a \$1,000,000 endowment fund, known as the Lois Grunow Memorial Foundation, by William C. Grunow, vice-president and general manager of the Grigsby-Grunow Co., Chicago, Ill., for the erection and maintenance of a clinical medical laboratory to pursue scientific studies in disease and its alleviation. Mr. Grunow visited Phoenix in the course of a survey of the Southwest and his attention was favorably attracted to the health benefits accruing to many under the medical facilities thus far established in the city, whose climate is particularly advantageous to various ills. He decided upon a million-dollar benefaction for Phoenix, which will, it is expected, place the scientific resources there on a parity with those of any other of the world's health centers. Mr. Grunow has dedicated the gift to the memory of his little daughter, who passed away last Summer.



WILLIAM C. GRUNOW

OUTSIDE SALESMEN BIGGEST PRODUCERS, A-K DEALER DECLARES

SCRANTON, PA., Thursday.

The dealer who is content to rest on his oars and wait for business to come in will never get very far in the radio business as it stands today, is the opinion of G. W. Frisbe, Atwater Kent radio dealer, 627 Lackawanna avenue, this city.

"From a point where practically all our sales were on an over-the-counter basis a few years ago, only one in ten sales is made that way today," Mr. Frisbe stated.

"In order to keep sales up and overhead down we have a corps of outside salesmen who for the most part work 'cold turkey' from house to house. But as producers of new business, our Atwater Kent owners are by no means overlooked. We are constantly in touch with them over the telephone, and by personal contact and a surprising number of excellent leads are obtained in this way. These are pro-rated among our outside men so that the rigors of straight cold canvassing are softened for them somewhat."

A definite trade-in policy has been established by Mr. Frisbe with a maximum allowance of \$10 for obsolete sets.

Seventy-five per cent. of all sales are on a time payment basis and the services of two finance companies are employed.

All forms of advertising are used by the local dealer excepting the bill boards, special stress being laid on display windows and direct mail.

BILL JENNINGS JOINS RANKS OF BENEDICTS

Bill Jennings, representative of the E. J. Edmond Co., New York metropolitan distributor for Atwater Kent, was married recently.

Mr. Jennings covers upper Manhattan for the Edmond firm.

Zee-Rad Co., Inc., Is New Zenith Pittsburgh Jobber

Pittsburgh, Pa., Monday.

Effective Tuesday, April 1, the Zee-Rad Co., Inc., under the general management of W. W. "Bill" Gaston, succeeds the W. F. Frederick Piano Co. as exclusive distributor in this territory for the Zenith Radio Corp., Chicago, Ill.

The Zee-Rad company will operate from the sixth floor of the Oppenheim-Collins building, 527 Penn avenue, this city, where a complete line of merchandise will be carried, and a fully-equipped service department placed at the disposal of the trade.

PLAN BILL BANNING SET SEIZURE EXCEPT BY ORDER OF COURT

Trenton, N. J., Friday.

A bill with provisions that persons who have paid more than sixty per cent. of the cost of a radio set, vacuum cleaner or other household appliance would be safeguarded against seizure by the selling firms except after court order, is contemplated in a measure by State Senator Alexander Simpson.

"Under the present conditions of unemployment and the increasing number of persons who without fault of their own are thrown out of work and therefore not earning money, there has been considerable hardship imposed by installment houses and financial concerns," stated Senator Simpson. "Possession," he added, "ought to be nine points of the law."

R. M. A. ENDORSES NATIONAL MUSIC WEEK

For the second successive year, the Radio Manufacturers' Association recently gave recognition to the importance of music in broadcasting by passing a resolution endorsing the idea of a radio tie-up with National Music Week from May 4 to 10. This action was taken at the recent meeting of the RMA directors in Buffalo.

Irving S. Leon Named Toledo Manager for Cleveland Dist'g Co.

Toledo, Ohio, Thursday.

Irving S. Leon, well known in the radio-music trade throughout Ohio, has been appointed sales manager of the Toledo branch of the Cleveland Distributing Co., wholesaler of Atwater Kent radio. The local branch is at 312 Sixteenth street.

Mr. Leon has been with the company for four years and has been active in the music business for the last fifteen years. He was formerly in charge of sales at the Youngstown branch.

Transformer Corporation Names Territorial Heads

Chicago, Ill., Monday.

Arthur S. Detsch has been appointed district sales manager for the Transformer Corp. of America, radio set and speaker manufacturer of this city, with jurisdiction over the Northwestern territory. Mr. Detsch's appointment, one of many recent ones by the company, will take him to Oregon, where he will make his headquarters.

Other Transformer Corp. of America district sales managers who have recently joined the company are: James P. Hermans, San Francisco; D. W. Griff, Los Angeles; Walter J. Thimm, Chicago; Frank Guppy, Minneapolis; M. E. Schetcher, New York; Roy Knibb, Pittsburgh; Leonard Kohn, Omaha; Pat Haggerty and Bede Berger, Detroit, and C. H. Dolfuss, Jr., Cleveland.

Pacnet Products Now Sold in 41 Countries

Pacnet pick-ups and motors, products of the Pacnet Electric Co., New York, are now being marketed in forty-one countries, J. J. Ryan, treasurer of the company, who is directing foreign sales, reported last week.

These products, Mr. Ryan stated, are becoming standard merchandise in most of these countries, and enjoy a fine demand. Mr. Ryan believes that 1930 will be the greatest year in the history of Pacnet because of the popularity of radio-phonograph combinations.

Leaders in the Pacnet line are the super Phonovox, a pick-up listing at \$15, and the Pacnet electric phonograph motor with a list of \$25.

UNITED ELECTRIC AND NEONLITE COMPANIES BOUGHT BY SCHILLER

Newark, N. J., Thursday.

P. A. Schiller yesterday purchased all the assets of the Neonlite Corp. of America and the United Electric Corp., both of 500 Chancellor avenue, Irvington, N. J. Vice-Chancellor Backes directed John J. Clancy, receiver, to sell the assets of both concerns, and Mr. Schiller, who was the former head of the companies, was the successful bidder. The sale price was \$35,000 for both concerns.

The receiver for the companies was appointed in December. The firms were in the tube manufacturing field.

H. T. Mattern Named Boston Zone Manager For General Motors

Boston, Mass., Friday.

H. T. Mattern has been appointed zone manager in this territory for the General Motors Radio Corp., by John E. Grimm, Jr., vice-president in charge of sales for the large Dayton, O., manufacturer. Mr. Mattern will be in complete charge of the merchandising of General Motors radio in this territory.

"The radio business is still only in its infancy," said Mr. Mattern upon his return from a national convention of General Motors Radio field representatives. "All indications point to a steady, continued growth. General Motors has brought to the industry many new ideas, now being put into effect. One of these is national service. Major service stations are located at strategic centers, completely stocked and able to give the dealer complete service and with genuine, factory-made parts.

"Through the General Motors Acceptance Corp., partial payment is extended to radio buyers in a manner similar to that in the motor car industry. These are only a few of the new features brought into the industry by General Motors. Others will be announced later.

Chas. O. Cressy Named Triad Field Supervisor

Pawtucket, R. I., Saturday.

The Triad Mfg. Co., this city, has appointed Charles O. Cressy field supervisor and technical sales director. Mr. Cressy has been engaged in radio activities for many years, having been connected with the old Marconi Co.

During the World War, Mr. Cressy was a senior lieutenant in the U. S. Navy, serving at the beginning as staff radio officer and later he was assigned to special duty in the U. S. Naval Aviation Service making a study of radio communication in seaplanes. After the war, Mr. Cressy became identified with radio set and part makers and for the last five years has devoted his entire time to the radio tube business. His duties with Triad as field supervisor will permit him to maintain close personal contact with his many friends in various parts of the country.

Transformer Corp. Uses Plane for Fast Delivery

Chicago, Ill., Friday.

Strategic advantages accruing to the radio manufacturer located at a center of aerial transportation were emphasized a couple of weeks ago when the Transformer Corp. of America, this city, was called upon by a radio set manufacturer at Muskegon, Mich., to provide post haste two transformer samples to the latter's specifications.

The inquiry leading to development of the samples had been filed only a short time before, but the set building organization wanted the samples in order to launch development work on the short working day before the weekend.

A special plane was accordingly chartered and the transformers were laid down at the Muskegon plant while Saturday still had several hours of the working day to go.

F. G. CARSON COMPLETES FIFTH YEAR AS OFFICIAL OF COLONIAL RADIO CORP.



Fred G. Carson

Fred G. Carson, vice-president of the Colonial Radio Corp., Long Island City, N. Y., last week completed five years of service as an official of the radio manufacturing firm.

Mr. Carson came to Colonial after many years of service in executive capacities with large industrial companies. Always a keen merchandiser, he was attracted by the new problems brought on by the new radio industry.

Those old radio days were hectic days, he recalls, but wherever the battle was thick, there was he to be found.

Now he is recognized as an authority in the field of retail radio merchandising and lends his experience to the RMA merchandising committee.

Since Colonial's recent merger with Valley Appliances, Inc., Rochester, Mr. Carson as vice-president of the new company, has found new worlds to welcome his tireless energy.

Walter M. Fagan, Pacific Wholesale, Inc., President, Lays Stress on Dealer Initiative and Non-Procrastination as Sure Means of Capitalizing on Existing Radio Demand

Los Angeles, Cal., Monday.

Walter M. Fagan, in an interview today with The TALKING MACHINE and RADIO WEEKLY declared that there is nothing wrong with the radio business in Southern California, stating if dealers are not selling radio today, they had better "bristle up," and had best look in a mirror for the reason. Mr. Fagan, who is president of the Pacific Wholesale, Inc., local Sparton distributor, stated in part:

"There is not one radio retail merchant in Southern California who is not doing a fair volume of business that is not wasting from one to six hours a day alibi-ing to himself, fretting, stewing and doing many things instead of straight thinking, and saying to himself, 'Where can I sell a radio set today?' and then acting on it.

"Trying to be a good fellow is one of the most expensive time thieves in existence. I mean by this, instead of going out selling a set, a dealer may take unnecessary time talking to sales-

men of various concerns, trying to convince them why he should not buy from them, instead of spending two minutes telling them that he is too busy to talk today. And this goes whether it is our salesmen, or some other distributor's or manufacturer's salesmen.

"Now why all the haranguing, about what the retail radio dealer should or should not do? In good, plain, straight English, Southern California has had the most prosperous period of its existence from a standpoint of agricultural products, and another year is assured, economically speaking.

"However, in order for retail merchants, wholesale merchants or manufacturers to make money in radio today, it means much harder work than we have had to employ in the past.

"The customer is more particular about what he buys in radio today than he has ever been, which is decidedly pleasing to me because Sparton radio comes in for its lion's share in a discriminating market."

Personals

George A. Scoville, vice-president and general sales manager of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., visited the New York market one day last week.

Robert W. Jackson, general manager of the Brunswick-Balke-Collender Co., Chicago, is expected in New York this week for one of his frequent trips to the national metropolises.

Miss L. Renkoff, secretary of the Arlington Radio Service, Brooklyn, has left for Chicago, where she will visit the Majestic radio factories and spend at least a day at the Majestic Sales School.

Herbert A. Brennan, of the Stromberg-Carlson radio sales agency of Gross-Brennan, Inc., New York, has been confined to his home on Central Park West with an attack of bronchitis.

Edward R. Rutledge, well known radio salesman, has joined the staff of the Sanford Radio Corp., New York, distributor for the radio-music products of the Brunswick-Balke-Collender Co., Chicago.

Henry A. Deimel, of McPhilben-Keator, Inc., metropolitan distributors for the Sparton radio line, is enjoying a well-earned vacation in Atlantic City. He is accompanied by his wife and two children.

D. W. May, president of the five large wholesale companies that distribute Philco radio in New York, Newark and Boston, is spending several days in the last-named city, returning via boat end of this week.

C. B. Smith, president and W. J. Zucker, general manager of the Stewart-Warner Speedometer Corp., Chicago, the big institution making Stewart-Warner radio, arrived in New York the latter part of the week.

Harry G. Sparks, vice-president of the Sparks-Withington Co., Jackson, Mich., makers of Sparton radio, will arrive in New York today or tomorrow after a stay in Palm Beach, Fla., accompanied by Mrs. Sparks.

Postal from P. A. Ware, of the Atwater Kent Manufacturing Co., of Philadelphia, Pa., goes so far as to say: "By the time you publish the story of our Rogue Song tie-in, 9,000 dealers will have participated. No fooling."

Julian Jacobs, of the Despres & Jacobs organization, New York, is in Chicago this week, conferring with several manufacturers regarding their sales campaigns for the coming season. Julian writes "when business falls off, they turn on a blizzard and keep the people home. Then radio business improves." That's merchandising!

Col. S. H. Mapes, lately appointed vice-president in charge of foreign business for Durham & Co., Philadelphia, postcards from Paris, France, "Everything in the radio business in France shows much greater prosperity than I expected and Durham station broadcast and set resistance equipment is in high favor with the European market."

SPARTON RADIO

*Metropolitan
Distributor*



BUSHWICK DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

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.

Norge Refrigerators For Trilling & Montague

PHILADELPHIA, PA., Friday.

Trilling & Montague, exclusive distributors for the Zenith Radio Corp. in the Philadelphia territory, have just taken on the exclusive distribution in the same territory of the Norge electric refrigerator. This product is made by the Norge Corp., a division of the Borg-Warner Corp., Detroit.

The Norge line consists of three models at a price range from \$50 to \$75 less than most refrigerators, according to local officials.

The Norge line will be sold only through authorized Norge dealers. It will be extensively advertised in local newspapers throughout the Trilling & Montague territory and dealers will also receive various forms of advertising cooperation, including window display material, circulars, etc.

Trilling & Montague believe that radio dealers are coming to realize the necessity of handling a line other than radio which will tide them over the Spring and Summer slack period in the radio business. They claim that the most satisfying answer to this problem is found in electric refrigeration.

S. Sansone, Specialist In Phonograph Repairs

S. Sansone, proprietor of the Phonograph Supply House, 122 West Twentieth street, New York, jobber of talking machine parts and repair specialist, is a pioneer in phonograph repair work. The Sansone firm was established in 1903 and is well known in the industry.

Mr. Sansone is a recognized expert in the repair of motors and sound boxes for all makes of talking machines, and carries a complete line of stock of repair parts for all domestic and foreign instruments.

He entered the phonograph repair field as an associate of Andrew H. Dodin, who was widely known as a repair specialist.

ADVERTISING STAFF CHANGES MADE BY WESTINGHOUSE CO.

East Pittsburgh, Pa., Friday.

Marshall Adams, formerly sales promotion manager at Mansfield, O., of the domestic appliance department of the Westinghouse Electric & Manufacturing Co., has been made assistant general advertising manager with headquarters here.

A. B. Zerby, formerly assistant to the general advertising manager, has been appointed director of advertising production, and R. R. Davis, also formerly assistant to the general advertising manager, has been made editor-in-chief of the advertising department.

14,156 PHONOGRAPHS EXPORTED IN JANUARY

WASHINGTON, D. C., Friday.

Figures for the month of January, 1930, just made public by the Department of Commerce, show that foreign sales of phonographs reached a total of 14,456, with a value of \$511,657. Records were sold to the number of 690,675, with a value of \$296,099.

Argentina was our best buyer, followed by Chile, Canada, the Philippine Islands and Mexico in the order named.

Nathaniel Baldwin, Inc., To Introduce Set Line In About Thirty Days

CHICAGO, ILL., Thursday.

Details of the new line of Nathaniel Baldwin radio sets to be made by Nathaniel Baldwin, Inc., this city, will be disclosed within thirty days, it was reported at headquarters of the company today.

Nathaniel Baldwin, head of the local firm, is a pioneer in the radio field, and before entering the industry was a professor of physics in a Utah college. He has been in the radio and wireless manufacturing field for sixteen years. The entire output of the Baldwin factories was drafted by the United States Navy during the Great War.

The Baldwin firm will also introduce a remote control unit. The company formerly manufactured radio phones, speakers and reproducing devices.

L. F. Randolph in New E. T. Cunningham Post

L. F. Randolph, formerly head of the contact department of E. T. Cunningham, Inc., New York, has been appointed assistant general sales manager, it was reported at headquarters last week. Mr. Randolph joined the Cunningham organization last year.

In his new position, Mr. Randolph will continue along the same lines of activity as have characterized his former work with the company, specializing as liaison executive with set manufacturers throughout the country. He has had 25 years of experience in the electrical field, and is widely known, particularly in the middle west, where he served in various sales and executive capacities with public utility, electrical merchandising and radio companies.

Death of Mother of Frank V. Goodman

Mrs. Elizabeth K. Goodman, widow of the late Eugene Franklin Goodman and mother of Frank V. Goodman, sales manager of the radio division of the American Bosch Magneto Corp., of Springfield, Mass., died last Thursday following an attack of pneumonia. Mrs. Goodman had been in poor health, suffering from anaemia, for nearly a year. She was seventy-five years of age.

The funeral services were held Saturday afternoon from the residence, 100 St. Nicholas avenue. Many friends of Mr. Goodman, who has been prominent for ten years in radio-music merchandising, have expressed their condolences to him.

PLAN TRANSFER OF PILOT TUBE BUSINESS TO ALLAN FACTORY

Stockholders of the Pilot Radio and Tube Corp., Brooklyn will be asked to approve at the annual meeting tomorrow (Thursday) a proposal to transfer to the Allan Manufacturing & Electrical Corp., Harrison, N. J., the radio tube manufacturing business of the Pilot Radio and Tube Corp. and the Detroit Radio Tube Products Corp., of Detroit.

“**I** MEAN IT!

*... when I say this new Sparton offers
combined distance and selectivity
beyond any radio I have ever seen”*

W. Parks

President—General Mgr.
The Sparks-Withington Co.



The NEW SPARTON
10-TUBE Model 589

I HAVE never seen any radio at any price cut through local broadcasting like the New Sparton Model 589. I have never seen greater distance-getting power in any production set at any price. We want you, yourself, to check these statements and prove their truth to your own satisfaction.

We have placed the New Sparton Model 589 on the market at the lowest price ever asked for a Sparton Console. When we say that it establishes a new standard of radio value, we mean just that. It is a Sparton throughout, with every fine musical quality you naturally expect from a manufacturer 30 years wise. Consider the sales possibility of Sparton in your locality.

THE SPARKS-WITHINGTON COMPANY

{Established 1900}

JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind



THE *New* SPARTON

“Radio’s Richest Voice”



the **ONLY** Loop Set on the market

MODEL
64
SUPER
ZENITH



Ask about this Sales
and Profit Leader . .

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

PERFORMANCE
STYLE
SECURITY
REPUTATION

All these dictionary
words are FACTS in



MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State

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

1225 Broadway New York, N. Y.



Exclusive Wholesale Distributors

TRILLING & MONTAGUE

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

Exclusive Wholesale Distributors

NORGE Electric Refrigerators

"GROW WITH US"

Bread and Stateroom, Cast on Waters, Bring Own A - K Return

Baltimore, Md., Friday.

Last summer Parks & Hull, Inc., Atwater Kent distributors brought a delegation of dealers to the Atwater Kent factory in Philadelphia on the Ericson Line boat. Among the passengers was a Baltimore mother and her two youngsters.

What happened is best told by the lady herself in a recent letter addressed to the Atwater Kent company.

"The selling power of Courtesy was demonstrated in my own home last week. When it was definitely decided that we 'had to have a radio' my thoughts flew back to a promise made last summer to a member of the Parks & Hull organization during a Baltimore-bound trip of your annual convention-delegates on the Ericson boat line.

"My children, who were anxious to spend a night on the water urged me to make the trip although I had been advised by the company that no state-rooms were available. A few hours later, when we got under way, we learned that the Atwater Kent convention was the occasion for the merry-making, and before the evening had well advanced a gentleman who had learned from the purser that we were without sleeping accommodations undertook to secure a room for us. Through his effort, three of the men were thoughtful enough to surrender their room, and when I thanked all of

them they laughed it off and said we were guests of the Atwater Kent organization—"and I could give the credit to Parks & Hull— if there was any credit." Right then I said, in the same spirit of fun, "When I buy a radio, it will be an Atwater Kent." That promise materialized last week and I want you personally to know that it was Atwater Kent spirit which was instrumental in selling the radio."

Harper-Meggee Named Radiola Distributor In Pacific Northwest

Seattle, Wash., Friday.

Harper-Meggee, Inc., this city, has recently been appointed distributor for the Radio Corp. of America, and will cover Oregon, Washington, northern Idaho and a small part of western Montana and Alaska in behalf of the Radiola set line. Harper-Meggee operates branches in Portland and Spokane.

The local organization has been in the radio distributing field since the inception of radio, and originally handled Willard batteries. The Willard distribution is now handled by a subsidiary company. Copeland electric refrigerators are handled by a department of Harper-Meggee.

The company is now making plans for an active merchandising season. The firm's sales force includes fifteen salesmen and a number of inside men connected in a sales capacity. Sixty persons are employed by the local distributing house.

New

Screen Grid Neutrodyne Power Speaker Radio

In the Popular Newly Designed Low Utility Consoles!

Look at the pictures of the new Crosley "Companionship" Series shown in this advertisement — read the descriptions of chassis and cabinets, note the low prices — then determine for yourself whether or not they represent the most amazing radio values ever offered. These "Companionship" Series models, with their unusual features and unexcelled performance, will readily become true companions in millions of homes!



The CHUM

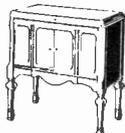
This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias-

power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply incorporating genuine trouble-free Mershon condenser. Dimensions: 28½" high x 27" long x 14¾" deep. Amazingly low priced at only

\$75
Less Tubes

The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29¼" high x 28¾" long x 16¼" deep. No radio value ever approached this model at only



\$90
Less Tubes

The COMRADE

This set is enclosed in the same cabinet as the "Playmate" but incorporates the refined Crosley Unitrad eight-tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only

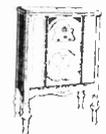


\$105
Less Tubes

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

The CRONY

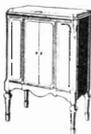
An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined Crosley eight-tube Unitrad chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade." Dimensions: 42" high x 27" wide x 14¾" deep. No such value in radio has ever been offered at the sensationally low price of



\$112
Less Tubes

The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley "Partner" incorporates the refined Crosley eight-tube Unitrad chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade" and "Crony." Dimensions: 40" high x 28¾" long x 16¼" deep. An astonishing radio value for only



\$118
Less Tubes

With the presentation of the new Crosley "Companionship" Series there is ushered in a new era in the development of radio receiving sets for the home. It is now possible to obtain radio sets—complete in beautiful low console utility models—with improved power speakers built in—using Screen Grid tubes, with Neutrodyne circuits, operating from electric light sockets—at prices so low that everyone can afford to own one! Get in touch with your Crosley distributor today—get your share of the profitable business being created by this amazing new Crosley "Companionship" Series.



The BUDDY

\$55.00
Less Tubes

This handsome "Buddy" model has a metal case with panels in beautiful burl walnut effect. The trim is silver and ebony inlay finish. The legs as shown are standard equipment. An improved Crosley Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes—two screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24¼" high — 17¾" long — 11¼" deep.

Western prices slightly higher

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI, OHIO

HOME OF WLW—"The Nation's Station"

You're *THERE* with a

CROSLEY RADIO

Announcing

Radio-Art

Registered U. S. Pat. Off.

RADIO



Model No. R. A-5

*With Remote Control
by UTAH*

A Few Radio-Art Features

1. Band Selector Tuning (This Year's outstanding radio improvement)
2. Screen Grid Circuit
3. Exceptional beauty in cabinet design and construction
4. Marble-ite top on cabinet

Sold Under The Following Radio-Art Policy

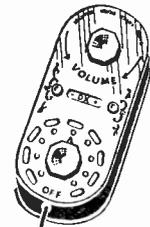
- | | |
|---|--------------------------------------|
| 1. To a limited number of high grade dealers. | 3. An assurance of fair competition. |
| 2. Fully guaranteed against price reduction. | 4. A liberal dealer's discount. |
| | 5. A satisfactory financing plan. |

A. C. or D. C. \$159.00

With Remote Control \$198.50

We answer

The Public's demand for the newest and best developments—with Radio-Art Radio—equipped with UTAH REMOTE CONTROL.



RADIO-ART CORPORATION :: 22 W. 19th St., New York

To the ...

1400 DEALERS

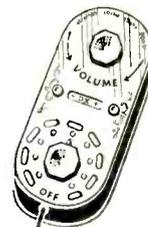
who have written us about

UTAH

Remote Control

We answer:

You will soon be able to secure
it on several standard sets.



UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago

MAJESTIC CAMPAIGN ON IN FULL FORCE IN SAN FRANCISCO

SAN FRANCISCO, CAL., Friday.

It was some interested group of dealers who gathered at a lunch provided by the Majestic distributors in The Lounge of the Clift Hotel. The Lounge is the sixteenth or roof story of the hotel, with a spacious and beautiful dining hall overlooking the city and the Bay. It was the occasion of the first appearance of Madame Theodora Sturkow-Ryder in the Bay district. It was to a well-filled room of well-filled guests that W. J. Aschenbrenner, sales manager of Thompson & Holmes, arose and after introducing Mrs. Frederick Thompson, who has succeeded her deceased husband in the business, presented Griffith P. Ellis, Pacific coast representative of the Majestic radio. Mr. Ellis in turn introduced the guest of honor, telling how in Los Angeles she had given twenty-two concerts, ranging from audiences of musical talent to those who took little interest in music and how she had performed the impossible by securing and riveting the attention and interest of every class of audience. Her demonstration before the gathering consisted of four piano selections, in one of which she supplied the piano music while the Majestic supplied the remainder of the orchestra, and in another the Majestic supplied one part of a four-handed piano rendition. Practically every dealer present grasped the importance of the work she is doing to arouse greater popular interest in music, greater dealer interest, exactly the result which she had said she hoped to accomplish.

Madame Theodora Sturkow-Ryder will remain in central California until April 4, when she will leave for Portland. Thompson-Holmes have mapped out a busy campaign. This includes appearances at Wheeler Hall on the University Campus, before numbers of the high schools, both in San Francisco and the East Bay district, for lectures as well as demonstrations, runs down to San Jose and Fresno for several appearances in each place, a special invitation appearance at the Scottish Rites Auditorium, a number of special appearances at parent-teacher associations, etc., besides her demonstrations each evening over the radio. Some program, and yet Madame Ryder appears to enjoy it all, because it is certainly popularizing the idea of good music. And the dealers are greatly stimulated by the entire program which was well set forth in liberal space in the Sunday papers. The Majestic people evidently believe that advertising pays.

L. P. Boyce, director of local advertising and sales promotion work for Thompson & Holmes, reports that their busy dealers are working them hard, as it is some task to keep abreast of their demands for merchandise. Unusual interest is being taken in the proposed excursion to be provided for their dealers by the Grigsby-Grunow Co. This will start July Fourth by special train of the Southern Pacific, and every possible accommodation a railroad can give will be furnished. It now appears that fully 150 dealers from central and northern California will improve the occasion to visit the

Harry Beach Returns to Stromberg Headquarters After Mid-Western Tour

Predictions of an even greater volume of business in the Detroit and Cleveland districts were indicated in an interview with Harry A. Beach, radio manager of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., last week, on his return to headquarters following an extended trip through these territories.

Enthusiasm seemed prevalent in the trade in these sections and reports of increased sales are in excess of the company's most optimistic anticipation, it was stated by Mr. Beach.

Mr. Beach visited all Stromberg-Carlson representatives in the Detroit and Cleveland territory and his experiences proved that not only are sales greater than could be expected at this time, but there is a healthy indication of a steady increase for the future, he said.

Steinite Production Now Under Way, No 1929 Sets On Hand, Says A. T. Haugh

Chicago, Ill., Friday.

"Steinite is already under way with the production of its offerings for the 1930-31 radio year, and there is not a single receiver of the past season unsold or in stock," said Arthur T. Haugh, vice-president and general manager of the Steinite Mfg. Co., this city, at a meeting of the directors of the Radio Manufacturers' Association at Buffalo. "We are well along with the coming season's production," said Mr. Haugh, "and already many of our jobbing friends have come to Ft. Wayne for a look and a talk."

great Majestic plant and take advantage of special salesmanship classes conducted there.

The Bosc branch in San Francisco has received its first sample of the new instrument constructed for automobile installation, and it has found a strong endorsement of all who have given it examination. The fact that it can be installed with so little mechanical work on the automobile has great appeal value.

M. Frank, proprietor of the Frank Music House in Alameda, reports that business in their quiet little city is fully as good as they have any right to expect. The Frank Music House was for many years under his father the only music house in Alameda, and they long ago learned that they could not reasonably expect to sell all the instruments for this considerable population, so large a portion of whom go to their daily employment in San Francisco or Oakland. But they have taken pains to get what they consider their share; and they have in more recent years seen music house competitors come and go with tolerable regularity, with no great effect produced on their own trade, and quite a few of the goers have not had time to get very far. With the sacrifice stocks now disappearing they find that people are becoming more and more partial to well established merchandise.

—ALLEN.

THE TALKING MACHINE and RADIO WEEKLY

Multiple Coin Slot, Feature of Mills Troubadour, New Automatic Radio and Phonograph Combination



FRED MILLS



HARRY E. STEINER

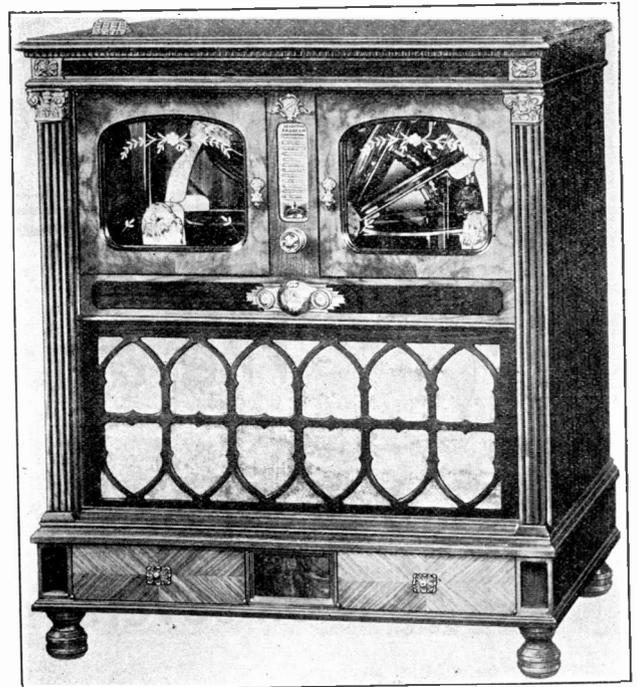
CHICAGO, ILL., Thursday.

Many new features are incorporated in the Mills Troubadour, an automatic radio and phonograph recently introduced by the Mills Novelty Co., this city.

The Troubadour cabinet is of walnut, ornamented with gold and maroon trimming, and according to Fred Mills, head of the company, it is proportioned so that it will be in harmony with

Service has been a negligible item in connection with Mills sales during the past year, Harry E. Steiner, general sales manager of the company, declared today. Service calls have been practically negligible, he stated. The Mills Novelty Co. has been in the automatic phonograph manufacturing field for many years.

Officials of the firm also report a fine demand for the company's coin-operated radio. This instrument has a



New Mills Troubadour.

practically every type of surroundings. One of the chief features of the Troubadour is the new multiple coin slot, which will accept quarters, dimes and nickels, and automatically furnish multiple playings in accordance with the coin. According to Mr. Mills, this is the first development of this kind ever incorporated in a musical instrument.

licensed chassis, and is one of the first coin-operated sets to be put on the market.

The company is planning a huge advertising campaign for this year. Officials of the company in addition to Mr. Mills and Mr. Steiner include Ralph Mills, vice-president and Herbert Mills, secretary.

ATWATER KENT RADIO

WHEN YOU GO HOME AT NIGHT

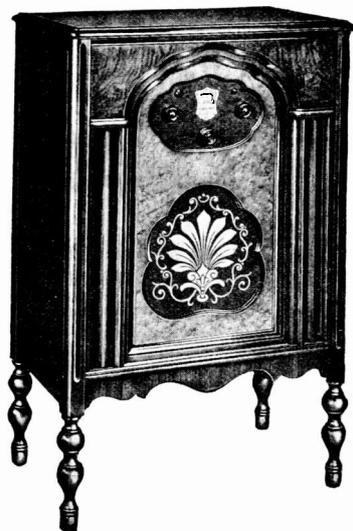


what a satisfaction to know that the customers you sold today will not have to be sold again tomorrow, or next week, or next month!

Peaceful evenings, pleasant thoughts. This is the lot of merchants who specialize in Atwater Kent Radio—their minds serene and their shelves clean—by concentrating on the radio that makes a friend of every family that buys it.

Stabilize your business with Atwater Kent for 1930-31.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President 4710 Wissahickon Avenue, Philadelphia, Pa.



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

MODEL 1060, \$121 (less tubes)

Prices slightly higher west of the Rockies and in Canada



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

PROGRESS REPORTED ON R. M. A. PATENT POOLING PROJECT

BUFFALO, N. Y., Friday.

Substantial progress in the campaign in behalf of the R. M. A. patent interchange plan is being made, according to reports submitted here, last week, to the R. M. A. board of directors and a meeting of set manufacturers, by Le Roi J. Williams, chairman of the patent committee of the Radio Manufacturers Association.

A new questionnaire on the patent pooling plan is being sent to R. M. A. members by Mr. Williams to develop and crystallize sentiment as far as possible in favor of ultimate adoption of patent interchange. The questionnaire follows:

1. Do you believe that the membership should take joint action on the present patent problems of the radio industry?
2. Are you in favor of a central patent department?
 - (A) For investigation of patents and prior art.
 - (B) For joint negotiation or acquisition of patent rights.
 - (C) For assisting in defense of patent suits against members.
3. Are you in favor of the R. M. A. patent interchange agreement?
4. Do you think it would be to the

interest of your company to adopt the agreement?

5. Are you in favor of licenses?
 - (A) On a percentage royalty basis?
 - (B) On a flat rate royalty basis?
 - (C) On a paid-up basis?
6. Are you in favor of acquisition of patents of general interest by R. M. A.?

7. If you are a licensee under a group of patents, are you favorable to patent meetings of such licensees?

8. Would you like to have any further information concerning the agreement? If so, please indicate the nature of your questions.

Following this further canvass of R. M. A. membership sentiment and interest in the patent interchange proposal, which was approved for submission to R. M. A. members at a meeting in Chicago two years ago, the effort to further press the plan will be made more intensively.

In addressing the set manufacturers' meeting at the Hotel Statler, Mr. Williams told how the patent situation was vital to the future of the industry and every unit in it. Citing the hundreds of patent suits being brought involving thousands of patents and millions of dollars of royalties annually, Mr. Williams emphasized his view that "there is no centralized or adjudicated control of the manufacture and sale of radio sets or tubes in this country and such contentions have been repeatedly denied by our courts of appeals in patent matters.

"There is no use," Mr. Williams con-

tinued, "in blinding our eyes to the consequences of the present patent situation. Few radio manufacturing companies can survive under the patent burden brought about by the present attitude of the industry toward patents.

"The patent burden is becoming worse and there is every indication that it is going to be greatly increased if our present passive and indifferent attitude is continued.

"Pooling of patents under the R. M. A. interchange agreement would permit companies to fully cooperate in the disclosures and exchange of information relating to the scope and validity of situations relating to patents in the radio and entertainment fields. It would also result in each company joining the pool, receiving patent rights from all other members, in exchange for granting rights under its own patents. Under such a plan, what company would give more than it would receive from all the rest, both under present and future developments in the radio and entertainment fields?"

A-K Blue Ribbon Week

Staged by Lebeck Bros.

Brings Numerous Sales

NASHVILLE, TENN., Friday.

One of the major radio events of the year in Southern territories was held recently when Lebeck Brothers, department store in Nashville, staged what was called "Atwater Kent Blue Ribbon Week at Lebeck's." Highlights of the week's campaign included unusual full page newspaper advertisements, elaborate radio displays on every floor of the store, special window displays and over 300 blue ribbon badges inscribed with the words "This is Atwater Kent Blue Ribbon Week at Lebeck's," worn by every sales person in the store. Officials report that the sales results were exceptionally gratifying and fully justified the comprehensive plans necessary for the campaign.

On every floor in the store an Atwater Kent radio, draped with a blue ribbon, played continuously. Cards were placed in conspicuous positions about the store, announcing the event and reminding the public that any person in the company's employ was permitted to sell Atwater Kent radios.

Store meetings were held before and during the store-wide Atwater Kent event at which employees were instructed concerning A-K screen-grid radios.

As an additional tie-up, special Atwater Kent displays featuring the set were installed and maintained in the

KOLSTER PLANTS IN NEWARK REOPENED

Newark, N. J., Thursday.

Work was resumed yesterday morning at the local plant of the Kolster Radio Corp. after a shut-down since December last due to receivership proceedings. Skeleton crews of workers were employed at the headquarters, 200 Mt. Pleasant avenue, and at the plant warehouse, 350 Thomas street.

Resumption of work at the factory resulted from an order signed Tuesday by Vice-Chancellor Alonzo Church directing the receivers to manufacture 15,700 sets for sale to the Musical Products Distributing Co. and the Greater City Distributing Co., New York Kolster distributors, for \$475,000.

Yesterday's activity, it was said, foreshadows at least three months' work at the plants and possibly the normal resumption of the Kolster business as a result of reorganization plans now under way. Two committees of Kolster stockholders are working to this end.

Anthracite Radio Co.

Extends Bosch Service

To Philadelphia Zone

SPRINGFIELD, MASS., Tuesday.

The American Bosch Magneto Corp. today disclosed the appointment of Anthracite Radio Co. of Scranton as distributors also in the Philadelphia territory.

Anthracite Radio Co. has been associated with Bosch for the past six years and has been outstanding in its performance in serving the Bosch radio dealers in its territory. In going into Philadelphia to serve the southeastern Pennsylvania, southern New Jersey and northern Delaware area, the new distributor opens an office and warehouse which will be managed by John Johnson. The latter has a wide experience in radio and was at one time a Middle Western district representative for the Bosch company.

Coincidental with the announcement of the opening of the Philadelphia office, Anthracite Radio Co. announces the appointment of Leroy Winters as sales manager in charge of the Scranton office.

Windows of every Atwater Kent radio dealer in Nashville for a period of two weeks preceding the Mammoth Blue Ribbon Week at Lebeck Brothers.

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

You Can't Afford to Experiment in 1930

THIS

Too many lines.
Duplication of types and prices.
Slow turnover.
Too many season leftovers.
Large discounts on cash sales.
Too much business for capital invested.
Heavy trade-in allowances.
Installment collections allowed to lag.
Too many creditors.
RED INK AT END OF YEAR.

OR THIS?—

Definite buying program.
Not over one or two lines carried.
No duplicating of styles and prices.
Adequate turnover.
Fewer creditors.
Discounts saved.
Less volume but fair profit on all sales.
Prompt collections.
NET PROFIT AT END OF YEAR.

1930 Another Philco Year

M. Simons

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

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

The Ultimate in Radio

Majestic ELECTRIC
RADIO

Equipped with Majestic Tubes

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation

"SERVICE Is Our Middle Name"

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.

27 million REASONS WHY

Build for Permanent, Stable Profits with Stewart-Warner

During the 25 years that Stewart-Warner has been engaged in fine, precision manufacture, its products have grown in use until today it boasts 27 Million Users—27 Million reasons why this name is known the world over. Add to this another fact—its 50 Million Dollars in resources—and you get a substantial picture of the solidity of Stewart-Warner in the manufacturing field.

Failures and rumors of failure have swept the radio industry during the past 90 days, leaving in their wake an unhappy radio merchandising situation. And making it more desirable than ever before for you to line up with such solidarity in the radio business as Stewart-Warner represents.

For Stewart-Warner is in the radio business to stay!

You will find it good business always to sell the line of firmly grounded manufacturers. As such, Stewart-Warner has a very definite place in your radio business.

Extensive laboratories, skilled engineering and production facilities guarantee the quality and ability of Stewart-Warner Radios *at all times*.

As a Stewart-Warner dealer you can operate on the fairest franchise in the industry—and build toward stable, increasing profits. Begin NOW—with the finest line of models we have ever developed.

Beautiful Period Consoles, popularly priced from \$130 to \$157.50, less tubes.

Learn the *whole story*—TODAY—from your nearest Stewart-Warner distributor.

STEWART-WARNER CORPORATION, CHICAGO, U. S. A.

STEWART-WARNER RADIO

A GREAT RADIO BACKED BY A GREAT NAME

CLEVELAND WHOLESALERS LINING UP TRADE FOR INTENSIFIED SPRING SALES CAMPAIGNS

LIVELY DEMAND REPORTED FOR THEME RECORDINGS

J. G. Crawford Named Toledo Branch Manager for Cleveland Distributing Co.—Goulay's Music Store Retiring from Business—Grebe Sets Show Improved Call.

CLEVELAND, O., Friday.

Distributors throughout this territory have been for some time past making a survey of the dealer trade for the purpose of having retailers at strategic points who will handle their line exclusively, or not more than a couple of makes, each in a different price range. This plan is working out well. Distributors feel that their lines were not done justice to by dealers who handled as many as a dozen makes, and retailers are realizing that it is more profitable to concentrate on one or two nationally advertised sets. Distributors are also cutting down on their number of dealers and before long this new line-up will help materially in putting the local industry on a sounder basis.

There has been a good demand for records, especially those of theme songs. With Easter approaching, dealers are preparing for added business in sacred music. Inquiries are starting for portable phonographs. Small goods have been moving moderately well and sheet music sales have been keeping up well.

The Cleveland Distributing Co. has announced the appointment of J. G. Crawford as manager of the Toledo branch and Irving S. Leon as assistant manager. Fred J. Gallagher has been made assistant sales manager in the Cleveland territory. These men are well known in the trade, have been with the company for a number of years and their many dealer friends are glad to hear of their well deserved promotion. Atwater Kent sets have been moving along steadily both in Cleveland and throughout northern Ohio. More dealers are concentrating all their efforts on this nationally advertised line with profitable results.

Lambert Friedl, vice-president of the Ohio Radio Trade Association and president of Radio Wholesalers, Inc., Bosch distributors, was the author of an article in the Sunday Plain Dealer, entitled: "Standard Goods Is Radio's Aim." He stressed the point that there are three constructive factors for the good of the radio business—and that means the radio buying public—tending toward the definite stabilization of the radio industry: first, the many reliable radio dealers who are able and willing consistently to give their customers value received for their money; second, a fair number of seasoned manufacturers who anticipated and have met the situation with a bulwark of experience; third, the buying public which is not deceived by fictitious values.

Other talks relating to radio are scheduled to appear by various men prominent in the local industry as part of the program of publicity of the Ohio Radio Trades Association.

The Haas Electric Sales Co., Huron road, has been appointed distributors for the Trupar line of iceless refrigerators which are manufactured by the Trupar Mfg. Co., of Dayton, Ohio. The company's many dealers have expressed much interest in the line and officials feel that there is a good field as the refrigerators are substantially made, are attractive in appearance and are very moderately priced. The Haas Elec-

tric Sales Co. is also distributor for the Colonial line of radio which continues to move well throughout the entire territory.

The stock of A. O. Connor & Co., of 9702 Euclid avenue, radio dealers, who recently made an assignment for the benefit of creditors, has been purchased by Herman Lesser and placed on sale at his store, 800 Prospect avenue.

Kinney & Levan Co., one of the largest Bosch dealers in Cleveland, has set aside the past week during which all sets taken in trade on Bosch 1930 screen grid models will be donated to the Department of Public Health and Welfare. Arrangements have been made with the director of this department of the city to distribute these sets among city institutions. The Kinney & Levan company had its service department go over the sets and put them in first class working condition free of charge.

Goulay's Music Store, located at 15535 Euclid avenue, Cleveland, is closing out its stock of pianos, radios, etc., and will discontinue business.

Grebe sets are growing in popularity throughout Cleveland. The Muelhauser Bros. Co., at Euclid avenue and East

Seventeenth street, is now handling them exclusively. Other dealers, too, report an increasing number of calls.

The Cleveland Products Co. is now selling the Cleveland radio set and is handling a complete line of radio parts and accessories.

The Lyon & Healy Co. had a special display of Holton band instruments and demonstrations of the Holton saxophone by James Miller. A very attractive window showing the various instruments of the line was arranged and Herbert Whitney, manager of the small goods department and his assistants, were kept busy during the entire time and a number of orders were booked. The sheet music department of the company has been enjoying an unusually good run of business lately. The company has also installed several additional harps in schools. —DIHM.

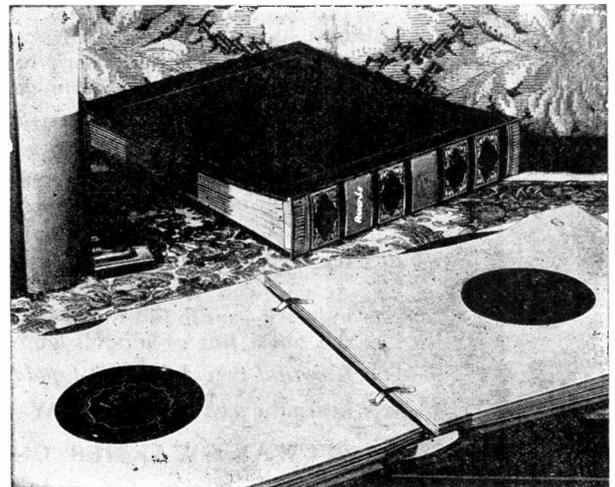
JAMES K. POLK CO. APPOINTED BOSCH JOBBER IN TEXAS

SPRINGFIELD, MASS., Thursday.

Disclosure was made today by the American Bosch Magneto Corp., this city, of the appointment of the James K. Polk Co., of 1315 Young street, Dallas, Texas, as wholesale distributors of Bosch radio for the entire State of Texas except the panhandle.

H. R. Butts, Bosch district representative, is at present in Texas co-operating closely with W. G. Medaris, manager for the Polk company.

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



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

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

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

THE records of our jobbers prove that radio dealers who start selling Arcturus Blue Tubes keep on selling them. Arcturus dealers are Arcturus boosters because they have learned that Arcturus performance means fewer service calls and increased profits. Get the facts from your jobber.

ARCTURUS RADIO TUBE CO.
Newark, N. J.



ARCTURUS
Quick Acting
RADIO TUBES

they're
blue!



for 1930

MORE BUSINESS . . .

. . . FEWER TO SHARE IT

And the Best Seller Again *Majestic*

HAPPY days ahead for the Majestic dealer. For 1930, more sales—fewer lines competing for them. More profits in radio—fewer lines to share them.

In 1929, you saw Majestic dealers get nearly one-third of all the electric radio sales in the country. You saw Majestic dealers average 25 sales every time the 54 competing lines averaged one sale each. In 1930 you will see even more amazing things as you watch Majestic.

You Need No Other Line for 1930!

This year Majestic dealers have four "firsts" to assure them the biggest year in radio history. First place in public preference—proved by

1929 sales. First with a complete line covering every fast-moving price class. First with the super-accurate, super-sensitive Coltura Speaker. And first with a brand new profit leader to be announced soon.

For 1930, be on the inside watching the other fellows struggle. Sell the big leader, Majestic, and you need no other line. Sign up now—exclusively Majestic. Join the dealers who get nearly one-third of all the electric radio business in the country. Forget the grief of orphan lines—gyp prices—and red ink. Get set now for your biggest year. Phone or wire your Majestic distributor for information on the Majestic franchise.

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

Majestic
Licensed under patents and applications of R. C. A. and H. F. L., also by Loati, Whitt, Lovell & Danmore, and others. Warner Associates.
RADIO

M I G H T Y M O N A R C H O F T H E A I R

Only Majestic Radio sold to a total of over BEST REASON FOR

ALBANY, N. Y.

Majestic Products

Incorporated

"Exclusively Majestic"

90 Hudson Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

M

DALLAS, TEX.

Radio Equipment Company

HOUSTON DALLAS SAN ANTONIO

I

S

T

R

I

B

U

T

O

R

S

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

A

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street

Des Moines, Iowa and Marion, South Dakota
Established Since 1879

J

E

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

S

T

Branches: Grand Rapids, Mich., Saginaw, Mich., Kalamazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

I

C

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

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

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

HARTFORD, CONN.

Majestic Distributors, Inc.

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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 BECOMING AN EXCLUSIVE MAJESTIC DEALER RIGHT AWAY!

<p>MEMPHIS, TENN. Radio Sales Company 483 South Main Street</p>	<p>PHILADELPHIA, PA. Peirce  Phelps <i>merged with</i></p>	<p>SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>M A J E S T I C PHILADELPHIA, PA. Penn Phonograph Co. 437-51 No. Fifth Street PHILADELPHIA, PA.</p>	<p>D I S T R I B U T O 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</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>HARRISBURG, PA. WILKES-BARRE, PA. PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>WASHINGTON, D. C. The Eisenbrandt Radio Co. 932 H Street, N. W.</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>SALT LAKE CITY, UTAH United Electric Supply Co. 117-119 West Fourth Street</p>	<p>WICHITA, KAN. Sterling Radio Company Kansas City Mo.  Wichita, Kans. 1515 GRAND AVE. 1st & ROCK ISLAND</p>
<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> <i>Oklahoma and Texas Panhandle</i></p>	<p>SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>	<p>WILKES-BARRE, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. Established 1898</p>

GRIGSBY-GRUNOW CO., CHICAGO, ILLINOIS
OF COMPLETE RADIO RECEIVERS
Exclusive Manufacturers

MAJESTIC PRICE GUARANTEE PRODUCES VERY FAVORABLE EFFECT IN SOUTHERN CALIFORNIA

SAN DIEGO, CALIF., Friday.

In the past two weeks, talking to dealers, it is noticeable that a good many of them have been concentrating their attention on obstacles, of an external and partially imaginary character, with the usual results.

The elimination of weak retail accounts which were generally predicted as inevitable early in the year have not put in any general appearance. Whether they have taken a new lease of life, or become possessed of a serpentine ability to keep the tail wiggling till sundown, it is still too early to say.

On the other hand the admitted strong houses have been quietly improving their positions, strengthening the foundations for future merchandising. Corresponding to the Spring season, many dealers are devoting necessary attention to cleaning up litter and burning trash, in minor financial matters. Typical of this situation is the reply of a dealer to the inquiry as to how much time he was finding it necessary to take from selling effort to chase collections on slow accounts. His reply was "Just about half." Further inquiry developed the point that many of the slow pay items on the books are for service. If any dealer has developed a fool proof, sure fire method of getting service items on a strictly 100 per cent C.O.D. basis, he is cordially invited to enter his application for a special testimonial banquet.

H. L. Crowell has been advanced to the position of radio department manager, Grand Rapids Furniture Co., 1144 Fifth avenue. This is the newest of the group of fine furniture houses in this city, operating in a store designed to be second to none on the coast in beauty. H. L. Kahn is president. Operating in Majestic and Atwater Kent, the radio department at the Grand Rapids store has "Truthfulness in Selling" as the basic element in building public good will and a permanent business. Salesmen are paid on a salary system. Tone quality and construction

of the machine, reliability of the store and the manufacturer have proved up in sales talks as actual business builders.

Interviewing representative Majestic dealers in the southern counties, in regard to practical effects of the price stabilization announcement issued by the factory, comments indicate a wide variety of favorable reactions. It meets one of the primary needs of the day in reducing sales resistance. One dealer remarks:

"The Majestic price guarantee is producing a very favorable effect. Coming from a company of such prominence, the public feels renewed confidence in the future resale value of its sets. The resale value of Majestics, in our experience, has always been very high, and the continuance of this favorable condition is aided by the recent announcement."

Music houses are giving considerable thought to portable phonographs once more, and opinion generally runs along the line of expecting a very good pick-up in business as the season for outdoor and camp life draws near.

In small goods continued attention to the school market is producing a steady quota of sales at representative stores. One item which always obtains a favorable, usually an enthusiastic report, is the fohner harmonica. It is easy to sell, profits by the year run into excellent figures, and leads to future business in higher priced merchandise.

G. T. Reser, formerly radio department manager at Grand Rapids Furniture Co., on March 17 went over to Parmelee-Dohrmann Co., Seventh and C streets, to manage this store's radio business in a program of expansion. He has been in the radio business in San Diego for the past five years, with leading stores.

The San Diego branch of Parmelee-Dohrmann Co., which operates a group of very strong home furnishing and hotel supply stores in various California cities, is in charge of Frank Guasti, general manager. Contemplating an increased business in radio corresponding to its large customer list,

it has reorganized this department, and will conduct an active campaign on four strong lines of merchandise, RCA, Victor, Atwater Kent and Majestic.

The outstanding topic of speculative discussion in March has been the possibilities for good and bad of the new \$59.50 radio sets. There are now several of these on the market, mostly the contribution of factories in Los Angeles, where a few years ago they started the jitney bus. The humble jitney bus withstood all abuse, and while itself disappearing, was the forerunner of developments of far reaching importance in motor transport for hire. But the situation faced by \$59.50 radio is highly dissimilar. Whether \$59.50 radio is a good sales price or not, it is here. Thearle Music Co., largest of the strictly local houses, has been running a big window full of Tiffany Tone sets, sponsored by the Gilfillan organization, in its Broadway store.

Walter D. King, proprietor, La Mesa Music Co., 109 E. Lookout, La Mesa, started selling radio as a sideline while operating a gasoline station. He sold the service station, and for the past eighteen months has been building up his music store, specializing in Sparten radio and combinations. He has made the important discovery that Sparks ensembles can be sold and collected for from people far from wealthy. Three perfectly good sales were made respectively to a one-truck haulage operator, a Mexican trucking contractor, and a rancher of moderate means. His store has a nice stock of popular and Century sheet music, Hohner harmonicas, ukuleles and other instruments. He supplied La Mesa Post, American Legion, with their drums and bugles.

—S. F. PARKER.

Several Newarkers To Embark on Oceanic Philco Convention

Several Newarkers will take in the "Philco Convention on the Ocean," which will be held from May 27 to May 31, inclusive, when 500 radio jobbers and salesmen will make a trip from New York to Bermuda and return on the S. S. "Arcadian."

The local men to take the trip are D. W. May, head of the May radio interests, and attaches of the company, including Earl C. Pullen, general manager, William S. Viall and Albert Gressner, sales manager; Arthur L'Hommedieu and David Fisher, Philco factory representatives in northern New Jersey and Franklin Quinn, of the F. N. Sommer Advertisement Agency, advertising counsel to the May Radio Corp.

POWEL CROSLLEY, JR.,

HARPOONS 200 - POUND

PORPOISE IN FLORIDA

SARATOSA, FLA., Friday.

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, whose new Winter home on the North Shore is one of the beauty spots of this district, spent much of his Winter vacation playtime on his yacht and speed boat, enjoying the many thrills of fishing out in the gulf. One of the recent catches was a 200-pound porpoise caught by means of a harpoon.

CROSLLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors
Adopted as the Standard Lubricant by Leading Manufacturers
PREPARED IN PROPER CONSISTENCY
Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid
Remains in Original Form Indefinitely

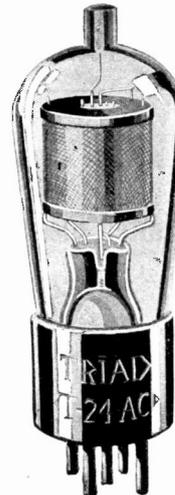
ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET

New York

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

ESTABLISHED QUALITY!



The surest test of quality in a product is its continued acceptance. In the world of radio the ever-growing popularity of Triad tubes stands as a splendid proof of this fact. From the time they were first offered to the public, Triad tubes have served consistently, resourcefully and well—with the result that today they are conceded to represent the utmost in quality. Triad resources, Triad engineering and the entire Triad organization are pledged to the maintenance of that same quality standard in the future.

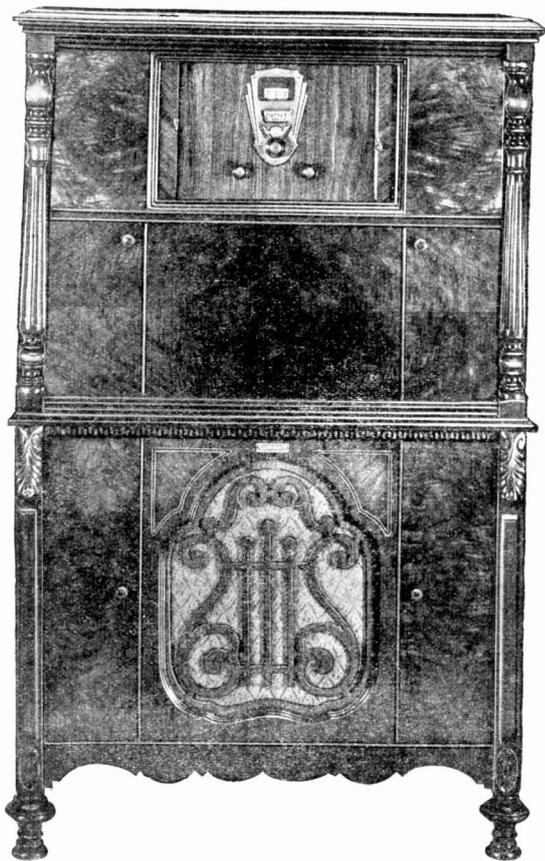
TRIAD MFG. CO., INC.

Pawtucket, R. I.

TRIAD RADIO TUBES

Triad Tubes are manufactured under R. C. A., General Electric and Westinghouse Electric patents.

Capehart Sweeps Away Price Resistance in the Automatic Phonograph Field!



PLAYS RECORDS CONTINUOUSLY
on Both Sides Without Attention

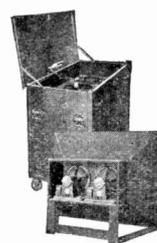
"Give us an automatic phonograph to sell at an attractive price and we'll sweep the field" said music dealers. Here it is at last—the Amperion by Capehart, a companion line to the Orchestrope at **NEW LOW PRICES!** And models for the home as well as business—radio in combination if desired.

BIGGER PROFITS THAN EVER

Capehart music is now easier than ever to sell. A big money maker for business—a new source of joy in the home. Capehart dealers have previously made \$2,000 to \$11,000 a month. Now the market is increased many fold! Price resistance has been swept away. A complete line for every purse and purpose. Big national advertising and direct mail campaign to create new prospects everywhere.



Orchestrope Auditorium Model for Large Halls



Orchestrope Park Model and Double Unit Speaker for outdoor use



Orchestrope for the Home—a triumph of cabinet work



Orchestrope Commercial Model

Send Coupon or Wire!

Capehart has *always* sold exclusively through dealers. New dealers wanted now to serve a greatly increased market. Investigate—send coupon or wire for the Capehart dealer's portfolio telling full details of the valuable Capehart Franchise and the opportunities for really big profits.

Capehart
AMPERION-ORCHESTROPE
THE CAPEHART CORPORATION, FORT WAYNE, INDIANA

The Capehart Corporation,
Dept. 4864, Fort Wayne, Indiana

Please send, without obligation, your portfolio describing all models of the Capehart line—Orchestrope and the New Amperion—and details of the Capehart Dealer's Franchise.

Name _____

Address _____

City _____ State _____

BLIZZARD CRIPPLES RETAIL SET ACTIVITY IN CHICAGO MARKET

RECEPTION HAMPERED, TOO

Kellogg Stockholders in Annual Meeting—Prominent Sets Exhibited at Music Supervisors' National Conference.

CHICAGO, ILL., Thursday.

A raging blizzard, with deep snow banked from one end of the city to another, including adjoining suburbs, has served to prevent radio set prospects from coming in to the stores for the last two days. Moreover, several of the largest radio stations have had their aeriels damaged or blown down so that radio reception is the worst it has been in a year. Coming at a time when radio dealers were beginning to get back on their feet, the effect of this storm will be tremendous.

At the annual meeting Tuesday of the stockholders of the Kellogg Switchboard & Supply Co., President J. A. Yanochowski declared that there was hope for a recovery in the earnings of the company; that it expected to operate during 1930 without a loss in its radio business. He expected, he said, that the results this year would be about the same as those years before the company entered radio manufacture.

The All-American Mohawk Corp. expects to establish a downtown office about April 1 in the new Merchandise Mart, which will be headquarters for Eugene Farney, president, and J. H.

Wimberley, Jr., advertising manager. The meeting held last Saturday was sponsored by the Cushway Distributing Co., Lyric distributor in this district, and was in the nature of a get-together of sales force and officials. It is planned to have more such meetings at regular intervals in the future.

Another public school in Chicago has had a radio set installed, with 37 loud speakers placed in assembly hall and class rooms. The Roswell B. Mason School at 1830 South Keeler avenue was presented last week with the loud speakers and the radio—an extra sized Sparton—by the Parent-Teachers' Association of the school, of which Mrs. Helen K. Mikuta is president. The radio and loud speakers were bought from George Lestina, a music and radio dealer at 2813 West Twenty-second street, but the electrical work and actual installation were done by engineers from the Chicago board of education.

A number of radio manufacturers are exhibiting their wares at the Music Supervisors' National Conference being held this week at the Auditorium and Stevens hotels. Part of the fourth and all of the fifth floor of the Stevens are devoted to exhibits by the various band and musical instrument manufacturers and music publishers. The Majestic radio is represented by Ray S. Erlanson, educational director, and his assistant, Miss Alice Keith.

R. H. Stroud, A-K convention manager, is here from Philadelphia and is looking after the elaborate educational Atwater Kent exhibit. He is assisted among others by W. G. Guiss, Chicago Loop representative for the Sampson Electric Co., Kent distributor in Chicago territory. The Stromberg-Carlson exhibit is manned by representatives from the Chicago office and by A. C. Barg, Cook County representative, and members of his sales staff. The Columbia Phonograph Co. has a representative on the job constantly in the person of R. H. Meyers, sales promotion manager, who is relieved by other members of the Chicago staff. Among the other exhibitors are Lyon & Healy, with several exhibit rooms showing their sheet music, band and musical instrument departments; Sam Fox Publishing Co., Cleveland; Irving Berlin Music Corp., New York, and M. Hohner, Inc., New York.

S. F. Patchin, manager of the Edison Distributing Co., sees the beginning of an active period, though he said there had been no complaint to make so far this year, as the public seemed to be becoming radio-minded. Roy Dunne, genial traveling representative, was supposed to stop in at the local offices this week on his way east, but because traffic was tied up by the big blizzard, he decided to go on to his destination, Indianapolis, where he will spend a few days.

Herbert H. Frost, president of the Utah Radio Products Co., and Henry C. Forster, vice-president, were both absent on out-of-town trips this week. Mr. Frost to New York and Mr. Forster to Michigan, though both were expected to return by Wednesday when the directors of the company were to meet at the local offices. E. S. Ridel, formerly sales manager for the Utah company, has recently connected with the Grigsby-Grunow Co. as assistant sales manager of the tube department.

Among the radio buyers in the city this week was S. M. Grass, representing the Famous-Barr Co., of St. Louis, who was looking over the products of the various radio manufacturers in this territory.

—WM. H. ALEXANDER.

MANTLE, CLOCK MODEL RADIO SETS MOVE FAST AROUND LOS ANGELES

Los Angeles, Calif., Thursday.

The fastest moving radio merchandise in the southwest the past thirty days has been the mantle, or clock model receiving set. These are being made by nearly twenty different local manufacturers, all selling, with one exception, at a list of \$59.50. The exception lists at \$54.50.

These miniature sets are self contained—chassis and tubes and speaker all in the same cabinet. Two or three factories have tried a metal cabinet but most of them use a wooden one. The widespread acceptance of the low priced set has given rise to additional activity in fashioning carrying cases.

Some of the companies have representation up and down the coast. One just granted a franchise in Denver. Another sends a salesman to Chicago. However, most of them are in the market to secure eastern jobbers.

Keller-Fuller Mfg. Co., 1573 West Jefferson street, Los Angeles, has recently brought out the Radiette, a mantle model. It now introduces a console into which the mantle set may be placed. This provides a set for home and, when needed, the portable slips out and may be carried around leaving the console cabinet in the house.

While many nationally known firms plan to help their dealers over the summer months with electric refrigerators, the California firms believe that the new, compact, low priced clock model will do the trick out in the west.

At the same time it is pretty generally recognized that looking on the eleven western states as a vast potential market is an economic fallacy. Five or six states do offer much undeveloped territory but the rest of the states represent a good-sized armful of wide open spaces.

Gillfillan Brothers this month brought out its new models and is now in production. The firm does not make the small sets but confines production to higher priced radio.

The manufacturers and manufacturers' agents division of the radio and music trades association of Southern California held its annual election at the Commercial Club, Lombard J. Smith, factory representative, is president; Emmet Patterson, Patterson Radio Corp., first vice-president, and Jack Perlmuth, factory representative, is second vice-president.

New Los Angeles representatives include Jerry T. Hill, 808 San Fernando building, representing De Forest Audions and B. Boomgard, 756 South Normandie, representing Cunningham a tubes.

C. C. Lawton, Day-Fan distributor, has closed its doors and the stock was auctioned off for a creditors' committee.

Yale Electric Co. (R. B. Yale), 1111 South Wall street, has added to his wholesale line the new Howard screen grid sets. He has represented Apex for the past year or two.

—RALPH L. POWER.

SHOE FACTORY USES A-K SET AS AID TO WORKERS

St. Louis, Mo., Thursday.

The big problem of reducing labor turnover has been solved in a unique way by the Boyd-Welsh Shote Co., St. Louis, maker of Peacock shoes. An

Atwater Kent radio has been installed in the fitting room for over a year now and officials of the company say the girls have become so attached to it that it would be impossible to do away with it.

The Atwater Kent radio was originally installed for entertainment during the lunch hour. After it had been in but a short time, the girls requested that it be allowed to play all the time. The officials, though somewhat skeptical, consented to a trial. Since then the radio has never been shut off. The music has never interfered in any way with the efficiency of any worker. In fact, it has been found that it affords something to occupy the minds of these piece workers and prevents the drudgery and monotony of their tasks from preying on their minds and souring their disposition.

100,100 Bid Received For Earl Radio Assets

Newark, N. J., Thursday.

A bid of \$100,100 for assets of the bankrupt Earl Radio Corp. will be submitted by receivers to Vice-Chancellor Alonzo Church as a result of an auction held yesterday in the Court of Chancery room here. The bid was made by Frederick Freedberg, a New York machinery dealer. The court will pass on acceptance of the bid Tuesday.

The public sale was ordered last week after several private bids had been made. The bidding yesterday was started with an offer of \$66,000, \$1,000 higher than the highest private bid submitted last week. The bid last week was made by stockholders seeking to reorganize the company.

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.

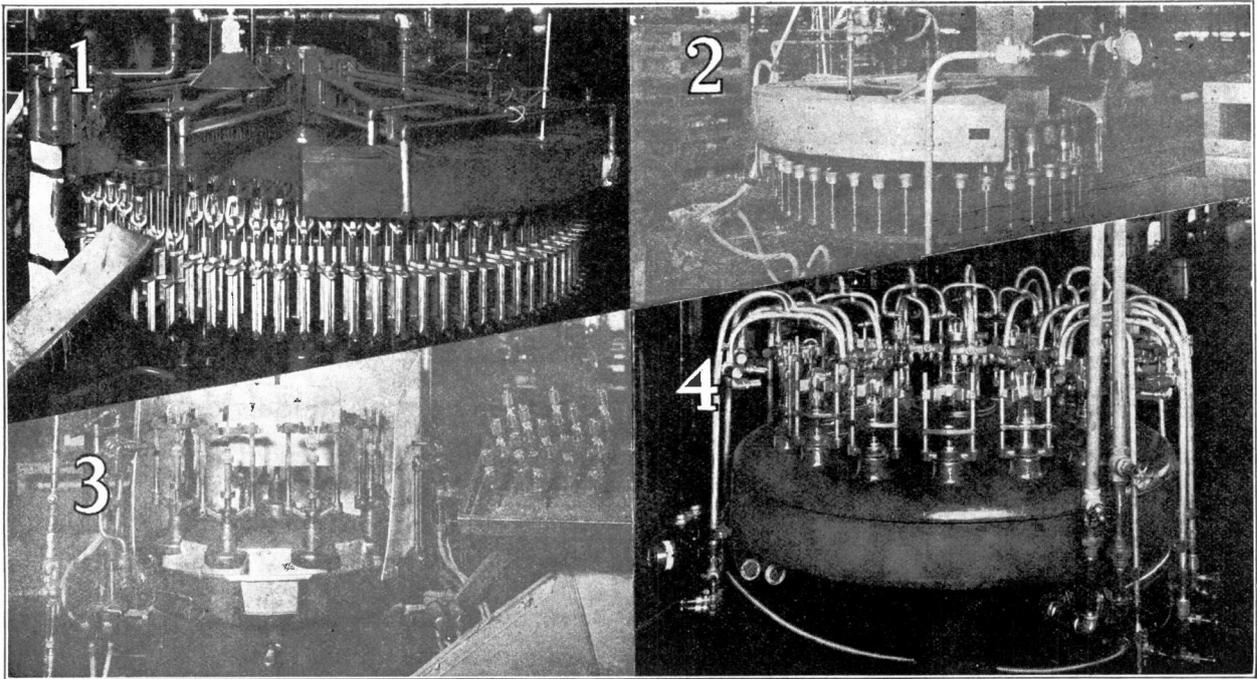
RECORD FILING DEPT.
HERKIMBR, N. Y.

The HEIGHT OF PERFECTION

Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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



1. New basing machine—capacity 2,000 tubes an hour
 2. Old basing machine—capacity 300 tubes an hour

3. Old sealing machine—capacity 300 tubes an hour
 4. New sealing machine—capacity 2,000 tubes an hour

New inventions
reduce prices
 ON *de Forest* AUDIONS

The above illustrations show only two of the many new automatic high-speed machines developed and patented by the De Forest Radio Company.

In 1906 Dr. Lee De Forest invented the radio vacuum tube and made broadcasting possible. Today De Forest engineers again lead the way with an entirely new conception of radio tube equipment which maintains quality and makes it possible for the radio public to purchase the famous De Forest high vacuum, long life Audions at greatly reduced prices.

Your customers will appreciate this saving and when they equip their set completely with the De Forest perfected Audions, they will note the difference right from the start.

TYPE	PURPOSE	OLD PRICE	NEW PRICE
410	Power Amplifier	\$ 9.00	\$ 8.00
422	D. C. Screen-Grid Amp.	4.50	4.00
424	A. C. Screen-Grid Amp.	4.00	3.00
427	A. C. Detector Amplifier	2.50	2.00
445	A. C. Power Amplifier	3.50	2.50
480	Full-Wave Rectifier	3.00	2.50
481	Half-Wave Rectifier	7.25	6.50
450	Power Amplifier	11.00	10.00

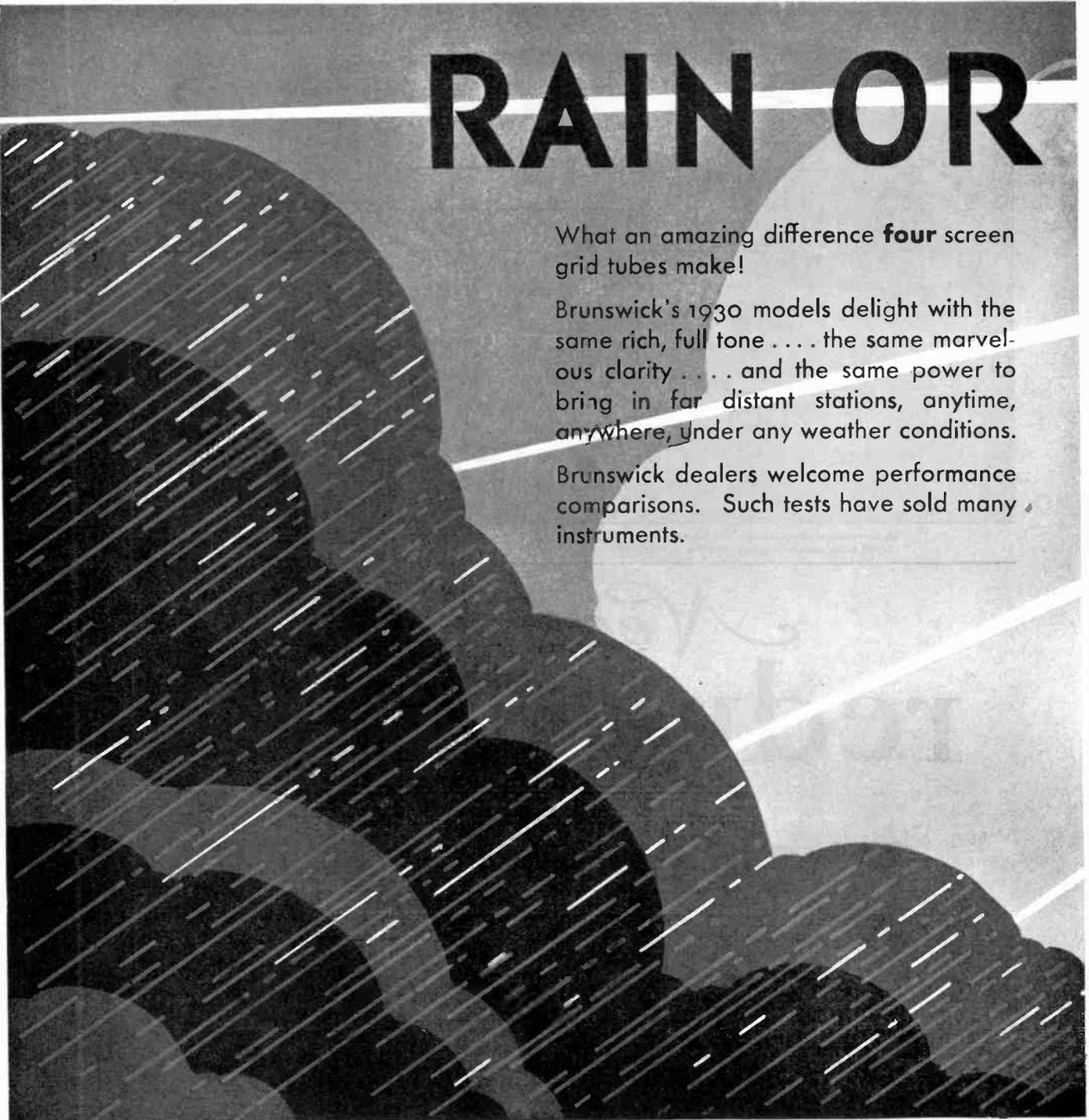
de Forest
AUDIONS

DE FOREST RADIO CO., PASSAIC, N. J.

Branch Offices Located in

Boston, Philadelphia, Atlanta, Pittsburgh, Chicago, Minneapolis, St. Louis, Kansas City, Denver, Los Angeles, Seattle, Detroit, Dallas, Cleveland

RAIN OR



What an amazing difference **four** screen grid tubes make!

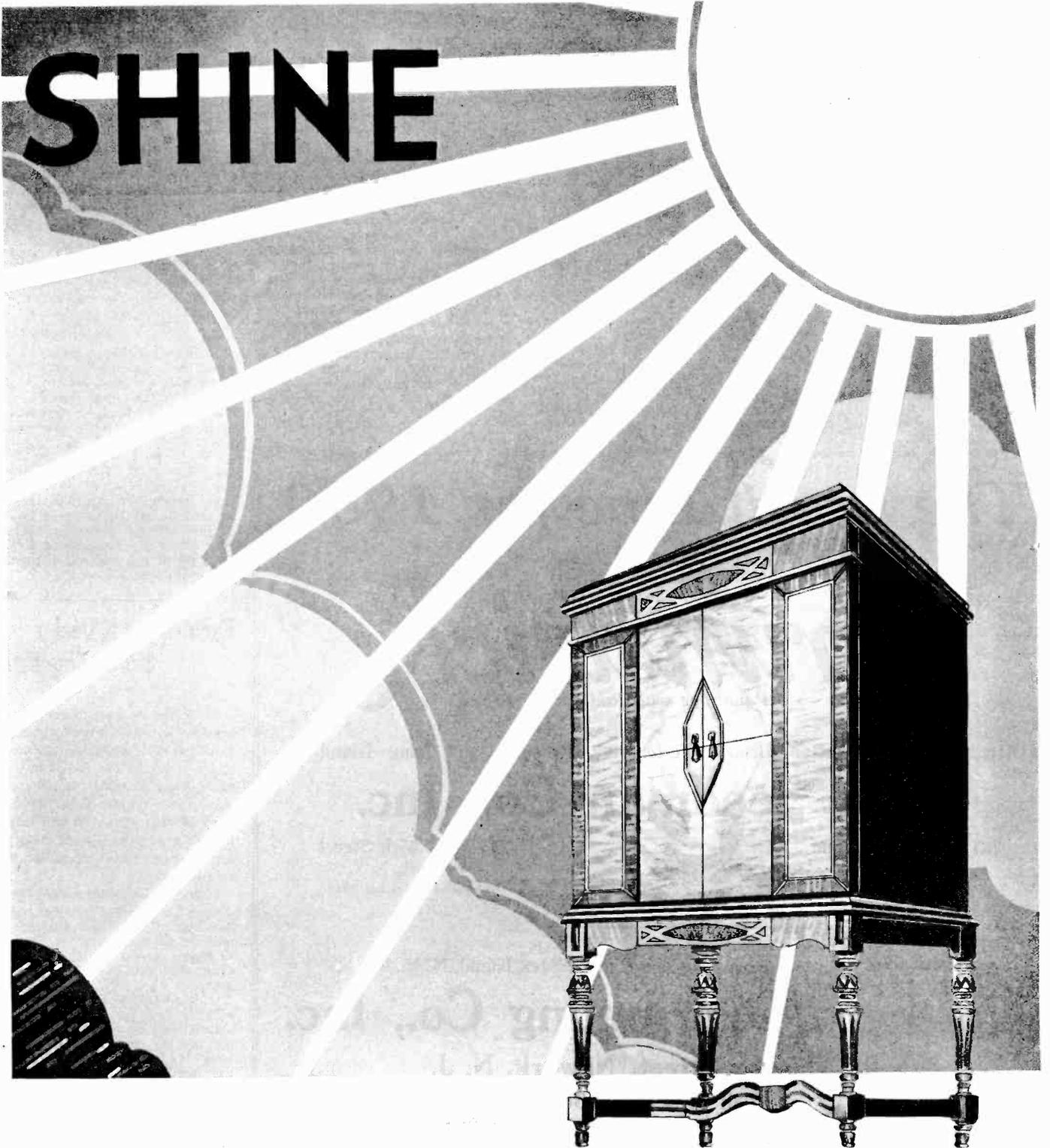
Brunswick's 1930 models delight with the same rich, full tone . . . the same marvelous clarity . . . and the same power to bring in far distant stations, anytime, anywhere, under any weather conditions.

Brunswick dealers welcome performance comparisons. Such tests have sold many instruments.

Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,



Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

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

MCCANNE & ROHAN STROMBERG SALES AGENTS IN ST. LOUIS

ST. LOUIS, Mo., Friday.

Orval E. McCanne, for the past several years factory representative in the St. Louis trade territory, has formed a partnership with John A. Rohan, Jr., formerly connected with the Brunswick-Balke-Collender Co., under the firm name of McCanne & Rohan, Inc.

Offices of the new firm are located at 1924-35 Railway Exchange building where wholesale display rooms have been opened. Warehouse facilities have been obtained by the new company on additional territory for the Stromberg line which now includes eastern Missouri and southern Illinois.

McCanne declared to the local correspondent for THE TALKING MACHINE and RADIO WEEKLY that

conditions are rapidly improving in the radio field and the new move was made to take care of an increased business which is confidently expected to start in a short time.

The new Bosch receiver for installation in automobiles was tested on a run through St. Louis recently in a car driven by James C. Gordon, the distributor. It is installed back of the dash of the car and both receiver and speaker are well out of the way of front seat occupants. The tuning device, which works smoothly and efficiently, is on the dash at the right. Reception was excellent throughout the entire test, which covered all parts of the city in an effort to detect what might prove annoying interferences.

The Gardner Radio & Electric Corp. has been appointed factory representative for A. C. Dayton sets.

Con O. Lee, a psychologist and character analyst, who spoke recently before the St. Louis Radio Trades Association, has been engaged by Brown & Hall Supply Co. to give a series of three talks a week for two weeks to Atwater Kent dealers and salesmen. The talks are given at Hotel Statler

from 8:30 to 9:30 Wednesday, Thursday and Friday mornings.

Mr. Lee asserts that men and women fall into one or other of five biological types — nutritive, thoracic, muscular, osseous and intellectual. The first, who runs to flesh, he says, wants things comfortable and rather showy. The second type wants the best, buying, for example, the most pretentious car he can find. The third buys from the viewpoint of practical and best value. The fourth is conservative in his notions, wanting the same kind of a suit that he had last year. The fifth is academic in his inclinations.

The first type accumulates, financially as well as physically, is good-natured and peaceful. The second is the one from which best salesmen and actors come. The third is the type to which 40 per cent. of human beings belong. Roosevelt was a high powered example of this type. The fourth is the great conservative. Woodrow Wilson was an example of this type. The fifth is cerebral, "brainy," nervous, Coolidge being an example.

—N. B. TERRY.

Popular-Priced Goods Bring Biggest Profits, Declares Crosley Jobber

BUFFALO, N. Y., Friday.

Albert C. Finley, secretary of the H. D. Taylor Co., Crosley distributor in this district, has sent a large folder to the dealers in his territory in which he brings out the fact that Woolworth, Grant, Kresge—all great merchants—made their fortunes by selling popular-priced volume merchandise.

"Did you ever stop to think that the dealer franchise for the Ford car is the most valuable and sought after franchise in the whole automotive field?" he asks. "And yet the dealer's profit on the Ford car is only 17½ per cent. And automobiles on which the profit is 30 per cent. and 40 per cent. go begging for good dealers. Why? Because there is more money, easier sales, quicker turnover in popular-priced merchandise.

"The same is true of the Crosley radio franchise. Today you have the greatest chance of all to sell to the small income family a radio that their pocket-book can buy and pay for.

"Introduce this popular-priced line to your territory. You will get inquiries from which you will sell \$90 and \$75 sets as well as \$55 sets."

Exclusive A-K Dealer Shows Fine Profits

ACKLEY, IOWA, Thursday.

Concentration on one line of radio, constant outside prospect digging and a 100 per cent. guaranteed service policy has enabled Floyd C. Weber, pioneer radio dealer of Ackley, to sell approximately 250 Atwater Kent radios in a town of 1500 population and build for himself a very nice profit every year, according to a recent report. Mr. Weber said in part:

"One of the main reasons for my success has been the policy of selecting one line of radio and sticking right with it all the years through. Our customers prefer a line that has an established faith through a trustworthy house.

"Never have we relied upon our place of business to get the sales. A substantial looking store is inviting, but not inviting enough to get sales volume. We have had to go out after our prospects.

"Another point in our favor is our service. It seems out of place to refer to service in connection with Atwater Kent radio but there occasionally comes a call, more from the customer's lack of knowledge of radio, that must be classed as a 'service call,' and we render such service at these times so as to keep our customer satisfied and happy.

"We have had a slogan in our business. It is a well known fact in Ackley that Floyd C. Weber sells Atwater Kent radio and our slogan 'your neighbor has one' has a very definite meaning. As a matter of fact, it is pretty much of a reality, for out of a population of about 1500 people we have placed approximately 250 Kent sets."

The Profit Line for 1930

Brunswick

Radio • Panatope with Radio • Records

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 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

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

Serving Atwater Kent Radio Dealers With Promptness and Efficiency
BALTIMORE NORFOLK RICHMOND

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

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

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA
we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street

The Atwater Kent Distributor of
the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.

Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

SET DEMAND SLOWLY INCREASING, REPORT QUAKER CITY DEALERS

PHILADELPHIA, Pa., Friday.

Slowly rising demand for sets has succeeded the general lagging tendency in the local industry which prevailed ever since the radio world began its adjustment of stocks to fit present-day needs. While the trade is reviving, there is not yet a normal buying power as general industrial conditions will not permit of booming or thriving business. Those dealers who keep after sales by extra efforts are able to bring about a fair volume of trade.

R. E. Tongue & Brothers, Inc., Allegheny avenue and Amber street, recently appointed Crosley distributor, held open house for its dealers at its warehouses, at which the new "Companionship" Series was on display. Also exhibited was the new Crosley automobile set.

The Radio Distributors Board of Trade held a meeting recently at the Automobile Association headquarters in North Broad street, at which the matter of co-operation with the R. M. A. in the coming June convention at Atlantic City was discussed. A committee was appointed to arrange for the reception at the convention of the local members, consisting of Raymond Rosen, chairman, David M. Trilling, Harry M. Gansman, Joseph B. Suess and Horace R. McConnell. There also was appointed a committee to look into plans for the radio show to be held here in October in conjunction with the exhibition of the Electric Club of Philadelphia. This committee consists of Joseph B. Suess, David M. Trilling, Harry M. Gansman and Horace R. McConnell.

The Board of Trade also took up the question of the introduction of an educational drive to provide better merchandisers in the retail division and to correct present disturbances, such as down-payment, trade-in factors, free service and like practices. These welfare measures were left to

the direction of the secretary, David M. Goff.

The Stewart-Warner Radio Distributors, 1419 N. Broad street, during the week introduced the new cabinets at a special display arranged by the local manager, Joseph B. Suess. The cabinets shown were attractive pieces of furniture in Period designs.

The recordings of Charles Buddy Rogers, exclusive Columbia artist, were introduced to the Philadelphia trade this week by the local branch of the Columbia company, and went over with tremendous success for initial sales. The local offices are looking for big things from Rogers' "Any Time's the Time to Fall in Love" coupled with "Sweepin' the Clouds Away," theme songs from the Paramount production, "Paramount on Parade."

Tieing in with "The Rogue Song" at the Boyd Theatre, the Atwater Kent distributors, Louis Buehn Co., of 835 Arch street, gave prominence to the appearance in the picture of Lawrence Tibbett, noted Atwater Kent radio artist and Metropolitan Opera baritone. There was an Atwater Kent radio display in the lobby of the theatre and dealers were supplied with streamers announcing the advent of the talkie with this famed singer. The Philadelphia Electric Co., in its store at Tenth and Chestnut, also devoted much space to the Atwater Kent in a tie-up with the talkie.

There is being planned for the Philadelphia trade a special week to be devoted to the sale of Cunningham tubes. Under the plan the distributors will hold a Renewal Week in mid-April to boost the Cunningham during which all dealers will urge their clientele to renew tubes so as to clarify radio reception disturbances by discarding worn ones. All dealers will cooperate by testing tubes free.

Robert Cameron, district manager for the General Motors Radio Corp., representing Dan-Fan radios, has removed his headquarters to the Terminal Warehouse building where are located the Atlantic Coast regional headquarters of the company. There is connected with the headquarters at 800 N. Delaware avenue a warehouse for carrying stocks so as to insure speedy delivery to the trade.

The Schimmel Electric Supply Co., 526 Arch street, is devoting its former radio department to the distribution of the Copeland electric refrigerators. Many dealers in this territory have taken on the Copeland which is being distributed under management of Joseph F. Neutra, head of the radio department.

William P. Saunders, buyer of the radio department at Gimbel Brothers', is back from a rest at the seashore where he went to gain strength preparatory to going to the hospital for an operation to the throat and nose. G. F. Wurtle is attending to the buying at the Gimbel store.

C. H. Brown, of the R. C. A.-Victor Co., Inc., has been spending the week in the local trade in promotion work with the moving picture theatres and Victor radio dealers in exploitation of the various records made by Victor.

—CARR.

A. M. TAYLOR IS NORGE ADVERTISING MGR.

Detroit, Mich., Friday.

A. M. Taylor, formerly with the advertising department of the United States Tire & Rubber Co., has been made advertising manager of the Norge Corp., this city, maker of electric refrigerators.

Brunswick Specialist Sees Profits in Dealer Direct Mail Advertising

CHICAGO, ILL., Thursday.

Probably the two greatest forces in advertising that a dealer has at his command are the dealer helps furnished him by the manufacturer and direct mail advertising, in the opinion of Parker H. Erickson, head of the dealer service department of the Brunswick-Balke-Collender Co., this city.

"There isn't much that can be said about dealer helps for this lies entirely with the manufacturer," Mr. Erickson declared in a recent interview, "and it is up to the advertising department of the manufacturer to decide just what kind of dealer help material will do the most good for the average dealer."

"For that reason, the dealer has to more or less accept what his manufacturer furnishes—using that which he can profit through using, and perhaps discarding that which he can't. As a rule, however, manufacturers today know the kind of material that fits the dealer's job and except where there is an over abundance of material being shipped to one retailer—most of the factory material is being used by progressive and wide-awake radio dealers."

"As to the other form, the direct mail advertising, there is much that should be learned by the dealer for it is an easy thing for him to literally throw away hundreds of dollars each year in this method of advertising."

"To intelligently approach this subject it is necessary to remember that this can be separated into two classes, the direct mail advertising, commonly known as mail advertising, that manufacturers offer to dealers at cost or half cost, and the mail advertising that the dealer plans and prepares himself that starts in his own organization and in which the manufacturer has no hand."

"About the only thing that can be said for the former is that if it is planned properly and unless it is too costly, the dealer can be sure it is wise to participate in the campaign if the campaign will do something for the dealer. The easiest way to judge this is to ask yourself, "Will I get inquiries for radios and demonstrations from this advertising?" If you can answer "yes" after looking over the manufacturer's campaign, buy it."

"Mail advertising should reach only people who make good prospects. Don't make up any kind of a list. Use old customers as a foundation, for the customer who used to trade with you, but who has for some reason failed to show up recently, can easily be drawn back into the customer-folds by friendly personal messages either in the form of post-cards or letters of the right nature."

"In making up lists don't forget your present customer. While you are neglecting him your competitor is trying to bring him into his store. Keep him as your customer by reminding him regularly that you appreciate his business and want him to know it."

"When the manufacturer whose radio you sell sends you folders illustrating the models, write a friendly letter and accompany the letter with the folder to your list of prospects. The letter is good insurance that the folder will be read and very often preserved. This method was proved by many dealers at the time Brunswick issued, for dealer

FIGURES ON YEAR'S RADIO SALES DIFFER

Washington, D. C., Thursday.

Reports on radio sales during 1929 show that there is considerable disparity between the estimates arrived at by the industry and those arrived at by the Department of Commerce.

The radio industry places the turnover for the last calendar year at \$842,000,000, or twenty-three per cent. above the 1928 figure. The department's best figures on the basis of reports received from about one-fourth of the retailers throughout the country is some \$500,000,000.

According to the industry's statistics gathered from the various manufacturers and retailers, more than 4,000,000 sets were sold. The Commerce department's statistics make this something like 3,000,000 sets.

Department officials are free to admit that their estimates are little short of guesswork, since there is no fixed method of gathering official statistics for the radio industry as in other industries. Questionnaires are sent out quarterly to radio dealers, and about twenty-five per cent. answer them.

GRIFFITH COMPANY OFFERS SUGGESTIONS TO INCREASE VICTOR RADIO SET SALES

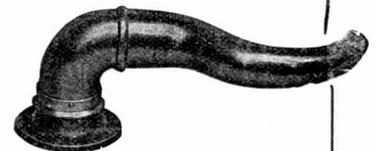
Indianapolis, Ind., Friday.

The Griffith Victor Distributing Corp., 31 East Georgia street, this city, is urging its retail trade to increase the sale of Victor instruments by using windows and floor space for a display featuring the chassis, amplifier and speaker units of the Victor radio. The well known wholesaler offers several excellent suggestions whereby the dealer can obtain maximum sales at minimum cost.

use, the booklet "The Inside Story of Brunswick."

"No radio dealer can go wrong by using intelligently written letters or cards or circulars directed to the right kind of lists regularly. They help to increase inquiries and bring more people to your store, and above all, they build sales, increase profits at low cost."

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

Write for Particulars

THORENS, Inc.

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

DUMONT Noise Eliminator



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

PRICE \$5.00

DUBILIER CLOCK CORP.

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

COLUMBIA GIVES YOU THE BEST SELLING FOREIGN RECORDS IN THE WORLD



NO matter *what* races live near you, they'll find their best-loved music in the Columbia Foreign Records. For Columbia has records of the favorite music and songs of thirty different races and nations.

No other company offers you records in so many languages. And these Columbia records are the real favorites of each race, performed and directed by their finest *native* musicians. German records are made by real Germans—Turkish records are

COLUMBIA FOREIGN RECORDS (Green Label)

- | | |
|-------------------------|-----------------------|
| <i>Armenian</i> | <i>Lithuanian</i> |
| <i>Arcadian</i> | <i>Mexican</i> |
| <i>Bohemian</i> | <i>Norwegian</i> |
| <i>Bulgarian</i> | <i>Persian</i> |
| <i>Chinese</i> | <i>Polish</i> |
| <i>Croatian-Serbian</i> | <i>Portuguese</i> |
| <i>Finnish</i> | |
| <i>French-Canadian</i> | <i>Roumanian</i> |
| <i>German</i> | <i>Russian</i> |
| <i>Greek</i> | <i>Swedish</i> |
| <i>Hebrew-Jewish</i> | <i>Scandinavian</i> |
| <i>Hungarian</i> | <i>(Instrumental)</i> |
| <i>Instrumental</i> | <i>Slovak</i> |
| <i>(International)</i> | <i>Slovenian</i> |
| <i>Irish</i> | <i>Syrian-Arabic</i> |
| <i>Italian</i> | <i>Turkish</i> |
| <i>Japanese</i> | <i>Ukrainian</i> |

made by real Turks—and so on. These records are the *real thing!* That's what the people buying foreign records want. And that's why Columbia records sell faster than any of the others.

You'll find *lots* of your customers who are eager for the music of their Old Country—so be sure you have *plenty* of these Columbia Foreign Records in your store! Ask your distributor for the 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

© 1935 Trade Marks Reg. U. S. Pat. Office
No. 2,147,100 - Renewed Mar. 18, 1936
Patented in U. S. and other countries
Columbia Phonograph Company, Inc., New York, N. Y.
Manufactured by Columbia Phonograph Company, Inc., New York, N. Y.

Columbia Phonograph Company, 1819 Broadway, New York City
Canada: Columbia Phonograph Company, Ltd., Toronto

SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

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

MAY Distributors of Philco BALANCED UNIT RADIO

MAY RADIO CORP.

380 Central Ave., Newark, N. J.

Sole Distributors in Northern New Jersey and Staten Island of the Philco Standard line.

MAY DISTRIBUTING CORP.

112 Bleecker St., N. Y. C.

Sole Distributors in Manhattan and Brooklyn of the Philco Standard line.

MAY DISTRIBUTORS, Inc.

797-805 Beacon St., Boston, Mass.

Sole Distributors in Worcester, Middlesex and Norfolk counties, Mass., of the Philco Standard and Screen Grid Plus lines.

D. W. MAY, Inc.

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

D. W. MAY, Inc.

34-36 W. Houston St., N. Y. C.
Sole Distributors in Manhattan and Brooklyn of the Philco Screen Grid Plus line.

RADIO SET BUSINESS STEADILY GAINING IN MILWAUKEE DISTRICT

WRTA HOLDS MEETING

Bosch Automobile Set Arousing Much Interest — Morley Murphy Co. Is Appointed Zenith Distributor for Wisconsin and Upper Michigan.

MILWAUKEE, Wis., Friday.

Radio sales continue to show slight increases in this territory and indications are that with gradual improvement of business conditions sets will be sold in larger quantities. Both dealers and distributors are working hard to dispose of their merchandise.

W. H. Roth was installed as president of the Wisconsin Radio Trade Association at the last meeting of the organization, on Wednesday. W. H. Nolan was elected secretary and member of the board of directors. The following standing committee chairmen were appointed: Attendance and membership, George Barnes; program and entertainment, B. S. Wisniewski; finance, L. M. Jeger; broadcasting and publicity, A. Van Antwerpen; merchandising, Jack Wesley; speakers, W. H. Nolan; technical, O. C. Kuehnel; legislative and contact, Michael Ert; convention, Walter Kluge; exposition, W. H. Roth; vigilance, George Lindberg; State organization, Henry M. Steussy.

The Interstate Sales Co., Bosch distributor, reports that numerous requests from all parts of the State have been received regarding the new automobile set. Several receivers have already been installed and owners are very enthusiastic regarding their performance. The fact that Reo has chosen this radio as standard equipment on its new models has added much to their salability.

The Great Lakes Radio Corp. has added an exclusive Majestic sales unit to its store at Sixteenth and Wisconsin avenues. The unit, which is in reality a separate store facing Wisconsin avenue, carries a complete line of Majestic sets. Attractive canopies of various colors and designs have been placed over each model. The store is luxuriously furnished.

Thousands of individuals in Milwaukee have taken the Color Tone Test, according to Mr. Skeels, sales promotion manager of the Badger Radio Corp., Majestic distributors. Dealers everywhere report that public interest in radio has been stimulated through this unique test. The announcement that the Grigsby-Grunow Co. will maintain its present prices until January 1, 1931, has encouraged many of the local merchants.

The Morley Murphy Co. has been appointed distributor of Zenith radios for Wisconsin and Upper Michigan. C. E. Willert, manager of the Milwaukee office, predicts a steady improvement in the radio business, and is enthusiastic regarding the prospects of Zenith sales for 1930.

Atwater Kent radios are enjoying a brisk sale at the present time, according to the Orth Music Co., on Wisconsin near Fifth. Mr. Parcner, chief engineer of the Columbia Phonograph Co., called at the store early this week. "What Is This Thing Called Love" and "When It's Springtime in the

Rockies," two Victor recordings, are selling rapidly at the Edwin Tillman Song Shop, on Wisconsin near Fourth. Mr. Tillman reports that sheet music sales are very good at the present time.

I. D. Hale, a radio dealer, located at 59 Twenty-seventh street, has installed a Philco set in the Walgreen drug store at Twenty-seventh and Wells.

Low priced sets are selling fairly well at the present time, according to the Flanner Hafsoos Music House, on Broadway near East Wisconsin. The firm has evolved a sales plan in which individuals sending in names of prospects receive \$5.00 for each one who purchases a set within sixty days.

—E. S.

DEVICES CONDENSER WITH SIX RANGES

Stanford, Conn., Monday.

A multi-range variable condenser has been devised by Otto Luther, of this city. The condenser differs from those now in use in that it is said to permit the covering of six wavelength ranges, one at each complete turn of the shaft. A threaded bearing at the back of the instrument brings the stationary and movable plates closer or farther apart and thus raises or lowers the tuning area.

Mr. Luther declared that his condenser made possible the same spread between stations on short waves as was obtainable on the broadcast channels. Heretofore hairline tuning on short wave has been necessary, he said.

INTEREST IN RADIO GROWING IN HAWAII

Washington, D. C., Friday.

According to the Department of Commerce, Hawaii is purchasing large amounts of radio from the United States. It is stated that a greater interest in radio broadcasting is indicated by an increase of from \$142,832 to \$411,999 in purchases of radio apparatus. The islands now boast two broadcasting stations, one 250 and one 500 watt, which give frequent programs.

Purchases of pianos and phonograph records were considerably smaller than in 1928.

BRUNO

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Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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



All abo-o-o-oard for
CROSLY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

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



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.
INCORPORATED
UTICA, N. Y.

16,000
KOLSTER
AND
KOLSTER BRANDES
RADIO SETS

Latest 1930 Models
(Nos. K43-K44-B15 & B16)

Purchased from the Kolster Radio Corporation by the New York Kolster Distributors and now available to dealers throughout the country at extremely attractive prices.

This is your opportunity to sell nationally known merchandise at very substantial price reductions—a sure means of boosting and stimulating your sales.

Wire or Write for Prices

to either Company

MUSICAL PRODUCTS

Distributing Co., Inc.

22 West 19th St., New York

GREATER CITY

Distributing Co., Inc.

76 Fifth Ave., New York

GULBRANSEN LINE FOR THE JOHN V. WILSON CO. IN NEW ENGLAND AREA

Boston, Mass., Friday.

Announcement was made recently that the John V. Wilson Co., of Brookline avenue, has been appointed exclusive distributor for the Gulbransen radio set line, in eastern Massachusetts, New Hampshire and Vermont.

A phonograph record that cannot be cracked, scratched or burned will be placed on sale in the Greater Boston territory shortly, it was announced this week by a representative of the manufacturers, who is busy arranging contracts with the dealers who will handle them in this territory. The records will retail at 15 cents each.

The Stieff Piano Co., 15 Boylston street, reports a good volume of sales the past week on Victor records. Following is a list of the most in demand: "Have a Little Faith in Me," "I'm Following You," "Gypsy Dream Rose" and "Until Love Comes Along."

The Tremont Electrical Supply Co., with stores at 228 Tremont street and 70 Stuart street, since taking on the Baird and the Super-Wasp, complete parts of short wave set, has done a splendid business. The Baird is designed by the Shortwave & Television Laboratory, Inc., 104 Brookline avenue, this city and the Super-Wasp is manufactured by the Pilot Radio & Tube Corp., 323 Berry street, Brooklyn, N. Y.

Farrington Electric Shop, 30 Boylston street, has recently taken on the complete line of Zenith sets. This store reports good business for the past month. Jordan Marsh Co.'s radio department is now conducting an extensive campaign on the Amrad line.

Oscar Levine, president of the New England Cycle & Radio Co., reports a good business the past week. This emporium handles such nationally known makes as Atwater Kent, Zenith and Philco.

In an interview with Ford Sperry, branch manager of the American Bosch Magneto Corp., he stated that great enthusiasm is being shown for the new model 48C Bosch set.

L. K. Scott, Boston representative for Howe & Co., distributor for Atwater Kent, reports a big increase in Kent sales during the past two weeks.

Houghton & Dutton, one of Boston's leading department stores, has been staging a vigorous sales drive on the RCA line. More than 500 sets have been sold the past week.

Frank Kelly has recently been appointed radio manager of Houghton & Dutton. He was formerly connected with the American Piano Co. of New York. Mr. Kelly has had extensive experience in retail radio merchandising.

A third son was born last week to Mr. and Mrs. William Lyon. Mr. Lyon is president of the Ayers-Lyon Corp., Statler building.

—CHARLES W. JONES.

Receiver Named for Victory Electrical

A petition in bankruptcy was filed Monday against the Victory Electrical Supply Co., Inc., radio distributing organization of 1207 Bedford avenue, Brooklyn. Judge Inch in Eastern District Court appointed George H. Flages, 14 Pennsylvania avenue, Brooklyn, receiver in bond of \$20,000.

CLASSIFIED SECTION

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

REPRESENTATION

Well known New York radio wholesaler with branch in Newark, N. J., is open to represent reliable manufacturers of radio sets, tubes and accessories. Manufacturers who want their share of sales in the New York and Jersey markets, Address Box 497, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York, N. Y.

SERVICE MAN FOR RADIOS— PHONOGRAPHS—PIANOS

MUST BE EXPERT

A real proposition awaits you. Would consider one who could do radio and phonograph work only. Must be a hustler. To solicit work and sell. No booze or time killers wanted. Write with references. Grimes Music Shop, Logan, West Va.

CREDIT MANAGER now available with highest references from former employer, the Greater City Distributing Co., seeks immediate connection. John W. Dodge, 931 Lincoln place, Brooklyn, N. Y. Phone: Haddingway 5742.

RETAIL STORE MANAGER

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

OPTIMISM PERVADES SEATTLE RETAILERS

Seattle, Wash., Friday.

The Seattle Radio and Music Trades Association called a special meeting for the purpose of hearing Emerson B. Knight, who has just completed a consumers' survey of Seattle and vicinity. The meeting was held last evening at eight o'clock in Joyce's cafe. Mr. Knight presented the results of his radio survey for the benefit of the local dealers. He is founder of Emerson B. Knight, Inc., with headquarters at Indianapolis. He conducted his survey in Seattle and surrounding communities, with a force of sixteen assistants last July. It was completed February 1. The information becomes public property.

J. B. Meier, new manager of the Seattle division for the American Radio Co., arrived here this week from San Francisco. He has been with the organization for the past seven years and in that time has been stationed in Philadelphia, Trenton, N. J., and San Francisco. In commenting on the growth of the American Radio Stores, Mr. Meier brought out the fact that Pacific

SALESMAN-RADIO—Six years' experience, large following in Metropolitan District, seeks connection with reputable jobber or manufacturer, executive ability. Box 493, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

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

LEADING MANUFACTURER of portable phonographs, toy phonographs and musical specialties wishes to secure services of high class sales organizations covering the districts of Atlanta, Boston, Los Angeles, San Francisco, Portland and New Orleans. Concerns catering to radio, furniture and department store trade preferred. Box No. 491, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

Coast development has been so phenomenal that main offices have been moved from Philadelphia to San Francisco.

H. W. Kuett, of Bremerton, Wash., a progressive radio dealer, has just completed remodeling his store to take care of increased volume of business. His store now stands out among the most up-to-date on the Pacific Coast in the radio business. The interior has been so arranged that each set is accessible to the consumer from all angles. Unusually fine window display space has been arranged in front of the store.

The S. L. Cross Music Co., of Seattle, is having unusual success with its latest song plug number, "Rock-a-Bye to Sleep in Dixie" which is catching on very well and has become a prominent seller on the Pacific Coast. Gene McCormick is professional manager of the company. He reports several new

CHICAGO OFFICIALS PREPARE FOR ACTIVE SPRING SET BUSINESS

Chicago, Ill., Saturday.

William C. Grunow, vice-president and general manager of the Grigsby-Grunow Co., who has been spending several months in Phoenix, Ariz., is expected back in this city on Monday, much improved in health. M. W. Thompson, of the Majestic publicity department, went to Asheville, N. C., last Friday on business and pleasure combined and is also expected to return Monday.

Phileo offices here report a better tone to business. James Herron, manager of city sales, says dealers are optimistic, and he believes it a question only of time before the situation will be vastly improved.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., returned this week from more than a month's tour of the west coast, and was vastly pleased with conditions as he found them. New distributors have been added in Michigan and Indiana.

A. A. Trostler, of the radio-Panatrope division of the Brunswick-Balke-Collender Co., reports that in his contact with dealers they indicate a spirit of optimism as to business for the remainder of the year.

Roy A. Whipple, president of Wakem & Whipple, Inc., has just returned from a trip through Illinois territory in the interest of the Apex set line.

The stock and assets of E. A. Ruebner, operating as the Excell Radio Sales and Service, at 7049 S. Halsted street, were sold at auction yesterday to satisfy claims of creditors.

Fred W. Piper, sales manager, wholesale department outside of Chicago for the Howard Radio Co., returned this week from a three-day trip east, attending a jobbers' meeting in New York and then going to Boston and other points. He found the situation slowly improving though the market is still somewhat gutted with distress merchandise.

numbers, involving strong publicity tie-ups, which will be released shortly. The firm is incorporated for \$100,000 and lists among its stock holders many leading artists and dealers on the Pacific Coast.

G. A. Wedel, Seattle radio and accessory dealer, who has just returned from an Eastern trip, announces that most of the factory executives in eastern centers are more than optimistic as to the future and have expressed the decided opinion that the radio industry is becoming stabilized.

Hopper-Kelly Company has opened a branch store in the Wallingford district of Seattle, at Forty-fifth and Meridian avenue. J. L. Magner is manager.

—PATTERSON.

We Collect Slow Paying Accounts thruout the World

No Collection—No Charge
References Furnished
Inquiries Solicited

ARCHER ADJUSTMENT CO., Inc.
723 Seventh Ave. New York City
Bryant 0207-8-9

VICTOR'S Policy of STABILITY

eliminates the hazards and the guesswork—

VICTOR Dealers

Know where they stand from month to month — a priceless asset in an industry that is full of change and rumors of change

TIE UP with VICTOR

Stability of policy is supplemented by stability of service when you deal with an exclusive Victor wholesaler.



NEW YORK TALKING MACHINE COMPANY

Victor Wholesalers Exclusively

460 West 34th Street
New York City

176 Johnson Street
Brooklyn, N. Y.

327 Washington Street
Buffalo, N. Y.

218 E. Washington Street
Syracuse, N. Y.



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

The Society of Composers, Authors and Publishers held its annual banquet last Thursday evening . . . Bill Jacobs, Red Star's well-liked sales executive, has returned following a Canadian trip . . . Stella Unger, lyricist, who wrote the feature tunes in the forthcoming Schubert show, "Three Little Maids," has supplied Witmark with a potential hit in "Nightfall," music by Jimmy Johnson . . . Jack Yellen, lyric moulder of proficiency, is back in the East for an indefinite stay . . . Leo Feist, Inc., is reviving "Don't Leave Me Daddy," as a dance tune, originally published 10 years ago as a "blues" . . . St. James' Infirmary, "the best-selling 'hot' song, is also known as "Gambler's Blues" and "St. Joe's Infirmary" . . . Jimmy O'Keeke, Brunswick's popular recording director, is recuperating at the Willard Parker hospital from a diptheria attack . . . Harry Woods, Jimmy

McHugh, Dorothy Fields and Joseph Meyer, are writing for M-G-M, Robbins, of course, publishing their initial efforts . . . Victor Alberti, head of his own German music publishing organization, left last week for his headquarters following several weeks of inspecting the local song industry . . . Coincidental with Mr. Alberti's return, Bert Feldman, genial English publishing executive, arrived here for an indefinite stay . . . Leo Lewin and Harry Bloom have resigned from Irving Berlin, Inc. . . . Credit Sam Serwer with the excellent advance exploitation of "Mysterious Mose," new Witmark song. AS THEY WERE:—Lou Davis, song fashioner, was formerly in the poultry business . . . Ray Henderson led a dance band and commanded the keyboard of said band . . . Bud DeSylva came to Songland from college, where he was discovered by none other than Al Jolson.

Jack Robbins Off for Coast Friday; 3 New Robbins Scores Soon

J. J. Robbins, head of the large music publishing organization, leaves on Friday of this week for Los Angeles, to remain for several weeks at the Metro-Goldwyn-Mayer studios in Culver City. Mr. Robbins will survey the film situation as regards song-spotting, and will visit his company's Coast offices, which are presided over by Sig Bosley.

Among the new pictures which will have a Robbins-published score are: "Free and Easy," starring Buster Keaton, and bringing with it "It Must Be You" and "The Free and Easy;" Joan Crawford's "Montana Moon," which has "The Moon Is Low" and "Montana Call" in its score; and "Children of Pleasure" with "Leave It That Way," "Dust," "The Whole Darned Thing's for You" and "Girl Trouble," interpolated in its action.

Isadore Witmark Now in Warner Building

Isadore Witmark, executive president and senior partner of M. Witmark & Sons, music publishers to Warner Brothers and First National Vitaphone productions, moves out of Witmark offices for the first time in forty-five years to occupy a new office in the Warner building. Mr. Witmark will remain active in his firm's affairs, although now located in his new quarters.

Art Schwartz, Los Angeles branch manager for Witmark's, is using a costume stunt to exploit "Mysterious Mose," new dance tune. He uses a "walker," in black trousers, coat and hat, and in blackface, carrying a sack on his back on which is emblazoned a huge question mark. The "walker" strolls the busiest streets in town, tarrying for a few moments at music stores, and then shuffles on his way.

"King of Jazz" for Roxy Theatre Early in May; Has Feist Score

Announcements from Hollywood disclose that final touches have been added to the long-awaited Paul Whiteman feature film, "King of Jazz," and that an early release of the all-audible effort will be made. It is reported that New York's gigantic Roxy Theatre will house the film at its debut here early in May. "King of Jazz" brings with it three songs which are published by Leo Feist, Inc., titled "It Happened in Monterey," "Ragamuffin Romeo" and "My Bridal Veil."

"It Happened in Monterey" is the latest waltz effort of Mabel Wayne, the %ths queen; "Ragamuffin Romeo" is a many-note flowing composition, while "My Bridal Veil" is a descriptive piece of unusual merit.

Critics Laud Berlin Tunes in New Jolson Picture, "Mammy"

Press comments on the new Al Jolson-Vitaphone production, "Mammy," which opened last Wednesday evening, rivalled the outburst of enthusiasm shown by critics when "Puttin' on the Ritz" had its premiere some time back. The two films are related in that Irving Berlin is identified with the composition of most of the songs in the latter picture, as well as in "Mammy," and the Berlin publishing firm is sponsoring the majority of the tunes in the two productions.

As predicted in this column last week, "Let Me Sing and I'm Happy" proved the "ace" tune in the film, while other numbers mentioned enthusiastically by the reviewers included: "To My Mammy," "Across the Breakfast Table Looking at You," and two songs revived especially for the occasion.

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

The One I Love
"JUST CAN'T BE BOTHERED WITH ME"

"ALONE WITH MY DREAM"

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

"WHERE THE GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

"IT HAPPENED IN MONTEREY"
FROM PAUL WHITEMAN'S "KING OF JAZZ"

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THE TALK OF THE TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT OF ME"
"SONG OF THE BAYOU"

LEO FEIST
235 W. 40th Street
NEW YORK CITY

WORLD'S LARGEST
Publishing Company
Open and At Your Service

The RED STAR MUSIC CO., Inc. a subsidiary of the Fox Film Corp., and publisher of all Music from Fox pictures.

NOW PUBLISHING:

From FOX Production

"SONG O' MY HEART"
Starring John McCormack
A Pair of Blue Eyes
I Feel You Near Me
Rose of Tralee

From FOX Production

"HIGH SOCIETY BLUES"
with Gaynor and Farrell

I'm In the Market for You
Just Like In a Story Book
Eleanor
High Society Blues

From FOX Production

"FOX MOVIE-TONE FOLLIES"
(1930)

Doing the Derby
Here Comes Emily Brown
Cheer Up and Smile
The World Is Here
You'll Give In
Where the Little Bridge Crosses the Stream

From FOX Production

"THE GOLDEN CALF"

I'm Telling the World About You
Maybe, Someday
Can I Help It
Modernistic

From FOX Production

"THE BIG PARTY"

I'm Climbing Up a Rainbow
Good for Nothin' But Love
Nobody Knows But Rosie
Bluer Than Blue Over You

From FOX Production

"HAPPY DAYS"

Happy Days
We'll Build a Little World of Our Own
A Toast to the Girl I Love

From FOX Production

"LET'S GO PLACES"

Fascinating Devil
The Boop-Boop-A-Doopa Doo Trot

From FOX Production

"HARMONY AT HOME"

A Little House to Dream

From FOX Production

"DOUBLE CROSS ROADS"

My Lonely Heart

POPULAR SONGS

Devoted to You
Shady Palms
Song O' My Heart

Red Star Music Co.
INCORPORATED
P. J. FLAHERTY, General Manager
729 SEVENTH AVENUE
NEW YORK, N. Y.



MYSTERIOUS MOSE?

WITMARK'S GREAT NOVELTY HIT!

Red Star Music Co. Officially Opens With Potent Initial Roster

With the disclosure that the spacious offices of the largest music publisher in the world—the Red Star Music Co., Inc., are now officially open to serve the industry with songs from William Fox musical productions, plans formulated by Pat Flaherty are rapidly nearing an end.

Pat's judgment of songs and unusual knowledge in spotting and exploiting numbers, has enabled him to line up a formidable catalog of fast-selling songs which will shortly rank second to none in the industry, he believes. He has wisely refused to permit the catalog to gain prestige solely through the medium of the screen, but has surrounded himself with a capable staff, whose combined efforts have succeeded in getting an unusually fine representation on the stage and on national radio broadcasts, for Red Star publications.

Recent additions to the Red Star catalog include three songs from the John McCormack picture—"I Feel You Near Me," "A Pair of Blue Eyes," "Rose of Tralee," four songs from the new Janet Gaynor-Charles Farrell picture "High Society Blues"—"I'm in the Market For You," "Just Like a Story Book," Eleanor," "High Society Blues," and four songs from "The Golden Calf,"—"I'm Tellin' the World About You," "Can I Help It If I'm In Love With You," "Maybe Some Day," "You Gotta Be Modernistic." These added to the

initial releases of the firm's catalog which include the numbers from "Happy Days"—"We'll Build a Little World of Our Own," "Happy Days," "A Toast To The Girl I Love," four numbers from "The Big Party,"—"I'm Climbing Up a Rainbow," "Bluer Than Blue Over You," "Nobody Knows But Rosie," "Good For Nothin' But Love," two numbers from "Let's Go Places"—"Fascinating Devil" and "Boop Boop a Doop," from "Harmony Home"—"Little House To Dream" and three songs in the popular catalog—"Devoted To You," "Song O' My Heart" and "Shady Palms," form one of the industry's outstanding catalogs.

When announcement of Pat Flaherty's appointment as head of Red Star was made, big things were expected of him and the firm's rapid growth seems to justify these expectations.

Columbia Has Cuban Band That Plays in Quarter, Eighth Tones

The Columbia Phonograph Co., New York, is issuing on its Domestic Record list a pioneer record in musical history, by a Cuban orchestra which plays in quarter tones, eighth tones and sixteenth tones.

The orchestra calls itself the "13" Sound Ensemble of Havana," and the composition is entitled "Preludo a Cristobal Colon," by Julian Carillo, a famous Mexican composer who is quite sincere in his belief that this will be the music of the future.

These minute divisions of tone create an effect, to the average listener, as of an orchestra playing out of tune and it will be of no interest whatever to the average layman. To musicians and music students, however, it has a definite historic interest. A new musical literature will have to be written for such an orchestra as up to the present the only compositions available are those by Julian Carillo, the founder of the system, and Angel Reyes, the director of this organization.

The orchestra employs a rather novel instrument called the harp-zither. This instrument is tuned in sixteenth tones so that it requires ninety-seven strings in order to play one single octave. In the place of the usual string bass employed in our symphony orchestras, this organization uses an instrument called octavina which is a three-stringed bass instrument and which is plucked instead of being played by bow. The cello likewise is a three-stringed cello tuned in octaves, a most unusual procedure. The trumpet and horn are each made with six valves instead of three which permits the player to play in eighth tones.

The orchestra also includes a soprano who sings in quarter tones but the voice is used merely as an instrument

Dan DesFolde, Victor Foreign Record Head, Leaves on Trip Abroad

Dan DesFolde, head of the Victor foreign record activities, sailed on the S. S. "Bremen" for an extensive survey of foreign recording possibilities throughout Europe. Mr. DesFolde's first stop will be at the Gramophone plant in Hayes, Middlesex, England. He then plans a sojourn at the other Gramophone branches in Europe, where he will have ample opportunity to study present European conditions. Mr. Des-



Daniel DesFolde

Folde will also be on the lookout for any promising new recording talent.

The Victor Division's Greek record specialist, Tetos Demetriades, sailed a week earlier for Athens, Greece, in the interests of new Greek talent and recordings.

Among those who boarded the "Bremen" to see Mr. DesFolde off were Mrs. DesFolde; R. S. Peer, president of the Southern Music Publishing Co., and Mrs. Peer; John Marsich, of the South European Importing Co., and H. D. Smith, W. A. Timm, A. Cibelli, S. Zeger and M. Romm, members of the Victor Foreign Record Department.

GERMAN FIRM MAKING FLEXIBLE PHONO DISCS

Berlin, Germany, Tuesday.

The German Dye Cartel, in cooperation with the Rhenish Westphalian Explosives Co., has succeeded in manufacturing a new raw material for gramophone records, embodying a special cello product, slightly more expensive than the shellac used heretofore. Production of the new records will be handled exclusively by the newly-Phonocord G. m. b. H. in Berlin.

Claimed for the new record product are: Non-inflammability; excellent reproductive ability; durability; flexibility; the fact that it is double sided. The discs are being marketed at the same price as other branded makes, and, it is said, particular attention is being paid to export trade.

E. C. MILLS NAMED ON R-K-O DIRECTORATE

E. C. Mills, long prominent in music industry affairs and an executive of the Radio Music Co., Inc., was last week elected to the directorate of the Radio-Keith-Orpheum Corp., to fill the vacancy caused by the death of E. F. Albee.

in the orchestra and does not sing any words.

Songs that Sell

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

Harry Richman sings
WITH YOU (by Irving Berlin)
PUTTIN' ON THE RITZ
(by Irving Berlin)
ALICE IN WONDERLAND
(by Irving Berlin)
and
THERE'S DANGER IN YOUR EYES, CHERIE
in his first singing-talking picture
("Puttin' On The Ritz")

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

TO BE FORGOTTEN
by Irving Berlin

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

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

ON A BLUE AND MOONLESS NIGHT (new)

LUCKY LITTLE DEVIL

BROKEN DREAMS (new)
(from "The Melody Man")

YOU DARLIN' (new)

SONG OF THE CONDEMNED
(from "Condemned")

IRVING BERLIN, Inc.
1607 Broadway New York City

ROBBINS

offers

A Noteworthy Scoop

The Famous Song of the Navy

ANCHORS AWEIGH

MARCH AND TWO-STEP

by

CHAS. A. ZIMMERMAN

Musical Director—U. S. Naval Academy

For Piano Solo with Lyric— **List Price, 40c**

For Band— **List Price, 60c**

USUAL TRADE DISCOUNT

ROBBINS MUSIC CORPORATION

799 Seventh Ave., New York

RCA Gross Income in 1929 Is \$182,137,739; Net Gain, \$15,892,562

(Continued from page 5)

current 1930 production. The remainder of approximately \$21,800,000 represented finished stocks of vacuum tubes, radio sets, accessories, phonographs and phonograph records. One half of these finished stocks have been sold during the first three months of 1930. The remaining finished stocks of about \$11,000,000 on hand at this date represent a normal supply of merchandise necessary to meet current trade demands.

In presenting its annual statement the Radio Corp. of America pointed to the impetus given research, engineering and manufacturing during the year by the organization of two new companies, in which have been unified the engineering, manufacturing and sales activities relating to radio sets, phonographs, records and vacuum tubes.

The new organizations are the RCA Victor Co., Inc., which will manufacture and sell the devices in the receiving set and phonograph fields, and the RCA Radiotron Co., Inc., which will conduct similar activities with vacuum tubes. Manufacturing work of the RCA Victor company has been centered principally in Camden, N. J., in the plants formerly owned by the Victor Talking Machine Co., while the principal manufacturing center of the RCA Radiotron Co. is at Harrison, N. J., at factories formerly owned by the General Electric Co.

"It is confidently believed that the unification of the previously divided manufacturing and selling rights under the patents of the group," said the report, "together with the unification of research and engineering which will be made possible thereby, will materially assist in meeting the responsibility of leadership which rests upon the founders of the radio industry in America.

"It will mean greater flexibility of manufacturing, and quicker response to the changing needs of the public and of the merchandising situation. It will make possible increased efficiency and economy in engineering, manufacturing and merchandising. The new organization will continue to receive the full benefit in the respective fields of the broad research facilities of the General Electric and Westinghouse companies and of your own Corporation."

In international communications, conducted by RCA Communications, Inc., development of directive high-speed, short wave transmission and reception was continued last year with the installation of additional facilities for both Atlantic and Pacific use, which resulted not only in increased efficiency and economy, but also in a large increase in traffic over that of the previous year.

During the year RCA took over management of radio services in Colombia, established a deferred press rate to Japan of half the ordinary press rate, and opened a domestic radio-telegraph service between New York and San Francisco.

"Good progress was made in the field of radio facsimile operation," said the report, "and the rate to London for photographs, etc., was reduced. It is expected that a direct facsimile service

Executive Committees Of Federation, Jobbers Meet Here Tomorrow

(Continued from page 5)

is president of the National Federation and Harry Alter, president of Harry Alter & Co., Chicago, is president of the Radio Wholesalers' Association.

Among other features, the assembled committeemen will devote some consideration to what is demoralizing the retail trade at present. It is not thought that anybody knows, or if so, has a remedy that will work. However, the development of new product for the coming season and the prospects of a bumper radio demand that abound encourage those of the participants who have expressed advance views to believe that substantial benefit will come from Thursday's conferences.

ATLAS STORES CORP. NETS \$1,187,294 FOR EIGHT-MONTH PERIOD

The Atlas Stores Corp. reports for the eight months ended on January 31 a net profit of \$1,187,294 after interest, depreciation and Federal taxes, equal after preferred dividend requirements to \$3.65 a share earned on 298,060 shares of no par common stock. Gross sales were \$13,350,581.

Gross sales for January were \$1,816,451 and net earnings \$162,023, an increase of approximately 38 per cent. for each over the corresponding period of last year. H. M. Stein, president of the Atlas Stores Corp., declared. January earnings were equivalent to 48 cents a share on the common stock.

The company operates the Atlas stores in the Middle West and the City Radio and Davega stores in the metropolitan district.

between New York and Berlin will be inaugurated shortly.

Much progress also was made in marine and aircraft radio. Substantial increase was noted in the sale of ship radio equipment and direction finders and at the end of the year 1,395 American vessels were under contract for radio service.

The report reviewed progress in the amusement field, pointing out that RCA Photophone, Inc., has now established an important position in the motion picture industry. This company is entering on a wider program of research and development work. The National Broadcasting Co. joined with several well known music publishers in the organization of a music publishing company known as the Radio Music Co.

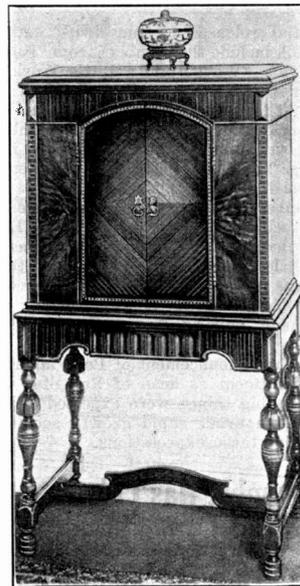
One of the features of the year in radio was the progress made in the development of international broadcasting.

Other outstanding events of the year mentioned in the report included the licensing of manufacturers of vacuum tubes and the agreement with General Motors for the organization of the General Motors Radio Corp., which was licensed under all patents covering radio sound and picture receiving and reproducing sets for use in automotive vehicles and the home.

Radio-Art Radio Line Marketed; Remote Control Model to List at \$198.50

(Continued from page 5)

against price reduction and assures the trade of fair competition, in addition to a satisfactory finance plan. The sets were demonstrated and the merchandising policy explained at the three-day gathering at the Pennsylvania Hotel.



Model No. R.A-5

Dealers revealed exceptional enthusiasm over the Utah remote control feature which will be available on all Radio-Art radio sets.

Radio-Art cabinets for radio sets have been marketed for five years. The new Radio-Art sets incorporate many features including band selector tuning, said to be one of the greatest developments of the year, and three screen grid tubes. The cabinet is of exceptional beauty and finish and is further enhanced and individualized by a marble-ite top and French door construction. The sets are being offered in a choice of AC or DC, and the remote control model listing at \$198.50, rounds out the line.

BOSCH OWNER HEARS NEW ZEALAND STATION

Great Falls, Mont., Friday.

A recent letter from C. A. Gustafson in Inverness, Mont., to the Starter & Battery Co., Bosch radio wholesaler in this city, tells of early morning reception at that point from radio station 2YA at Wellington, New Zealand. This letter states in part:

"I am pleased to report that I played 2YA, Wellington, New Zealand, again yesterday morning between 2:30 and 2:50 A. M. The reception this time was even better than the first time I received them. Volume enough to fill the room. This station comes in on No. 67 on the dial of my Bosch Model 56 radio. I have written 2YA informing them of the reception, stating what selections we heard and the time."

Reorganization Plan Of American Piano Co. Filed by Committee

(Continued from page 5)

Irving Trust Co., receiver in equity, and will have two classes of stock. There will be 240,000 shares of class A stock, without nominal or par value, which shall be non-voting, entitled to receive dividends share for share with the Class B stock, without reference as to class and without preference over the class B stock. In the event of any liquidation and distribution of the assets of the new company, the class A stock shall be entitled to receive, prior to any distribution to the class B stock, and as a preference over the same, cash or asset value to the extent of \$10 a share. There will be 742,708 shares of class B stock, without nominal or par value, entitled to the entire voting power of the new company, and to share equally, share for share, with the class A stock in the earnings of the new company.

The company will issue \$700,000 of first secured 7 per cent. one year notes, and \$600,000 of 6 per cent. five year debentures.

The preferred stockholders of the American Piano Co. who deposited their certificates for preferred stock and assent to the plan will be entitled to receive on consummation of the reorganization, without payment, three shares of the class A stock of the new company for each share of preferred stock of the old company deposited. In addition, each share of preferred stock deposited will receive a warrant granting the holder the optional right without obligation, on payment of \$10 within fifteen days from the date of warrant, to receive \$10 face value of the debenture and one share of class A stock of the new company.

A syndicate is being formed with George G. Forster and William Dewey Loucks as syndicate managers in order to meet estimated cash requirements of the plan. Mr. Loucks is also counsel for the re-organization committee.

The syndicate will agree to purchase \$700,000 of first secured notes and underwrite the offerings to the preferred stockholders of \$600,000 of the debentures with the shares of class A and class B stock which go with the offering, and also to underwrite the purchase of certain assets for \$450,000 cash. The voting trustees of the class B stock are to be selected by the re-organization committee, among whom are to be Mr. Forster, Mr. Lawrence and Mr. Loucks.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

SET BUSINESS HOLDING UP TO FAIR PROPORTIONS IN KANSAS CITY ZONE

NEWLY APPOINTED JOBBERS PREPARE FOR BIG EVENTS

Wide Territory for Kansas City Distributing Corp., Recently Named Sparton Wholesaler—E. J. Goetze to Direct Brunswick Radio and Record Sales for Gustin-Bacon.

Kansas City, Mo., Friday.

Reports conflict to some extent, but general business in radio is fair for this period of the year, in most cases where a comparison can be made being better than it was during the same period a year ago.

The Kansas City Distributing Corp., newly appointed Sparton jobber, is receiving the support of Sparton dealers. The radio has a lot of fine loyal dealers and a host of satisfied customers.

The Kansas City Distributing Corp. will have as its territory western Missouri, part of Arkansas and the northern part of Kansas. The other units in the General Distributing Corp., the Motor Equipment Co., at Wichita, and the Mee-Oakes, Inc., at Oklahoma City, just recently taken over, will handle the rest of Kansas, all of Oklahoma and part of Texas. The territories here listed comprise that formerly covered by the Gustin-Bacon Mfg. Co., which distributed Spartons until recently.

The Mee-Oakes Corp. is soon to move into a new three-story brick building at 911-15 Broadway, Oklahoma City. It will occupy the entire structure. The concern formerly distributed automobile supplies and accessories only. The Wichita house is an eight-story building a half block long which contains over a million dollars' worth of stock, consisting of radio and other supplies.

W. C. De Bolt, formerly with Gustin-Bacon, is city sales manager for the Kansas City Distributing Corp.; N. R. Waddington, formerly with the Brunswick-Balke-Collender Co., will cover southwestern Missouri, southeastern Kansas, northwestern Arkansas and northeastern Oklahoma with headquarters at Joplin, Mo. His territory comprises a corner of four states.

W. A. Biddinger, formerly with Gustin-Bacon, covers the northeastern part of Kansas with headquarters at Topeka. H. W. Ives will cover western Kansas with headquarters at Salina, and D. R. Peterson covers northwestern Missouri out of the Kansas City office.

Changes at the general offices of the corporation are: E. D. McCaslin, formerly with the Motor Equipment Co., at Wichita, assistant to the manager. H. W. Pearson is credit manager.

J. W. Evans is general manager of all radio divisions for the General Distributing Corp., and general manager of the Kansas City Corp. Thad L. Hoffman is chairman of the board of the General corporation and F. J. Mankoff is president.

Mr. Evans has been with the Motor Equipment company for the past five years. He started in the credit department of that concern five years ago, working up until he was placed in charge of radio sales for the Wichita territory. A while later he was made general manager of the entire radio division.

Sparton dealers in the Kansas City territory held a "get-together party at Hoffdale, the old Shawnee Country Club and now country home of Thad L. Hoffman, the afternoon and evening of March 27. About 150 attended.

E. J. Goetze, of the Gustin-Bacon Co., which recently took over the distribu-

tion of Brunswick radios and records in the western Missouri and Kansas territory, will have charge of radio and record sales in the territory. H. H. Dickson, formerly in charge of the here, has gone with the Gustin-Bacon record division of the Brunswick branch company and will be connected with both radio and record departments. The company has spent most of the time since the announcement of its taking over the Brunswick machine getting in shape to take care of dealers' needs, moving, etc. The physical properties of the Brunswick branch's radio and record department have been moved to the manufacturing company's plant at 1416 West Twelfth street. C. A. Struewe, formerly technician for the Brunswick branch, has also gone with the new distributor, as has also L. J. Henel. The company now has five men covering the territory.

According to Mary McMurray at Paul's Music Store, in spite of the confusion attendant upon the building of a new store and the occupation of temporary headquarters, set business has been keeping up a nice daily average. The model No. 90 Majestic has been and still is the largest single seller. Victor combinations are being sold practically on a par with straight radio sets, she said.

Majestic continues to lead in promotion and advertising in this territory, according to L. C. Truesdell, advertising manager for the Sterling Radio Co., distributors. The new tone test is meeting with a great deal of interest and the Sterling company is working it in schools, colleges and clubs.

That the coming season will see the dealer going out to the homes after business, instead of waiting for homeowners to come in, is the opinion of Mr. Truesdell.

William C. Grunow, of the Grigsby-Grunow Co., Chicago, stopped off in Kansas City a short time March 28 on his return to Chicago from Phoenix, Ariz., where he had been vacationing a month.

The enthusiasm for Majestic refrigerators is becoming greater every day in this territory on the part of Majestic dealers. Many express the desire to get the line and a number are going into Majestic exclusively in order to be in a position to do the best possible job on Majestic radio and refrigerators, Mr. Truesdell said.

Stock is in exceptionally good shape for this company, Mr. Truesdell reported. It is a very well balanced condition and the company is beginning to push all lines instead of concentrating on a few.

H. C. Bonfig just recently returned from the Chicago factory with considerable enthusiasm and a number of ideas—both of which he imparted to his sales force.

A lot of distressed merchandise is on the radio market today, and it is doing considerable damage to the legitimate merchandise, in the opinion of H. F. Curran, head of the Kansas City branch of the Edison Distributing Corp. However, Mr. Curran reports an enormous increase in business over that done during the same period last

year. At that time the company was just breaking into this territory and had only two men on the road. It now has seven. Collections are excellent out in the territory. They are not quite so good in Kansas City. The branch's volume of business has held up satisfactorily, he said.

A. Warren Andrews has been appointed by the Edison corporation here to cover the western Kansas territory. Mr. Andrews has been with the Brunswick company until its recent change in policy of distribution. According to Mr. Curran, salesmen are being added frequently and the company is widening the scope of its advertising, nationally. The Fasenmeyer Motor & Radio Co., one of the largest dealers in Kansas City, Kansas, has been appointed by the Edison corporation as dealer.

The Mace-Ryer Co. reports an excellent Majestic radio business. Sales are ahead of last year.

The Mace-Ryer Co., according to Mr. Jones, will handle Spartons and Majestics exclusively from now on.

A radio case which may be historic went before the United States circuit court of appeals for the eighth district March 17. The case is that of Gene Buck versus the Jewel-La Salle Realty Co. and it is an appeal from a decision given in the Federal district court in 1929, involving the right of a hotel to pick up radio entertainment and relay it, through auxiliary sets to the rooms of the tenants. Mr. Buck is president of the American Society of Authors, Composers and Publishers, and the suit is brought from that organization.

—KENNETH FORCE.

General Motors Radio Selling Trade Direct

(Continued from page 5)

strategically located, it is stated, and as a result of this, dealers can keep their inventory on a more profitable basis by eliminating over-stocking. Closely linked with the zoning system is a method of servicing worked out by General Motors Radio Corp., to provide fast handling of major repair work and efficient distribution of service parts in all sections of the country. Major service stations will be located at strategic centers. These will handle major service work for General Motors Radio Dealers, and in most instances will be equipped to take care of retail service for dealers as well.

As a part of this plan, it is pointed out that the nation-wide organization of United Motors Service, Inc., another division of General Motors, will be used. This organization will be responsible for the national distribution of General Motors radio service parts through its 27 branches throughout the United States. United Motors is the official field service organization for a large number of automobile parts, including Delco-Remy starting, lighting, and ignition equipment; Delco-Lovejoy hydraulic shock absorbers; Jaxon rims and rim parts; Harrison radiators and others. With many years of successful operation, this organization is considered adequately equipped to function in a similar capacity for the General Motors Radio Corp.

United Motors Service, Inc., also have the national distribution of the automobile radio on cars now in the hands of owners. The automobile radio will be known as Delco radio and will be merchandised through the Delco Radio Corp., a selling organization of

the General Motors Radio Corp., to United Motors Service and direct to car manufacturers for original equipment on new motor cars.

Exclusive dealerships and protected territories for General Motors radio make up an important feature of the new merchandising plan. Under this a dealer may not handle other makes of radios, but in return is given a definite, protected territory of his own, based on a radio potential, with a wide margin for a prosperous growth. This is based on the cardinal principle of General Motors, says Mr. Grimm, that "if we are to be successful, our dealers must make money."

Both national and local advertising are to be handled by General Motors Radio Corp., it is announced, on a basis that will make it unnecessary for the average dealer to have any additional advertising expense. Every dealer will receive an amount of local advertising commensurate with the volume of business and the territorial potential. Individual records will be kept at all times, covering the amount of advertising spent for each individual dealer, in order that a proper proportioning and accounting can be maintained throughout the year.

The full benefits of financing given by General Motors to its automobile division will be extended to General Motors Radio Corp. dealers and to purchasers of their products, through the General Motors Acceptance Corp. Dealers will be financed in their wholesale purchases and will be able to extend the benefits of time payments to their customers on the principle used in buying automobiles. Insurance will be handled through the General Exchange Insurance Corp., which writes General Motors automobile insurance.

Realizing the dealer's problem in connection with the trading in of old radio sets, the company has set up a reserve which will be proportioned each 90 days by dealers, based on the volume of business handled during the period, to assist in disposing of or junking of the unsaleable portion of the dealer's used radio inventory. This plan has proved successful in the automobile field and will be a very valuable asset to the General Motors radio dealer, it is anticipated.

A simplified accounting system has been developed for the dealers that will enable them, it is thought, to keep accurate records on their business in a standardized manner, throughout the country, so that at frequent intervals statements can be made up from a large number of dealers as a guide for the individual dealer's operation. The General Motors Radio Corp. believes that if the facts are known pertaining to each part of the business, constructive measures can be taken to improve conditions that are weak and in this manner afford the dealer a maximum net profit, based on the capital invested.

That all of its dealers may be an integral part of the organization, with a voice in its policies and plans, is made possible through establishment of a nationally organized business bureau—actually a committee of dealers, company officers and zone executives. The arrangement calls for a different group of dealers and zone officers to meet at Dayton for a two-day conference each month to discuss sales problems as they affect the dealer. The dealer group will be representative of all classes, ranging from those handling a large volume in the big cities to those selling a small number in a small community. Every dealer will receive a report of the deliberations of these conferences.

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp., 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.
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Illinois
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
RCA-Victor Co., Inc. New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Stewart-Warner Corp., 1838 Diversay Pky., Chicago
Sparks-Withington Co. Jackson, Mich.
Sprague Specialties Co. Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Reproducers Corp. Springfield, O.
U. S. Radio & Television Co. Marion, Ind.
Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
Columbia Phonograph Co., 1819 Broadway, New York
Edison, Inc., Thos. A. Orange, N. J.
Everybody's T. M. Co. Philadelphia, Pa.
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
RCA-Victor Co., Inc. Camden, N. J.

ELECTRIC PICK-UPS

Pacnet Elec. Co. 91 Seventh Ave., N. Y.

RADIO CABINETS AND TABLES

Radio Art Corp. 22 W. 19th St. New York
Superior Cabinet Corp., 206 Broadway, New York
Udall Works Indianapolis, Indiana

PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabethport, N. J.
General Industries Co. Elyria, O.
Thorens, Hermann, 456 Fourth Ave, New York, N. Y.
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

COLLECTING AGENTS

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

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co. Huntington, W. Va.
Alexanders, Inc. 39 W. 60th St., New York
Alter Co., Harry Chicago, Ill.
Apollo Radio Co. 15 Shipman St., Newark
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C. 351 Fourth Ave., New York
Buehn Co., Louis Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Capitol Electric Co. Indianapolis, Ind.
Capital Electric Co. Atlanta, Ga.
Cleveland Distributing Co. Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, O.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
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 Distrib. Corp. 40 William St., Newark
Everybody's T. M. Co. Philadelphia, Pa.
Greater City Dist. Co., 76 Fifth Ave., New York
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Hieb Radio Supply Co. Marion, S. D.
Howe & Co. 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W. 393 New St., Newark, N. J.
May Distributing Corp. 112 Blecker St., N. Y.
Macgregor Radio Corp. New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Motor Equipment Co. Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
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.
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.
Parks & Hull, Inc. Baltimore, Md.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co. 918 Arch St., Philadelphia

Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Polk, Inc., James K., Atlanta, Ga.
Proudfit Co., K. S. Lincoln, Nebr.
Radio Distributors, Inc. Baltimore, Md.
Radio Equipment Co. of Texas Dallas, Texas
Radio Sales Co. Little Rock, Ark.
Radio Equipment Co. South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co. Toledo, O.
The Roycraft Co. 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.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, O.
Southwestern Victor Dist. Co. Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co. 306 Penn Ave., Pittsburgh, Pa.
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co. Salt Lake City, Utah
Universal Radio Co., 586 Bergen Ave., New York
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn

RADIO LOUD SPEAKERS

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

RADIO TUBES

Arcturus Radio Tube Co. Newark, N. J.
CaCo Mfg. Co., Inc. Providence, R. I.
DeForest Radio Co. Jersey City, N. J.
Johnsonburg Radio Corp. Johnsonburg, Pa.
National Union Radio Corp. New York, N. Y.
RCA Radiotron Co., Inc. Harrison, N. J.
Sylvania Products Co. Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.

LUBRICANTS

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

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
Witmark & Sons 1659 Broadway, New York
Triangle Music Pub. Co. 1658 Broadway, N. Y.

MISCELLANEOUS

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