

The TALKING MACHINE AND RADIO WEEKLY

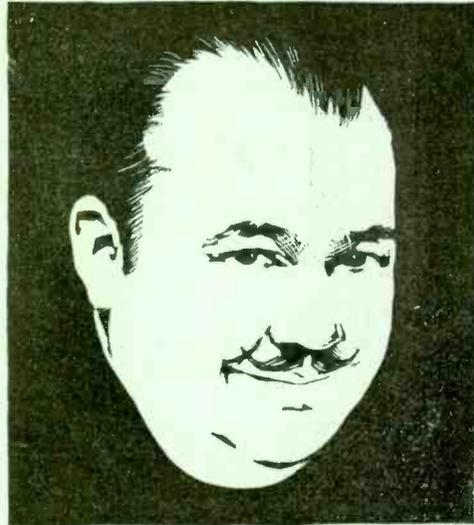
Vol. 29—No. 18

NEW YORK, WEDNESDAY, APRIL 30, 1930

Per Year—\$4.00

THE KING OF JAZZ

**BRINGS YOU THE DANCINGEST BEST SELLERS
YOU'VE EVER HAD!**



PAUL WHITEMAN gives you—via Columbia, of course—two corking new dance hits, fresh from his great Universal spectacle, "The King of Jazz."

And they're out-and-out swell steppers—100% heel-shaking jazz! The master bandsman has made these fine numbers as snappy and hot as any foxes you've ever heard. They're

good red meat for the liveliest dance fans as well as the most ardent Whiteman bugs.

Stock flocks of these great records. Set yourself to ride along with the enormous Whiteman publicity that's going with this talkie of all talkies. You'll face a rush for these discs that will be downright violent!

Record No. 2163-D 10-inch 75c

SONG OF THE DAWN (Vocal Refrain by King of Jazz Chorus)—FOX TROT

IT HAPPENED IN MONTEREY (Vocal Refrain by Johnny Fulton)—WALTZ
(Both Selections from Universal Picture "The King of Jazz")

PAUL WHITEMAN AND HIS ORCHESTRA

Record No. 2164-D 10-inch 75c

HAPPY FEET (Vocal Refrain by the Rhythm Boys)

A BENCH IN THE PARK (Vocal Refrain by Brox Sisters)—FOX TROTS
(Both Selections from Universal Picture "The King of Jazz")

PAUL WHITEMAN 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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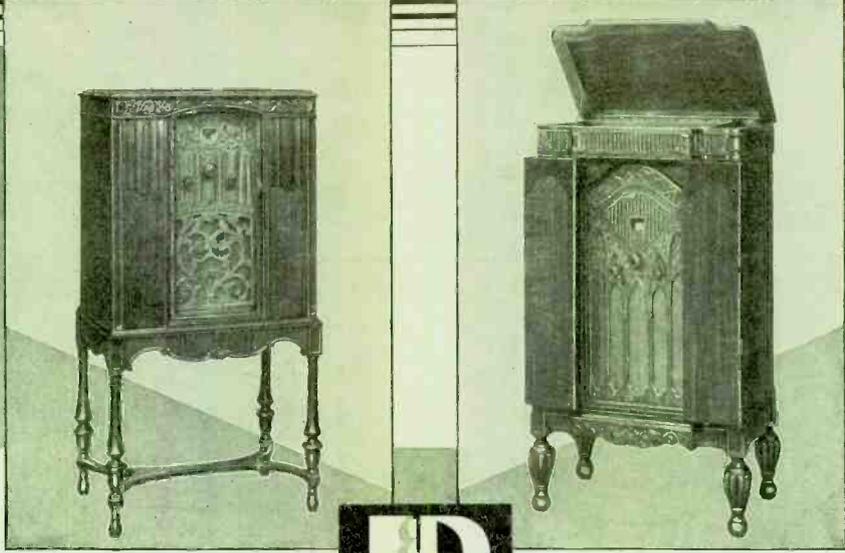
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"TRADE NEWS RIGHT WHEN IT HAPPENS"



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

SAFETY FIRST

Concentrate on

VICTOR

IT'S THE SUREST

WAY TO BUILD

A PERMANENT

PROFITABLE

BUSINESS

BE SECURE!

Push

VICTOR



**GRIFFITH VICTOR
DISTRIBUTING CORP.**

**Indianapolis, Ind.
31 East Georgia Street
Cincinnati, O.
1102 Sycamore Street
Louisville, Ky.
817 W. Market Street**

A remarkable response to the new

GENERAL MOTORS RADIO

Franchise Plan

THE General Motors Radio Corporation has received a remarkable endorsement of its new franchise plan by dealers in every size and type of community throughout the country. The basic soundness of this new plan . . . the close co-operation it encourages . . . the progressive policies it embodies . . . the profitable opportunities it discloses—these features have been immediately recognized and welcomed by the radio industry with widespread enthusiasm.

In brief, the General Motors Radio Corporation plan of operation comprises:

Direct factory-to-dealer method of distribution through a nationwide system of zone offices and factory-stocked warehouses.

A system of national service through strategically located major service stations.

Exclusive dealerships—non-competitive busi-

ness as far as the selling of radio itself is concerned.

Protected dealer territories—every dealer has a definite sales area with a profitable potential business.

Extensive factory-controlled newspaper and magazine advertising campaigns.

A standardized simplified accounting system for dealers.

Compensation of dealers for unsalable used radios taken in trade.

The closest possible co-operation between dealer and factory through the Nationally Organized Monthly Business Bureau.

Every radio dealer looking forward to a stable, increasingly-profitable business will be interested in the complete details of the exclusive General Motors Radio dealer's franchise. Write at once for full information.

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

S T A N D A R D O F Q U A L I T Y



The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 18

NEW YORK, WEDNESDAY, APRIL 30, 1930

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ACCURATE CONTROL OF RADIOLA SALES SEEN IN NEW RCA PLAN PRODUCTION CENTRALIZED

**Unified Authority Rather Than
Committee Discussion and
Yearly Advance Manufacture
Seen as Trade Benefits Under
New Corporate Relations With
All Companies.**

Immediate check upon sales geared to the greatest production in Radiola annals, with an elasticity of manufacturing control hitherto undreamed of in the comprehensive annals of the Radio Corporation of America, New York, will come at once from the realignment of company management effected in the exchange of shares reported in last week's issue of THE TALKING MACHINE and RADIO WEEKLY, according to a high official of the organization who commented upon the situation a few days ago.

According to this authority, the new corporate relations between the RCA and its associates, the General Electric and Westinghouse companies, remove the gaps in production control and centralize Radiola operations from final plant inspection to consumer sale in a fashion which the Corporation management has aimed at but has been unable to attain for several years past.

"For one thing, the RCA will be completely in charge of its own production," the officials stated. "If a radio set model is not selling, production can be stopped in five minutes. In the old way, when Westinghouse and General Electric were manufacturing RCA sets, large orders had to be placed as far as a year in advance and could not be cancelled. The Radiola line under the new set-up will be one of the most elastic in the industry, with production on slow sellers stopped and rapid supply of wanted styles.

"Enterprises like Henry Ford's have been run by one man, whereas the Radio Corporation has been run virtually by an RCA - G. E. - Westinghouse committee. In the future, there will be a single directing head, David Sarnoff, president of the Radio Corporation."

The RCA-G. E.-Westinghouse deal is also going to simplify things for the National Broadcasting Company, which will be taken over by the RCA.

\$285,000 IN CASH IN TEMPLE ESTATE

Chicago, Ill., Friday.

Chester A. Willoughby was recently elected trustee of the Temple Corp. estate at a recent meeting of creditors,

SPECIAL TRAINS FROM MANY CITIES TO CARRY RADIO MEN TO RMA SHOW

Two thousand radio men, traveling a dozen special trains and cars will arrive at Atlantic City, N. J., on Sunday and Monday, June 1 and 2, to attend the sixth annual convention and trade show of the Radio Manufacturers' Association, according to information received last week by Morris Metcalf, of Springfield, Mass., chairman of this year's RMA reception committee.

Several manufacturers are already preparing special trains for their own dealers and jobbers from remote parts of the country, while local radio trade associations in many cities who are members of the National Federation of Radio Associations are also planning specials for their members. These plans are being carried on under the supervision of H. G. Erstrom, of Chicago, managing director of the National Federation of Radio Associations.

The usual Texas delegation will again be a feature of this year's show. It is reported that a family of full-blooded Texas Indians, the chief of which is an established radio dealer selling sets to his tribe, will be members of the Texas party this year.

At least one special from Los Angeles and one from San Francisco will insure

a representative attendance from the Pacific Coast.

Other cities in which special trains and cars are being prepared include Chicago, St. Louis, Minneapolis, Detroit, Cleveland, Buffalo, Boston, Atlanta and New Orleans.

Cities of such close proximity to Atlantic City as New York and Philadelphia will have radio specials daily. Almost hourly specials during the Trade Show are expected to be run to and from Philadelphia which is only a short run from the site of the Trade Show.

One of the several Chicago specials is being prepared under the direction of Henry C. Forster, of that city, a member of the board of directors of the Radio Manufacturers' Association.

All Trade Show visitors will again have the privilege of half-fare on the return trip which has been a feature of every past RMA Show. All railroads have signified their intention of granting this reduced fare privilege. All that is necessary is for the purchaser of tickets to ask for a certificate and have it validated at the Show. This will then entitle the holder to purchase the return ticket at half-price.

3 Sachs Stores Open Radio Departments; Sid Joffee in Charge

The Sachs Quality Furniture Co., with three New York stores located at 121st street, 145th street, and 173rd street, all on Third avenue, has opened radio departments in all three establishments.

The Sachs furniture stores were established in 1896 and are pioneers in radio broadcasting, going on the air in 1925. The "Three Little Sachs," as their program is now known to the radio audience, are on the air every Sunday afternoon and Tuesday evening over Station WABC.

The radio departments of these stores will be under the personal supervision of Sid Joffee, well known in the radio industry.

Mr. Joffee is a pioneer in radio merchandising, being one of the first to sell radios on the easy payment plan and for the past six years he was general merchandise manager for the Colonial Radio Sales Co.

here. His bond was set at \$250,000.

At the present time there is approximately \$285,000 in cash in the estate, and there are still some assets to be disposed of.

Mark P. Campbell to Speak at Namm Lunch

Although all arrangements for the opening luncheon of the 1930 National Association of Music Merchants convention at the Hotel New Yorker on Monday, June 9, have not been completed, it was disclosed that in addition to the annual report and address of welcome to be given by President Mark P. Campbell, of the Music Industries Chamber of Commerce, there will be one other important speaker whose name will be announced shortly.

Mr. Campbell will act as toastmaster. The outstanding entertainment feature of the luncheon will be musical selections by an artist who will be provided for this opening function of the convention through the courtesy of the Atwater Kent Manufacturing Co.

Continental Creditors Will Meet on May 5

Fort Wayne, Ind., Friday.

Creditors of the Continental Radio Corp., set manufacturers of this city, will meet Monday May 5, at 11 o'clock in the Federal Court room, here, to prove claims, examine the bankrupt company, appoint a trustee, and transact such further business as may come up before the meeting.

UTAH REMOTE CONTROL FOR THREE SET MAKERS, OTHERS MAY FOLLOW FEATURE FOR 1930 SHOW

**Chicago Makers of Radio Parts
Submit Balance Sheet Showing
Healthy Condition — \$537,678
Cash on Hand in Assets Seven
Times Liabilities.**

Chicago, Ill., Friday.

Three prominent radio set manufacturers have adopted the Utah automatic radio remote control device for forthcoming sets, Major Herbert H. Frost, president of the Utah Radio Products Co., said here today.

Inquiries on the device have been received from a large number of radio set manufacturers, and officials of the Utah are now working with engineers and other representatives of more than a score of other companies, Major Frost stated. The identity of the three companies who have adopted the device is being withheld for the present and will be made known before or during the Trade Show.

The device is now in substantial production in the Chicago plant in anticipation of a wide public demand for radios equipped with remote control apparatus, Major Frost made known. "The automatic remote control device," he stated, "is the first radical development since automatic tuning.

(Continued on page 32)

CAPT. SPARKS PREDICTS RECORD YEAR FOR RADIO

Capt. William Sparks, president of the Sparks-Withington Co., makers of Sparton radio at Jackson, Mich., stopped off in New York for a day or two early last week, en route homeward from Miami, Florida. He was met by Clifford Sparks, his younger son and associated in the Sparton management and William J. Corbett, production manager of the Jackson institution.

Capt. Sparks said that he had been highly pleased during his stay in Florida by the consistent reports of satisfactory Sparton business transmitted by his son, Harry G. Sparks, from factory headquarters. The Michigan manufacturer has purchased a handsome home at Miami for winter use. He expressed the opinion that radio would realize one of its greatest years in 1930 and it is known that he is at work on various plans which will have widespread industrial significance as they develop.

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Vol. 29

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No. 18

If the Public Gets It Anyway

If price demoralization continues in radio as it has prevailed so far, the industry can go a long way toward hastening a definite survival of the fittest by taking dealers at their word and reducing all the mark-ups that are customary in radio merchandising. For what does it profit anybody to finagle a long discount on a line of goods, and as promptly give the discount away?

The shorter discount penalty upon suicidal selling has been in the offing a long time. Like all reforms, no sign of it has come until compulsory conditions demanded remedy. So now, during the season or convulsion or whatever business period it is that has just passed, for the first time products have appeared at shorter terms than the rest of the line. One style of a well-known set has been priced closer to the sale figure than other styles of the same make. Another well-known producer has met with success in a narrow mark-up for his most popular item and is said to be going to apply the principle to his whole line for the new year. After several seasons of muttering and discontent—with retailers as helpless as manufacturers or jobbers to stem the tide of public benefaction that comes in sale of instruments that cost \$60 for \$70—the first actual steps toward self-preservation of trademark goodwill have been taken in at least two cases. These will not lack widespread emulation long, if the whole trade does not prove an ability to make money faster in the future than in the past.

Mathematical truth is mighty and will prevail. If a set selling at \$95 list on the present trade terms could be put to the distributor at 40 per cent. discount and to the dealer at twenty-five, its list price could be \$75 instead of \$95 and the producer would receive exactly the same price per unit. That he would undoubtedly get far more gross sale is as certain as that each time the price of any commodity is reduced, new prospects are vastly brought within the scope of its purchase. A \$155 set, sold at terms like forty to jobber and twenty-five to dealer, could be priced around \$100. Obviously far more of a number can be sold at under one hundred dollars than at fifty dollars above it. If sales alone, and not profit for a distributing trade, are to be the chief goal of radio, the producing industry can climb to new heights over night by the simple expedient of reducing list prices, at shortened discounts, to the identical levels which the dealer selling at cut prices seems to prefer.

The problem is a momentous one and every responsible maker is gravely considering it. Beginning nearly a score of years ago the automobile agents hollered bloody murder when motor car discounts began to be shortened from the original scale of forty-off and one-third off to the prevailing schedules, under which dealers in the lowest-priced cars get just seventeen per cent. for their sale. Murder was the cry, but who can say that there are not more automobiles in the country

today than there ever would have been, if list prices had stayed well above \$1,000 as they had to when the distributor made long profits?

If it is to sell radio to the public, and not sustain in profit a trade that refuses to take it, that this industry exists, the way ahead is very plain. Nothing can prevent rapid and permanent shortening of mark-up on radio merchandise but a country-wide demonstration by wholesalers and dealers of their ability to maintain for the producers a profitable, serviceable place in the market.

How to Find 1,000 Prospects

A large market for radio sets is available to any line, or any dealer, merely possessing sense enough to follow the people interested directly, or who should be interested directly, in commercial programs. For research has shown that a lamentable lack of attention to advertising hours entailing marked expense for the merchandise they deal in is paid by retailers of shoes, ginger ale, motor cars, investment bonds, cigarettes and similar goods for which programs are named.

Investigation has revealed, for example, that of 5,000 dealers in a radio-advertised product in a certain zone, only 100 had ever heard the program designed to produce business for them. This is so astonishing that it would seem they must have been radio dealers. But they were not.

The corollary is that to merchandise an air program efficiently, the makers of Interwoven hose, Bullova watches, Silvertown tires and so forth must have a sound notion of whether every dealer has a set with which to hear Interwoven's, Bullova's and Silvertown's bally-hoo. A dealer census on the point could disclose information of much value to air advertisers and to the radio business. Very possibly dealer goodwill is to be had by a request for program suggestions when the studio has been heard.

While the great minds of industry are fashioning this admirable suggestion into a tower of selling strength, remember that there is no law to prohibit some obscure soul who just wants to sell a few sets from giving it local application. If you are Pete Stackapoulo, the leading radio dealer in Kansas City, go around to the Cities Service Co.'s office there and ask the manager whether he knows how many of his entire staff, and the staff and personnel of any public utility concerns in contact with him, are equipped to listen to the Cities Service Hour. The chances are that he does not know but will help you to find out. Then, Stackapoulo, go into your dance.

Of course, probing for prospects on a mass scale requires a man to work. It is much easier and less enervating to stay in the store and wait for them to break down the doors. Anyone who fancies he can endure sitting in a strange office and talking to a perfect stranger is welcome to try. Maybe, under such unaccustomed auspices, the impulse to shade the price will be forgotten.

They All Know It All

High visibility for most of what goes on from day to day is an odd characteristic of the radio business. It might surprise many a manufacturing magnifico to hear some sluggard salesman, out of a job, define precisely said manufacturer's relative position in the national field, and that of his competitors. The same lowly authority often can enunciate the principles and aims of his employer, or of a competitor, for better or for worse, more lucidly than could possibly the great men themselves. Many a spine-stiffening fact—and not at all in the nature of a breach of confidence—pops out of the casual conversation of people in radio whom you would not expect to know when daylight-saving begins.

Much more good than harm is done by everyone's being so intensely interested in everyone else. A man is not likely to want indefinitely for ideas and action when the subject of his vocation absorbs him utterly. Nobody was ever heard to talk avidly and with intelligence about a great-grandfather dead these sixty years, or the use of empatia for the bleaching of wool in England in the time of Charlemagne. If memory serves, it was on the eve of a golden era in the tobacco industry that an "independent tobacconist" one night at a rally of his kind produced a gun and announced his intention of going downtown the next day to kill James B. Duke. Today nobody in the tobacco business is spirited enough to kill Mr. Duke, or to kiss him, if he were alive. And the business flourishes sadly in the hands of a few and no single individual maketh the heavy dough.

It will be a dull day for radio when the service man no longer bulges his eyes at an assertion that Bill Grunow signs mail with a pen carved from solid blue diamond and sprinkles \$20 gold pieces on his corn flakes every morning. It is a tough spot when an industry has lost the juices of aggressive life and those in it wait for death to end their misery.

F. E. BASLER, KENT SALES MANAGER, REVIEWS TRADE PROBLEMS AT CLEVELAND GATHERING

ASSAILS UNECONOMIC PRACTICES OF SOME RETAILERS

Trade Stressing Refrigerators as Household Utility — Ohio Trade Association Working for Passage of Capper-Kelly Price Maintenance Bill.

CLEVELAND, OHIO, Friday.

The local trade is showing increased interest in the sale of iceless refrigerators. The extensive local and national advertising of the manufacturers and distributors, and the many inquiries being received from the public are the cause of this. The attractive prices and terms on which the equipment is offered is creating a demand that will mean a large volume of business this Summer. The larger companies have crews canvassing from house to house and are putting on an intensive sales campaign. Practically every apartment house and new home is being equipped for iceless refrigeration. With radio business quiet during Summer months, the refrigerator field offers something well worth while, and dealers are beginning to wake up to this fact.

There is not much change in radio activity. Interest in sets for automobiles is increasing as the warmer weather nears. Easter created a demand for sacred music in records and sheet music, and there is an increasing call for grand opera selections due to the visit of the Metropolitan Grand Opera Co. early in May.

Eldon Lewis, secretary of the Ohio

Radio Trades Association, is back from a visit to Washington, D. C., where he went in the interests of the Capper-Kelly bill on behalf of the association. He interviewed Ohio Congressmen and Senators and found in many instances that their attitude was favorable towards the passage of the measure. The department stores and other interests who oppose the bill are also actively at work fighting its passage. The Ohio Radio Trades Association has gone on record as favoring it and every member of the association is to be invited to give a written expression of his views on the subject of price maintenance and the Capper-Kelly bill. The subject is to be brought up at a general meeting of the association on May 12.

A Majestic radio set furnished the music for the "Homes Beautiful Exposition" held in the Public Auditorium throughout the past week. It was placed near the center of the hall, which has a seating capacity of ten thousand people, and was clearly audible in every part of this great auditorium. It proves a splendid advertise-

(Continued on page 34)

H. T. Roberts Joins Gulbransen as Sales Manager; Well Known Figure in Radio-Music Merchandising



H. T. ROBERTS

CHICAGO, ILL., Friday.

Henry T. Roberts, popularly known throughout the radio industry, has been appointed sales manager of the radio division of the Gulbransen Co., this city, it was reported today by John S. Gorman, vice-president and general manager.

Mr. Roberts was formerly sales manager of Showers Brothers Co., furniture organization of Bloomington, Ind., and was also formerly associated with the United States Radio & Television Co., Chicago.

The new Gulbransen sales manager is a pioneer in the merchandising of radio, having founded the H. T. Roberts Co. in 1921. His sales managerial experience dates back to early automobile days. For many years before the advent of radio, Mr. Roberts was a leading figure in the phonograph field.

In commenting on the appointment, Mr. Gorman said: "We are not alone pleased with the acquisition of Mr. Roberts, but consider it quite significant of the future of Gulbransen in radio that it has been able to attract a man of his type."

National Transformer Buys Balkeit Factory, Name and Materials

CHICAGO, ILL., Friday.

Announcement has been made here that the National Transformer Mfg. Co., of this city, has moved to North Chicago, Ill., and has taken over the Balkeit plant, name and materials. A sales office, however, will be maintained in Chicago at 205 Wacker drive. The National Transformer company is owned by I. J. Mendels and R. L. Eglaston, both of whom have been in the radio business since its inception. Irwin Mendels will be in charge of production and engineering, while Bob Eglaston will conduct all sales of both Balkeit and private brand radio chassis.

The company announces that it will produce eight different chassis for private brand and only one Balkeit chassis. All will be equipped with three screen grid tubes using 245 push pull, eight tubes in all. In taking over the Balkeit plant, the National concern comes into possession of the RCA license and a large stock of radio materials. Production daily is planned at well into four figures.

A limited number of jobbers will be appointed for distribution of these chassis. Cabinets will be furnished by six different manufacturers direct to

PASSAGE OF PRICE MAINTENANCE BILL PREDICTED BY KELLY

Passage of the Capper-Kelly resale price maintenance bill by the House of Representatives within the next thirty days was predicted last week by Representative Clyde Kelly, who spoke at the thirty-sixth annual convention at the Hotel Biltmore, in New York, of the American Manufacturers of Toilet Articles.

"Opposition to the Capper-Kelly bill at Washington during the last two years," Representative Kelly said, "was due to misunderstanding. Educational steps have cleared this away and Congress is alive to what the bill means as never before.

"I am confident that within thirty days this measure will have passed the House of Representatives and be placed on the calendar of the Senate awaiting action. I do not believe that 50 out of the 435 Representatives will vote against the bill."

the jobbers. Speakers by popular manufacturers will be handled in the same way, and thus jobbers through these arrangements will be enabled to keep their costs down to a low mark, it is said.

Personals

H. P. Emerson, well known factor for radio furniture manufacturers, returned last week from a vacation trip.

Robert Ball, New York manager for Victoreen super-heterodyne radio, spent several days last week at the company's factory in Cleveland.

Ludwig Edenburg, vice-president of the Dubilier Clock Corp., New York, left last week for a tour through England. He will return in about six weeks.

Frank Walker, recording official of the Columbia Phonograph Co., New York, is expected back this week following a recording expedition in the South.

Ken Reed, representative of the Brunswick-Balke-Collender Co. in the Superior, Wis., and Duluth, Minn., areas, reports that the northwest is solidly for Brunswick this year.

Henry Benjamin and Jules Smith, representing Davega and City Radio retail outlets, left for Chicago Friday on the Century to attend the Atlas Radio Stores banquet Sunday night.

L. W. Passano, vice-president and general manager of the Radio Distributors, Inc., Baltimore, Md., Zenith wholesaler, has left on a ten-day vacation trip to Florida, accompanied by Mrs. Passano.

Ben Fink, head of the First National Radio Corp., New York wholesaler for Colin B. Kennedy radio product, returned on Saturday from a visit to the Kennedy executive offices in South Bend, Ind.

Myron W. Craddick, well known metropolitan radio distributing executive, went to Albany Saturday to view the preparations for the Albany-New York outboard motorboat race, in the conduct of which he has been a pioneer.

Dave Goldman, Al Meyer and Harry Goldman, executives of the North American Radio Corp., New York Zenith distributor, spent several days last week in Chicago visiting the headquarters of the manufacturing company.

Herbert E. Young, vice-president in charge of sales of the Grigsby-Grunow Co., Chicago, is expected in New York Thursday, accompanied by his family. They will go to Hingham, Mass., to their summer home for a brief holiday before the Trade Show rush.

Edward W. Stern Has Specially Constructed Diaphragm Paper Line

"If you build a better mousetrap . . ." seems to be the watchwords of Edward W. Stern, radio acoustic expert and manufacturer of paper diaphragms for loud-speaker manufacturers, which are being used by some of the more prominent speaker makers. Mr. Stern has made a study of paper and its application to diaphragms, and is said to have an unusually effective product.

Mr. Stern heads his own company which has headquarters at 38 Great Jones street, New York.

BIGGEST TIME EVER PROMISED FOR RMA TRADE SHOW BANQUET

This year's RMA banquet will be an unusual one in many respects, according to B. G. Erskine, of Emporium, Pa., chairman of the banquet committee. The banquet will be held on Wednesday evening of Trade Show week (June 4th) in the grand ballroom of the municipal auditorium on the boardwalk at Atlantic City.

"There are many factors, new this year, that will lift the 1930 event head and shoulders above the dinners of previous years," Mr. Erskine says, "and that will be no small achievement, considering the size and popularity of previous radio industry banquets."

"First, the meal will be provided by the famous caterer, Louis Sherry, Inc., of New York. That insures the quality of the food and service."

Second, the immense size of the ballroom with its seating capacity of 5,000 and a banquet capacity in excess of 3,000 will guarantee wide aisles and comfortable seating.

"The crowding apparent at previous dinners will be eliminated entirely from the Atlantic City dinner."

"Third, the setting for the banquet will be by far the most beautiful of any we have ever had. The ballroom looks out directly upon the Atlantic Ocean and the famous Atlantic City beach and boardwalk which may be glimpsed through a colonnade reminiscent of ancient Greece in all its architectural glory. Never before have we been able to surround our banquet with the appetizing atmosphere and salt sea breezes which will make this one unique."

"Fourth, there is a perfect public address system in the ballroom which will make every syllable clearly audible in every corner of the room."

"And, finally, the entertainment! As it will not be broadcast, we have the opportunity of staging a show whose appeal will be directly and exclusively for the guests in the banquet hall. I almost hesitate to say anything about it, except that it will be a knockout! It will cost \$10,000 to stage, which should give some idea of its magnitude. It will be entirely different from any form of entertainment the RMA has previously provided."

BRUNSWICK WILL HOLD DISTRIBUTOR MEETING

Chicago, Ill., Friday.

The entire Brunswick distributor organization consisting of representatives of over sixty points of distribution will convene at a meeting to be held during the last week in May at the Brunswick factory in Dubuque, Iowa, A. A. Trostler, sales manager of the radio and Panatrop division of the Brunswick-Balke-Collender Co., this city, reported today.

From Dubuque the representatives will go to Muskegon, Mich., and will visit other Brunswick plants for further meetings after which they will go to Atlantic City, en masse for the RMA Trade Show and convention.

According to Mr. Trostler, complete plans for the distributor meetings are being announced shortly.

Anthracite Officials Predict Big Year With Bosch Radio Set Line

Philadelphia, Pa., Friday.

Officials of the Anthracite Radio Co., Inc., recently appointed Bosch distributor for eastern Pennsylvania, south-



William Schlanger

ern New Jersey and northern Delaware, are highly enthused over the possibilities of a banner year with the Bosch line. The Anthracite firm has headquarters in this city with a branch in Scranton.

Temporary quarters here are in the



M. P. Johnstone

Public Ledger building, and the Scranton office is at 550 Wyoming avenue.

William Schlanger is president of the distributing firm, and M. P. Johnstone, vice-president and sales manager. The latter was formerly midwestern representative for the American Bosch Magneto Corp., Springfield, Mass.

Sonora Creditors To Meet on May 8

First meeting of the creditors of the Sonora Products Co. of America, will be held in the Post Office building, New York, Room 235, on May 8, at 10:30 o'clock. Creditors may prove claims, appoint a trustee and examine bankrupt.

An offer received by the Irving Trust Co., receiver, from W. P. Puckett of \$25,000 for 14,000 shares of Sonora Corp. of Canada, Ltd., will be discussed at the meeting, as well as other matters pertaining to dissolution of Sonora assets.

B. J. GRIGSBY REPORTS SUCCESSFUL START OF UTILITIES CO.

HAS \$9,300,000 CASH CAPITAL

Messrs. Grigsby and Grunow Personally Backed Majestic Radio Subsidiary When Bankers Said It "Couldn't Be Done" — Mr. Grunow on Production Job Day and Night.

B. J. Grigsby, lately elected chairman of the Grigsby-Grunow Co., Chicago makers of Majestic radio, paid his first visit to New York last week since formal organization of the Majestic Household Utilities Corp., refrigerator and vacuum cleaner producer to be allied with the Grigsby-Grunow Co.

The Utilities company's securities offering has been marked by an investment testimonial from the public, apparently predicated upon the Grigsby-Grunow Co.'s spectacular industrial success, which has been one of the sensations of financial circles under recent conditions. Offered at \$25 per share, the common stock of the company soared within ten days to 78 on the Chicago market. Those who subscribed initially and sold their rights by settlement day doubled their investment, as on Thursday the stock ranged between 54 and 58.

"Seven Chicago banks and investment houses told us that we could not possibly make a success of a new industrial issue in the household utility field due to the securities events of the last quarter of 1929," said Mr. Grigsby. "Taking as our motto the old Majestic radio slogan, 'They said it couldn't be done, so Majestic did it,' Mr. Grunow and I personally financed the new concern and when it became known that public ownership of shares would be permitted we were literally overwhelmed with subscriptions. The Majestic Household Utilities Corp. begins business with \$9,300,000 cash capital and we have been obliged to return a very large sum that was over-subscribed to the issue."

Mr. Grigsby said that definite news of the new Majestic products would be released as soon as possible for the trade. "We have been able to afford every safeguard, no matter how costly, to insure quality in our new products," he said. "Mr. Grunow is as happy as he was when Majestic radio was in its infancy; in other words, he is at the plant day and night preparing an astonishing character of product and an output that will reward our trade for being as patient as they have been to date. He is in the pink of condition and returned from a holiday in the Southwest bronzed by the sun and glowing with health."

The Majestic radio chairman was accompanied on his New York visit by Jay Cardwell, the earliest associate of himself and Mr. Grunow in the Majestic radio company and one of its directors and by a party of Chicago capitalists and bankers, including the president of the Chicago Stock Exchange. They attended an important dinner at the Hotel Astor, given by New York Stock Exchange firms, Friday night and Mr. Grigsby went to Washington, D. C. Saturday morning to attend the Gridiron Club dinner that evening. The Gridiron dinner is conducted by Washington newspaper correspondents each year and is famous for its humor at the expense of the national political situation.

M. W. CRADDICK MADE HALSEY SALES HEAD FOR SPARTON LINE

The appointment of Myron W. Craddick as director of sales of the Halsey Supply Corp., Sparton radio wholesaler in Newark, N. J., and one of the best-known distributing organizations in the metropolitan district, was announced yesterday by Geoffrey Simon, president of the firm. Mr. Craddick has begun his new duties with great enthusiasm, following two months of rest and business interviews during which he considered several undertakings for his future activity in the industry.

Mr. Craddick terminated in February five years' general management of the Mackenzie Radio Corporation and prior to that period he was active in radio as assistant to the president of the old DeForest Radio Co., entering the new art from the automobile business. He has a host of friends throughout metropolitan retail circles and is regarded as one of the keystone men in distributing executive work here.

The Halsey company has prepared extensive new physical facilities in addition to its joining with Mr. Craddick, a new building having been constructed and equipped to care for a Sparton sales volume this year which will, it is thought, surpass all previous tops by a healthy margin. The company has as its directing officials 'Jeff' Simon and A. Jacobs, and has been a wholesale representative of the Sparks-Withington Co., famous Jackson, Mich., producers of Sparton radio, for a number of years.

Fada Line to Be Shown At Ritz During RMA Week

Frank A. D. Andrea, president of the Fada radio company, Long Island City, N. Y., disclosed that the Fada headquarters during the RMA Trade Show in Atlantic City, starting June 2 will be established on two floors of the Ritz Hotel.

Mr. Andrea said in a recent interview, "I want every reader of the TALKING MACHINE and RADIO WEEKLY to feel that he has a personal invitation from me to come to Fada headquarters at the Ritz Hotel during the Trade Show and he will be made most welcome by myself and other Fada executives."

Fada has also reserved space in the Atlantic City auditorium.

C. BRUNO & SON BEAT QUOTA IN SALE OF VICTOR MERCHANDISE

The Victor radio and Electrola distributing business of C. Bruno & Son, Inc., 353 Fourth avenue, New York, is proceeding in flourishing fashion and Vice-president Charles Sonfield and Secretary Jerome Harris feel cause for pride in the accomplishments these days of the Bruno-Victor sales forces. For the Home Demonstration period from February 1 to March 15 the Bruno organization substantially passed its quota of sales and Bruno-Victor dealers manifested their warm regard for the long-established concern by saying it with orders in a way that markedly depleted the jobber's stock.

COLUMBIA CO. HERE REMAINS INDEPENDENT AS GRAMOPHONE MERGER PLANS ABROAD NEAR CONSUMMATION; LOUIS STERLING DUE SOON

According to the latest London cable information, and bearing out assertions previously reported in THE TALKING MACHINE and RADIO WEEKLY, a merger is in prospect in England between the Columbia Graphophone Co., Ltd., and the His Master's Voice Gramophone Co. and the deal, if effected, will leave the Columbia Phonograph Co. in America, with headquarters at 1819 Broadway, independent and under its own control. The situation is as above outlined at present and official information is believed to be in the hands of Louis Sterling, managing director of the English company and chairman of the board of the Columbia Phonograph Co., who is expected in New York within a fortnight.

Thomas Cochrane, partner in the banking firm of J. P. Morgan & Co., which happens to be through its London house one of the banking connections of both the British Columbia company and the Gramophone com-

pany, is now in London and is understood to have conducted the merger negotiations so far. The contemplated deal will give, it is understood, to the Radio Corporation of America substantial minority share holdings in the Columbia company in England, just as it has important minority holdings in the Gramophone company. Expansion of the combined record, film and radio interests of the foreign companies would follow, it is pointed out, with the usual commercial benefits from elimination of waste motion and costs.

The Columbia Phonograph Co. in the United States is regarded as a self-sustaining unit and has achieved remarkable record sales successes in the American market. It is not regarded as useful to the foreign merger and those in a position to know predict its continued operation under independent ownership in the future, without any change in its present trade affiliations.

BOSTON RETAILERS REPORT QUIET WEEK

SEE BIG PORTABLE SEASON

William C. Kennally Given Testimonial Dinner by Milhender Officials on Eve of Leaving for Detroit Territory.

Boston, Mass., Saturday.

Radio business in and around Boston has been rather quiet for the past week, but dealers are not worried at all for with the coming of summer portable radios and phonographs are always in demand.

William C. Kennally, manager of Philco's Boston office, was given a testimonial dinner at the Mansion Inn in Cohituate, recently, by officials and staff of the Milhender Electric Supply Co., wholesale Philco distributor here.

Mr. Kennally is leaving to look after the factory's distribution in Detroit. He is widely known for his valuable assistance to radio dealers during the past year of mounting Philco sales. A golf trophy desk set was presented to him by Joseph L. Milhender, treasurer and general manager of the Milhender company.

Out of a conference between New York business men and Mayor Michael A. Landers came the promise that Lawrence, Mass., is to become one of the leading radio and electrical manufacturing centers of the country.

Isadore Goldberg, president of the Pilot Radio & Tube Co., Joseph Block, president of the Noma Electric Co., Mortiz Rotherberger, representative of the Jerome B. Sullivan Banking Co., of New York and Henry V. S. Sadacca, president of the Allen Mfg. Co., met at the conference with the Mayor and members of the Lawrence Industrial Bureau.

The Pilot Radio & Tube Co., recently merged with the Noma Electric Co. and the combined facilities will be housed in the old Everett Mills plant.

The record department of the Stieff Co., reports a brisk business the past week on Victor discs. Miss Helen Sandler, in charge of this department,

DeForest Sues Duovac, Alleges Patent Violation

Suit was instituted in the United States District Court, Wilmington, Del., last week by the DeForest Radio Co., Passaic, N. J., against the Duovac Radio Co., Brooklyn, N. Y., charging patent infringement.

According to James W. Garside, DeForest president, Duovac's radio tube manufacturing machinery for fastening grid structures, violates a DeForest owned patent.

ATLAS EMPLOYEES HOLD ANNUAL DINNER-DANCE

Executives and employees of the western division of the Atlas Stores Employees' Association, numbering better than a thousand, gathered at the grand ballroom of the Stevens hotel Sunday evening, April 27, for their first annual dinner-dance and entertainment. In attendance from the East were H. Benjamin, Michael Cohen and A. Davaga, vice-presidents of the Atlas Stores Corp., and a number of the managers of Atlas stores in Cleveland, Cincinnati and Detroit. Leonard Cohn, vice-president, and A. Noelke, of the Chicago offices, had charge of the affair and they did very well indeed, judging from the expressions made by many of those in attendance.

A CORRECTION

In a recent issue of THE TALKING MACHINE and RADIO WEEKLY, it was stated that the Atlas Stores Corp. had acquired the radio departments of the Ludwig Baumann stores. The Atlas company has taken over the radio division of the C. Ludwig Baumann stores, the inadvertence was caused by the similarity of names.

states the most popular numbers are "Alone With My Dreams," "A Cottage for Sale," "Everybody Tap," "After You've Gone" and "Ten Cents a Dance." The World Radio Corp., reports a good volume of sales on Radiolas.

—CHARLES W. JONES.

FIRST ANNUAL DANSANT OF CABLE RADIO TUBE CORP. IS GALA AFFAIR

The first annual entertainment and dansant sponsored by the Cable Radio Tube Co., of Brooklyn, manufacturers of the Speed tube line, took place last Friday at the St. George Hotel in Brooklyn. The affair was held under the auspices of the employees association of the Cable company and was attended by about four hundred people including executives, employees and invited guests. J. J. Steinharter, president of the company, had a pleasant surprise for those attending as he, in conjunction with Martin Zatulove, arranged for the presentation of the complete Anatole Friedland revue. The entertainment included various forms of terpsichore as well as songs and was sponsored by a complete chorus.

For the courtesy of presenting the entire revue in costume and for the hearty cooperation extended in helping to make the affair a success, Jack Steinharter had a beautiful cigarette case presented to Anatole Friedland. Following the entertainment, the evening was given over to dancing which continued until the wee hours of the morning. Refreshments were served during the evening through the courtesy of the Cable company.

The officials of the company, who constituted the reception committee included president J. J. Steinharter, A. D. Strathy, director of sales, M. Grossman, treasurer, as well as Martin Zatulove and Paul Weil, of the Martwel Sales Corp. R. Hertzberger and R. Misch, of Albert Frank & Co., Speed tube advertising agency, were also in attendance together with several locally prominent members of the radio trade.

Daughter of Atwater Kent Will Be Presented at British Royal Court

Philadelphia, Pa., Thursday.

Miss Elizabeth Kent, daughter of Mr. and Mrs. A. Atwater Kent, of West Hills, Ardmore, Pa., is one of the small group of American debutantes who will be presented at the British royal court in London on Wednesday, May 14.

This will be the first court of the season, the ceremonies taking place at Buckingham Palace. Miss Kent's presentation is sponsored by Mrs. Charles G. Dawes, wife of the American Ambassador to the Court of St. James.

Under the chaperonage of her mother, Miss Kent sailed Tuesday on the S. S. "Berengaria" for London. She is a popular member of the younger set, and was introduced to society last fall in this city and New York.

NEW WHOLESALE FIRM ORGANIZED IN JERSEY

NEWARK, N. J., Thursday.

Jersey State Distributors, Inc., this city, has been incorporated by the State of New Jersey with a capital of \$300,000 in preferred stock and 2,000 shares of common stock no par. The company will distribute radios, parts and accessories. The incorporators are Robert F. Downing, Jersey City; Solon E. Nichols, Elizabeth, and William A. Daly, Bronxville, N. Y.



The New Sparton
10-Tube Model 589



OBSERVE THIS . . .

The first sign of slipping on the part of any business . . . retail, wholesale or manufacturing . . . is when it begins to sell on the basis of beating the other fellow's price and on that alone. Sparton believes in competitive selling, with price a major factor, but no Sparton has ever yet been sold at a price that did not yield the dealer a permanent profit, and none ever will. That policy has been the very foundation of Sparton's amazing growth, and of the traditional prosperity of Sparton dealers.

Phone or Write

THE TOLEDO RADIO COMPANY

136 HURON STREET, TOLEDO, OHIO

Distributors in the Toledo Territory for

SPARTON RADIO

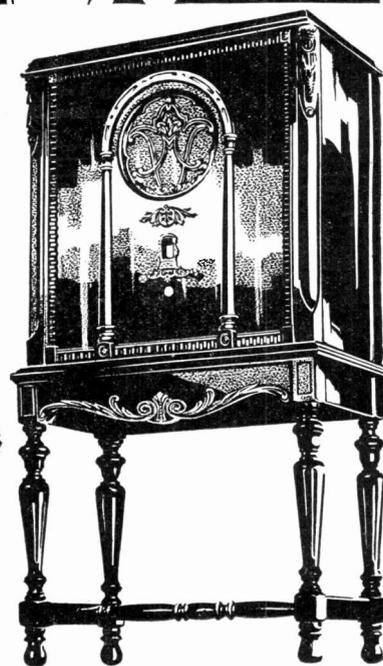
"Radio's Richest Voice"



GOOD FRANCHISES Are FEW

Today's stampede of dealers for the few radio franchises that have been profitable through both good times and bad makes it highly advisable that you look into Sparton AT ONCE. Good franchises will be at a premium during 1930-31, and the good ones are limited in number.

Phone or Write



The New
Sparton
10-Tube
Model 589

THE COLUMBUS RADIO COMPANY

67-69 E. CHESTNUT ST., COLUMBUS, OHIO

Distributors in the Columbus Territory for

SPARTON RADIO

"Radio's Richest Voice"

MADE POSSIBLE

GREAT
PHILCO
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCO
FOR
1930

WEEKLY BULLETIN

Worth Looking Into !!

Answering an inquiry as to the credit standing of one of his neighbors, Lincoln once wrote the following letter:

Yours of the 10th received. First of all, he has a wife and baby; together they ought to be worth \$500,000 to any man. Secondly, he has an office in which there is a table worth \$1.50 and three chairs worth, say, \$1. Last of all, there is in one corner a large rat-hole, which will bear looking into.

Respectfully,

A. LINCOLN

The Long And Short Of It—

From zero to high among the chosen few at the top was PHILCO'S record for 1929.

A Still Greater Surprise For 1930 ???

Fortunate indeed will be the limited selected dealers who will have this surprise line after the radio show in June.

And, In The Interval—

Get behind our present line. Concentrate on it for the best end season profit proposition judged from every angle.

1930 Another Philco Year

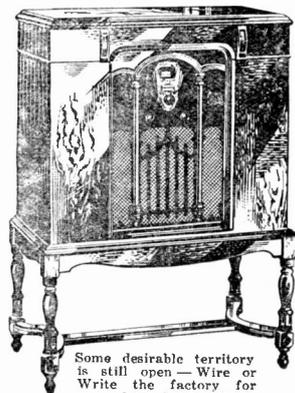
Exclusive "PHILCO" Distributors
for Bronx, Westchester, Queens,
Nassau and Suffolk Counties.

M. Simons

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

THERE is
No FINER
Radio...

than the NEW
PRECISION
Screen Grid
HOWARD



Some desirable territory
is still open—Wire or
Write the factory for
complete information.

HOWARD RADIO CO.
South Haven, Michigan

THE TALKING MACHINE and RADIO WEEKLY

KENT SALES BRISK IN MILWAUKEE ZONE

MILWAUKEE, WIS., Friday.

Radio sales are reported as being fairly good in this territory by leading retailers and jobbers. An increased amount of distress merchandise is on the market at the present time as a result of several stores discontinuing business.

The Wisconsin Radio Trade Association has had several very interesting meetings during the course of the last month. Every effort is being made by the officers of the organization to make the organization still more worth while to its members. The W. R. T. A. Broadcaster has been turned over to new hands and under the supervision of Mr. Van Antwerpen it has undergone considerable improvement. This publication is designed for the use of members of the association only and it is planned to make it a medium for the expression of ideas, which may prove beneficial to its readers.

The Tillman Song Shop, 416 Wisconsin avenue, will move Monday to the northeast section of the first floor of Espenhain's Department Store, at the corner of Fourth and Wisconsin avenue. The firm plans to have a larger stock of sheet music, orchestrations, records and musical instruments than at the old location.

The Radio Specialty Co., distributors of Atwater Kent, report that sales have been good during the past month. The dealers in this territory were very enthusiastic about the Lawrence Tibbett A-K tie-up, which it is said did much to stimulate business.

Samson's Wisconsin avenue store, near Fourth, will be discontinued on April 30.

Kramer Radio Stores have purchased the stock of the now defunct Eicholz Music Co.

Every Majestic dealer in the State of Wisconsin purchased at least one autographed set commemorating the second anniversary of this now famous set, according to the Badger Radio Corp., jobbers in this territory.

With the introduction of the new Fada model 40 last week, a new era in perfected radio reception has arrived, according to F. H. Suter, of the Shadbolt & Boyd Co., jobbers. The cabinet of the new set is of Gothic design and is a masterpiece of the craftsman's art. Three screen grid tubes and two power tubes in push pull style are given the responsibility for finer performance. A unique feature in addition to the "Fada Vibra Control" is an automatic station finder which lights up the call letters of the most popular broadcasters at the turn of the dial.

M. E. Higgins, of Mazomanie, Wis., a small town in the western part of the State, has been unusually successful in the sale of Atwater Kent radios. Although confined to his bed for more than eight years, as a result of an accident, Mr. Higgins has conducted his business from his bedside, and has gotten his share of A-K business this season. His mother has aided him in this enterprise.

Herman Seelos has recently been appointed manager of the radio department of the Automotive Electric Sales Co., of Madison. Mr. Seelos has taken steps to make this season the largest in the history of the firm.

—E. S.

MEMPHIS WHOLESALERS GOING STRONG AFTER RURAL MUSIC TRADE

MEMPHIS, TENN., Saturday.

Wholesalers are pushing very hard for new country business, for it is found to be one of the very best adjuncts to city business and the contacts once established prove more or less permanent. Very few ground locations are available on Main street in the central section and the same is true of intersecting avenues.

Memphis Music Co., 167 N. Main, Robt. C. Austin, proprietor, has succeeded Austin Piano Co. It handles phonographs, parts and records and musical accessories. It is in the block between Poplar and Washington.

Davis Phonograph Store, on S. Main, reports good mid-Spring activity.

McConnell Furniture Co., 123-125 N. Main, in a six-story building, carries phonographs and records as well as furniture. For many years the store was located on S. Main near Beale.

Whittaker-Clark Furniture Co., 181 N. Main, has a double front on the corner of Poplar near the Auditorium and it too handles phonographs.

Sam Fortas House Furnishing Co., N. Main, corner Washington, has an attractive store in which phonographs play an important role.

J. Fortas Furniture Co., for many years on Second street and other uptown sections, is now at 133 N. Main. This establishment also gives some attention to phonographs.

Vesey Piano Co., 102 S. Main street, show portables, Q. R. S., Rotrola combinations, Baldwin pianos and other musical goods. J. B. Vesey of this firm is head of the Apollo Club.

Atwood's, on Monroe avenue, between Main and Front, is one of the pioneers in the phonograph and musical instrument repair field. Mr. Atwood was one of the first dealers in Edison products in this city.

J. E. Dilworth & Co., Majestic radio distributors, had visits from several of the sales managers and road men this week and trade is reported very brisk.

—C. G.

Harry Hearnen, Kent Trenton Jobber, Dines Dealers and Salesmen

Trenton, N. J., Thursday.

Harry Hearnen, aggressive Atwater Kent distributor, here, entertained at a dinner Tuesday, at the Hilltop Country Club, this city, with his salesmen and dealers as guests. The occasion was the award for the first time, of the Atwater Kent distributors trophy to the Hearnen organization.

P. A. Ware, Atwater Kent sales promotion manager and "Lou" Sullivan, manager of the furniture division of the Atwater Kent Mfg. Co., were present and addressed the gathering. Edward Meany, Atwater Kent supervisor and Bill Calsam, Kent representative were also in attendance.

Mr. Ware devoted most of his remarks to the new Atwater Kent sales manual, "Making Sales" and gave many valuable hints on its most effective use. Mr. Sullivan delivered one of his inspirational speeches which roused everyone present to enthusiasm.

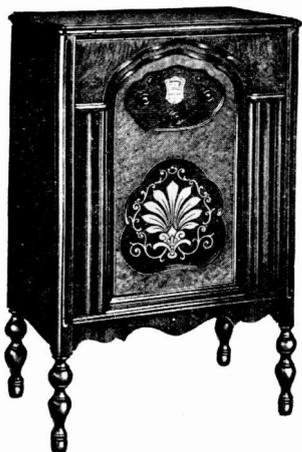
ATWATER KENT RADIO

“I’m rolling up a
big ball of good will”

“The reason I feature Atwater Kent Radio,” says a Pennsylvania dealer, “is that there’s more value in it than in any other radio on the market. It has the stuff that makes a customer realize, as time goes on, that he got the most for his dollars . . . That clinches him as a friend. His friendship brings more customers to me. So it goes with Atwater Kent, year after year. I’m rolling up a big ball of good will, year after year . . . Does the radio business pay? You bet!”

ATWATER KENT MFG. COMPANY, *A. Atwater Kent, Pres.*, 4710 Wissahickon Ave., Philadelphia, Pa.

Stabilize your business with
Atwater Kent for 1930-31



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, adaptable to any room in any home. **\$109**
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 Daylight Time), WEAf network of N. B. C. Atwater Kent Mid-Week Program—Thursday Evenings, 10:00 (Eastern Daylight Time), WJZ network of N. B. C.

PERFORMANCE
STYLE
SECURITY
REPUTATION

All these dictionary
words are FACTS in

ZENITH
—LONG DISTANCE—
RADIO

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.

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

ZENITH
AUTOMATIC
—LONG DISTANCE—
RADIO

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

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

**VICTOR ALLOWANCE ON COMBINATIONS
STIMULATING SALES IN PHILADELPHIA**

Philadelphia, Pa., Friday.

Though the trade at present is marking time pending the clearing of stocks that have been offered within recent days at disturbing prices there is a spirit of hopefulness maintained by dealers and distributors. Distributors are particularly optimistic as they contemplate this future activity which they feel sure will come with the introduction of the new models.

Sales of popular numbers and orchestras in records have been fairly well maintained. Among the Victor recordings which have proven big sellers this season with the Philadelphia Victor Distributors, Inc., are such numbers as No. 22323, "Donald the Dub," doubled with "And Then He Took Up Golf," by Frank Crumit; 22393, "Ise Regusted" coupled with "Check and Double Check," by Amos 'n' Andy; 22355, "Minnie the Mermaid" and "You Will Come Back," by Bernie Cummins and his orchestra; 22354, "Exactly Like You" and "Other Side of the Street," also by Bernie Cummins and orchestra; 22321, "The Stein Song" and "St. Louis Blues," by Rudy Vallee and his Connecticut Yankees, the latter having reached a banner sale this season. Dealers are backing the Vallee record to the limit and it has been profitable as a leader of the Victor list of popular artists.

Theodore Presser, Inc., has acquired the former radio and talking machine business of J. R. Wilson Co. which for many years has been conducted in the Presser building at 1710 Chestnut

street. The Wilson business previously had been part of the Presser enterprises and was disposed of by the Theodore Presser corporation shortly after the death of the late head of the publishing concern about four years ago. It then passed to control of J. Ralph Wilson who at that time was head of the J. R. Wilson Co. and later to L. R. Haas, under whose ownership it was until the sale back to the Presser interests last week. The Wilson company carries Victor, Majestic and Atwater Kent.

John Hessian, who was associated with the J. R. Wilson Co. as manager of the store at 1710 Chestnut street, will remain at the helm of the management under the new ownership of the Theodore Presser company.

With the sale of the store at 61 S. Sixty-ninth street to the Universal Radio Co. two months ago and the disposition of the shop at 1710 Chestnut street last week to the Presser interests, the J. R. Wilson Co. will have remaining the single store at 5528 Germantown avenue. L. R. Haas remains at the head of the firm. The establishment at the Germantown avenue address remains under the management of J. A. Stafford.

Victor dealers have been highly gratified with the results of the trade-in allowance on the Victor combination which permits a rebate of \$76 for old Victrolas towards the purchase of Victor radios and Electrolas Nos. RE-45 and RE-75. Dealers have been exploiting these numbers in windows, newspaper advertising and direct by mail.

The Victor distributors here, Philadelphia Victor Distributors, Inc., and H. A. Weymann & Son, are very much pleased with the success of the trade-in offer.

Dealers in Columbia records, through the Philadelphia branch offices at 40 N. Sixth street, report a splendid demand for the Paul Whiteman recordings of the theme songs featured in the Paul Whiteman talkie, "The King of Jazz." The numbers in the Whiteman talkie include "Song of the Dawn," "It Happened in Monterey," "Happy Feet," "Bench in the Park," and two new numbers that will appear shortly as "Ragamuffin Romeo" and "I Like to Do Things For You."

M. Grass & Son, 27 S. Sixtieth street, will henceforth confine their business to the RCA, Atwater Kent and the Victor-Radiola. The Grass company is one of the oldest and best known of west Philadelphia radio and talking machine dealers.

Motor Parts Co., 818 N. Broad street, distributors of Philco radio, sponsored a private showing of "The Vagabond King" at the Victoria theatre for the Philco dealers in Harrisburg, Pa., so as to give them an opportunity to tie-in with the Philco and the Paramount talkie now appearing in the State capital.

Officials and executives from the Philco distributing concerns, Motor Parts Co. and Wilkening, Inc., its allied interests, will be among those to attend the annual convention cruise sponsored by the Philco factory. Among those who will attend are: Carl Wilkening, August Wilkening, R. J. Mathews, manager of the Philco branch, Kamel Hassan, direct sales service manager; C. Cotterman, sales manager of the Harrisburg branch, and John C. Mar-

**Theme Songs Should
Boom Disc Sales, Says
Brunswick Official**

Chicago, Ill., Friday.

Henry E. Ringold, assistant record sales manager of the Brunswick-Balke-Collender Co., this city, through recent statistics gathered, is most optimistic regarding the sales possibilities of theme song records with the proper promotion and merchandising.

"We have found," said Mr. Ringold, "that talking pictures have increased the movie audience by more than fifteen million people every week. Since the theme song has become such an integral part of the motion picture, we feel that these extra fifteen million people are lovers of good music, especially new music, and are willing to pay money for it. It is our opinion that each one of these movie goers, if approached when memory of the picture is still strong, is a potential prospect for a record of its songs."

"The dealer to realize the most from his theme song records should tie-in with current motion pictures in his locality at all times," continued Mr. Ringold. "This is possible through using advertising material tying-in with the title of the picture and through use of motion picture stills which the manager of the theatre will be glad in all instances to supply."

den, advertising and promotion manager. Jack Cronin and Albert Gardner, salesmen, will also be members of the party.

—CARR.

At Your Service for Another  Success!

Zenith Radio Distributing Corp. CHICAGO ILLINOIS

Radio Distributors, Inc. 20 South Eutaw Street
Baltimore, Md.

REPUBLIC RADIO CORP. 421 BEAUBIEN ST.
(At East Jeff Avenue) DETROIT, MICH.
53 N. DIVISION ST.
GRAND RAPIDS, MICH.

Tarr, McComb & Ware Commercial Co. KINGMAN ARIZONA

Macgregor Radio Corp. 120 Meadow Street
New Haven, Conn.

Mackenzie Radio Corp. 1225 Broadway
New York

North American Radio Corp. 1845 BROADWAY
NEW YORK

Trilling & Montague Seventh and Arch Street
Philadelphia, Pa.

W. C. Landon & Co., Inc. RUTLAND VERMONT

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LOS ANGELES RADIO SET INDUSTRY SEES BRIGHT PROSPECTS

ACTIVITY IS PRONOUNCED

Southern California Trade to Be Represented at RMA Atlantic City Conclave—New Wiley B. Allen Store Opened in Anaheim.

LOS ANGELES, CALIF., Thursday.

Activities the past two weeks have hinged on departmental meetings of the radio and music trades—jobbers, retailers and music division meetings.

A few local men plan to leave for the Atlantic City trade show. The Southwest attendance at the San Francisco show, commencing June 30 (instead of the 25th as originally planned), will be considerably larger.

Improvements in the mantle set production of the week include a new type portable already installed in carrying case (Royale), and it looks as though the April production of this compact set will come pretty close to 19,000 in Los Angeles, according to figures from 23 manufacturers.

James DePres, of the Colin B. Kennedy Corp., Fort Wayne, Ind., has been a visitor the past week in Los Angeles.

Dorival and Dorival, power-pack service and transformer winding firm, 207 East Fifteenth St., has gone out of business, William Dorival and Orville Gaspar going with the Plymouth Radio Corp. in its technical department.

Another visitor during the week was Howard D. Thomas, of Seattle, representing the Perryman Electric Co., Inc.

Emmett R. Patterson, head of the Patterson Radio Corp., left this week on a rush trip to New York and return.

Jack Perlmuth, manufacturers' agent, this week became a proud father of a daughter.

Keller-Fuller Manufacturing Co., maker of Radiette sets, last week removed the technical force over to the Gilfillan factory. Offices, however, will continue at 1573 West Jefferson street.

Earl E. Scott has joined the Arcturus Radio Tube Co. staff as special promotion manager in Arizona and southern California.

The A-A-C Radio Service Co., 8102 Beverly boulevard, is now an authorized Howard dealer.

M. J. Carls, 1929 South Los Angeles street, who used to make the Golden Bear speaker line, has turned his shop over to grill and cabinet work for mantle sets.

Crow Radio Co., 3904 South Vermont avenue, formerly maker of the Florentine line, (now discontinued) is producing a low-priced mantle model under its own name.

Annual elections for the music division in Los Angeles this week resulted in the election of E. Palmer Tucker, Wiley B. Alley Co., as president; P. L. Grannis, Southern California Music Co., vice-president; Don C. Preston, Don C. Preston Co., Bakersfield, second vice-president.

Wiley B. Allen Co. has just opened a new store in Anaheim with Harry Clubb as manager. Clubb has been in the piano and phonograph business here for twenty-five years.

Ralph Coen, New York auctioneer, has opened a radio auction house at 129 West Washington boulevard for

weekly sales of merchandise to the trade.

Arthur S. Detsch is to distribute the new T. C. A. sets in Los Angeles, according to announcement from E. J. Dykstra, sales potentate of the Transformer Corp. of America.

Silver-Marshall, Inc., has appointed a new southern California representative in the person of C. W. Hunter, formerly coast manager for Kellogg.

Charles Root, of 809 South Rebecca street, Pomona, is now making what he calls "The Supreme" receiver, according to information from that southern California city.

Noellen sets, pronounced No-Ellen, are being discontinued, according to their maker, N. C. Down, 3926 South Vermont avenue, Los Angeles. He is making an automobile custom-made set and is also looking over the field of midget sets.

Radio Supply Co., 912 South Broadway, has been appointed the exclusive wholesaler for Sylvania tubes in this region, according to its recent announcement.

The Martin Music Co., 734 South Hill street, Los Angeles, announces that it will retire from the retail business as soon as the present stock is disposed of. M. E. Martin, manager, said the decision was made in order to close the estate of the late J. D. Martin, formerly president, and to release the interests of certain stockholders.

Lloyd E. Holton, representing the Rola Co. (Oakland) has been in southern California the past week calling on factories making the midget or mantle sets. —RALPH L. POWER.

FINE RADIO SUPPLY MAKES ASSIGNMENT

Morris H. Feinman, trading as the Fine Radio & Electric Supply Co., of 5810 Fourth avenue, Brooklyn, has made an assignment to Tobias N. Berger, 277 Broadway, New York.

Belmont Takes Over Edison Distribution In Northwest Region

Orange, N. J., Friday.

Negotiations were recently completed whereby the Belmont Corp., of Minneapolis, Minn., acquires distributing rights for Edison radio in the section formerly served by the Minneapolis branch of the Edison Distributing Corp. This territory includes the states of Minnesota, North Dakota and bordering portions of South Dakota, Iowa, Michigan, Montana and Wisconsin. The negotiations were handled by Roy S. Dunn for Thomas A. Edison, Inc., this city, James Carson for the Edison Distributing Corp., and George A. Michel for the Belmont Corp.

Through the transaction, Thomas A. Edison, Inc., will receive the advantages of the wide distribution system built up by the Belmont Corp. in the northwestern section of the country, the firm's operations extending from Sault Ste. Marie, Mich., westward to the Rocky Mountains. The Belmont Corp. is one of the most prominent radio distributors in that section and utilizes the services of nineteen representatives, ten of whom canvass the Twin City trade. The other nine cover important points throughout the section. Offices and warehouse facilities are also maintained in St. Paul.

In addition to the distribution of radios, the Belmont Corp. is distributor for nationally known lines of sporting goods and electrical supplies, among the latter being the Edicraft Toasters and Siphonators, products also manufactured by Thomas A. Edison, Inc.

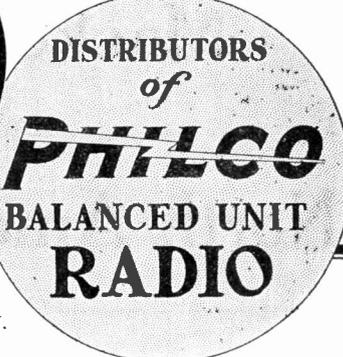
The Belmont Corp. is directed by George A. Michel, president of the company. Other officials of the company are Clarence B. Michel, vice-president; Henry J. Michel, secretary; E. M. Jacobson, radio sales manager, and H. E. Lindberg, credit manager.



THOUSANDS of radio dealers in communities just like yours have found that Arcturus Blue Tubes mean increased sales and extra profits. To us, that seems to be a mighty good reason why you should investigate Arcturus Tubes. Doesn't it look that way to you, too? Your jobber is ready to give you all the facts.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS
Quick Acting
RADIO TUBES

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

The Most Amazing Radio Value Ever Offered!!!

Crosley "Companionship" Series Models in Wood Consoles

A NEW Screen Grid, Neutrodyne Circuit, Power Speaker, A.C. Electric, Low Utility Console Model at an Unheard of Low Price!!!

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. Has built-in power supply incorporating genuine trouble-free Merphon condenser. Dimensions: 28 1/2" high x 27" long x 14 3/4" 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 CROSLLEY Monotrad chassis. It uses two Screen Grid tubes. The latest refined CROSLLEY Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/2" high x 28" long x 16 1/4" deep. No radio value ever approached this model at only..... **\$90** Less Tubes



The COMRADE

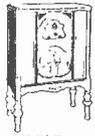
This set is enclosed in the same cabinet as the PLAYMATE but incorporates the refined CROSLLEY Unitrad eight tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only..... **\$105** Less 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 eight-tube CROSLLEY Unitrad chassis and improved CROSLLEY Type "M" Dynacoil power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 3/4" 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 CROSLLEY PARTNER incorporates the refined eight-tube CROSLLEY Unitrad chassis and the improved CROSLLEY Type "M" Dynacoil power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 3/4" long x 16 1/4" deep. An astonishing radio value for only..... **\$118** Less Tubes

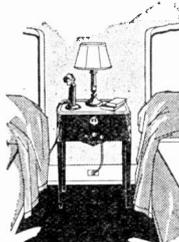


The eagerness with which the public has accepted the new CROSLLEY BUDDY and other models of the "Companionship" Series is conclusive proof that low utility cabinet sets are wanted! The reception accorded the BUDDY shows that there is an immense market for a low priced, reliable Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set. Many who could not afford higher priced

sets welcome the BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and its associate models in the new Crosley "Companionship" Series.



As an End Table the BUDDY serves as a convenient resting place for books, magazines, ash tray, etc.



As a Bedside Table the BUDDY provides ample space for night light, a book or two, telephone, etc.



In the Dining Room the BUDDY provides entertainment and amusement and serves as a temporary resting place for many things.



The BUDDY
\$55.00
LESS TUBES

This handsome BUDDY model has a metal case with panels in beautiful burl walnut finish. The trim is silver and ebony inlay effect. The legs as shown are standard equipment.

An improved CROSLLEY 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. -71As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Merphon condenser.

Only 24 1/4" high, 17 3/4" long, 11 1/4" deep

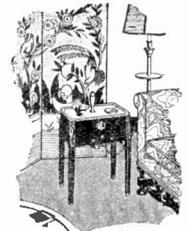
Western Prices on All Models Slightly Higher

THE CROSLLEY RADIO CORPORATION

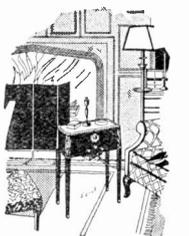
POWEL CROSLLEY, JR., President

CINCINNATI, OHIO

Home of WLW—"the Nation's Station"



As Occasional Table the BUDDY will become a real companion providing space for nut bowl, candy dish, etc.



In the Library the BUDDY will enhance the enjoyment of any book by providing smoking materials at finger tips.



In the Kitchen the BUDDY brings in cooking and baking lectures and provides a place for note book in which to jot down recipes.

New Low Price

YOU'RE THERE WITH A CROSLLEY
CROSLLEY RADIO

1906 1930



Radio's
greatest
name

"DE FOREST"

Ever since Dr. Lee De Forest invented the first radio tube in 1906, which he called the Audion, the history of radio has been the history of De Forest.

Today De Forest Screen Grid Audion 424 represents the highest development in radio tube design and construction. While all radio tubes—no matter what their name, are made under De Forest patents—you will only find the name, "De Forest," on tubes made under the supervision of the inventor. De Forest Screen Grid Audion 424 will instantly be recognized by your customers as a tube giving superior performance. When compared with other tubes the reason for this superiority is instantly apparent.

Identify your store with radio's greatest name by equipping the sets you sell with De Forest Audions. They build sales and profits for you.

DE FOREST RADIO CO.
Passaic, N. J.



Interchange of Service Ideas Inaugurated by Philco Organization

PHILADELPHIA, PA., Friday.

Philco jobber service men will have at their command the service experience of every other Philco service man throughout the country, as the result of the formation of an exchange by means of which service information will be distributed, it was reported here today by the Philadelphia Storage Battery Co. Robert F. Herr, service engineer of the Philco organization, is the organizer of the exchange.

"This is a step toward the standardization of service work," he declared in announcing the new exchange. "We intend making use of the knowledge of every service man to augment the equipment of all the others. From the main office we are sending out weekly bulletins detailing service facts on the various sets in the Philco line. Then, service men are urged to pass on information they may get in adjusting service problems due to outside conditions, so that when similar conditions are met in other territories, the service man on the job has the benefit of the other man's experience.

"Service is an important link in the chain reaching from the manufacturer to the satisfied consumer, and we believe this innovation will be the means of raising service on Philco sets to an even higher standard of efficiency than before."

The weekly bulletins are sent to jobbers, service managers and to those dealers who would be interested in the facts listed in the bulletin.

At present Philco service men are discussing means of eliminating "man-made" interference and important investigations are being carried out along these lines.

Philadelphia Dealer Concentrating Heavily On Atwater Kent Sales

Philadelphia, Pa., Monday.

The Philadelphia Electric Co., this city, is continuing to vigorously promote the sale of Atwater Kent radio. Following its six-week campaign during November and December which resulted in the sale of over 1000 Atwater Kents, the special Atwater Kent—"The Rogue Song" window displays in its downtown branches several weeks ago, it is right now in the middle of another six-week spring drive through all city and suburban branches, on Atwater Kent.

This drive has already netted several hundred sales, and officials of the company are confident that the final results will far surpass the record established by them during the winter.

Mary Lewis Starred In Kent Air Program

A new Pathe all-talking, singing picture will mark the screen debut of Mary Lewis, Metropolitan Opera Company prima donna, who is scheduled to appear as guest artist on the Atwater Kent radio hour next Sunday, May 4.

The Kent radio program officially opens National Music Week.

THE TALKING MACHINE and RADIO WEEKLY

H. F. Andre, Pittsburgh Edison Manager, Makes First Visit to Orange Factory



Edison Factory Officials with Pittsburgh Manager

ORANGE, N. J., Friday.

H. F. Andre, manager of the Pittsburgh branch of the Edison Distributing Corp., was a recent visitor at the Edison laboratories and factories in this city. This is the first time Mr. Andre had seen the Edison workshop and plants and he was greatly impressed with the extent of the manufacturing activities engaged in by the Edison Industries.

Mr. Andre directs the distribution of Edison radio in western Pennsylvania and the sections of Maryland, West Virginia and Ohio bordering on the Pennsylvania boundary. In this territory Edison products have always been enthusiastically received, the locality leading in Edison phonograph sales for many years. The success which was here attained by the Edison phonograph is, according to Mr. Andre, now being repeated with Edison radios.

The volume of Edison set business from the Pittsburgh territory, he reported, has been far ahead of the estimated quotas and there is no noticeable lessening of demand.

Mr. Andre declared that while business conditions early this year had affected general radio sales to a certain extent, the maintenance of a satisfactory volume at his branch indicated that quality radio lines have little difficulty in sustaining a profitable sales volume, regardless how adverse conditions may seem to be.

The photograph taken at the Edison plant shows Mr. Andre with members of the factory organization. From left to right, front row: Mr. Andre; E. H. Philips, general credit manager for Edison; R. R. Karch, assistant to the vice-president; back row: H. Orbach, of the Edison Radio News Bureau, and R. S. Dunn, sales promotion manager.

PHENOMENAL GROWTH OF RADIO INDUSTRY DEPICTED BY M. H. AYLESWORTH, NBC HEAD

WASHINGTON, D. C., Saturday.

Addressing the American Society of Newspaper Editors in session here recently, on the subject of radio, M. H. Aylesworth, president of the National Broadcasting Co., told of the broadening influences of radio, of how it is performing a gigantic task in every part of the world, and of the great strides it has made.

"Radio is less than ten years old," stated Mr. Aylesworth. "During this period the American public has invested approximately three billions of dollars in radio equipment. That is an average expenditure of \$300,000,000 a year, over the ten-year period. Last year the expenditure totaled more than \$800,000,000. In 1930 or 1931 the business will undoubtedly pass the billion dollar mark. That is an expression in terms of actual dollars of the interest that the people of the United States take in broadcasting.

"A survey of radio sets and broadcasting was recently completed by Dr. Daniel Starch, one of America's foremost statisticians. His investigators visited a sufficient number of homes in various geographical locations to obtain a reliable cross-section of American life, covering the entire United States. On the basis of these figures there are at least 14½ million radio sets in the United States today.

"Doctor Starch found that 80 per cent. of the owners of radio sets have them in operation 2½ hours a day, and

that the average listening group at such times was 4.1 persons.

"Radio is not something that somebody has built, or forced upon the country. It is here in response to a constant and consistent demand from the public. It is not an experiment or a fad. Its universal acceptance is responsible for the greatest industrial marvel of all ages. The growth of the radio manufacturing industry in less than ten years is the greatest phenomenon in all business records."

"CHECK AND DOUBLE—" SHE KNEW HER KNITTING

Milwaukee, Wis., Friday.

The honors of the month for ingenuity on the part of record sales girls go to Miss Lela Hepp, in charge of the record department of Herzfeld-Phillipson Co., this city, who was approached recently by a Chinese who asked for a record which he named as "Sewing Me to Your Pants Button Back on Again."

Miss Hepp, for the moment nonplussed, searched rapidly through her mind and determined correctly that the record desired was "Tie Me to Your Apron Strings Again."

This is another example of a case where the presence of mind of the one in charge of record sales resulted not only in a sale of a record, but an addition of a new name on the regular customer list.



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. E. I., also by Leika Stone, Lovell & Dunmore and Hagan License 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

BALTIMORE, MD.
The Eisenbrandt Radio Co.
 Pratt and Paca Streets

BOSTON, MASS.
Majestic Distributors, Inc.
"Exclusively Wholesale"
 539 Commonwealth Avenue

BROOKLYN, N. Y.
Specialty Service Corp.
"Service Is Our Middle Name"
 651 Atlantic Avenue

CHARLOTTE, N. C.
Shaw's, Inc.
Majestic Exclusively
 314 Tryon Street

CHICAGO, ILL.
The Harry Alter Company
 340 N. Dearborn Street
 Telephone: Whitehall 8300
 Distributing Exclusively Majestic Radio

CINCINNATI, O.
Majestic Distributing Co.
 OF CINCINNATI
 1042 Gilbert Avenue

CLEVELAND, O.
Majestic Distributing Corp.
 OF CLEVELAND
 4608 Prospect Avenue

DALLAS, TEX.
Radio Equipment Company
 HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA
Hieb Radio Supply Co.
 1221 - 23 Locust Street
 Des Moines, Iowa and Marion, South Dakota
 Established Since 1879

DETROIT, MICH.
Detroit Electric Co.
 101 East Jefferson Avenue
"Michigan's Oldest Radio Distributing Organization"

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

HARRISBURG, PA.
Peirce  Phelps
merged with
Penn Phonograph Co.
 Established 1898

HARTFORD, CONN.
Majestic Distributors, Inc.

HUNTINGTON, W. VA.
Air-Ola Radio Co.
Exclusive Majestic Wholesaler
 625 Tenth Street

INDIANAPOLIS, IND.
Capitol Electric Co.
"Capitol Quick Service"
 122-124 South Senate Avenue

JACKSONVILLE, FLA.
Southern Hardware & Bicycle Co.
 20 East Fourteenth Street

KANSAS CITY, MO.
Sterling Radio Company
 Kansas City Mo.  Wichita, Kans.
 1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.
R. S. Proudfit Co.
 Established 1879
 720 O Street

LITTLE ROCK, ARK.
Radio Sales Company
 217 East Markham Street

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

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

MEMPHIS, TENN.
Radio Sales Company
483 South Main Street

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

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

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

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

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

PHILADELPHIA, PA.
Peirce  Phelps
merged with

Penn Phonograph Co.
437-51 No. Fifth Street
PHILADELPHIA, PA.

HARRISBURG, PA. **WILKES-BARRE, PA.**

PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street

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

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

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

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

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

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

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GRIGSBY-GRUNOW CO.,
OF COMPLETE RADIO RECEIVERS

CHICAGO, ILLINOIS
Exclusive Manufacturers

PLATT MUSIC CO. IN EXPANSION MOVE ON THE PACIFIC COAST

ENTER BAY REGION TRADE

Committee Appointed by Pacific Radio Trade Association to Co-operate in Music Week Plans—East Bay Retailers Hold Important Meeting.

San Francisco, Cal., Thursday.

There has been considerable rumor for some time that has at last ripened into a fact, to the effect that the Ben Platt Music Co., of Los Angeles, was about to invade the Bay Region. When Ben Platt came up some time ago the rumor became more definite, and several days ago he took charge of the radio departments of the Nathan Dohrman chain of stores, including the Emporium and the Nathan Dohrman store in San Francisco and the H. C. Capwell store in Oakland. The departments are to be handled under a concession, and it is presumed will be enlarged. The personnel in charge of the departments is being retained. There has been no definite announcement of policy; but it is easy to predict from the history of the Ben Platt Music Co. in the south that there will be plenty of activity.

Another event of unbounded interest to the western radio world was the

farewell reception tendered by San Francisco to Alfred Hertz, for fifteen years a supremely popular orchestra leader, and for the past twelve years leader of the San Francisco Symphony Orchestra. Every seat in the great auditorium was taken long before the performance, and much standing room was occupied, for but a portion of the many thousands who desired to hear his last performance of the great and beloved leader of music in San Francisco could be admitted. The mayor took occasion to laud the great work he has done and express the boundless appreciation of a music loving city. He also presented the resolution of the City Fathers presenting to Alfred Hertz the status of permanent and honorary citizenship. In honor of the occasion also appeared the young and now world famous violinist, Yehudi Menuhin. The public reception was followed Wednesday night by a reception and supper given by the San Francisco Musicians Club, which was one of the most representative and brilliant gatherings ever held in San Francisco. Hertz announced that wherever their labors might lead them he and his wife would always consider San Francisco their home. He will certainly always be remembered by the present generation of the city. Hertz and his orchestra have done much to help popularize the radio in the West, through the performances that have been broadcast; and beyond question these performances have housed an interest that is responsible for thousands of sales. And the records they have made have always proved remarkable sellers all over the Western territory.

A. H. Meyer, president of the Pacific Radio Trades Association, has appointed a committee to cooperate on behalf of the radio trade in the coming music week. Acting on the committee will be J. W. Thompson of the H. R. Curtiss Co.; L. B. Quimby, in charge of the music department of the John Breuner Co., of Oakland; Meyberg Co., Robert Eastman Co., Lloyd Yoder, of the National Broadcasting Co., Harrison Holloway of KFRC, and Walter Grey, president of the Northern California Music Trades Association.

Secretary George H. Curtiss reports the tall space in the auditorium for the coming radio show has now been reserved, and also several booths on the fourth floor. Reports from the traveling salesmen indicate that there will be a remarkably unanimous attendance of the dealers of the territory. The change in date to June 30th to July 2 became necessary due to the overlapping of the National Electric Light convention and that of the National Electric Railway, and the attendance of these will be so great, that accommodations would be very difficult. One feature of the show will be a series of lectures on radio interference and the methods of elimination. The local association still handles about 350 complaints per month.

A very important meeting was called for the East Bay Retailers Association, L. B. Quimby, chairman, on the eighteenth, to consider the new plan of dealer cooperation that has been approved by the directors of both the San Francisco and the East Bay associations. Important in the plan proposed is that of a system of examinations for service men to whom cards will be issued upon their joining the Technicians Group. By advertising the general public is to be acquainted with the fact that the services of an approved technician can be obtained from any of the list of members advertised. The plan also provides for the regis-

tration of a list of "joy-riders" with the association, as also for the listing of bad accounts, so that any member dealer can get the information with the ring of the telephone. Interference complaints from members are also to be given preferential attendance. Arrangements are to be made for membership group insurance for both fire and auto. They estimate a reduction of from thirty to fifty per cent. by this plan. The system of service examinations is to be organized by the parent association by the creation of a Service Managers group consisting of representatives from manufacturers, distributors and retailers to organize the system. The technician receiving a card must first join the Radio Technician Group, paying monthly dues of \$1. The card will be issued monthly and will contain the picture of the holder, and the name of his employer. Each technician and his employer makes a guarantee to the association for his work, and the association in turn guarantees his work to the patron. The plan provides also for the giving to each member of the association an emblem to be used on cards, stationery, etc. To strengthen the standing of members of the association with the public, the parent association will conduct an advertising campaign to acquaint the public with the securities and advantages of dealing with members of the trade group, especially in regard to the guaranteed services of the technician. The membership has already been circularized for approval, and there is no doubt of the result as all replies to date are 100 per cent. for it. The San Francisco association will

next take up the detailed discussion of the plan.

The code of trade practice to which the members are to be asked to pledge themselves no free trial of home demonstration for more than twenty-four hours, at least ten per cent. down with carrying charge of not less than one-half per cent. per month, free service for thirty days only, no free replacement of parts after 90 days unless under manufacturers' guarantee, no replacement of tubes after thirty days, service charges of \$3 per hour with a minimum of \$1.75, minimum charges for installing inside aerial of five dollars, a minimum for outside of ten dollars, for shielded aerial and ground a minimum of \$25, the allowance for trade-ins to be based on the fair cash market value.

ALLEN.

LEE BROWN JOINS RADIOTRON DIVISION OF 'RADISCO' FIRM

Newark, N. J., Monday.

Lee Brown, formerly associated with the Radio Corp. of America and with the Brown Talking Machine Co., this city, has joined the Radio Distributing Corp., Newark, Asbury Park and Trenton. Mr. Brown will be in charge of the Radiotron division for the "Radisco" organization, which is an RCA Radiola wholesale firm. He is well known to the trade in northern New Jersey.

Mr. Brown has been studying the fine points of Radiotrons at the RCA Radiotron factory in Harrison during the past ten days.

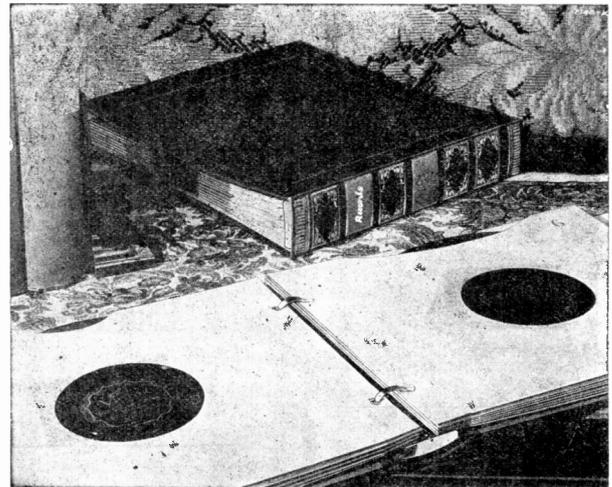
The
**PERFECT
COMBINATION**

Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

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

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

R. C. A.-Victor Co.



ANNOUNCES
THE APPOINTMENT

of

BRAID ELECTRIC COMPANY

as

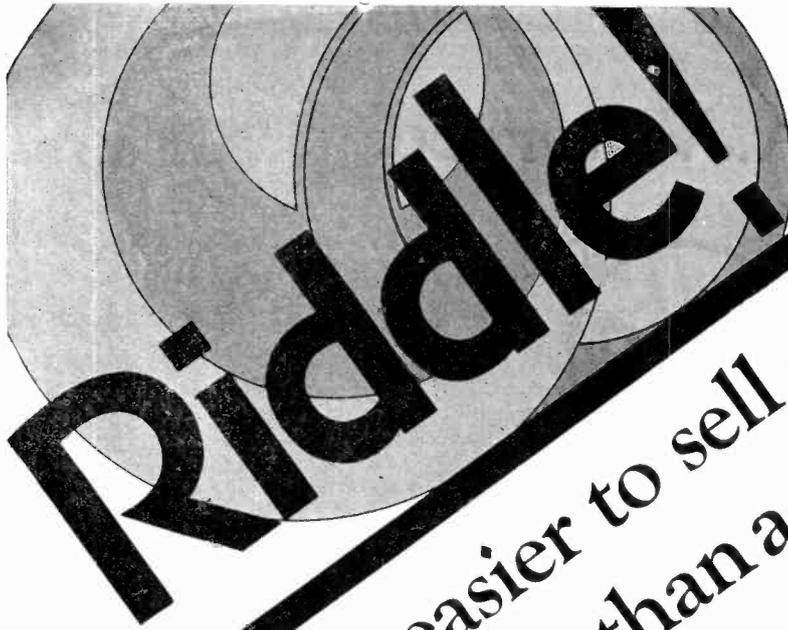
WHOLESALE DISTRIBUTORS

for the

RCA RADIOLA

NASHVILLE
KNOXVILLE
CHATTANOOGA
BIRMINGHAM
MONTGOMERY

R. C. A. DEALERS--Pending further announcements, address inquiries,
orders or correspondence to the General Offices of the Distributor,
BRAID ELECTRIC COMPANY, at NASHVILLE, TENNESSEE. . .



Riddle!

When is it easier to sell a \$249 set to a radio prospect than a cheap set...and incidentally to make a longer profit?

Easier—because you immediately lift your sale out of a fiercely competitive field...into a highly selective field, where superiority is quickly recognized...

Easier—because you offer a **plus value** every music lover wants—at an increase in price astonishingly small...

Easier—because you are able to offer a high trade-in concession for an old radio set or phonograph and still assure yourself a splendid profit.

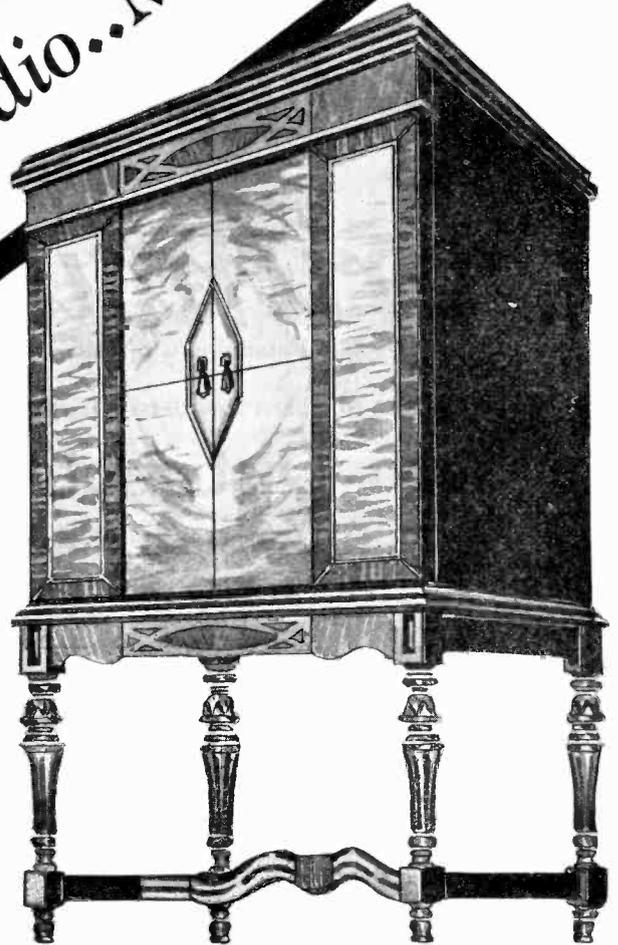
Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

Answer!
When the set you offer is a
Brunswick Combination
(Panatrope with Radio..Model S-31)

— and how your profit from the sale of a Brunswick Combination grows and **grows** and **GROWS** — each month — each year — as a result of the steady and endless sale of Brunswick electrically recorded records! Find out today how you can participate in this highly profitable business.



Brunswick
RADIO... PANATROPE WITH RADIO... RECORDS

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

LUCKER SALES CO. NAMED RCA JOBBER IN NORTHWEST AREA

Minneapolis, Minn., Thursday.

The Lucker Sales Co., here has been appointed Northwest distributor for RCA Radiolas and RCA Radiotrons, it is announced. This company will have the exclusive sales for this section of the country beginning June 1. The Lucker company already has orders beyond its expectations, and business for the year holds every promise of being much larger than usual. L. H. Lucker, former Edison phonograph jobber, here, is president of the concern, which has been in business since 1902.

The territory the Lucker firm will handle includes all of Minnesota and North Dakota, about two-thirds of South Dakota and the bordering counties in Wisconsin. Main offices will

remain in Minneapolis, and a warehouse will be maintained at Fargo, N. D.

The RCA line was formerly handled by General Electric and Westinghouse of the Twin Cities, and Kelly Howe, of Duluth.

Thomas W. O'Grady and F. F. Storms, of the Radiola division of the RCA Victor Co., Inc., Chicago, are in Minneapolis aiding the Lucker company is starting out its sales and turning over old accounts to that firm.

R. O. Foster, who recently returned from points South and East, reports that the radio business in Minneapolis and St. Paul "is as good as anywhere in the country." His trip included most of the southern cities, Philadelphia, New York, Chicago and a number of other points. Foster & Waldo, local Majestic dealers, he reports, are doing a very nice business for April and he expects the trade to be in full swing in a short time.

The Kar-radio Corp., maker of an automobile set, have introduced a new 5-tube, remote control set this week. This concern moved into new and larger quarters at 8 Twelfth street, Minne-

apolis, recently, and reports that it expects to greatly enlarge its business this year. The summer season, in which radio sets for cars come into demand, has already begun to bring in orders on a fairly large scale, and by the first of May business should boom.

D. E. Ford, radio sales manager of the Northland Electric Supply Co., has returned from a short visit to Chicago and points East. The trip was in the business interests of his firm.

G. G. Stewart, Majestic dealer at Proctor, Minn., reports an exceptionally large volume of business during March. One of the largest shipments of sets he has ever received came in that month.

L. B. Wheeler, radio sales manager of the General Electric Supply Corp., has returned from a visit to the trade in the Northwest and advises that business conditions in the smaller towns in this section of the country is coming along very nicely.

Officials of the company are Laurence H. Lucker, president; William A. Lucker, vice-president, and A. L. Toepel, secretary.

—D. H. SEYMOUR.

Price-Cutting Fable Is Offered by 20th Century

The 20th Century Radio Corp., of 104 Flatbush avenue, Brooklyn, N. Y., Greater New York Crosley distributor, modernizes a fable particularly applicable to the radio situation, according to Grant Layng, vice-president. The Aesopian anecdote follows:

"At the beginning of things, when the world was young, the donkey was esteemed by all the tribes of men as wisest of animals. The good Sheik El-Sta-Shun-Air owned a great herd of these sagacious beasts which was the pride and joy of his life.

"Other sheiks from miles around came to listen and marvel at the wisdom of the herd. At such a time came even the prophet himself—most learned and wise of all the sons of the East. With much glowing pride El-Sta-Shun-Air led him out to the herd and said: 'Behold, O Prophet, the wild and talented asses. Converse with them, test them and see if they are not verily wiser than forty trees of owls.'

"Then the prophet addressed the asses: 'Let us test your wisdom,' said he. 'Answer me this question: "What should an ass require for a three days' journey?"'

"And they counseled among themselves and then made reply, 'For a three days' journey, O Prophet, any ass should require six bundles of hay and three bags of dates.'

"Very good,' quoth the prophet, 'that soundeth like a fair and proper price.' Whereupon El-Sta-Shun-Air brought into loud chuckles and said: 'Did I not tell you they are passing wise?'

"The prophet answered: 'Wait.' And he again addressed the asses: 'I have for one of you three days' journey and I will not give you six bundles of hay and three bags of dates for making it. Let him who will go for less stand forth.'

"And, behold they all stood forth and all began to talk at once. One would go for six bundles of hay and two bags of dates. Then another would go for three bundles of hay and one bag of dates, until finally one specially long-eared ass agreed to go for one bundle of hay.

"Then spoke the prophet. 'Fool,' quoth he, 'you cannot even live for three days on one bundle of hay, much less profit from the journey.'

"True,' replied the long-eared one. 'But I wanted to get the order.'

"And from that far off day to this, asses have been known as fools, and price cutters known as asses."

PUSH G. E. REFRIGERATORS IN WASHINGTON, D. C., ZONE

WASHINGTON, D. C., Monday.

With the good, warm Spring days in sight in Washington, General Electric all-steel refrigerators are being pushed by the National Electrical and Supply Co., of this city. Officials of the company claim that in the small round casing on the tops of these refrigerators the entire mechanism is hermetically sealed with a permanent supply of oil.

Dealers in other makes also declare that the outlook is good in Washington for a long Spring and Summer, which means that good sales are ahead.

The Profit Line for 1930

Brunswick

Radio • Panatropes with Radio • Records

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

G. J. Seedman Co., Inc.

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

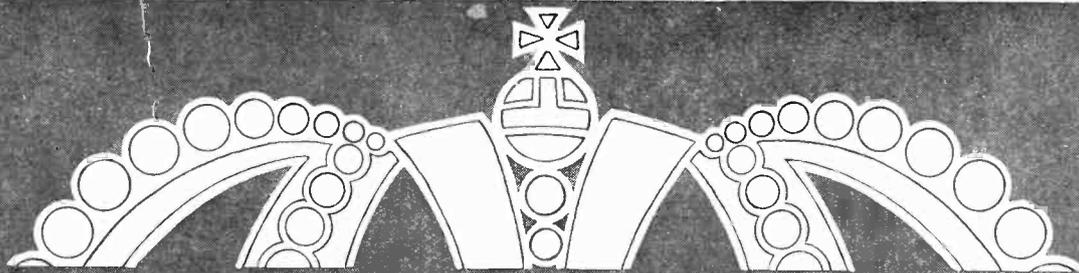
245 West 55th Street
New York, N. Y.
Telephone Columbus 2040

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813



Powerful!
Permanent!
Profitable!

. . . . for nearly twenty years, the name of Colin B. Kennedy has been written in mile high letters across the pages of radio history.

. . . . for a like number of years, Col. Geo. M. Studebaker and his associates have been equally prominent in industry and finance.

. . . . welding the forces of Colin B. Kennedy and Col. Geo. M. Studebaker has resulted in one of the most powerful organizations in the radio industry.

. . . . ample financial resources, unexcelled engineering skill, modern production facilities and a receiving set of exceptional quality, guarantee the permanent stability of this mighty combination.

. . . . and their Gibraltar-like strength is backed by a distinctly original program of aggressive selling and merchandising to make KENNEDY, "The Royalty of Radio," profitable to good distributors and dealers.

COLIN B. KENNEDY CORPORATION
SOUTH BEND, IND.

*We invite investigation of the
 profit-building possibilities of
 the KENNEDY line.*

KENNEDY

The Royalty  *of Radio*

1911

1930

LOUD SPEAKER ORDINANCE PASSED IN SAN DIEGO, EFFECTIVE MAY 15TH

SAN DIEGO, CALIF., Thursday.

A new ordinance affecting loud speaker operation, similar to the one now in effect in San Francisco, has been passed by the San Diego city council, and becomes effective May 15. This was passed to give the city additional powers to control alleged nuisances arising from operation of loud speakers set up for advertising purposes, and radio sets put out in front of stores. Dealers and others wishing to use this method of attracting public attention will have to obtain permits, which will be revocable. The immediate situation which led to the passing of the ordinance was brought about through complaints of business people and hotel residents against annoyances from loud sets put out by radio dealers, and loud speakers used for advertising on automobiles cruising downtown streets, and set up in prominent locations. The mayor vetoed the ordinance as being too broad, and it was passed over his veto.

No apprehension is felt by the local trade in regard to its being enforced in a manner which will prevent legitimate operation of properly adjusted sets in store vestibules, or upon private automobiles equipped with radio sets.

"Vic" Baldwin, sales manager, P. W. Gavin Co., 1165 Front street, wholesale distributors of Bosch radio, reports that automobile dealers see the new Bosch model 80 automobile radio set as an effective aid to the sale of cars. The

most prominent local installation is that of A. K. Thorpe, clerk of the municipal court, on a Reo sedan. Competition in the automobile field is so close that alert salesmen are already learning how to use radio equipment as a means of swinging deals.

As Summer approaches dealers are selling better aeriels and grounds than they ever sold before. "Manufacturers and dealers can promote progress by advising the public that good installations provide better reception," remarks the executive of a large concern. Demand should increase due to better appreciation of the public and the trade, on such items as the Belden braided, shielded aerial lead-in- and Rose and Copperweld ground rods. There is an opportunity for dealers to get work for their service men through educating the public to replace old, flimsy installations with better materials. Another field which is attracting attention is the sale of accessories, such as West-clox and Radio Owl equipment for turning sets on and off. Summer will find many dealers working over their customer list with such points in mind, appreciative of the revenue they produce.

Dearborn Radio Co., 1027 University avenue, has changed its partnership arrangements. Merle C. Dearborn and Wright C. Smith are now the partners operating the business, a former third partner having retired. This firm sells Radiola, Grebe, Bosch, Gilfillan, and

Crosley radio and ice box franchises. Mr. Dearborn has business lined up for the ice box considerably ahead of the first deliveries from the factory.

In the hands of experienced merchants, it took only a short time for the \$59.50 type of novelties in radio to find their approximate level in the market. These compact little sets came in right after distress merchandise had upset the public's notions of value, and seem to have filled a distinct need in helping to bring people back to the idea of buying radio not of obsolete type. Handled by prominent stores, and heavily advertised, they went over for some surprisingly big days shortly after they were introduced.

Dealers are substantially agreed now that there is no risk of the price bringing them into serious competition with well established merchandise. It takes only a brief examination by an experienced radio dealer to understand how they are built to sell at the low price.

However, they have their uses. They bring people in to inquire about getting a radio at a low figure, and in many cases dealers sell from their standard line, after showing the cheaper set. The greatest risk to a store handling this merchandise is that its salesmen may slack off in their efforts to sell higher priced merchandise, becoming mere order takers for the secondary line. Another tendency which must be checked in the average salesman is to claim too much for the cheap sets, leading customers to believe there is no use in paying more than \$59.50 for a radio.

The legitimate field for these low priced sets is becoming understood as confined to prospects of limited means



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

and doubtful credit, and residents in hotels and apartment houses. They also sell as second sets, as for bedrooms in homes equipped with a better radio. One dealer reports a sale to a traveling man who carries the compact little set in his car, and uses it in his hotel room at night. But the fact remains that at present a lot of the people buying these low priced sets should be taking merchandise of a much higher rating.

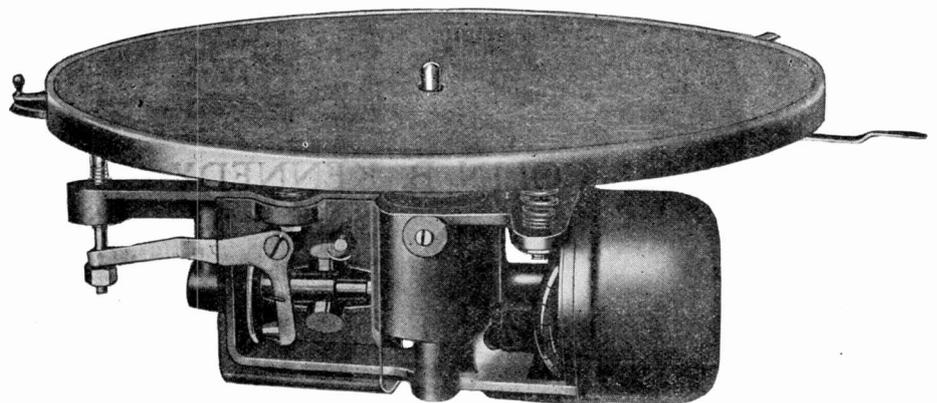
Curtiss W. May has moved his headquarters from W. Washington street to the location formerly occupied by Edmondson Radio & Electric Co., which recently closed its doors, at 3314 Adams avenue. Mr. May closed his small branch store on W. Washington street and now serves the whole Mission Hills district from his former main store as his sole branch outlet. He operates in Atwater Kent, Edison, and Bosch.

—S. F. PARKER.

The **DIEHL** Electric Phonograph Motor INSURES ACCURATE RECORD REPRODUCTION

THE demonstrated ability of the Diehl motor to provide correct and dependable turntable rotation and trouble-free performance has influenced a number of important set manufacturers to adopt it as standard. A set is no better than its ability to faithfully reproduce the artist's recording on the record, therefore, the motor selected for your set will largely determine its acceptance in the field.

We will gladly send a sample of the Diehl motor, on request, so that you may personally determine its possibilities in connection with your product.



The Diehl Electric Phonograph Motor is built for all voltages and frequencies; for either 78 R. P. M. or 33 R. P. M. operation. The positive action Diehl Automatic Stop is supplied as optional equipment.



DIEHL MANUFACTURING COMPANY

Electrical Division of

THE SINGER MANUFACTURING COMPANY

Elizabethport, N. J.

Atlanta

Boston

Chicago

New York

Philadelphia

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!"

Mr. Speaker Manufacturer:

BETTER DIAPHRAGMS MEAN BIGGER SALES

SPECIALIZED DIAPHRAGMS MAKE
BETTER DIAPHRAGMS

SAMPLES ON REQUEST

EDWARD W. STERN

38 Great Jones Street

TEL. SPRING 4837

New York, N. Y.

SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

Springfield

Branches:

New York

Chicago

Detroit

Massachusetts

San Francisco

Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



GERMAN RADIO SET MARKET ANALYZED BY DEPT' OF COMMERCE

WASHINGTON, D. C., Saturday.

Since the stabilization of the German currency progress has been made toward the re-establishment of normal conditions in commerce and industry. However, when all circumstances are taken into consideration it must be recognized that the exportation of American goods to Germany, particularly goods which must be classed as luxury articles, is still under a handicap, according to the Department of Commerce.

The purchasing power of the people, taken as a whole, is probably not lower than it was in the pre-war period. There has, however, been a shift in the relative incomes of the classes. Whereas in 1913 the difference between the income of an unskilled manual laborer and middle-grade officials was as 100 to 347, in September, 1922, it was as 100 to 147. The popular demand for a higher standard of living is more insistent than it once was, the energy and efficiency of the people is being directed toward that end.

A large part of the radio receiving sets in use are of German manufacture, although some American sets are in operation. French sets are not imported. Exports of radio apparatus from the United States to Germany last year amounted to \$191,090, according to our export statistics, and of this amount \$74,353 was for loud speakers and \$73,850 for accessories for receiving sets.

American receiving sets have a high reputation and prestige, but one drawback in introducing them in Germany is that the sets that are technically of high class are usually inclosed in cabinets that are much more elaborate and expensive than those furnished by German manufacturers, even when such cabinets are intended for their most expensive receiving units. It is believed that sets intended for export to Germany might well be inclosed in cabinets less ornate, in order that the finished unit might compete more favorably in point of price as well as from the standpoint of technical excellence.

Crystal sets are imported in some quantity from Great Britain, and are cheaper than the equivalent German sets. The prices for these outfits range from approximately \$0.30 to \$5.

Small battery-operated tube sets are still sold to some extent, the prices ranging from approximately \$9 to \$40. The general preference, however, has now turned to electrically operated sets. The leading manufacturers of radio apparatus are bending their chief effort toward the production of socket-operated sets capable of picking up the principal European broadcasting stations, and which can be sold cheaply enough to be popular. The prices of these electric sets range from approximately \$20 to \$475, and the small two and three tube sets primarily intended for the reception of locally broadcast programs are losing in popularity as compared with sets having from three to five or seven tubes. The average price paid for these sets is from about \$35 to \$50. All of the prices are for sets without tubes or accessories.

Interest in radio equipment has been keen in southwest Germany ever since the discovery of this means of communication. Sales of receiving sets were

rather slow during the early years of radio development, but public attention to radio has increased rapidly in the past two or three years.

In the earlier years of broadcasting the greatest proportion of the sets sold were crystal detectors, but with the increasing interest of the German public, fostered by the periodicals devoted to radio, most of the prospective buyers were easily persuaded to purchase tube sets capable of receiving other than the purely local broadcasting stations.

In May, 1928, it was estimated that there were approximately 70,000 receiving sets in Wurttemberg and Baden, whereas now it is believed that there must be nearly 500,000 sets. This increase in the trade is due primarily to the fact that prices of tube sets, which are capable of picking up all of the German stations and many of the stations in other European countries, have been somewhat reduced during the past two years. German broadcasting stations are transmitting for longer periods each day and evening and the programs have also been improved in quality.

During the earlier years of radio development there were few dealers organized to sell radio equipment alone. Most of the apparatus sold was carried as a side line in general electric supplies and photographic supply houses. In the past few years, however, a number of houses have turned their entire attention to radio sets and accessories, although a great deal of business is still done by concerns which depend upon other lines of trade for their main income. In view of this situation it would be expensive and perhaps hazardous to attempt to do an export business through direct communication with local southwest German radio dealers. Most of them have a purely local distribution and rather limited credit, and much correspondence and needless expense in shipping and caution in granting credits would be necessary.

It is considered that a more satisfactory method of approaching the market would be to consider it a part of the German national sales unit, concentrating the sales rights in one or two large firms centrally located in Berlin or Hamburg, who would be in a position to sell to local dealers, appoint sub-agents, carry considerable stocks, and to whom the American exporters could grant a more or less extended line of credit without undue risk.

The German manufacturer makes sales largely on open account, and most of the dealers buy on this basis. The time period of payment ranges from 30 to 90 days. Cash discounts are usually 2 per cent. for payment within 10 days from date of invoice. Discounts from list are usually 40 per cent. or 30 to 90 day billings, sometimes 50 per cent. for cash within 30 days. In dealing with retailers or jobbers in the Stuttgart area, American exporters would be obliged to meet these terms in order to compete on an equal basis with the German manufacturers.

RECEIVER NAMED FOR TUBE MANUFACTURER

NEWARK, N. J., Saturday.

Vice-Chancellor Church today appointed Samuel Dreskin temporary receiver for the Radio Utilities Corp., 67 Winthrop street, this city manufacturer of radio tubes. The court directed stockholders and creditors to show cause April 29 why the receivership should not be permanent.

All abo-o-o-oard for

CROSLY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

LET THE LEADER maintain YOUR LEADERSHIP!

For 33 years the public has looked to Victor for leadership in every sphere of music reproduction.

That is why Victor Radio scored such an instantaneous success—why Victor Radio with Electrola is making such a potent appeal right now—why Victor dealers have been able to maintain their leadership among radio and phonograph merchants everywhere.

The new season is just around the corner. Make it a great season by taking advantage of Victor leadership. Our services as Victor wholesalers exclusively are at your call. Try us.



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.

CLASSIFIED SECTION

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

MEN — MARRIED

NATIONAL ORGANIZATION open-new radio branch, now in position to interview immediately. If interested, write Box 830, Equity, 100 W. 42nd, New York.

WANTED—Salesmen, thoroughly experienced with all makes of radio. Steady position, chance for advance-

ment. Earnings, \$60.00 to \$85.00 weekly. Only thoroughly experienced men need apply. Ludwig Baumann, 35th St. and 8th Ave., New York City.

SALESMAN: Wonderful side line to those covering retailers. Will not conflict with present work. Mr. Ott, No. 11 Park Place, N. Y. C., Room 402.

Utah Remote Control For 3 Set Makers, Others May Follow

(Continued from page 5)

It establishes this feature as the new 1930 development in radio.

"The Utah remote control device permits the operation of the set from any point, enables the owner to 'fish' for programs in addition to tuning in on pre-selected stations, control the volume and do all the things that are now being done at the set itself. Indications are that many types of sets equipped with this feature will be shown at the Radio Manufacturers' Association Trade show in Atlantic City in June.

Application for listing 143,380 additional shares of the no par common stock of the Utah Radio Products Co. of Chicago on the Chicago Stock Exchange was announced late today following a meeting of the company's board of directors. This will make a total of 393,280 shares outstanding. The additional stock has been used as authorized at the last stockholders' meeting, namely, to acquire all the common stock of the Caswell-Runyan Co.,

of Huntington, Ind., and the Carter Radio Co., of Chicago.

At the same time the directors announced a combined balance sheet as of December 31, 1929. This statement shows cash and government securities alone as \$206,520.70 in excess of all current liabilities. Total current liabilities were shown to be \$331,157.60 as against total current assets of \$2,456,546.79 or a ratio of nearly seven and a half to one.

The Caswell-Runyan Co. produces radio cabinets and also specializes in cedar chests, of which it is one of the three largest manufacturers in the world, as a line for production during the slack radio periods. J. W. Caswell, secretary-treasurer and general manager of the company, reported to the directors that the Huntington plant is now running heavier than at any time during the last five years. Excellent progress is being made on the new contracts recently signed with the General Motors Radio Corporation of Dayton, Ohio, he stated. The Carter Radio Co. manufactures a number of items used in the Utah loud speakers, which the Utah Radio Products Co. has heretofore purchased in the open market. In addition the Carter company manufactures a wide line of radio accessories and electrical and automotive parts.

The balance sheet follows:

ASSETS

CURRENT ASSETS:	
Cash in Banks, on Hand and U. S. Gov't Securities (\$102,037.50)	\$ 537,678.30
Accounts and Notes Receivable, less Reserve:	
Customers' Notes and Acceptances	63,308.88
Customers' Accounts	480,980.27
Miscellaneous Accounts and Advances	34,111.66
Cash Advances to Suppliers	80,000.00
Inventories of Raw Materials, Finished Products, Work in Process	
—at cost or marked, whichever is lower	1,260,467.68
Total Current Assets	\$2,456,546.79
Prepaid Expenses	32,820.63
Investments and Advances	72,299.63
Property, Plant and Equipment, net	705,666.54
Deferred Charges	45,323.70
Goodwill and Patents	1.00
TOTAL	\$3,312,658.29

LIABILITIES

CURRENT LIABILITIES:	
Notes Payable	\$ 55,633.34
Accounts Payable and Accrued Expenses	202,475.71
Provision for Federal Income Tax	73,048.55
Total Current Liabilities	\$ 331,157.60
Advertising Campaign Pledges—Deferred Installments	8,333.35
Capital Stock Issued and Outstanding:	
Preferred (1,402 shares)	140,200.00
Common (393,280 n. p. shares)	2,249,500.00
Capital and Earned Surplus	583,467.34
Contingent Liabilities	None
TOTAL	\$3,312,658.29

CROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.

THE NEW

"CORTLANDT" SOCKET

Designed for High Grade Radio Sets

Our socket was designed by engineers, for those manufacturers of radio sets that take pride in their product. The springs are made of phosphor spring bronze, tinned; and are of the double, self-wiping type.

Write Us for Free Set of Samples

GENERAL FABRICATING COMPANY

165 Greenwich Street

New York, N. Y.

Phone: CORTLANDT 1352

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

A FAMOUS RADIO DISTRIBUTING ORGANIZATION IS OPEN FOR THE SERVICES OF A SALES MANAGER

Opportunity is now afforded for a sales executive with a proven record to connect with substantial remuneration and a permanent future in one of the best-known radio distributing concerns, handling a celebrated product.

The man we appoint will have a record of accomplishment and should submit fullest details of past experience, earnings, etc., in his first letter. All communications in strictest confidence.

If you are not interested in the foregoing advertisement but know someone whom you believe would be desirable for us, please call his attention to same.

Box No. 508

TALKING MACHINE AND RADIO WEEKLY

146 Water Street, New York, N. Y.

3

REASONS

why Columbia foreign records sell faster than any others . . .

- 1 *Native* musicians — and only the *finest* — make each Columbia Foreign Record. So your customers get the music they want!
- 2 *Native* experts select their country's favorite music for each Columbia recording. So your customers get the melodies they want!
- 3 Columbia Foreign Records have the favorite music and songs of *thirty different* races and nations. So *any* races that live near you will find their music in your Columbia Foreign Record line!

COLUMBIA FOREIGN RECORDS

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

Be sure you have plenty of Columbia Foreign Records. Ask your Distributor for the latest list. New Columbia Foreign Records are issued just before the first of every month.



“Magic  Notes”

Columbia “NEW PROCESS” Records

Viva-tonal Recording—The Records without Scratch

“NEW PROCESS” RECORDS REG. U. S. PAT. OFF.
 U. S. PAT. OFF. REG. DES. 1,142,111
 TRADE MARK REG. U. S. PAT. OFF. 1,142,111
 TRADE MARK REG. U. S. PAT. OFF. 1,142,111

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York
 Canada: Columbia Phonograph Company, Ltd., Toronto

F. E. Basler Reviews Trade Problems at Cleveland Gathering

(Continued from page 7)

ment for the set and attracted much attention. Smerda's Music House had a fine display of radio and Ampico Hall had an exhibit of Knabe and other pianos.

General Electric refrigerators are being shown all over the city in special window displays, the power plant being submerged in water. At the William Taylor Co., Miss Helen Murray, Home Economics expert for General Electric, is giving daily talks and demonstrations of iceless refrigeration. Many sales are reported. The Cushman Refrigerator Co. is distributor for this territory.

The Smith & Oby Co., 6103 Carnegie, of which Walter Klie is president and W. J. Wetzell, secretary, have opened beautiful display rooms in which are shown the Electrolux, gas refrigerator. Large space is being used in the local newspapers.

Harry Boyd Brown, of the Philadelphia Storage Battery Co., was the speaker at the fourth meeting of the Ohio Radio Trades Association, held at the News Auditorium, and discussed the matter of retail sales and other matters pertinent to the radio industry. There was a large attendance, and Mr. Brown's speech was one of the most interesting and instructive in the series.

The fifth and last meeting of the

series of the radio merchandising clinic that was sponsored by the Cleveland "News" and participated in by the Ohio Radio Trades Association, was held on Wednesday evening at the News Auditorium. There were two speakers, F. E. Basler, general sales manager of the Atwater Kent Mfg. Co., and Walter Hallowell, of the Bankers Commercial Security Co. Entertainment was furnished by a group of artists from station WHK.

Mr. Hallowell was the first speaker. He outlined what had brought about the present situation in radio financing. He said that many who became dealers prior to the stock market decline were salesmen and service men and knew nothing about credits and collections. He cited a number of instances of incompetency of dealers' financial methods, such as one who had taken his working capital to protect his margins. The reason the finance companies stopped buying radio paper was in many cases due to the fact that they were unable to get money themselves. He urged dealers to install proper business methods if they wished the finance companies to do business with them. To first analyze their 1929 business. To keep a set of books. To make out a financial statement each month to see if they are making a profit. Many dealers, he said, overestimated their assets and underestimated their liabilities. He urged accuracy in financial statements to finance companies. Speaking of collections, he pointed out that overdue accounts, sets out on demonstrations, tie up working capital. The person whose account is long in arrears becomes discouraged as he notes the size of it.

He illustrated the importance of the carrying charge, and said the radio was the only specialty where dealers are not getting it. Dealers should hold at least 25 per cent. of their paper, he said, as it tides them over the rough spots. They should plan their financing ahead, and also remember that from now on, radio has to be sold, as this is a buyers' market, not a sellers'. Concluding, he advised that every item that affects the net profit be watched closely or the dealer won't get far.

F. E. Basler, general sales manager of the Atwater Kent Mfg. Co., was the next speaker. He reviewed the radio situation in relation to all branches of the trade, starting with the manufacturer and the cause of over-production. There were so many new sets, so many salesmen, that the dealer had no time to wait on his customers; he was so busy waiting on salesmen. The fabulous discounts attracted many people into the retail field, and few stopped to consider that high discounts mean unduly high prices. There are too many dealers in the radio business, he said, who are not making a business of radio. He stated that the remedy lies with the manufacturer and distributor in protecting the legitimate dealer, and that the Atwater Kent Mfg. Co. is not interested in those dealers indulging in uneconomic practices. He praised the small dealer and recounted what many of them had done in small towns. He stated that it was the company's policy to give the retailer sufficient territory only commensurate with his ability to properly look after it.

The practice of a dealer handling from 6 to 15 makes of sets is wrong economically, he said. It means too large an investment. Strains credit. He loses sales because he cannot enthruse over so many. It confuses the buyer, reduces turnover, and it is impossible to give service, which results in loss of prestige. As a remedy for

this condition, he advocated: Handling no lines in competing price range. Have a line that merits confidence. Do business with a manufacturer and jobber who are making profits. Handle a line acceptable to the consumer, and whose stability will carry on from year to year.

Speaking of large trade-in allowances, Mr. Basler said they were shortsighted because they were not profitable, and if a competitor wished to make them, let him have this class of business. He pointed out the importance of radio salesmanship, and touched on the matter of dealers' credit. He denounced 'spiffs' to dealers' salesmen, because they were not legitimate in getting business, that the dealer who allowed it thinking he was shifting part of his salary load to the manufacturers and jobbers' shoulders was making a mistake, because it meant losing his independence. The problems facing the industry need the concerted action of all engaged in it he said, and that vision and courage are opportunity for growth in radio.

Concluding, he gave his definition of a pessimist as one who says "It can't be done"; an optimist "It can be done, but let somebody else do it"; a peptimist: one who rolls up his sleeves and does it.

Lambert Friedl, vice-president of the Ohio Radio Trades Association, then spoke briefly on the benefit derived by the trade through the meetings and called for a rising vote of thanks to the Cleveland "News." Ray H. Bechtol, president of the association, also spoke, outlining some of the work done by the organization. Mr. Nickerson, chairman of the entertainment committee, outlined a tentative program for this Summer.

ATWATER KENT RADIO WITHSTANDS SHOCK OF FACTORY EXPLOSION

DEVON, PA., Friday.

The recent explosion which demolished the plant of the Pennsylvania Fireworks Co. in this city, dealt death and injury to scores of people, wrecked nearby homes and rocked the country for many miles around, but failed to daunt the spirit of an Atwater Kent radio owned by Antoni Marconi, who lived within a few hundred yards of the plant.

Marconi's home, directly across the road from the scene of the explosion, was rocked until the ceilings fell through and all windows were blown completely out. It is reported, however, that the family radio—an Atwater Kent screen-grid set—continued to function as perfectly as ever after the accident.

AUTOMATIC NEEDLE HOLDER INTRODUCED BY PICK-A-PIN, INC.

Pick-A-Pin, Inc., 149 Broadway, New York, has recently introduced an automatic metal holder for phonograph needles known as pick-a-needle. By merely pressing the lid of the box a phonograph needle automatically appears.

Officials of the company declare that by using pick-a-needle, the risk of mixing new and used needles is eliminated. Each box contains 200 needles.



For Exclusive Design and Prices Address

AMERICAN EMBLEM CO.

INCORPORATED
UTICA, N. Y.

Motor Parts Co. Names Frank Evans Sales Head

Philadelphia, Pa., Thursday.

Frank Evans, who has been affiliated with radio merchandising since 1920, has been appointed radio sales manager for the Motor Parts Co., local distributor for the Philadelphia Storage Battery Co., maker of Philco radio.

Before joining the local organization, Mr. Evans was district representative for the Amrad Corp., Medford Hillside, Mass. He was also for several years associated with R. J. Matthews, general manager of the Motor Parts Co. as distributors of Philco batteries.

Last Sunday evening the Motor Parts Co. was host to Philco dealers in the Harrisburg section at a special showing of the Paramount picture "The Vagabond King," at the Victoria theatre, Harrisburg.



STENOLA No. 200—Equipped with STENO-VOX. Patent Applied For.
STENOLA CABINETS and Radio-Phonograph Combinations

Adaptable to ALL types of radio sets. A wide range of cabinets in exquisite designs at prices that MUST appeal. TO STOCK THEM IS TO SELL THEM!

Entire line now on display at our show rooms.
STETTNER CORP., 669 Kent Ave., Brooklyn, N. Y.
Phone Williamsburg 3638

An Added Sale with each Combination



SELL

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

HORROCKS DESK CO.

RECORD FILING DEPT.
HERKIMER, N. Y.

ANOTHER YEAR OF VICTOR SUPREMACY!

with

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



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:

1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PEORIA, ILL.

Koerber-Brenner Co.
800 S. Adams Street

PHILADELPHIA, PA.

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

H. A. Weymann & Son, Inc.

EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

Standard Talking Machine Co.
Exclusively Wholesale
305-7-9 Penn Avenue

ST. LOUIS, MO.

Koerber-Brenner Co.
115 Pestalozzi St.



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

SOUNDS FROM AND EFFECTS OF THAT GALA RED STAR OPENING THURSDAY . . . Fox Movietone cameras taking views of the exterior, with Pat Flaherty's offices transferred by Klieg lights and a battery of talking picture equipment into a sound stage . . . Paul Whiteman proving how easily Ruby Stone can be hidden by placing one arm around her . . . Smith Ballew sporting the latest in collar-and-tie combinations . . . Warner Baxter, John Ford and Marjorie White representing Fox filmland . . . Visitors from other music firm including: Jay, Isadore and Julius Witmark, Jr., Sam Serwer and Ira Schuster, Witmark's; Ben Bloom, Berlin's; Harry Lieberman, Sammy Lerner, DeSylva; Will Rockwell, Harms; Harry Engel, Davis, Coots & Engel; Jack Bregman and George Piantadosi, Robbins; Jack Mills, Mills Music; Joe Whalen, Shapiro Bernstein; Jos Davis, Triangle; Ben Bornstein, Ager, Yellen & Bornstein; Charles Lang, Bibo-Lang; Artie Dunn, Remick

. . . WOR's broadcasting of the festivities, and the amplification of orchestra music by means of loud speakers to the crowd that jammed Seventh avenue . . . The telegrams from Mr. Flaherty's mother, and his father-in-law, Humbert Fugazy, which headed the list of about 100 messages . . . Heywood Brown delivering a short talk for Movietone News . . . Winfield R. Sheehan, vice-president and general manager of the Fox Film Corp., inspecting the new quarters . . . Will Orborne and N. T. G. paying their respects . . . and the usual accessories that make lazy-fingered Music news scribes attack a typewriter on the day after even more reluctantly than ordinarily.

AS THEY WERE:—Joe Whalen, mechanical manager for Shapiro, Bernstein & Co., was formerly a reporter on the Bronx Home News . . . Paul Whiteman once drove a taxicab on the West Coast, before he found out that there's more money in meter in a fox trot, than in meter on a cab.

RED STAR OFFICIALLY OPENS HEADQUARTERS

The Red Star Music Co., music publishing subsidiary of the Fox Film Corp., threw open its doors last Thursday to a host of friends and well-wishers who offered their congratulations on the official opening of the company's headquarters. Stage and screen stars, orchestra leaders, piano pounders and lyric moulders crowded the spacious offices at 729 Seventh avenue to bid the company and its general manager, Pat Flaherty, godspeed. From 11 o'clock in the morning until late in the evening, the procession of Red Star's friends filed in and out of the quarters.

Mr. Flaherty's heads of departments include: Charles Harrison, Jack Lavin, Jack McCoy, Bill Jacobs, Jules Von Tilzer, Herman Schenck, Sam Wigler, Charles Bayha, Jack Sheehan, Nemo Roth, Jim Courtney, Carl Moore, Eddie Peterson and Tom Huston.

Klages and Jesse Greer, Robbins Writing Team, Consistent Scorers

Four years ago Ray Klages and Jesse Greer formed a song-fashioning partnership, beginning their alliance with the score of the Earl Carroll "Vanities" show of 1926-27. Since that time they have been regular scorers in the

hit column, having moulded the songs for subsequent "Vanities" as well as writing successful popular tunes, including "Doin' the Raccoon," "Flapperette" and "What Do I Care." A year ago, they joined Metro-Goldwyn-Mayer's ranks on the West coast, for which firm they wrote: "Just You, Just Me," and "Low-Down Rhythm" among other songs. Robbins publishes all their efforts.

The boys are resting in New York at present, and will return to Hollywood early in the Summer.

BANK NOTES

THE MONEY HITS OF AMERICA

SHOULD I

from Metro-Goldwyn-Mayer's "Lord Byron of Broadway"

CHANT OF THE JUNGLE

from M-G-M's "Untamed"

COOKING BREAKFAST FOR THE ONE I LOVE

from Fannie Brice's United Artist's photoplay "Be Yourself"

WHEN I'M LOOKING AT YOU

from Lawrence Tibbett's M-G-M Spectacle "The Rogue Song"

THE WOMAN IN THE SHOE

from "Lord Byron of Broadway"

CHARMING

from Ramon Novarro's M-G-M musical Romance "Devil May Care"

Robbins Music Corporation

799 Seventh Ave. New York

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

WORLD'S LARGEST Publishing Company

Open and At Your Service

The RED STAR MUSIC CO., Inc. a subsidiary of the Fox Film Corp., and publishers 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
"THE GOLDEN CALF"
 I'm Telling the World About You
 Maybe, Someday
 Can I Help It
 Modernistic

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 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 Hoop-Boop-A-Doopa Doo Trot

From FOX Production
"DOUBLE CROSS ROADS"
 My Lonely Heart

POPULAR SONGS

Devoted to You
 Shady Palms
 Song O' My Heart

RED STAR MUSIC COMPANY INC.
 Music Publishers
 P. J. FLAHERTY, General Manager
 729 Seventh Ave., New York, N. Y.

"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"

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

"SO SYMPATHETIC"

"THE TALK OF THE TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

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

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

RETAIL SET SALES NORMAL IN CHICAGO; DEALERS OPTIMISTIC

CHICAGO, ILL., Friday.

Current business with the local dealers is moving along at a normal rate, perhaps better than usual.

A bright feature of the present situation is the concerted effort being made by many dealers to bring to the attention of their customers the fact that electrical refrigerators are important household equipment. Grigsby-Grunow dealers are making preparations to display the new Majestic refrigerator just as soon as it is put on the market. Other dealers are taking on other refrigerator merchandise and are already displaying their wares. Foremost in this is the Tri-Par Radio Co., with two stores—one in the Loop district and one on North Lincoln avenue. In the windows, elaborately tagged and labeled, is shown the latest family model

Norge electrical refrigerator. It is sold at \$160 installed, and may be bought on cash or time payments. Inside the stores are shown two larger models selling at \$220 and \$330.

Arch R. Strong, assistant sales manager for Nathaniel Baldwin, Inc., returned to his desk here Monday after having spent the last three weeks in New York on business. It being a nice, sunshiny day Tuesday, he could not resist the lure of the opening game of the Chicago Cubs, so he and C. H. Calles, advertising and sales promotional manager, journeyed over to the north side to watch the game.

McMurdo Silver, president of Silver-Marshall Co., is on the west coast, testing out the performance of the new Silver set and with excellent results. He has covered Los Angeles, San Francisco, Portland and Seattle, and is expected back here about April 28. H. C. Bodman, general sales manager, is in New York City on business. Meanwhile, with the new sales set-up announced this week, the plant is busy on production of the new line.

R. P. Van Zile, western sales manager for Fada, has been spending several weeks on a vacation in Florida, and will return some time next week, via New Orleans, where he will visit some of the dealers there.

L. J. Johnson, president of the Kimberly Radio Corp., is spending a few days in the East.

Radio Productions, Inc., with headquarters in New York, has recently opened a Chicago office at 705 Lyon and Healy building, with F. W. Reynolds in charge as western representative.

The assets of the Inland Electric Co., bankrupt, formerly on Wells street but which recently moved to 213 S. Peoria

The "Color-Tone Test" Sells Sets—
We Can Prove It

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.

Keep Posted on Prices

S. S. Jobbing House
160 W. 26th Street
New York City, N. Y.

Without obligation add my name to your list so that I get your Radio and Electrical Merchandising Bargains regularly.

Name

Street

City State

QUALITY

... proved by actual test!



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

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

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

TRIAD

RADIO TUBES

street, were sold at auction April 23 to satisfy the claims of creditors.

The Abbott Electric Co. will open for business about May 1 at 20 South Wells street, with a full line of electrical and radio supplies.

Fire, breaking out in the seven-story building occupied by the Liberty Radio Co. and the Blackhawk Radio Co. at 123-127 N. Sangamon street on Thursday afternoon drove a number of employes down the fire escapes, though none was injured. The loss is estimated at \$20,000.

To provide sales activity during the temporary lull in the radio business, the National Radio Co. at 227 W. Madison street has laid in a line of golfers' clubs, balls, clothing, also fishing tackle and tennis equipment.

Fred W. Piper, wholesale sales manager for the Howard Radio Co., has been in Cincinnati most of the week on business.

R. L. Hederling, central division manager for Philco, returned to his office this week after a two months' business and pleasure tour spent in Europe, England, Germany and Mediterranean countries with the vice-president of the company.

—W. H. ALEXANDER.

Stewart-Warner Nets

\$666,011 for Quarter;
Dividend Rate Reduced

Chicago, Ill., Friday.
Directors of the Stewart-Warner Speedometer Corp., this city, maker of Stewart-Warner speedometers and radios, yesterday reduced the annual dividend on the common stock from \$3.50 to \$1.

The directors have declared a 25 cent quarterly dividend payable on May 15 to stockholders of record of May 5. The previous quarterly dividend was 87½ cents and 2 per cent. in stock.

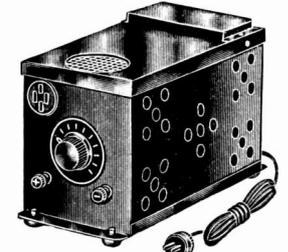
The preliminary report of the company for the first three months of this year gave net profit of \$656,011 after depreciation and Federal taxes, against \$2,054,224 in the first three months of 1929. Earnings for the first quarter are equivalent to 50 cents a share on the outstanding 1,298,919 shares of \$10 par value capital stock of the company, against \$1.58 a share on the same number of shares in the first quarter of 1929. After the directors' meeting C. B. Smith, president of the company, made the following statement:

"It has always been the policy of directors to pay liberal dividends when earnings justify the same. Business has been very poor as we all know during the early months of this year,

consequently we did not earn our usual rate of profit. Directors have therefore decided to be conservative and maintain our past position. Business is showing considerable increase at this time and should soon reach its normal figure."

DUMONT

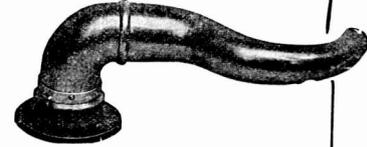
BONE DRY "A" ELIMINATOR



GUARANTEED ONE YEAR
LIST PRICE \$28.50
PRICE TO DEALERS \$9.75
LOTS OF 6 \$9.50
Terms 20% With Order
BALANCE C. O. D.
Manufactured by
DUBILIER CLOCK CORP.
40-42 W. 17th St. NEW YORK

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Atwater Kent Mfg. Co., Philadelphia, Pa.
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Capehart Corp., Fort Wayne, Ind.
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.
Crosley Radio Corp., Cincinnati, O.
Edison, Inc., Thos. A., Orange, N. J.
General Motors Radio Corp., Dayton, Ohio
Grebe & Co., Inc., A. H., Richmond Hill, N. Y.
Grigsby-Grunow Co., Chicago, Ill.
Gulbransen Co., The, Chicago, Ill.
Howard Radio Co., Chicago, Ill.
Kennedy Corp., Colin B., South Bend, Ind.
RCA Victor Co., Inc., New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co., Jackson, Mich.
Sprague Specialties Co., Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Air Cleaner Co., Chicago, Ill.
United Reproducers Corp., Springfield, O.
U. S. Radio & Television Co., Marion, Ind.
Zenith Radio Corp., 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

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Okeh Phonograph Corp., 1819 Broadway, New York
RCA Victor Co., Inc., Camden, N. J.
Stettner Corp., 669 Kent Avenue, Brooklyn, N. Y.

ELECTRIC PICK-UPS

Pacent Elec. Co., 91 Seventh Ave., New York
United Air Cleaner Co., Cottage Grove Ave., Chicago

RADIO CABINETS

Radio Art Corp., 22 W. 19th St., New York
Stettner Corp., 669 Kent Avenue, Brooklyn, N. Y.
Superior Cabinet Corp., 206 Broadway, New York
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PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, N. Y. C.
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TALKING MACHINE PARTS

Diehl Mfg. Co., Elizabeth, N. J.
General Industries Co., Elyria, Ohio
Thorens, Hermann, 450 Fourth Ave., New York City
Pacent Elec. Co., 91 Seventh Ave., New York
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RADIO, TALKING MACHINE AND RECORD WHOLESALERS

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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.
Beekwith Co., Geo. C., Minneapolis, Minn.
Blackman Distributing Co., 28 W. 23rd St., N. Y. C.
Bruno & Son, C., 351 Fourth Ave., New York
Brown & Hall Supply Co., 1504 Pine St., St. Louis
Buehn Co., Louis, Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Dist. Co., 1755 Bushwick Ave., Brooklyn
Capitol Electric Co., Indianapolis, Ind.
Capital Electric Co., Atlanta, Ga.
Cleveland Distributing Co., Cleveland, Ohio
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland
Collings & Co., Newark, N. J.
Columbus Ignition Co., Columbus, Ohio
Detroit Electric Co., Detroit, Mich.
Detroit Wilks Dist. Co., Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., New York
Ditson Co., Oliver, Albany, N. Y.
Eastern Talking Mach. Co., Boston, Mass.
Edmond & Co., E. J., 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
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Essex Dist. Corp., 40 William St., Newark
Greater City Dist. Co., 76 Fifth Ave., New York
Griffith Victor Distributing Corp., Cincinnati, Ohio
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Gross-Brennan, Inc., 205 E. 42nd St., New York
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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. C.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W., 393 New St., Newark, N. J.
May Distributing Corp., 112 Bleeker St., N. Y. C.
Macgregor Radio Corp., New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, N. Y. C.
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Motor Equipment Co., Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
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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., 913 Arch St., Philadelphia
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Polk, Inc. James K., Atlanta, Ga.
Proudfit Co., R. S., Lincoln, Nebr.
Radio Distributors, Inc., Baltimore, Md.
Radio Equipment Co. of Texas, Dallas, Texas
Radio Sales Co., Little Rock, Ark.
Radio Equipment Co., South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co., Toledo, Ohio
Royercoft Co., The, Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Sanford Radio Corp., 480 Canal St., New York
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Shaw's, Inc., Charlotte, N. C.
Smith, Inc., B. W., Cincinnati, Ohio
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co., Dallas, Texas
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Triangle Radio Supply Co., 381 - 4th Ave., New York
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co., Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn
Wilks Dist. Co., Inc., Jackson, Mich.

RADIO LOUD SPEAKERS

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

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DeForest Radio Co., Passaic, N. J.
Grigsby-Grunow Co., Chicago, Ill.
Johnsonburg Radio Corp., Johnsonburg, Pa.
Ken-Rad Corp., Inc., Owensboro, Ky.
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Triangle Music Pub. Co., 1658 Broadway, N. Y. C.

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