

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 15

NEW YORK, WEDNESDAY, APRIL 9, 1930

Per Year—\$4.00

THE KING CROONADER *breaks out a brand-new money-disc*

for you!

•••

WILL OSBORNE—the original crooning bandsman—has stamped this Columbia record with his latest pair of dance sensations.

Both sides give you sure-to-sell melody smashes — peppy, sentimental, and HITS! And they're turned out with matchless musical smartness by both the band and its famous vocalizer.

Get it—hear it—PUSH it! This great dance-fan catcher will romp through your store in jig time—and leave mighty substantial green souvenirs in your pockets!



Record No. 2128-D 10 Inch, 75c

IMAGINE

ON A BLUE AND MOONLESS
NIGHT

Fox Trots

Will Osborne
and His Orchestra

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



Will Trade Mark Reg. U.S. Pat. Off.
M.M. Co. Inc. 700 N. 1st St. Phila. Pa. 19106
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M.M. Co. Inc. 700 N. 1st St. Phila. Pa. 19106
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"TRADE NEWS RIGHT WHEN IT HAPPENS"

Praise that Spans the Country and Comes from Dealer and User Alike

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 Co.
 100 N. 1st St.
 St. Louis, Mo.

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SHERMAN THOMPSON MUSIC HOUSE
 11037 F STREET
 PHOENIX, ARIZ.

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

Brunswick Phonograph Company,
 San Francisco
 California.

Gentlemen:

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

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

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

Est. Thompson

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

Gentlemen:

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

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

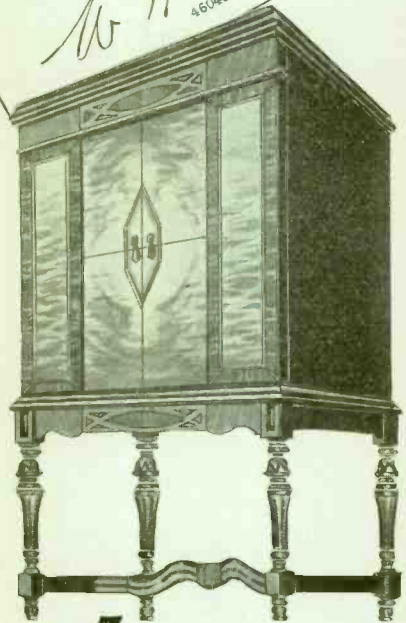
Selectivity is fine, volume is great and tone is wonderful.

Very truly yours
W. N. Hacker
 4604a Virginia Ave

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

- A Pacific Coast dealer adds this comment to a rush order: "We have not been called to service one of the screen grid radios."
- A middlewesterner praises his new Model S14 in these gratifying words: "Selectivity is fine. Volume is great. Tone is wonderful. I have logged 104 stations in one month."
- A Brunswick owner who lives in Des Moines, Iowa, sends in this imposing DX list—and his set is scarcely four months old!

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



Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY — Chicago — New York — Toronto — Branches in All Principal Cities

THE TALKING MACHINE & RADIO WEEKLY is published every Wednesday by the Phonograph Publications Co., 146 Water St., New York. Entered as second class matter April 18, 1916 at Post Office at New York, N. Y., under act of March 3, 1879. Subscription \$4 per annum. Vol. 29—No. 15, April 9, 1930.



An Announcement
by the
GENERAL MOTORS RADIO
CORPORATION

In preparation for the marketing of a complete line of new radios and radio-phonographs, the General Motors Radio Corporation has instituted a direct factory-to-dealer method of distribution through a nationwide system of zone offices and factory-stocked warehouses. General Motors Radio dealers will receive the closest possible co-operation from these zone offices, both in business counsel and in maintaining inventories in a practical, profitable manner.

The service plan is on a similar national basis. Service will be handled through an organization of major service stations located at strategic centers throughout the country to serve General Motors Radio dealers efficiently in all major repair work and in the distribution of parts—and, wherever practical and advisable, to take care of dealers' retail service as well.

General Motors Radio dealers will be exclusive dealers—that is, they will not handle any other make of radio, but they may have an additional line of business, particularly in small towns.

General Motors Radio dealers will operate in protected territories—in well defined sales areas determined, by practical analysis, to be adequate for both a present and a future retail radio business of prosperous proportions.

Every General Motors Radio dealer will benefit by the many advantages that accrue from identification with General Motors. He will sell a product of outstanding merit and convincing value—he will be supported by extensive factory-controlled magazine and newspaper advertising campaigns—he will have aid in business supervision through a standardized simplified accounting system—he will receive compensation for his unsalable trade-ins—he will have at his disposal the well-known financing facilities of the General Motors Acceptance Corporation—and, as a member of the Nationally Organized Monthly Business Bureau, he will play an active, personal part in the determination of merchandising policies and procedure.

The fundamental principles of the distribution plan of the General Motors Radio Corporation have been established for one basic purpose—to protect the business of the dealer and to provide maximum profit possibilities for the capital invested.

Complete information on the exclusive General Motors Radio dealer's franchise will be sent to prospective dealers on request.

GENERAL MOTORS RADIO CORPORATION
 DAYTON, OHIO

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

The judgment of his ear *confirmed*



BEFORE he buys, this man wants to look inside the set that is newer than screen grid. He has already decided on the Grebe; a demonstration has made him alert to its broadened scope of entertainment. Convinced by its performance, he wants also to satisfy his curiosity about its construction. And he is quick to grasp the scientific importance of the principles that place it *a year ahead of the field.*

In the old days, when parts were big business, he used to build his own. He has tinkered his way through the years that have seen modern radio evolved—would still be tinkering if the family had not rebelled. So, when he turns the talk into technical channels, it is partly from force of habit—partly for his wife's benefit: his final gesture of authority before he capitulates.

Play along—let him assert himself—then confirm the judgment of his ear. Tell him about the *exclusive* equalized band pass filter which controls the power of the screen grid tubes in the new Grebe. Tell him about the single audio stage—about the original large diameter speaker—about the automatic phonograph circuit with its specially wound transformer.

To his wife, the scientific significance of these features may be steeped in mystery, but she understands what they mean in terms of *radio enjoyment.* She knows that guests will admire her taste in furniture, when they

see the model she has selected from the four created by Grebe... Therefore: perfect harmony in the family when he gives you the check that seals the sale.

Alfred H. Grebe—"Even when this set is silent, it gives its owner pleasure, for we did not stop when we had perfected its musical qualities. In keeping with the growing interest in home decoration, we made each model an artistically distinguished piece of furniture. Eye appeal is another reason why our franchise holders steadily earn substantial profits."

Grebe
radio
SUPER-SYNCHROPHASE



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

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FEDERATION, JOBBING ASSOCIATION OFFICERS MEET IN GOTHAM

PONDER TRADE EVENTS

Members Being Sought for N. F. R. T. A. and R. W. A.—May Establish New York Office — Various Prominent Tradesmen Discuss Current Conditions.

Executive committee meetings of the National Federation of Radio Associations and the Radio Wholesalers' Association took place last Thursday in New York, following a luncheon to which both a number of members and friends of the two organizations were invited. The event was held at the Hotel Astor and was attended by about one hundred and twenty-five persons, principally wholesale radio officials.

The open meeting was called to order by J. Newcomb Blackman, president of the Federation, who discussed his views of organization work and his experience in trade fraternity endeavors. Mr. Blackman gave it as his opinion that the radio industry needs thorough organization for remedy by co-operation of some portion of the evils now common to it.

Harry Alter, president of the Wholesalers' Association, followed Mr. Blackman with a talk upon the association's activities and achievements. He mentioned many topical examples of beneficial endeavor by the body and concluded with a recommendation for a strong membership drive. Peter Sampson, of Chicago, endorsed the membership campaign with an offer to contribute personally ten per cent. of each incoming member's dues, for one day only and that the day of the meeting. Harold G. Erstrom, executive vice-president of the Federation, concluded the official speaker list with an interesting resume of the organization's inception and subsequent accomplishments, including freight rate revisions, opposition to unfriendly legislation and endorsement of beneficial legislation, encouragement of uniform trade practices, compilation of data helpful to the manufacturing industry and many other features. Mr. Erstrom's hearers showed particular interest in the account which he gave of the formation of local and State associations to affiliate with the Federation. At the conclusion of his remarks, the matter of establishing a New York office for the Federation was ventilated.

Mr. Blackman invited a number of those present to give their views on current trade conditions and organization projects. Among those contributing to the round-table expression of ideas were Harold J. Wrape, E. B. Ingraham, Louis Buchin, Ben Gross,

OPENING OF WESTERN MUSIC-RADIO CONFAB SET AHEAD A WEEK

The convention dates of the Western Music and Radio Trades Association in San Francisco have been set for June 30, July 1, 2 and 3, which is just one week later than the dates previously announced. The change was imperative because of the advance reservations which had taxed all hotel facilities. With the convention three months away, San Francisco hotels were turning down reservations at the end of March. It was impossible, except in second rate houses, to secure display space or even room space.

The Western Music and Radio Trades Association has set an all time record in its sponsorships, twelve of them having been taken without any effort whatever on the part of the committee three months before the opening day. A capacity attendance is counted upon by all in charge.

Indications of the enthusiasm may be gained from the golf tournament plans, which are so far along that it is apparent that every entrant will receive a prize.

Wholesalers Organize Radio Audit Bureau

Chicago, Ill., Friday.

Local members of the Radio Wholesalers' Association have started a new audit service for the radio retailers and wholesalers in the Chicago area.

Radio wholesalers and retailers everywhere are agreed that a standard system of accounting is both necessary and valuable in business. Members of the Radio Wholesalers' Association here in cooperation with the Electric Credit Association, have organized a Radio Wholesalers' Audit Bureau which is under the supervision of a joint committee from the two groups. It has employed a firm of accountants acquainted with the radio industry, to install uniform accounting systems in all retailers' places of business.

Where the retailer now has an adequate bookkeeping system, it will be slightly modified if necessary to meet the uniform requirements of this system. The firm of accountants will make an initial charge for the installation of the system while the radio wholesalers will proportionately bear the cost of the accounting system themselves. Each month the accountants will make an audit of the retailers' books and render him a financial statement.

George Ollendorf, Francis Stern, R. J. Mailhouse, Charles A. D'Elia, D. W. May and Raymond Rosen.

Crosley Corp. Behind in Deliveries of Roamio Radio, Automobile Set

Cincinnati, O., Friday.

As a result of orders pouring in from all sections of the country for the new Crosley Roamio, the automobile radio set now being made by the Crosley Radio Corp., this city, the factory is now far behind in its deliveries, it was reported here today. Officials here believe that the Roamio will be one of the biggest sellers ever marketed by the Crosley organization.

Hold Hearing on Music Copyright Bill

WASHINGTON, D. C., Friday.

Gene Buck, song composer, appeared before the House Committee on Patents today, urging elimination of the legal restriction providing for payment of a maximum of 2 cents in royalties on copyrighted musical compositions.

The Committee was sitting to hear what was thought of House Bill 9639, to repeal this provision of the copyright law.

Mr. Buck advocated full freedom for the composer to obtain whatever price he could get for the use of his composition. The present law provides that any maker of phonograph records may use any composition on payment of the fee, which is limited to 2 cents.

Opposition to the bill was expressed in a brief filed with the Committee by William J. Donovan, on behalf of the Radio Victor Corp. of America, the Columbia Phonograph Co., Inc., and the Brunswick-Balke-Collender Co. It was contended in his brief that accessibility to copyrighted compositions should be preserved and that the bill would make possible monopolies by publishers and copyright owners.

D. M. Compton Resigns Apex Vice-presidency

Chicago, Ill., Monday.

In May of last year, Don M. Compton was elected vice-president and general manager of the United States Radio & Television Corp., this city, maker of Apex radio product, with instructions to assist in rehabilitating the company, which, it is reported, had gotten into difficulties through overproduction. Mr. Compton left the Apex maker effective April 1, disclosing with his withdrawal that it had paid off more than \$2,500,000 of debts, and is now in a strong financial position.

Mr. Compton sailed last Friday for a trip abroad, and will disclose his future plans upon his return.

ALL EARNINGS RECORDS BROKEN BY STROMBERG RADIO SET SALES IN '29

NET PROFITS, \$1,070,055.58

January of This Year 80% Above
January of 1929 — February
and March Also Show Increase
—1,534 Workers Employed in
Rochester Plant.

[Special to THE WEEKLY.]

Rochester, N. Y., Friday.

Not only were all earnings records broken by the Stromberg-Carlson Telephone Mfg. Co. last year, according to the report mailed recently to stockholders, but 1930 is running substantially ahead of the banner year, and promises to exceed 1929.

Net profits for 1929, after provision for Federal taxes, interest, reserves for depreciation, and all other charges in keeping with the soundest accounting practices, were \$1,070,055.58. The previous record year was 1926, when profits totalled \$971,262.97.

Notwithstanding the fact that the first six months of 1929 presented a new peak in the business of the nation, January business this year was 80 per cent. greater in volume than the corresponding month last year, February this year was greater by 40 per cent. than February, 1929, and March, up to the present time, is running 30 per cent. ahead of March, 1929.

"These are truly remarkable statistics, in view of the present economic situation and the trend of business," said George A. Scoville, vice-president in charge of sales, and Wesley M. Angle, vice-president and secretary, in commenting on the condition of the company, in the absence of W. Roy McCanne, president and general manager, who with Mrs. McCanne, is taking a European trip.

At present the company employs 1,534 persons in Rochester. This compares with 1,348 at this time last year, and 959 in 1927. In the last fifteen years the company has shown an average increase in business of 20 per cent. annually. Since the new company was formed in 1914, a dividend rate, once established, has always been maintained or bettered.

The strong financial condition of the company is reflected in its consolidated balance sheet, covering the Rochester company and its Canadian and Australian subsidiaries. The Canadian company did \$750,000 business last year and made a new high record in January of this year. The consolidated balance sheet audited by Price Waterhouse & Co., shows that the total assets of

(Continued on page 36)

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No. 15

Have You a Radio Set ?

The Federal census now under way asks every citizen, or resident, "Have you a radio set?" Belief is that about nine million families will answer "Yes." It would be highly interesting if the next census question were "Why?" for among fifteen million families answering the first question negatively it would be difficult to find an insuperable reason against a purchase. Most of the reasons why radio has not been sold—apart from the element of time, for even America cannot be plastered to the last man with a new product in eight years—will be found in the trade.

Certainly, radio is not still a stranger to fifteen million homes because it lacks usefulness, for not even electric light does more for as little cost, to soften the human burden. Certainly, radio has not suffered in being poorly publicized. No other present activity from wife-beating to baseball gets proportionately more publicity. Certainly there is no difficulty or fault in radio operation. The veriest paralytic can and does string an aerial to start his set a-whooping and the whoops do not falter for any maintenance cause oftener than water fails to run when the spigot is turned. Assuredly, radio is not too dear. There is a store in Sixth avenue, New York, selling a job whose maker quit about two years ago for \$30, set, speaker and tubes complete—a new low-water mark in the dregs of merchandising in this business. Assuredly, radio is not hard to find. If for any reason you cannot put foot to sidewalk, your garbage-man knows where he can buy an outfit wholesale and will bring it to you.

The reasons why Mr. Hoover's enumerators will not collate more sets than there now are in public hands have been created almost entirely by the industry itself. What is more important, if those causes are not brought under control there is likelihood that the first ten years of the art will have been its biggest, that in the next decade there will not be as proportionately many, or more, instruments sold except at cost of much heavier investment and much less profit. It is up to the trade itself to decide whether the Golden Age of radio ended or will just begin with the present decennial census.

Radio is now befouling its own nest by failing to make broadcasting of greater interest. To some degree, the Government tolerates the evil, permitting freedom of the air to a great number of stations which have only the scantiest imaginable claim to public service. The more onerous handicap, however, is in the mediocrity of broadcast generally. A thousand more urgent appeals can be presented to a prospect for the purchase of a set than that his daughter wants to dance.

Next, radio has hurt its own chances by both promising and implying to the non-user far more magical developments in the art than its future should logically, or publicly, hold. Millions of sales unquestionably are withheld at this moment because buyers are making up their minds, waiting for the last word, hoping in the end to buy a product which their

children and their children's children cannot replace with a more revolutionary. The miracle of the automobile never waited in the consumer mind for electric lighting, starting, closed bodies or the balloon tire like some of the radio public waits merely for next year's model of the same set.

Finally, radio has tried as best it could to forfeit buying confidence. Through the myriad sore spots of trade practice, too numerous to recapitulate here and extending from the dealer who blows a tube to a manufacturer who dumps an output, an atmosphere of suspicion has been generated, threatening to permeate consumer instinct.

The advent of the new year's business leaves an issue clearly drawn. Either the intra-trade evils which hamper this industry will diminish or they will increase. The only way they can be curbed is for each individual, before every consequential decision of business conduct, to ask himself, "Is this for harm or benefit of radio?" and act with unselfish selfishness toward favor of the public will.

Persons who believe that a curlicue on a cabinet or a seventeenth tube will affect radio product sale more than what is on the air can take a look at the way what's on the air affects telephone sales. The Bell system reports that during Amos 'n' Andy's period total calls decrease 51 per cent. from normal.

The first question for the Unemployed in Mr. Hoover's census says: How many weeks since he has worked on his present job?

Well, in some radio cases, you might say, Ever since he took it.

Dispatch from Woodbridge, N. J., tells of four dinosaur tracks found on hillside where reptile slipped 85,000,000 years ago. Probably while being chased by a radio dealer en route homeward from one of Dave May's parties.

Anybody who can advertise and doesn't advertise in THE TALKING MACHINE and RADIO WEEKLY is a—female impersonator.

DeForest Takes Added Space in Passaic, N. J.

Passaic, N. J., Friday.

The De Forest Radio Co., this city, manufacturer of the nationally known Audion tube product that bears its name, has completed arrangements to take over the entire plant of the Brighton Mills, containing 250,000 square feet of floor space in this city. The company now occupies a portion of the property and will acquire the rest of the space when leases of other tenants expire, it is said.

It is expected that the De Forest company's Jersey City plant will be

CECO MFG. CO. HAS PERMANENT SUITE AT PARK CENTRAL HOTEL

The CeCo Manufacturing Co., of Providence, R. I., has engaged a suite of rooms at the Park Central hotel, New York, for the permanent use of its executives.

There are few days of any week that some official of the CeCo organization is not in the metropolis, and it was decided that in the interests of efficiency, as well as convenience, it would be best to have permanent hotel accommodations.

consolidated with the new Passaic quarters.

Tito Schipa, Internationally Known Tenor, Is Visitor at Majestic Sales School, Sponsored by Grigsby-Grunow Co.



Noted Artist Visits Majestic Sales School

CHICAGO, ILL., Thursday.

Tito Schipa, internationally known tenor, visited the Majestic Sales School, sponsored by the Grigsby-Grunow Co., while in Chicago last week. Mr. Schipa stopped off here on his way from New

York to his home in Hollywood, Cal. The Majestic school is conducted at the Lake Shore Athletic Club, and the tenor met several acquaintances while at the club.

In the accompanying photograph Mr. Schipa stands at the left of the Majestic radio set on the speakers' platform.

Miss Helen Bickerton, well known soprano, stands to the right of the radio, and Raymond Koch, baritone, stands immediately to her right. Fred A. Delano, director of the Majestic Sales School, is in the center behind the Majestic set. Others in the group are students at the school.

Bosch Conference Held At Coast Headquarters, Motor Radio Discussed

San Francisco, Cal., Wednesday.

Bosch motor car radio, the newest product of the American Bosch Magneto Corp., Springfield, Mass., builders of electrical automotive products and household radio, was the chief subject of a three-day sales conference conducted by J. E. Redman, general sales manager of the automotive division of the company, held recently at the Pacific Bosch headquarters, here.

As this new product is to be marketed through both the automotive and radio divisions of the country, all of the Bosch Pacific Coast sales representatives attended. They reported intense preliminary interest in trade and consumer circles in this new achievement of their company, and came to the conference armed with large sample orders from distributors for immediate delivery and urgent requests for speeding up production on this new unit of the Bosch lines.

Mr. Redman reported that the outlook this year in both the domestic and export markets for all Bosch automotive and radio products is extremely promising, and that factory production in the two divisions is going on with the full working force.

FREED-EISEMANN CO. ASSETS TO BE SOLD WITH EARL PROPERTY

Newark, N. J., Friday.

Stockholders and creditors of the Freed-Eisemann Radio Corp. have been ordered to show cause in Chancery Court here on Tuesday why the assets of the bankrupt radio manufacturing firm should not be sold by Frank J. Bock, receiver, jointly with the assets of the Earl Radio Corp., in Alwood, N. J. The property of the company includes a complete manufacturing unit and outfit.

Fred E. Kauer Tells CeCo Story to Radio Audience

PROVIDENCE, R. I., Friday.

One of the new broadcast personalities whose name has a very familiar sound to the radio industry, is Fred E. Kauer. He is heard every Monday night on the broadcast of the CeCo Couriers, the hour sponsored by the CeCo Manufacturing Co., this city.

Fred Kauer is a brother of Ernest Kauer, president of the CeCo organization, and has been active in radio since 1922. He is the mouthpiece of information rather than entertainment. Two minutes of the CeCo Couriers' half hour is being devoted each week to telling the radio audience of the importance of radio tubes in this work-a-day world; describing the uses of tubes in manifold industrial enterprises, as well as in every-day radio reception.

The engineering division of CeCo prepares the material, the broadcast of which helps not only to dignify the CeCo radio period, but reflects prestige on the entire tube division of the radio industry.

Fourteen Tube Makers Now Licensed by RCA

The complete list of fourteen RCA tube licensees as of April 1 was issued last week by E. C. Anderson, license administrator of the Radio Corp. of America. The list follows:

Allan Mfg. & Electrical Corp., Harrison, N. J.; CeCo Manufacturing Co., Inc., Providence, R. I.; Champion Radio Works, Inc., DanVers, Mass.; Hygrade Lamp Co., Salem, Mass.; the Ken-Rad Radio Corp., Owensboro, Ky.; Matchless Electric Co., Chicago; Nileo Lamp Works, Inc., Emporium, Pa.; National Union Radio Corp., New York; Raytheon Mfg. Co., Cambridge, Mass.; Tung-Sol Radio Tubes, Inc., Newark, N. J.; United Radio & Electric Corp., Irvington, N. J.; Cable Radio Tube Corp., Brooklyn; Perryman Electric Co., Inc., North Bergen, N. J., and the Triad Mfg. Co., Inc., Pawtucket, R. I.

Simons and Reilly to Attend Annual Philco Convention - Voyage

A. Stanley Simons and Edward M. Reilly, irrepressible and popular executives of the Universal Radio Co., exclusive Philco wholesale distributing organization in Bronx, Westchester, Queens, Nassau and Suffolk counties, are planning to attend the annual convention-cruise of Philco jobbers aboard the S. S. "Arcadian," a Royal Mail liner.

The six-day Philco oceanic conclave will begin in New York on May 27 and will take the Philco boosters to the Bermuda islands where an elaborate program of entertainment is scheduled.

Upon the return to New York, June 2, the Philco conventionists will be taken on a special section of the Blue Comet of the Jersey Central Railroad to the RMA trade show in Atlantic City.

Bush-Caldwell Get Bosch Radio Line

Little Rock, Ark., Friday.

The Bush-Caldwell Co., 121 Main street, this city, has been appointed state distributor for the Bosch radio line, it was disclosed at Springfield, Mass., headquarters of the manufacturing company, today.

Stock has been taken over from the former Bosch distributor here, and a well-equipped service department organized under the direction of George M. Marsh.

S. H. PITTMAN JOINS WESTINGHOUSE CO.

MANSFIELD, O., Friday.

S. H. Pittman, formerly with the advertising staff of a Cincinnati daily newspaper, has been appointed manager of the sales promotion section, domestic appliance department of the Westinghouse Electric & Mfg. Co., with headquarters in this city.

LYRIC WHOLESALERS HOLD CONCLAVE AT FACTORY QUARTERS

North Tonawanda, N. Y., Friday.

The All-American Mohawk Corp., this city, maker of Lyric radio, will conduct a distributors' convention here on Tuesday. Wholesalers from all sections of the country will be present and merchandising policies for the coming season will be outlined.

The following distributors, members of the Lyric radio distributors' committee, met at the local All-American Mohawk plant last week for a discussion concerning 1930 policies:

Michael Ert, Milwaukee, Wis.; Harry Myers, of the Excelsior Radio Co., Harrisburg, Pa.; Charles Cushway, of the Cushway Distributing Corp., Chicago, and Robert Melhouse, Plymouth Electric Co., New Haven, Conn.

Others at the conference last week included E. R. Farny, president of All-American Mohawk; Farny Wurlitzer, head of Rudolph Wurlitzer Co.; De Witt L. King, Philip H. Weber, M. W. Rosenberg, C. H. Greene, Walter Wendell, general manager for the Wurlitzer organization; I. Vaaler, head of the Lyric cabinet department, and L. C. Shapiro, chief engineer.

Mr. Farny led the discussion and outlined the general plans for merchandising Lyric radios. The jobbers heartily approved the new type D screen grid set which will be introduced at the convention Tuesday.

The convention program, following registration, is as follows.

8:15 A. M.—Breakfast in the main dining room, Statler hotel.

9 A. M.—Special buses leave for the factory.

9:45—Distributors take a trip through the Lyric plant.

11:30—Exhibition of the new Lyric line, and discussion.

12:30—Lunch at the plant.

1:30—Meeting until 6 P. M. at which an outline of the plans and policies for the coming year for Lyric Radio will be given by Mr. Farny.

6:30—Supper at the plant.

7:30—Buses leave plant for Statler hotel and then to the various trains.

A further account of the convention proceedings will be given in next week's issue of THE TALKING MACHINE and RADIO WEEKLY.

61,104 MAJESTICS SOLD LAST MONTH

CHICAGO, ILL., Monday.

The Grigsby-Grunow Co., this city, manufacturer of Majestic electric radio sets, in March sold 61,104 sets, contributing toward a total for the first three months of this year of 221,179. This amount compares with 244,237 sets sold up to March 31 of 1929.

It is further reported that the company has no inventories of finished merchandise.

ROTH NAMED PRESIDENT OF WISCONSIN RADIO BODY

MILWAUKEE, WIS., Thursday.

W. R. Roth, sales manager of the Radio Specialty Co., Atwater Kent distributor of this city, was recently elected president of the Wisconsin Radio Trade Association at the annual election meeting.

New Sparton Jobbers Appointed in Kansas

JACKSON, MICH., Friday.

The Sparks-Withington Co., this city, disclosed the appointment of three new distributors in Kansas City, Wichita and Oklahoma City, respectively.

Sparton in Kansas City is taken over by the Kansas City Distributing Corp.; in Wichita by the Motor Equipment Co., and in Oklahoma City by the Mee-Oakes Corp. The establishment of these new outlets was negotiated as a unit through the Radio Division of the General Distributing Co. of America, a holding company for the three.

F. J. Mankoff, president of all three of the concerns, spent several days in Jackson conferring with factory officials and familiarizing himself with the



J. W. EVANS

factory methods of merchandising and servicing. The policies adopted by the new outlets, he says, will be completely in accord with those which have been pursued so successfully by the entire Sparton organization.

Complete facilities for serving dealers will be maintained at all three points, he says. At present a large sales force is traveling the territories served by the new distributors, which includes Missouri, Kansas, Oklahoma, the panhandle of Texas and parts of Arkansas.

The Motor Equipment Co. and the Mee-Oakes Co. have been automotive distributors in their territories for fifteen years and are well known to dealers. The Kansas City Distributing Corp. is under the personal direction of J. W. Evans, who acts as general manager for the Radio Division of the General Distributing Co. of America, controlling the other two, and who is pictured herewith.

PAUL CARLSON BACK FROM CUBA NEXT WEEK

Paul Carlson, executive of the Albany Victor distributing firm of Oliver Ditson Co., writes from Havana that he and his family are enjoying their vacation, and that he will return to headquarters next week and complete plans for even a larger volume of Victor business than the Ditson company has enjoyed since October.

RUMOR WARNER BROS. BRUNSWICK ALLIANCE IN BIG EXPANSION

Rumors of an alliance pending between the Brunswick-Balke-Collender Co., Chicago, and Warner Brothers, great moving picture producers and theatre owners, last week gained widespread circulation in the trade and, should the negotiations now pending be concluded, it is believed that heavy expansion of the Brunswick interests in the home-entertainment field will follow immediately. It is known that, if the deal is concluded, the addition of Warner-Vitaphone attractions to the Brunswick institution will immensely advance the sales points already inherent in the radio and record product of the pioneer Chicago organization.

While no official cognizance has so far been taken of the rumors of an affiliation between the two concerns, the understanding is that within a week terms may be arrived at which will place at the disposal of the Brunswick trade many new features in Warner Brothers record and moving picture stars, publicity and sales promotional work, plus the international connections of the well-known moving picture producers in the amusement field, which will be of lasting benefit to Brunswick distributors and dealers.

TUBE VOLUME CONTROL SUBJECT AT INSTITUTE OF NATIONAL UNION

How to keep the neighbors happy will be the problem discussed by Virgil M. Graham, assistant chief engineer, Stromberg-Carlson Telephone Manufacturing Co., before a group of 400 radio fans, radio service men, engineers and instructors at the April 18th lecture of the National Union Radio Corp. Institute in the Chemists' Club, 52 East Forty-first street, New York. Dr. Graham will give a picture demonstration at 8:15 on "Using the Vacuum Tube for Automatic Control."

In addition to his connection with the Stromberg-Carlson company, Dr. Graham is active in the industry, as editor of the Radio Manufacturers' Association book on standards and vice-chairman of the committee on receivers and power supply.

BUSHNELL & RAYNER IN LARGER QUARTERS

OAKLAND, CALIF., Thursday.

In order to better serve the trade in this territory, the firm of Bushnell & Rayner has moved to larger display and sales rooms in suites 305-6 Pacific building, at Sixteenth and Jefferson streets, this city.

Bushnell & Rayner represent the Sulmock Mfg. Corp. and the Willston Radio Corp.

E. SINGER CREDITORS TO MEET APRIL 17

The final meeting of the creditors of the bankrupt E. Singer Co., Inc., former New York radio manufacturing firm, will be held at 10:30 A. M., April 17, at the office of Robert P. Stephenson, 32 Broadway, referee in bankruptcy.

The trustee's account will be exam-

Wedding Bells Ring for Ed Lehrer-Ernestine Kay, Of Specialty Service Corp.

An all-Specialty Service marriage took place at the Park Manor, Brooklyn, on March 30 with Edward N. Lehrer and Miss Ernestine Kay, both associated with the Brooklyn Majestic distributing organization, as principals.

Those present in addition to the parents and relatives of the newlyweds were the following connected with the Specialty Service Corp., their wives and children:

Mr. and Mrs. Julien Loeb and their children, Grace and Jean; Mrs. L. Loeb, mother of Mr. Loeb; Mr. and Mrs. Joel M. Calgut, Mr. and Mrs. A. B. Jacobs; Mr. and Mrs. E. Edelson, Louis R. Goldman, S. G. Hill, Miss Fanny Levine, Miss Natalie Cohen, Mrs. Julius Pincus and Harry Anderson. Mr. Loeb is president of the Specialty Service Corp. and Mr. Calgut is sales promotion manager.

Mr. and Mrs. Lehrer are at present spending their honeymoon in Asheville, N. C. Prior to their departure for the south, they made arrangements to have a Majestic radio installed in their hotel suite. "Majestic sets have brought so much happiness into homes, so we thought we would start off right and have a Majestic in our honeymoon quarters," Mr. Lehrer, who has been associated with Specialty Service for seven years, said before departing.

Moving pictures were taken of the wedding.

Detroit Wilks Dist. Co. Reports Increased Sale Of New Sparton Model

DETROIT, MICH., Friday.

The new Sparton popular priced console model 589 is enjoying a fine sale in this territory, officials of the Detroit Wilks Distributing Co., 4831 John R street, this city, distributor in this territory for the Sparks-Withington Co., of Jackson, Mich., reported today. This set has greatly increased the potential Sparton market, and "Radio's Richest Voice" is now within the means of everybody's pocketbook, company officials declared.

The Detroit Wilks Distributing Co. also operates in the Jackson territory under the name Wilks Distributing Co. with offices at 2030 East Michigan avenue, Jackson. The home city of the Sparks-Withington Co. is an exceptionally fertile field for Sparton radio as is the surrounding territory.

The sale of distress merchandise has not affected Sparton sales in this territory. "The sad thing about the handling of distressed merchandise at outlandish prices is that when this merchandise has been unloaded the dealer must start again from scratch," a Detroit Wilks executive said today. "He has thereby built nothing, and has no foundation. Even his reputation has suffered.

"Then it is that the keen business men who refused to be stampeded away from their standard merchandise begin to reap the rewards of their loyalty to good business principles. Sparton dealers are reaping these rewards now."

ined, all outstanding accounts will be sold, and applications for allowances will be passed upon.

Do Rats, Underwear or Grolem Cause Worry To Ernest Ingold?

A package containing slightly over 4,000 newspaper clippings of crossword puzzles was sent April 1st by Ernest Ingold, Atwater Kent radio wholesaler in San Francisco, to his good, ole pal, the Editor of THE TALKING MACHINE and RADIO WEEKLY, New York. As it is known that Mr. Ingold speaks very little English, and reads it scarcely at all, his singular act has given rise to a variety of alarming hypotheses, of which you can take your choice. Vote for one.

(a) California rats (Corvicanus rattus) have invaded the Ingold mansion on Seal Rock and have chewed up all the newspapers which the justly proud husband and father of the household has cast aside since he took up the game that he somewhat optimistically describes as golf.

(b) Around March 25 Mr. Ingold became convincingly corked on grolem, an old Lithuanian drink of which he is very fond. In telling you of how he gets this grolem, Mr. Ingold always drops his voice to that tender note affected by all come-ons for the grolem peddlers. An old jewelry importer, it seems, by chance accumulated a skyscraper full of grolem just before Prohibition took effect. He is so honest that he hates to part with it for money and will sell it to only two people, Mr. Ingold and anybody else who has the price of a pint.

(c) The clippings are really Mr. Ingold's Winter underwear. Though outwardly the best-dressed guy in the racket, no witnesses are available as to what goes on beneath his polished exterior. Even Californians admit that a breeze or two comes into Frisco off the Bay and any lobby-gow, shovel-stiff or gandy-dancer will tell you that there is nothing warmer, next to the skin, than yesterday's copy of the "Examiner" or "Chronicle." Because he loves nice things

AYERS-LYON CORP. IN NEW HEADQUARTERS

Boston, Mass., Friday.

The Ayers-Lyon Corp., manufacturers representative firm formerly located in the Stalder building here, has moved to the Motor Mart building, 215 Stuart street, here. Among other things, the company now has street floor showrooms.

The Ayers-Lyon Corp., represents Kennedy radio, Copeland electric refrigerators and Arvin automobile heaters. Three large show windows are now available for the display of these products.

The local firm, which is headed by W. H. Lyon, as president, and A. B. Ayers, treasurer, celebrated its first anniversary on April 1. The company officials anticipate a banner 1930.

5 DISTRIBUTORS JOIN WHOLESALE BODY

The following distributing organizations have recently joined the Radio Wholesalers' Association.

Western Michigan Music Co., Grand Rapids, Mich.; Majestic Distributing Co. of Cincinnati, Cincinnati; N. A. Fegen Co., Cleveland; American Radio Dist. Co., Xenosville, O., and the MacKenzie Radio Corp., New York.

Brunswick Increases List Prices on Purple And Gold Label Records

Chicago, Ill., Friday.

F. F. Stevens, Jr., record sales manager of the Brunswick-Balke-Collender Co., this city, has announced an increase in the list prices on Brunswick Purple and Gold Label records.

Two years ago, in an endeavor to make these discs available to the masses at a mass price, the Brunswick company arbitrarily reduced prices on these discs to 75 cents for ten-inch records and \$1.00 for twelve-inch discs. According to Mr. Stevens, the response was immediate and generous, but the experience of two years has proved that the response was not sufficient to off-set the heavy talent cost involved in the making of records of this calibre. In addition, Mr. Stevens reports, the change is being made in order to give dealers and distributors a greater gross profit on this class of record.

In the 10,000 series, the ten-inch Purple Label record will retail at \$1.00. In the 15,000 series, the ten-inch Purple Label disc will retail at \$1.50; the 25,000-twelve-inch Purple Label at \$1.50; the 50,000 series twelve-inch Gold Label platter at \$2.00, and the 90,000 series Brunswick Hall of Fame-International will retail at \$2.00. The changes in these list prices in no way effect the prices of the Dixie, Race, Spanish and Mexican, French, Hawaiian, International, and Irish records which will remain at 75c list price with the same discounts.

"With a definitely increased demand for better music being evidenced throughout this country, distributors are offered a proportionately increased market for records of this type," Mr. Stevens stated.

Sampson Electric in Business Nine Years, Is Kent Distributor

Chicago, Ill., Friday.

Sampson Electric Co., Atwater Kent radio distributor of this city, celebrated its ninth business anniversary on April 1.

The Sampson company has steadily increased its business and enlarged its personnel and quarters over the last few years until it has become one of the outstanding radio distributors in the United States.

Peter Sampson, president and founder of the company, was kept busy acknowledging congratulatory letters and wires all day Tuesday.

Associated Dealers to Meet Tomorrow Night

The next regular meeting and open forum of the Associated Radio Dealers will be held tomorrow night (Thursday) in the Spanish room of the Pythian Temple, 135 West Seventieth street, near Broadway, New York. Matters of vital importance to the retail radio trade will be discussed at this gathering. The session will start at 8 P. M.

Executive offices of the A. R. D. will be opened in Suite 332, General Motors building, Broadway and Fifty-seventh street, on Friday. Temporary offices of the association are at 215 East 149th street.

New Haven Electric Co., Atwater Kent Distributor, Dedicates New Headquarters

NEW HAVEN, CONN., Friday.

Some 400 guests attended the dealer meeting and dinner last week which featured the formal dedication of the new office and warehouse building of the New Haven Electric Co., this city,

prospects of Atwater Kent radio for the coming season. Most of the retailers on hand signified their intentions of attending the RMA convention and trade show in Atlantic City in June.

The new building is a circular affair, which makes it unique among



Personnel of New Haven Electric Co.

distributor for the Atwater Kent Mfg. Co., Philadelphia.

Representatives of the Kent organization who were present and spoke included J. W. Hitchcock, assistant sales manager; P. A. Ware, sales promotion manager, and F. A. Dewey, territorial supervisor. Other speakers were H. A. Lines, president of the New Haven Electric Co.; D. S. Brigham, credit manager for the local firm, and R. K. Haynes, service manager.

The entertainment program included six boxing bouts and several acts of vaudeville.

Dealers present at the gathering showed exceptional enthusiasm over the

present-day office buildings. It is more than 60 feet high and 100 feet in diameter. There are three floors of heavy mill construction, two of which have drive-in facilities. Each floor has more than 10,000 square feet of floor space. The front entrance of the structure is of Gothic design, which harmonizes with the shape of the building. The offices, show rooms, service and shipping departments and warehouse are fitted with every modern equipment necessary to handle the Atwater Kent business in this territory. A circular auditorium on the top floor is capable of accommodating thousands of persons.

Sammy Fain, Composer, Majestic Guest Artist On April 13th Program

Sammy Fain, song composer of ability, and writer of many of the country's most-whistled tunes during the past five years, will be featured artist on the Majestic Hour next Sunday over the Columbia Broadcasting System at 9:30 P. M. The young tunesmith is also a pianist and vocalist of merit, and has made records for Columbia and other companies.

Among his outstanding compositions are: "Let a Smile Be Your Umbrella," "Wedding Bells Are Breaking Up That Old Gang of Mine" and "When the World Is at Rest." He will introduce on next Sunday's Majestic program the songs he has written for Maurice Chevalier's new picture, "The Big Pond."

Mr. and Mrs. H. G. Sparks Are Home from Florida

Harry G. Sparks, vice-president of the Sparks-Withington Co., of Jackson, Mich., makers of Sparton radio, arrived in New York last Wednesday, accompanied by Mrs. Sparks. They had been for three weeks in Miami Beach, Fla., where Capt. William Sparks, president of the Jackson institution, has purchased a handsome Winter home equipped with, among other things, a 46-foot cruiser for the pursuit of sailfish, tarpon, barracuda and new radio ideas. H. G. Sparks exhibited a leathery coat of tan after three weeks of golf and fishing beneath Florida skies. He and Mrs. Sparks enjoyed a few Broadway shows before returning to Jackson on Saturday. They stopped at the Hotel Sherry-Netherland.

H. A. Beach's Daughter To Wed David B. Fox

The engagement of Miss Marion Isabel Beach, daughter of Mr. and Mrs. Harry A. Beach, of South Orange, N. J., and Rochester, N. Y., and David Baird Fox, son of Frederick F. Fox, of Overbrook, Penna., was announced last week. The bride's father was lately appointed radio manager of the Stromberg-Carlson Tel. Mfg. Co., famous Rochester, N. Y., makers of radio. Mr. Beach has been prominent in radio-music merchandising nationally for twenty years.

The wedding of Miss Beach and Mr. Fox has been set for April 19.

The Rev. George A. Edmison, pastor of the First Presbyterian Church, South Orange, will perform the ceremony, which will take place at the Fox home and will be followed by a reception.

Mrs. Robert W. Frome of Moorestown, N. J., will be matron of honor, and Miss Anita Vale of East Orange will be bridesmaid. Frederick Stoy Fox, Jr., will be his brother's best man, and Miss Beach's brothers, Kenneth, Lauren and Harry Beach, will be the ushers.

Mr. Fox is a grandson of the late United States Senator David Baird of New Jersey and a nephew of the present Senator, David Baird, Jr.

HAROLD SHEER JOINS GEORGE L. PATTERSON

Harold Sheer, formerly of the K. W. Radio Co., Inc., has joined George L. Patterson, Inc., New York Radiola distributing organization. Mr. Sheer will be in charge of Westchester, Orange and Rockland counties for the Patterson firm.

Mr. Sheer is well known in the upstate New York counties having covered the dealer trade in that territory for

Personals

R. J. Mailhouse, the New Haven Conn., distributor, visited New York a few days ago.

Stanley J. Dagney, sales manager of the Decca Disc Phonograph Co., Waynesboro, Penna., was a visitor in New York on Saturday.

David Wald, president of Pierce-Airo, Inc., returned to the New York headquarters of his company last week after visiting the trade in Chicago.

Louis Buehn, well known Philadelphia Atwater Kent radio wholesaler, called on some of his friends in the metropolitan market last week.

E. A. Wildermuth, the enterprising Brooklyn, N. Y., Atwater Kent radio wholesaler, is in Pinehurst, N. C., for a few days enjoying some Spring golf.

A postal from R. C. Ackerman, well known export radio sales official, avers that everything is Jacques in Paris, France, where he is visiting at the moment.

Peter Sampson, the elder, Chicago Atwater Kent distributor, was in New York during the past week, also visiting the Atwater Kent Manufacturing Co. in Philadelphia.

M. Turner Lippe, head of the Newark Silver radio distributing firm which bears his name, spent several days last week looking over the North Jersey seashore territory.

James A. Ago, sales manager of the Lewis Electrical Supply Co., Boston, Mass., was in New York on Monday en route homeward from a Florida holiday with Mrs. Ago.

Jimmy O'Keefe, of the New York recording studios of the Brunswick-Balke-Collender Co., Chicago, Ill., is expected back this week following his recuperation from a recent operation.

"Bill" Jacobs, star sheet music salesman for the Red Star Music Co., subsidiary of the Fox Film Corp., left on a trip throughout the country last Friday in the interest of his firm's catalog.

F. Edwin Schmitt and Perry Saffler, of the manufacturers' representative firm of F. Edwin Schmitt, Inc., have returned to New York after a trip to Chicago.

H. T. Griffith, president of the well known Indianapolis, Ind., radio furniture concern, The Udell Works, is expected in New York tomorrow after attending a convention of the furniture industry in Philadelphia the early part of this week.

Harry Salzman, of the Wholesale Radio Equipment Co., of Newark and New York, is spending a vacation at Atlantic City and postcards the "Trade's Only Weekly" that "Atlantic City is all Bosch." Harry claims that he is resting up for the RMA Convention.

nine years. He started at his new post on Monday.

Irving Sarnoff is president of the RCA wholesale organization.

MUSICAL ROMANCE ..

with Sparton's thrilling realism



Model 589

HISTORY REPEATS—

Automobile dealers learned long ago that there is no money in the handling of orphan cars, even though they can be sold at ridiculous prices. Sparton Radio dealers have learned the same thing about radio. That is the reason they constitute what is probably the most prosperous group as a whole that can be found in the radio industry today. Do not overlook the value of a Sparton franchise.

Phone or Write

WILKS DISTRIBUTING COMPANY

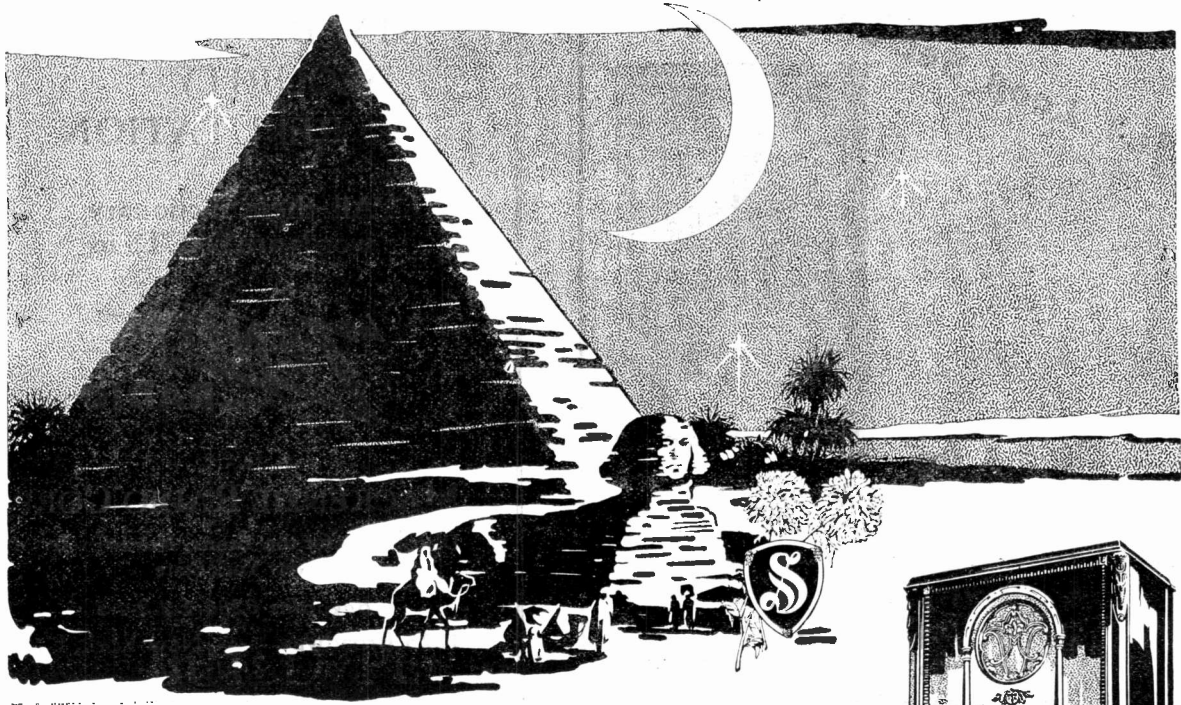
2030 E. Michigan Avenue, JACKSON, MICHIGAN

Distributors in the Michigan Territory for

SPARTON RADIO

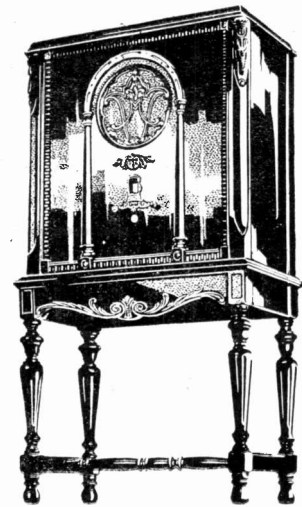
"Radio's Richest Voice"

Choose Sparton as your radio FOR ALWAYS . . .



BUILD PERMANENTLY

The sad thing about the handling of distressed merchandise at outlandish prices is that when this merchandise has been unloaded the dealer must start again from scratch. He has built nothing. He has no foundation. Even his reputation has suffered. Then it is that the keen business men who refused to be stampeded away from their standard merchandise begin to reap the rewards of their loyalty to good business principles. Sparton dealers are doing it now.



Model 589

Phone or Write

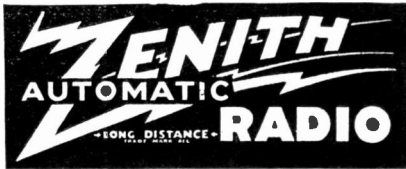
DETROIT WILKS DISTRIBUTING CO.

4831 John R Street, DETROIT, MICHIGAN

Distributors in the Detroit Territory for

SPARTON RADIO

"Radio's Richest Voice"



the **ONLY** Loop Set on the market

MODEL
64
SUPER
ZENITH



Ask about this Sales
and Profit Leader . .

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

**THEME RECORDINGS
HEAVILY EXPLOITED
IN QUAKER CITY AREA**

CROSLEY INTEREST GAINING

Sparton Jobbers Gather for Discussion of Sales Promotion Plans—Trilling & Montague to Hold Zenith Exhibit in Atlantic City During RMA Convention Week.

Philadelphia, Pa., Friday.

All along the line there is noted increased activity in records, and theme songs particularly are enjoying brisk call.

The Philadelphia Victor Distributors, Inc., 234 N. Eleventh street, this city, has been most active in a tie-up with talkies in behalf of its dealers. Talkies tied-up with are "Puttin' on the Ritz," "Song of the West," "Song O' My Heart," "The Rogue Song," "The Little Show," "Follow Through" and "Bitter Sweet." There are 25 vocal and dance hits in the list of recordings being pushed.

Homer C. Davis, president of the Sparton Distributors' Assn., called a meeting of the Sparton wholesalers in eastern Pennsylvania, Delaware and New Jersey at the Penn Athletic Club, recently, at which sales and advertising plans of the company were outlined by factory officials.

Fred C. Gooding, Sparton distribu-

tors of Wilmington, Del., spent the week in Philadelphia visiting the distributors of Sparton for the purpose of discussing sales promotion plans.

Trilling and Montague, Seventh and Arch streets, plan to hold a special Zenith exhibit of their own during the week of the RMA Trade Show in June, at Atlantic City. The exhibit will be held on the boardwalk, near the Convention Hall.

The Franklin Electric Co. is making plans to join in the Renewal Week sponsored by E. T. Cuningham, Inc., in mid-April. B. C. Newell, manager of the radio department, is supervising the tube exploitation. The Franklin company is planning to add a set line to replace the Eveready, manufacture of which has been discontinued.

R. E. Tongue & Bros. is formulating plans for a campaign on the Crosley electric refrigerators. The firm reports much dealer interest in the recently introduced Crosley "Companionship" Series.

With the removal of the broadcasting station at the Gimbel Bros. department store to the piano section, the radio and talking machine divisions of the establishment will be greatly expanded in floor space.

The Hoffman Electric Co., of Coatesville, Pa., an outstanding Kent retailer in that section, has moved to 317 East Lincoln highway, where increased space will be available.

J. Ralph Wilson, head of Wilrath's, Inc., 212 South Seventeenth street, who has been confined to his home with the grippe, is back at his desk.

John Henry, manager of the radio department of the Rumsey Electric Co., who has been confined to his home as a result of injuries sustained while

falling on an icy pavement, is now recovered and is back at his desk at Rumsey headquarters, 1007 Arch street. The Rumsey company is distributor of Arcturus and Cuningham radio tubes.

D. D. Weiss, president of the Philadelphia Motor Accessories Co., 3129 N. Broad street, Lyric wholesaler, is back from a week's sojourn in Chicago, where he attended a business conference at the All-American Mohawk Corp.

John Meally has been appointed manager of the radio department of Lit Bros., succeeding Thomas Dugan.

L. J. Goldstein has been appointed manager and buyer of the radio-phonograph combination department of the Lit Bros. store, succeeding B. J. Hoffman.

—CARR.

**Bosch Set, 21 Speakers
Installed in Hospital**

Pendleton, Ore., Thursday.

Radio has been brought to the 1,000 inmates of the Eastern Oregon State Hospital, this city, through the installation just completed, of a battery of 21 loud speakers fed from a single stock model Bosch console radio set, product of the American Bosch Magneto Corp., Springfield, Mass.

Completion of the work, which involved the stringing of a mile and a half of wire has been reported by the Electric Corp., of Portland, Bosch radio distributor. There days were required to make the installation.

Marked improvement in the condition of some of the patients was noticed at once, according to the superintendent of

**PERFORMANCE
STYLE
SECURITY
REPUTATION**

All these dictionary
words are **FACTS** in



MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State

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

1225 Broadway New York, N. Y.

**Stewart-Warner Has
New "Baby" Console,
Named the "Tremont"**

CHICAGO, ILL., Friday.

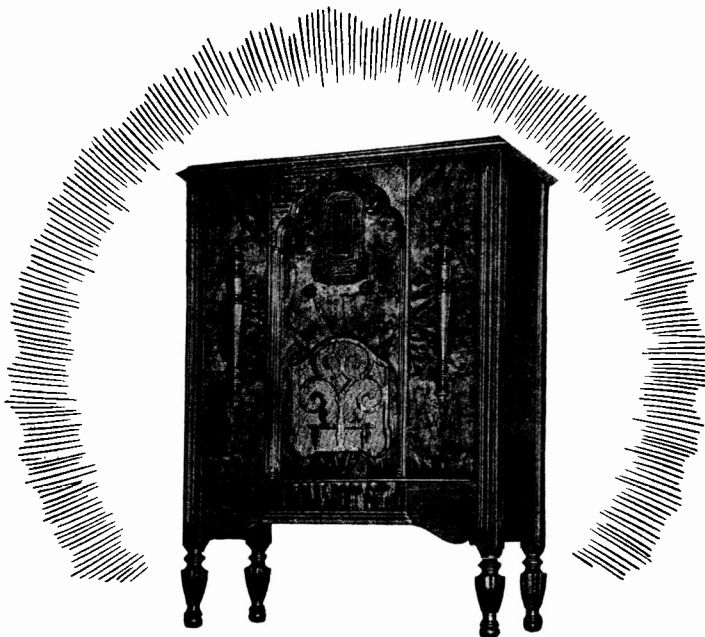
Similar conditions in the piano industry which led to the development of the Baby Grand are said to be responsible for the latest set product of the Stewart-Warner Corp., this city. The company has produced the Tremont, a 36 inches high, 23½ inches wide and 12½ inches deep set, small enough to stand under a window, occupy a niche in the wall, or fit attractively in any room, it is said.

The cabinet houses a Stewart-Warner screen-grid chassis with a built-in electro-dynamic reproducer, and possesses the same, clear tone that is stated to be the larger console models' strongest sales point.

"The Tremont is already a great favorite," declared O. F. Jester, sales manager of the radio division of the Stewart-Warner Corp., "and judging by the orders coming in from our distributors and dealers, this model satisfied public demand for a small console radio embodying all modern improvements."

the hospital. Even the more restless ones calmed down perceptibly and listened to the program. Familiar tunes brought tears to some eyes. Nearly all showed an interest in the educational broadcasts.

The installation is the fourth which has been completed in this state by the Bosch radio distributor.

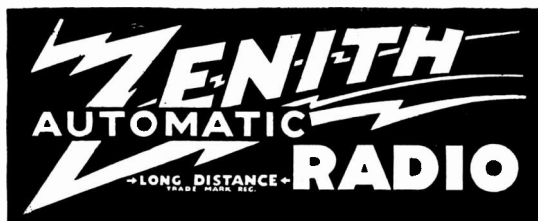


New Super Zenith Model 61—9 tubes, including rectifier. Advanced Screen-Grid circuit. *Double Push-Pull* audio amplification. Linear Power Detection. Super size Zenith Syntonic-Dynamic type Speaker. Charming low-boy console of Butt Walnut in a distinctive Gothic design.

\$155 LESS TUBES
Western U. S. prices slightly higher.

There's no stopping the demand for the New Super Zenith 61... proving that Quality is not only always sought, but... combined with a fair price... is always bought ...and profitably retailed!

ZENITH RADIO CORPORATION, CHICAGO, ILL.



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents — Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending. Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.

VICTOR POPULARITY ENTHUSES DEALERS ON PACIFIC COAST

INTENSIVE DRIVES NOW ON

Robert Bird Back from Survey of Conditions in Sacramento Valley—Frederick McGowan on Philco Pacific Traveling Staff.

SAN FRANCISCO, CAL., Friday.

If there isn't a world of radio sold in California this year, it will not be the fault of the live men that are already bidding for big business. The representatives of all the strong radio manufacturing organizations, confident in the merits of what they have to offer, and confident in the organization behind them, and confident too of the unflagging interest of the buying public, are untiring in their efforts to see that the public is kept informed of the merits of the individual sets they have to offer.

Robert Bird, sales manager for the California Victor Distributing Co., has just returned from a canvas of the Sacramento Valley and Nevada in company with W. C. McKee, representative in that territory. He found everything cheerful, crop prospects never better, the fear of late frost about past, a large measure of prosperity, and Victor dealers enthusiastic over the business outlook ahead. The campaign started by the Victor Distributing Co., having their dealers call up a certain number systematically each day to make arrangement for home demonstration and report in the results daily to the head office, netted so many sales that not a few of the dealers are going right ahead with the campaign on their own hook.

Hall & Esenman, of Santa Rosa, entered a demonstration booth at the automobile show for three days, and used a Victor for demonstration. The result was a number of sales and they are naturally all pepped up over the instrument that sold on its merits.

Houck & Houck, exclusive Victor dealers in Napa, have been doing some fine work, putting a Victor in their auto and driving for miles giving demonstrations and doing business.

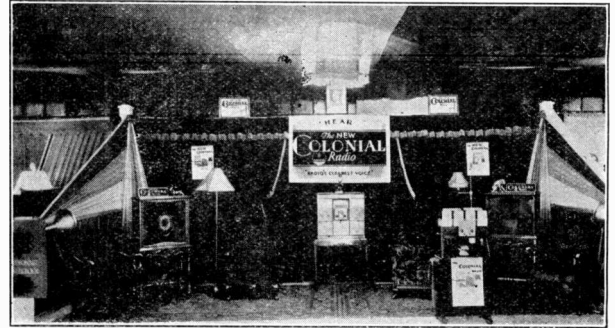
The Breuner Furniture Co., of Sacramento, has taken on the Victor, and not only the department itself but the entire organization has become enthusiastic over it, with the result that they are giving many home demonstrations and making many sales.

H. E. Saviers & Sons, of Reno, Nev., are having great success with the Victor. Floyd Saviers, manager, states that the radio department has made material increase over the sales to date for last year, and they are looking for a great year ahead in Nevada. Much of their success is due to the fact that they operate through several stores, and these all pull together in co-ordinated activities, so that they have been able to make Nevadans largely think of Victor when they think of radio.

The Victor people are not forgetting that it is very desirable to sell combination sets, as these call more and more for the sale of records. Their record, "Springtime in the Rockies," has been having an unusual run in the Western territory.

The Philco organization is going ahead with one of the most thorough sales campaigns that has ever been

Colonial Radio Corp. Exhibit at Recent Hudson County Dealers Association Show



Colonial Radio Exhibit at Jersey City Show

JERSEY CITY, N. J., Friday.

The accompanying photograph shows the Colonial display at the recent radio show conducted here by the Hudson County Radio Dealers Association. The

local dealer group sponsors two radio shows each year.

Fred Sparer, New Jersey manager for the Colonial Radio Corp., Long Island City, was in charge of the Colonial exhibit.

A Most Important Announcement for Radio Dealers

"This is the regular weekly program of the Sylvania Foresters, who bring you fine old melodies in the name of Sylvania Radio Tubes. If your reception lacks clearness — if there is crackle or hum, visit the Sylvania Dealer, whose window displays the symbol of the loyal Sylvania Tubes — the flashing S on a green oak leaf."

Millions hear this announcement weekly. Will they find Sylvania's symbol on YOUR window?

SYLVANIA PRODUCTS CO.
Emporium Pennsylvania

The home of the Sylvania Foresters, who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WBT, WHAM, WJR, WLW, WREN, WRVA, KGRC, KPRC, WFAA, KFYR, WCO, WHK, WBRC, WNEZ, KFAB, WGY.



Sylvania
RADIO TUBES
Licensed Under RCA Patents

CLEF MUSIC SHOPPE IN DIFFICULTIES

A petition in bankruptcy has been filed by the Clef Music Shoppe, 38 West Mount Eden avenue, New York, with the Irving Trust Co. appointed as the receiver.

Liabilities of the Clef Music Shoppe were given as \$1,763, with assets of \$1,030. The business was operated by a firm composed of three members, but only two, Adolph C. Orman and John J. Zanelli, joined in the petition.



Pat. Applied for Serial No. 375,581

The Aerial of Tomorrow

Just as the rising sun is the dawning of a new day, the WELLSTON GOLD TEST AERIAL is the beginning of improved radio reception.

Wellston Gold Test Aerial, the wonder aerial of tomorrow, was built to take the place of all present aeriels; and it has more than accomplished its purpose.

Wellston Gold Test Aerial has a capacity equivalent to 54 feet of aerial wire, 50 feet in the air, and contains gold-plated wire. This little wonder filtered aerial will improve radio reception on most sets, as it helps to eliminate many noises that are troublesome to radio enthusiasts.

This small compact aerial (being but 2 1/2 x 5 inches in size) is small enough to be placed anywhere. It is absolutely non-directional, non-corrosive, will not wear out, and never needs to be replaced. Does not connect into a light socket, therefore there is no AC hum or noise. The Wellston Gold Test Aerial eliminates all lightning hazards. Not fully efficient on battery sets.

For Sale by All Leading Radio Dealers Everywhere.

Price, \$2.50

Avoid Imitations and Substitutes

Address Dept. TR

Manufactured by
Wellston Radio Corpn.
St. Louis, Mo.

MUSIC CONVENTION TO BE CONDUCTED IN NEW HOTEL NEW YORKER

The annual convention of the various divisions connected with the Music Industries will be held in the Hotel New Yorker, Gotham's newest 43-story hostelry. The music convention will be conducted during the week of June 9, which immediately follows the RMA convention and trade show at Atlantic City.

RCA RADIOTRONS FOR TURNER LIPPE CO.

Newark, N. J., Thursday.

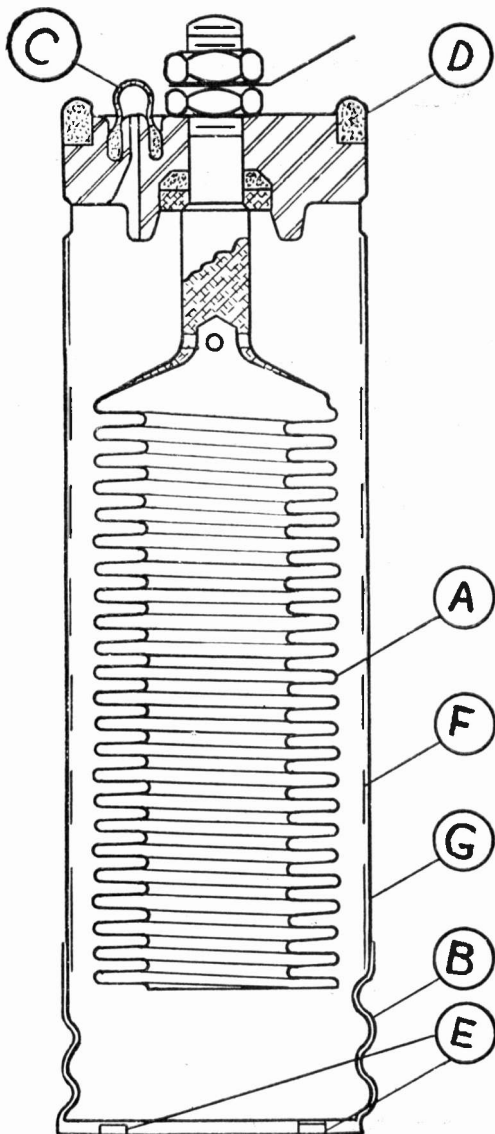
The Turner Lippe Co., Inc., 58 William street, this city, has recently been appointed a distributor of RCA Radiotrons. The Lippe company wholesales Silver radio, product of Silver-Marshall, Inc., of Chicago, in northern New Jersey.

Cohen's Sons at 1025 Market street report that they are having an active radio business in all lines. They carry a surprisingly large stock of parts and accessories along with the sets.

—ALLEN.

Mr. Executive:

Compare the Sprague Electrolytic with any other condenser. Use it—test it—and judge for yourself its amazing performance. And here are just a few of the reasons why Sprague Electrolytic Condensers can give you better service.



- A One piece anode made entirely of pure aluminum; no welded or riveted joints either above or below the electrolyte.
- B Screw type socket mounting making for maximum flexibility in receiver design.
- C Protected vent, vulcanized in hard rubber top, forming one piece unit.
- D Pressure seal, with no possibility of cutting gasket.
- E Locking lugs in socket to prevent condenser shaking loose during shipment.
- F Shield, precluding possibility of internal short circuit.
- G Individual container allowing space to be utilized with maximum flexibility.

Individual cathodes eliminate all leakage between anodes and allow maximum flexibility in circuit design. Increased life, less leakage and much better shelf characteristics due to anode with edge effect of less than 10% of spiral type. Leakage current guaranteed not to exceed .2 milliamperes per MFD at 400 volts after 5 minutes or .065 milliamperes per MFD at 350 volts after 5 minutes.

And there are the well known paper condensers made by Sprague—made with the same precise skill as the Sprague electrolytic. Types and sizes to fit your every condenser need.

SPRAGUE SPECIALTIES COMPANY
QUINCY, MASSACHUSETTS

SPRAGUE ELECTROLYTIC AND PAPER CONDENSERS
WILL SOLVE YOUR CONDENSER PROBLEMS



CLEVELAND TRADE MUCH ENCOURAGED AS BIG BUILDING PROGRAM GETS UNDER WAY

STEADILY IMPROVING INDUSTRIAL CONDITIONS NOTICED

Odin F. Jester, Stewart-Warner Radio Sales Manager, Addresses Dealer Division of Ohio Radio Trade Ass'n—Aitken Radio Corp. Reports Good Demand for New Crosley "Companionship" Series.

CLEVELAND, OHIO, Saturday.

With the moderation of the weather, the unemployment situation is beginning to show improvement. Considerable building has been started and every effort is being made to start public improvements that will give work to the many idle men in this section. Business is moving along and while nothing to boast about is showing a little improvement right along. There are some dealers who are consistently canvassing and digging for business and who are also meeting with a fair amount of success. There have been fewer big sales of distressed merchandise in the past few weeks and advertising warning the public against this class of goods is seemingly having the desired effect.

The dealers' division of the Ohio Radio Trades Association held its second get-together meeting on Wednesday evening at the New Auditorium, on Superior avenue. There was a good attendance and a great deal of interest shown in the proceedings. The speakers were Odin F. Jester, sales manager of the radio division of the Stewart-Warner Co., and Professor John R. Martin, instructor in applied physics at Case School of Applied Science. Following the business session there was lunch and entertainment. Directors of the association met at dinner prior to the general meeting and held a short business session.

These meetings are proving very popular with the trade, and those connected with the industry, whether members or not of the association, are welcomed to attend. There are always good speakers and entertainment and discussions of vital trade problems. There is no expense attached, and those who have attended are very enthusiastic.

The Aitken Radio Corp., Crosley dis-

tributor, reports that the new "Companionship" series is now going well throughout the territory. It has the new models on display which are attracting much attention. The new Crosley automobile set is gaining ground, Owen Smith, local manager, says and a big business is looked for during this Spring and Summer. The new Crosley iceless refrigerator is another item that is getting a great deal of attention from the dealer trade and samples are expected within the next few days. Business is showing a distinct improvement. Mr. Smith states, and indications point to its continuance.

The Wurlitzer Co. had a window display this week that caused a blockade and attracted an immense amount of attention to its store. It consisted of a showing of the wedding presents sent by radio fans to Gene and Glen, in their marriage stunt of Jake and Lena at station WTAM. It was a fine tie-up from the point of view of publicity.

The opinion handed down by Gilbert Bettman, attorney general of Ohio, on the legality of school boards throughout the State purchasing instruments for schools has created a great deal of interest throughout Cleveland and adjoining towns. Briefly, the attorney general's opinion is thus expressed: "That where a course of study in instrumental music is prescribed, a board of education has authority to provide the means of instruction in that course of study and may purchase the necessary instruments for that purpose." It is expected that those hoards who have insisted that they had no authority to purchase instruments for pupils will now do so, which will stimulate business in small goods considerably.

William D. Taylor, president of the George Worthington Co., wholesaler, passed away suddenly at his home on Sunday at the age of eighty. Mr. Taylor was elected vice-president of the company in 1906 and elevated to the presidency in 1911. He has served continually in this capacity since then and two weeks ago was re-elected. He had been very active in the affairs of the company, and his sudden passing came as a great shock to his many friends. The funeral was held from the home of his daughter, Mrs. S. W. Emerson, 2424 Coventry road, on Tuesday afternoon. He is survived by his widow, a son, W. R. Taylor, and his daughter.

Sale of seats for the Metropolitan Opera Co.'s visit opened this week at Lyon and Healy's. The company will play a week's engagement, commencing May 5th. Its appearance here is expected to stimulate the sale of records of classical music and Books of the Opera to a considerable extent.

Gene and Glen, otherwise known as "Jake and Lena," radio and vaudeville artists, made a number of recordings this week for the Victor Talking Machine Co., in Cleveland. This team is immensely popular and it is certain that when its discs are released they will enjoy a big sale in Cleveland and elsewhere.

—DIHM.

E. T. FLEWELLING NOW WITH VAN HORNE TUBE

FRANKLIN, OHIO, Friday.

E. T. Flewelling, well known radio engineer, has joined the engineering staff of the Van Horne Tube Co., this city. Mr. Flewelling was formerly president and chief engineer of the Radio Products Co.

At the local plant, Mr. Flewelling will devote his time in perfecting a complete line of radio service instruments and short wave adapters. He has already developed a new circuit for tube checking at the Van Horne laboratory. He will work side by side with Dr. John S. Van Horne.


Wellston Compact Aerial Reported in Fine Demand

St. Louis, Mo., Friday.

A wide-spread demand by leading dealers all over the country is reported for the Gold Test Aerial, product of the Wellston Radio Corp., this city. According to an official of the company, the Wellston antenna has a capacity equivalent to 54 feet of aerial wire, 50 feet in the air, and contains gold plated wire.

The compact Wellston device measures only 2½ by 5 inches, and is said to be non-directional, non corrosive, and permanent. It is claimed to reach its finest efficiency on electric sets, although it does not plug into a light socket.

MADE POSSIBLE

<p>GREAT PHILCOS IN 1929</p>	 <p>ALL-ELECTRIC RADIO</p>	<p>GREATER PHILCOS FOR 1930</p>
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WEEKLY BULLETIN

"There's No Use Fishing Where There Are No Fish!!"

A recent survey of both radio dealers and consumers made in a live American city showed the following interesting results—

DEALERS

Tone Quality Is Leading Factor
Appearance Is Second
Price Third

OTHER FACTORS IN ORDER

1 Selectivity	3 Service
2 Terms	4 Guarantee

CONSUMERS

<p>When questioned where they would buy a new Radio set</p> <p>38% Declared they would shop</p> <p>16% Would buy wholesale through a friend</p> <p>8% From a large dealer</p> <p>5% Named a certain store</p> <p>2% Stated a neighborhood dealer</p> <p>2% Also would be influenced by a friend</p> <p>Balance miscellaneous</p> <p>Free Demonstrations interested only 1%</p>	<p>How they selected their present set</p> <p>27% Friend's recommendation</p> <p>16% Influenced by tone</p> <p>7% Previous experience with same make</p> <p>4% Because handled by a friend</p> <p>6% Because of special price</p> <p>2% Through advertising read</p> <p>6% Because dealer sold the prospect on the set</p> <p>32% Miscellaneous</p>
--	---

WHAT OWNERS EXPECT

98% Tone Quality First—Followed by Appearance, Clear Reception, with Distance last

— ALSO —

62% Expect free service from dealer	10% Want a good trade-in deal
23% Credit	7% Truth in salesmanship
13% Want free installation	3% Dealer guarantee without question

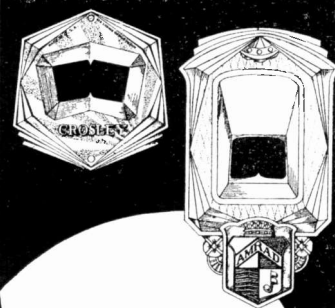
In some cases more than one important expectation was mentioned.

1930 Another Philco Year

H. Simons,

UNIVERSAL RADIO COMPANY
536 Bergen Ave. New York City
Ludlow 1500

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



For Exclusive Design and Prices

Address

AMERICAN EMBLEM CO.
INCORPORATED
UTICA, N. Y.



**COLUMBIA GIVES YOU
FIRST CRACK AT SELLING
THE NEWEST DANCE SENSATION!**

THE latest craze in dance-music is for Paul Tremaine's glorified hill-billy folk songs and spirituals—he transforms these famous melodies into smart, peppy steppers! And he has *caught on!* His nation-wide daily broadcasts bring him thousands of enthusiastic fan letters. Thousands visit his Broadway playground.

Columbia dealers are going to cash in *big*

on this bandsman's tremendous popularity.

For only Columbia can give you records of Tremaine's tunes—played by Paul Tremaine. And his first recording gives you one of his finest and best-loved pair of hits!

Stock this record of the new jazz idol, *now* and *plenty*—they're bound to show you a new "high" in dance record profits!

Record No. 2130-D—10 in.—75c.

Hand Me Down My Walkin' Cane

She'll Be Comin' Around the Mountain—Fox Trots
Paul Tremaine and His Orchestra



TM Trade Mark Reg. U.S. Pat. Off.
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Reprinted 1935. No. 2130-D. 10 in. 75c.

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

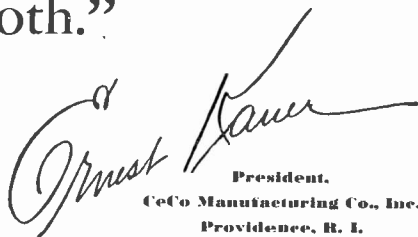
Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"We found over a period of two years that CeCo Tubes were the most profitable to handle in more than one way."

Albert A. List, List Brothers, Distributors, Fall River, Mass.

"Many radio dealers make a profit carrying six or more brands of tubes. I can prove there's more money to be made by cutting the stock, increasing turnover and building customer goodwill. Today, it's a case of concentrating on one or two first-line tubes offering attractive profits. If it's quality with liberal discounts—CeCo has both."


Ernest Bauer
 President,
 CeCo Manufacturing Co., Inc.
 Providence, R. I.


DO YOU KNOW?

1. The CeCo million dollar factory of 3½ acres is the largest and most modern plant in the world devoted exclusively to the manufacture of radio tubes.

2. Over 10,000,000 CeCo Tubes are in use today. The U. S. Government, ocean steamships, and countless commercial organizations are daily users of CeCo Tubes.

The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern Standard Time over the Columbia Chain from 22 stations. Listen in next Monday.

CeCo Tubes are licensed under the patents and applications of the Radio Corp. of America, General Electric Co., Westinghouse Electric and Mfg. Co., and Associated Cos.

 **1930 Radio Tubes**

EMPLOYMENT ON INCREASE IN TOLEDO TERRITORY, IS GENERAL CONSENSUS

INCREASED BUYING POWER REFLECTED IN RADIO DEMAND

Collins Radio Co. After Sales on Profit Basis — J. W. Greene Co. Named Agent for Capehart Line — Korona Jewelry & Music Co. Suffers Fire Damage.

Toledo, Ohio, Monday.

According to information furnished by the Merchants and Manufacturers' Association here every week hundreds of additional workers are given jobs in the various factories of the city. Moreover, this process will continue throughout the spring and perhaps longer, it is said. Consequently, radio and music merchants are certain to benefit from the increased buying power released with the widening of employment.

The Collins Radio Co., on the South Side, has adopted the policy of making sales which stick and produce a profit. While this may sound rather elementary to a seasoned businessman it is nevertheless, as Ed. Collins, head of the house stated, perfectly sound. As a consequence, unit profits for March were higher than for any recent month. He explained that the house isn't interested in putting out a large number of machines on demonstration or securing numbers of lame prospects—for it has often developed that people urged to accept home demonstrations of sets were unable to make a sufficient down payment or continue the monthly payments, consequently the dealer suffered a financial loss. There a complete investigation is carried on before the credit risk is accepted or the home demonstration is permitted with the result that one out of every two demonstrations results in a sale. Which is a very high percentage and proves conclusively that the store policy of net return and not volume, is winning. The house has a fixed policy with regard to trade-ins. The allowance for old sets towards new receivers is very low—so low in fact that the inducement to trade is not at all flattering to the owner. However, it is sound business and the correct method to pursue if a dealer is determined to make a profit and not flit his profit away, Mr. Collins emphasized. Chas. Bell, formerly manager of the radio department of Grinnell Bros. is sales manager here.

The Toledo Radio Trades Association held its monthly meeting recently at the Elks Club. The gathering was for the purpose of determining how to strengthen the retail division of the association so that it will be of greater service to dealers. John H. Combs, who is a professional secretary of a number of similar organizations, addressed the meeting. It has long been felt that closer cooperation must exist in the industry if retailers are to survive. Better observance of sound business methods as they relate to terms, trade-ins, free service and concessions of various types is absolutely necessary—else the dealer is headed for the rocks. As a result of the talk and the discussion which followed a committee was named to visit cities in which radio associations are functioning successfully and report to the membership at the April meeting. The following were appointed: Cliff Johnson, Ed. Collins and Harold G. Miehl.

The Builders and Home Exposition held in Exposition Hall attracted large crowds and awakened much interest

among lovers of home. Music merchants cooperated by displaying radios, talking machines and pianos amid settings which displayed these musical instruments to the best advantage. L. C. Price, manager, declared the exposition the best of its kind held here.

The J. W. Greene Co. has been appointed Toledo agent for the Capehart Orchestrope; accordingly, it is building an organization to extend this business. During the past week the Capehart Aero-car visited the city and carried its message of good cheer and music throughout the community. The car is equipped with musical instruments and loud speakers as well as a microphone. W. W. Baillie stated the propaganda carried on by the car was distinctly beneficial to the Orchestrope here. C. Shook and B. Jasper attended the Capehart sales school and W. W. Baillie and Wm. W. Smith visited the factory recently.

The Toledo Radio Co., Sparton distributors, are about to inaugurate a drive to popularize the new Simplax radio for automobiles which the house has taken. Chas. H. Womeldorff, president, stated interest in the receiver is widespread.

The Columbus Radio Co., subsidiary of the Toledo Radio Co., has added the Evinrude outboard motor to its line. E. A. Kopf, manager, stated early indications are that the line will produce a large volume for the house.

The Korona Jewelry and Music Co., 2747 Lagrange street, was damaged by fire recently, believed to have been caused by spontaneous combustion. The loss is estimated at \$1,000. The store is located in the North Side Polish district and enjoys a large following among the Polish population. Victor and Columbia radios and machines and records are carried. The business will be continued, according to B. J. Janiszewski, proprietor.

The Lion Store Music Rooms and Radio Shoppe, considering general conditions, are doing very well, Lawson S. Talbert, manager, stated. A large radio volume was corralled during recent month-end sales. The sale of records has increased during recent weeks. Lent and Easter music are in demand; also the selections from the film musical shows which are becoming so numerous, Miss Zoa Osborn stated. "Happy Days," "With a Song in My Heart" and "Yours Sincerely" are favorite.

—SCHLACHTER.

GOTHAM RETAILER HAS FINE COLONIAL DISPLAY

Colonial radio was artistically displayed recently in the show window of the Marine Radio Store, 1267 St. Nicholas avenue, New York.

This store attained the unusual effect by deviating from the general run of window displays which usually attempt to show too many sets at one time. The Colonial set with its chassis in front of the cabinet stood out dramatically in the sun-burst atmosphere of the window.



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 Colotura 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 R. F. L., also by Loekophone, Loekel & Hummer and Hogan 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., Kal-
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street



LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

<p>MEMPHIS, TENN. Radio Sales Company 433 South Main Street</p>	<p>PHILADELPHIA, PA. Peirce  Phelps <i>merged with</i></p>	<p>SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>M A J E S T I C <i>merged with</i> Penn Phonograph Co. 437-51 No. Fifth Street PHILADELPHIA, PA.</p>	<p>D I S T R I B U T O R S TOLEDO, O. The Roberts-Toledo Company Adams and Jackson Sts. BRANCHES LIMA, OHIO PIQUA, OHIO 222 So. Elizabeth St. Cor. Wayne St. & Penn Ry. MARION, OHIO</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>J E S T I C HARRISBURG, PA. WILKES-BARRE, PA. PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>R I B U T O R S WASHINGTON, D. C. The Eisenbrandt Radio Co. 932 H Street, N. W.</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>S T I C PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>B U T O R S WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>T I C SALT LAKE CITY, UTAH United Electric Supply Co. 117-119 West Fourth Street</p>	<p>U T O R S WICHITA, KAN. Sterling Radio Company <small>Business City Ma</small>  <small>Wichita, Kans.</small> 1515 GRAND AVE. 1st & ROCK ISLAND</p>
<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> <i>Oklahoma and Texas Panhandle</i></p>	<p>C SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>	<p>R S WILKES-BARRE, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. Established 1898</p>

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

ATWATER KENT TRADE IN MILWAUKEE IN BIG TIE-UP WITH TIBBETT

MILWAUKEE, WIS., Friday.

Radio sales are slowly increasing in Milwaukee, according to reports received from leading retailers and jobbers. Business during the first half of March was rather slack, although a marked improvement was generally noticed in the latter part of the month. Indications are that more sets will be sold during April and that with the gradual business conditions radio sales will again approach normal.

W. H. Nolan, manager of the North Central Distributors, Victor wholesalers in this territory, reports that sales for the six-week period from February 6 to March 13 were within two per cent. of the factory quota. This was accomplished in spite of the fact that business conditions were abnormal, and that there were large quantities of distress merchandise on the market. Mr. Nolan is very optimistic regarding Victor sales during the Spring months.

Atwater Kent dealers in Milwaukee are tying up in a campaign on "The Rogue Song," the movie featuring Lawrence Tibbett and now playing at the Alhambra Theatre. For the last two weeks flyers have been distributed by retailers advertising "The Rogue Song" and informing the public that Mr. Tibbett has sung recently on the Atwater

Kent hour. It is also stated that he has chosen an Atwater Kent set to entertain him in his home during his leisure hours. Several of the local merchants prepared attractive windows in order to take full advantage of this tie-up.

March sales have shown a fair increase over those of the month previous, according to George C. Beckwith Co., Crosley distributor. Mr. Purdy, manager of the local branch, is optimistic regarding prospects for April.

Victor record sales are expected to be stimulated as a result of the presence of "The Rogue Song" at the Alhambra Theatre. Mr. Tibbett, the star featured in the film, is a Victor recording artist. Several of the local dealers have placed attractive displays in their windows featuring his recordings.

Major R. C. Murton, of Lord Thomas & Logan, advertising agents, and Ben Bowe, of the General Electric Co., spent last Monday with Frank Gruessel of the G. Q. Electric Co., distributors of the new General Electric radio planning a dealer organization. The General Electric radio will be placed on the market in June, it is said.

The Barnes McGovern store on National near Eleventh reports that Kennedy sets are selling fairly well at the present time, considering general business conditions. The firm is featuring Atwater Kent radio in its window this week.

Sales are expected to show an increase during the next two months, according to the Kramer Radio Stores. Philco sets are enjoying a brisk demand, it is said.

—E. S.

R. H. Manson Says Many Factors Contribute to Radio Tone Quality

ROCHESTER, N. Y., Friday.

There are many factors contributing to fine radio tone quality, according to Ray H. Manson, chief engineer of the Stromberg-Carlson Tel. Mfg. Co., this city, and a set must have these factors in order to provide pleasing reception. Total shielding, correct by-passing, and the use of R. F. chokes and filters prevent distortion of the broadcast signal in passing through the radio frequency stages, Mr. Manson stated. An extended audio system that brings in high and low as well as medium tones is made possible largely by correctly designed transformers and connecting circuits.

"Power detection is a recent factor in improved tone quality giving better results particularly from the modern broadcast stations employing high modulation of their transmission. The new power output tubes combined with electro-dynamic speakers of high operating efficiency are still other factors of importance permitting undistorted output at higher volume levels," Mr. Manson declared.

New Cortlandt Socket For Radios Designed by General Fabricating Co.

The General Fabricating Co., of 165 Greenwich street, New York, has recently introduced the new Cortlandt socket designed for use in radio set manufacture.

According to Joseph Sprung, head of the General Fabricating Co., this new socket was designed for use in high grade sets. The springs of the socket are made of phosphor spring bronze, tinned; and are of the double, self-wiping type. The actual contact of the spring against the pins of the radio tube is a quarter of an inch, insuring positive electrical contact, Mr. Sprung declared. The socket can be readily attached to any metal chassis.

The firm also manufactures and fabricates laminated bakelite for the radio trade, and distributes the products of the General Electric Co. in the East.

United States Radio Has New Automatic Set

CHICAGO, ILL., Friday.

A new automobile radio set has recently been introduced by the United States Radio & Television Corp., this city. The set is for use on all makes of automobiles and is known as the United States auto radio set. It is being sold complete with tubes at a low price.

J. Clarke Coit, head of the set manufacturing firm, reports that orders from distributors are being received from all sections of the country for this new automobile radio. The set is a five-tube screen grid job, completely shielded.

The set is placed either under the cowl or hood of the automobile. The tuning dials are placed on the instrument board in convenient, easy reach and are operated by remote control. The speaker is made so that it can be conveniently located without taking up any foot room. The "A" battery current is drawn from the regular automobile battery, and the "B" current is fur-

Harry Alter Rewires Veteran's Hospital With Majestic Radio

CHICAGO, ILL., Friday.

The accompanying photograph shows a patient in the Great Lakes Hospital for Veterans, this city, congratulating Harry Alter, president of the large



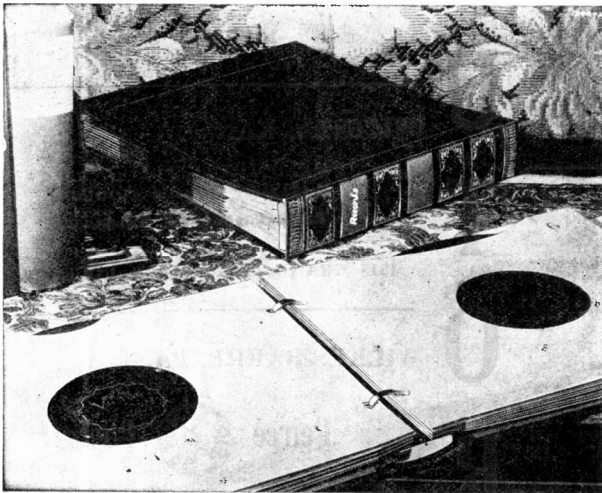
Harry Alter on Visit to the
Great Lakes Hospital

Majestic radio distributing firm that bears his name, here, on the installation of a new radio system in the infirmary. Mr. Alter arranged for a central Majestic receiving station at the hospital, with 600 head phones and seven loud speakers.

A revamped Majestic 101 combination is handling the reception.

nished from a set of "B" batteries enclosed in a steel, oil and dirt-proof housing swung below the floor boards.

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



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

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

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

The **HEIGHT**
OF
PERFECTION



Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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

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**

Now
Broadway roars
at Al Jolson
in his new
talking picture-hit
"Mammy"
and



All's riotous on Broadway up around Warner Brothers Theatre. For there Al Jolson, in his new talking picture-hit, "Mammy", provides more hilarity per film foot than ever a public laid eyes on . . . or lent ears to . . . before.

And simultaneous with this first showing . . . while New York shakes a sympathetic shoulder . . . shuffles an uncontrollable shoe . . . while the papers devote columns to endorsement . . . Brunswick releases two new Jolson records, the famous black-face's own rendition of song-features from the show.

The numbers present Jolson in his most rollicking humor . . . as does the whole "Mammy" production. For this picture, departing from the pathos of the comedian's last two films, is the jovial tale of a minstrel troupe. Not a sob in a cinemaful.

Long before "Mammy" reaches your locality, customers will be clamoring for its music. Irving Berlin wrote the words and score. Brunswick, Jolson and Berlin are an unbeatable combination for record profits.

Also — Jolson sings in his new picture, part of the original "Mammy" song — Record 3912 in the Brunswick catalog. Interest will doubtless revive in this old favorite. Check your stock to see that you have it.

Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,



Brunswick offers Jolson records featuring song-hits from the show

See Him! Hear Him!
The World's Greatest Entertainer
In the World's Greatest
Entertainment, "Mammy"

Let Me Sing and I'm Happy
(Across the Breakfast Table) Looking at You
Al Jolson with Orchestra **4721**

To My Mammy
When the Little Red Roses Get the Blues for You
Al Jolson with Orchestra from the
Warner Brothers Picture "Hold Everything" **4722**

There's going to be a bee-line for these
new Ben Bernie numbers: Melodies from
"Mammy" played in fox-trot time.

(Across the Breakfast Table) Looking at You
To My Mammy—Ben Bernie and his Orchestra **4740**

Let Me Sing and I'm Happy
Ben Bernie and his Orchestra
Blue, Turning Grey Over You, F. T.
The Clevelanders **4741**



Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

SOUTHERN CALIFORNIA DEALERS MAKING PLANS FOR BIG SEASON ON NATIONALLY KNOWN SETS

RIVERSIDE, CALIF., Thursday.

"Herb" Holland has moved his radio business to a new location, at 1061 Main street, directly opposite the Riverside County Court House.

His display of Crosley sets will be observed by a much larger daily traffic than at the former address, 739 Eighth street. In setting up the machines in the store he has given each model individual display in a booth divided off by a partition. This eliminates getting prospects into a confused state of mind through seeing several models at once, and becoming unable to concentrate on the purchase of one.

The wholesale distribution of Crosley in the orange producing section, of which Riverside is one of the largest and best developed cities, is in the hands of Kierulff & Ravenscroft, of Los Angeles. Cliff Burrier is their traveler calling on dealers in Riverside County.

O. K. Hopkins, proprietor of Radio Equipment Co., 3855 Main street, reports that his business on Zenith is showing excellent progress and he rates the outlook for the full year very favorably. He took on Zenith at the beginning of this year. Its previous representation in this city had been by a first class house for several years, so there are sufficient Zenith sets in the hands of the local public to supply a good background for aggressive merchandising.

Atwater Kent and Zenith radio, and sheet music comprise the full line at the Radio Equipment Co. store, one of the best located establishments in the Riverside business district, with a shop well equipped for all service requirements.

E. T. Shields, proprietor of Shields Radio Shop, 3760 West Ninth street, fully realizes the possibilities in his Philco line this year, and is setting a lively pace in developing Spring busi-

ness through aggressive outside work. Shields Radio Shop has a fine continuing trade on the Grebe line, which it has sold in this city for six years. It took on the Philco agency when the set first came on the market. Mr. Shields is one of the rare merchants who is able to keep up a properly balanced relationship between service and merchandising, with respect to his own activities, and thereby has built for his shop a satisfied clientele which has much to do with the present popularity of his establishment.

Austin Radio Shop, 3916 Main street, Mrs. Gladys Austin, proprietor, specializes in Sparton exclusively. The fine studio type salesroom shows the beautiful Sparks ensemble and other models in a setting which permits the fine cabinet work to produce an impression assisted by harmonious surroundings. Paul J. Pietsch, sales manager, reports that this shop is determined to make a good quota of sales on the Sparks Ensemble, of which they had two in the store when visited by the reporter for "The Trade's Only, Weekly." "And we are not going to consider hotels and restaurants as the

Kent National Trade In Tie-Up With Metro Picture, "Rogue Song"

PHILADELPHIA, PA., Monday.

Atwater Kent distributors and dealers in many parts of the country are vigorously and successfully promoting the Kent-Metro-Goldwyn-Mayer tie-up on "The Rogue Song," all-audible film starring Lawrence Tibbett, Metropolitan baritone and Kent concert artist.

According to P. A. Ware, A-K sales promotion manager, approximately 40 distributors and thousands of dealers have already capitalized on the radio-movie tie-up, particularly in the larger cities which secured first bookings of "The Rogue Song."

primary market for the Ensemble. We are going to put them in homes. Why not? Isn't this what the fine home needs?" Mr. Pietsch remarks.

For demonstrating the Ensemble the Austin salesmen have a large cabinet full of carefully selected Brunswick records. "Be sure to play real music," is their idea of the method of demonstrating the Sparks Ensemble's remarkable tone quality.

In the smaller Sparton machines, this store likes the new 589 model. They feel that those which have been sold are starting a circle of interest which will make additional business come more easily as the owners get a chance to play to their friends.

Franzen Hardware Co., 3730 Main street, established thirty years ago, and known far and wide in this part of the country as a leading merchant in hardware, furniture and home furnishings, waited until radio became stabilized before entering the field. They are now rounding out their first year in radio, with an agency for just one line, concentrating on Radiola. J. R. Westbrook is president of Franzen Hardware Co.; John J. Huffman, manager of radio and furniture departments. This competent house is working along lines of sound merchandising to produce a volume of business and still conserve a reasonable retailer's profit.

F. E. Schirtzinger, 765 West Seventh street, has been a Crosley dealer in Riverside for several years. He finds the new Crosley merchandise very interesting, a line which should be effective in bringing good business into the stores of Crosley dealers throughout the country.

As an old electrical man, Mr. Schirtzinger is a great admirer of Thomas A. Edison, and is greatly pleased to have the local agency for Edison radio. Like other Edison distributors retailing the line in southern California territory, he speaks well of the interest shown in dealer success by the factory, and the wholesale distributor, H. R. Curtiss Co., 727 Venice boulevard, Los Angeles, whose traveler, Mr. Ferrall, is responsible for dealer contacts in Riverside County.

B-K Radio Shop, 634 West Ninth street, operated by Chas. F. Brookhart and Edwin Kjellburg, with agencies for Majestic and Bosch radio, has just moved its branch store at Corona to new quarters, locally rated as the best merchandising location in the town. Melvin Thomas is manager of the Corona branch. C. L. Fanon, sales manager at the Riverside store, sees lots of business coming from the Coltura Majestic.

—S. F. PARKER.

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

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 Capital 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!"

RETAIL BRANCH OF TRADE MAKING SLOW GAINS IN CHICAGO

SPRING OUTLOOK IS BETTER

D. S. Hill Resigns Silver-Marshall Post — W. A. Bannon Joins Capehart Corp. as Sales Promotion Manager.

Chicago, Ill., Friday.

Retail trade is making a slow but gradual improvement in the volume of business done, which is testified to by reports coming from distributors and manufacturers here.

At the convention here last week of the Music Supervisors National Conference several prominent speakers made reference to the use of radio in educating the general public to appreciation of better music. Walter Damosch, dean of American orchestra conductors, told the 4,000 convention attendants that out of 27,000,000 school children 10,000,000 going to rural schools would never know anything about better music or symphony orchestras if it were not for the radio. "Music is the one common ground on which all nationalities can meet," he said, "and acquainting so great a proportion of our children with the music of the great composers cannot but have a marked influence on the culture of many generations to come."

Ernest Alschuler, vice-president of the Electrical Research Laboratories, returned last Sunday from an extensive winter vacation at Miami Beach,

Fla. He went fishing part of the time and that he was successful is attested to by the photograph he is proudly showing of a 7-foot, 150 pound shark he caught. Lee Frankel is still in Florida, where he went about six weeks ago, but is expected home in a week or so. Erla is doing a reasonably good business; in fact, more than was expected considering the times, and orders are being filled every day, necessitating keeping production a little ahead of the schedule.

R. M. Peters, of the radio division of the American Bosch Magneto Corp., Chicago office, calls attention to a statement made by W. H. Phalen, assistant to the automotive sales manager of the American Bosch company, regarding safety in driving automobiles equipped with radio. Mr. Phalen's statement follows: "Contrary to popular belief, a radio set in an automobile lessens, rather than increases, the hazards of driving. There is a soothing effect from the music of the receiver that tends to lessen the speed of the average driver. A fast driver who ordinarily will tear across country at 55 miles an hour finds that he cuts down to 40 miles. Even a cautious driver who would not ordinarily exceed 35 miles an hour finds himself letting down to 28 or 30. The speed and strain of driving are lessened and fewer accidents will result." In this comment on Mr. Phalen's statement, Mr. Peters says: "As you know, several states have attempted legislation, which is permitted to become law, will hinder the development of the motor car radio. The point mentioned above by Mr. Phalen has been substantiated by quite a number of individuals."

D. S. Hill, assistant director of sales for the Silver-Marshall Co., Inc., has

signed, effective April 1, and is making arrangements to enter business for himself as radio manufacturers' representative in Chicago. His duties will be taken over by Howard W. Sams, who as formerly will look after territorial sales as well as direct sales. Mr. Sams reports the factory producing 250 to 300 sets a day to meet the demand, which is better than expected, everything considered. He believes that there is a good year ahead for radio if all will get close to earth and work hard.

W. A. Bannon, who was formerly assistant advertising manager of the radio department of the Kellogg Switchboard & Supply Co., has recently become connected with the Capehart Corporation at Ft. Wayne, Ind., as sales promotion manager.

R. P. Van Zile, district sales manager for the Fada Radio Corp., has been out of town for some time, though he is expected back early next week. Business from this office shows more life and improvement as compared to a month or so ago.

Dr. Phillips Thomas, research engineer of the Westinghouse Electric & Mfg. Co., is scheduled to speak April 8 at the Palmer House before an expected 1,200 members of the American Society of Mechanical Engineers who will celebrate its 50th anniversary. Mr. Thomas will talk on "By-products of Radio," telling of the great amount of research and work that have been done in radio by engineers and what some of the possibilities of that field in the future are.

Following the close of the recent home campaign inaugurated by the RCA-Victor Co. and carried out here by the Chicago Talking Machine Co., the Chicago company held a dinner conference of its sales representatives and made awards to several of them who had succeeded in getting or exceeding the quota allotted them. Results of the campaign are still being felt, and business is good.

The Sonatron division here of the National Union Radio Corp. plans to re-open its local plant for manufacturing purposes, the decision as to the date being left in the hands of several of the executives who are expected here any day from headquarters in the east. Meanwhile requests are being made to the eastern plant to rush tubes here, as they are 30 days behind requirements. —W. H. ALEXANDER.

DR. BLACKBURN TO GIVE NATIONAL UNION TALK

Dr. C. M. Blackburn will talk on "Recent Developments in Gas Filled Tubes," Friday night, at the weekly forum conducted by the National Union Radio Corp., at the Chemists' Club, 52 East Forty-first street, New York. Dr. Blackburn is a member of the National Union engineering staff. He was formerly with the Bell Laboratories.

On Friday, April 18, the lecturer will be Virgil M. Graham, assistant chief engineer of the Stromberg-Carlson Telephone Mfg. Co. His topic will be "Using the Vacuum Tube for Automatic Volume Control."

JOSEPH SHEIMAN RESIGNS AS SAUL BIRNS MANAGER

Joseph Sheiman, who for the past eight years has been associated with Saul Birns chain of radio-music shops in the metropolitan territory as manager and for the past few years in charge of the Birns headquarters estab-

Leaders in Industry Will Sponsor Conclave Of Western Association

SAN FRANCISCO, CAL., Friday.

A complete list of the sponsors of the Western Music and Radio Trades convention to be held here in June reads like a "Who's Who" of the music and radio industry. Never in the history of the organization has such a group been joined in taking care of the delegates from the eleven Western States who are to come to San Francisco for the conclave, it is said.

Following is a list of the sponsors compiled this week:

Atwater Kent Manufacturing Co. and its coast distributors, a twenty-three act musical, dancing and singing revue at the Goodby banquet.

Baldwin Piano Co., theatre party or social function for the ladies, Thursday, June 26.

Brunswick-Balke-Collender Co., Jesse Stafford and his recording dance orchestra, Welcome Night dance.

E. T. Cunningham, Inc., center pieces, novelties and table decorations, Welcome Night banquet.

H. R. Curtis Co., Sparton distributor, flowers and brochures at the Goodby Night banquet.

Eveready Tube Troubadours, by the National Carbon Co., opening luncheon, Wednesday, June 25.

National Broadcasting Co., Hill Billy Boys at the Farewell luncheon, Thursday, June 26.

Radio Corp. of America, musical divertimento and dance, Goodby Night, Thursdays, June 26.

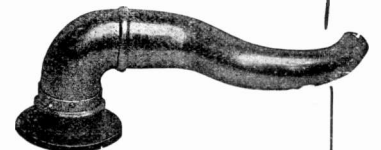
Sherman Clay & Co., San Francisco, sight-seeing trip, tea and entertainment for the ladies, Wednesday afternoon, June 25.

RCA Victor Co., Inc., entertainment, musical novelties and specialties, Welcome Night banquet, Wednesday, June 25.

Shipment at 65 Second avenue, New York, last week resigned his post.

Mr. Sheiman, well known in New York radio and phonograph circles, has been associated with the industry for the past eighteen years, having years ago operated his own retail phonograph shop.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



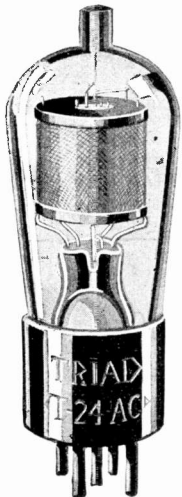
All styles of Phonographs, Tone-Arms and Sound Boxes, made by one of the most celebrated European manufacturers.

Write for Particulars

THORENS, Inc.

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

ESTABLISHED QUALITY!



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

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

TRIAD
RADIO TUBES

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

NEWSY NOTES OF THE INDIANA RADIO TRADE

INDIANAPOLIS, IND., Friday.

Articles of incorporation have been filed with the Secretary of State here by the Radio Retail Dealers of Lawrence County, Inc. The incorporators are Robert L. Leahy, James H. Culhan and Gilbert F. Baker. The corporation is formed to improve radio service and reception in Lawrence County, Indiana.

Articles of incorporation have been filed with the Secretary of State here by the American Apparatus Co., Inc., having a principal place of business at Richmond, Ind. The corporation has an initial capital stock of 200 shares having a par value of \$25 each and is formed to do a retail business in radios and talking machines. The first board of directors is composed of Omer O., Rudolph S. and Lois A. Chase.

A petition in voluntary bankruptcy has been filed in federal court here by James Burkhalter, a radio dealer of Kokomo, Ind. He lists liabilities at \$3,254 and assets at \$1,124.

Fire starting in an adjoining store did damage of several hundred dollars to the radio stock of the Duesler Music House, 208 West Berry street, Fort Wayne, Ind. Most of the damage was from smoke and water.

Articles of incorporation have been filed with the Secretary of State here by the A. N. Schmitt Co., Inc., of Evansville, Ind. The corporation is formed to buy, sell and otherwise deal in radios and all accessories. It has an initial capital stock of 100 shares having a declared par value of \$100

each and the first board of directors is composed of Albert N. Schmitt, Anthony J. Weber and Charles Pico.

Officials of the National Union Radio Corp., a New York corporation, have filed papers with the Secretary of State of Indiana qualifying the corporation to transact business in this State. A total of 412 shares of the corporation's stock is represented in this State and John P. Rogers, Marion, Ind., has been named State agent. The company deals in radio tubes and all kinds of apparatus for the transmission or reception of radio or wireless messages.

Loss estimated at \$15,000 to a large stock of radios occurred in Fort Wayne, Ind., when a blaze was discovered in the store of the Roussey Supply Co., 129 East Main street. The fire was caused by an overheated flue in the west wall. Most of the radio damage was from water and smoke.

A copy of the ordinance against radio interference that is in effect at Bloomington, Ind., has been received by Henry Quigley, mayor of Kokomo, Ind., and has been referred to the chairman of the city council committee recently appointed to draft an ordinance against interference.

The Bloomington ordinance forbids the operation of any machine between noon and midnight which interferes with radio reception. The only exception is X-ray machines, which may be operated in an emergency. Violators of the ordinance may be fined not to exceed \$100 and may be imprisoned for ninety days. The committee also is expecting an ordinance from Crawfordsville, Ind. A number of ordinances will be studied and radio experts of Kokomo interviewed before a draft is made. —BULLOCK.

Psychology to Help Dealers Sell Sets; Aim of Kent Jobber

ST. LOUIS, MO., Friday.

The modern, up-to-the-minute radio salesman can now cast an expert psychological glance at a prospect's bodily architecture and immediately determine just which sales argument to pull out of his bag of tricks. If Mr. Prospect is broad-shouldered and likes spinach, the salesman is less than an oat if he doesn't concentrate on the beauty of tone. If the future radio owner has large bones and a prominent nose, the sale is as good as clinched when the salesman rhapsodizes over how many stations his set will "pull in" between 10 P. M. and 10:15 P. M. on a frosty night.

These may be far-fetched cases, but the importance of knowing your prospect's basic type and how to utilize that knowledge in selling radio, was strongly emphasized last week to 150 Atwater Kent dealers and dealers' salesmen in the territory of the Brown & Hall Supply Co., Atwater Kent distributor here, at the Hotel Statler, by Con O. Lee, noted anthropologist and psychologist, in a series of five lectures.

The particular type to which the prospective radio purchaser belongs, an important matter in the most advanced methods of salesmanship, Dr. Lee says, is determined by one's bodily shape, modified by head shape, profile, color, hands and skin texture. With one glance, if Dr. Lee's instructions "took" 100 per cent., the attentive Atwater Kent dealers who attended the lectures should be able to get the right slant of the characteristics of their prospects and should show an increased radio business for their employers. "If your man belongs to the 'nutritive,' he is of the good-natured type, who usually accumulates both physically and financially," Dr. Lee told the audience. "He likes amusement and travel, and a radio isn't a hard thing to sell if he knows he is getting a square deal from the dealer.

"Next comes the 'thoracic' type from which great actors and successful salesmen come. The 'thoracic' has broad shoulders, tapering waist, long, thin fingers; likes variety, can't stand routine and appreciates art. The salesman finds him a keen appreciator of true tonal quality in receivers," Dr. Lee said.

Dr. Lee declared that 40 per cent. of the world belongs to the "muscular." "Theodore Roosevelt was of this type and so is Bobby Jones, golf champion." They are scrappers, and the successful salesman must be versatile enough in his sales argument to cope with an active brain in completing this deal.

Two other types are represented in the 'osseous' and 'cerebral.' Dr. Lee told his listeners the first is the individual with prominent bones, and the latter a nervous, brainy, sensitive individual.

"It is a difficult situation when a 'cerebral' salesman tries to put over a deal with a 'cerebral' prospect. Both are inclined to talk—to put up an argument, and in that case success usually comes only through the salesman becoming silent 'in seven languages' and letting the prospect become favorably impressed with the salesman as a pleasant listener to his conversation," he declared.

The series of six lectures, which

F. Edwin Schmitt, Inc., Named Representative For Gulbransen Radio

F. Edwin Schmitt, Inc., 136 Liberty street, New York, manufacturers' representative firm, has been appointed radio sales representative in the metropolitan district, including New Jersey, for the Gulbransen Co., Chicago, maker of the Gulbransen Nine-in-Line radio. The Schmitt firm is headed by F. Edwin Schmitt, who formerly represented Silver-Marshall, Inc., in the east, and Perry Saffler, formerly of the Acme Apparatus Co. and the Audiola Co. Both are well known to the metropolitan radio trade.

The Gulbransen Co. has an enviable record in the piano manufacturing field, and there is every reason to believe that the company will "click" in the radio field, in the opinion of Schmitt and Saffler, who returned last week from a trip to Chicago where they inspected the Gulbransen factories.

F. Edwin Schmitt, Inc., is also metropolitan representative for E. Toman & Co., Chicago, maker of the Toman pick-up.

started Monday morning, were devoted to the proper utilization of this knowledge by radio salesmen and the individual faults and advantages which the attending salesmen naturally possessed. Norman Brown, president of Brown & Hall Supply Co., declared yesterday that the class received much useful knowledge from the course of lectures. An average of 150 salesmen attended each meeting.

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

GROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION MAKES THE MOTOR EFFICIENT

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

PREPARED IN PROPER CONSISTENCY

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

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET

New York

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

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.

SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

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

MAY Distributors of

PHILCO BALANCED UNIT RADIO

MAY RADIO CORP.

380 Central Ave., Newark, N. J.

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

MAY DISTRIBUTING CORP.

112 Bleecker St., N. Y. C.

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

MAY DISTRIBUTORS, Inc.

797-805 Beacon St., Boston, Mass.

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

D. W. MAY, Inc.

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

D. W. MAY, Inc.

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

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



MAYNARD E. HARP ELECTED HEAD OF BALTIMORE GROUP

WM. E. JOHNSON, VICE-PRES.

Association Plans Campaign for Improved Local Broadcasting Facilities—Lincoln Sales Co. in Tie-Up With Motor Boat Show.

Baltimore, Md., Friday.

The widespread interest in radio and the prominence it has come to occupy in the modern home is being recognized in the display allocation given set dealers for showing their various models in the forthcoming ninth annual Baltimore Better Homes Show. The event will be held the week of April 26 to May 3. The radio models will be among the more than 400 exhibits valued at more than a million dollars. Last year more than 150,000 persons attended the Better Homes Show, and this year the committee in charge looks for an even greater turn-out.

The Joseph Fink Co., 16 East Fayette street, is observing its anniversary with a special sales drive. Joseph Fink, proprietor, is well known in local piano, radio and talking machine circles, with which he has been identified for many years.

Maynard E. Harp, head of The Harp Co., 1901 Maryland avenue, was elected president of the Radio Trade Association of Baltimore, at the annual meeting of the organization. Mr. Harp succeeds R. J. Nicholson, of the R. J. Nicholson firm. Other officers elected were William E. Johnson, of Johnson Brothers, Inc., 1811 North Charles street, vice-president; Carl Spott, of Spott Brothers, trading as the Service Co., Inc., 1105 Cathedral street, secretary, and O. L. Butler, of the Radio Supply Co., 1724 North Charles, treasurer. The meeting was held at the headquarters of the Automobile Trade Association.

The Radio Trade Association of Baltimore has an active membership of the majority of representative radio dealers of Baltimore and vicinity. Many plans are under consideration for the betterment of local trade conditions and much progress in stabilizing the industry locally is expected during the coming year.

One of the innovations the association has under consideration is the appointment of an executive secretary who will establish a permanent office for the group and take charge of all routine business.

The Radio Trade Association of Baltimore has signified its intention of making a determined effort to bring to Baltimore an outlet for the Red network of the National Broadcasting Co. It is claimed that radio receiving conditions in Baltimore are far worse than those of any city near its size in the country. In the local trade organization's efforts to get the red network, William E. Johnson, of Johnson Bros., Inc., and vice-president of the organization, made a trip to New York, where he conferred with NBC heads. H. C. Smith, vice-president of the National Broadcasting Co., told Mr. Johnson that the concern was willing to broadcast WEA F chain programs through any Baltimore station the

Federal Radio Commission would appoint.

The local trade association has appointed the following special committee to try to procure the WEA F programs here: Maynard E. Harp, of The Harp Co.; William E. Johnson; Harry Reineberg, of The Radio Mart, Inc., and R. J. Nicholson, Jr., of R. J. Nicholson & Sons, Inc. Mr. Johnson is chairman of the committee.

The Hamilton Co., 18 West North avenue, staged a Radio Silver Week, by means of which the concern endeavored to acquaint its customers and prospective customers with the new Silver radio.

The Bowman Radio Co., 1825 North Charles street, was another exclusive radio shop of this city to celebrate Silver Radio Week. Redding Radio, Inc., 1726 North Charles street, is exclusive distributor of the Silver in this market.

The Lincoln Sales Co., Inc., of 1128 Cathedral street, local distributors of the Crosley, tied up with the recent Second Annual Baltimore Motor Boat Show, which was staged at the Mar-Del building, Charles street and Mount Royal avenue.

Haebler-Anderson & Haebler, radio, talking machine and piano retailers, have moved from 752-54 North Gay street, to 1434 West Baltimore.

Johnson Brothers, Inc., 1811 North Charles street, were honored recently for the beautiful radio store that they maintain. The concern was given honorable mention in the awards for merit in design and choice of materials in buildings erected on or near Charles street, the "Fifth Avenue" of Baltimore, during the last two years, which were made at the annual banquet of the Charles Street Merchants' Association, held at the Rennert Hotel. The rating was given by a committee of the Baltimore chapter, American Institute of Architects.

Blum's, Inc., of 415 North Howard street, drew attention to its window display of the new Victor radio by showing in the lower part of the model a moving picture featuring 'Our Gang.'

The Harp Co., 1901 Maryland avenue, is specializing on screen grid radio sets designed for motor boats. In connection with this feature the concern has in its shop a boat with Lockwood outboard motor.

A backfire from an oil burner in the cellar of 111 West Redwood street, occupied by Joseph M. Zamoiski & Co., distributors of RCA products, caused a slight blaze which was extinguished by employes with chemicals before the arrival of firemen.

John Skrupski, trading as the Broadway Electrical Co., 318 South Broadway, has added radios in his remodeled and enlarged store.

—JOHN F. IGNACE.

Sales Manual Issued By Atwater Kent Co. Philadelphia, Pa., Friday.

A sales manual, which is said to be a complete and comprehensive portfolio of sales helps for retail radio salesmen has been issued by the sales promotion department of the Atwater Kent Mfg. Co., this city. The manual, which is called "Making Sales," runs to 120 pages illustrated and bound into a heavy loose leaf binder. It was prepared and written by officials of the Kent organization long in close contact with the problems of the trade.

All a-b-o-o-o-o-ard for

CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

J. W. Condon, Jr., Named Northwest Zone Manager For General Motors Radio

Portland, Ore., Thursday.

Announcement of the appointment of J. W. Condon, Jr., as zone manager in this section for the General Motors Radio Corp. has just been made by John E. Grimm, Jr., vice-president in charge of sales at Dayton, O. Mr. Condon will be in complete charge of the merchandising of General Motors radios in this territory. "The radio business is only in its infancy," said Mr. Condon, who has just returned from a national convention of General Motors radio field representatives at Dayton, O.

Olds, Wortman & King have taken on the Edison line. Announcement of the new affiliation was made by George Samler, manager of the store's radio department, and by Ed. Borgum, Edison's factory representative in Portland. The Edison is now 100 per cent. Light-O-Matic.

The Royal Electric Products Co. and the G. F. Johnson Music Co. have been named distributors for Oregon of the new Flack radio receiver. Flack is the oldest radio manufacturer in southern California and makes a mantel clock receiver with dynamic speaker, and also a low-priced console. The set uses screen grid and has a push-pull output employing 245's.

Sunset Electric Co. announces completion of negotiations with United Motor Service, Inc., to sell and service the complete list of General Motors accessories with the exception of Jaxon rims. The negotiations were completed between D. L. Stephens, district manager for United Motors Service, and George L. Sammis, manager of the Sunset Electric Co., whereby facilities for servicing Harrison radiators, Lovejoy shock absorbers, New Departure and Hyatt bearings, Delco batteries, and General Motors automotive radio sets will be completed in the big plant of the Sunset Electric Co. occupying the block from Ninth to Tenth on Gilsan street.

W. C. Rice, manager of the Victor Distributing Corp., demonstrated the Victor radio-phonograph combination model RE-75 to a party of interested newspaper men. In making the demonstration Mr. Rice said that he would play what he considered one of the finest demonstration records he had ever heard. It was No. V-40462, "We Shall Reach Home," by the Stamps quartet, featuring a marvelous bass solo, which brings out the tone characteristics of the Victor. Mr. Rice said that any salesman could adjust the tone pitch which best suits the purchaser. A screwdriver and a twist of the wrist does the trick. Once set, the adjustment needs no further attention, said Mr. Rice.

Herman Kenin's Victor recording band is back from the east and is appearing in the Fox Broadway theatre, where he and his musicians will be the regular stage band and twice a week will be heard over KGW, the Oregonian radio station. For the past two years from big engagements to bigger engagements, starting with the American Broadcasting Co. at San Francisco and ending with a lengthy stay at Nixon's cafe at Pittsburgh. The local Victor dealers are glad to note the return of these popular artists, and anticipate increased Victor sales as a result.

—LESLIE.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of the TALKING MACHINE and RADIO WEEKLY

published weekly at New York, N. Y., for April 1, 1930.
State of New York,

ss.
County of New York.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Sidney E. Davis who, having been duly sworn according to law, deposes and says that he is the Business Manager of the TALKING MACHINE and RADIO WEEKLY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Phonograph Publications Co., Inc., 146 Water St., New York.

Editor, Curtis A. Wessel, 146 Water St., New York.

Managing Editor, None.

Business Manager, Sidney E. Davis, 146 Water St., New York.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent. or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Phonograph Publications Co., Inc., 146 Water St., New York.

Edward H. Davis, 146 Water St., New York.

Millard H. Ellison, 2 Rector St., New York.

Bertha B. Feist, 911 Park Ave., New York.

Augusta E. Berrien, 44 West 77th St., New York.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only).

SIDNEY E. DAVIS, Business Manager.

Sworn to and subscribed before me this 1st day of April, 1930.

[Seal]

GEO. J. BARKEY.

(My commission expires March 30, 1932.)

American Air School Program Dedicated To Music Supervisors

Chicago, Ill., Friday.

One of the two broadcasts of the American School of the Air last week was dedicated to the National Music Supervisors convention in session at the Stevens hotel, here. The program, which was given over fifty-one stations of the Columbia Broadcasting System, consisted of numbers sung by the National High School Chorus under the direction of Dr. Hollis Dann.

The program was arranged through Ray S. Erlandson, executive director of the American School of the Air, which is sponsored by the Grigsby-Grunow Co., this city, maker of Majestic radios and tubes.

Miss Mabel Glenn, president of the National Music Supervisors, spoke

briefly during the broadcast and conveyed a message of good will to all the music teachers in the country.

Roxy Music Stores, Inc., Formed in Bronx, N. Y.

The Roxy Radio & Electric Co. has concentrated its three stores, and will henceforward operate only its headquarters at 915 Hunts Point avenue, Bronx, N. Y., under the name of the Roxy Music Stores, Inc.

Officers of the new company include: Nat H. Sauberman, president and treasurer, Louis Sauberman, vice-president, Morris J. Hacker, secretary and Lewis J. Slavin, vice-president.

Nat Sauberman, in an interview with a member of the staff of this publication, stated that in the future, his company will retail only Stromberg-Carlson-Victor and RCA radio sets, as against eight different lines carried last season.



**Don't
Take
Chances
with buzz, hum
and crackle**

The tubes you use for demonstrating A.C. sets will either make or lose a sale. Don't take chances. De Forest Audions cut down hum and buzz to 1/30th their former value and eliminate crackle entirely. You can easily prove this. Change the tubes in your demonstrating set to De Forest Audions. Then note the difference — especially when no broadcasting is on — only the carrier wave of the station.

You can convincingly demonstrate humless and buzzless reception with these three new De Forest Audions; Audion 424, the 3 volt A.C. Screen Grid tube, Audion 427, the 2½ volt A.C. heater type Detector-Amplifier and Audion 445, the 2½ volt A.C. Power tube.

DE FOREST RADIO CO.
PASSAIC, N. J.

1906

1930



'Screen Grid,' 'Pick-Up' Are Radio Terms Used In Foreign Languages

Cincinnati, O., Friday.

Radio tubes may be "tubes" in the United States, but in most foreign countries they are known by quite different names. In France the natives ask for "lamps" when they require this important part of every radio set. The German name for a radio tube is "rohre," and in many lands they are called valves.

C. J. Hopkins, manager of the foreign department of the Crosley Radio Corp., this city, today, revealed the many interesting facts about radio expressions used abroad. "The swift and sensational growth of the radio business brought into existence many new technical terms, he said. As most of this development has been done in the United States, the English language is employed, he declared.

A number of English words have been incorporated in the "mother tongue" of many countries, as it was impossible to translate them. For example, "screen grid" is called screen grid in Italy, Spain or China, just the same as in good old U. S. A. This also applies to such radio terms as "push-pull," "pick-up," etc.

A number of expressions used in this country, however, have an entirely different meaning abroad. In England, radio means the message which is broadcast, and the set is always referred to as a wireless set and never as a radio. In France a radio set is a "poste."

The Crosley Radio Corp. is expanding its export business at a rapid pace and selling its product in practically every foreign land.

Many Orders Received For U. S. Radio Auto Set

Chicago, Ill., Friday.

Orders being received for the new United States auto radio set, made by the United States Radio & Television Corp., this city, are exceptionally pleasing, J. Clarke Coit, president, declared today.

"Due to the conference that radio distributors, dealers and the public have gained in the products of our company, many hundreds of orders were received by us before the new automobile set was actually in production in our plants at Marion, Ind.," Mr. Coit stated. The new set will follow the rest of the company's line by being sold complete with tubes at a popular price.

Shipments are being made to distributors as fast as the sets are being turned out in the factory.

GRIFFITH VICTOR ASKS DEALERS TO ORGANIZE DISC-OF-MONTH CLUBS INDIANAPOLIS, IND., Friday.

Griffith Victor Distributing Corp., of this city, Cincinnati and Louisville, is urging its dealers to organize and promote Victor Record-of-the-Month Clubs in their territories in order to insure a certain volume of disc business each month.

Organizations such as these have increased disc sales considerably wherever they have been started, Griffith officials declare.

CLASSIFIED SECTION

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

REPRESENTATION

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

SERVICE MAN FOR RADIOS— PHONOGRAPHS—PIANOS

MUST BE EXPERT

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

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

RETAIL STORE MANAGER

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

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

Plans Under Way for Session of Federation, Wholesalers' Groups

Plans for the coming bi-annual convention of the National Federation of Radio Associations and the Radio Wholesalers Association to be held concurrently with the annual convention of the Radio Manufacturers Association and Trade Show at Atlantic City, June 2 to 8, are now being formulated. It is planned to hold one general meeting for all radio tradesmen in attendance at the convention under the auspices of the National Federation of Radio Associations. There will also be one or two meetings for the radio

SALES REPRESENTATIVE with a successful record of unusual character, through knowledge of Phonograph Business, many years' sales and executive experience and large following among Music Dealers, desires to make connections with reliable wholesale Radio or Phonograph concern. Excellent references. Box 498, THE TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

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

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

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

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

wholesalers held under the auspices of the Radio Wholesalers Association.

During the convention, committee reports on the progress of the association will be presented to the meetings. It is planned to make the wholesalers meeting on the order of an open forum where wholesalers may have the opportunity of giving their own opinion and requesting the opinion of other attending wholesalers on many of their problems.

The last "down-to-facts" convention in Cleveland demonstrated the value of such open forum meetings. Many of the thoughts that were presented at these sessions were of benefit to every wholesaler and it is felt that round table discussions present an opportunity for analyzing business problems that would not be achieved in any other way.

New Trend in Music in China, Says Brunswick Foreign Record Man

PEKIN, CHINA, Wednesday.

Although it took them something over a thousand years to come to it, the Chinese are rapidly going modern in their music. And the change from the "tan chien" of their venerable ancestors to the saxophone of their "white devil" neighbors across the sea is due in no little part to the influence of the Oriental flapperhood.

Satisfied up to the present with their native music, which has undergone no appreciable change for centuries, consisting of what, to the Caucasian ear, resembles little more than a hodge-podge of primitive intonations accompanied by a monotonous series of chords, Chinese music, according to R. J. Callen of the Brunswick-Balke-Coller Co.'s foreign recording staff, is rapidly undergoing a change.

Mr. Callen, now in China recording folk songs in the Cantonese and Pekinese dialect, reports that harmony, the outstanding ingredient in melody making, heretofore unknown to Chinese music, is about to have its Oriental inning.

It is his plan to shortly attempt to use duets, trios, and even quartets in instituting the demanded harmony in new recordings for the Chinese trade.

According to Mr. Callen, this new trend in music in the Orient may be traced to the influence of the Occident. The increasing number of young Chinese in going away to school become, in a sense, Americanized and, on returning to their native country, exert their influence by educating others in the ways of the Caucasian, which, of course, include dancing with the type of music which is its necessary accompaniment.

Philco Sets Finding Demand in Northwest, Says H. C. Abbott

Seattle, Wash., Friday.

According to H. Curtiss Abbott, Seattle manager for the Philadelphia Storage Battery Co., Philco radio manufacturers of Philadelphia, Pa., Philco is doing the biggest business of any set manufacturer in this territory. Mr. Abbott states that he wishes that "the boys back East could have the same feeling" that he has, adding that in the northwest radio business is never over regardless of the time of year. Mr. Abbott further stated: "Dealers out here just don't know any difference in season, but keep plodding along consistently doing a good business from week to week."

Mr. Abbott concluded by stating: "January, February and March sales in the Pacific Northwest on Philco, will run well over \$200,000 and there does not appear to be any let up in interest."

RUMSEY ELECTRIC CO. IS APEX DISTRIBUTOR

Philadelphia, Pa., Friday.

The Rumsey Electric Co., 1007 Arch street, this city, has been appointed distributor of Apex Unified Radio, product of the United States Radio & Television Corp., Chicago.

SPRING GIVES GOOD BOOST TO SET SALES IN MEMPHIS MARKET

Memphis, Tenn., Saturday.

Again we are having springlike weather and trade is looking up with the approach of Easter. Constructive work took a new bound this month after a dormant period since the beginning of the year.

Indications point to the opening of the Harahan Viaduct in May; the road to Arkansas has been delayed by wash-outs and rains but is nearing completion.

Stratton - Warren Hardware Co., Stratton Station, Memphis, is now wholesale distributor of Brunswick radio. The 1930 line is on display.

Adams Radio Co., 1583 Overton Park avenue, Memphis, is one of the suburban dealers in Philco, Majestic, RCA Radiola and Stewart-Warner. The shop is located near Overton Park.

National Furniture Stores, 56 S. Main, adjacent to Warner Theatre, has a large Philco radio department. Mr. Freed, formerly with Bry's, is now manager of the store.

Graham and Van Natta, 1359-67 Madison avenue, and 14 S. Cleveland street, in their big store on a corner in the Crosstown section, show the Majestic radio line in connection with house furniture.

Orgill Bros. & Co., Memphis, Tenn., and Jackson, Miss., are wholesale distributors of Apex radio, Raytheon tubes

and Eveready batteries. K. W. Orgill is manager of the department. This is one of the oldest firms in Memphis, having been founded about 80 years ago.

The New Bry's, on its fifth floor in the music salon shows Atwater Kent, Philco, Majestic, Kennedy and others, also talking machines and records. Mr. Rosenthal is manager of the department. —C. G.

Government Proceeding With Investigation in Resale Price Practices

Washington, D. C., Friday.

The Federal Trade Commission today issued the following resume of investigations into the price resale and chain store investigations:

Resale Price Maintenance

"Several chapters of the report on this inquiry are in draft form. This second and concluding volume of the report will present information on the financial results of manufacturers, wholesalers and retailers with relation to their attitude on price maintenance, a discussion of some effects of price maintenance policies on the manufacturers' distribution, wholesale and retail distribution, and the consumers' interest. Volume 1, issued January, 1929, is available to the public.

Chain Stores

"In general this inquiry calls for a comprehensive report on the question whether consolidations of stores have

The Ultimate in Radio

Majestic

ELECTRIC RADIO

Equipped with Majestic Tubes

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation

"SERVICE Is Our Middle Name"

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

been effected in violation of the anti-trust laws and a comparison of their operations and practices with those of competing marketing agencies. The resolution also directs the Commission to suggest what legislation, if any, should be enacted to regulate chain store distribution.

"The work of tabulating the retail prices obtained in Washington and Cincinnati is still in progress. Very shortly an attempt will be made to procure the same kind of data in other places. Returns from the various kinds of schedules sent out continued to arrive. A short time ago schedules were sent out to co-operative or voluntary chain stores."

Fire Destroys Plant Of Western Radio Mfg.

Chicago, Ill., Saturday.

Fire, starting from a broken gas main and spreading to other nearby structures, totally destroyed the store and plant of the Western Radio Mfg. Co., at 128 W. Lake street early this morning. The first fire apparatus on the scene found itself handicapped by additional explosions of gas and four extra calls for fire equipment were made, the firemen being on duty about six hours before the flames were extinguished.

Thomas M. Pletcher, president of the QRS-De Vry Corp., has been made a director of the new Chicago Bank of Commerce which is to be opened for business April 12 at Madison and Dearborn streets.

Concerted efforts being made by officials and representatives of the Brunswick-Balke-Collender Co. have resulted in new distributors being added throughout the country, with reports that spring business is coming along in fine shape. A. A. Trostler, sales manager of the radio-Panatrope division, advises that the two newest distributors are: Whitney Distributing Corp., Minneapolis, Minn., and the Coast Radio Supply Co., San Francisco, Calif.

The Harry Alter Co., distributor for Majestic radios, reports finding conditions much improved over the situation prevailing two or three weeks ago. Harry Alter has been spending several days in New York on business, returning today.

The local office of the Perryman Electric Co. reports the tube business showing a marked improvement, and particularly as five new jobbers have been signed up for Chicago, Illinois and Tennessee. R. B. Lacey, general sales manager, is expected here in a week or so on his periodical visit to the territory.

Peter Sampson, president of the Sampson Electric Co., spent several days in New York on business this week, returning today.

The Atlas Radio Stores here are augmenting their sales by putting in a line of Reach and Davega sporting goods, mainly baseball, and with windows attractively decorated are making a bid for sales on early spring baseball paraphernalia.

Operations at the Gulbransen factory are steady. Gilman Anderson, assistant radio sales manager, spent most of this week in Ohio territory, visiting dealers and jobbers.

UDELL ANNOUNCES NEW RECORD ALBUM CABINETS

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

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

Write today for complete information.



No. 163 Udell Record Album Cabinet
H 40" — W 26 1/2" — D 15"
Walnut

Holds 24-12 inch Albums—Record Capacity 238
List Price \$27.50
Without Albums

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



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Joe Davis has bought from Milton Weil the hit tune, "Sweethearts on Parade," which will be the theme song of a coming phono-phlicker . . . Danny Winkler, sales manager of DeSylva, Brown & Henderson, Inc., left last Thursday for Chicago . . . Artie Dunn and Les Reis, radio and record harmony team, made three platters for new Q. R. S. record releases last week, and open in R-K-O vaudeville this week . . . Eddie Walters writes that he'll give this paragraph a vacation by filling the rest of this column, offering: Amos 'n' Andy, who turned down thousands from vaudeville managers, appeared gratis last week at a New Jersey church's children festival . . . Ben Selvin, who has just recorded "The Free and Easy" for Columbia, is on a diet, while Harry Brown of the Columbia recording branch, is off sweets . . . Alice Remsen (NBC), Helen Richards (CBS), and Henry Burbig (CBS) will shortly make their initial bow on records . . . Harry Richman is selling tickets at the

Rivoli Theatre, where his "Puttin' on the Ritz" picture is current . . . "Me and the Girl Next Door" will be warbled tonight on the Van Heusen hour by a certain vocalist and ukulele player . . . (Ed. note: He means himself, and many thanks to him for the above) . . . "After You've Gone" has been made three ways by Victor; as a vocal number by Gene Austin, a dance tune by Coon-Sanders orchestra, and as a piano solo by Thomas Waller . . . Robbins is collecting the most attractive window displays of "The Rogue Song" sheet music.

AS THEY WERE:— Joe Davis, popular publisher, once operated the multigraph machine that turned out the Childs restaurant daily menus . . . Paul Robeson, Victor record artist and internationally known concert star, was an All-American football star at Rutgers, also excelling in baseball, lacrosse and track . . . Eddie Walters, substitute columnist among other things, formerly drove a hack.

"Stein Song," Ace of Sheet Music Sellers

Reports from leading sheet music wholesalers all over the country show the "Stein Song," of the Carl Fischer division of the Radio Music Co., Inc., the Number 1 tune. An interesting story revolving around the tune and its revived popularity due to its being featured by Rudy Vallee, is now current. Great credit is due to the merits of the song and the following of Vallee, for it was stated that practically single-handed he revived it from the oblivion to which it had swept and made it into a nation-wide hit.

The Victor company released the Vallee "Stein Song" record last Friday, with "St. Louis Blues" as a backing.

Davis, Coots & Engel Feature New "Sharing"

"Sharing," latest composition of Davis, Coots & Engel, Inc., popular publishing firm, will soon be challenging their best selling "Why," according to Harry Engel, president. The tune is the work of the pen and piano of Benny Davis and J. Fred Coots, and is described as a slow fox trot.

The firm will shortly institute a campaign on "Sharing" along with the other feature tunes in its catalog.

"Puttin' on the Ritz" At Rivoli Theatre

"Puttin' on the Ritz," all-audible film production, opened last week at the Rivoli Theatre, New York, following its run at the Earl Carroll showplace. It was stated that the tearing

down of the Carroll theatre was responsible for the change.

Local dealers report that the three big songs from the picture, published by Irving Berlin, Inc., are in excellent demand. The tunes are: "Puttin' on the Ritz," "With You" and "There's Danger in Your Eyes, Cherie."

Joe Davis, Inc., New Triangle Music Name

Effective May 1, the Triangle Music Pub. Co., Inc., will be known as Joe Davis, Inc., it was disclosed on Friday by Mr. Davis. The former company will pass from existence entirely with its entire catalog to be issued under the Joe Davis trade-mark.

Mr. Davis, on his return from a Western trip, stated that Kansas City and St. Louis showed a fair sheet music business, with sales in Chicago slightly off. His firm's "Blue Turning Grey Over You," "The Verdict Is Life With You" and "After You've Gone" are riding steadily, he said.

The firm will shortly revive one of its first hit tunes, "Suez," written by Ferdie Grofe and Peter DeRose.

Flaherty Leaves to Establish Chi Office

Pat Flaherty, general manager of the Red Star Music Co., Inc., music publisher to William Fox productions, leaves for Chicago this week to open a branch office in that city. Mr. Flaherty will return here next week, following which he will depart for Hollywood to supervise musical interpolations in Fox films.

The Red Star company last week augmented its staff with the addition to three new members in the sales and professional departments.

"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"
By "RIO RITA"

"WHERE THE GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

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

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THE TALK of the TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT of ME"

"SONG of the BAYOU"

LEO FEIST
235 W. 40th Street
NEW YORK CITY

OUR Song Hits
THROUGHOUT THE COUNTRY IN EVERY DIRECTION

*You Can't Stop Me From FALLING IN LOVE WITH YOU

*DREAM AVENUE

*YOU OUGHTA KNOW

SHARING

THE KISS THAT MADE A FOOL OF ME

FLAPPERS ON PARADE

BLUE EYES
(Get Red Red Ready For Love)

the Song Hits from the Smash Musical Comedy Success **"SONS O' GUNS"**

*WHY?

CROSS YOUR FINGERS

IT'S YOU I LOVE

RED HOT & BLUE RHYTHM

All numbers published for orchestra.
*Published for band.

Davis, Coots & Engel
INC.
719-SEVENTH AVE. NEW YORK

Kresge Store Stars "Be Yourself" Score

DETROIT, MICH., Friday.

The S. S. Kresge store in this city is featuring an impressive window display of the three songs in the Fannie Brice film, "Be Yourself." The tunes are "Cooking Breakfast for the One I Love," "Kickin' a Hole in the Sky" and "Sasha." William Rose, Inc., a subsidiary of the Robbins Music Corp., is publishing the three songs.

ROBBINS
offers

A Noteworthy Scoop
The Famous Song of the Navy

ANCHORS AWEIGH
MARCH AND TWO-STEP

by

CHAS. A. ZIMMERMAN
Musical Director—U. S. Naval Academy

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

For Band— **List Price, 60c**

USUAL TRADE DISCOUNT

ROBBINS MUSIC CORPORATION
799 Seventh Ave., New York

TWIN CITY DEALERS SEE STRENGTHENED MARKET BY SUMMER

RURAL TRADE HOLDING UP

Whitney Distributing Co. Formed to Handle Brunswick Line in Minnesota and Western Wisconsin—R. O. Foster Back from Trip to Dixie.

MINNEAPOLIS, MINN., Thursday.

Signs of an improvement in the radio trade of the Twin Cities and Northwest is reported by some dealers and wholesalers, forecasting a strengthened market within the next two or three months. As a general rule, however, business is rather dull and most of the trade advise that what sets can be sold are the result of hard work. The outlook is still held as encouraging, and with the advent of new sets on the market at the present time considerable optimism is felt. Wholesalers and retailers are making Spring plans and their enthusiasm is sure to be felt in business on the whole.

Country business in the Northwest has shown even greater signs of improvement, and is now far ahead of that in the Twin Cities, where old stock accumulations have not been entirely reduced.

Phonograph and record trade is still quiet, but indications are that a good business may soon be expected.

The Whitney Distributing Co. has been organized to distribute radio, Panatrop and record products of the Brunswick-Balke-Collender Co. in Minnesota and western Wisconsin, it was announced Tuesday. The new company has leased the entire second floor at 426 South Sixth street, covering 6,000 square feet of floor space, and has taken over the entire personnel of the radio department of the Twin City branch of the Brunswick company. E. O. Borglin has been named vice-president and general manager of the new firm. During 1928 he served as president of the Northwest Radio Trade Association, in which body he is now chairman of the board.

R. O. Foster, of the Foster & Waldo Co., local Majestic distributors, has returned from Mississippi and other points south, where he spent a very enjoyable vacation.

The Plant Co., Fada distributor, declares that business is picking up, and expects a strong volume within the next month or so. Within the next two or three weeks, at the latest, the new Fada set will be upon the market here, and considerable interest is being mani-

Morley Murphy Co. Is New Zenith Jobber in Wisconsin Territory

Chicago, Ill., Friday.

The appointment of the Morley Murphy Co., Milwaukee, Wis., as exclusive distributor of Zenith radio, has been disclosed by W. C. Heaton, sales promotion manager for the Zenith Radio Corp., this city.

The Milwaukee office of the Morley Murphy Co. is one of two branches of the organization, the home office being located in Green Bay, Wis. The company, established in 1904, is one of the oldest and largest of its kind in that part of the country, dealing in hardware, electrical supplies, sporting goods and radio.

Practically all the state of Wisconsin and the northern peninsula of Michigan has been granted for Morley Murphy company for the distribution of Zenith products. The Milwaukee branch, located at 454 Milwaukee street, is under the management of C. E. Willert, who has been in the company's employ for the past twenty-five years.

Mr. Willert, who has just recently returned from a visit to the Zenith plants, states that his company is extremely pleased with the new connection and is confident that Zenith radio will receive greater and wider distribution in Wisconsin than ever before. The entire Morley Murphy dealer organization is said to be likewise enthusiastic over the prospects for the coming season.

fest in the plans. Louis Maseline, sales manager of the firm, has just returned to his office from an illness of over a week, and reports that he is again feeling fine. Mr. Maseline plans a trip to the factory to personally inspect the new sets soon, where they are now on demonstration, but will delay the visit until the "Big Show" in June, in order to kill two birds with one stone.

A. E. Newman, former local manager for Westinghouse, has accepted a position as merchandising manager for the General Electric Supply Co., dealers in radio and phonographs.

The Northland Electric Supply Co. has moved to newer and larger quarters at 309-11 South Fifth street, marking a generally expanded business in radio.

The Belmont Corp. has bought out the local Edison Distributing Corp. and will handle its line, it was announced here recently. This added line will greatly expand the present business of the concern, making it one of the largest in the Northwest.

The Jalisco Radio Service reports that copies of the speeches by Henry Burbig, star of the CeCo Courier hour over the Columbia chain, are very good advertisements to hand out to customers who come in. They handle Arcturus, CeCo and Cunningham tubes.

Sunnycrest Sanatorium, of Crookston, Minn., has installed radios for the benefit of patients, selecting Majestic sets after a vote of 43 to 14 in favor of those outfits against all others.

Ballard Turnbull, of Eveleth, Minn., has been confined to his bed with a cold. He is the local dealer for Majestic sets.

G. H. Kuntz, Florence White and Ann Rombolski, of Minneapolis, and Mr. De Wanz of New Ulm, H. Paris of Fairmount and H. L. Derringer, of St. Paul, were in attendance at the Majestic Radio School in Chicago recently. —D. H. SEYMOUR.

ST. LOUIS RADIO TRADE BODY IN DRIVE TO CUT DOWN SERVICE CALLS TO MINIMUM

St. Louis, Mo., Saturday.

Approximately seventy-five members of the St. Louis Radio Trades Association attended the regular monthly meeting held recently at Hotel Kingsway. It was the first gathering conducted under the new regime and George Niekamp, retiring president, speaking for the entire organization presented the new president Fred Weibe, with a mahogany gavel.

The feature of the session was an address by C. H. Barry, assistant sales manager of the Union Electric Light & Power Co., who spoke on the relation of the electric company to the radio trades association and dealers, especially in regard to service calls. He stated that in a large percentage of cases where the radio service man was unable to locate the trouble but was able to learn that it was from without the set, the interference was attributed to properties of the power company. When notified of these cases a man from the power company's radio service department was immediately dispatched to the location and usually was able to definitely locate the trouble. Sometimes its source was power company properties, sometimes not. Often it was caused by interference from distant points.

Mr. Barry also stated that, in reports coming to the attention of the electric company's radio service department, more than fifty per cent. stated the trouble as coming from the transformer, yet in only three cases out of several hundred that have been run down the trouble was found to be actually located in the transformer. After Mr. Barry's address Mr. J. C. McMullen, head of the Union Electric Light & Power Co.'s radio service department, held an open forum during which he explained the methods employed by his department and how closer cooperation between the power companies and the Radio Trades Association could be affected. He said that whenever a man was sent out from his department to find the source of trouble on a balky radio set he carried with him a portable super-heterodyne. This enabled him to determine definitely whether or not the trouble was in the set. After this talk several members of the association voiced their opinions that it would work toward greater satisfaction among dealers' customers and would eliminate much time and effort now spent futilely in trying to locate interference troubles if all dealers would equip their service men with portable receiving sets.

As a result of the talks by Mr. Barry and Mr. McMullen the Radio Trades Association represented by W. P. Mackle, and representatives of the various public utility companies of the city are formulating methods by which trouble calls can be handled most expeditiously and successfully. Although these plans have not yet been completed they will probably follow the channel—dealer to Trades Association to power company. That is, all trouble calls which the dealer is unable to remedy he will refer to the trade association office with his report as to what he thinks is the trouble. The report will then go to the power company whose report, whether successful or not in locating the trouble, will return to the dealer through the association office. Then, if the dealer wishes, he can inform his customer of the source of the trouble and how it was remedied.

The Echophone radio receiver is to be distributed in this territory by the Echophone Distributing Co., 6265 Delmar boulevard, organized by W. B. McNamara. It is a six tube set but very compact, measuring only 16 inches high, 13 inches wide and seven inches deep with built-in speaker.

Hundreds of friends and visitors who recently attended the opening of the wholesale display rooms of the newly organized McCanne & Rohan, Inc., sales agents for Stromberg-Carlson, were loud in their praise of one model in particular, one in which a Chinese motif was used in designing the cabinet. The doors of this model open to reveal a panel in Chinese white elaborately carved in dragon and other Chinese designs. The exterior is in a dark red with decorations in dull gold and chased brass hinges and corner pieces. Incidentally, the display room of McCanne Rohan, Inc., is one of the most attractive in the city. Dark purple curtains form a background before which the sets are displayed. Soft amber lights fill the room with a restfulness which enables patrons to sit in complete comfort while witnessing demonstrations of the various models.

The Ludwig Music House, Inc., at present located at 821 Washington boulevard, has leased the location at 709 Pine street. Alterations, including a new store front are expected to be completed in time for the firm to occupy its new quarters on May 1.

—M. B. TERRY.

PORTABLES BROUGHT TO THE FORE IN THE NEW ENGLAND TRADE

BOSTON, MASS., Friday.

Phonograph and radio dealers of this city report a good volume of sales for the past week.

With the approach of Summer, portable sets are being brought to the front, as these are always in demand for the Summer home, vacationist, etc.

The American Bosch Magneto Corp., of Springfield, Mass., now has a compact, five-tube thoroughly shielded motor car radio.

The annual dinner of Lynn section of the American Institute of Electrical Engineers held recently at the Elks Hotel was declared by the president, I. F. Kinnard, the most successful in the history of the organization. About 250 men and women were present, the electrical engineers representing a variety of industrial establishments not only in Lynn but in Salem, Beverly, Peabody and Revere.

A stringed instrument trio furnished music during the dinner and an orchestra played for dancing which followed some brief addresses by guests.

Fred Soucie, office manager of Howe & Co., is the father of a nine-pound baby boy.

Ayers-Lyon Corp., formerly located in the Statler building, has taken new quarters on the street floor of the Motor Mart building, 215 Stuart street. Ayers-Lyon handle Kennedy radio and Copeland electric refrigerators.

Krey Music Co., formerly located at 635 Washington street, will move into its new store at 625 Washington street, this week.

—CHARLES W. JONES.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

All Earnings Records Broken by Stromberg Radio Set Sales in '29

(Continued from page 5)

the company are \$9,681,612.72, including \$316,614.94 in cash, \$107,705.39 in notes receivable, \$2,769,184.89 in accounts receivable, less reserve, and \$3,535,515.01 in raw materials, supplies, work in process, and finished products at the lower of cost or market.

Of the earnings of \$1,070,055.58 last year, \$65,001.73 was paid in dividends on the preferred stock, and \$334,476.71 in dividends on common stock, including two extras; and the balance of the earnings or \$670,577.11 has been added to surplus, bringing the surplus up to \$3,047,428.86 as of December 31. This is earned surplus and is significant of the sound financial position of the company. Besides this unappropriated surplus, a reserve of surplus amounting to \$500,000 has been set up from earnings for investment in additions to property. In arriving at these figures adequate reserves have been established against raw materials and piece parts.

In addition to the net profits of \$1,070,055.58 last year, a reserve of \$200,000, which was at December 31, 1928 known as a reserve for market fluctuations in inventory values and applied directly against inventory to reduce it to the lower of cost or market, has been freed from such application and is now treated as an allocation of surplus described as a reserve for contingencies.

These net profits of \$1,070,055.58 work out to just under \$4.00 a share, and if the \$200,000.00 mentioned above were considered as representing additional earnings for 1929, the per share earnings would become proportionately greater.

Both Mr. Angle and Mr. Scoville asserted that the company has never been in a better position than today, nor had its prospects been more promising. They stated that all radio sets on hand were "live merchandise." In spite of the market decline of October and November of 1929, the company reached its greatest amount of sales for any one month in October, fell only slightly behind that record in November and finished the year with a good December.

The volume of business in 1929 was \$12,500,000 and this compares with \$10,000,000 in 1926, the previous record year for earnings. Heavy expenses were incurred last year in moving into the new \$1,500,000 plant, which contains 360,000 square feet of manufacturing space and is regarded as a model of its kind.

New and more efficient machinery has replaced much of the older equipment, departments have been arranged and equipped to afford the best possible opportunity for efficient and high quality production, and under the guidance of Edward A. Hanover, vice-president in charge of production, the factory is ready to meet any demands made on it. With the expense of moving behind the company, an equal amount of business should make possible greater earnings for 1930, both Mr. Angle and Mr. Scoville said.

Another \$100,000 was added to the advertising appropriation last year and it cost the company \$250,000 to put the concerts of the well known Roches-

ter Civic Orchestra on the Blue radio network. The company likewise maintained its popular Station WHAM, the expense involved in its maintenance and in putting out the nation wide weekly Stromberg-Carlson program, being regarded as well spent for the furtherance of the company's position in the radio industry.

An adjoining plot of land of fifteen acres has been purchased for \$100,000 to assure room for future expansion. Extensive experimental work is being conducted in the laboratories under the direction of Ray H. Manson, vice-president in charge of engineering of the company. The company is licensed under all groups of radio patents, giving it complete freedom of manufacturing and placing it on the ground floor for any development in the industry. Besides, the company is making extensive experiments and has a number of developments ahead of it both in radio and telephone apparatus.

This combination of radio and telephony is unique, but highly advantageous to the company and its customers in both kinds of apparatus, for the peaks of the radio and telephonic manufacturing activities come at different times of the year, and the combination gives stability to the employment of the company's workers and makes it more possible to meet peak demands that come in either line.

The most conservative merchandise policy has been adopted, Mr. Scoville said. The company has avoided the pitfalls connected with mushroom expansion. It has had thirty-five years' experience in the manufacture of products for voice transmission, the present development of radio voice transmission apparatus being just one step in its progress. Never in its history have its products been dumped on the market. Prices have always been maintained, and the policy of the company, Mr. Scoville said, has been dedicated to quality products at fair prices and its production flows into the most substantial channels, he asserted. He pointed out that sales in New York and other large congested areas have been increasing substantially.

Mr. Angle said that the company has always tried to prevent speculation in its stock, and in every way has kept its affairs moving along the soundest and most conservative lines. The company is controlled by its employees and their families.

Mr. Angle pointed out that since December 31, last, the notes payable of the company have been reduced from \$1,100,000 to \$600,000.

To assure adequate facilities for growth of the company, it has continued its lease on the old factory which covers 190,000 square feet of floor space and some departments continue to operate there. However, virtually all of the major moving operations have been completed and while the move occasioned, naturally, considerable expense and increased the difficulty of supervision while it was going on, it was accomplished with little disturbance to production.

With nothing but active merchandise in possession of the company; with its dealers urging the maintenance of the high quality production in a quality selective field, and with the surplus stocks of radio receivers in the market being consumed, the prospects for 1930 are most gratifying, both Mr. Scoville and Mr. Angle asserted. They pointed to the work that is being done to assure the permanency of the company's position as makers of high quality merchandise; the elimination of inflation in

production and of any dumping of goods on the market; the maintenance of quality and price, and the guidance of the production of the company into the hands of substantial retailers, assuring satisfaction to the purchasers of the receivers and the maintenance of the company's standards.

The directors of the Stromberg-Carlson company are: Wesley M. Angle, Fred C. Goodwin, Edward A. Hanover, W. Roy McCanne, Ray H. Manson, George A. Scoville, George W. Todd, and J. Foster Warner, and the officers are: Chairman of the board, George W. Todd; president, W. Roy McCanne; vice-presidents, George A. Scoville, Edward A. Hanover, and Ray H. Manson; vice-president and secretary, Wesley M. Angle; treasurer and assistant secretary, Edwin C. Roworth; assistant treasurer and auditor, Wilbur W. Hetzel; comptroller, George V. Lennon.

New Philco D.C. Set In Chevalier Apartment

Maurice Chevalier, Parisian stage star who has achieved success behind the footlights and beneath the Klieg lights in this country, is the recipient of one of the new Philco 40 D.C. Tudor screen-grid radio sets, through Walter Perry, sales manager of the May Distributing Corp., New York.

The set has been placed in Chevalier's apartment in the Elysee Hotel, Fifty-fourth street, New York, where the star of "The Love Parade" and other films is making his home.

KANSAS KENT DEALER ATTRACTS CROWD WITH BROADCASTING STUNT

Hutchinson, Kan., Friday.

Si Young, progressive hardware merchant and Atwater Kent radio dealer of this city, recently opened his annual spring showing of the Kent line by a unique publicity stunt that crowded his store and sidewalk until well after midnight in this town.

Mr. Young erected in his window a complete broadcasting outfit and broadcast a regular program of imported and local talent. The temporary station was dubbed SYRA (Si Young Radio Annex), and a placard in the window described it as "cooperating on a frequency of 350 motorcycles by the authority of Federal Prohibition—Norman Brokenwires, announcer."

Mr. Brokenwires turned out to be H. A. Friedel, Atwater Kent factory representative in the territory, who was largely instrumental in the arrangement and direction of the entertainment.

Mr. Young advertised the event, featuring the local talent angle, several days in advance, and the crowds that gathered on the night of the Spring Opening refused to leave until the program was forced to end at 12:15 A. M.

Schoellkopf Co. Named Brunswick Distributor For Texas Territory

Dallas, Texas, Thursday.

The radio, Panatrop and record department of the Brunswick-Balke-Collender Co.'s local branch was recently transferred to the Schoellkopf Co., this city. Offices of the Schoellkopf Co. at Abilene and San Angelo also will be maintained.

Perry P. Pyle, who has been with Brunswick for some time, will remain in that territory as factory representative. G. O. Moore is general manager for Schoellkopf, with W. J. Linehan as sales manager and J. M. Harrell as radio sales manager.

Ronald F. Law, formerly manager of the record department for the Brunswick branch, and R. L. Credille, assistant, will continue in the same capacity with the Schoellkopf Co., together with the former stock room force.

A large stock of Brunswick radios, Panatrops, combinations, portables and records will be handled to supply Dallas, Waco, San Angelo and the Panhandle, it was stated.

Other new Brunswick distributors in the Southwest are: Straus-Bodenheimer Co., Houston and San Antonio; National Sales Co., El Paso, and the McEwen-Halliburton Co., Oklahoma City, Okla.

STROMBERG-CARLSONS INSTALLED ON SHIPS OF MERCHANTS LINE

Rochester, N. Y., Friday.

Stromberg-Carlson radio sets, made by the Stromberg-Carlson Telephone Mfg. Co., this city, have been installed on ten of the ships of the Merchants & Miners Transportation Co., which operates a fleet of passenger ships between Boston, Providence, Philadelphia, Baltimore, Savannah, Jacksonville and Miami.

According to officials of the steamship company, the Stromberg methods of shielding sets eliminates most of the foreign noises caused by generators and other electrical apparatus used on the boats.

On each of the ten ships, the sets are employed to feed speakers placed in the dancing, lounging and dining salons and in the smoking rooms.

JOHN CHAS. THOMAS FEATURE ARTIST IN KENT BROADCAST

John Charles Thomas, famous American operatic and concert baritone, was the featured artist of the Atwater Kent radio hour Sunday evening.

Mr. Thomas' repertoire on the Atwater Kent hour included operatic arias, ballads and popular songs. The concert was heard through a coast to coast network of stations served by the N. B. C.

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Inquiries Solicited

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RADIO SET AND SUPPLY MANUFACTURERS

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

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
Columbia Phonograph Co., 1819 Broadway, New York
Edison, Inc., Thos. A. Orange, N. J.
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
RCA-Victor Co., Inc. Camden, N. J.

ELECTRIC PICK-UPS

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

RADIO CABINETS AND TABLES

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

PHONOGRAPH NEEDLES

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

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabeth, N. J.
General Industries Co. Elyria, O.
Phorens, Hermann, 450 Fourth Ave., New York, N. Y.
Pacnet Elec. Co. 91 Seventh Ave., New York
Sansone, S., Repairs. 122 W. 20th St., New York
United Air Cleaner Co., Cottage Grove Ave., Chicago

COLLECTING AGENTS

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

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co. Huntington, W. Va.
Alexanders, Inc. 39 W. 60th St., New York
Alter Co., Harry Chicago, Ill.
Apollo Radio Co. 15 Shipman St., Newark
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Blackman Distributing Co., Inc., 23 W. 23 St., N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C. 351 Fourth Ave., New York
Buehn Co., Louis Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Capitol Electric Co. Indianapolis, Ind.
Capital Electric Co. Atlanta, Ga.
Cleveland Distributing Co. Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, O.
Detroit Electric Co. Detroit, Mich.
Detroit Wilks Dist. Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Elyea Talking Machine Co. Atlanta, Ga.
Essex Distrib. Corp. 40 William St., Newark
Greater City Dist. Co., 76 Fifth Ave., New York
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 206 E. 42nd St., New York
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Hieb Radio Supply Co. Marion, S. D.
Howe & Co. 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Majestic Dist. Co. of Cincinnati, .. Cincinnati, Ohio
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., .. 1775 Broadway, N. Y.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W. 398 New St., Newark, N. J.
May Distributing Corp. 112 Bleeker St., N. Y.
Macgregor Radio Corp. New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Motor Equipment Co. Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
New York T. M. Co., 460 W. 84th St., New York
New York T. M. Co., 358 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

Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Polk, Inc., James K., Atlanta, Ga.
Proudfit Co., R. S. Lincoln, Nebr.
Radio Distributors, Inc. Baltimore, Md.
Radio Equipment Co. of Texas Dallas, Texas
Radio Sales Co. Little Rock, Ark.
Radio Equipment Co. South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co. Toledo, O.
The Roycraft Co. Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Sanford Radio Corp. 480 Canal St., New York
Seedman Co., G. J. Brooklyn, N. Y.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, O.
Southern Hdwe. & Bicycle Co. Jacksonville, Fla.
Southwestern Victor Dist. Co. Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co. 306 Penn Ave., Pittsburgh, Pa.
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co. Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn
Wilks Distrib. Co., Inc. Jackson, Michigan

RADIO LOUD SPEAKERS

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

RADIO TUBES

Arcturus Radio Tube Co. Newark, N. J.
CeCo Mfg. Co., Inc. Providence, R. I.
DeForest Radio Co. Passaic, N. J.
Johnsonburg Radio Corp. Johnsonburg, Pa.
Ken-Rad Corp., Inc. Owensboro, Ky.
National Union Radio Corp. New York, N. Y.
RCA Radiotron Co., Inc. Harrison, N. J.
Sylvania Products Co. Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.

LUBRICANTS

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

MUSIC PUBLISHERS

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

MISCELLANEOUS

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

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New

In the Popular
Newly Designed Low Utility Consoles!

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



The CHUM

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

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

\$75
Less Tubes

The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29¼" high x 28¾" long x 16¾" deep. No radio value ever approached this model at only



\$90
Less Tubes

The COMRADE

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



\$105
Less Tubes

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

The CRONY

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



\$112
Less Tubes

The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley "Partner" incorporates the refined Crosley eight-tube Unitrad chassis and the improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade" and "Crony." Dimensions: 40" high x 28¾" long x 16¾" deep. An astonishing radio value for only



\$118
Less Tubes

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



The BUDDY

\$55.00
Less Tubes

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

Only 24¼" high — 17¾" long — 11¼" deep.
Western prices slightly higher

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