

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 17

NEW YORK, WEDNESDAY, APRIL 23, 1930

Per Year—\$4.00



**—AND NOW
ALONG COMES RUTH
WITH THE SHOW WORLD'S
NEWEST SMASH HIT!**

HERE'S a grand song from a great show—and it's sung for you by Ruth Etting. It's the same number this little lady is knocking 'em dead with in Ed Wynn's biggest success, "Simple Simon"!

Walter Winchell—nationally famous columnist, writer and Broadwayfarer—pens this rave

about this Columbia record — "Ruth Etting's grand platter 'Ten Cents a Dance', a honey"! The craze for this new hit is spreading like wild-fire!

Get **YOUR** copies now and **PLENTY**—and be on your toes for **YOUR** harvest when the big rush begins!

Record No 2146-D, 10-inch, 75c

TEN CENTS A DANCE (from "Simple Simon")

FUNNY, DEAR, WHAT LOVE CAN DO

Vocals

Ruth Etting

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



Columbia Phonograph Company, 1819 Broadway, New York City

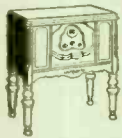
Canada: Columbia Phonograph Company, Ltd., Toronto

"All Trade Marks Reg. U.S. Pat. Off."
No. 1,112,113, 1,114, 1,115, 1,116, 1,117, 1,118, 1,119, 1,120, 1,121, 1,122, 1,123, 1,124, 1,125, 1,126, 1,127, 1,128, 1,129, 1,130, 1,131, 1,132, 1,133, 1,134, 1,135, 1,136, 1,137, 1,138, 1,139, 1,140, 1,141, 1,142, 1,143, 1,144, 1,145, 1,146, 1,147, 1,148, 1,149, 1,150, 1,151, 1,152, 1,153, 1,154, 1,155, 1,156, 1,157, 1,158, 1,159, 1,160, 1,161, 1,162, 1,163, 1,164, 1,165, 1,166, 1,167, 1,168, 1,169, 1,170, 1,171, 1,172, 1,173, 1,174, 1,175, 1,176, 1,177, 1,178, 1,179, 1,180, 1,181, 1,182, 1,183, 1,184, 1,185, 1,186, 1,187, 1,188, 1,189, 1,190, 1,191, 1,192, 1,193, 1,194, 1,195, 1,196, 1,197, 1,198, 1,199, 2,000, 2,001, 2,002, 2,003, 2,004, 2,005, 2,006, 2,007, 2,008, 2,009, 2,010, 2,011, 2,012, 2,013, 2,014, 2,015, 2,016, 2,017, 2,018, 2,019, 2,020, 2,021, 2,022, 2,023, 2,024, 2,025, 2,026, 2,027, 2,028, 2,029, 2,030, 2,031, 2,032, 2,033, 2,034, 2,035, 2,036, 2,037, 2,038, 2,039, 2,040, 2,041, 2,042, 2,043, 2,044, 2,045, 2,046, 2,047, 2,048, 2,049, 2,050, 2,051, 2,052, 2,053, 2,054, 2,055, 2,056, 2,057, 2,058, 2,059, 2,060, 2,061, 2,062, 2,063, 2,064, 2,065, 2,066, 2,067, 2,068, 2,069, 2,070, 2,071, 2,072, 2,073, 2,074, 2,075, 2,076, 2,077, 2,078, 2,079, 2,080, 2,081, 2,082, 2,083, 2,084, 2,085, 2,086, 2,087, 2,088, 2,089, 2,090, 2,091, 2,092, 2,093, 2,094, 2,095, 2,096, 2,097, 2,098, 2,099, 2,100, 2,101, 2,102, 2,103, 2,104, 2,105, 2,106, 2,107, 2,108, 2,109, 2,110, 2,111, 2,112, 2,113, 2,114, 2,115, 2,116, 2,117, 2,118, 2,119, 2,120, 2,121, 2,122, 2,123, 2,124, 2,125, 2,126, 2,127, 2,128, 2,129, 2,130, 2,131, 2,132, 2,133, 2,134, 2,135, 2,136, 2,137, 2,138, 2,139, 2,140, 2,141, 2,142, 2,143, 2,144, 2,145, 2,146, 2,147, 2,148, 2,149, 2,150, 2,151, 2,152, 2,153, 2,154, 2,155, 2,156, 2,157, 2,158, 2,159, 2,160, 2,161, 2,162, 2,163, 2,164, 2,165, 2,166, 2,167, 2,168, 2,169, 2,170, 2,171, 2,172, 2,173, 2,174, 2,175, 2,176, 2,177, 2,178, 2,179, 2,180, 2,181, 2,182, 2,183, 2,184, 2,185, 2,186, 2,187, 2,188, 2,189, 2,190, 2,191, 2,192, 2,193, 2,194, 2,195, 2,196, 2,197, 2,198, 2,199, 2,200, 2,201, 2,202, 2,203, 2,204, 2,205, 2,206, 2,207, 2,208, 2,209, 2,210, 2,211, 2,212, 2,213, 2,214, 2,215, 2,216, 2,217, 2,218, 2,219, 2,220, 2,221, 2,222, 2,223, 2,224, 2,225, 2,226, 2,227, 2,228, 2,229, 2,230, 2,231, 2,232, 2,233, 2,234, 2,235, 2,236, 2,237, 2,238, 2,239, 2,240, 2,241, 2,242, 2,243, 2,244, 2,245, 2,246, 2,247, 2,248, 2,249, 2,250, 2,251, 2,252, 2,253, 2,254, 2,255, 2,256, 2,257, 2,258, 2,259, 2,260, 2,261, 2,262, 2,263, 2,264, 2,265, 2,266, 2,267, 2,268, 2,269, 2,270, 2,271, 2,272, 2,273, 2,274, 2,275, 2,276, 2,277, 2,278, 2,279, 2,280, 2,281, 2,282, 2,283, 2,284, 2,285, 2,286, 2,287, 2,288, 2,289, 2,290, 2,291, 2,292, 2,293, 2,294, 2,295, 2,296, 2,297, 2,298, 2,299, 3,000, 3,001, 3,002, 3,003, 3,004, 3,005, 3,006, 3,007, 3,008, 3,009, 3,010, 3,011, 3,012, 3,013, 3,014, 3,015, 3,016, 3,017, 3,018, 3,019, 3,020, 3,021, 3,022, 3,023, 3,024, 3,025, 3,026, 3,027, 3,028, 3,029, 3,030, 3,031, 3,032, 3,033, 3,034, 3,035, 3,036, 3,037, 3,038, 3,039, 3,040, 3,041, 3,042, 3,043, 3,044, 3,045, 3,046, 3,047, 3,048, 3,049, 3,050, 3,051, 3,052, 3,053, 3,054, 3,055, 3,056, 3,057, 3,058, 3,059, 3,060, 3,061, 3,062, 3,063, 3,064, 3,065, 3,066, 3,067, 3,068, 3,069, 3,070, 3,071, 3,072, 3,073, 3,074, 3,075, 3,076, 3,077, 3,078, 3,079, 3,080, 3,081, 3,082, 3,083, 3,084, 3,085, 3,086, 3,087, 3,088, 3,089, 3,090, 3,091, 3,092, 3,093, 3,094, 3,095, 3,096, 3,097, 3,098, 3,099, 3,100, 3,101, 3,102, 3,103, 3,104, 3,105, 3,106, 3,107, 3,108, 3,109, 3,110, 3,111, 3,112, 3,113, 3,114, 3,115, 3,116, 3,117, 3,118, 3,119, 3,120, 3,121, 3,122, 3,123, 3,124, 3,125, 3,126, 3,127, 3,128, 3,129, 3,130, 3,131, 3,132, 3,133, 3,134, 3,135, 3,136, 3,137, 3,138, 3,139, 3,140, 3,141, 3,142, 3,143, 3,144, 3,145, 3,146, 3,147, 3,148, 3,149, 3,150, 3,151, 3,152, 3,153, 3,154, 3,155, 3,156, 3,157, 3,158, 3,159, 3,160, 3,161, 3,162, 3,163, 3,164, 3,165, 3,166, 3,167, 3,168, 3,169, 3,170, 3,171, 3,172, 3,173, 3,174, 3,175, 3,176, 3,177, 3,178, 3,179, 3,180, 3,181, 3,182, 3,183, 3,184, 3,185, 3,186, 3,187, 3,188, 3,189, 3,190, 3,191, 3,192, 3,193, 3,194, 3,195, 3,196, 3,197, 3,198, 3,199, 4,000, 4,001, 4,002, 4,003, 4,004, 4,005, 4,006, 4,007, 4,008, 4,009, 4,010, 4,011, 4,012, 4,013, 4,014, 4,015, 4,016, 4,017, 4,018, 4,019, 4,020, 4,021, 4,022, 4,023, 4,024, 4,025, 4,026, 4,027, 4,028, 4,029, 4,030, 4,031, 4,032, 4,033, 4,034, 4,035, 4,036, 4,037, 4,038, 4,039, 4,040, 4,041, 4,042, 4,043, 4,044, 4,045, 4,046, 4,047, 4,048, 4,049, 4,050, 4,051, 4,052, 4,053, 4,054, 4,055, 4,056, 4,057, 4,058, 4,059, 4,060, 4,061, 4,062, 4,063, 4,064, 4,065, 4,066, 4,067, 4,068, 4,069, 4,070, 4,071, 4,072, 4,073, 4,074, 4,075, 4,076, 4,077, 4,078, 4,079, 4,080, 4,081, 4,082, 4,083, 4,084, 4,085, 4,086, 4,087, 4,088, 4,089, 4,090, 4,091, 4,092, 4,093, 4,094, 4,095, 4,096, 4,097, 4,098, 4,099, 5,000, 5,001, 5,002, 5,003, 5,004, 5,005, 5,006, 5,007, 5,008, 5,009, 5,010, 5,011, 5,012, 5,013, 5,014, 5,015, 5,016, 5,017, 5,018, 5,019, 5,020, 5,021, 5,022, 5,023, 5,024, 5,025, 5,026, 5,027, 5,028, 5,029, 5,030, 5,031, 5,032, 5,033, 5,034, 5,035, 5,036, 5,037, 5,038, 5,039, 5,040, 5,041, 5,042, 5,043, 5,044, 5,045, 5,046, 5,047, 5,048, 5,049, 5,050, 5,051, 5,052, 5,053, 5,054, 5,055, 5,056, 5,057, 5,058, 5,059, 5,060, 5,061, 5,062, 5,063, 5,064, 5,065, 5,066, 5,067, 5,068, 5,069, 5,070, 5,071, 5,072, 5,073, 5,074, 5,075, 5,076, 5,077, 5,078, 5,079, 5,080, 5,081, 5,082, 5,083, 5,084, 5,085, 5,086, 5,087, 5,088, 5,089, 5,090, 5,091, 5,092, 5,093, 5,094, 5,095, 5,096, 5,097, 5,098, 5,099, 6,000, 6,001, 6,002, 6,003, 6,004, 6,005, 6,006, 6,007, 6,008, 6,009, 6,010, 6,011, 6,012, 6,013, 6,014, 6,015, 6,016, 6,017, 6,018, 6,019, 6,020, 6,021, 6,022, 6,023, 6,024, 6,025, 6,026, 6,027, 6,028, 6,029, 6,030, 6,031, 6,032, 6,033, 6,034, 6,035, 6,036, 6,037, 6,038, 6,039, 6,040, 6,041, 6,042, 6,043, 6,044, 6,045, 6,046, 6,047, 6,048, 6,049, 6,050, 6,051, 6,052, 6,053, 6,054, 6,055, 6,056, 6,057, 6,058, 6,059, 6,060, 6,061, 6,062, 6,063, 6,064, 6,065, 6,066, 6,067, 6,068, 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8,012, 8,013, 8,014, 8,015, 8,016, 8,017, 8,018, 8,019, 8,020, 8,021, 8,022, 8,023, 8,024, 8,025, 8,026, 8,027, 8,028, 8,029, 8,030, 8,031, 8,032, 8,033, 8,034, 8,035, 8,036, 8,037, 8,038, 8,039, 8,040, 8,041, 8,042, 8,043, 8,044, 8,045, 8,046, 8,047, 8,048, 8,049, 8,050, 8,051, 8,052, 8,053, 8,054, 8,055, 8,056, 8,057, 8,058, 8,059, 8,060, 8,061, 8,062, 8,063, 8,064, 8,065, 8,066, 8,067, 8,068, 8,069, 8,070, 8,071, 8,072, 8,073, 8,074, 8,075, 8,076, 8,077, 8,078, 8,079, 8,080, 8,081, 8,082, 8,083, 8,084, 8,085, 8,086, 8,087, 8,088, 8,089, 8,090, 8,091, 8,092, 8,093, 8,094, 8,095, 8,096, 8,097, 8,098, 8,099, 9,000, 9,001, 9,002, 9,003, 9,004, 9,005, 9,006, 9,007, 9,008, 9,009, 9,010, 9,011, 9,012, 9,013, 9,014, 9,015, 9,016, 9,017, 9,018, 9,019, 9,020, 9,021, 9,022, 9,023, 9,024, 9,025, 9,026, 9,027, 9,028, 9,029, 9,030, 9,031, 9,032, 9,033, 9,034, 9,035, 9,036, 9,037, 9,038, 9,039, 9,040, 9,041, 9,042, 9,043, 9,044, 9,045, 9,046, 9,047, 9,048, 9,049, 9,050, 9,051, 9,052, 9,053, 9,054, 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13,035, 13,036, 13,037, 13,038, 13,039, 13,040, 13,041, 13,042, 13,043, 13,044, 13,045, 13,046, 13,047, 13,048, 13,049, 13,050, 13,051, 13,052, 13,053, 13,054, 13,055, 13,056, 13,0

New

Screen Grid Neutrodyne Power Speaker Radio In the Popular Newly Designed Low Utility Consoles!

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



The CHUM

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

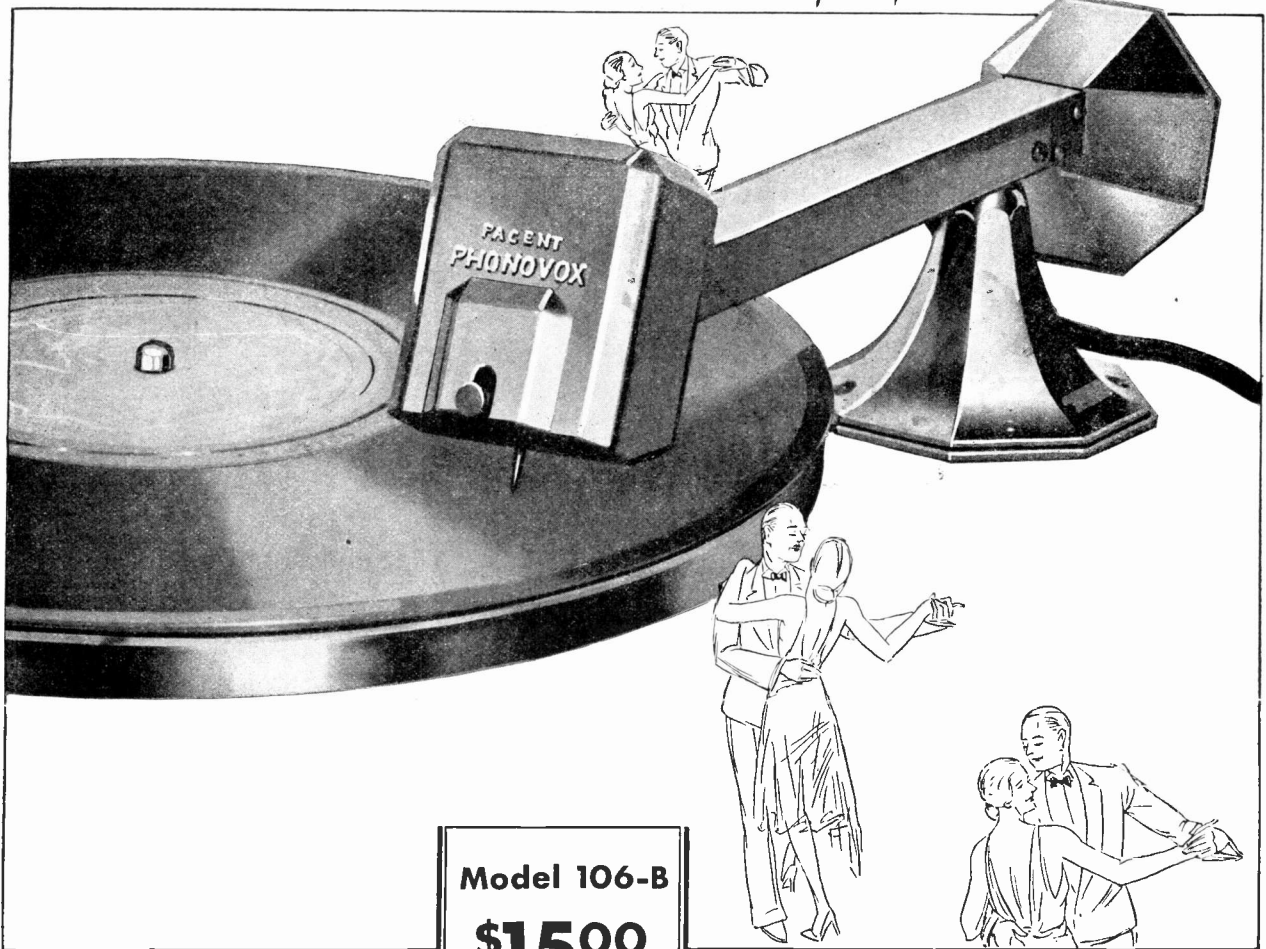
THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President
CINCINNATI, OHIO

HOME OF WLW—"The Nation's Station"

You're *THERE* with a

CROSLEY RADIO



Model 106-B
\$15⁰⁰
 (Illustrated)
 Supplied with new
 Phontrol Adapter, es-
 pecially designed for
 Atwater Kent, Crosley,
 and other screen grid
 sets.



Prices slightly higher West of Rockies and in Canada.

Every note high or low, whether instrument or voice is reproduced with startling realism by the Super Phonovox. Its lifelike tone is its own best salesman that is why dealers find it so profitable to feature. This fine pick-up has the extreme sensitivity that only English 36% Cobalt Magnets can give. It is entirely free from troublesome rubber bearings. And Super Phonovox demonstrations lead to sales.

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 Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co. Ltd., Bedford, England.
 Licensee for Canada: White Radio Limited, Hamilton, Ont.



They shop no farther

Shoppers . . . you sense the fact as soon as you see them. Something slightly hesitant in their approach—a trace of embarrassment—a general air of “if, maybe, perhaps”—nothing specific, but you know. Experience tells you that they have been going from store to store, listening to different sets, comparing. Now let them hear the new Grebe, and they will shop no farther.

They have learned that screen grid means power; show them how this power is controlled, without any sacrifice of volume or clarity, in the set that is *newer than screen grid*. They have learned that good, modern radio sets a high musical standard; show them how Grebe *Tri-toned* radio adds to their enjoyment of music—of every variety of broadcast entertainment.

Tune in any popular program. You won't have to tell them who is on the air; they will instantly identify their favorites by the lifelike quality of this set. Among the low frequencies, among the high frequencies, at any



calibration on the dial, filter out the wanted broadcast. No overlapping, no distortion—no apologies.

Get distance for them, *regardless of the hour*. What if powerful local stations are on! The Grebe reaches out beyond at any time and brings in far-off stations intact, with local vividness.

Pin these shoppers down. Tell them about the *exclusive* equalized band pass filter, single audio stage, original large diameter speaker, automatic phonograph circuit with its specially wound transformer. Explain the advantages of these features that place the new Grebe at least *a year ahead of the field*.

They probably did not intend to buy when they walked in, but the intention is theirs now and it's concentrated on this set. Translate it into action. Write “finis” to their shopping tour—write it on your order pad.

Grebe radio

SUPER-SYNCHROPHASE



ALFRED H. GREBE—“Further evidence of the manner in which profits earned on the Super-synchrophase are safeguarded is shown by the limited number of service calls. It is practically infinitesimal—a small fraction of one per cent. There is no continual drain on your earnings on this set. Its uniformly precise construction is a tribute to the craftsmen who build it—a source of comfort to our franchise holders.”

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

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 17

NEW YORK, WEDNESDAY, APRIL 23, 1930

Per Year—\$4.00

STROMBERG-CARLSON SALES CONFERENCE SET FOR MAY 1 TO 3

**EXPANSION TO BE THEME
New Merchandising Plans to Be
Discussed—Meetings and Banquet
to Be Held at Factory—
Salesmen and Representatives
from All Sections of United
States and Canada to Attend.**

ROCHESTER, N. Y., Friday.

Final plans for the annual sales conference of the Stromberg-Carlson Telephone Mfg. Co., this city, have been completed by officials of the company. The conclave will be conducted at the local factory from May 1 to May 3.

In addition to the members of the sales organization at the local plant, 95 salesmen and representatives of the company from all parts of the United States and Canada will be present at the conference.

Every session of the three-day meeting will be held at the factory and the annual banquet on Friday, May 2, will be held in the plant dining room. Heretofore the banquet has been held at a hotel. The program will include talks by members of the Stromberg-Carlson organization.

The general theme of the conference

(Continued on page 36)

Dividend Declared On May Radio Stock

Disclosure has been made by D. W. May, president of the May Radio and Television Corp. and subsidiaries, that at the regular meeting of the directorate April 14, a quarterly dividend of \$.25 per share was declared, to be paid May 15 to holders of record April 30.

Sales for the first quarter of 1930 are said to be far ahead of 1929 sales for the same period, and estimated sales for the corporation for this year are about \$5,000,000.

\$220,000 GIFT FOR FRANKLIN MEMORIAL FROM ATWATER KENT

Philadelphia, Pa., Monday.

The gift of \$220,000 for construction of a museum of graphic arts as part of the Ben Franklin Memorial from A. Atwater Kent, famous Philadelphia radio manufacturer, was announced here today. The benefaction is one of a number which Mr. Kent has made in recent years to Philadelphia public and charitable projects meeting with his favorable consideration.

Moser & Suor, Inc., New Radiola Distributor in Missouri Valley Area

Disclosure has been made that the Kansas City, Mo., firm of Moser & Suor, Inc., has been appointed sole distributors of RCA Radiolas in the territory of western Missouri and practically all of Kansas. Arrangements to this effect were completed during the recent visit to New York City of Moser & Suor executives.

The firm has already begun expansion of its organization. Several men of long experience in the radio and distribution field have been added to the staff and elaborate plans are under way for further expansion to take care of the business this middle-western territory promises.

Moser & Suor officials are fully conversant with sales conditions in the territory in which they will operate. Being natives of this district they have had fifteen years experience in contacting retail dealers in Missouri and Kansas. They join with V. W. Collamore, manager of the Radiola division of the RCA-Victor Co., Inc., in predicting a good volume of business.

E. F. McDonald Foresees Record Year for Zenith

Comdr. E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, was at the Ritz-Carlton for two days during the past week, making the overnight flight here from Chicago on company business. Comdr. McDonald said that the Zenith plans this year contemplate greater activity than in any year in the long history of the organization and that, from production to distribution, the outfit is ready to do the biggest and best job it has ever done. He recently concluded a South Sea Island voyage of research and discovery aboard his yacht, "Mizpah" and said that while no plans had been made as yet for a 1930 expedition, it was his intention to choose between several scientific projects which have been offered.

Bihl Bros. Baldwin Buffalo Distributor

Buffalo, N. Y., Friday.

Bihl Brothers, this city, have secured for distribution the line of radio products of Nathaniel Baldwin, Inc., recently signing a franchise for a half million dollars, it is reported. The Bihl company will handle Baldwin radio sets, speakers, remote control units and dynamic pick-ups.

Edward J. Bihl is president of the local wholesale firm.

ENGINEERING AND MANUFACTURING FACILITIES OF GENERAL ELECTRIC, WESTINGHOUSE TO BE ACQUIRED BY RCA; PLAN BEING SUBMITTED TO STOCKHOLDERS

STOCK INCREASE FROM 7,500,000 TO 15,000,000 SHARES

**General Electric and Westinghouse to Transfer Holdings in Radio
Subsidiary Companies to Radio Corp. of America—Increase of 'B'
Preferred Stock of RCA Also Asked, from 813,365 No Par to
1,500,000 Shares No Par Value—Sarnoff States Acquisition Will
Ultimately Bring Down Cost of Radio Sets, Tubes, Accessories.**

In connection with the proposed increase in the stock of the Radio Corp. of America which has been submitted by the board of directors for the approval of stockholders of the Radio Corp. of America at the stockholders' meeting on May 6 next, David Sarnoff, president of the Radio Corp. of America, stated:

"The Radio Corp. of America has arranged with the General Electric Co. and the Westinghouse Electric & Manufacturing Co. to purchase their engineering and manufacturing facilities and plants heretofore used in the production of radio receiving sets, tubes, etc., for the Radio Corporation.

"Believing that increased efficiency and economies both in manufacturing and merchandising can thereby be effected and ultimately bring down the

cost of radio sets and tubes to the public, the Radio Corporation is asking its stockholders to approve an increase in its capital stock to compensate the General Electric and Westinghouse companies for the radio manufacturing facilities and rights to be acquired from them. The earnings heretofore accruing to these two manufacturing companies in connection with their radio activities would, under the proposed program, be reflected in the income of the Radio Corp. of America, thus materially improving the Corporation's financial position.

"In effecting this new operating plan, the General Electric and Westinghouse companies will transfer their holdings in the various radio subsidiary com-

(Continued on page 37)

DIRECTORATE OF MAJESTIC HOUSEHOLD UTILITIES CORPORATION IN FIRST MEETING; REFRIGERATOR TO PRECEDE LINE OF OTHER HOME ESSENTIALS PRODUCT

VACUUM CLEANERS, WASHING MACHINES, TO FOLLOW

**600,000 Shares of Common Stock Authorized, of Which 125,050 Are
Issued and Outstanding, and 374,950 to Be Issued Soon—New
Grigsby-Grunow Subsidiary Preparing Full Line of Refrigerators
for Early Delivery—125,000 Shares of Capital Stock Owned by
Grigsby-Grunow Co.**

CHICAGO, ILL., Monday.

The board of directors of the Majestic Household Utilities Corp., organized April 4th, which will manufacture electric refrigerators, was in session last week. This new corporation is an affiliate of the Grigsby-Grunow Co., which, through ownership of one-fourth of the stock presently to be issued, will have practical control of the company. It is anticipated that remarkable economies will be accomplished through a common management that will be of great value and benefit to both companies.

The Majestic Household Utilities Corp. will manufacture, under the well-known trade mark "Majestic," a com-

plete line of electric household refrigerators, and it is understood that ultimately other household utilities, including vacuum cleaners and washing machines, will be manufactured.

By the charter of the corporation the number of shares of stock authorized is 600,000, all of which are common shares of no par value. 125,050 of said shares are issued and outstanding. 374,950 additional shares will be presently issued. 100,000 additional shares will remain unissued for the time being, and will be available for corporate purposes.

The corporation has no funded indebtedness, no preferred stock and no

(Continued on page 33)

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No. 17

Take It Hot, Or Cold?

If a large part of the radio business is soon to go refrigeration—as the aggressive plans of important producers would indicate—a trifle of first-hand evidence may be welcome. The trifle shows that, without regard to whether electric ice-boxes can be made and sold radio-wise, a rather helpless job of it is being done by those whose chief ambition in life just now is to sell that product.

Seven weeks ago this writer ordered for use in the city a standard electrical refrigerator priced at several hundred dollars. Inasmuch as a voluntary choice had been made, very little persuasion was needed in the salesroom but, without being asked, the floor salesman volunteered a bit of information, as the buyer was stalking out the door, which was to react disastrously on the transaction. "Remember," he said, "our refrigerator is the only one that does not interfere with radio." But it did.

Next, it became apparent that deliveries of the appliance which had been chosen are made on only two days of the week and, by a stroke of rare merchandising genius, one of these days is the day which in 95 families out of 100 is laundry day and the other day is the day which, with 95 out of 100 families employing a single servant, is the maid's day out. The only two worse days of the seven, for outsiders to invade a kitchen, are Saturday and Sunday. But at length the refrigerator came. The gentlemen who brought it went. They did not trouble to hook it up, for the only wall outlet not in other kitchen use was six feet away, the other side of a door, and it would have been necessary to string another outlet. "That's not our job," said the delivery boss. "Get an electrical contractor." Now, there are so many pleasanter things to do than look up an electrical journeyman, for the average family, that it was three days before one was unearthed to run an outlet to the box, very reasonably costing \$2.20, material and all. The point is that a several hundred dollar purchase was left cold, and not cold enough for use, at that, while the happy owner tried to find out how to make it go.

Through technical causes having to do with a direct-current neighborhood, electrical refrigeration froze itself out in the case in point. No possible fault was to be found with the product—it was like one of the times when a good radio set simply will not work well in a given locality—and the sellers showed a burst of merchandising speed by promptly and politely taking back the sale.

A gas job was ordered next, and in this regard let us observe that if you think you can go anywhere and pick up power refrigeration and use it that night—like you buy pretty nearly anything else—you are the kind of a fellow who would expect an old master to have wet paint on it. Every chill salon says four or five days are required for the delivery and from three hours to three days for making the necessary connections and trial spins. It is like having a baby. The gas-box

salesmen and technical crew measured the kitchen for water and gas piping like investigators for the District Attorney measuring the scene of a murder. But they guessed wrong, for when the chest was delivered, a wall-box for the electric annunciator that signals kitchenward prevented the ice-box from being pushed flush against the wall. So it was left standing without connections for two days, and then temporarily connected for a week at half-steam, so to speak, only partially freezing ice, until the boys got around to moving a small wooden call-box six inches higher up on a kitchen wall. Incidentally, both these deals were ordered on a C.O.D. basis; it is curious to think what selling is done to time payers—or maybe they get a better break.

A worm's-eye view of the refrigeration market is that the lads who are peddling it have done a splendid job of arousing consumer demand and convincing the public of qualitative merit in the several lines currently popular. But they are as weak as the Bloomer Girls' outfield in installation and any necessary service. If the latter elements are inconsequential, no motor car dealer ever snatched a sale by letting you have his last demonstrator for a special party and no radio merchant ever cleared his floor by guaranteeing at noon reception of the Tunney-Dempsey fight that night.

Power refrigeration in all essentials is as fundamental to modern comfort as radio. It appears to be on the eve of the large expansion that comes from multiplied competition with attendant new economic standards, contentious policies of service and sales promotion, all tending toward a bigger though not necessarily a more profitable market. In the period beginning 1914, an annual sale of talking machines was realized for a number of makers many times greater than the annual gross in instruments for the original old trio, Victor, Columbia and Edison. From the year 1923, when more than a handful of radio manufacturers engaged permanently in supplying new demand, the movement of sets began to be counted in millions a year. They say that only 600,000 power ice-boxes were sold by all makers in 1929. Maybe a new epoch for that utility dates from here.

"Only one more step is needed to complete the world-wide radio trust that Owen D. Young is building. He is in a position to connect up the world bank and to use the exclusive contracts which the Radio Corporation has with the other nations of the world, except Russia"—N. Y. "Sun" report of remarks of Senator Dill. Well, who does the Senator want to get the breaks? Russia?

Astute judges of literature say they expect the 1930 Radio Trade Show Daily as produced by THE TALKING MACHINE and RADIO WEEKLY to combine the New York "Times" with the "Daily Mirror." Some of them want to see what they are reading.

Going back to the tenebrae in Senator Dill's paragraph, it looks like a world bank would be the only bank big enough to keep the radio business going, the way things have been here lately. Give till it hurts, Owen, boy.

Radio Set Producers Giving Increased Thought to Service

Washington, D. C., Friday.

That the radio industry is now giving some real constructive thought to service, and that this branch is to receive greater consideration this season than ever before, is the opinion of J. E. Smith, president of the National Radio Institute of Washington. Mr. Smith said in part:

"Heretofore, the industry has been interested solely in the production of new sets. Each season has seen the industry thinking only in terms of new customers, and set owners have been forgotten. Service has been left largely to the individual dealer and jobber. In the rush to provide a seemingly unlimited market with new sets, the industry has quite logically forgotten those already sold.

"But now the picture changes. There are far more sets in use today than can be sold in one year or a couple of years. Furthermore, radio reputations are being made and broken in the field by sets in use. Radio manufacturers are coming to realize that fact, and are giving the service problem real consideration. Dealers are being instructed on how to organize and operate an efficient service staff. The flat rate system of charging for servicing, is just beginning to make its appearance. Some manufacturers are setting up regional factory service branches. Good service men are being sought—not tinkers, but men who know. Suitable test equipment is being provided. Service is, indeed, the 1930 keynote of the industry."

Zenith Radio Corp. Opens Own Jobbing Branch in Chicago

Chicago, Ill., Friday.

The Zenith Radio Distributing Corp. has been incorporated by the Zenith Radio Corp., of this city, and will operate as the wholesale organization for the latter company's line of sets in the home city. Offices and showrooms have been opened in downtown Chicago. This new jobbing firm is owned by the local set manufacturing company.

The following statement was issued by the Zenith offices in connection with the new distributing plan for the local area:

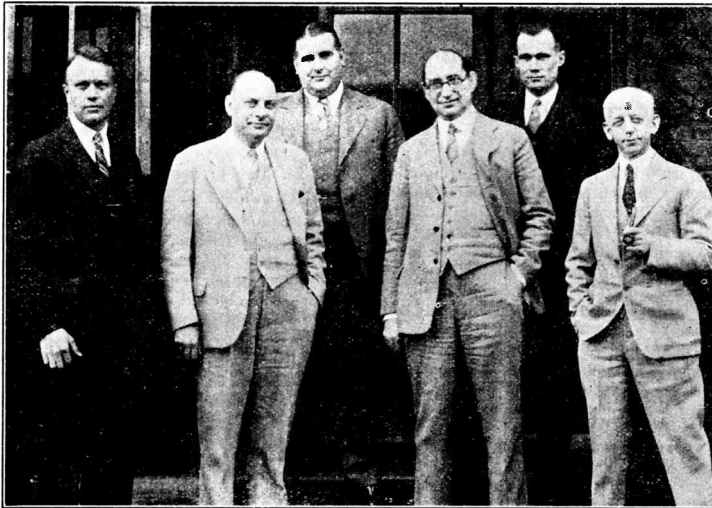
"Our whole purpose will be to give Zenith dealers in the Chicago area the full and wholehearted support which comes from dealing directly with the factory in its own home town through its distributing corporation.

"Zenith plans for the coming year include a greatly enlarged program; the addition of a new type of merchandise at a surprisingly favorable price; the maintenance of our position in the field of quality radio and a dealer franchise which will make money for the retailers.

"We propose to make Zenith the dominant set in our own home city through the use of aggressive methods of exploitation and merchandising."

The executives in charge of the Zenith Radio Distributing Corp. are experienced in this field. A complete service department will also be maintained.

A. E. Emrick, Edison Dallas and Denver Manager, Tells of Good Business on Orange, N. J., Visit



Group of Edison Factory Executives

A. E. Emrick, manager of the Dallas and Denver branches of the Edison Distributing Corp., recently visited the Orange, N. J., plant of Thomas A. Edison, Inc., where he was most enthusiastic over Edison business in his territory. He stated on his visit here that "the prestige and profits that accrue to the dealer with an Edison franchise

keep us busy selecting dealers instead of seeking them."

In the accompanying photograph are, left to right: Alfred Hand, advertising manager of Thomas A. Edison, Inc.; A. E. Emrick; H. H. Silliman, Eastern Edison sales manager; R. R. Karch, assistant to the Edison vice-president; Paul McGee, technical assistant to the Edison vice-president and Roy S. Dunn, manager of sales promotion for Edison.

Stromberg Still Has Demand for Magnetic Cone Type Speakers

Rochester, N. Y., Friday.

The Stromberg-Carlson Tel. Mfg. Co., this city, reports that it is still having a demand for magnetic cone type of radio speakers. This type has distinct advantages in some cases, officials declare. For one thing, it is more readily portable than the full dynamic with baffle, and is therefore specially useful with sets taken away from home during the summer. It does not need a separate source of power supply, as all true power operated dynamic speakers do. Also the cost of a good "magnetic" speaker is about one-third or one-fifth that of a good dynamic.

Thus, in spite of the predominant place that the dynamic speaker occupies, the magnetic cone is by no means obsolete and it will probably continue to enjoy its share of deserved popularity, Stromberg officials believe.

Dormand S. Hill in Own Representative Firm

CHICAGO, ILL., Monday.

Dormand S. Hill, for several years vice-president of Herbert H. Frost, Inc., and later director of sales for Silver-Marshall, Inc., this city, has resigned from the latter organization to enter the manufacturers' representative field.

Offices of Mr. Hill's new company are located in the Michigan Ohio building, here where it will specialize in the merchandising of essential units which can be sold to set manufacturers.

Orthophonic Model 8-8 Reduced in Price to \$125

Camden, N. J., Friday.

List price of the Orthophonic Victrola No. 8-8, special school model, has been reduced from \$195.00 to \$125.00, it was disclosed today by Roxy A. Forbes, manager of instrument sales of the Victor division of the RCA Victor Co., Inc. A merchandise credit will be extended to all dealers on 8-8 instruments now in stock, it was further stated.

A limited number of this model, which is equipped with full Orthophonic amplifier and rubber tired wheels as well as other appropriate equipment for school use, is now available, Mr. Forbes declared.

S. JACK HELSPER NO LONGER WITH STEINITE

S. Jack Helsper, for three years associated with the Steinite Laboratories Co., Chicago, is no longer connected with that organization and is at present enjoying a vacation in the South. He will make no decision as to his future plans until his return from the Southland.

Mr. Helsper joined the Steinite company as district manager in Wisconsin and Minnesota, and two years ago took over the Philadelphia territory. In recognition of his services there, he was promoted to the position of sales promotion manager last year, and since that time he was actively engaged in contacting Steinite distributors over the country. His connection with the company terminated April 1.

T. J. NORTHWAY, INC., NAMED ROCHESTER MAJESTIC JOBBER

ROCHESTER, N. Y., Friday.

Thomas J. Northway, Inc., 100 Exchange street, this city, has been appointed distributor for Majestic radio products in the Rochester territory including Elmira and extending down to the Pennsylvania line.

This organization has been in business since 1896, and has been in the radio distribution field for six years. The company for fifteen years has distributed Reo automobiles and several lines of automotive equipment, and handled the Copeland electric refrigerator for four years.

Thomas J. Northway is president of the company; C. W. Frisbie is vice-president and treasurer, and Ray M. Smith is director of radio and refrigerator sales.

In commenting on his firm's association with the Grigsby-Grunow Co., Mr. Smith said in part:

"I believe in utilizing every means of sales promotion to the utmost, and Majestic with its School of the Air, "Voice of the Air" and other such sales helps certainly supplies one with plenty of ammunition. I am most optimistic as to what I can do with this wealth of material in our territory."

DeForest Reports Good Demand for Transmitters

Taking advantage of its patent rights in oscillator and transmitter fields, the De Forest Radio Co., Passaic, N. J., is busily engaged in handling orders for transmitting tubes, and complete transmitters, it was stated on Friday by G. J. Hallam, general sales manager. Substantial orders have recently been placed with the organization.

James W. Garside, De Forest president, stated that the company's patent rights cover the building and sale of transmitting equipment for non-toll communication purposes, thereby permitting the company to supply municipalities, shipping companies, broadcasters, railroads, etc. A large staff of engineers has been organized to handle the transmitter activities of the De Forest organization, including the development of transmitting tubes and their application.

H. H. Frost to Address 10th N. E. L. A. Convention

The National Electric Light Association has invited Major Herbert H. Frost, president of the Utah Radio Products Co., New York and Chicago and chairman of the Merchandising Committee of the Radio Manufacturers' Association, to address the tenth annual convention of the organization at Hot Springs, Ark., beginning May 5. Major Frost will discuss the development and present state of the radio industry for the lighting interests. He is regarded as an international authority on radio industrial topics and has observed conditions in both this country and abroad since the inception of the art. He was first president of the Radio Manufacturers' Association, later being re-elected twice.

ADVANCE REPORTS INDICATE ATLANTIC CITY SHOW WILL ATTRACT RECORD ATTENDANCE

EASTERN TRADE WILL BENEFIT BY PROXIMITY OF SHOW

All Activities to Be Conducted Under One Roof—Other Radio Organizations to Gather at Jersey Shore Resort During R. M. A. Convention—Special Trains to Be Run from All Sections—Fare Reductions Available.

For the first time, radio dealers and jobbers along the Atlantic seaboard will have an opportunity to attend the annual trade show of the Radio Manufacturers' Association conveniently and economically, and if advance interest in the show can be considered a criterion, eastern dealers will flock to Atlantic City in multitudes the week of June 2, according to RMA officials.

Reports reaching the Chicago office of the RMA indicate also that the radio trade of the middle west is not going to neglect this opportunity to visit the "Playground of the World" and the radio trade exposition at the same time. Special trains from a large number of southern and middle west cities are already being arranged and Atlantic City hotels are reporting an unusually large number of reservations, even though official invitations have not yet been issued.

Boardwalk hotels declare that the largest proportion of their advance reservations are coming from the central and south central states. This is taken by RMA officials to indicate that the great majority of middle west dealers who attended the show at Chicago in years past are now planning to follow the exposition to Atlantic City.

With this middle west attendance already indicated and with the assurance of the attendance of thousands of eastern dealers who have never seen the trade show before, the RMA is confident that the Atlantic City show will attract equal or possibly larger attendance than the record of 32,000 established last year.

The sale of space has already exceeded all previous trade shows, some 35,000 square feet having been disposed of to RMA members exclusively. This exceeds by 5,000 square feet last year's high-water mark of 30,000. In addition, approximately 100 demonstration booths will be erected on the floor of the show adjoining the display booths. Here the trade will be able to hear as well as see the latest radio products.

In contrast to last year's show at Chicago, where three hotels, several blocks apart were required to house all the displays, this year's show at Atlantic City will be housed under one roof.

All display booths, demonstration booths, meetings and even the annual RMA banquet on Wednesday night of Show Week, will be concentrated within

(Continued on page 36)

BRUNSWICK-WARNER BROS. MERGER COMBINES TWO MAJOR INTERESTS IN ENTERTAINMENT FIELD; PLAN NEW MUSICAL DEVELOPMENTS

Chicago, Ill., Monday.

The recent disclosure of the acquisition by purchase of all the assets of the musical division of the Brunswick-Balke-Collender Co., this city, by Warner Bros. Pictures, Inc., is believed to be of tremendous importance to the radio-music industry.

This alliance of two major interests—the one a major company in the public amusement field, the other nationally known and respected in the home-entertainment field—presages possibilities for the radio-music industry far beyond its present scope. The research laboratories of both organizations are engaged in activities that promise new developments for the early future.

The following administrative heads, R. W. Jackson, general manager; J. O. Miller, general production manager; A. A. Trostler, radio-Panatrope sales manager; E. F. Stevens, Jr., record sales manager, and P. S. Ellison, advertising manager, experienced and capable staff of production, research and engineering executives heretofore responsible for Brunswick's various products, will continue their activities without interruption.

Organization of the Brunswick Corporation will proceed immediately; this new company taking over the manufacturing, sales, advertising and other activities heretofore conducted by the Radio-Panatrope-Record division. At the present, executive offices are located in this city but in the near future will be moved to New York City.

The organization of the Brunswick

Musical Division is one of the most complete ever assembled in its field and embraces every activity in the making of radios, Panatropes with radio and records.

A complete national distributing organization composed of over 60 distributors has just been completed, including some of the largest and best known radio and music wholesalers in the trade.

According to announcements from headquarters, here, Brunswick dealers and distributors are assured not only of the continuation of Brunswick radio-music product, but of the utilization of every possible resource and means to establish these products even more strongly in the industry. To these efforts will now come the support and cooperation of the facilities of Warner Bros. Pictures, Inc. Sales policies affecting distributors and dealers will not be in any way disturbed, it was stated.

All assets held by the Brunswick company and its subsidiaries, the Bremer-Tully Manufacturing Co. and the Farrand Manufacturing Co. are included in the purchase. These devices will make possible the entry into almost any conceivable phase of entertainment.

One of the most important phases of the purchase involves the matter of records. Warner Bros. use an enormous number of these in the manufacture of Vitaphone talking pictures.

(Continued on page 33)

Joralemon Bohn Gives Warning of Capacity Sales by July First

The full weight of executive forces of the American Emblem Co., Utica, N. Y., omitting only production activity as personified by Mr. McMahon, descended on the New York market this week in the presence of George B. Ogden, president of the company, Alfred Joralemon Bohn, general sales manager and Richard Herzog, chief of art design. The trio stopped at the Paramount hotel and had a stream of visitors that looked like an Elks convention in Ogdensburg-out-of-Utica. "We are happy to report," said Mr. Bohn, "that whereas clouds of gloom and suspicion have been cast over the radio outlook for 1930 by those in whose best interest it is to immerse this great industry to miasma and suffering, our plant at Utica is working full shift turning out escutcheons, knobs and dials for some of America's best-known makers of radio sets. If it were not going full steam ahead, we should have brought Mr. McMahon along. At the present rate, we are not going to be able to take a nickel's worth of additional business after July 1. We shall be booked up to capacity for the balance of the year by then, if not before. There will be no doubt or fear of prompt delivery of metal parts for set manufacturers who leave their requirements in our hands. I wish I could say as much for some of our competitors."

BRAID ELECTRIC TAKES ON RCA RADIOLA LINE; WELL KNOWN IN SOUTH

NASHVILLE, TENN., Monday.

The Braid Electric Co., one of the oldest and best known wholesale organizations in the South, has been appointed RCA Radiola distributor, it was reported today by W. W. Gambill, Sr., president. The Braid company has its headquarters in this city and operates a branch in Memphis. Among the cities to be served with RCA Radiola products are Nashville, Knoxville, Chattanooga, Birmingham and Montgomery.

The Braid Electric Co. was established fifty-one years ago, and business transacted has increased each year, Mr. Gambill reported. The company entered the radio distributing field in 1922, and radio business done during its last fiscal year approximated two million dollars, the company reports.

Officials of the company in addition to Mr. Gambill, Sr., are W. W. Gambill, Jr., secretary and general sales manager, and E. E. Hyde, manager of the Memphis division. A force of eight merchandising specialists is maintained in the territory served.

J. C. Tully, A. T. Haugh Retire from Steinite

FORT WAYNE, IND., Friday.

John C. Tully, Chicago, has resigned as president of the Steinite Radio Co. and its subsidiaries and Arthur T. Haugh, Rochester, N. Y., has resigned as general manager of the entire Steinite group and as vice-president of the Steinite Mfg. Co. Mr. Tully's resignation became effective April 15 and Mr. Haugh's a few days later. The two accepted the positions with Steinite less than two months ago when Steinite creditors, including the banks, selected them for posts in the concern.

Both Mr. Tully and Mr. Haugh are directors of the Radio Manufacturers' Association, and the latter is a past president. The former, for seven years, until its sale to the Brunswick-Balke-Collender Co., was president and treasurer of Bremer-Tully Mfg. Co., pioneer Chicago radio manufacturers.

Victor Sees Fine Sales With Introduction of Friml Record Album

Camden, N. J., Friday.

The presentation of the Friml album in the April 25 record supplement brings to Victor dealers one of the finest record selling opportunities in recent years, in the opinion of officials of the RCA-Victor Co., Inc.

This album, consisting of the most outstanding Friml compositions, contains many of the most popular and most tuneful musical selections that have appeared during the past decade. The musical arrangements and the performance of them under the direction of Nathaniel Shilkret insure the success of this album beyond any possibility of doubt, officials believe.

The Friml album will be featured in an early issue of the Fuller record display service, and will be the feature presentation in the Victor nation-wide broadcasting program on May 15.

Northwest Association Examines Service Men

MINNEAPOLIS, MINN., Friday.

Radio service men throughout the Northwest are being given a thorough examination in the servicing of radio sets and equipment, and are being officially registered at the offices of the Northwest Radio Trade Association.

The examinations were started last Spring and to date over two hundred service men have taken the tests and have been given certificate cards and registration badges.

The men are given both a written and practical test and are graded according to their knowledge of radio and their ability to service all kinds of sets. Leading dealers in the Twin Cities and throughout the Northwest are now demanding that their men be able to pass the association examinations and be registered in order to hold their positions. A man must also hold a registration card in order to secure membership in the Association of Radio Service Engineers, the service men's organization that is affiliated with the Northwest Radio Trade Association.

Showrooms to Be Built By RCA in Atlantic City

ATLANTIC CITY, N. J., Monday.

A building for exhibiting the products of the Radio Corp. of America and the RCA Victor Co., Inc., is to be erected at Indiana avenue and the Boardwalk, this city.

The RCA structure is to cost about \$250,000 and will cover the entire plot, which is 40 by 175 feet. The property is opposite the city park and near the Traymore hotel.

Personals

Morris Metcalf, vice-president and treasurer of the American Bosch Magneto Corp., Springfield, Mass., paid one of his frequent visits to New York last week.

Edward Slepian, vice-president of the Pyramid Supply Co., radio distributors with headquarters at Buffalo, N. Y., was a visitor in New York last week.

F. E. Lehman, of the Diehl Manufacturing Co., Elizabethport, N. J., makers of electric motors for radio-phonograph combinations, was a recent visitor in Buffalo, N. Y.

Joseph Gerl, general sales manager of the Colonial Radio Corp., Long Island City, N. Y., left on Saturday for Bermuda, on the S. S. "Bermuda" for a two-week vacation.

Archie Mayers, of the A. H. Mayers retail radio chain stores, accompanied by Mrs. Mayers, spent the Easter holidays in Dixie, visiting his wife's former hometown of Huntington, West Va.

Lloyd L. Spencer, sales manager of Gross-Brennan, Inc., New York, factory sales agent for the Stromberg-Carlson Telephone Mfg. Co., Rochester, has returned from a two-week vacation in Bermuda.

Joe (On the Desk) Koehler, formerly press representative for the Earl and Freed-Eisemann radio companies, writes from Bermuda that he has been looking over the coral formations said to underlie the island.

Harris P. Emerson, the persuasive sales representative of radio furniture makers, postcards "The Trade's Only Weekly" from Chicago that he is on his way back to New York after a successful tour of the Middle West.

Lee Brown, newly appointed Radiotron man with the Radio Distributing Corp., Newark, N. J., RCA wholesale organization, has been spending the past ten days making a first hand study of tubes at the RCA Radiotron plant in Harrison.

David H. Boley and Fred P. Oliver, comprising the justly famous sales agency aggregation bearing their names left New York on Sunday for several days in Chicago. They will be at the Palmer House and intend to discuss the metropolitan market with several Middle Western manufacturers.

R. H. Manson Discusses Factors in Dynamics

Rochester, N. Y., Friday. Discussing the factors contributing to electro-dynamic speaker efficiency Ray H. Manson, chief engineer of the Stromberg-Carlson Tel. Mfg. Co., this city, made the following statement today:

"For high efficiency, a cone should be made of comparatively thin and rather lively material, but a large plain cone of this sort 'rattles' so badly as to be out of the question. However, the cone may be made so rigid by properly corrugating it that it will be immune to paper rattle and be highly efficient. The corrugations, moreover, are serviceable in other ways, for by properly choosing their width, spacing and depth, some of the cone resonances may be reduced and others shifted up or

Truckload of Kennedy Radio Sets Hijacked by Gang of Armed Bandits

South Bend, Ind., Thursday.

A truckload of Kennedy radios valued at \$12,000 was hijacked yesterday afternoon by six armed men in two cars on the road between Waukegan and Milwaukee, Wis. The truck, which contained sixty-four sets and tubes, was sent from the local plant of the Colin B. Kennedy Corp. and was consigned to a distributor in Milwaukee.

According to the driver, the hijackers stopped the truck about two miles east of Waukegan and the leader asked if he had a load of liquor. The robbers, however, insisted on investigating, and while the driver's helper was ordered from the vehicle, two of the gang boarded the Kennedy car and then proceeded toward Chicago. Near Evanston, the driver was taken from the car, forced into one of the hijackers' machines and then driven to a point twelve miles west of Chicago and put out, the truck was then driven away. He then notified the police, who as yet have been unable to locate either the radios or the truck.

J. E. Broyles, Capehart Official, Returns After Tour of Eastern Trade

Fort Wayne, Ind., Friday.

J. E. Broyles, secretary of the Capehart Corp., this city, has just returned from a business trip through eastern territory.

Mr. Broyles called on Capehart dealers in Philadelphia, Jersey City, N. J. and New York City and reports that prospects are very good for the continued brisk sale of Capehart instruments in the east. The concern's automatic phonograph, the Capehart Orchestrope, is in a dominating position in the field, he reports, and the pyramiding sales of the new Capehart Amperion line, announced last month, have caused the Capehart plant to operate day and night shifts continuously.

The factory at Fort Wayne has just been doubled in size and a large amount of new and modern equipment installed for the manufacture of the Amperion models. Even with these additional facilities the production department is unable to keep up with orders, Mr. Broyles stated today.

Adirondack Radio Is New Radiola Distributor for Upstate N. Y. Territory

The Adirondack Radio Distributors, Inc., Albany, N. Y., has been appointed wholesaler for RCA Radiola products, V. W. Collamore, manager of the Radiola division of the RCA-Victor Co., Inc., disclosed last week.

The Adirondack organization is headed by I. Goldman and is well known among dealers in the upstate New York territory. The company will serve eastern New York state, including the cities of Albany, Troy, Schenectady, Kingston and Poughkeepsie.

down in the frequency range. This gives the designer opportunity to improve the uniformity of the response without sacrifice of efficiency."

L. C. Wiswell, Sparton Jobber, Urges Dealers To Build for Future

CHICAGO, ILL., Friday.

"No retail business man has ever yet succeeded in building a substantial and permanent organization of his own except by representing substantial, permanent and well financed manufacturers," L. C. Wiswell, president of the Wiswell Radio Co., 529 South Wabash avenue, this city, distributing organization for the Sparks-Withington Co., Jackson, Mich., declared today.

"Dealers should put their business on a solid foundation, and Sparton is one of the lines upon which a dealer can safely build for the future," the local distributor stated.

"Sparton radio is dependable as is the organization behind it, and it is these factors which make for success in an industry such as ours," Mr. Wiswell said. The Wiswell Radio Co. covers the entire Chicago territory, and sales thus far this year have far exceeded those of other similar periods, Mr. Wiswell declared.

American Piano Makes Reorganization Plans

Proposals for the reorganization of the American Piano Co. adopted by the preferred stockholders' protective committee provides for the payment of obligations to creditors in full and salvaging of some equity for preferred stockholders, it was learned last week. The common stockholders' equity has been entirely wiped out, and provisions for their interest are only nominal, it was said.

Examination of assets and credit claims has indicated that after payment to creditors in full, sufficient assets will remain to permit operations on a reduced scale. Working capital for the reorganized company will be raised through the sale of \$700,000 first prior notes at 10 per cent. discount, \$600,000 five year debentures, and the sale of certain assets for \$450,000, a total of \$1,680,000.

Preferred stockholders who deposit their shares and assent to the plan will be entitled for each preferred share to receive without payment three new class A shares and an option warrant to buy for \$10 additional shares of class A, \$10 face value of debentures and a voting trust certificate for eight shares of class B. Common stockholders will be entitled, for each share held, to receive for \$1 one-tenth of a share of class B and \$1 face value of debentures.

Small-Size Radio Sets Wanted by Gotham Firm

In a communication to this publication, Oliver Brothers, Inc., New York, state:

"In your last week's issue, you mentioned about twenty manufacturers on the West Coast were making and selling small size radio sets which resemble mantle clocks.

"You gave the name of one concern as being the Keller Fuller Mfg. Co., and if you find it possible to give us names of other manufacturers whether in the west or east, who make this new small size radio, we will appreciate your kindness."

Uprising Generation Assures Future of Sampson Radio Fame

The next generation of the Atwater Kent distributing business in Chicago, conducted by the Sampson Electric Co., Peter Sampson, founder and president, is presented herewith. They are Robert Sampson and his brother and sister and Mr. and Mrs. Sampson are justly prouder of them than Chicago is of



Children of Mr. and Mrs. Peter Sampson, Chicago

the Lake-front. Bob spends such time as he can afford from emulating the Cubs and White Sox, telling Johnny Weismuller to get out of his way in the Illinois Athletic club tank and otherwise preparing himself for the ardors of radio life, in studying the sales possibilities for Atwater Kent product in the Chicago area. He says it will be so long before his brother and sister can be of any help to him that a man can't get started too early. The Sampson family group enjoys immense popularity and their handsome apartment on Sheridan road is the scene of lavish hospitality for a host of friends.

Women Aid in Majestic Specialty Service Drive

A novel sales promotion drive is now being conducted by the Specialty Service Corp., Brooklyn, distributor of Majestic radio.

Specialty Service salesmen submitted to headquarters the names of the wives, sweethearts and mothers of the salesmen who sell Majestic radio in retail stores. A letter was addressed to these women which suggested that they secure from these retail salesmen six guarantee tags filled out by persons who purchased Majestic sets since April 1. Toilet cases were sent to these women for their trouble.

This campaign has increased dealer Majestic sales considerably during the past ten days because of the part played by the women in pepping up the retail salesmen.

Burbig Parodies Stimulate Sale of CeCo Radio Tubes

PROVIDENCE, R. I., Friday.

The new plan of the CeCo Manufacturing Co., this city, maker of CeCo tubes, to fulfill the requests for CeCo parodies broadcast by Henry Burbig through radio dealers rather than direct from the factory, has met with continually widening success, it was reported here today. E. T. Maharin, vice-president in charge of sales, stated this week that dealers everywhere are heartily enthusiastic over the new plan.

"This new practice of ours," Mr. Maharin said, "has only been in effect three weeks, and the response is amazing."

"We were delayed two days in shipping these parodies, the second week it was in effect, and the result was that we were besieged with 'phone calls and telegrams from dealers complaining that they had not received their lot. Whereas we used to mail from the factory an average of 20,000 parodies a week direct to the inquirers, we are now shipping more than 50,000 a week to radio dealers for their distribution direct to their customers. Every week brings in additional requests from dealers who want to satisfy inquirers at their stores. Many of these radio dealers inform us that CeCo parodies are fine business producers over the counter; that they are so effective that they are now including them in all their mail, even if their patrons have not requested them.

"Needless to say, we are delighted to cooperate with the radio dealer and help him make money."

Heavy Demand for New Sparton 589 Continues, Young, Lorish Reports

CHICAGO, ILL., Friday.

Dealer profits with Sparton radio have been increased greatly as the result of the policy of the Sparks-Withington Co., Jackson, Mich., of limiting its number of dealer franchises so that they are really profitable, officials of Young, Lorish & Richardson, Inc., 710 West Jackson boulevard, this city, distributor of Sparton radio in the Chicago territory, declared yesterday.

"Today's tendency of dealers to concentrate on a limited number of set lines fits right in with the Sparton policy," officials of the local wholesale firm stated.

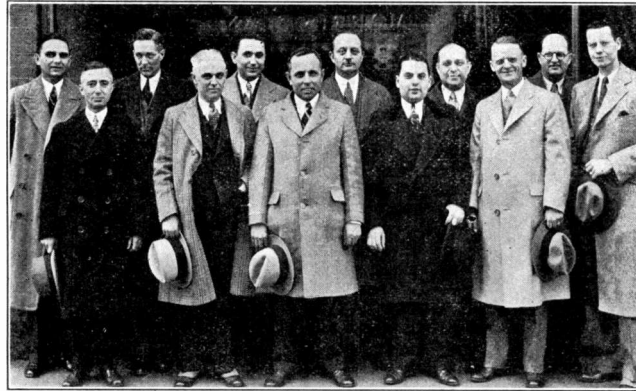
There has been no let-up in the constant demand for the new Sparton model 589, and sales of this set are continuing to break all Sparton radio records, it was stated.

Name Sparton Jobber For Ontario, Canada

TORONTO, CANADA, Friday.

The Cross, Purser-Bull Co., Ltd., this city, has been appointed Sparton radio distributor for all Ontario, it was disclosed today by officials of the Sparks-Withington Co., Jackson, Mich. The company operates branch offices in Ottawa and London.

Prospective Distributors Visit Factory Headquarters of Colin B. Kennedy Corp.



Kennedy Officials and Prospective Distributors

SOUTH BEND, IND., Wednesday.

The Colin B. Kennedy Corp., radio manufacturer of this city, reports that considerable interest is being shown in Kennedy radio sets by distributors over the country. The above photograph was taken in South Bend recently when several prospective distributors were at the factory to look over the Kennedy line.

In the back row, from left to right, are: Charles Crowell, sales representative from Denver, Colo.; J. W. Falls, sales representative from Pittsburgh,

Pa.; Rufus H. Caldwell, chief engineer; H. C. Schultz, Kennedy distributor from Detroit, Mich.; Arthur L. Maas, prospective distributor from Baltimore, Md.; Larry Wall, advertising and publicity manager.

Front row: Fred H. Schrop, credit and office manager; Frank Seaberry, prospective distributor from Cleveland, Ohio; E. M. Craig, factory sales representative from Michigan and Ohio; Harold Goldstein, prospective distributor from Pittsburgh, Pa.; William B. Nevin, director of sales; G. H. Kratsch, division supervisor of sales.

New Kent Dealer Display For Use During Music Week

PHILADELPHIA, PA., Friday.

Bright, colorful window display material for every dealer selling Atwater Kent radio, especially prepared for use during the week beginning May 4, is the Atwater Kent Mfg. Co.'s dealer contribution to National Music Week.

The official opening of National Music Week takes place at 9:15 P. M., Eastern Standard Time, Sunday, May 4, with the broadcasting of the Atwater Kent Hour. A special program has been arranged for the occasion, featuring Mary Lewis, famous prima donna of the Metropolitan Opera Co.

C. E. Tremaine, executive secretary of the National Music Week Committee, of which President Hoover is Honorary Chairman, will announce the opening of the week through the courtesy of the Atwater Kent Mfg. Co. in its nation-wide Sunday night hook-up.

Sioux Falls Firm Named Brunswick Distributor

Chicago, Ill., Friday.

The Brunswick-Balke-Collender Co., this city, has appointed the Sioux Falls Paint & Glass Co., Sioux Falls, Iowa, distributor for Brunswick radio, Panatrop with radio, and records.

O. C. Ellison, manager of the radio department of this distributing organization, reported last week that he expects to triple the Brunswick dealer representation in the Iowa territory. Others in the radio department in addition to Mr. Ellison include Lewis Austin, P. M. Kerr, Virgil Anderson and Miss Elsie Jones.

Anthracite Radio, Bosch Philadelphia Jobber, In Temporary Quarters

PHILADELPHIA, PA., Tuesday.

Temporary quarters of the Anthracite Radio Co., newly appointed American Bosch Magneto Corp. distributor in this city and Scranton, will be in the Public Ledger building, here. After July 1, however, offices and warehouse will be in the new Terminal Commerce building, which will furnish ideal facilities for handling and unloading quantities of radio expeditiously.

William Schlanger is president of the new Bosch distributing firm, and E. P. Johnstone, formerly Middle Western district representative for Bosch radio, is vice-president and sales manager. Leroy Winters, well known in the local retail trade, is vice-president and sales manager in charge of the Scranton office.

The firm's officials predict a banner season for Bosch in this territory, and are making aggressive moves to insure it.

Chain Auction Syndicate Holds First Trade Sale

The Chain Auction Syndicate, Inc., conducted its first trade radio auction at its headquarters, 18 W. Eighteenth street, New York, last Thursday. Other auctions exclusively for the trade will be conducted at the company's headquarters every few weeks.

Walter H. Nussbaum is president and Harold M. Schwab, vice-president of the Syndicate, which operates three retail auction stores in New York and Brooklyn.

Ludwig Baumann Radio Departments Taken Over By Atlas Stores Corp.

The radio departments of the Ludwig Baumann stores in New York, six in number, have been taken over by the Atlas Radio Stores Corp., parent company of the City Radio and Davega stores in the metropolitan area. The Baumann departments add to the rapidly growing outlets of the Atlas company six stores said to be located in excellent spots for retail merchandising.

The Charles Freshman Stores formerly controlled the Baumann radio divisions.

Earl Receivers Act On \$125,100 Bid for Machinery, Assets

At ten o'clock yesterday, April 22, the receivers for the Earl Radio Corp., Clifton, N. J., disposed of creditors' reports on a bid of \$125,100, received for the machinery and other chattels of the Earl company. Creditors were requested last week to advise whether the bid should have been accepted or rejected, or the property sold at public auction.

Oscar A. Klamer and Harry G. Hendricks are the Earl receivers.

Two New Distributors For Stewart-Warner

Chicago, Ill., Friday.

The Hollenberg Music Co., 315 W. Capitol avenue, Little Rock, Ark., has been appointed distributor for the Stewart-Warner Corp., this city. The Hollenberg Music Co. is one of the largest sales organization in the state and is well known to the radio-music dealers.

A. B. Cook and S. M. Nutt, heads of the Hollenberg Music Co., are optimistic concerning the prospects for volume business this year and anticipate sales in 1930 will eclipse any previous year in their history.

J. S. Wingo, Spartanburg, S. C., will distribute the Stewart-Warner radio line in the state of South Carolina and western North Carolina. J. S. Wingo, president of the company, is well known throughout the Carolinas. He anticipates a lively interest in radio buying and reports an active sale of the new Stewart-Warner screen grid radios.

RADIO ENGINEERS WILL CONVENE IN TORONTO

TORONTO, CANADA, Friday.

The Toronto section of the Institute of Radio Engineers will be host to the first international I. R. E. convention to be held here from August 18 to 21 with headquarters in the King Edward hotel. It is estimated that 600 delegates will come to this city for the conclave. Canadian radio manufacturers have cooperated in bringing the convention to this city.

AUTHORIZED RADIO MAKES ASSIGNMENT

Authorized Radio Specialists, Inc., radio sales and service organization of 966 Southern boulevard, New York, has made an assignment to Arthur Werner, 1560 Broadway, here.

NOW!

SPARTON RADIO

"Radio's Richest Voice"

becomes available to the trade in the Boston sales area thru the long-established facilities of

LEWIS ELECTRICAL SUPPLY COMPANY,

plus exclusive wholesaling for the Connecticut market from our New Haven branch.

We pledge to the great institution of the Sparks-Withington Co. the responsibility for good dealer development which has won the Lewis organization the favorable regard of radio in New England for so many years past.

Established
1892

Incorporated
1908

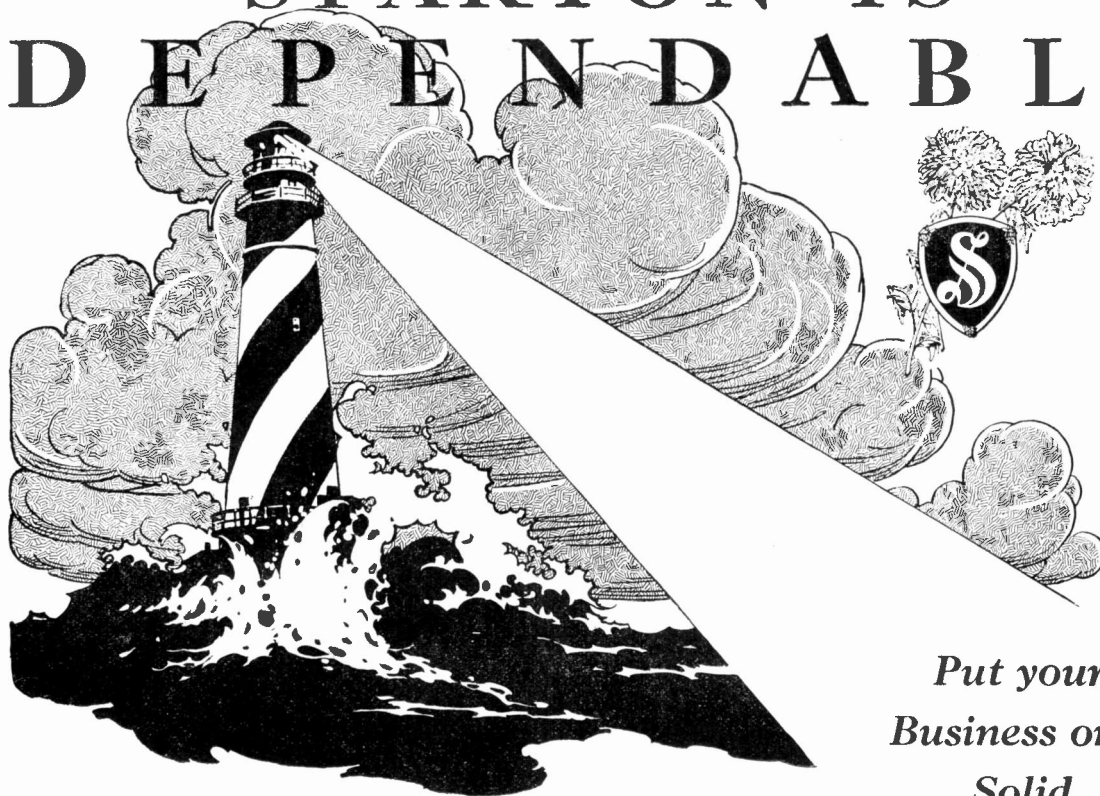
Lewis Electrical Supply Company

117 Federal Street

Boston, Mass.

Branch: New Haven, Conn.

SPARTON IS DEPENDABLE



*Put your
Business on a
Solid
Foundation*

NO retail business man has ever yet succeeded in building a substantial and permanent organization of his own except by representing substantial, permanent and well-financed manufacturers. Sparton is one of the radio manufacturers upon whom a dealer can safely build for the future.

Phone or Write

WISWELL RADIO COMPANY

L. C. Wiswell, *President*

529 South Wabash Avenue, CHICAGO, ILL.

Distributors in the Chicago Territory for

SPARTON RADIO

"Radio's Richest Voice"

SPARTON BRINGS ... NEW MUSICAL TREASURES



It's TIME FOR ACTION

Today's tendency of dealers to concentrate on a very limited number of radio lines fits right in with Sparton's policy of limiting its number of dealer franchises so they are really profitable. Far-sighted dealers are urged to get in touch with us at once, relative to the few franchises that will be available for the coming year.



Phone or Write

YOUNG, LORISH & RICHARDSON, Inc.

710 West Jackson Blvd., CHICAGO, ILL.

Distributors in the Chicago Territory for

SPARTON RADIO

"Radio's Richest Voice"



And What They Save In Service Expense Is Plenty!

Cost of servicing shrinks — when the sets you sell are Sylvania Tube equipped. There are fewer 'phone calls for the service man, because "the set won't work."

Sylvania performance has opened the eyes of dealers all over. It is one sure cure for a wicked business headache — free service on receivers.

Takes more time, more labor, more money to produce such tubes. But there are more Sylvania dealers than ever, and that proves SOMETHING!

SYLVANIA PRODUCTS CO.
Emporium Pennsylvania

The home of the Sylvania Foresters, who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WLW, WREN, KFAB, WGY.



Sylvania
RADIO TUBES
Licensed Under RCA Patents

BRISK DEMAND FOR HIT RECORDINGS IN MILWAUKEE MARKET

Milwaukee, Wis., Friday.

Business has been good during the first two weeks of April, according to information obtained from leading jobbers and retailers in this territory. Several firms report that sales for this period are in excess of those of the corresponding two weeks of 1929. Merchants, as a whole, are optimistic regarding prospects for the remainder of the year.

Recordings of Rudolph Friml's selections, including several piano solos played by the composer himself, have been arranged in an album by the Victor company and placed on the market. These include numbers from The Firefly, "Katinka," "High Jinks" and "Rose Marie," all of which have proven immensely popular with the theatre going public. The North Central Distributors, Victor wholesalers in this territory anticipate a large sale of these numbers in view of the fact that Friml's "Vagabond King," featuring Dennis King, is to open its engagement at the Strand Theatre tomorrow, April 19. The album is expected to rank in popularity with that of Victor Herbert's recordings similarly arranged, which sold exceptionally well.

"The Stein Song," one of Rudy Vallee's popular recordings, is enjoying a widespread sale at the present time. The North Central Distributors have arranged with the various dealers to present each purchaser of the recording of Vallee's "Stein Song" with a 14 x 11 inch photograph of the well known artist.

The sale of Victor radios has been very gratifying and indications are that the demand will continue during the next few months. Dealers everywhere are satisfied with the performance of the Victor set, and believe that it has well merited the Victor trademark.

Brunswick combinations are enjoying a good sale at the present time, according to the Wisconsin Radio Distributors, representatives of that line in this territory. "The Stein Song" is proving to be an unusually popular recording with Brunswick dealers. Song of "The Island," an organ solo played by "Eddie" Dunstetter organist at WCCO Minneapolis, is moving at a brisk pace.

The Lemke Electric Co., distributors of Grebe and Apex sets, report that sales have increased during the past two weeks and that indications are that with the general improvement in business conditions a corresponding boost in the sale of radios will be experienced.

Mr. Zinke, of the Interstate Sales Co., jobbers of Bosch sets, has just returned from the Bosch factory at Springfield, Mass., and reports noting considerable activity at the plant. He is very enthusiastic regarding prospects for the Bosch line during the remainder of 1930.

More than \$27,000 worth of Majestic sets were ordered by telegraph during the five-day period ending Wednesday, April 9, according to V. H. Maurer, president of the Badger Radio Co., local distributors. Thousands of individuals are expected to partake in the Colortone test, which is to be conducted soon in the cities of Fondulac and West Bend.

The Planner Hafsoos store on Broad-

way near East Wisconsin, reports that the business transacted during the first two weeks of April is in excess of that of a year ago. Indications are that this activity will continue during the remainder of April.

Business is improving, according to the Great Lakes Radio Corp., which operates several stores in this city. —E. S.

PHILADELPHIA VICTOR CONDUCTS DRIVE ON MODELS RE-45, RE-75

PHILADELPHIA, Pa., Friday.

Philadelphia Victor Distributors, Inc., is making an extensive sales drive in behalf of radio-Electrola models RE-45 and RE-75, products of the RCA Victor Co., Inc., George A. Taten, sales manager, reported today.

The local wholesale organization has urged every dealer in its territory to prepare a list of 200 prospects and submit the names to the headquarters of the company. P. V. D. will then prepare and mail for the dealers to each of these prospects a "Speed-O-Gram" with no cost to the retailer except for the postage. Where dealers' lists consist of less than 200 names, the local jobbing company will supply a sufficient quantity of "Speed-O-



STENOLA CABINETS and Radio-Phonograph Combinations

Adaptable to ALL types of radio sets. A wide range of cabinets in exquisite designs at prices that MUST appeal. **TO STOCK THEM IS TO SELL THEM!** Entire line now on display at our show rooms.

STETTNER CORP. 669 Kent Ave. Brooklyn, N. Y. Phone Williamsburg 3638

Grams" and envelopes to be mailed to the prospects direct by the dealers.

MADE POSSIBLE

GREAT PHILCOS IN 1929



GREATER PHILCOS FOR 1930

WEEKLY BULLETIN

Let's Get Down to Fundamentals !!!

The most important element in recovery of any injury is time. Considerable of this has passed since the stock market crash of last Fall. Those who know are agreed that the real trouble dated back to the general easing off of business as early as last June. This puts twelve months of time cure behind us, and places us a year nearer prosperity.

The early signs of recovery after a depression are plainly seen by the keen business man.

Increase of building in Metropolitan New York.
Further increases generally follow six months after interest money rates ease off.
Interest rates have been easing off since October.
Decrease in business failures each month. (Dollar value).
Since January we have turned the corner on business failures.
Increasing number of new corporations in the making.
General decrease in merchandise stocks with dealers and distributors.
Carolings, particularly miscellaneous and L. C. L.

A great twentieth century helping hand has assisted us over the last six months in the borrowing value of the nineteen billion dollars in insurance we carry, and the tremendous savings of fourteen million accounts in our savings banks. Our building loan members reach a total of twelve million, with an average borrowing power of \$668.00.

Our Federal Reserve system has placed the fixing of interest rates and control of credits in the hands of the government, which is where the responsibility should rest.

All of these factors, with many others, removed the possibilities of an old time panic, such as our daddies knew, and proved to us, if good judgment is practiced, it doesn't take us so very long to stage a 100 per cent. comeback to the reasonable good times a progressive country like America is entitled to.

PLANT WHERE FIELDS ARE FERTILE
1930 Another Philco Year

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

M. Simons

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

SIGNIFICANT

of the

BRUNO position in Victor distribution is our record of a metropolitan sales accomplishment in keeping with our 96-year record of leadership in musical instrument merchandising

Exclusively to the Dealer.

C. BRUNO & SON, Inc.

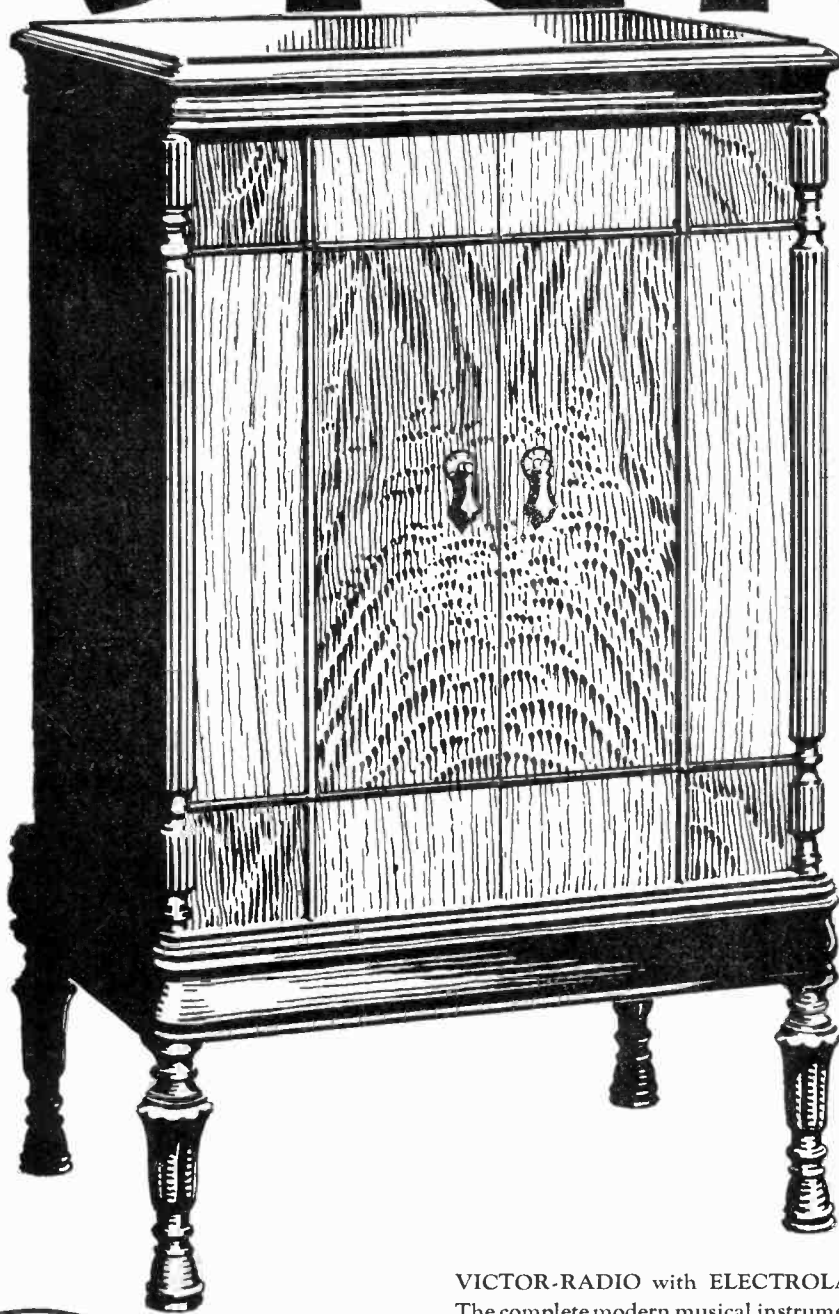
351-353 FOURTH AVE.

NEW YORK, N. Y.



1834—More Than 95 Years of Dependable Service to the Music Trade—1930

SIGNI



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



F I C A N T



THE response of dealer and public to Victor's assurance of stability, to Victor's matchless performance, to Victor's envied and inimitable tone quality, has taken the form of sales...and steadily increasing sales.

While so many merchants are waiting for something to happen, the man who handles Victor—and knows how to handle it—is busy selling “the radio that is really a musical instrument.”

The new season just around the corner makes recorded music as important as broadcast—or more so. Victor dealers are helping the public to discover the unfailing appeal of Victor-Radio with Electrola—and combination sales have jumped accordingly.

After all, 33 years of success outweigh a month or two of economic disturbance; 33 years of specialization in music reproduction must produce superior products; 33 years of established leadership are impressed on the mind of the whole American public. That's why the public—today—is buying Victor-Radio.

* * *

Tune In—The RCA Hour, every Thursday night over a coast-to-coast network of the N. B. C.



VICTOR RADIO-ELECTROLA RE-75. List price \$350 (Less Radiotrons). Employs finest special walnut matched veneers; door-panels in bas-relief. Luxurious, leather backed, richly colored record albums. Bengalese damask speaker covering, harmonized with cabinet in color and design.

**Victor Division
RCA Victor Company, Inc.**

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



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

ZENITH
AUTOMATIC
—LONG DISTANCE—
RADIO

NORTH AMERICAN RADIO CORP.

1315 Broadway • New York

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

**PERFORMANCE
STYLE
SECURITY
REPUTATION**

All these dictionary
words are **FACTS** in

ZENITH
—LONG DISTANCE—
RADIO

MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State

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

1225 Broadway New York, N. Y.

ZENITH
—LONG DISTANCE—
RADIO

Exclusive Wholesale Distributors

TRILLING & MONTAGUE

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

Exclusive Wholesale Distributors

NORGE Electric Refrigerators

"GROW WITH US"

EXECUTIVE SECRETARY NAMED BY BALTIMORE RADIO TRADE GROUP

BALTIMORE, Md., Friday.

The Federal Radio Commission is favorable to the move to secure an outlet in Baltimore for the programs sent out from WEAJ, in New York city, over the Red network of the National Broadcasting Co., according to Maynard E. Harp, president of the Radio Trade Association of Baltimore and president and treasurer of The Harp Co., 1901 Maryland avenue.

The Baltimore trade association is conducting a campaign for letters and petitions from the radio public of the city to show that there is a demand for the Red network. Officials of the organization have been in conference a number of times with officials of the National Broadcasting Co., in New York. A committee consisting of Mr. Harp, Carl Spott, of Spott Bros., trading as the Service Co., Inc., W. E. Johnson, of Johnson Brothers, Harry Reineberg, trading as Radio Mart, Inc., and R. J. Nicholson, Jr., is directing the movement to bring the outlet to Baltimore. The Maryland Radio Wholesalers' Association, Inc., is cooperating in the drive launched by the Radio Trade Association of Baltimore.

Robert J. Nicholson, Jr., well-known radio merchant of this city, has been appointed executive secretary of the Radio Trade Association of Baltimore. His appointment becomes effective immediately, with offices in the North Avenue Market building.

Mr. Nicholson assumes his position

with a knowledge of radio and its needs in the city of Baltimore. He has been identified, as merchant, with the radio business for a number of years. In 1927 he was president of the then existing Radio Board of Trade. In March, 1929, the Radio Trade Association of Baltimore was formed, and Mr. Nicholson headed the organization until the recent election of officers.

The Radio Trade Association plans to increase its membership, and it is but safe to presume that the bulk of this work will fall upon Mr. Nicholson in his new capacity of full-time executive secretary. Qualifications for membership are to be so broadened as to admit nearly all radio dealers.

M. Simmons, radio buyer for Blum's, Inc., is one of the most progressive radio executives in Monumental City. During the three years that he has had charge of radio, business has increased more than 100 per cent. More than 1700 sets are sold a year in addition to doing a large volume in accessories. In dollars and cents the business annually is more than \$100,000. Radios are carried in the two stores operated by Blum's, Inc., at 305 North Gay street and at 417 North Howard.

The Harp Co., 1901 Maryland avenue, has taken over the Radio Sales Corp., of 5710 York road, and the combined businesses will be operated under the name of The Harp Co. The Radio Sales Corp. had been headed by S. Elmer Parks as president and treasurer, with whom was associated George W. Hofferbert as secretary. Maynard E. Harp is president and treasurer of The Harp Co., and George J. Roche is vice-president and secretary. The sales staff of the former Radio Sales Corp. has been taken over by The Harp Co.

—JOHN F. IGNACE.

LOOK BACK

before you leap ahead . . .

Mr. Radio Dealer!

A word to the wise . . . from Zenith

ONCE again you are at the threshold of a new season. New lines, new models will be shown you in all their spic-and-span allurements. High-sounding adjectives and low-sounding prices will greet your ears from all sides. Enthusiastic salesmanship will vie with spectacular publicity to gain your signature "on the dotted line". It's the Annual Session of Pre-Season Promises.

This season, more than ever before, the wise and alert radio dealer has cause to pause before "signing up". Emerging from the bitter experience of ruthless price-cutting and "dumping" by manufacturers of so-called standard sets, remindful of the distress merchandise foisted on the market by bankrupts, he has learned his lesson. Especially is he minded to look back over what has happened during the past season to lines that

"looked good" at pre-season showings a year ago.

Zenith, too, will soon present new models ...over which you will greatly enthuse. But Zenith has something more to offer than the sets, themselves...an uninterrupted, fifteen-year record of price adherence *throughout* each season.

Zenith never over-produces. Zenith sets are never sold as distress merchandise; nor are their prices cut. The Zenith dealer is never confronted with a depreciated inventory at an unexpected moment; nor does he have disgruntled customers because of sets having been reduced in price after their purchase. Zenith offers you not only a line that "looks good" at the beginning of the season, but that *makes* good throughout the season. Look back before you leap ahead, Mr. Radio Dealer!



ZENITH RADIO CORPORATION • CHICAGO, ILLINOIS

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products

Incorporated

Exclusively Majestic

90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company

HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street

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

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

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

HARRISBURG, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

MEMPHIS, TENN.
Radio Sales Company
483 South Main Street


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

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

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

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

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

PHILADELPHIA, PA.
Peirce  Phelps

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

HARRISBURG, PA. WILKES-BARRE, PA.

PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street


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

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

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

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

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

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

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

TOLEDO PUBLIC IN BUYING MOOD AS CONDITIONS IMPROVE

RETAILERS ARE OPTIMISTIC

Edgar A. Kopf Addresses Basil Radio Sales Staff — Cleveland Dist'g Co. Sponsors Meeting for Toledo Dealers — Commercial Electric Co. Named Radiola and Radiotron Wholesaler.

Toledo, Ohio, Monday.

Retailers in this market are far more optimistic today than they were a few weeks ago. The reason for this is that each week more workers are obtaining employment and as a consequence are beginning to pay back bills and invest in radio sets and other things which were beyond their buying power until recently. Wholesalers, too, are boosters of the gospel of brighter outlook for the radio industry.

One of the things in which every distributor is keenly interested is—reducing outlets and putting dealers in a position where they will make more profit.

Distress radio sets of which a quantity have been sold here during the

past weeks are nearly all disposed of, and standard outfits will again soon come into their own.

The Basil Radio Co. in keeping with its policy of having well known radio executives address its sales force, on Saturday was addressed by Edgar A. Kopf, of the Toledo Radio Co. and the Columbus Radio Co., Sparton distributors. Mr. Kopf stressed the importance of making a profit and of making clean deals. In the heat of competition and in the zeal for volume too often the net return is minimized, with the result that instead of the young organization becoming a strong, husky enterprise it remains a weakling, he said. The Basil company is Toledo's infant radio concern, having been in business less than a year. It features Sparton and Majestic lines and according to Victor Basil, head of the firm, has shown an increase in sales each month over the preceding.

The Cleveland Distributing Co., Atwater Kent distributor, on Wednesday evening held a meeting for dealers in the Toledo territory at the company headquarters on Sixteenth street. R. H. Bechtel, president of the company, and Thomas E. Chadwick, general sales manager, came from Cleveland to address the gathering. The keynote of the meeting was assisting the retailer to greater success. The firm has determined to drop all dealers who will not work in accordance with good business practices and for the welfare of the trade. J. G. Crawford, local branch manager, stated dealers were gratified with the declaration. Irving Leon, sales promotion manager, and A. C. Benjamin, sales representative, also spoke.

A group of Toledo radio dealers attended a meeting for retailers of the General Motors Radio Co., in Cleveland on Tuesday. On Friday a representative of the company held a meeting with the same dealers at the Com. Perry hotel for the purpose of completing plans for awarding of franchises. Appointments and details will be announced within a week, it is reported.

K. F. Mocek, manager of the K. F. Mocek Music Co., stated that the outlook among the Polish people with regard to radio buying is daily becoming brighter. As the factories take on more men buying power increases. Victor and Columbia products are moving better. The Polish are lovers of native music and consequently records of that type command much interest.

The Commercial Electric Co., with offices at 14 North Erie street, has been appointed distributor of Radiola sets and RCA Radiotrons, it was announced Wednesday by N. C. Goldman, president, and A. C. Sanger, general sales manager of the local company. The territory which has been awarded to the Commercial electric comprises 22 counties, three in Michigan, seven in Indiana and 12 in Ohio. The house formerly distributed the Brandes line.

The J. W. Greene Co. is conducting a drive on Lent and Easter records and upon music which is featured over the air. Miss Helen Baumgardner, in charge, stated people will buy discs if made aware of the excellent permanent selections which are available. Player rolls are included in the drive. Late numbers favored by patrons include: "When its Springtime in the Rockies," "Blue, Turning Grey Over You," on Victor, and "Kiss Me With Your Eyes" and "Up on Top of a Rainbow," on Brunswick. In the Greene radio department, W. W. Baillie, manager, reported a number of sets sold on account of Easter but the majority of business hinges upon the employment of workers

THE TALKING MACHINE and RADIO WEEKLY

and the opening of outside endeavors.

The Cleveland Talking Machine Co., Victor distributors, according to Norman H. Cook, manager, is experiencing a fairly good spring business. He believes that if the sale merchandise is once off the market trade for the standard lines will be good.

The Nugent Furniture Co. is a new Victor dealer. B. Hicks is in charge of radio operations. He believes that spring radio demand will be satisfactory. Outside selling is responsible for most of the deals here.

At the Lion Store Music Rooms and Radio Shoppe, plans are already under way to dispose of present stocks and keep inventory low so that the house will be in position to take advantage of the new merchandise when it is placed before dealers within a few weeks, Lawson S. Talbert, manager, stated. Leading records here include: "Puttin' on the Ritz," "Cryin' for the Carolines," "Should I" and "When it's Springtime in the Rockies," according to Miss Betty Carling.

Grinnell Bros. are conducting a music campaign among the schools. The drive besides Victor products includes musical instruments for the band and orchestra. Many classes now use records and radio in their study of music here. "Happy Day Are Here Again" and "Mary, I Love You" are scoring here.

Radio credit problems will be discussed at the meeting of the Retail Credit Association at the Toledo Chamber of Commerce this week. Credit executives have asked radio dealers to be present and take part in the discussion.

—SCHLACHTER.

Zenith Radio Line In Fort Wayne for Wayne Hardware Co.

FT. WAYNE, IND., Friday.

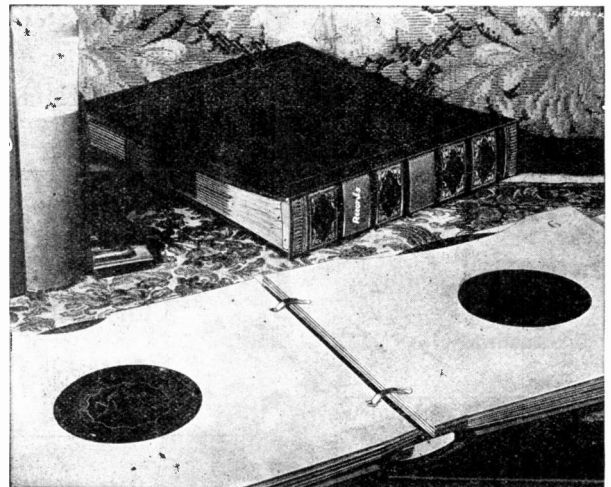
The Wayne Hardware Co., this city, has been appointed distributor of Zenith radio in the northwest portion of Indiana, it was announced today by W. C. Heaton, sales promotion manager for the Zenith Radio Corp., Chicago, Ill.

Organized in 1919, the Wayne Hardware Co. took over the Seavey Hardware Co., one of Indiana's oldest business houses originally established in the early sixties. The business is operated upon an exclusive wholesale basis, featuring hardware, electrical appliances, sporting goods and radio.

The present organization, located at 614 Harrison street, consists of 48 employees of which 19 are engaged in sales and promotion. A new display room has recently been completed and a specially equipped service department is maintained in charge of W. E. Matchett, a capable mechanic and engineer of long experience.

The Wayne Hardware Co. is recognized as one of the most progressive and successful jobbing houses in this section. It is managed by an experienced staff of executives and its officers and board of directors include some of the most influential business men of Fort Wayne. F. T. Cutshall is president; John B. Spatz, vice-president and Robert R. Enoch, secretary and treasurer, acting also as general manager and supervisor of the radio division.

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

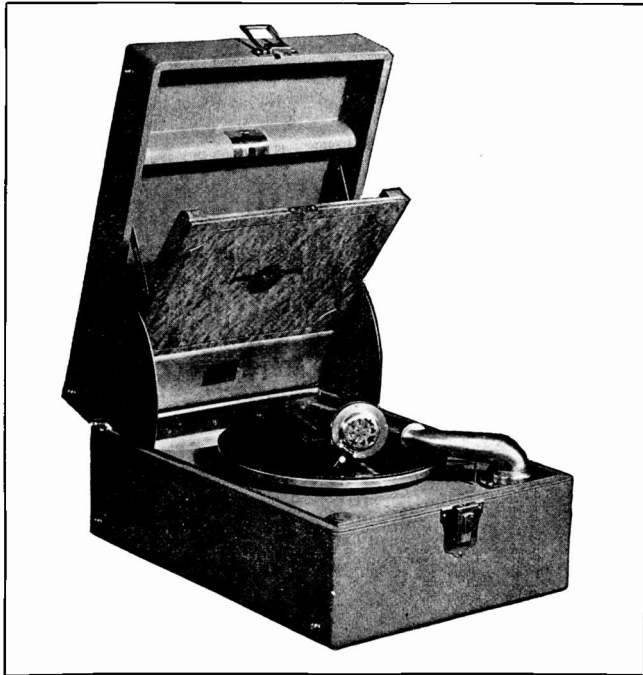


Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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

*You'll reach EVERY size purse
with these*
COLUMBIA PORTABLES!



Model No. 175



Model No. 118

VIVA-TONAL COLUMBIA PORTABLES carry such a wide variety of price tags that they'll land you the business of the slim-pursed Boy Scout as well as that of the well-heeled three-car men.

Of course the \$50 COLUMBIA PORTABLE (Model No. 163), "like life itself," is the healthiest seller to *all* classes. But for those who'll pay for additional luxury, there's the more elaborate COLUMBIA PORTABLE No. 175, selling for \$60. It is electrically operated from house current. Its cabinet is beautifully covered and lined. And satin-finished gold plate gleams on all its trim and hardware. This is truly "the aristocrat of portables!"

For those who want a lot for a little, there are splendid COLUMBIA PORTABLES priced at \$35 (Model No. 135), and \$25 (Model No. 126). There's even a little beauty selling for only \$17.50 (Model No. 118), with graceful lines, neat finish and amazingly full, natural sound volume! And remember—the superb tonal purity and smart appearance of *all* Viva-tonal COLUMBIA PORTABLES can be matched in no other portables made!

Stock this well-rounded line of COLUMBIA PORTABLES *now*. Put some of them to work eye-catching in your window. Push them—and land *your* share of this profitable specialty business!



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Approved by U.S. Patent Office as a
Standard Reference Mark for the
Gramophone Industry

C O L U M B I A
PHONOGRAPH COMPANY

1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

When "Mammy" comes to your town



In his new talking picture-hit, "Mammy", Al Jolson provides more hilarity per film foot than ever a public laid eyes on . . . or lent ears to . . . before. It's Jolson in his most rollicking humor—the jovial tale of a minstrel troupe. Not a sob in a cinematic!

Will You Supply 'Em

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.

Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

and When folks are "Puttin' on the Ritz" or Alibi'Em?



CUSTOMER: "I want 'To My Mammy' by Al Jolson, and 'Puttin' on the Ritz' by Harry Richman."
 DEALER: "We don't carry those records, Ma'am, but we have the same songs by Art Appledyke and Ed Whiffenpuff."
 CUSTOMER: "... No, thanks. I want Jolson and Richman and I'll get them at Brown's store."

There is only one Al Jolson . . . only one Harry Richman . . . only one Irving Berlin. Jolson, in "Mammy"—singing Berlin melodies—has just made the biggest Broadway hit of his career. Richman, in "Puttin' on the Ritz"—likewise singing Berlin melodies—is the sensation of one of the greatest sound and color productions yet presented to the public.

The demand for Jolson and Richman recordings of the song hits from these two great shows is bound to be tremendous. Profit from this demand by stocking and pushing these records NOW.

- 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 **4722**
- (Across the Breakfast Table) Looking at You
To My Mammy
Fox-trot by Ben Bernie and his Orchestra **4740**
- Let Me Sing and I'm Happy
Fox-trot by Ben Bernie and his Orchestra
Blue, Turning Grey Over You
Fox-trot by The Clevelanders **4741**
- Puttin' on the Ritz
There's Danger in Your Eyes, Cherie!
Harry Richman with Earl Burtnett's Orchestra **4677**
- Singing a Vagabond Song
With You
Harry Richman with Earl Burtnett's Orchestra **4678**

Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

NATIONALLY KNOWN LINES FEATURED IN LOUISVILLE REGION

LOUISVILLE, KY., Monday.

Louisville is enjoying at present a fine Spring season. Preparations are being made for the attractive Spring events that will come a few weeks hence.

A. Hauber & Sors' Variety Store at 1024-26 W. Market, shows an extensive line of musical goods. Various models in the Edison line are on display.

Durlauf Music Shoppe, now at 614 South Fifth street, does a good business in band and stringed instruments and accessories. It also handles phonographs and radio accessories. The shop was formerly on the opposite side of the street.

Baldwin's, West Broadway and South Third street, reports improved trade. It is a beautiful and commodious shop located in a very busy section of the

city. Paul Smiley, formerly of Detroit, is now local manager. R. A. Gaul is manager of the talking machine and radio department. H. T. Castello, formerly with the department, has retired. Edison, Victor and Majestic are featured.

Gerber Furniture Co., a large and attractive retail store on East Broadway, features the Atwater Kent radio along with furniture.

Reynolds Music Co., 806 East Broadway, opened about a year ago, reports fair sales of Victors and RCA Radiolas, also band and stringed instruments. Its record stock is comprehensive. Mr. Reynolds was for years with Krausgill and other large stores in the central section of the city.

At Wurlitzer's, 658 South Fourth street, Victor and RCA sets are shown in the windows along with Wurlitzer pianos. The record section is one of the largest in the city. J. C. Neumayer is manager of the store. Some phonograph portables are shown along with a wide range of musical goods. Mrs. Clara Summers is in charge of the record department here.

Herman Straus & Sons Co. now have

their exclusive phonograph and radio store on South Fourth, near Chestnut, and a few doors south from the post office, in the Francis building. H. F. Korte is manager of the music store which is a bright and attractive establishment. Victor, RCA, Majestic, Columbia, Philco, Fada and other lines are shown, also stringed instruments and records. Miss Rena Hoffman is in charge of the record department. The sales staff is a comprehensive one. The store in the space of a year has enjoyed rapid growth.

Klensall Music Co. is now on West Broadway, opposite L. and N. building. It started two years ago on South Fourth street and has lately moved to its elegant new quarters. The Victor line is featured here.

P. I. Burk & Co., next door to Klensall on West Broadway, is a large and old established wholesale firm dealing in phonograph parts.

Tiller's Music Store, formerly on South Third, has moved to a modern location where it carries a general line of stringed instruments, phonographs, cabinets, portables, pianos, etc.

The Louisville Music & Radio Co.,

E. Brophy New Sylvania Sales and Service Man In Eastern Territory

E. Brophy has been appointed Eastern field service supervisor of the Sylvania Products Co., Emporium, Pa., with jurisdiction over New York and New England. Mr. Brophy will visit Sylvania tube distributors throughout the territory, and will have charge of the salient point of tube returns. He plans to make the swing around his territory every four weeks, acting in an advisory capacity, as well as supervising tube replacements.

According to N. D. Brown, vice-president and general sales manager of the Wiedenbach-Brown Co., Inc., New York Sylvania distributor, the popular tube line is finding a ready response in this territory. The local wholesaler covers from Trenton, N. J., to Albany, N. Y., and the metropolitan area in addition.

Outlook Encourages Washington Dealers

WASHINGTON, D. C., Saturday.

A round-up of Washington radio dealers today indicated that they are expecting one of the busiest Spring and Summer trades in their history. While here and there a few are somewhat inclined to be skeptical of the future, this is not true to any appreciable extent. The general feeling, as a whole, in this territory may be that while sales have fallen off somewhat, as was to be expected when buyers began to feel their pockets last Fall, that has about all gone now. The Spring is here with hundreds of orders for radio sets of all kinds and this is expected to continue for several months, at least.

"New models," it was explained at some of the radio stores, "are what the people want. They will not buy old ones for very obvious reasons. Like an automobile, a traded-in car may carry you a little farther but it is simply not in the class with a new one and can never be. So it is with radio—no one is willing to pay for something when he can get the best there is for practically so small a sum 'down' as was never known before."

Starting with the Hub store at Seventh and D streets and then going on through all the other shops, Majestics and Philcos are meeting with a ready demand. This statement does not hold good as to these alone but to all the other well-known makes of radio as well.

Another interesting feature of the present uses of radio was also shown here today when it was found that practically all of the members of the House of Representatives—425—will use the radio liberally this year in their elections. While this has been done to some extent heretofore, radio is now a very important campaign asset where those seeking office must reach voters hundreds of miles distant.

—McG.

formerly on South Fourth, has retired from the local field.

Gus Boldt Radio Co., on West Chestnut, near South Fifth, is a new emporium showing Stromberg-Carlson, Atwater Kent and other radio lines. It has a very complete service department. Mr. Boldt was formerly with the Louisville Music & Radio Co.

—C. G.

The Profit Line for 1930

Brunswick

Radio • Panatrophe with Radio • Records

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

G. J. Seedman Co., Inc.

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

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

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

J. W. CONDON, JR., NAMED PACIFIC NORTHWEST SALES HEAD FOR GENERAL MOTORS RADIO CORP.

L. C. WARNER IS PLACED IN CHARGE OF COAST SALES

Transport Corp. Launches Campaign on Brunswick Combination—
K. E. Campbell Named Director of Radio Sales for Electric Corp. of Seattle, Bosch Jobber.

SEATTLE, WASH., Friday.

A number of interesting changes have been announced from the Seattle headquarters of General Motors Radio Corp. in the Skinner building, here. J. W. Condon, Jr., is the newly appointed sales manager of the organization for the Pacific Northwest. He has recently returned from the first convention held by the organization, in Dayton, Ohio, at which time definite policies were shaped. Mr. Condon and the organization he has built commenced active work in franchising dealers for General Motors' newest product immediately after his return to Seattle. Mr. Condon is known here for his position as president of the Condon Co., wholesale distributors of radio in the Northwest and for his activities in radio association work. He is well acquainted with General Motors policies, as prior to his radio activities he was associated with one of the General Motors branches.

L. C. Warner, another outstanding figure in the industry in the Pacific Northwest, has been placed in general charge of coast sales of General Motors Radio Corp. as Pacific coast regional manager. His permanent headquarters are in Los Angeles. Mr. Warner was for eight years head of the L. C. Warner Co., wholesale distributors of radio sets in the Northwest. He is a past president of Radio and Music Trades Association. He, too, is a former General Motors employe, having been for many years actively engaged in sales work with one of its other divisions. The coast organization of General Motors Radio includes zone offices in San Francisco, Los Angeles and Seattle. Don C. Wallace is manager of the Los Angeles zone. Harry E. Gardiner, former Pacific coast manager for Sonora Phonograph Co., and previously connected with the Columbia Phonograph Co., is zone sales manager in San Francisco.

Transport Corp. of Seattle, distributor of Brunswick radios, is exploiting the new combination radio and phonograph, housed in an attractive model, with distinct success. The obvious idea behind this number is that radio owners who tire of programs being broadcast may make up their own programs of records to their complete satisfaction.

The Electric Corp. of Seattle, distributor of American Bosch radio merchandise, has announced the promotion of K. E. Campbell from the sales force to the management of the firm. H. Hunziker, formerly with Poole Electric Co., here, has been appointed director of radio sales. According to Campbell, recent demonstrations of the American Bosch new special radio for automobile installation, which he made to local dealers, have been successful beyond expectations. Reception is clear and signals undistorted.

Piper & Taft, leading Seattle sporting goods dealers, who added radio to

their lines several years ago, took a forward step this week, when they opened a new and much enlarged store at 1515 Fifth avenue. This new uptown shop is the result of a recent merger of Piper & Taft's with the Hahn sporting goods store, which the former firm purchased. The P. & T. main store on lower Second avenue will be maintained under the immediate supervision of William G. Taft, president. Sparton, Majestic and Atwater Kent radios are carried and in the new store an excellent radio department has been given a prominent location. E. K. Van Vleck is manager of the uptown store and his town associate department managers are Ernie Hahn and Henry Allen. There are eight on the staff.

Mr. Connor, sales manager of the radio department of the Piper & Taft parent store, will leave for Chicago on May 15th, where he will attend the Majestic Sales School. From Chicago he will go to Atlantic City where he will attend the Radio Trade Show.

Seattle has turned out to pay homage to Paul Whiteman and his orchestra. Pages of newspaper editorials and advertising by every music store in the city have marked the progress of this genial heavyweight jazz king. Several good promotional stunts have been pulled successfully. The opening gun of his week's engagement was a special program at the Olympic Hotel, followed by nightly concerts and dances at the Civic Auditorium.

Considerable agitation was occasioned in Seattle over the refusal of Canadian musicians to permit Paul Whiteman and his jazz orchestra of thirty pieces, from appearing in a scheduled engagement to play for a local ball in Vancouver, B. C., just prior to his Seattle engagement. The battle was occasioned by an occurrence in New York recently when the Hilton Band of London was denied permission to play in that city. Canadian musicians retaliated by starting the border warfare, and obtained an order from Ottawa forbidding alien musicians to enter Canada except as 'entertainers.' Mr. Whiteman was so incensed at the occurrence and at the injustice of a local theatre having been permitted to advertise his concert appearance, only to have it cancelled, that he offered to pay for the publicity himself. He characterized the action of the Canadians as "grossly unfair to himself and the thousands who purchased tickets."

Emerson B. Knight, who has been conducting a trade survey in Seattle since last July, under sponsorship of the Seattle "Post-Intelligencer," has announced statistics complete and available for the asking, to dealers in various lines of business. Mr. Knight has established local offices in the Liggett building for the dispensing of this information. He has talked before a number of service clubs, giving an insight into the research work by his crew of sixteen men. The Radio and Music Trades Association called a special dinner meeting to hear his message.

—PATTERSON.

"The quality and life of CeCo Tubes compare with any that are manufactured today."

R. C. HINER, May, Stern & Co., Pittsburgh, Pa.

"Give me any radio dealer. Let him spend two hours alone in our 3½ acre plant... seeing for himself why million dollar equipment and 42 engineers are needed to make CeCo a decidedly better tube. When he learns of CeCo's fair policy and generous discounts... there's another dealer headed to bigger business."

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

DO YOU KNOW?

1. 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.
2. In the last five years CeCo has outgrown two sizable factories and now has the largest plant devoted exclusively to the manufacturing of radio tubes.

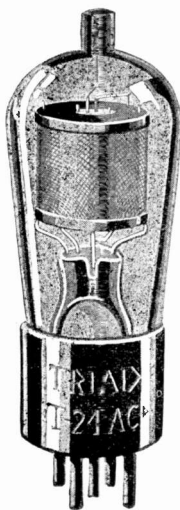
The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern S. T. over the Columbia Chain from 22 stations. Listen in on this popular program next Monday.

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 Companies.

CeCo 1930 Radio Tubes

Meet Us at the R.M.A. Trade Show, Atlantic 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.

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

CROSLEY

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

ST. LOUIS SPARTON DEALERS FORM CLUB

BUD DORTON IS PRESIDENT

Geller, Ward & Hasner Create
Separate Department for Crosley-Amrad Distribution — St. Louis Engineering Co. Named Perryman Tube Distributor.

St. Louis, Mo., Friday.

Approximately 100 dealers of the E. J. Straus organization met at the Coronado Hotel recently to view a display of the Sparton line of radio sets, which will now be distributed by that company, which lately succeeded the Straus company, at 2655 Locust street.

The dealers formed themselves into the St. Louis Sparton Dealers' Radio Club and elected officers as follows: Bud Dorton, Dorton Electric Co., president; Edward Reden, Reden Electric Co., vice-president; Frank Geiger, the Gratiot Electric Radio Shop, second vice-president; August H. Paul, E. J. Straus Radio Co., secretary. The following were elected directors: Benjamin Payne, St. Louis Engineering Co.; S. A. Jefferies, Manufacturers' Electric Co.; Ben Schwartz, Electric Radio Shop; W. J. Appelby, Roger Putnam Radio Co., and F. H. Mehan, F. H. Mehan Electric Co., of Ferguson.

The Sparks-Withington Co., manufacturers of Sparton, presented Gene Straus, president of the Straus Co., with a handsome speaker's mallet, made from a portion of the tree in Jackson, Mich., under which the Republican party first came into being. Several vaudeville and singing acts were a feature of the entertainment, which followed a banquet given by the Straus company.

The increase in business in Crosley and Amrad radios in this territory has led the Geller, Ward & Hasner Hardware Co., distributor, to create a radio department operating independently of the company's general business. R. J. Lickiss, for many years an official of the company, heads the division as general manager. J. F. Kidd has been named sales manager of the St. Louis territory, and Tom Brown will direct sales in the remainder of the company's territory.

C. G. Conn, Ltd., manufacturer of musical instruments, has leased the store at 1113 Olive street and opened a factory branch under the management of S. H. Almanrode. A school of music will be conducted in connection with the shop.

Jack Capps, well known throughout the radio trade in the Middle West, is now with Beck & Corbitt Co., representing that firm in the distribution of the Brunswick line in the St. Louis territory.

The St. Louis Engineering Co., at 6240 Delmar avenue, has been made distributor for Perryman tubes.

A trip through the factory of the Colin B. Kennedy Corp. at South Bend, Ind., was recently made by Sebastian Rauch, president of the Universal Cabinet Co., district representative for the line in this territory. Rauch gave an interesting account of the development of the concern in South Bend, which formerly was a St. Louis industry, having been taken over by the Studebaker interests.

Sam and Harry Wade have purchased the Universal Supply Co., 1014

N F R A URGES \$3-5 ADVANCE DEPOSIT ON RADIO SET PURCHASES

WASHINGTON, D. C., Friday.

Agreement on the desirability of requiring a \$3 to \$5 advance deposit to apply on the purchase price, for the privilege of a home demonstration of a radio set, was expressed at a dealer meeting held in connection with the fourth annual convention of the National Federation of Radio Associations recently held in Cleveland.

This is of interest in connection with the results of a recent survey in which 1000 radio dealers were asked to furnish an itemized account of the expense involved in an ordinary home demonstration. These reports show the average expense of demonstration in the prospect's home, if a sale is made, to be \$4.51, but if the sale is lost and the set taken back, the total cost, including taking the set back, reconditioning, and depreciation, is estimated at \$13.43, according to the Department of Commerce.

BUSHNELL & RAYNOR TAKE ON SIMMS LINE

Bushnell & Raynor, well known Pacific Coast manufacturers representative firm with headquarters in Oakland, Calif., has recently taken on the Osco line of products, made by the O. Simms Mfg. Co., 13 East Seventeenth street, New York.

The Simms firm manufactures ornamental radio elephants, radio scarfs and benches, and radio moving covers.

One of the oldest dealers in electric and radio supplies in the city, according to announcement just made by the new owners. The firm is now known as the Universal Co. and will continue to carry a full line of radio sets and supplies and will add lines of other stock formerly handled by the company.

To demonstrate the faithful reproduction of music by the new Majestic speaker, Majestic dealers in St. Louis are conducting a tone test in which hundreds of persons have participated to date. The test is really a test of the musical ear of the listener, but according to Harold J. Wrape, president of the Benwood-Linze Co., local distributors, the clarity of the tones of the new Majestic speakers is so marked that the large portion of listeners who know something about harmony and who can tell one instrument from another when heard from the stage of an orchestra pit usually make high scores.

—N. B. TERRY.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

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!"

RADIO-MUSIC MERCHANDISE MOVING AT STEADY PACE IN SOUTHERN CALIFORNIA

SANTA ANA, CALIF., Thursday.

There appears to be a steady movement of merchandise going on at a majority of the well-managed radio stores in Orange County. If the dealers in this locality could bring themselves to think less of competition, and more of maintaining sound merchandising principles, it would be hard to find a situation more favorable to good business and profits. Showing the general condition of business here, it suffices to mention that inspection of the central business district of Santa Ana, largest city and county seat of this fortunate land of oranges, walnuts and oil wells, failed to show a single vacant store or for lease sign, and none of the merchants interviewed on the subject knew of a downtown vacancy. The proportion of high grade and new looking automobiles parked by thousands in the business district is another indication of comfortable circumstances.

Offsetting advantages is a certain attitude within the trade. The number of stores featuring radio is sufficient to make this the dominant class of merchandise in the downtown business district. With all this display before their eyes, shoppers are bound to be radio-conscious. But the negative influence is that radio dealers have become intensely competition-conscious. Salesmen are given to the habit of wondering a great deal about what the previous salesman said to this prospect, and what the next four or five salesmen are going to say, and what concessions are necessary to stand up through a series of competitive assaults.

The Wurlitzer branch in Santa Ana, formerly located at 420 West Fourth, has been closed, and stock of merchandise moved to the Los Angeles branch. H. O. Rasmussen, who was manager of this branch, has joined the organization of Ray Goodcell, realtors, who are engaged in a campaign on Lido Isle, in Newport Bay, which is being developed by a group of capitalists, including Mr. Lyons, of Los Angeles, vice-president of the Wurlitzer company.

H. T. Dysart and Chester Dysart, his son, are featuring Day-Fan, at Dysert's Piano Shop, 411 West Fourth. The progress of Day-Fan is becoming a feature of radio merchandising in this district. Reproducing vocal music, dealers call attention to the quality which is so natural and lifelike that it arouses a sympathetic feeling in the listener, almost as if the singer were concealed in the cabinet. They find customers consider the Day-Fan a companionable set, and their enthusiasm makes prospects of their friends. As a secondary line, the Dysert shop is exploiting the Echophone, and Tiffany Tone, by Gilfillan, examples of the \$59.50 merchandise which is distracting so much attention from standard merchandise in southern California just now.

B. J. Chandler, proprietor of B. J. Chandler Music & Furniture Store, 426 West Fourth, is running his radio department on Majestic exclusively, and the organization seems to be quite well pleased with current business and the future outlook. Stanley Alexander is radio sales manager at the Chandler store, a high grade modern establishment with all departments well stocked and a fine customer list. Band and orchestra instruments and a big coun-

ter of popular music justify the inclusion of the word music in the firm style.

Dealers who are in a position to make a comparison with conditions in other nearby cities report that the ratio of cash sales and substantial down payments, and repossessions, is better in Santa Ana than in a majority of the southern California cities. It is the general impression here that Orange County has come through the recent depression in better shape than any other district in California, and from now on to the close of the year there is good reason to expect a gradual improvement in radio business.

C. E. Wilson, manager of O. S. Peterson Co. Store No. 6, 423 W. Fourth, branch of a group with headquarters at Long Beach, observes that orchestra music supplies the best available program features for demonstrations to the local public at present. Majestic sales have shown an advancing tendency of late at the Peterson store.

Capehart merchandise is enabling the Foster-Baker Music Co., 309 W. Fourth, to get into a program of expansion which presents a highly favorable outlook on business in large units, and the organization is putting a high degree of energy and enthusiasm back of its sales program on special installations. M. R. Foster and H. T. Barker are proprietors of this substantial music house. They have just completed for Chas. C. Reed, local merchant, a unique installation at his new \$50,000 home which shows the possibilities of the Capehart line in the hands of intelligent and aggressive dealers. This \$2300 Capehart job, using Capehart Orchestre chassis and Kolster remote control, enables Mr. Reed to play either radio or record music in every room in his mansion. Foster-Baker have also made important Capehart installations at Shady Inn, Lebec, and other locations of note. They are Capehart distributors for Orange and San Diego counties. In radio this house is now concentrating exclusively on Radiola.

W. B. Ashford, proprietor, The Radio Den, 313 W. Fourth, Radiola dealer for eight years, thinks the activity on \$59.50 radio is merely a flurry. It is easier to sell higher priced merchandise in a standard line. RCA sets at his store are selling all through the line, volume business dividing just about in ratio inverse to price.

—S. F. PARKER.

MARIA OLSZEWSKA MAKES FIRST RADIO APPEARANCE IN ATWATER KENT HOUR

"When I am big I will be a great singer and I will sing in America."

Thus wrote Maria Olszewska, one of Europe's best known operatic and concert contraltos, in her diary when she was twelve years old. Sunday evening, this pledge already made good in concert and opera, Mme. Olszewska made her radio debut in the Atwater Kent Hour, over a nationwide network.

Although never before heard on the air, Mme. Olszewska has just completed her second season in this country as a concert artist and star of the Chicago Civic Opera Co. Her first radio program, the making of which she herself supervised, included many of the operatic arias and ballads that have made her famous throughout the world of music.

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 FOURTH AVE. NEW YORK CITY

means Security

Over 95 Years of DEPENDABLE Service to The Music Trade



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

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION
BROOKLYN AND NEW YORK

CLEVELAND DEALERS REPORT IMPROVEMENT; BIG INDUSTRIAL PROGRAM GETS UNDER WAY

H. P. HUMPHRIES, GENERAL MOTORS RADIO ZONE CHIEF

Starr Piano Co. Receives First Samples of New Starr-Freeze Iceless Refrigerator—Victor Recordings in Good Demand.

Cleveland, Ohio, Friday.

Roy B. Robinette, newly elected president of the Cleveland Chamber of Commerce, in his inaugural speech last Tuesday, stated the largest industrial program for one year in the city's history is ready for launching. This includes further expansion of the American Steel & Wire Co., totalling \$20,000,000 and authority to spend \$10,000,000 additional, three huge elevators for the Cleveland Grain Co. and other projects. Reviewing the general business outlook Mr. Robinette said a marked improvement has already taken place this year and predicted a big future for Cleveland as an industrial center.

Great interest is being manifested by automobile owners in the new sets now being offered for cars and many orders are being booked. Much greater activity is expected just as soon as the weather warms up a little more. Dealers report nationally advertised sets are continuing to sell right along.

Music dealers are finding a much better demand for guitars, Jews harps and chromatic harmonicas are very popular owing to being featured in local radio programs. Sheet music departments are having a run on grand opera music, and popular hits are also in good demand. Sacred music has had a big run for several weeks past.

H. P. Humphries has been appointed

manager of this zone for the General Motors Radio Corp. Mr. Humphries attended the national convention of General Motors field representatives at Dayton and is much enthused over the outlook for the new sets. He has a wide acquaintance in the trade throughout this territory and his many friends will be glad to hear of his new connection.

Rexford C. Hyre, secretary of the Cleveland Music Trades Association and Music Merchants Assn. of Ohio, has been elected president of the Mercator Club. With a committee he hopes to persuade the national organization to hold their convention here in 1931.

The Starr Piano Co. has received samples of the new Starr-Freeze iceless refrigerator and will have a special division for its sale. Representatives from the factory are expected this week who will work with the local organization in putting the new machine on the market.

Holton band instruments have been selling well throughout Cleveland territory, Herbert Whitney, manager of the small goods department of Lyon & Healy, reports. Demand has been specially good for trumpets and the new Holton trombone. Mr. Whitney is organizing a one hundred-piece drum and bugle corp of the boy scouts belonging to the Epworth Memorial Church. Leedy drums will be used.

Gene and Glen, otherwise known as "Jake and Lena," popular radio artists, had their first record released by Victor this week and while all the trade expected it to go over big, it far exceeded all expectations. The Cleveland Talking Machine Co., Victor distributor, has received many re-orders and there is every indication of this new record being one of the greatest successes in a considerable time past. Victor disc sales have greatly increased, especially in sacred and grand opera numbers. The different Victor models have been moving well. A good business is looked for in portable phonographs this Spring and Summer.

The local trade is tying up with National Music Week and posters and other advertising matter relating to the event is appearing in music stores all over the city. Newspapers are also giving it editorial mention. The Cleveland Music Trades Association will cooperate to make it a success, and President A. L. Maresh is personally urging all members of the organization to make special window and store displays to arouse the interest of the public in the event.

An advertising campaign has been started in Cleveland newspapers by the Canton Hardware Co., Brunswick distributors, on radios and records. Dealers throughout the city are cooperating fully.

The Bureau, in a bulletin just issued, commented favorably on the talks given at last week's radio meeting when Professor John R. Martin and O. P. Jester, radio sales manager of the Stewart-Warner Co., blamed much of the trouble in the radio business to trick advertising.

The Cleveland Better Business Bureau, Inc., has announced that the fol-



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.

INCORPORATED
UTICA, N. Y.

lowing members of the Cleveland trade have become members: Cleveland Distributing Co.; Cleveland Talking Machine Co.; N. A. Fegen Co.; Majestic Distributing Co.; Midland Radio Corp.; Radio Wholesalers, Inc.; Rogers Philco Co.; B. W. Smith, Inc., and Stewart-Warner Radio Sales Co.

The May Co. will stage its "May Day" on April 25th and is preparing for a big business. Additional sales help has been secured for both main and basement radio departments.

—DIHM.

Are You Tired of Backing 100 to 1 Shots?

Have you had enough of holding the bag and watching the name you have sponsored become discredited?

Do you want a Radio Chassis of the Very Highest Grade under Your Own Name—Made by a Company of Solid Responsibility?

Here is a Proposition for Distributors, Chain Stores and Similar Powerful Radio Merchandisers

We are in a position to furnish you with a high quality, low priced chassis, embodying the latest developments in radio, which has been thoroughly tried and tested under all conditions and found to be completely satisfactory in every respect.

The manufacturer of this set has been making sets since the radio business started and has a reputation for design and quality second to none.

Contracts solicited for 1000 or more chassis for delivery as wanted.

BOX No. 502

TALKING MACHINE AND RADIO WEEKLY
146 WATER STREET
NEW YORK

N. B.—This offer applies to Distribution in all parts of the U. S. except Metropolitan District of New York where we have already made exclusive arrangements with a leading wholesaler.



Anthracite Radio Company

INCORPORATED

Distributor

BOSCH RADIO

Eastern Pennsylvania and South Jersey

Cunningham Tubes

OFFICES

827 Ledger Building
Philadelphia, Pa.

550 Wyoming Ave.
Scranton, Pa.



SET MANUFACTURERS IN CHICAGO BUSY ON PLANS FOR SEASON

RETAIL BUSINESS IN LULL

W. C. Fuhri, Columbia vice-president and General Manager, a Visitor—Stock of Brook Electrical Supply Co. Sold at Auction.

CHICAGO, ILL., Friday.

While retailers and wholesalers in this territory report a lull a few bright spots are noted here and there. Manufacturers are lending every energy to get their new lines ready for the June convention, though many are planning private showings within the next few weeks.

W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., was a visitor at the local offices for a day or so last week, stopping here on his way to Kansas City to look into conditions there. Business with the local branch is reported as of about the same volume for the first three months of this year as for the corresponding period of last year. Speaking of rumors of a proposed Columbia merger, R. H. Meyers, sales promotion manager, facetiously stated Columbia might merge with the National Biscuit Co., and when asked why, replied "that we could then go into the manufacture of talking animal crackers."

At a public auction of stock, equip-

ment, etc., of the Brook Electrical Supply Co., held last week at the defunct company's offices at 521 W. Monroe street, effort was successfully made to have the whole bid in by one person. The successful bidder was L. J. Seigel, of the Leiter Stores, who, it is said, will sell some of the radio stock at his store but may decide to continue the Brook concern as a going business.

The Harry Alter Co. is busily engaged in arranging sales plans with its dealers who will handle the new Majestic electrical refrigerator, and Max Giesler, advertising manager, is very optimistic, saying that the dealers are just as anxious to get the new merchandise as the Alter company is to place it. Stocks are expected to be placed in dealers' stores about May 1.

The Western Radio Mfg. Co., which suffered a complete wipe-out by fire a week or so ago, has secured temporary offices at 132 W. Lake street.

Assets of Cramert's, Inc., the pioneer radio dealer, 416 S. State street, and its affiliated concern, the Standard Radio Mart at 520 S. State street, both bankrupt, were sold at auction, April 16, to satisfy the claims of creditors.

Al Hughes, general manager of the Wasmuth-Goodrich Co., of Peru, Ind., was a visitor during the week, calling on his business friends in the local trade.

Announcement is made by the Roy-Dine Radio Co. that it has opened a branch store at 1059 W. Taylor street.

Wakem & Whipple, Inc., who are distributors in Chicago territory for the Cincinnati-Victor Co.'s products including the luminaries, fans and ventilators, are stirring up interest in the line by holding exhibits at hotels in various sections of Chicago.

The Gulbransen Piano Co. is getting

ready to announce its new line of sets and to make special showings to dealers shortly. G. A. Anderson, assistant radio sales manager, is in New York state this week visiting dealers and getting them lined up for the summer and fall business.

Victor dealers in Chicago territory are in the midst of an intensive campaign to get the public to trade in their old Victrolas on a new Victor radio-Electrola RE-45 or RE-75. Dealers are using the telephone, calling up prospects and many have salesmen out making house-to-house calls. For each Victrola turned in on a new Victor radio combination \$76 is allowed, although it is stated that the offer is for a short time only. Extensive newspaper publicity is aiding in the campaign.

The United Air Cleaner Co., manufacturer of the Sentinel set, is gradually extending its dealer representatives all over the country, according to F. F. Paul, vice-president and general sales manager, is getting ready its new line—though none will be exhibited until the June show.

Maj. Herbert H. Frost, president of the Utah Radio Products Co., who has been spending the last three weeks at his New York headquarters, is expected to return here about April 22 to look after matters demanding his attention.

R. J. Newman, who has been in charge of radio publicity for some time for the Kellogg Switchboard & Supply Co., has gone with his former chief, Mac Harlan, now advertising manager of the Household Finance Corp., but formerly advertising manager for Kellogg. Mr. Harlan's successor at Kellogg, who recently came from the Ed. White Advertising Agency, is R. C.

Krueger, who advises that Kellogg is formulating some new production and distribution policies, though they will not be announced for some time yet.

Harry Sparks, of the Sparks-Withington Co., Sparton manufacturers at Jackson, Mich., was a visitor here at Wiswell Radio Co.'s offices for a few days this week.

L. J. Johnson, president of the Kimberley Radio Corp., has been in the East all week on business, and is expected to return April 21.

A. A. Trostler, radio-Panatrope sales manager of the Brunswick-Balke-Collender Co., was busy this week looking after distributors from New York, New Jersey, Philadelphia and Pittsburgh, to whom the company's new productions and promotion plans were outlined. Herman Starr, of Warner Bros., was here most of the week in connection with the Brunswick-Warner consolidation.

H. G. Erstrom, executive vice-president of the Federated Radio Associations, returned to his office Wednesday after traveling over the country since March 26.

—ALEXANDER.

CHARLES E. GANNON JOINS ERWIN, WASEY

Charles E. Gannon, for many years program director for station WOR, of Newark, N. J., has been appointed Director of Radio for Erwin, Wasey & Co., New York advertising agency with headquarters in the Graybar building.

Erwin, Wasey & Co. are the advertising counsel for Philadelphia Storage Battery Co., Philco radio maker.

Brunswick-Warner Merger Joins Two Major Interests; Plan New Musical Products

(Continued from page 8)

Through this affiliation they will now be enabled to press their own records in their own plants, and gain thereby in service and at the same time contribute much to Brunswick commercial record production facilities.

The Brunswick company is so self contained that it has the facilities to manufacture 98 per cent. of all the parts which go into the making of its radios and 100 per cent. of that which goes into Panatropes. The two main manufacturing plants are at Dubuque, Iowa, and Muskegon, Mich. The plant at Dubuque covers 30 acres, employs 2,000 people and includes one of the largest and finest wood working factories in the world. Brunswick designs and makes its own cabinets in every detail for its radios and Panatropes. At Muskegon, 3,000 artisans and craftsmen are on the pay roll, engaged in the manufacture of radios and records. In all, over 1,000,000 square feet of fully equipped and thoroughly modernized factory area will be utilized in the production of Brunswick radios, Panatropes and records, plus essential additions for necessary expansion.

Recording studios of the Brunswick company are located in New York, Chicago, Los Angeles, Rio de Janeiro, Buenos Aires, and in addition the company has in service a large number of portable recording equipment through-

out the world which can easily be transported from place to place, as desired. Pressing records is an important activity of the company, with plants located in Long Island City, N. Y., Muskegon, Mich., Los Angeles, Toronto, Buenos Aires, Rio de Janeiro and Paris.

Branch offices of the Brunswick company are established in every important city in the United States and Canada and distributors of the product can be found in every section of the world. During 1929 Brunswick record sales were the largest in their entire history, more than twelve million records being sold, according to Brunswick officials.

This purchase will add in the vast resources of Warner Bros., in the service of providing entertainment, to the organized personnel of the Brunswick Co. with its training and background in the manufacture of records, Panatropes and radios. It will make available to this affiliated company the great galaxy of musical dramatic stars appearing under the banner of Warner Bros. and its affiliated companies.

In the field of music this affiliation also will have value. It puts at the command of the Brunswick company some of the finest music libraries in the world in control of Harms, Inc., De Sylva, Brown & Henderson, Remick Witmark, Chappell-Harnis, and their many music publishing houses, all of which are associates of Warner Bros.

The new Brunswick line which will be exhibited at the Atlantic City Show is already in production and is said to embody several features.

Majestic Household Directorate Is Named; To Make Home Essentials

(Continued from page 5)

bank debts or contingent liabilities, it is stated.

125,000 shares of capital stock of the corporation were issued to Grigsby-Grunow Co. in consideration of its transfer to the corporation of that part of its business, assets and good-will, used and contemplated for use in connection with the manufacture and sale of the new Majestic refrigerator, including also patent rights and trade marks.

It was announced that 374,950 shares of the additional issue of stock was to provide working capital and funds for the acquisition of plants and equipment. These shares were offered for subscription at \$25.00 per share. \$3,000,000 of this amount will be required for machinery and equipment, approximately \$5,373,750 will be available for working capital.

The officers of the new corporation are as follows: B. J. Grigsby, president; W. C. Grunow, vice-president; A. C. Winman, secretary; J. L. Overlock, treasurer; R. R. Trimarco, assistant secretary and assistant treasurer; J. R. Cardwell and Albert F. Mecklenburger, directors.

It was announced that a full line of refrigerators has been designed and perfected. Shipments have been made in interstate commerce, and the trade mark registered and protected. These refrigerators have been tested under varying conditions over an extended period of time, and it is declared that their efficiency, practicability and reliability are established facts. Every part of the refrigerator will be manufactured by the new corporation.

LEWIS ELECTRICAL, NEW ENGLAND SPARTON WHOLESALER, HIGHLY ENTHUSED OVER LINE

EDWARD T. H. HUTCHINSON OUTLINES FACTORY PLANS

Points to Financial Soundness and Consistent Growth of Sparks-Withington Co. — Philco Distributing Officials Plan to Attend Annual Factory Cruise — Refrigerators Arouse Much Interest at Modern Homes Exposition.

Boston, Mass., Saturday.

The entire sales staff of the Lewis Electrical Supply Co., of Boston, recently appointed Sparton jobber, here, attended a meeting this week at which Edward T. H. Hutchinson, sales manager of the Sparks-Withington Co., of Jackson, Mich., outlined the coming plans for merchandising Sparton radios.

He impressed upon the gathering that Sparks-Withington was financially sound and equipped to carry on an extensive campaign this summer and fall. The remarkable growth of this concern which gives employment to one-third the inhabitants of Jackson, Mich., according to Mr. Hutchinson, is a strong indication of its importance in the national radio set field.

Edwin C. Lewis, president, and James Ago, sales manager of the Lewis organization, are highly enthused over the Sparton line and plan to have its popularity increase in New England by one hundred per cent. during the coming season.

Among the 500 Philco distributors who will sail on May 27, from New York to Bermuda is Joseph L. Milhender, treasurer and general manager of the Milhender Electric Supply Co., wholesale distributors for Philco radio, and A. M. Stone, sales manager of the Milhender radio division.

May Distributors, Inc., of 795 Beacon street, wholesaler of Philco radios in Worcester, Middlesex and Norfolk counties, will be represented at the Philco conclave by Manager George Wiseman and Sales Manager W. L. Galt. A salesman will also be selected from the staff to join the party.

Mr. Galt, in part, states, "This will be the greatest gathering ever staged by the Philco organization. Five hundred business men from every section of the United States will make the cruise. There will be several days spent at Bermuda in play and recreation and at the same time there will be an enormous amount of work accomplished. The Philco program for the coming season will be discussed and perfected and a thousand organization items disposed of. The convention sessions will be held on the boat to and from Bermuda, and I expect to return with enough new information and material to make 1930 an even greater Philco year than was 1929."

Radio for the motor car as practical, as enjoyable and as simple as radio in the home, is the latest achievement of the American Bosch Magneto Corp., of Springfield, Mass.

The new Bosch product is not a standard radio set adapted for use on a car, but has been scientifically engi-

neered to the motor car, making its electrical and mechanical design meet every condition, internal or external, that could be demanded of a motor car radio set. Substantially built, it withstands the severe strains and stresses of mechanical and road vibration. All units are constructed on a heavy steel chassis frame and are thoroughly shielded against car noises and electrical interference from the car ignition equipment. Four screen grid tubes are used.

The Idyllic Music Co., of 117 Warren street, Roxbury, held a receivers' sale this week following a recent petition in bankruptcy.

Attracting thousands of interested spectators from all parts of Boston and suburbs the Modern Homes Exposition which was held at the Boston Gardens proved a far greater success than anticipated.

The prediction that 1930 would witness a banner year in the sales of electric and gas refrigeration was borne out by the interest shown in the automatic ice-box section at the Exposition.

The gracious lines and colorful attractiveness of the refrigerators on display at the Gardens attracted much attention. The demonstrators in these booths were kept busy explaining the workings of these modern conveniences. It is safe to say that hundreds of gas and electric refrigerators will be sold as a result of the inquiries and comparisons made by the visitors to the Exposition.

The New England Gas Association has made a feature of the Electrolux gas refrigerators and representatives of the Boston Consolidated, Cambridge, Charlestown, Lynn, Malden and other suburban gas companies have had an opportunity to demonstrate this product.

The Frigidaire Corp., a subsidiary of General Motors, plans a 10-week nationwide campaign. The drive, it is said, is based upon the general improvement in business conditions throughout the country and was planned after the first quarter sales of the company indicated an upswing in business.

The Ayers-Lyon Corp., 215 Stuart street, factory representative for the Copeland electric refrigerator, manufactured by the Copeland Sales Co., announce that their Boston distributor, the Northwestern Radio Corp., has already exceeded its sales quota on Copeland refrigerators.

Northeastern Radio Corp. covers Maine, New Hampshire, Vermont, eastern Massachusetts and Rhode Island and is making a signal success of its first year in electric refrigeration with the Copeland line.

CHARLES W. JONES.

AVAILABLE NOW

Sales-securing, go-getting executive with full knowledge of wholesale merchandising, over 10 years' national experience beginning in the phonograph boom days.

For the past four years, I have been in close contact with the New York market as radio sales manager, augmenting previous experience with a firmly built and friendly contact with metropolitan dealers.

Due to my unusual acquaintance with specialty selling, I can quickly produce economical results, and will locate in California or the East for permanence.

Manufacturers or Distributors interested in securing a sales agent, sales manager, or sales promotional executive are requested to

Communicate With

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THE TALKING MACHINE and RADIO WEEKLY
146 Water St. New York

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THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Although the new musical comedy "Jonica" has a tuneful score by a recognized songsmith, it remained for its producer, William B. Friedlander, in association with Irving Bibb, to write the hit number, "I Want Someone" . . . Amos 'n' Andy, whose first Radio Pictures film will be titled, "Check and Double Check," inspired the song, "Check and Double Check," published by Feist . . . Three on Victor, four on Okeh, and two ways on other popular brands of record product, is the reputation of "Song of the Islands," Marks' Hawaiian tune . . . Ben Bernie has opened an engagement at the Montmartre Cafe, Hollywood . . . Robbins has a new House Organ, captioned "Broadway Melodies" . . . Sam Serwer, Witmark exploitation exponent, says the firm's new tune, "Dancing With Tears in My Eyes" has all the earmarks of a hit . . . "High Society Blues," starring Gaynor and Farrell, moved into

the Roxy Theatre last Friday, bringing with it "I'm in the Market for You" and three other Red Star potential hits . . . The report that the Radio Corporation of America had obtained control of the Columbia Graphophone Co., English parent of the Columbia Phonograph Co., was denied here last week . . . Will Osborne is now writing an autobiography . . . What has become of Sir Joseph Ginsburg? . . . A new tune, not yet plugged to death over the ether, and bearing the tag, "You for Me," bears watching . . . The celebrated Maine "Stein Song" is twenty years old.

AS THEY WERE: Harry Woods, composer-pianist, is a Harvard graduate, and followed the sea for a time after his matriculation . . . Sammy Fain broke right into the music business from high school, having written his first tune when he was thirteen years old, which was featured by Willie Howard, his cousin.

Jack Lavin Assumes Red Star Management In Chicago Office

Chicago, Ill., Friday.

The many friends of Jack Lavin in the trade and music profession will be interested to learn that this popular executive has been placed in charge of the newly organized headquarters in this city of the Red Star Music Co. Mr. Lavin was appointed by Pat Flaherty, Red Star's general manager, on the occasion of the latter's recent visit here. The new appointee has made a huge success of handling the catalog of Villa Moret, Inc., for the past six years, and it is stated that there is no music man in town more popular than he.

Mr. Lavin will be assisted by Martha Young (Lavin), who, prior to her professional and marital association with Mr. Lavin was affiliated with E. Grant Ege, of the J. W. Jenkins Sons' Music Co., Kansas City, Mo., and Sydney Lachman, who remains assistant manager in charge of sales.

Leo Feist, Inc., Issues

Two New Orchestrations

Leo Feist, Inc., has issued for orchestra and band "The Rangers' Song" from "Rio Rita," and "Don't Leave Me Daddy," a new arrangement of an old-timer published over 10 years ago, but still a readily recognized blues classic. "The Rangers' Song" is in 6/8 tempo.

Orchestrations of both numbers may be obtained at \$30, with a band arrangement of "The Rangers' Song" at \$45.

Joe Davis Purchases

Browne 'Dreamland' Tune

Joe Davis, head of the Triangle Music Co., which will shortly be known as Joe Davis, Inc., has purchased from

the Ted Brown Music Co. the tune tagged, "Drifting Back to Dreamland." Joe plans an intensive campaign on this tune, which is equivalent to saying that the Triangle has another hit song.

"Blue Turning Grey Over You" is the leading Joe Davis song at present, the Triangle president stated.

Robert Simmons New Columbia Disc Artist

Robert Simmons, known as the "Young McCormack of National Broadcasting Co., broadcasts (Eveready, Mobiloil, General Electric, Philco) is a



Robert Simmons

new addition to the ranks of Columbia record makers. His first disc is to appear May 15th, and combines two songs from the John McCormack picture, "Song o' My Heart." The tunes are "I Feel You Near Me" and "A Pair of Blue Eyes."

The new Columbia artist is a native of Missouri, and has sung three seasons with the St. Louis Civic Opera Company, as well as on an extended concert tour in Germany.

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

"Sons o' Guns" to Be Next Jolson Picture

Harry Engel, president of Davis, Coots & Engel, Inc., music publishers, reports that J. Fred Coots and Benny Davis leave for the coast in July to write additional songs for the forthcoming United Artists cinema version of "Sons o' Guns," starring Al Jolson.

Mr. Engel also disclosed that John Abbott, of the English firm of Francis, Day & Hunter, has closed a deal with him whereby Mr. Abbott's firm will represent Davis, Coots & Engel abroad.

BANK NOTES

THE MONEY HITS OF AMERICA

SHOULD I

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

CHANT OF THE JUNGLE

from M-G-M's "Untamed"

COOKING BREAKFAST FOR THE ONE I LOVE

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

WHEN I'M LOOKING AT YOU

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

THE WOMAN IN THE SHOE

from "Lord Byron of Broadway"

CHARMING

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

Robbins Music Corporation
799 Seventh Ave. New York

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

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

"ALONE WITH MY DREAMS"

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

"WHERE the GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

"IT HAPPENED IN MONTEREY"
(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, N.Y.C.
NEW YORK CITY

PITTSBURGH RADIO RETAILERS' BODY ELECTS OFFICERS

J. H. PHILLIPS HEADS GROUP

Fromar Co., Kennedy, Steinite and Gulbransen Wholesaler, to Move—R. M. Peffer, Inc., New Corporation, Is Capitalized at \$50,000 — Schedules Filed in Burkham & Stamm Bankruptcy

Pittsburgh, Pa., Friday.

At the annual election of the Retail Radio Merchants' Association J. H. Phillips, was re-elected president. The other officers are vice-president, George S. Hards; secretary, J. A. Simpson; treasurer, John E. Cooper; field secretary, J. L. Mahony; chairman of the board, M. E. Lindenbergh; directors, J. F. Henk, William B. Mullan, Mr. Hards, G. Webber Knight, Victor Nelly, Jr. and C. W. Felton.

Mr. Phillips in a brief address following the election said: "The outlook for radio in Pittsburgh in 1930 is very hopeful. The Retail Radio Merchants' Association should be looked upon as the primary agency which has actively engaged itself in efforts to bring about this condition. Radio is stabilizing itself quickly and we can expect big things this year. "The success of the organization, Mr. Phillips stated, was due to the splendid co-operation among jobbers, retailers and manufacturers. He also stated that plans were being made for a successful season ahead.

The nine members of the executive committee of the Radio Council of the Pittsburgh Chamber of Commerce were re-elected as follows: W. A. Bittner, J. M. Froelich, Albert A. Buchn, A. A. Magowan, J. H. Phillips, Wallace Russell, B. Rutherford, J. A. Simpson and Lloyd C. Thomas.

The Fromar Co., wholesale distributors of Kennedy, Steinite and Gulbransen radios and Absopure electric refrigerators, according to Paul D. Bodwell, president of the firm, has taken new headquarters at 1217 North Third street, Harrisburg. The entire building consisting of three floors and the basement will be utilized by Fromar, which is one of the leading firms of its kind in central Pennsylvania.

A Pennsylvania charter has been granted to the R. M. Peffer, Inc., to deal in radio sets and electrical devices with an authorized capital of \$50,000. The incorporators are R. M. Peffer, Clair R. Grim and Evelyn V. Brunner, all of Harrisburg, the latter being treasurer.

The Stranburg Music Co., with headquarters in Jamestown, N. Y., which operates a number of branch stores in northwestern Pennsylvania, will not discontinue its local store at Oil City, Pa., it is announced. The firm has renewed the lease in the First National Bank building and J. W. Russell will continue as manager. The store was opened in Oil City 31 years ago. The RCA and Victor combination radios will be handled.

The C. N. Foreman Co., cigar manufacturers at Red Lion, Pa., has established a large radio receiving set in the plant for the convenience and comfort of the employees. The floor manager is in charge of the radio and tunes in at intervals during the day. The

firm is of the opinion that musical programs will be beneficial to the workers.

Carrying liabilities of \$302,952.67 and assets of \$208,204.10 the schedules supporting the voluntary bankruptcy petition filed by the Burkham & Stamm Piano Co., of Wheeling, W. Va., were submitted to Russell G. Nesbitt, referee in bankruptcy. The W. F. Frederick Piano Co. and the Frederick Investment Co., of Pittsburgh have combined secured claims totaling more than \$200,000. The assets also include real estate valued at \$31,725 and close to \$100,000 stock in trade and \$71,456 in stock and securities. —C. C. L.

Canadian Marconi Holds Distributor Conclave; Building New Factory

MONTREAL, CANADA, Thursday.

Distributors from all sections of Canada attended the recent three-day convention conducted here by the Canadian Marconi Co., Ltd., this city, maker of Canadian Marconi radio sets and wireless apparatus. Convention headquarters were in the Mount Royal hotel.

R. M. Brophy, sales manager, presided at the conclave, and speakers included H. M. Short, managing director of the Canadian Marconi Co.; J. H. Thompson, chief engineer; S. M. Finlayson, factory manager, and W. E. Davidson, of the Radio Valve Co., of Toronto.

The distributors visited the new Canadian Marconi plant now under construction at Mount Royal, a suburb of this city. The new factory is being built in order to increase production of Marconi radio apparatus. A new line of radio sets has recently been designed by the company.

The wholesalers expressed keen enthusiasm over the new set line and predicted a banner season.

BRUNSWICK SHOP IS FORMALLY OPENED IN TERRE HAUTE

Terre Haute, Ind., Monday.

The formal opening of the new Brunswick Shop, which moved from its former home at 527 Wabash avenue, Terre Haute, Ind., to 829 Wabash avenue, attracted hundreds. The store is one of the most beautiful in the Middle West. Incidentally, it is the longest business room in Wabash avenue, being 176 feet long. The walls are decorated in blue, tan and ivory, with record booths and display rooms smaller in size being in white and mahogany. This is the fourteenth year the Brunswick Shop has been in continuous operation there under the ownership of John Jensen. The new location is approximately three times as large as the old. In addition to talking machines and radios, the stores handles a complete line of musical merchandise. In one display for the opening was a collection of band instruments worth many thousand dollars.

The company handles Brunswick, Apex and Philco radios and the Brunswick talking machine. The record department includes a complete array, from classical to the late theme songs.

The shop is lighted by an inverted lighting system. Around the tops of the display windows are Neon lights.

Fire of undetermined origin damaged

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

Majestic

ELECTRIC
RADIO

Equipped with Majestic Tubes

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation

"SERVICE Is Our Middle Name"

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.

Radio Census Will Determine Extent of Broadcast Audience

The radio question in the 1930 census is not being asked for the purpose of taxing radio sets, according to a statement made today by Major Herbert H. Frost, chairman of the Merchandising Committee of the Radio Manufacturers' Association.

A rumor that the radio question in the census is to secure information on which to base a government tax on radio sets was emphatically denied by Major Frost.

"The radio question was inserted in the 1930 census at the direct request of the Radio Manufacturers Association," Major Frost said, "and the Association is unalterably opposed to any tax on radio. Our sole purpose is to secure information concerning the markets for radio products.

"The question on radio was inserted by census officials after repeated efforts by officers of the Radio Manufacturers' Association, including Bond C. Geddes, executive vice-president; William Alley, merchandising manager, and the Hon. Frank D. Scott, our Washington representative. Their efforts had the full approval and cooperation of important radio broadcasting as well as manufacturing interests, and certainly we would not combine our efforts to obtain something to which we are all definitely and vigorously opposed.

"The information we hope to obtain from the census will give us the first authentic count of the radio audience and will tell us the exact condition of the radio sales and advertising markets in every locality in the United States. It is this valuable information which will result from the radio question in the census—not a tax on sets.

"Moreover, it is definitely and officially announced in Washington that information obtained in the census cannot be used for taxation purposes. This alone would preclude all danger of using the radio information brought to light by the census for any purpose other than knowledge of the radio markets."

the stock of the Kruger Radio & Electric Co. here. The damage will be more than \$1,000. Neighbors in the dead of night were aroused by the "plops" of radio tubes and gave the alarm. The loss is partly covered by insurance.

—BULLOCK.

DISC MAKING ATTEMPTED BY PHILIPPINE DEALERS

Washington, D. C., Thursday.

The making of phonograph records until recently practically unknown in the Philippine Islands is now being attempted by local phonograph dealers, according to a report received in the Department of Commerce from Assistant Trade Commissioner C. P. Harper at Manila.

One of the leading dealers recently held a recording exposition in the opera house at Manila where more than fifty notable Filipino singers and musicians were presented. The program included some of the best ballads, folk songs, and "kundimans" (Philippine ballads) known in the Philippine Islands.

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.

Advance Reports Indicate Atlantic City Show Will Attract Record Attendance

(Continued from page 8)

the same four walls, making this year's show extremely convenient and easy to witness. This convenience is also enhanced by the fact that all the large boardwalk hotels are within easy walking distance of the Auditorium.

The show itself will also be a greater drawing card this year than it has been. A number of important interests are embarking upon programs of set production and merchandising for the first time this year and their products will make their debut at the show.

Dealers and jobbers will also be keenly interested in the newest products of the new and older manufacturers as well, whose latest output will be initially presented to the trade at Atlantic City. While nothing revolutionary is expected, it is known that most manufacturers have several innovations ready for initial exhibition at the show.

Trade conditions this year are so unusual that an unprecedented amount of interest is being taken in the show. The trade wants to know what companies have survived, what companies are financially the soundest and what new types of sets, cabinets, circuits, tubes and other products will be brought out for next season's market. The week of June 2 will answer all these questions.

All the hotels in Atlantic City have agreed to establish the same rates for rooms as prevailed in the same week of June, 1928, the RMA discloses, so that trade show visitors will be safeguarded against any rise in the rates of hotel accommodations during the show. The hotels have also agreed to permit no one but RMA members to secure demonstration space in any of the hotels, thus insuring again that the Trade Show will be of the fullest benefit to RMA members exclusively.

Railroads have also declared their intention to provide half-fare return tickets on the return trip for all RMA Trade Show visitors. Special trains from the four corners of the country are also now in the process of being made up.

Invitations to the trade will be mailed early in May. Admission to the show will be by invitation only, which are issued free of charge by writing the Radio Manufacturers' Association, 32 W. Randolph street, Chicago.

Other radio organizations have also declared their intention of meeting at Atlantic City coincident with the RMA meetings. These include the National Federation of Radio Associations, the Radio Wholesalers' Association, the Institute of Radio Engineers, the National Association of Radio Writers and the Radio Press Association.

Meetings will be scattered throughout the entire week beginning with the opening day of the show, Monday, June 2. The exact details of the meetings have not as yet been definitely settled but will be announced well in advance. Problems of manufacturing, merchandising, engineering and distribution will receive attention at the meetings which will be addressed by prominent men.

Pleasure, on the other hand, will certainly not be neglected as many radio men are expected to bring their families for a vacation at the famous seaside resort.

All the boardwalk attractions along the shore, piers, beaches, golf courses, etc., will be in full swing, and afford all visitors, their wives and families, an opportunity to combine a vacation

with a visit to the Trade Show. And an unusually large attendance of feminine visitors is expected for whom special entertainment features are being planned.

Each day during show week there will be constant and varied entertainments for the industry guests. There will be luncheons, dinners, theatre parties, as well as the premier event, the annual RMA banquet. The banquet will be held on Wednesday evening, June 4, in the great ballroom of the Atlantic City Auditorium, which seats 5,000 persons, assuring the largest RMA banquet ever held and probably the largest ever held in the United States. Last year the RMA banquet broke all records for affairs of this kind, with more than 2,300 guests, and even these accommodations were insufficient. The great ballroom in the Atlantic City auditorium is expected to hold between three and four thousand guests, when the curtain rises on the night of June 4.

With all these activities planned the 1930 RMA Trade Show and Convention is expected to become an outstanding milestone in radio history.

Stromberg-Carlson Sales Conference Is Set for May 1 to 3

(Continued from page 5)

will be the sales expansion campaign which was started by the company some time ago. New merchandising plans will be taken up and thoroughly discussed at the meetings.

The following special salesmen will be present: J. T. Barrett, Rochester; C. M. Shear, Lake George, N. Y.; J. E. Finley, Lima, Ohio; M. D. Wood, Columbus, Ohio; C. W. Watson, Lexington, Ky.; Elliot Lauderdale, Hamburg, N. Y.; W. C. Caldwell, St. Paul, Minn.; J. D. Kratz, Milwaukee, Wis.; B. H. Merriman, Marshalltown, Iowa; W. J. Pfander, Peoria, Ill.; J. R. Thompson, Lansing, Mich.; F. N. Anibal, Rochester.

The following Stromberg-Carlson representatives and their salesmen and branch managers will attend the conference: Gross-Brennan, Inc., New York and Boston; Benjamin Gross, H. A. Brennan, L. L. Spencer, A. W. Chamberlain, LeRoy De Marrais, S. A. Weiss, M. P. Fitzpatrick, H. D. Bloom, K. E. Bran, W. I. Brunner, R. J. Cashman, W. L. Collins, Percy B. Collison, Paul John, C. D. Jourdan, J. Walton, W. M. Shipley.

Randall-Lore, Inc., Baltimore and Washington; L. A. Randall, Leslie Lore and G. O. Montgomery; Heston-North, Inc., Cincinnati; C. E. Heston and C. H. North; Garnett Young & Co., Los Angeles, San Francisco, Seattle and Portland; Garnett Young and William J. Larkin; Paul D. Myers, Inc., Indianapolis, Ind.; Paul D. Myers, C. A. Foster and Herald V. Woleben; Crawford-McCauley, Inc., Pittsburgh; J. E. McCauley, A. B. Crawford, R. B. Raugh and Russell S. Long; Davis-Hunt, Inc., Philadelphia; R. Davis, C. J. Hunt, G. E. Davis, Herald B. Creger and E. F. Ver Weibe; F. Howard Waite, Inc., Cleveland; F. Howard Waite, O. E. Gibbs and H. G. Almquist.

A. C. Borg, Inc., Chicago; A. C. Borg, W. B. French, C. J. Tresslar and J. J. Gilhooley; McCanne-Rohan,



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

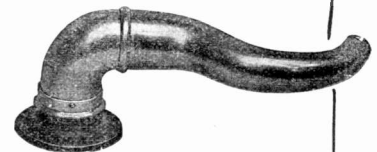
Avoid Imitations and Substitutes

Address Dept. TR

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

Inc., St. Louis; Orval McCanne and J. A. Rohan; Frye-Glasser, Inc., Detroit, Mich.; J. A. Frye, H. A. Glasser, W. B. Gannon, A. H. Goble; Seoville Mercantile Co., Atlanta; F. C. King, Kansas City office; C. A. Sweet, J. P. Galligan, P. Winemiller, A. J. Roberts, C. D. Kinne, K. G. Gillespie, R. H. Mifflin, A. B. Preble, J. E. Wilkins and D. L. Rochon; Toronto office; Chas. Fox, J. W. McNair, F. A. Seeds, J. A. Berger, John MacKay, L. E. LaFleur, H. L. Fallis, F. L. Grout and N. W. Baldwin; Chicago office; C. W. Schafer, H. T. McCaig, M. W. Redmond, G. J. Johnson, C. H. Knapp, W. H. Pride, C. F. Sanders, C. J. Carlson, E. P. McCord and MacHenry Schafer.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS

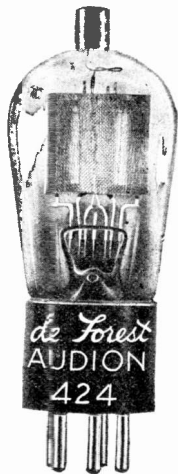


All styles of Phonographs, Tone-Arms and Sound Boxes, made by one of the most celebrated European manufacturers.

Write for Particulars

THORENS, Inc.

Sole Distributors for U. S. A.,
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why "humless"

AUDIIONS

cut service costs

AVOID the chance of service calls and dissatisfaction by equipping at the start the sets you sell with "humless" De Forest Audions.

Hum and crackle may not be noticed when you sell a radio, but often require a service call later when customers tune in on the carrier wave of a station with no broadcasting on. If your customers complain of A-C "noise" you can end it immediately by substituting the tubes they have with De Forest Audions. These remarkable tubes cut hum and buzz to 1-30th their ordinary value and eliminate crackle entirely.

Whatever radio tubes you sell are all made by license agreement under De Forest Patents but only De Forest Audions include the latest improvements of the De Forest Laboratories and bear the name of the inventor.

DE FOREST RADIO CO.
PASSAIC, N. J.

DE FOREST AUDIONS
have 24 years' engineering
experience behind them!
1906 — 1930



CLASSIFIED SECTION

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

STORE FOR SALE OR LEASE

Established Radio—100% Location! N. Y. C. Excellent for Chain or Individual. Particulars Furnished on interview. Box 501, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

FIFTEEN YEARS' successful sales experience. Trained in sales promotion. Thorough knowledge of radio trade in Central West. Can build up your territory and sales organization, getting desired results. Looking for a connection with opportunity to work. Write Box 506, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

RETAIL SALESMEN WANTED

Large retail organization seeking a number of radio salesmen experienced in floor sales; salary and commission.

Those having car preferred. Box 503, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York.

SALES REPRESENTATIVE with a successful record of unusual character, thorough 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.

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.

Facilities of Westinghouse And General Electric to Be Acquired by RCA

(Continued from page 5)

panies to the Radio Corporation so that it will have 100 per cent. ownership of these companies now engaged in radio activities developed since the organization of the Radio Corp. of America ten years ago.

"The stockholders of the Radio Corporation are being asked to approve at the meeting on May 6 next an increase in the authorized common stock from 7,500,000 to 15,000,000 shares. The Radio Corporation will issue out of that amount to the General Electric and Westinghouse companies a total of 6,580,375.1 shares, which is exactly equal to the number of common shares at present issued and outstanding. General Electric will receive three-fifths and Westinghouse two-fifths of these new shares.

"The common stock to be issued by the Radio Corp. of America to the two manufacturing companies takes into account their share of royalties from licenses and pays for manufacturing rights and tangible assets such as plant and equipment to be acquired and stocks of operating subsidiaries. The issue of these common shares includes reimbursement to the General Electric and Westinghouse companies for the \$32,000,000, plus interest on cash advances by them in connection with the Victor Talking Machine Co. acquisition a year ago.

"The tangible assets to be acquired by the Radio Corporation from the two manufacturing companies under the proposed arrangements are substantially equal to the tangible assets of the Radio Corporation represented by the common stock at present outstanding and in the judgment of the board of directors the rights and properties to be acquired by the Radio Corporation are well worth the stock to be issued for them.

"To take care of the enlarged operations planned under the new program, the Radio Corp. of America is also ask-

SALES EXECUTIVE WANTED

**One of the oldest, most reputable
 and firmly established manufacturers of radio receivers is desirous of securing the services of an experienced and energetic sales executive. The opportunity is unusual for the right man.**

Box No. 505

TALKING MACHINE and RADIO WEEKLY

146 Water Street New York

ing its stockholders to approve an increase in the B preferred stock from 813,365 no par value shares to 1,500,000 no par value shares. It is intended to issue a part of this increased stock to the General Electric and Westinghouse companies to close out current accounts and to hold the remainder unissued.

"The position of the holders of the preferred stocks of the Radio Corp. of America will, of course, be considerably improved, for while the increase of common stock will not affect the rights of preferred shareholders either as to dividends or assets, the proposed acquisition of rights and properties will greatly increase the properties and earnings behind their shares.

"The board of directors of the Radio Corp. of America in recommending to

the stockholders the adoption of this plan has expressed the conviction that the proposed arrangement is of the greatest possible advantage to all stockholders of the corporation and that, when it is consummated, the resulting coordination of research, engineering, manufacturing and selling rights and activities and the acquisition by the Radio Corp. of America of the entire outstanding stocks of the various subsidiary companies will not only bring to the Radio Corporation additional profits and royalties but will so increase efficiency and economy in manufacturing and merchandising that the future net earnings per share of the common stock of the Radio Corp. of America should be materially greater than if the proposed plan were not put into effect."

!! Mr. MANUFACTURER !!

THERE WILL BE AVAILABLE MAY 1st

— A HIGH CLASS FACTORY REPRESENTATIVE —

who has lived with the radio industry in Metropolitan New York since its beginning and seeks an opening with a radio manufacturer of national repute.

For the past eight years he has been employed as a factory representative with a producer which today ranks as one of the five most prominent in the country. His territorial sales for 1929 at dealers' prices were close to \$4,000,000. He has a tremendous following in a territory that is generally conceded to be the greatest potential radio market in the world.

Only a permanent connection of the highest type will be considered. In 17 years, this man has had but two employers previously, both of them nationally known in automotive circles.

Address all communications to Box No. 504

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146 Water Street, New York, N. Y.

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

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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.
Gulbransen Co., The, Chicago, Ill.
Howard Radio Co., Chicago, Ill.
Kennedy Corp., Colin B., South Bend, Ind.
RCA Victor Co., Inc., New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Stewart-Warrner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co., Jackson, Mich.
Sprague Specialties Co., Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Air Cleaner Co., Chicago, Ill.
United Reproducers Corp., Springfield, O.
U. S. Radio & Television Co., Marion, Ind.
Zenith Radio Corp., 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

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

ELECTRIC PICK-UPS

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

RADIO CABINETS

Radio Art Corp., 22 W. 19th St., New York
Stettner Corp., 669 Kent Avenue, Brooklyn, N. Y.
Superior Cabinet Corp., 206 Broadway, New York
Udell Works, Indianapolis, Ind.

PHONOGRAPH NEEDLES

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

TALKING MACHINE PARTS

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

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

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. G., Minneapolis, Minn.
Blackman Distributing Co., 28 W. 23rd St., N. Y. C.
Bruno & Son, C., 351 Fourth Ave., New York
Brown & Hall Supply Co., 1504 Pine St., St. Louis
Buehn Co., Louis, Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Dist. Co., 1755 Bushwick Ave, Brooklyn
Capitol Electric Co., Indianapolis, Ind.
Capital Electric Co., Atlanta, Ga.
Cleveland Distributing Co., Cleveland, Ohio
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland
Collings & Co., Newark, N. J.
Columbus Ignition Co., Columbus, Ohio
Detroit Electric Co., Detroit, Mich.
Detroit Wilks Dist. Co., Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., New York
Ditson Co., Oliver, Albany, N. Y.
Eastern Talking Mach. Co., Boston, Mass.
Edmond & Co., E. J., 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Elyea Talking Machine Co., Atlanta, Ga.
Essex Dist. Corp., 40 William St., Newark
Greater City Dist. Co., 76 Fifth Ave., New York
Griffith Victor Distributing Corp., Cincinnati, Ohio
Grinnell Bros., Detroit, Mich.
Gross-Brennan, Inc., 205 E. 42nd St., New York
Hamburg Bros., Pittsburgh, Pa.
Harbour, Longmire Co., Oklahoma City, Okla.
Hieb Radio Supply Co., Marion, S. D.
Howe & Co., 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest, San Francisco, Calif.
Kimberly Radio Corp., Chicago, Ill.
Landon & Co., Inc., W. C., Rutland, Vt.
Latham & Co., E. B., 250 4th Ave., New York
Lewis Electrical Supply Co., Boston, Mass.
Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio
Majestic Distributing Corp., Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y. C.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W., 393 New St., Newark, N. J.
May Distributing Corp., 112 Blecker St., N. Y. C.
Macgregor Radio Corp., New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, N. Y. C.
McPhilben-Keator, Inc., 68 34th St., Brooklyn, N. Y.
Motor Equipment Co., Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
New York T. M. Co., 460 W. 34th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
Northern Dist. Co., Inc., Newark, N. J.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc., Baltimore, Md.
Peirce-Phelps, Inc., Philadelphia, Pa.
Penn Phonograph Co., 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, Ohio
Roycroft Co., The, Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Sanford Radio Corp., 480 Canal St., New York
Seedman Co., G. J., Brooklyn, N. Y.

Shaw's, Inc., Charlotte, N. C.
Smith, Inc., B. W., Cincinnati, Ohio
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co., Dallas, Texas
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
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, II. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn
Wilks Dist. Co., Inc., Jackson, Mich.

RADIO LOUD SPEAKERS

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

RADIO TUBES

Areturus Radio Tube Co., Newark, N. J.
CeCo Mfg. Co., Inc., Providence, R. I.
DeForest Radio Co., Passaic, N. J.
Grigsby-Grunow Co., Chicago, Ill.
Johnsonburg Radio Corp., Johnsonburg, Pa.
Ken-Rad Corp., Inc., Owensboro, Ky.
National Union Radio Corp., New York
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. C.

MISCELLANEOUS

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

COLLECTING AGENTS

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ANOTHER YEAR OF VICTOR SUPREMACY!

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UNPARALLELED STABILITY
BRILLIANT BROADCASTING
CONSUMER CONFIDENCE



Stick to
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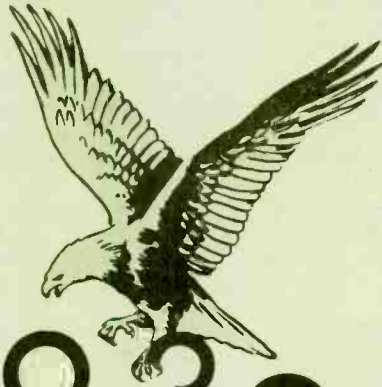
EXCLUSIVELY WHOLESALE
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for 1930

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
RADIO

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