

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 19

NEW YORK, WEDNESDAY, MAY 7, 1930

Per Year—\$4.00



This new LOMBARDO HIT



has dollar-taking ways!

Get Guy Lombardo's latest Columbia fox-trotter in your store if you want to see some lively, profitable record-moving.

The famous sweet, hot treatment Lombardo gives the two new numbers is irresistible. Anyone exposed to these out-

and-out melody hits will rush this disc home as fast as you can make change!

Get your bevy of these beauties now—and get enough to satisfy the mob that gallops in when your good news gets around!

Record No. 2156-D. 10-inch 75c

A COTTAGE FOR SALE
WITHOUT YOU EMALINE

} Fox Trots Guy Lombardo and His
Royal Canadians

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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Columbia Phonograph Company, 1819 Broadway,
New York City, N.Y. 10019

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Columbia Phonograph Company, 1819 Broadway,
New York City, N.Y. 10019

"TRADE NEWS RIGHT WHEN IT HAPPENS"



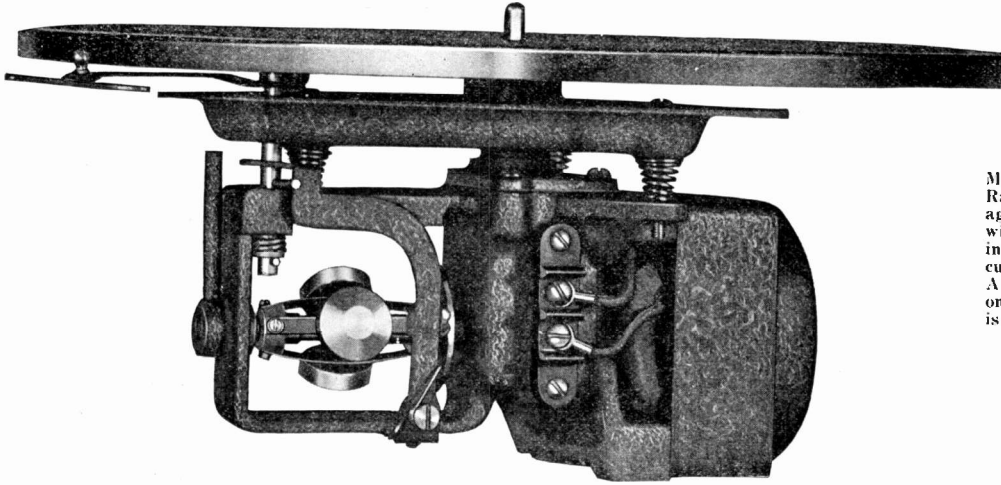
YOU'LL BE
WELCOME



KEN-RAD
HEADQUARTERS

AMBASSADOR HOTEL • ATLANTIC CITY, N. J.
R. M. A. SHOW SPACE 48 AND 49

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
A Division of KEN-RAD TUBE AND LAMP CORPORATION



The new Blue Flyer Electric Phonograph Motor is specially designed for combination Radio-Phonographs. Operates on all voltages and frequencies. Open construction with complete ventilation; will not overheat in a closed case or cabinet. Silent spiral-cut fibre gears; long over-size bearings. Ample power for heaviest electric pick-ups on all records. Automatic stop equipment is optional.

Responsibly Guaranteed

Flyer Electrics

**have excellent reasons
for being your choice**



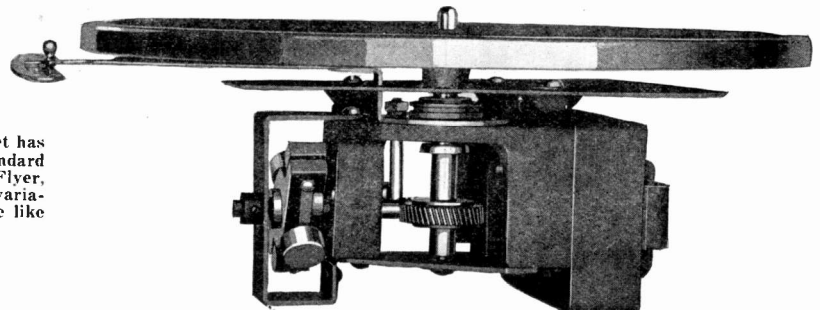
STEADILY for 15 years before the first Flyer Electric Phonograph Motor was made, our average annual production of spring-power Flyer Phonograph Motors was more than 330,000. Over 5,000,000 Flyer Motors have been built and sold for the best of service.

For 25 years our same manufacturing organization and plant have been just as successfully and actively engaged in the production of light electrical apparatus.

From every angle Flyer Electric Phonograph Motors thoroughly justify your choosing them for use in combination radio-phonographs.

The **GENERAL INDUSTRIES CO.**

3013 Taylor Street, Elyria, Ohio



The new Green Flyer Electric is small and light, yet has abundant power under perfect control. Same standard Electric Phonograph motor type as the larger Blue Flyer, and like it, maintains uniform speed under severe variations of voltage and record drag. Supplied complete like the Blue Flyer, ready for installation.

Responsibly Guaranteed



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

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RMA WILL COMPLETE RADIO SHOW PLANS AT FRENCH LICK MEETING WILL MEET MAY 8TH-9TH

Indiana Conclave Will Be Last Meeting of Directors Prior to the Atlantic City Exposition— Show Space Sold Exceeds That of All Previous Trade Affairs.

Final plans for the Sixth Annual Convention and Trade Show of the Radio Manufacturers' Association will be made by the RMA board of directors at its next meeting, tomorrow and Friday, May 8 and 9, at French Lick Springs, Ind. The Convention and Trade Show is scheduled for the week of June 2 at the municipal auditorium at Atlantic City, N. J.

This is the last meeting of the board prior to the opening of the Show and full approval is expected to be given to the Show arrangements as outlined by Jess B. Hawley of St. Charles, Ill., chairman of the show committee; and carried out by G. Clayton Irwin, Jr., trade show manager. Sale of space to date has been so great that the show is already 8,000 square feet larger than the largest previous RMA trade show, it was reported last week.

Trade attendance at the Show is also expected to be greater than in previous years owing to the fact that a number of large and important manufacturers in other fields will make their debut in radio in this year's exposition, and dealers and jobbers who desire to obtain a wide and comprehensive picture of the new lines and new models that will be presented to the public next season will be anxious to attend.

The board will also receive a report from B. G. Erskine, of Emporium, Pa., chairman of the convention and banquet committee, concerning the annual RMA banquet which will be held the evening of Wednesday, June 4, in the grand ballroom of the municipal auditorium at Atlantic City. All details of the banquet arrangements have been completed by Mr. Erskine and his committee.

Morris Metcalf, of Springfield, Mass., chairman of the reception committee, will also make his report at French Lick and it is expected that Mr. Metcalf's statement will show that an unusually large number of special trains are being prepared to take radio men from all sections of the country to Atlantic City.

Another important subject that will be taken up at the French Lick meeting will be the establishment of an associate membership of the RMA. Details of the associate membership plan have been worked out under the direct supervision of H. B. Richmond, of Cambridge, Mass., president of the RMA, who will preside at the meeting, and Lester E. Noble, chairman of a

Gratis Amusements for Trade in Atlantic City During Week of June 2

Aside from the business of the Trade Show and the convention meetings, visitors to the Fourth Annual Trade Show of the Radio Manufacturers' Association at Atlantic City the week of June 2 will find amusements galore provided for them gratis.

Word reaching RMA headquarters indicates that many prominent radio manufacturers will vie with each other to catch the dealers' attention and provide the visiting hordes with "things to do and places to go."

For instance, one leading radio maker has made plans to buy out one complete amusement pier that week for the exclusive and free use of Trade Show visitors. The cost of this alone will mount into the thousands of dollars, an expense solely for the entertainment of visiting radio jobbers and dealers.

Other manufacturers have bought out similar amusements, and one manufacturer has indicated his intention of owning one cabaret complete for the entire week so that his jobbers and dealers will always have a place to while away the evenings—and no cover charge!

Still other manufacturers have purchased rolling-chair privileges so that radio men may ride the Boardwalk in style—and without cost. Free meals, also, will be the order of the day, as well as innumerable souvenirs such as canes, balloons, noisemakers, etc.

And, to cap the climax, free swimming will also be provided, one manufacturer reporting that he has bought out a bathhouse near the Auditorium for Trade Show week.

Roxy Music Stores to Hold Banquet Signaling G - M Line Acquisition

In honor of their appointment as General Motors radio representatives, the Roxy Music Stores, New York will hold a formal banquet and dance at the Franklin Casino, 861 East 162nd street, next Saturday evening.

Prominent members of the radio industry, and friends of the Roxy stores have been invited.

FRANKLIN RADIO MAKES ASSIGNMENT

Franklin Radio Shops, Inc., 301 West Forty-second street, New York, has made an assignment to Jacob Belinsky, 982 Manhattan avenue, New York.

special committee formed for that purpose.

In addition to the show committee report, other committee chairmen are also expected to attend and report the work of their groups.

EASTERN BRUNSWICK JOBBERS MEET TO HEAR FIRST PLANS OF NEW WARNER MANAGEMENT

The first practical appearance of the new strength in Brunswick radio which is considered to have been fused by acquisition recently of the Brunswick radio-music interests by the big moving picture producing firm of Warner Brothers was manifest last week when an Eastern sales meeting of Brunswick distributors convened at the Hotel Astor in New York. Final papers in the Chicago deal, involving it is said in excess of \$10,000,000 had been signed only ten days before.

The Brunswick radio division of Warner Brothers put its best foot foremost in an impressive fashion at the meeting, judging by the satisfaction at the plans propounded which was expressed by attending distributors. A party of some forty wholesale officials, representing the Brunswick line throughout the East and Southeast, was welcomed by Arthur A. Trostler, sales manager of the company, who in a brief address outlined the initial concepts of the new institution. Myer Lesser, president of the Blaine-Thompson Advertising Co., merchandising counsel to the Warner-Brunswick alliance, spoke briefly also, kindling enthusiasm among his hearers with a com-

parison of the fast work indigenous to selling moving pictures and selling radio. John O. Miller, veteran former Brunswick-Balke-Collender official who will be in charge of production under the new set-up, described some of the facilities in the Brunswick factories at Dubuque and Muskegon, where it is planned to make Brunswick radio-phonograph product in its entirety. Paul Ellison, who has been appointed advertising manager, also was a speaker. Fred McIntyre, Brunswick Eastern sales representative, was among those at the meeting.

Removal of the Brunswick offices to New York is now under way in supervision of Robert W. Jackson, general manager, who will be in charge of radio operations. Mr. Jackson is expected to divide his time between New York and Chicago during the present month. The Brunswick radio wholesale contingent nationally will be taken for an inspection trip through the Dubuque factory and will be the guests of the manufacturers at the Trade Show, arriving on the eve of the Show and just before the close of the Warner Bros. moving picture conclave, which will ornament the Boardwalk the latter part of this month.

Boley-Oliver Co. Appointed Sales Agents For Radio Made by Story & Clark Co.

The Story & Clark radio line, newly-created by the distinguished Chicago piano makers of that name, will be distributed in the metropolitan area by the Boley-Oliver Co., acting as sales agents with headquarters in the Story & Clark Eastern branch at 33 West Fifty-seventh street, according to word received yesterday from Otto N. Frankfort, general sales manager of the Chicago organization. Details of the operations of David H. Boley and Fred P. Oliver are now being arranged. It is understood that their center of distribution will be the Five Boroughs, New Jersey, Westchester and Long Island will be included.

Mr. Frankfort's appointment of the popular radio distributing pair is considered in the trade to represent highly favorable auspices for the new line. Mr. Boley for years represented the Kellogg Switchboard & Supply Co., Chicago, in telephony and when the concern entered radio he was joined by Fred P. Oliver in establishment of the firm bearing their name, as exclusive Kellogg radio factory sales agents. Mr. Oliver, formerly for ten years vice-president of the old Blackman Talking Machine Co., was later Eastern sales manager of the Music Master Corp., and has maintained a wide and cordial friendship throughout the trade.

Messrs. Boley and Oliver have removed to the Fifty-seventh street quarters and are organizing the various

departments necessary for Story & Clark radio wholesaling. Mr. Boley said yesterday that he expected Mr. Frankfort in New York next week, this being the first Eastern visit of the aggressive sales executive as Story & Clark ambassador de luxe.

JOS. D. R. FREED RADIO ENGINEER FOR WARNER

An appointment of much interest has been announced in official ranks of the new Brunswick radio division of Warner Brothers, big moving picture producers, in the acquisition of Joseph D. R. Freed as chief engineer of the organization.

Mr. Freed, who founded and was for years president of the old Freed-Eisemann Radio Corporation, one of the pioneers in the industry, was consulted by the Warner interests upon various points incident to their entry into radio. This association led to definite business relations and when the Brunswick purchase was affected by Warner Bros., Mr. Freed was invited to take technical charge of the entire operation. He is regarded as one of the ablest radio engineers in the art. During the World War he won special commendation from the United States Navy Department for scientific work.

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Vol. 29

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A Law on Inventory

A rousing hullabaloo is being put out by those who fancy their hullaballooing, for the good and great benefit of standard-price legislation. Unpopular as the attitude may be, common sense constrains the conviction to anyone who has followed the price law situation for any number of years that the outlook for Congressional action is not much more feverish now than it was, say, in 1913. There are so many more buyers than there are sellers, with votes, that the political gentry cannot be blamed if they pass price legislation over to the committee on water rents and dog catching and give the public meeting rooms to hearings on prohibition, tariff and fewer taxes.

What there is just a chance of securing some business legislation upon, and a subject of almost as direct commercial benefit as would be price control, is a compulsory obligation upon vendors of every species of goods to furnish accurate and comprehensive statistics periodically upon the amount of stocks they have on hand. Price-cutting does not come of itself. It arises from having more product in a dealer's store than can be, conscientiously or consciencelessly as the case may be, sold by him at a profit. If the producers and distributors of goods could know beyond doubt or peradventure how much stuff was in the hands of the trade, very, very few of them would be nutty enough to keep on producing or distributing for the fun of seeing merchandise mount steeple-high.

Now, could a law be written, and passed, which would cause the collection of essential inventory information at stated times, suited to stated industries? Could such a law by a miracle be made to give the maker the right to demand such information of vendors under penalties for failure, delay or misinformation? Even if only the Department of Commerce got the facts, and the Department were broadened and empowered to be of instantaneous service indeed more vital than that which it now gives, a great burden of risk would be removed from manufacturing and selling and consequently from the economic state of the nation.

President Hoover is believed and known to be implicit in reliance on fact and many are willing to follow his faith. The United States Department of Commerce from his initiative as its Secretary became of more definite service to American business than it ever was. If the too indefinite and somewhat casual commercial census powers of the Government as now exercised could be immeasurably widened and intensified, there would come a day when price demoralization as a daily evil and liquidation of distress merchandise as a climacteric one had passed into the limbo of forgotten abuses in our economic structure.

What's in a Radio Set?

Great business is ahead of radio when intelligent people do as the Columbia Broadcasting Company did a few nights ago, cutting in Station WIAU—situated conveniently within the penitentiary—at the moment when the Ohio prison at Columbus was on fire with resultant death to 320 convicts. Thousands of listeners must have crept with gooseflesh as a colored convict, also conveniently known as The Deacon, piteously described the holocaust with the unstudied drama of his race. "Theah goes the roof," said The Deacon. "Oh, Lawd Almighty, help dem poor sufferin' boys now." Thousands of listeners sat in the stone-walled hell, and radio rendered a somewhat more significant service to the people than "Happy Days Are Here Again" as a fox-trot with the kind permission of the copyright owners.

Great business is ahead when a curiosity-provoking surprise feature is injected into the ether, as the National Broadcasting Company did in last Wednesday's trans-oceanic conversation with Signor Marconi aboard his yacht in the Mediterranean, when half the nation heard David Sarnoff and others chat with the discoverer of wireless communication. It will broaden radio public service when and if the Roman Vatican puts programs directly into America, though the percentage of religiously-acute Catholics is not much greater than the pious proportions of other sects. (Pope Leo once made a record for the old Columbia Graphophone Company but the Bridgeport works was not compelled to put on any extra press shift to grind them out.)

The Columbus fire was real news, the Marconi incident manufactured. Anything, genuine or synthetic, that impresses upon the public that a radio set is a literally inexhaustible source of entertainment, information and excitement is what the business needs. While it may be impossible to burn people up for a broadcast thrill, or to arrange paid sponsorship of some catastrophe that will set a nation aghast and while it may be in the beginning expensive, onerous and unwieldy to attempt to catch high emotional moments of daily life when and where they occur, the further the industry goes to new measures of such achievement the farther and the more securely it will be entrenched against the deadly risk of making more merchandise than the market can absorb.

As long as radio broadcast consists in majority of music, both absolute and alleged, so long will demand be limited essentially to people who want music or who are persuaded that nothing much more can be had through the set. Tubes will burn for just so many hours as listeners can be satisfied with harmonious pabulum. But when a radio set becomes a package of mystery from which anything—a conference of statesmen, a prize fight, a hospital surgical clinic, a disastrous fire or the booking of a prisoner in a police station can burst forth, it will run much longer every day and night than at present. It will be something to use and buy again. It will

be something affording profit and permanence in its manufacture and sale. It will be almost life in the raw. Up to the present it has been just a lucky racket.

Television Outlook

The approach of another Trade Show is causing some question in the business anent the sound, old, reliable topic for speculation, for alibi against laziness and ineptitude at selling what you have, for vain hoping and for greedy dreams, television. The fact is that the new art is as far into the future, for all practical purposes, as it was a year ago. The fact is also that it will come sometime. The fact is that television will probable originate for the transmission and dissemination of formal theatric entertainment rather than to show sports, public events or where you are telephoning from to your wife. A splendid example of the physical bars to television of outdoor attractions is to be had in the probability that, if a World's Series game were sight-broadcast, there would have to be two or three microphone bearers on the field surrounding each player, or approximately fifty-four mechanics to eighteen players. And then you would not see the ball anyway.

Television will first almost certainly be the broadcast of plays of every limitable description at television stations and it will be used by the public through apparatus separate from radio apparatus even if in conjunction therewith. Some say it will be put out over wires, by public utility companies, instead of over the air. Some contend that the electrical manifestations inherent to satisfactory sight broadcast can be more accurately controlled on wires. Certainty is that the mind does not supply what the eye does not clearly see like the mind supplies what the ear only imperfectly hears.

It is very unlikely that television, when it comes, will hurt the moving picture business as much as radio curbed usage of older forms of musical instruments. While it is true that theoretically the televisee need not put his collar on to go to the corner picture house, it must be remembered that thousands upon thousands of picture-goers get as much kick out of gadding to the theatre and suffocating beneath the ostentatious comforts of that palace as they do out of what they see on the screen. Given the choice of seeing Gilbert and Garbo gratis in a fumed oak parlor and gaping at a news film for sixty cents at the Paramount, Mr. Zukor will get the mazuma and the mice can have the parlor. A minority have homes which look better than the cathedrals of the motion picture, even to their owners.

It will not follow from the foregoing, however, that television will find hard sledding. Anything under the sun that has large use can be sold into the millions. Inasmuch as there is thus far neither television merchandise nor television broadcasting for general practice, the thing to do is to consider the whole subject thoughtfully in the light of the authentic and exclusive information herein contained, and then tear this editorial into small bits for fear it will reach the eye of someone who will construe it as intimating that television is just around the corner.

South Carolina Now Taxes Radio Sets

COLUMBIA, S. C., Tuesday.
This State has passed a bill, effective immediately, levying a tax on radio sets. The tax amounts to fifty cents a year on sets valued at fifty dollars, with radios of greater value taxed up to \$2.50, proportionate to their value. Revenue received from radio taxes will be used for supporting tuberculosis hospital activities, it is reported.

CALLS "TOW" BEST PAPER EVER READ

Herbert H. Gleisch, formerly radio buyer for Hecht Bros., Baltimore, in enclosing his check for \$4.00 for subscription renewal to THE TALKING MACHINE and RADIO WEEKLY, states:

"Your publication is one of the best I have ever read, and I have found it most helpful in my recent position as radio buyer for the Hecht company."

MORE THAN 30,000 RADIO MEN EXPECTED TO ATTEND RMA TRADE SHOW AT ATLANTIC CITY

More than 30,000 members of the radio trade from all sections of the country, will migrate to Atlantic City the week of June 2 to attend the Sixth Annual Convention and Trade Show of the Radio Manufacturers' Association, according to an estimate by H. B. Richmond, president of the RMA. Advance reservations insure a record attendance of well over 30,000 radio dealers, jobbers and manufacturers, Mr. Richmond stated.

Unusual interest attaches to this year's radio trade exposition, Mr. Richmond said, owing to the conditions prevalent in radio at this time. Many old established radio manufacturers have passed out of the picture and new ones have come in to take their places.

Also, several important manufacturers in the electrical and automotive fields who have never entered radio before, will make their debut to the radio trade at the June show and will display their radio products for the first time. Thus the radio trade will be able to acquaint itself with the new lines prior to their initial presentation to the public in the Fall.

New models of the old-line radio set makers will also be presented for the first time at Atlantic City. Those radio manufacturers who exhibit at this year's trade show, Mr. Richardson said, are the ones who have successfully survived the depression of last Fall and may be expected to become the import-

ant and permanent nucleus of the radio industry of the future.

More than 200 radio manufacturers will fill the main exposition floor of the new \$15,000,000 civic auditorium at Atlantic City with display and demonstration rooms. In addition to display booths, this year's trade show provides facilities for the first time, for demonstration rooms on the same floor, and adjacent to the displays. Many exhibitors will also have headquarters and demonstration rooms at the leading Atlantic City hotels along the Boardwalk.

Trade Show visitors will also have the privilege of half-fare tickets on the return trip from Atlantic City to their homes, all railroads having agreed to the reduction. Trade Show travellers need only request a "certificate" when buying their ticket and have it validated at the show.

Special Radio Trade Show trains and cars are being prepared in many cities, including Chicago, St. Louis, Cincinnati, Cleveland, Detroit, New York, Philadelphia, Atlanta, Columbus, Minneapolis, Buffalo and Boston.

Many specials are being prepared by the National Federation of Radio Associations whose members are located in a number of principal cities. H. G. Erstrom, of Chicago, is directing this work. The RMA committee is headed by Morris Metcalf of Springfield, Mass. Jess B. Hawley of St. Charles, Ill., is chairman of the general trade show committee.

Homer C. Davis Now Exclusive Sparton Philadelphia Jobber

Philadelphia, Pa., Thursday.

The Homer C. Davis Co., this city, is now the exclusive Sparton distributor in the Philadelphia territory. Homer C. Davis, head of the concern, is president of the Associated Sparton Distributors, Inc., of this district.

In a statement issued today, Mr. Davis said:

"We believe that under the new arrangement we shall be able to give our friends in the trade better service in every department. The new Sparton Equasone models will be shown at the Sparton dealers' convention at the Jackson, Mich., plant of the Sparks-Withington Co. on May 28, and we are looking for a banner year."

Other officials of the local wholesale organization are George B. Davis, treasurer, and A. L. Swengle, secretary.

Ben Gross to Address Advertising Conclave

Benjamin Gross, president of Gross-Brennan, Inc., New York, will discuss "Better Retailing Methods" at the twenty-seventh convention of the Advertising Affiliation to be held in Buffalo, May 9 and 10. Mr. Gross will discuss better retailing methods as they are practiced in the selling of radios.

The convention will consist of four meetings, two on Friday and two on Saturday. The Affiliation is composed of advertising clubs of Akron, Ohio; Buffalo, N. Y.; Cleveland, Ohio; Hamilton and London, Ontario; Erie, Pa., and Rochester, N. Y.

KIMBERLY RADIO CORP. APPOINTED BRUNSWICK JOBBER FOR CHICAGO

Chicago, Ill., Thursday.

The Kimberly Radio Corp., 154 East Erie street, this city, has been appointed distributor of Brunswick radio, Panatrop with radio and records, it was disclosed yesterday by A. A. Trostler, sales manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co., this city.

The Kimberly company is one of the oldest and best known radio distributors in this territory and has a representative dealer clientele. Officials of the company are confident that Brunswick sales in the Chicago territory will surpass those of any previous year. Kimberly will cover the Chicago territory exclusively for Brunswick.

RADIOTRON QUARTERS DURING TRADE SHOW AT TRAYMORE HOTEL

Harrison, N. J., Thursday.

The RCA Radiotron Co., Inc., this city, will have booths C 44-5-6 at the RMA Trade Show in Atlantic City from June 2 to 7. RCA Radiotron headquarters during the show will be in the Traymore hotel, Atlantic City.

FINDLAY CREDITORS WILL MEET FRIDAY

Creditors of the bankrupt Robert Findlay Mfg. Co., Inc., Brooklyn, will meet Friday, May 9, at 10:30 A. M. in the room of the United States District Court, Eastern District, in the Post Office building, Brooklyn. The proposed composition will be discussed.

3-DAY SALES MEETING HELD BY STROMBERG; PREDICT FINE FUTURE

SALES PROGRAM DISCUSSED

100 Representatives from All Sections of United States and Canada in Attendance — Acclaim Meeting.

Rochester, N. Y., Monday.

More than 100 representatives of the Stromberg-Carlson Telephone Manufacturing Co., this city, attended the annual sales conference conducted here Friday, Saturday and Yesterday. Representatives were on hand from every section of this country and Canada and unanimously acclaimed the meeting the most enthusiastic and finest ever held by the company.

Every session of the conference was held at the plant here as was the annual banquet, heretofore held in a hotel, and which was conducted at the factory dining room.

Optimism in regard to the future radio and telephone markets was evident throughout the conference and the representatives expressed the opinion that 1930 would be a better radio and telephone year than 1929.

The general theme of the conference was the sales expansion program which was started by the company some time ago. New merchandising plans were taken up and thoroughly discussed at the meeting.

The following special salesmen were 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.; Elliott 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 attended the conference: Gross-Brennan, Inc., New York and Boston; Benjamin Gross, H. A. Brennan, L. L. Spencer, A. W. Chamberlain, LeRoy DeMarrais, S. A. Weiss, M. P. Fitzpatrick, H. D. Bloom, K. E. Bran, W. I. Brunner, R. J. Cashman, W. L. Collins, Percy B. Collision, Paul John, Frank McClosky, J. A. Prestele, J. J. Moore, Jr., Herman Fleichman, 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 Wm. J. Larkin; Paul D. Myers, Inc., Indianapolis; Paul D. Myers, C. A. Foster and Harold 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. Ifunt, G. E. Davis, Harold B. Creger and E. F. Ver Weibe; F. Howard Waite, Inc., Cleveland; F. Howard Waite, O. E. Gibbs and H. G. Almquist; A. C. Barg, Inc., Chicago; A. C. Barg, W. B. French, C. J. Tresslar and J. J. Gilhooley; McCanne-Rohan, Inc., St. Louis; Orval McCanne and J. A. Rohan, Frye-Glasser, Inc., Detroit, Michigan; J. A. Frye, H. A. Glasser, W. B. Gannon, A. H. Goble, Sco-

Ken-Rad Head Tenders Farewell Dinner to William E. Erskine

Owensboro, Ky., Thursday.

A farewell dinner was tendered last week to William E. Erskine by Roy Burlew, president of the Ken-Rad Corporation, this city, on the occasion of his leaving the employ of the Ken-Rad organization. Mr. Erskine is the son of B. G. Erskine, president of the Sylvania Products Co., Emporium, Pa., maker of Sylvania tubes. The younger Erskine has been connected with the Ken-Rad corporation here since February, 1929, and leaves to become assistant to the president of Sylvania.

About fifty friends of Mr. Erskine attended the dinner which was given at the Hotel Owensboro. The younger Erskine joined Ken-Rad after spending several years at the factories operated by his father, and it was thought desirable by him and likewise by his father that he have some experience in competitive factories. With this in view he came to the Ken-Rad Corporation.

The elder Mr. Erskine and Mr. Burlew have been intimate friends for many years, and were at one time fellow employees at a factory making incandescent lamps. Mr. Burlew has known the younger Erskine since the latter was about a year old.

During his stay at the local plant, Mr. Erskine worked through both the lamp and radio tube factories as well as the office, giving him personal contact with every phase of the business.

An attractive program carrying the photograph of Mr. Erskine and the names of those present was given each guest as a souvenir.

H. A. WEYMANN FIRM CONDUCTS DRIVE ON VICTOR DISC EXCHANGE

Philadelphia, Pa., Friday.

H. A. Weymann & Son, Inc., local distributing organization for the Victor Division of the RCA Victor Co., Inc., is making a special drive among its dealers in connection with the public record exchange to be conducted by Victor throughout the country from May 12 to May 31. Weymann is urging all dealers to support this exchange campaign in order to increase record sales.

NO PORTABLE SET LINE FOR ATWATER KENT

In a recent issue of THE TALKING MACHINE and RADIO WEEKLY, it was inadvertently stated in an article telling of a Brown & Hall Supply Co.-Atwater Kent dealer meeting, that a portable Kent set was shown. The model in question was merely a carrying case for the Model 55 chassis and speaker, and is made locally in St. Louis.

ville Mercantile Co., Atlanta; F. C. King.

Kansas City office; C. A. Sweet, C. P. Galligan, P. Winemiller, A. J. Roberts, C. D. Kinne, K. G. Gillespie, R. H. Miffin, 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. Falas, 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. Pridge, C. F. Sanders, C. J. Carlson, E. F. McCord, C. W. Schafer and MacHenry Schafer.

Robert H. Spahn Joins Pacnet Reproducer as Special Sales Manager

The Pacnet Reproducer Corp., New York, manufacturer of talking picture equipment, through its president, Louis Gerard Pacnet, has announced the appointment of Robert H. Spahn as special sales manager. Mr. Spahn, who has had many years experience in the piano field, will direct sales for the corporation in the non-theatrical field. Coincident with Mr. Spahn's appointment to direct sales in the new field embracing clubs, schools, educational institutions, lodges, camps and similar places where sound equipment is rapidly finding favor, the Pacnet corporation started an intensive sales drive in the non-theatrical field.

Mr. Spahn will have his headquarters in the home office of the corporation in the Film Center building, 630 Ninth avenue, New York, but considerable out-of-town work is anticipated.

Mr. Spahn was born in Georgia and received his education at Georgia Technical Institute, following which he entered the piano business in 1913 as his first field of endeavor. He was associated with the Melville Clark warehouses in Louisville in his first position as outside salesman and later was transferred to this company's New York warerooms as a floor man. Later he joined the retail store of the Behning Piano Co., staying with the concern until he entered the Navy during the World War.

On leaving the service in 1918 Mr. Spahn joined the staff of the Griffith Piano Co. in Newark and remained there until 1926. At this time he moved to Westchester County with his family and joined the floor staff of the Aeolian Co.'s Fifth avenue warerooms, where he led the staff in sales during the period he was connected there. Later, when the new Griffith Piano Co. building opened, he was prevailed upon by executives of the house to join them again, and he left them to take over the new post at Ampico Hall.

R-K-O to Furnish Gala Entertainment at the RMA Trade Show Dinner

The entertainment program at the annual banquet of the Radio Manufacturers' Association will be provided by the Radio-Keith-Orpheum Corp., it was disclosed last week by B. G. Erskine, chairman of the convention committee.

The banquet is one of the main features of the annual convention and Trade Show of the Radio Manufacturers' Association, and will be staged at the new Municipal Auditorium in Atlantic City. The RMA banquet will be held Wednesday evening, June 4, in the grand ballroom of the auditorium.

The announcement that R-K-O will provide the program is in line with the RMA's previous promise that this year's entertainment will be the most elaborate and enjoyable the association has yet staged.

Outstanding stars of musical comedy, vaudeville and radio will headline a three-hour program of music, fun and girls that will be staged in the best R-K-O professional manner. The cost of the production, which will be in the form a musical revue, will exceed \$10,000, according to Mr. Erskine.

Thirty thousand banquet invitations will be mailed to the radio trade,

Personals

George A. Lyons, of the traveling department of the Atwater Kent Manufacturing Co., Philadelphia, Pa., was a New York visitor during the past week.

Walter Ferry and a staff of sales representatives for D. W. May, Inc., Newark, N. J., returned on Monday from a week-end spent in Atlantic City, N. J.

Roy Davey, advertising manager of the American Bosch Magneto Corp., Springfield, Mass., paid one of his frequent calls to the metropolis during the past week.

Harold W. Falls, of the Richards Conover Hardware Co., well known distributing organization of Kansas City, was a visitor in New York during the past week.

Richard E. Smiley, sales manager of the Ken-Rad Corporation, Owensboro, Ky., radio tube manufacturers, is at the Roosevelt hotel for a few days lining up the Eastern territory.

Otto N. Frankfort, general sales manager of the Story & Clark Piano Co., new radio makers in Chicago, Ill., is expected momentarily for one of his rapid-fire trips through the Eastern trade.

G. Bender, head of the Bender Radio Co., Newark, left recently for an extended trip through the mid-western trade centers. The Bender company manufactures mantle clock type electric radios.

J. M. Skinner, vice-president and general manager and Sayre M. Ramsdell, sales manager of the Philadelphia Storage Battery Co., Philadelphia, Pa., were in New York the latter part of last week.

Eugene Farny, president of the All American-Mohawk Corp., makers of Lyric radio, North Tonawanda, N. Y., recently visited New York in the course of a swing through Chicago and Cincinnati, back to North Tonawanda.

Herbert E. Young, vice-president in charge of sales of the Grigsby-Grunow Co., Chicago, arrived at the New York Athletic club on Friday for a short stay before going to Hingham, Mass., his summer home, for a brief vacation.

Major Herbert H. Frost, president of the Utah Radio Products Co., Chicago and New York, is back at the Eastern office after a visit in Chicago and a stop-over at several intermediate points where radio makers are adopting the Utah remote control.

Maurice Despres, of the New York manufacturers' representative firm of Despres & Jacobs, returned to the company's headquarters this week after a visit to Chicago. His partner, Julian Jacobs, is also expected back at the office this week, although convalescing from a recent operation.

H. C. Abbott, well-known radio sales executive now Pacific coast district manager of the Philadelphia Storage Battery Co., Philadelphia, was in New York for a day and a half en route homeward to Seattle, after a conference last week at factory headquarters.

Triangle Radio Supply To Exhibit New Fadas At Pennsylvania Hotel

An advance showing of the new Fada line will be conducted at the Pennsylvania hotel, New York, during the week of May 19, under the sponsorship of the Triangle Radio Supply Co., 381 Fourth avenue, New York, exclusive metropolitan distributor for F. A. D. Andrea, Inc., Long Island City, N. Y.

The new line of "trail blazing" Fadas incorporates new features including flashograph, automatic volume control, noise filter, pre-selector tuning, double-coupled transformers, two-element detector, and nine tubes. Fada radios have been approved by the Underwriters Laboratories of the National Board of Fire Underwriters.

H. A. Linde, president of the Triangle organization, declared last week that the new line of Fadas will be available only to "trail blazing dealers."

"Our attractive merchandising, profit-making quality line will make the Fada franchise a most valuable business asset this year," Mr. Linde stated.

Members of the Triangle sales force who will act as hosts at the Pennsylvania exhibit are Leo Alschuler, sales manager; Jack Aron, Al Neubauer, Stewart Falk, Fred Kuhne, Irving Harris, Aaron Weiskott and Abe Pelowitz.

Five sets comprise the new Fada line, with a price range of \$159 for the open-face lowboy model 42, to \$328 for model 47, a radio-phonograph combination. Prices are less tubes.

Midwest Wholesaler

Wants Small Set Line

THE TALKING MACHINE and RADIO WEEKLY is in receipt of a communication from a well-known middle western distributor stating:

"We are interested in distributing a line of radio sets used in automobiles, also a line of small radios such as Echi-phone or Master, retailing at \$59.50. We travel the eastern half of Missouri and southern Illinois."

Manufacturers interested in this prospect may secure the name of the writer from this publication.

SECRET MARRIAGE OF EDWIN FREED LAST FALL ANNOUNCED

The secret marriage last December of Edwin Freed, younger brother of Joseph D. R., Leo and Arthur Freed, well known radio manufacturers, to Miss Miriam Wolf, daughter of Abraham Wolf, 145 West Seventy-ninth street, New York, was announced last week. The Freed boys are the sons of William J. Freed, 12 East Eighty-sixth street, Manhattan.

The Freedys were formerly associated with the Freed-Eisemann Radio Corp., which was later merged with the Earl Radio Corp.

FATHER OF BEN FINK DIES AT AGE OF 71

The father of Ben Fink, head of the First National Radio Corp., Kennedy distributor in New York, died suddenly of a heart attack last Wednesday, at the age of seventy-one. He is survived by his widow, Sarah, three sons, two daughters and three grandchildren.

The funeral was held Thursday.

A. Atwater Kent Is Presented With Medal For Scientific Work

PHILADELPHIA, PA., Monday.

A gold medal and citation for meritorious services was conferred upon A. Atwater Kent, president of the Atwater Kent Mfg. Co., this city, by the Wanderers, an organization of Union League members of this city, at a dinner at the League, held recently.

Colonel Louis J. Kolb, president of the Wanderers, presented the medal in the presence of men of business and science, including Cyrus H. K. Curtis and Franklin Spencer Edmonds, who had been similarly honored in previous years.

The medal, Mr. Kolb said, is in recognition of Mr. Kent's "many activities in the field of science, invention and industry, and in high appreciation of his many benefactions to the young men and women of the country interested in music, and his many gifts for the benefit of humanity."

The speakers included Mr. Curtis, Mr. Edmonds, Herman L. Collins, Maj.-Gen. William G. Price, Jr., and George W. Elliot. Mr. Kent said much of the credit for his successful services belongs to his associates in business.

All CeCo Officials and Representatives Will Attend Trade Show

Providence, R. I., Saturday.

Officials of the CeCo Manufacturing Co., this city, announce that the company's administrative headquarters at the RMA Trade Show in Atlantic City in June will be at the Hotel Ambassador.

The CeCo delegation will include the following: Ernest Kauer, president; E. T. Maharin, vice-president in charge of sales; N. O. Williams, vice-president in charge of engineering; Max Mautner, secretary; J. C. Buckley, advertising manager; Larry Hardy, general sales manager, and Henry Bobker, sales promotion manager.

Also the following representatives from various district sales offices of the CeCo organization: Jack Hedquist, Fred Kauer, G. W. Oden, E. Matchette, E. J. Tydings, Henry Grout, A. I. Witz, John Klein. Supervising the technical staff as aide to Mr. Williams will be Franklin Snow Huddy, assistant chief engineer.

E. R. Fuller and L. S. Gillette, of the J. Walter Thompson Co., CeCo's advertising agency will accompany the CeCo delegation from New York as will Fred Baer, of Fred Baer & Associates, publicity representative for the local tube manufacturing firm.

Dubilier Clock Corp. Has New "A" Dry Eliminator

A new "A" eliminator, known as the Dumont Bone Dry, has recently been introduced by the Dubilier Clock Corp., 40-42 West Seventeenth street, New York. Officials of the company declare that this product is entirely new in the eliminator field.

List price of the "A" eliminator is \$28.50 and price to dealers is \$9.75.

The Dubilier company also manufactures a noise eliminator and Dubilier electric clocks.

Stromberg to Fight Commission's Order to Restrain Station WHAM

Commenting by telephone from Rochester Saturday on a restraining order against the Federal Radio Commission in the case of Station WHAM, Rochester, issued last Thursday by Justice Hitz of the Supreme Court of the District of Columbia, W. Roy McCanne, president of Stromberg-Carlson Telephone Mfg. Co., owners and operators of the station, said that the company was making a fight to keep a clear channel for WHAM. The advantages of clear channel broadcasting, it is contended, would not be available under the Commission's order, since Station KPNT of Muscatine, Iowa, which would be assigned to the same frequency channel is also a 5000-watt station and fears are entertained that there would be much heterodyning between WHAM and it, if the channel became effective as ordered.

"We endeavored to get a hearing before the Commission and asked for a reconsideration of the order as it affected WHAM; but we were not getting anywhere," said Mr. McCanne, "so, we got a restraining order which will hold the matter in abeyance until we can get a hearing before the full Commission."

"We want to support the Federal Radio Commission and we do not want to interfere with the development of radio. We are prepared to cooperate in any way that will bring improvement in service. But we feel that the Commission's order restricted our service and took away from us the clear channel we now have."

The restraining order issued by Justice Hitz also provides that the Commission should in no way interfere with the operation of WHAM until the Court has an opportunity to hear the argument on the case. The Commission is also directed under the order to regulate with WHAM on 1150 kilocycles, which is its present wavelength and which it will continue to use until such time as the matter is definitely decided.

Wilbur Tillitt Joins Ken-Rad Sales Staff

Owensboro, Ky., Friday.

Wilbur C. Tillitt has recently joined the sales staff of the Ken-Rad Corp., this city, maker of Ken-Rad radio tubes, and will cover the western Pennsylvania, Ohio and West Virginia territory.

In speaking of Mr. Tillitt's appointment, Richard E. Smiley, sales manager for the local tube organization said: "We are pleased to have a man of Mr. Tillitt's calibre with us, representing as he does, the high ideals and progressive policies of this corporation. We know he will be an asset to the industry in the Tri-State territory."

TURNER LIPPE TO MOVE TO LARGER QUARTERS

Newark, N. J., Friday.

The Turner Lippe Co., Inc., distributing organization for Silver radio in the northern New Jersey area, will move on May 1 to larger quarters at 37-39 William street. The company is at present located at 58 William street.

In addition to Silver sets, the Turner Lippe Co. also distributes RCA Radiotrons and National Union tubes.

G. W. Volkenant, Sparton Engineer, Claims Travel Record Among Radio Men

JACKSON, MICH., Thursday.

With more than 125,000 miles behind him during the past nine months, the traveling championship of the radio industry is claimed by Gordon W. Volkenant, radio engineer with the Sparks-Withington Co., this city, and he wants to hear from challengers.

During this time Mr. Volkenant has been in forty-four States, Canada, Mexico and Cuba. He has contacted 90 per cent. of the Sparton distributors in their own cities, and has repeatedly used all four major forms of transportation: air, rail, water and automobile. He doesn't include the shoe-leather travel.

A typical example of how Mr. Volkenant rolls up the mileage was furnished



GORDON W. VOLKENANT

when he carried Sparton's model 589 into all kinds of out-of-the-way places for tests, before it was introduced. He personally conducted tests ranging from Florida to Mexico and from Cuba to northwestern Canada.

Another example was furnished recently when he received instructions to address a meeting of service men in Boston. The instructions came while in Miami. Arriving in Boston, a telegram awaited, ordering him to Denver the next day. Spending one-half day in Denver, he was ordered back to Newark, N. J., and from Newark to San Antonio. During all this time he did not sleep in a bed. He says when he does get into a hotel he frequently wakes up flat on his back on the bed trying to lasso his legs with his trousers from force of habit acquired in Pullman berths.

Mr. Volkenant is an ex-aviator and travels a great deal by air. He modestly lays claim to the mileage championship, and wants to compare notes with any who challenge the claim.

EXPECT 28c A SHARE INTERIM DIVIDEND ON AMERICAN COLUMBIA

The interim dividend on the American shares of Columbia Graphophone is expected to be in the neighborhood of 28 cents a share, it was stated last week. The 15 per cent. interim dividend declared at this time last year was credited to American shareholders at 28 1/10 cents a share.

SPARTON RADIO

*Metropolitan
Distributor*



BUSHWICK DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

SPARTON RADIO

*Metropolitan
Distributor*

McPHILBEN- KEATOR, Inc.

17 West 60th Street
Columbus 4470-1
NEW YORK, N. Y.

68 34th Street
Sunset 3516-7-8
BROOKLYN, N. Y.

CHICAGO DEALERS MAINTAINING SET STOCKS AT NORMAL

EAGER FOR NEW MODELS

Majestic Rushing Work on New Factory — S. F. Patchin Will Attend Conference at Edison Factory Headquarters.

CHICAGO, ILL., Friday.

Business with retailers as well as the wholesale distributors and manufacturers has slowed down somewhat in the last week or so. Manufacturers here are sparing with their words as to what they will bring out for the June show and as a result the situation has developed a quiet aspect. Retailers are meanwhile utilizing other means to bolster up their slow business and are displaying athletic goods and refrigerators. Especially is the latter true of Majestic dealers who are all primed to make a vigorous campaign for the Majestic electric refrigerator now coming on the market.

Co-incident with the advent of the new Majestic refrigerators, the Grigsby-Grunow Co. this week announces the start of construction on its new \$100,000 plant in which it is planned to build the refrigerators for the Majestic Household Utilities Corp., as the affiliated organization is known. The new plant, to be 155 by 240 feet in size, will be located at the G.-G. grounds at 5801 Dickens avenue and is scheduled to be finished by June.

Howard E. Richardson, vice-president and general manager of Young, Lorish & Richardson, Sparton distributors here, has again this year taken up enthusiastically the sale of motor boats and motors, selling these products, however, through Wilson & Richardson, of which he is president, and which distributes Chris-Craft motor boats and Century and Evinrude motors. He has been spending much of his time of late in making practice tests and demonstrating to prospects in connection with the annual motor boat show which has been in session here all this week at Navy Pier.

The Perfection Radio Store, at 341 S. Clark street, has closed out and sold most of its stock to the Radio Outlet Store next door.

Robert Sampson, son of Peter Sampson, president of the Atwater Kent distributing firm bearing his name here, is a very proud boy these days and is envied by all of his pals who are not fortunate enough to be able to drive a Johnson outboard motor boat, which his father's concern also wholesales in this territory. Young Sampson had his picture taken last week showing him driving one of the newest Johnson boats and was accompanied by several of his friends. The picture was reproduced in the Daily Times.

The Amber Electrical Supply Co. has moved to 620 Jackson boulevard from 553 W. Madison street, now being located in the heart of the wholesale radio and electrical supply district.

Typical of the retail concerns about the city, Lyon & Healy are doing some business in their retail department. Radio stocks are being augmented only as sets are sold, keeping the inventory at normal. On Wednesday night, executives of the firm gathered over the festive board at the Palmer House

STONER PIANO NAMED EDISON DISTRIBUTOR FOR IOWA TERRITORY

Orange, N. J., Friday.

Thomas A. Edison, Inc., has recently appointed the Stoner Piano Co., of Des Moines as Edison Edison radio distributor in the Iowa area. The negotiations were handled by Roy S. Dunn and A. E. Emrick, officials of the Edison organization.

The Stoner Piano Co. has been actively identified with Iowa enterprises for more than thirty years and ranks as one of the State's most prominent musical merchandise concerns. The state-wide distribution of Steinway pianos is one of the firm's activities. The Stoner company has also built an enviable record in the wholesale merchandising of several leading radio lines.

The general direction of the company's affairs is in the hands of T. I. Stoner, president; F. T. Brand, treasurer, and M. E. Wallace, secretary.

In becoming associated with Thomas A. Edison, Inc., the Stoner Piano Co. inherits the large Edison phonograph following in Iowa. As one of the Stoner officials said, "We firmly believe that before 1930 closes, Thomas A. Edison, Inc., will have every reason to look with pleasure upon the record set by the Stoner Piano Co."

Sales and service facilities of the Stoner organization have been expanded to assure the utmost in cooperation and assistance to the Iowa Edison radio trade. In addition, plans has been made to cover the State in a most intensive manner.

where plans were made for taking part in National Music Week.

P. H. McCullough, factory representative for the Colonial Radio Corp., Long Island City, was a visitor during the week, conferring with W. H. Allen, Chicago district manager, and exhibiting one of the new models the company will bring out at the June show. Mc. McCullough intended to visit other Colonial representatives in Duluth, Detroit, Grand Rapids, Kansas City, St. Louis and other cities before returning east for the show.

The radio store which has been located since last winter at 229 S. Wabash avenue, is disposing of the stock of the bankrupt Rialto Music Houses, has liquidated through auction and closed up the business. Some of the patrons of the Rialto company who were making time purchases have been notified henceforth to make their payments at two stores, one northwest at 2412 W. North avenue and one south at 6614 S. Halsted street.

Stocks of the Electrical Appliance Co., which has been in the process of liquidation since late last fall, were closed out at auction this week at the plant on West Jackson boulevard.

S. F. Patchin, local manager for the Edison Distributing Co., plans to leave in about two weeks for the factory where conferences will be held regarding new merchandising plans, etc, for the coming season.

The Electrical Research Laboratories are making ready to exhibit their new models in special cabinets, built in the Erla cabinet plant. Erla will be shown in Booth C22-23 and also in demonstration room CC8 in the Atlantic City Auditorium, local officials advise.

—W. H. ALEXANDER.

SPARTON LOOKS FORWARD

IN THIS, our thirtieth anniversary year, we find ourselves in the strongest position we have occupied in our entire history. We find ourselves, too, with what we believe to be the most stable and capable dealer organization in all radio. With this background we have thrown ourselves into ambitious plans for 1930-31, and will announce at the Atlantic City Show new developments that merit the concentrated attention of every forward-looking dealer. Make a note of this.



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

SPARTON RADIO

"Radio's Richest Voice"

PERFORMANCE
STYLE
SECURITY
REPUTATION

All these dictionary
words are FACTS in

ZENITH
—LONG DISTANCE—**RADIO**

MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State

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

1225 Broadway New York, N. Y.

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

ZENITH
AUTOMATIC
—LONG DISTANCE—**RADIO**

NORTH AMERICAN RADIO CORP.

1345 Broadway • New York

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

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"

J. L. Leban Assumes Sales Direction of Van Horne Tube Co.

Franklin, Ohio, Monday.

After having been vice-president and general sales manager of the Van Horne Tube Co., here, for almost a year, J. L. Leban, has just assumed complete control of sales after disposing of all other business interests.

Mr. Leban, still in his early thirties, has had a most unusual career, and has been closely associated the radio industry ever since it assumed a commercial aspect.

Nine years ago, when crystal detectors first became popular, Mr. Leban became associated with the Foote Radio Corp., and was territorial sales manager for them for three years. After attaining success in this field, he became a manufacturers' representative, and for six years represented several leading radio manufacturers. Located in Philadelphia for a time, Leban represented the Chelton Electric Co., International Resistance Co. and the Sonatron Tube Co., then of Newark, N. J.

Later, moving his offices to Cleveland Ohio, he built up a strong group of lines. These manufacturers included, Silver-Marshall, Inc.; Temple, Inc.; Kodel Radio Corp.; Aero Products Co., Chicago; Arthur Lynch, New York City; Lundquist Manufacturing Co.; Insuline Corp. of America; Supertron Radio Co.; L. S. Brach Co.; Ansonia Manufacturing Co.; Leslie F. Muter Co.; Al Carlson Manufacturing Co.; Harvard Manufacturing Co.; Lincoln Manufacturing Co.; Acme Manufacturing Co. of St. Louis. The greatest

volume of sales, however, was produced by the Steinite Radio Co., being mid-western sales manager for that company for several years.

With this great wealth of experience, and personal acquaintanceship of practically every large distributor in the United States and Canada, Leban now joins the sixteen year old Franklin company in its "expansion year."

Associated with Leban is D. M. Kasson, president of the company, and well known in the radio field; Dr. J. S. Van Horne, one of the industry's leading authorities on vacuum tubes; and E. T. Flewelling, pioneer radio engineer and inventor of short wave equipment and radio service instruments of all types.

The Van Horne Tube Co. has just recently introduced copyrighted "Certified Tube" idea to the trade. This departure in radio tube construction provides an individually plotted characteristic curve for every tube. This chart is packed with the tube and the unit carton wrapped and sealed to guarantee the purchaser that he is receiving a tube, especially tested, and recorded in accordance with recognized standards.

A recent addition to Van Horne products is the Van Horne-Flewelling Tube Checker. This instrument was designed by E. T. Flewelling, and provides means for testing every standard tube in use today, in a quick, understandable manner, it is said.

LORELEY RADIO FILES BANKRUPT SCHEDULE

A schedule in bankruptcy was filed last week by Charles E. Stein, doing business as Loreley Radio Co., 305 East 204th street, New York. Liabilities were listed at \$3,648, and no assets.

LOOK BACK

before you leap ahead . . .

Mr. Radio Dealer!

A word to the wise . . . from Zenith

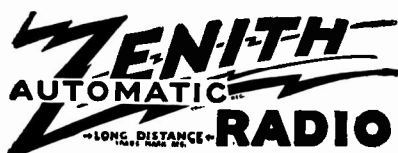
ONCE again you are at the threshold of a new season. New lines, new models will be shown you in all their spic-and-span allurements. High-sounding adjectives and low-sounding prices will greet your ears from all sides. Enthusiastic salesmanship will vie with spectacular publicity to gain your signature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

Here they are... The new trail blazing Fadas

YOUR PROFITS



The Fada 46—Highboy, \$228 without tubes



Fada Headquarters at the Ritz-Carlton Hotel, Atlantic City, during the Trade Show, June 2-6. Also see Fada Booths 22-23-24-25, Section A, Atlantic City Auditorium.



★ The New Fada 41—Highboy, \$218 without tubes.

ONLY THE NEW FADAS HAVE ALL THESE FEATURES

★ **Flashograph**... as dial is turned favorite stations are announced in lights, by name, perfectly tuned.

★ **Automatic Volume Control**... constant level detection enables Fada receivers to produce and hold a constant loud-speaker volume from any signal entering the antenna, whether it be weak or strong. Fading is eliminated, all stations within range of the set are received at volume level selected by listener.

★ **Noise Filter**... a device that eliminates or minimizes noise by cutting out high frequency disturbances, permitting pleasurable reception under

adverse reception conditions.

★ **Pre-selector Tuning**... insures razor-sharp dependable selectivity and prevents cross talk or domination by powerful local stations.

★ **Double-coupled Transformers**... maintains uniform amplification over the whole broadcast band, resulting in uniform selectivity and sensitivity all the way across the dial.

★ **Two-element Detector**... provides straight line distortionless detection so that all parts of a program (loud or low) are detected in their original studio proportions.

★ Fada Radio receivers carry the approval of the Under-

writers Laboratories of the National Board of Fire Underwriters.

★ **Nine Tubes**... three screen grid type '21 in radio frequency stages insure maximum gain, one '27 operating as a two element detector and a four tube audio system consisting of two '27 and two '45 tubes in combination resistance and push-pull transformer coupled for finest quality, one type '80 full wave rectifier... humless operation; complete shielding; local-distance switch; remote control shaft; phonograph connection automatically controlled from tuning dial and radio volume control is also the volume control for phonograph.

1920 • SINCE BROADCASTING BEGAN • 1930

bristling with *new* important sales making features ARE IN A RADIO THAT'S "THERE" TODAY... AND STILL THERE TOMORROW

Are you a radio dealer whose profits have been more imaginary than real?

Did a manufacturer abandon the field, leaving you to hold the bag; did you sell a cheap set, requiring irritating after-service that ate up the meager profit; did the set sell too low to allow a trade-in that left a profit; was your discount not enough higher than your operation expense to be safe?

Mr. Dealer-with-this-experience, consider the Fada franchise. No Fada dealer has ever suffered from the sore spots just mentioned. He sells a product that gives enduring satisfaction. He sells a beauty of tone that year after year other radios fail to match... housed in luxurious cabinets that are masterpieces of the wood-worker's craft.

The new Fada models are ready. They bristle with features important to pleasurable reception. *No other radio on the market contains them all.* Features that are honest-to-goodness *selling* points, not glib *talking* points. Be sure to note them in another part of this message. In allotting importance to them, bear in mind that Fada was the first company to present Neutrodyne commercially to the public, and the first company to develop a circuit basically correct for 227 heater tubes.

Fada has weathered a decade of overnight revolutions in radio engineering, marked by heavy manufacturer-mortality. Where others have failed and disappeared, Fada has prospered and its dealers with it. And Fada will be making the best radios it knows how to make, when other names are but a memory, perhaps none too fragrant.

Investigate a Fada franchise... today. You will find it means, not only a great product in tune with modern needs, but also eager co-operation, intelligent helpfulness, a disposition to share in the profits and pleasures of a great industry.

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

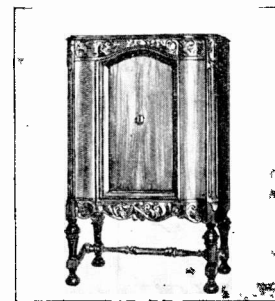
PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES, IN CANADA, AND FOR EXPORT



★ The New Fada 42—Open Face Lowboy, \$159 without tubes.



★ The New Fada 47—Radio-Phonograph Combination, \$328 without tubes.



★ The New Fada 44—Sliding Door Lowboy, \$188 without tubes.

All the new Fada models also available for 25-cycle A.C. operation at a slight increase in price

FADA

Radio

REFRIGERATION SHOW STIRS MUCH INTEREST AMONG PHILADELPHIA RADIO-MUSIC DEALERS

TRILLING AND MONTAGUE FEATURE NORGE AT EXHIBIT

Radio Retailers' Association Launches Drive for Elimination of Misleading Statements in Set Advertising — Frank Evans Named Sales Manager of Motor Parts' Philco Division.

PHILADELPHIA, Pa., Friday.

As the distributors report on the new radios shortly to be introduced to the trade, there is noted a more optimistic tone to the industry in this city. Wholesalers and dealers are marking time for the present, believing that improvement will be sure to come when the newer sets are at hand.

There has been fair demand for recordings of artists appearing in the talks.

Among the wholesalers of radio and electric refrigerators who were prominently linked with the Refrigeration Show staged recently in the Edison building, at Ninth and Sanson streets, were Trilling and Montague, distributors of the Norge electrical refrigerators, Schimmel Electric Supply Co., distributors of Copeland, and General Electric Supply Corp., distributors of the General Electric. Other types of electric refrigerators on view were the Electrolux, Kelvinator, Merchant and Evans, Servel, Wellsbach, Frigidaire and Zerzone.

The executives who staged the Refrigeration Show were Joseph Neutra of the Schimmel Electric Supply Co.; A. L. McMillan, manager of the refrigeration department of the Philadelphia Electric Co.; R. L. Scholl, sales promotion manager of Judson C. Burns Co., Frank Pierce, sales manager of J. J. Poccock, Inc.; George Conover, director of the Electrical Association of Philadelphia, and Miss Clara Tillessen, advertising manager of Philadelphia Electric Co.

Trilling and Montague gave a fine exhibition of the Norge refrigerators, made by the Norge Division of the Borg-Warner Corp. The Philadelphia distributors already have sold several carloads of these refrigerators since their acquisition of the line a few weeks ago. William Morgan, representing the Norge manufacturers in the Pennsylvania territory, was present at the booth throughout the show. He was formerly a member of the now dissolved firm of Van Dyke and Keller Brothers, manufacturers of pianos in Scranton, Pa. He has a host of friends in the music and talking machine trade in this section.

The Copeland refrigerators were exhibited under the auspices of the local distributors with Joseph Neutra, manager of the sales department, supervising the displays. He was assisted by W. E. Young. George McIlhenny, general sales manager and vice-president of the Copeland Sales Co., of Detroit, was a visitor.

General Electric refrigerators are sold through the radio and electric appliance dealers, Judson C. Burns, of 1101 Chestnut street, and with twelve branches located throughout the city. The General Electric Supply Corp. operated in the displays.

A drive was launched by the Radio Retailers' Association of Philadelphia for the elimination of misleading ads, at the session of the organization held recently at the Arcadia Cafe. More than sixty dealers and the distributing houses of the Quaker City joined in the movement to promote fair advertising. President Alexander Gettlin, head of the firm bearing his name at 5630 N. Fifth street, called the meet-

ing for the purpose of acting upon the proposed plan to secure co-operation of the dailies. The latter were represented at the session by their advertising managers. The featured speaker was Hugh Smith, of the Better Business Bureau, who formulated a plan and submitted it to the newspapers. In co-operation with the radio dealers the newspaper advertising managers adopted a resolution to obtain full truthfulness in advertising of sets that are offered for sale. The ads are to state exactly why the sets are being offered at prices that are below the usual, to give details if they are to be discontinued by the manufacturers and other factors causing the special offer.

L. E. Hilduser, Philadelphia district manager for the Grigsby-Grunow Co., with headquarters in the Philadelphia distributing branch of Peirce-Phelps, Inc., merged with Penn Phonograph Co., 437 N. Fifth street, has been assigned to cover the Baltimore area, this to be included in the Quaker City and Pennsylvania territory. He will cover the city of Baltimore, West Virginia and a small portion of Virginia in addition to the local trade and will work in conjunction with the Baltimore distributors, Eisenbrandt Radio Co.

Frank Evans, who has been affiliated with radio merchandising since 1920, has been appointed sales manager of the Motor Parts Co., Philco branch,

Fairmount avenue and Twenty-fourth street. Evans was formerly district representative for the Amrad Corp. In 1920, with R. J. Mathews, general manager of Motors Parts Co., Philco branch, he organized the Philco Service Warehouse at 1518 Vine street, where were distributed the Philco Grid batteries. Following the dissolution of this firm, Mr. Mathews joined Motor Parts Co. A banquet of the employees of Motor Parts Co. was held recently at which announcement was made of the appointment of Mr. Evans to the staff.

A group of 20 sales representatives and officials of the Philadelphia Motor Accessories Co., 3129 N. Broad street, were the guests of the All American Mohawk Co., manufacturer of the Lyric radio, at a dinner and sight-seeing trip in Tonawanda, N. Y., recently, when they visited the factory and then were taken to Niagara Falls by automobile and there dined at the Wolf's Head Inn, where the hospitality of Mr. Farny Wurlitzer, head of the manufacturing concern, was extended the visitors. Those from the Philadelphia firm who were in the group were David D. Weiss, president and secretary; H. I. Landis, treasurer; W. D. Harris, purchasing agent, and C. W. Conroy, assistant sales manager, all of the Philadelphia Motor Accessories Co.

Crews have been formed to co-operate with dealers in the sales of the Kennedy radios through the courtesy of the local distributors, Trilling and Montague, and the Kennedy Radio Corp., of South Bend, Ind. These crews are composed of groups of four who make house-to-house canvasses for the dealers. Among such firms being supplied with crew workers is the Universal Radio Corp., which operates two stores in this city.

—CARR.



Hard - Boiled
Dealers

PLEASE WRITE!

The hot water of last fall made a lot of you hard - boiled. You've discovered that it cost a lot of your receiver profits when misbehaving tubes had to be replaced — not to mention the cost of time for service men to make these replacements.

Take nobody's word on tubes—not ours, either. Make a simple experiment. Buy just a few Sylvania Tubes for a couple of your new receivers. Compare their service record with the average of other tubes.

Sylvania believes a guarantee is something built in by engineers and not just printed on paper.

Clip the Coupon Below.
Make the Test
— and Know!

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



Sylvania Products Co.
Emporium, Penna.

I'm open-minded on this thing and I'll invest the dealer's price of a couple of sets of tubes for a
..... receiver, model
Name Address
City State

MADE POSSIBLE

GREAT PHILCOS IN 1929	 ALL-ELECTRIC RADIO	GREATER PHILCOS FOR 1930
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WEEKLY BULLETIN

DIGGING

Hard work means nothing to a hen. She just keeps on digging worms and laying eggs, regardless of what the business prognosticators say about the outlook for this or any other year.

If the ground is hard, she scratches harder.
If it's dry, she digs deeper.
If it's wet, she digs where it's dry.
If she strikes a rock, she works around it.
If she gets a few more hours of daylight, she gives us a few more eggs.

But always she digs up worms and turns them into hard-shelled profits as well as tender, profitable broilers.

Dig you ever see a pessimistic hen? Did you ever hear of one starving to death waiting for worms to dig themselves to the surface? Did you ever hear one cackle because work was hard? Not on your life. They save their breath for digging and their cackles for eggs.

Success means digging. Are you?
From THE BRANDING IRON.

1930 Another Philco Year

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

M. Simons.

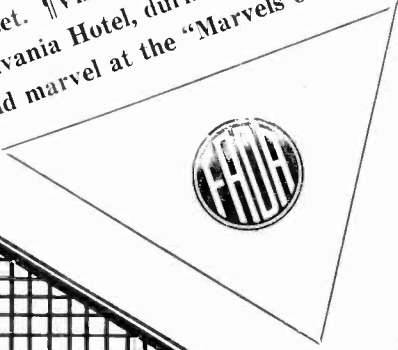
UNIVERSAL RADIO COMPANY
536 Bergen Ave. New York City
Ludlow 1800

FADA

THE NEW "TRAIL BLAZING" FADAS

are available only to the
"TRAIL BLAZING" Dealers.

Each cabinet and every mechanical feature of the new FADA line were selected and accepted only after the most careful comparisons, tests and consideration of every quality detail. . . . [And this same caution will be applied to the appointment of our new FADA Dealers. [Our very attractive, merchandising, profit-making, quality line will make the FADA Franchise your most valuable business asset. [Visit our advance showing at the Pennsylvania Hotel, during week of May 19th —and marvel at the "Marvels of FADA."



TRIANGLE

RADIO SUPPLY CO.

incorporated
381 4th AVE. NEW YORK

EXCLUSIVE METROPOLITAN FADA DISTRIBUTORS

VIGOROUS CAMPAIGNS STIMULATE SALES IN CLEVELAND DISTRICT

'JAKE & LENA' DISCS GO BIG
Starr Piano Co. Has Formal Opening of New Refrigerator Department — Ohio Radio Trade Ass'n to Hold Meeting May 12.

CLEVELAND, OHIO, Friday.

The big semi-annual sales of downtown department stores the past week, known as "May Day," "Value Day," "Lion Day," "Comparison Day," etc., proved conclusively that the public is certainly radio-minded, as hundreds of sets were sold. Radio departments of the various big stores presented a busy appearance. Many extra salesmen were employed for the occasion. Thousands of people from surrounding towns were attracted to the city and there was a veritable orgy of buying of all sorts and kinds of merchandise. It seemed inconceivable that there was such a thing as a business depression after seeing the crowds that jammed every department of the various stores. A large number of iceless refrigerators were sold, too.

The Euclid Music Co., Euclid avenue and Seventh street, is holding a public auction. The company is not going out of business but is taking this means to reduce its stock. It is the first auction in a music store in the downtown section for many years.

The Victor records of "Jake and Lena" are proving to be among the biggest hits Cleveland and surrounding territory has ever known. The stock of the Cleveland Talking Machine Co., Victor distributors, was entirely exhausted, so great was the demand, and two additional numbers just released are going over just as big. This team, Gene and Glen, whose radio stunt is known as "Jake and Lena," has attracted nation-wide attention. They are on the air over station WTAM twice daily and are as popular today as they were on the first appearance several months ago. They broadcast for the Apex Mfg. Co., who now control the manufacture and sale of Victoreen receivers.

The City Ice and Fuel Co., with headquarters in Cleveland, has announced that it will enter the iceless refrigeration field by selling a well known make direct to the consumer. The company operates one hundred and twenty-three plants in twenty-one States, and after making an exhaustive survey of the field, has decided that the American public is still possessed of plenty of buying power despite the business depression. The new plan will be first tried out in a few of the larger cities, including Cleveland. A. B. Curtis, Jr., who has had a wide experience in the refrigerator field, will have charge of this territory.

The formal opening of the Starr Piano Co.'s new iceless refrigerator department took place last week. It is located on the main floor and the various models of the new "Starr-Freeze" are all on display. P. B. Graham, manager, has had considerable experience, and came here from the factory. The company will put on a house-to-house campaign to introduce the new product shortly.

Wurlitzer's are having their entire

store re-decorated and minor changes made. They have used large newspaper space and disposed of a great deal of radio and small goods.

There is every indication of a big turnout for the general meeting of the Ohio Radio Trades' Association which will be held May 12th, at which time the program of activities for the Summer will be outlined.

Some of the work done by the pupils of the public schools in the Music Appreciation Contest of the Cleveland Symphony Orchestra is being displayed in the window of the Lyon & Healy Co. where it is attracting a great deal of attention. The work consists of a cut-out of the entire orchestra in black and white which forms the center of the display. Sketches, scrapbooks, etc., are also included. The various instruments by the orchestra are also on view. The Lyon & Healy store has been crowded for several weeks past by those purchasing tickets for the Metropolitan Opera Co.

The Aitken Radio Corp., distributor for Crosley, has just had its quarters entirely re-decorated and they present a very nice appearance. The new Crosley "Companion" series is moving well and a good Summer's business is looked forward to.

Cushman Refrigerator Co. opened a school for salesmen this week. The men are being given a course in selling General Electric refrigerators. Sloan and Mackinnon, Westinghouse distributors, have commenced a direct selling campaign to put these refrigerators into homes. They had a very attractive exhibit at the recent "Homes Beautiful" exposition. New showrooms are

Nat'l Light, Radiola Exclusive Distributor In Brooklyn Territory

Vernon W. Collamore, manager of the Radiola division of the RCA Victor Co., Inc., has disclosed the appointment of the National Light and Electric Co. as Radiola distributor in Brooklyn and Long Island. For the last eight years this organization has merchandised Radiolas in Newark and northern New Jersey.

The officers of National Light and Electric Co. include George Ollendorf, president; Harry Hirsch, treasurer, and F. S. Robinson, sales manager.

The RCA appointment causes the National Light and Electric to concentrate all of its efforts in the new territory. The entire offices, warehouse and personnel have been moved to Brooklyn where the company formerly operated a branch office. Further expansion is in progress which will completely equip National Light and Electric for carrying on an elaborate program of RCA Radiola distribution.

on Euclid avenue, near East Twenty-second street.

The practice of some downtown stores advertising radios models as late models, when they are not, is being put a stop to by the Better Business Bureau. They have threatened prosecution in several instances.

—DIHM.

South's Oldest Kent Dealer Features Fine Amos 'n' Andy Display

KNOXVILLE, TENN., Friday.

McNutt & Co., this city, who have handled Atwater Kent radio exclusively since 1922 and are known as "The oldest Atwater Kent dealers in the South, handling Atwater Kent exclusively," recently installed an Amos 'n' Andy window display so complete and unusual in its presentation that public attention was arrested and a great deal of favorable comment followed, it is stated.

The McNutt window trim was a replica of the office of the Fresh Air Taxicab Co., Incorporated, as most radio fans have built it in their imagination. There was the table littered with income tax blanks, cans of paint, a hammer and other odds and ends that Andy might be busying his tired mind with. The Fresh Air Taxicab sign was pasted on the wall, with the words "Incorporated" and "President" properly misspelled. The calendar of the Great Home Bank hanging on the wall read "The Great Home Bank. Reposit your Money and Forgit it." There were also pictures of Madam Queen and Ruby Taylor on the wall, and a bucket of paste in the corner. Nor was Amos' little "Dawgie" forgotten.

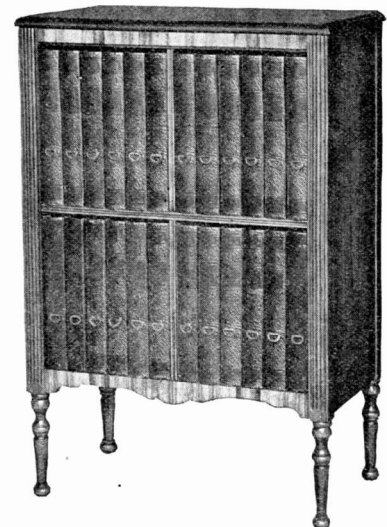
Of course, the focal point of the window display was an Atwater Kent cabinet model radio, tied-in to the display as the radio over which to hear "Harlem's outstandingest taxicab men."

UDELLE ANNOUNCES NEW RECORD ALBUM CABINETS

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

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

Write today for complete information.



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

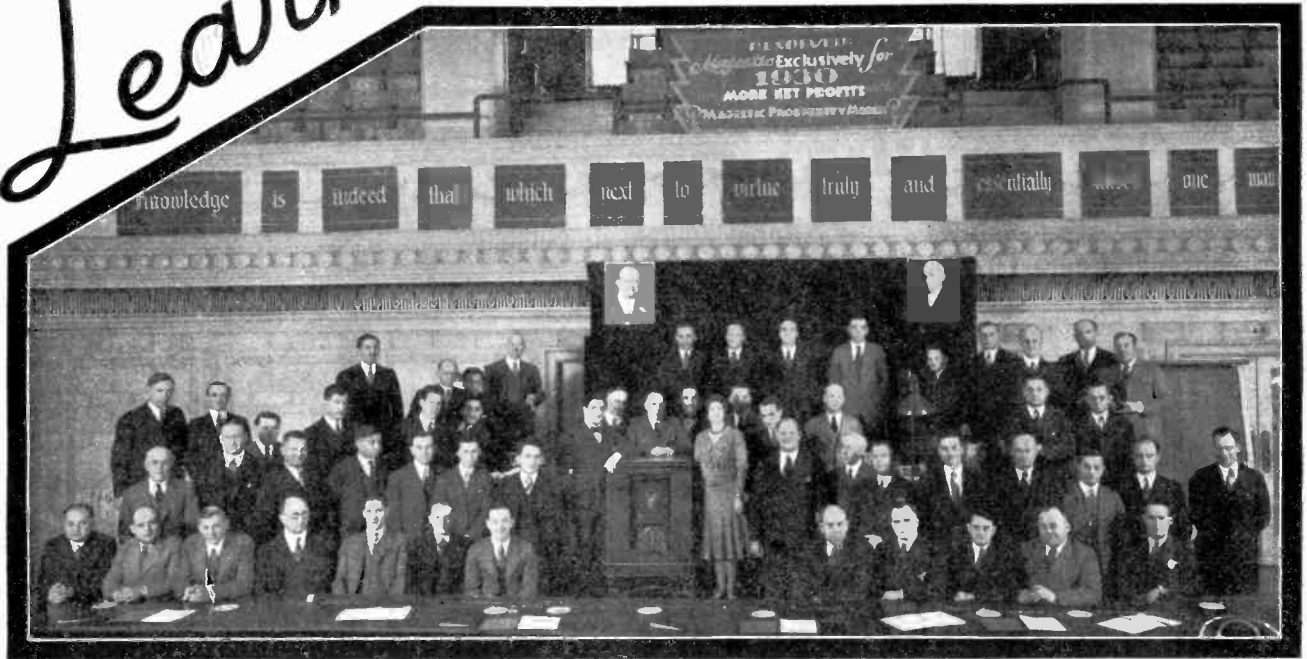
The UDELL WORKS, Inc.

Established 1873

Incorporated 1901

INDIANAPOLIS, IND.

Learn! TO EARN MORE



THIS FREE SALES TRAINING HAS HELPED HUNDREDS »
IT CAN DOUBLE YOUR EARNINGS TOO » » » » » » » »

You can sell more, earn more, without paying a cent for the training necessary. Without interference with your present job, the Majestic Sales School gives you complete training in salesmanship *absolutely free*. It adds to your earnings immediately. It trains you for big-pay, a better future. It gives you the training you

need to succeed in business for yourself. Only one week is required. Your Majestic distributor has a plan that gives you transportation and tuition absolutely free. Write him for details today. For further information, and particulars of registration, write F. A. Delano, Majestic Sales School, Lake Shore Athletic Club, Chicago.

The Lake Shore Athletic Club, Chicago, home of the Majestic Sales School. Club privileges are yours during your training.



You will meet such celebrities as these at the Majestic Sales School:

QUIN RYAN
Chief Announcer, WGN



IRENE PAVLOSKA
Prima Donna



HAZEL EDEN
Chicago Civic Opera



MINNA KROKOWSKY
Famous Violinist



Majestic

RADIO

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products
Incorporated
"Exclusively Majestic"
90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.
Pratt and Paca Streets

BOSTON, MASS.

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

BROOKLYN, N. Y.

Specialty Service Corp.
"Service Is Our Middle Name"
651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.
Majestic Exclusively
314 Tryon Street

CHICAGO, ILL.

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

CINCINNATI, O.

Majestic Distributing Co.
OF CINCINNATI
1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.
OF CLEVELAND
4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company
HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street
Des Moines, Iowa and Marion, South Dakota
Established Since 1879

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue
*"Michigan's Oldest Radio
Distributing Organization"*

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

HARRISBURG, PA.

Peirce  Phelps
merged with

Penn Phonograph Co.
Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler
625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"
122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company
Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879
720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

MEMPHIS, TENN.
Radio Sales Company
483 South Main Street


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

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

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

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

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

PHILADELPHIA, PA.
Peirce  Phelps
merged with

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

HARRISBURG, PA. WILKES-BARRE, PA.

PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street


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

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

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

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

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

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

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

STEADY TURNOVER OF SETS REPORTED BY TOLEDO DEALERS

PLAN PORTABLE DRIVES

Retailers Enthused Over Refrigerator Sales Possibilities — Toledo Radio Trade Body Holds Election—Willis Day Succeeds Firm of Day and Brinker.

TOLEDO, OHIO, Monday.

A steady movement of radio sets and combinations is taking place in a majority of the leading music stores and radio houses, here.

Dealers are making ready to receive Crosley and Majestic lines of refrigerators. Retailers are hopeful that the merchandise will be available soon in order that they may be able to reap the full benefit of the warm weather home demand for equipment of this kind.

Fire which resulted from a short circuit in a radio testing table threatened an entire business block and destroyed the Whitney Music Store, 1419 Dorr street, recently. The music store was the heaviest loser, damage amounting to \$5,000 to stock alone. This included radios, phonographs, other musical merchandise and supplies. William

Whitney, proprietor, formerly operated a similar store downtown on Superior street but some time ago moved to this location which is nearer to the clientele he serves. Temporary quarters have been opened on Door street opposite the old location.

Officers and directors were chosen at a meeting of Toledo radio dealers in the Elks club on Wednesday evening. This new organization is composed entirely of retailers and is divorced from the old association which was composed of both wholesalers and retailers. The other group has ceased to exist. Officers are: Harold G. Miehs, president; William W. Baillie, of the J. W. Greene Co., vice-president; Clifford Johnson, of the Park Lane Radio Co., secretary, and Edgar Allen, treasurer. Directors named are William W. Baillie, Ed. Collins, E. Allen, Harold Miehs, Dayton Russell, Fred Gamble, Ed Smith, Clifford Johnson and Bert Parker. A good representation of dealers were present. The purpose of the new organization as explained by H. G. Miehs is to correct some of the abuses which now harass the radio industry, chief of which is the home demonstration problem. In the future all members will report each demonstration to the credit association before it is undertaken; the association will check the prospect with other similar demonstration. If it is found that he is a habitual offender further demonstration will be refused unless he makes a down payment upon the set.

The J. W. Greene Co. is enjoying an improved radio sales volume. The betterment is due, W. W. Baillie, manager, stated to the drive on the Sparton, Zenith, Radiola and Victor models.

In the Greene record section, Miss Helen Baumgardner reported Rudy Vallee's "Stein Song" on Victor, "Sunny Side of the Street" on Brunswick and the "Gene and Glen" record as leading sellers.

The Basil Radio Co. is conducting a spring campaign on Majestic and Sparton sets. For the purpose of the drive the sales force has been enlarged. New members include A. L. Amstutz, J. M. Stevens, James Morse and Leon J. Nittkins. Victor Basil is head of the house.

The United Music Store, in the theatrical district, reports a slight improvement in Sparton, Victor, Majestic and Crosley demand. Harry Wasserman, head of the enterprise, announced that the house has been awarded Majestic and Crosley electric refrigeration franchises. An energetic promotion campaign will be inaugurated as quickly as the units are available, he said. In order to properly handle the new job the house has opened its own delivery and service departments. Irving Berry and Geo. Gleason are new members of the sales staff.

In the record section, Miss Virginia Bonneau reported "Sunny Side," on Columbia; "Thank You Father" on Victor and "The Moon is Low" on Brunswick as selections fancied by many patrons. Numbers from "Puttin' on the Ritz," which is playing at the Valentine theatre, are also in demand.

Willis Day, West End Majestic and Stewart-Warner dealer, has succeeded the firm of Day & Brinker. During the past year the house has carried electric refrigerators and no doubt a similar policy will be followed this summer although no definite arrangements have been completed as yet.

At the Toledo Radio Co., wholesalers of the Sparton line, a fairly nominal flow of orders is coming in, according to Chas. H. Womeldorff, president. A policy of addressing sales groups of dealers inaugurated here has proved of

benefit to both the house and the retailer. Mr. Womeldorff recently returned from a trip to the Sparton factory at Jackson, Mich. He will attend the RMA Trade Show at Atlantic City. Edgar A. Kopf, manager of the Columbus Radio Co., will accompany him.

The radio, phonograph and record sections of the LaSalle & Koch Co., department store, report a nominal business on Sparton, Victor, Crosley and other lines. However, the plans for the immediate future of the phonograph division are centered upon the sale of portables. A campaign will be launched early in May and will continue throughout most of the summer. It is believed that by this method a large number of records will be also sold, according to Fred Gamble, manager. Miss Virginia Thomas, in charge of records, reports the Columbia records by Paul Whiteman, "Monterey" and "A Bench in the Park," "Sunny Side," by Ted Lewis and Rudy Vallee's "Stein Song," leading sellers.

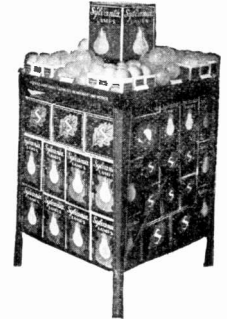
The Toledo Automotive Equipment Co., distributor of Brunswick radios, records and phonographs, is enthusiastic over the Brunswick-Warner Bros. combination. Sales Manager Perry White believes the arrangement is a fine thing for both parties. Already it is announced that Brunswick products will be advertised in all Warner Bros. theatres. A dealer campaign is under way which has for its purpose consumer demand without price cutting but upon the merit appeal.

The Cable Piano Co. has been successful in closing deals through the Victor trade-in plan on combinations. Radiolas and Cable sets too, are show-

Unique Moving Display For Sylvania Lamps

Emporium, Pa., Friday.

A new lamp merchandiser has recently been introduced by the Nilco Lamp Works, Inc., this city, maker of Sylvania incandescent lamps. This new product is called the moving color lamp



Sylvania Lamp Display

display, and is said to go considerably further than the conventional color changes in displays, which depend mostly upon flashes of different colored lamps. The display is shown in the accompanying photograph.

The Sylvania Products Co., maker of Sylvania radio tubes is a division of the Nilco Lamp Works.

improved demand, it is reported by C. B. Trowbridge, manager.

—SCHLACHTER.

The HEIGHT
OF
PERFECTION

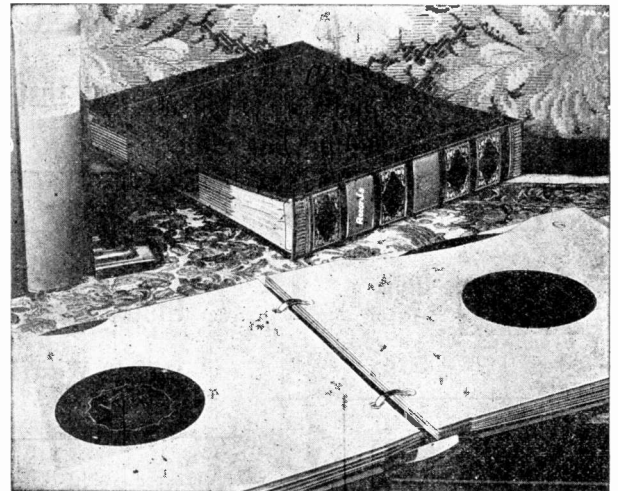


Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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

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



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

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

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

The Most Amazing Radio Value Ever Offered!!!

Crosley "Companionship" Series Models in Wood Consoles

The CHUM

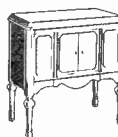


This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacoone moving armature electromagnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid. Has built-in power supply incorporating genuine trouble-free Merphon condenser. Dimensions: 28 1/2" high x 27" long x 14 3/4" deep. Amazingly low priced at only..... **\$75** Less Tubes

The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes. The latest refined Crosley Type "M" Dynacoone power speaker is concealed in the cabinet. Dimensions: 29 1/2" high x 28" long x 16 1/4" deep. No radio value ever approached this model at only..... **\$90** Less Tubes

The COMRADE



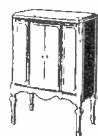
This set is enclosed in the same cabinet as the PLAYMATE but incorporates the refined Crosley Unitrad eight tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only..... **\$105** Less 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 eight-tube Crosley Unitrad chassis and improved Crosley Type "M" Dynacoone power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 3/4" deep. No such value in radio has ever been offered at the sensationally low price of..... **\$112** Less Tubes

The PARTNER



This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The CROSLLEY PARTNER incorporates the refined eight-tube Crosley Unitrad chassis and the improved Crosley Type "M" Dynacoone power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 3/4" long x 16 1/4" deep. An astonishing radio value for only..... **\$118** Less Tubes

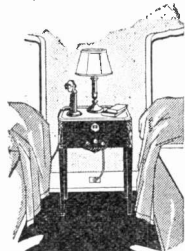
A NEW Screen Grid, Neutrodyne Circuit, Power Speaker, A.C. Electric, Low Utility Console Model at an Unheard of Low Price!!!

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

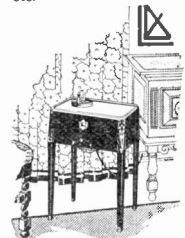
sets welcome the BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and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



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



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



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



The BUDDY
\$55.00
LESS TUBES

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

An improved CROSLLEY Dynacoone power speaker is included at the price, and is installed under the cabinet. Uses six tubes, two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Merphon condenser.

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

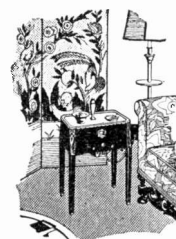
Western Prices on All Models Slightly Higher

THE CROSLLEY RADIO CORPORATION

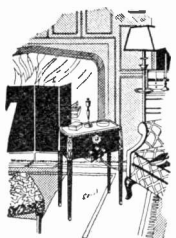
POWEL CROSLLEY, JR., President

CINCINNATI, OHIO

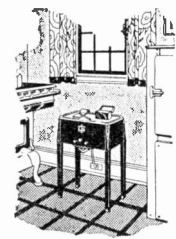
Home of WLW—"the Nation's Station"



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



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



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

New Low Price

YOU'RE THERE WITH A CROSLLEY
CROSLLEY RADIO

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, Madam, 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

REDLANDS, CALIF., DEALERS SEE NEED OF INTENSIVE EFFORT TO PRODUCE SALES

REDLANDS, CALIF., Thursday.

Three main obstacles to early restoration of desired volume, which will show a reasonable relation to results obtained last year through the Spring and Summer months, show a tendency to come up over and over again in the course of visits to stores in the southern counties of this State.

Dealers put "financial conditions" first. Second, "Program conditions."

The third condition, when stated here, will be strenuously protested by a majority of retailers. It is wholeheartedly agreed to by one hundred per cent. of the wholesalers and manufacturers' salesmen, and confirmed by the retailers who are actually moving a good monthly average of sets. It is dealer indifference and dawdling over the marketing of sets which are not backed by a manufacturer's campaign and set-up

which does much more selling to the public than has ever been done in previous years.

The reason for this comes back one more step, to the indifference to trade opinion shown by a majority of manufacturers in the second and third line during the past three months when the stability of factors in the industry was uppermost in the minds of all retailers.

"Why don't they advertise more in trade papers? Why don't they tell us something direct from headquarters that will bolster up our courage?"

Having waited in vain for the word from above, the average dealer in merchandise outside a limited number of strongly backed lines which have kept up their advertising and merchandising programs through this critical period, has caught the infection of indifference from above.

Manufacturers who have been lagging in advertising to the trade, via trade papers, face one of the most criti-

cal periods in their careers just at the present moment.

Large corporations can conserve their funds at critical periods by delaying necessary maintenance work on physical property, and cutting advertising appropriations.

They know that after a certain point is reached, further penuriousness along these lines exacts a severe penalty.

Dealers want to keep the agencies for lines good enough to warrant reasonable expectations of business, so they dawdle along half heartedly, and resent all imputations that they are not working their heads off to make sales. But they are in need of a spiritual regeneration, an inoculation of fighting spirit.

They have not revised their tactics to meet the reversal of trade into a buyers' market.

Heavy advertising to the trade by laggard manufacturers is a necessity of the present moment.

This conclusion is confirmed by observations of both manufacturers' and wholesalers' salesmen in the field.

"Business jumping all the time" is the concise report of W. C. and G. B.

Nash, proprietors of Nash Electrical Co., 7 W. State, Redlands.

Nash Brothers are Sparton dealers exclusively in radio, and have built up their business by staying with this line ever since it came out. They diversify their business with a general line of electrical supplies, and Copeland electric refrigerators.

The atmosphere in the Nash store is one of quiet confidence and hard, well directed work. The organization seems to feel there is plenty of business to be had by going out after it. The proprietors like the kind of cooperation they get from their jobber and the factory. As for the merchandise, model 589 came along at the right time to meet changes in market conditions, and they say, with a cheerful smile, "is proving to be a hard one to beat."

Furst & Jones, 9 W. State, operate a well located store, with Victor radio, portables, records, sheet music, and Grebe radio as their stock. In portables and records they rate the market as dull at present. Their sales effort is largely directed to radio.

J. B. Stone, Lyric retailer, who has been a consistent advocate of Mohawk and Lyric in this city over a period of years, is paying closer attention to the credit of radio buyers, with good results. Mr. Stone is proprietor of Redlands Electric Co., 108 W. State. "We have a live credit association. It pays a dealer to follow their dope, rather than back his own judgment.

"Credit losses come through overconfidence in hasty appraisals of prospects. It is better to have them looked up by someone who is not biased by anxiety to make a sale.

"Credit is to a business what a foundation is to a building. It is charged with the duty of holding up the whole structure. If the foundation of a building fails, strength in the superstructure is of no value. The best type of sales efforts can not overcome the effects of errors in granting unwarranted credits."

Yes, many dealers will appreciate this brief comment from J. B. Stone.

Lucky Strike hour is the most popular program feature of the week, Amos 'n' Andy are gaining appreciative listeners right along, and Walter Damrosch in the weekly G. E. hour has actually created a demand resulting in sale of radios. Columbia programs do not get into this territory. Interference is the biggest handicap to effective demonstrations and use of radio. These are the views of H. W. Jenkins, Southwest Electrical Co., 16 W. State. He has been selling Radiola for nine years. Current business shows best on Radiola 66. It is unnecessary for a dealer to put much work on cheap merchandise. People can afford the kind of a set they ought to have.

--S. F. PARKER.

The Profit Line for 1930

Brunswick

Radio • Panatope with Radio • Records

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

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

Boren Bicycle Co.

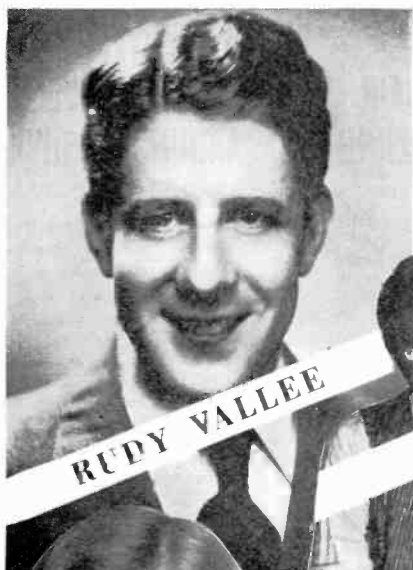
Crosley Jobber in

Wide Arkansas Area

Little Rock, Ark., Monday.

The Boren Bicycle Co., of this city, has been appointed distributor of Crosley radio for a wide section of Arkansas. Officers of the local concern are: Ben Boren, president, Vernon Jackson, vice-president and treasurer, and Ben Boren, Jr., secretary.

The firm which began as a distributor of bicycles ten years ago, enjoys wide popularity in this district.



RUDY VALLEE



AMOS 'N ANDY



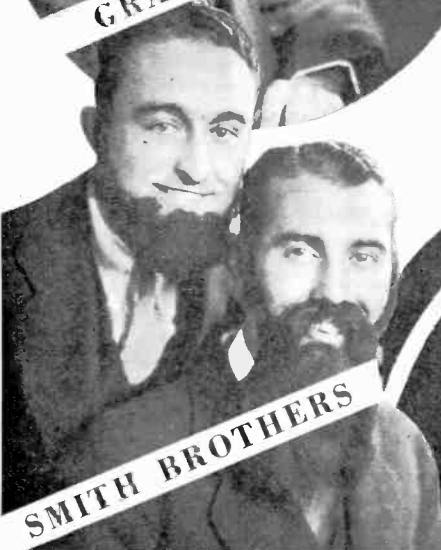
JOLLY BILL & JANE



OLIVE SHEA



GRAHAM McNAMEE



SMITH BROTHERS



CLAIRE CARTER



MACY & SMALLE

LET THESE FAMOUS STARS BOOST YOUR RADIO SALES

HERE'S THE MOST SENSATIONAL IDEA IN THE HISTORY OF RADIO SELLING!

... How would you like to have *Rudy Vallee*, the Vagabond Lover, pulling the women buyers into your store?

And just imagine *Olive Shea*, the girl with the box-office voice, inviting the men prospects to come in and talk over that new set with you!

Listen, men! How would you like *Amos 'n' Andy* plugging for you? And *Graham McNamee* ... the *Smith Brothers* ... *Vincent Lopez* ... be-

loved by millions of radio fans—drawing 'em into your place!

Men, this will happen in hundreds of radio stores throughout the United States this summer! ... Demand the facts at the National Union booth and at the 10th floor rendezvous at the Ritz Carlton Hotel—Radio Show Week in Atlantic City.

And don't miss this year's Special National Union Radio Tube entertainment! Pst-t!

NATIONAL UNION RADIO CORPORATION
400 MADISON AVENUE, NEW YORK CITY, NEW YORK

MEMO!

Yes! At the Show, I must remember to ask National Union about that "Radio Star" Idea, at their booth on the 10th floor of the Ritz Carlton!

Mr. Speaker Manufacturer :

BETTER DIAPHRAGMS
mean bigger sales.

MAKE BETTER DIAPHRAGMS
of specialized materials.

EDWARD W. STERN

Diaphragms and Diaphragm Materials

38 Great Jones Street New York, N. Y.
Samples on Request.

**SCREEN-GRID
BOSCH
RADIO**



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

AMERICAN BOSCH MAGNETO CORP.

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

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



APRIL SET VOLUME SHOWS MARKED GAIN IN MILWAUKEE ZONE

Milwaukee, Wis., Thursday.

Radio set sales have shown no marked increases during the past month, according to reports received from leading jobbers and retailers in this territory. Combinations are selling better than usual as are the recordings of popular musical hits. Indications are, however, that the business transacted during the month of May will exceed that of the corresponding month a year ago.

Victor dealers in Milwaukee are conducting a sales campaign on combinations which is proving unusually successful. A substantial allowance for old radios and phonographs is a feature of this offer which is causing many to turn in their old sets, to apply them toward the purchase of a new Victor combination.

A tie-up has been arranged with the Alhambra Theatre in connection with Paul Whiteman's new Universal picture, "The King of Jazz," which is to open at that show house on Friday, May 2. Victor dealers in the city are planning to take full advantage of this opportunity by arranging attractive window trims and counter displays featuring recordings of the leading hits of the production. An exceptionally large demand is anticipated for "Rhapsody in Blue," played by Paul Whiteman and his orchestra.

The North Central Distributors, Victor wholesalers in this territory, report that more and more people are making a practice of assembling a musical library of recordings, much the same as they would books. Particularly is this true of the members of the well-to-do class who are purchasing albums made up of the recordings of prominent artists.

The Interstate Sales Co. has arranged with the local ball park to supply those fans present at the opening game with an accurate account of who is who and what's what by means of amplifying equipment, which is to be installed. The firm has taken on the distribution of Continuella automatic phonograph and amplifying equipment for this territory. The Bailey Co., factory representative, has supplied the Interstate Sales Co. with a truck so equipped as to facilitate demonstrations. Arrangements are under way to equip an amusement park in the vicinity of Milwaukee.

Majestic dealers throughout the city are to feature an attractive window trim next week showing the number of railroads equipped with Majestic radio. A train is to be shown in the background, with an illustration of a group of travelers listening in. This display ties up with the national advertising of the firm.

The George C. Beckwith Co., distributors of Crosley and Amrad, has been appointed representatives for the Copeland electric refrigerators in this territory.

The Tillman Song Shop, formerly at 416 Wisconsin avenue, is now located on the main floor of the Espenhain department store, at the corner of Fourth and Wisconsin, near the Fourth street entrance. An extensive line of sheet music and phonograph records including Victor, Columbia, Broadway and Brunswick and musical instruments are to be handled at this new location.

—E. S.

RETAIL ACTIVITY HOLDING UP WELL AROUND NASHVILLE

NASHVILLE, TENN., Friday.

April activity has been very good in Nashville in the radio and phonograph lines. Development is shown at many of the stores. Band instruments and pianos as usual at this season of the year show much activity. The Spring season is always very important in this market.

The Nashville Boosters Club starts on its annual tour May 18, and the event lasts from May 19-24. About two hundred miles will be covered by special train in contiguous trade territory. Chas. H. Yarbrough is president of the club. About 150 Nashville mercantile and manufacturing representatives will be aboard.

Friedman Electric Co., headed by Adolph Friedman, is featuring radio and phonograph lines in a retail way, here.

The M. F. Shea Music Store recently moved to a four-story structure on Fifth avenue, North, south from the former location. Both phonograph and radio lines receive attention. The Victor is featured. M. F. Shea, present head, founded the store about 20 years ago. Montgomery Ward Co. is to occupy the former store location.

Chas. Gardner is now manager of the radio department at Lebeck Bros.

Harley-Holt Co., on Broadway, have been vigorously featuring the Majestic radio. M. H. Berry heads the radio service department at the store. He has had the experience of service in the engineering research department of the Crosley Radio Corp., and is an associate member of the Institute of Radio Engineers.

The East Nashville Radio and Hardware Co., Frank Nowlan, manager, is one of the active Majestic radio dealers in the East Nashville business section.

Claude P. Street Piano Co., of 717 Church, this week put on a Kelvinator demonstration, Miss Marion Sawyer, Home Economist of Detroit, assisting.

P. A. Sullivan, proprietor of Sullivan's Department Store, at Old Hickory, Tenn., twelve miles from Nashville, has been appointed a Majestic radio dealer by the J. E. Dilworth Co., of Memphis and Nashville. Old Hickory is one of the rapidly growing industrial towns of Middle Tennessee. During the World War it was the seat of a big powder mill and is now a large textile center.

Baird-Cates Co., of 209 Vine street, Knoxville, is now featuring Brunswick.

—C. G.

All abo-o-o-ard for
CROSLEY & AMRAD
Exclusive metropolitan Crosley and Amrad distributors

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



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 Capitol of a Great
State for ATWATER KENT Radio
46 South Fifth Street

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA

we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street

The Atwater Kent Distributor of
the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.

Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

1906 1930



Radio's
greatest
name
"DE FOREST"

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

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

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

DE FOREST RADIO CO.
Passaic, N. J.



REMARKABLE FALL
TRADE PREDICTED BY
SAN FRANCISCO MEN

HEALTHIER TONE IS NOTED

Retail Trade Running Light at Present — Edison April Sales Show Gain Over the Preceding Month — Coast Radio Supply Named Brunswick Jobber.

SAN FRANCISCO, CALIF., Monday.

Yes, business is spotted, but both the high and the low spots are averaging higher than they were a while back. The radio merchants as a whole have ceased to look for any great jump in trade for the Spring season. It isn't in the cards, as general economic conditions are not recovering fast enough. They do anticipate that the coming convention will reveal sufficient of the new models for the coming season so as to tend to give more stability and a little more activity to the Summer business. And there is scarcely one to be found who does not believe that there will be a remarkable and driving Fall trade.

T. W. Carpenter, in charge of the Wurlitzer radio department, reports that business has for a while been quite a little better. It was quite a help to the department when they put in a little variety of sets. And while it has increased total sales it has not decreased sales of sets put out under the Wurlitzer name. Speaking of rumors that they were necessarily partial to their own set, he states that the management has never requested that these be given any preference, but has several times inquired why the volume at that particular time was not greater on some one of these other sets, for they desire to sell them all. His own practice is to never try to switch the preference of any customer to another set. That is making a hard job out of an easy job of selling, and all the sets are good, and bound to satisfy one who takes a fancy to them. A pleasing phase of their trade at the present time is that their collections are better than they have ever been, and they are having fewer reverts. As they are taking no special pains in the selection of customers, they attribute the fact to their being a more dependable class of people now doing the buying. The chief sales difficulty at the present time is in standing off the fellow who wants for his old set a trade-in allowance for three times what it is worth.

The Schwabacher-Frey radio department has been having a good run of sales on the Radiotone, a set they sell for \$79.50. They have ceased giving sidewalk concerts so freely, though their location is wonderful. They found by observation that it was much of the time blocking the entrance with a class of listeners who never came in to buy. It has already served its purpose well in acquainting the public at large that they carry a well-equipped radio department, so that those who really wish to buy do not hesitate to come in.

The Emporium radio department is putting on a special drive on Fadas. A considerable section of the great display front is taken, and the sets are placed in diversified setting to suggest their appearance in different surroundings and with colorful effect.

The Coast Radio Co. on Market street reports sales at present rather good. It is having excellent success with the CeCo and Arcturus tubes. It is also

developing a considerable sale for the short wave Pilot sets.

The Lubbe Music Co. reports that trade runs rather light at the present time. As Lubbe does a cash business, he does not find it feasible to enter the radio game; but confines his stock to band and stringed instruments, Hohners and other small goods; and to sheet and instrumental music, records and portable phonographs. While at present there isn't much to be made operating on this basis, there's enough to met the overhead and freedom from worry over bills to be paid, or to be collected. He believes with the rest that there will be an excellent Fall business ahead.

Ray Cook, manager of the Gilfillan distributing branch, reports that the acceptance of the new model they are offering is very gratifying. Dealers are delighted not only with the moderate price but also with the tonal qualities. Both the White House and O'Conner-Moffatt are doing well with them; and they are being given special attention by Granfield's. The latter operate three popular service stations in the city. These are at 3326 Mission, at Thirteenth and Geary, and at Seventh and Irving.

H. J. Zeusler, manager of the Edison branch, states that the month of April has been coming along better. During March and February there seemed to be little business anywhere except on distress merchandise. In addition to this, many small retailers were going out, and even large accounts that were perfectly good were failing to discount their bills. Practically all the retail business in the larger places seemed to be done on distress merchandise. But the corner seems to be turned; good houses are starting to discount bills. While so many of the smaller houses were collapsing, they did not think it advisable to push for new accounts, but since the first of April they have established about fifteen accounts that they have found to be good. They are keeping in close touch with their dealers and their status as to stock and sales,

so that just as soon as the ball starts rolling better they will be in A-1 condition. One effect of the slow period has been very beneficial. Dealers have begun to keep better tab on the merchandise that turns and the merchandise that camps on the floor, with the result that they are slowly working off the latter, and there will be less money tied up in future in dead stock and the entire trade will be in healthier condition. An instance is that of a fairly good merchant who was in distress because while he was always selling he was still compelled to carry interest accounts, and discount paper with the finance companies. Investigation revealed that he had about ten lines on his floor, that 85 per cent. of his sales were on two lines, and that he had ten times the instruments of the camping lines on his floor that he had of the two lines that were moving. Following the advice given, he laid off on the two selling lines a while, staged a sale on the instruments that did not move, cleared them out, stocked well in the lines that were moving, got behind them, and since has always discounted bills and borrowed no money. In short, just started keeping track of his own business; run the business instead of letting it run him.

The distributing branch of the Brunswick radio and record organization has been discontinued in San Francisco, and the Coast Radio Supply, 123 Tenth street, has been made distributors for northern California.

The Gray-Danielson Manufacturing Co., maker of Remler radio products, is out with a new line of sets. What was left of its old models was destroyed in a fire a while before the holidays, after which it moved to the present location at Nineteenth and Bryant, and has there enlarged the capacity of its plant.

The Golden Gate CeCo Distributing Co. is the new sign on the door at 41 Fell street. From this office it is looking after CeCo tube distribution in northern California.

—ALLEN.

MAY
DISTRIBUTORS OF
PHILCO
BALANCED UNIT
RADIO

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

ATWATER KENT RADIO

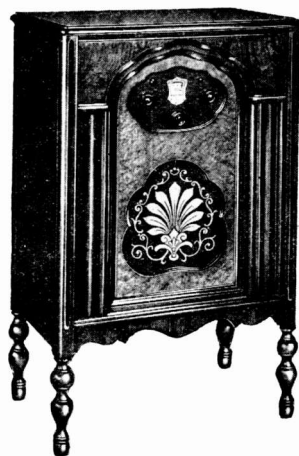
Controlled Production
is vital to the prosperity of dealers

Every week, with a system of manufacturing control which we believe is unique in the radio industry, Atwater Kent production is regulated by up-to-the-minute knowledge of the actual market.

You always know where you stand when you concentrate on Atwater Kent Radio. Stabilize your business with Atwater Kent for 1930-31!

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

MODEL 1060, \$121 (less tubes)
Prices slightly higher west of the Rockies and in Canada



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

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.

Columbus Radio Reports Strong Demand for New Sparton Set Model 589

Columbus, O., Thursday.

Continued fine sales of the new Sparton ten-tube model 589 were reported today by officials of the Columbus Radio Co., 67-69 East Chestnut street, this city, distributor in the Columbus territory for the Sparks-Withington Co., Jackson, Mich.

This model is the most popular priced console ever put on the market by Sparton, and officials of the local wholesale firm see a vast potential market in the local territory for this set.

"Good franchises will be at a premium during 1930-31, and the good ones are limited in number," an official of the company, stated today. "Dealers should tie-up with Sparton radio for real profits," he declared.

Appoint Yancey-Reid Sales Company Radiola Distributor in Atlanta

ATLANTA, GA., Monday.

The Yancey-Reid Sales Co., this city, has been appointed Radiola distributor in the State of Georgia, it was stated by V. W. Colamore, manager of Radiola division of the RCA Victor Co.

Ed. Yancey, who is one of the best known radio men in the South, has achieved outstanding success as a distributor of radio merchandise for many years. Henry Reid, the other partner, has been a Radiola dealer in Atlanta

for the past six years. In entering the distribution field, Mr. Reid brings with him the benefit of his accumulated experience in both the technical and sales phases of Radiola merchandising.

The new firm of distributors has built up a highly competent organization, and its outlook on the future of Radiola distribution in Georgia is said to be exceedingly bright.

G. L. Bailey Appointed Manager of Peirce-Phelps Branch in Wilkes-Barre

PHILADELPHIA, Pa., Wednesday.

G. L. Bailey has been appointed manager of the Wilkes-Barre branch of Peirce-Phelps, Inc., merged with Penn Phonograph Co., distributor of Majestic radio, succeeding D. O. Mandeau, resigned.

Mr. Bailey, known to the local radio dealers as "Bill," has had a broad career in radio merchandising. He is a pioneer in merchandising Majestic radio, starting as a factory district representative for Grigsby-Grunow Co. in this territory in June, 1928.

A year ago he joined the Peirce-Phelps organization and acted as a special representative studying dealers' problems. He was so successful in this type of work that it became impossible to fill all the demands made by dealers for his help, it was stated.

Mr. Bailey has spent a great deal of his time in Wilkes-Barre and the surrounding territory and, as a consequence, is well known by the dealers there and has acquired an intimate understanding of the problems of the territory. He has already taken over the duties of his new post.

CLASSIFIED SECTION

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

OFFICE MANAGER and bookkeeper seeks position. Five years with present employer. Salary can be arranged to suit. No objection to locality. Address Box 510, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

EXECUTIVE, well thought of, with year's radio experience in New York City as store manager, department manager and buyer; possessing ideas, imagination and vision, plus connections with sources of supply of surplus and standard merchandise looking for connection with progressive organization. Box No. 509, The TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

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

E. S. & E. Co. Appointed Zenith Distributor in The Albany Territory

CHICAGO, ILL., Friday.

The appointment of the E. S. & E. Co., 278-284 Broadway, Albany, N. Y., as exclusive Zenith distributor was disclosed today by W. C. Heaton, sales promotion manager for Zenith Radio Corp., this city.

The E. S. & E. company is an old-established firm, having been organized in 1904 and is now engaged in the wholesaling of radio and electrical supplies. The territory assigned to the firm consists of the eastern portion of New York State and the western portion of Massachusetts.

With many years of experience in the distribution of radio products, the company has established an aggressive dealer organization fully capable of giving Zenith widespread distribution in that territory.

Gregory W. Henzel, president and general manager of the Albany firm, stated upon signing the Zenith franchise: "We are very pleased with our appointment as Zenith jobbers and we feel confident that we are in a position to increase the popularity of Zenith and provide the type of representation that a line of such high quality should receive. With Zenith, this year, we anticipate more than tripling our radio business of the past season."

Pilot and Noma Heads Discuss Consolidation

Negotiations have been conducted during the past week looking forward to the formation of a \$10,000,000 radio tube combine through the merger of the Pilot Radio & Tube Corp. and the Noma Electric Co.

The conference was conducted by Isador Goldberg, president of Pilot; Joseph Block, head of Noma; L. P. Sawyer, a director of the General Electric Co.; Henri Sadacca, president of the Allan Mfg. Co., and a vice-president of the Pilot and Noma organizations; James L. Benjamin, treasurer of the Pilot firm; Albert Sadacca and representatives of the brokerage firm of Jerome B. Sullivan & Co.

RECEIVER NAMED FOR UNITY RADIO STORES

Judge Bondy, of the United States District Court, appointed the Irving Trust Co. receiver for the Unity Radio Stores, Inc., 215 East 149th street, New York, last week.

Assets of the Unity company are about \$7,000 and liabilities about \$18,000.

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

We Collect Slow Paying Accounts thruout the World

No Collection—No Charge
References Furnished
Inquiries Solicited

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

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 Artists' 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"

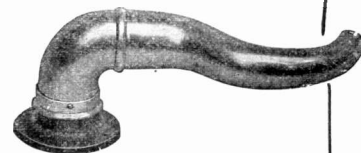
CHARMING

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

Robbins Music Corporation

799 Seventh Ave. New York

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

Write for Particulars

THORENS, Inc.

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

HE'S HERE

*To boost your sales - -
the greatest jazz-master
that ever raised a baton!*

PAUL WHITEMAN is now jamming American theatres with the most spectacular musical talkie ever produced—"The King of Jazz."

Scores of stars . . . stupendous staging . . . musical numbers by George Gershwin, Ager and Yellen, Harry De Costa, Billy Rose, Mabel Wayne . . . and the whole colossal production centered on that Star of Stars, PAUL WHITEMAN—exclusive Columbia recording artist!

Think how he will sky-rocket your Columbia record sales! For Columbia is giving you the *only* records of this show's hits *played by Whiteman himself*. Stock plenty of these great "King of Jazz" record hits. They give you the finest opportunity you've had to haul in record money hand-over-fist!



PAUL WHITEMAN in "KING OF JAZZ" HITS

- 2163-D } SONG OF THE DAWN (Vocal Refrain by King
10 in. 75c } of Jazz Chorus)—Fox Trot
- 2164-D } (HAPPY FEET (Vocal Refrain by the Rhythm
10 in. 75c } Boys)
- } A BENCH IN THE PARK (Vocal Refrain by
 } Brox Sisters)—Fox Trots
- 2170-D } RAGAMUFFIN ROMEO (Vocal Refrain by
10 in. 75c } Jeanie Lang)
- } I LIKE TO DO THINGS FOR YOU (Vocal Re-
 } frain by the Rhythm Boys)—Fox Trots



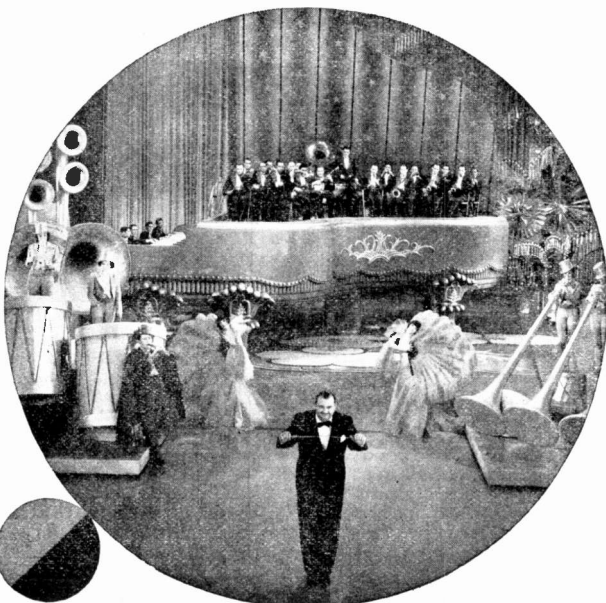
"C" Trade Mark Reg. U. S. Pat. Office
© 1935 by Columbia Records, Inc. All Rights Reserved
Columbia Records, Inc., 300 West 42nd Street, New York 36, N. Y.
Columbia Phonograph Corporation, 1100 Broadway, New York 10, N. Y.

COLUMBIA

"NEW PROCESS" Reg. U. S. Pat. Off.

RECORDS

Viva-tonal Recording—The Records without Scratch
Columbia Phonograph Company, New York



LYRIC LINE GIVEN IMPETUS IN BOSTON

JOBBER AUGMENTS STAFF

Intensive Campaign to Be Started Shortly—Refrigerator Interest Growing Apace in New England Radio-Music Trade.

BOSTON, MASS., Friday.

Commenting on the affiliation of the All American-Mohawk Corp., manufacturers of Lyric radio with the Wurlitzer Mfg. Co., and their new factory at North Tonawanda, N. Y., E. A. Joyce, vice-president and general manager of the C. E. Bailey Co. of Boston, exclusive distributor for Lyric radios in Massachusetts, Maine, New Hampshire and Vermont, said: "The same high quality that has marked Wurlitzer products for over 200 years is reflected in the new models of Lyric radios. There are over 100 theatres in New England alone, including the R-K-O Memorial and Metropolitan in Boston, equipped with Wurlitzer organs. Beauty of design, uniformity of product, together with tone such as a music master can produce, may be found in the Lyric."

The Bailey Co. is increasing its sales force and number of dealers in towns and cities where heretofore the Lyric radio did not have dealer representation. There will be no change in the present line-up of Lyric dealers at this time, it is said.

A splendid advertising campaign in charge of J. H. Wimberley, Jr., is now ready, and according to Clayton E. Bailey, there is no reason why the Lyric is not deserving of winning a

place in the homes of the people of New England.

In line with its policy of progressive expansion, the General Radio Co., of Cambridge, Mass., has recently broken ground for its four-story building which will increase its plant capacity 60 per cent. This addition will be devoted largely to research laboratories and to special forms of production on radio frequency apparatus for use in research laboratories.

Although the new addition will be ready for use by September 1, a month or two more will be required for the establishment of the laboratories which are to be equipped with the most advanced facilities for research in radio frequencies. Meanwhile the personnel of the company is being augmented to assure the necessary talent for the utmost utilization of the facilities about to be devoted to the solution of many radio research problems.

The World Radio Corp., 82 Summer street, is now in the midst of a sales drive on the Colonial.

The invention of a new instrument which may revolutionize music was announced this week by two instructors at Massachusetts Institute of Technology, who have completed a working model which will play and produce musical sounds hitherto unknown.

It produces the sounds by means of a beam of light sent through the sound tracks of a glass disc which resembles a phonograph record, and thence to a photo-electric cell. It will be not much larger than the average cabinet radio, when made for commercial use and will cost less than an average piano. It will produce the sounds of most known instruments, as well as other tones.

As yet admittedly in the experimental stage, the instrument, not yet named,

has amazed all who have heard it. It is played by means of a keyboard similar to that of a piano. It produces the sounds of the various instruments by a simple shift of the glass disc.

The inventors of this machine are Professor Arthur C. Hardy and Sherwood F. Brown.

The South Shore branch of the Frigidaire Co., located at 51 Saville Row, Quincy, Mass., is holding a demonstration from May 1 to May 10, on Frigidaire's new de luxe Multi-Cold model.

General Electric is demonstrating that the "On Top" refrigerating unit cannot be harmed by dirt, air, moisture and rust.

Crowds gather daily in front of General Electric display windows witnessing the demonstration. Completely submerged in a tank of water, the General Electric refrigerating unit operates with unflinching efficiency.

R. H. White Co., Washington street, is handling this line.

In greater Boston special demonstrations of the Frigidaire Corp.'s new model, the Multi-Cold, will be held by the Jordan-Marsh Co., Edison Electric Illuminating Co. of Boston, Cambridge Electric Light Co., Malden Electric Light Co., Quincy Electric Light & Power Co., Suburban Gas & Electric Co. and the Frigidaire Distributor, 743 Boylston street.

The new Multi-Cold is a self contained cold storage plant for the home, with a scientific range of controlled refrigeration for each type of perishable food.

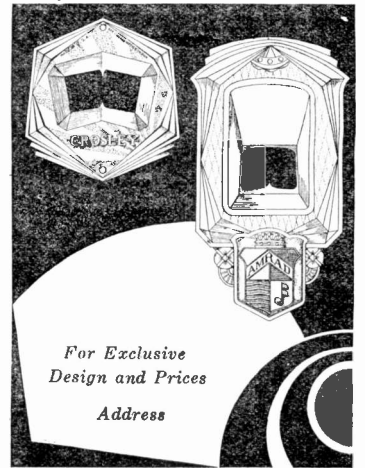
After years of experimenting, this new Frigidaire has been developed to make possible a storage space capable of preserving the new quick frozen foods which are being accepted so readily by the public.

Ayers-Lyon Corp., 215 Stuart street, distributor of Copeland electric refrigerators has added the following dealers to its list: Master Tire & Supply Co., 291 Broadway, Lawrence, Mass.; Walpole Overland Co., 1426 Main street, Walpole, Mass.; Damon Electric Co., 214 Union street, Rockland, Mass.; H. T. Macdonald, 60 Congress street, Rumford, Me.; J. P. Keenan Electric Co., 352 Central avenue, Dover, N. H.; Moisant Ozonized Water Co., 9 Pelham street, Boston; La Roe's, 287 Main street, Woonsocket, R. I.; L. L. Lambert, Main street, W. Warwick, R. I.; Bliss Hardware Co., Main street, Plymouth, Mass.; DuBois Furniture Co., Hyannis, Mass.; Higgins & MacRoberts, 31 South avenue, Whitman, Mass.; Borden & Remington Co., 115 Anawan street, Fall River, Mass.; Providence-Copeland Co., 159 Broad street, Providence, R. I.; Westerly Radio Co., 29 High street, Westerly, R. I.; E. A. Lutz, Inc., 81-85 East avenue, Pawtucket, R. I.; Straker's Service Store, 64 No. Washington street, No. Attleboro, Mass.; H. F. Pool Co., 22 Market street, Lynn, Mass.; J. B. Varick Co., Elm street, Manchester, N. H.; Auburn Electric Shop, 27 Court street, Auburn, Me.; Central Auto Supply Co., 9 W. Central street, Franklin, Mass.; Rezendes Radio & Electric Co., 1709 Acushnet avenue, New Bedford, Mass., and Hallstare Ridlon Electric Co., 30 W. Elm street, Brockton, Mass.

—CHARLES W. JONES.

J. E. FIELD NAMED MANAGER OF PISER RADIO DEPARTMENT

J. E. Field, for five years with the radio department of Hearn's, New York department store, has recently been appointed manager and purchasing agent of the radio department of Piser & Co., large Bronx retail furniture institution.



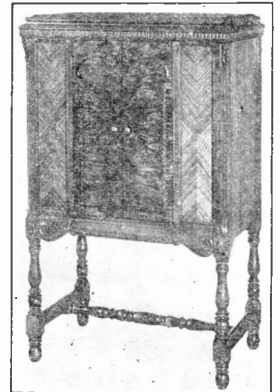
AMERICAN EMBLEM CO.
INCORPORATED
UTICA, N. Y.

Sparton Plan Assures Dealer Profits, Says Toledo Radio Official

Toledo, O., Friday.

"The first sign of slipping on the part of any business, retail, wholesale or manufacturing, is when it begins to sell on the basis of beating the other fellow's price and on that alone," an official of the Toledo Radio Co., 136 Huron street, this city, distributor for the Sparks-Withington Co., maker of Sparton radio, said yesterday.

"Sparton believes in competitive selling, with price a major factor, but no Sparton has ever yet been sold on a price that did not yield the dealer a permanent profit, and none ever will," the local distributor declared. "That policy has been the very foundation of Sparton's growth and of the traditional prosperity of Sparton dealers."



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

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

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

QUALITY

... proved by actual test!



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

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



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

TRIAD

RADIO TUBES

FREW-CLARK CO. NEW ZENITH DISTRIBUTOR IN KANSAS CITY ZONE

FADA SALES SHOW PICK-UP

Combination Demand Reported on Increase — Lively Call for "Stein Song" Recordings.

Kansas City, Mo., Saturday.

Radio business for the most part is good in Kansas City with combinations increasing in favor. Some distributors consider any depression as being largely psychological, and, as it applies to radio buying, one way the public has of saving money.

One of the most important changes that has taken place in local radio business during the past few weeks was the recent incorporation of the Frew-Clark Distributing Corp., which has taken over the distribution of Zenith radios in this territory. The new company, headed by H. M. Frew, formerly of New Castle, Pa., where he was associated with Frew Co., largest furniture store in that city, will control distribution of Zenith sets in western Missouri and Kansas.

Mr. Frew was vice-president and general manager of the contract department of the Frew Furniture Co., and as a result of his experience comes well versed in wholesale merchandising.

A. E. Hamm, formerly in charge of the Kansas City division of the Zenith company when it maintained a branch

here, has been retained in the Frew-Clark organization as city salesman and secretary of the company. He will also have charge of the service department. Negotiations are being made to open a distributing office and warehouse in Wichita by the corporation.

Mr. Frew has spent considerable time analyzing the distribution policies now in effect in the Kansas City territory. It is his desire to have Zenith dealers register suggestions for the improvement of distribution, with the thought in mind of creating an organization that will cooperate with the dealers in every possible way.

The corporation will maintain an individual service department. This is a new idea for distributors and will include the carrying of replacement chassis for dealers.

In addition to Zenith sets, the company has taken over distribution of the Perryman tubes for the same territory. It also will distribute Heywood-Wakefield school furniture in the territory.

Business during the past year for the Kansas City territory on Zenith has left the distributors completely exhausted of stock. The new corporation has hardly enough sets to carry it until the new models will be announced. Officials of the corporation expect to double the turnover this year.

Mr. Frew went to Chicago April 26, attending the Zenith distributors' meeting which was held there April 28 and 29.

Another appointment of importance in the wholesale field, an early report of which was carried in last week's issue of the TALKING MACHINE and RADIO WEEKLY, is that of the Moser & Suor Co. as distributors in this territory for RCA Radiolas and Radiotrons. D. W. Moser and J. G. Suor, both of whom formerly were connected with the Niles & Moser Cigar Co., formed the company. Offices are at 2020 Grand avenue, the former location of the radio and record departments of the Brunswick company.

S. E. Jones, formerly field man for RCA in this territory; V. K. Henry, formerly with Brunswick; G. W. Foshe and C. L. Fitzgerald, form the sales staff of the new organization. Ken Maltas, sales promotion manager for RCA in Chicago, has been placed in charge of sales promotion for the new company.

H. O. Miller, former credit and office manager for Brunswick, has taken the same position with Moser & Suor. H. E. Miller, formerly with the Columbian Electric Co., is manager of service.

The new company has western Missouri and Kansas as territory, and has set out at once to give the maximum of good service to dealers.

C. M. Willis, sales manager for Sterling, has just returned from a vacation spent largely in Old Mexico. Lantrouth's, a large general store founded in 1857 in Monterrey, has sold 750 Majestic sets since last November. Most of these were combinations since the Mexicans like records. Sixty per cent. of all instruments sold are combinations, Mr. Willis said. Saloons and cabarets are big buyers of sets. Since there is scarcely any middle class, sales to individuals are largely made to the upper or wealthier class.

There is one broadcasting station in Monterrey, but two more are being built.

One hundred and fifty miles below the border, one begins to feel world competition, Willis said. Most stuff is bought from France, Germany and Spain, since the high tariff makes American materials as expensive or more so than those shipped across the Atlantic.

The Gustin-Bacon Manufacturing Co., distributors for Brunswick, according to H. H. Dickson, are laying plans for the new Jolson tie-up. This new picture's pre-view indicates a large volume of these records. Combinations are selling very well while records are holding up to a good normal condition, Mr. Rickson said. The season is very good for Panatrope portable No. 109 and sales on this machine are increasing.

The "automobile race" on radio sales conducted by the radio department of Mace-Ryer Co. in 27 days has resulted in the sale of \$36,000 of Majestic sets, according to C. C. Jones, manager. The race is conducted by six teams each composed of a radio salesman who is captain and two or three girls in the Mace-Ryer store.

The feeling of depression prevalent in Kansas City, according to Mr. Jones, is largely mental. The industrial slump has been elsewhere, since Kansas City is an agricultural town, and what unrest there has been occasioned largely by "floaters."

C. B. Smith, formerly in charge of Mace-Ryer's sales force, but for the past few months with Phileo, is again occupying his old position at this store. Charles Gaffney, another former salesman, has been placed in charge of the new store just recently opened at 726 Minnesota avenue, Kansas City, Kansas. In appearance and in convenience, this new exclusively Majestic establishment is considered one of the best in the Middle West. It is a Mace-Ryers store. Mr. Jones believes that more and more the radio business is coming to the point where dealers will handle one line exclusively.

Because the Fada branch here is so busy with orders, W. E. Woods, manager, who had to attend a meeting at the factory April 25, left here April 24 by plane. This was his first air trip, but he returned the same way and was in his office Monday morning.

The Fada branch is just closing the largest month in its history. Two hundred and sixty-three complete consoles were sold in 18 working days, according to Mr. Wood.

The Jones Store radio department has been moved to the second floor. J. E. West is manager, and reports that in 10 days the department has sold two hundred sets. Most of these were on Fada, but the department also is selling Victors, Majestics and Atwater Kents.

Combinations are selling very well at Paul's. The Victor trade-in offer has been attracting a great deal of business for this type of machine.

"A Cottage for Sale" on Victor, Brunswick and Columbia is doing nicely, while Rudy Vallee's "Stein Song" continues to be a leading number, according to Marry McMurray, buyer and manager of the record department. The "Stein Song" is the biggest Victor seller just now.

Ted Lewis' "Sunny Side of the Street" on Columbia; the Brunswick release of "Skirts" by Slats Randall and his orchestra, now at the Muhlebach, both look favorable. Kreisler's "Old Refrain," sung by James Melton, on Victor, promises much since it is a very well done piece of vocal recording.

The Victor album containing compositions of Friml, just released, should do very well, since it is a grouping of the best Victor artists. The Victor release of "After You've Gone" and "Dark Town Strutters Ball" played by Coon Saunders, is excellently done for two old populars. "Sing You Sinners" by the Charleston Chasers is still going well.

—KENNETH FORCE.



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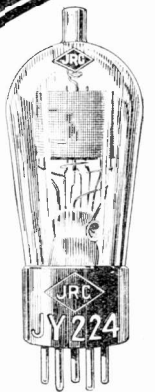
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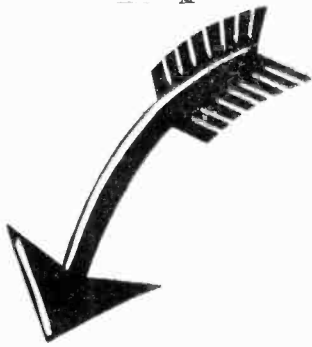


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THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

"Down Where the Dead Men Live," is the title of a new Shapiro, Bernstein number, written by Jimmy Cavanaugh and Ben Gordon . . . Bernie Cummins, the Hotel New Yorker's young and personable orchestra director, and a Victor recording maestro, was married on Thursday to Kathryn C. Mahoney . . . Of course, it had to come. Now there's a song called "I've Regusted." It's Mills' . . . Ted Lewis and his band opened on Monday at the Kit Kat Club, London . . . The boys who know, are saying that Walter Donaldson's "Romance" will be another "Sweet Mystery of Life" . . . Joe Davis' revived hit of yesteryear, "Suez," is stepping out . . . Bernard Prager, Robbins' sales manager, left last week for a month's tour of the music centers throughout the country . . . George Gershwin is playing the piano interludes in his "Rhapsody in Blue" at the Roxy theatre, New York, this week, coincidental with the showing of Paul Whiteman's "King of Jazz" picture . . . Red Star's "I'm in the Market for You" is a best seller

. . . The only two non-film songs that are selling to any extent are Carl Fischer's phenomenal "Stein Song," and DeSylva's "Cottage for Sale" . . . The outstanding result of any songwriter's contest in our opinion, is Leo Feist's "Song Without a Name," written by Bennee Russell . . . Mrs. Jesse Crawford has placed with Irving Berlin, Inc., a song that is getting excellent exploitation, titled "The Moonlight Reminds Me of You" . . . Victor's list of twenty-five best-selling records represents the output of practically every well known publishing firm, although few have more than a pair of tunes in the list . . . Helen Kane, Victor recording hoop-oo-a-dooper, appeared in person at the Paramount Theatre, New York.

AS THEY WERE: Bernie Cummins, orchestra leader, was formerly a promising professional boxer. . . William Kernell, writer of last season's "Sally of My Dream," and several forthcoming picture tunes, is a Hollywood scenario writer and title supplier.

Three Arts Represented At Red Star's Opening

The accompanying photograph shows Paul Whiteman, Pat Flaherty, Heywood Broun and Humbert J. Fugazy, representing the music, literary and sporting arts, at the formal opening of quarters



(l. to r.) Paul Whiteman, Pat Flaherty, Heywood Broun and Humbert J. Fugazy

for the Red Star Music Co., 729 Seventh avenue, New York.

Between Messrs. Flaherty and Broun is a photograph of John McCormick, featured artist in the current film, "Song of My Heart," for which Red Star has published the score.

WITMARK ROSTER LEAD BY TWO NEW NUMBERS

What the Witmark organization believes to be one of the most outstanding of novelty songs, is now being made the basis of a concentrated drive. The tune bears the title "To the Stein," and is a comedy number in 6/8, by Walter Doyle, writer of "Mysterious Mose." An attractive title-page adds to the possibilities of the number, which is declared to be headed straight for high public favor.

Another new Witmark number, Dan-

Extensive Drive on New "Mug Song" Planned by Irving Berlin, Inc.

A comedy song from which big things are expected, and, it is believed, bigger things will be realized, has been made a feature of the Irving Berlin, Inc., catalog. The tune is titled "The Mug Song," and Clarence Gaskill, is the writer. An energetic campaign is being instituted on the tune, which is in the now popular 6/8 tempo.

The four big tunes from "Puttin' on the Ritz," headed by "There's Danger in Your Eyes, Cherie" and the trio of hits from Jolson's "Mammy" picture, led by "Let Me Sing and I'm Happy" form the nucleus of the Berlin roster.

George Piantadosi With Robbins as Prof. Manager

George Piantadosi, widely known throughout the music industry as one of its most competent professional men, has joined the Robbins Music Corp. in the capacity of general professional manager. Bill Chandler continues with the firm as director of radio activities.

Frank Kelton has succeeded Harry Hoch as manager of the Robbins orchestra department. Associated with him will be Murray Baker, a newcomer to the firm.

The new Robbins professional studios, a triumph in modernistic artistry, are expected to be completely ready by the middle of May.

ing with Tears in My Eyes" is showing unmistakable signs of sales popularity, it is stated. The tune come from the pen and piano of Al Dubin and Joe Burke.

"You Can't Go Wrong With Any Feist Song"

IT HAPPENED IN MONTEREY
from "KING OF JAZZ"

IF I HAD A GIRL LIKE YOU

DOWN THE RIVER OF GOLDEN DREAMS

AROUND THE CORNER

YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN

CHECK and DOUBLE CHECK

THE SONG WITHOUT A NAME

JUST CAN'T BE BOTHERED WITH ME!

ALONE WITH MY DREAMS

WHERE THE GOLDEN DAFFODILS GROW

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

LIKE A DREAM

I LOVE YOU SO

SO SYMPATHETIC

THAT WAS DESTINY

YOUR EYES

AM I THE ONE?

IF MY FRIENDS FIND YOU, THEY'LL STEAL YOU FROM ME

MY REVERIES

CARIBBEAN LOVE SONG
from "HELL HARBOR"

DONALD, THE DUB
COMEDY GOLF SONG

RAGAMUFFIN ROMEO
from "KING OF JAZZ"

MINNIE THE MERMAID

SONG OF THE BAYOU

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HARRY RICHMAN'S
first picture

"PUTTIN' ON THE RITZ"
with

Irving Berlin Songs

WITH YOU

THERE'S DANGER IN YOUR EYES, CHERIE

PUTTIN' ON THE RITZ
ALICE IN WONDERLAND

JUST RELEASED

Irving Berlin's
Song Hits from

AL JOLSON'S

Newest Picture

"MAMMY"

(Across the Breakfast Table)
LOOKING AT YOU

TO MY MAMMY

LET ME SING AND I'M HAPPY

The Season's Sensational
Song!!

I'M FOLLOWING YOU
(From It's A Great Life)

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ON A BLUE AND MOON-LESS NIGHT (Will Osborne's Best Tune)

YOU DARLIN' (Another Harry Woods Song Hit)

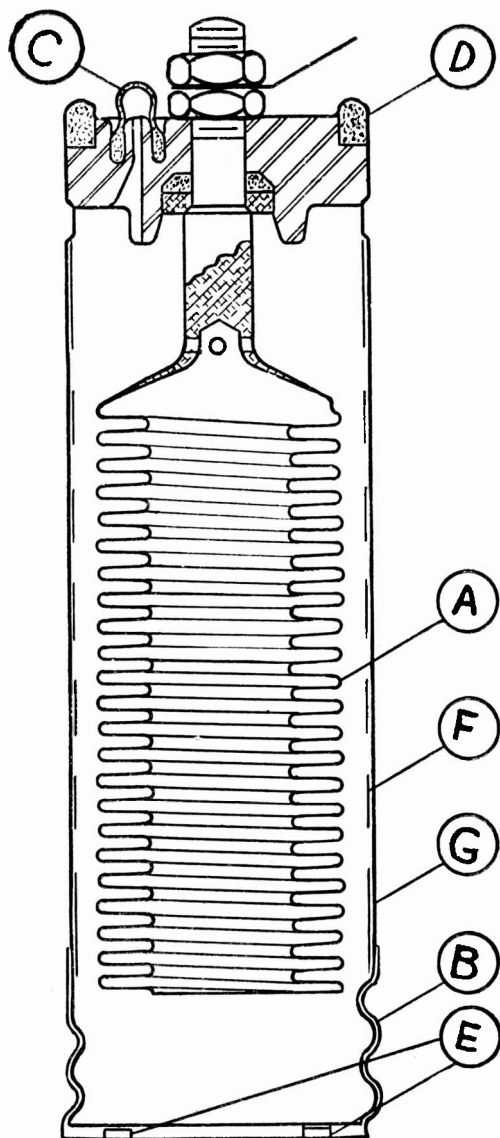
THE MOONLIGHT REMINDS ME OF YOU (Helen Crawford's Worthy Successor to "So Blue")

WHAT HAVE I DONE? (new) (Another Joe Sarnoff Song Dance Hit)

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- C Protected vent, vulcanized in hard rubber top, forming one piece unit.
- D Pressure seal, with no possibility of cutting gasket.
- E Locking lugs in socket to prevent condenser shaking loose during shipment.
- F Shield, precluding possibility of internal short circuit.
- G Individual container allowing space to be utilized with maximum flexibility.

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American Bosch Magneto Corp., Springfield, Mass.
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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-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co., Jackson, Mich.
Sprague Specialties Co., Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Air Cleaner Co., Chicago, Ill.
United Reproducers Corp., Springfield, O.
U. S. Radio & Television Co., Marion, Ind.
Zenith Radio Corp., 3620 Iron St., Chicago

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

ELECTRIC PICK-UPS

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.

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

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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

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Air-Ola Radio Co., Huntington, W. Va.
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Badger Radio Corp., Milwaukee, Wis.
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Blackman Distributing Co., 28 W. 23rd St., N. Y. C.
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Brown & Hall Supply Co., 1504 Pine St., St. Louis
Buehn Co., Louis, Philadelphia
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Cleveland Distributing Co., Cleveland, Ohio
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland
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Columbus Ignition Co., Columbus, Ohio
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