

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 21

NEW YORK, WEDNESDAY, MAY 21, 1930

Per Year—\$4.00

UKULELE IKE

(Cliff Edwards)

UNCOVERS A HARD-WORKING

COIN-CATCHER
FOR YOU!



THE melodious Monarch of Strum-And-Plunk offers you his new Columbia record all primed for the thousands of Cliff Edwards fans—with a sweet, croony hit from a talkie and a snappily revived best-seller.

Camera and broadcast "mikes" have put more customer-pull than ever into Ukulele Ike's lively voice and fingers. So his newest record is going to do some selling for you that will make hot-cakes look pretty foolish!

Order your Edwards records now. Give them a great big hand—and they'll give you a mighty pleasing record profit!

Record No. 2169-D, 10-inch, 75c

THE MOON IS LOW (from Metro-Goldwyn-Mayer
Production "Montana Moon")

I'LL SEE YOU IN MY DREAMS

Vocals UKULELE IKE (Cliff Edwards)



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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New York, N.Y.

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New York, N.Y.

"TRADE NEWS RIGHT WHEN IT HAPPENS"

Spring-Time... Home-Beautifying Time... and Buying-Time

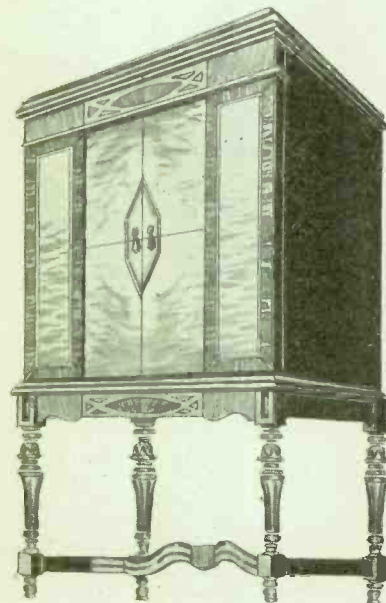
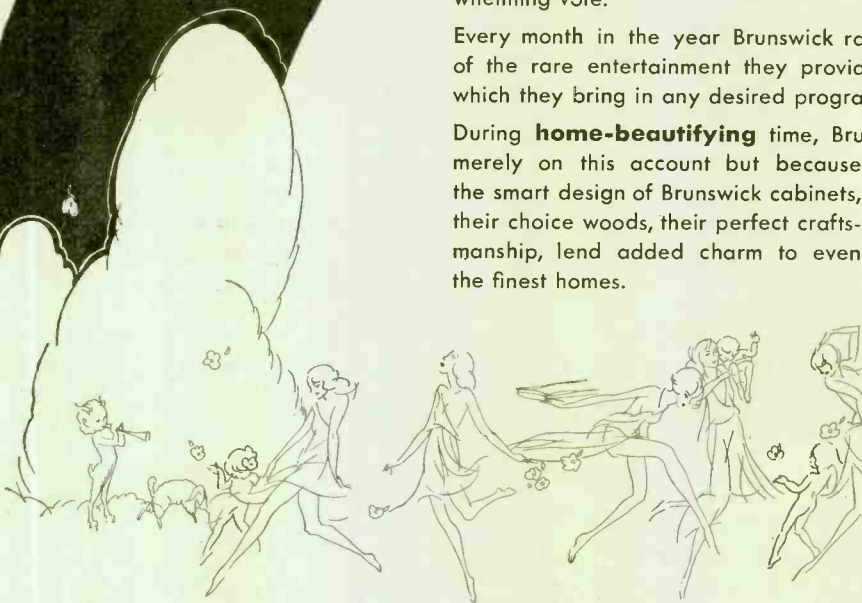
for Brunswick RADIO SETS

Some dealers think of Spring as a slump period for radio sales. But not Brunswick dealers. This is one time when the beauty of Brunswick gives it a distinct edge on other radio sets.

For when Father, Mother and the Children hold council as to what shall be bought to replace old furniture, Brunswick gets the overwhelming vote.

Every month in the year Brunswick radio sets are bought because of the rare entertainment they provide—the perfect fidelity with which they bring in any desired program.

During **home-beautifying** time, Brunswick sets are bought not merely on this account but because the smart design of Brunswick cabinets, their choice woods, their perfect craftsmanship, lend added charm to even the finest homes.



Model S-31, Combination Radio with Panatrope

The instrument shown above combines the finest radio built (an eight-tube set), with the famous Brunswick Panatrope. It is the ultimate, the perfect instrument for home entertainment.

Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK - BALKE - COLLENDER CO.
New York, Chicago, Toronto — Branches in All Principal Cities

NEW!

THE MASTER

PHONOVOX

See the improvements—
then hear the
Master Model Phonovox!

Twelve months of research in Pacent Radio and Talking Picture laboratories bring to Pacent dealers the marvelous new 107 Master Phonovox. Every feature that means better performance and greater sales is combined in the new Model 107. Modern in every respect—Pacent once again puts Pick-Up Design a full year head.

Improved frequency characteristics through scientific placement of weight. Greater range of reproduction—more bass—more highs . . . Low center of gravity—better record tracking—Built in volume control—Built in radio-record change-over switch . . . Full swing back head for easy needle changing—

36% Cobalt English Magnets. All parts in the Master Phonovox are precision adjusted to insure a new degree of pick-up performance . . . Correct needle pressure applied through scientific design of head. Ball-bearing swivel tone-arm . . . The Model 107 has everything: performance, entirely new appearance, eye value, simplicity of operation.



Model 107

\$15.00 Complete

(Prices slightly higher West of Rockies and in Canada.)



Send for Literature on the new
Model 107 Phonovox

PACENT ELECTRIC CO., Inc. 91 Seventh Ave., New York, N.Y.

Pioneers in Radio and Electric Reproduction for Over 20 Years

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



Takes more than talk to sell these men

HARD ones, all of them: the man who used to build his own, the tight-lipped skeptic, the cynic, the critical shopper. They vary as to type, but they have this in common: it takes more than talk to sell them. And the new Grebe has sold them — is selling them — *will continue to sell them* — on actual performance in every essential of radio enjoyment.

At the R. M. A. show, the SK4 line is presented with important refinements and improvements. Profit opportunities for Grebe franchise holders are further strengthened by the inclusion, in the line, of a new moderate-priced receiver which maintains the SK4 audio quality standard. These Grebe receivers are presented to you without the accompaniment of high-sounding proclamations . . . *the superlatives have been built into the sets.*

Grebe
radio
SUPER-SYNCHROPHASE



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

The TALKING MACHINE AND RADIO WEEKLY

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NEW YORK, WEDNESDAY, MAY 21, 1930

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QUARTERLY DIVIDEND OF 25c IS DECLARED BY STEWART-WARNER

CHICAGO, ILL., Wednesday.

Earnings of the Stewart-Warner Corp., this city, for the quarter ended March 31 amounted to \$656,010, after taxes, equivalent to 50½ cents per share on the 1,298,919 outstanding shares of common stock, C. B. Smith, president, reported yesterday.

The 600,000 shares of the old stock outstanding early in 1929 were exchanged for 1,200,000 shares of new stock which has been increased by the disbursement in the past twelve months of four 2 per cent. stock dividends, Mr. Smith stated. This accounts for the outstanding 1,298,919 shares above mentioned.

A cash dividend of 25 cents a share was authorized for this quarter, payable May 15. This is the sixty-ninth consecutive regular quarterly cash dividend paid by the corporation.

Mr. Smith made the following statement with reference to the dividend declaration:

"We are quite sure that the stockholders whose names have been on our records for any considerable length of time are aware that the board has long pursued a policy of authorizing dividends commensurate with earnings, the distribution being liberal in periods of good business and disbursements being made at a lower rate when the trend of general business is such that operations yield less profits.

"No exception is being made to this policy at this time and the decision to pay to the stockholders in the form of cash dividends on this occasion, one-half of the earnings of the first quarter was reached after careful weighing of all facts and conditions and with the full realization on the part of the board of its responsibilities to the stockholders. The matter of dividend disbursement rates is subject to consideration at each regular quarterly meeting and the rate announced following any meeting applies to that quarter only, unless otherwise stated."

MAJESTIC SET PRICES WILL GO UP ON JUNE 1

Chicago, Ill., Monday.

Effective June 1, all models in the Majestic line will be advanced in price, it was stated by a Grigsby-Grunow Co. executive last week.

The company, in introducing its Prosperity models several months ago, set a standard for value and performance that resulted in outstanding demand for the product, it is stated. The price increases, and new list prices, will be disclosed shortly.

FINAL PLANS FOR TRADE SHOW APPROVED BY RADIO MANUFACTURERS' ASSOCIATION BOARD

MANY NEW LINES AND PRODUCTS WILL BE EXHIBITED

Advance Reports Indicate Largest Gathering in the History of the Radio Industry — Exhibit Space Reservations Already Total 35,200 Square Feet — Accommodations for 2,500 at Annual RMA Banquet on June 4—Active Season Ahead for Association.

Reports insuring the biggest and best convention and trade show at Atlantic City during the week of June 2 were received by the RMA board of directors at their final meeting at French Lick Springs, Ind., recently. Final plans for radio week in Atlantic City were approved.

Special radio trains and cars from all parts of the country and also Canada, together with advance hotel reservations in Atlantic City, assure a big gathering of the radio industry, according to the report of Chairman Jess B. Hawley of the show committee. Many new lines and products will be exhibited to the trade for the first time, Mr. Hawley said. Exhibit space reservations already total 35,200 square feet, the largest exhibit ever made in the RMA trade shows, and applications still are coming in.

Chairman Ben G. Erskine, of the RMA convention committee, reported that advance reservations for the annual RMA banquet, Wednesday night, June 4, in the Grand Ball Room of

the Atlantic City Auditorium, insure the largest banquet ever held by the association. There are accommodations for 2,500 at the banquet, which will be served by Louis Sherry, Inc., of New York. A program of nationally known entertainment stars will be provided by the R-K-O organization.

At the annual meeting of the RMA membership in Atlantic City, June 4 and 5, a plan for creation of associate members of the association with minimum annual dues of \$200 each, will be presented, by a decision of the board of directors. Lester E. Noble of Springfield, Ohio, chairman of a special committee which considered the question of creating a new associate membership group, reported and the board approved a plan to submit to the entire RMA membership. It is proposed to give the board of directors of the association authority to choose associate members from companies which manufacture products widely used in the radio in-

(Continued on page 37)

SHARKEY-SCHMELING CHAMPIONSHIP BOUT TO BE BROADCAST JUNE 12

SWEEPING RADIO SALES STIMULUS EXPECTED

Heavyweight Battles Have Always Been Class A Attraction for General Public — National Broadcasting Co. in Contract With Promoters — W. C. Grunow Has Offered \$25,000 for Rights Via Columbia Chain — Both Boxing Contenders Bear Earmarks of Developing Into "Another Dempsey" for Nation's Fight Fans.

The boxing match between Jack Sharkey and Max Schmeling for the heavyweight championship of the world will be broadcast from coast to coast from the Yankee Stadium, New York, the night of June 12.

Every big fight in the annals of popular radio has swept dealers' stocks bare — of sets, of tubes, of speakers — and never before has as much advance notice as this been available for the trade. Solely due to THE TALKING MACHINE and RADIO WEEKLY's being in touch with the situation is the news available now.

As matters stand, the mingling of Lithuania's pride and the Terrible Teuton will be reported over the National Broadcasting Co.'s countrywide hook-up as, it is stated, a "non commercial program." That is to say, it will have no sponsorship other than that of the National Broadcasting Co. The bout is

the main attraction in a card presented for benefit of the Free Milk Fund for Babies, a philanthropy originated by and conducted under the patronage of Mrs. William Randolph Hearst, wife of the newspaper publisher. An attendance producing well over \$1,000,000 is expected. The Yankee Stadium has accommodated as many as 80,000 people. The Free Milk Fund for Babies boxing card — which in the past has included some exceptional matches but never before a heavyweight championship — this year will be put before a national, indeed an international, audience of listeners for the first time. Rights for the German and hence European broadcast of the battle have been assigned to other persons.

Whether or not the radio account June 12 will go out also over the Co-

(Continued on page 37)

STEELMAN, INC., NAMED A LYRIC DISTRIBUTOR; TO EXHIBIT NEW LINE

Steelman, Inc., well known New York distributing organization, has been appointed exclusive wholesaler of Lyric radio in the metropolitan district, it was disclosed last week by E. R. Kuhn, eastern sales manager for the All-American-Mohawk Corp., North Tonawanda, N. Y., maker of Lyric radio. The Steelman territory will include Manhattan, Bronx, Brooklyn, all of Long Island, Staten Island and Westchester, Putnam, Rockland, Orange and Sullivan counties. A. J. Steelman is president of the wholesale firm which bears his name.

Steelman will exhibit the new 1930-31 Lyric line at a pre-showing at the Hotel Pennsylvania, New York, on Monday, Tuesday and Wednesday of next week (May 26 to 28) from 10 A. M. to 10 P. M. daily. All dealers in the metropolitan area have been invited to see these sets, which are made at the Wurlitzer plant in North Tonawanda.

SPARTON "JUBILEE" LINE TO BE SHOWN AT DEALERS' CONVENTION

JACKSON, MICH., Friday.

Statements emanating from the headquarters of the Sparks-Withington Co., Sparton radio maker in this city, give evidence that the company is preparing to celebrate its 30th anniversary this year in a manner that measures up to the occasion. Details regarding new Sparton models will be announced at the June Trade Show, which follows the annual Sparton Dealers' Convention here.

Initial showing of the new models, which will be known as the Jubilee Spartons, will be at a 30th anniversary birthday party of several thousand dealers here, May 28.

DAVID GRIMES JOINS RADIO CORPORATION

David Grimes, radio engineer, has joined the License Division of the Radio Corp. of America, New York. Grimes, early in radio broadcasting days, operated the David Grimes Co., following which he held engineering posts with the Sleeper Radio Corp. and the Bristol Co. He was also vice-president and chief engineer of the David Grimes Radio & Cameo Record Co., as well as chief research engineer of the Pilot Radio & Tube Corp.

The Talking Machine & Radio Weekly

PUBLISHED EVERY WEDNESDAY BY THE PHONOGRAPH PUBLICATIONS COMPANY, 146 WATER STREET, NEW YORK

CURTIS A. WESSEL
Editor

"The Trade's Only Weekly"

SIDNEY E. DAVIS
Manager

EDWARD H. DAVIS, Publisher

Entered As Second-Class Matter April 18, 1916, at the Post-Office at New York, N. Y., Under the Act of March 3, 1879
Annual Subscription Rates: United States and its Dependencies, \$4; Foreign Countries, \$6; payable in Advance. Single Copies, 20 cents.

TELEPHONES: JOHN 2365-2366

CABLE ADDRESS: REGIBID, WESTERN UNION CODE

Vol. 29

NEW YORK, WEDNESDAY, MAY 21, 1930

No. 21

20 Per Cent. Off and 80 Per Cent. On

Shocking insinuation against the selling ability of the home entertainment business is made in a tabulation of reports just available for 306 corporations covering their operations for the first quarter of the year. It shows an average decline of 18.6 per cent. in their earnings generally but a gain of 86.4 per cent. in amusements.

What is significant in the situation is that entertainment invariably increases in demand when general business is a trifle dull. The decline of nearly 20 per cent. in mass operations is not horrendous. Twenty per cent. less business than 1929 will still show a comfortable accretion over 1928 receipts in most lines. It is testimony to the enormous prosperity powers of the country that so little as one-fifth decrease from a roaring first quarter of a previous year is now exhibited as fact. The lucky escape from more serious and protracted consequences in a financial readjustment over four months of last autumn when "twenty billions in security values were destroyed" is something to smile at rather than cry over.

But the radio business and its collateral branches fail to realize that when temporary reverses are in effect, people want to be amused. Whenever times have been dull, the pool and bowling lines have prospered inordinately. So did, in a by-gone day, the saloons. Comparative unemployment fills the variety shows and moving picture houses, notably at afternoon performances and so being in the nature of plus business. A man or woman in ordinary circumstances upon losing a job does not ponder suicide, as many in radio seem to believe but never think of doing themselves. In idleness more than in occupation average human nature seeks the solace of recreation.

Of course, the unit of purchase involved in a radio set is considerably more than the cost of a talking movie ticket. There is also the prevalent distaste of the radio-music merchant at selling on installments to a buyer who is out of a job. But all people who are temporarily idle are not bad credit risks, any more than all who have income are good ones. Whether a radio set is a more liquid asset standing in the store or operating in the home of a decent, thrifty family some one or all of whose gainful members may be footloose for the moment, it should not take transcendent merchandising genius to decide.

For years there was a bete noir, carefully nourished in the talking machine field's sales intelligence, that music was the last thing to be given up by a family in adverse circumstances and the last thing to be resumed when economic skies became clearer. The theory was that an installment purchaser kept up his dole as long as he could and, should an opportunity for re-purchase occur later, postponed it as long as he could while overtaking more essential past-due bills. Possibly the thought was a sound one when unemployment was more crucial and extended among numbers of people than it now is.

Commercial and industrial conditions and habits and practices have changed a lot within recent years and to be out of a job is not the long-term sentence for most that it was once. The jobless plasterer of today is the moneyed hot-dog stand proprietor of tomorrow.

A helpful revolution of credit and selling thought among home entertainment vendors would incline toward greater acceptance of credit risk among those affected by quiet general conditions. If the landlord, the garage, the butcher and the druggist take a chance on families whose income is curbed but shows likelihood of regaining normal, why should not the radio-music merchant? He has, in fact, a surer creditor position. The thing he sells is not consumable, carries a fair markup and involves less eventual loss under ordinary good judgment than a commodity account.

The "amusement business," by which is meant mostly theatre attendance, is showing great gains because the fellows in it know by experience that dull times mean more sales for them. Suppose they cut out several performances a week, fired the big stars and hired bush leaguers, quit advertising and eliminated free programs 'in the interests of economy,' withheld talking and colored films 'until things pick up' and generally conported themselves like men who don't know what it is all about characteristically do? But they don't. They put on extra steam when the habit of the public's mind more than ever craves a good time. That's what the home amusement interests from top to bottom ought to have learned how to do. That's what every home amusement seller ought to be doing now.

Statistics show that the lines of trade least adversely affected just now are the agricultural implement and aircraft industries, food (except meat), railroad equipment and printing and publishing, including advertising. Hundreds of thousands of persons are employed and occupied in these great species of undertaking. The lines reported duñest are automobiles, motor parts, chemicals, copper and coal, household products and office equipment, paper and petroleum products, tobacco and railroads. Building and real estate, electrical equipment, leather, rayon, public utilities and general machinery are not so bad off. Every dealer and retail sales person who can carry these facts in the back of his head will know whether to put on more steam, or less, as he finds by inquiry the nature of the business of each prospect.

\$1,300,000 Offered by Syndicate for Assets Of United Reproducers

Rochester, N. Y., Monday.

Abner J. Stilwell, W. S. Quinlan and H. I. Shepard, representing a syndicate, have offered receivers for the United Reproducers Corp., this city, \$1,300,000 for the assets of the corporation. A good-faith deposit of \$125,000 has been made, it is reported.

The parties represented by the syndicate managers are all creditors of the United Reproducers Corp., except one, whose interest in the syndicate is less than fifteen per cent., it is said.

It is believed that the presenting of the offer to the Court will bring up the question of the sale of assets, and the syndicate feels that if such a stay were initiated, others contemplating purchasing the assets would come forward.

Creditors are asked by Mr. Stilwell to urge the receivers to authorize a sale.

R. M. A. PRESIDENT COMMENDS OPINION OF ATLANTIC CITY DEALER WHO ASKED FOR MORE BUSINESS, LESS PLEASURE, AT SHOW RADIO MANUFACTURERS' ASSOCIATION, INC.

Office of the President

Cambridge, 39, Mass., May 15, 1930.

Editor,
THE TALKING MACHINE and RADIO WEEKLY:

Thanks for the boost you have given a good cause on Page 7 of the May 14 issue of the "Weekly" by publishing the letter of Mr. C. A. Van Doren. Of all the unnecessary waste of money in connection with radio matters, my idea of the most unnecessary is a big blow-out at the time of the Trade Show. Those of us who have given this matter considerable thought for a number of years are of the unanimous opinion that an excessive expenditure of money means that the manufacturer making the expenditure finds it necessary to attract attention to his line through other means than good merchandise and distribution methods. It really looks like a smoke screen to cover up defects. We are further firmly of the belief that such a smoke screen does not fool the distributor for long.

You may be interested in knowing that we have again this year taken a very definite public stand on this matter. I have sent two letters to the membership, one of which asked them to curtail expenses in connection with the Trade Show exhibition, and demonstration, and the other to curtail entertainment. While we have no desire to restrict suitable and legitimate entertainment, excess that can be called nothing but a debauch is very repulsive to the industry as a whole.

Keep up your good work in behalf of this most worthy cause!

Cordially yours,
H. B. RICHMOND,
President.

UP-STATE MERCHANT ASKS INDUSTRY FOR 'SALES HELP' STATING TELEVISION SITUATION SCHWENDER'S

Utica, N. Y., May 7, 1930.

Editor,
THE TALKING MACHINE and RADIO WEEKLY:

Your timely article on television which appears in this week's TALKING MACHINE and RADIO WEEKLY struck a responsive chord in me. Among the greatest creators of resistance to radio sales are newspaper articles and rumors on inventions relating to television. These articles and rumors are always interpreted to mean that television instruments will be part of the coming season's radio receivers. The result is that the buying public is tempted to wait until they can have television with their radios.

Manufacturers of radio would earn the undying gratitude of the retail trade and would enhance their own business if they set about to spread the facts of the present status of television as a medium of home entertainment. I feel the time is ripe to suggest a means of accomplishing the education of the public.

There is little doubt but what many exhibitors are scratching their heads on how to outdo the other fellow in the way of entertainment and souvenirs at the coming show at Atlantic City. A souvenir to be kept would be an article setting forth the reasons why television is not yet practical as a home entertainer. Such writeup could be framed so that the dealer could take it home and tack it up in his store. There the buying public could read it and as a result would more readily buy that which the trade has to offer. Copies of such suggested material should be mailed to every dealer who does not attend the show.

Concerted action is in line. I hope your publication and every other trade paper will work toward the carrying out of public education on television's present status.

Very truly yours,
FRED O. SCHWENDER.

Norman T. Mason Now Fada Eastern Manager

Norman T. Mason, formerly New England sales manager of F. A. D. Andrea, Inc., maker of Fada radio, has been promoted to eastern sales manager in charge of all radio sales and distribution for New England, all of New York State and Pennsylvania, it was disclosed at Fada headquarters in Long Island City, last week.

Among his first plans in this new post will be the addition of several men to his staff to assist dealers in making contacts.

Grandson of Founder Of Steinway Co. Dead

Henry Ziegler, vice-president of Steinway & Sons, piano manufacturing firm with which he had been associated for fifty-two years, died recently at the age of 72.

Mr. Ziegler was a grandson of Henry Engelhard Steinway, founder of the Steinway company.

New York Quarters of Rola Company Moved

The New York headquarters of the Rola Co., Cleveland, Ohio, have been moved to 205 East Forty-second street, this city, where the Rola speaker line is on exhibit.

According to Adolph Friedman, of the Friedman-Snyder Co. local Rola representative firm, several new speaker models will soon be ready for the trade.

SEVEN-POUND SON IS BORN TO ROY BURLEW OF KEN-RAD COMPANY

Owensboro, Ky., Friday.

Congratulations are being extended to Roy Burlew, president of the Ken-Rad Tube & Lamp Corp., this city, on the occasion of the birth of a seven-pound boy. Mrs. Burlew and the baby are doing splendidly.

Lawrence R. Fink Heads New York-Kennedy Corp., Radio Distributing Firm

Lawrence R. Fink has been elected president and general manager of the New York Kennedy Co., 254 West Fifty-fourth street, New York, Gotham distributor for the popular Kennedy "Royalty of Radio" set line. Mr. Fink has spent the last six years in investigating practically every phase of radio merchandising, including a special study of radio engineering.

Mr. Fink is the son of Ben Fink, well known in the radio industry as a manufacturer and distributor of radio product, and more recently as president and general manager of the First National Radio Corp., New York, which is now introducing the First National radio, in chassis and complete set form.

Lawrence Fink, who is only 22 years old, reports a splendid dealer organization already lined-up in Greater New York, and predicts that his company will be one of the important factors in radio distribution in this territory.

Entire McPhilben-Keator Sales Staff to Attend RMA Radio Trade Show

The entire sales staff of McPhilben-Keator, Inc., metropolitan distributor for Spartan radio, will attend the RMA Trade Show at Atlantic City during the week of June 2. The McPhilben-Keator representatives are Atie Kissner and Charlie Wengert, who cover Brooklyn; Harry Levin, Long Island representative; Dave Rubinger, who calls on the trade in the Bronx; Al Siegel, Manhattan salesman, and Mac Horowitz, chain store representative.

Headquarters for McPhilben-Keator, Inc., at the seashore resort will be at the Hotel New Belmont.

The week prior to the Atlantic City trip, the boys will be taken to the Sparks-Withington factory in Jackson, Mich., where they will see how Spartan sets are manufactured. They will also stop off at the Ford plant in Detroit and at Niagara Falls.

Randall M. Keator, Henry A. Deimel and Maxwell Fisher, executives of the wholesale organization, will accompany the crew to Jackson.

A. Atwater Kent Host To Factory Officials Aboard "The Alondra"

PHILADELPHIA, PA., Friday.

A. Atwater Kent, president of the Atwater Kent Manufacturing Co., this city, entertained more than a score of his company executives at a luncheon aboard his private yacht, "The Alondra," last week. The luncheon was followed by a short informal business conference, at which plans for the coming selling season were discussed. Everyone aboard was in high spirits and the prevailing note was one of optimism over the 1930-31 outlook.

The beautiful 165-foot "Alondra" weighed anchor off Corinthian Yacht Club, Essington, Pa., shortly before luncheon, and after cruising around to a point below Wilmington, Del., slipped into her Essington moorings again late in the afternoon. Blue, cloudless skies added zest to the party's enjoyment.

BRUNSWICK JOBBERS IN NATIONAL CONFAB

TO OPEN SATURDAY, MAY 24

Representatives from 60 Brunswick Distributive Points to Be Present — Brunswick Company to Take Entire Group to Atlantic City Show.

Chicago, Ill., Monday.

Plans are being completed for the national convention of Brunswick distributors to be held May 24th to May 29th, according to A. A. Trostler, sales manager of the radio and Panatropé division of the Brunswick-Balke-Collender Co.

Representatives from the sixty points of Brunswick distribution will convene in Dubuque, Iowa, on Saturday morning, May 24. After a morning spent in inspecting the cabinet plants, luncheon will be served at the factory.

Remaining in the factories until evening the party will leave in a special train for Chicago. The train will be met the following morning by cabs which will transport the party to the docks where a privately chartered boat will carry the party to Muskegon, Mich., arriving there late Sunday afternoon.

Monday will be spent looking over the Brunswick properties in Muskegon which include factories for the manufacture of the Brunswick radio chassis, and records. In the evening a huge banquet is planned to be followed Tuesday with a business convention for the presentation of sales and advertising plans.

Among the speakers at this meeting will be R. W. Jackson, general manager of the Brunswick company; A. A. Trostler and Paul S. Ellison, advertising manager.

On Wednesday morning, May 28, the party will leave in a special train for the R. M. A. convention in Atlantic City where on the evening of the following day a Warner Bros. executive dinner will be held with H. M. Warner, president of that corporation, as the principal speaker.

This will be the first national meeting of Brunswick distributors since the Brunswick-Warner merger, and according to Mr. Trostler, no effort is being spared to make this an event whose influence will lend impetus to what he anticipates to be a record year for those handling Brunswick merchandise.

The distributors will be guests of the company from their arrival at Dubuque until the day after their arrival at Atlantic City.

Colonial Jobbers in Pre-Show Conclave

ROCHESTER, N. Y. Thursday.

A series of meetings for Colonial jobbers and prospective jobbers is being held in this city, and will continue until the opening of the RMA trade show, under the auspices of Colonial Radio Corp., here. The meetings are being held at the Seneca Hotel, where the new Colonial line is on display.

Distributors' problems are being discussed, and favorable headway made, according to Fred G. Carson, vice-president. Mr. Carson also stated that initial deliveries of Colonial's new "33" line will be made immediately after the trade show.

Personals

M. W. Schneider, of Micarta Fabricators, Inc., New York, returned on Monday following a week's sales trip.

H. T. Roberts, radio sales manager for the Gulbransen Co., Chicago, was a visitor in New York the early part of this week.

William H. McDonald, sales manager of the Radio Products Corp., Newark, N. J., made a business trip to Canada last week.

E. C. Newman, sales manager of the Durium Products Corp., New York, returned early this week following a Philadelphia stay.

George D. Duff, president of the Hyvac Radio Tube Corp., Newark, was out of town during all of last week visiting trade centers.

Ben Fink, president and general manager of the First National Radio Corp., New York, is once more at his desk following a middle-western trip.

F. C. Estey, radio sales representative of the Aluminum Co. of America, Pittsburgh, Pa., was a caller in New York radio manufacturing circles last week.

O. W. Ray, president of the Commonwealth Radio Dist'g Corp., New York Stewart-Warner wholesaler, returned to headquarters following a Chicago visit.

Major H. H. Frost, president of the Utah Radio Products Co., Chicago, returned to the New York offices of the company on Thursday after a couple of days in New England.

G. Binder, of the Bender Radio Co., Newark, N. J., is expected to return to his office this week after a two-month trip throughout the large trade centers of the country.

S. W. Winte, of the Container Corp. of America, is now affiliated with the Chicago offices of the company, after having been associated with the New York quarters of the firm.

L. J. Arnold, radio manager of the Westinghouse Electric Supply Co., Newark jobbing organization, is enjoying a holiday at his home in Roseland, N. J. He will be back at his desk on June 1.

George H. Jaud, divisional sales executive of the Atwater Kent Manufacturing Co., Philadelphia, Pa., was in New York the latter part of the week, fraternizing with his many friends in the metropolis.

R. H. Woodford, former sales manager of the radio division of the Stewart-Warner Speedometer Corp., Chicago, Ill., is at the Commodore hotel, New York, for a day or two on a visit east with relatives.

Postal from Arthur A. Trostler, sales manager of the Brunswick radio division of Warner Bros., New York, says that he is in an airplane somewhere west of Chicago, en route to visit some Brunswick distributors.

Leroy W. Staunton, advertising and sales promotion manager of the radio division of the Westinghouse Electric & Mfg. Co., left New York headquarters last week for a trip around Southern territory.

A. A. Trostler, sales manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co. and Paul E. Ellison, advertising manager, were recent visitors in New York where they called together the eastern distributors for a sectional meeting.

Philip Kassover and his two sons,

STORY & CLARK RADIO LINE IN PRODUCTION; OFFICIALS OPTIMISTIC

Chicago, Ill., Friday.

Plans are now completed for the production and marketing of Story & Clark radio, built by Story & Clark Radio Corp., a subsidiary of the Story & Clark Piano Co., this city, makers of musical instruments since 1857. Active production of Story & Clark radio is now in force in the company's plants at Grand Haven, Mich. The executive offices and central laboratories are located in the Story & Clark building, 173 North Michigan avenue, Chicago. Officers of the corporation are:

Frank F. Story, president; L. P. Bull, vice-president; Walter H. Huth; H. M. Robertson, treasurer, and Otto N. Frankfort, in charge of advertising and merchandising.

Mr. Huth was for many years president of the Walbert Manufacturing Co., and was a charter member of the Radio Manufacturers' Association. In addition to serving as secretary, Mr. Huth is the executive in charge of radio designing, engineering, manufacturing and production.

When radio was in its swaddling clothes, Mr. Huth entered the business as a manufacturer of parts and accessories. Later he went into the manufacture of sets and contributed important additions to the art, including the "Univernier," "Pentrola" and the "Insofarad" circuit.

The new company has purchased all of the patents, rights and engineering equipment of the Walbert Manufacturing Co., and has been licensed by the Radio Corp. of America and affiliated companies.

The plant at Grand Haven is thoroughly equipped for radio manufacture. The new sets will be built to a high quality standard with the unusual cabinet making facilities of the Story & Clark Piano Co. available for the production of an unique line of radio console furniture, it was said. The sets will include the latest developments of the art, and it is not the intention of the company to enter the competitive market on a price appeal.

With experience in manufacturing and merchandising musical instruments for almost three-quarters of a century, with more than ample finances, with a manufacturing and sales department that recognizes the possibilities in radio for years to come, as well as the necessities of the immediate present, and with an experienced radio engineering personnel, the new company should soon occupy a position of outstanding importance in the industry, it is said.

R. M. DOUGLASS WITH COPELAND PRODUCTS

Mt. Clemens, Mich., Monday.

Ralph M. Douglass has been appointed director of advertising and sales promotion of Copeland Products, Inc., with headquarters in this city. Mr. Douglass brings to Copeland wide refrigerator merchandising, gleaned from his experience with the Kelvinator and Silent Automatic corporations.

Samuel and Nathan, officials of the Vim Radio Stores, sailed recently for a ten-week tour of Europe. While abroad they will observe modern methods of radio retailing with a view of adopting any good features to their own business.

MUSIC INDUSTRIES MEN TO HEAR VICTOR STARS AT ANNUAL BANQUET

Interest in the coming twenty-ninth annual convention of the National Association of Music Merchants, the annual banquet which will take place Thursday evening, June 12, at the Hotel New Yorker, is centering upon the extraordinary form of entertainment which will be presented to members and guests. Through the courtesy of the RCA-Victor Co., the Association will be privileged to broadcast direct from the ballroom, the RCA-Victor hour over a nation-wide hook-up. A special program has been prepared featuring artists of international reputation and, in addition to the artists, the program will include the celebrated Victor orchestra.

The artists who will go on the air include Richard Crooks, internationally famous tenor. Mr. Crooks is an American singer who has had success in opera and concerts both at home and in Europe. Marion Telva, leading contralto of the Metropolitan Opera Co. will also appear. Miss Telva is famous for many of her operatic roles and recently made a great individual hit when she sang the mother in the revival of Charpentier's opera "Louise." Others include Frank Crummit, favorite vaudeville and musical comedy star, and Sadah Shuchari, violinist.

The artists will be accompanied by an orchestra under the direction of Nathaniel Shilkret and the audience will also have the pleasure of hearing another orchestra which will be provided through the courtesy of the RCA-Victor Co.

Through the courtesy of A. Atwater Kent, the Music Industries will present to delegates and guests attending the opening luncheon of the 1930 Conventions on Monday, June 9, at the Hotel New Yorker, Miss Anna Case, soprano, formerly of the Metropolitan Opera Company and an artist of international reputation. Through her extensive concert and operatic tours in the United States and her appearances in Europe, Miss Case occupies a position of exceptional distinction in the fields of music.

The opening luncheon will be one of the most important social features of the convention and will be attended by representatives of all branches of the Music Industries. President Mark P. Campbell, of the Music Industries Chamber of Commerce, will preside. Joseph V. McKee, president of the Board of Aldermen of the City of New York, will extend a welcome to the visiting delegates. In addition to acting as toastmaster, Mr. Campbell will present his annual report as president of the Chamber of Commerce.

President Parham Werlein, of the National Association of Music Merchants' has appointed the following to act as Convention and Banquet Committee in connection with the twenty-ninth annual convention of the Association to be held at the Hotel New Yorker in the city of New York, week beginning June 9:

Otto B. Heaton, chairman, Otto B. Heaton Co., Columbus, Ohio; Corley Gibson, Kohler-Brambach Co., New York, N. Y.; Hermann Irion, Steinway & Sons, New York, N. Y.; Richard W. Lawrence, Bankers Commercial Security Co., New York, N. Y.; W. L. Marshall, RCA-Victor Co., Inc., New York, N. Y.; Berthold Neuer, American Piano Co., New York, N. Y.; C. J. Roberts, Charles M. Steiff, Inc., Baltimore, Maryland; C. Alfred Wagner, The Ae-

Majestic Refrigerator Factory Constructed At Cost of \$1,500,000

Chicago, Ill., Thursday.

The main operating plants of the Majestic Household Utilities Corp., this city, were constructed some time ago adjacent to the Dickens avenue and Armitage avenue factories of the Grigsby-Grunow Co. here.

These plants were constructed at a cost of considerably over \$1,500,000, and will provide adequate space for the manufacture of several thousand Majestic refrigerators daily, and for the housing of the necessary machinery and taking care of more than 5,000 employees who will be needed as soon as active production begins.

According to unauthorized and erroneous reports which found their way into the public prints several days ago, it was stated that a \$100,000 warehouse plant, which has recently been enlarged, was to be the main Majestic Household Utilities factory, and that 100 persons would be employed. This, officials of the company said, is entirely erroneous.

May Officials Will Sail on Philco Cruise

Among the D. W. May executives and sales personnel who will be Bermuda-bound with the Philco cruise prior to the Trade Show are: Walter Ferry, sales manager; William H. Topping, general manager; Al Spears and Byron Forster, salesmen, of May Distributing Corp.; Thomas O'Loughlin, sales manager; Frank Donnelly and Nate Hast, salesmen, of D. W. May, Inc.; Bill Viall, sales manager; H. U. Mann, sales promotion manager, and William L. King, salesman, of May Radio Corp., Newark; D. W. May, president; Earl C. Pullen, general manager; Al Gruessner, sales manager, and F. E. Williams, salesman, of D. W. May, Inc., Newark; W. I. Galt, sales manager; Harry L. Spencer, general manager, of May Distributors, Boston.

H. S. Tenny, Rola Head, Making Tour of East

CLEVELAND, OHIO, Thursday.

Henry S. Tenny, president of the Rola Co., with plants in Cleveland, and Oakland, Calif., is touring the East and Middle West contacting the various set manufacturers with the latest Rola developments.

The Rola company has several factory sites in consideration in Cleveland and it is expected that during Mr. Tenny's stay final plans will be consummated for the erection of the new Rola plant.

The Cleveland office reports that the local division is operating at practically capacity, having bettered all the records in the firm's history for March, April and May production.

BRUNSWICK SALON MAKES ASSIGNMENT

The Brunswick Salon of Fifth Avenue, 668 Fifth avenue, New York, well known radio-music retail organization, has made an assignment to Nathaniel Ottensoser, 350 West Eighty-eighth street, New York.

lian Co., New York, N. Y., and P. A. Ware, Atwater Kent Manufacturing Co., Philadelphia, Pa.

Grant Layng Foresees Fine Demand for New Crosley "Roamio" Set

"The automobile radio is here to stay," said Grant Layng, sales manager of the 20th Century Radio Corp., Crosley metropolitan distributor, in an interview last week. "Crosley's newest product, the 'Roamio,' has now been on the market about a month, and by its daily increasing sales has proved to be one of the staple items in a staple line.

"The average radio store, during the months of May and June, is far from being a hotbed for activity. Regardless of how good a dealer's proposition may be, or how fine his merchandise in appearance, if he only had three people a day walking into his store, his chances of selling are in proportion to the daily number of callers. If through some promotional activity he can increase his daily number of prospects, and get thirty to fifty people in his store, his chances for selling them something are materially improved.

"The 20th Century Radio Corp. is arranging to provide the dealer with a list of automobile owners and the makes of cars that they have, in any given territory. Through a system of circular letters which we have developed, it is possible for the radio dealer to contact an immediate group of prospects, who as automobile owners unquestionably have some means and who have probably not been customers of the radio dealer. In other words, it opens up to the radio store, a new field of prospects.

"Although, all the dealers are looking forward to the refrigerator as being the great life saver, we believe that we are very conservative in saying that there will be nothing available in the line of refrigerators in sufficient quantities until at least July and August. That in the meantime, the radio dealer must live and if he will let the future take care of itself and worry about the immediate present, he will accomplish a great deal more than simply sitting tight and feeling that the refrigerator is going to be the 'Pot of Gold at the End of the Rainbow.'"

Roskin Distributing Named Philco Jobber For Nassau, Suffolk

J. L. Abrahamson, for the past six years factory representative for the Philadelphia Storage Battery Co. in the Greater New York territory and well known in trade circles, with Sam and Jack Roskin has organized the Roskin Distributing Co. for the exclusive distribution of Philco radio in Nassau and Suffolk counties. Headquarters and show rooms have been established by the Roskin organization at 108-16 Merrick road, Jamaica.

The officers of the Roskin company are Sam Roskin, president; Jack Roskin, vice-president, and J. L. Abrahamson, secretary-treasurer.

ABELOWITZ PHONO MAKES ASSIGNMENT

The Abelowitz Phonograph Co., Inc., 1353 St. Nicholas avenue, New York, has assigned to Nathaniel Ottosenor, 350 West Eighty-eighth street, New York.

Prominent Speakers to Address Radio Men at McAlpin Hotel Tomorrow

Congressman Sol Bloom, of New York; J. Newcomb Blackman, president of the National Federation of Radio Associations, and Keith L. Saunders, metropolitan zone manager for the General Motors Radio Corp., will address members of the radio industry at the McAlpin hotel, New York, tomorrow night (Thursday) under the auspices of the Better Radio Merchants Bureau.

Manufacturers, jobbers, salesmen and dealers throughout the metropolitan district have been invited to attend this gathering. Irving E. Cohen, executive secretary of the Better Radio Merchants Bureau, stated that the purpose of the meeting is to discuss ways and means of approaching the United States Department of Commerce who will be asked to call a Federal trade practice conference.

Alexander Moskowitz To Leave This Week For Trade Show Scene

Alexander Moskowitz, well known metropolitan radio distributor, and head of Alexander's, Inc., 39 West Sixtieth street, New York, will motor to Atlantic City the latter part of this week and remain there until the close of the RMA Trade Show and Convention, which will be conducted at the Jersey seashore record during the week of June 2. Mr. Moskowitz will be accompanied by his family.

He will make his headquarters at the Shelbourne hotel while in the Jersey resort.

Appoint Trustee for Buckingham Radio Corp.

CHICAGO, ILL., Friday.

At the first meeting of creditors of the Buckingham Radio Corp., this city, Frank McKey was appointed trustee under bond of \$50,000 and will proceed with the administration of the estate under order of the court. Mr. McKey stated today that the cash in his possession amounts to approximately \$63,000 and that he hopes to realize at least an additional \$10,000 from accounts receivable and notes due the estate. The liabilities of the Buckingham company are scheduled at \$273,081.

It is believed that a first dividend will be declared during the course of the next sixty or ninety days.

MANY DEALERS VIEW NEW FADA MODELS AT TRIANGLE EXHIBIT

A pre-showing of the 1930-31 Fada line is being conducted at the Pennsylvania hotel, New York, under the auspices of the Triangle Radio Supply Co., Manhattan exclusive distributor in the territory for F. A. D. Andrea, Inc., Long Island City, N. Y.

Many dealers attended the first two days of the display which opened on Monday, and which will be continued throughout the week.

Leo W. Reed Appointed Zenith Representative In Middle West Region

CHICAGO, ILL., Friday.

Leo W. Reed, well known figure in the electrical and radio industries, has been appointed Middle Western field representative of the Zenith Radio Corp., this city, according to W. C. Heaton, Zenith sales promotion manager.

Mr. Reed's experience covers a period of twenty years during which time he has been associated with several of the larger well known radio manufacturers, the Westinghouse Electric and the Bell Telephone Co. At one time, he managed his own electrical appliance business, both wholesale and retail.

In his new capacity, Mr. Reed will contact Zenith distributors and dealers in the States of Ohio, Michigan, Indiana, Kentucky and West Virginia. With the wealth of experience Mr. Reed has to his credit in the selling field Zenith is looking forward to greater representation and activities in these territories than ever before, especially upon introduction of the new Zenith "70" line in June, which, it is said, will surpass in beauty, performance and dollar for dollar value, anything heretofore presented in the entire history of Zenith.

E. H. Kester Appointed To Post in Radiola

The appointment of E. H. Kester to charge of sales data of the Radiola division of the RCA-Victor Co., New York, was announced at company headquarters last week. Mr. Kester formerly for seven years was chief statistician of the Atwater Kent Manufacturing Co., Philadelphia. He resigned several months ago and became identified with the statistical division of The American Weekly, Sunday magazine of the Hearst newspapers, in New York.

Mr. Kester's duties will be under direction of Vernon W. Collamore, general sales manager of the Radiola division. The new appointee has many friends throughout the industry and said on assuming his new duties that he was delighted to be again in radio. Close check upon sales and manufacturing operations throughout the Radiola trade is to be maintained in consonance with the expanded operations of the organization.

Wholesale Radio Has Entire 25th Floor of Ambassador for Show

The Wholesale Radio Equipment Co., New York and Newark, distributing organization for Bosch radio, product of the American Bosch Magneto Corp., Springfield, Mass., has reserved the entire twenty-fifth floor of the Ambassador hotel, Atlantic City for the week of the RMA Trade Show, for use of its sales force.

The entire Wholesale sales organization will attend the Show, and will occupy two cars on the "Blue Comet" express on Monday morning of show week. A number of Wholesale Radio dealers will accompany the firm's sales staff.

H. B. HARING NAMED EASTERN SALES HEAD FOR JOHNSONBURG CO.

Johnsonburg, Pa., Friday.

H. B. Haring, who has been identified with the radio-music industry for many years, has been appointed eastern district sales manager for the Johnsonburg Radio Corp., this city, manufacturer of JRC radio tubes. Associated with Mr. Haring will be J. W. Von Der Leith, whose experience in the radio trade dates back some three years. Mr. Haring's territory will comprise all of New England, all of metropolitan New York and New York state up to Albany, all of New Jersey, the state of Maryland and the District of Columbia. He has opened an office in New York



H. B. HARING

in the Bryant Park building, 55 West Forty-second street.

Mr. Haring's activities in the radio-music field date back to 1919, when he joined the Columbia Graphophone Co. in the Baltimore territory. His success in this position brought him the branch management of the company's New Haven office, and he was then promoted to the management of the branch at Buffalo, N. Y. His activities in this position were recognized by his appointment as eastern regional representative, giving him supervision over all Columbia branches east of Chicago.

In 1923 Mr. Haring joined the Sonora Phonograph Co. as eastern district sales manager, and in 1928 was appointed assistant general sales manager of the company, becoming general sales manager in October, 1929. On February 1, 1930, he resigned from the Sonora organization to become associate general manager of the New York zone for the General Motors Radio Corp. resigning from this position to become eastern representative for JRC tubes.

Mr. Haring's past experience well qualifies him for his new activities. Mr. Von Der Leith was also formerly identified with the Sonora Phonograph Co. and was with the General Motors Radio Corp. since February 1.

NORTH AMERICAN SHOWING OF ZENITHS ATTRACTS ATTENTION

Metropolitan dealers are manifesting unusual interest in the new Zenith "70" line being exhibited this week by the North American Radio Corp., New York distributor, at the Knickerbocker hotel, 120 West Forty-fifth street, Manhattan. The exhibit was opened Monday morning and will continue through Friday evening. Exhibit hours are from 10 A. M. to 10 P. M. daily.

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.

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.

TRUST SUIT FILED BY U. S. ON RADIO DEALS; 10 COMPANIES NAMED

PATENT LICENSES AT STAKE

Owen D. Young Says RCA Welcomes Move—Action in Wilmington Started Under Sherman Anti-Trust Law—General Electric, Westinghouse, General Motors, A. T. & T. Among Other Defendants.

Washington, D. C., Wednesday.

An anti-trust suit was instituted yesterday by the government in the Federal court at Wilmington, Del., to test "the legality of the arrangements existing between the Radio Corp. of America, General Electric Co., Westinghouse Electric & Manufacturing Co., American Telephone & Telephone Co., and six other corporations." The suit was started following demands from the Senate and from other quarters.

Attorney General Mitchell announced the filing of the suit under the Sherman anti-trust law. According to the Department of Justice, the other companies involved in the suit are the Western Electric Co., RCA Photophone, Inc., RCA Radiotron, Inc., RCA Victor Co., Inc., General Motors Radio Corp. and the General Motors Corp.

Following receipt of information that suit had been brought by the government against the Radio Corporation, Owen D. Young, chairman of the executive committee of the Radio Corporation of America, made the following statement:

"The Radio Corporation of America welcomes the suit of the government of the United States to test the validity of its organization which has now existed for more than ten years, and in every step of which the Government has been advised.

"In 1919 when the company was organized, no one concern in the country had the necessary patents to enable it to develop the radio art and create a business. Each of several had some, and each could block the other. The purpose of the organization of the Radio Corp. was to release the art by grouping patents enough in one place so as to enable sending stations to be created and receiving sets to be built. That this was accomplished is shown by the rapid development of the radio business.

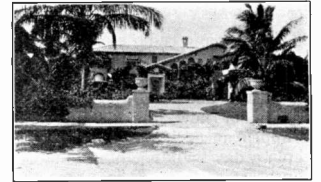
"In order to promote competition in the art and in the business, and to avoid patent litigation which would have prevented development, licenses have been issued to thirty-four concerns to make radio sets and to fourteen concerns to make radio tubes. Between them, as the public knows, competition is severe. These licenses provide a royalty payment, which was intended to represent the fair contribution of the licensees to the expenses of the research and the cost of the original patents. It was intended to be less than the royalty payment would have been had the patents remained in scattered hands. All these licensees are licensed under all new inventions and have the benefits of all existing research of the Radio Corporation and its associated companies in the field which the licenses cover.

"This arrangement seemed wise. As a result an industry was born, thousands of people were employed, and mil-

Florida Winter Home Recently Purchased By Capt. Wm. Sparks

Miami, Fla., Thursday.

When Captain William Sparks, president of the Sparks-Withington Co., goes south for a few weeks each winter, it isn't altogether for a season of pure play because he moves his office with him. With what amounts almost to



Sparton Florida Office

leased wire telephone communication, he keeps in constant touch with his officials in Jackson, Mich., and continues his direction of the Sparton business.

The above illustration is of the winter home recently purchased by Captain Sparks at Miami Beach. Palms and Spanish atmosphere seem far removed from the grinding factories at Jackson, but as Captain Sparks says, "it's really only five minutes, thanks to Mr. Bell. It's not much further from the heart of things than my home in Jackson."

Chas. Buchner Maintains Piser Radio Managership, Nearing Its 16th Jubilee

Through inadvertence, it was reported in THE TALKING MACHINE and RADIO WEEKLY for May 7th that a new appointee had taken charge of the radio department of Piser & Co., prominent home furnishers with headquarters at Third avenue and One Hundred and Fiftieth street, Bronx, New York.

Louis Cohen, of Piser & Co., peremptorily denied the story last week, stating that Charles Buchner, manager of the Piser music-radio interests for the past fifteen years, is still in full charge and going strong. "I cannot understand how any such report could reach 'The Trade's Only Weekly,'" said Mr. Cohen, "for Mr. Buchner's record entitles him to the long-distance championship in radio buying, as there are few if any other managers with departments as large as ours who have held the post uninterruptedly over 15 years. In fact, there are few men in any branch of the radio business who have held the same jobs one-fifth that long. Mr. Buchner is proud of his record and we are proud of Mr. Buchner and we would like the radio industry to know it."

lions were enabled to listen, without charge for programs. There can be no question of benefit to the public. There is apparently now, looking backward, and because of a recent court decision in another industry, some question in the mind of the Department of Justice of a technical violation of the law. Certainly, if there be anything illegal in the set-up of the Radio Corporation, its officers, directors, and stockholders are more deeply interested in that question than either the government or any other group can possibly be. It is very glad, therefore, that a test case has been brought. It prefers very much to have such a question out of politics."

WATCH SPARTON

New developments at the
ATLANTIC CITY
SHOW

FURTHER achievements to be introduced by Sparton at Atlantic City will keep Sparton Dealers in the position they have always enjoyed . . . a year ahead of the industry as a whole. To you who know Sparton's past history this should mean much. Look into it without fail.

Sparton's Atlantic City Headquarters
HOTEL TRAYMORE

THE SPARKS-WITHINGTON COMPANY
(Established 1900)

JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind

(453)

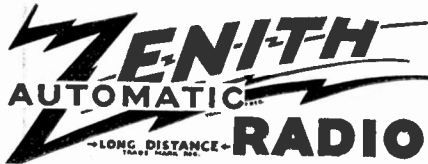


This is Sparton's 30th Anniversary Year

MACKENZIE RADIO CORPORATION

Twelve - Twenty - Five Broadway
New York City

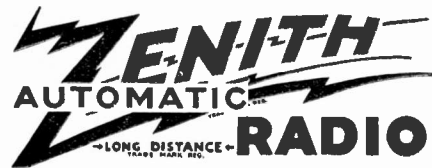
DISTRIBUTORS



The Bronx --- New York State
--- Northern New Jersey

QUALITY RADIO RETAILS PROFITABLY!

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



NORTH AMERICAN RADIO CORP.
1815 Broadway • New York

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



Exclusive Wholesale Distributors

TRILLING & MONTAGUE

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

Exclusive Wholesale Distributors

NORGE Electric Refrigerators

"GROW WITH US"

Freight Rate Reduction For Radio Will Become Effective on June 15th

Hartford, Conn., Thursday.

Revised classification on radio sets and radio - phonograph combination freight rates, which has been under discussion between the official classification committee and the traffic committees of the Radio Wholesalers Association and the Radio Manufacturers Association for more than a year, will become effective June 15, Francis E. Stern, this city, chairman of the traffic committee of the R. W. A., reported today. Mr. Stern is head of Stern & Co., Inc., local distributing firm.

An agreement was reached in October with the official classification committee to make these changes, but it was impossible to include these changes in the supplement to classification No. 5, Mr. Stern declared.

This agreement will result in a considerable saving to manufacturers and distributors in every section of the country.

Lyric Names Two New Midwest Distributors

Chicago, Ill., Friday.

Two of the middle-west's largest distributing firms, W. S. Nott Co., Minneapolis, Minn., and The Bennett Co., Burlington, Ia., have been appointed Lyric radio distributors, it was disclosed here today by Eugene R. Farny,

Van Ashe Radio Named Crosley Distributor For St. Louis District

St. Louis, Mo., Friday.

The Van Ashe Radio Co., a pioneer radio distributing organization of this city, has been appointed exclusive distributor in this territory for the Crosley Radio Corp., Cincinnati. The Van Ashe company recently moved into elaborate headquarters at Tenth and Walnut streets.

Van Ashe dealers in this territory are unusually enthusiastic over the new Crosley "Companionship" line, which includes the Buddy, Chum, Playmate, Comrade, Crony and Partner. Screen grid tubes are used in each of these models. Battery operated sets are also made by Crosley.

W. W. Van Sickle, president of the Van Ashe Radio Co., reports that the sale of the Roamio, the Crosley automobile set, has been on the increase during the past two weeks. The Van Ashe company plans to make installations of the Roamio for dealers who are not equipped to do this work. Official Roamio installation stations will be opened in various parts of the State.

The service department of the local wholesale firm has been greatly enlarged and the latest type repair equipment has been installed. Officers of the firm in addition to W. W. Van Sickle are Elmer C. Van Sickle, vice-president; George W. Van Sickle, secretary and treasurer, and Dan P. Buckley, assistant treasurer.

president of the All American-Mohawk Co., Lyric radio maker.

LOOK BACK

before you leap ahead . . .

Mr. Radio Dealer!

A word to the wise . . . from Zenith

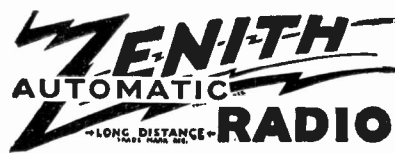
ONCE again you are at the threshold of a new season. New lines, new models will be shown you in all their spic-and-span allurements. High-sounding adjectives and low-sounding prices will greet your ears from all sides. Enthusiastic salesmanship will vie with spectacular publicity to gain your signature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

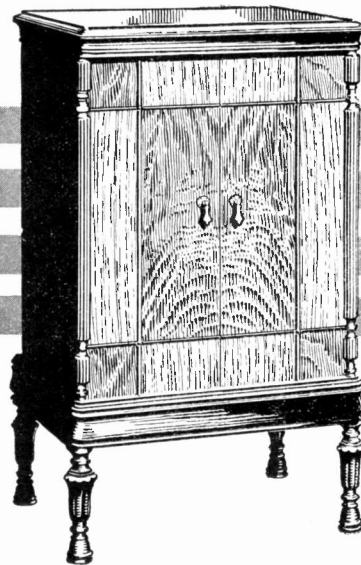


AN OLD VICTROLA

... and thus Victor again proves Victor value, fortifies customers' good-will, quickens sales and profits ▼ ▼ ▼



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



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

Victor Division

is worth

\$76

REACTIONS from the entire country prove the shrewdness of the Victor merchandising sense that has made possible an offer of \$76 allowance for an old Victrola.

People who treasured this faithful old instrument—yet would not part with it—people who stubbornly insisted that there could be nothing better—all these who constitute a receptive market for anything “Victor”, have been moved to action by Victor’s sensational offer.

“Victor is taking care of its old customers”—that expresses the country-wide reaction to the \$76 allowance plan. And, as a result, combination instruments are swiftly moving into homes. People are discovering the matchless radio *and record* performance of Victor’s finest instruments; record customers are being developed; dealers’ stocks are melting away while sales multiply.

The more rapid this movement, the sooner it reaches completion, the sooner we will embark on a new cycle—a cycle that promises profits and prosperity without precedent.

Ride this latest Victor wave to more sales and profits. 1930 is another Victor year. Victor Division, RCA Victor Company, Inc., Camden, N. J.

RCA Victor Company, Inc.

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



Anthracite Radio Company

INCORPORATED

Exclusive Distributor

BOSCH RADIO

Eastern Pennsylvania and South Jersey

Cunningham Tubes

OFFICES

827 Ledger Building
Philadelphia, Pa.

550 Wyoming Ave.
Scranton, Pa.



RADIO CONDITIONS ABROAD AS OBSERVED BY J. H. BURKE, NEW ENGLAND KENT JOBBER

BOSTON, MASS., Friday

J. H. Burke, president of the J. H. Burke Co., distributor of Atwater Kent radios, recently returned from a three months' visit to Europe. The many friends who have greeted him since his return have expressed an interest in radio conditions across the pond and he has therefore made the following observations for the readers of "The Trade's Only Weekly."

According to Mr. Burke, we are far ahead of European countries in the many phrases of the radio art. Our apparatus in construction, appearance and performance are not to be compared with those across the sea. This condition can be attributed to the tax imposed on receiving sets in most countries, making the cost of the set too high for the average individual. The class of programs is also far inferior to ours.

Crystal sets with ear-phones are still the most popular set, due to the absence of a tax, and to the fact that they are easy and inexpensive to build. The electric set, using screen grid tubes and dynamic speaker, is found in very few homes. Though European programs are gradually improving, they have not as yet attained the high quality educational and entertaining value of American broadcasts.

Mr. Burke says he had a most pleasant and interesting trip, but is glad to get back. He is more enthusiastic than ever over the future of radio, particularly the Atwater Kent products.

E. H. McCarthy, general manager of Majestic Distributors, Inc., announces

the appointment of J. R. Hangarter as sales promotion manager of the firm.

Mr. Hangarter comes to New England with a wealth of Majestic experience. He was formerly connected with Grigsby-Grunow Co., manufacturers of Majestic products, as district manager of Southern territory, including Maryland, District of Columbia, Virginia, West Virginia and Delaware.

Mr. Hangarter's outstanding ability merited for him his appointment to this new and important post, but he has already taken over the reins and it is clearly evident even at this early date that through his creative ability and willingness to closely work with all dealers in the solution of their problems, their business will prosper under his suggestion.

Commenting on his new appointment, Mr. Hangarter said: "My connection with Majestic Distributors, Inc., marks the culmination of sincerely directed efforts for the last several months. I am keenly appreciative of the kindly expressions which have come to me from all parts of New England and it is my ardent hope that, together with Majestic dealers, we may merchandise those products which are now on the market, and those to come, in such a manner as to please the public and dealers alike.

Farrington's Electric Shop, located at 30 Boylston street, this week held an assignee's sale of its entire stock.

The Ayers-Lyon Corp., 215 Stuart street, reports the following added to its list of Kennedy dealers: Lyle Bros., of Andover, Mass.; Arlington Motor

Parts, Arlington, Mass.; Peter Seneca, Billerica, Mass.; H. H. Prior, Boston, Mass.; C. E. Warren, Braintree, Mass.; Bridgewater Radio Co., Bridgewater, Mass.; J. M. Katz, Brockton, Mass.; S. Clark Heath, Cambridge, Mass.; L. R. Gurney, Clifford, Mass.; Simon Rubin, Dorchester, Mass.; E. L. Rogers, Fairhaven, Mass.; John Clifton, Fall River, Mass.; C. B. Lowe, Framingham, Mass.; J. O. Ellison, Haverhill, Mass.; Durant Square Radio, Lawrence, Mass.; Roux & Hamil, Lowell, Mass.; Denno Auto Supply, Lowell, Mass.; Thomson Auto Supply, Lowell, Mass.

Atlantic Auto Shop, Lynn, Mass.; G. M. Kennedy, Lynn, Mass.; Maynard Drug Co., Maynard, Mass.; Nantucket Radio Shop, Nantucket, Mass.; A. A. Vose, Natick, Mass.; Radio Repair Shop, Newburyport, Mass.; Beacon Motor Equipment, Newton Center, Mass.; Pratt Bros., Oak Bluffs, Mass.; Plymouth Radio, Plymouth, Mass.; Alex Lindsay, Reading, Mass.; Woodward's Bicycle & Radio, Taunton, Mass.

H. E. Morse, Swampscott, Mass.; A. J. Turner, Jr., Swampscott, Mass.; E. W. Humphries, Whitman, Mass.; B. H. Brown, Portland, Me.; Waltham Battery Shop, Waltham, Mass.; Congress Square Radio Shop, Portland, Me.; Brown Co., Berlin, N. H.; J. W. Davidson, Charlestown, N. H.; K. L. Senter, Derry, N. H.; C. H. Williams, Exeter, N. H.; Laconia Tire Shop, Laconia, N. H.; Lancaster Garage & Auto Co., Lancaster, N. H.; Frank E. West, Lyme, N. H.

Ryan's Radio Shop, Manchester, N. H.; C. H. Austin, Nashua, N. H.; Bailey's Music Rooms, Plymouth, N. H.; H. E. Sherbourne, Plymouth, N. H.; Byrne's Auto Electric Service, Portsmouth, N. H.; J. J. Bowin, Ro-

chester, N. H.; C. J. McGuinness, Somersworth, N. H.; W. E. Knowlton, Walpole, N. H.; A. F. Stoughton, Whitefield, N. H.; Vermont Music Co., Barre, Vt.; Barrett's Radio Shop, Belkows Falls, Vt.; W. D. Sargent, Ludlow, Vt.; H. E. Ingalls, Rutland, Vt.; The Peck Co., St. Johnsbury, Vt.; Sampson's Spa, Centerdale, R. I.; Pawtucket Hardware and Paint Co., Cranston, R. I.; F. T. Carr, Newport, R. I.; Felix Blais, Pawtucket, R. I.; Service Auto & Radio Co., Pawtucket, R. I.; Short Wave Specialty Shop, Pawtucket, R. I.; Barries Radio Shop, Phillipsdale, R. I.; Hofman's Battery Co., Providence, R. I.; Heon's Motor Co., Warren, R. I.; Standard Supply Co., Woonsocket, R. I.

—CHARLES W. JONES.

Roberts Company Takes On Clarion Radio Set

Philadelphia, Pa., Thursday.

The Roberts Auto & Radio Supply Co., Seventeenth and Callowhill streets, this city, has been appointed distributor of the new Clarion radio line for the territory comprising eastern Pennsylvania, southern New Jersey and Delaware.

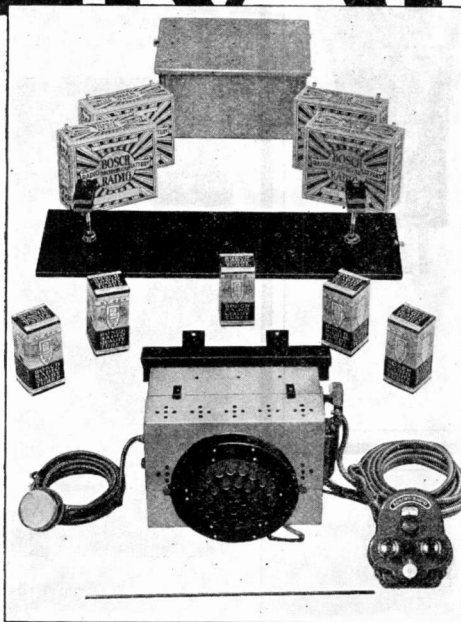
The Clarion radio is manufactured by the Transformer Corp. of America, in Chicago, Ill.

H. I. McConnell, vice-president of the Roberts company, is very enthusiastic about the sales possibilities of the Clarion line which includes two models of sets and one combination set. Dealer franchises throughout the territory are now being closed.

BOSCH

MOTOR CAR RADIO

RADIO for the motor car has been made just as practical as radio for the home by the makers of the famous Bosch Radio. An achievement that brings a new pleasure to motoring and a new profit source to dealers. Bosch Motor Car Radio is easily installed in any car—new or old. This newest Bosch Radio Model embodies all the superior qualities of Bosch Radio so long recognized for quality performance. It is a screen-grid tube receiver—four are used with one power tube. The receiver is extremely compact



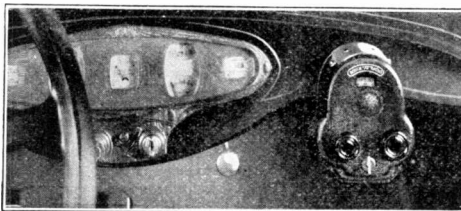
Bosch Radio is complete with Receiver, Station Selector, Five Tubes, Special B Batteries, Battery Box, Cone Speaker, A ntenna and all required shielded cables, ready to install. Price \$140. Western and Canadian prices slightly higher.

and requires minimum space; it has a cone type speaker, completely housed. The single dial tuning control is placed on the instrument panel without mutilation of panel or interference with instruments. No need to disturb upholstery. There is a quick, active demand for Bosch Motor Car Radio wherever it is demonstrated because it gives you the same perfection of tone regardless of varying motor speed. It is the outstanding radio achievement of the year. Use the coupon and receive the interesting details.

Bosch Radio is manufactured under patents and applications of R. C. A., R. F. L. and Lektophone

AMERICAN BOSCH MAGNETO CORPORATION / / **SPRINGFIELD, MASS.**
 Branches: New York / Chicago / Detroit / San Francisco

- Installed without mutilation of panel
- No Antenna in Car Body
- Cone speaker well pitched above vibration and rumble of car
- Precision built by Bosch Automotive and Radio Engineers
- Single tuning control—Single radio unit



The tuning control unit is compact with illuminated dial, volume control, station selector and switch lock. It is installed without mutilation of panel.

C O U P O N

American Bosch Magneto Corp.,
 Springfield, Mass.

Please send me details of Bosch
 Motor Car Radio.

Name.....

Firm.....

Address.....

.....

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

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.

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.

Walter Ferry's Career Includes All Phases of Radio Merchandising

Merchandising radio sets during the past six months has been a task which has required the highest ability of the leaders in the business. Facing not only the first serious check that has come in the short life of one of the country's fastest growing enterprises, but also passing through a period of general business depression, the disposing of thousands of radio sets, and then adding rush orders to the factory for more, is bringing congratulations to Walter Ferry, manager of the May Distributing Corp., Philco wholesaler, 112 Bleecker street, New York, who has set up such a record.

Mr. Ferry is one of the pioneers in



WALTER FERRY

radio merchandising, and is in his seventh year with the May interests. He formerly sold Philco automobile batteries and automotive accessories, with D. W. May, Inc., at Newark, and graduated into radio when the May company entered the radio field about six years ago. Shortly after the first of this year, the May companies became 100 per cent. Philco, adding the Philco screen-grid-plus line to the standard. The firm is now handling the Philco line for northern New Jersey, Manhattan, Brooklyn, Staten Island and three counties in Massachusetts, adjacent to Boston.

A selling-showmanship feat to Mr. Ferry's credit is the inauguration of radio merchandising by the jobber through theatres. He pioneered the first radio six years ago by theatre tie-up and it was with the Fox moving picture theatre in Newark, placing the radio display in the theatre lobby and giving away a radio set to the theatre patrons. He followed this by putting displays in 350 other theatres in New Jersey, the campaign being the forerunner of the present Philco Paramount picture tie-up and numerous other like exploitations in Publix-Paramount theatres and also in Brooklyn.

Prior to his advent into New York, Mr. Ferry was sales manager of both the D. W. May, Inc., and May Radio Corp. of Newark, and handled five lines of radios at one time. His friends in the trade are legion and to all of whom he is "Walter."

STROMBERG SET SALES SHOW GAIN OVER 1929; RECORD SEASON SEEN

The belief that the sale of quality radio has suffered during the general depression appears to be shattered once and for all, according to reports given out last week by Herbert A. Brennan, of Gross-Brennan, Inc., Eastern district sales representative for the Stromberg-Carlson Telephone Manufacturing Co., Rochester. Mr. Brennan's statement this week reveals that Gross-Brennan sales for the first quarter of 1930 show an increase of 76 per cent. over the corresponding period in 1929.

"The figures at hand show that a period of depression and unemployment such as many industries have experienced in the past few months do not retard the sale of quality radio," said Mr. Brennan.

Stromberg-Carlson's figures for January, 1930, show an increase in volume of 80 per cent., according to Mr. Brennan. February and March show increases of 40 per cent. and 30 per cent. respectively, which is very satisfactory, considering the fact that the radio business invariably reaches its peak volume shortly after Christmas. The figures show an average increase of 50 per cent. over last year's first quarter.

"It appears perfectly definite from the figures of the last seven months that the buying public appreciates the entertainment and educational value of radio more today than ever before," said Mr. Brennan. "The buyer realizes that in purchasing quality radio apparatus he is making a permanent investment and guaranteed value, over a period of years of a modern high grade set, that is boosting the sales of quality radio in the face of the depression which many lines of business are experiencing. I believe that with the wealth of broadcast entertainment now available, and with the idea of permanent value firmly entrenched in the buyer's mind, that the average man of the street invests in radio not as a luxury, but as necessary entertainment and diversion."



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.

INCORPORATED

UTICA, N. Y.

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 bigger 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

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

VICTOR DRIVE PROVES VERY EFFECTIVE IN STEEL CITY REGION

BRISK BUSINESS REPORTED

Volkwein Brothers Acquire Vogel's, in Jenkins Arcade—Tri-State Radio Co., Capitalized at \$50,000. Granted West Virginia Charter.

Pittsburgh, Pa., Thursday.

Victor dealers report marked improvement in the sale of Victor merchandise due to the special \$76 offer which the Victor Company featured in an extensive advertising campaign in this section. It is the opinion of a number of the Victor dealers that the special campaign with the liberal allowance offer stimulated business in a manner that ordinary advertising would not have had any effect.

At the annual food show and domestic science school held at Washington, Pa., the Ben Reynold Co. music merchants, furnished an Edison combination radio to supply music for the audience.

Volkwein Brothers, music merchants and sheet music specialists, have taken over the music store of Vogel's in the Jenkins Arcade. The Vogel store was established several years ago. Under the new move by Volkwein's the Vogel store has been closed and the manager and staff are now at the Liberty avenue store of Volkwein's. The Stromberg-Carlson radio is now being sold

by Volkwein's. They also handle the Victor and Atwater Kent.

Word was received here of the death of John F. Renner, one time president of the Ohio Piano Merchants' Association, at Sandusky, Ohio. He was 59 years of age and was widely known in Ohio and western Pennsylvania. Mr. Renner was a musician of exceptional ability and retired from active business about a year ago.

The Tri-State Radio Co. was granted a West Virginia charter with a capital of \$50,000. The incorporators are E. T. Edmonds, Sr., E. T. Edmonds, Jr., Gertrude Edmonds, Mabel G. Edmonds, and F. F. Tomkies, all of Huntington, W. Va., where the offices are located.

In the court of common pleas at Harrisburg a jury returned a verdict in favor of the Lykens Music Store against Robert Zimmerman, for \$266.00. The sum was due on a radio sold at \$356. Ninety dollars was paid on account and then the buyer refused to pay, claiming that the radio was unsatisfactory. The jury did not give credence to his story on the stand.

The Turner Radio Shop has been opened at 34 South avenue, Bradford, Pa., under the management of T. V. Held. The firm operates similar stores in Warren, Pa., and Jamestown, N. Y. The Majestic and Stromberg-Carlson radios are handled.

The Berger Hospital at Circleville, Ohio, has been given a contribution of \$350 by Ted Lewis, band leader and entertainer, to be used in furnishing a memorial room in the hospital in memory of his father.

Majestic radio dealers to the number of about a hundred from northern West Virginia points were guests at a dinner and business conference at the Fairmont Hotel, Fairmont, West Va. The color tone test of the Majestic radio was given and the new Majestic merchandising plans were also presented.

W. Harry Hamilton, general manager of the C. C. Mellor Co., Steinway, Victor and Philco dealers, left for Chula Vista, Calif., his former home where he will spend several weeks.

Arthur E. Winter, well known head of the Winter Music House of Altoona, Pa., Steinway and Victor dealers, was elected governor of the 34th district of the International Rotary Clubs at the annual convention at Hagerstown, Md. The district includes the Rotary clubs in Pennsylvania, Maryland, West Virginia and District of Columbia.

Harold Goldstein has been appointed a distributor for the Colin B. Kennedy Corp. with general offices in Pittsburgh. Mr. Goldstein is widely known in radio circles in the Tri-state territory. He was a recent visitor to the Kennedy factory at South Bend, Ind. Mr. Goldstein predicts a very satisfactory season for the Kennedy line in this section.

John Schoenberger, aged 73, a director of the Lechner & Schoenberger Co., music merchants of Pittsburgh, died recently. He was one of the founders of the firm in 1881 and a director since 1904. He was president of the New Jerusalem (Swedenborgian) church for many years. His widow, eight sons and a brother, survive. The latter is Jacob Schoenberger, president of the company.

SOUTHWESTERN VICTOR IN LARGER QUARTERS

Dallas, Texas, Friday.

The branch in this city of the Southwestern Victor Distributing Co., has been moved to 2115 Griffin street, where the company has taken larger quarters.

The local Victor wholesaler also operates a branch in Houston.

INTENSIVE SALES EFFORTS PUT FORTH BY MILWAUKEE TRADE

MILWAUKEE, WIS., Friday.

Every effort is being put forth by local dealers and jobbers to increase their sales. Although in most instances business does not equal that transacted a year ago there is every indication that with the gradual improvement in trade conditions sales will again start on the upward trend.

On Tuesday, May 27, Mr. Lappin, president; Mr. Rabuchin, vice-president; C. Sievert, sales manager, and F. Lingnor, salesman of the Lappin Electric Co., Philco distributors, will leave New York on the S. S. "Arcadian," a vessel of the Royal Mail Line, having a tonnage of 19,400, for Bermuda. Approximately 500, including executives of the Philadelphia Storage Battery Co. and distributors, will attend this oceanic convention, which in many respects will be similar to the one conducted on the Great Lakes last Summer. The delegates will make the ship their home during their stay in Bermuda.

The Wisconsin Radio Distributors, Inc., Brunswick wholesalers, have arranged with the managers of theatres exhibiting Warner Brothers productions to display Brunswick sets in the lobbies starting today, May 16, and continuing for a week. Several members of the firm are planning to attend

the convention of Brunswick distributors to be held during the last week in May at the factory in Dubuque, Iowa. After spending several days at Dubuque, the group will go to Muskegon, Mich., and visit their other plants for further meetings at the conclusion of which they will leave for Atlantic City where they will be the guests of Warner Brothers while attending the R. M. A. convention.

Majestic dealers in this territory reported an increase of 100 per cent. in the sale of tubes, as the result of a special sales campaign, according to the Badger Radio Corp., distributors. The first series of concert records made for the purpose of demonstrating tone quality of combinations has been received and is proving a stimulus to business.

Herbert Weinstock, owner of the Milwaukee Book Shop, addressed the Victor Record Girls' Club at their last meeting on Tuesday evening, May 13. Mr. Weinstock's topic was: "Modern Music," a very timely subject in view of the fact that leading symphony orchestras are incorporating this type into their programs.

Bosch sets are being prominently displayed this week in the windows of the C. C. Warner store, near Eleventh and Washington.

The Orth Music Co. store, near the corner of Fifth and Wisconsin, has a large number of nationally known sets on display this week in its windows.

Starting May 12 and continuing to May 31, Victor dealers in Milwaukee and surrounding suburbs offer one new record in exchange for ten old ones.

—E. S.

The HEIGHT
OF
PERFECTION

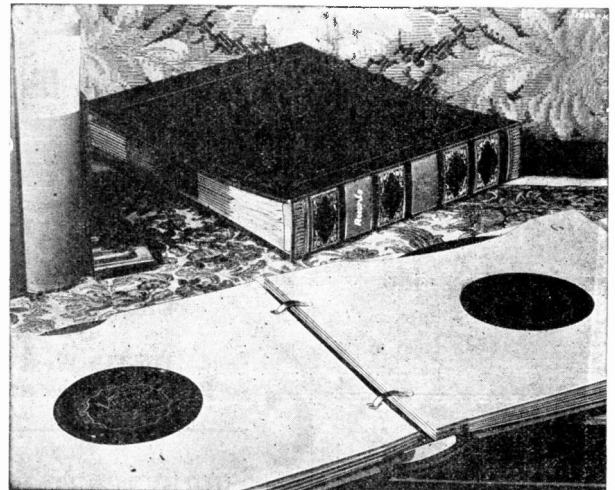


Majestic
ELECTRIC RADIO

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

SAFETY FIRST

Concentrate on

VICTOR

**IT'S THE SUREST
WAY TO BUILD
A PERMANENT
PROFITABLE
BUSINESS**

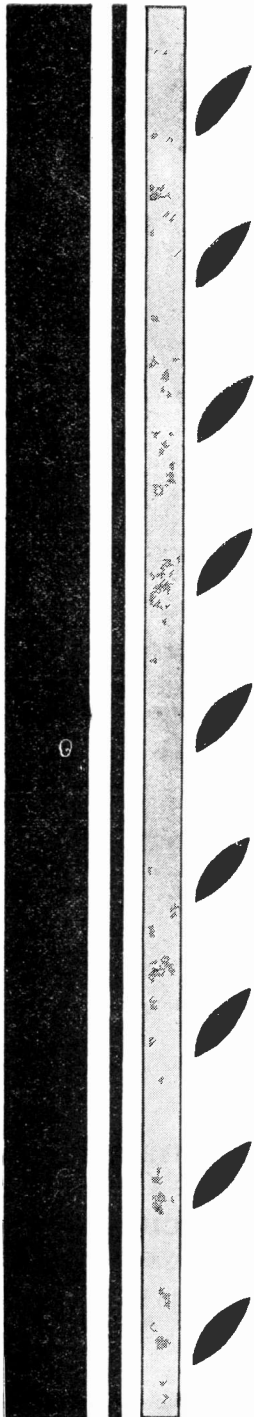
BE SECURE!
Push
VICTOR



**GRIFFITH VICTOR
DISTRIBUTING CORP.**

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

A BARE OUTLINE OF THE GREAT NEW BRUNSWICK STORY



Booths Section C 17, 18, 19
Demonstration Rooms 34, 35

See—

4 Brunswick models
 at prices that mean substantial profits and sales volume
 a low boy ~ ~ ~ ~ ~
 a high boy ~ ~ ~ ~ ~
 a combination Radio and Panatrobe.

and a combination with a new automatic feature!

cabinets even finer than ever.
 all shielded and armored chassis.
 absolute single control—one control, the Uni-selector turns the set on and off, adjusts volume, changes antenna tuning from local to distant reception, and tunes the set!

4 screen grid tubes ~ ~ ~ ~
 resistance coupling with two '45 power tubes in parallel ~ ~ ~
 10 inch dynamic speaker ~ ~

New and greater value in the Brunswick 1931 line!



Brunswick

QUAKER CITY TRADE CASH IN ON VICTOR TRADE-IN ALLOWANCE

HEALTHIER TONE IS NOTED

R. E. Tongue & Bro. Report Good Demand for Crosley Auto and Motor Boat Sets — Norge Refrigerator Shipment Snapped Up by Trilling & Montague Dealers.

PHILADELPHIA, PA., Friday.

While no boom or even normal demand can be reported, there has been noticeable a slightly improved tone to the trade. This has been particularly true of the RCA Victor Co. combinations, sales of which have been stimulated due to the trade-in allowance.

Among the firms capitalizing on the trade-in allowance is C. J. Heppe & Son Co., 1117 Chesnut street, where

Leo Cromson, manager of the radio department, has been driving on the RCA Victor through sales promotion work. A staff of young women has been employed to call customers on the phone and secure leads for sales. Results have been above expectations.

The Westinghouse Electric & Manufacturing Supply Co., formerly H. C. Roberts Electric Supply Co., Eleventh and Race streets, is preparing for a good season on the new Westinghouse sets. Manager J. H. Fisher is looking for a broad distribution of these receivers through dealers. The line will be on exhibit at the RMA Trade Show.

The General Electric Supply Corp., with distributing headquarters at 429 N. Seventh street, will introduce the new General Electric radios in August.

R. E. Tongue & Brothers, Inc., Allegheny and Amber streets, have been enjoying an active demand for the full line of Crosley radios for automobiles, motor boats and for household purposes. The "Roamio," for automobile installation, has been going over with exceptional results. The firm is making heavy shipments of the Crosley to prominent manufacturers of yachts and motor boats in this location. There are

many such concerns along the water fronts of the Delaware River.

There arrived in Philadelphia recently the first carload of the Norge refrigerators to be shipped here to the distributors, Trilling & Montague, at Seventh and Arch streets. These already have been disposed of to dealers, and more are due shortly to take care of unfilled orders. David M. Trilling, of the local firm, visited the Norge Division of the Borg-Warner Corp. in Detroit recently and was shown over the factory by President Howard E. Blood, Advertising Manager and Sales Promotion Director A. M. Taylor, and Sales Manager Dinsmore, and was much impressed with the precision and perfect engineering of the Norge. Mr. Trilling has prepared a special article on refrigerator sales in the radio trade. This is the first personal message to the dealers dealing with refrigeration possibilities and the profits that can be made by retailers in handling this product. Dealers can be acquainted with refrigerator sales possibilities by communicating with the firm and requesting the article now being circulated among the local trade.

Lewis Radio Distributors, 45 N. Sev-

J. H. RECTOR NAMED DIXIE ZONE MANAGER FOR G-M RADIO LINE

MEMPHIS, TENN., Monday.

Announcement is made of the opening of zone headquarters of the General Motors Radio Corp. in Memphis, by J. H. Rector, zone manager, in charge of the territory embracing Arkansas, Mississippi, Louisiana and parts of Tennessee and Kentucky, Oklahoma and Missouri. Offices are located at 814-816 Dermon building, North Third street. Divisional representatives will be stationed at Little Rock, Ark.; Jackson, Miss.; Nashville, Tenn., and New Orleans, La.

Mr. Rector was with the Atwater Kent Mfg. Co. for the past five years and for nine years previously was zone manager for the Union Carbide Sales Co. He came to Memphis in March from Pittsburgh, and has been busy forming his dealer organization. R. H. Godman, formerly of the Chevrolet Motor Co., Little Rock, will be office manager in Memphis.

The Radio Co., Inc., 178 Union avenue, corner Third street, is dealer in Memphis for the General Motors radio; H. S. Compton, at Greenwood, Miss., and Frank S. Aldridge, at Greenville, Miss.

Goodloe-Jakes Radio Co., 2811 West End avenue, Nashville, Tenn., headed by H. M. Goodloe, and P. W. Jakes, has entered the field as General Motors radio dealers in that city.

—C. G.

AIRPORT EXERCISES ARE HEARD THROUGH ATWATER KENT SET

COLUMBIA, S. C., Friday.

At the official ceremonies marking the dedication of the new municipal airport at Columbia, recently, in which several nationally known figures participated, an Atwater Kent radio played an important part in broadcasting the speeches and varied exercises of the dedication to the thousands assembled at the new airport, Owens Field.

Governor Richards, Mayor Owens, Ty Cobb, Elliott White Springs, famous war ace and author, were among those who spoke during the program and whose voices were heard over the Atwater Kent. An air derby was also held as part of the opening ceremonies, and this was also announced to and followed by the crowds over the A-K set.

ent street, will shortly have on display the new Colonial radios made by the Colonial Radio Corp., of Long Island City. The Lewis company is planning to charter a bus to take dealers of Colonial or retailers who desire to view the line who are not yet handling Colonial to the Atlantic City show as guests of the firm. A general invitation is sent to the trade to arrange with the company for an inspection of the line at the Jersey resort.

Joseph B. Suess, manager of the Philadelphia headquarters of the Stewart-Warner Distributing Corp., 1419 N. Broad street, attended the convention of the Stewart-Warner distributors at the Chicago factory.

Advertising Manager John C. Marden, of the Motor Parts Co., 818 N. Broad street, distributor of the Philco, is on a two weeks' vacation.

—CARR.

The Profit Line for 1930

Brunswick

Radio • Panatropé with Radio • Records

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.

Telephone Sterling 8100

245 West 55th Street
New York, N. Y.

Telephone Columbus 2040

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

THESE GREAT COLUMBIA PORTABLES

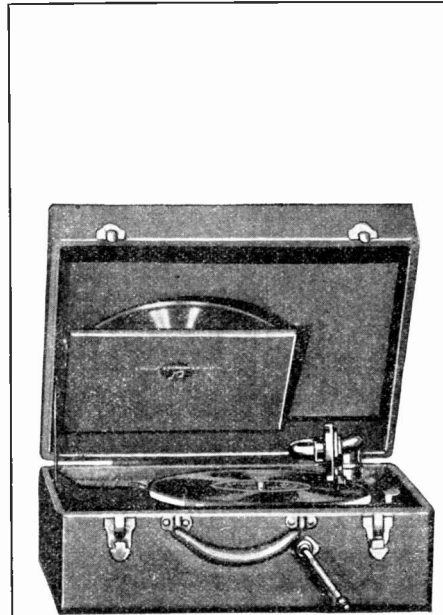
are your best bets for selling to slim purses!

ALL your portable prospects want their machines to have the beauty and perfect lifelike reproduction that make Columbia's \$50 Portable a best seller.

But to some of them a \$50 price tag looks too stiff—it's more money than they're willing to spend.

Show such prospects these slightly less elaborate Viva-tonal Columbia Portables, if you would make good profitable buyers of them. They're splendid looking instruments, every one—with the rich, pure tonal quality and full volume of expensive cabinet machines. Yet they're priced so low that they're *sure* to land you the big business of the smaller purses!

The Columbia Portable listing at \$35, No. 135, has a longer horn and tone arm, and a newly improved reproducer that entirely eliminates any hint of "tininess." It has rounded corners, a padded top and collapsible carrying handle—accentuating the graceful lines that make this Portable



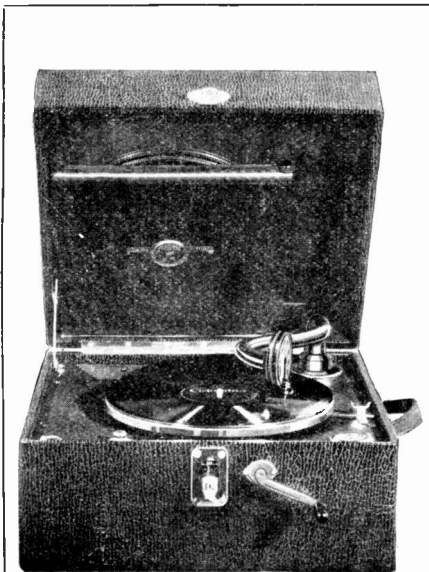
MODEL NO. 126

look right at home in the most luxurious living room.

Smaller in both size and price is Columbia Portable No. 126. Its cabinet is covered with beautiful grain Fabrikoid and all its hardware is nickel plated. The all-metal reflex horn has the lined throat—a patented Columbia feature. Handsome in appearance and musically brilliant, this model costs but \$25!

The greatest portable ever priced so attractively (*only* \$17.50!) is Columbia Portable No. 118. Every note it reproduces rings wonderfully full, clear and natural—"like life itself!" It is light, sturdy and neat—the ideal entertainer for campers and on-the-jump travelers. And this snappy lightweight champion sells for *only* \$17.50!

Push Columbia's \$50 ace, No. 163. Push the \$60 electrically-operated aristocrat of portables, No. 175. But push these lower priced Columbia Portables, too. *Then* you'll make a mighty sweet clean-up on this portable season from *every* angle!



MODEL NO. 135



U.S. Trade Mark Reg. U.S. Pat. Off. No. 1,111,111. Made in U.S.A. Columbia Phonograph Co., New York, N.Y.

Columbia PORTABLES

Columbia Phonograph Company
1819 Broadway, New York City


Canada

Columbia Phonograph Company, Ltd., Toronto



MODEL NO. 118

MADE POSSIBLE

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

"Couldn't Be Done"
BUT - - It Was!

Back in the early part of 1929 when PHILCO began its real fight for leadership it looked like a tough proposition. Today there are few to deny that PHILCO in actual sales to consumers ran either—

**FIRST—
SECOND—
or THIRD—**

In Every Section of the Country During 1929.

You Might Want To Know These Facts Too, Brother!
Slip your glasses on and read this carefully:

AGAIN— This June at the Radio Show PHILCO will crash the gate and when you see the new line don't waste any time getting through where that gate was. Don't believe anybody's chatter now. But when you get to the "Big Show," run, don't walk, to the PHILCO display—then

STOP, LOOK and LISTEN!
1930 Another Philco Year

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

Al. Simons.

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

**KIESELHORST CO.,
PIONEER ST. LOUIS
MUSIC FIRM, TO QUIT
AFTER 51 YEARS' BUSINESS**

J. J. Horan & Son Named Factory Representative for Gulbransen Line — W. E. Fuetterer Co. Take on Sentinel Line.

St. Louis, Mo., Saturday.

The Kieselhorst Company, which has been operated here for 51 years by the Kieselhorst family and is said to be St. Louis' oldest musical instrument firm, plans to discontinue its business before July 19, when its lease at 1007 Olive street will expire.

The business was established in 1879 at 10 South Fourth street by the late John A. Kieselhorst, father of the company's present officers. The elder Kieselhorst was well known in music circles and was considered the city's best flute player. His business prospered.

That was when pianos were called piano-fortes and most of Kieselhorst's trade was in old-time square pianos, reed organs, harmonicas, fiddles and Swiss music boxes. In nearly every parlor, together with the family album, the wood stove, the sofa and the kerosine lamp, was the center of family life, the piano. In those days, "The Maiden's Prayer," "Listen to the Mocking Bird" and "O, Susanna" were still popular.

In 1891 Edwin Kieselhorst, then a youth of 17, entered the business as an odd job man. The square piano was going, player pianos of the cabinet type, and three-legged grand pianos were coming in. The business was successful. Then in 1896 the elder Kieselhorst died.

Edwin Kieselhorst continued. He sold thousands of music rolls of "Daisy Bell" (You'll look sweet upon the seat of a bicycle built for two), and "The Band Played On" while Casey waltzed with a strawberry blond and "After the Ball," the first great hit of modern times.

In 1898 the firm was incorporated and in 1900 Henry Kieselhorst came into the business. Those were the days of the "coon song," and "Under the Old Apple Tree."

Then came the movies, the automobile, the war, the talking machine and the radio. Meanwhile, the Kieselhorst company had grown from "almost nothing" to a corporation capitalized at \$350,000.

But the Kieselhorsts are getting out. Edwin Kieselhorst's three sons are in or will enter some other business. The two brothers have invested their money elsewhere.

J. J. Horan & Son, Oriel building, has been appointed factory representatives for the Gulbransen Co., of Chicago, makers of radio sets.

During the recent showing of the talking picture "High Society Blues" at the Fox theatre an Atwater Kent screen grid radio stationed in the lobby broadcast musical numbers from the show. According to Tom Kopplin, advertising manager of the Brown & Hall Supply Co., Atwater Kent distributors, the display proved effective from an interest and publicity creating standpoint.

Lew Harris has joined the E. J. Straus Co.'s sales force, to travel the Illinois territory for that firm. The

change was made by Harris following the establishment of the Spartan line of radio sets with the Straus company as exclusive distributor in the St. Louis district. Gene Straus, president of the company, has announced that in keeping with the general interest in automobile radio reception his company has taken on a line of auto radios known as the O-E line.

The Van Ashe Radio Co., pioneer radio wholesale distributors of St. Louis, has been appointed exclusive distributors in this territory for the Crosley Radio Corp. The Van-Ashe Co. recently moved into its new building at the northeast corner of Tenth and Walnut streets, where it has greatly enlarged facilities, and now offers the radio dealer an unusually complete wholesale service. One of the new Crosley models now in production is the "Roamio" automobile radio. This set can be installed on almost any car. Van Ashe Radio Co. plans to make installation of these sets for the dealer who is not equipped, but in addition intends to appoint official installation stations in different parts of the territory. The service department of the company will take over the repair service on Crosley apparatus and has been enlarged. The latest type of service equipment is being installed.

W. E. Fuetterer Co., 2123 Locust street, becomes the St. Louis representative for the Sentinel line of radio sets produced by the United Air Cleaner Co., of Chicago. The deal was consummated through the offices of Melville S. Cohen, factory representative of the United Air Cleaner Co., of Chicago who has St. Louis offices at 3117 Washington avenue. —N. B. TERRY.

**Special Care Needed
For Manufacture of
Speakers — Manson**

ROCHESTER, N. Y., Friday.

The early idea that just because a loud speaker was called "dynamic" or moving coil type, it was likely to be a good reproducer, has been abandoned by the radio buying public, according to Ray H. Manson, chief engineer of the Stromberg-Carlson Tel. Mfg. Co., this city, who states that many have learned by unpleasant experience that there is a great deal of difference in the quality of such speakers of different make. False economy must not be practiced in the construction of such a loud speaker, he maintains, if best results are to be obtained.

"The electro-dynamic," Mr. Manson states, "requires more careful design and an almost lavish expense in manufacture if it is to fulfill its real mission—the production of abundant volume and the correct reproduction of the lower three and a half octaves of the piano scale."

BRUNO

means Security

Over 95 Years of **DEPENDABLE** Service to The Music Trade

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

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

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"
495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE
131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO
250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in
THE PHILADELPHIA METROPOLITAN AREA
we offer
QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE
835 Arch Street

PORTLAND, ME.

FRANK M. BROWN CO.

Exclusive Atwater Kent Distributors for Maine
PORTLAND BANGOR

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!"

BUFFALO DEALERS' STOCK LOW, REPORT

BIG AUTUMN ANTICIPATED

Trade Preparing to Push Sets for Beach Use—Artizan Factories, Inc., File Bankruptcy Petition—Norman W. Williams Dead.

BUFFALO, N. Y., Tuesday.

Thoughts of the talking machine and radio dealers are now turning toward beach sets. This is a business of growing volume here. With the opening of the Buffalo-Fort Erie, Ontario, peace bridge and the sale of hundreds of lots on the Canadian side of the border for Summer home development, opportunity is afforded to sell literally thousands of battery sets for beaches as most of the homes in the beginning are not wired for electricity.

There also is a fine outlook for talking machine portables and dealers are cultivating this trade to the greatest possible extent with prospects of an excellent year.

While the season which has just closed was disappointing in many respects, because of depressed industrial conditions, dealers as a rule have very small inventories and are not in the serious condition which would have been the result of overstocking. The trade here is looking forward to excellent business in the Autumn and many expect to finish 1930 with actual gains over the sales of 1929, when the

best business was concentrated in the early part of the year.

The Falls Equipment Co., Buffalo district distributor of General Electric products, announces the appointment of William Hess, Jr., as assistant to the president and of H. P. Zimmerman as manager of the radio department. Both are promotions from within the ranks of the company.

The Artizan Factories, Inc., of North Tonawanda, manufacturers of musical instruments, filed a voluntary bankruptcy petition in the U. S. District Court at Buffalo. Liabilities were listed at \$74,000 and assets were estimated at \$57,000. Milton E. Praker of North Tonawanda was appointed trustee for the bankrupt.

"Majesto" has been here for several weeks appearing in stores dealing in Majestic sets and has attracted much attention by his unusual mental telepathy act.

Another Majestic promotion in this district was the presentation at the opening game of the International League baseball season here of a complete set to the first member of the Buffalo team making a home run. The set was presented to the field to Ollie Tucker, Bison outfielder in the presence of more than 15,000 fans.

Norman Wesley Williams, 60 years old, proprietor of a large radio store in North Main street, Niagara Falls, died in a hospital in that city recently following an illness of three weeks. He had been engaged in musical instrument and radio retailing in Niagara Falls for nearly 25 years.

The H. L. Conrath Co. has added a radio department to its big store in West Ninth street, Erie, Pa., and is featuring Atwater Kent sets in a fine opening display there.

William E. Hill has been appointed sales promotion manager of the radio department of the Clawson & Wilson Co., Buffalo wholesale house which recently became district distributor for Kennedy radio. He will work in conjunction with Harry Shaprow, sales manager.

The C. E. Campbell Music Co., of Niagara Falls, filed a bankruptcy petition in the U. S. District Court at Buffalo in which it shows liabilities of \$7,400 and assets of \$4,100. The company has been engaged in a general musical instrument and radio business for several years.

Chester E. Campbell has been appointed manager of the radio department of the Rohrer Electric Co. of Niagara Falls. RCA and Majestic sets are being featured in the new store which this company has just opened in that city.

--FAHNESTOCK.

HARRISON SMITH, A-K DISTRIBUTOR, SHOWS SETS AT CONCLAVES

DALLAS, TEXAS, Thursday.

Three Atwater Kent radio booths were recently installed by dealers in Dallas, in cooperation with the Harrison Smith Co., Atwater Kent distributor, at the "Better Home Week Exhibit" staged by the Dallas Federation of Women's Clubs, held at the State Fair grounds.

The Harrison Smith Co. recently installed an Atwater Kent booth in the Crystal Ballroom of the Baker hotel, this city, during the seventh annual convention of the Texas Furniture Dealers' Association.

Furniture dealers from all over the State were in attendance.

Herb. E. Young and James J. Davin Fly to Rochester To Visit Thos. J. Northway, Inc., Majestic Distributor



Grigsby-Grunow and Northway Executives

Rochester, N. Y., Monday.

Herbert E. Young, vice-president in charge of sales, and J. J. Davin, sales promotion manager of the Grigsby-Grunow Co., Chicago, recently flew to this city on a visit to the Thos. J. Northway, Inc., offices, local Majestic distributor. In the photograph, left to right, are: J. J. Davin, H. E. Young,

T. J. Northway, president, Thos. J. Northway, Inc.; E. Frisbie, credit manager, Thos. J. Northway, Inc.; Ray Smith, sales manager, Thos. J. Northway, Inc.; J. O. Mueller, district manager, Grigsby-Grunow Co.; Mr. Fenn, of Thos. J. Northway, Inc., and A. P. Swagerle, district salesman, Grigsby-Grunow Co.

Greater Merchandising Significance for 1930 Show, Says Wm. Alley

The unusual conditions prevalent in the radio industry at this time gives this year's RMA Trade Show greater merchandising significance than previous shows, in the opinion of William Alley, merchandising manager of the Radio Manufacturers' Association. Mr. Alley said in part:

"Heretofore, we have entered the Trade Show period of the year with manufacturers' lines pretty well stabilized and sales conditions in the field fairly well settled. But this year just the opposite is true.

"Radio has had a drastic shake-up and all of its ultimate effects are not yet wholly clear. It will take months before its rumblings die away completely. Meanwhile, the trade is taking mental stock of its position and asking itself seriously which way it is headed.

"The Trade Show will answer a good many questions that are now puzzling radio dealers and wholesalers."

An Added Sale with each Combination



SELL

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

HORROCKS DESK CO.

RECORD FILING DEPT.
HERKIMER, N. Y.

MAY

DISTRIBUTORS OF

PHILCO

BALANCED UNIT

RADIO

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

LET THE LEADER maintain YOUR LEADERSHIP!

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

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

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



NEW YORK TALKING MACHINE COMPANY

Victor Wholesalers Exclusively

460 West 34th Street
New York City

176 Johnson Street
Brooklyn, N. Y.

327 Washington Street
Buffalo, N. Y.

218 E. Washington Street
Syracuse, N. Y.

Steelman's Pledge—and Its Fulfillment

Having given our pledge that any radio manufacturer whom we represent must have:—

Real Dollar Value—Great Financial Strength—Experience in precision manufacture—Outstanding facilities—Tenacity of purpose—Sincere merchandising policies—Sufficient advertising

We spent months in painstaking investigation of every radio proposition

AND NOW THAT LYRIC IS WURLITZER

completely manufactured in their great plant at North Tonawanda, N. Y.

We Announce Our Selection of

LYRIC *Product of* **Wurlitzer**

Because

Wurlitzer brings to Radio assets exceeding \$27,000,000.00.

Wurlitzer manufacturing facilities are the best in the industry.

Wurlitzer merchandising policies guarantee profits and a franchise of real value to every authorized dealer.

Wurlitzer fine craftsmanship is traditional

From the tonal refinement of the centuries old violin to the precision manufacture and luxurious furniture of the modern electrical reproducing organ Wurlitzer is renowned.

and in keeping with this tradition

THE NEW LYRIC MODELS HAVE UNPARALLELED PERFORMANCE

Supreme tonal reproduction—Cabinetry of unsurpassed beauty and commanding appeal.

Definitely backed by a most aggressive advertising campaign in the metropolitan newspapers.

THESE FACTORS WHICH HAVE GUIDED US, SHOULD GUIDE EVERY DEALER IN SELECTING LYRIC.

*You Are Cordially Invited to See and Hear This Great Line At
The Hotel Pennsylvania — May 26-27-28 10 A.M. to 10 P.M.*

Phone
Gramercy 6940

STEELMAN, Inc.

235 4th Avenue
New York City

EXCLUSIVE METROPOLITAN DISTRIBUTOR FOR THE COUNTIES OF
New York, Bronx, Kings, Queens, Nassau, Suffolk, Richmond, Rockland, Westchester,
Orange, Putnam and Sullivan.

LYRIC

RADIO

Announces . . .



ALL-AMERICAN MOHAWK CORPORATION

Announces the Appointment of

STEELMAN, Inc.

235 FOURTH AVENUE

*as the exclusive distributor of LYRIC RADIOS
in New York City*

Product of
WURLITZER

••• ALL-AMERICAN MOHAWK CORPORATION •••
Chicago, ILL. ••• North Tonawanda, N.Y.

PORTABLE DRIVES NETTING RESULTS IN TOLEDO REGION

RADIO BUSINESS IS QUIET

J. W. Greene Co. Planning Vigorous Campaign on Refrigerator — Cleveland Talking Machine Co. Host to Record Girls.

Toledo, Ohio, Saturday.

National music week was observed in the city schools as well as in the suburban schools with music festivals, concerts and operettas. Primary and intermediate grades assisted by grade orchestras and harmonica bands presented versions of well known compositions. In the high schools music clubs, orchestras, glee clubs and the choral clubs conducted festivals. In all of these events music merchants had a part by assisting in popularizing the events through store, window and newspaper publicity and by providing assistants for the successful presentation of the programs.

On account of the continued warm weather here dealers have carried on promotion campaigns on portables with marked success. Many believe that the small machines offer the phonograph merchant the best opportunity now for increasing record sales. Radio set sales are going forward with the assistance of low price and clean up merchandise. It appears that nearly everyone, including the manufacturer, jobber and retailer is determined to go to the RMA Trade Show at Atlantic City free from last year's sets and in a position to take advantage of the new models and give them wholehearted support.

Electric refrigeration will play a larger part than ever before in the sales plans of the music merchant this summer. At least one-half of the retailers in this market will deal in electric refrigerators during the next several months, it is said.

The J. W. Greene Co., Toledo's oldest general music house, established more than 50 years, is making elaborate preparations to merchandise electric

refrigerators. The Westinghouse line has been taken on. Almost one-half of the large radio section and record division will be devoted to refrigerators. Listening booths have been moved to the rear of the store and the music roll department consolidated with the record section in order to give as much space as possible to the new department. The models will be upon the floors in a few days and then an aggressive promotion campaign will be launched to draw the attention of the Greene company's following to a radical departure in the policy of the house. Portables are shown to attract attention to the call of the outdoors. Tied in with this portable drive is the record exchange of Victor discs. The following post card mailed to the store's mailing list produced a good volume of sales, Miss Helen Baumgardner reported:

"What has spring house-cleaning got to do with getting new Victor records free? Just this: If, in going through your household this month, you come upon some old Victor records, bring them to us and we will allow you 7½ cents credit for every one. We will accept all your old Victor records, regardless of age, size or type and will give you any black label Victor record you choose in exchange for every ten of your old ones. The only conditions are these: We will accept Victor records only. The records must be unbroken and must be defaced by a large X scratched across the label. The offer remains in effect until May 31.

The store has added portable radios to the other lines. Travler product has been selected and will be exploited. W. W. Baillie, manager, will motor to Atlantic City to attend the RMA Show.

At the Lion Store Music Rooms and Radio Shoppe, May sales are in progress. Manager Lawson S. Talbert stated radio sales in volume are above last year and cost of sales has been reduced, mainly through the use of newspaper space and exploitation of merchandise of the type that people can afford to purchase at this time. The outside sales force has been materially reduced. A recent drive on portables produced sales which in turn assisted record business. According to Miss Zoia Osborn, "Cottage for Sale," "Dancing to Save Your Sole" and "Home is Heaven and Heaven is Home" are leading records here.

The Cleveland Talking Machine Co. was host recently to the Victor record girls of the city at a dinner at the Commodore Perry Hotel. Norman H. Cook, in charge of the local branch of the company, looked after arrangements. The purpose of the dinner was to introduce Miss Fleming of the Victor Co. to the girls who are on the record firing line. Seated at the table were Miss Fleming, Miss Mary Bauman, of Grinnell Bros.; Helen Baumgardner, of the J. W. Greene Co.; Miss Zoia Osborn, of the Lion Store Music Rooms; Virginia Thomas, of the LaSalle & Koch Co.; Thelma Harris and Virginia Bonneau, of the United Music Store; Mrs. Thad Moore, of Thad Moore Shop; Delia Church, of the Toledo branch, C. T. M. Co.; Stella Yates, Cleveland, and Norman H. Cook.

The United Music Store sold a considerable number of records for Mother's Day gifts through an attractive window which carried the phrase, "Make Mother Happy With New Records Dedicated Especially to Her." Sparton, Victor and Majestic radio and Crosley and Majestic electric refrigerators are the lines featured here. Miss Virginia Bonneau stated "The Stein Song" and "I Don't Need Atmosphere"

are leading records. Harry Wasserman, proprietor, is confined in a Detroit hospital.

Herbert Grinnell, manager of the radio and phonograph departments of Grinnell Bros., reports radio sales as being nominal. The Victor line is featured. He believes Summer talking machine sales will be much improved. In addition to portables, the store will feature other models suitable for Summer cottages and home dancing. Young folks enjoy dancing and nothing is quite so satisfactory to them as the phonograph. They do not hesitate to buy records and machines and other things which will add to their pleasure and are not given to the desire for money as are their elders. Therefore, the appeal this Summer will be directed to young folks here, Mr. Grinnell stated. Radio volume, however, will not be neglected, but the appeal here will be directed to the family man and to the older members of the household.

The Harold G. Miehs Co. recently presented the new General Motors radio to the citizens of the city. Harold Miehs, head of the house, stated that his company will have the downtown agency for the line. Eventually there will be five franchises awarded to dealers in Toledo, each will have exclusive territory. Much interest was manifested by people attracted to the store by the advertising, both local and national, and a few sales were recorded.

—J. M. SCHLACHTER.

Entire CeCo Line to Be Exhibited at RMA Show

Providence, R. I., Friday.

Edward T. Maharin, vice-president in charge of sales of the CeCo Manufacturing Co., stated today that the CeCo exhibit at the RMA trade show in Atlantic City will comprise the entire CeCo line.

"Each tube in the CeCo line," he stated, "has been redesigned during the past year. New improvements have been made in construction details. Many of these improvements are exclusive CeCo features. The new line of CeCo tubes has unusual, uniform characteristics. Improved construction gives them mechanical strength unequalled anywhere before."

The CeCo exhibit will occupy spaces in booths 11 and 12 in section B; also in demonstration room 23 in section C-C. Offices will be maintained in the Hotel Ambassador.

Included in the CeCo exhibit will be a detailed showing of the various stages entering into the development of the AC pentode, from its beginning to its fully developed use in a modern pentode set. The new CeCo power pentode also will be shown as will the 866 half-wave mercury vapor rectifier.

Cincinnati Model Home Is Brunswick Equipped

Cincinnati, Ohio, Friday.

The "Gift Home," built by the Home Builders Division of the Cincinnati Real Estate Co., is equipped with a Brunswick Panatrop, with radio, according to Selco, Inc., Brunswick distributor in this city.

This model house, which was opened to the public recently at the Cincinnati Realtors Home Show, was constructed with the plan of perfection in every regard, both as to building and furnishing. It was given away as an education project for the purpose of awakening of added interest in home building and furnishing in this city.

KRUSE RADIO NAMED RCA WHOLESALER IN INDIANA TERRITORY

Indianapolis, Ind., Monday.

Announcement of the appointment of the Kruse Radio, Inc., here as Indiana distributor for RCA Radiolas and Radiotron tubes has been made by C. J. Kruse, president of the organization. The company is one of the oldest radio retail and wholesale companies in the State. For the last eight years it has been distributor for Crosley and Amrad radio sets. Several branches will be opened throughout the State and the sales force will be augmented.

J. H. Sunderlin, formerly of Elkhart, but for some time president of the Goodlin Radio Co., Inc., South Bend, has disposed of his interests in that company and will become associated with his father, Fred A. Sunderlin, as manager of the Radio Equipment Co., of South Bend. The latter company is distributor in that section for Majestic radios. The father also lived here some time, but has been connected with radio practically since the inception of the industry.

The Crum music store, formerly located in the Starr Piano Sales building at Richmond, Ind., has changed locations and now is in the Westcott hotel building. Formal re-opening was held when the place had been re-furnished and re-decorated. The store will deal in Lyric radios and musical merchandise.

The F.A. Albright & Son, South Bend, dealing in radios and bicycles, has moved into a new and modern location at 731 South Michigan street. The store handles a complete line of Zenith and Apex radios and bicycles, tricycles and other wheel toys. The company has been in business for the last 18 years.

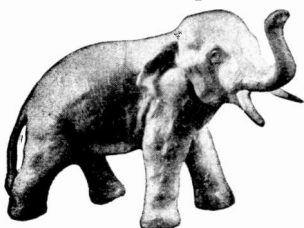
—BULLOCK.

GEO. MacGOVER HEADS ELGIN RADIO DIVISION

Chicago, Ill., Friday.

George MacGover, formerly a continuity writer with the National Broadcasting Co., has been appointed manager of the newly formed radio department of the Elgin National Watch Co., this city.

The Latest in
Radio Ornaments
Genuine
"OSCO" Elephants



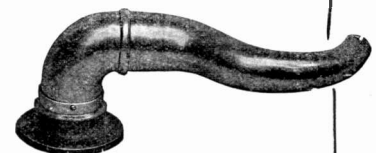
No. 1000

7" high 9" long
Made of Metal, Felt bottoms
Colors:— Red, Green, Bronze

O. Simms
MANUFACTURING CO.

13 E. 17th St. 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

ANOTHER YEAR OF VICTOR SUPREMACY!

with

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



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:

1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PHILADELPHIA, PA.

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

H. A. Weymann & Son, Inc.

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

PITTSBURGH, PA.

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



*"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**

LEO FEIST, INC.
231 W. 40th ST., NEW YORK

CHICAGO RADIO MEN PREDICT GOOD PICK-UP FOLLOWING JUNE SHOW

TRADE EAGER FOR EVENT

R. P. Van Zile Settled in New General Electric Post — L. J. Chatten on Tour of Middle West — Otto N. Frankfort Visits Story & Clark Grand Haven, Mich., Plant.

Chicago, Ill., Thursday.

S. L. Miller, president of the Telephone Maintenance Co., formerly distributor here for the Freed line of radio, is about ready to announce a new line which he will handle, after careful perusal of the possibilities in the market at present. Mr. Miller stated that he wants to be sure of the line he handles, which should be well constructed and well advertised. The last qualification he places special emphasis on, because he firmly believes that to sell well a set should be well advertised; and the manufacturer must be financially able to care for this end to the limit.

R. P. Van Zile, formerly district manager for F. A. D. Andrea, Inc., but who will handle radio sales for the General Electric Co. in this territory, has already taken temporary headquarters in the General Electric Co.'s offices here, being domiciled at the merchandising department at Suite 1033, 230 S. Clark street.

Both F. H. Larabee, assistant general sales manager, and F. E. Harding, district sales manager, for E. T. Cunningham, Inc., have been out of the city a good part of the week, visiting dealers and jobbers in central territory. Mr. Harding will return about Saturday, though M. Larabee's return is uncertain.

F. T. Chase, sales manager for the Magnavox Co., is spending several days in the east in conferences with the concern's representatives in New York and other cities.

W. E. Kreff, who is in charge of the local F. A. D. Andrea, Inc., offices, expects affairs to go along quietly until after the June show when business is expected to show vast improvement. L. J. Chatten, general sales manager, is on a tour of middle west territory, having visited the Kansas City offices Tuesday and being expected to stop in Chicago before returning east.

Young, Lorish & Richardson are making arrangements to have a good representation at the pre-convention of Sparton dealers which will be held at the factory at Jackson, Mich., during the week of May 26. Included in the plans are business sessions, a showing of the new models and entertainment, which will be concluded in time to permit the attendants to go on to Atlantic City for the opening of the show there.

Members of the executive staff and sales force of the Harry Alter Co. will be among the party which will leave here May 31 on the Majestic Radio special train to the Atlantic City convention. Harry, of course, will head the delegation. E. J. Jordan, general sales manager, has returned from a visit to Rock Island, Moline, Ill., and Davenport, Iowa, where he found Majestic dealers looking to the future with enthusiasm.

Otto N. Frankfort, radio sales manager for the Story & Clark Piano Co., spent a day or so this week at the factory in Grand Haven, Mich. He ex-

pects the new Story & Clark receivers to cut a big swath just as soon as they are introduced to the public. Announcements, he says, are going out to the trade this week, and new distributors will be named shortly.

L. J. Johnson, president of the Kimberly Radio Corp., will take seven of his men to the Brunswick factory convention at Des Moines, but only he and Mr. Bradley will complete the tour to Muskegon and on to Atlantic City. Mr. Johnson is well pleased with the new merchandise he is handling and especially with the manner in which the Brunswick organization, through Arthur Trostler, is lending its assistance.

The Dearborn Radio Supply Co. has leased store space at 220 West Madison street and will shortly open up there for business, handling a general line of radios and supplies.

T. L. Clarkson, district manager for the Triad Manufacturing Co., of Pawtucket, R. I., is out hustling for business these days, and his activities keep him out of his office most of the time visiting the trade in Chicago and nearby cities. —ALEXANDER.

DEATH CLAIMS FORMER BLACKMAN EXECUTIVE

Funeral services were held on Thursday morning for Frank Roberts, for many years secretary of the Blackman Talking Machine Co., New York, and well known in the industry, who passed away the day previous at his home in Jamaica, L. I., at the age of 80.

Mr. Roberts was a member and Past Grand of Mechanics' Lodge No. 113 of the Independent Orders of Odd Fellows of New York, and of the Royal Arcanum, Council No. 1229, of Rutherford, N. J.

The deceased is survived by his widow, Clara Roberts.

BANK NOTES

THE MONEY HITS OF AMERICA

ROBBINS M-G-M Talkie Hits

BLUE IS THE NIGHT
from "Their Own Desire"

THE MOON IS LOW
from "Montana Moon"

WHEN I'M LOOKING AT YOU
from "The Rogue Song"

SINGING A SONG TO THE STARS

SHOULD I THE WOMAN IN THE SHOE
from "Lord Byron of Broadway"

ANCHORS AWEIGH

Robbins Music Corporation
799 Seventh Ave. New York

Arcturus to Hold Sales Convention Next Week

Newark, N. J., Monday.

The annual sales convention of the Arcturus Radio Tube Co., this city, will be conducted at the Hotel Douglas, here, next week. Representatives of the local tube manufacturing organization from all sections of the country will be on hand at this conclave.

The entire Arcturus sales staff will go direct to Atlantic City for the RMA Trade Show immediately following the factory conclave. Atlantic City headquarters for Arcturus will be at the Ambassador and Shelbourne hotels.

in Atlantic City

CAROLINA CREST HOTEL

CONTINENTAL PLAN

No Charge!

CHARLES A. BERRY
Owner

H. L. FAIRBAIRN
Manager

The only hotel in Atlantic City serving a tray breakfast to guests room each morning up to 11:00 o'clock WITHOUT CHARGE!
Every room equipped with a private bath tub or shower

NORTH CAROLINA AV., near BOARDWALK Atlantic City

WELCOME

RADIO SHOW WEEK

June 2 to 6

Final Plans for Trade Show Approved by RMA Board

(Continued from page 5)

dustry and which are closely affiliated to the industry but not complete radio products. The present RMA membership is now slightly under 250, according to the report of Nat P. Bloom, of Louisville, chairman of the membership committee.

Wider exchange of radio industry statistics between RMA members was reported by George Furness, chairman of the statistics committee. Monthly reports regarding sales and stocks on hand are being exchanged between members through the RMA central bureau and are of increasing value to the association's members, according to Mr. Furness. Further development of the statistical service is planned in the near future.

Many radio merchandising problems are being studied to assist members, according to a report of Major H. H. Frost, chairman of the merchandising committee. The merchandising committee now has under consideration the following subjects:

Standardization of manufacturers' policies on freight allowances to jobbers; analysis of manufacturers' cost of distribution; establishment of a central warehouse in Philadelphia; establishment of sales training courses for dealers and salesmen; maintenance of mailing lists of dealers and jobbers for use of members; merchandising analysis of country, section by section; establishment of uniform guarantees on various radio products.

Eighty-one foreign countries now are buying American radio products in varying quantities, according to a report submitted to the board by H. H. Pollock, chairman of the foreign trade committee. Canada still is the principal foreign purchaser of American radio products, whose exports have increased greatly during the past year.

An export questionnaire sent recently to the RMA membership developed that twenty-four companies maintain export departments, while ninety-seven use combination export managers, sales factors, and similar export sales agencies. Many requests regarding American radio products are received by the foreign trade committee which recently has been reorganized to become more efficient in developing export trade for RMA members. A governing committee has been appointed by Mr. Pollock.

Radio legislation in several States and cities is receiving the attention of the legislative committee which is headed by C. C. Colby, of Canton, Mass. Reports on pending Federal and State as well as some municipal legislation, were received by the RMA board at the meeting. In Congress a bill of substantial interests to broadcasters and broadcasting, sponsored by Chairman Wallace White of the House Merchant Marine Committee, has already passed the House and may pass the Senate before adjournment, according to a report received by the board from Frank D. Scott, Washington legislative counsel for the RMA.

The board authorized the necessary action to protect radio interests in connection with a new law passed by the South Carolina legislature levying a tax on set owners, the proceeds to go to a war veterans' hospital. The constitutionality of the South Carolina law is questioned and appropriate steps will be taken by the RMA.

Sharkey-Schmeling Bout To Be Broadcast June 12

(Continued from page 5)

Columbia Broadcasting Co. by courtesy of William C. Grunow, president of the Grigsby-Grunow Co., Chicago, is still a subject of discussion between the Chicago interests and the New York "American" newspaper and the Madison Square Garden Corp., lessee of the Yankee Stadium for boxing exhibitions. Mr. Grunow was first on the ground several weeks ago with offer of a gift of \$25,000 for the Milk Fund and a certified check for this amount was deposited with the "American." The Garden management raised a question of its having a prior contract for National Broadcasting service upon its bouts, on an annual basis. A statement from Mr. Grunow yesterday said he regarded the representations made on both sides in connection with his broadcast of the bout as being in good faith and that he would have no objection to making his broadcast available to the National company as well as the Columbia company, without charge, if those managing the charity would reconsider the matter and accept his donation.

Preparations by the trade from one end of the country to the other for expeditious service of the public with radio facilities for hearing the June 12 attraction will undoubtedly be rushed. The fight is the first since the Dempsey-Tunney battle in Chicago that is credited with having enormous 'kick' for the great body of the public. Sharkey, present champion, has had several fairly good fights in the last three years. His latest was a defeat of Phil Scott, British champion, at Palm Beach, a contest marred by charges of fouling and more or less recrimination on both sides. Sharkey is rated as a fighter of great capabilities and considerable power but his temperamental attitude during important engagements has attracted knocks as well as boosts from devotees of the leather-pushing art.

"Der Maxie" Schmeling has come out of Germany within the last year and a half to bid for something of the colorful position in fistiana held by Jack Dempsey. He resembles Dempsey markedly in appearance and manner and the boys are beginning to rate him as a "killer." Schmeling's principal American victory has been over Johnny Risko, the Cleveland 'India rubber man.'

All in all, the Sharkey-Schmeling match has all the ear-marks of producing a champion whose subsequent performances will keep the public glued to box-office lines and radio loud speakers during his matches over the next five years. It may be remembered that neither Dempsey nor Willard were highly regarded among those who measured by Johnson, Jeffries, Corbett and John L. Sullivan at Toledo. Yet Dempsey became a sporting magnifico about whom they will talk for many a year after he has departed into the champ Valhalla.

However and wherever the forthcoming bout is broadcast, the fact that it goes on the air denotes a new and enlightened view of radio by the powers that be in the boxing business. They have awakened to the shrewd knowledge possessed by the late Tex Rickard that radio advertises boxing with direct benefit to all phases of the game.

CLASSIFIED SECTION

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

PARTNER WANTED

Export representative with going business wants associate with \$5,000 for buying merchandise against orders in hand. Have no intention of drawing against these funds myself and will go fifty-fifty with whoever joins me from now on. This opportunity should yield handsome steady income from small investment. Box 513, 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.

FACTORY REPRESENTATIVE

Manufacturer to Consumer Attention! Am well known and able to sell—Install-Service and Collect. Only jobberless manufacturers need reply. Box 514, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

EXECUTIVE, well thought of, with years' 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.

RADIO SALES MANAGER

A well-known, large radio distributing organization, distributing one of the largest nationally advertised products has an opening for a salesmanager, in Metropolitan N. Y.

This position carries with it a great deal of responsibility and only a man of the highest caliber and with experience will be considered.

This is an unusual opportunity for the man of the proper qualifications and trade contacts. Please write a letter, giving qualifications, experience, names of concerns you have worked for and a general personal description.

If you have not been a radio sales executive please do not apply as this position will only be open to a man who has had executive experience over a period of years.

Apply Box 515

The TALKING MACHINE and RADIO WEEKLY
146 Water Street New York

SALESMEN WANTED

We want the best radio salesmen for Orange, Sullivan, Rockland, Putnam, Dutchess, Ulster and Delaware counties. Knowledge of dealers in this territory not essential. The line is PHILCO and the territory exclusive.

Write or call M. B. Isaacs, c/o Philco, 254 West 31st St., New York. Phone: Lackawanna 3677.

We Collect Slow Paying Accounts thruout the World

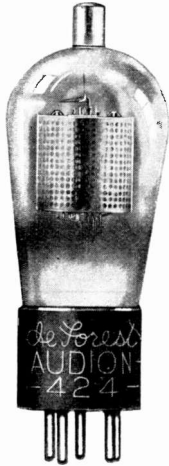
No Collection—No Charge
References Furnished
Inquiries Solicited

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



"FORGETTING THE
TECHNICAL SIDE ...

why should I
push DE FOREST
RADIO TUBES?"



A dealer frankly put this question to us—and we answered him just as frankly.

All things being equal, naturally people like to buy for less. De Forest recently developed new high-speed automatic machinery which multiplied our output seven times. And down went the retail prices 20 to 25%—giving you another powerful selling argument in favor of De Forest Radio Tubes.

But all things are not equal. With De Forest Radio Tubes there is greater sensitivity, less hum and crackle, clearer reception—and the sturdy, rugged construction gives these standard high-vacuum tubes longer life. They heat up—quickly, yet without sacrifice of durability.

De Forest Radio Tubes also reduce your service work, and cut down overhead. Three out of five service calls are due to faulty tubes—and De Forest Tubes eliminate most of these time-consuming, profit-eating tube jobs.

Equip every set you sell with De Forest Tubes and watch your tube sales grow! Every customer will come back for more after their De Forest Audions have given a long, steady, brilliant performance.

DE FOREST RADIO CO.
Passaic, N. J.



CLEVELAND TRADE MANIFESTING INCREASED ACTIVITY AS RMA SHOW WEEK DRAWS NEAR ELECTRICAL REFRIGERATOR BUSINESS IS ON INCREASE

General Motors Radio Line Makes Bow to Cleveland Trade—Majestic Price Advance Arouses Favorable Comment Among Dealers — Cleveland Distributing Co. Enjoying Good Activity on Battery-Operated Kent Sets for Auto Installation.

CLEVELAND, OHIO, Friday.

Trade interest is centered on new models that are to be exhibited at the RMA trade show at Atlantic City, and also the fact that there is to be an advance in prices on some makes June 1. Those dealers who have outside crews working reported that business shows a continued improvement. Record sales have been holding up well. Portable phonographs are beginning to move better due to hot weather and the approach of vacation season.

Distributors of electrical refrigerators report that business is increasing and that the hot weather has been a decided help in making sales. The various concerns are busy recruiting salesmen for their house-to-house crews. The city and suburbs are being canvassed intensively and a large number of installations are being made daily.

General Motors radio sets made their bow to the Cleveland public this week. The local zone headquarters are located at 3030 Euclid avenue where the complete line is on display for the inspection of the trade. The five cabinet styles, Heppelwaite, Sheraton, Late Italian, Queen Anne and Georgian, have aroused much admiration. Authorized dealers are now being appointed throughout the territory and the yellow and black dealer signs are beginning to appear in the various localities. The company's showrooms are spacious and attractively fitted up, and a large number of the trade have been in to view the new line. The local newspapers have all given editorial mention to these newest additions to radio. The tone control adjustment feature is creating a lot of trade as well as public interest.

The notice of advance in price on the present Majestic models effective June 1 has caused dealers to stock up at the prevailing prices. A number of local Majestic dealers are planning on attending the radio show at Atlantic City. The Majestic savings bank and club idea which was introduced two weeks ago into this territory by the Cleveland Majestic Distributing Corp. is proving to be the best sales stimulator yet tried. In order to prove its efficacy, R. R. Meyers, general manager of the company, made a personal canvass of six homes on the Heights, which is admitted to be the hardest territory in the city in which to sell, and put in three banks. These accounts were turned over to the dealer in that section. Since then retailers have been giving the idea a thorough test and are very enthusiastic over it. It appeals very strongly to their canvassers as it means money for them each night. It creates prospects when other means have failed to interest them in sets, and also gives the dealer the opportunity to sell Majestic tubes by the same plan.

The new Majestic refrigerator models are expected some time in June and they will be handled from Majestic headquarters at 4608 Prospect avenue.

The Cleveland Music Trades Association held its monthly meeting and

dinner at the Winton Hotel on Monday evening. Anthony L. Maresh, president, was in the chair, and there was a good attendance present. It was decided to invite the Music Merchants' Association of Ohio to hold its 1931 annual convention in Cleveland and this invitation will be extended when the organization meets in September.

President Maresh will entertain the members of the local organization at a picnic on his farm, the date to be announced later. There will be no more meetings until Fall.

The general meeting of the Ohio Radio Trades' Association, scheduled to have been held on May 12th, has been postponed until Tuesday evening, May 20. It will be held in the Euclid room of the Statler hotel. Artists from Station WHK will furnish entertainment and there will be light refreshments following the business session.

Eldon D. Lewis, secretary of the Ohio Radio Trades' Association, has moved its offices to 1003 Guarantee Title building, Superior avenue near East Ninth street.

The Metropolitan Opera Co. closed its annual weekly engagement at Public Hall last week. There were capacity audiences at each performance. The opera created considerable business in records and also sheet music of that type, as well as arousing a great deal of public interest in music generally.

Sixteen bands from Cleveland and northern Ohio high schools took part in the annual contest at Berea last week. Local small goods dealers are much interested in these contests as it creates interest among music students and creates a demand for band and orchestra instruments.

The Cleveland Distributing Co., Atwater Kent distributor, is installing a number of model 48 battery-operated receivers in autos of various makes. The model E speaker is used in connection with it. The outfit lists at \$120. The company has just concluded a group of dealer meetings in Youngstown, Akron, Canton, Mansfield and Toledo, all of which were well attended. Much enthusiasm was shown. The speakers were Ray H. Bechtel, presi-

dent, and P. E. Chadwick, sales manager of the company.

A. C. Benjamin, formerly field representative for the Atwater Kent Mfg. Co., is now traveling for the Cleveland Distributing Co.

An exposition is to be staged by the Humphrey Co., at Euclid Beach Park, August 23 to September 7, and which will include a large radio and refrigerator exhibit. There will be two hundred portable booths erected and the log cabin and colonnade will also be used for exhibition purposes. Merchandise of all description will be on display. The Majestic Distributing Co. will show its new refrigerator.

—DIHM.

Texas Radio Sales to Continue With Radiola

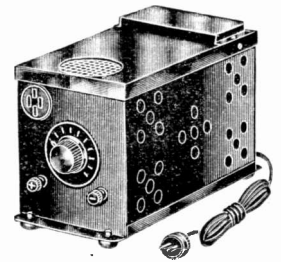
DALLAS, TEXAS, Friday.

The Texas Radio Sales Co., this city, is to continue the distribution of RCA Radiolas, an activity in which it has been engaged for the past eight years, it was stated on Monday by Vernon W. Collamore, Radiola division manager of the RCA Victor Co.

W. J. Schnell and Walter Barron direct a staff of 15 in the company's Radiola distribution activities in north-eastern Texas and three counties in Oklahoma.

DUMONT

BONE DRY "A" ELIMINATOR



GUARANTEED ONE YEAR
LIST PRICE \$28.50
PRICE TO DEALERS . . . \$9.75
LOTS OF 6 . . . \$9.50

Terms 20% With Order
BALANCE C. O. D.

Manufactured by

DUBILIER CLOCK CORP.

10-12 W. 17th St. NEW YORK

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
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

THE ENGINEERING COMPANY

of NEWARK, N. J.

MANUFACTURERS OF
AUTOMATIC RADIO TUBE MACHINERY & SUPPLIES

57-59 BRANFORD STREET

NEWARK, N. J.



LEADERS AGAIN

We Announce

UTAH

ELECTRIC PICK-UP

New, advanced in principal and Supreme in tone quality, Utah Electric Pick-up is startling in its reproduction qualities. Try IT!

... Utah Electric Pick-up offers a new profit possibility to those who have learned to depend on the quality of Utah products.

Information on request.

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

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

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 Dynacone 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 1/2" 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 Monorad chassis. It uses two Screen Grid tubes. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/2" high x 28" long x 16 1/2" 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" Dynacoil power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 1/2" 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 CROSLY PARTNER incorporates the refined eight-tube Crosley Unitrad chassis and the improved Crosley Type "M" Dynacoil power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 3/4" long x 16 1/2" 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 CROSLY BUDDY and other models of the "Companionship" Series is conclusive proof that low utility cabinet sets are wanted! The reception accorded the BUDDY shows that there is an immense market for a low priced, reliable Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set. Many who could not afford higher priced

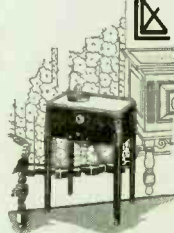
sets welcome the BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and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



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



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



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



The BUDDY
\$55⁰⁰
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 CROSLY Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes, two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Merphon condenser.

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

Western Prices on All Models Slightly Higher

THE CROSLY RADIO CORPORATION

POWEL CROSLY, 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 CROSLY

CROSLY RADIO

"TRADE NEWS RIGHT WHEN IT HAPPENS"