

# Talking Machine World & Radio-Music Merchant

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, April, 1930



**RAIN OR SHINE**

What an amazing difference four screen grid tubes make!

Brunswick's 1930 models delight with the same rich, full tone . . . the same marvelous clarity . . . and the same power to bring in far distant stations, anytime, anywhere, under any weather conditions.

Brunswick dealers welcome performance comparisons. Such tests have sold many instruments.

## Brunswick

Radio — Panatope with Radio — Records

The Brunswick-Balke-Collender Co., New York, Chicago, Toronto  
Branches in All Principal Cities

Entered as second-class matter May 2, 1905 at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

# The World's *first* Super Pick-Up *leads the way with* **GREATER VOLUME!**



The new Toman Super Pick-Up—  
The greatest advance ever made  
in the Pick-Up field.

**T**REMENDOUS volume, that can be stilled to a whisper by means of the built-in volume control . . . New beauty of tone, clear and undistorted over the entire range . . . Unusually attractive design . . . These unique features of the World's first Super Pick-Up make it one of the most important recent developments in the radio-musical field!

Produced by the Toman laboratories . . . makers of the world's finest tonearms and reproducers . . . it sets new standards of Pick-Up performance. And it is reasonably priced!

Manufacturers who have seen and heard this new Super Pick-Up are specifying it for their phonographs and radio-phonograph combinations. Many Jobbers and Dealers are enjoying the new profit-opportunity it brings the trade!

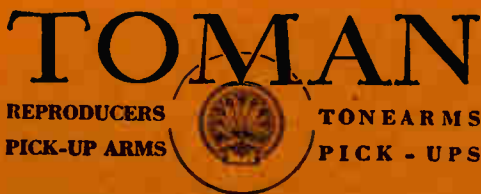
A single demonstration will convince you of its superiority over all preceding pick-ups . . . of its value to you.

Wire or write for a sample. But . . . do it NOW!

E. TOMAN & COMPANY,  
2621 W. 21st Place, Chicago.

Gentlemen: You may send me a sample of the 1930 Toman Super Pick-Up—for tone tests and inspection—without obligation on my part to buy.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Executive \_\_\_\_\_



**E. TOMAN & COMPANY**  
*Established 1914*  
2621 West 21st Place Chicago, U. S. A.  
Cable—SIVAD—Chicago  
Bankers: First National Bank of Chicago



# The judgment of his ear *confirmed*



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

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

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

To his wife, the scientific significance of these features may be steeped in mystery, but she understands what they mean in terms of *radio enjoyment.* She knows that guests will admire her taste in furniture, when they see the model she has selected from the four created by Grebe... Therefore: perfect harmony in the family when he gives you the check that seals the sale.



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

# Grebe radio

SUPER-SYNCHROPHASE



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



**T**HE SECRET of successful merchandising is QUICK TURNOVER. When, for example, a Brunswick dealer in a small music store can take ten records of "St. Louis Blues" and in two hours, by demonstration, sell every last one of them, you can be mighty sure that the Brunswick arrangement of "St. Louis Blues" is a "bull's-eye." The same is true with the other three records featured on this page—true also of hundreds of outstanding Brunswick hits. All of which is just another reminder that the Brunswick franchise is a **valuable franchise.**

### Tain't No Sin

(To Dance Around In Your Bones) and  
**H'lo Baby**

(theme song of Pathe picture "Forward Pass")  
by Cotton and Morpheus **4667**

Known on the Air as the "Sealy Air Weavers," Cotton and Morpheus can take any song and make it a lasting source of entertainment. That's exactly what they've done with "Tain't No Sin." Very popular—bound to be a tremendous seller.

### St. Louis Blues and Beale Street Blues

played by Louis Katzman and the Brunswick Orchestra, with vocal chorus by Dick Robertson  
**20096**

This arrangement was first used in a "Brunswick Brevities" broadcast last Fall. Hundreds of "repeat" requests followed. We complied a few weeks ago, and also released our commercial record 20096. Orders are pouring in by letter—telephone—and telegraph from every part of the country.

### St. James' Infirmary (Gambler's Blues) and Ruff Scufflin'

Fox Trots, with vocal chorus, by  
George E. Lee and his Orchestra **4684**

Brunswick scooped the market on this record by a month—greatly to the profit of Brunswick dealers. "St. James' Infirmary" is now, almost over-night, a national hit—featured over the Air and by every orchestra.

### What Is This Thing Called Love? and She's Such a Comfort to Me (from "Wake Up and Dream!")

Fox Trots with vocal chorus, by  
Ben Bernie and his Orchestra **4707**

Ben Bernie recorded "What is This Thing Called Love?" in his most fascinating musical style. Easy to see why he's a nation-wide favorite—and why this record will be a tremendous hit.

# Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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



# Talking Machine World & Radio-Music Merchant

Vol. 26. No. 4.

New York, April, 1930

Price Twenty-five Cents

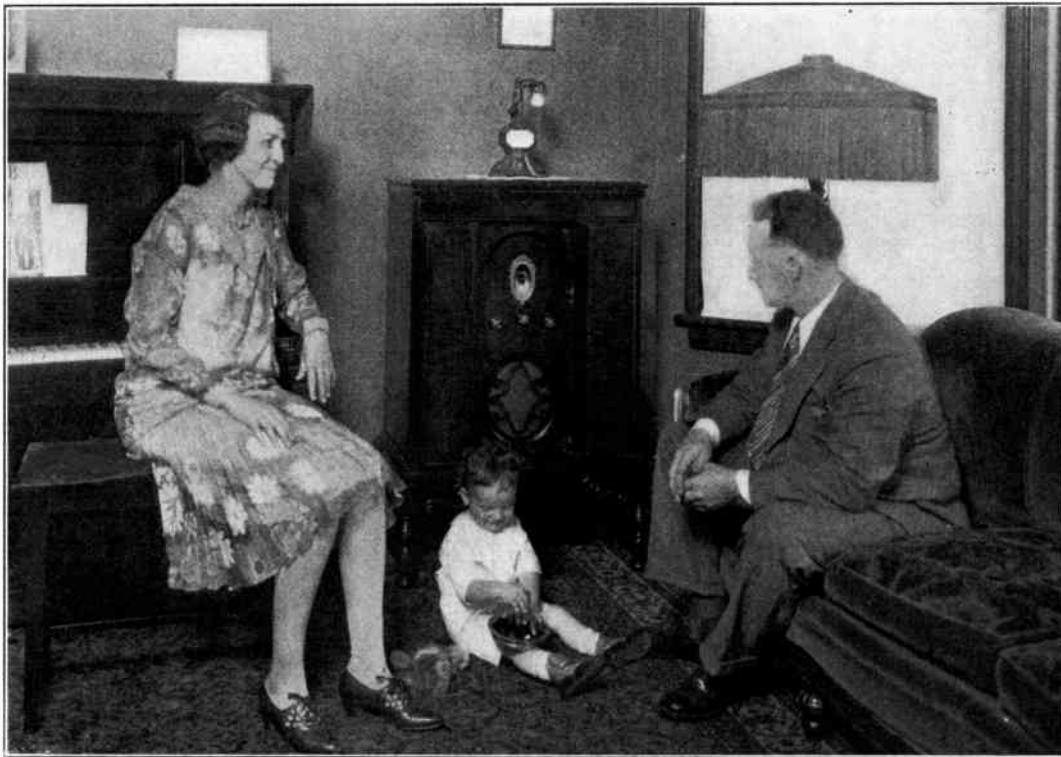
## Will You be There . . .

**T**HERE are very definite signs now in evidence that business generally has reached the bottom and is on the up trend. The radio industry, too, reached its lowest point several weeks ago and it is now in a healthier condition than it has been in months. Manufacturers are gauging production more accurately, distress merchandise has been eliminated from the market to a large extent, and manufacturers, wholesalers and dealers have materially strengthened their positions to carry on and to take advantage of the betterment in radio demand that is already in evidence and that is certain to become increasingly strong as the months pass. The entire industry is now in a position to progress along sound and enduring lines provided each phase of the business is intelligently and aggressively promoted.

**B**ECAUSE of these facts, the RMA Trade Show and Convention, to be held in Atlantic City in June, comes at the most opportune time of the year. There is no question about it. The radio industry will be in a position to take the most complete advantage of the new lines that will be exhibited at that time. It is significant that reservations for the exhibit space in the auditorium exceed all past records for RMA Shows, and last year was one of the largest exhibits of radio ever staged. There is added significance in the fact that hotel reservations are in excess of former years. These things unquestionably indicate that not only will the entire radio industry be represented at Atlantic City in the form of exhibits, but that the wholesale and retail factors of the trade realize the importance of the Show and plan to support it by being present. It is an opportunity for the trade to get first-hand information regarding products that may prove profitable and at least will be instructive. The RMA Trade Show is the one event especially for the trade, making it possible for those in the industry to compare various lines. It is at the Trade Show that the dealer who is considering the addition of lines or changes in his merchandising set-up can intelligently analyze what the manufacturers are producing for public consumption. It is at the Trade Show, too, that the jobber can get an idea of what the industry has to offer.

**T**HESE are important matters for the reason that this year, as never before, every branch of the industry which hopes to carry on in a progressive manner must devote its energies to the products that are best suited for its particular needs. The dealer must get down to bedrock in merchandising. He must eliminate waste. He must get the utmost in efficiency from every member of his organization and he must make every advertising dollar bring returns on the investment. On the other hand, the wholesaler enters into the picture as more than a distributor of merchandise. The wholesaler, to get the best out of his territory in the way of business for the line he represents, has a duty to the dealer, and that duty consists of practical merchandising co-operation which will help the retail merchant profit. The RMA Trade Show is the place for retailers and wholesalers to get together for their mutual benefit. The importance of being present cannot be over-estimated. This is the industry's outstanding event and, remember, it comes at a time when the industry, individually and collectively, must co-operate for the general betterment of all. Make your plans to be among those present now.

## Post Sells



George Post finds that a photograph of a radio installation in an attractive home with a happy family group about it is often the final "shot" that closes a sale.

# 500 SETS A YEAR

Adhering to Sound Trade-in Policy Enables Dealer to Do "Big City" Business in Small Town

By Fred Merish

"A TEN per cent trade-in allowance may have been Okey in 1929, but five per cent is plenty in 1930 and in 1931 we intend to refuse allowances on old battery sets, in fact, we may establish this policy before the year is out," said George Post, of Geo. R. Post & Son, Butler, N. J. The town of Butler has but 2,000 inhabitants in it and yet these dealers sell more than 500 radio sets every year in this little place as well as a large number of Victrolas and electric clocks. Not only that, but they sell them on sound business principles and net substantial profits from their merchandising activities, a thing which many radio dealers in the big cities fail to do. "It must be remembered," continued Mr. Post, "that there are practically no battery sets being sold to-day, so if a dealer takes one in trade this year or next, he may be sure that the prospect for a new electric set is about ready to discard the old battery set anyhow, either because the relic is not working or costs too much to keep in repair, hence the radio retailer who gives a trade-in allowance of more than five per cent this year is throwing away profits. No individual who has once had the pleasure of owning a radio is going to do without one just because he cannot get a few dollars more on an old unit and, furthermore, most people to-day know that battery sets are worthless and they are not as unreasonable in their demands as they were a year or two ago when electric sets first came on the market to attract the public.

"We have less trouble to-day convincing

people that a five per cent trade-in allowance is ample than we did a year ago with a ten per cent trade-in and often we induce prospects to give their old battery sets to charity rather than take a few dollars from us for them. When we first started selling electric sets there were plenty of people in this vicinity, and in every other dealer's territory, who had only purchased new battery sets or who had sets that were functioning satisfactorily. They would come in and think nothing of asking one hundred dollars or more allowance for a battery unit on the purchase of a new electric set, and those were

hand battery set at that time. To-day you can't get a dollar apiece for them and it would be wise for the dealers to get together in every town and make bonfires of their trade-ins.

"I think that many radio dealers make the mistake of trying to give bigger allowances than their competitors instead of laying their cards on the table and telling a prospect frankly that they can't get something for nothing in this world. That's my system. I tell a prospect that the dealer who gives a big trade-in allowance, gets his money back some other way, either in sub-standard tubes, inadequate installations, poor service or something of that kind, and I find that this type of argument makes an impression and does much to overcome the trade-in evil. There is no reason why the radio dealer should assume that he is indefinitely under obligations to give ten, five or two per cent allowance on trade-ins, so now is the time to cut your allowance to five per cent maximum, gradually cutting the percentage down to zero by the time 1931 rolls around. You must realize that shortly electric sets will be traded in on new purchases, and if we dealers continue to make allowances of any size on old battery sets, the average prospect will demand an unreasonable amount for his old electric set, and in the final analysis he will be right. If a worthless battery set is worth ten dollars or more in trade, then certainly a prospect is justified in assuming that an electric set is worth \$50 or \$100, so prepare now to keep down the demand for ex-

(Continued on page 26)



Attractive Decoration Day Window Display

the days when you had to give substantial allowances to make them come across with orders. Then too, you had a chance to sell a second-



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

Photographs  
 Received  
 Original  
 Primary  
 Secondary  
 Tertiary  
 Quaternary  
 Quinary  
 Senary  
 Septenary  
 Octonary  
 Nonary  
 Decary

It's Carry Complete Stock of Musical Merchandise

**SHERMAN THOMPSON Music HOUSE**  
 11-317 F STREET  
 PHONE 893

Eureka, Cal. February 15th, 1930

Brunswick Phonograph Company,  
 San Francisco  
 California.

Gentlemen:

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

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

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

*Sherman Thompson*

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

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

Gentlemen:

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

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

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

Very truly yours  
*W. H. Hacker*  
 4604a Virginia Ave

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

A Pacific Coast dealer adds this comment to a rush order:

"We have not been called to service one of the screen grid radios."

A middlewesterner praises his new Model S14 in these gratifying words:

"Selectivity is fine. Volume is great. Tone is wonderful. I have logged 104 stations in one month."

A Brunswick owner who lives in Des Moines, Iowa, sends in this imposing DX list—and his set is scarcely four months old!

Enid, Oklahoma  
 San Juan, Porto Rico  
 Spokane, Wash. (Stations KGA and KHQ)  
 Seattle, Wash. (Stations KJR and KOMO)  
 Tacoma, Wash.  
 Winnipeg, Canada  
 Toronto, Canada (Stations CFRB, CKNC, CKGW)  
 Ottawa, Canada

Montreal, Canada (Stations CKAC, CHYC, CNRM)  
 Calgary, Canada  
 Vancouver (Seal Island)  
 San Francisco, Calif., (Stations KFWL, KYA, KPO and KFEC)  
 Oakland, Calif.  
 Beverly Hills, Calif.  
 Pasadena, Calif.  
 Hollywood, Calif.

Santa Monica, Calif.  
 Culver City, Calif.  
 San Diego, Calif.  
 Los Angeles, Calif., (Stations KFI and KHJ)  
 St. Petersburg, Fla.  
 Clearwater, Fla.  
 Mexico City, Mexico (Stations XFG and XEN)  
 Havana, Cuba (Stations CMC and CMK)



# Brunswick

**RADIO... PANATROPE WITH RADIO... RECORDS**

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

# *Finds* Record Selling Is Really an Art



Mrs. O. Halverson

**S**EVEN years in the record department of the Knight-Campbell Music Co., Denver, Col., has given me some definite ideas about record merchandising. First, a record department sales person should cast off the idea that selling recorded music is just the same as selling other merchandise. It has been a wonderful help to me and to girls who have worked with me to look at record selling from an altogether different angle. We handle Victor and Columbia records.

The phonograph undoubtedly has been and will continue to be one of humanity's greatest blessings. How could the poor man who desires beautiful music enjoy the classics or even the more melodious and sweet opera music without the phonograph. Because music has been recorded onto a cold disc which is sold like a piece of bread, does not alter the fact that the disc can and does bring the warmth of beautiful music to hearts that could otherwise never enjoy it.

There is the great business man who has never had time to learn to produce sweet, soothing strains from a violin. The desire is in his breast, and, if it were not for the fact that I could sell him a beautiful violin record which he could play in the silent comfort of his home, this man would miss much.

I am taking up much time endeavoring to put this one point over because it is the foundation upon which my success as a record saleswoman has been based. Experience has shown me that it is harder to sell records without some musical education than it is if one has a fundamental knowledge of music and composers to begin with. Before entering the Knight-Campbell Co.'s service I was a school teacher. Among other things I taught music up to the fourth grade. With no merchandising knowledge whatsoever, I was suddenly thrown into the record department during a Christmas rush seven years ago. I was permanently assigned to the record department after the holidays.

Only a short time elapsed before I began to realize that record selling was a merchandising art. One of the most successful and helpful things I have done was started during my first week in the record department.

For seven years I have kept a personal notebook on unusual and hard-to-find records. Every time a customer asked me for something that was difficult to find in the catalog, or which was rarely asked for, I jotted it down in my notebook, alphabetically. For instance, when I first started, harmonica records were just beginning to become popular. Diligent searching in the catalog unearthed only three such records at that time. These three were immediately fixed in my notebook under H. Thereafter when customers asked for harmonica records

no time was wasted in looking through the catalog. Indian records are another class which I find difficult. They are usually listed many different ways and under misleading titles. I have also found it expedient to list instrumental solos by the name of the instrument—Banjo, Saxophone, Guitar, Harmonica, and so forth. So many people come in and ask for records simply by saying, "Please let me hear some Banjo records." My notebook has been an efficient time-saver and most useful.

The record sales person can become more proficient by study. Not only by studying recorded selections and keeping up with the very latest by means of trade journals, but also by studying poetry, operas, literature, music history, composers and their compositions.

Here is the practical value of much study. A woman came into the store and asked for a record about some soldier who was to be hanged. History is full of incidents about bad soldiers who have been hung, therefore, further questioning was necessary. The woman, however, could add nothing further except that the song was a conversation between two men talking about a soldier who was going to be hanged. Having read Kipling's "Hanging of Danny Dever," I recognized the woman's record without having to dig through everything I had ever heard about soldiers. This incident is not given to show how studious I am, but to prove that it pays to read everything possible which may help sell more records.

In this particular case, as I recall it, I only sold the one record, but the woman has returned many times since and purchased enough to repay my department for the time I took to read Kipling's works.

It pays well to be patient in exasperating situations. It is very trying to have a customer angered because one cannot locate a record which has been described by whistling. Such

situations, however, are made to order for building up good-will. We grasp the opportunity to make a good friend when a chance like this presents itself.

When we feel that we have sold the customer all he will stand, or feel that the customer has asked for everything he is going to want, we get out something unusual, unique, novel. Customers who come out of booths with all the records they intend buying will go back and listen to some unusual suggestion. "King of Borneo," which has a catchy melody and a lot of humor in it, is a record I have used to increase the average sale, for example.

Hawaiian and pipe organ selections are also good builders. If seventy-five cents can be

normalize the record selection which he desired. A few days later I was listening to La Rosita and recognized therein the little snatch which our old friend had whistled. I called him up immediately and told him that we had found his record, and if he would come down we would be glad to play it for him, or we would send it out to his home. This customer now buys all his records from the Knight-Campbell Music Co. It is many little things like this that build up success for the record department and sales people in it.

People want what they want, and it is up to the record sales person to find it no matter how little she has to go on. The sales person who says, "Well, I don't know what they want—why should I?" will never build up a clientele of buyers who purchase \$25.00 worth of records during one visit.

Here is a case in point which proves that it pays to study one's customers as well as one's business, and that it is good business for the same sales person to serve the same regular customer at all times.

During a Christmas rush an extra girl waited on a customer of mine who comes down from Wyoming twice a year. This customer had never gone away from our department with less than \$20.00 or \$25.00 worth of records. The girl sold him only \$6.00 worth of records and thought she was making a big sale. The next time this man came in he bought \$34.00 worth of recordings.

This large sale was made because we kept showing him records and saying, "Now here is something else I am sure you would like." Study of the customer's musical desires saved his time and by suggesting only the things he wanted sales increased. The total sale was increased because he wanted practically everything played for him.

It is possible to build up the average sale.

***Early in her seven years of record selling Mrs. Halverson found that a notebook of unusual recordings would prove highly beneficial; knowledge of customers' likes and of stock is what builds sales volume***

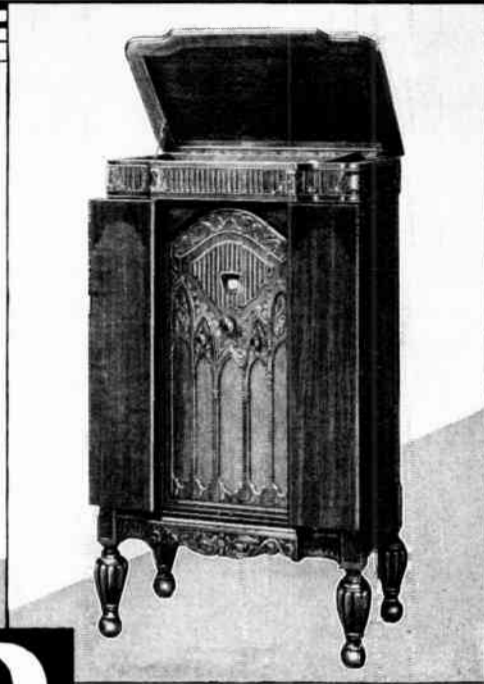
(Continued on page 21)





Listen Monday Evenings to the Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra over the National Broadcasting Company's Blue Network and Associated Stations.

No. 642 Stromberg-Carlson, High Console, Triple Screen Grid in radio frequency, Extra-size Electro-Dynamic Speaker. Price, less tubes, East of Rockies \$259



The Stromberg-Carlson Guarantee not to reduce its list prices has been in effect since March, 1925, and continues without limitation.

No. 651 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone, Triple Screen Grid. Price, less tubes, East of Rockies \$369

# Receivers worthy of fine broadcasting

**P**EOPLE are demanding radio receivers equal to the task of reproducing programs from the air, as fine as any ever heard within the world's greatest auditoriums.

One proof of this is the way they are turning to the Stromberg-Carlson. Many of our authorized dealers sold three times as many Stromberg-Carlsons in January 1930 as in January 1929, our greatest sales year.

1930 is a *good* radio year, if you are selling Stromberg-Carlsons. Because—as has frequently happened before at the end of a "sellers' market", mediocre products are going begging while products of established quality are selling better than ever.

There is no doubt in people's minds as to the ability, tone quality, fineness or durability of a Stromberg-Carlson. Nor—as to the permanence of the company whose name it bears.

*"There is Nothing Finer Than a Stromberg-Carlson"*

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

# Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

L. W. Ong

# Put<sup>s</sup> *the* Brake<sup>s</sup> *on* *Free* Demonstration<sup>s</sup>

By Wiltred Redmond

**B**Y some he is called "the professional prospect," by others, "the perpetual demonstration addict," but whatever his classification, it is fairly well agreed that his tribe is increasing. So much so that the comparative merits of various "systems" for getting a "free ride" are quite unblushingly discussed by otherwise estimable citizens who have perhaps never before done anything more unethical than take a few liberties with the Eighteenth Amendment.

Musical instrument dealers have so long taken the attitude that a certain percentage of radio home demonstrations must inevitably be free rides that the public has come to take advantage of their leniency with increasing frequency. But now here and there we discover a dealer scrutinizing the perpetual demonstration problem a little more closely, matching "systems" with the free ride devotee, and either selling him a radio or discouraging his further activities as a professional prospect.

The free ride practitioner, for instance, who contacts the Hollywood Music Co., at 6017-19 Hollywood Boulevard, the movie capital, Brunswick and RCA dealer, encounters a situation which usually proves rather annoying in that his former, unailing method doesn't "click" as it should. This store, during the past year, has evolved a definite policy to cope with the free ride situation. This program has entailed changes both in sales methods and in the stock control system.

"Only about one per cent of our radios are sold from the floor," says L. Waldo Ong, head of the firm, "so consequently we come in contact with the perpetual demonstration evil on rather a large scale. Given ample opportunity to study it our conclusion has been that we, in common with the average dealer, have encouraged the practice by our own laxity. The 'no obligation' policy has been carried to extremes. The dealer goes out, installs a machine, studiously avoids sales talk on his first visit, and allows the prospect to keep the instrument too long through various pretexts.

"When we take a machine out now a salesman goes with it. The introductory work is not left to a mechanic. The presence of the salesman is evidence that we are on the job. He doesn't press the sale, if, after sizing up the situation, he decides he has a true prospect, one who is actually looking around to buy. But if he learns that several other instruments have been demonstrated in the home and the intention to buy is apparently in good faith he does not hesitate to talk contract. If he comes to the conclusion that he is on a 'free ride,' and an experienced salesman knows the signs, he uncorks the high-pressure cure right there. A trained detective can pick out a crook in a crowd through the latter's nervous habit of glancing over his shoulder. An observing sales-

man can usually spot a free ride addict by his pose of pretended interest in the machine.

"We never leave a machine in a home over twenty-four hours without calling back. We make arrangements to do so at the time we leave it. And here is where we usually discover conclusively whether or not we are on a free ride. If it is the latter some objection will be raised. 'My husband and I are going out tomorrow night,' our prospect will say. 'We'll call at the dinner hour, then, if we may,' will be our reply. If she has her system down she will instantly apologize that she is meeting her husband downtown and they are dining out. If she is just a beginner at the perpetual demonstration game she will hesitatingly give her consent to our calling at the time we specify. But the husband won't be there. He will have been delayed or something of the sort. There are several variations in the way the game is played. It will sometimes go on to the signing of a contract. The final act, of course, is when our professional prospect tells us over the phone that the husband has learned that his position is in jeopardy and they have decided to wait a while, and will we please cancel the contract, 'We are going to buy a radio though all right,' is the optimistic crumb that is tossed to us in parting. Every dealer is familiar with this procedure, but the point I wish to bring out is that we never let it go this far.

"About the third day of the free ride we appear unexpectedly at the home to take the radio back to the store. 'But my husband hasn't heard it yet,' is the objection. 'That's all right, Mrs. Smith,' we assure her. 'We will bring another one out to you. We have a customer for this model and have to have it right away.' Now even a 'free ride' often discovers that she wants a radio of her own for the first time when it is about to be taken away from her before she anticipated it. Then is when the desire for possession is strongest—when something is about to be taken away before the user has grown tired of it. A theatre-owner recently had one of our radios for a month and didn't make any move to buy it until we came for it one day on the pretext of having a customer for it. Then he signed a contract without any further procrastination.

"If we have taken a radio out of a home on the pretense of having a customer for it, the prospect, if a real one, will come to us again as a usual rule, in which case we send out another machine to her home. But if a 'free ride' she will go on to another dealer.

"I have discussed with other dealers the preparation of a list identifying the free ride population of the community but we decided invariably that such a plan would not be effective in that a dealer might have a disagreeable experience with a customer and propose his name for

the list for personal reasons only when his classification as a free ride was actually uncalled for. It was also agreed that many dealers would heed the list, that they, in many cases, would decide, after meeting a listed prospect, that they could sell him a radio where some dealer whom they did not approve of had failed."

Mr. Ong discovered, when he first started his campaign against the free ride annoyance, that his system of stock control was largely responsible for the situation. In common with many other stores it was the practice of salesmen to merely make a note of a machine taken out for a home demonstration and place the memorandum on the bookkeeper's desk. The information was then transferred to a book where the record of machines out on demonstration was kept one name under another down the page. Sometimes the notes were mislaid, sometimes not made out promptly when the salesman's attention was taken up with something else, and sometimes forgotten altogether. In discussing this method with other dealers, Mr. Ong found several others doing the same thing, some of them even having had the experience of machines out and their whereabouts forgotten.

Under the improved system now followed by Mr. Ong the record of every radio in stock, out on rental and demonstration is contained in one file. This consists of a large diary book divided into seven sections representing the seven makes of radios handled by the store. One full page is devoted to every machine that passes through the dealer's hands. With a stamp it is indicated whether the machine is on the floor, out on demonstration or rental, or sold. The name and date of demonstration is entered so that it is possible to tell at a glance where each machine is and how long it has been out. If it is out on trial an unreasonable length of time the salesman who handled the demonstration is asked to explain the fact. Each page contains the entire history of the machine, shows how many demonstrations were made before it was sold, and thus gives the dealer a line on what models are moving. There is no necessity to go to three or four files when desiring to check up on a machine. The pages are not kept in loose-leaf form so there is no chance of a machine's record ever being lost.

A similar system of eliminating complicated files is in use with the rental machines. All the data is contained on the back of each contract. The notations are stamped and read: "Date Paid," "From," "To," "Amount," and "Drayage Paid." A record of the mailing date of statements is kept on the front of the contract.

When a demonstration machine comes back the prospect's explanation for not taking it is solicited by the salesman and entered in the stock book. This is followed up thirty days later with a letter if the reason warrants it.





# GOOD NEWS

**H**ERE'S the GOOD NEWS that brings a greater day of increased profits to every RCA Radiotron Dealer.

Here's the practical help you need to enable you to make more money . . . Expert merchandising counsel . . . the very backbone of this new RCA Radiotron program of sales promotion . . . That's the way every RCA Radiotron dealer is helped along the road of bigger profits!

GOOD NEWS, the RCA Radiotron dealer publication, brings to you each month expert merchandising counsel from acknowledged leaders in the field. Its pages are packed with text and pictures showing you how the most successful dealers are now running their business. The latest achievements in engineering, research and manufacturing, as well as easily understood technical information for the service man will be only a few of the many invaluable features that you cannot afford to miss.

GOOD NEWS is the very first of a great program of sure-fire sales aids which RCA Radiotron dealers will receive. These sales aids are proved profit producers. They will help you to speed up your sales . . . increase your profits and cash-in on the great magazine, newspaper and broadcast advertising program which is keeping the famous name RCA Radiotron before your customers.

Henry W. Baukat, formerly Associate Editor of Radio Retailing, has been secured to edit GOOD NEWS. Mr. Baukat is thoroughly familiar with all phases of the industry.

RCA RADIOTRON COMPANY, INC.  
Harrison, N. J.



Display the red and black carton and the famous RCA trade-mark

# RCA Radiotron

THE HEART OF YOUR RADIO SET

# Mother's Day Tie-Ups That INCREASED SALES

By W. Bliss Stoddard

**E**ACH year Mother's Day, falling on the second Sunday in May, is taking on a deeper significance, and each year sees more sons and daughters bring tribute to Mother on Her Day. There is nothing that gives more pleasure than music, so all dealers should suggest that the children band together and give mother a phonograph or a radio. Unlike candy and flowers, which are ephemeral, a musical instrument (and radios are now generally classed as such) will give pleasure for months and even years.

But before merchandise can be sold the idea back of it must be put over, and for this reason whenever a group of merchants co-operate better results are gained than when a single firm gives publicity to the day. A good example of this is the co-operative campaign of the leading merchants of Chester, Pa. They took two pages in the local papers. At the top was the vignette of a sweet-faced mother, and the verses:

"If I were hanged on the highest hill,  
Mother o'mine, O mother o'mine!  
I know whose love would follow me still,  
Mother o'mine, O mother o'mine!

"If I were drowned in the deepest seas,  
Mother o'mine, O mother o'mine!  
I know whose love would come down to me,  
Mother o'mine, O Mother o'mine!"

The balance of the space was taken up with individual ads, each merchant taking as much space as he chose. The Hopkins Piano Co., showing the cut of a talking machine, said:

Keep Music in Her Heart with Music in Her Home.  
The Victrola makes a wonderful gift for mother.  
Select one for her today, and let us deliver it with a few choice records.

"Mother Dear" makes a very appropriate number,  
75c.

Chas. W. Hopkins, manager, said that most of the phonographs were sold on deferred payments, with a year to pay.

Tollins had a single column ad, with a medalion of Mother at the top, especially featuring phonograph records:

**MUSIC SHE LOVES TO HEAR AGAIN AND AGAIN**

Give her those songs she loved so well when you were a youngster. And as her thoughts wander back along the road to those dear remembered days, mother will understand.

Mother's Day is May 11. Send her a beautiful album of records selected and recorded especially for her. Come in and let us play them for you today.

When a radio is to be purchased, the buyer should be urged to have it installed previous to Mother's Day, in order that Mother may have the satisfaction of listening to the beautiful programs and Mother's Day tributes that come in over the air on May 11.

The Southern California Music Co., Los Angeles, Cal., ran a splendid tribute to Mother, and suggested that only the best was good enough for her on her particular day:

**FOR MOTHER'S DAY GIVE A RADIO**

The prayers he learns at his mother's knee are the man's safeguard in life. It is the concentrated appreciation of the grown-ups of the nation that established Mother's Day—the outstanding Sunday of the year for her, the day when gifts to her carry an expression of the sentiment that is never forgotten.

A phonograph or a radio will express not only the sentiment, but its enduring quality. We will give you cheerful expert counsel, and show you an infinite variety.

They advised that \$10 down would secure a radio, and that a year in which to complete payment would be given if necessary.

The Birkel Music Co., Los Angeles, began advertising several weeks in advance of Mother's Day, and as the date approached they urged

more strongly that purchases be made in ample time to insure instalment before May 11:

**A MUSICAL GIFT FOR MOTHER**

To find the name of a world-famous maker on a radio adds immeasurably to the happiness of the recipient and bespeaks the good taste and discrimination of the donor. With only two more days before Her



**Music  
she loves to hear . .  
again and again**

Give her those songs she loved so well when you were a youngster. And, as her thoughts wander back along the road to those dear, remembered days . . .  
*mother will understand!*

Mother's Day is May 8th. Send her this beautiful album of records, selected and recorded especially for her. Come in and let us play them for you—*today!*

**TOLLIN'S**

615-17 EDMONT AVENUE

"We Furnished Mother's Home—  
Let Us Furnish Yours"

New **Victor**  
RECORDS

**Striking Mother's Day Ad**

Day—May 11—we are ready to make delivery of all last-minute gift instruments.

They pictured the different makes of radio carried by them, and stated the down price on the various sets, all of them being sold on deferred payments.

An interesting method of showing their appreciation of the great band of mothers was adopted by Bullocks, Los Angeles. On the Saturday preceding Mother's Day girls stood at the entrance of the store from the opening to closing hour and handed to everyone who en-

tered, regardless of whether or not a purchase was made, a card and a graceful long-stemmed white carnation. On the card was printed in letters of gold:

**TO MY MOTHER**

Most of all the other beautiful things in life come by twos and threes, by dozens and hundreds—plenty of roses, stars, sunsets, rainbows, brothers and sisters, aunts and cousins—but only one Mother in all the wide world.

It was a beautiful tribute to all mothers, without a thought of profit, yet it did more to call attention to Mother and Her Day than reams of printed publicity would have done. In the center of the main aisle of the store was an easel on which was a life-size reproduction of Whistler's Mother.

The Platt Music Co., Los Angeles, adopted a somewhat similar plan, girls handing out post cards containing a replica of the Whistler "Mother," and a short verse:

A picture memory brings to me;  
I look across the years and see myself beside my mother's knee.

On the address side were the words "Mother's Day" and the date. In the lobby of the store was a Victor radio, which was tuned in to catch the noonday program given by the American Legion at its dinner in compliment to the mothers of the members. There was also a Victor phonograph playing appropriate "mother" selections. A big ad run by them at this time suggested a new and up-to-date radio for mother, and advised that the old radio or phonograph would be accepted as part payment on a new radio. In the window were pictures of mothers in a number of the late films—Seven Days Leave, Mother's Boy, Madam X, and others. One of these was placed on top of each model of radio cabinet shown, and a card suggested "Give Mother the world's best music on her day, via a Victor radio."

## 1929 Radio Sales Hit Peak, Survey Shows

WASHINGTON, D. C. April 4.—The average value per dealer of radio equipment sales during 1929 by the 10,455 dealers reporting to the Department of Commerce for the quarterly survey of stocks and sales of dealers is placed at \$13,000, compared with \$10,800 for the dealers reporting this information for 1928 and \$11,750 for the 1927 survey.

The dealers included in the survey, about one-fourth of all the dealers in the United States, reported an aggregate business of \$135,845,635 for 1929. This compared with \$70,877,517 reported by 6,569 dealers for 1928 and \$90,785,050 for 7,737 dealers in 1927.

Sales of 862,599 electric sets and 35,197 battery sets were reported by the dealers in 1929. The average number of sets sold by each dealer was 86, compared with 68 in 1928 and 47 in 1927.

## Incorporation

The Roxy Music Stores, New York City, were recently incorporated at Albany, with a capital stock of \$20,000.

Ralph Brown has opened a radio shop in Gray Block, Red Key, Ind.



# Here's how The Electro-Chromatic PICK-UP helps YOUR business . . . .



SINCE AUDAK first began to create electrical and acoustical instruments, the products of this company have been outstanding for their merchandising value to the radio-music trade. Constructive business has always followed in the wake of AUDAK instruments . . . simply because their precision, their rare faithfulness to the highest musical demands, inevitably has increased the public's appreciation of good music and facilitated the retailing of musical supplies.

As AUDAK sound boxes helped you in the days when talking machines were your main stock-in-trade . . . so the ELECTRO-CHROMATIC Pick-up, with its masterly ally, the TUNED Pick-up, helps you today TO PROCURE MORE BUSINESS. Not simply by the sale of the pick-up . . . . . which is a very profitable end unto itself . . . but through the awakened public consciousness

of GOOD entertainment, resulting in a greater demand for records and the salvation of a segment of your market which of late has been slipping. By demonstrating with

the ELECTRO-CHROMATIC Pick-up, you resurrect the record business in your neighborhood! You bring out the best . . . in the highest type of records . . . reminding people that radio is not enough, that they still must have recorded entertainment to complete their happiness.

More! When you sell an ELECTRO-CHROMATIC Pick-up to a family that wants combination advantages but cannot afford them . . . you are paving the way for a combination sale in your store . . . you to get the profits by the simple process of giving people, through the finest of pick-ups, a foretaste of actual combination performance.

Understand . . . the highest type of radio receiving set cannot be any better than the pick-up used in demonstrating it. To use any pick-up of less than AUDAK quality is to belittle the radio itself through stunting its performance!

The **TUNED PICK-UP**

continues the talk of the trade. That the big, long-wanted improvement should come from AUDAK, the very source the radio trade expected it from . . . that it should answer the demand so fully . . . that one can now tune his pick-up even as he would regulate his timepiece . . . that pick-up performance is now independent of external factors . . . constant instead of changeable . . . this is what the trade is talking about today.

*Special models for Victor and other standard radio sets*

We've promised you new developments in 1930. You've had the TUNED Pick-Up  
Next comes news of equal importance to the trade. Watch for it!

## The AUDAK COMPANY

565 Fifth Avenue New York

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

# “Go to your ..... is the BIG SHOT



**RCA Radiola 46**

Cabinet Radiola with the new Screen-Grid Radiotrons. Built-in RCA Electro-Dynamic Reproducer. A powerful, efficient receiver of most modern design. \$130 (less Radiotrons)



**RCA Radiola 47**

The newest RCA "all-electric" development in Screen-Grid radio combined with the phonograph. Radio and phonograph utilize the same improved built-in Electro-Dynamic Reproducer. "Music from the air or record." \$195 (less Radiotrons)



**RCA Radiola 66**

A new, improved RCA Super-Heterodyne with RCA Electro-Dynamic Reproducer. Built with master craftsmanship throughout. The finest Super-Heterodyne ever offered at this price. \$175 (less Radiotrons)

Display the famous RCA trade-mark



RADIOLA DIVISION

RCA VICTOR COMPANY, INC.

# RCA RADIOLA



# *Radiola dealer*"

## in all **RADIOLA** **ADVERTISING** in **1930**



**RCA Radiola 60**

Beautifully designed table model of the Radiola Super-Heterodyne, the most selective circuit known in the radio art. \$98 (less Radiotrons)

The biggest, most intensive business-building campaign in the history of the Radiola is now under way . . . a workable, profitable campaign that is arousing the enthusiasm of Radiola dealers throughout the country . . . a plan worthy of Radiola leadership and prestige . . . a plan that is definitely and purposely built around the Radiola dealer!

"Go to your Radiola dealer" is the keynote of the Radiola Broadcast Hour. "Go to your Radiola dealer" is the keynote of every advertisement running in magazines, farm papers, class journals and newspapers.

To be a Radiola dealer and to sell Radiolas, in this—the dawn of a new era in Radiola marketing, will make any dealer prosperous. The truth of this statement will become more apparent to Radiola dealers as the year rolls onward.

The 1930 Radiola business-building campaign is proving a phenomenal success. Put the campaign to work for you. Link your reputation with the finest reputation in radio . . . the reputation of the Radiola. The Radiola dealership is a good paying business today . . . it will bring more and more profits as the months go on. You can depend upon it.

# **RCA RADIOLA**

# The Market for the Best

*The Wide Variety of Tschaikowsky's Music Is Amazing to the Music Lover; Many of His Works Are Still to Be Put in Record Form*

By  
W. BRAID WHITE

## in Music

I HAVE been inquiring a good deal lately in an effort to learn to what extent album recordings of great musical works are actually selling. The testimony obtained is impressive. There is no doubt in the minds of the several sales managers to whom I have talked that first-class album sets are selling steadily and in quantities which show a gradual and constant increase. This is very good news to all who have the best interests of the phonograph at heart.

I was not mistaken. Columbia has now announced the American publication of the Tschaikowsky violin concerto. My haste to import the set from London was therefore ill-timed, but I am glad anyhow that I had the records a few weeks in advance of anyone else around town. For it is great music, and a great, a very great, piece of playing and recording.

I often think that Tschaikowsky is unfairly estimated by those who have paid no attention to his chamber music and his smaller works. The noise and clangor, the sweep and power, of the 4th, 5th and 6th symphonies have carried away public sympathy to such an extent that the Tschaikowsky of the violin concerto, of the trio for piano, violin and cello, of the lovely songs and of the incomparable quartet is hardly known outside the circles of professed connoisseurs. In an article of this series some months ago I ventured to say quite a good deal about the famous Trio, dedicated "to the Memory of a Great Artist," and last month I spoke at some length on the violin concerto. I only wish it were possible for me to talk at equal length on the string quartet.

Every recording studio has at least once had to hear the lovely slow movement (Andante Cantabile) of this last-named work, but unfortunately only one of the other movements has ever been recorded. This is a great pity, for Tschaikowsky shows, in this quartet as in the Trio, that he had a flair for chamber music, in fact a talent of the highest value for work in the most difficult of genres. Tschaikowsky always disliked the piano in chamber ensembles, but when he came to write the music which should serve as an act of homage to the memory of his mentor and friend, the pianist, Nicholas Rubinstein, he felt that he could not leave out the piano. On the other hand, he did not wish to write for piano solo. He compromised on piano, violin and cello. We are fortunate that he did so. The Trio is one of the finest modern examples of this difficult form, and stands with Schubert's in B flat, Beethoven's in the same key, and Arensky's in A minor.

### What of Tschaikowsky Is Recorded?

Inspection of leading catalogs shows that Tschaikowsky is not really well represented. His three greatest symphonies, the 4th, 5th and 6th (pathetique), have all been recorded in full and are to be found in several editions, played by orchestras of the calibre of the Chicago, the Philadelphia, and the London. The Violin Concerto has been brought out recently, as we know, with Bronislaw Huberman doing the solo and the Berlin State Orchestra assisting. The famous B flat major piano concerto which Fanny

Bloomfield Zeisler used to consider one of her great war horses, has also been recorded by Victor and by one German house. The equally famous, but not half so interesting, "1812" Overture has also been done several times. It is one of Tschaikowsky's few pot-boilers, composed to order, and like most occasional pieces rather feeble in conception. It is noisy enough, goodness knows, but noise is not exactly music. It is a fine piece for a military band, out of doors, with plenty of air space. But it is not meant for indoor performance. Yet I once heard it played by a military band . . . and it was indoors!

The piano concerto is fine music. Tschaikowsky had an awful row over it when it was first composed, with his friend, Nicholas Rubinstein, who did not like it, refused to introduce it, and said that it was unplayable. How curious it is that the same criticism should have been leveled both at the piano and at the violin concertos, when each was young. It is hard for us in 1930 to realize what an uproar of hostile excitement Tschaikowsky's music caused at one time or another among the musical conservatives, especially in Germany. To-day no young piano virtuoso would think much of himself if he could not play the Tschaikowsky concerto, with one hand tied behind him, as it were.

### Zeisler and Siloti

The music is Russian enough, goodness knows, which means that it sometimes gets out of hand, is sometimes rather barbaric, is often a bit unbalanced; but all the time is powerful, attractive, convincing. The first movement to my mind is the best by far, whether in the musical ideas it puts forth, in their development, or in the treatment of the piano and of the orchestra. The hurrying tramping, almost galloping, principal theme, with its suggestion of armed men rushing headlong into battle, the noble and thoughtful second theme, the splendid vigor of the working out and the breathless rush of the close, have all been familiar these many years to concert audiences all over the world. Of all those whom I have heard play it I think that Alexander Siloti and the late Fanny Bloomfield Zeisler have moved me the most. Siloti is himself Russian, knew Tschaikowsky well and understands the spirit of his work thoroughly. He plays still, despite his advanced age, with the energy and fire of a young man. Only the other day he gave a most remarkable performance of this great concerto in New York.

Fanny Bloomfield Zeisler was a veritable dynamo of energy. How on earth she ever did it no one will ever know, for she was a frail little woman, physically speaking. Her nervous energy, nevertheless, was astonishing and she put every ounce of herself into her playing. The Tschaikowsky concerto was her battle piece for many years and she more than almost any other individual artist secured American recognition of it. Victor has a marvelously good recording of this concerto, done by Mark Hambourg with the London Philharmonic. Hambourg, at one time, came often to this country, but of recent years has lived entirely in London. He also is a Russian by birth and he enters into the spirit of the great "Cossack concerto" with

all the verve that one could ask of an artist.

### Tschaikowsky in Genial Vein

The charming "Nutcracker" (Casse Noisette) Suite shows Tschaikowsky at his most genial. There is a complete recording by the Philadelphia Orchestra (Victor) which is a real gem. The music is light, graceful and whimsical, as befits its fairy ballet theme. To those who only know the Tschaikowsky of the Pathetique Symphony, this music comes as a charming surprise. Columbia has also recorded several of the dances and marches, but I prefer the Victor recording, which is about as good as anything of the kind can ever be.

The Andante Cantabile of the String Quartet has been done to death by the recording companies, probably because it happens to possess a melody so haunting that the veriest low-brow can understand and appreciate its beauty. Unhappily only this and the Scherzo of the quartet have been recorded, and we still wait for the other two movements. Personally I am of the opinion that the quartet is as fine as anything Tschaikowsky ever wrote; but it is a shame that it is not put out in full. We are now surely past the days of dribs and drabs, snappets and snippets of musical works.

The Serenade Melancolique has been recorded by Columbia with Naoum Blinder playing the violin. This is a lovely thing. I have an old record of it which was one of the first records I bought when I started to collect, about ten years ago. I also like very much the beautiful "Melodie," which Casals has played on the cello for Columbia and of which I have an old violin record also, and a Columbia by Kathleen Parlow, a violinist who deserved more fame than ever she achieved.

### Let Us Have More

All these are beautiful things. They bring a gentle, an appealing, a melancholy side of the Russian composer before one. Tschaikowsky could write beautiful melodies, melodies of the most appealing lovely kind. Many of them, embedded in his great symphonies, have less of the intimate beauty he so well knew how to embody in his music than they really deserve. Think of the lovely second theme in the opening movement of the Pathetique Symphony, and then consider how its majestic orchestral setting actually blurs the beauty of its line. The melodies of the two solo pieces I have just mentioned stand out, on the contrary, in all the sheerness of their perfection.

I had almost forgotten the "Marche Slave," beloved of orchestras. It takes on special interest in its phonographic aspect, because it was the first, unless I am mistaken, published in the electric recording by Victor five years ago. It is good exciting Russky music, if you like that particular brand of Russianity. I don't much.

Tschaikowsky's music had an enormous vogue for some years after his death. His music takes wonderfully with all classes of listeners and I think that there ought to be a good deal more of it recorded. At any rate, it is certain that the Nutcracker Suite, the 1812 Overture, the Trio, the Marche Slave, will live and be favorites when a lot of later trash has been forgotten. Let us have more Tschaikowsky records.





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## THE NEW HOWARD PRECISION SCREEN GRID RADIO

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**A** GAIN HOWARD leadership has been asserted. Always far to the fore in performance, HOWARD now presents to the public this same superior performance at a marvelously low price.

In the new Plymouth, embodying the same Precision Screen Grid chassis found in the more expensive models, the dealer now has an attractive, richly constructed console . . . without an equal at its price!

By adding the Plymouth to the HOWARD line, dealers and jobbers are given a mighty wedge to force themselves through the wall of competition to increased sales and greater volume. Write us immediately for your franchise.

The Plymouth (illustrated above)

**16500**  
Less Tubes

THE HOWARD RADIO COMPANY, South Haven, Michigan  
Wholesale: 306 South Wabash Avenue, Chicago

# HOWARD RADIO



# MERCHANDISING



# IDEAS

TESTED • PRACTICAL • PROFITABLE

## Securing an Attractive Display Despite Handicaps—"Jacking Up" the Outside Salesman—Staging an "Old Age" Set Contest to Get Prospect List

THE dealer blessed or cursed, it depends on one's viewpoint, with large shop windows is faced with a problem every time window-trimming day arrives—how to dress the windows in an attractive, attention-getting manner at a low cost and without making the result a conglomeration of miscellaneous radio sets. The Lyon & Healy Co. store of Evanston, Ill., with two long, unpartitioned windows to trim, solved its display difficulty by periodically alternating its more elaborate trims with a simple, impressive display made by placing each set on a separate oblong of contrasting felt with the natural wood of the show-window floor showing in between. The result is a distinctive display with each radio holding, in turn, the attention of the onlooker.

C. H. CARR, of the Carr Radio Stores, Chicago, discovered that his outside salesmen were taking the line of least resistance, in most cases, and were accepting trade-ins where, by a little extra effort, they might have gotten a clean sale with the customer himself disposing of his old set. An offer of an extra percentage on all trade-free deals solved this "sales laziness," for the men put in extra effort to keep the sales clean and earn the bonus. In the same manner—by offering a small bonus—Mr. Carr also increased the number of cash sales brought in by his outside sales department.

THROUGH arrangements with one of its leading accounts, the Cleveland Distributing Co., Atwater Kent distributor, has developed a simple but effective plan to secure the names and addresses of good, logical prospects for screen-grid sets. The May Co., of Cleveland, in its newspaper advertising, is asking the public to enter their old Atwater Kent sets in an "Old Age Contest," a contest in which age is no handicap, but an asset instead. And to the owner of the oldest set registered with the May Co. will be presented the newest Atwater Kent model. Such a list of owners of old sets is not only invaluable for the outside sales force, but is supplying the May Co. with a large list of prospects for its general direct mail list as well. This plan should work for any dealer anywhere.

DESPITE the fact that the lure of getting distant stations on a radio receiver does not occupy the important position it once did, the capability of a receiver in tuning in stations far away is often the deciding point which makes a sale. With this idea in mind, the

Crown Radio Co., Kansas City, Mo., recently conducted a semi-public demonstration of Radiolas 66 and 67 in the Country Club Plaza Hotel. During the demonstration, which lasted five days, stations in every section of the country were logged in. The Crown store followed this with an advertisement in the Sunday section of a local newspaper giving a full account of the demonstration and listing the call letters, location and Radiola 66 dial reading of 176 stations that were received clearly and with good volume. Mention was made of the fact that the list did not include many distant stations which were logged but from which programs could not be obtained with enjoyable volume and clarity.

H. E. OLSON & Sons, RCA dealers, are congratulating themselves on the results secured from the sale of a Radiola 46 to the local bank, the Farmers State Bank of Cyrus, Minn. The bank uses the instrument to bring in the latest market quotations which are recorded on a board that hangs above the set. The dealers, in addition to making the usual profit on the sale, have gained a valuable permanent display, for the Radiola is seen by everyone doing business with the bank, and, in addition, the selection of the instrument by the bank constitutes a strong endorsement that carries weight in towns such as Cyrus.

CIRCULAR distribution had become a rather difficult problem in most large centers, due to the widespread adoption of the new mail boxes. These boxes can be opened for filling only by the mail man, the only slot in them being much too small even for the ordinary size leaflet. The Evanston Radio Laboratory of Evanston, Ill., having found that circulars were an excellent stimulator of business, did not allow these new mail-holders to stop them from using low-cost contacters. They merely condensed the advertising material so that it fit on a small card, and then they had the card printed so that when folded it would slide through the mail-box slot without disfiguration.

THE Walker Electric Co., of Wollaston, Mass., is employing a very satisfactory method of boosting sales of the Atwater Kent line which it carries. Mr. Walker realized that on many service calls his sedan remained parked for some length of time. To utilize this time for advertising purposes, he installed a battery set in the rear of his car. A baffle board was constructed on each of the side windows and dynamic speakers attached. Miniature posters, displaying the Atwater Kent name, are used to cover the speaker and protect it from the weather. He also displays prominently on each side of the car the name

and address of his firm. Mr. Walker makes it a point when calling on a customer to leave the set going, and reports that in almost every instance a good-sized crowd collects to listen to the program. He has made many sales during the past two months directly traceable to this advertising.

THE Harbor Music Co., San Pedro, Cal., of which Jack Auerback is proprietor, recently joined in the "Dollar Day" offerings which merchants in all lines were featuring by matching every dollar paid by a customer for a new Victor, Radiola or Edison radio receiver as a down payment with one of its own, on amounts up to twenty-five dollars. The offer, which meant an actual saving of cash to the customer, attracted considerable business and built up the volume of sales for the day to a high figure.

SALESMEN, and particularly outside salesmen, it is common knowledge, promise too much. Especially is this true, dealers have found to their sorrow, when it comes to service guarantees. In their anxiety to close a deal, salesmen sometimes make very rash service promises. The result is a very dissatisfied customer, invariably, when the day of reckoning comes. To prevent this occurrence, the Atlas Radio Stores, Inc., makes use of a form which the customer signs at the time the sale is completed. This agreement, stating in black and white the exact terms of the set and service guarantees, must accompany the usual conditional sales contract, and it completely forestalls any misunderstandings.

It is agreed between Atlas Stores, Inc., a corporation, the seller, and M..... the purchaser, as follows:

The....., Model....., Serial....., ordered from the seller by the purchaser, is guaranteed by the seller for ninety (90) days from the time of delivery of set against defects in workmanship or material to the same extent that the manufacturer of such set guarantees the same to the seller.

The set, however, is not guaranteed to secure a definite distance or maintain a constant volume; nor is the life of tubes, batteries or eliminators guaranteed.

Necessary service which is due to defects in workmanship or material to the extent of three service calls within the first ninety days after delivery of set will be rendered by the seller free of charge. Inasmuch as the radio set and accessories are to be in the exclusive use and control of the purchaser, it is agreed that the seller's service representative shall be the sole judge of whether or not any service required by the purchaser is due to defects in workmanship or material.

When the purchaser requests the seller to render service which is not due to defects in workmanship or material and/or in any event when service is requested by the purchaser after three (3) free service calls have already been made by the seller within the first ninety (90) days after delivery of set, a nominal charge of \$1.50 per hour or fraction thereof will be made by the seller for such service. Outside of the City of Chicago a minimum charge of 75c in addition to the hourly service charge will be made for traveling expenses.

It is agreed that no representations or agreements have been made by the seller other than those contained herein, and in the conditional sales contract, between the parties bearing even date herewith.

ATLAS STORES, INC.

Witness ..... By .....  
Date ..... (Seal)  
Purchaser





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

**T**HE latest craze in dance-music is for Paul Tremaine's glorified hill-billy folk songs and spirituals—he transforms these famous melodies into smart, peppy steppers! And he has *caught on!* His nation-wide daily broadcasts bring him thousands of enthusiastic fan letters. Thousands visit his Broadway playground.

Columbia dealers are going to cash in *big*

on this bandsman's tremendous popularity.

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

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

**Record No. 2130-D—10 in.—75c.**

**Hand Me Down My Walkin' Cane**

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



TM Trade Mark Reg. U.S. Pat. Off.  
© R. M. M. Co. N.Y. 1929. Made in U.S.A.  
Agencia 1930 y 1928 de 25 de Agosto 1928. Marca  
Sobrescrita Patente de Inv. 1040, 2089 y 2072

# Columbia "NEW PROCESS" Records

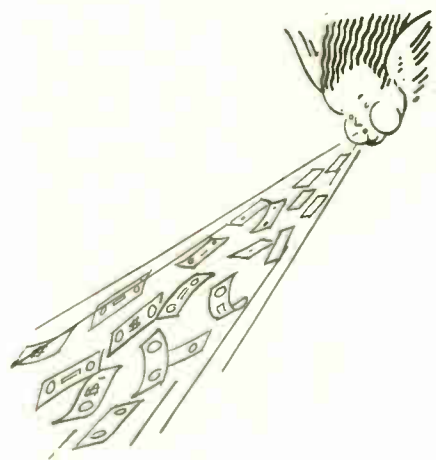
*Viva-tonal Recording - The Records without Scratch*

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

# PUSH THIS COLUMBIA PORTABLE NOW

*For a big Spring clean-up!*



**N**OW is the time to start pushing Viva-tonal COLUMBIA PORTABLES. For John J. Public is planning his vacation. Camps, cottages and motor trips are beginning to lure his mind from his work. He's a real prospect for vacation accessories. And no one can offer him a more attractive, entertaining vacation accessory than a Viva-tonal COLUMBIA PORTABLE!

This \$50 Viva-tonal COLUMBIA (Model No. 163), "like life itself," is the best-selling portable you'll ever get your hands on. It's the ideal instrument for woods, beach or bungalow. Though it gives your customer such convenient, light compactness, its remarkable tonal brilliance is like that of an expensive machine. And this COLUMBIA PORTABLE is so handsome that *after* vacation your customer is proud to have it in even the richest living room. Yet . . . it costs but \$50!

Get in on the ground floor of this Spring's portable boom—push this great selling champion—and start pushing *now!*

## PUSH

# Columbia Portables

*it will pay you!*

Columbia Phonograph Company, New York  
Canada: Columbia Phonograph Company, Ltd., Toronto



TM Trade Mark Reg. U.S. Pat. Off.  
© 1930 Columbia Phonograph Co. Inc. All Rights Reserved.  
Litho. in U.S.A. Printed in U.S.A. Made in U.S.A.



*You'll reach EVERY size purse  
with these*

# COLUMBIA PORTABLES!



Model No. 175



Model No. 118

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

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

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

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



TM Trade Mark Reg. U.S. Pat. Off.  
M. R. M. Inc. Reg. No. 18425 y 18430 de S. de  
Agosto 1920 y 16088 de 21 de Agosto 1926. Marca  
Internac. Reg. desde Mayo 1926. 21 de Mayo 1926.

## COLUMBIA PHONOGRAPH COMPANY

1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

# COLUMBIA GIVES YOU THE BEST SELLING FOREIGN RECORDS IN THE WORLD



NO matter *what* races live near you, they'll find their best-loved music in the Columbia Foreign Records. For Columbia has records of the favorite music and songs of thirty different races and nations.

No other company offers you records in so many languages. And these Columbia records are the real favorites of each race, performed and directed by their finest *native* musicians. German records are made by real Germans—Turkish records are

## COLUMBIA FOREIGN RECORDS

(Green Label)

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

made by real Turks—and so on. These records are the *real thing!* That's what the people buying foreign records want. And that's why Columbia records sell faster than any of the others.

You'll find *lots* of your customers who are eager for the music of their Old Country—so be sure you have *plenty* of these Columbia Foreign Records in your store! Ask your distributor for the list of new Columbia Foreign Records—new ones are issued just before the first of every month.



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

TM Trade Mark Reg. U.S. Pat. Off.  
© R. M. Inc. Reg. U.S. Pat. Off. 184-25-18436-0-0  
© 1929-1930 by Columbia Phonograph Co., Inc.  
Manufactured in New York 1096, 7438-1-2077

Columbia Phonograph Company, 1819 Broadway, New York City  
Canada: Columbia Phonograph Company, Ltd., Toronto



# Even the Sales Curve With Sidelines

## Golf Merchandise Is Among Lines Being Added by the Trade

By George P. Hough

Vice-President, Allen-Hough Carryola Co.

THE radio-music industry is universally admitted to be the fastest-moving field of commercial activity that the world has ever known. Since the days of the crystal set the industry has moved forward in kaleidoscopic fashion until to-day we have the radio phonograph combination with automatic record-changing about to make its debut in the home entertainment field.

In like measure, retail selling has been forced to keep pace with the changes within the industry. Because of the very nature of radio-music entertainment, it is subjected somewhat to seasonal influences, radio sales reaching their peak in Fall and Winter and decreasing somewhat in Spring and Summer. This is a natural sequence because of the fact that the public spends far more time out-of-doors during the Spring and Summer months.

Thus, the dealer, and also the distributor, in order to reduce overhead expenses during the Spring and Summer, is, in the majority of cases, forced to curtail his activities and to reduce his sales force. The evils, and the danger of employing salesmen for six months, dismissing them in the Spring and hiring and training new men in the Fall, are too evident to warrant further discussion.

It has been increasingly evident during the past few months that manufacturers in other fields are paying close attention to the radio distributor and dealer as possible and logical outlets for their products. Among these manufacturers we find the makers of electrical refrigerators, electric clocks, health lamps, and similar appliances which are either non-seasonal or whose seasons dovetail with those of radio. These manufacturers believe that the dealer and distributor handling such lines will be able to straighten out the sales curve and that the dealer will be able to maintain his sales and his profits at a normal level throughout the entire year.

In the light of these facts, our company has been looking for suitable products on which the radio dealer and jobber can make a fair profit and which can be easily and logically sold through radio-music channels.

After a very thorough investigation and tests not only of the product but of its salability through radio-music channels, our company recently acquired the Ampco Golf Club Co., manufacturer of Ampco Golf Clubs. These clubs are now being produced in our own factory in their entirety.

In offering a line of golf clubs to the radio-music trade, we took into consideration the fact that golf was another great and rapidly growing industry which should appeal to the very people who saw the possibilities in the radio industry when it was in its infancy a com-

paratively few years ago and have prospered.

Sales of golf clubs and balls last year reached the huge total of \$42,000,000, and with an estimate of hundreds of thousands of new golf players each year the total in 1930 should dwarf the 1929 figures. Golf is no longer a rich man's game. It is enjoyed just as much and played just as well by the man on the public links as by the member in the private golf club.

Radio jobbers and retailers have been quick to see the possibilities in golf club merchandising, and I am pleased to say that some of them have even gone so far as to express the thought that we are benefiting the industry in general by pioneering in golf club merchandise through radio-music channels.

After all, compared to some other products which are now being sold through radio stores, golf clubs, from a merchandising standpoint at least, present a very favorable picture. Seasons dovetail perfectly. Out of the \$42,000,000 worth of golf club and ball sales last year, by far the greatest percentage was concentrated in a few Spring and Summer months, such a great percentage as to make the rest negligible.

Because of this very fact, turnover in golf clubs is very rapid, and this turnover and the profit possibilities are further increased by the fact that the investment for a representative stock of clubs is comparatively small. On this investment depreciation and breakage is practically negligible.

There is no service in connection with golf club merchandise; no replacements and practically no grief.

While in general golf club sales are on a cash basis, guided by their experience in the radio field several retailers are selling Ampco Matched Sets on a time payment basis with an initial investment of \$33.50 to \$65.00 on the part of the golfer. This time payment privilege—usually extended over a comparatively few months—has proved an excellent business-getter.

Several radio dealers report new interest and activity since the introduction of golf clubs. The presence of these distinctive golden clubs in the windows has attracted many casual customers. The fact that men and women can come in and "putter" around undisturbed with the clubs pulls in quite a few new faces.

Aggressive selling of golf clubs can be carried on along very well defined lines. Of course the first list that retailers who have adopted golf club lines have covered intensively either

### Type M Recording Wax

Developed for Electrical  
Recording. Works at 70° or  
Normal Room Temperature

**F. W. Matthews**

107 Glenwood Ave., E. Orange, N. J.

### COTTON FLOCKS

Air floated, all injurious foreign matter eliminated  
for

Record and Radio Manufacturing

**THE PECKHAM MFG. CO.** 238 South Street  
Newark, N. J.

by telephone or mail, or both, is their own customer list. Then too, many of them are getting the rosters of membership of the local golf clubs. Because of several distinctive features of the clubs, many retailers have called in all the local pros, enlisted their help, and in some cases made arrangements to have clubs sold through the pro at the various golf clubs. All in all, we are very "bullish" about the prospects for golf merchandise through radio-music channels, and are particularly pleased with the attitude which was pretty well summarized by one jobber who said, "I think you men are contributing a great deal to the industry by having the courage to pioneer along the lines of introducing golf clubs as a stabilizing factor for both jobbers and retailers."

## Finds Record Selling Is Really an Art

(Continued from page 6)

added to every sale each day, the annual profit is considerable.

Discretion must be used, however, because some people come in with only seventy-five cents. No matter how much these people may want to buy something else they cannot afford it, and a record sales person only wastes time, so far as sales are concerned, in pushing additional purchases. We have found, however, that it boosts record sales to treat all customers as if they had plenty to spend for records until we learn different.

I should like to know how other record sales people handle the hardest customer of all—that is, the person who comes into the record department and says she wants to hear something but has not the faintest idea what it is. You ask her if she cares for classical, popular, instrumental, vocal—she just shakes her head and says, "No, I don't have anything particular in mind, bring me out some things and let me hear them."

We have found it unprofitable to bring out classical records for this type of customer. The classical buyer, with very rare exceptions, knows and asks for what she wants. We handle this type by bringing out an instrumental, a popular favorite, humor, and one of any other type of record that at first glance we feel might possibly please. Whoever has such a customer stays in the music booth and watches the prospect to see just which records seem to appeal.

## STONE ARMS



By the Manufacturers  
of the world-famous  
Thorens Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes, spring motors, electric motors and other accessories is also available. Write for complete details.

## HERMANN THORENS

Ste. Croix, Switzerland

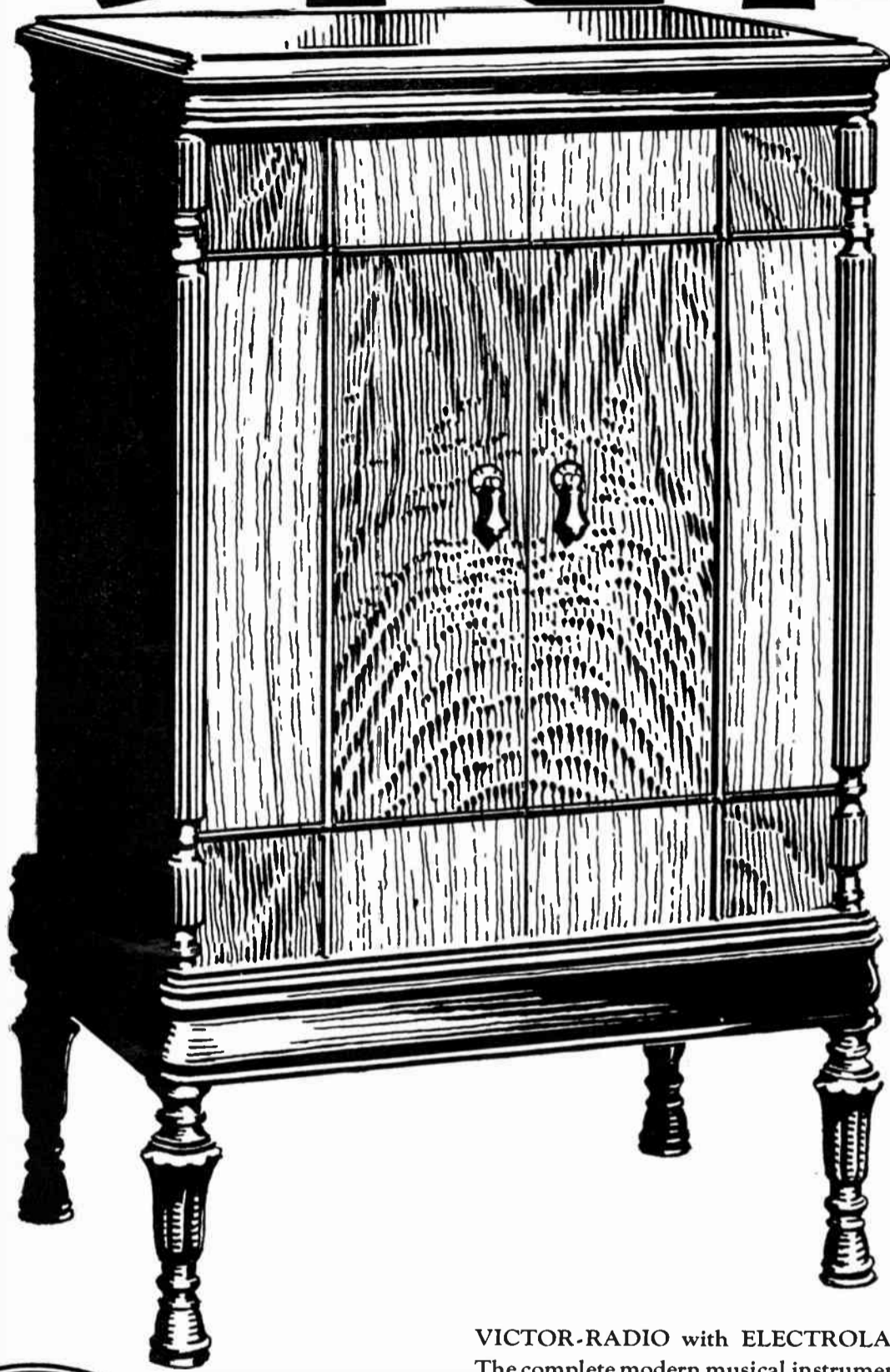
American Branch House:

THORENS, Inc.

450 Fourth Ave.

New York City

# SIGNI



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





# F I C A N T



**T**HE response of dealer and public to Victor's assurance of stability, to Victor's matchless performance, to Victor's envied and inimitable tone quality, has taken the form of sales...and steadily increasing sales.

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

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

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

\* \* \*

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



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

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

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

# RCA Grossed \$182,137,739 and Netted \$15,892,562 During 1929

Report for Year Ended December 31, 1929, Showed Total Current Assets Were \$90,809,150, a Ratio of Nearly 2.4 to 1 to Liabilities of \$38,137,585

A total gross income of \$182,137,739 and net income of \$15,892,562 for the Radio Corp. of America, during the year ended December 31, 1929, was reported to the stockholders recently by General James G. Harbord, chairman of the board, and David Sarnoff, president of the corporation.

Total current assets at the end of 1929 were \$90,809,150 and total current liabilities were \$38,137,585, a ratio of nearly 2.4 to 1.

Inventories included in current assets on December 31, 1929, were valued at cost or market, whichever was lower, and amounted in total to \$31,947,000. Included in this amount is an item of approximately \$1,000,000 of current materials and supplies used in the Communication services of the corporation.

For the first time the inventories included factory materials and supplies of the Victor organization amounting to \$9,000,000 which are being used in current 1930 production. The remainder of approximately \$21,800,000 represented finished stocks of vacuum tubes, radio sets, accessories, phonographs, and phonograph records. One-half of these finished stocks have been sold during the first three months of 1930. The remaining finished stocks of about \$11,000,000 on hand at this date represent a normal supply of merchandise necessary to meet current trade demands for the corporation's products.

In presenting its annual statement the Radio Corp. of America pointed to the impetus given research, engineering and manufacturing during the year by the organization of two new companies, in which have been unified the engineering, manufacturing and sales activities relating to radio sets, phonographs, records and vacuum tubes.

The new organizations are the RCA-Victor Co., Inc., which will manufacture and sell the devices in the receiving sets and phonograph fields, and the RCA Radiotron Co., Inc., which will conduct similar activities with vacuum tubes. Manufacturing work of the RCA-Victor

Co. has been centered principally in Camden, N. J., in the plants formerly owned by the Victor Talking Machine Co., while the principal manufacturing center of the RCA Radiotron Co. is at Harrison, N. J., at factories formerly owned by the General Electric Co.

"It is confidently believed that the unification of the previously divided manufacturing and selling rights under the patents of the Group," said the report, "together with the unification of research and engineering which will be made possible thereby, will materially assist in meeting the responsibility of leadership which rests upon the founders of the radio industry in America.

"It will mean greater flexibility of manufacturing, and quicker response to the changing needs of the public and of the merchandising situation. It will make possible increased efficiency and economy in engineering, manufacturing and merchandising. The new organization will continue to receive the full benefit in the respective fields of the broad research facilities of the General Electric and Westinghouse companies and of your own corporation."

In international communications, conducted by RCA Communications, Inc., development of directive high-speed, short-wave transmission and reception was continued last year with the installation of additional facilities for both Atlantic and Pacific use, which resulted not only in increased efficiency and economy, but also in a large increase in traffic over that of the previous year. It was pointed out that despite this progress the long-wave alternator stations are still rendering valuable service, being particularly useful during peak-load periods and giving insurance for continuity of service under varying conditions. The American Telephone & Telegraph Co. continued to use long-wave facilities of the RCA Rocky Point station in connection with its international telephone service, according to the report.

"The reliability of international radio com-

munication was convincingly demonstrated," the report continued, "during the last six weeks of 1929 when, with a large number of transatlantic cables out of commission on account of a submarine earthquake on November 18, our circuits to Europe were called upon overnight to carry a greatly increased traffic load.

"Notwithstanding the fact that our own traffic was naturally heavier than ever before, and that the Christmas Holiday season still further taxed our resources with a heavy volume of traffic, we were able to assist our cable competitors and handled thousands of messages transferred to us by the cable companies on both sides of the Atlantic. RCA has established and consolidated its position as an important factor in international communications."

During the year RCA took over management of radio services in Colombia, established a deferred press rate to Japan of half the ordinary press rate, and opened a domestic radiotelegraph service between New York and San Francisco.

"Good progress was made in the field of radio facsimile operation," said the report, "and the rate to London for photographs, etc., was reduced. It is expected that a direct facsimile service between New York and Berlin will be inaugurated shortly."

Much progress also was made in marine and aircraft radio. Substantial increase was noted in the sale of ship radio equipment and direction finders and at the end of the year 1,395 American vessels were under contract for radio service.

"Two Radiomarine coastal stations on the Atlantic and a similar number on the Pacific are now equipped with short-wave facilities enabling communication with ships over long distances," the report continued. "Ships cruising around the world are frequently in direct touch with the United States during their entire voyage."

A notable development was the establishment of branch brokerage offices on board a number of large transatlantic liners. During the severe decline of the stock market quotations were received on board ships thousands of miles from New York City within three or four minutes, while the ordinary tickers on shore were two hours behind the quotations.

The report reviewed progress in the amusement field, pointing out that RCA Photophone, Inc., has now established an important position in the motion picture industry. This company is entering on a wider program of research and development work. The National Broadcasting Company joined with several well-known music publishers in the organization of a music publishing company known as the Radio Music Co. One of the features of the year in radio was the progress made in the development of international broadcasting.

Other outstanding events of the year mentioned in the report included the licensing of manufacturers of vacuum tubes and the agreement with General Motors for the organization of the General Motors Radio Corp., which was licensed under all patents covering radio sound and picture receiving and reproducing sets for use in automotive vehicles and the home.

## Leads in Philco Tie-Ups

David H. Fisher, Philco factory representative in the north Jersey district, with offices at the D. W. May Co., Philco distributor, Newark, N. J., recently received felicitations from headquarters, on his efforts in bringing about Philco tie-ups with the Warner and Paramount Theatres in this section. The company stated that northern New Jersey showed a higher percentage of tie-ups than any other section of the country. In each theatre Philco models are shown and radio programs are received over one set. The most recent acquisition to the list is the Little Theatre, of Newark, now showing silent movies. These tie-ups have created wide interest in Philco radio.

# LIMIT

## Add to the Tonal Value of Your GRAMOPHONE

A Super Metal Diaphragm Soundbox designed to give QUALITY reproduction over a maximum range of the MUSICAL SCALE. Wonderful results on long amplifying horns. Also excellent for all types of machines.

Patented  
Gr. Britain 311,025  
Germany  
U.S.A. Patent Pending

Retails in England

**10/6**

In Fancy Case  
Bayonet and Continental  
Fittings



Highly Recommended  
by Experts in  
British Press

Applications invited for  
Wholesale Distributing  
Rights

Certain areas not yet allotted

Limit Engineering Co., Ltd.

Albion St. - Kings Cross  
LONDON, ENGLAND



# 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

## A Big City Business in a Small Town

(Continued from page 4)

cessive allowances on traded-in electric sets by allowing a nominal sum for a battery set this year, eliminating all such allowances by 1931."

The Geo. R. Post & Son organization is not only prudent about trade-ins, but also with service. Six months is plenty, say these dealers, and three months is even better for your profit and loss account. As for down payments, get enough to make the purchaser think he owns the machine and is not merely renting it, otherwise he may wreck the outfit and then not care whether you "pull" it or not. Selling on time does not justify small down payments because it costs money to replevin and recondition a set and then you must sell it again. Mr. Post checks credits carefully even though he does business in a small town. "Just because you live in a small hamlet and have a radio store there, do not assume that you know everything there is to know about everybody in town," he cautions. "You've got a lot to learn if you think so. Check credits in a one-horse town as closely as you would in a big city."

Here is a Memorial Day trim installed by the younger Mr. Post who was in the Army as a radio operator. These merchants are keen for effective window trims and change their five windows every week or two. Mr. Post says that people in the small towns fall for good window displays as hard as the folks in the bigger cities and that about twenty-five per cent of his sales can be traced directly to his show windows. This store is in a central location right near a factory and many people pass it every day. Practically every passer-by looks in the windows because there is always something there to look at, hence, by putting plenty of "eye appeal" in their trims, these dealers have established a window shopping clientele that is a source of steady sales. These merchants did so well in Butler that recently they opened another radio store in Pompton Lakes and will shortly open another in Sussex, N. J. Geo. R. Post & Son are not worrying about the radio business in 1930 at that rate. Of course, they do not stick right to the town for business. They draw trade from neighboring towns and often sell sets in Paterson, about twenty miles away and a city of 150,000 population. Instead of complaining about the natives buying at home, these merchants have cornered the local market and are bringing big city business to their small town. "Bearding the lion in his den," so to speak.

Mr. Post says that it occasionally pays to take "homey" pictures of the radio installations you have made in order to show these photos to other prospects. One of these pictures showing a happy family gathered around a radio sold by the dealer is shown on page 4.

If dealers will bind such photos in neat leather folders, giving one to each of their outside salesmen and reserving one for showroom use, it is sure to make a strong impression on a prospect, especially if said prospect knows one or more of the families photographed.

Geo. R. Post & Son started selling radios when they first came on the market and they are Grade A dealers or better, which is saying something for small-town radio retailers. A year or so ago they were among the top-notch producers for the State with one manufacturer. They handle Victor, Philco, Stromberg-Carlson, Atwater Kent and Majestic.

## Use Columbia Records for Majestic Demonstrations

The Chicago branch of the Columbia Phonograph Co. has prepared a sample package of records and needles which are being used extensively throughout the Chicago territory in the demonstration of Majestic radio combination instruments. The selected package of Columbia demonstrating records consists of two 12-inch symphony records, one 10-inch band record, one 10-inch piano record, one 10-inch song record, one 10-inch dance record and one package of Columbia needles. The idea was evolved by Harry Alter Co., Chicago, Majestic distributor, and A. J. Heath, district manager in charge of the Chicago office of the Columbia Phonograph Co.

In announcing the demonstration package for Majestic combinations, models 102 and 103, the Harry Alter Co. suggested that each demonstration should be carefully prepared, according to the musical taste of the customer, using clean records, and properly tempered needles. When a poor grade of record or needle is used, the music becomes fuzzy, but the listener, or prospect immediately condemns the pick-up or speaker instead of the record or needle, and the result may be the loss of a sale. The trial package always contains the latest records.

## Brunswick Sues Over Name

The Brunswick-Balke-Collender Co., at 799 Seventh avenue, New York City, has filed suit in the Federal Court Clerk's office against Brunswick Radio, Inc., for an injunction to restrain the latter from using the name Brunswick in any way in connection with its radios and phonographs. The plaintiff asks also \$100,000 damages, an accounting of the profits of the defendants and for costs and counsel fees.

The papers set forth that the plaintiff has the sole right to use the name Brunswick on its products. It is claimed that "Brunswick Radio Products" was copyrighted by Harold M. Schwab, Inc., which turned the trade-mark over to the plaintiff. The complaint sets forth also that it has spent millions of dollars advertising.

## R. A. Graver With RCA Radiotron Co.

Appointed Southeastern District Sales  
Manager—Has Had Wide Experience in  
the Radio-Music Industry

Richard A. Graver has been appointed Southeastern district sales manager of the RCA Radiotron Co., Inc., and is located in Atlanta, Ga. Mr. Graver's many years of experience in the music and radio fields, started in 1916,



Richard A. Graver

with the De Moll Piano Co. of Washington, D. C., traveling through six Southern States, giving him first-hand knowledge of trade conditions, and his pleasing personality caused him to make many friends.

In 1927, when he went with the Pooley Co., of Philadelphia, Pa., he shifted the scene of his activities to the eastern part of the country. Later he joined the Atwater Kent Co., also of Philadelphia, in January, of 1928, as assistant convention manager. Following this Mr. Graver went from the set to the tube business. In March, 1929, he took up the duties of sales manager of CeCo Mfg. Co., Providence, R. I.

## I. G. Maloff Is Colo- nial Chief Engineer

I. G. Maloff, one of the foremost radio engineers in the country, designer of the Peerless dynamic speaker, and formerly chief engineer of Valley Appliances, Inc., is now chief engineer of the Colonial Radio Corp.

Since the merger of the Colonial Radio Corp. and Valley Appliances, Inc., Mr. Maloff has been closely co-operating with Dr. Fulton Cutting on the design of the 1930-31 Colonial line, which will be shown at the trade show.

# Phonograph and Radio Manufacturers Custom Built Record Albums

For use in fine phonograph and combination radio cabinets, our record album is the best filing method for records that has ever been devised.

In addition to the utility, the beauty and apparent quality of our albums will help to sell your cabinets.

We are equipped to supply you with albums of exclusive design in large quantities. Deliveries guaranteed to conform with your cabinet shipping schedules.

Write us today for samples and quotations

## NATIONAL PUBLISHING COMPANY

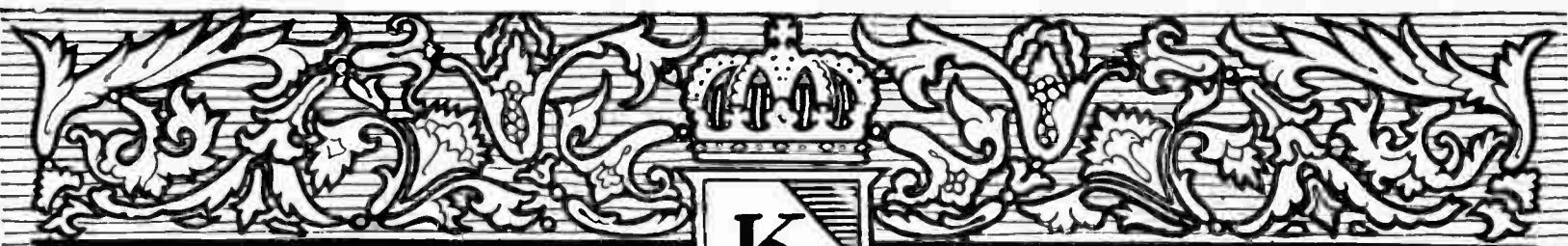
Established 1863

239-245 So. American St.

Executive Offices and Factory

Philadelphia, Pa.





# Powerful! Permanent! Profitable!

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

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

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

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

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

Colin B. Kennedy Corporation, South Bend, Ind.

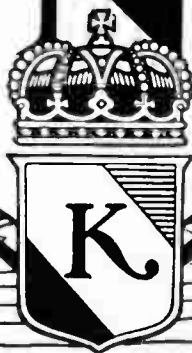
*We invite investigation of the profit-building possibilities of the KENNEDY line.*

# KENNEDY

*The Royalty of Radio*

1911

1930



## Asks Support for Capper-Kelly Bill

Arthur Walsh, Vice-President and General Manager of Radio Division, Thos. A. Edison, Inc., Urges Support of Bill

In a recent letter sent out by Arthur Walsh, vice-president and general manager of the radio division, Thomas A. Edison, Inc., the support of the Edison radio trade is solicited for the passage of the Capper-Kelly Fair Trade Bill. This legislation in effect will maintain the resale price of any trade-marked article, eliminating the unfair price-cutting practices that have op-



Arthur L. Walsh

erated to the detriment of so many now engaged in the radio field.

The Capper-Kelly Fair Trade Bill has already been favorably reported by the House of Representatives Committee on Interstate and Foreign Commerce and it is expected that Congress will act on the bill within a very short time.

Thomas A. Edison has put himself on record in favor of the bill in the following letter to Congressman Clyde Kelly:

"Fair competition between manufacturers is a good thing and will inevitably result in fair prices to the public. The competition developed

# WASMUTH-GOODRICH

COMPANY

## FINE RADIO CABINETS

*Fashioned by*

### MASTER CRAFTSMEN

**103 PARK AVE., NEW YORK** **PERU, INDIANA**

by the price-cutting methods of certain retailers is harmful to the manufacturer, destructive to the legitimate dealer, and of no lasting benefit to the small portion of the public temporarily affected by it. I heartily approve of the Capper-Kelly bill."

Mr. Walsh, in asking support of the Capper-Kelly Fair Trade Bill, has associated himself with C. S. Williams, another vice-president of Thomas A. Edison, Inc., who, as chairman of the Ways and Means Committee of the American Fair Trade Association, is taking a prominent part in the general movement that has developed in favor of resale price maintenance legislation.

The letter sent out by Mr. Walsh follows:

"Attached hereto is a copy of the report of the Interstate and Foreign Commerce Committee of the House of Representatives on the Capper-Kelly Fair Trade Bill which I think will interest you.

"The primary object of this bill is to protect the manufacturer, the distributor and the dealer in trade-marked goods against unfair cut-rate competition.

"Mr. Thomas A. Edison has placed himself on record as being unqualifiedly in favor of this legislation.

"Indications are that Congress will act on this matter within a very short time. We ask you to read the bill, and the comments of the committee upon it. If you agree with Mr. Edison that it is in the best interests of the people, we urge you to bring the Committee report to the attention of your local Congressman and to express to him your approval of the bill. We also ask you to obtain similar support from local merchants who do not believe in a cut-price policy.

"For any further information on this subject, please address Mr. C. S. Williams, Jr., one of our Vice-Presidents, who is also Chairman of the Ways and Means Committee of the American Fair Trade Association."

### Exhibited Sets for Schools

E. R. Stonaker, H. A. Beach and C. H. Bergmann, consulting engineer, radio manager, and sales engineer, respectively, of the Stromberg-

Carlson Telephone Mfg. Co., were at the Music Supervisors' Convention in Chicago March 24 to March 28. The Stromberg-Carlson Co. displayed radio receiving sets and apparatus suitable for school use.

### Atwater Kent Dealers Stage Sales Drives

Atwater Kent dealers throughout the country are aggressively getting after business, according to reports. Jobbers are co-operating in making these drives a success and the results have been very satisfactory.

The New York Atwater Kent distributors, E. B. Latham & Co., E. J. Edmond & Co. and E. A. Wildermuth, arranged a window display tie-up on Miss Brice's talking-singing picture "Be Yourself," playing at the Rialto Theatre in New York City. Hayes Clarke, Atwater Kent supervisor, and T. MacDonald, Atwater Kent representative, co-operated with the organizations in effecting the tie-up, which included 1,000 window posters showing this musical comedy star listening to an Atwater Kent set. The Publix Theatres also co-operated.

Floyd C. Weber, radio dealer of Ackley, Ia., sold approximately 250 Atwater Kent sets in a town of 1,500 population, and made a very good net profit during the past year by digging for prospects, and a service policy that left no room for complaint. Apparently hard work and first-class service still remain factors in the sales promotion end of the business.

Lebeck Bros., Nashville, Tenn., department store, recently featured "Atwater Kent Blue Ribbon Week at Lebeck's." Radio displays on every floor of the store, special window displays and distribution of blue ribbon badges to every sales person in the store resulted in a sharp upturn in the sales curve.

The Williams Piano & Radio Co., Watertown, S. D., staged a radio show in co-operation with the Colonial Theatre, in that city, and business boomed. Newspaper advertising, posters, broadcasting, novel doorknob publicity, window displays and theatre heralds were instrumental in getting results.

Melbourne, Ia., has exactly 434 inhabitants. W. R. Leibsle, Atwater Kent dealer in that small community, has sold up to date 300 radio sets. In other words, 69 per cent, on a per capita basis, now own Atwater Kent sets, and he is still going strong.

### DeForest Radio Co. Elects New Officers

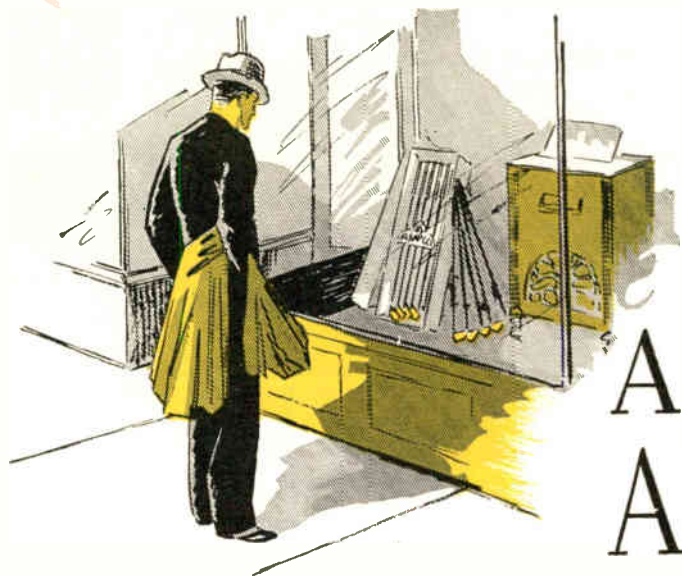
Following a special meeting of the Board of the De Forest Radio Co. on March 21, James W. Garside, president of the company, announced the election of Oscar Monrad, president of the Ampco Twist Drill Co., as treasurer and director of the De Forest Co. The Board also elected William J. Barkley vice-president; Dr. Lee De Forest, vice-president in charge of research, and Allen B. DuMont, vice-president in charge of engineering. The meeting was held to close the records in anticipation of the annual meeting on May 13.



## SHOWERS' RADIO FURNITURE FOR CROSLEY RADIOS

THE SHOWERS BROTHERS CO.  
BLOOMINGTON, INDIANA





# A profitable Source of Additional Business that banishes 'Tween-season slumps AMPCO Golf Clubs



Clubs Illustrated in their Actual Golden Color

Here's a spring and summer seller that moves fast at just the time that musical lines move slow. Here's a quick-turning sales stimulator that will enable you to hold tight to your hard earned autumn-winter profits—instead of spreading them out to cover slack-season overhead.

With AMPCO golf clubs in stock you can easily obtain a fair share of the \$42,000,000 which is annually spent for golf clubs and balls. And your percentage of net profit will be higher than you're accustomed to earning because AMPCO golf club sales are cash and final—without exchanges, adjustments, repairs, service calls or any of the other profit thieves typical of music sales.

Grasp the additional business opportunity offered you by AMPCO golf clubs! Get acquainted with the host of exclusive selling features that will convert 95% of the lookers into owners. Learn what a surprisingly small investment is required to put a complete line of AMPCO clubs into your store! Get the facts of our tested plan to bring golf club buyers to your door! The business is there—ready, waiting! Let us show you how to grab it!

Beautifully boxed AMPCO matched sets, as shown, possess a display value that will do credit to the finest stores.



AMPCO golf clubs are available in steel or wood shafts, and are made in right and left-handed styles—assuring an answer to every consumer demand.

## Why AMPCO Clubs are Easier to Sell!

The new AMPCO irons, with larger face and rounded sole, are specially designed to give greater control over the new larger ball. And these features are being aggressively merchandised to the golfing public in forceful national advertisements! Other exclusive AMPCO features: "Rustless Forever," "10% to 12% More Resilient," "More Yards per Stroke," "Lasting Golden Beauty"—add a line-up of sales producing points of superiority unequalled by any other golf clubs on the market!

**Jobbers:** Write for discounts, details of the AMPCO line, and the merchandising and advertising forces behind it. Allen-Hough sales experts have developed plans which will enable you to build up substantial business among your radio dealers and cash in on existing business in sporting goods departments throughout your territory.

**Dealers:** Write for name of your nearest jobber. AMPCO clubs will pay your overhead this summer—and make a profit for you besides!

**ALLEN-HOUGH CARRYOLA CO.**  
MILWAUKEE Dept. 20 WISCONSIN

## Jobbers and Dealers by the Hundreds . . .



are being drawn by the magnet of sure summer profits with AMPCO golf clubs! Many of them have reasoned that the time must be ripe for music merchants to tie up with the growing golf industry—else we, as musical instrument manufacturers, would not have tied up with it ourselves. And they reasoned right! Why don't you do likewise?

**AMPCO**  
MORE YARDS PER STROKE

**GOLF CLUBS**



WORLD'S LARGEST MAKERS OF PORTABLE MUSICAL INSTRUMENTS

# ESTABLISHED



*"You're Safe With  
a Sentinel"*

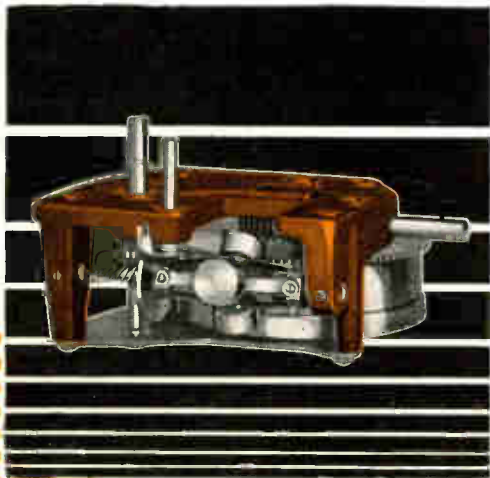


**\$99.50—LIST PRICE**  
(Less Tubes)

*MODEL 8—A remarkably selective, sensitive screen grid chassis incorporating 4 screen grid tubes and 245 power tubes in push-pull. Cabinet beautifully finished in two-tone walnut. Full Dynamic Speaker. Marvelous tone!*

**\$149.50—LIST PRICE**  
(Less Tubes)

*MODEL 9—A splendid radio-phonograph combination containing an 8-tube screen grid chassis with 4 screen grid tubes, full Dynamic Speaker, and United motor and Pick-up, standard on many leading electrical reproducing instruments. Beautiful cabinet finished in two-tone walnut. At a price at which you usually sell a radio alone!*



### UNITED No. 22 MOTOR

*One of United's famous absolutely complete line of motors for all types of musical instruments - - - this excellent motor for portables is strong-pulling, even-running, and priced right for popular models - - -. It has all the advantages of United built-in quality, which assures absolute dependability.*

## UNITED MOTORS



# DISTRIBUTORS—

*Join in*

# SENTINEL'S SUCCESS!

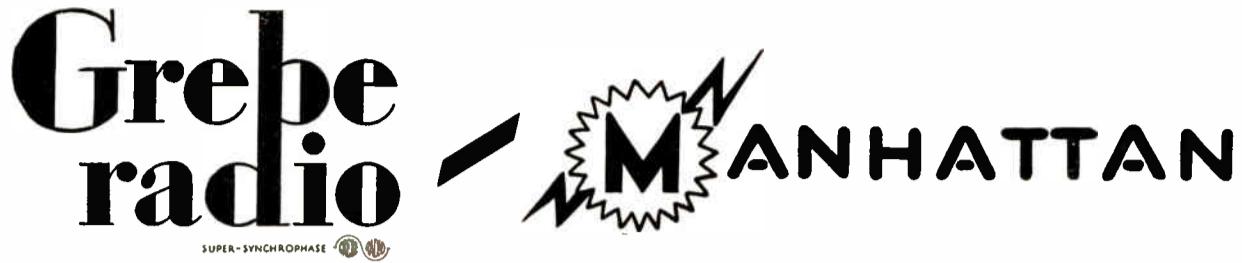
SENTINEL RADIO — *now selling exclusively through Jobbers* — offers a tremendous profit-making opportunity to established radio distributors . . . Sentinel offers Distributors a line of screen grid models that bring *new perfection* in radio. Their full, rich tone, beautiful cabinets, and popular prices assure *volume* sales. And the line includes a radio-phonograph combination at a price at which you usually sell a radio alone! . . . Sentinel offers distributors the support of one of the *oldest, most experienced* manufacturers in the radio-musical field . . . Sentinel offers wide *Dealer acceptance* — based on Sentinel's known quality, national advertising, and real selling appeal of quality radio at a popular price . . . Sentinel offers *public prestige*, created by its campaign of Saturday Evening Post advertising.

### National Newspaper Advertising

Besides all these selling advantages, Sentinel offers each distributor a strong schedule of newspaper advertising, concentrated in his district, to assure him of large volume. To each dealer, Sentinel gives a generous allowance for cooperative advertising, to pull customers to his store . . . Established Distributors interested in building a profitable, *permanent* business with a *successful* line of radio — priced for *volume sales* — and supported by a manufacturing policy that guarantees *stability of price and value* — are urged to write us Today!

**UNITED AIR CLEANER CORPORATION**  
9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS





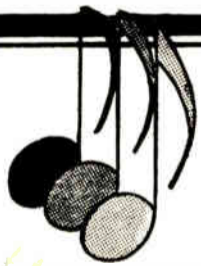
## “Partners Again”

After a brief year's absence we have once more become distributors of Grebe radio in the territories we serve. We have successfully merchandised Grebe products since 1909.

We believe that Grebe radio is entering the biggest season it has ever enjoyed. We are enthusiastic over Grebe policies and the opportunity that the Grebe franchise offers the dealer.

*We recommend Grebe to all dealers  
for a profitable 1930-31 radio year.*

**There is NO COMPETITION to Grebe Quality**



New York

Chicago

St. Louis



# The Troubadour

## sings of DEALER PROFITS

No new instrument in years has offered Dealers the profit opportunities of the new Troubadour » » It opens new, nearly virgin markets for the alert Dealer. Because of its beauty of tone and cabinet - - its wide variety of entertainment, and its sure steady profit--the Troubadour sells quickly to hotels, restaurants, stores and clubs. And it carries a good margin of Dealer profit » » The Troubadour is the finest continuous playing, selective, automatic electric phonograph and screen grid radio combination. It is equipped for coin-operation with a patented device accepting nickels, dimes, and quarters - - which triples its income wherever people gather. It attracts customers and makes constant profits in any place of business. No wonder Dealers find it a rapid seller! » » send the attached coupon for full information on the profits Dealers are making with the new Troubadour, and on our special offer to Dealers. It will point the way to quick, new profits for you. But - - do it Today!

The Troubadour has a well-known, fully licensed, eight-tube screen grid chassis, with three screen grid tubes—combined with Mills famous continuous playing selective automatic electric phonograph. Its Dynamic Speaker gives truly marvelous tone. Its beautiful walnut cabinet is richly decorated in red and gold.



The Troubadour is the outstanding development of the Mills Novelty Company makers of musical reproducing instruments for more than 40 years.

### MILLS NOVELTY COMPANY

4100 Fullerton Avenue Chicago, Illinois

Mills Novelty Company  
4100 Fullerton Ave., Chicago.

Tell me about the profits Dealers are making with the new Troubadour—  
and how I can quickly make these profits!

Name .....

Address .....

Company .....



**ELECTRIC**

**OKEH**

**RECORDS**

41393—75c

**With You—**

Fox Trot; Refrain

**Puttin' On the Ritz—**

Fox Trot; Refrain

Played by Carl Webster's Yale Collegians

**objets d'art...**

always  
unique  
dance  
music...

...for those who  
are ever seeking  
that atmosphere  
of profitable  
business...

41402—75c

**Stein Song—**

Fox Trot; Refrain

**The More I'm  
In Love With  
You—**

Fox Trot; Refrain

Played by  
The Gotham Collegians

Okeh Phonograph Corporation

1819 Broadway

New York, N. Y.



# COMING SOON

Customer Satisfaction  
Jobber Satisfaction  
Dealer Satisfaction

*Past Performance Guarantees It!*

## TCA RADIO

*An Investment in Excellence*

For years Transformer Corporation of America has built first-quality radio equipment and established an enviable reputation for "Delivering the goods."

What is more natural than that our wide knowledge of radio merchandise and production economies, our efficient organization and financial resources, should find expression in a complete receiver—T. C. A. Radio?

Every part is fabricated in our own plants, resulting in a new standard of radio value.

*Write or wire for details*

### Transformer Corporation of America

2301-2319 Keeler Avenue  
CHICAGO, U. S. A.

Licensed by  
Radio Corporation  
of America  
and Associated  
Companies.

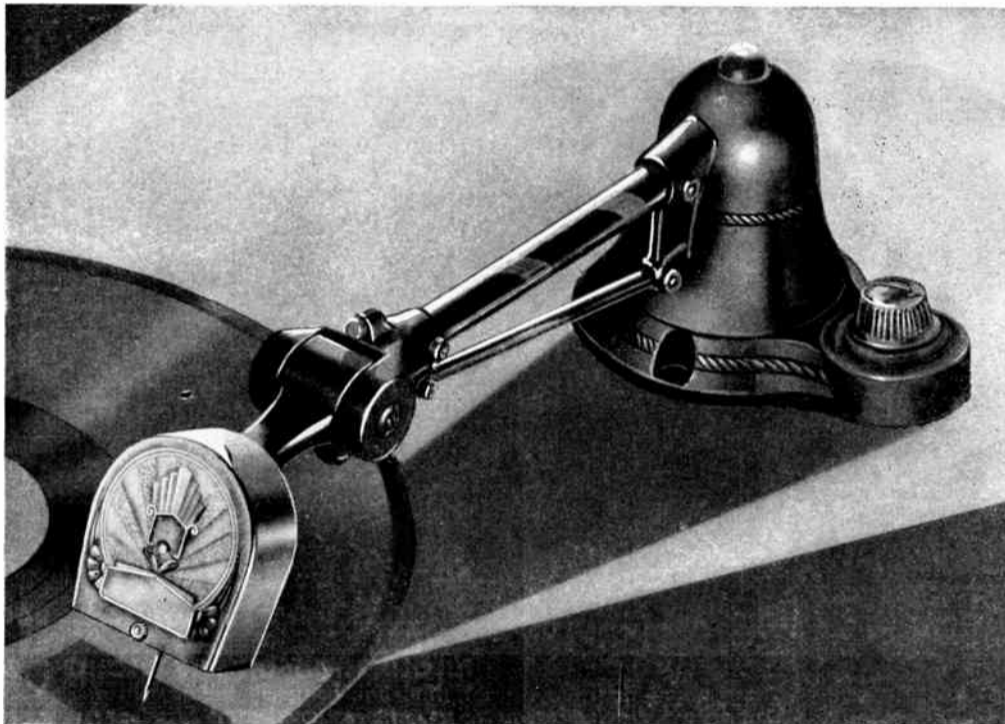


*Permanence in Performance,  
Fidelity in Reproduction—*  
**UPCO ELECTRIC PICK-UPS**  
*—ARE PRECISION BUILT—*

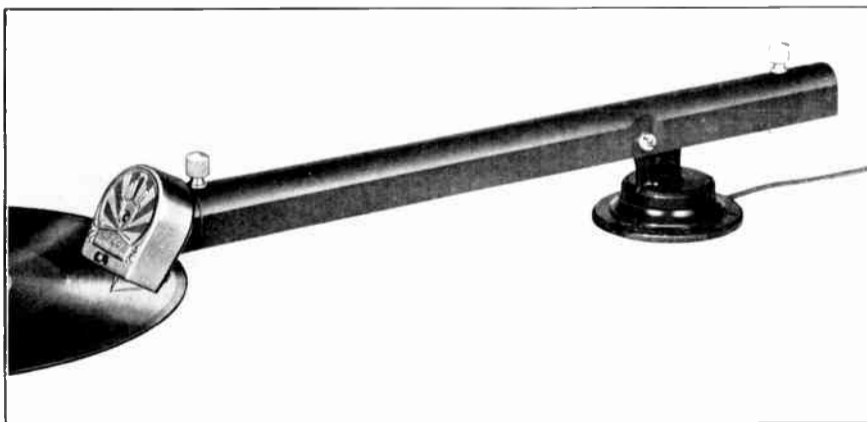
**H**AVING specialized for over 14 years in developing and building sound and sound-reproducing devices, we are ideally equipped and prepared to design and build—any special pick-up to your specifications—from design to capacity.

We will cheerfully co-operate with any manufacturer's engineering division and place at their disposal our facilities.

**UPCO PRODUCTS ARE ENGINEERED BY ENGINEERS**



Upco Standard Pick-up—an instrument designed and built for phonograph combinations—attachable to any phonograph with definite impedance, making it a most universal pick-up for AC sets



The Symphony is a type designed for theatre use; arm accommodating 16" broadcast records made in 200 to 5,000 ohms; perfectly balanced and adjustable to the desired weight on the record.



The Symphony head attached or detached in a second. An important feature for operators. Ruggedly built with positive contacts.

**UPCO PRODUCTS CORPORATION**

A. BORSUK, President

270 LAFAYETTE STREET - - NEW YORK CITY



# “Keep Your Eye on Your Customer —Not on Your Competitor”

Jack Hurd, of Elizabeth, N. J., Outlines the Reasons for His Success in a Simple Formula—Plans Selling Activity Around the Entertainment of the Customer

**I**N the current issue of Good News, the house organ of the RCA Radiotron Co., there is a story entitled, “Keep Your Eye On Your Customer—Not On Your Competitor” by Jack Hurd, of Elizabeth, N. J., as told to J. K. West. Mr. Hurd outlines the reasons for his success. It is a simple formula, but one that is packed with horse sense and, therefore, we are reproducing the article in part below:



“I can pack all I’ve learned about merchandising sets and radio tubes into one sentence. Keep your eye on your customer and not on your competitor!”

### Forgetting the Discount

“People don’t buy radio sets because they can get five per cent more discount. They buy them to listen to broadcasting.

“They don’t buy RCA Radiotrons just because they love nice things. They buy them so they can hear the fine broadcasting programs at their best. I am convinced that most of the failures in radio are those people who can’t keep that simple fact ever before them.

“Nearly everybody knows that another Dempsey-Tunney fight or another political campaign would help our business. What they don’t know is that business can be good without a man-mauling contest. Most of them sit around bemoaning the fact that the Dempsey-Tunney air attractions are too few and far between. They fail to realize that just as big events are on the air every day.

### Merchandising Broadcasting

“Take the time I won the prizes of the RCA on selling sets. I planned my whole selling activity around the entertainment of the customer. Instead of selling radio I sold the enjoyment to be had from radio. Instead of talking about radio generally, I merchandised the broadcasting programs and the personalities on the air. Customers can picture the joy to be had from listening to a Rudy Vallee, a John McCormack or any one of the countless radio stars. I have found that the regular programs are just as exciting and have just as much buying appeal as the big ‘specials,’ if they are played up to the public.

“Take Amos ‘n’ Andy. I understand that that program has changed the peak at movie theatres from 8:15 to a later hour. A fellow was telling me that even telephone calls have taken quite a slump during the period that this famous pair are on the air. If people will change their life-long habits just to hear Amos ‘n’ Andy, it is certain that they will not argue over price or small discounts when buying a radio set or an RCA Radiotron. A few cents or even a few dollars are not going to stand in the way of their enjoyment. All they want is to hear the best possible reproduction of their favorites.

### Finds Out What People Like

“I find out what people like, find out when it will be broadcast, and then make a window display acquainting them with the coming feature. Such window displays register an instantaneous buying message on the minds of the passer-by. ‘Be Roxy’s Guest To-night. You’ll enjoy him best with RCA Radiotrons.’ To the people passing my store that message is a real invitation to them, for Roxy is a living personality, a part of their daily life. If any of those passers-by have poor tubes, they won’t let them stand in the way of a perfect evening’s entertainment. They want Roxy and not a mutilated version of Roxy’s entertainment. And they’ll come in to buy.

### Responsibility Begins When Set Is Sold

“My responsibility begins when I sell a set. Not before. As I look at it, I am not in the business of selling radio sets. I am in the business of selling home entertainment. The customer isn’t interested in the mechanics of a radio set or the particular technical reasons why his set is not in working order. All he is interested in is the simple fact that he isn’t getting any music from his set or getting the enjoyment from it which I promised he would receive. It’s up to me to cure that set’s troubles, and to cure them quickly.

### Every Employee a Salesman

“Everyone in my organization is a salesman. They are, one and all, selling the organization

to the customer and the potential customer. Our service men are trained not only to repair sets, but to be courteous, tactful and helpful to the customers. A man might be a genius at repairing sets, but he might, at the same time, do irreparable harm to the customer’s good will by failing to be polite.

### Sell Replacements

“Many times my service men have been able to sell a complete replacement set of RCA Radiotrons by simply explaining to the customer that best results can be obtained only by having tubes of equal power and strength. They point out that the replacement of one tube often results in unbalanced and distorted reception. If this is selling, it is selling service which wins customer appreciation.

### Doesn’t Pay to Experiment

“The surest way of building customer good will is to sell quality, well-known, merchandise. In the end, selling quality merchandise pays the biggest dividends because:

1. It gives the customer the most satisfaction.
2. It does not pay to experiment on one’s customers.
3. It cuts my expenses by reducing the number of service calls.
4. There’s less sales resistance in selling an advertised and accepted product and that saves me a lot of talking.
5. Turnover is speeded.
6. Instead of ‘wasting’ my time servicing sets, I can use that time to better advantage in profitable selling.
7. It nets me the largest profit.”

## Buddy Rogers Is Exclusively Columbia

Charles (Buddy) Rogers, juvenile star of Paramount films, is one of the latest exclusive Columbia recording artists announced by the company. Mr. Rogers has starred in a dozen or more featured films and recently made personal appearances as vocalist at the Paramount Theatre, New York City. His first Columbia record couples “Any Time’s The Time To Fall In Love,” from the forthcoming picture “Paramount on Parade,” and “Sweepin’ The Clouds Away” from the same picture.

Columbia dealers are effecting tie-ups with the appearance of Mr. Rogers’ films.



Make Your  
Cabinets Attractive  
by the use of  
**LIGNINE  
(Wood)  
CARVINGS**  
The Beautiful



They are a Wood Product. Perfect In Design. Their High Points Endure, and the Clean Cut Sharpness is Permanent.

Our Line consists of Grilles, Scrolls, Panel Ornaments, Pilasters, Rosettes, back Plates, Drops, Half Turnings and Mouldings.

SPECIAL DESIGNS: We are prepared to execute orders for Special Designs. Submit samples or sketches for quotations.

Write for Catalog and Free Samples

**ORNAMENTAL PRODUCTS CO.**

Lafayette Blvd. and 14th St. DETROIT, MICH.



## Henry W. Baukat With RCA Radiotron Co.

Appointed Director of Publicity and Editor of "Good News"—Is Radio Engineer and Has Had Wide Experience

Henry W. Baukat, well known in the radio industry, has joined the RCA Radiotron Co., Inc., Harrison, N. J., as director of publicity and editor of the publication "Good News." Mr. Baukat was a radio amateur as far back as 1912 and has studied radio in all of its phases ever



Henry W. Baukat

since. For the past five years he has been technical and associate editor of Radio Retailing and has had close contact with thousands of members of the trade. He is a member of the Institute of Radio Engineers.

In his new capacity Mr. Baukat will continue to closely contact dealers and jobbers and give them aid and advice from his wealth of experience. His practical experience gives him a keen realization and understanding of the difficulties faced by the members of the trade.

## Gulbransen Portfolio Issued

Gulbransen has released to its distributors a comprehensive sales portfolio featuring the new model No. 9950 Gulbransen, retailing at \$99.50.

Included are unusual advertisements, which are being extensively used to introduce the new Gulbransen radio receiver in newspapers through radio-music dealers.

## Join Electrad, Inc., Engineering Staff

Electrad, Inc., New York City, manufacturer of resistors and other radio accessories, recently announced the additions to the engineering staff of Harry H. Horning and E. J. Hughes. Mr. Horning was, for ten years, connected with the engineering and sales staff of the Cutler Hammer Mfg. Co., of Milwaukee, and nine years a supervising engineer of development and design with the Philadelphia & Reading Coal & Iron Co. His duties with Electrad, Inc., will be in the nature of a special development and sales engineer.

Mr. Hughes had been connected with the Splittorf Electrical Co., Newark, N. J., as research engineer, and with the Brandes Products Corp., Newark, N. J., as general supervisor on development and production of resistors and condensers. His duties with the Electrad organization will be the development, research, and production, on vitreous enameled resistors.

## Public Favors Use of Motor Car Radio

The recent public hearing on the subject of the proposed ban legislation of radio in motor cars in the State of Massachusetts, held before the Public Works Commission, gave evidence of overwhelming public interest in radio for the motor car. Out of more than 200 attending only five registered in favor of the bill and these promptly withdrew from the meeting allowing the vote to be unanimous in favor of unrestricted use of motor car radio.

Among the interested parties attending the hearing was Roy Davey, general advertising manager of the American Bosch Magneto Corp., chiefly interested in the outcome because the design of the new Bosch motor car radio receiver permits operation of the set while the engine of the car is running.

The Neighborhood Paint & Radio Stores, Inc., will open a store in Milwaukee, Wis.

## Harry Alter Makes Radio Presentation

Furnishes Simplified Central Radio Station, Consisting of Revamped Majestic Combination to Veterans

To supplement the original equipment installed in the Veterans Great Lakes Hospital, by the Chicago Daily News, the Harry Alter Co., Majestic distributor, Chicago, furnished a new and simplified central radio station. In-



Harry Alter Presents Radio System

stead of having a special man on the watch, constantly, with the old equipment, which could only be used eight hours per day, because of battery recharging, the new equipment in its compact form was installed in the office of the officer of the day. It consists of a revamped Majestic 101 combination, and the present installation handles approximately 600 headphones and seven loud speakers. It has a special switching arrangement which takes care of five outlets with monitor and volume control on the set.

The presentation was made under the auspices of the seventh district of the American Legion. The photograph shows members of the American Legion and the representatives of the Naval Station accepting the radio system from Harry Alter.

## Named Jobber for Cincinnati Victor Co.

Wakem & Whipple, Inc., announces its appointment as Chicago district distributor for the Cincinnati Victor line of merchandise, including the Luminaire, and the Victor Airplane, table fan, also the Victor Clean-Air ventilator, H. W. Collins, president of the Cincinnati Victor Co., recently addressed a sales meeting of the Wakem & Whipple sales force in Chicago, and outlined the complete merchandising program of his company. B. D. Waldie, of the advertising firm of Behel & Harvey, Inc., advertising counsel of the Cincinnati Victor Co., explained the national advertising program, which embraces such media as the Saturday Evening Post, American, Good Housekeeping, and other magazines.

Wakem & Whipple, Inc., is exclusive distributor for the Cincinnati Victor Co.'s line in the Chicago territory.

## Intermountain Brunswick Jobber Named

Zion's Co-operative Mercantile Institution, Salt Lake City, Utah, has taken over the Intermountain distribution of the Brunswick radio—Panatrophe Division. This organization will serve more than 150 Brunswick dealers in Utah, Wyoming and Nevada. R. T. Perry, who for the past ten years has been connected with the Salt Lake City branch of the Brunswick Co., has been appointed manager.

They Are in a Class by Themselves!

# DYNAMOTONE NEEDLES

SPECIALLY DESIGNED FOR ELECTRICAL REPRODUCTION

Everyone interested in the better electrical reproduction of music and speech should hear how this sensational new needle performs! It is so different from old-style needles as to beggar description! Only your ears are needed, however, to appreciate the difference. Once you have placed a DYNAMOTONE Needle in a pick-up and swung it onto a record . . . you'll realize that here indeed is the final link in perfect electrical reproduction . . . the specially constructed needle YOU and your confreres have been awaiting!

Be sure to send for samples . . . QUICK!

# BRILLIANTONE

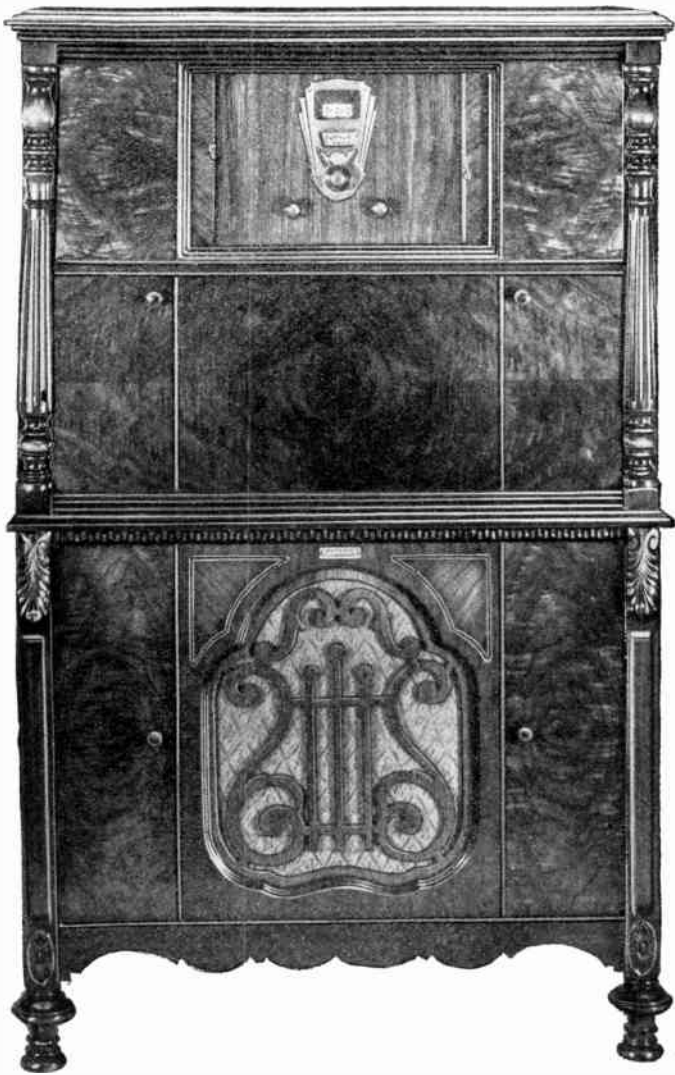
STEEL NEEDLE COMPANY OF AMERICA, Inc.

370 Seventh Avenue

New York City



# Capehart Sweeps Away Price Resistance in the Automatic Phonograph Field!



**PLAYS RECORDS CONTINUOUSLY on Both Sides Without Attention**

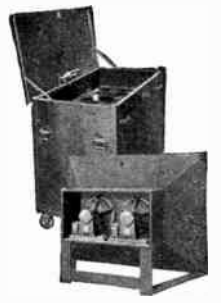
"Give us an automatic phonograph to sell at an attractive price and we'll sweep the field" said music dealers. Here it is, at last—the Amperion by Capehart, a companion line to the Orchestrope at **NEW LOW PRICES!** And models for the home as well as business — radio in combination if desired.

## BIGGER PROFITS THAN EVER

Capehart music is now easier than ever to sell. A big money maker for business—a new source of joy in the home. Capehart dealers have previously made \$2,000 to \$11,000 a month. Now the market is increased many fold! Price resistance has been swept away. A complete line for every purse and purpose. Big national advertising and direct mail campaigns to create new prospects everywhere.



*Orchestrope Auditorium Model for Large Halls*



*Orchestrope Park Model and Double Unit Speaker for outdoor use*



*Orchestrope for the Home—a triumph of cabinet work*



*Orchestrope Commercial Model*

## Send Coupon or Wire!

Capehart has *always* sold exclusively through dealers. New dealers wanted now to serve a greatly increased market. Investigate—send coupon or wire for the Capehart dealer's portfolio telling full details of the valuable Capehart Franchise and the opportunities for really big profits.

# Capehart

**AMPERION-ORCHESTROPE**  
THE CAPEHART CORPORATION, FORT WAYNE, INDIANA

The Capehart Corporation,  
Dept. 4884, Fort Wayne, Indiana  
Please send, without obligation, your portfolio describing all models of the Capehart line—Orchestrope and the New Amperion—and details of the Capehart Dealer's Franchise.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## Theremin Transferred to Victor Division

**Name Changed to Victor Theremin—Instrument Released—Dealers Feature Recording of Product**

The sale and exploitation of the Theremin "ether wave" musical instrument has been transferred from the Radiola Division to the Victor Division of the RCA Victor Co., Inc., according to an announcement by H. C. Grubbs, vice-president of the Victor Division. The instrument will hereafter be known as the Victor Theremin.

G. Dunbar Shewell, who has had many years of experience in the music merchandising field, will continue in charge of the Victor Theremin Division under Mr. Grubbs, with headquarters at Camden, New Jersey. New York offices located on the sixteenth floor of the Woolworth Building will also be maintained.

Special concerts on the Victor Theremin are being broadcast regularly every Saturday night from 7.15 to 7.30 over WJZ and a nation-wide network of the National Broadcasting Co. Among the thousands of letters which have been received from listeners are many asking where the instrument may be heard and bought. These are referred to the local dealers. The first recording of the Victor Theremin is included in the March Victor record release, with Nat Shilkret's orchestra, in "Love" and "Aren't We All."

The Victor Theremin is arousing widespread interest wherever it is placed on sale. Already many of the leading music firms are retailing this unique instrument.

## C. W. Hunter Named Silver Coast Manager

Silver-Marshall, Inc., Chicago, Ill., maker of Silver radio receivers and the Silver-Marshall line of radio parts, has announced the appointment of C. W. Hunter as Pacific Coast manager. Mr. Hunter formerly occupied a similar post for Kellogg Radio. He is making his headquarters in Los Angeles, and has a wide acquaintance with radio distributors and retail dealers throughout the California, Oregon and Washington territory.

## Sherwood Hall, Crosley Jobber, Extends Territory

GRAND RAPIDS, MICH., April 4.—The Sherwood Hall Co., Ltd., Crosley-Amrad distributor, recently added eleven more counties in the northwestern part of Michigan to the territory it covers on behalf of the Crosley-Amrad line. H. E. Clark, manager of the radio department, reports an enthusiastic reception of the new Crosley models throughout the territory.

## The Services of— WALTER A. SCHILLING

Nationally known trade pioneer, are now available in either full or part time capacity as merchandising, advertising or publicity director to a well-rated radio manufacturer, jobber or broadcasting interests.

76 West Sixth Street, Bayonne, New Jersey  
Tel. Bayonne 2311

## Heston-North, Inc., Jobbing Firm, Formed

**Appointed Wholesale Representative for Stromberg-Carlson Tel. Mfg. Co. Covering the Cincinnati Territory**

The Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., has appointed the firm of Heston-North, Inc., as representative for Cincinnati, O., and adjacent territory. The firm is located at 702 Chamber of Commerce Building. Charles E. Heston, one of the members of the firm, is a native of Rochester, where he was connected with the Stromberg-Carlson Co. as sales engineer, assistant sales manager, export manager, supply manager and sales representative for southern Ohio and Kentucky for a period of twenty-eight years.

Charles H. North is of Cincinnati, in which city he has a background of more than twenty years' experience in the radio-music business. Part of this time was spent with the Victor Talking Machine Co. as assistant manager of the contract department. Following this he became secretary and treasurer of the Ohio Talking Machine Co., which office he held until quite recently.

## To Feature Edison Line

R. C. Farrington, who has been identified with Edison products for twenty years, and O. L. Daline, associated with Edison Radio since its introduction on the market, have established a new Edison service at 191 Broadway, Portland, Ore. The new establishment, known as the Farrington-Daline Radio Shop, is succeeding Jack Lang's Radio Shop.

## Victor Race Record Ads

The Victor Division of the RCA-Victor Co., Inc., recently inaugurated an advertising campaign featuring Victor race records. These ads appear in the "Chicago Defender," "Pittsburgh Courier," "Afro-American" and "Amsterdam News." In addition, the advertisement will appear in the "Illustrated Weekly," which is included in more than seventy race papers.

The Universal Radio Sales Corp., 618 West Twenty-fourth street, Milwaukee, Wis., was recently incorporated.

## Columbia Foreign Language Record Division Moved

On April 1 the Foreign Language Record Division of the Columbia Phonograph Co., Inc., moved from 1819 Broadway to 11 Union Square, West, New York, where greatly increased facilities are at the disposal of this department. R. F. Bolton, manager of the Columbia Foreign Lan-



R. F. Bolton

guage Record Division, states that during the past year there has been a marked increase in the demand for foreign language records, and, in order to meet the requirements of the company's clientele, additional recording and office space was needed.

At the present time twenty-eight foreign languages are included in the Columbia library, and, under Mr. Bolton's able direction, the sales volume is growing rapidly. Mr. Bolton has been identified with Columbia activities for more than two decades, and is familiar with every phase of recording and merchandising, as applied to foreign language records.

## Announce Appointment of Pacent Agent

George Soule, sales manager of the Pacent Electric Co., New York City, recently announced the appointment of Fred Garner & Co., Chicago, Ill., as Chicago representative for the Pacent organization. The territory now covered by the Garner company comprises the entire State of Indiana, practically the entire State of Illinois, eastern part of Iowa and eastern half of Wisconsin.

P. M. Day & Co., of Detroit and Jackson, Mich., have also been appointed agents of the Pacent organization for the State of Michigan, with the exception of the upper peninsula. The Day organization takes over the distribution in this territory formerly handled by the Chicago and Cleveland offices. Mr. Day and L. M. Moore will look after the Pacent interests.

Radio Shop, Inc., 412 Arcade Building, Racine, Wis., has been incorporated. Deal in radio equipment with a capital stock of 500 shares of no par value.

# MAY Distributors of PHILCO Balanced Unit RADIO

**MAY RADIO CORP.**

380 Central Ave., Newark, N. J.

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

**MAY DISTRIBUTING CORP.**

112 Bleecker St., N. Y. C.

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

**D. W. MAY, Inc.**

393 New St., Newark, N. J.

Sole Distributors in Northern New Jersey and Staten Island of the Philco Screen Grid Plus line.

**D. W. MAY, Inc.**

34-36 W. Houston St., N. Y. C.

Sole Distributors in Manhattan and Brooklyn of the Philco Screen Grid Plus line.

**MAY DISTRIBUTORS, Inc.**

797-805 Beacon St., Boston, Mass.

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



# PERRYMAN RADIO TUBES



Headquarters of  
McIntyre-Burrall Co.,  
Green Bay, Wisconsin

McIntyre-Burrall have built up a mighty substantial volume on Perryman Tubes in a sparsely settled territory with widely separated trade centers in face of the keen competition of Milwaukee and Chicago jobbers.

McIntyre-Burrall estimates their sale of Perryman Tubes for 1930 will run into six figures. This is based on their Perryman business of 1929.

In October, 1929 alone, their purchases were within \$3,000 of their entire year's purchases of Perryman Tubes for 1928.

In 1928 McIntyre-Burrall's total volume of Perryman Tubes was \$20,000 over 1927.

In seven months of 1928 McIntyre-Burrall's *monthly* purchases of Perryman Tubes were in excess of their total year's purchases of Perryman Tubes in 1927.

## MCINTYRE-BURRALL START THEIR FIFTH CONSECUTIVE YEAR AS PERRYMAN JOBBER



Fred Burrall, President of McIntyre-Burrall Co., a staunch believer in the Perryman policy and product

No jobber continues to merchandise any brand for five consecutive years unless both the product and the policy are thoroughly satisfactory.

McIntyre-Burrall's success with Perryman tubes does not represent any average figure, nor is it exceptional. Perryman has many jobbers who have merchandised Perryman tubes almost since the inception of its business whose success is equally outstanding.

Perryman offers you a quality product; a policy of selective distribution; no intra-brand competition; price protection against decline; a sympathetic understanding of your problems and our active co-operation to their solution.

Radio tubes are one of the largest replacement items open to industry, and they offer an enormous potential source of profit as a repeat item.

*Write today for details*

## PERRYMAN ELECTRIC CO., INC.

4901 Hudson Blvd., North Bergen, N. J.



World Radio History



# WHAT YOU SPECIFY

in a cabinet is doubtless what you want.

And ADLER-ROYAL will give it to you—precisely executed, safely crated, on time and at the right price.

## ADLER-ROYAL

can do this because of a combination of efficient production methods and a staff of workmen long imbued with the highest ideals of craftsmanship.

Of course an inquiry will not obligate you.

ADLER MFG. CO., Incorporated  
LOUISVILLE, KY.

# DEPENDABLE CABINETS NEED COST NO MORE

## Good News Makes Its Bow to Radio Trade

First Issue of House Organ Sponsored by RCA Radiotron Co. Is Replete With Informative Material

One of the finest house organs that has come to our attention in a long time is Good News (About RCA Radiotrons) published by the RCA Radiotron Co., Harrison, N. J., the first issue of which has just come off the press. The publication, which consists of thirty pages of text devoted to business and Radiotrons, is literally crammed with information of importance to radio dealers.

In the first issue G. C. Osborn, vice-president in charge of sales of the RCA Radiotron Co., deals with "What the New RCA Radiotron Co. Means to the Industry," in which he stresses the importance of that organization to the industry, and the policies of the company. "Keep Your Eye on Your Customer—Not on Your Competitor" is the title of an article by Jack Hurd, of Elizabeth, N. J., which outlines the merchandising policies of this successful dealer. Considerable space is devoted to the official and executive personnel of the RCA Radiotron Co. There is a page of cartoons by Milt Gross, which is funny, interesting and tells a story. Meade Brunet, sales manager of the company, presents in the first issue an informative article on "Buying for Profit," in which he emphasizes the point that all profit starts with buying and he backs up this statement with some interesting merchandising facts that no dealer can afford to ignore. Two pages are devoted to pictorial views of the RCA Radiotron Laboratories, an interesting story in pictures that tells how tubes are made. The intensive campaign of advertising planned by the company for the benefit of its dealers is also described.

These are just a few of the articles in this remarkably fine house organ and they serve to indicate the constructive policies of this publication, which in reality are a reflection of the policies of the company producing it.

J. W. McIver, advertising and sales promotion manager of the RCA Radiotron Co., is responsible for the birth of this paper. It is a fine, constructive piece of work and he deserves credit for giving the trade such a publication.

## World African Subscriber Gets Kennedy Sales Course

SOUTH BEND, IND., April 6.—The Colin S. Kennedy Corp., of this city, recently received a very interesting letter from James E. Wray, of Johannesburg, South Africa, reading as follows: "With reference to the paragraph appearing in 'The Talking Machine World' of December, 1929, I would be glad to receive a sample copy of your radio course for retail salesmen. I am interested at present in Brunswick and Columbia. My firm, the Brunswick Gramophone House, handle Brunswick exclusively in the Transvaal." Immediately upon receipt of this letter the Colin B. Kennedy Corp. sent Mr. Wray a copy of the Kennedy radio course for retail salesmen, and Talking Machine World & Radio-Music Merchant is delighted to know that one of its subscribers in far-off Africa was so keenly interested in this very interesting salesmanship course.

## A. J. Loeb With Polymet

Officials of the Polymet Mfg. Corp., New York City, makers of condensers, coils, resistors, etc., have announced the appointment of A. J. Loeb as sales representative for northern Ohio and the State of Michigan. He is making his headquarters at 3221 Carnegie avenue, Cleveland, Ohio.



*Nathaniel*  
**BALDWIN**

*Everybody*  
**KNOWS THIS  
FAMOUS NAME**

*Nathaniel*  
**BALDWIN**

Nathaniel BALDWIN enters the complete receiver field with a product that justifies his commanding position in radio.

With selling features a year ahead, built to the uncompromising Nathaniel Baldwin standard, make this franchise your most valuable asset.

Naturally you want to be identified with the startling success of this unparalleled line of complete receivers.

Wire or write now—don't wait for the announcement.

**NATHANIEL BALDWIN INCORPORATED**

1601 SOUTH MICHIGAN BOULEVARD  
CHICAGO . . . . ILLINOIS

**COMING**

*To Be Announced in April . . . With 1931 Refinements*

*“The quality and life of CeCo Tubes  
compare with any that are manufactured today”*

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

**“Give me any radio dealer.  
Let him spend two hours  
alone in our 3½ acre plant  
...seeing for himself why mil-  
lion dollar equipment and  
42 engineers are needed to  
make CeCo a decidedly bet-  
ter tube. When he learns  
of CeCo’s fair policy and  
generous discounts...there’s  
another dealer headed to  
bigger business.”**

**DO YOU  
KNOW?**

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

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

*Ernest Bauer*  
PRESIDENT  
CECO MANUFACTURING CO., INC.  
PROVIDENCE, R. I.

**CeCo**  
1930  
*Radio Tubes*

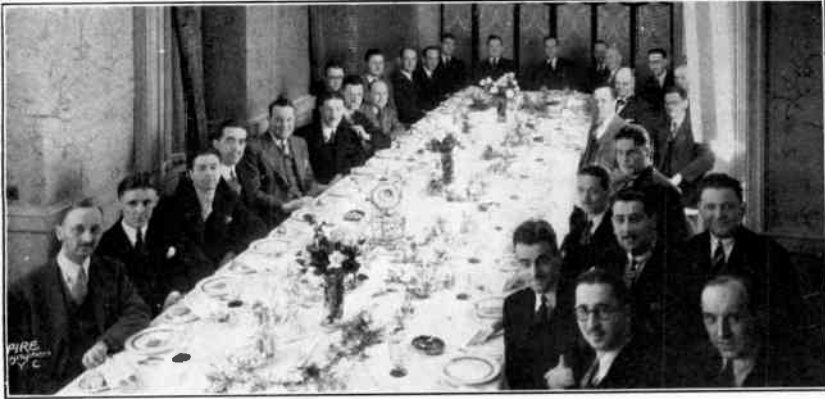


The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern S. T. over the Columbia Chain from 22 stations. This program is rated as one of the most popular periods on the air. Listen in next Monday.

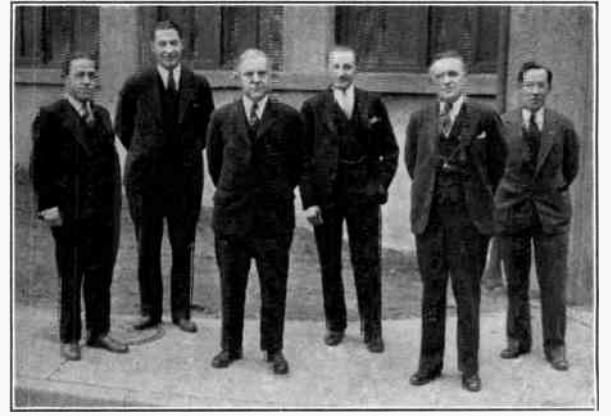
All CeCo Tubes are licensed under the patents and applications of the Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company, and Associated Companies.



# Interesting Events of the Trade in Pictures



Left: Dinner tendered to H. E. Capehart, president of the Capehart Corp., Ft. Wayne, Ind., manufacturer of Amperion and Orchestrope products, by Haynes-Griffin Co., Capehart dealer in New York City



Above: The six men comprising the sales and service personnel of the Edison Distributing Corp., of Orange, N. J., have a combined Edison experience of 84 years, averaging 14 years per man. Left to right: P. I. Burns, W. H. Deutsch, A. W. Toennies, E. Skinner, T. A. McCauley and A. W. Barton



Above: C. W. Hunter, recently appointed Pacific Coast manager for Silver-Marshall, Inc., manufacturer of Silver radio receivers, has a host of friends among the dealers in Oregon, Washington and California

Anton Lang, prologuist of the Passion Play at Oberammergau, has the first radio set in this world-famed little German village. He is shown examining a JRC tube, made by the Johnsonburg Radio Corp., Johnsonburg, Pa.



Right: First meeting of the Atwater Kent Sales School sponsored by the Birmingham Electric Battery Co., A. K. distributor of Birmingham, Ala., for the benefit of its dealers. The school is directed by Fred M. Gorfain



Above: His Excellency, Y. Hamaguchi, premier of Japan, making Columbia records which were widely circulated before the Japanese election last February



Above: The sidewalk circulation of this window, featuring Eveready Raytheon tubes, made by the National Carbon Co., was 6,165 in one hour when a clocker counted the passers-by. The display was shown in the Union Carbide & Carbon building on Forty-second street, New York City, and featured the four-pillar construction of these popular tubes



Two sixty-nine-foot trucks deliver Silver radio receivers, made by Silver-Marshall, Inc., to distributing points all over the Middle West from the company's plant in Chicago, Ill. Each holds 175 Silver receivers, twenty-five more than can be loaded in the ordinary freight car. According to Traffic Manager A. C. Stone they are fast and safe, and he adds when bigger trucks are made they'll use them to facilitate service to distributing points

# Distributors of *Majestic* Radio

*Albany, N. Y.*

## Majestic Products, Inc.

90 Hudson Avenue

*Atlanta, Ga.*

## Capital Electric Co.

7 Auburn Avenue

*Baltimore, Md.*

## Eisenbrandt Radio Co.

Pratt and Paca Streets  
Washington, D. C. 932 H Street, N.W.

*Birmingham, Ala.*

## Forbes Radio & Refrigerator Co.

1st Avenue, North

*Boston, Mass.*

## Majestic Distributors, Inc.

539 Commonwealth Avenue  
Hartford, Conn. Portland, Me

*Brooklyn, N. Y.*

## Specialty Service Corp.

"Service Is Our Middle Name"  
651 Atlantic Avenue

*Buffalo, N. Y.*

## Majestic Distributors, Inc.

392 Elm Street

*Charlotte, N. C.*

## Shaw's, Inc.

314 S. Tryon Street  
MAJESTIC Exclusively

*Chicago, Ill.*

## The Harry Alter Company

340 No. Dearborn Street  
Telephone: Whitehall 8300  
Northern Illinois Distributors  
Distributing Exclusively MAJESTIC Radio

*Cincinnati, O.*

## Cincinnati Majestic Radio Distributing Corp.

1042 Gilbert Ave.

*Cleveland, O.*

## Majestic Distributing Corp. of Cleveland

4608 Prospect Avenue  
Columbus, O. 199 E. Broad St.

*Dallas, Tex.*

## Radio Equipment Company

OF TEXAS  
1924-26 Main Street  
HOUSTON SAN ANTONIO

*Des Moines, Iowa*

## Hieb Radio Supply Co.

1221-23 Locust Avenue

*Detroit, Mich.*

## Detroit Electric Co.

101 East Jefferson Avenue  
Branches: Grand Rapids, Mich., Saginaw, Mich., Kalamazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

*Huntington, W. Va.*

## Air-Ola Radio Co.

Exclusive MAJESTIC Wholesaler  
Tenth Street at Seventh Avenue

*Indianapolis, Ind.*

## Capitol Electric Co.

"Capitol Quick Service"  
122-124 South Senate Avenue

*Jacksonville, Fla.*

Southern Hardware & Bicycle Co.  
20 E. 14th Street

*Kansas City, Mo.*

## Sterling Radio Co.

1515 Grand Avenue

*Lincoln, Neb.*

## R. S. Proudfit Co.

Established 1879  
720 "O" Street

*Marion, S. D.*

## Hieb Radio Supply Co.

Superior MAJESTIC Service

*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.

367-369 Plane Street

*Norfolk, Va.*

## Woodhouse Electric Co.

238-240 Court St.



# “Mighty Monarch of the Air”

*New York, N. Y.*

**Majestic  
Distributors  
Inc.**

1775 Broadway

*Philadelphia, Pa.*

Peirce  Phelps

Merged With

**Penn Phonograph Co.**

437-51 No. Fifth Street

HARRISBURG, PA.  
123 South Second Street

WILKESBARRE, PA.  
214 South Main Street

*Pittsburgh, Pa.*

**Hamburg Brothers**

963 Liberty Avenue

*Sacramento, Cal.*

**Kimball-Upson Co.**

607-11 K Street

Distributors Northern California

*St. Louis, Mo.*

**The Benwood-Linze Co.**

“Pioneers in Radio—  
First in Midwest”

*Salt Lake City, Utah*

**United Electric Supply Co.**

117-119 West Fourth Street

*Seattle, Wash.*

**Majestic Distributing Co.**

John Street at Terry Avenue

Portland, Ore.: 89 N. 12th St.  
Spokane, Wash.: 703 N. Division  
Butte, Mont.: 115 Hamilton St.

*South Bend, Ind.*

**Radio Equipment Co.**

109 East Monroe Street

Ft. Wayne, Ind.  
623 So. Clinton St.

Gary, Ind.  
727 Washington St.

*Tampa, Fla.*

**Majestic Distributing Corp.**

Florida Ave. at Jackson St.

*Utica, N. Y.*

**Horrocks-Ibbotson Co.**

54 Genesee Street

Syracuse  
244 Eric Boulevard. East

Binghamton  
178 State Street

# Jiffycase

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

This modern pack has proved its worth through years of service to leading manufacturers in the radio, phonograph, cabinet and furniture fields—firms who have found that it pays to pack the Jiffycase way. They look upon Jiffycase as a money-saver in freight—storage space—and labor costs.

Jiffycase brings your product to its destination in perfect condition, free from breakage and transit mars. Let us show you how it can solve your shipping problem this season. Write for details.



**THE NORTHWESTERN COOPERAGE & LUMBER COMPANY**

GLADSTONE

MICHIGAN



**K. T. RULOFSON, General Sales Representative**

CHICAGO OFFICE  
122 South Michigan Avenue

NEW YORK OFFICE  
80 Maiden Lane



for 1930

**MORE BUSINESS . . . .**  
**. . . FEWER TO SHARE IT**  
 And the Best Seller Again *Majestic*

**H**APPY days ahead for the Majestic dealer. For 1930, more sales—fewer lines competing for them. More profits in radio—fewer lines to share them.

In 1929, you saw Majestic dealers get nearly one-third of all the electric radio sales in the country. You saw Majestic dealers average 25 sales every time the 54 competing lines averaged one sale each. In 1930 you will see even more amazing things as you watch Majestic.

*You Need No Other Line for 1930!*

This year Majestic dealers have four "firsts" to assure them the biggest year in radio history. First place in public preference—proved by

1929 sales. First with a complete line covering every fast-moving price class. First with the super-accurate, super-sensitive Colotura Speaker. And first with a brand new profit leader to be announced soon.

For 1930, be on the inside watching the other fellows struggle. Sell the big leader, Majestic, and you need no other line. Sign up now—exclusively Majestic. Join the dealers who get nearly one-third of all the electric radio business in the country. Forget the grief of orphan lines—gyp prices—and red ink. Get set now for your biggest year. Phone or wire your Majestic distributor for information on the Majestic franchise.

GRIGSBY-GRUNOW COMPANY, CHICAGO, U. S. A.

*Majestic*  
Licensed under patents and applications of R. C. A. and R. F. L., also by Lehigh, phone, Lowell & Dunmore and Hogan License Associates.  
**RADIO**

M I G H T Y M O N A R C H O F T H E A I R



# Last-Minute News of the Trade

## Warner Bros. Acquire Brunswick Radio-Panatrope Division

Take Over Entire Radio-Panatrope and Record Sections Including Factory Facilities—Present Brunswick Executives to Continue Direction and Administration of Affairs of New Concern, Name of Which Has Not Been Determined

Official announcement regarding the acquisition of the entire Radio-Panatrope-Record Division of the Brunswick-Balke-Collender Co. by Warner Bros. Pictures, Inc., has been made by the Brunswick Co., Chicago, Ill. The transaction includes all present factory facilities, consisting of over 1,000,000 square feet of space, fully equipped and modernized, and these properties will immediately be expanded to meet the greater requirements which are certain to result from the aggressive program made possible through the new alliance, an important development in the radio-music and moving picture industries.

The active direction and administration of the affairs of the new company, the name of which has not as yet been determined but which will undoubtedly feature the Brunswick name strongly, will be in the hands of the present executives of the Radio-Panatrope Division of the Brunswick Co., and the general policies heretofore in effect will continue. The gen-

eral executive offices will be moved from Chicago to New York City.

The consolidation of these two industrial units brings together one of the foremost companies in the amusement field and one of the leaders in the home entertainment field. As many objectives of these two industries run parallel along research, production and sales lines, it is felt that the combining of efforts will be most productive in behalf of the interest of Brunswick dealers and the public. In a statement to the World, Brunswick officials declared that all sales and advertising activities will be followed with broadened scope and vigor. A definite announcement of the new policies will be made as soon as the amalgamation permits of the working out of details.

Brunswick officials are proceeding aggressively with production for the season of 1930-31 and with the formation of sales and advertising plans to insure continuation of the progress in the distribution of its products.

## Majestic Household Utilities Corp. Formed by Grigsby-Grunow

Chicago Stock Exchange Approves Listing of New Concern's Stock—Will Engage in Manufacture of Refrigerators and Complete Line of Household Utilities

Details of financing in connection with the formation of the Majestic Household Utilities Corp., Chicago, organized by the Grigsby-Grunow Co., were made known April 9 when the board of governors of the Chicago Stock Exchange approved the listing of 500,000 shares of the new concern's no par value common stock.

The 500,000 shares listed are part of an authorized issue of 600,000 shares. Of the listed shares, 125,050 have been issued to the Grigsby-Grunow Co. in return for patents, development expenses paid, and the like, and 374,950 shares are being offered by Grigsby-Grunow for subscription upon allotment to its stockholders, distributors and dealers at \$25 a share.

The Majestic Household Utilities Corp., an affiliate of the Grigsby-Grunow Co., will engage in the manufacture of electric household refrigerators and ultimately contemplates the manufacture of vacuum cleaners, washing machines and a complete line of household utilities.

A common engineering staff, with but few

additions, will serve both companies. On account of the seasonal character of the production of both radios and refrigerators, substantially the same force of operatives will be afforded more steady employment, which is expected to effect a saving in manufacturing costs due to the reduced labor turnover. The entire distributor and dealer organization of the Grigsby-Grunow Co. will be made available to the new corporation for the distribution and sale of its products.

The plants provided for the Majestic Household Utilities Corp. comprise some 350,000 square feet of floor space and are being equipped at an estimated cost of \$3,000,000 for the required machinery. The plants will have a production capacity of 2,000 complete electric refrigerators daily.

Upon completion of the present financing, the company will have total assets of \$12,499,750, which will consist of fixed assets of \$4,000,000, current assets of \$5,374,750, and intangibles of \$3,125,000.

## Harper-Meggee, Inc., Named RCA Jobber

SEATTLE, WASH., April 3.—Harper-Meggee, Inc. well-known radio wholesale firm, recently announced its appointment by the Radio Corp. of America as distributor for the territory covering Oregon, Washington, northern Idaho and parts of western Montana and Alaska. The company operates offices in Portland, Seattle and Spokane, from which points it will carry on the active distribution of the Radiola line.

Harper-Meggee, Inc., has distributed radio products since the inception of the industry,

having been organized thirteen years ago to handle the Northwest distribution of Willard batteries. This merchandise is now handled by a subsidiary company and the firm devotes its entire efforts to radio, with the exception that a department has been formed to distribute the Copeland electric refrigerator. The organization employs some sixty people, fifteen of whom are salesmen, contacting the retail trade.

In a statement to The World R. F. Meggee, president of the firm, stated: "We feel very happy to have been selected by the Radio Corp. as Northwest distributor. With the present and future plans for the RCA Radiola, we are assured of continuous expansion in our business, and we see a bright future in radio."

## Otto Frankfort Now With Story & Clark

Appointed General Sales Manager—Will Direct Merchandising and Advertising of Story & Clark Radio Line

The Story & Clark Radio Corp., Chicago, subsidiary of the Story & Clark Piano Co., for seventy-three years an outstanding factor in the piano industry, and known as a builder of quality products, is making rapid strides in the building of the sales organization which



Otto N. Frankfort

will market the new quality radio line which will shortly make its appearance. As the first step, according to announcement of L. P. Bull, vice-president, Otto N. Frankfort, one of the most widely known major executives in the radio field, has been appointed general sales manager and will direct merchandising, marketing and advertising of Story & Clark radio.

Mr. Frankfort needs no introduction to the radio trade. He is one of the veterans of the industry and known throughout the country by leading dealers and distributors as a prominent figure in radio merchandising and advertising. Since the days when the industry was in its infancy, Mr. Frankfort has been associated with the sales direction and merchandising of radio products, first in the advertising of Crosley receivers in 1923 and later as advertising counsel for the Apex line. In 1925 he became vice-president in charge of sales for the Mohawk Corp. of Illinois, which, in the Spring of 1928, was merged with the All American Radio Corp. Mr. Frankfort was responsible for the marketing and advertising program which introduced and brought to a position of prominence the products of those organizations.

He is known throughout the trade for his untiring energy, marketing knowledge and close contact with the field, and his many friends in the trade will be happy to learn of his appointment to this important post in the industry. He assumed his new duties early in April, making his headquarters in the general offices of the firm, located in the Story & Clark Building, at 173 North Michigan avenue, Chicago. In the near future Mr. Frankfort will announce complete details regarding the merchandising and advertising program of the company, as well as the new radio line, which will be exhibited at the RMA Trade Show in Atlantic City in June.

# Talking Machine World & Radio-Music Merchant

(Registered in the U. S. Patent Office)

## FEDERATED BUSINESS PUBLICATIONS, Inc.

Publishers of Antiquarian, Automotive Electricity, India Rubber World, Materials Handling & Distribution, Music Trade Review, Novelty News, Rug Profits, Sales Management, Soda Fountain, Talking Machine World & Radio-Music Merchant, Tires; and operates in association with Building Investment, Draperies and Tire Rate-Book.

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The Talking Machine World & Radio-Music Merchant has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 420 Lexington Ave., New York

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

ADVERTISEMENTS: \$7.50 per inch, single column, per insertion. Advertising pages \$200.00. On yearly contracts for display space a special discount is allowed.

REMITTANCES should be made payable to Talking Machine World & Radio-Music Merchant by check or Post Office Money Order.

Telephone: Lexington 1760-71

Cable: Elbill, New York

Vol. 26

APRIL, 1930

No. 4

### What the Public Believes

ONLY four per cent of consumers are actually sold completely on comparative prices in advertising, and while there is a slightly larger percentage who are influenced to a certain degree by comparative prices, some 90 per cent of newspaper readers, according to a survey made by the Better Business Bureau of Louisville, accept such statements of values and price reductions with a more or less liberal allowance of salt. The survey was so broken up as to show the reactions of the public to the advertising of certain products and it was significant that confidence in published price statements was greater when they referred to articles of common use than when the buyer had to rely in some measure upon the statement of the manufacturer or dealer to determine the actual quality. Here is something for the advertiser to consider. If he states that his merchandise is sold at "the lowest prices in the city," that his instruments represent "amazing bargains" or "the greatest values ever offered," then he is only sure of appealing to four per cent of his readers. Why not stick to the clean sort of copy that will appeal to the ninety-six per cent? The chance for sales volume will be that much greater.

### Records Will Not Sell Themselves

PHONOGRAPH records still remain a salable and profitable commodity provided the dealer is sufficiently interested to give some real attention to record merchandising. There is one store in the Middle West, for instance, which manages to pay its entire overhead from record sales, but the department is not hidden in the back of the store or in the cellar, and left to shift for itself. Another dealer does enough record business to warrant the employment of a competent manager and several sales assistants, but record selling here is recognized as an important part of the business, and is not left to shift for itself. Never before in the history of the country have popular songs had so much publicity as since the advent of radio and talking pictures, and it has meant a fresh opportunity for record sales for the dealer who has seen the writing on the wall. Then there are the "record-of-the-month" clubs to keep the business coming in regularly, and the album sets to increase the value of unit sales. There is ample evidence that the record business is up and

coming, but nevertheless records must be sold. They are not robots capable of climbing down from shelves and traveling to customers' homes under their own impulse.

### Beating the Trade-in Problem

ELSEWHERE in the World this month is told a story of how one dealer has successfully adjusted his trade-in allowance schedule to a point where he is able to do business without suffering any loss. He realized some time ago that the battery set of two or three years ago, to all intents and purposes, was entirely out of the running and that any such merchandise taken in exchange represented dead stock. During 1929, therefore, he fixed a maximum allowance of ten per cent on such sets. For 1930 the allowance has been reduced to five per cent on battery sets, and will be eliminated entirely in 1931. Here is a logical solution of an annoying problem, but it takes courage to put it into effect. The question for the individual dealer to decide is whether he is willing to lose a few sales to competitors by sticking to his guns, or whether he wants to take a heavier loss by making unjustified allowances to persistent customers. Various trade associations have given serious thought to the trade-in problem, although it is difficult for them to set down rigid rules for the dealers to follow. They have, however, in many cases been able to point out to certain of their members the fallacy of giving the customer all the breaks so far as old battery sets are concerned, and the same applies to some of the earlier electric sets where every dollar of allowance means that much profit definitely thrown away.

### Who Pays for Broadcasting?

THE Federal Radio Commission reports that there were offered, during the past year, 1,252,802 hours of radio entertainment by the various broadcasting stations throughout the country, of which only 410,426 hours, or about thirty-three per cent of the total time, was sold to the various program sponsors. In all, fifty-one per cent of broadcast time was devoted to programs provided by the broadcasters themselves for the promotion of good will. Here is something to think about for those who have been worrying about the commercializing of broadcasting. With more than half of the time on the air given over to programs sponsored and financed by the studios themselves, it would seem that the industry owes a debt of gratitude to the interests that have been willing to pursue and carry on the burden. Without that spirit of sportsmanship the volume of radio business would show a serious decline.

### Clearing Decks for Action

ACCORDING to reports presented at the recent meeting of the board of directors of the Radio Manufacturers' Association, the distress merchandise that has been so much in evidence in certain sections since the first of the year has now been pretty well cleaned up and the retail trade is rapidly assuming a normal aspect with recognized lines moving steadily and at the proper prices. This information will prove very consoling to those dealers who have, for the past few months, been in competition with big organizations specializing in distress radio merchandise. It means that they can clean up their inventories and get set for the launching of the various new lines within the next month or two. Some satisfaction, likewise, will probably be found in the reports that although new radio products will naturally embody normal improvements, there will be few radical developments to upset the balance of the industry and cut heavily into the value of the inventories on hand. With the decks cleared there appears to be more than a reasonable possibility that optimistic predictions as to 1930 business will be realized.

### A National Census of Radio

It is significant that in the census under way as this paper is going to press, radio is the only industry which is receiving the attention of the census enumerators. Through these men and women an accurate report of the number of radio sets in homes throughout the country will be available for the first time. The information should be of vital interest to all concerned in the production and distribution of radio.





# Peerless Again Points the Way to Increased Record Sales and Dealer Profits




**List Price \$40.00**

Beautiful in appearance—  
Equipped with a pick-up  
built to our own specifica-  
tions and producing aston-  
ishing results.

Makes a combination out of  
any radio, whether using  
A.C. or D.C. current.

ORTHOPHONIC  
VICTROLAS  
ELECTROLAS  
RECORDS  
RADIO SETS  
KODAKS



**601 NINTH AVENUE  
COR. 43RD STREET**

BROOKLYN STORE  
535 FIFTH AVENUE  
COR. 14TH STREET  
TEL. HUGENOT 4189

TEL. MEDALLION 1297-2633

PLAYER-PIANOS  
PIANOS  
MUSIC ROLLS  
SHEET MUSIC  
MUSICAL  
INSTRUMENTS

March 28, 1930  
NEW YORK. 19

Peerless Album Co.,  
62-70 W.14 Street  
New York City.

Gentlemen:


As a rule we are not prompted to write these letters of approbation, but knowing as we do, how people are always quick to make complaints, we think a few deserving remarks of praise should be given where it is due.


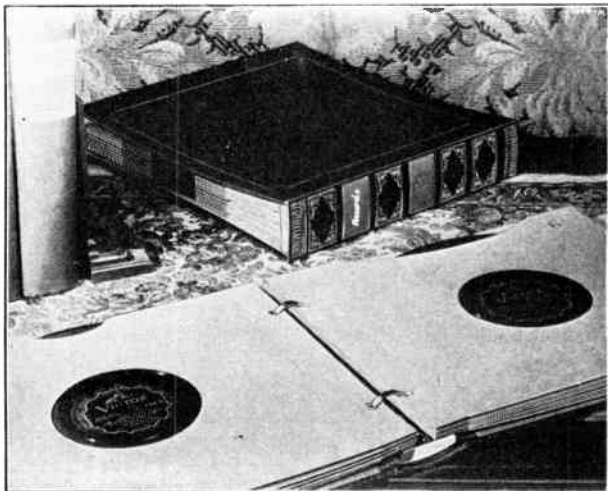
We were very skeptical about listening to another electric pick-up portable, having had unpleasant experience with so many. But knowing your reputation for producing high grade products, we listened to your new Universal motor electric pick-up instrument which works on both direct and alternating currents.

The results were indeed surprising. The tone quality is most gratifying and is superior to any in the market today, barring none. The silence of the motor is astonishing. We ordered a sample as you know, and sold two or three from that sample.

Kindly inform us how soon you will be able to supply the twelve portables we ordered from your Mr. Halpern.

Thanking you very kindly for your excellent product and unimpeachable service, we are,

Sincerely yours,  
GOLDSMITH'S MUSIC SHOP.  


## Peerless Record Albums

*Designed for Radio-Phonograph Combinations*

The standard of the phonograph industry. A complete line—from the lowest priced good album—to the finest gold tooled, flat opening creations to harmonize with expensive cabinets.

### PEERLESS ALBUM CO.

PHIL. RAVIS, President

Manufacturers of Peerless Portables—5 Models—\$10.50 to \$35.00 list

**62-70 WEST 14th ST., NEW YORK CITY**



# Last-Minute News of the Trade

## H. T. Bodkin in New Stewart-Warner Post

Placed in Charge of Editorial Publicity for Stewart-Warner Corp.—Has Had Wide Experience in Field

Harold T. Bodkin, assistant to A. B. Dicus, advertising manager of the Stewart-Warner Corp., Chicago radio and automobile accessory manufacturer, has been placed in charge of editorial publicity for the corporation. Previous to his present connection Mr. Bodkin was identified with Detroit newspaper activities, having held positions of a promotional nature with both the Detroit Times and the Detroit Free Press, leading papers in that city.

As a former partner in the Freeland-Bodkin Advertising Agency, Detroit, he gained valuable publicity and advertising experience



Harold T. Bodkin

through the servicing of a number of local radio and mercantile accounts. Much of Mr. Bodkin's future activities will be devoted to editorial publicity for the new Stewart-Warner radio line, although he will also supervise the release of publicity concerning the company's automotive products. He has been associated with the Stewart-Warner Corp. about two years.

## Bush-Caldwell Named Bosch Distributor

Announcement has been made by the American Bosch Magneto Corp., Springfield, Mass., of the appointment of the Bush-Caldwell Co., 121 Main street, Little Rock, Ark., as wholesale distributor of the Bosch radio line for the State of Arkansas.

The remainder of stock has been taken over by Bush-Caldwell from the former distributor and a well-equipped service department has been organized under the direction of George M. Marsh. Mr. Marsh has had a wide experience in radio service work, having served an apprenticeship of ten years with a prominent radio manufacturer.

This is one of the very few changes being made in the Bosch distributor organization throughout the country.

The William B. Duck Radio Co., formerly at 711 Adams street, Toledo, O., has leased larger quarters at Adams and Eighteenth streets.

## Increase Prices of Brunswick Records

E. F. Stevens, Jr., Record Sales Manager, Announces Revised Prices on "Purple" and "Gold" Label Discs

E. F. Stevens, Jr., record sales manager of the Brunswick Co., has announced an increase in the list prices on Brunswick "Purple" and "Gold" label records, effective April 1. Over two years ago, in an endeavor to make the finest records available to the masses at a mass price, the Brunswick Co. reduced prices on the above records to seventy-five cents for ten-inch records and one dollar for twelve-inch records. According to Mr. Stevens, the response was immediate and generous, but the experience of two years has proved that the response was not sufficient to offset the heavy talent cost involved in the making of records of this caliber. In addition, Mr. Stevens reports, the change is being made in order to give dealers and distributors a greater gross profit on this class of record, to which they are entitled.

In the 10,000 series the ten-inch Purple label record will retail at one dollar. In the 15,000 series the ten-inch "Purple" label record will retail at \$1.50; the 25,000 12-inch "Purple" label at \$1.50; the 50,000 series 12-inch "Gold" label record at \$2.00, and the 90,000 series Brunswick Hall of Fame—International will retail at \$2.00. The changes in these list prices in no way affect the prices of the popular Dixie, Race, Spanish and Mexican, French, Hawaiian, International and Irish records, which will remain at seventy-five cents list price with the same discounts.

"With a definitely increased demand for better music being evidenced throughout this country," stated Mr. Stevens in a recent letter to the Brunswick distributors, "you are offered a proportionately increased market for records of this type."

## Appointed Gulbransen Sales Representative

F. Edwin Schmitt, Inc., 136 Liberty street, New York City, well-known manufacturers' representative, headed by F. Edwin Schmitt, formerly of Silver-Marshall, Inc., and Perry Saffler, formerly of Acme Apparatus Co. and Audiola Co., announce their appointment as metropolitan sales representatives for the Gulbransen Co. In an interview with Messrs. Schmitt and Saffler they state that "after a careful survey of the set manufacturers they believe the Gulbransen Co. is in a very enviable position to procure recognition among the leaders in this market, due to its vast manufacturing facilities and its tremendous success in the merchandising and manufacturing of pianos. Some of the foremost distributors have shown interest in the line."

## \$3,476,275 Polymet Sales

The Polymet Mfg. Corp., New York City, reports gross sales for the year ending December 31, 1929, of \$3,476,275. Net income carried to surplus after deduction of depreciation, Federal taxes and other charges, totaled \$768,078, which brings a total surplus, after dividends, to \$1,004,028. Earnings per share on the new stock equaled \$4.15.

The Home Equipment Co., Indianapolis, Ind., recently opened a radio and hardware shop at 109 East Columbia street.

## Three New Sparton Distributors Named

Kansas City Distributing Co., Motor Equipment Co. and Mee-Oakes Corp. Now Representing the Sparton Line

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

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

F. J. Mankoff, president of all three of the concerns, spent several days in Jackson conferring with factory officials and familiarizing himself with the factory methods of merchandising and servicing. The policies adopted by the new outlets, he says, will be completely in accord with those which have been pursued so successfully by the entire Sparton organization.

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

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

## Triad Mfg. Co. Names New Representatives

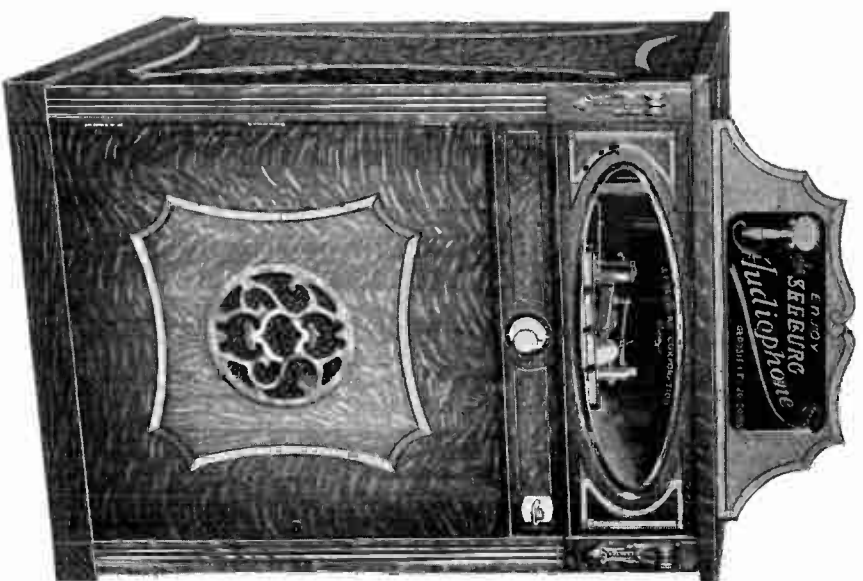
Manufacturer of Triad Radio Tubes Appoints Six New Representatives in Different Sections of Country

The Triad Manufacturing Co., Pawtucket, R. I., maker of Triad radio tubes, has just announced the appointment of the following new representatives: Murphy Co., of Atlanta and Washington, Ga., to cover the Southeastern States; Paragon Electric Sales Co., of Philadelphia, Pa.; Charles Fryberg and James B. Evans, covering eastern Pennsylvania and southern New Jersey; H. K. Taylor, covering the State of Iowa, and J. E. Watts, covering New Hampshire and Vermont.

## Named Buffalo Jobber for Concertone Line

CLEVELAND, O., April 10.—George J. Eltz, sales manager of the Sterling Manufacturing Co., of this city, maker of the Sterling Concertone line of radio receivers, has just announced the appointment of the Overland Knight Co., 368 Massachusetts avenue, Buffalo, N. Y., as a distributor for the Concertone line of receivers. The Willys Overland organization is one of the best-known firms in Western New York and is well qualified to ably represent the Sterling line, having a wide dealer contact throughout its territory.





The Junior Audiphone—a coin operated SELECTIVE phonograph with powerful dynamic speaker built in a cabinet of carefully selected quartered oak with paneling in pastel shades of red and brown.

# Why the Leader ACTUALLY LEADS

It is fitting that the J. P. SEEBURG Corporation with a background of 25 years' leadership in the Automatic Musical Instrument field should build the New Junior Audiphone—a smaller edition of the famous Audiphone of which thousands were sold last year. This tried and proven instrument in new dress—new color—new beauty—new tone—new performance—new price—opening new markets for merchants everywhere.

*Will you be the one in your city to share  
the profits SEEBURG makes possible?*

WRITE OR WIRE TODAY

# J. P. SEEBURG CORPORATION

1500 - 24 DAYTON ST.

CHICAGO, ILLINOIS



# Count the hours

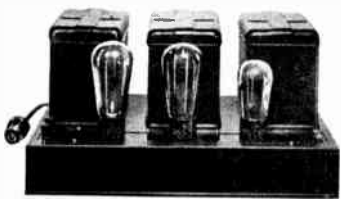


**Y**OUR dealer does. Every hour he spends in servicing a radio or a talking machine means money thrown away . . . money he could use profitably in other channels.

Powerizer Amplifying Units cut service calls to a minimum. They are durable as well as controllable and faithful of reproduction. This is why Powerizer has earned so enviable a record for every type of audio amplification.

Two seconds after the switch makes contact the Powerizer Amplifying Unit is in operation. And from then until the switch is cut, the clarity and pure tonal quality of the original performance is preserved.

You owe it to your business and your dealers to get the facts. Write today! Bulletin T M 1029 sent on request. Some desirable foreign territories still open.



*POWERIZER Units are made in a wide range of types, sizes and capacities. Complete units available from the smallest room size to the largest auditorium type that reaches thousands.*

**RADIO RECEPTOR COMPANY, INC.**  
108A Seventh Avenue New York City

## POWERIZER SOUND SYSTEMS

(T.M.W.—4-30)

*Licensed by Radio Corporation of America and Associated Companies*

## Trade Activities in Pittsburgh Territory

Leading Radio Lines on Display at Stanley Theatre—McCausland's in New Location—Other News of Trade

PITTSBURGH, PA., April 5.—An interesting display of radio sets was shown in a miniature radio exhibit at the Stanley Theatre here for one week. The exhibit was on the mezzanine floor of the Stanley and was widely advertised. On display were the following sets: Victor, Sparton, Majestic, Lyric, Philco, Stewart-Warner, Bosch, Brunswick, Atwater Kent and Steinite. Ample space was devoted to the display of the various models. It is believed that other exhibits will be held from time to time in similar public places.

The new McCausland's radio store is now located in the Jenkins Arcade. The firm, which was formerly located at 425 Liberty avenue, took over the entire retail business of the Brown-Dorrance Electric Co. The following radio sets are carried: Majestic, Philco, Atwater Kent, Sparton, Stromberg-Carlson, Bosch and Silver receivers.

George S. Hards, well-known Victor dealer of Dormont, a suburb of Pittsburgh, celebrated his eleventh business anniversary. Mr. Hards is one of the best-known Victor dealers in the Pittsburgh district. He was, for some years, manager of the retail Victor department of the W. F. Frederick Piano Co. and later engaged in business for himself and built up a very successful enterprise.

The Stranburg Music Co., which operates a chain of music and radio shops in northwestern Pennsylvania, closed the store at Oil City, Pa., on April 1. It was established thirty-one years ago. The main offices are at Jamestown, N. Y.

H. F. Andre, manager for Thomas A. Edison, Inc., reports a brisk demand for the Edison Light-O-Matic. He states that Edison dealers are much pleased with the price stand taken by the officials of the company.

Arthur E. Winter, the well-known Victor and Atwater Kent dealer of Altoona, Pa., was elected a director of the Chamber of Commerce.

The Harrisburg Radio Dealers' Association in a quarter-page advertisement in the local newspapers under the caption: "Will Your Radio Be an Orphan of the Storm or a Radio That Endures?" calls attention to the fact that "purchase of bankrupt radio sets at ridiculously low prices does not afford savings, as many buyers are led to believe. An orphan radio is like an automobile which is no longer manufactured. When parts are worn and need replacement there is no place to secure the parts. And your orphan radio is a loss instead of a saving."

## American Bosch Earnings

The American Bosch Magneto Corp. for the year ended December 31, 1929, reports net profit of \$880,781 after charges, depreciation and Federal taxes, equivalent to \$4.21 a share on 208,799 no par shares of stock. In 1928 the company reported profit of \$1,040,255 after charges and depreciation, but before Federal taxes.

## Halsey Staff Celebrates

Seven years of prosperous business were finished and the eighth year began enthusiastically for the Halsey Supply Corp., Sparton distributor of Newark, New Jersey, recently with a supper-dance and entertainment at the Robert Treat Hotel. Seventy-five guests participated in the birthday celebration.

Grant's Radio Shop, of which Hugo B. Grant is proprietor, is moving to new quarters at 6521 South Halsted street, Chicago, Ill.





*An Announcement*  
*by the*  
**GENERAL MOTORS RADIO**  
**CORPORATION**

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

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

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

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

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

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

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

GENERAL MOTORS RADIO CORPORATION  
DAYTON, OHIO

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

## Nathaniel Baldwin Radio Sets Announced

Pioneer Inventor and Radio Manufacturer,  
in Radio Field for Sixteen Years, Now  
Producing Radio Receivers

One of the picturesque figures in radio is Professor Nathaniel Baldwin, of Salt Lake City, Utah, pioneer inventor and manufacturer, whose products still stand after sixteen years of competition with hundreds of manufacturers all over the world. Nathaniel Baldwin products include radio phones, loud speakers and reproducing devices—and now complete radio receivers and remote control units.

In 1905, about the time that Marconi was conducting his first experiments with transmission of ether waves, Nathaniel Baldwin set out to



Nathaniel Baldwin

perfect a better way of converting these waves into sound. At the outset he recognized the crudities of headphones then in use in wireless telegraphy and commercial telephony. Nathaniel Baldwin was a professor of physics in a Utah college and having mastered the laws of electricity, magnetism and sound transmission, he early conceived the idea that by applying the information in his possession he could design a

telephone or wireless receiver that would be superior to anything then in use.

From a small beginning, and with struggles over a period of years, he at last received universal recognition. The United States Navy drafted the entire output of the Nathaniel Baldwin plant during the world war. From that time on Nathaniel Baldwin products have received recognition in every corner of the world, and it is indeed interesting that at last a complete receiver is to bear his name. It is said that the line of Baldwin radio receivers will have many new features.

## Exports and Imports of Talking Machines

In the summary of exports and imports of the commerce of the United States for the month of January, 1930, the following are the figures bearing on talking machines and records:

Dutiable imports of talking machines and parts during January, 1930, amounted in value to \$14,814, as compared with \$30,670 worth which were imported during the same period of 1929. The six months' total ended December, 1929, showed importations valued at \$235,976. In the same period of 1928 products valued at \$246,356 were imported.

Talking machines to the number of 14,465, valued at \$511,657, were exported in January, 1930, as compared with 33,293 talking machines, valued at \$885,288, sent abroad in the same period of 1929. The six months' total ended December, 1929, showed that we exported 137,162 talking machines, valued at \$3,932,639, as against 155,022 machines, valued at \$4,145,208, in 1928.

The total exports of records for January, 1930, were valued at \$296,099, as compared with \$301,947 in January, 1929. The six months ending December, 1929, showed records exported valued at \$2,244,041, as against \$2,041,241 in 1928.

The countries to which phonographs were sent during January, 1930, and their values follow: Europe, \$12,531; Canada, \$29,117; Central America, \$23,554; Mexico, \$26,194; Cuba, \$3,649; Argentina, \$171,353; Brazil, \$20,061; Chile, \$64,700; Colombia, \$12,936; Peru, \$10,170; other South American countries, \$46,834; China, Hong Kong and Kwantung, \$16,264; Philippine Islands, \$37,886; Australia, \$3,072; New Zealand, \$7,444; British South Africa, \$599, and other countries, \$25,293.

## Established Quality!



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

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

**TRIAD MFG. CO., Inc.**  
PAWTUCKET, R. I.

**TRIAD**  
**RADIO TUBES**

## ELECTRAD QUALITY Helps Your PROFITS COLUMN

Electrad Products give the kind of service that keeps your customers satisfied—which builds greater profits in your parts department.



### ELECTRAD ANTENNA LEAD-IN

Eliminates necessity for boring holes in sills and sashes. Fits around locked doors and windows—bends any shape. One-piece tinned copper strip with triple-ply, waterproof insulation.

List Price—25c ea.

### ELECTRAD Lamp-Socket ANTENNA

Simplifies difficult antenna installations. Makes an efficient antenna from the nearest lamp-socket—utilizes house wiring for pick-up—uses no current. Approved by Board of Fire Underwriters. List Price—75c ea.

Electrad manufactures a complete line of resistances and voltage controls for every radio purpose, including Television.

Write Dept. T.M.4 for literature.

175 Varick St., New York, N.Y.  
**ELECTRAD**  
INC.

## Upco Products Opens Pacific Coast Office

The Upco Products Co., 270 Lafayette street, New York City, manufacturer of Upco electric pick-ups and Upco dynamic phono reproducers, has extended its operations to the Pacific Coast and opened a local office at 25 Taylor street, San Francisco, Cal., under the personal management of J. J. Borsuk. Mr. Borsuk will cover the entire Pacific Coast from Los Angeles to Portland, and after closing arrangements with the leading jobbers in this territory will also appoint several representatives to cover this important section. He has already established contacts with several of the leading motion picture companies in Hollywood for the manufacture of special equipment to meet the requirements of these organizations.

## A. K. Sales Manual Is Issued to Trade

A sales manual giving a complete and comprehensive portfolio of sales helps has been issued by the sales promotion department of the Atwater Kent Mfg. Co. The manual, entitled "Making Sales," contains 120 pages copiously illustrated, and is bound in a heavy durable loose-leaf binder. The manual ranges all the way from the precision manufacturer of Atwater Kent radio to the placing of the set in the home. One of the features is the caption "Answering Objections," which in question and answer form "breaks down" all the important consumer objections and considers them individually. Another interesting chapter is entitled "Prospecting For Prospects," and presents all means of getting names of prospects. The last chapter deals with the technical knowledge which every radio salesman should possess, and describes the many aids given him along these lines in selling Atwater Kent radio.

The O. D. Tucker, IV & Co., radio and automotive dealers, of Little Rock, Ark., are opening a branch in the Adams-Nowlin Building on Clinton street, Arkadelphia, Ark.





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

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

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

ZENITH RADIO CORPORATION, CHICAGO, ILL.

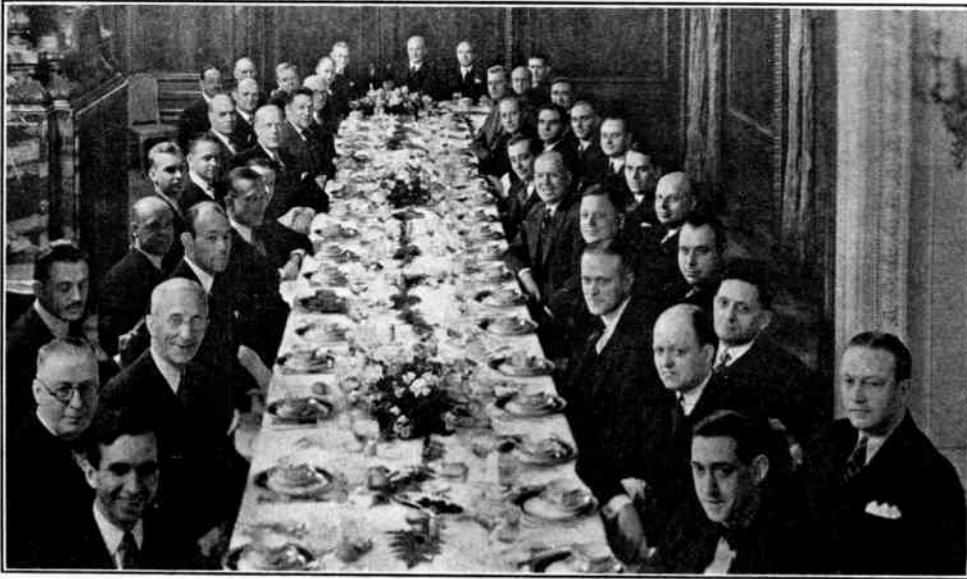


"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents — Vasselli 1531145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending. Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.

## Dinner Tendered to E. A. Nicholas

Associates in Radiola Division of RCA-Victor Co. Honor Mr. Nicholas—Gen. J. G. Harbord Was Toastmaster.

A farewell dinner was tendered E. A. Nicholas, formerly manager of the Radiola division of the RCA-Victor Co., by his associates, at the



E. A. Nicholas Honored by Associates at Farewell Dinner

St. Regis Hotel, New York City, March 17. It was attended by a group of his closest business friends associated with him in his long and distinguished service with RCA. General J. G. Harbord, chairman of the board of directors of the Radio Corp. of America, presided as toastmaster of the gathering.

"Nick," as he is affectionately known to the

trade, recently resigned from the RCA-Victor Co. to organize a radio distributing company of his own. He is one of the best known and liked men in the industry. He first began his radio career as a messenger boy for the United Wireless Co. in 1909. A year later he went to sea as a wireless operator. After eventful service at sea, in New Orleans and the Great Lakes, he became Great Lake Superintendent in Cleveland for the marine division of the Radio Corp. of America. In 1924 David Sarnoff, who was then vice-president and general manager of the

a handsome bronze ship's clock and barometer appropriately inscribed.

Seated at the head of the table from left to right are E. A. Nicholas, General J. G. Harbord, and J. L. Ray, vice-president, RCA-Victor Co.

## Musical Products Co. Introduces New Set

A new line of radio sets was introduced to the trade by the Musical Products Distributing Co., Inc., New York City, at a private showing held at the Hotel Pennsylvania, New York, from March 26 to 28, inclusive. B. D. Colen, president of the Musical Products Distributing Co., explained that the sets will be sold through only 200 selected dealers in the metropolitan territory.

The Musical Products Distributing Co. has been known for five years as the maker of Radio-Art cabinets for receivers. A description of the new set will be found in the New Products section of this issue.

## Capehart "Courtesy Car" Meets Visitors

The Capehart Corp., Fort Wayne, Ind., manufacturer of the Capehart Amperion, automatic phonograph, introduced at a recent Capehart convention a "Courtesy Car" which was used to meet the various trains and convey convention visitors to and from the factory. The car is powered by a Hudson eight-cylinder coupe which hauls a trailer of aeroplane construction, capable of carrying nine people. There is an observation compartment in the rear, and the front compartment is equipped with the Capehart record-changing device, microphone for making public announcements, and a telephone to the driver of the coupe. In the compartment between are placed storage batteries, amplifier and speakers, so that music is at all times available. The car attracted considerable attention during the convention, and will be used by the sales department of the Capehart Corp. at exhibits, dealer openings, conventions, etc.

## Irving S. Leon Now With A. K. Jobber

TOLEDO, O., April 5.—Thomas E. Chadwick, general sales manager of the Cleveland Distributing Co., of this city, Atwater Kent distributor, announced recently the appointment of Irving S. Leon as sales manager of the company's Toledo branch, succeeding Charles G. Smith. Mr. Leon, who was formerly in charge of sales at the Youngstown branch, has been identified with the company for four years and has been active in the music industry for fifteen years.

## Halsey Supply Co. Is Constructing New Plant

What is planned to be one of the largest radio distributing plants in the East has been announced by the Halsey Supply Co., Sparton distributor, Newark, N. J. In its construction the same consideration is being given to efficiency in the handling of parts and merchandise as is given to production efficiency in industrial plants. An unusual feature of the new Halsey headquarters will be special delivery tracks with space for the unloading of eight carloads of merchandise at one time.

The Radio Doctor, Harold Oehler, proprietor, has leased quarters in the Iowa Furniture Store, Iowa City, Ia., and will open a department carrying a complete line of radio.

**THE BIG THREE OF RADIO**

**227**

The most perfect detector made — that's why SPEED 227's cost more for us to make, but not for you to buy. Burn-out proof! Fast heating — 5 seconds flat (not by words—by test!)

**224**

New? Not to us. In production in 1928 when demand was only experimental. While others have been announcing, we have been improving. That's what foresight and tube-making experience were able to do.

**245**

Perfect and in production weeks ahead of others. Very rigidly constructed — extra bracing of the elements and special anchoring of filament in the SPEED 245 give added volume and finer tone quality.

THE SPEED Tube line is, of course, complete\*. But these are the "Big Three" now — the ones you're interested in particularly, because they're the ones your customers want. Carry the quality 227's, 224's, 245's, — SPEED — and your tube business is assured.

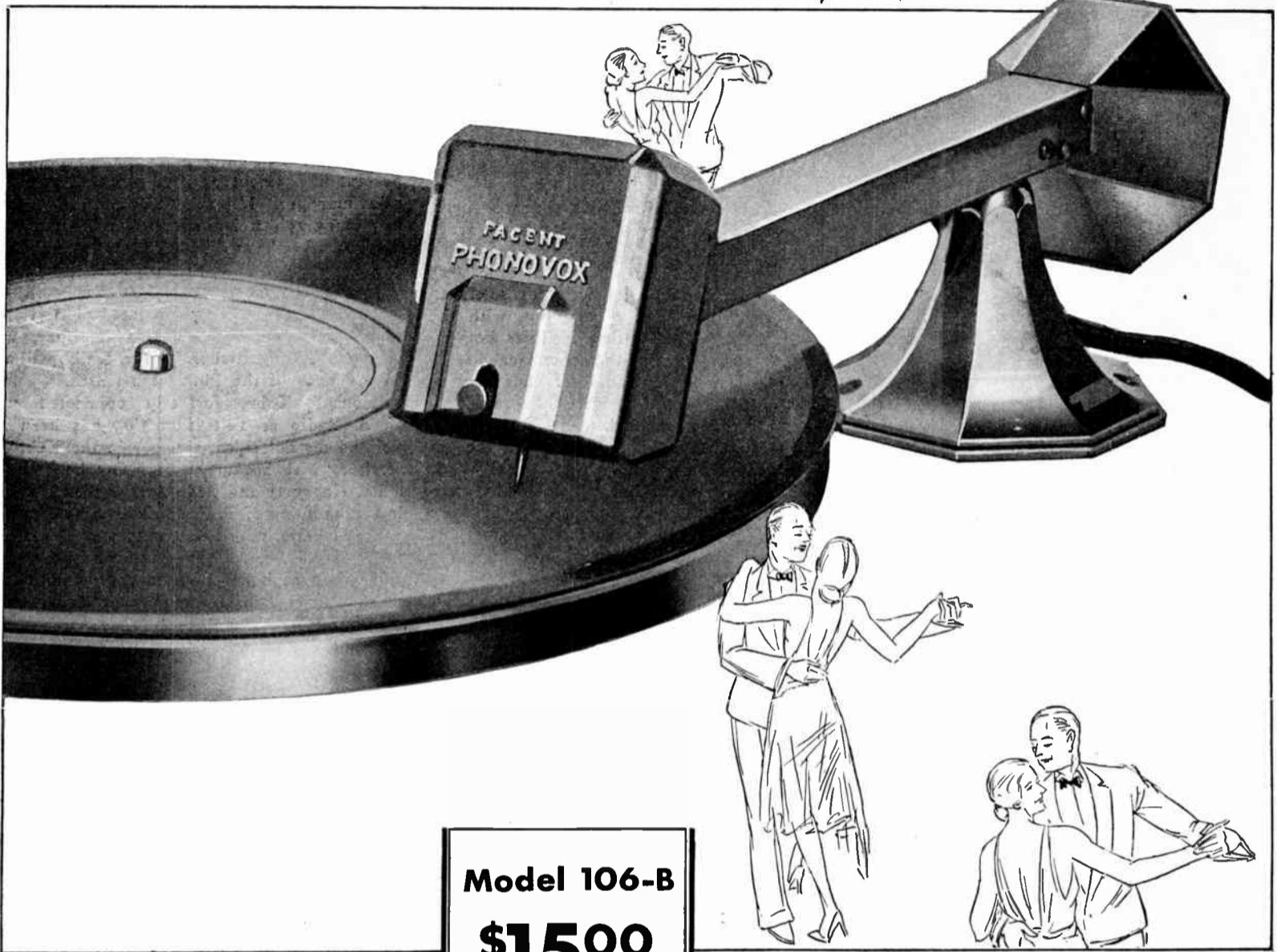
The SPEED proposition demands the consideration of every wide-awake jobber and dealer as a matter of good business. Work fast — write at once — franchises are going fast.

\* The SPEED line also includes the 201A, 199, X140, WD11, WD12, 200AA, 112A, 171A, 171AC, 210A, 250, 226, 280, 281.

**SPEED**  
CABLE RADIO TUBE CORPORATION  
84-90 No. Ninth St., Brooklyn, N. Y.

MAKERS OF RADIO TUBES SINCE 1924





**Model 106-B**  
**\$15.00**  
 (Illustrated)  
 Supplied with new  
 Phonotrol Adapter, es-  
 pecially designed for  
 Atwater Kent, Crosley,  
 and other screen grid  
 sets.



Prices slightly higher West of Rockies and in Canada.



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

**PACENT PACENT ELECTRIC COMPANY**  
 91 Seventh Avenue - - - - New York, N. Y.  
 Pioneers in Radio and Electric Reproduction for Over 20 Years

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

## Dan DesFoldes Making European Trade Trip

Head of Victor Foreign Record Activities to Make Extensive Survey of Recording Possibilities and Talent

Dan DesFoldes, head of the Victor foreign record activities, sailed on the steamship "Bremen" recently for an extensive survey of foreign recording possibilities throughout Europe. Mr. DesFoldes' first stop will be at the Gramophone plant in Hayes, Middlesex, England. He then plans a sojourn at the other



Dan DesFoldes

Gramophone branches in Europe, where he will have ample opportunity to study present European conditions. He will also be on the lookout for any promising new recording talent.

The Victor Division's Greek record specialist, Tetos Demetriades, sailed a week earlier for Athens, Greece, in the interests of new Greek talent and recordings.

Among those who boarded the "Bremen" to

see Mr. DesFoldes off were Mrs. DesFoldes, R. S. Peer, president of the Southern Music Publishing Co., and Mrs. Peer; John Marsich, of the South European Importing Co; also H. D. Smith, W. A. Timm, A. Cibelli, S. Zeger, and M. Romm, members of the Victor foreign record department.

## New Stewart-Warner Argentine Jobber

Evidence that South America is proving a fertile field for the sale of American-made radio receivers is indicated by the appointment of Propiedad S. A. Resta Hermanos, Buenos Aires, as exclusive distributors of the Stewart-Warner line in the Argentine.

This large concern, capitalized at \$2,000,000, has until now confined its activities solely to the distribution of motor cars, but, with the improvement of broadcasting facilities both in South America and in the countries to the north, the demand for radio sets has become so great that the directors were induced to add radio to other lines handled.

"We deem this an important step in the expansion of our own radio market," said W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Corp., "and are pleased to know that our receiver has met the approval of this aggressive South American business house." The building housing Propiedad S. A. Resta Hermanos, besides covering an area of one entire city block, is unique in that a full-sized automobile racing bowl is constructed within its walls. Aside from its private testing use, the track, with its inner arena, is used for public sporting events which draw thousands of spectators. The management plans to provide demonstration stands at advantageous points within the enclosure to display Stewart-Warner radio sets when these events are taking place.

## T. C. A. Announces District Managers

Transformer Corp. of America Announces Appointments of Well-Known Executives as Regional Representatives

The Transformer Corp. of America, Chicago, which is entering the field of radio receiver manufacture, in addition to speakers, chokes, coils, etc., has announced the appointment of its district sales managers throughout the country. M. E. Schechter has been given the important assignment as New York City district sales manager. Mr. Schechter is widely known in phonograph and radio circles, and comes to T. C. A. after having been connected with Utah Radio Products Co., Sonora Phonograph Co., and other well-known organizations.

Roy Knibb has been appointed district sales manager in the Pennsylvania territory, with headquarters in Pittsburgh. Mr. Knibb will also have charge of the Philadelphia area.

Leonard Kohn, formerly connected with U. S. Radio & Television Co., has been appointed district sales manager in the Nebraska territory with headquarters in Omaha.

Pat Haggerty and Bede Berger are associated in the handling of T. C. A. radio sales in Michigan and Ohio, with headquarters in Detroit.

C. H. Dolfuss, Jr., who has been in the radio and phonograph field for many years, has been made district sales manager with headquarters at Cleveland, O.

Frank Guppy, well known in the Northwest, will have charge of T. C. A. activities in that territory as district sales manager, with headquarters at Minneapolis. Mr. Guppy formerly represented the Temple Corp. and enjoys a wide acquaintance in his territory.

Walter J. Thimm, Chicago district sales manager, was previously associated with Kolster, Zenith and Temple, and is well-known by the distributors in the East and Middle West. He makes his headquarters at the T. C. A. factory in Chicago.

On the Pacific Coast, Arthur S. Detsch is district sales manager for the Northwest territory, with headquarters in Portland, Oregon.

James P. Hermans, well known in San Francisco radio circles, will make his headquarters in that city, and D. W. Griff, well known throughout the radio field in southern California, will headquarter in Los Angeles.

## A. D. Strathy Ends Extended Trade Trip

A. D. Strathy, director of sales of the Cable Radio Tube Corp., Brooklyn, N. Y., manufacturer of Speed radio tubes, recently returned from a trade trip started the first week of January, during which he covered the entire country as far as the Pacific Coast. Mr. Strathy stated to The World that although conditions of the past season were not all that the trade desired, he nevertheless found the situation clearing itself and the market becoming more stabilized every day. He further said that he felt that the manufacturers of quality tubes would enjoy a banner year during 1930.

The Cable Radio Tube Corp. has formulated sales, merchandising and manufacturing policies for 1930 which are in keeping with officials' expectations that 1930 will be the biggest year in the company's history.

## B. J. Brogden in New Post

B. J. Brogden, Durham, N. C., has been appointed Gulbransen factory representative for the State of North Carolina, according to an announcement from Gulbransen headquarters in Chicago, Ill.

## Wright-DeCoster Model A Phonograph and Power Radio Speaker

Used in the Lobbies of Some of the Largest and Most Beautiful Theatres

Notably, Publix Theatres

Among the many outstanding features of the new model "A," three major points engaged the concentrated attention of the designers—

Performance—  
Attractiveness—  
Size

Wonderful reproduction of everything from the talking voice to a symphony orchestra. Beautiful walnut cabinet with grill of metal silver cloth through which a number of colored electric lights cast their glow. It adds to the luxurious appearance of any room. Height, 34½ in.; width, 24 in.; depth, 16¾ in.

WRIGHT-DECOSTER, INC.

2207 University Avenue  
ST. PAUL, MINNESOTA

Export Dept.

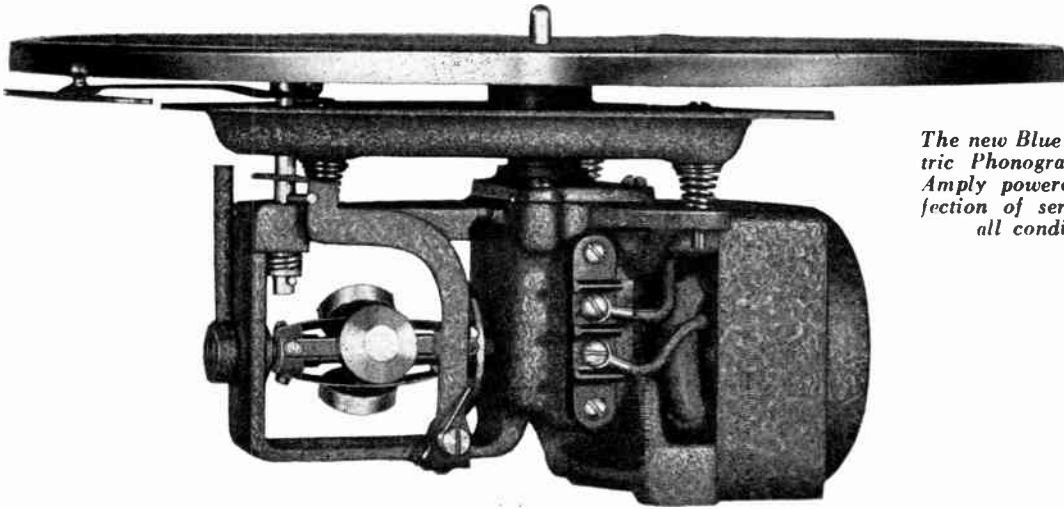
M. Simons & Son Co., 220 Broadway, New York  
Cable Address: Simontrice, New York



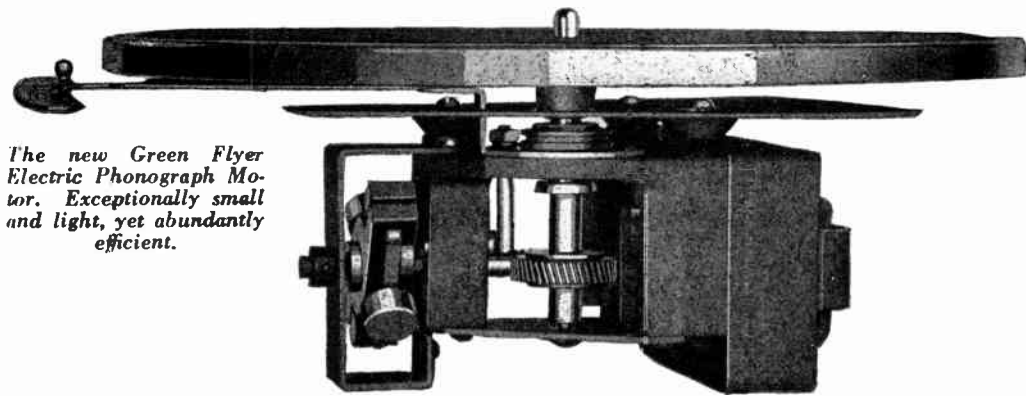
Write for Complete Details and Address of Nearest Sales Office



# A FLYER MOTOR Means Standard Power



*The new Blue Flyer Electric Phonograph Motor. Amply powered for perfection of service under all conditions.*



*The new Green Flyer Electric Phonograph Motor. Exceptionally small and light, yet abundantly efficient.*

Flyer Electrics are noted for abundant power, with perfection of control by standard dial and pointer. They furnish absolutely uniform playing speed, under the most severe variations of voltage and needle drag. Their open construction with complete ventilation assures no over-heating. Their long, over-size bearings and silent precision-cut fiber gears, provide for perfect running without attention. Finished in handsome cracklin enamel, respectively blue and green. Supplied complete, ready for installation, with all accessories. Responsibly guaranteed.



**A** FLYER ELECTRIC MOTOR in the portable phonograph, electric pick-up set or radio-phonograph combination you sell, gives you the best selling argument you can get on the score of power efficiency.

First—Flyer Electrics are of the same standard power-motor type as the generators in the great electric power plants.

Next—For 16 years without interruption, Flyer Phonograph Motors of highest excellence have been made for the best trade—more than 5,000,000 of them. The standard

of perfection in spring motors for phonographs of the types using them.

Last—For a quarter century the same manufacturing organization which made spring-power Flyer Phonograph Motors the standard, has been producing light electrical apparatus with like success.

With everything in their favor for perfection of power, control and dependability, Flyer Electrics easily measure up to the highest expectations. If you have a Flyer under your turn-table you've got the last word in power.

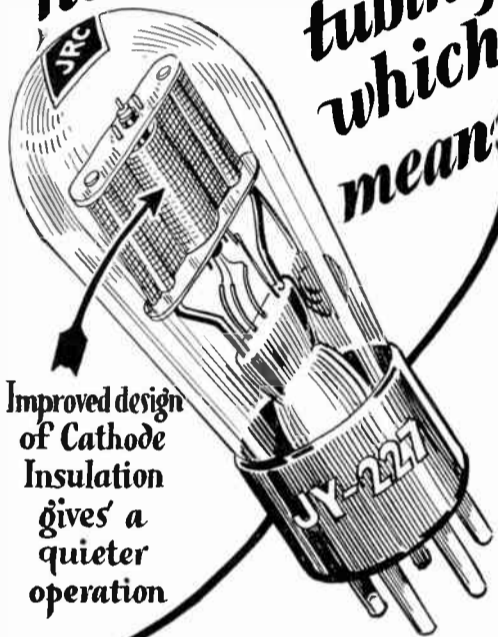
## The GENERAL INDUSTRIES CO.

3012 Taylor Street, Elyria, Ohio

## The Heater is the Heart of the Tube



*is first to completely insulate its heater-filament with tubing which means*



Improved design of Cathode Insulation gives a quieter operation

- 1.—Quick reception with absence of hum
- 2.—Quieter operation
- 3.—Greater uniformity
- 4.—Longer life

**T**HIS outstanding achievement of JRC Research Laboratories means tubes that will sell — tubes that will give unusual clarity and richness — tubes that reduce servicing to a minimum.

## GREATER STRENGTH

is obtained by double plate and double grid support and mica discs both top and bottom.



## Victor Record of the Month Club Formed

Consumer Test Conducted by Company Proves Soundness of Idea—Dealers to Solicit Subscribers to Club

The Victor Division of the RCA-Victor Co., Inc., recently inaugurated a plan which seems destined to greatly increase sales of Victor records throughout the country. Briefly the plan is an adaptation of the book of the month club idea, except that in this case the Victor record is chosen each month to be sent to music lovers who subscribe. Some time ago the Victor Division conducted a consumer test of the Victor Record of the Month Club and the idea proved sound. A limited and selected list of music lovers was informed of the plan and a great number immediately joined. The company is communicating with these subscribers requesting them to name a local dealer through whom they wish to have the record delivered in the future. The dealer so selected will be notified and will then solicit his regular customers and forward to the Victor Record of the Month Club at Camden the list of individuals to whom he has sold a yearly subscription to the club.

The company will prepare each month a folder stating its choice of the best record in the division of classical music and the best record in the division of popular and concert music, together with a description of the records chosen. This folder will be mailed to the trade and to members as advance information not accessible to the general public. The mailing will be made from the fifth to the fifteenth of the month preceding that for which the records are chosen.

A member will have the right to accept the selections or to advise the dealer of substitute selections from the monthly supplement sent with the folder. The dealer will have an understanding with the customer that if no advice of a substitution is received by the last Friday in each month, the dealer will automatically forward the record of the month for the class or classes to which the customer has subscribed.

After the customer has purchased records for six consecutive months the Victor dealer will so notify the company and each customer will receive a handsome twelve-pocket album so that he will have an annual volume of the record of the month.

## Jesse Hawley Heads the Hawley Fibre Co.

ST. CHARLES, ILL., April 7.—Jesse Hawley, formerly vice-president of the United Reproducers Corp., and, prior to that, a member of the firm of Newcombe-Hawley, is now president of the Hawley Fibre Co. of this city, which is concentrating on the manufacture of fibre diaphragms. The company is occupying the former Newcombe-Hawley plant here, and substantial orders for the diaphragm have already been received from well-known manufacturers. In addition to making diaphragms, the Hawley Fibre Co. is manufacturing fibre horns for special purposes, and for export, and, in a recent chat with *The World*, Mr. Hawley stated that the company will have a statement to make shortly concerning its plans.

## Pierce-Airo Expanding

Pierce-Airo, Inc., New York City, has enlarged its plant and floor space and installed new machinery and equipment to provide for more rapid and effective production of its new type S. G. shielded condensers. Facilities for production of the new 1931 triple screen-grid Pierce-Airo chassis are also being increased.

## Arch R. Strong With Nathaniel Baldwin

Appointed Assistant General Sales Manager—Has Had Long Experience in Trade—Will Supervise Chicago Area

Arch R. Strong, for the last three years New York district manager for the Temple Corp., has been appointed assistant general sales manager of Nathaniel Baldwin, Inc. Mr. Strong's experience in radio dates back seventeen years,



Arch R. Strong

during which time he was associated with several nationally known radio organizations, such as Manhattan Electric Supply Co., Mesco Products, Magnavox and Temple. Among his other duties he will have direct supervision of sales in the territory immediately surrounding the Baldwin general sales offices in Chicago.

## Six Directors Elected to Steinite Board

The election of six directors to the board of the Steinite Mfg. Co. Fort Wayne, Ind., has been announced by John C. Tully, president. They are: M. B. Wiley, DuPont de Nemours, Wilmington; Oscar Holmgren, Bakelite Corp., New York City; H. D. Simpson, Anaconda Wire & Cable Co., Chicago; Charles F. Anderson, National Surety Co., Chicago; P. D. Berry, American Rolling Mills Co., Middleton; and P. D. Renshouse, Dudlo division of the General Cable Corp., Fort Wayne.

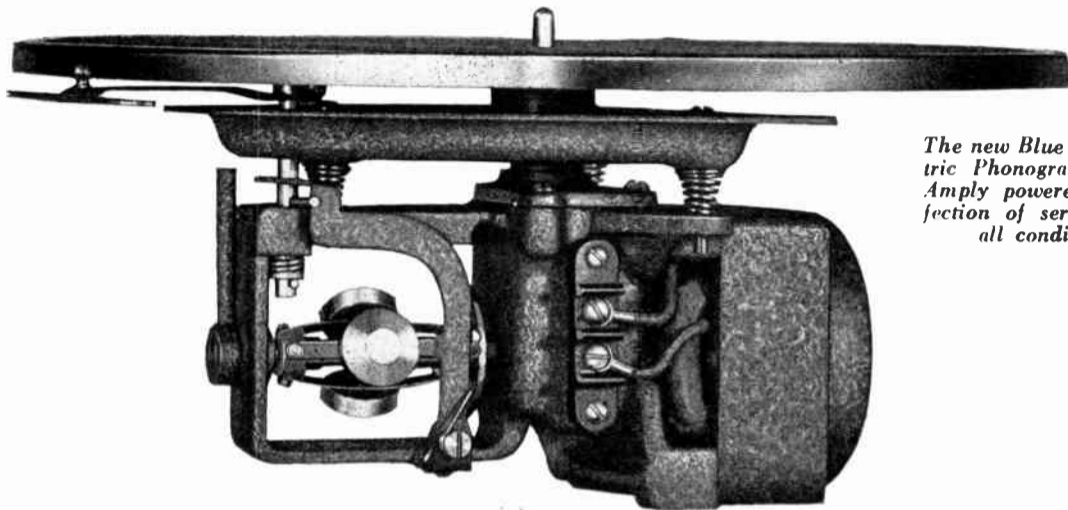
"The new directors begin their duties at a particularly favorable time," Mr. Tully stated. "The factory is unhampered with surplus production, and plans are under way for the introduction of the 1930-31 Steinite line. In addition the entire distributive end of the industry has faith in 'Art' Haugh, who has been named vice-president and general manager.

"The present radio year is going to be extremely selective—selective on the part of the jobber and the dealer, and the reputation a manufacturer has for doing things and doing them well is going to count for a great deal. That's the sort of reputation 'Art' Haugh has with the trade, and the directors will do everything possible to make certain it is maintained."

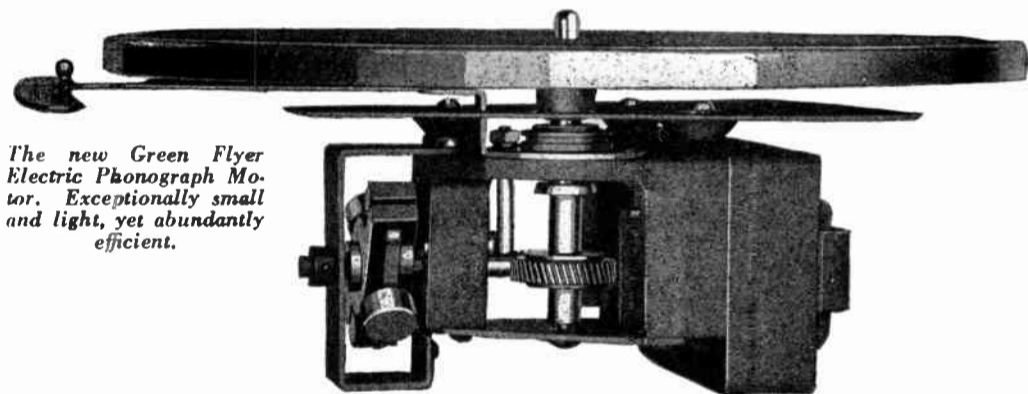
The Lark Radio Corp., 704 Townsend avenue, Chicago, Ill., has been incorporated to deal in radio equipment with a capital stock of 400 shares of no par value.



# A FLYER MOTOR Means Standard Power



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*The new Green Flyer Electric Phonograph Motor. Exceptionally small and light, yet abundantly efficient.*

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Last—For a quarter century the same manufacturing organization which made spring-power Flyer Phonograph Motors the standard, has been producing light electrical apparatus with like success.

With everything in their favor for perfection of power, control and dependability, Flyer Electrics easily measure up to the highest expectations. If you have a Flyer under your turn-table you've got the last word in power.

## The GENERAL INDUSTRIES CO.

3012 Taylor Street, Elyria, Ohio

## John C. Tully Elected President of Steinite Radio Co.

Also Heads Board of Radio Manufacturing Concern and Its Subsidiaries—Arthur T. Haugh Named Steinite Vice-president and General Manager—Both Widely Experienced

John C. Tully, Chicago, has been elected president and chairman of the executive committee of the Steinite Radio Co., and its five subsidiaries, the

activities of the Steinite group. He was also designated general manager of the holding company



John C. Tully

Steinite Mfg. Co., Steinite Laboratories, and Steinite Development Co., Fort Wayne, Ind.; Aviation Radio Corp., Atchison, Kansas, and Leslie F. Muter Co., Chicago.

The board of directors likewise named Arthur T. Haugh, Rochester, N. Y., vice-president of the Steinite Mfg. Co., around which center the major



Arthur T. Haugh

as well as the subsidiaries of the Steinite firm.

The election of these two well-known radio executives to head the corporation places the entire management and responsibility for its success in their hands. Their election came with the adoption of a new plan of uniform operation by all those financially interested in Steinite's

future operation in the radio-music industry.

Both Mr. Tully and Mr. Haugh are among the best-known radio executives in the industry, and have long been identified with the activities of the Radio Manufacturers' Association. In 1925 and 1926 Mr. Haugh served as the Association's president. His radio affiliation began with the King Mfg. Co., Buffalo, N. Y., during the early days of the art. Later he served in the same capacity for United Radio Corp., Rochester, N. Y., manufacturer of Peerless loud speakers. Prior to his entrance in radio Mr. Haugh was prominent in the automotive industry and for three years was president of the National Standard Parts Association.

Mr. Tully is a pioneer Chicago radio manufacturer, and with Mr. Haugh, is one of the founders of the Radio Manufacturers' Association. He was president and treasurer of the Bremer-Tully Mfg. Co., for seven years, until the close of 1928, when he disposed of the company to the Brunswick-Balke-Collender Co.

In commenting upon Steinite's new status, Mr. Tully said: "I feel that Steinite's reorganization will prove successful. To insure a continuity of management a voting trust agreement has been put into effect. Principal stockholders have voluntarily approved the plan and are voicing hearty approval. Many friendly letters have been received from stockholders, generally. The new factory in Fort Wayne is provided throughout with modern equipment of the highest type, and is able to produce quality radio sets on an efficient and economical basis. Unfortunately this plant was placed in operation just at the time the general slump in industry occurred and when normal distribution was so seriously disturbed. But with most of the distress merchandise off the market, Steinite enters a period most favorable to its success."

John W. Finocan, who operates a radio and furniture store in the Eagles Building, Gloversville, N. Y., has opened a branch store in the Knox Building on South Main street.



## An Approaching Birthday!

NEXT month will mark another milestone in the business career of this organization—Our 14th BIRTHDAY—14 years of faithful service in the interests of the Music Dealer.

We are busily making preparations for a fitting Birthday Party—one that will rival any of the past. Our customary "FREE GOODS" ANNIVERSARY OFFER, which we feature each year as part of the celebration, will be bigger and better than ever.

There will be a most useful and practical gift waiting here for you, Mr. Radio and Music Merchant. Drop us a line and we will tell you all about it.

And if you do not have a copy of our HONEST QUAKER Practical Catalog, 1930 Supplement, etc.,—ask for them at the same time.

There is something YOU NEED among our many products, which include:

### HONEST QUAKER

Main Springs  
Repair Materials  
Phonograph Accessories  
Electric Pick-ups  
Tone Arms  
Reproducers

Motors  
Radio Tubes  
and  
Accessories

Portables  
And Now

— CLOCKS —

A most complete line of leading nationally known makes.

Write for details.

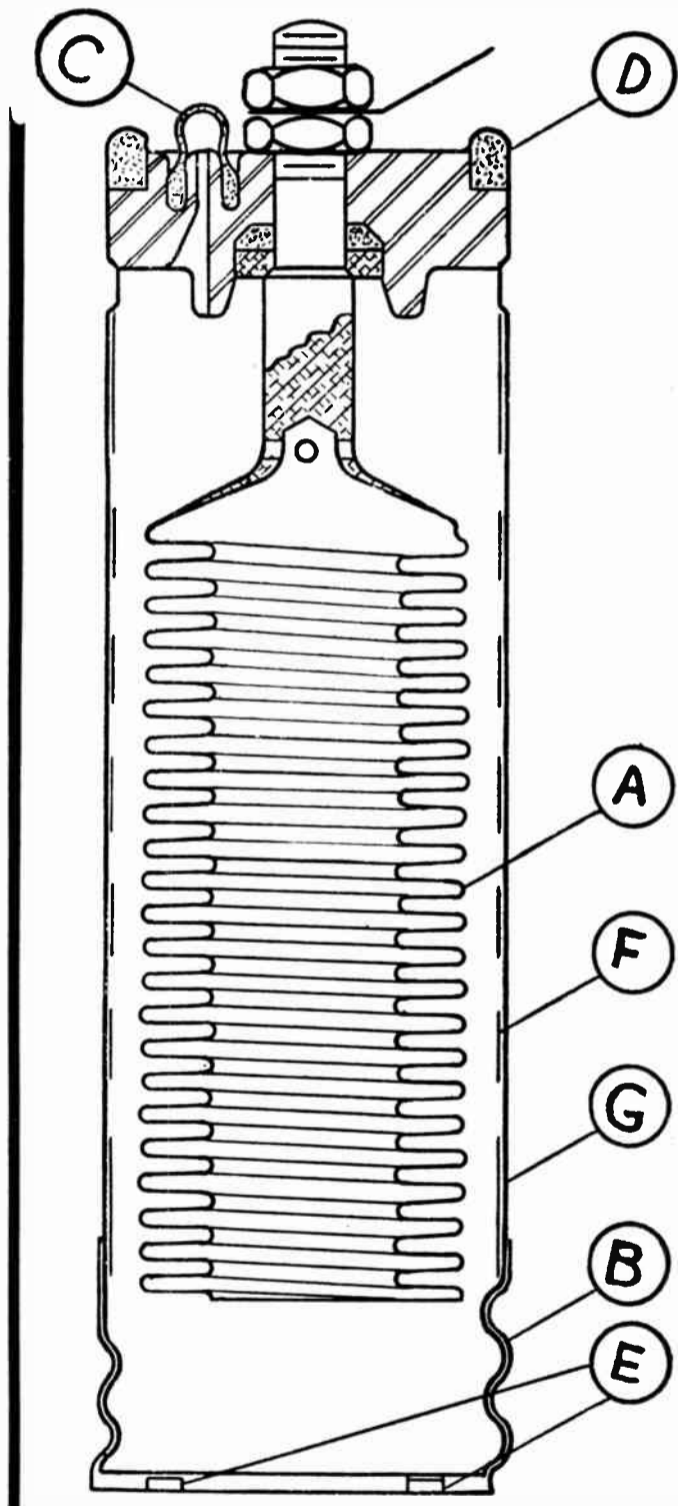
Everybody's  
TALKING MACHINE CO. INC.  
810 ARCH ST.  
PHILADELPHIA, PA.

Honest Quaker  
TRADE MARK REGISTERED  
PRODUCTS



## Mr. Executive:

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



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

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

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

**SPRAGUE SPECIALTIES COMPANY**  
**QUINCY, MASSACHUSETTS**

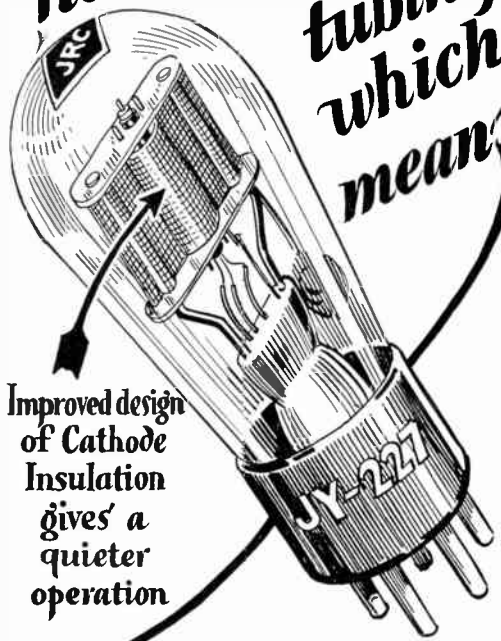
SPRAGUE ELECTROLYTIC AND PAPER CONDENSERS  
 WILL SOLVE YOUR CONDENSER PROBLEMS



## The Heater is the Heart of the Tube



is first  
to completely  
insulate its  
heater-filament  
with  
tubing  
which  
means



Improved design  
of Cathode  
Insulation  
gives a  
quieter  
operation

- 1.—Quick reception with absence of hum
- 2.—Quieter operation
- 3.—Greater uniformity
- 4.—Longer life

**T**HIS outstanding achievement of JRC Research Laboratories means tubes that will sell — tubes that will give unusual clarity and richness — tubes that reduce servicing to a minimum.

## GREATER STRENGTH

is obtained by double plate and double grid support and mica discs both top and bottom.



## Victor Record of the Month Club Formed

Consumer Test Conducted by Company Proves Soundness of Idea—Dealers to Solicit Subscribers to Club

The Victor Division of the RCA-Victor Co., Inc., recently inaugurated a plan which seems destined to greatly increase sales of Victor records throughout the country. Briefly the plan is an adaptation of the book of the month club idea, except that in this case the Victor record is chosen each month to be sent to music lovers who subscribe. Some time ago the Victor Division conducted a consumer test of the Victor Record of the Month Club and the idea proved sound. A limited and selected list of music lovers was informed of the plan and a great number immediately joined. The company is communicating with these subscribers requesting them to name a local dealer through whom they wish to have the record delivered in the future. The dealer so selected will be notified and will then solicit his regular customers and forward to the Victor Record of the Month Club at Camden the list of individuals to whom he has sold a yearly subscription to the club.

The company will prepare each month a folder stating its choice of the best record in the division of classical music and the best record in the division of popular and concert music, together with a description of the records chosen. This folder will be mailed to the trade and to members as advance information not accessible to the general public. The mailing will be made from the fifth to the fifteenth of the month preceding that for which the records are chosen.

A member will have the right to accept the selections or to advise the dealer of substitute selections from the monthly supplement sent with the folder. The dealer will have an understanding with the customer that if no advice of a substitution is received by the last Friday in each month, the dealer will automatically forward the record of the month for the class or classes to which the customer has subscribed.

After the customer has purchased records for six consecutive months the Victor dealer will so notify the company and each customer will receive a handsome twelve-pocket album so that he will have an annual volume of the record of the month.

## Jesse Hawley Heads the Hawley Fibre Co.

ST. CHARLES, ILL., April 7.—Jesse Hawley, formerly vice-president of the United Reproducers Corp., and, prior to that, a member of the firm of Newcombe-Hawley, is now president of the Hawley Fibre Co. of this city, which is concentrating on the manufacture of fibre diaphragms. The company is occupying the former Newcombe-Hawley plant here, and substantial orders for the diaphragm have already been received from well-known manufacturers. In addition to making diaphragms, the Hawley Fibre Co. is manufacturing fibre horns for special purposes, and for export, and, in a recent chat with *The World*, Mr. Hawley stated that the company will have a statement to make shortly concerning its plans.

## Pierce-Airo Expanding

Pierce-Airo, Inc., New York City, has enlarged its plant and floor space and installed new machinery and equipment to provide for more rapid and effective production of its new type S. G. shielded condensers. Facilities for production of the new 1931 triple screen-grid Pierce-Airo chassis are also being increased.

## Arch R. Strong With Nathaniel Baldwin

Appointed Assistant General Sales Manager—Has Had Long Experience in Trade—Will Supervise Chicago Area

Arch R. Strong, for the last three years New York district manager for the Temple Corp., has been appointed assistant general sales manager of Nathaniel Baldwin, Inc. Mr. Strong's experience in radio dates back seventeen years,



Arch R. Strong

during which time he was associated with several nationally known radio organizations, such as Manhattan Electric Supply Co., Mesco Products, Magnavox and Temple. Among his other duties he will have direct supervision of sales in the territory immediately surrounding the Baldwin general sales offices in Chicago.

## Six Directors Elected to Steinite Board

The election of six directors to the board of the Steinite Mfg. Co. Fort Wayne, Ind., has been announced by John C. Tully, president. They are: M. B. Wiley, DuPont de Nemours, Wilmington; Oscar Holmgren, Bakelite Corp., New York City; H. D. Simpson, Anaconda Wire & Cable Co., Chicago; Charles F. Anderson, National Surety Co., Chicago; P. D. Berry, American Rolling Mills Co., Middleton; and P. D. Renshouse, Dudlo division of the General Cable Corp., Fort Wayne.

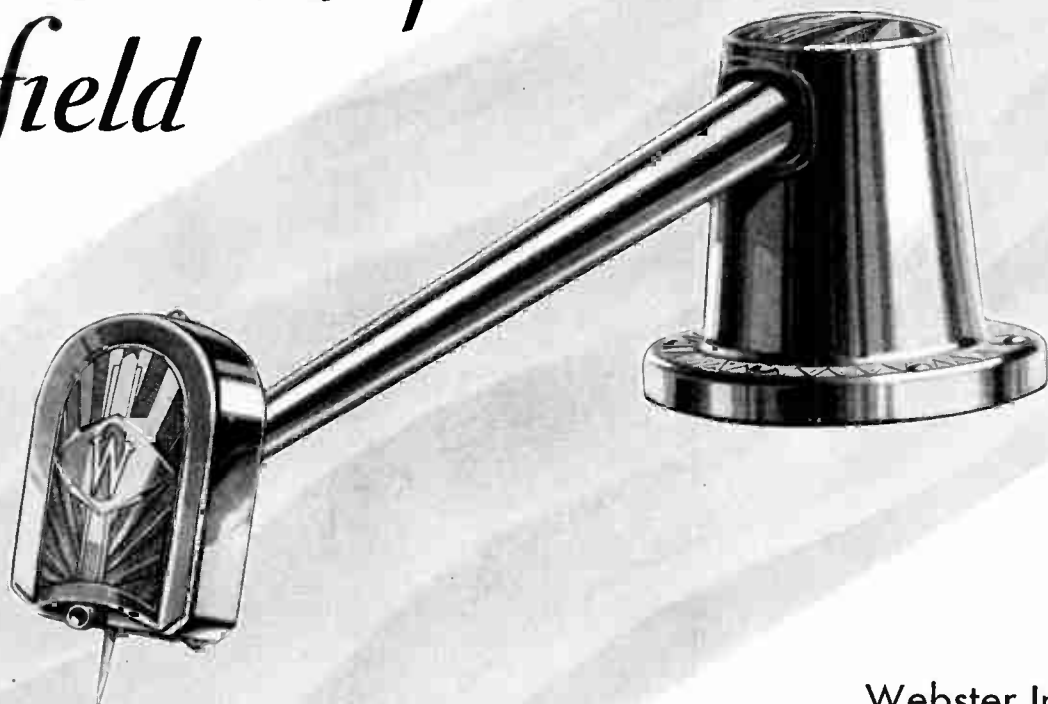
"The new directors begin their duties at a particularly favorable time," Mr. Tully stated. "The factory is unhampered with surplus production, and plans are under way for the introduction of the 1930-31 Steinite line. In addition the entire distributive end of the industry has faith in 'Art' Haugh, who has been named vice-president and general manager.

"The present radio year is going to be extremely selective—selective on the part of the jobber and the dealer, and the reputation a manufacturer has for doing things and doing them well is going to count for a great deal. That's the sort of reputation 'Art' Haugh has with the trade, and the directors will do everything possible to make certain it is maintained."

The Lark Radio Corp., 704 Townsend avenue, Chicago, Ill., has been incorporated to deal in radio equipment with a capital stock of 400 shares of no par value.



# The Webster Pick-up tone is the greatest Selling force in the Pick-up field



Webster Introduced fidelity of tone in Electric Pick-up performance — now, Thousands know it as a reality!

THE music is on the record. It needs only to be faithfully re-created into audible tone. This the Webster Electric Pick-up does in a manner unapproached by any other pick-up in the field!

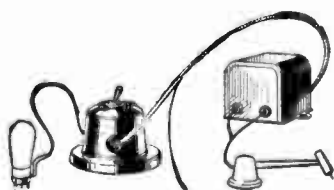
Its pure, clear, faithful Webster tone is still the greatest selling force in the pick-up field. It was received with enthusiasm when first introduced. Its reception by the public increases with time. There is a good, sound reason for the superiority of Webster performance. That reason is: fine design, precise engineering, careful accurate workmanship.

And this in-built quality will be found equally evident in the other Webster Electric products — in the Webster Electric Scratch Filter, the Booster Kit and Amplifiers bearing the Webster Electric name.

Concentrate on Webster Electric Pick-ups, Power Amplifiers and the other Webster Electric accessories to assure fine musical reproduction. The leading jobbers carry Webster Electric products — because they are the easiest to sell.



The Webster Volume Control greatly simplifies pick-up operation. To reproduce through the radio, volume control need only be turned off, reversed a quarter turn and you instantly switch on the phonograph connection. For an increase in phonograph volume, the knob can then be turned clockwise until desired results are secured.



The new Webster Booster Kits are supplied for particular sets where increased volume and quality of tone are desired. Two models which are adaptable to majority of sets.



In sets such as the Atwater Kent 55, 60 — Philco 65 — and others employing similar circuits, this screen-grid adapter solves the problem of pick-up reproduction. Installation is simple.

W E B S T E R  
ESTABLISHED 1909

E L E C T R I C C O M P A N Y  
RACINE, WISCONSIN

# Webster Electric

## W Phonograph Pick-up

The Webster Electric line of power amplifiers is complete in every detail. There is a full range of models from the small size suitable for the home to the mammoth power models for use in the largest auditorium.

## New Manhattan Electrical-Grebe Alliance

### Appointment of Prominent Wholesale Firm as Grebe Distributor Resumes Alliance of Many Years' Standing

The announcement last month of the appointment of the Manhattan Electrical Supply Co., New York City, as distributor of Grebe radio awakened memories from the earliest days of the radio industry.

In 1909, when A. H. Grebe, president of A. H. Grebe & Co., Inc., Richmond Hill, N. Y., first



Clarke H. Methot

began making parts for radio transmitters and receivers, and was rapidly winning a wide reputation for his research in this fascinating field, the history of the Grebe concern and the Manhattan Electrical Supply Co. began to dovetail. Even at that early date the Manhattan Electrical Supply Co. published a manual of wireless, listing Grebe products. The Manhattan organization remained a distributor for Grebe throughout the entire period, with the exception of last year when the Grebe Sales Co. was formed in New York to take over distribution. Concurrent with the announcement of the appointment of the Manhattan Electrical Supply Co. as distributor, the announcement of the discontinuance of the Grebe Sales Co. was made. All members of both institutions are enthusiastically celebrating the fact that Manhattan has again taken over Grebe distribution in New York, Chicago and St. Louis.

With changes of policy which the Grebe organization put into effect, the alliance with the Manhattan Electrical Supply Co. was resumed on a larger scale, with carloads of the 1930 De Luxe receivers shipped immediately to the warehouses for transfer by Manhattan to leading dealers within its distribution territory, which incorporates the richest markets in America.

In furtherance of this arrangement the Manhattan Electrical Supply Co., under the able leadership of Clarke H. Methot, general merchandising manager, is now conducting the most vigorous radio sales campaign in its history.

The Manhattan Electrical Supply Co.'s headquarters are on Sixth avenue running from Thirteenth to Fourteenth streets. This concern

handles no less than 7,000 different kinds of products allied with electricity and home improvement, and is an old-established house.

A. H. Grebe & Co., Inc., is twenty-one years old. This organization is one of the pioneers in radio, as its age attests. The history of the Grebe organization in these twenty-one years has been one of steady expansion. The present reorganization of the sales department of the Grebe Co. has been going on quietly without disturbance to trade connections, and Mr. Grebe announces that the contract with the Manhattan Co. is the first of several important steps in connection with Grebe expansion in all departments

## Majestic Telephone Canvass Outlined

### Grigsby-Grunow Co. Issues Thirty-two-Page Booklet, "Majestic's Telephone Home Demonstration Route to Sales"

The Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radio receivers, recently issued a thirty-two-page booklet entitled "Majestic's Telephone Home Demonstration Route to Sales." The booklet gives in detail an outline of one successful operation that uses the telephone systematically to secure home demonstration. Following the initial telephone canvass a fairly large field organization is kept busy with the actual selling work. In addition, there is also considerable data secured from telephone companies and other sources that should be of value to dealers planning to go thoroughly into this type of activity.

The program of operation is divided into the following classifications: 1. The set-up, which includes the physical arrangement of 'phones for a number of telephone operators, the cost of these girls' services, and the method of supervision; 2. The instruction given to 'phone girls, forms they are to fill out and other records to be made, and cost of telephone; 3. The proper approach made by the 'phone girls and samples of conversation; final arrangements made by another girl after home demonstration is secured to check original call; 4. Results and by-products of the telephone canvass.

A number of pages in the booklet are given over to illustrations and detailed descriptions of the various Majestic models, and to comments on outstanding features of the line.

## Large Radio Sales Jump

An analysis by the Federal Reserve Bank of New York City shows that a 143 per cent increase in volume over January of 1929 was registered by the radio and musical instrument departments of New York stores in the first month of 1930. This gain in radio-music sales is all the more remarkable in view of the fact that a general belief existed that the 1930 volume would not be as high as the record figures of 1929, which were estimated at more than \$805,000,000 for the country.

## New Radiotron Distributors

The Tri-State Philco Co., 1136 Fourth avenue, Huntington, W. Va., and The Graybar Electric Co., 303 South Duke street, Durham, N. C., have been appointed RCA Radiotron distributor.

## MICA DIAPHRAGMS

Immediate delivery—all sizes  
Send for free samples and prices  
All Mica Products

INTERNATIONAL MICA CO.

Phone 535 Barings 535 Philadelphia, Pa. Cable Filases, Phila.

## Mills Mail Campaign Outlined in Detail

The advertising department of the Mills Novelty Co., Chicago, under the direction of J. T. Mangan, advertising manager, has prepared a new direct mail campaign to merchants throughout the United States consisting of broadsides, display material, folders, window streamers. The advertising material contains not only a description of the features of the Mills Troubadour, automatic radio-phonograph combination instrument, but also a number of appeals which will prove interesting to the dealer's prospects—cafes, clubs, hotels, etc.

Among the interesting and helpful items issued by the Mills advertising department is a retail advertising prospectus, prepared newspaper advertisements, newspaper publicity, window and store cards, menu sheets, literature, and photographs. With the new Mills Troubadour an ornamental glass sign is supplied which is to be placed on top of the machine, giving it an additional attraction value.

## Station WHAM Now on the Air All Day

On March 24 the Stromberg-Carlson broadcasting station WHAM, Rochester, N. Y., became an all day broadcasting station and is now on the air continuously from 8:00 a. m. to 11:00 p. m. or midnight every weekday.

By an arrangement recently entered into, Rochester has been linked up with the Chicago, New York and San Francisco studios of the National Broadcasting Co. through the afternoon and early evening to supplement Rochester programs. The new increase provides for about fifteen hours of daily broadcast-

## CeCo Broadcasts Prove Real Aid to Dealers

The CeCo Manufacturing Co. has taken steps to more effectively translate the great public interest aroused by the weekly broadcast of its CeCo Couriers over the Columbia Broadcasting System into sales for its dealers. Until two weeks ago, an average of between 15,000 and 20,000 inquiries a week were being received at the factory for copies of the parody broadcast every Monday evening by Henry Burbig under CeCo's sponsorship. These inquiries are now being sent direct to the radio dealer. Listeners are advised that they can obtain the parodies through their radio dealer. The factory is no longer mailing them direct to the consumer but advises all who ask for them to see their nearest radio dealer. The new method of distributing these parodies has met with great enthusiasm on the part of the radio dealers.

## Capehart Winner Named

At the recent convention of the Capehart Corp., held in Fort Wayne, Ind., the winners of the pre-convention sales contest were announced, and prizes awarded. J. A. Darwin, eastern regional manager, was awarded the regional prize, and the winning district managers were: H. E. Weegar, Boston-Concord district; J. A. McIlhenny, Philadelphia district; R. C. Vaughan, Newark district; S. T. Cass, Albany district.

## COTTON FLOCKS OF SUPERIOR QUALITY

WE ARE SUPPLIERS TO ALL THE LEADERS IN THE PHONOGRAPH RECORD INDUSTRY

THEY KNOW QUALITY!

Write for Samples and Quotations

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.



# ATWATER KENT RADIO

## 4872 HOURS...

*and still going strong!*

A MAN in Long Beach, Calif., has had an Atwater Kent Screen-Grid Radio in continuous operation since last August—24 hours a day.

He wanted to make a personal test of the famed dependability of an Atwater Kent Screen-Grid Set.

At last report his radio had functioned steadily for 4872 hours and was still going strong, without even the change of a tube.

"It has continued to give first-class service and the most natural tone of any radio I ever heard," he writes. "It has proved the superiority and surpassing quality of Atwater Kent Radio."

Probably your customers will not want to run their radio 24 hours a day. But what a comfort it is to them and to you that an Atwater Kent is built for long, long service. Let them look inside an Atwater Kent and see the workmanship that makes this possible.

Please your customers, cut your service costs, raise your profits, by concentrating on Atwater Kent—the radio that combines the precision of a fine watch with the ruggedness of a battleship.

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

ATWATER KENT MANUFACTURING COMPANY

*A. Atwater Kent, President*

4725 WISSAHICKON AVENUE, PHILADELPHIA, PA.



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, adaptable to any room in any home. Model **\$109**  
1060—\$121, less tubes. **LESS TUBES**

*Prices slightly higher west of the Rockies and in Canada*

## J. Milton Delcamp in Grigsby-Grunow Post

Appointed Director of Music and Will Supervise All Musical Activities and Broadcast Programs for Company

J. Milton Delcamp, formerly vice-president of the Mason Hamlin Piano Co. of Boston, Mass., and also former vice-president of the Ampico Corp. of New York, has just recently



J. Milton Delcamp

been appointed Director of Music for the Grigsby-Grunow Co. Mr. Delcamp will supervise all musical activities and broadcast programs of the Grigsby-Grunow Co.

The new Grigsby-Grunow Co. director of music has broadcast on numerous occasions and his long association with the music industry has brought him in contact with the greatest artists of the theatre, piano and radio. Mr. Delcamp was responsible for the building up of the famous Ampico Library of Music and its great exclusive artists like Rachmaninoff, Levitski, Rosenthal and the lighter artists like Adam Carroll, Phil Ohman, Victor Arden, Rudolph Friml.

Most of his efforts in his new work will be directed to showing the public how to obtain a greater appreciation of music through radio. He will also write a series of articles on music appreciation for the "Voice of the Air," a Grigsby-Grunow dealer rotogravure magazine with a circulation of three million copies every two weeks. The first featured article in "Voice

of the Air" will be reminiscent of the high lights of his career and of his association with great artists and will be published under the title of "Moments I Will Never Forget." These reminiscences will include the names of Sergei Rachmaninoff, Vincent Lopez, Frank Munn and Rudolph Friml.

## New Distributors Appointed by Bosch

James K. Polk, Inc., Dallas, Tex., and Wiggins Auto Co. Represent Line—Anthracite Co. Extends Territory

SPRINGFIELD, MASS., April 4.—The American Bosch Magneto Corp., of this city, manufacturer of Bosch radio receivers, recently appointed the following new wholesale representatives for its products: James K. Polk, Inc., Dallas, Tex., covering the entire State of Texas, except the Panhandle; Wiggins Auto Co., Greensboro, N. C., for a considerable territory in North Carolina and Virginia, and also extended the territory of the Anthracite Radio Co. of Scranton to cover the Philadelphia territory.

The Anthracite Radio Co. has been associated with Bosch for the past six years, covering the Scranton district. Its new appointment includes southern New Jersey and northern Delaware. A Philadelphia office is being opened under the management of John Johnson. Leroy Winters has been placed in charge of the Scranton offices by William Schlanger, president.

H. R. Butts, Bosch district representative, who is at present in Texas, co-operating closely with W. G. Medaris, manager for the Polk company, reports enthusiasm for the new line.

W. H. Allison has been placed in charge of radio sales and service for the Wiggins organization, and is temporarily being assisted by A. M. Jose, factory service representative, and B. P. Sloane, Bosch district manager.

## Forms National Convention Management

PHILADELPHIA, PA., April 6.—T. Wayne MacDowell, well known throughout radio circles, has formed the National Convention Management, in this city, with headquarters at 3900 Chestnut street. This organization will act as consultants, display artists, publicists and convention managers.

Mr. MacDowell was president of the company, formerly convention manager for the Atwater Kent Mfg. Co., and has had wide experience in that connection and previous ones with convention management. Associated with Mr. MacDowell is Allan McQuhae famous tenor, who is vice-president of the company.

The  
CASWELL  
POWERTONE

Universal Model  
No. 497

See Inside  
Back Cover

## Norge Refrigerators for Radio Dealers

The Norge Corp. of Detroit, a subsidiary of the Borg-Warner Corp., is introducing a new electrical refrigerator, and is inaugurating a sales campaign in the radio field in behalf of the new product. Because of the fact that the refrigerator enjoys its heaviest selling season in the period between March and October, it is believed that the refrigerator may be successfully merchandised by radio distributors and dealers. As a matter of fact, many radio distributors and retailers throughout the country are already handling refrigerator lines, and have found that, in the matter of seasons, sales methods, display and merchandising, the two lines of products dovetail to an unusual degree.

The Norge Co. is sponsoring a campaign throughout the country to interest radio distributors and dealers in their new products, which are illustrated and described in the New Products section of this issue of The World. R. E. Densmore, director of sales of the Norge organization, is keenly interested in the radio field as an outlet for the product, believing that it is a logical outlet.

## R. H. Herschman Appointed Triad Tube Representative

R. H. Herschman, 34 West Thirty-third street, New York City, has been made district manager in the New York Metropolitan district for Triad radio tubes. Mr. Herschman is well known and highly regarded throughout the radio industry, particularly in connection with the tube market, having the advantage of many years' actual sales and merchandising experience in tube distribution.



## Give Them ATLAS Protection

Pack and ship radios and phonographs in Atlas Plywood Packing Cases—strong, rigid containers whose light weight reduces freight costs; whose simple construction slashes assembling expense and whose smooth sides pre-

vent finish marring within and provide excellent fields for marking and advertising without.

Safe, economical Atlas Cases are cut to fit any cabinet. What are your sizes?



New York Office: 33 West 42nd Street

FACTORIES: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec - Branch Factories in Twelve Cities

Chicago Office: 649 McCormick Building

Branch Factories in Twelve Cities



# New

# Screen Grid Neutrodyne Power Speaker Radio

In the Popular Newly Designed Low Utility Consoles!

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

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



### The CHUM

This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply incorporating genuine trouble-free Mershon condenser. Dimensions: 28 1/4" high x 27" long x 14 3/4" deep.

Amazingly low priced at only ..... **\$75** Less Tubes

### The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. 80. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/4" high x 28 3/4" long x 16 1/4" deep. No radio value ever approached this model at only .....



**\$90** Less Tubes



### The COMRADE

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

**\$105** Less Tubes

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

### The CRONY

An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined Crosley eight-tube Unitrad chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade." Dimensions: 42" high x 27" wide x 14 3/4" deep. No such value in radio has ever been offered at the sensationally low price of .....



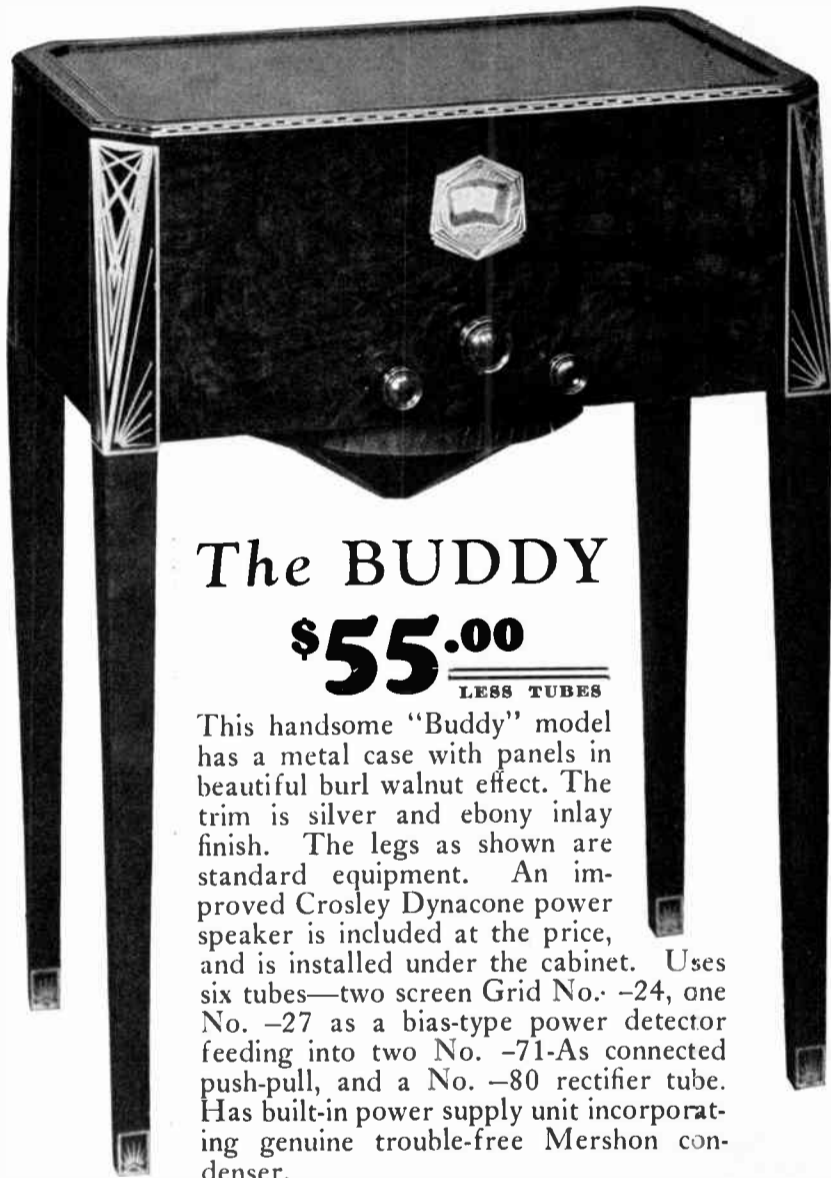
**\$112** Less Tubes



### The PARTNER

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

**\$118** Less Tubes



### The BUDDY

**\$55.00** LESS TUBES

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

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

*Western prices slightly higher*

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI, OHIO

HOME OF WLW—"The Nation's Station"

You're THERE with a Crosley

# CROSLEY RADIO



# Chief Executive Personnel of General Motors Radio Corp.

Men Who Are Directing Destinies of General Motors Radio Organization Have Been Outstandingly Successful in Varied Fields of Business Activities

The radio industry as a whole will undoubtedly be interested in the chief executive personnel of the General Motors Radio Corp. which, in a remarkably short space of time, has worked out all the details confronting a new organization until it now has in smooth-running shape a merchandising machine covering the entire country. The chief executives of the company are R. J. Emmert, president and gen-

Electric Co. at Anderson, Ind., now the Delco-Remy Corp. He is a graduate of the Case School of Applied Science, Cleveland, O.

John E. Grimm, Jr., brought to the position of vice-president in charge of sales a wealth of experience in the sales, merchandising and advertising fields. He had considerable experience with the Delco-Light Company as assistant sales manager of the south-central sales sec-

Co., where he was manager of the control engineering department. As such, he supervised installation of automatic main roll drives for the largest steel mills in the world, automatic control of paper machines and complete control installations for the latest U. S. submarines and coast guard cutters. At Westinghouse he was associated with Mr. Emmert and came to the attention of C. E. Wilson, now vice-president of General Motors. During the war he was connected with the development of wind-driven generators for supplying current to airplane radio sets and heaters for aviators' clothing. He is a graduate of the Georgia School of Technology, Atlanta, Ga.

C. T. Lawson, general sales manager, has had long experience in radio merchandising and is a mechanical and electrical engineer as well.



Executives of the General Motors Radio Corp.

(1) R. J. Emmert, president and general manager; (2) John E. Grimm, Jr., vice-president in charge of sales; (3) E. B. Newill, vice-president in charge of engineering; (4) C. T. Lawson, general sales manager; (5) R. H. White, manager of advertising and sales promotion

eral manager; John E. Grimm, Jr., vice-president in charge of sales; E. B. Newill, vice-president in charge of engineering; C. T. Lawson, general sales manager; R. H. White, manager of advertising and sales promotion.

R. J. Emmert, president and general manager, was president and general manager of the Delco Products Corp. at Dayton when called to head General Motors Radio. He had made a record for modern methods in factory tooling. Delco Products manufactures Delco-Lovejoy hydraulic shock absorbers and fractional horsepower motors for electric refrigeration—and Mr. Emmert was the man who geared up this factory's production.

Mr. Emmert began his career with the Westinghouse Electric & Manufacturing Co. as a graduate student engineer. He became connected with General Motors in 1919 as a member of the engineering department of the Remy

tion, where he came directly under R. H. Grant, then president and general manager. When Mr. Grant became general sales manager and later vice-president in charge of sales of the Chevrolet Motor Co. he summoned Mr. Grimm to Chevrolet, where he served for nearly six years as advertising manager. As such, he came in close touch with the merchandising problems of this company. Mr. Grimm also is schooled as an engineer, being a graduate of the school of engineering of the University of Wisconsin. He was engaged for a time in experimental testing in the engineering department of the Delco-Light Co. and later was assistant service manager of this company. During the war he was a member of the Aviation Corps, reaching the rank of lieutenant.

E. B. Newill, vice-president in charge of engineering, came to General Motors Radio from the Westinghouse Electric and Manufacturing

He was vice-president in charge of sales for the Day-Fan Electric Co. when it was taken over by General Motors last year, and it was his knowledge of the radio business and his success as a sales executive in the radio field that were responsible for his being made general sales manager of General Motors Radio. After graduation from the Virginia Polytechnic Institute he entered the employ of the Westinghouse Electric & Mfg. Co. and became sales representative for the Pittsburgh district office.

R. H. White, manager of advertising and sales promotion, is well known in advertising circles. As assistant advertising manager of the Chevrolet Motor Co. he was associated with John E. Grimm, Jr., and is thoroughly familiar with General Motors advertising and sales promotion methods. He was also advertising manager of the Delco-Light Co. at Dayton at one time.

## G. M. Jost in Important Cable Tube Post

Department of Sales Promotion Under Management of Mr. Jost Plays Important Part in Cable Co.'s Activities

One of the reasons for the success which the Cable Radio Tube Corp., Brooklyn, N. Y., manufacturer of Speed radio tubes, has had in placing its product with the radio-music trade is the co-operation which is given dealers by the department of sales promotion, under the management of G. M. Jost. Mr. Jost as director of sales promotion plays a very important part in the Cable organization, despite the fact that his work keeps him behind the scenes.

Some twenty years ago, in 1910, Mr. Jost allied himself with J. J. Steinharter, present president of the Cable Radio Tube Corp. At that

time they organized the firm of Steinharter & Jost and operated a lamp-selling organization. A reorganization in 1914 changed the name to the Metalyte Co. The partners were also associated at that time with the Julius Wile Sons Co., wine importers.

In 1917 the Metalyte Co. was purchased by the American Appliance Co., at which time Mr. Steinharter left the organization and developed what was later to become the largest independent lamp manufacturing company in the United States, the Save Electric Co. Mr. Jost remained with the American Appliance Co., buying out the New York branch in 1919 and reorganizing it under the name of the Bettalyte Incandescent Lamp Co., which was merged with the United Lamp Manufacturers, Inc., in 1921. In 1921 Mr. Jost entered the radio tube business and has been connected with it ever since. His wide knowledge of merchandising ideally fits him for his post with the Cable organization.

Officials of this company feel that when the

Speed line is sold to the distributor the job is only half done and the wholesale representative needs concentrated co-operation of many kinds, and it was for this purpose that the sales promotion department was organized with Mr. Jost at its head. The success which the Speed line has achieved is proof positive that the department is functioning properly.

## Benjamin H. Price on Extended Trade Trip

Benjamin H. Price, of the DeJur-Amsco Corp., 418 Broome street, New York City, is on an extended tour which will take him to the Pacific Coast.

During his trip Mr. Price will introduce the new DeJur-Amsco variable condenser for the 1930-31 season. The DeJur-Amsco Corp. is also making heavy duty rheostats and potentiometers for use in talking movies and other photo-sound reproducing systems.



# General Motors Radio Corp. Announces Merchandising Policy

**Exclusive Dealerships, Protected Territories, Direct to Dealer Sales, National Authorized Service Policy Are Among Highlights of Company's System**

The General Motors Radio Corp. held recently a national convention of the company's field supervisors at Dayton, O., and during the course of this convention John E. Grimm, Jr., vice-president and director of sales of the company, gave out complete information as to the distribution plans of the General Motors Radio Corp. The high-spots of the system of national distribution and merchandising for this company include the following:

Direct factory to dealer operation, through a direct nation-wide system of zone offices; exclusive radio dealerships that will handle no other make of radio; protected territories; distribution through warehouses, completely stocked, in strategic centers to eliminate heavy dealer inventories; national authorized service, through strategically located major service stations; dealer and purchaser financing through General Motors Acceptance Corp.; financial participation by factory in the junking of certain classes of used radios; standardized dealer accounting; factory controlled dealer newspaper advertising.

The national field organization will consist of twenty-five zone offices covering the entire country. Each zone office, in charge of a zone manager, will be centrally located to serve efficiently and speedily every dealer. A corps of representatives will function from each zone in a liaison capacity between dealers and zone headquarters. Quick and effective distribution of stock is provided through warehouses strategically located.

Closely linked with the zoning system is the method of servicing worked out by General Motors Radio Corp., to provide fast handling of major repair work and efficient distribution of service parts in all sections of the country. Major service stations will be located at strategic centers. These will handle major service work for General Motors radio dealers, and in most instances will be equipped to take care of retail service for dealers as well.

As a part of this plan, the nation-wide organization of United Motors Service, Inc., another division of General Motors, will be used. This organization will be responsible for the national distribution of General Motors radio service parts through its twenty-seven branches throughout the United States. United Motors is the official field service organization for a large number of automobile parts, including Delco-Remy starting, lighting and ignition equipment; Delco-Lovejoy hydraulic shock absorbers; Jaxon rims and rim parts; Harrison radiators and others. With many years of successful operation, this organization is adequately equipped to function in a similar capacity for the General Motors Radio Corp.

United Motors Service, Inc., also have the national distribution of the automobile radio on cars now in the hands of owners. The automobile radio will be known as the Delco Radio and will be merchandised through the Delco Radio Corp., a selling organization of the General Motors Radio Corp., to United Motors Service and direct to automobile manu-

facturers for original equipment on new motor cars.

"Exclusive dealerships and protected territories make up an important feature of the new merchandising plan," stated Mr. Grimm. "Under this a dealer may not handle other makes of radios, but in return is given a definite, protected territory of his own, based on a radio potential, with a wide margin for a prosperous growth. This is based on the cardinal principle of General Motors, that, 'if we are to be successful, our dealers must make money.'

"Both national and local advertising will be handled by the General Motors Radio Corp. on a basis that will make it unnecessary for the average dealer to have any additional advertising expense. Every dealer will receive a sufficient amount of local advertising commensurate with the volume of business and the territorial potential. Individual records will be kept at all times, covering the amount of advertising spent for each individual dealer, in order that a proper proportioning and accounting can be maintained throughout the year.

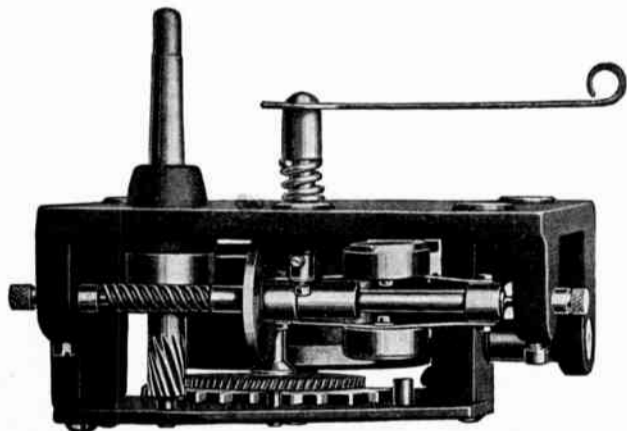
"The full benefits of financing given by General Motors to its automobile divisions will be extended to General Motors Radio Corp. dealers and to purchasers of their products, through the General Motors Acceptance Corp. Dealers will be financed in their wholesale purchases and will be able to extend the benefits of time payments to their customers on the principle used in buying automobiles. Insurance will be handled through the General Exchange Insurance Corp., which writes General Motors automobile insurance.

"Realizing the dealer's problem in connection with the trading in of old radio receivers, the company has set up a reserve which will be proportioned each 90 days by dealers, based on the volume of business handled during the period, to assist in disposing of or junking of

(Continued on page 72)

## "Helycon and Pulwel" Phonograph Products Were Profitably Sold in 19 Countries Throughout the World During 1929

We Are Pleased to Serve  
Our Valued Customers



PULWEL MOTOR No. 301

Send for our  
folders on  
Phonograph  
Motors  
Tonearms  
Reproducers  
Portables  
and accessories.



# POLLOCK WELKER, Ltd.

KITCHENER, ONT., CANADA

*Pioneers in the Phonograph Industry  
Since 1907*

Cable Address: Polwel-Kitchener

Codes: A.B.C., 5th Edit., Bentley's

PULWEL "COMRADE, JR."

Single Spring Pulwel Motor  
Helycon Tonearm No. 308  
Helycon Reproducer No. 12  
Full Tone Amplifying Chamber  
Blue or Brown Crocodile Finish Case

## General Motors Radio Announces Policy

(Continued from page 71)

the unsalable portion of the dealers used radio inventory. This plan has proved successful in the automobile field, and will be a very valuable asset to the General Motors radio dealer.

"A simplified accounting system has been developed for the dealers that will enable them to keep accurate records on their business in a standardized manner throughout the country, so that at frequent intervals statements can be made up from a large number of dealers as a guide for the individual dealer's operation. The General Motors Radio Corp. believes that if the fact were known pertaining to each part of the business constructive measures can be taken to prove conditions that are weak, and, in this manner, afford their dealers a maximum net profit, based on the capital invested.

"That all of its dealers may be an integral part of the organization, with a voice in its policies and plans, is made possible through establishment of a nationally organized business bureau—actually a committee of dealers, company officers and zone executives. The arrangement calls for a different group of dealers and zone officers to meet at Dayton for a two-day conference each month to discuss sales problems as they affect the dealer. The dealer group will be representative of all classes, ranging from those handling a large volume in the big cities to those selling a small number in a small community. Every dealer will receive a report of the deliberations of these conferences."

## Kolster Sets Again Being Manufactured

The Kolster Radio Corp. is now employing about 1,000 people in making up sets from material which was on hand when the company went into receivership. It is expected that two months will be required to make up these sets and before the expiration of that time it is hoped that a plan of reorganization will be perfected whereby the receivership will be dissolved and the Kolster Radio Corp. enabled to continue the production of new models.

Two Kolster distributors, the Musical Prod-

ucts Distributing Co. and the Greater City Distributing Co., of New York, have contracted to purchase the entire stock of 15,700 sets which are now being made up at a cost of \$475,000. The distributors will sell the sets only through authorized Kolster dealers in order to maintain the reputation and good will of the corporation.

All the people now employed by the Kolster plant are former employes who were recalled by the company.

## Invests \$200,000 to Produce Condensers

Installation of \$200,000 worth of equipment for the manufacture of a complete line of fixed condensers is now under way at the plant of the Transformer Corp. of America, Chicago, according to J. J. Kahn, director of sales. The line will include both bi-pass and filter condensers of various types and capacities, for both A. C. and D. C. circuits, and will meet practically all radio and general electrical requirements. Emphasis is to be placed on the electrical equipment phases of condenser manufacture.

Albert O. Hauser, for five years chief engineer for Tung-Sol Condensers, Inc. (formerly Brown & Caine, Inc.), Chicago condenser manufacturer, has been retained to supervise the construction of the new condenser plant and processes of manufacture as well as the development and performance of the products.

Approximately 34,000 square feet of the additional 60,000 square feet recently acquired by the Transformer Corp. for housing increased manufacturing facilities will be devoted to the newly created condenser division.

## Stromberg-Carlson Makes Awards to Contest Winners

The first prize in the Stromberg-Carlson Contest seeking better ways to merchandise the Stromberg-Carlson broadcast hour was won by L. Zemelsky, of W. A. Sturdevant, 122 Crown street, New Haven, Conn. The second prize in the contest was awarded to Darius Allen, of Knight-Campbell Music Co., 116 North Tejon street, Colorado Springs, Col., while the third prize went to A. M. Taylor, of Heaton's Music Store, 33 East Long street, Columbus, O.

## Stewart-Warner Head Is Highly Optimistic

C. B. Smith, President of Stewart-Warner Corp., Thinks 1930 Volume Will Be Largest in History

Optimism relative to 1930 business prospects is expressed by C. B. Smith, president of the Stewart-Warner Corp., Chicago. "We have set out to make our sales volume in 1930 the largest in our history," recently stated Mr. Smith. "To establish this record we have outlined a most comprehensive sales program and are highly pleased with the encouraging reports of business from distributors and dealers."

That the radio business is being stabilized and not demoralized is the opinion of this executive, who says: "Radio is simply passing through a period of adjustment. The history of the automotive business is quite similar. In 1917 there were 185 manufacturers of motor cars. To-day there are forty-five, and thirteen of these do 90 per cent of the business. As the years go by there will be fewer manufacturers of radio able to survive, but radio will beyond a doubt still occupy a high place in the list of industries. It is now the sixth largest in the United States and every indication points to its becoming fifth."

"Radio has passed the luxury stage. It has become a necessity in the modern home. More people want radios, more people need radios and more people are buying radios."

## Zenith Appoints New Milwaukee Distributor

The appointment of the Morley Murphy Co., of Milwaukee, Wis., as an exclusive distributor of Zenith radio is announced by W. C. Heaton, sales promotion manager for the Zenith Radio Corp., of Chicago.

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

Practically all of the State of Wisconsin and the northern peninsula of Michigan has been granted the Morley Murphy Co. for the distribution of Zenith products. The Milwaukee branch, located at 454 Milwaukee street, is under the management of C. E. Willert.

Mr. Willert, who has just recently returned from a visit to the Zenith plants in Chicago, states that his company is extremely pleased with the Zenith connection and is confident that Zenith radio will receive greater and wider distribution in Wisconsin than ever before. Their entire dealer organization is said to be likewise enthusiastic over the prospects for the coming season with such a reputable and well-established line as Zenith.

## Frank V. Goodman Loses His Mother

Frank V. Goodman, general sales manager of the American Bosch Magneto Corp., Springfield, Mass., is receiving many expressions of sympathy from his friends in the trade because of the death of his mother, Mrs. Elizabeth K. Goodman, who died on Thursday, March 27. Mrs. Goodman, who was seventy-five years of age at the time of her death, had been ill for some time, but until the first of the year had been convalescing rapidly. Funeral services were held from her late residence, 100 St. Nicholas avenue, New York City, on March 31.

# Duovacs Assure the Dealer

not only bigger profits in cold cash because of the DUOVAC merchandising policy . . . but also greater profits through savings in time and effort because DUOVACS reduce dealer service problems. Dealers who wish to protect their tube profits and maintain their reputation for quality and service should lose no time in communicating with

DUOVAC RADIO TUBE CORP.

360 Furman St.

BROOKLYN, N. Y.

# DUOVAC

The Precision\* Radio Tube

\*PRECISION—The quality of being precise, strictly accurate—identical.—Standard Dictionary.



# GULBRANSEN'S Quarter of a Century EXPERIENCE

*—helping dealers make money*

## A FILTER CONDENSER RECORD!

*—that means  
“Protected Profits”*

A record of all Gulbransen radio receivers sold from July 1, 1929, to March 1, 1930, reveals the startling fact that our filter condensers, “the heart of any radio receiver,” proved 99.99954% perfect!

*We hereby certify we have checked the above figures and found them correct.*

E. R. BURT & CO., Auditors,  
By G. L. O'Malley, Res. Mgr.

—will be Gulbransen's contribution towards making 1930 the radio season of all time.

Seasoned radio distributors and dealers from every State in the Union are looking to Gulbransen to supply them with the “unusual” in merchandise and merchandising plans for 1930.

In response, Gulbransen has developed a most outstanding program, backed by

### Over Five Million Dollars

of resources, and is devoting a great share of its

### 500,000 Square Feet of Floor Space

to the manufacture of complete radio receivers for 1930.

### A Few Good Jobbing Territories Now Open

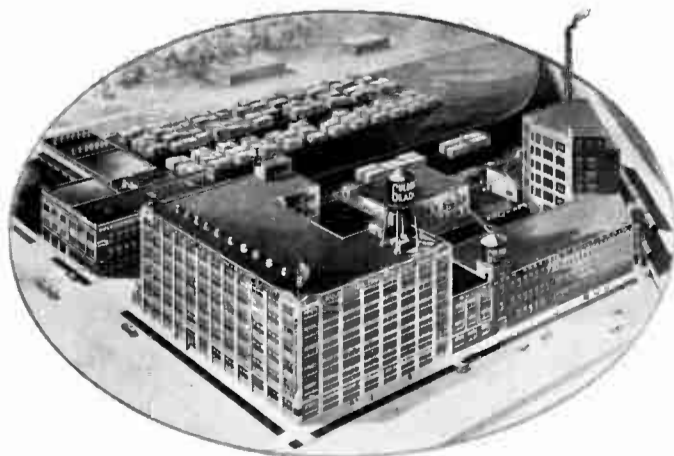
There are available a few good jobbing territories. Jobbers are invited to write for details, which will prove to be exceptionally interesting. If the details of our 1930 program could be revealed in this advertisement, you'd wire rather than depend upon a letter.

## GULBRANSEN COMPANY

Chicago, Kedzie, Sawyer & Spaulding Aves.

CHICAGO, ILLINOIS

*Half a  
Million  
Square Feet  
of  
Floor Space*



*Equipped with  
Modern  
Machinery—  
Manned by  
Skilled  
Workmen*

Gulbransen Receivers are licensed under R. C. A. and Hazeltine patents



These  
PROFITABLE  
PORTABLES

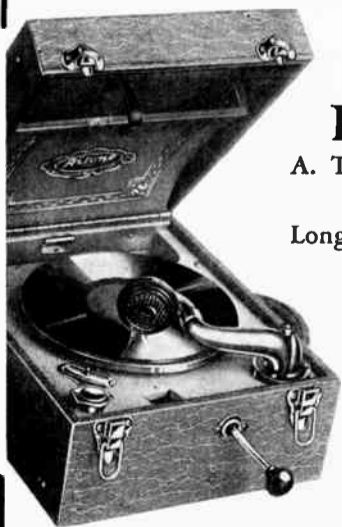
sold in  
23 Countries  
in 1928-1929

A Most Complete Line

\$13.50 Retail Price  
15.00  
18.50  
22.50  
25.00  
35.00

AMAZING  
PERFORMANCE  
and  
APPEARANCE

Ask your jobber or write  
us for new 1930 circular.



**BERG**  
A. T. & S. Co.,  
Inc.  
Long Island City  
N. Y.

## Transformer Corp. of America Launching Radio Set Line

E. J. Dykstra, General Sales Manager, Announces Company's Entrance Into Receiver Field—T. C. A. Receiver Embodies Latest Technical Developments

E. J. Dykstra, general sales manager of the Transformer Corp. of America, Chicago, recently announced that the company, in addition to supplying many receiver manufacturers with electrodynamic speakers, coils, chokes, etc., will launch a radio receiver, to be known as T. C. A. Radio, manufactured under license granted by the Radio Corp. of America and associated companies.

The Transformer Corp. has made an unusual record in recent years, growing from a small firm to a highly organized group, handling a volume of business requiring more than 200,000 square feet of factory space for manufacturing facilities for its products and a sales organization of national scope.

The new T. C. A. receiver embodies all of the modern technical developments; three screen-grid tubes employed as radio frequency amplifiers in cascade, power detection and 245 tubes in push-pull operating an electrodynamic speaker of advanced design; housed in unusually rich-looking cabinets. Several console models will be announced in detail in the near future in the World.

Mr. Dykstra stated that T. C. A. engineers have achieved their goal after research and experimental work covering a period of eight months and actual test reports from every part of the country indicate that their efforts to produce an outstanding receiver have been realized

in every respect. The introduction of the T. C. A. receiver by the Transformer Corp. of America is a natural development as a result of the company's unusual knowledge of radio principles and products, and its ability to fabricate a radio complete under one roof.

"The many failures among radio manufacturers during the latter half of 1929," Mr. Dykstra added, "is attributable in a large measure to lack of definite information regarding production, its costs and pitfalls. We feel that we are prepared to cope with the production problem to the ultimate benefit to the consumer. The whole tone of the radio industry will be raised only when maximum value is offered to the public at a price which the consumer can afford and which permits the manufacturer, jobber and dealer to make their legitimate profit."

Mr. Dykstra is a radio executive of wide experience who brings to the T. C. A. organization a wealth of sound merchandising ideas. The sales staff which he has built is already functioning in nearly every State in the Union.

The comprehensive advertising schedule of the firm is already taking shape under the management of W. E. Hall, formerly director of sales promotion for Silver-Marshall, Inc. Mr. Hall states that the company plans to give T. C. A. jobbers and dealers every possible co-operation from the standpoint of publicity and advertising.

### Dr. DeForest Spent Busy Week in Chicago

Dr. Lee DeForest, pioneer worker in the field of radio communication, was the guest of Chicago during the week of March 17. He demonstrated a historical film and gave a lecture on the development and future of the phono-film and talking pictures, in conjunction with the seventy-fifth anniversary of Mandell Brothers.

Dr. DeForest attended a luncheon given by the Physics Department of the University of Chicago and addressed a combined meeting of the Chicago section of the Institute of Radio Engineers and allied organizations.

### L. N. Weiss Takes to Air

L. N. Weiss, sales manager of Pierce-Airo, Inc., New York City, with his assistant, J. A. Maupai, left Roosevelt Field April 5 on a flying trip to the West Coast, where they will introduce the new Pierce-Airo Model 724 triple screen-grid chassis. They will return east by rail and contact the important jobbing centers in that territory.

### Appoints Representatives

United Scientific Laboratories, Inc., New York City, announce the appointment of two new representatives to handle their new type S. G. variable condenser: N. J. Clark & Co., 2885 East Grand boulevard, Detroit, Mich.; Sigmund H. Cohn, 207 East Fifteenth street, Los Angeles, Cal.

### LaMart Radio Shop Opened

A new radio store, the LaMart Radio Shop, has been opened at 1008 West Slauson avenue, Los Angeles, Cal.

### Stewart-Warner Display Service Started

Manufacturer Announces Series of Six Complete Window Display Set-Ups for Dealers—First Now Available

Coincident with the announcement of its new radio line for 1930, the Stewart-Warner Corp., Chicago, also announces as part of its display



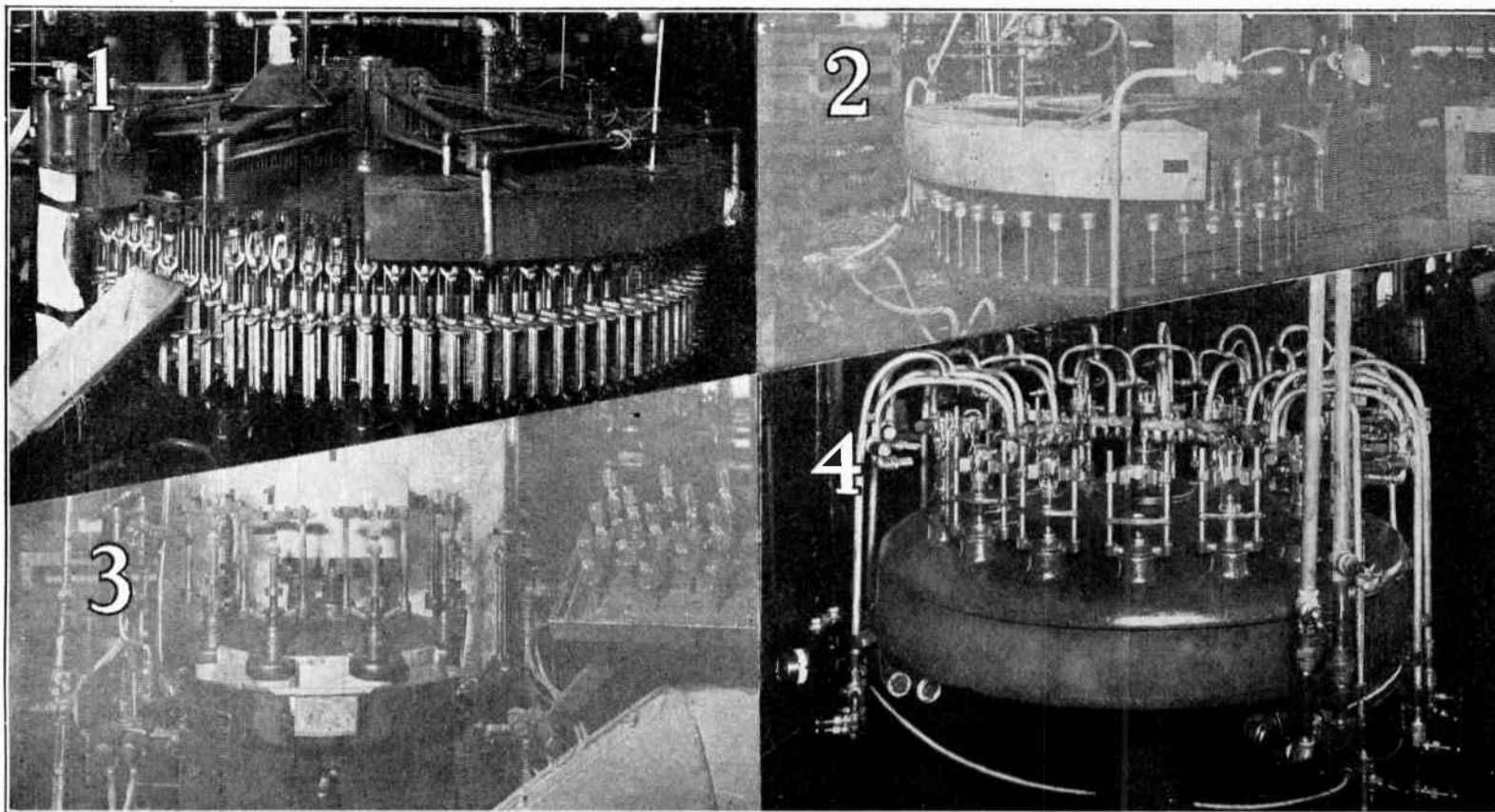
One of the Stewart-Warner Displays

program a series of six complete window display set-ups for its dealers. These are scheduled for release at regular intervals throughout the year, and the first is now available for dealers subscribing to this service.

A feature of the displays is the method taken to "localize" them for individual dealers. This is done by reserving space on some of the cards included in each set-up for the dealer to fill in with facts about his own business, such as his repair and service information, trade-in policy, etc. Complete directions for installation are included with each display, making it easy for the dealer to trim his window in brief time.

R. E. Nelson has opened a radio section in the J. S. Pieringer Jewelry Store, Bedford, Ia.





1. New basing machine—capacity 2,000 tubes an hour  
2. Old basing machine—capacity 300 tubes an hour

3. Old sealing machine—capacity 300 tubes an hour  
4. New sealing machine—capacity 2,000 tubes an hour

# *New inventions* reduce prices ON *de Forest* AUDIONS

The above illustrations show only two of the many new automatic high-speed machines developed and patented by the De Forest Radio Company.

In 1906 Dr. Lee De Forest invented the radio vacuum tube and made broadcasting possible. Today De Forest engineers again lead the way with an entirely new conception of radio tube equipment which maintains quality and makes it possible for the radio public to purchase the famous De Forest high vacuum, long life Audions at greatly reduced prices.

Your customers will appreciate this saving and when they equip their set completely with the De Forest perfected Audions, they will note the difference right from the start.

TYPE	PURPOSE	OLD PRICE	NEW PRICE
410	Power Amplifier	\$ 9.00	\$ 8.00
422	D. C. Screen-Grid Amp.	4.50	4.00
424	A. C. Screen-Grid Amp.	4.00	3.00
427	A. C. Detector Amplifier	2.50	2.00
445	A. C. Power Amplifier	3.50	2.50
480	Full-Wave Rectifier	3.00	2.50
481	Half-Wave Rectifier	7.25	6.50
450	Power Amplifier	11.00	10.00

## *de Forest* AUDIONS

**DE FOREST RADIO CO., PASSAIC, N. J.**

*Branch Offices Located in*

Boston, Philadelphia, Atlanta, Pittsburgh, Chicago, Minneapolis, St. Louis, Kansas City, Denver, Los Angeles, Seattle, Detroit, Dallas, Cleveland

## Better Employment Conditions Benefit Business in Toledo

Local Radio Trade Association Holds Spring Meeting—Greene Co. Exhibits at Builders' and Homes Exposition—Basil Radio Co. Is Host to Majestic Dealers

TOLEDO, O., April 5.—Each week a few hundred more industrial workers are given jobs here which is gradually bringing the buying power of employes to a higher level with resultant benefit to radio and music stores.

The Toledo Radio Trade Association recently held its Spring meeting at the Elks Club. John H. Combs, secretary of the retail merchants' board, was the principal speaker. He urged the Association to become more active in promoting the welfare of its members and also in civic affairs.

The J. W. Greene Co. is taking an active part in the Builders' and Homes exposition by displaying musical merchandise which will add to the comfort and enjoyment of the home. The Capehart Aero-car with its broadcasting and musical equipment visited the city in the interest of the factory. The Greene Co. has the local agency for the Capehart line. Stops were made wherever Capehart instruments have been installed in the city. Much interest in the line was developed.

Irving S. Leon has been appointed sales manager of the Cleveland Distributing Co., wholesaler of Atwater Kent sets, at 312 Sixteenth street here. He succeeds Charles G. Smith.

Victor Basil, of the Basil Radio Co., was host on Saturday evening at the Secor Hotel to 100 persons comprising his sales organization and representatives of the Roberts-Toledo Co. and Grigsby-Grunow Co., manufacturer of the Majestic radio line. Principal speakers were Stanley Roberts, of the Roberts-Toledo Co., and Fred. Partridge, of the Grigsby-Grunow Co.

The Stolberg Hardware & Paint Co., Gnl-bransen radio distributor, reports the line is becoming increasingly popular.

The Schneider Radio Co. has inaugurated a city-wide Edison billboard campaign. A few weeks ago a similar drive with boards scattered where purchasing power was average produced good immediate results, and E. J. Rapp stated the Bosch line, which was then featured, has moved steadily and calls are received daily regarding the outfit.

Herb Donnelly, manager of the Heat & Power Engineering Co., Zenith distributor, reports the new models are keeping volume on an even

keel and that dealers through the entire territory are remaining loyal to the line.

The Toledo Radio Co., Sparton distributor, has added the Simplex radio for automobiles. It is contemplated to shortly inaugurate a sales school for dealers in order to assist them in merchandising the new line.

Terminating a drive for new dealers which had been in progress for two weeks and was conducted by Harry Almquest, representative, the Stromberg-Carlson Co. was host to a group of dealers at the Secor Hotel recently. Henry Waite, from the factory, addressed the group on policies of the house.

The Roberts-Toledo Co., Majestic jobber, within the recent past was host to Toledo dealers at the Toledo Chamber of Commerce. The dinner inaugurated the Majestic prosperity campaign.

Grinnell Bros. have opened a Spring Victor campaign. Windows are gay with color and newspapers as well as the house organ, "Melody," are spreading the story of Victor machines to consumers in this section.

## Fourteen Tube Makers Have RCA Licenses

E. C. Anderson, License Administrator of the Radio Corp. of America, Issues Complete List as of April 1

Fourteen radio tube manufacturing companies are licensed under the patents of the Radio Corp. of America. The full list of tube licensees, as of April 1, was issued by E. C. Anderson, license administrator of the Radio Corp. of America. The licensees are as follows:

Allan Mfg. & Electrical Corp., Clark Bldg., Central avenue, Harrison, N. J., Henri Sadacca, president; CeCo Mfg. Co., Inc., Providence, R. I. Ernest Kauer, President; Champion Radio Works, Inc., Danvers, Mass., F. W. Marsh,

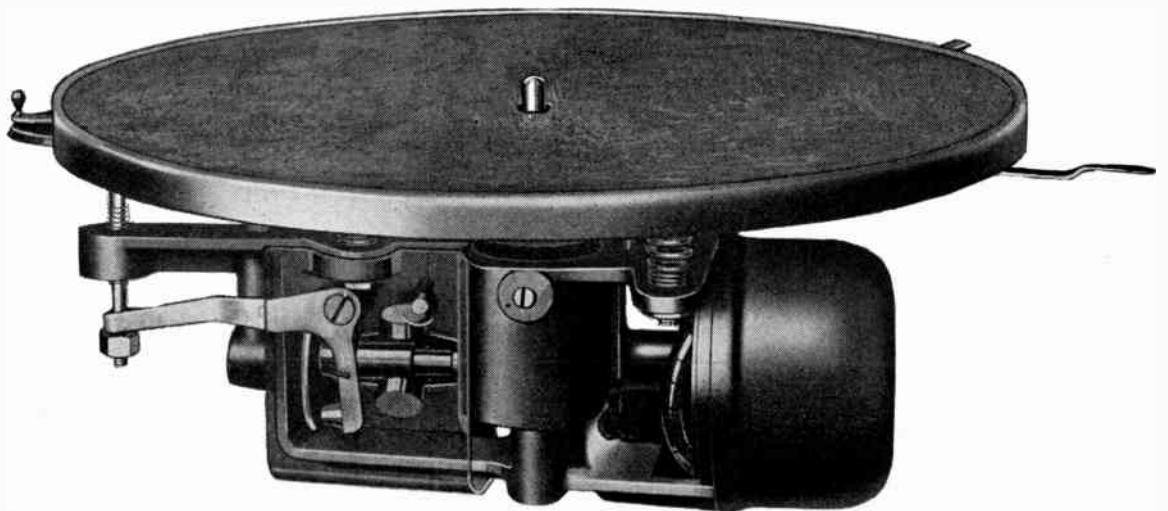
Hygrade Lamp Co., Salem, Mass., E. J. Poor, president; Ken-Rad Corp., Owensboro, Ky., Roy Burley, vice-president; Matchless Electric Co., 1500 North Ogden avenue, Chicago, Ill., Paul C. Dittman, president; National Union Radio Corp., 400 Madison avenue, New York City, E. A. Tracey, vice-president; Nilco Lamp Works, Inc., Emporium, Pa. (Sylvania), Ben Erskine, president; Raytheon Mfg. Co., Kendall Square Bldg., Cambridge, Mass., L. K. Marshall, president; Tung-Sol Radio Tubes, Inc., 95 Eighth avenue, Newark, N. J., H. W. Harper, president; United Radio & Electric Corp., Irvington, N. J., Fred Schiller, president; Cable Radio Tube Corp., 80 Ninth street, Brooklyn, N. Y., J. J. Steinharter, president; Perryman Electric Co., Inc., 4901 Hudson boulevard, North Bergen, N. J., B. Katz, president; Triad Mfg. Co., Inc., Pawtucket, R. I., George Coby, president.

# The **DIEHL** Electric Phonograph Motor

## INSURES ACCURATE RECORD REPRODUCTION

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

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



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



**DIEHL MANUFACTURING COMPANY**

*Electrical Division of*

**THE SINGER MANUFACTURING COMPANY**

*Elizabethport, N. J.*

Atlanta

Boston

Chicago

New York

Philadelphia



# MASTER'S MIGHTY MIDGET

## *A Giant in Performance!*

MAGNAVOX DYNAMIC SPEAKER! SCREEN GRID!

**SELECTIVE!**  
**DISTANCE!**  
**BEAUTY!**  
**TONE!**  
**PRICE!**



MODEL 70  
(Size 13" x 16" x 8½")

*To See It Is to Want It . . .  
To Hear It Is to Buy It!!!*

The Master Midget contains Four Tuned circuits for extreme SELEC-TIVITY—Three stages of R.F. ampli-fiers for SENSITIVITY—6 A.C. Tubes (3-26, 1-45 and 1-80)—1 Screen Grid Housed in handsome Walnut cabinet size 13" x 16"—SINGLE DIAL CONTROL AND MAGNA-VOX DYNAMIC SPEAKER.

To retail at \$59.50 (complete with tubes).

### THE SENSATION AND OUTSTANDING VALUE OF THE RADIO INDUSTRY!!

Dealers find it easy to sell the Master Midget. Its compactness—the marvelous tone and volume bursting forth from such a small and beautiful instrument—performance that one only expects from large and expensive radios. Perfectly balanced in every detail—its superior performance in any test for TONE—DISTANCE—SELECTIVITY—EASY CONTROL AND BEAUTY makes volume of sales a certainty.

### YOU WILL BE AMAZED at the QUALITY and CONSTRUCTION

The MASTER MIDGET is correctly engineered to the screen grid. The chassis is wonderfully constructed of the best materials, easily accessible and is as trouble proof as modern engineering can devise.

### A CHALLENGE!

We invite you to compare the Master Midget with other radios of its kind. You will agree that in eye and ear appeal the MASTER MIDGET is far superior—SO WILL YOUR PROSPECTIVE CUSTOMERS! APART FROM THE VOLUME OF BUSINESS THE MASTER MIDGET WILL BRING YOU—YOU WILL BE PROUD TO HANDLE IT FOR IT IS IN KEEPING WITH YOUR OTHER HIGH CLASS MERCHANDISE.

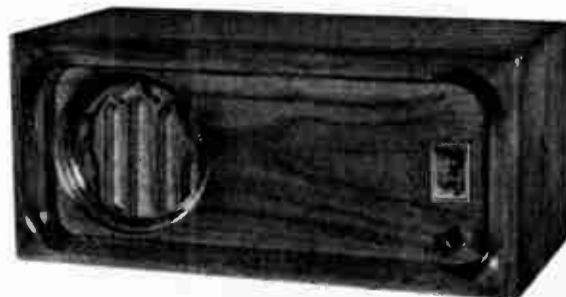
### The Master Table Model

Chassis and speaker the same as the Midget. Beautiful Walnut Cabinet, size 22" x 10½" x 10½".

To retail at \$59.50 (complete with tubes).

### Also in a Console Model

JUST THE RADIO FOR ALL OCCASIONS. EASILY PORTABLE WEIGHT APPROXIMATELY 30 LBS.



MODEL 50

**THE MASTER RADIO MANUFACTURING CO., Inc.**  
1682 W. 35th Place, Los Angeles, California

Cable: Mastred, Los Angeles

## W. H. Roth Elected President of the Wisconsin Association

Radio Trades Association Elects Officers for Coming Year—Dealers Declare Business Is on Upgrade—Ische Brothers Incorporated—Simplex Making Sets for Autos

MILWAUKEE, WIS., April 4.—The Wisconsin Radio Trades Association has elected W. H. Roth, of the Radio Specialty Co., president for the ensuing year. Henry M. Steussy, of H. M. Steussy, Inc., was elected executive vice-presi-

dent of the association; L. T. Robertson, McCoy-Robertson Radio Co., retail vice-president; Vernon H. Maurer, of the Badger Radio Co., wholesale vice-president; W. H. Nolan, secretary, and L. M. Jeger, of the Sterling Finance Co., treasurer. Directors elected include Mr. Robertson, George Barnes, of Barnes-McGovern, and B. S. Wisniewski. The Association is planning on having a large delegation on hand at the RMA trade show.

Dealer members of the Wisconsin Radio Trade Association are displaying window signs indicating their membership in the trade group. Only members in good standing are allowed to display the sign, and this, with the newspaper advertising campaign, which the radio group is carrying on, are intended to give the public adequate information on dependable dealers and merchandise.

G. K. Purdy, of the George C. Beckwith Co., distributor for Crosley and Amrad in Wisconsin and Upper Michigan, declares that the trend of the radio situation is distinctly upward. Dealers are buying about equally on the popular-priced and higher-priced models. Mr. Purdy states. While the demand is for small lots, there is a consistent growth in buying interest.

I. R. Wittuhn, of the Standard Radio Co., distributor for the Kellogg radio line in the Wisconsin district, cites figures to show that February and March radio business made important gains, even over the high records established in previous seasons. "February was the largest month in the history of our concern

on radio sales," declared Mr. Wittuhn, "and March rates about the same. We have found that things are going along well in the radio business in April, and now we are all set waiting for the new Kellogg receiver."

The radio council of the Wausau Chamber of Commerce observed the first anniversary of its organization in Wausau recently with a dinner at the Hotel Wausau. Radio dealers from Merrill, Stevens Point, Marathon, Antigo, Tomahawk and Mosinee were present. Michael Ert, of Michael Ert, Inc., was the principal speaker at the dinner. The Wausau radio council is one of the active radio trade association groups in Wisconsin.

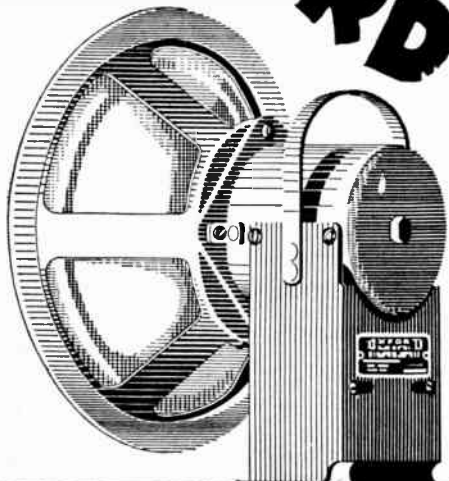
Ische Brothers Co. has filed articles of incorporation to do business at Milwaukee in radios. The capitalization of the company is \$25,000 and the incorporators are Gordon Ische, Louise Ische and Allen A. Ische. The concern has opened its second radio store at 5521 North avenue. The original store is located at 4709 Center street. The company features the Victor, Stromberg-Carlson, Atwater Kent, Sperton and Radiola lines.

The Simplex Radio Co., a subsidiary of the O. E. Specialty Co., of Milwaukee, is producing radio sets designed for use on automobiles, airplanes and motorboats. The company at the outset of its production is turning out about forty sets a day. Material expansion will be made soon, in order to produce 300 sets daily.

Small radio sets for installation in automobiles are now being built by the French Battery Co., at Madison, Wis., for the Automobile Radio Corp., of New York. The New York concern has leased about 2,000 square feet of warehouse space at the French plant for storage of the sets after the local concern assembles them.

The Wextark Radio Co. has announced plans for opening a temporary branch office at Stoughton for distribution in southeastern Wisconsin. The store at Madison was opened last December, with John C. W. Daly as manager.

# SPEAKER OXFORD<sup>by</sup>



The NEW  
OXFORD  
is a favorite  
with music  
dealers—those  
who know tone  
and sell radio  
as a musical  
instrument.

Write for prices and  
further information

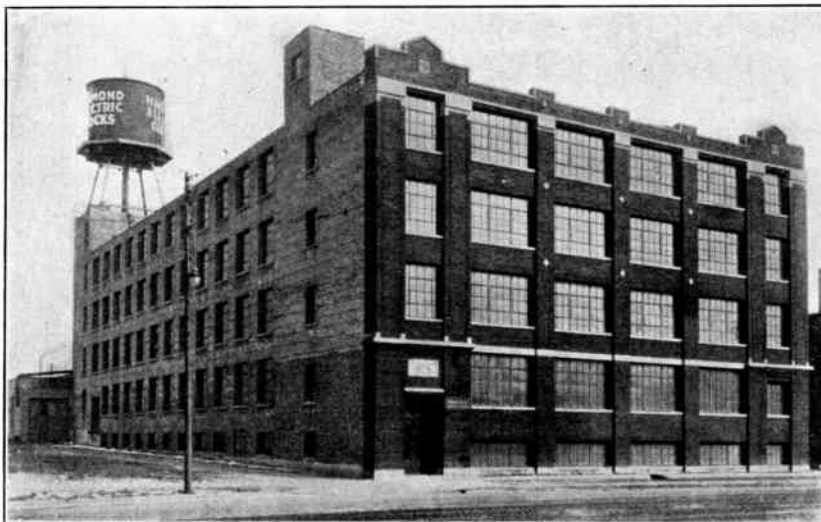
OXFORD RADIO  
CORPORATION  
3200 W. Carroll Ave.  
CHICAGO, U. S. A.

PETER

## Hammond Clock Co. Purchases New Plant

Four-Story-and-Basement Building Bought  
by Electric Clock Manufacturer—Future  
Expansion Provided for

To provide for further development and expansion, a four-story with basement factory building was recently purchased by the Hammond Clock Co., Chicago, manufacturer of synchronous electric clocks, at a reported estimate of \$300,000. This building, erected in 1924, is thoroughly modern, heated by oil-burning boilers and designed to give a maximum of day-



New Plant Recently Purchased by Hammond Clock Co.

light. The total floor area exceeds 80,000 square feet, which will allow for the increasing number of production units.

In view of the fact that the firm has already outgrown three factories and significant of its

faith in the future of all-electric clocks, the Hammond Clock Co. also purchased additional ground space adjoining the new building. This space will permit the erection of another building that will increase the total floor space to 250,000 square feet. At present, offices are being built in the new structure. Immediately after the completion of these the Hammond organization will move to its new address, 2911 N. Western avenue, Chicago.

## Colonial Booth Attracts

Among the most attractive exhibits at the recent radio show of the Hudson County Radio Dealers' Association in New Jersey was that

of the Colonial Radio Corp., of Long Island City, N. Y. The booth was artistically furnished, providing a fine setting for the Colonial models. The Hudson County Radio Dealers' Association is a particularly live-wire organization. Twice a year they run complete radio shows, which play an important part in stimulating interest in radio and keeping the community radio-conscious, especially in quiet seasons. The exhibits at these

shows invariably attract wide attention and the Colonial display at the recent show was a center of attraction. This line has been enjoying a steady increase in popularity in this territory.



# REVOLUTIONARY! « IN CONSTRUCTION AND PERFORMANCE... EVEREADY RAYTHEON 4-PILLAR TUBES



NOW you can sell your customers something really new... Eveready Raytheon Tubes! Let them hear the rich, full-voiced tone, the breath-taking realism of Eveready Raytheon reception. Demonstrate it, in their own radio sets... then tell them reception will *always* be better if they put a new Eveready Raytheon in each socket *whenever the tone begins to sound fuzzy*.

You can hear the difference and see the reason

Look at the illustration on this page, showing Eveready Raytheon's 4-Pillar construction... a SOUND improvement. See the solid, four-cornered glass stem, with the four rigid pillars imbedded in it, anchoring the elements. No other tube is permitted to use this construction, for it is patented and exclusive with Eveready Raytheon. Before the day of dynamic speakers and screen grid circuits, the old, flimsy, "gas-mantle" con-

struction may have been satisfactory. But present-day radios need tubes with 4-pillar rigidity. Eveready Raytheons are immune to the jolts of shipment and handling, and to vibration in the radio set itself!

### No legal entanglements!

Eveready Raytheons are licensed tubes. They come in all types, and fit the sockets in every standard A.C. and battery-operated receiver now in use. Ask your jobber, or write us now for the names of jobbers near you.

\* \* \*

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAJ over a nation-wide N. B. C. network of 30 stations.



Trade-marks

NATIONAL CARBON COMPANY, INC.

General Offices:  
New York, N. Y.

Branches: Chicago Kansas City  
New York San Francisco

Unit of **UCC** and Carbon  
Union Carbide Corporation



LEONARD P. CANTY

## Audiola Co. to Make Complete Radio Line

Product to Be Sold Through Distributors and Dealers—Formerly Specialized in Chassis for Radio Receiving Sets

The Audiola Radio Co., Chicago, which in recent years has specialized mainly in chassis business, will concentrate on a line of complete receivers to be sold through distributors and dealers during the coming season, according to an announcement by Mortimer Frankel, president of the organization. The new Audiola receivers, which are being introduced this month, are illustrated and described in the New Products section of this issue of *The World*.

The financial and production facility growth of the company makes this distributor-dealer program possible, and the firm will announce in the near future its list of representatives, situated in leading trade centers throughout the country. The company has been manufacturing receivers since 1921, when modern broadcasting began, and enters its ninth year of set production with the following executive personnel. Mortimer Frankel, president and general manager, who organized the Audiola Radio Co., in 1921, is a Cornell graduate in electrical engineering, and was associated with the Roller Smith Co., manufacturer of electrical measuring instruments, for 22 years. He is also president of the Wilmort Mfg. Co., which he founded in 1917, and is a member of several engineering societies.

F. J. Marco, chief engineer, has been associated with Audiola for four years, and is well known in radio engineering circles for his accomplishments in radio receiver designing. E. J. Glennon, vice-president and production manager, has been with the firm for eight years, and is thoroughly experienced in set production and mechanical engineering. He was formerly connected with the Jefferson Electric Mfg. Co., for a period of six years.

H. E. Anderson, secretary, has occupied that position since the firm was organized in 1921, and has charge of purchasing and credits.

Charles W. Strawn, sales manager, formerly in charge of sales promotion for U. S. Radio & Television Corp., recently joined the Audiola organization. He has been connected with the radio-music field for many years, having served as general manager of the Cleveland and Buffalo offices of the Rudolph Wurlitzer Co. and as divisional manager of Lyon & Healy, Chicago. Mr. Strawn will devote his efforts to the merchandising of the new Audiola line, contacting distributors and dealers.

The Echophone Radio Sales Co., A. H. Chapman, manager, has opened a branch at 104 East Monroe street, Phoenix, Arizona.

Manufacturers of the **Alto Fibre Feedie Cutter**



**Accurate! The Alto**  
**Automatic Stop For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

**Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.**  
 Canadian Distributor: Universal Supply Co., Toronto, Ont.

## P. H. Tartak Joins Transformer Corp.

Well-known Acoustical Engineer Participated in Development of Two New Dynamic Speaker Models

With the first public announcement of two new dynamic speaker models now being made available by the Transformer Corp. of America, Chicago, comes word that P. H. Tartak, well-known acoustical engineer, has joined the corporation and has participated in the development of the new speakers. A feature of both these speakers, one a twelve-inch and the other a nine-inch cone, is a new impregnated composition diaphragm which is said to be an original development of the Transformer Corp.

Both new models are now available in all field resistances to manufacturers' specifications, and J. J. Kahn, director of sales, reports that production capacity is approximately 100,000 per month. Speaker manufacturing facilities of the firm have been tripled and it is expected that the new models will be available to set manufacturers at very attractive prices, owing to new developments incorporated in their production. This organization is now blanketing all composition parts, producing all metal parts and stampings and all cadmium plating.

Mr. Tartak, who is in charge of speaker design and production and who is heading the acoustical research now being conducted along various lines, is well known in the industry.

## Paul Tremaine Is Columbia Artist

Paul Tremaine and His Orchestra, popular seventeen-piece novelty dance ensemble of C. B. S. broadcasts, have signed exclusively to record for the Columbia Phonograph Co.

Tremaine's daily broadcasts of glorified "Hill Billy" and Spiritual tunes, sent out from New York City, have attracted much attention for the past year. He is also known in appearances for the Keith-Orpheum circuit, particularly in the Southwest and in Vitaphone "shorts."

Paul Tremaine's first Columbia record couples novelty fox-trot arrangements of the celebrated "Hill Billy" tunes, "Hand Me Down My Walkin' Cane" and "She'll Be Comin' Around the Mountain."

## May Executives to Attend Philco Cruise-Convention

The May radio distributing organizations in New York and Boston will be well represented in the Philco's jobber cruise and convention to Bermuda and return, which will start from New York City on the morning of May 27.

Walter Ferry, sales manager of the May Distributing Corp.; Thomas O'Laughlin, sales manager of D. W. May, Inc., and William Topping, general manager of both organizations, will go from the New York offices, together with two top salesmen in a contest which will end May 25. From Boston there will be George P. Wiseman, vice-president and general manager, and W. L. Galt, secretary and sales manager of May Distributors, Inc., together with one winning salesman.

## New Distributing Set-ups in Kansas City

KANSAS CITY, Mo., April 5.—The Gustin-Bacon Manufacturing Co. has been appointed a distributor for Brunswick radios and records. H. H. Dickson of the local Brunswick organization has become a member of the personnel of the Gustin-Bacon Co. L. G. Henel, formerly of the Brunswick force, will continue handling the technical end of the business.

Other members of the Brunswick organization affected by the change in policy are A. P. Snyder, now connected with the McEwen-Halliburton Co. of Oklahoma City, Oklahoma, Brunswick distributor; N. W. Waddington has joined the forces of the Kansas City Distributing Co., and A. W. Andrews is now associated with the Edison Corp. here.

Another change in local distributors came with the announcement by the Kansas City Distributing Corp. of their appointment as exclusive distributor for the Sparton radio line covering western Missouri, Kansas, Oklahoma, and parts of Arkansas and Texas. W. C. De-Bold and D. Wright who have been associated with the Sparton radio in this territory have joined the distributing company as sales manager and service man, respectively.

Moser & Suor, Inc. has been appointed a distributor for RCA Radiolas and RCA Radiotrons. Offices of the new firm are located in the Kirkwood Building, 2020 Grand avenue. The members of the firm are Dan W. Moser and Joe G. Suor, formerly with the Niles & Moser organization of Kansas City.

The Artho-Tone Co., installer of radio equipment in large structures, has leased a two-floor space approximating 7,000 square feet at 4002 Woodland avenue. Fred A. Standiford is head of the business.

## European Broadcasting Has Greatly Improved

Great improvement in European broadcasting, enthusiasm of radio listeners for grand opera and corresponding indifference to jazz, these are the outstanding impressions of the radio situation abroad, as reported by William J. Avery, export manager of the Atwater Kent Mfg. Co., just returned from an extended tour of Europe.

"Everywhere we found increasing enthusiasm for radio," said Mr. Avery, "and a decided preference, both among broadcasters and radio fans, for American radio material. The great, new broadcasting stations, which are multiplying all over Europe, are for the most part of American construction. Likewise American-made receiving sets are everywhere in decided favor."

## Radio Retailers Assn. Holds Banquet and Dance

The second annual banquet and dance of the Radio Retailers Association was held in the grand ballroom of the Hotel Pennsylvania, New York City, on March 16. The event was attended by about 300 dealers, distributors, factory representatives and jobbers' salesmen.

A revue was staged after the banquet. Baby Alice, a youngster about seven years old, furnished the highlights of the program with her dancing.



→  
**FIRST MINUTE**

*Let your customer hold a watch on any set equipped with Arcturus Tubes. Snap the switch and check the starting time... the program is there in 7 seconds!*

# THIS 3-MINUTE DEMONSTRATION

## PROVES ARCTURUS SUPERIORITY TO ANY TUBE BUYER



←  
**SECOND MINUTE**

*Let your customer listen to the clear, pure tone that is characteristic of Arcturus Tubes. There's no annoying hum, no trace of outside noises, to mar the beauty of any program.*



**T**HE self-evident superiority of Arcturus Blue Tubes means increased sales and extra profits. If you have not checked Arcturus quality yourself, ask your jobber for a demonstration. *Proved performance, not sales talk, has made Arcturus the fastest growing tube in the radio industry today.*

ARCTURUS RADIO TUBE COMPANY  
Newark, N. J.

→  
**THIRD MINUTE**

*Show your customer, on the meter, that Arcturus Tubes easily withstand exceptional overloads. This unusual stamina explains Arcturus' long life.*



*they're  
blue!*

# ARCTURUS

*Quick Acting*  
**RADIO TUBES**



## Distributive Changes Feature of Month in Philadelphia

Raymond Rosen & Co. Awarded Brunswick Line; Crosley Distribution Taken Over by R. E. Tongue & Bros. Co. and Cam-Rad Now Wholesales Kennedy Line—Other News

PHILADELPHIA, PA., April 7.—The radio-music trade showed a much more satisfactory trend during the latter part of last month. Bargain offerings were practically nil and a steady, consistent demand was manifested for all items of merchandise.

A number of important changes in the distribution of radio equipment took place during the past month. The Brunswick Co. assigned its wholesale business to Raymond Rosen & Co.; Crosley distribution was awarded to R. E. Tongue & Bros. Co., Inc., and the wholesale distribution of the Kennedy radio line was taken over by the Cam-Rad Distributing Co., a subsidiary of Trilling & Montague. Raymond Rosen & Co. are planning an aggressive campaign on behalf of the Brunswick line of radio receivers, Panatropes and records. Frank Horning, formerly general manager of the New York headquarters of the Brunswick organization, has been appointed sales manager of the radio section of the Rosen Co.

R. E. Tongue & Bros. Co., Inc., which announced the acquisition of the Crosley line in mid-March, covers southern New Jersey, eastern Pennsylvania and Delaware exclusively. Open house for dealers was held at the main offices following the announcement that the new models were on display. The firm also distributes the new motor radio set, and will represent the Crosley electric refrigerator when it is marketed.

The Cam-Rad Distributing Co. reports an enthusiastic reception on the part of the trade to the two models of Kennedy radio receivers which it has been displaying. First shipments of the Kennedy receivers were made to the re-

tail trade during the latter part of last month.

Trilling & Montague have been appointed distributors for Norge refrigerators, manufactured by the Norge Co., Detroit, a subsidiary of the Borg Warner Corp. During the past month David Trilling was a visitor to Detroit and was initiated into the Fourth Conclave of the Michigan Kennel of the Ancient and Honorable Order of Cheese Hounds, the radio distributors and dealers group of that section.

The Motor Parts Co., Philco radio distributor, has announced the appointment of Prince Kamel Hassan as head of its resale department. Prince Hassan springs from the Macedonian Dynasty, and is a son of the late Pasha Emin Hassan, assassinated during the Balkan Wars some twenty years ago. He has a wide experience in marketing and promoting many lines of merchandise, and as manager of the resale department will organize and direct sales groups for Philco dealers.

The Motor Parts Co. in conjunction with Philco dealers in Camden, N. J., Lancaster, Pa., and Wilmington, Del., tied in with the presentation of the Paramount film "The Love Parade" and staged a number of publicity stunts featuring the Philco line. Double-page newspaper advertisements and store and theatre displays were used to bring Philco before the minds of the public. A street parade in Camden attracted considerable attention and was given wide publicity by local newspapers.

The General Motors Radio Corp., of which Robert C. Cameron is district manager, has secured warehouse and office space in the Terminal Warehouse Building, 800 North Delaware avenue. The entire seventh floor is devoted to

the storage, display and executive departments of the organization. Bell & Thomas, Inc., 1129 Race street, are distributors for the line.

Peirce-Phelps, Inc., merged with Penn Phonograph Co., report that the new price schedule on Majestic radio products had been greeted with enthusiasm by the trade. The demand for Majestic receivers has been growing steadily, it is reported. Earle G. Dare has resigned from the Majestic Distributing firm. He was formerly associated with the Penn Phonograph Co. for fifteen years as manager of the talking machine and record department.

Moskowitz & Herbach, Majestic dealers of Sixth and Market streets, recently sold seven Majestic radio receivers to be installed in Girard College, founded for orphan boys.

The Shimmel Electric Supply Co. is now distributing Copeland refrigerators to the radio-music trade. The new department is under the management of Joseph F. Neutra, who reports that many dealers are adding this new line.

The Franklin Electric Co., Cunningham radio tube distributor, will participate in the Renewal Week to be sponsored in mid-April by E. T. Cunningham, Inc., and its distributors. Cunningham dealers during the week of the campaign will test tubes free in order that the public might be properly educated to the necessity of having efficient tubes to secure better reception. B. C. Newell, of the radio department of the Franklin Electric Co., is now engaged in lining up dealers on the Renewal Week campaign.

The Philadelphia Victor Distributors, Inc., report exceptionally fine demand for Victor records, attributed principally to the local showings of feature talkie films. Some twenty-five Victor records have been made of the song hits of "Puttin' On The Ritz," "Song of the West," "Song O' My Heart," "The Rogue Song," and the musical comedies, "The Little Show," "Follow Through" and "Bitter Sweet." C. H. Brown is co-operating with the distributors in tying up with motion picture theatres in exploiting these song hits. George A. Tatem, sales manager of P. V. D., Inc., recently visited the Harrisburg, Pa., branch and reports that business conditions there are good.

Lewis Radio Jobbers, Bosch distributors, received a shipment of the new Bosch motor radio receivers and report that the trade accorded the product a warm reception. The Lewis organization has been very successful in building a large volume of Bosch business. This firm, which also distributes the Colonial radio line, expects shortly to make announcements of interest to the trade in connection with the factory policies of the Colonial Radio Corp. Edward J. Cohen, who has been associated with the Lewis organization for several years, has been promoted to the management of the radio department.

More than 500 Atwater Kent dealers in this city have entered a campaign which is being conducted by the Atwater Kent Mfg. Co. styled "The Golden Spade Contest," suggesting the digging for golden sales opportunities. The Louis Buehn Co., local distributor, is co-operating in the contest with Russell Hunting, manager, conducting the territorial drive. Sales of the Atwater Kent receivers have been keeping pace with the dealers' efforts and show marked increases with the closing of the first quarter of the year. The Buehn Co. tied up with the appearance of "The Rogue Song," which features Lawrence Tibbett, Atwater Kent broadcasting artist.

The new models of Stewart-Warner radio re-

(Continued on page 84)



**VICTOR QUALITY**  
**VICTOR STABILITY**  
**VICTOR REPUTATION**  
*backed by*  
**VICTOR NATIONAL ADVERTISING**

provide every Victor Dealer with a merchandising and profit-making opportunity that has never been surpassed in all the history of the radio industry.

**H.A. WEYMANN & SON, INC.**

**VICTOR DISTRIBUTORS**

*Wholesale Exclusively*

Tenth and Filbert Streets

Philadelphia, Pa.





# 4th RMA Trade Show ATLANTIC CITY AUDITORIUM



**JUNE 2 to 6th**  
*Everybody Will Be There*

Every branch of the radio industry will be represented in Atlantic City during the week of June 2nd to 6th. It will be the largest gathering of radio men in the history of the industry for during the same week as the Trade Show, the Sixth Annual R.M.A. Convention, the National Federation of Radio Associations, the Radio Wholesalers Association, and the Institute of Radio Engineers will convene in Atlantic City.

Many important subjects of vital interest to everyone in the industry, particularly dealers and jobbers, will be discussed in the light of the industry's present condition and future prospects.

The latest receiving set models and accessories will be displayed and demonstrated under one roof, making it easy for the trade to see what the manufacturers offer for the coming season.

Atlantic City abounds in first class hotels. Visitors to the Trade Show can be assured that an average of \$10.00 per day will cover living expenses. All railroads are offering special fare and one-half rates for the round trip to Atlantic City.

Make your hotel reservations through the Atlantic City Convention Bureau, Atlantic City, N. J. Invitation credentials for the Trade Show will be mailed to the trade about May 1st.

**RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW, Room 1904, Times Bldg., NEW YORK**  
UNDER DIRECTION OF U. J. HERMANN AND G. CLAYTON IRWIN, Jr.



*Space Donated by Talking Machine World & Radio-Music Merchant. Copy and Layout by Frank Kiernan & Co.*




## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 82)

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AND



**TRILLING & MONTAGUE**

Wholesale Radio Merchandisers

N. W. Cor. 7th and Arch Streets      Philadelphia, Pa.

ceivers were recently shown in the display rooms of Stewart-Warner Radio Distributors, 1419 North Broad street. The only changes made in the new line were in the cabinet designs. The new models are in period styles.

The Homer C. Davis Co., Sparton distributor, reports dealers keenly interested in the contest which is being conducted with free trips to the Sparton factory at Jackson, Mich., as the rewards. A certain amount of mileage is accorded to each dealer for the sale of certain models and when the mileage goal is reached a full trip to and from the factory is awarded. J. B. Kane Co., also distributing the Sparton line, is lining up a number of dealers who already have reached the necessary goal and will sponsor a trip in the very near future.

Sparton radio distributors from the New Jersey, eastern Pennsylvania, Maryland and Dela-

ware territories gathered on March 28 at the Penn Athletic Club and discussed policies for the current season. T. H. Hutchinson, general sales manager of the Sparks-Withington Co., was the principal speaker. Sales and advertising programs designed to stimulate the demand for Sparton products were explained and discussed by the jobbers attending.

The local branch of the Columbia Phonograph Co. has taken over the distribution of Okeh and Odeon records for Maryland and the District of Columbia. H. O. Heyer, manager, recently visited the trade in the above-mentioned territories, acquainting them with the change in distribution policy and territory.

With the approach of the Summer season the demand for Honest Quaker portable phonographs, manufactured by Everybody's Talking Machine Co., Inc., rose. The line is an attrac-

tive one and includes Honest Quaker Deluxe, Models Nos. 3 and 7 in the Quakertone portable line, which have all found a special favor with the trade and public.

Al Hild of Upper Darby recently opened his newly remodeled store. The establishment has been redecorated in the Spanish mission style, colorful in decoration. The Hild business has been established for six years and features the Atwater Kent radio line.

The Radio Distributors Board of Trade at a recent meeting arranged to participate in the RMA Convention at Atlantic City in June. The following committee was appointed to arrange for the reception to delegates: Joseph B. Suess, Stewart-Warner Co.; David M. Trilling, Trilling & Montague; Raymond Rosen, Raymond Rosen & Co.; Harry M. Gansman, H. C. Roberts Electric Co., and Horace R. McConnell, Roberts Auto & Radio Supply Co. A committee was also appointed to arrange for a radio and electric show to be held in October in cooperation with the Electric Club of Philadelphia. The members discussed means to cooperate with dealers for the elimination of trade abuses and to promote the campaign for better merchandising.

J. D. Westervelt, formerly connected with the Columbia Phonograph Co. as local manager, is now associated with the Louis Buehn Co., Atwater Kent distributor, as Central City representative.

E. E. Neil is now devoting his attention to the billiard and poolroom supply department of Brunswick as district manager.

The local branch of the DeForest Radio Co. introduced short-wave receivers to the trade the latter part of last month. Charles N. Wietbank, branch manager, was in charge of the exposition, which also showed the new transmitting equipment which is used by amateur broadcasters and in large broadcasting stations.

L. E. Hilduser, district manager of the Grigsby-Grunow Co., manufacturer of Majestic radio receivers, recently made a survey of the local territory covering eastern Pennsylvania, southern New Jersey and Delaware, and found that there was a broadening of business with a most promising outlook for the Majestic line.

Larger quarters will be devoted to the radio and record sections of Gimbel Bros. Store when the broadcasting station is moved to the piano display rooms. Following the removal the radio, talking machine and record sections will be concentrated.

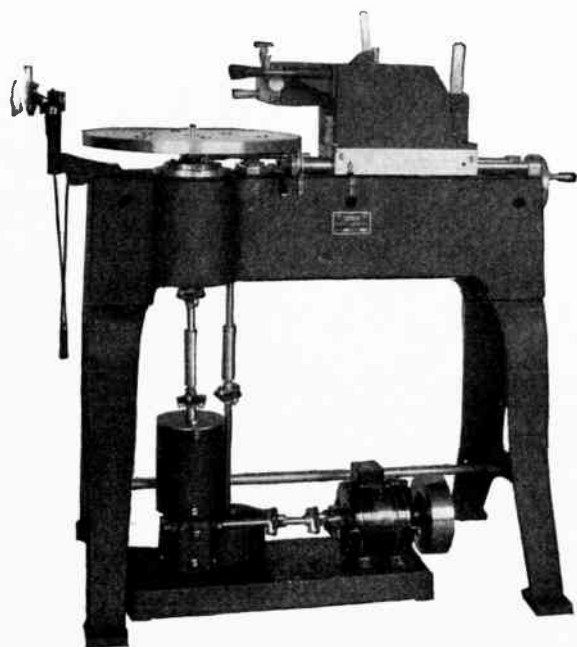
B. J. Ainsworth, contact engineer of the Colonial Radio Corp., has arranged with the Lewis Radio Jobbers and the Colonial branch office, under the management of William Snyder, to give the trade special services in supervising service and repair work. He will make regular visits to this city to carry out this purpose.

The Philadelphia Storage Battery Co., manufacturer of Philco radio receivers, recently announced arrangements for a series of broadcasts by the Philadelphia Orchestra, under the direction of Leopold Stokowski. The first concert is scheduled for October 14 and will be followed by three others on November 17, Christmas Day and Easter of 1931.

The Victor Radio Electrola played a prominent part in the Harmonica Jubilee celebration held at the Bellevue-Stratford Hotel on March 12. The Philadelphia Harmonica Band commemorated its ninth anniversary with a special program. As a representative of H. A. Weymann & Son, Inc., Herbert W. Weymann witnessed the presentation of the Victor Radio Electrola to the Harmonica Band. The presentation was made as an award for the achievements of the organization in conjunction with the Victor Co. as an educational means for music appreciation. The presentation was made by Mayor Mackey and a committee of prominent civic leaders, hosts to the band.

Miller & Klahn, operating a radio business in Prescott, Ariz., have moved to new quarters at 158 North Cortez street.

## STERLING DISC RECORDING MACHINE



A Scientifically Designed Precision Instrument.

Heavy Construction to definitely eliminate Vibrations.

Automatic Device for Spiral Starting Cut.

Will cut up to 18" dia. "wax" either from center to outer edge, or reversed.

Ingenious Motor Drive for SMOOTH RECORDING, arranged for 33 1/3 RPM or 78 RPM.

Special Combination Drive can be furnished for both speeds.

*Our Engineering Department will assist you with blue prints and wiring diagrams for your studio installation.*

**Sterling Motion Picture Apparatus Corp.**

N. Y. Office  
250 W. 54th St.  
New York

Factory  
Naugatuck,  
Conn.

Use Sterling Recording Machines and Associate Equipment  
for BETTER DISC RECORDING



*The*  
**PERFECT  
COMBINATION**



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

**Technidyne Corp. Files Suit**

The Technidyne Corp. filed suit in the United States District Court of the Northern District of Ohio against the Sparks-Withington Co. to collect royalties due for sets sold since June 1, 1929. The amount involved is upward of \$280,000. The following patents are enumerated in the complaint: Nos. 1,620,661, 1,673,287, 1,713,130, 1,713,132, 1,732,937, 1,696,263, 1,581,900 and Re. 17,194.

**DeForest to Increase Space**

The DeForest Radio Co., Passaic, N. J., which now occupies a portion of the plant of the Brighton Mills, has completed arrangements to take over the entire plant space containing 250,000 square feet. The DeForest Co. will acquire this added space, needed to increase production facilities when the leases of the present tenants expire.

**“There’s Nothing Wrong With Business,” Says Walter Fagan**

President of Pacific Wholesale, Inc., Sparton Distributor, Tells Why Dealers Are to Blame for Slow Conditions—Tells of General Conditions

In a recent open letter to the retail radio trade of Southern California Walter M. Fagan, president of Pacific Wholesale, Inc., Sparton distributor, made the flat statement, “There is nothing wrong with the radio business in Southern California,” and then proceeded to say that there is not one radio dealer who is not doing a fair volume of business who is not wasting from one to six hours a day. Mr. Fagan pointed out that Southern California has had the most prosperous period of its existence from a standpoint of agricultural products, and that a good year ahead is assured. His letter reads:

“There is nothing wrong with the radio business in Southern California.

“If you, as the reader of this letter, are not selling radio sets to-day, it is your fault. Now ‘bristle up,’ get all ‘het up’ over this statement if you like, but when you get cooled off—think it over, and don’t be afraid to look in a mirror.

“There is not one radio retail merchant in Southern California who is not doing a fair volume of business that is not wasting from one to six hours a day ‘alibing’ to himself, ‘fretting,’ ‘stewing,’ and doing many things instead of straight thinking, and saying to himself, ‘Where can I sell a radio set to-day?’ and then acting on it.

“Trying to be a good fellow is one of the most expensive ‘time thieves’ in existence. I mean by this—instead of going out selling a set you take a lot of unnecessary time talking to salesmen of various concerns, trying to convince them why you should not buy from them instead of spending about two minutes telling them you are too busy to talk to-day (unless you have business with them). And this goes whether it is our salesmen or some other distributor’s or manufacturer’s salesmen.

“Wondering what’s going to happen, talking about what’s going to happen, complaining about how the various factories build merchandise, complaining about the weather, or lack of it, waiting for the opportune time to call on a customer, are all bandits stealing your one asset, ‘time,’ while you stand by and look on.

“It isn’t the time saved—it is the time we use that counts.

“Now, why all the ‘haranguing’—why all this ‘hell-raising,’ about what the retail radio dealer should or should not do? I’ll tell you why, in good, plain, straight English. Southern California has had the most prosperous period of its existence from a standpoint of agricultural products, such as oranges, lemons, beans, wal-

nuts, hay, cattle, etc., and due to our rainfall another good year ahead is insured. Our general manufacturing situation represents more dollars than in any previous year, and I could go on and enumerate almost indefinitely the same general story. So don’t let’s fool ourselves that there is anything wrong with Southern California, and I repeat that there is nothing wrong with the radio business of Southern California.

“In closing this letter, however, I want to make this point very emphatic—that in order for retail merchants, wholesale merchants or manufacturers to make money in radio to-day, it means much more hard work than we have had to employ in the past.

“The consumers are more particular about what they buy in radio to-day than they have ever been, which, of course, is decidedly pleasing to me because Sparton radio comes in for its lion’s share in a discriminating market. Let each one of us be sure we get organized, and if we are supposed to go to work at 8 o’clock in the morning and work until 5 o’clock, let’s be ‘doggone’ sure we work not part of the time, but all of it. And don’t let’s forget that when we came into this world we came in head first, and the Great Creator of this Universe had a reason for this—which was, that we are supposed to use our head first and our feet last.”

**Bosch for State Hospital**

A Bosch console radio receiver feeding a battery of twenty-one loud speakers was recently installed in the Oregon State Hospital for the Insane at Pendleton, Ore. The installation was made by the Electric Corp. of Portland, Ore., Bosch distributor. The superintendent of the hospital reported that immediately after the reception of programs a marked improvement in some of the patients was noticed.

**Brach Mfg. Co. to Move**

The L. S. Brach Mfg. Co., Newark, N. J., has taken a long lease on the modern two-story building at 51-63 Dickerson street, in this city. The company, which is now located at 127 Sussex avenue, will move to their new quarters as soon as possible.

A new radio store has been opened at 4875 West Washington Boulevard, Los Angeles, Cal., by the Washington Radio Supply Co.

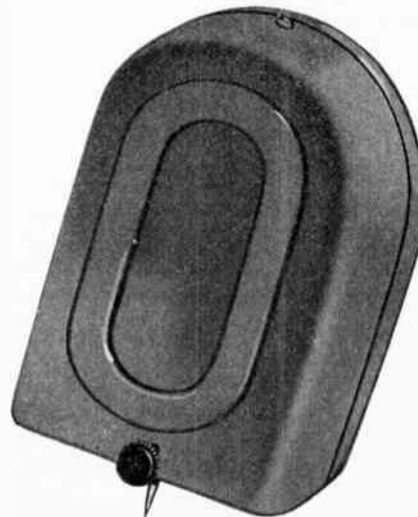
**Oro-Tone presents a new  
full-range Pick-Up**

Now Oro-Tone—World’s largest manufacturers of tone arms and reproducers—offers the radio-musical trade a *new* pick-up—designed to give perfect tonal reproduction over an unusually wide range. Manufacturers will find it an added selling feature for their phonographs and combinations. Dealers will find it brings extra sales.

This new Pick-Up faithfully reproduces the true timbre of voice or instrument—with all the color and harmony of the original composition. It is beautiful in design, and attractively finished—to add to the appearance of any instrument. Write for a sample *Now!*



1000-1010 George Street, Chicago, Illinois  
See page 91 for further Oro-Tone announcement.



Compare the  
new Oro-Tone  
Pick-Up in  
your labora-  
tory—and in  
your home—  
for full range  
Tone Quality.



# From RMA Headquarters

## Estimate Coming RMA Convention Will Shatter All Past Records

Present Indications Point to Atlantic City Gathering and Trade Show Being the Greatest in Size, Attendance and Entertainment Features—Extensive Programs Prepared

In size, attendance and entertainment features, the annual convention and trade show of the Radio Manufacturers' Association at Atlantic City next June will break all records, according to information now available. Reservations for the exhibit space in the mammoth \$15,000,000 auditorium on the Atlantic City boardwalk now exceed all past records of successful RMA trade shows. Advance hotel reservations also are in excess of former years, the entire large beach hotels being engaged in one or two instances.

Reduced railroad fares, the Association announces, also have been granted by all railroad lines. One and one-half fares for the round trip, on the certificate plan, have been arranged for the great RMA gathering. Special trains to Atlantic City are now being arranged from New England, New York, Chicago, St. Louis, Cincinnati, Detroit, Minneapolis, St. Paul, Dallas in the southwest, Los Angeles, San Francisco and the Pacific Northwest, and also from New Orleans, Atlanta, and other southern points.

The unusual vacation and entertainment advantages of Atlantic City, "the playground of the nation," are apparently going to be taxed to their utmost for the entertainment of the radio throng during the RMA week of June 2. Official as well as other entertainment programs are now being made at Atlantic City for June, and bathing, golf, sailing and other entertainments in full swing are expected to be added attractions to the radio week events.

In addition to the convention and business meetings of the RMA, extensive programs for

discussion of many industry problems also are being prepared by the National Federation of Radio Associations and the Radio Wholesalers' Association. On Tuesday, June 3, the Institute of Radio Engineers is holding a special session. There will also be meetings of the newspaper Radio Editors' Association and the newly organized Radio Press Association.

For the exhibition of the latest art in modern radio products, the vast auditorium at Atlantic City will have about 200 exhibitors of receiving sets, tubes, parts and accessories. Already, more than two months in advance of the trade show, there have been reservations for more than 30,000 square feet of exhibit space, and, in addition, many demonstration rooms immediately adjoining the exhibit floor. The reservations now total more than the entire exhibit space at the RMA trade show last year at Chicago and are nearly double the space at the 1928 trade show.

Jess B. Hawley, of Chicago, Show Committee chairman, and G. Clayton Irwin, Jr., trade show manager, are still receiving space reservations and assignments to exhibitors are being made.

Plans for the convention features and annual RMA banquet, the latter on Wednesday night, June 4, are also being made by B. G. Erskine, of Emporium, Pa., chairman of the RMA convention committee. One of the largest banquets ever held in the United States is assured, in the great ballroom of the auditorium. Unique entertainment features at the banquet and also during radio week are being arranged by Chairman Erskine.

Jackson, Mich.; Speakers, H. C. Forster, of Chicago; Amplifiers, C. C. Colby, of Canton, Mass.; Raw Materials, R. T. Pierson, of New York; Miscellaneous Parts, L. A. Hammarlund, of New York; Tubes, B. G. Erskine, of Emporium, Pa., and Cabinets, N. P. Bloom, of Louisville, Ky.

To further perfect the RMA organization, the board approved proposals, long under consideration, to create, by amendment of the by-laws, "associate" members of the association. The proposal will be submitted to the RMA membership at their convention next June in Atlantic City, N. J.

Chairman Leslie F. Muter, of Chicago, of the RMA Credit Committee, also announced the appointment of Donald MacGregor, of Chicago, as vice-chairman of the western credit committee, to act in a similar capacity to Vice-chairman Edward Metzger, of the eastern credit committee.

Efforts against injurious radio legislation in several States were reported by Chairman Colby, of the legislative committee, while Frank D. Scott, Legislative Counsel for the Association at Washington, gave a report regarding pending national radio legislation and interests before the Federal Radio Commission. Action by the latter which will further improve broadcast reception for the public is expected.

Gratifying success in the collection and exchange of industry statistics was reported by George C. Furness, of New York, chairman of the statistics committee.

Major H. H. Frost, of New York, chairman of the merchandising committee, reported numerous active efforts to promote radio sales and assist RMA members and also jobbers and dealers in effective sales stimulation.

Plans for issuance of new radio manufacturing standards, also of a service manual, were reported to the board by Walter K. Holland, of Philadelphia, director of the RMA engineering division.

Effective organization of the foreign trade committee was reported by H. H. Pollock, of New York, chairman. Several sub-committees to deal with various export problems have been appointed.

The next Board meeting of the RMA directors and the last before the Atlantic City Convention and Trade Show will be held May 8 and 9 at French Lick Springs, Ind.

## RMA Directors Discuss Many and Varied Trade Activities

Continued Steady Improvement in Radio Industry Being Made, According to Reports Made to Board—President H. B. Richmond Appoints Committee Chairmen

Continued steady improvement in the radio industry is being made, according to surveys and reports received by the board of directors of the Radio Manufacturers' Association, which met at Buffalo at the Hotel Statler, March 21. Similar reports were exchanged at a meeting on the preceding day of the RMA group organization of receiving set manufacturers who discussed merchandising and other problems. President H. B. Richmond, of Cambridge, Mass., presided over the board of directors' meeting, and stated that conditions in the radio industry were definitely improving.

Plans for National Radio Week, September 22-27 next, to stimulate sales at the opening of the usual fall season, and also for National Music Week, May 4-10, were made by the RMA directors. At the request of the National Federation of Radio Associations, the manufacturers' board arranged to co-operate with jobbers and dealers in promotion of National Radio Week.

National Music Week, being promoted by the Music Industries Chamber of Commerce and the National Association of Music Merchants, also was endorsed by the RMA board for joint

trade promotion measures during the week of May 4, official Music Week.

Preceding the RMA Board meeting, more than a score of prominent set manufacturers met at the Hotel Statler at Buffalo, at the call of Morris Metcalf, of Springfield, Mass., acting chairman in the absence of Captain Sparks of Jackson, Mich., of the special group organization of set makers. There was a general exchange of views in merchandising problems with optimistic expressions for future business.

The RMA directors approved plans to promote radio installation in motor cars. Mr. Metcalf was designated chairman of the special committee on automotive radio and will act in conjunction with C. C. Colby, of Canton, Mass., chairman of the legislative committee.

In addition to the newly organized group of set manufacturers and the special committee to deal with radio equipment of motor cars, the RMA board also approved further plans to make the Association's organizations and activities more effective. The following chairmen of various groups were appointed by President Richmond:

Receiving sets, Captain William Sparks, of

## RMA Is Preparing Traffic Handbook

Traffic Committee and Traffic Department Now at Work Preparing Publication of Handbook for Members

Following the success in securing railroad rate reductions aggregating over \$1,500,000 this year, the Radio Manufacturers' Association as a further service to RMA members in traffic matters is preparing publication of an RMA traffic handbook.

The traffic handbook is being prepared by the RMA traffic committee, of which B. J. Grigsby, of Chicago, is chairman, and the RMA traffic department, of which W. M. J. Lahl is manager. Publication of the traffic handbook within the next sixty days, before the Atlantic City convention and trade show, is planned.

The handbook and other traffic matters were discussed at a meeting of the traffic committee at Cleveland March 11. Among other matters was the question of ratings on radio chassis and

(Continued on page 88)



# IT WAS ACCEPTED - AND HOW! This Outstanding Radio Distributor Opportunity UNIVERSAL SOUND

MANUFACTURED UNDER  
DE FOREST RADIO AND  
JENKINS TELEVISION  
PATENTS

## ON FILM

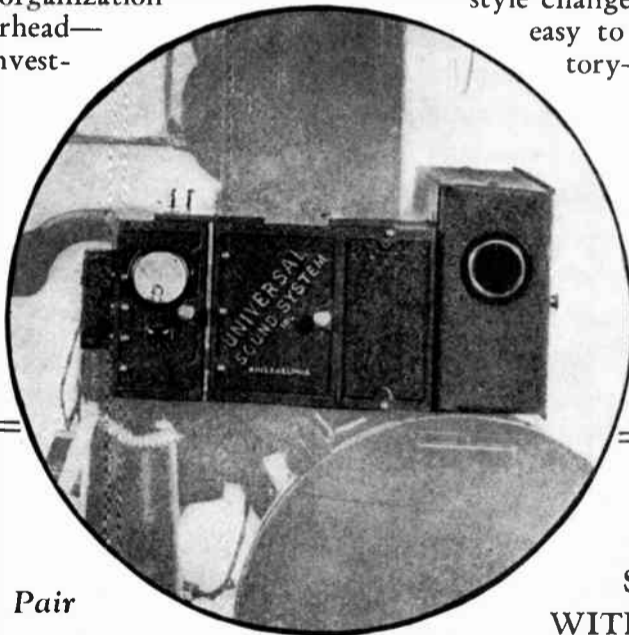
FOR MOTION PICTURE  
THEATRES  
300 TO 2,000  
SEATING CAPACITY

LAST MONTH, FOR THE FIRST TIME, Universal gave Radio Distributors an opportunity to participate in added volume and large profits involved in the sale of sound on film to the motion picture theatres and to other institutions which are equipped for motion pictures.

INQUIRIES HAVE BEEN RECEIVED daily from some of the foremost Radio Distributors in every section of the country. A number of the distributors are already arranging for exclusive territory.

UNIVERSAL AFFORDS YOU an unusual opportunity that fits in with your present organization minus the hazards of increased overhead—and entails only a small capital investment.

PRICED SO LOW that every theatre can now afford this method of satisfactory sound reproduction. Universal sells for considerably less than any other patented protected sound on film device.



EXISTENCE OF THE MOTION PICTURE THEATRE, whether the admission is ten cents or one dollar, depends entirely on satisfactory sound. Satisfactory sound depends on sound on film reproduction. The sale of sound on film is a logical line for the radio distributor.

AT LEAST 93% OF THE MOTION PICTURES PRODUCED are arranged for sound on film. Approximately 22,000 motion picture theatres and as many more clubs, churches, schools, colleges, etc., represent a market of many millions of dollars for sound on film.

GOOD PROFITS—big volumes—low overhead—no style change—small investment—no advertising—easy to sell—easy to install—exclusive territory—no competition.

IF YOU ARE A RADIO DISTRIBUTOR able to undertake such a distribution, under an exclusive franchise, we will be glad to submit a survey of facts and figures arranged especially for your territory.

# \$1290

Per Pair

LOWER IN PRICE  
THAN ANY OTHER  
SOUND ON FILM DEVICE  
WITH SUBSTANTIAL PATENTS

THERE IS STILL AVAILABLE VALUABLE TERRITORY in various parts of the country which presents to you a very important additional business you can easily get into.

CONSIDERING THAT UNIVERSAL SOUND ON FILM is an item of necessity, and that it is only an added line to your present business, it carries with it such advantages that you surely will give it proper consideration.

## UNIVERSAL SOUND SYSTEM, Inc.

Manufacturers of Sound Devices

General Offices: N. W. Cor. 13th and Cherry Sts., Philadelphia, Pa. New York Office: Suite 1205, 1560 Broadway



# Activities of the N. F. R. A.

## Important Federation Activities Discussed by Executive Group

Executive Committees of N. F. R. A. and Radio Wholesalers Association Meet at Chicago—New Members Accepted—Watch Auto Radio Legislation.

The executive committee of the National Federation of Radio Associations met in Chicago at the executive offices with the executive committee of the Radio Wholesalers' Association on Thursday, March 6. Many subjects for the furthering of the two associations were discussed at this meeting. It was voted that the next executive committee meeting would be held in New York City at the Hotel Astor on Thursday, April 3, in conjunction with the board of direction. A report of this appears elsewhere.

The Radio Service Managers' Association of New York City application was formally accepted and approved. Formal approval for membership was also given to the Louisville Radio Trades Association and the Atlanta Radio Dealers' Association.

Executive Vice-president Erstrom was authorized to make a trip contacting many local points on his way to New York to the Board Meeting. Mr. Erstrom will visit Cincinnati, Charlotte, Charleston, Atlanta, Jacksonville, Richmond, Syracuse, Rochester, Buffalo, and Toronto.

### Convention Proceedings Printed

A resumé of the convention proceedings of the Fourth Annual Convention of the National Federation of Radio Associations and the Second Annual Convention of the Radio Wholesalers' Association has been printed by the executive offices and is now available for distribution. The resumé contains the highlights of all of the addresses as well as activities engaged in at Cleveland. It is a very comprehensive booklet and covers many points of great interest and benefit to every radio tradesman. There is a limited number of copies available at the Executive Offices and interested radio men can secure copies of it by writing to the National Federation of Radio Associations, 32 West Randolph street, Chicago, Ill.

### Automobile Radio Legislation

The executive committee of the National Federation of Radio Associations and the Radio Wholesalers' Association have started a very important work in watching legislation barring the installation and use of radio receiving sets in automobiles. Adverse legislation for automobile radios has been presented in several States, particularly in the East, but in each case the local radio tradesmen have been successful in defeating any ordinance prohibiting the use of radio sets in automobiles. Letters are being written to all local associations urging their watchfulness for this particular type of legislation and asking for their co-operation.

C. C. Colby, chairman of the joint national legislative committee from the National Federation of Radio Associations and the Radio Manufacturers' Association, has been assured of the support of the national organization in watching this type of legislation.

### Conditional Sales Contracts

In several States of the Union the recording of conditional sales contracts on radio sales is required by the law. The National Federation of Radio Associations and the Radio Wholesalers' Association is making a survey of the various States regarding conditional sales contracts and whether or not such laws are in effect and whether they are advantageous to the best interests of the radio trade and the radio purchasing public.

The plans for the coming Bi-Annual Conven-

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

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

### Special Transportation Committee

In order to stimulate attendance at the coming Bi-Annual Convention of the National Federation of Radio Associations, the Radio Wholesalers' Association and the Radio Manufacturers' Association Trade Show, members of the national organization have been chosen to act as the chairmen of special transportation committees in the various key point cities throughout the country. These committee chairmen will stimulate attendance from their city to Atlantic City, June 2 to 8, and will take charge of train arrangements from that city. It is contemplated that with such a method of increasing attendance the two organizations will be able to secure a much larger representation from all over the United States.

The following have been chosen as chairmen of the special transportation committee from their respective communities:

Atlanta—C. V. Hohenstein, Atlanta Radio Dealers' Association.

Buffalo—L. F. Thomas, Radio Merchants' Association.

Chicago—Wm. Lahl, Radio Manufacturers' Association.

Cincinnati—L. E. Coen, Cincinnati Electric Club.

Cleveland—E. D. Lewis, Ohio Radio Trade Association.

Columbus—C. T. Naddy, Columbus Radio Trade Association.

Dallas—W. L. Cohn, Radio Equipment Co., of Texas.

Denver—Geo. Flanagan, Colorado Radio Trade Association.

Detroit—E. C. Tieman, Detroit Radio Dealers' Association.

Indianapolis—T. C. Brown, Electric League of Indianapolis.

Kansas City—G. W. Weston, Elec. & Radio Association of Kansas City.

Los Angeles—A. G. Farquharson, Radio Trade Association of Southern California.

Louisville—Geo. Buechel, Sutcliffe Co.

Memphis—E. M. Greeson, J. E. Wilworth Co.

Minneapolis—H. H. Cory.

Milwaukee—W. D. Baker, Wisconsin Radio Trade Association.

Nashville—W. W. Gambill, Jr., Braid Elec. Co.

Omaha—H. C. Noll, H. C. Noll Co.

Pittsburgh—H. H. Tully, Doubleday-Hill Co.

Portland—G. J. Thompson, Oregon Radio Trade Association.

Rochester—F. Hutchins, Rochester Radio Trade Association.

San Francisco—G. H. Curtis, Pacific Radio Trade Association.

St. Louis—W. P. Mackle, St. Louis Radio Trade Association.

Spokane—Mr. Wasmer, Spokane Radio Trade Association.

Syracuse—H. N. Smith, Syracuse Elec. League.

Toledo—C. Johnson, Toledo Radio Trade Association.

## RMA Is Preparing Traffic Handbook

(Continued from page 86)

figures are being secured covering weights and values with a view to filing a request for specific ratings. It is also proposed to request a change in the present rating applicable on radio loud speakers, and to provide specifically for separate ratings on console type loud speakers, table, box or cone-type loud speakers, and also loud speaker chassis and parts thereof.

There have recently been published commodity rates from two or three producing points in western territory on radio cabinets carrying a 14,000-pound minimum. The Traffic Committee is going to make an effort to have the minimum weight in these cases reduced to 12,000 pounds. Also, there have been a number of requests filed for commodity ratings on radio cabinets as well as an effort made to have radio cabinets added to the furniture list in the classification.

There have been a number of changes proposed in ratings and also commodity descriptions on radio receiving sets, and also cabinets and other articles applying westbound to transcontinental territory, and also eastbound from transcontinental territory. All of these subjects are being carefully followed up, and as changes are published RMA members are being notified.

## Progress Reported on RMA Patent Pooling

Substantial progress in the campaign in behalf of the RMA patent interchange plan is being made, according to reports submitted at the Buffalo, N. Y., meeting of the RMA board of directors and a meeting of receiving set manufacturers, by Le Roi J. Williams, chairman of the RMA patent committee. A new questionnaire on the patent pooling plan is being sent to RMA members by Chairman Williams, to develop and crystallize sentiment as far as possible in favor of adoption of patent interchange.

In addressing the set manufacturers' meeting at the Hotel Statler, Chairman Williams detailed how the patent situation was vital to the future of the industry and every unit in it.

"There is no use," Chairman Williams said in part, "in blinding our eyes to the consequences of the present patent situation. Few radio manufacturing companies can survive under the patent burden brought about by the present attitude of the industry toward patents.

"The benefits of patent pooling to the industry and to each member of the industry, by wiping out litigation and the tremendous economic burdens of patent payments and royalties, would be of incalculable benefit to everyone involved. Other valuable incidental benefits of interchange of patent information and patent rights would be joint negotiation and joint acquisition of rights under patents of interest."





# Activities of the R. W. A.

## Radio Wholesalers Association Takes Survey of Inventories

Important Move Should Prove of Inestimable Value to Both Distributors and Manufacturers—Questionnaire Also Asks for Forecast of Sales for Three Coming Months

One of the most important surveys ever started by any trade association is now well under way in the Executive Offices of the Radio Wholesalers' Association. This survey is being made among members of the Radio Wholesalers' Association with regard to their monthly radio sales in dollars and in units and their monthly radio inventories in dollars and in units. The following questions are asked in the survey:

1. Total radio inventory as of January 31, 1930, in dollars \$.....
2. Total radio inventory of radio sets in number of units as of January 31, 1930 .....
3. Total net radio sales for month ending January 31, 1930, in dollars \$.....
4. Total number of radio sets sold during month ending January 31, 1930, .....

The questionnaire also asks for a forecast as to the following three months' business in dollars. This gives an authentic forecast for the business during the coming quarter.

The purpose of this survey is twofold. First: it provides radio wholesalers with reliable national figures monthly showing the sales and inventory figures of all of the members summarized. With such information, wholesalers are able to judge whether their sales are keeping abreast with national sales or not. In addition, such monthly figures will enable them to

better judge their future commitments of sets.

Second: this survey will be of tremendous value to members of the Radio Manufacturers' Association so as to enable them to be in a better position to judge the potential markets and know the actual conditions in the sales field. In this way, production can be closely gauged to meet the demands of the distributing organizations. Wholesalers' sales to retailers represent fairly well the retailers' sales to the consumer and the radio manufacturer will have such reliable information so that at no time should there be overproduction.

The first survey for the months of January and February has already been made and a forecast for March, April and May sales also has been made. Copies of this recapitulation have been sent to all members of the Radio Wholesalers' Association as well as secretaries of all local associations throughout the country. This survey has also been revealed to every radio manufacturer, and judging from the favorable comments being received at the executive offices from the manufacturers and wholesalers throughout the country this activity of the Radio Wholesalers' Association will prove to be extremely valuable to the entire industry.

## Radio Wholesalers Audit Bureau Started

Members of the Radio Wholesalers' Association in Chicago have started a very valuable service for the radio retailers and wholesalers in the Chicago area. Standard Cost Accounting Systems for retailers have been discussed in many parts of the country and are now in operation in several local associations.

Members of the Radio Wholesalers' Association in Chicago, in co-operation with the Electric Credit Association, have organized a Radio Wholesalers' Audit Bureau. This Audit Bureau

is under the supervision of a joint committee from the two groups. It has employed a reliable firm of accountants who are well acquainted with the radio industry, to install uniform accounting systems in all retailers' places of business throughout the country.

Forms, agreements, contracts, etc., are now being prepared and the Radio Wholesalers' Audit Bureau will be functioning in Chicago within ten days. Great interest in this Audit Bureau has been manifested by wholesalers and retailers all over the United States and as soon as the plan is in operation full information concerning the bureau will be distributed to members of the Radio Wholesalers' Association. One stipulation regarding requirements for membership in this Bureau is that wholesalers must be members of the Radio Wholesalers' Association as well as the Electrical Credit Association.

## Hold New York Meeting

In keeping with the extensive program of activities of the Radio Wholesalers' Association, the Board meetings are to be rotated during 1930 between Chicago and Eastern points. The last Board of Directors' meeting of the Radio Wholesalers' Association was held in New York City at the Hotel Astor on Thursday, April 3. The Executive Committee of the National Federation of Radio Associations met concurrently with the Board.

## RMA Service Manual Under Preparation

Publication of an RMA service manual, to aid service men and departments of RMA members and their dealers, is being planned by the service section of the RMA engineering division of which H. E. Fenner, of Springfield, Mass., is chairman. Plans for the booklet were outlined

at a recent meeting of the service section at Buffalo which was attended by section members representing some of the largest manufacturing interests. Other service problems also were considered and recommendations made for action by the engineering division, of which Walter E. Holland, of Philadelphia, is director.

## Marvin and Walters Are Columbia Aces

Two Types of Comedy Represented on Columbia Records by Frankie Marvin and Eddie Walters—Both "Best Sellers"

An interesting study in two types of comedy that are both popular in phonograph records is presented by the Columbia phonograph artists, Frankie Marvin and Eddie Walters, both of whom have achieved best-seller rank.

Frankie Marvin, the most recent to win success, is one of the celebrated Marvins of Oklahoma, a musical family which includes Brother Johnny, with whom Frankie has recently starred in R. K. O. vaudeville.

Frankie specializes in folk ballads, sometimes sentimental, more often comedy. He plays a



Frankie Marvin

brilliant guitar and likewise yodels. He tends to drawl a bit, and his humor is droll, completely natural, and of the people. His recent record of "Slue Foot Lou" has been a best seller over a wide territory.

Eddie Walters, his rival in popular favor, is a New Yorker who is kept constantly busy as master of ceremonies and entertainer at prominent banquets and other social functions in the metropolis. Eddie's style is sophisticated, though giving an impression of the giddy impromptu. He impersonates eager and enthusiastic city youngsters in their adventures with life, and accompanies himself on a nervous, clever ukulele.

## New Members

The Executive Offices of the Radio Wholesalers' Association wish to announce the acceptance of the application of the following new members:

Western Michigan Music Co., Grand Rapids, Mich. C. R. Moores.

Majestic Distributing Co. of Cincinnati, Cincinnati, O. Geo. H. Deacon.

N. A. Fegen Co., Cleveland, O. N. A. Fegen. American Radio Dist. Co., Zanesville, O. Adolph Goldenberg.

MacKenzie Radio Corp., New York, N. Y. M. W. Craddick.



**THE** largest line of talking machine repair materials in existence. All the parts listed in our 200 page catalog are shipped direct from the factory. Whether you require a single part or thousands, we are ready to deliver instantly.

**J. A. FISCHER COMPANY Inc.**  
393 SEVENTH AVENUE  
NEW YORK N. Y.

# 16,000 KOLSTER

AND

## KOLSTER BRANDES RADIO SETS

**Latest 1930 Models**

(Nos. K43-K44-B15 & B16)

Purchased from the Kolster Radio Corporation by the New York Kolster Distributors and now available to dealers throughout the country at extremely attractive prices.

This is your opportunity to sell nationally known merchandise at very substantial price reductions—a sure means of boosting and stimulating your sales.

**Wire or Write for Prices  
to Either Company**

**MUSICAL PRODUCTS**

Distributing Co., Inc.

22 West 19th St., New York

**GREATER CITY**

Distributing Co., Inc.

76 Fifth Ave., New York

## Stromberg-Carlson Net Profits for 1929 Were \$1,070,055.58

All Earning Records of Previous Years Broken by Recent Statement—1930 Figures Indicate New Record-breaking Year—Number of Employees Increases

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

Net profits for 1929, after provision for Federal taxes, interest, reserves for depreciation, and other charges were \$1,070,055.58. The previous record year was 1926, when profits totaled \$971,262.97.

Notwithstanding the fact that the first six months of 1929 presented a new peak in the business of the nation, January business this

year was 80 per cent greater in volume than the corresponding month last year, February this year was greater by 40 per cent than February, 1929, and March ran 30 per cent ahead of March, 1929.

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

The strong financial condition of the com-

pany is reflected in its consolidated balance sheet, covering the Rochester company and its Canadian and Australian subsidiaries. The Canadian company did \$750,000 business last year and made a new high record in January of this year. The consolidated balance sheet shows that the total assets of the company are \$9,681,612.72, including \$316,614.94 in cash, \$107,705.39 in notes receivable, \$2,769,184.89 in accounts receivable, less reserve, and \$3,535,515.01 in raw materials, supplies, work in process, and finished products at whichever is the lowest, cost or market.

Of the earnings of \$1,070,055.58 last year, \$65,001.73 was paid in dividends on the preferred stock and \$334,476.74 in dividends on common stock, including two extras; and the balance of the earnings, or \$670,577.11, has been added to surplus, bringing the surplus up to \$3,047,428.86 as of December 31. This is earned surplus and is significant of the sound financial position of the company. Besides this unappropriated surplus, a reserve of surplus amounting to \$500,000 has been set up from earnings for investment in additions to property. In arriving at these figures adequate reserves have been established against raw materials and piece parts.

In addition to the net profits of \$1,070,055.58 last year, a reserve of \$200,000, which was at December 31, 1928, known as a reserve for market fluctuations in inventory values and applied directly against inventory to reduce it to the lower of cost or market, has been freed from such application and is now treated as an allocation of surplus described as a reserve for contingencies. Net profits of \$1,070,055.58 work out to just under \$4.00 a share, and if the \$200,000 mentioned above were considered as representing additional earnings for 1929 the per share earnings would become proportionally greater.

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

Another \$100,000 was added to the advertising appropriation last year and it cost the company \$250,000 to put the concerts of the well-known Rochester Civic Orchestra on the Blue radio network. The company likewise maintained its popular station WHAM, the expense involved in its maintenance and in putting out the nation-wide weekly Stromberg-Carlson program being regarded as well spent for the furtherance of the company's position in the radio industry.

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

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

### Opens Radio Store

The O. S. Peterson Co., 612 South Center street, San Pedro, Cal., recently opened a radio business at the above address.



## Plan Campaign on Mills Troubadour

Mills Novelty Co. Directs Energy to Production of New Automatic Radio-Phonograph Combination Instrument

The Mills Novelty Co., Chicago, which has been actively identified with the manufacture

multiple playing in accordance with the coin. He pointed out that there is a human side to the ability of a coin-slot-equipped instrument to make money. "It is quite natural," said Mr. Mills, "when a person puts his hand in his pocket and pulls out his change, that he may have more of one coin than of another. This new device makes it very easy for him to spend his money on entertainment which comes to him with practically no effort. The coin slot which will accept quarters, dimes or



(1) Fred R. Mills, president; (2) Ralph J. Mills, vice-president; (3) Harry E. Steiner, general sales manager; (4) J. T. Mangan, advertising manager; (5) Plant of the Mills Novelty Co.

of musical instruments of various kinds for a number of years, is directing its energies to an increasing extent in the production of the new Mills Troubadour, automatic radio-phonograph combination instrument, and the Mills coin-operated radio receiver. The Mills Troubadour is illustrated and described in the New Products section of this issue of The World. The Mills organization is headed by Fred Mills, president; Ralph Mills, vice-president, and Herbert Mills, secretary, executives who have been actively associated with the music field for many years. H. E. Steiner, general sales manager, is actively in charge of the marketing of the Mills Troubadour, the coin-operated radio receiver and other radio-music products produced by the company, all of which are enjoying wide and growing popularity.

Fred Mills, in announcing the new Mills Troubadour, revealed a rather interesting point in connection with a feature of the instrument. The Mills Troubadour is equipped with a multiple coin-slot which will accept quarters, dimes and nickels and automatically furnishes

nickels really increases the earning capacity of the instrument on a three-to-one ratio."

### Additions to Sales Staff

The James K. Polk Corp., Richmond, Va., has added two new men to its sales staff. They are A. L. Fowler, who is covering the Virginia territory, and A. C. Porterfield, who was transferred from the New Orleans office of the Polk organization, and who will cover the North Carolina trade.

### Joseph Polan Opens Store

The Penterm Radio & Music Shop, Inc., recently opened at 219 West Thirty-fourth street, New York City. A complete line of Victor, Brunswick and Perfect records is carried. The proprietor of the new establishment, Joseph Polan, formerly conducted the Terminal Radio & Music Shop, New York City. A sheet music section is also carried.

## Kennedy Corp. Issues Handsome Brochure

Thirty-two-page Booklet Treats of the Features of Reality, Beauty and Value Incorporated in Kennedy Sets

One of the most attractive pieces of consumer literature ever distributed by a radio manufacturer is that which the Colin B. Kennedy Corp., South Bend, Ind., manufacturer of Kennedy receivers, is furnishing to its distributors and dealers for public consumption. This thirty-two-page booklet is fourteen by eleven inches in size, is printed on a heavily coated buff paper in two colors and is attractively illustrated. The front cover bears the statement: "Kennedy, the Royalty of Radio, Proves Its Right to the Title."

"Reality," "Beauty" and "Value" are listed as being the features which every radio buyer has the right to demand and the booklet then proceeds to show that each of these factors is incorporated in the Kennedy radio receiver. The first feature, "reality," was proven in a scientific test made in collaboration with Charles A. Nash, Associate Professor of Electrical Engineering, by means of a multiple element, recording oscillograph, more accurate than the human ear. At the conclusion of the tests Prof. Nash stated: "The results of this test indicate that a Kennedy radio (barring possible static and stray interference from other electrical equipment which affects all radio) gives listeners what the station broadcasts." The other factors of "beauty" and "value" are treated in the balance of the booklet and handsome illustrations showing Kennedy sets in beautiful homes are admirably used to prove the point. The value of the set in workmanship and materials was also set forth.

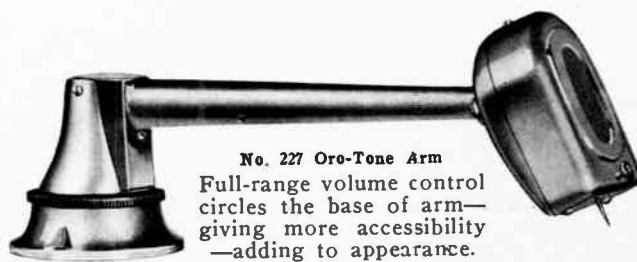
Several pages in the booklet are devoted to pictures of the officials of the company and to views of various departments of the Kennedy plant. An interesting eight-point test, whereby Kennedy invites comparison with any other make of receiver, is also included. The booklet can be safely said to be a most attractive and effective piece of sales promotion material and one that is certain to make an impression on the prospective radio set buyer.

### Conclude Canadian Trip

J. B. Price and J. L. Simon, of J. B. Price, Inc., New York City, sole selling agents throughout the United States and Canada for Upco electric pick-ups and Upco dynamic phonograph reproducers, made by the Upco Products Corp., New York City, have just returned from a trip through Canada. They visited both manufacturers and jobbers, and report that while in the Dominion made some very valuable connections and satisfactory sales.

## Oro-Tone Universal Pick-Up Arms are adaptable to any pick-up

Oro-Tone offers a wide selection of Universal pick-up arms to be used with pick-ups. All can be raised to vertical position to insert needle—All are *spring-balanced*, to give best pick-up reproduction—All are graceful in appearance—and are available in several attractive finishes. For perfect pick-up arms for every purpose, write to Oro-Tone.



No. 227 Oro-Tone Arm  
Full-range volume control circles the base of arm—giving more accessibility—adding to appearance.



No. 201 Automatic Non-set Stop Arm  
Fully automatic—Stops motor at conclusion of any standard record. Simplifies installation by eliminating switch and set mechanism. Arm is flush mounted.

### Oro-Tone Products

Phonograph-Radio Chassis  
Universal Pick-Up Arms  
Oro-Tone Full-Range Pick-Ups  
Pick-Up and Arm Assemblies



1000-1010 George Street  
CHICAGO, ILLINOIS  
See Page 85 for Oro-Tone Full Range Pick-Up.



THERE'S A NEW KIND OF JOBBER . . . .  
AND A NEW KIND OF DEALER . . . .  
WAITING FOR THIS NEW KIND OF DEAL!

—does this  
mean you?

1930 will find a new kind of jobber and a new kind of dealer in the radio field.

They will be men who have observed the coming and going of "flash-in-the-pan" radio manufacturers, who have seen inflated advertising campaigns blow up like soap-bubbles, and who have taken the losses imposed upon them by inferior merchandise, engineered with hope rather than with knowledge.

Today these men are looking for a new kind of deal. They are studying records . . . weighing personnel, demanding a real product, sanely and sensibly advertised. They are determined to make profits that will stay on their books.

Audiola . . . with 8 successful years in building radio behind it, offers just that kind of a deal. Those jobbers and dealers who are seeking an opportunity to sell fine radio at a price that will appeal to the greatest mass of buyers, will find true quality and overwhelming value in the Audiola. Sound, original engineering; careful, painstaking manufacture, and cabinets that are really different, will make Audiola a solid, substantial factor in 1930 radio sales.

Interested jobbers will find that the Audiola proposition has attracted the finest representatives in the field, who are waiting to present an interesting story. Write for complete details of 1930's most sensible proposition to the



Model 70

\$107

Less Tubes

## AUDIOLA RADIO COMPANY

430 South Green Street

Chicago, Ill.



Model 80

\$119 Less  
Tubes

### GET THESE FACTS!

1. NEW four-tuned circuit—triple screen grid.
2. Full size electro dynamic speaker, carefully baffled.
3. Highly selective, very sensitive and absolutely no hum.
4. Deep, rich tone, clear speech.
5. New modernized Gothic design cabinets.
6. *SOLD TO ESTABLISHED JOBBERS ONLY*

Visit Our Display at the Fourth RMA Trade Show  
Atlantic City, June 2nd to 6th

"Known for Its Tone"

# AUDIOLA

8 SUCCESSFUL YEARS BUILDING FINE RADIO

## Dr. R. E. Myers Now With National Union

Famous Scientist Joins Well-known Tube  
Manufacturing Organization as Vice-  
President and Chief Engineer

Due to the formation of the new RCA Radio-tron Co., Dr. Ralph E. Myers, East Orange, N. J., has been made available as chief engineer of the National Union Radio Corp., New York City, to whom RCA made a \$2,000,000 loan.

Dr. Myers has been chief engineer in charge of research and development on lamps and radio tubes for the Westinghouse Lamp Co., Bloomfield, N. J., and was with Westinghouse for twenty-one years. He was one of the scientists who developed the 227 tube, was one of those developing the general line of oxide-coated filament tubes and has participated in the laboratory and actual manufacturing task of perfecting radio audition ever since the industry's earliest days.

He joins National Union Radio Corp.'s board of directors as vice-president and chief engineer, according to E. A. Tracey, vice-president in charge of sales, who also announced the election to the board of a well-known banker and lawyer. They are William M. Parke, partner of the law firm of Chadbourne, Stanchfield & Levy, New York City, vice-president of the board of trustees of Colgate University, and William T. Bacon, partner of the Chicago banking firm of Bacon, Whipple & Co.

Five of his staff of assistants at the Westinghouse Lamp Co. accompany Dr. Myers to National Union, according to Mr. Tracey. They are: Dr. Ernst A. Lederer, engineer; M. N. Fredenburgh, chemist; Frederick P. Wallen, plant superintendent; William M. Perkins and Charles E. Swiss.

"Dr. Myers and his staff will be given every technical and plant facility for the production of a noteworthy line of products during 1930," declared Mr. Tracey. "He will take care of the entire tube production and research at the four National Union plants, making his headquarters in the East."

Dr. Myers was at one time professor of courses in electro-chemical engineering at Pennsylvania State College. He is a member of the American Institute of Chemical Engineers, the American Institute of Electrical Engineers and other technical societies.

## E. T. Flewelling Joins Van Horne Tube Co.

FRANKLIN, O., April 5.—E. T. Flewelling, who is one of the recognized veterans and authorities of the radio industry, has joined the Van Horne Tube Co., of this city, having resigned as president and chief engineer of the Radio Products Co. to perfect a complete new line of radio service instruments and short-wave adapters for the Van Horne organization.

## Colonial Officials Visit Company's Various Plants

W. S. Symington and Fred G. Carson, president and vice-president of the Colonial Radio Corp., Long Island City, N. Y., recently made extended trips to the various plants of the company since the merger of the Colonial Radio Corp. and Valley Appliances, Inc., Rochester, N. Y. Both officials are concentrating their energies on the production and distribution of the 1930-31 Colonial models.

The Davega Stores in New York City have been featuring Colonial radio, made by the Colonial Radio Corp., Long Island City, N. Y., in attractive window displays.





Fred E. Kauer, new broadcast personality who speaks each Monday over the Columbia Broadcasting System during the CeCo Couriers' half-hour. He tells of the many uses in industry to which radio tubes are put. Fred Kauer is the younger brother of Ernest Kauer, president of CeCo Mfg. Co.

## Schoellkopf Co. Is Brunswick Jobber

The radio, Panatrope and record departments of the Brunswick Co.'s Dallas branch were recently transferred to the Schoellkopf Co., Dallas, Tex., according to the announcement from A. A. Trostler, sales manager of the Panatrope-radio division of the Brunswick Co. Offices of the Schoellkopf Co. at Abilene and San Angelo also will be maintained. Perry P. Pyle, who has been with Brunswick for some time, will remain in that territory as factory representative. G. O. Moore is general manager for Schoellkopf, with W. J. Linehan as sales manager and J. M. Harrell as radio sales manager.

Ronald F. Law, formerly manager of the record department for the Brunswick branch, and R. L. Credille, assistant, will continue in the same capacity with the Schoellkopf Co., together with the former stockroom force. A large stock of Brunswick radios, Panatropes, combinations, portables and records will be handled to supply Dallas, Waco, San Angelo and the Panhandle, it was announced.

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

## Jersey Dealers Attend Majestic School

Twenty-nine radio dealers from northern New Jersey spent a week at the Majestic Sales School, conducted by the Grigsby-Grunow Co., manufacturer of Majestic radio receivers, at Chicago, Ill., the latter part of last month. The dealers were the guests of the North Ward Radio Co., Newark, N. J., Majestic distributor. While in Chicago the dealers stayed at the Lake Shore Athletic Club, which also housed the school. They comprised the fifth delegation of dealers from northern New Jersey who have visited the sales school. In addition to receiving instruction the dealers were taken on a tour of the Majestic factories and were entertained at theatre parties and banquets.

The Richmond Hardware Co., Richmond, Va., has been appointed a Zenith radio jobber for Virginia and the eastern half of North Carolina.

## Everybody's Has Had Consistent Growth

Well-Known Philadelphia Manufacturing and Distributing Firm Will Observe Fourteenth Birthday Next Month

PHILADELPHIA, PA., April 8.—Everybody's Talking Machine Co., of this city, manufacturer of Honest Quaker main springs and talking machine repair parts, will celebrate its fourteenth birthday next month.

The business history of this well-known house has been marked by continuous progress. Its beginning was in a small store on North Eighth street, where, similar to the "build your own radio set" idea, Everybody's Talking Machine Co. supplied kits and talking machine parts for home assembly. The business was built entirely upon the sale of talking machine parts to dealers throughout the entire country. Later the company moved to its own building at 810 Arch street, using a portion of it. Its business progress soon demanded the facilities of the entire building. Within the past few years Everybody's has bought the stock, tools and dies of two sound-box and tone-arm manufacturers, which gave them added facilities for production.

An important division of Everybody's Talking Machine Co. is the distributing end of the business. This department has achieved signal success for many years in the distribution of portables and since the advent of radio, radio tubes and other items.

At the beginning of the year announcement was made of the acquisition of the G. S. Lovell Clock Co., of this city, and the street floor display room was devoted to the display of the new line of clocks.

Philip Grabuski, president, and Sam Fingrud, vice-president and treasurer, have energetic plans for the new fiscal year of this organization, and it is expected that the fifteenth birthday celebration will witness still further advancement in the business of this company.

## Brunswick "Mammy" Tie-up

E. F. Stevens, Jr., record sales manager of the Brunswick Co., is most optimistic regarding the sales possibilities of the new Jolson records, which are being released in conjunction with the release of his new Warner Brothers picture, "Mammy." According to Mr. Stevens, this talking picture is entirely different from Jolson's last two films and should have greater drawing value. The songs are of lighter nature than those recently recorded by Jolson, and are of the same category as his original "Mammy."

## Warns Against "Orphan" Sets

SALT LAKE CITY, UTAH, April 7.—The members of the Mountain States Music and Radio Trades Association have recently been using paid space in the press to urge the public "for your own interest and yours alone" to "Don't buy any radio unless you get honest, intelligent service from a reliable, dependable, established dealer." The public is also warned to avoid the purchase of obsolete types and to be aware of "orphan radios."

## Adds Radio Department

The Pratt Furniture Co., Fourth street and Broadway, Santa Monica, Cal., has added a radio department.

## In New Quarters

The Garfield Radio Service, Indianapolis, Ind., has moved to quarters at 1012 Virginia avenue.

## Enters Radio Field With Sound on Film

Edwin Schweriner Chosen President of Universal Sound System, Inc.—Trade Interested in New Product

PHILADELPHIA, PA., April 8.—Edwin Schweriner, for many years an important figure in the motion picture equipment manufacturing field, has been chosen president and general manager of the Universal Sound System, Inc. The plant and



Edwin Schweriner

laboratories of Universal are located in this city. The product is a sound on film device and is manufactured under license of DeForest radio and Jenkins television. Designed to fit various types of projectors for motion picture theatres.

Mr. Schweriner reports that only thirty days ago part of the Universal Sound on Film production was allotted to radio distributors and already some of the most important radio merchants have shown keen interest. As a matter of fact, some of them are already arranging for territory in connection with their present radio businesses.

The organization includes Rudolph Miehling, a very able and well-known sound engineer, in charge of research and production; Philip S. Malickson, in charge of sales and merchandising, together with W. G. Randels, operating as field man through the Midwest, and Richard (Dick) Ireland in New York and New England.

The plant is already in production on models to fit both Simplex and Powers projection machines. An Ernemann model has also been developed by the organization.

The entire organization is made up of well-experienced executives and merchandising specialists well equipped to serve the radio distributor to every purpose in the distribution and marketing of Universal Sound.

## House of Crane Is Named New Brunswick Distributor

A. A. Trostler, sales manager of the Radio-Panatrope division of the Brunswick-Balke-Collender Co., Chicago, has announced the House of Crane, Indianapolis, has been appointed Indiana distributor of Brunswick radios and records. This step indicates further expansion of the House of Crane, which originally was founded for distribution of cigars and which later assumed the business of handling pipes and smokers' equipment. A radio sales organization has been formed by the company.

## Incorporation

The Conron Williams Corp., 112-14 East State street, Peoria, Ill., has been incorporated to deal in radio equipment.

## Opens Branch Store

Noble & Peterson, radio dealers of Chicago, Ill., have opened a branch store at 2521 Devon avenue, Chicago, Ill. A complete line of leading receivers is carried.

# Story & Clark Radio Corp. Enters the Radio Set Field

Subsidiary of Story & Clark Piano Co. Licensed by RCA and Affiliated Companies to Manufacture and Sell Receivers—Purchases Patents and Designs of Walbert Mfg. Co.

Story & Clark, one of the most prominent piano manufacturing organizations in the world, and a pioneer in that industry, has entered the radio field and will announce in the near future a complete line of radio receivers. The Story & Clark Radio Corp., Chicago, a subsidiary of the Story & Clark Piano Co., has been

established at 173 North Michigan avenue, in the Story & Clark building.

The Story & Clark Radio Corp. is headed by F. F. Story, president; L. P. Bull, vice-president; Walter Huth, secretary, and H. W. Robertson, treasurer. Mr. Story has been active in the piano field for the past forty years and for



Story & Clark Piano Co. Factory, Grand Haven, Mich.

licensed by the Radio Corp. of America and affiliated companies to manufacture and sell radio receivers. The Story & Clark organization recently purchased the patents and the rights to engineering development and designs of the Walbert Mfg. Co. of Chicago. The firm will devote a complete unit of its large Grand Haven, Mich., plant to the manufacture of the line of radio receivers and the general offices and display rooms, together with the central radio laboratories of the corporation, are es-

the past ten years he has headed the Story & Clark organization as president. Mr. Bull has been associated with Story & Clark for the past four years, and has taken active interest in developments in the radio field during that period. Mr. Huth is one of the veterans of the radio industry, and as president of the Walbert Mfg. Co. he was a pioneer in both phonograph and radio developments. The Walbert organization developed, among other products, the Univernier, and the Penetrola, tuning de-

VICES, as well as the Isofarad circuit. Mr. Huth will be in charge of engineering and production of the Story & Clark Radio Corp. In their Chicago building Story & Clark have maintained a radio laboratory for the past two years and they have now combined the results of their laboratory work with that of the Walbert organization.

According to an announcement by Mr. Bull, the firm will produce a complete line of quality radio receivers embodying the latest developments of the art. The Story & Clark radio line will make its appearance shortly before the RMA Trade Show, will be exhibited at the show, and will be illustrated and described in the New Products section of this publication in the near future.

## Whiteman Records to Tie Up With Film

The long-heralded "King of Jazz" Revue, Paul Whiteman's first talking picture, is announced by Universal Pictures for a New York opening at Roxy Theatre May 1.

Among other tunes from the picture recorded by Whiteman for the Columbia record catalog, the following four are to be released April 30: "Happy Feet," fox-trot, with vocal refrain by the Rhythm Boys; "A Bench in the Park," fox-trot, with vocal refrain by the Brox Sisters; "Song of the Dawn," fox-trot, with vocal refrain by King of Jazz Chorus, and "It Happened in Monterey," waltz, with vocal refrain by Johnny Fulton.

The Columbia Phonograph Co. is also issuing a special window display for dealer tie-up with the picture. Advance reports from California state that the Whiteman film is a "sure fire" hit and dealers should tie-up and profit.

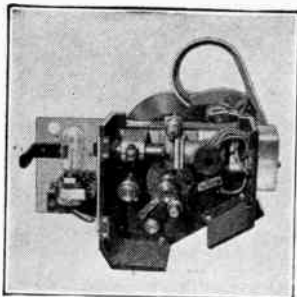
**A NEW FIELD FOR YOU** *Mr. Radio Dealer!*  
THEATRES · SCHOOLS · CHURCHES

are installing talking picture equipment  
Be the first in your community to serve  
this new field with

**PHOTOTONE TALKAFILM**

We supply you with all necessary equipment to reproduce talking motion pictures from

DISC or FILM  
RECORDING



FILM HEADS

Radio Dealers Write  
for Our Special  
Discounts

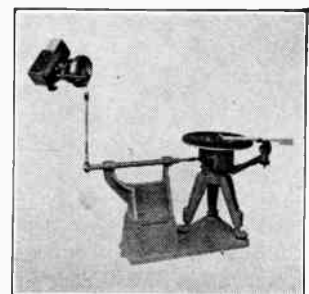
We also supply you with Amplification Faders—Motors—  
Speaking Units—Horns—Sound Screens—Photo Cells—  
Exciter Lamps and other equipment for complete installations.

SOUND ON FILM

895.00

SOUND ON DISC

895.00



DISC EQUIPMENT

2,500 Theatres Are  
Using Platter  
Products

**THE PLATTER CABINET CO.**  
NORTH VERNON INDIANA.



# New Products

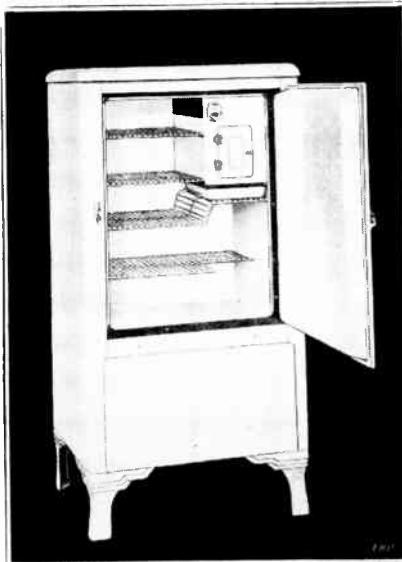
the one that will be exposed, each scene may be individually focused. This feature makes more practical the use of the very fast lenses, and makes possible the accurate focusing of very close-up objects. The finder is in such a position that it can be readily used with a tripod as well as when the camera is held in the hand. Another feature of the Model No. 5 Victor camera is that every essential operating speed is provided. The turret front is provided with three convenient knobs for revolving the turret without touching the lenses. All parts formerly nicked are polished chrome plated and a number of minor mechanical refinements have been adopted in this model.

Model No. 3 Victor Cine projector, finished in crystal black enamel with all steel and brass parts chrome-plated. Among the exclusive advantages claimed for Victor Cine projectors are: film moving mechanism that insures perpetual steadiness, absence of damaging pressure on the film at



**Model No. 5 Victor Cine Camera**  
the aperture, an automatic trip that cuts off power and light if film fails to track, superior illumination, built-in film rewind and other features. Victor projectors have double claw film movement, universal oversize motor with variable speeds and reverse action and all other requisites of a high-grade projector. List price, including 2-inch Victor-Graf lens, 200 W., 110 V. lamp and carrying case, \$175.00.

**NORGE CORP., Detroit, Mich.** New Norge refrigerator which is installed and ready for operation by simply plugging into a light socket. The freezer, connecting tubing, and condensing unit, may easily be installed or removed together, without moving the cabinet. The compressor, known as the Norge Rollator, is a roller which turns smoothly within a cylinder and performs the function necessary to refrigeration. This principle eliminates the necessity of the piston,



**Norge Refrigerator**

connecting rod and many other moving parts. The Rollator is permanently quiet as the three principal parts operate submerged in oil. Freezing unit is equipped with vertical downdraft flues providing increased air circulation over the freezer, causing cabinet temperature to lower quickly. Large ice cube compartment is enclosed by a self-closing door which prevents the cubes acquiring flavor from food odors and also prevents the forming of frost on the trays, making them always easily removable. A cold accelerator, adjustable to five points, is located on the front of the ice cube compartment. Combined with it is a switch for starting and stopping the unit. The cabinets are furnished in four, five, and seven cubic foot sizes, sturdy in construction and scientifically insulated.

The four-foot size has a bonderized lacquer exterior and a vitreous porcelain interior. The five- and seven-foot sizes have porcelain on both the interior and exterior. The especially designed hardware is of stamped and cast brass with a finish of chromium over nickel. The design of the door latch permits closing without slamming. A porcelain chill tray for crisp salads and storing foods which must be kept unusually cold is part of the standard equipment of each refrigerator.

**JEWELL ELECTRICAL INSTRUMENT CO., Chicago.** Pattern 579 service test panel, with remote control, for radio service work. Panel, with its seven large instruments, is mounted on a wall or on supports from the work bench. Remote control box is attached to the panel by a long flexible cable so that it may be moved about to the most convenient location for operation. All switches, sockets, binding posts, and cords used in nor-



**Pattern 579 Service Test Panel**

mal receiver testing are contained in the control box. Panel carries push button switches controlling all circuits used in regular receiver testing, binding posts making all scales of instruments used through the control box available for independent testing, sockets for both four and five-prong tubes, a 30-inch flexible cord and plug for attaching control box to the panel and a 4-foot cord with plug for plugging into the receiver.

The seven instruments on the panel are all large flush type Jewell meters approximately five inches in diameter, the scales being legible at a comfortable working distance. Complete instruction book for all tests, together with necessary test dating and analy-

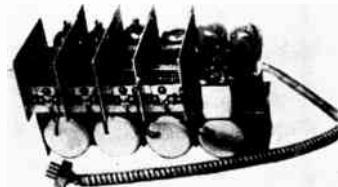


**Jewell Ohmmeter**

sis charts furnished with each instrument. Test panel is of value for checking new receivers as well as those that are out of order. Overall dimensions of panel, 30x12 1/4x4 inches. Finished in black enameled steel. Dimensions of remote control box 8 1/4x 5 1/2 inches. Control Box has panel of black bakelite. List price, \$297.50.

Pattern 135 Ohmmeter, a direct reading resistance meter which gives reading of resistance values in ohms when used in connection with a dry battery. Instrument has a combination voltage and resistance scale, in the lower values of which a division is provided every ten ohms. Furnished with a flange for mounting in a box or on a panel. Available in several ranges for use with both 3- and 4 1/2-volt dry batteries. 4 1/2-volt instrument is designed especially for use with radio set analyzers since this voltage is commonly used with them.

**AUTOMATIC RADIO MFG. CO., INC., Boston, Mass.** New radio receiver designed for automobile, aircraft and marine use. Designed for



**Radio for Auto, Air and Marine Use**  
great sensitivity due to the relatively small pick-up of the antenna in an automobile. Doubly shielded to minimize the interference from the motor. Electrically the receiver consists of a tuned antenna stage for selectivity, three high-gain radio frequency stages for sensitivity, tuned detector and two

stages of transformer coupled radio. Three 224's are utilized for the r. f., a 227 for detector, 112A for the first a. f. and 171A for the power output tube. Filament current is supplied from the car battery. The B and C batteries are carried in a compact container which may be placed anywhere in the car. Receiver is compact and also might be placed in any of a number of places and operated directly or by means of a remote control cable. The receiver is expected to be marketed at a retail price of under \$125, completely installed and with equipment.

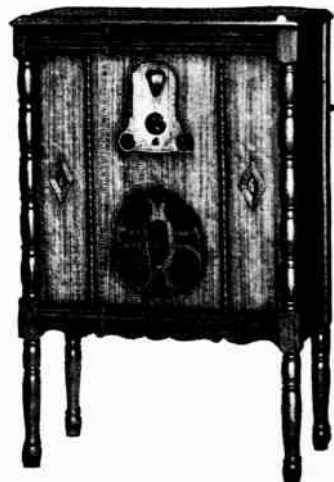
**MUSICAL PRODUCTS DISTRIBUTING CO., INC., New York City.** Radio-Art radio. Six-tube receiver, incorporating all the latest features of chassis design. Has band selector



**Radio-Art Receiver**

tuning and three screen-grid tubes. Cabinet has a marble-ite top and French door construction. Model shown lists at \$159. The Radio-Art set is offered in either AC or DC, and the company will shortly announce a remote control model listing under \$200.

**STEWART-WARNER CORP., Chicago.** New console radio receiver, the Tremont, embodying Stewart-Warner eight-tube, screen-grid chassis, with built-in electro-dynamic speaker. Front of cabinet is of finely figured Oriental Walnut with spiral mountings, decorative carvings and speaker grille backed by rich cloth-of-gold. Cabinet finished in lacquer. Tremont model is 36 inches high, 23 1/2 inches wide and 12 1/2 inches deep. Designed



**Stewart-Warner Tremont Model**

especially for small homes and apartments, where furniture must be built to scale. Will stand under a window, occupy a niche in the hall, etc. List price, \$130, less tubes.

**UNITED STATES RADIO & TELEVISION COEP., Marion, Ind.** Five tube, screen-grid radio receiver, for automobile installation. Set is placed either under the cowl or hood of the car. Tuning dials are placed on instrument board; operated by remote control. Speaker is made so that it can be conveniently located without taking up any foot room. The "A" battery current is drawn from regular automobile battery. "B" current is furnished from a set of "B" batteries enclosed in a steel, oil and dirt-proof housing swung below the floor boards. The set is completely shielded.

troubadour is the multiple coin slot which will accept quarters, dimes, and nickels and automatically furnishes multiple playings in accordance with the coin, thus increasing the earning capacity of the machine.

In addition to the new combination instrument, the Mills Novelty Co. has introduced a coin-operated radio receiver in a walnut cabinet equipped with an eight-tube chassis and dynamic speaker. This instrument is also equipped with a multiple coin slot which accepts quarters, dimes and nickels.

**UTAH RADIO PRODUCTS CO., Chicago.** New Utah electromagnetic phonograph pick-up, Model C. Tone arm designed to give correct support to pick-up unit and weight of arm calculated to insure exact amount of

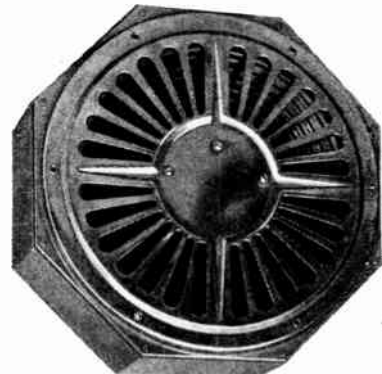


**Electromagnetic Pick-up**

inertia for best reproduction. Pick-up mounted so as to counterbalance part of weight of pick-up in order to reduce wear on record. List price, \$14. Model C201 pick-up is Model C equipped with volume control unit and 201 adapter (for use with D.C. sets) List price \$18.50.

Model C227 is Model C, with volume control unit and Model 227 adapter (for use with A.C. sets). List price, \$18.50.

Model A is pick-up only, manufacturer's type, furnished with tapped mounting holes in frame and two- or



**Utah Automobile Speaker**

three-foot cord. Standard phone tips. List price, \$10. (Model C is illustrated above).

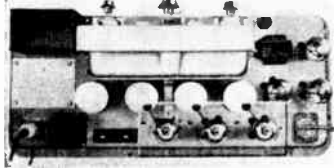
New Utah Automobile speaker, with motor entirely enclosed, making it dustproof. Specially treated cone is not affected by climatic conditions. Unit is built on an oxidized brass frame, mounted in an octagon shaped wood box. Speaker may also be used for installation in hotels, schools, etc. Furnished without baffle box, if desired, for wall mounting. List price, \$10.

**VICTOR ANIMATOGRAPH CO., Davenport, Ia.** Model No. 5 Victor Cine-Camera, a three-lens turret instrument equipped with a new feature, namely, visual focusing through a focusing finder. In operation the lens is turned to the finder position and by actually observing an image which corresponds as to size and focus with



# New Products

**PHILADELPHIA STORAGE BATTERY CO., Philadelphia, Pa.** Philco Model No. 40, all-electric, screen-grid radio receiver, for use with 95-135 volt direct current. Uses six tubes—three type 24 screen-grid, one type 27, and two type 171-A tubes. Uniform gain radio frequency transformer design, double tuned input circuit, four gang



**Philco Model 40** condenser, non-overloading screen-grid detector, which prohibits distorted volume signals, resistance coupled first audio frequency stage, push-pull stage and the Philco electric-dynamic speakers are features of this model. This receiver is available in either high-boy, highboy deluxe, or Tudor cabinet housing.

**CLAROSTAT MFG. CO., Brooklyn, N. Y.** Automatic line voltage regulator Clarostat, to be used with any standard 110-volt receiver, to provide the socket power set with correct and uniform operating voltage, in addition to protecting tubes and power pack from excessive voltage strains. Is in the form of a compact plug and receptacle for ready inclusion in the power line to radio set. A perforated metal



**Line Voltage Regulator**

shell contains the automatic resistance unit. Device is an automatic ballast or self-compensating type of resistor, which offers high resistance to high line voltages, and very little resistance when the line voltage is at normal or even below normal, thereby maintaining the applied voltage at the proper level. Acts as a r.f. choke in the line; serves as a safety fuse in the event of a short-circuit; is light, and remains placed in any receptacle. List price, \$1.75.

**DAVIS INDUSTRIES, INC., Chicago.** Davis portable timer, for coin operation of radio receivers. Will operate on 110 volt AC, 60 or 25 cycle, and 110 volt DC. Guaranteed for a period of one year. Equipped with electric glass sign with special arrangement for a local advertisement if desired. Dimensions, 23 inches by



**Davis Portable Timer**

12½ inches by 8 inches deep. Finished in walnut. Will fit the top of any radio receiver. Designed for additional sales of new receivers to owners of cafes, billiard parlors, soda fountains, etc., and also proves a source of revenue from trade-in sets. List price, \$48.50.

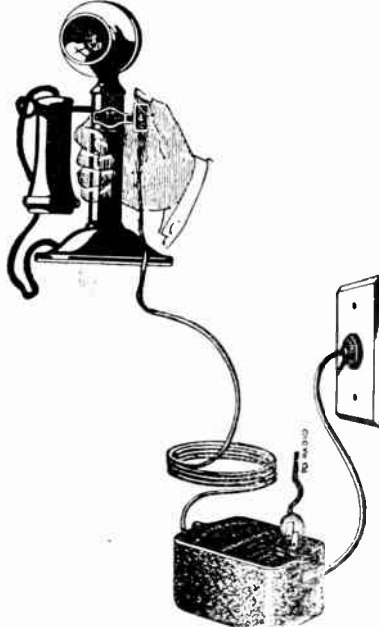
**HAMMARLUND MFG. CO., New York City.** Three new models of the "Battleship" multiple condenser, known as the "M" type series. Outstanding feature is lightness of weight, yet the units are extremely rugged and compact. Especially de-



**"M" Multiple Condenser** developed aluminum frame and aluminum rotor and stator plates are used. Has reinforced ribbed die cast frame and rigid rotor and stator setting; a ¾ inch shaft is used. Special setting prevents plates from vibrating, which causes annoying microphonic effect. Surface type wiping contacts of phos-

phor bronze are connected to each rotor. The condenser is adaptable to shielding either in individual stages or as a complete unit. They are made in the two, three and four gang styles, and have a maximum capacity of 370 mmfd., and a minimum of 18 mmfd., this less the capacity of the equalizers, which have a minimum of 2 mmfd. and a maximum of 25 mmfd.

**SCO ELECTRICAL PRODUCTS, INC., Jackson, Mich.** SCO remote control for radio receivers by means of which radio receiver may be turned off at the telephone by user, eliminating the inconvenience of hurrying to the set to shut off the receiver and then to the phone. Remote control attaches to the telephone instrument, where the "on and off" switch is located. The radio cable is plugged into the outlet on the control unit. The cable from the control is placed



**SCO Remote Control**

in the wall socket and the remote control switch bracket is snapped on the telephone standard. Twenty-five feet of small flat cord is furnished and can be laid under the rug without being noticed. Current is reduced to only ten volts through wire running between control switch and control unit at radio. Remote control works with any set regardless of size, make, or amount of current used. Retail price complete, \$5.00.

**PICK-A-PIN, INC., New York City.** Automatic holder for phonograph needles, called Pick-A-Needle. Filled with 200 needles of best quality Eng-



**Pick-A-Needle**

lish steel. By pressing the lid of the box, a needle automatically appears. Box cannot be refilled. Can be had filled with three types of needles, soft, medium and loud. Retail price, \$5.00.

**DeFOREST RADIO CO., Passaic, N. J.** Short wave receiver, type HM-1,



**DeForest No. HM-1**

utilizing four tubes and enclosed in aluminum case measuring 5 inches by

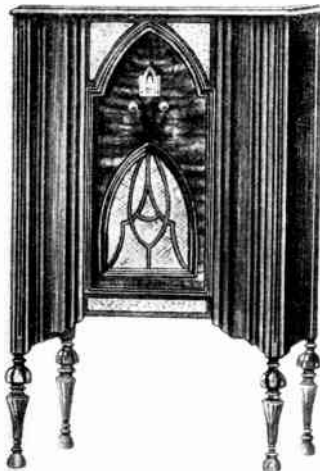
6 inches by 8 inches. Designed primarily for aircraft, police car and motor boat use, but is also available to the public as the tuning range covers the band of popular interest. Through the use of four coils of plug-in type, receiver has tuning range of from 20 to 200 meters; tuning is accomplished by means of a single dial. Receiver may be either battery operated or dry cell operated. If used with storage battery a type -22, a type -01-A and two type -12-A tubes are required. If dry cell operated a 422A and three type 490 DeForest Audions are necessary. Set incorporates all necessary adjuncts to satisfactory short wave reception, including the unusual item of some five microfarads of by-passing condensers.

**AUDIOLA RADIO CO., Chicago.** New line of Audiola radio receivers. Model 70, a new four-tuned circuit, triple screen-grid receiver, with a carefully baffled full sized electrodynamic speaker. Translucent dial, calibrated



**Audiola No. 80**

in kilocycles. Bulb illuminating dial is instantly replaceable through new type push-pull socket. Loud speaker connects instantly to rear of chassis through four-prong plug, thus avoiding intricate wiring. Cabinet is of modernized Gothic design, semi-low-boy type, with cathedral grille. Stump



**Audiola No. 70**

walnut front with figured maple overlays. Cabinet is of open face type, 40½ inches high. Retail price, less tubes, \$107.

Model 80. Same radio chassis and speaker as in model 70. Cabinet is of open face highboy console type, of Gothic design. Stump walnut front in two-tone effect, with unique stretcher design. Retail price, \$119, less tubes.

**ARCTURUS RADIO TUBE CO., Newark, N. J.** A special arrangement of radio and photo-electric apparatus for use in all timed sporting events that, according to claims, provides an automatic and accurate photograph of the finish, an imperishable record of the time, and indisputable evidence as to place in close events. A light ray is focused across the track at the finish point on a special photo-electric device that acts as a relay the moment a figure—runner, horse or cyclist—passes across the line. The impulse caused by the fleeting shadow is amplified and within one-thousandth of a second actuates a camera which takes a picture of the scene, including the dial of a stop watch set in motion at the beginning of the race. In the cases of races where fast contestants lap slower ones, the device acts as an "electronic gate" or "tape," and can be held open by means of a switch, until the winner approaches the "line." The apparatus is said to function unfailingly under all light conditions. It is light and portable.

**JENKINS TELEVISION CORP., Jersey City, N. J.** Model 100 Radiovisor for reception of standard 48-line, twenty pictures per second radiovision signals. Permits of alterations and additions as new attachments are available to permit of receiving other standard signals. A speed control permits of slight variations in speed, so that the scanning disc may be brought to exact speed when operated on a different power system from the transmitter. Operation of the radiovisor is practi-



**Jenkins Radiovisor No. 100**

cally silent. By raising or lowering the lamp house containing the television lamp, the pictures may be properly framed. The images are viewed through a powerful magnifying lens. The Jenkins Radiovisor may be employed in combination with a suitable short-wave receiver and amplifier. A special radiovision receiver, developed by the Jenkins Television Corp., simplifies the problem of a complete radiovision set in combination with the radiovisor.

**CROSLLEY RADIO CORP., Cincinnati, O.** Roamio radio receivers for use in automobiles. Utilizes automatic volume control and is said almost entirely to remove the necessity of adjusting volume while tuning. Set is controlled from the small panel mounted on lower edge of instrument board. It has illuminated dial, a tuning control, volume knob and a locking switch for the batteries so that no person without the key can operate the set. Employs five tubes—two type-24, two type-27 and one 112-A tube. Battery cables are carried in a shielding armor which prevents the interference radiated from the ignition system of the car getting back into the radio circuits. Equipment includes a battery box shaped to be conveniently mounted in the car and carrying the required "B" and "C" batteries in such a way that they are completely protected from moisture and dirt. A special loud speaker of a new type is also supplied, shaped so that it may be mounted either under the cowl or on the roof of the car.



# New Products

**L. S. GORDON CO., Chicago.** New Gordon pick-up, model CG-3, (without volume control) and CG-4, which has a volume control mounted in the base of the tone arm. Weight on the needle



Gordon Pick-up No. CG-3 has been reduced to four ounces, but actual pick-up head weight has been kept high enough to insure that the inertia of the head will not be overcome due to needle vibration, resulting in fidelity of reproduction and at the same time minimizing wear on the record. Tone arm is so constructed that the head may be raised through a convenient arc to facilitate changing the needle. Rugged construction. Smooth action of the head as it oper-

ates across the record is assured by a ball bearing rest at the swivel. Volume control in model CG-4 is conveniently located in the lower section of the base where it may be easily reached with the tone arm in any position. Pick-up is so designed that an automatic stop trip pin may be attached if desired. Retail price model CG-3, \$15.35. Retail price model CG-4, \$17.50.

**VAN HORNE TUBE CO., Franklin, O.** Van Horne-Flewelling tube checker tests any type of tubes without the use of adapters. Checks both plates of 250 tubes; the pentode, or double screen-grid tube, and 800 mercury rectifier; all sockets and the table of normal tube ratings list all



**Tube Tester**

tubes in numerical order. There are no live contacts exposed and tubes that are short-circuited in any way are indicated without any possible injury to the tube checker. Each instrument is equipped with a screen-grid

lead, heater leads for Kellogg tubes, on and off switch, and comes completely equipped for fastening to counter or wall. All contacts are cadmium plated and panels are of bakelite, equipped with either Jewell or Weston meters. May be used on 60 cycle, 110-115 volt, AC circuits.

**X-L RADIO LABORATORIES, Chicago.** X-L Sentinel, a fool-proof time switch, for shutting off radio receivers, hall lights, small window display lights and signs, and many other



**X-L Sentinel Time Switch**

devices. Requires no winding, and is entirely automatic in action. User sets the X-L Sentinel for the time he wishes radio receiver to run, and at the end of the period receiver and lights are automatically turned off. A socket in the Sentinel is provided for a reading lamp. Product is finished in satin silver with brown bakelite trim. Operates on all voltages

from 4 to 250, both DC and AC, regardless of cycle. Carries 5 amperes at 110 volts and 3 amperes at 220 volts. List price, \$8.75.

**STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, N. Y.** Stromberg-Carlson DC screen grid console No. 645. Is housed in a walnut finished art console and employs screen grid tubes in three tuned radio frequency circuits for selectivity; grid bias detector, two resistance coupled audio stages, and a final push-pull power audio stage. The screen grid tubes effectively supply the tremendous radio gain per stage necessary with the low voltages available in a DC set. Two extra precautions for the elimination of noise are provided, namely seventy-five feet of shielded lead-in wire which prevents pick-up from external noise sources, and a special line noise filter. Built-in dynamic speaker is equipped with a large sized cone and has a special non-resonant baffle. Has a phonograph jack for electrical reproduction of records in conjunction with a magnetic pick-up outfit. List price \$272.50, less tubes.

**MASTER RADIO MFG. CO., INC., Los Angeles, Cal.** Master Midget radio receiver (model 70); 6 AC tubes and one screen-grid tube; housed in walnut cabinet, size 13 by 16 by 8½. Single dial control and Magnavox dynamic speaker. List price \$59.50, complete with tubes.

Master Table model (Model 50), chassis and speaker same as the Midget model; size 22 by 10½ by 10½. List price, \$59.50, complete with tubes. Also manufacturing console model.

**THE PLATTER CABINET CO., North Vernon, Ind.** Phototone Talkafilm providing talking motion pictures from disc or film recording for theatres, schools and churches. List price, \$895.00.

## N. F. R. A., R. W. A. Committees Meet

**Executive Committees of National Retail and Wholesale Associations Meet in New York—Discuss Projects**

A meeting of the executive committees of the National Federation of Radio Associations and the Radio Wholesalers' Association was held, following a luncheon at the Hotel Astor, New York City, on Thursday, April 3. More than 100 attended, principally members of the radio distributing fraternity. J. Newcomb Blackman, president of the Federation, presided, and he gave his views on organization work and told of his long experience with association activities. He stated that he believed that the radio industry needs thorough organization to combat some part of the evils which confront it.

Harry Alter, president of the R. W. A., spoke, telling of the Association's achievements and of the benefits which it has brought members.

He concluded with a strong plea for a membership drive. Peter Sampson, of Chicago, endorsed the membership campaign, and offered to pay ten per cent of the dues of new members who signed up at the meeting. H. G. Erstrom, executive vice-president of the Federation, told of the activities of the organization since its inception and related some of its accomplishments. The question as to whether a New York City office for the Federation should be established was discussed at some length. Many of the radio personages attending the meeting joined in a round-table discussion on trade conditions and organization aims.

## Peerless Portable Wins Public Favor

The new electric portable with pick-up, introduced by the Peerless Album Co., New York City, last month, is going over big, according to Phil Ravis, president of the company. The feature of this portable is the Universal motor

with which it is equipped, which will play on either AC or DC current, and which has a voltage range from 110 to 250 volts. Mr. Ravis points out that this electric portable, therefore, has, in addition to the regular market of 110-volt AC wired homes, those cities where the voltage runs higher, and also the territory in the larger cities where DC current is used. The Peerless headquarters in New York City are in the midst of a DC district and telephone calls for these portables and reorders are being received from dealers throughout Manhattan.

## New Haven Electric Co. Opens New Home

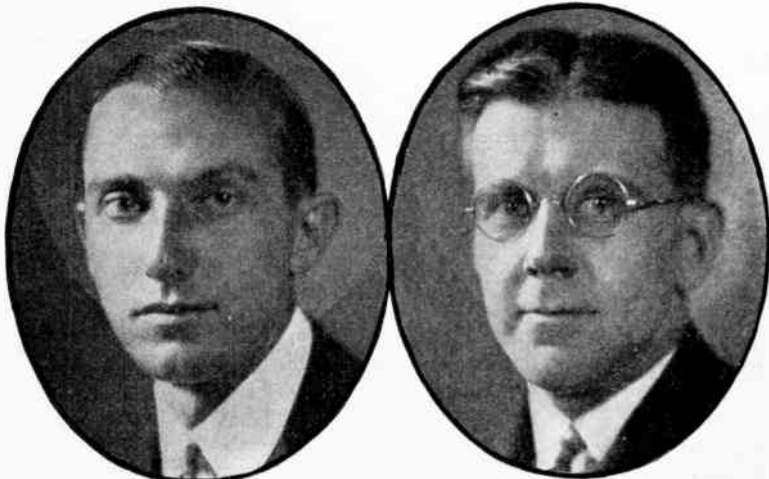
NEW HAVEN, CONN., April 8.—The New Haven Electric Co., Atwater Kent distributor, formally dedicated its new building in this city on March 26. The occasion was a dealer meeting attended by over 400 dealers and Atwater Kent factory executives, who made a complete inspection of the building before the meeting.

H. A. Lines, president of the New Haven Electric Co., welcomed the dealers, and Thomas Tynan, sales manager, presided. Short addresses were also made by J. W. Hitchcock, assistant sales manager; P. A. Ware, sales promotion manager; F. A. Dewey, territory supervisor of the Atwater Kent Mfg. Co., Philadelphia, Pa., and D. S. Brigham, credit manager, and R. K. Haynes, service manager, of the New Haven Electric Co. After dinner boxing bouts were staged in the auditorium.

The new building is of heavy brick and stone construction and is entirely circular, making it unique among present-day office buildings.

## Change in Convention Dates

The convention dates of the Western Music and Radio Trades Association, to be held in San Francisco, Cal., have been set for June 30, July 1, 2 and 3, one week later than previously announced. The change was made necessary because of the impossibility of securing hotel reservations.



Fred H. Strayer, sales manager for the Sylvania Products Co., and Richard A. Pickard, of Pickard-Sohn, Inc., advertising counsel for Sylvania radio tubes, are making a tour of the country rendering concrete, personal sales assistance to Sylvania dealers. Mr. Strayer in telling of the tour says: "On the trip we are making we shall not confine ourselves to mere research on business conditions, but subsequently shall plan to organize and turn to the dealer's account the successful business ideas which are in practice among retailers of the industries we serve."



## Lyric Distributors Meet at Factory

Wholesale Representatives of All-American Mohawk Corp. View New Line and Discuss Sales and Ad Policies

On April 8 the distributors for the products of the All-American Mohawk Corp., manufacturer of Lyric radio receivers, assembled at the



Eugene R. Farny

company's mammoth factories at North Tonawanda, N. Y., for a very interesting meeting. A one-day program of exceptional interest to the distributors had been prepared well in advance of the meeting date and during the course of the morning the distributors took a trip through the factories and marveled at the magnitude of the plant and the tremendous growth of the manufacturing facilities during the past twelve months.

An exhibition of the new Lyric line took place at noontime and following lunch an afternoon meeting devoted to merchandising policies of keen interest to every distributor was held under the direction of Eugene R. Farny, president of the company. Plans and policies for the coming season were discussed by the Lyric distributors and the company executives and at the close of the meeting the feeling was unanimous that Lyric would enjoy in 1930 the banner year of its history.

Prior to the convention on April 8 the distributors who are members of the Lyric Radio Distributors Committee assembled at the factories for an advance discussion concerning the program for the convention and among those present were Michael Ert of Milwaukee, Wis.; Harry Myers of Excelsior Radio Co., Harrisburg, Pa.; Charles Cushway of the Cushway Distributing Corp., Chicago, Ill.; Robert Mailhouse of the Plymouth Electric Co., New Haven, Conn.; E. R. Farny, president of the All-American Mohawk Corp.; Farny Wurlitzer, president of the Rudolph Wurlitzer Mfg. Co.; DeWitt L. King, Philip H. Weber, M. H. Rosenberg, C. H. Greene, Walter Wendell, general manager of the Rudolph Wurlitzer Mfg. Co.; I. Vaaler, who has charge of cabinet manufacturing, and L. C. Shapiro, chief engineer.

## Dedicate Program to Music Supervisors

One of the features of the convention of the National Music Supervisors held at the Stevens Hotel, Chicago, Ill., from March 22 to 28 was the reception of a program of the American School of the Air, broadcast over a network of fifty-one stations of the Columbia

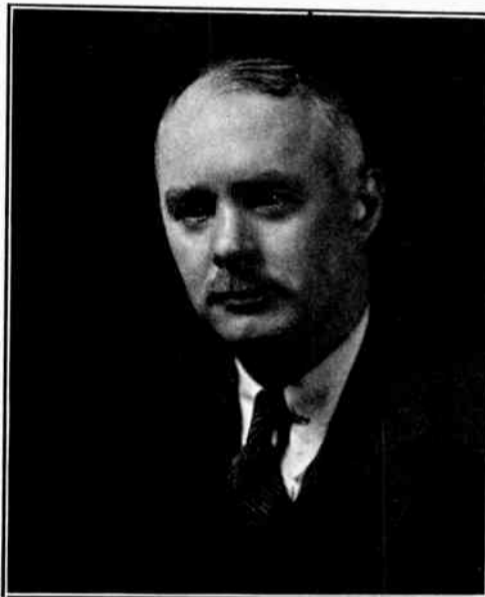
Broadcasting System. The program, which was dedicated to the National Music Supervisors' Convention, consisted of selections sung by the National High School Chorus under the direction of Dr. Hollis Dann. The program was arranged by Ray S. Erlandson, executive director of the American School of the Air, which is sponsored by the Grigsby-Grunow Co., manufacturer of Majestic radio receivers, and the Columbia Broadcasting System.

Miss Mabel Glenn, president of the National Music Supervisors, spoke briefly during the broadcast, conveying a message of good will to all of the music teachers in the nation, expressing the hope that the American schools would continue their efforts to make this country a musically inclined nation. Dr. Dann received scores of congratulatory telegrams from all parts of the United States praising the splendid musical numbers which the National High School Chorus of more than 400 boys and girls rendered over the air.

## Completes Fifth Year With Colonial Corp.

Fred G. Carson, Vice-president of Colonial Radio Corp., Has Played Big Part in Company's Success

Last month Fred G. Carson, vice-president of the Colonial Radio Corp., Long Island City, N. Y., completed his fifth year of service as an official of that organization. This event was not marked by ostentatious ceremonies. Mr. Carson came in on March 14, the anniversary date, at the usual hour and put in his regular day's work. However, as the day progressed his fellow officials and many of the members of the organization who had been with him for



Fred G. Carson

a number of years came to his office to pay the respects of the day.

Fred G. Carson came to Colonial after many years of service in executive capacities with large industrial companies. He was attracted by the new problems brought on by the comparatively new radio industry.

The success which the Colonial Radio Corp. has achieved is in no small measure due to Mr. Carson's untiring efforts, and he has also contributed much of his time to the work of the RMA.

Since Colonial's merger with Valley Appliances, Inc., of Rochester, N. Y., Fred G. Carson, as vice-president of the new company, has found new worlds to conquer.

## Issuing Film Directory

The Victor Animatograph Co., Davenport, Ia., is compiling and will publish for free distribution a directory of 16 mm. film sources to be sent to owners and prospective owners of

## World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-face type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

## FOR SALE

All rights to Automatic Phonograph with Radio attachment. Tested and proven. Can be built very cheap. Simple and fool-proof in construction. Plays all makes of records perfectly. Has selector and repeating device. Attachments for extra horns and control boxes. Plays only when coin is dropped. All patterns special tools, etc. Ready for production. Address Box No. 1728, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

Will Buy All Makes "New and Used" Coin-Operated, Amplified or Non-Amplified Phonographs.

THE CAPITOL PIANO CO., Inc.  
460 W. 34th St., New York, N. Y.

## TO INVENTORS

If you have anything of merit for the phonograph, radio or film trade, and wish to connect with an organization capable of distributing it, send full particulars to Box No. 1700, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

16 mm equipment. The information contained in the directory is strictly impartial, as the Victor organization does not produce or distribute films of any kind. The listing shows at a glance the type of films available through any given source.

## Phototone Talkafilm Is Placed on Market

Platter Cabinet Co. Introduces New Instrument Adapted for School, Theatre, etc., Installation—Plans Big Campaign

The Platter Cabinet Co. of North Vernon, Ind., which has been identified with radio-music activities for many years, including the manufacture of loud speaker equipment, has just placed on the market the Phototone Talkafilm, which opens up a new field for the radio dealer. This instrument, which is ideally adapted to installation in theatres, schools and churches, comprises complete talking machine equipment and the company is providing the dealer with all necessary equipment for the reproduction of talking motion pictures by means of disc or film recording. Demonstrations of instrument have been exceptionally successful and the Platter Cabinet Co. is planning an aggressive sales campaign in the radio industry.

## Master Radio Sets Placed on Market

LOS ANGELES, CAL., April 5.—The Master Radio Mfg. Co., Inc., of this city, has just placed on the market a line of Master radio receivers comprising Model No. 70, known as the "Master Midget"; Model No. 50, the Master table model, and also a console model. These instruments are described in detail in the New Products Section of this issue of The World, and the company is planning a sales campaign that already gives every indication of meeting with considerable success. The instruments feature the Magnavox dynamic speaker.



## Musical Show Series Now Being Broadcast

Radio Versions of Outstanding Musical Successes Being Heard Over Big Network—"Rio Rita" Starts Series

Famous musical shows of the stage and the talking screen, with the original stars in the title rôles, will be brought before the microphone in a new program series inaugurated through National Broadcasting Co. networks from the company's San Francisco studios Saturday, April 5.

Bebe Daniels, singing the rôle she made famous on the screen in "Rio Rita," headlined the initial offering in the Del Monte program from 8:30 to 9:00 o'clock (Eastern Standard Time). Each broadcast in the series, scheduled to continue weekly for an extended period, will go through a coast-to-coast network of associated NBC stations.

The radio versions of well-known musical comedies will be produced in San Francisco. In each the original star will be featured in the songs that made the show famous, and in many instances summaries of the plots will be prepared by the author of the original show, according to officials of the California Packing Corp., sponsor of the series.

Supporting the stage and talkie stars in the radio versions of the shows will be a mixed vocal chorus, a group of soloists and a full orchestra under the direction of Emil Pollak. The latter is well known to Eastern music lovers through his association with the Metropolitan Opera Co., and as coach for Mary Garden, Maria Jeritza and Marion Talley.

In the opening program Miss Daniels was heard singing "You're Always In My Arms," the number she sings twice in the picture, which was founded on Ziegfeld's tuneful stage operetta. The radio version of "Rio Rita" was reduced to four scenes, the Mexican cabaret scene, the garden scene, the Mexican town and the barge. Other numbers sung included "Kinkajou," "Rio Rita" and "The Rangers' Song."

Every program in the series will be broadcast twice, once at 8:30 o'clock for the benefit of an Eastern network of stations and again later in the evening through a group of Pacific Coast stations associated with the NBC. It will be the first time that double productions have been given Western-built programs.

Music publishers who issued the songs of the musical comedies which are being used in the series see in these broadcasts a splendid opportunity for dealers to speed up sales of the song hits and are advising the trade to effect tie-ups with the weekly features of the air.

## To Represent Red Star in United Kingdom

Pat Flaherty, whom Winfield R. Sheehan, vice-president of the Fox Film Corp., has placed in executive direction of the Red Star Music Co., recently vindicated the confidence and esteem placed in him by Mr. Sheehan by consummating arrangements whereby Campbell-Connelly, Ltd., of London, will have the exclusive United Kingdom rights to all music published by Red Star Music Co. for a two-year period. The amount involved is said to be at least six times greater than any previous foreign royalty arrangements ever paid to an American publisher.

Under the agreement, Campbell-Connelly not only secure the publishing rights to Red Star songs, but are also recipients of valuable rights in connection with the vast chain of British Gaumont Theatres, which constitute approximately eighty per cent of the theatres in the United Kingdom. Negotiations for the rights in other countries are in progress.

## Give Series of Television Broadcasts

The Jenkins Television Corp., Jersey City, N. J., in co-operation with the Chamber of Commerce of that city, held a series of radio television broadcasts at Lincoln Park each night during the week of April 7 to 12, inclusive. About fifty special television receivers were placed in strategic points in Jersey City to receive the images, while regular radio sets in the same places reproduced the voices.

Mayor Frank Hague made the opening address on Monday night, and remarks by Dr. Lee DeForest and many other celebrities were also broadcast.

The television broadcast was through Station W2XCR and W2XCD.

## Harry Bloom Starts Firm

Harry Bloom, formerly mechanical manager for Irving Berlin, Inc., and prior to that connected with the Remick Music Co. for a number of years, has established his own firm of Harry Bloom, Inc., at 1587 Broadway, New York City. The first songs being published, namely, "My Heart Belongs to the Girl Who Belongs to Somebody Else," and "All in a Day," are being featured by practically all of the leading orchestras in the metropolitan district and on the air.

## New Feist Publications

The following new publications have been issued by Leo Feist, Inc., as class "A" or twenty cents a copy until April 30, after which they enter class "B" or twenty-two cents a copy: "Down the River of Golden Dreams," "Minnie the Mermaid," "Am I the One," and a coupling of comedy golf songs, "Donald the Dub," and "Then He Took Up Golf." The following numbers from Paul Whiteman's picture, "King of Jazz," are issued as class "C" or twenty-five cents per copy: "It Happened in Monterey," "Ragamuffin Romeo," and "My Bridal Veil."

## Bridal Veils Come High

Seventy-five thousand dollars for bridal veils is a lot of jack, even for Solomon and his thousand wives! But John Murray Anderson is reported to have spent this staggering amount in staging the "Bridal Veil" number in "King of Jazz," Paul Whiteman's new Universal Picture, shortly to be released. It is said to be one of the most gorgeous scenic presentations ever done on stage or screen. Incidentally, this new Whiteman Picture is full of great tunes, including two by Mabel Wayne (writer of "Ramona"). These are "It Happened in Monterey" and "Ragamuffin Romeo," both published by Feist, who is also publishing "My Bridal Veil" referred to above.

## Publishes "My Reveries"

An entrancing melody has been played for months at 6 p. m. every night by the Black and Gold Room Orchestra over WEA and associated stations. This beautiful tune opens and closes the program, but up to a few days ago it was only a melody. Now words have been set to it, and it is published by Feist under the title "My Reveries."

The seventeenth annual convention of the National Association of Sheet Music Dealers will be held the week of June 9 at the New Yorker Hotel, New York City. The Music Publishers' Association will meet in New York City during the same week. A joint committee of dealers and publishers will present a code of ethics upon which they have been working.

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

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

"ALONE WITH MY DREAMS"

"YOU'RE ALWAYS IN MY ARMS"  
*From "RIO RITA"*

"WHERE the GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

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

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THE TALK of the TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT of ME"

"SONG of the BAYOU"

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



# IN THE MUSICAL MERCHANDISE FIELD

## Growing Tendency to Feature Small Goods

Small Amount of Capital and Space Required as Well as Demand Lead Dealers to Add These Lines

Small musical instruments are increasing in popularity as a suitable side line for radio-music dealers. The tendency in this direction is becoming more marked every month and many dealers who featured radio exclusively a few months ago now have extremely attractive displays of small musical instruments, and reports indicate that a very satisfactory sales volume and profit are resulting for these progressive merchandisers.

The radio-music merchant is a purveyor of home entertainment and musical instruments and it is natural that he should handle small goods. The dealer has on his books the names of many people to whom he has sold radio receiving sets, and it is not a difficult matter to interest the heads of these families in a small instrument for the ambitious youngster who desires to become proficient in playing it.

Not only is a musical merchandise department an excellent side line, but it has other advantages that should appeal to the radio-music dealer. In the first place, very little space is required to make a good showing of small instruments. Space that ordinarily might be considered waste can be utilized to the best possible advantage in this way.

Another advantage and one that is extremely important is the fact that the dealer may launch a musical merchandise department on very little capital. A fairly representative stock may be secured for a few hundred dollars. The dealer who just starts in this phase of the music business will find that a small department is the best for the reason that he will be able to turn over his investment with greater frequency than if his stock were large and unwieldy. The mark-up on the merchandise permits a satisfactory profit and frequency of turnover, of course, is the measure of the ultimate net profit on the department over a period of time.

Musical merchandise is ideal as a side line also for the reason that it represents a phase of the music business that tends to even the sales curve throughout the year. It is the extra business that will give the dealer maximum profits from his business, considered as a whole.

## Senate Passes Tariff Bill After Long Debate

On March 24 the Senate passed the new tariff bill after ten months of labor and debate, and the bill now goes back to the House, where it will be sent into conference and be the subject of further debate before the differences between the House and Senate bills are ironed out. So far as the music trade is concerned there have been some adjustments as compared to previous tariff bills. On band, orchestra and other musical instruments, except violins, violas, violoncellos, pianos, organs and carillons, the new bill in both the Senate and the House provides duty at fifty per cent as compared to forty per cent under the Fordney-McCumber Tariff of 1922. The same applies to cases for musical instruments. On gut and steel strings, the House bill provides sixty per cent duty and the Senate bill forty per cent, as compared to forty per cent

# BRUNO

THE OLDEST AND  
LARGEST MUSICAL  
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in the present regulations. On violins, violas, violoncellos and double basses both House and Senate bills provide a duty of \$1.25 each plus thirty-five per cent, representing an increase of twenty-five cents over the present duty. Violin bows, hair, are to pay duty of forty per cent on the both bills as compared to present free entry. On phonograph needles the House bill provides a duty of eight-tenths per thousand plus forty-five per cent, and the Senate bill is straight forty-five per cent duty, the latter being the present rate.

## Philadelphia to Teach Musical Instrument Making

PHILADELPHIA, PA.—Plans to further the musical education of the youth of the city by having them make their own instruments were approved at a meeting of the Claiborne Teachers' Institute Committee, of this city, headed by Albert N. Hoxie, who is director of the famed Philadelphia Harmonica Band. There were fourteen members of the body present at the meeting at the Bellevue-Stratford Hotel. Mrs. Clara Barnes Abbott, chief of the Municipal Music Bureau of Philadelphia, stated that the expense of providing class teachers would be borne by the city. Instruction in musical instrument construction will be inaugurated at the Y. M. C. A. Building by April 1 with a course in harp and violin to follow the classes in musical instrument building.

## Weymann & Sons Take Part in Harmonica Jubilee

PHILADELPHIA, PA.—H. A. Weymann & Sons, manufacturers of the Weymann string instruments, local distributors of Hohner harmonicas and accordions, were prominently identified with

the recent Harmonica Jubilee held at the Bellevue-Stratford Hotel. The company was represented by Herbert W. Weymann, and much importance was attached to the fact that the company had furnished a Victor Radio-Electrola as a medium for assisting in the training of the young harmonica players.

## Features Philco in Aggressive Drive

PHILADELPHIA, PA., April 7.—The Motor Parts Co., Philco branch, of this city, recently took over the Grand Theatre in Lancaster, Pa., and gave a private showing of the Paramount picture "The Love Parade" to the Philco dealers and their families in that territory. In addition, a 400-foot film was shown of the burning of radios sponsored by Philco dealers in December, and also "Man Made Miracles," a picture showing the manufacture of RCA tubes. Later at the Aldine Theatre in Wilmington, Del., a similar tie-up was staged. Also in March Philco dealers in Wilmington participated in a parade in a spectacular tie-up with "The Love Parade."

When President Hoover spoke over the radio to the boy scouts on March 10, and scouts throughout the nation listened, the Motor Parts Co., at the suggestion of E. B. Loveman, advertising manager of the Philadelphia Storage Battery Co., communicated with the headquarters of the boy scouts of Philadelphia and had them send out a letter to every scoutmaster to the effect that the Motor Parts Co. would gladly install a Philco set for the occasion. Orders were received from the different scout troops for this installation. They came in too fast, in fact, and in order not to disappoint anyone the scout troops had to double up in order to hear the President's address.

These tie-ups certainly have brought some very fine publicity not only to the Motor Parts Co. but also to the Philco radio and dealers also benefited from them.



# The Latest Record Bulletins

## Victor Records

- LIST FOR APRIL 11**
- 22339 When It's Springtime in the Rockies—Waltz, Hilo Hawaiian Orch. 10  
Down the River of Golden Dreams—Waltz, Hilo Hawaiian Orch. 10
- 22332 The One I Love Just Can't Be Bothered With Me—Fox-trot, Philip Spitalny and His Orch. 10  
Blue, Turning Grey Over You—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 22335 There's Danger in Your Eyes, Cherie! (From "Puttin' on the Ritz").....James Melton 10  
A Year From To-day (From "New York Nights").....James Melton 10
- 1452 The Rose of Tralee (From "Song o' My Heart") (Spencer-Glover)...John McCormack 10  
Ireland, Mother Ireland (From "Song o' My Heart") (O'Reilly-Longborough), John McCormack 10
- 1453 I Feel You Near Me (From "Song o' My Heart") (McCarthy-Hanley).John McCormack 10  
A Pair of Blue Eyes (From "Song o' My Heart") (Kennell).....John McCormack 10
- LIST FOR APRIL 18**
- 22348 Lazy Louisiana Moon.....Johnny Marvin 10  
The One I Love Just Can't Be Bothered With Me.....Johnny Marvin 10
- 22340 Let Me Sing and I'm Happy (From "Mammy")—Fox-trot.....Waring's Pennsylvanians 10  
Looking at You—Across the Breakfast Table (From "Mammy")—Fox-trot, Waring's Pennsylvanians 10
- 22341 To My Mammy (From "Mammy"), Gene Austin 10  
Let Me Sing and I'm Happy (From "Mammy"), Gene Austin 10
- 22346 Sweepin' the Clouds Away (From "Paramount on Parade")—Fox-trot...Coon-Sanders Orch. 10  
Any Time's the Time to Fall in Love (From "Paramount on Parade")—Fox-trot, Philip Spitalny and His Orch. 10
- 22349 When the Little Red Roses Get the Blues for You (From "Hold Everything")—Fox-trot, George Olsen and His Music 10  
Sing a Little Theme Song (From "Hold Everything")—Fox-trot, George Olsen and His Music 10
- 22351 A Cottage for Sale—Fox-trot, Bernie Cummins and His New Yorker Hotel Orch. 10  
Gone—Fox-trot, Nat Shilkret and the Victor Orch. 10
- LIST FOR APRIL 25**
- INSTRUMENTAL AND VOCAL**
- 36004 Morning, Noon and Night in Vienna—Overture—Parts 1 and 2 (Suppe), Vienna Philharmonic Orch. 12
- 22287 First Symphony—Finale—Parts 1 and 2 (Vierne), Fernando Germani 10
- 22338 His Majesty, the King's Speech—Parts 1 and 2 (At the Opening of the Five-Power Naval Conference on January 21, 1930)..... 10
- 22344 Canaries in Song—Actual Singing of Canaries, Recorded at Karl Reich's Aviary, Bremen Folk Songs, Accompanied by Nightingales and Canaries from Karl Reich's Aviary, Bremen 10
- 22336 The Old Refrain (Viennese Popular Song) (Mattullath-Kreisler).....James Melton 10  
The Hills of Home (Calhoun-Fox).James Melton 10
- 22347 Lonesome—That's All.....National Cavaliers 10  
My Isle of Golden Dreams...National Cavaliers 10
- 22352 Does My Baby Love? (Nobody But Me) (From "They Learned About Women")...Van-Schenk 10  
Dougherty Is the Name (From "They Learned About Women").....Van-Schenk 10
- 22350 Happy Days Are Here Again (From "Chasing Rainbows").....Phil Baker 10  
Humming a Love Song.....Phil Baker 10
- 22343 Rhapsody in Blue—Parts 1 and 2 (Gershwin), Jesse Crawford 10
- DANCE RECORDS**
- 22354 Exactly Like You (From "International Revue")—Fox-trot, Bernie Cummins and His New Yorker Hotel Orch. 10  
On the Sunny Side of the Street (From "International Revue")—Fox-trot, Bernie Cummins and His New Yorker Hotel Orch. 10
- 22326 Thank Your Father (From "Flying High")—Fox-trot.....Waring's Pennsylvanians 10  
Good for You—Bad for Me (From "Flying High")—Fox-trot.....Waring's Pennsylvanians 10
- 22325 Red Hot Chicago (From "Flying High")—Fox-trot.....Waring's Pennsylvanians 10  
Wasn't It Beautiful While It Lasted? (From "Flying High")—Fox-trot, Waring's Pennsylvanians 10
- 22337 The Woman in the Shoe (From "Lord Byron of Broadway")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
Only Love Is Real (From "Lord Byron of Broadway")—Fox-trot...The High Hatters 10
- 22353 Send for Me (From "Simple Simon")—Fox-trot, The High Hatters 10  
Ten Cents a Dance (From "Simple Simon")—Fox-trot.....The High Hatters 10
- 22342 The Darktown Strutters' Ball—Fox-trot, Coon-Sanders Orch. 10  
After You've Gone—Fox-trot, Coon-Sanders Orch. 10
- 22315 Wedding of the Winds—Waltz, Green Brothers' Marimba Orch. 10  
A Bunch of Roses (A Spanish March), Green Brothers' Marimba Orch. 10
- RED SEAL**
- 7199 When the King Went Forth to War (Koenemann).....Feodor Chaliapin 12  
The Prophet (Poushkin-Rimsky-Korsakov, Op. 49).....Feodor Chaliapin 12
- 7194 La Gioconda—Cielo e Mar! (Heaven and Ocean) (Act 2) (Ponchielli).Beniamino Gigli 12  
L'Elisir d'Amore—Una furtiva lagrima (Elixir of Love—A Furtive Tear) (Act 2) (Donizetti).....Beniamino Gigli 12
- 7198 Falstaff—Sul fil d'un soffio etesio (From Secret Caves and Bowers) (Act 3) (Verdi), Toti Dal Monte and Members of Orchestra and Chorus of La Scala, Milan 12
- La Sonnambula—Ah! Non credea mirarti (Could I Believe) (Act 3) (Bellini), Toti Dal Monte and Members of Orchestra and Chorus of La Scala, Milan 12
- 1449 Fairy Tales (In E Minor) (N. Medtner, Op. 34, No. 2).....Benno Moisevitich 10  
Suggestion Diabolique (Prokofieff, Op. 4, No. 4), Benno Moisevitich 10
- 9397 Allemande (Croft).....Aguilar Lute Quartet 12  
Fiesta Mora en Tanger (Turina—Arr. Aguilar), Aguilar Lute Quartet 12
- 7195 Tango (Elman)—Violin.....Mischa Elman 12  
Album Leaf—Romance (Wagner-Wilhelmj), Mischa Elman 12

- 7196 Classical Symphony, in D Major (Prokofieff, Op. 25)—First Movement—Allegro, Boston Symphony Orch. (S. Koussevitzky, Dir.) 12  
Classical Symphony, in D Major (Prokofieff, Op. 25) — Second Movement—Larghetto; Third Movement—Gavotte, Boston Symphony Orch. (S. Koussevitzky, Dir.) 12
- 7197 Classical Symphony, in D Major (Prokofieff, Op. 25)—Fourth Movement—Finale—Molto vivace, Boston Symphony Orch. (S. Koussevitzky, Dir.) 12  
The Love for Three Oranges (Prokofieff)—Scherzo and March, Boston Symphony Orch. (S. Koussevitzky, Dir.) 12
- MUSICAL MASTERPIECE**
- Carnival of the Animals (Saint-Saens), Leopold Stokowski and the Philadelphia Orch. 12  
Song Without Words, in A Minor (Tschaikowsky, Op. 40, No. 6), Leopold Stokowski and the Philadelphia Orch. 12
- ALBUMS OF CONCERT SERIES**
- Selections from the Repertoire of Yvonne Printemps and Sacha Guitry. In Album C-8 (Nos. 4181-4182, 9643-9645). On Five Double-faced Victor Records, with Explanatory Folder.
- The Music of Rudolf Friml—Piano Solo, Rudolf Friml. In Album C-9 (Nos. 9649-9653). On Five Double-faced Victor Records.
- Nat Shilkret and the Victor Salon Group and Victor Salon Orch.

## Columbia Records

- MASTERWORKS SERIES**
- Set No. 135—Bach: Suite No. 3, in D Major. In Five Parts, on Three Twelve-inch Records, Desire Defauw and Orchestra of the Brussel Royal Conservatory
- Set No. 134—Mozart: Quartet in B Flat (K. 458) ("Hunting Quartet"). In Six Parts, on Three Twelve-inch Records.....Lerner String Quartet (Lerner-Smilovits-Roth-Hartsman)
- 67746-D Grieg: Ballade in G Minor, Op. 24—Parts 1 and 2—Piano Solo.....Leopold Godowsky 12
- 67747-D Grieg: Ballade in G Minor, Op. 24—Parts 3 and 4—Piano Solo.....Leopold Godowsky 12
- G-67744-D\* Berlioz: Roman Carnival Overture—Parts 1 and 2, Gabriel Pierne and Colonne Orch., Paris 12
- G-67745-D\* Berlioz: Roman Carnival Overture—Part 3, Gabriel Pierne and Colonne Orch., Paris 12
- Stravinsky: The Fire Bird (L'Oiseau de feu): Interlude (Berceuse), Gabriel Pierne and Colonne Orch., Paris 12
- 67743-D Rimsky-Korsakov: Flight of the Bumble Bee, Sir Hamilton Harty and Halle Orch. 12
- Moussorgsky: Novanostchina: Prelude, Sir Hamilton Harty and Halle Orch. 12

\* These records are offered for sale in the United States of America and Canada only.

- CELEBRITY RECORDS**
- 50216-D Preludio a Cristobal Colon—Parts 1 and 2 (Played in 1-4, 1-8 and 1-16 Tones) (Carriello)—Instrumental, 13th Sound Ensemble, Havana (A. Reyes, Dir.) 12
- 50212-D Faust (A King There Was in Thule) (Gounod)—Soprano Solo, with Orch., under direction Elie Cohen, Opera Comique, Paris, Yvonne Gall 12
- Faust (Jewel Song) (Gounod)—Soprano Solo, with Orch., under direction Elie Cohen, Opera Comique, Paris.....Yvonne Gall 12
- 50211-D Norma (High on the Mountain) (Bellini)—Bass Solo....Tancredi Pasero and Chorus 12  
Il Trovatore (Two Fair Children) (Verdi)—Bass Solo....Tancredi Pasero and Chorus 12
- 2141-D Early One Morning (Traditional Air)—Baritone Solo.....Alexander Kesselburgh 10  
Flow Thou Regal Purple Stream (Arnold)—Baritone Solo.....Alexander Kesselburgh 10
- 2154-D Songs My Mother Taught Me (Dvorak)—Tenor Solo.....Louis Graveure 10  
My Treasure (Trevalsa-Barr)—Tenor Solo, Louis Graveure 10
- 50214-D Sarabande (Sulzer)—Violoncello Solo, W. H. Squire 12  
Air (Hure)—Violoncello Solo...W. H. Squire 12
- 2153-D Toccata From Symphony No. 5—Parts 1 and 2 (Widor)—Pipe Organ Solo; Recorded in St. Jean Cathedral, Lyons, France, Edouard Commette 10
- SACRED MUSIC**
- 2139-D The Church's One Foundation—Vocal, Columbia Vocal Ensemble 10  
Abide With Me—Vocal, Columbia Vocal Ensemble 10
- 2155-D I Need Jesus—Tenor Solo.William McEwan 10  
Your Best Friend Is Always Near—Tenor Solo.....William McEwan 10
- INSTRUMENTAL MUSIC**
- 2142-D Evening Lullaby (Squire)—Instrumental, J. H. Squire Celeste Octet 10  
A Kiss Before the Dawn (Perkins)—Instrumental.....J. H. Squire Celeste Octet 10
- 50213-D Samson and Delilah: Selection—Parts 1 and 2 (Saint-Saens), British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) 12
- G-50215-D\* The Skaters (Les Patineurs) (Waldteufel)—Waltz.....Edith Lorand and Her Orch. 12  
The Merry Widow: Siren Waltz (Lehar), Edith Lorand and Her Orch. 12

\* This record is offered for sale in the United States of America and Canada only.

- DANCE RECORDS**
- 2144-D On the Sunny Side of the Street (From "Lew Leslie's International Revue")—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
Singing a Vagabond Song (From "Puttin' on the Ritz")—Fox-trot, with Incidental Singing by Ted Lewis...Ted Lewis and His Band 10
- 2163-D Song of the Dawn (From "The King of Jazz")—Fox-trot, with Vocal Refrain by King of Jazz Chorus, Paul Whiteman and His Orch. 10  
It Happened in Monterey (From "The King of Jazz")—Waltz, with Vocal Refrain by Johnny Fulton, Paul Whiteman and His Orch. 10
- 2164-D Happy Feet (From "The King of Jazz")—Fox-trot, with Vocal Refrain by the Rhythm Boys, Paul Whiteman and His Orch. 10  
A Bench in the Park (From "The King of Jazz")—Fox-trot, with Vocal Refrain by Brox Sisters.Paul Whiteman and His Orch. 10

- 2156-D A Cottage for Sale—Fox-trot, Guy Lombardo and His Royal Canadians 10  
Without You, Emaline—Fox-trot, Guy Lombardo and His Royal Canadians 10
- 2162-D Swing Low, Sweet Chariot—Fox-trot, Paul Tremaine and His Orch. 10  
There's One More River to Cross—Fox-trot, Paul Tremaine and His Orch. 10
- 2151-D Stein Song (University of Maine)—Fox-trot, Ted Wallace and His Campus Boys 10  
Telling It to the Daisies—Fox-trot, Ted Wallace and His Campus Boys 10
- 2159-D Reminiscing—Fox-trot, Ben Selvin and His Orch. 10  
I Love You So—Waltz, Ben Selvin and His Orch. 10
- 2150-D Let Me Sing—And I'm Happy (From "Mammy")—Fox-trot, Ben Selvin and His Orch. 10  
Across the Breakfast Table Looking at You (From "Mammy")—Fox-trot, Ben Selvin and His Orch. 10
- 2160-D Exactly Like You (From "Lew Leslie's International Revue")—Fox-trot, Merle Johnson and His Ceco Couriers 10  
So Sympathetic—Fox-trot, Merle Johnson and His Ceco Couriers 10
- 2140-D Sweetheart Trail—Fox-trot, Ted Wallace and His Campus Boys 10  
Get Happy—Fox-trot, Ted Wallace and His Campus Boys 10
- 2147-D Hangin' on the Garden Gate Sayin' "Good-Night!"—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10  
I Never Dreamt (You'd Fall in Love With Me)—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 2149-D The "Free and Easy" (From "Free and Easy")—Fox-trot, The Columbia Photo Players 10  
It Must Be You (From "Free and Easy")—Waltz.....The Columbia Photo Players 10
- 2152-D Dreamy Hula Town—Fox-trot...Moana Orch. 10  
My Hawaiian Isles—Waltz....Moana Orch. 10
- 2138-D Ticking the Strings—Hawaiian Instrumental, King Nawahi's Hawaiians 10  
Smiling Eyes—Hawaiian Instrumental and Vocal.....King Nawahi's Hawaiians 10
- VOCAL RECORDS**
- 2146-D Ten Cents a Dance (From "Simple Simon")—Vocal.....Ruth Etting 10  
Funny, Dear, What Love Can Do—Vocal, Ruth Etting 10
- 2165-D Sing, You Sinners (From "Honey")—Vocal, Lee Morse and Her Blue Grass Boys 10  
Cooking Breakfast for the One I Love (From "Be Yourself!")—Vocal, Lee Morse and Her Blue Grass Boys 10
- 2143-D Any Time's the Time to Fall in Love (From "Paramount on Parade")—Vocal, Chas. (Buddy) Rogers, America's Boy Friend (Up on Top of a Rainbow) Sweepin' the Clouds Away (From "Paramount on Parade")—Vocal, Chas. (Buddy) Rogers, America's Boy Friend 10
- 2161-D With You (From "Puttin' on the Ritz")—Vocal.....Oscar Grogan 10  
When I'm Looking at You (From "The Rogue Song")—Vocal.....Oscar Grogan 10
- 2145-D Lazy Louisiana Moon—Male Quartet, The Rondoliers 10  
Should I (From "Lord Byron of Broadway")—Male Quartet.....The Rondoliers 10
- 2157-D You Will Come Back to Me—Vocal, Charles Lawman 10  
Alone With My Dreams—Vocal, Charles Lawman 10
- 2158-D Madam Queen—Vocal.....Adelyne Hood 10  
He's on the Chain Gang Now—Vocal, Adelyne Hood 10
- 2148-D To My Mammy (From "Mammy")—Vocal, Irving Kaufman 10  
Across the Breakfast Table Looking at You (From "Mammy")—Vocal...Irving Kaufman 10

## Brunswick Records

- LIST FOR APRIL 17**
- 405 Went to See My Gal Last Night—Vocal Duet, with Guitar, Clarinet and Banjo, Frank Luther-Carson Robison 10  
Why Did I Get Married—Vocal Duet, with Guitar, Jew's Harp, Harmonica and Clarinet, Frank Luther-Carson Robison 10
- 408 Cling to the Cross—Quartet, with Piano, Original Stamps Quartet 10  
The Glad Bells—Quartet, with Piano, Original Stamps Quartet 10
- 4644 Gut Bucket Shuffle—Fox-trot, Harris Brothers' Texans 10  
Louisiana That's My Home—Fox-trot, Harris Brothers' Texans 10
- 4700 A Ship Without a Sail (From "Heads Up!")—Comedienne, with Orch.....Libby Holman 10  
What Is This Thing Called Love? (From "Wake Up and Dream")—Comedienne, with Orch.....Libby Holman 10
- 4726 Without Love (From "Flying High")—Fox-trot, with Vocal Chorus, Al Goodman and His "Flying High" Orch. 10  
Thank Your Father (From "Flying High")—Fox-trot, with Vocal Chorus, Al Goodman and His "Flying High" Orch. 10
- 4738 (Up on Top of a Rainbow) Sweepin' the Clouds Away") (From "Paramount on Parade")—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10  
Caribbean Love Song (From "Hell Harbor")—Fox-trot, with Vocal Chorus.Colonial Club Orch. 10
- 4743 Cryin' for the Carolines (From "Spring Is Here")—Organ Solo, with Vibraphones and Xylophones; Recorded at Lew White's Organ Studios, New York City.....Lew White 10  
Have a Little Faith in Me (From "Spring Is Here")—Organ Solo, with Vibraphones and Xylophones; Recorded at Lew White's Organ Studios, New York City.....Lew White 10
- 7143 Billie the Grinder—Vocal, with Piano, Memphis Mose 10  
Gimme a L'il Taste—Vocal Blues, with Piano, Guitar and Mandolin Accomp., Al Miller and His Market Street Boys 10
- 7144 Plenty Good Room in My Father's Kingdom—Gospel Singer, with Piano, Guitar and Tuba, Laura Henton 10  
Lord I Just Can't Keep From Crying Sometime—Gospel Singer, with Piano, Guitar and Tuba, Laura Henton 10

(Continued on page 102)



THE LATEST RECORD BULLETINS—(Continued from page 101)

LIST FOR APRIL 24

- 394 In the Shade of the Old Apple Tree—Solo and Trio, with Guitar and Violin, Crockett's Kentucky Mountaineers (Albert-Johnny-Alan) After the Ball—Waltz, with Guitars and Violin, Crockett's Kentucky Mountaineers
- 4469 I'm Watching the Clock—Fox-trot, King Oliver and His Syncopators Slow and Steady—Fox-trot, King Oliver and His Syncopators
- 4744 Lazy Lou'siana Moon—Waltz, with Vocal Chorus .....Regent Club Orch.
- I Love You So—Waltz, with Vocal Chorus, Regent Club Orch.
- 4745 This Time To-morrow—Tenor, with Piano, Freddie Rose Beside An Open Fireplace—Tenor, with Orch., Eddy Thomas
- 4746 Song of the Islands—Organ Solo, Eddie Dunstedter Aloha Oe (Farewell to Thee)—Organ Solo, Eddie Dunstedter
- 50161 Die Walkure (Ride of the Valkyries) (Wagner)—Symphony Orch., New York Philharmonic Orch. (W. Mengelberg, Con.)
- Midsummer Night's Dream—Scherzo (Mendelssohn)—Flute Solo by John Amans, New York Philharmonic Orch. (A. Toscanini, Con.)
- 50162 Das Rheingold (Golden at Eve the Sunlight Gleams) (Scene 4) (Wagner)—Baritone, with Orch.; in German .....Michael Bohnen Magic Flute (Within This Hallowed Dwelling) (Act 2) (Mozart)—Baritone, with Orch.; in German .....Michael Bohnen
- \*90034 The Bartered Bride—Overture—Parts 1 and 2 (Smetana), The Philharmonic Orch., Berlin (J. Pruwer, Con.)
- \*Album No. 18—Concerto E Flat Major (Liszt)—For Pianoforte and Orchestra.
- \*90036 First Movement—Parts 1 and 2, Alexander Brailowsky, with Philharmonic Orch., Berlin (J. Pruwer, Con.)
- \*90037 Second Movement—Part 3; Third Movement—Part 4, Alexander Brailowsky, with Philharmonic Orch., Berlin (J. Pruwer, Con.)
- \*90038 Fourth Movement—Part 5, Alexander Brailowsky, with Philharmonic Orch., Berlin (J. Pruwer, Con.)
- Liebesträum (Dream of Love) (Liszt)—Piano Solo .....Alexander Brailowsky

\* For sale in the United States and Canada only.

Okeh Records

LIST FOR APRIL 10

DANCE RECORDS

- 41391 The Moon Is Low (From "Montana Moon")—Fox-trot, with Refrain, Arthur Schutt and His Orch.
- Montana Call (From "Montana Moon")—Fox-trot, with Refrain...Arthur Schutt and His Orch.
- 41392 It Must Be You (From "Free and Easy")—Waltz, with Refrain.Arthur Schutt and His Orch.
- The "Free and Easy" (From "Free and Easy")—Fox-trot, with Refrain.Ed. Lloyd and His Orch.
- 41393 With You (From "Puttin' on the Ritz")—Fox-trot, with Refrain.Carl Webster's Yale Collegians Puttin' on the Ritz (From "Puttin' on the Ritz")—Fox-trot, with Refrain, Carl Webster's Yale Collegians
- 41394 Where the Golden Daffodils Grow—Fox-trot, with Refrain .....Smith Ballew and His Orch.
- Along With My Dreams—Fox-trot, with Refrain, Smith Ballew and His Orch.
- 41395 So Sympathetic—Fox-trot, with Refrain, Smith Ballew and His Orch.
- I Was Made to Love You—Fox-trot, with Refrain.....Cornell and His Orch.

VOCAL RECORDS

- 41396 Under a Texas Moon (From "Under a Texas Moon")—Vocal, with Orch.....Seger Ellis Should I (From "Lord Byron of Broadway")—Vocal, with Orch. ....Seger Ellis
- 41397 With You (From "Puttin' on the Ritz")—Vocal, with Orch. ....Annette Hanshaw (The One I Love) Just Can't Be Bothered With Me—Vocal, with Orch...Annette Hanshaw

OLD TIME TUNE RECORDS

- 45427 Blue Undertaker's Blues—Part 2—Singing, with Guitar Accomp., Goebel Reeves (The Texas Drifter)
- My Mountain Gal—Singing, with Guitar Accomp.....Goebel Reeves (The Texas Drifter)
- 45429 Home in the Rock—Singing with Guitar Accomp.....Otis and Tom Mote Church of God Is Right—Singing, with Guitar Accomp.....Otis and Tom Mote
- 45430 Sweetheart Waltz—Instrumental, Hugh Roden and His Texas Nighthawks Deep Sea Waltz—Instrumental, Hugh Roden and His Texas Nighthawks
- 45431 The Old Traveling Man—Singing, with Guitars, Charlie Newman and Bud Newman Rock All of Our Babies to Sleep—Singing, with Guitars...Charlie Newman and Bud Newman

RACE RECORDS

- 8774 Dallas Blues—Fox-trot, with Refrain, Louis Armstrong and His Orch.
- Bessie Couldn't Help It—Fox-trot, with Refrain, Louis Armstrong and His Orch.
- 8775 The Dirty Dozen—Vocal Duet, with Piano Accomp...Lonnie Johnson and Clarence Williams She Don't Know Who She Wants—Vocal, with Piano Accomp. ....Lonnie Johnson
- 8776 Roosevelt's Blues—Vocal, with Piano, Roosevelt Sykes Ten and Four Blues—Vocal, with Piano, Roosevelt Sykes
- 8777 Will the Circle Be Unbroken?—Vocal, Silver Leaf Quartet of Norfolk The Ship Is at the Landing—Vocal, Silver Leaf Quartet of Norfolk

EUROPEAN RECORDINGS

- 3289 Hungarian Lustspiel Overture, Op. 108, Parts 1 and 2 (Keler-Bela), Dr. F. Weissmann and Grand Symphony Orch., Berlin
- 3290 Song of India (Chant Hindou from "Sadko") (Rimsky-Korsakow)...Dajos Bela and His Orch.
- Valse Triste (From "Kuolema") (Sibelius), Dajos Bela and His Orch.
- 5193 Tannhauser (Pilgrims' Chorus, Parts 1 and 2) (Wagner)—Sung in German, Eduard Moerike and the Chorus and Orchestra of the State Opera House, Berlin
- 5194 The Egyptian Helen (Act 1: Helen's Aria: "Bei jener Nacht") (Strauss)—Sung in German, Rose Pauly-Dreesen and Grand Opera Orch., Berlin

The Egyptian Helen (Act 2: Helen's Song: "Zweite Brautnacht! Zaubernacht!") (Strauss)—Sung in German, Rose Pauly-Dreesen and Grand Opera Orch., Berlin

INTERNATIONAL SELECTIONS

- 3562 The Oasis (Pegrui)—Waltz; Instrumental, Emile Vacher
- Twittering Birds (Peguri)—Waltz; Instrumental, Emile Vacher
- 3563 Cupid's Parade (Rivelli), Dajos Bela and His Orch. Piccolo, Piccolo! Tsin-Tsin-Tsin! (From "A Waltz-Dream") (Strauss), Dajos Bela and His Orch.
- 3564 Czarina (Ganne)—Russian Mazurka, Odeon Military Orch.
- Beautiful Eliza (Roger)—Scottish, Odeon Military Orch.

Harmony Records

DANCE RECORDS

- 1123-H Falling in Love With You—Fox-trot, Golden Gate Orch.
- You Will Come Back to Me—Fox-trot, Golden Gate Orch.
- 1122-H Because There's a Change in You—Fox-trot, Lou Gold and His Orch.
- A Bundle of Old Love Letters (From "Lord Byron of Broadway")—Fox-trot, Golden Gate Orch.
- 1120-H Stein Song—Fox-trot, Hotel Pennsylvania Music
- Once Again Before We Part—Fox-trot, Hotel Pennsylvania Music
- 1119-H When a Woman Loves a Man (From "Be Yourself")—Fox-trot.Hotel Pennsylvania Music
- Thank Your Father (From "Flying High")—Fox-trot.....Rudy Marlow and His Orch.
- 1118-H Sing You Singers (From "Honey")—Fox-trot, Lloyd Keating and His Music
- In My Little Hope Chest (From "Honey")—Fox-trot.....Rudy Marlow and His Orch.
- 1113-H Sweepin' the Clouds Away (From "Paramount on Parade")—Fox-trot, Lloyd Keating and His Music
- Any Time's the Time to Fall in Love (From "Paramount on Parade")—Fox-trot, Lloyd Keating and His Music
- 1112-H Whippoorwill—Fox-trot.Lou Gold and His Orch.
- Where the Golden Daffodils Grow—Fox-trot, Lou Gold and His Orch.
- 1111-H If I Were King—Fox-trot, Bert Lown and His Biltmore Hotel Music
- Only a Rose (From "The Vagabond King")—Fox-trot, Bert Lown and His Biltmore Hotel Music
- 1110-H With You (From "Puttin' on the Ritz")—Fox-trot.....Hotel Pennsylvania Music
- Puttin' on the Ritz (From "Puttin' on the Ritz")—Fox-trot.....Hotel Pennsylvania Music
- 1109-H Keepin' Myself for You (From "Hit the Deck")—Fox-trot....Sam Lanin and His Orch.
- Molly (From "The Grand Parade")—Waltz, Rudy Marlow and His Orch.

VOCAL RECORDS

- 1116-H Lazy Lou'siana Moon .....Jack Miller With You (From "Puttin' on the Ritz"), Jack Miller
- 1117-H There's Danger in Your Eyes, Cherie! (From "Puttin' on the Ritz") .....Sid Garry
- If I Were King.....Sid Garry
- 1115-H Should I? (From "Lord Byron of Broadway") .....Jack Miller
- Congratulations .....Paul Small
- 1114-H Just Can't Be Bothered With Me...Sammy Fain
- Watching My Dreams Go By (From "She Couldn't Say No") .....Sammy Fain

ORGAN RECORD

- 1108-H Congratulations .....Franklyn Ferris
- Song of the Islands .....Franklyn Ferris

HAWAIIAN RECORDS

- 1121-H Lazy Lou'siana Moon—Waltz, Frank Ferera's Hawaiian Trio
- Pale Blue Waters—Fox-trot, Frank Ferera's Hawaiian Trio

Vocalion Records

LIST FOR APRIL 15

RACE RECORDS

- 1465 St. James Infirmary—Novelty Fox-trot, with Vocal Chorus by Geo. Dixon; for Dancing, Alex Hill and His Orch.
- South Bound—Fox-trot, for Dancing, Alex Hill and His Orch.
- 1472 You Got to Wet It—Vocal, with Orch., Frankie Half Pint Jaxon, with Punches Delegates of Pleasure
- Down Home in Kentuck—Vocal, with Orch., Frankie Half Pint Jaxon, with Punches Delegates of Pleasure
- 1473 Rainy Day Blues—Vocal, with Piano; Guitar by Scrapper Blackwell .....Leroy Carr
- I Won't Miss You When You're Gone—Vocal, with Piano; Guitar by Scrapper Blackwell, Leroy Carr
- 1474 John Henry (The Steel Driving Man)—Parts 1 and 2—Vocal, with Guitar.....Furry Lewis
- 1475 In My Saviour's Care—Vocal Quartet, with Guitar .....Senior Chapel Quartet
- The Great Judgment—Vocal Quartet, with Guitar Senior Chapel Quartet

OLD-TIME TUNES

- 5409 Take a Tater and Wait—Comedy; Vocal, with Guitar .....Clarence Ganus
- My Sunny Alabama Home—Vocal, with Guitar, Clarence Ganus
- 5410 I'm Led by Love (Sacred)—Quartet, with Piano, Huff's Quartet
- Wonderful King (Sacred)—Quartet, with Piano, Huff's Quartet
- 5411 In Kansas (Traditional)—Vocal, with Mandolin, Harmonica and Guitar..Robert A. Gardner
- While I Was in Arkansas (Traditional)—Vocal Duet, with Mandolin, Harmonica and Guitar, Lester McFarland-Robert A. Gardner
- 5412 Big Eyed Rabbit—Fiddle and Guitar, Stripling Brothers
- Wolves Howling—Fiddle and Guitar, Stripling Brothers

Trade News From Buffalo District

BUFFALO, N. Y., April 8.—Schwegler Bros., talking machine and radio dealers who occupy the entire building at 393 Ellicott street, have purchased the adjoining property at 391 Ellicott street. The latter is a four-story building. It will be remodeled by the Schwegler company, one of Buffalo's largest dealers in radio, the two buildings connected and the combined space used for a much larger store than the firm now occupies. More than \$50,000 is involved in the purchase of the property and the proposed remodeling, it is understood. The work will be started in the very near future.

Floyd T. Sherwin, Canton, N. Y., talking machine and radio dealer, has found it impossible to stay out of this business. About two years ago he sold his prosperous store in that city to Harry Adams Hersey, who has been operating it since that time. He has now purchased the business back from Mr. Hersey.

Fire on April 3 caused damage of more than \$15,000 in the radio and musical instrument store of N. P. Dexter in Hornell, N. Y. An explosion of undetermined cause started the blaze which spread to several other stores in the block. Mr. Dexter's loss is understood to be largely covered by insurance.

The Clark Electric Co., of Warsaw, a Buffalo suburb, observed its tenth anniversary of successful operation on April 1. The proprietor, Marvin Clark, conducted a special radio sale during anniversary week with marked success and big volume.

Arthur L. Jameson, sixty-eight years old, proprietor of a general music store in Ogdensburg, N. Y., for forty years, died recently in his home there.

R. L. Huck has opened a well-equipped radio department in his hardware store at 5496 Main

street, beyond the Buffalo city line. He is featuring Zenith and Philco radios; J. C. Holleran, well known locally among the radio trade, being manager of the new branch.

Anthony J. Boland, sixty years old, talking machine and radio salesman for the Robert L. Loud Co., here for many years, died recently at his home here after a long illness.

Publishes Fifth of Radio Talks

The fifth booklet in the series of "Radio Talks," published by David M. Trilling, of the firm of Trilling & Montague, radio distributors, in Philadelphia, has just come off the press. In it are discussed trade-in problems and "How to Compensate Salesmen." The formula worked out by Mr. Trilling assures a fair and equitable system of compensating salesmen with due regard to the profit involved in each sale transaction.

These "Radio Talks" have aroused a great deal of interest among radio distributors throughout the country, many of whom have arranged with Mr. Trilling to supply copies of these booklets for their own use, since the subjects treated are of general trade interest and application.

C. O. Cressy With Triad

The Triad Mfg. Co., Pawtucket, R. I. has announced the appointment of Charles O. Cressy as field supervisor and technical sales director. Mr. Cressy has been engaged in radio activities for many years, having been connected with the Marconi Co. of some years ago. During the war he was a senior lieutenant in the Navy, starting as staff radio officer and later being assigned to special duty in the U. S. Naval Aviation Service. For the past five years he has devoted his entire time to the tube business.



## Dr. John Minton With O'Neil Mfg. Corp.

Noted Radio and Acoustic Engineer Joins Loud Speaker Manufacturer as Director of Engineering

Raymond L. O'Neil, president of the O'Neil Mfg. Corp., West New York, N. J., builders of radio loud speakers, recently announced the appointment of Dr. John Minton as vice-president and director of engineering.

Dr. Minton is a noted consulting radio and acoustic engineer with offices and laboratory in White Plains, N. Y. He has been vice-president and chief engineer of the United Radio Corp. and later chief engineer of the Peerless Division of the United Reproducers Corp. Under his direction and through his inventive and development skill the Peerless magnetic and dynamic speakers were produced.

Dr. Minton's engineering and inventive skill will be carried over to the O'Neil Mfg. Corp., and under his supervision and direction the O'Neil organization will greatly improve its products and be in position to meet the requirements of the most exacting loud speaker reproduction in the fields of radio, phonograph, talking movies and various other applications.

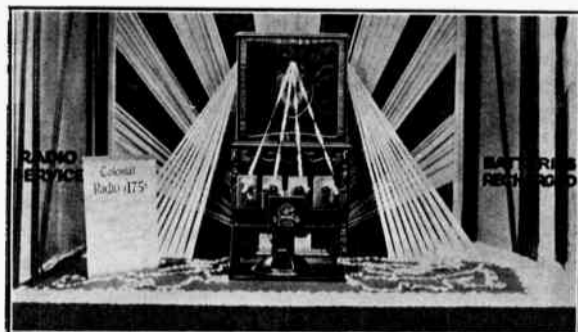
In addition to his work for the Peerless Co. Dr. Minton is well known to the radio industry through his work as chief acoustic engineer for the Radio Corp. of America in the New York laboratories from 1922 to 1926, and later in consulting engineering practice in radio and acoustics. Previous to his association with the Radio Corp. he spent several years in research work for the General Electric Co. and Western Electric Co. in New York, and was at the University of Chicago from 1919 to 1922, as a post-graduate student in physics and mathematics, taking his doctor degrees and then serving as a National Research Fellow in Physics.

He is a Fellow of the Institute of Radio Engineers, a Fellow of the American Physical Society, a Fellow of the American Acoustical Society and a member of the American Institute of Electrical Engineers.

## CeCo Establishes N. Y. Headquarters

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

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



The picture herewith shows a striking display in the window of the Marine Radio Store at 1267 St. Nicholas avenue, New York City. Mr. Marine attained the unusual effect by deviating from the general run of window displays which usually attempt to show too many sets at one time. The Colonial with its chassis in front of the cabinet stands out dramatically in the sunburst atmosphere.

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## New England Hails Specht and Orchestra

BOSTON, MASS., April 4.—Paul Specht and His New England Majestic Orchestra who recently started an eight weeks' New England tour under the sponsorship of the Grigsby-Grunow Co., Majestic radio manufacturer, were accorded a royal welcome upon their arrival in this city last month. Two newspapers carried Paul Specht sections of five pages. The Metropolitan Theatre, at which they appeared as an extra attraction, gave over its main foyer to an elaborate display of thirty models of the Majestic "Prosperity Line for 1930." Record attendance figures were attained by the theatre during the period of the Specht engagement and the Majestic receiver display.

## Don M. Compton Resigns —On Vacation Abroad

Don M. Compton resigned his position on March 31 as vice-president and general manager of the United States Radio & Television Corp., Marion, Ind. Mr. Compton became associated with the company on May 15, 1929, to assist in rehabilitating the organization, which was then in difficulty because of over-production.

During the time Mr. Compton was with the organization the firm paid off \$2,500,000 of debts, and is now said to be in a strong financial position with a large amount of cash on hand. The firm has one of the most modern plants in the industry, and a strong distributor and dealer organization in the field. Mr. Compton sailed April 4 for a vacation abroad, and will announce his future plans upon his return.

## Telegram Dispels Rumors

The following telegram recently received by Trilling & Montague, exclusive Zenith distributors of Philadelphia, from the Zenith Radio Corp. has put to rest unfounded rumors regarding changes in the distributive set-up in this city: "Rumors to effect Zenith contemplates changing present policy of exclusive distributorship are without foundation Stop Zenith appreciates your excellent co-operation during past and has no desire to change present satisfactory arrangements."

## RCA Reaches Agreement With the Levenberg Corp.

Announcement was made recently by O. S. Schairer, vice-president of the Radio Corp. of America, that RCA has reached an agreement with the Levenberg Corp. in connection with the latter's power supply patent.

The Radio Corp. acquires full title, and an assignment of all past claims for infringement. The Levenberg Corp. has secured several consent decrees in patent suits against alleged infringers of the patent. The purchase enables Radio Corp. to extend rights to its licensees and to release them from infringement claims.

## Ayers-Lyon Moves to New Quarters

BOSTON, MASS., April 4.—Coincident with its first anniversary observance the Ayers-Lyon Corp. moved to new street floor showrooms at 215 Stuart street in the Motor Mart Building. The firm, which represents Kennedy radio receivers, Copeland electric refrigerators and Arvin automobile heaters, now has three large show windows as well as ample floor space to adequately display its products to the trade and the buying public.

## Philco for Chevalier

Maurice Chevalier, French screen star of "The Love Parade," is the recipient of one of the new Model 40 D.C. Tudor Philco screen-grid sets, installed through Walter Ferry, sales manager of the May Distributing Corp. of New York, Philco distributor. The set has been placed in Chevalier's apartment in the Elysee Hotel, New York City, where the French star is making his home while playing his New York theatrical engagement.

## Named Apex Distributor

The Rumsey Electric Co., 1007 Arch street, Philadelphia, one of the leading distributors of electric products, has been appointed a distributor for Apex Unified radio receivers, manufactured by the U. S. Radio & Television Corp. This jobber is planning an aggressive campaign for these sets and expects to sign up responsible dealers throughout the territory.

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# The CASWELL POWERTONE

(All Electric Pickup)

## Genuinely Good



No. 497  
\$52.50  
OTHER MODELS  
No. 450 - - \$45.00  
No. 400 - - \$40.00  
List Price

*Hundreds of Thousands Now Owning Straight Radios Are Interested in Reproducing Recorded Music*

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### PowerTone meets this great demand

Precision built, accurately balanced. You can now choose your own entertainment, all the popular favorites or great artists are reproduced with life-like fidelity. PowerTone brings out *all* richness, beauty, volume and tone color that made them favorites.

PowerTone is simple in operation and universal in use. Switch over from radio to records by slight turn of knob. Automatic stop switch turns off current when record is through playing. Attached permanently in a minute's time without tools. Does not interfere with radio broadcast reception.



PowerTone adds beauty to your home. Beautifully encased with rich brown coverings, it is a veritable jewel chest. Place it on top or alongside of radio. Artistic, hand-made wrought iron stand illustrated, designed especially for PowerTone is available. Can be supplied at \$12.00 list price.

#### JOBBERS

Arrange to get going at once. Equip each of your salesmen with a PowerTone for dealer demonstration. You will find every dealer will want at least one. They are all looking to supplement their sales. PowerTone does just that. Remember—PowerTone 497—performs successfully with all makes of radio receivers. What a market!

#### DEALERS

Order demonstrators at once—Check your customer-owner lists—everyone is a prospect for an immediate PowerTone sale—very profitable, too.

Also a fine way to demonstrate tone quality of radio receivers if you experience local interference on broadcast reception. Stimulates your phonograph record sales.

ELECTRICAL DIVISION

## Caswell Manufacturing Company

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# Thomas A Edison

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DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A Edison*, INC., ORANGE, N. J.

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