

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 23

NEW YORK, WEDNESDAY, JUNE 4, 1930

Per Year—\$4.00

## HERE'S DANCE MUSIC *at its selling-est!*



**G**UY LOMBARDO gives these two new melody hits the benefits of his smoothest musical polish and his smartest instrumentation. He makes them both hot and wonderfully toe-tickling without ever

breaking into a blaring bedlam.

Result—a great seller for you!

Be sure you get this latest Lombardo money-maker into your store in a hurry—for that's just the way it's going out!

Record No. 2188-D, 10-inch, 75c

YOU'RE THE SWEETEST GIRL THIS SIDE  
OF HEAVEN

ROLLIN' DOWN THE RIVER

Fox Trots

GUY LOMBARDO AND HIS  
ROYAL CANADIANS



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



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**"TRADE NEWS RIGHT WHEN IT HAPPENS"**

# STEWART WARNER



*The St. James Console Model*

Elizabethan Period. Front of solid walnut ornamented with genuine hand carving and Redwood Burl overlays. Silent sliding doors. *One of Four New Models.*

## A GREAT RADIO « « BACKED BY » » A GREAT NAME

*And the Fairest Franchise in the Industry*

Whereas the former series of Stewart-Warner 7-Tube Screen-Grid Radio left little to be desired in beauty and quality of performance, the new Stewart-Warner "Century" Series, now offered, embodies an even greater degree of excellence and "sales urge."

Among the outstanding improvements of this new line are:— A new and superlative Audio System possessing a uniform tonal range extending far beyond limits hitherto possible; an improved, stable, non-oscillating *screen-grid* radio frequency circuit, with uniform maximum sensitivity and selectivity throughout the tuning range; superior trouble-free resistors; automatic voltage control; and new electro-dynamic reproducer.

All mounted on a splendid gold finished chassis. And housed in cabinets of new and exquisite beauty. In choicest matched hardwoods with *genuine* hand-carved decorations.

The Stewart-Warner Franchise is free from red tape—liberal—above-board. With it goes a *public confidence* that money cannot buy—that takes root in 27,000,000 users of Stewart-Warner products—that makes sales easy and profits sure. Details of this franchise are yours on request. If on the lookout for a new radio connection—one you can bank on for the *future* as well as for the present—here it is! Territories are closing fast. Write us today. Stewart-Warner Corporation, Chicago, Illinois.

*Four Handsome Period Models from \$99.75 to \$197.50 (less tubes)*

# STEWART-WARNER

# « « « RADIO » » »

# Ken·Rad

## Fine Radio Tubes



THE story of these fine tubes is being told to the public NOW—through a new series of full pages appearing in The Saturday Evening Post. This advertising is but one of the many features of the Ken-Rad sales program. And what Ken-Rad tells you Ken-Rad does—and is doing NOW. You owe it to yourself to get all the facts.

THE KEN-RAD CORPORATION, *Incorporated, Owensboro, Ky.*

*A Division of Ken-Rad Tube and Lamp Corporation*



## Takes more than talk to sell these men

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

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

**Grebe  
radio**  
SUPER-SYNCHROPHASE



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

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## RADIO MEN THROG ATLANTIC CITY FOR R. M. A. SHOW

### GEN'L ELECTRIC RADIO MAKES DEBUT TO TRADE

**B. C. BOWE SALES HEAD**  
Line on Exhibit at Radio Manufacturers' Association Convention — Sales Organization Is Formed.

The General Electric Co. will enter the radio receiving set market this fall with a complete line of radio set product, first announcement of which is being made at the annual show of the Radio Manufacturers' Association at Atlantic City, this week.

The radio set business of the company will be handled through the Merchandise Department, at Bridgeport, Conn., headed by C. E. Wilson, manager, Merchandise Department. B. C. Bowe, in charge of the merchandise of Tungar chargers since 1924, has been selected as sales manager of the new division and under his supervision a selling organization of experienced men

(Continued on page 40)

### TRANSITONE AUTO SET TO BE MANUFACTURED AT PHILCO FACTORIES

Hamilton, Bermuda, Thursday.

The Philadelphia Storage Battery Co., makers of Philco balanced-unit radio, and the Automobile Radio Corp., makers of Transitone automobile radio set, are engaged here in working out details of a plan by which Philco will manufacture Transitone radio sets. Under the plan Transitone will be distributed through both Philco and Transitone distributors and dealers, and Transitone service stations will be available to all dealers for both installation and service.

Announcement to this effect was made jointly here today by J. M. Skinner, vice-president and general manager of Philco and C. Russell Feldmann, president of Transitone. Negotiations which started in Philadelphia last week have been continued aboard the S. S. "Arcadian" enroute to Bermuda for the annual Philco cruise-convention. It is expected that complete details of this new Philco achievement will be worked out shortly.

Transitone automobile radios have been on the market for two years, and the company has been experimenting

(Continued on page 40)

### THOUSANDS OF TRADESMEN ON HAND AT OPENING OF GIANT AUDITORIUM, LEADERS PREDICT RECORD ATTENDANCE

**FIRST DAY'S SALES SURPASS ALL PREVIOUS FIGURES**  
Visitors from Every Section of Country View New Products of 200 Manufacturers — Keen Interest Evidenced — "Trade Show and Convention Daily." Published by THE TALKING MACHINE and RADIO WEEKLY, a Feature — Annual R.M.A. Banquet Is Scheduled for Tonight.

(Special to THE WEEKLY).

Atlantic City, N. J., Monday.

A holiday spirit dominated by business interest prevailed here today at the opening of the annual R.M.A. Trade Show and Convention in the Municipal Auditorium. The curtain was drawn for the opening of the radio pageant at 1 o'clock, and tradesmen from all sections of the country began to fill the new \$15,000,000 Auditorium at once to view the new products of some 200 radio manufacturers.

The Auditorium itself, dressed in gala attire, presented a picture unequalled before in the history of radio exhibits. It was the first time any of the R.M.A. Trade Shows was ever housed under one roof, and it was the

first time demonstration rooms adjoined the main exhibits.

The products of a number of manufacturers new to the radio field attracted considerable attention among the early visitors. Most of the manufacturers presented complete lines of new merchandise, and today marked the initial showing of most of this merchandise.

Several thousand members of the radio trade arrived here yesterday by automobile and train, while some made their entry via the local airport. By this morning dozens of special trains had arrived from practically every large radio center in the country carrying radio manufacturers, distributors, dealers, salesmen and service men.

(Continued on page 40)

### ZENITH WILL ISSUE AUTOMATIC LICENSES TO MANUFACTURERS

Chicago, Ill., Saturday.

The Zenith Radio Corp., this city, today disclosed that it has decided to follow the policy of the Radio Corp. of America and license other manufacturers under its automatic tuning and remote control patents. At the same time, Commander Eugene F. McDonald, president of Zenith, reported that the company has issued the first license under its automatic and remote control radio patents to the Utah Radio Products Co., this city.

Commander McDonald stated that Zenith had up to this time refused to license other radio manufacturers under its automatic patents believing that Zenith was entitled for the period up to the present time to hold for itself exclusively the automatic and remote control field. The company directors,

however, at their last meeting decided to follow the policy of the RCA along this line.

The local set manufacturing firm has for a number of years been purchasing and acquiring every patent recommended by its patent counsel.

The Utah Radio Products Co. has been licensed under six of the Zenith patents.

Zenith's standard form of license provides for royalties ranging from \$2.50 per unit to \$1 depending upon the quantity used by each licensee. The license also provides that no licensee may manufacture or sell automatic tuning devices either remote or immediately on a set unless such device has been approved by Zenith.

Henry C. Forster, executive vice-president of the Utah Radio Products Co., stated today that his company had been negotiating with Zenith for more than a year for rights under these patents, and that Utah during this year had been designing a revolutionary remote control unit which is now ready to be sold to all radio manufacturers to be installed in their various makes of sets just as a speedometer can be installed on any make of automobile. Mr. Forster declared that Utah Prod-

### SCREEN GRID TUBES IN NEW MAJESTIC RADIO; PRODUCE 3,700 DAILY

**W. C. GRUNOW OPTIMISTIC**

Many New Features Are Incorporated in Latest Models, Chicago Manufacturer Declares—Chassis Uses Screen Grid Tube as a Power Detector — Set Has Improved Speaker.

Chicago, Ill., Friday.

Declaring that the future looked bright for the radio industry, W. C. Grunow, president of the Grigsby-Grunow Co., this city, declared today that beginning Monday, June 2, his company would start manufacturing daily 3,700 complete Majestic radio sets.

"While the past six months have presented difficulties, the future looks bright and we are extending our operations beginning June 2, when we will turn out 3,700 complete new models every day," Mr. Grunow declared.

"These new models feature a greatly improved speaker, and the chassis construction features the use of the screen grid tube as a power detector, which is something new in radio. More scientific, even better reproduction of the entire musical scale, and increased ease of tuning are claimed by our engineers.

"These new models have been subjected to every known broadcasting and scientific test. The reception given by these sets enables the listeners to get everything from the faintest whisper of the treble notes down to the deepest bass by simply tuning in the set, and without the manipulation of special dials or accessory switches of any kind. The cabinets represent the latest ideas of the furniture designers' art.

"Our recent announcement of a price increase on existing models brought great stimulation in sales, indicating that such a move had a stabilizing influence in the industry."

acts has contracted with a number of manufacturers for the use of this device, and estimated that within a year thirty per cent. of all radio sets will be equipped with remote control.

Simultaneously with the report of the licensing of Utah by Zenith, Mr. Forster also revealed for the first time the development and production of a reversible brushless induction motor for use in remote control devices which is different from others on the market.

# The Talking Machine & Radio Weekly

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Editor

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## How Stable Is It?

Each year at the Trade Show, observers have come to look for signs of 'stabilization in the industry.' To a great many, stabilization means the ruination of everyone except one's self. One of the lofty, noble sentiments in human nature requires a completely stabilized industry to consist of nobody else but you.

Only in two respects does the current Show indicate a gradual return to reason among the hosts that make up radio business. It is nonsense to presuppose that this year, or any year in the early or immediate future, so thriving and competitive a line as this will resolve itself into a handful of orthodox elements. It is ridiculous to think that time and circumstance alone, within the brief span of popular radio so far, can forever eliminate the venturesome or the unfit and seal a nation's demand into a few packages to be left until called for by a select few makers and vendors.

A very evident fact at the Atlantic City exhibition this week, however, is that incumbents in the industry are far stronger in resources and experience than were the contenders of only a year ago. By the very nature of events, those who figure in the fray today have demonstrated the physical and financial resistance to heal such wounds as the old season inflicted. Most radio manufacturers alive and kicking are relatively much more powerful than many who were fuming at the barrier for the start of 1929. To the extent, therefore, that most of those now have more tangible interests at stake than some had last year, and must necessarily be more careful of bitter consequences, radio is a more stable business.

It is also true that considerable more uniformity of thought and practice rules manufacturing circles. There is some, but not as much, tendency to fly off at a tangent and introduce a dish-washing feature to a new cuckoo-dyne console as a leader at \$39.50. There are fewer premeditated plans to put all of the biggest producers out of business by shoving twenty thousand sets a day out of Waterloo, Iowa, with a \$100,000 rating. Western Union and the Bell system are losing the money they used to take in for relaying messages—often at all hours of the night—to urge distributors and dealers to get in on some stock before it started toward a thousand a share. There are more working executives in the factories and less executives working the factories. Sales talk has become as unemotional as a Hughes argument before the Supreme Court, by comparison to what it used to be. And only the very biggest interests feel that they can afford to hint that television is just around the corner. To this extent, also, radio is a more stable business.

Of course, flighty or self-seeking authority might accept it without reservation that radio's troubles as a line of commerce are practically over. It would be very easy to shout as much here and now, and pat both the competent and im-

potent on the back and assure them all that they were about to become multi-millionaires. But THE TALKING MACHINE and RADIO WEEKLY has established a reputation for frank and accurate expression and when we say that the business is only measurably stronger now than it was a year ago, and that problems aplenty are ahead and will have to be met with success to some and defeat for others, we believe that the industry has nevertheless come handsomely along the road toward surer profit and a safer future.

At no time ought the buyer and seller confuse fireworks with bad practice. It may be doubted whether radio will be reduced to a stodgy, unemotional trade within the next quarter-century, if then. After thirty years of automobile traffick-ing, Cadillac feels constrained to present the new 16-cylinder job with as much eclat as a radio concern would put into the premiere of a set that worked without tubes, or a tube that worked without a set. Take the hurrah and the boop-boop-a-doop of radio and be thankful. Underneath it all is an industry that is growing daily more strong and serviceable for the satisfaction of public demand that will not diminish until mankind is born without ears.

## Sympathetic Salesmanship

A good deal of trustworthy experience is prevalent to show that current practices of selecting and assigning district sales managers, and perhaps territorial salesmen, in radio is all wrong. Whether or not complete error is in effect, there is more than enough ground for believing that a different theory or theories might produce more dependable result. The phrase dependable result is the correct one. Sales in the field are but a part of an industrial organization's operation. It is better that they appear consistently dependable than sporadically phenomenal.

Now, what is the general method of choosing regional sales heads (and territorial representatives) and delegating to them their duties? Why, a geographical basis for territory, and a post-mortem upon their experience and qualifications, of course. With the latter element for selection there need be no quarrel. But that a 4th Reader Geography is an accurate liminant of modern sales duties and market conditions may very sensibly be doubted.

The way things are done now in radio merchandising, your eastern and your middle western and your far western district sales managers become 'types' just as surely as if they were selected in casting a stock company. The fellow who is going to 'establish offices for us in the Chrysler building' will be a moderately (or extremely) snappy dresser, able to curse amiably in repartee with Jules Smith or Sid Vorzimer, accustomed to golf and dealer tie-up advertising and possessed of a number of cards that take him into basements where the Volstead Act is toasted. The man for the middle west will incline

towards shirts with collars (plain white) attached, will let the hair on the back of his head stand up when he removes his hat and will incline to whoop 'the Chicago market' against creation. The Pacific coaster will have the knack of turning into a native son the moment he arrives in California, and he will never say 'Frisco or earthquake, or remember having eaten a Florida orange.

What does not appear in the record—however adroitly these magicians of the order-blank have been chosen to coincide with supposedly local sensibilities—is whether or not a man is by nature and inclination a big-city or a small-town salesman. The two genre are much more clearly identifiable and the effect of their opposite personalities has much more reference to sales than geographical types can possibly involve.

The salesman, or district sales manager, whose calculations and sympathies gravitate toward the big-city account is unlikely to be as persona grata 'in the sticks' as the natural-born small-town sales executive. The fact that a man's embossed cards denominate him Eastern district sales director does not put him over in Scranton, Penna., if his thought and temperament are tintured by the super-power of Philadelphia's biggest buyers. Nor does a 'Middle Western Sales Manager' put it over for the salesman in Field's buying office who would rather be working with Elbel's in South Bend, Ind., or Golden's Music Store in Corbin, Ky.

The obvious way to do it, if you are looking for a revision of sales directional policies, is to give the man who knows and likes the trade in Newark, N. J., supervisory jurisdiction over the trade in a dozen other Newark, whether their geographical names are Des Moines, Ia., Buffalo, N. Y., or San Antonio, Texas. And for the man who can put it over in New York, provide Chicago, Philadelphia, Boston and a couple of other big cities, too.

Then district sales managers and star salesmen may be considered to be in possession of opportunities nicely suited to their capabilities and preference. Whether a man works on Eastern Standard or Central Standard or Rocky Mountain time does not make a vital difference. Whether he likes all his work, and all his people like him, does!

## Baby Boy Crashes Into Goldman Family; Harry Goldman Proud "Pop"

After a strenuous week of showing new Zenith radio models to the trade in New York, Harry Goldman, president of the North American Radio Corp., Zenith radio distributor at 1819 Broadway, New York, was in turn shown none other than Master Louis Robert Goldman, who arrived complete with power lungs at Wadsworth Sanitarium, 185th street and Wadsworth avenue, May 24. The entry of Master Louis Robert into the Goldman famille marked the first time in twenty-one years that the Goldman family has been augmented.

"Pop" Harry Goldman reports that mother and child are doing nicely, adding that he didn't feel so badly, either.

## RCA Establishes Service For Radio Set Licensees

Plans for the establishment of an expanded engineering service to be conducted for the benefit of manufacturers licensed under patents of the Radio Corp. of America were announced today by O. S. Schairer, vice-president of the Radio Corp. of America.

These plans, Mr. Schairer explained, call for the operation of a laboratory completely equipped for the measurement of tubes and of receiving sets. The laboratory, located in New York, will be used exclusively for work in assistance to licensed manufacturers. It will be in charge of A. Van Dyck, who has been with the corporation since its formation ten years ago.

F. H. Engel, widely known in the tube industry and formerly with the Bureau of Standards in Washington, will hold the position of tube engineer.

Dr. W. V. B. Roberts, the originator of the "Roberts" circuit, will be general consulting engineer.

## Ralph Austrian Heads Westinghouse Delegation

Atlantic City, N. J., Tuesday.

Ralph B. Austrian, assistant merchandising manager of the radio department of the Westinghouse Electric & Mfg. Co., in charge of dealer relations, has been a busy man at the Westinghouse radio exhibit. He has been extremely active at his headquarters at the Hotel Ambassador, greeting his host of dealer friends from East and West. "The interest shown in the new line is most gratifying—scores of dealers expressing their desire to become registered Westinghouse radio dealers," Mr. Austrian declared.

## Gold Seal Introduces Innovation in Radio Tube Merchandising

The R.M.A. Trade Show at Atlantic City this week will be a milestone for the radio industry for more than one reason, in the opinion of W. J. Bowles, general sales engineer of the Gold Seal Electrical Co., Inc., New York, maker of Gold Seal radio tubes. One certain reaction will be a demand for the highest quality of tubes, he stated.

Along this line, Mr. Bowles pointed out his company's recent development of radically new tubes, especially of the heater type, such as the 227 and 224. "This new development in construction which our engineers have achieved," Mr. Bowles declared, "has resulted in such an outstanding, superior tube that we have already received large orders from the United States government and from a number of set manufacturers. These new tubes are also now available for distribution to the trade. Full details of these tubes are available at the Gold Seal booth at Atlantic City.

"As a further step to assure the listening public of the high uniform quality of Gold Seal tubes, the name 'Gold Seal' is now being imprinted on the base of all of our tubes. Each tube is also dated at the base, thus assuring dealers of new and fresh stock at all times. This new policy of branding and dating tubes carries with it an unconditional guarantee of ninety days. This plan will also enable dealers to indicate the date of the sale to the consumer on the dated label, and thereby place in the hands of the listening public tubes of the highest quality."

E. R. Fiske, general sales manager for Gold Seal, has just returned from a tour of the country, and will reveal the new Gold Seal plans for merchandising at the Atlantic City show. "Those who are already familiar with the new plans for merchandising Gold Seal tubes pronounce it a distinct step in the right direction," Mr. Fiske stated. "This new plan will offer opportunities for a number of good men in different parts of the country to work with leading radio tube distributors."

## Majestic Radio Program Offered as Pre-Opening Of R.M.A. Annual Meet

Sunday, June 1, marked the pre-opening of the R.M.A. annual convention and at 9:00 P. M. Eastern Daylight Saving Time, the Majestic Theatre of the Air was presented to the international audience of the Columbia Broadcasting System as a pre-opening of the official radio show. From the studios of station WPG in Atlantic City, the Grigsby-Grunow Co., Chicago, presented a major part of the regular Sunday evening ajestic Hour program.

## Philco New York Dealer Banquet Set for June 11

The Philadelphia Storage Battery Co., maker of Philco radio product, is sponsoring its Third Annual Banquet and Trade Showing for dealers next Wednesday, June 11, at 7 o'clock in the grand ballroom of the Commodore hotel, New York.

The affair will be strictly stag, and

## THE KEITH-SIMMONS CO., ATWATER KENT JOBBER, OPENS MEMPHIS BRANCH

Memphis, Tenn., Saturday.

Keith-Simmons Co., Inc., large hardware firm of Nashville, Tenn., has opened a Memphis branch at 511 South Main street for the wholesale distribution of the Atwater Kent radios. The line was formerly held by the Braid Electric Co. Atwater Kent will be distributed wholesale to the tri-states area of west Tennessee, Arkansas and Mississippi and part of Kentucky from the Memphis branch. Radio batteries, tubes and other accessories will be handled. W. Loyd Smith, for ten years associated with the Cooper Rubber Co., is manager at Memphis. Al Mason is service manager; Ernest Richey and Thos. Bayliss are salesmen. Earl Hatton, factory representative, will be associated with the company here. A two-story brick building with 7,000 square feet of space and trackage in the rear to the Illinois Central tracks is occupied. The location is on S. Main, about a block north from the Grand Central depot and Calhoun street.

## W. Roy McCanne Heads Stromberg Show Party

Atlantic City, N. J., Monday.

W. Roy McCanne, president of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., heads the Stromberg delegation at the R.M.A. Trade Show here. Stromberg headquarters are at the Ambassador hotel.

Other Stromberg officials and representatives here for the week are: George A. Scoville, H. A. Beach, R. H. Manson, B. Gross, J. P. Stockton, W. T. Eastwood, Everett Worthington, F. N. Anibal, L. A. Randall, O. C. McCanne, N. W. Baldwin, L. Lore, J. A. Rohan, E. F. Ver Wiebe, R. Davis, C. W. Schafer, A. B. Crawford, F. C. King, P. D. Myers, J. A. Prestele, F. McCloskey, J. C. Mackay, E. A. Hanover and J. S. Gibson.

H. A. Brennan, A. C. Barg, J. M. Beach, J. T. Barrett, J. E. McCauley, J. A. Frye, C. M. Shear, F. H. Waite, H. A. Glaser, C. J. Hunt, L. L. Spencer, H. B. Cregar, F. L. Grout, G. E. Davis, P. B. Collison, H. G. Bloom, M. P. Fitzpatrick, W. L. Collins and W. M. Shipley.

Then ew Stromberg set line is being exhibited in Booths 22 to 24, inclusive, at the Auditorium, and in Rooms 15, 16 and 17 at the Ambassador.

## Radisco Headquarters At Hotel Traymore

Atlantic City, N. J., Monday.

Show headquarters for the Radio Distributing Corp., Newark, Trenton and Asbury Park, distributor of RCA Radiola, are at the Hotel Traymore, Suite 616. The Radisco delegation includes Max H. Krich, president; Harry Krich, treasurer; Paul R. Krich, secretary; Ogden Williams, Art Wether, Ray Woolman, Jack Mendelson, Joe Levine, Dave Wagmen, Gene Towers, Howard Laessle, Jim Wagner, Lee Brown, Al Sherlow and P. J. Collins.

will be featured by practical and up-to-date plans for 1930-31 radio merchandising.

## Halsey Supply Corp., Jersey Sparton Distributor, to Occupy New Home Soon



New Home of Halsey Supply Corp.

Newark, N. J., Friday.

The Halsey Supply Corp., this city, Jersey distributor of Sparton radio, made by the Sparks-Withington Co., Jackson, Mich., will shortly move into its new home at Frelinghuysen avenue and Pioneer street. This will be the third home the company has occupied since it was organized in 1922 by Geoffrey Simon, president, and Abraham Jacobs, secretary-treasurer.

The Halsey Supply Corp. was organized to distribute automotive and electrical apparatus, and was one of the pioneers of this industry in this state. With the drift of manufacturers of automotive products into radio, the Halsey company followed suit and took on the Sparton line. The local firm was one of the first Sparton jobbers, handling the Sparton battery set and

then the first Sparton all-electric radio. The company was gradually forced to discontinue its other lines and concentrate on Sparton radio.

Officers of Halsey in addition to Messrs. Simon and Jacobs include Myron Craddock, director of sales; George B. Arken, service manager; E. H. Pavie, credit manager; Jules Berkowitz, store manager, and J. J. McLaren, assistant service manager. The company also has a staff of seven trained sales representatives.

The new Halsey home is situated in a strategic center of the firm's territory, and has a railroad siding.

Mr. Simon, who has spent twenty-five years of his business life on Halsey street, on which the present home of the company is located, is familiarly known throughout Newark as "The Mayor of Halsey Street."

## MAJESTIC ELECTRIC REFRIGERATORS TO BE IN PRODUCTION IN JULY

Chicago, Ill., Saturday.

Production on the new Majestic electric refrigerator will commence in July, and the Majestic Household Utilities Corp. will start with an initial working force of 5,000, William C. Grunow, president of the Grigsby-Grunow Co., this city, stated today. The initial payroll will run around \$1,000,000 a month and the number of employees will be increased as the company steps up production, Mr. Grunow declared.

The Majestic president also said that beginning Monday, June 2, 10,000 workers will be employed in the production of the new Majestic radio sets. This, he said, will entail a payroll running up to \$2,000,000 monthly. He further said in part:

"I am frankly convinced that the future of the radio industry is secure, and we are demonstrating our faith in the future by embarking on this program. The soundness of the American business structure has been tested thoroughly in the past and it is only a question of time when it recovers its equilibrium, and the business of the country again resumes its upward course.

"The purchasing power of this coun-

try has not been impaired. Although it sounds unbelievable, the Majestic Household Utilities Corp. has received orders from its distributors for upwards of 1,000,000 refrigerators. These orders were placed by wholesalers after a careful canvass of our 14,000 dealers, and represent what they believe to be their requirements for the coming sales campaign."

## RA-CO SUPPLY CORP. NAMED RCA-RADIOLA JOBBER IN MICHIGAN

Detroit, Mich., Saturday.

The RA-CO Supply Corp., 419 Beaubien street, this city, has been appointed exclusive distributor for RCA Radiolas and Radiotrons in the state of Michigan, exclusive of the northern peninsula, it was reported here today by A. H. Zimmerman. The RA-CO organization has been incorporated with a capitalization of \$250,000.

Officers of the distributing firm in addition to Mr. Zimmerman are H. N. Torrey, vice-president, and H. M. Ferguson, secretary. C. C. Christiancy is manager of the Grand Rapids branch, located at 53 N. Division street.

Two complete stocks and two complete service organizations will be maintained in this city and in Grand Rapids. A staff of experienced salesmen has been lined up for each of the offices.

## NOVEL GENERAL MOTORS RADIO CORP. SERVICE PLAN IN CHARGE OF MAURICE F. MCCARTHY

Dayton, O., Thursday.

Separation of sales and service with direct factory control is the principle upon which is based the service plan introduced by the General Motors Radio Corp., this city. This plan is in operation for all dealers in key cities, while those in the smaller communities share in it through being able to obtain replacement parts quickly from a major service station at a nearby city.

Like the merchandising plan of this company the General Motors radio service plan is an innovation in radio.

Upon the entry into the radio field it introduced an entirely new system of merchandising which eliminated the distributor except in a few small sparsely settled territories. In return, the company established a zoning system with completely stocked warehouses at strategic centers, for quick shipments to dealers, permitting retailers to operate on small inventories.

In order that dealers might be free to devote their entire attention to selling and to insure efficient authorized service, a completely new servicing plan has been devised under the direction of Maurice F. McCarthy, service manager and nationally known in the radio industry. An entirely separate service organization has been set up—major service stations in strategically located cities, franchised by the factory and confining their efforts entirely to service. These major service stations are not permitted to handle radio sales.

General Motors radio major service stations, Mr. McCarthy explained, stand in the same relation to the dealer as a service department of his own, with this exception—he has no salaries to pay and no shop problems to worry about. He pays only for the service he receives—and he pays a flat rate.

These major service stations, of which there are now seventy-five, are under the direct supervision of regional service representatives who, in turn, are responsible to Mr. McCarthy.

In connection with this major service station plan is linked United Motors Service, which through its 26 branches in the United States, functions as sole distributor of parts for General Motors radio.

Each major service station is required under its franchise to carry a prescribed minimum amount of parts,



Maurice F. McCarthy

which are replaced through United Motors. A check is made each month by the traveling sales representatives of the zone offices, while all new stations are passed upon by the zone office as well as by the service manager.

Warranty replacements are made through the major service stations, who in turn bill these charges direct to the factory, and are reimbursed both for the parts used in replacement and for labor.

Mr. McCarthy has been connected with radio since its earliest days and is well known throughout the country. He joined the organization of General Motors radio when it was first established. An engineer himself, he is also well acquainted with sales methods, having served in both capacities. For some time he was chief engineer and plant manager of the Eagle Charger Corp., Philadelphia, and as such had much to do with the development of battery chargers and "B" eliminators. He was eastern sales manager for the Freed-Eisemann Radio Corp., New York, and for a time served as sales manager of the Eagle Carburetor Co., Cleveland, which manufactured chargers.

## Brown & Hall Co. Takes On Frederick Washer

Chicago, Ill., Saturday.

The Brown & Hall Supply Co., St. Louis, well known distributor of Atwater Kent radio, has taken on the distribution of the Frederick washing machine line. Brown & Hall will cover the state of Missouri in behalf of the Frederick washer.

The Frederick product is manufactured for the Frederick Co., this city, by the Maytag Co. The St. Louis wholesale organization maintains a staff of twenty-one field men, and officials of the organization are enthusiastic over the prospects of the washer as an allied line to radio.

The Stiefvater Electric Co., Utica, N. Y., and the Broom Distributing Co., Binghamton, N. Y., both well known radio jobbing firms, have also recently taken on the Frederick washer.

## EDWARD HEFTER JOINS ZENITH ORGANIZATION

Chicago, Ill., Saturday.

Edward G. Hefter has been appointed field representative for the Zenith Radio Corp., this city, in the Southwest, W. C. Heaton, sales promotion manager, reported today.

Mr. Hefter was formerly president and general manager of the Great Western Auto Supply Co., St. Louis, and has had many years' executive experience in distributing and manufacturing lines. He has a thorough knowledge of the problems of both distributor and dealer which will enable him to render constructive aid to both in promoting Zenith sales, Mr. Heaton said today.

Mr. Hefter will contact Zenith distributors in Illinois, Missouri, Kansas, Oklahoma, Arkansas, Texas, Louisiana and Tennessee.

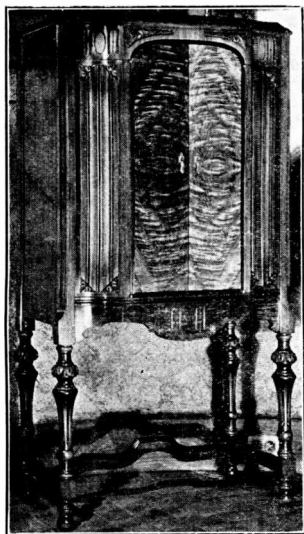


## SEVERAL NEW FEATURES INCORPORATED IN BRUNSWICK 1930-31 RADIO SET LINE

Atlantic City, N. J., Monday.

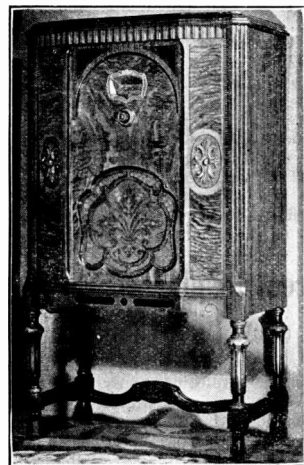
The new Brunswick radio models now being exhibited at the R.M.A. Trade Show here represent a realization of a goal by officials of the company to produce a set that in every phase of performance, appearance and durability would be superior to the previous product made by the Chicago organization, A. A. Trostler, manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co., said here today.

With the chassis, known as style



New Brunswick Radio

"B," and its associated 10-inch dynamic reproducer built complete in the Brunswick factories, it represents the best combination of a multitude of different designs that were all "road tested" in the world radio "dead spots," Mr. Trostler stated. He further said in part:



Latest Brunswick Model

"The cabinets can only be described as the best Brunswick has ever produced. The wood is matched American walnut veneer with two tone finish and artistic carvings on front panel. The cabinets will be featured in two sizes, a low-boy cabinet approximately the same size as the present Model S-14,

with sloping front corner panels and slightly greater depth, to be known as the Model 15, and a high-boy cabinet similar to the present Model S-21, with French doors and a new design of fluted corner panels to be known as Model 22.

"The strong, rugged appearance of the one-piece chassis gives one immediately the impression of an 'armored chassis.' So successful has the shielding been combined with the chassis construction that it is impossible to impair the operation of the set without maliciously intending to do so, and then only by resorting to drastic measures. All critical parts of the chassis are shielded and cannot be tampered with by the uninitiated, yet the service man has only to remove two bolts to have ready and complete access to all parts of the chassis.

"The circuit used is an improvement on last season's screen grid circuit and consists of three tuned screen grid stages of radio frequency amplification and a linear power detector, using the screen grid tube, resistance coupled to two '45 power tubes operated in parallel—makes a total of seven tubes including the rectifier tube. The circuit makes for a very efficient and economical radio that consumes only 85 watts of energy from the house lighting current, or a cost of less than the operation of one and one-half 60-watt lights.

"All operating controls are located in the center of the control panel and consist of a switch and volume control knob, mounted concentrically inside of a larger tuning knob.

"The location, position, and adjustment of the controls bespeak the same careful and scientific design so apparent in the rest of the chassis and are so arranged that the volume may be instantly and accurately adjusted, or the set turned off without removing the position of the hand. The 'seven-in-one' single-hand control eliminates the necessity of employing two hands which always results in an awkward and uncomfortable body position. A further feature of the volume control is that there are no sliding and noisy contacts, no resistance wire used, and the tubes are always operating at maximum efficiency for the best sensitivity and tone quality. The design is entirely new and control is effected by varying the first coupling condenser, thus regulating the amount of energy transferred from the first to the succeeding radio frequency amplifying tubes. The total distance switch has a smooth positive action and does not detune the antenna stage, thereby assuring maximum selectivity and tone quality on either local or distant reception. A new illuminated horizontal tuning scale, calibrated in kilocycles, with a larger range of vision and with provision for logging stations direct on the calibrated scale, makes tuning effortless and accurate. Two durable phosphorous bronze tapes with a coil spring take-up give positive coupling between the tuning knob and the tandem condensers, assuring long life, freedom from back lash, and an unquestionable adherence to calibration.

"A Brunswick-made speaker with 1 1/4 inch non-warping voice coil and 10-inch rattle-proof cone reproduces the music with a brilliance and timbre so realistic and effortless that the volume seems much less than it actually is.

"Provision has been made on the standard radio chassis for the connection of the necessary resistor and switch to permit the use of the amplifier and

## H. H. FROST PREPARES FOR NEXT TRADE SHOW, STUDYING NATURAL HISTORY IN WESTCHESTER



Major Frost on Westchester Estate

If this isn't a scene to refresh the fellow exhausted from or during this week's Trade Show—and there are 30,000 of him—you can get your money back at the box-office, providing the box-office has not closed before you get there.

It is Major Herbert H. Frost, president of the Utah Radio Products Co.,

Chicago and New York, televised at his home in Rye, New York. Reading left to right, the group consists of Thane, champion Great Dane, Mr. Frost, Bourbon Sun, a Kentucky thoroughbred exhibited by Mr. and Mrs. Frost at many Eastern horse shows, a son of Bourbon Sun (aged two months) and Mysterious Mose. Mr. Frost owns all the livestock but Mysterious Mose.

## Electromatic Record Changer Incorporates Many New Features

Chicago, Ill., Saturday.

Many new features are incorporated in Electromatic, a new automatic record changer, made by the Electromatic Record Changer Corp., 1421 S. Michigan avenue, this city. I. A. Lund, a veteran in the radio cabinet and phonograph field, is president of the Electromatic organization.

This new device changes nine records automatically, furnishing a half hour of continuous music without attention, and is the result of seventeen years of experience in the field, Mr. Lund stated today.

Any selection played with the device can be stopped at will or repeated as often as desired. There is a seven second interval between records. Electromatic is said to be simple in design and operation; it has provision for volume control.

The device is furnished in any one of three ways: alone as an automatic record changer, together with the local company's pick-up—or as a complete unit. A number of manufacturers of radio-phonograph combinations have already adapted Electromatic, Mr. Lund stated.

speaker for the electrical reproduction of records. The necessary parts for this added use may be attached by the dealer's service man in a few moments and at a small cost. When the change has been made, the tuning control when turned to the extreme anti-clockwise position cuts the radio off, changes the detector to an amplifier, and connects the magnetic pick-up in the circuit for the reproduction of records.

"The variable condenser shaft has been so designed that a remote tuning control can be readily attached.

## NEW ENGLAND TRADE WELL REPRESENTED AT ATLANTIC CITY

Boston, Mass., Thursday.

The Radio Wholesalers Club, Inc., of Boston, composed of Boston radio distributors and New England radio manufacturers, will sponsor a special train to leave the South Station June carrying the New England trade to the Atlantic City conclave.

A party of radio men left Boston for New York on the first leg of a combined pleasure and business trip which will take them to Bermuda as guests of the Philadelphia Storage Battery Co., manufacturers of Philco radio.

In the local party which was joined by other Philco distributors from all parts of the country were Maj. Harry L. Spencer, Joseph L. Milhender, W. L. Galt and Albert M. Stone, of the Milhender Electric Supply Co. and May Distributors, Inc.; James Kennally, Clarence J. McClaskey and S. W. Phelps, New England factory representatives of Philco.

Twenty leading Frigidaire salesmen from the New England district left Boston recently for a special trip to the Frigidaire factory in Dayton, Ohio, as a reward for their high records.

The Frigidaire salesmen in the party included: Harry A. Crowley, Dorchester; F. D. Lowe, Brookline; Leon C. Fuller, Brookline; John H. Taylor, Winchester; Leo H. Collins, Brighton; Walter A. Murphy, W. Roxbury; Edgar R. Lyle, West Medford; I. G. Arnold, Providence; R. L. E. A. Capwell, Anthony, R. I.; H. A. Clark, Pawtucket, R. I.; R. A. Dunnman, Woonsocket, R. I.; Harry Sundberg, Lynn; Elmer A. Preston, Burlington, Vt.; F. L. Oliver, South Dartmouth; Larry Ellis, Lynn; Maurice E. Rudd, Bennington, Vt.; N. W. Kneeland, Lynn; Pitts McInerney, New Bedford, and Harold A. Valencourt, Brookline. —CHAS. W. JONES.

# SPARTON RADIO

*Metropolitan  
Distributor*



## BUSHWICK DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue  
Glenmore 6366  
Brooklyn, N. Y.

# SPARTON RADIO

*Metropolitan  
Distributor*

## McPHILBEN- KEATOR, Inc.

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

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

### RCA Radiotron Co. Gets Largest Sign for Home Quarters in Harrison

The RCA Radiotron Co., Inc., has awarded to the Flexlume Sign Co., of Buffalo, N. Y., a contract for what is said to be the largest area porcelain letter sign in the world. This sign will be erected on top of the RCA Radiotron home offices in Harrison, N. J. The work will be done through the Newark offices of the Flexlume Sign Co. which was responsible for getting the contract. The Flexlume company is one of the oldest makers of electric signs in the country. The new sign will have many unique features including a theme song consisting of jumping notes, on a clef, that will actually be the opening bars of "Hail to the Chief." Over 4,000 Mazda lamps will be used and the connected load will be 53,150 watts. The contract will run in the neighborhood of \$20,000.

The sign will tell the complete story of the RCA Radiotron Co. and its product in approximately 15 seconds. According to the Newark Chamber of Commerce over 40 million people will pass the sign each year.

### Ludwig Hommel & Co. Optimistic Over New RCA Radiola Set Line

V. W. Collamore, manager of the Radiola division of the RCA Victor Co., Inc., has announced the appointment of Ludwig Hommel & Co. to continue as distributor of RCA Radiolas.

This firm has been in business for twenty-four years, and now occupies a seven-story building in Pittsburgh. Although the business is conducted purely on a wholesale basis, the showrooms would do credit to a retail establishment. The policy, as outlined by Mr. Hommel, will continue to be "service, reliability and fair dealing."

The territory in which it will distribute Radiolas consists of western Pennsylvania, eastern Ohio, northern West Virginia and western Maryland.

Ludwig Hommel, president and treasurer, is one of the best known and most popular executives in the industry and his wide experience in wholesale merchandising qualifies him to achieve the volume business he predicts for his important territory in future months.

### Victor Extends Time On \$76 Trade-in Plan On Combination Sets

Camden, N. J., Thursday.

The response from the trade and public to the \$76 list price trade-in allowance on Victor combination instruments recently disclosed by the Victor division of the RCA Victor Co., Inc., has been so highly enthusiastic and dealers' sales since have been so satisfactory, that the same list price allowance on these instruments from June 1 to July 1 will be in force, Roy A. Forbes, manager of instrument sales, reported today.

Mr. Forbes suggests that during the operation of this plan, special attention should be given to promoting the sale of the RE-75 combination, because of the higher unit of sale and the larger profit involved.

### Radio Service Managers' Association Elects New Officers for 1930-1931

The first year of the Radio Service Managers' Association was brought to a close on the evening of May 26th at the Engineering Societies building, 33 West Thirty-ninth street, New York, when John S. Dunham, retiring president, presented the gavel to Henry C. Struckmann, the newly elected president for the 1930-31 term.

The election of C. P. Baldwin, vice-president; Arthur Z. Goldman, second vice-president; Howard A. Shannon, W. F. Bankauf, F. E. Sage and J. F. B. Meacham as directors was disclosed.

John S. Dunham, as provided in the by-laws, as the past president assumes the chairmanship of the board of directors.

Grover C. Kirchhof, the present secretary-treasurer, will continue in that capacity for another year.

Tribute was paid, by the retiring president, to John M. Hedaeus for his activities as a member of the membership committee; Henry C. Struckmann for his efforts in securing service data and keeping the R.S.M.A. in contact with the activities of the Radio Manufacturers' Association; Arthur Z. Goldman, for his work as chairman of the program committee and Grover Kirchhof, for his efforts as executive secretary-treasurer.

Following the introduction of officers, the meeting was addressed by L. B. Cornwell, chief engineer of the Amplion Corp. of America, who gave an interesting and instructive talk on sound amplification and public address systems.

### H. S. Dunning, Formerly With Westinghouse Co., Now With Ken-Rad Corp.

Owensboro, Ky., Friday.

H. S. Dunning, for the past twenty years associated with the Westinghouse Lamp Co. in an executive capacity, has joined the Ken-Rad Corp., this city, maker of Ken-Rad lamps and radio tubes, as quality engineer.

In discussing Mr. Dunning's appointment officials of the local manufacturing organization said:

"It has always been our aim to turn out tubes of the finest quality, and as an added assurance to this end we are most pleased to have Mr. Dunning with us. This is but another step in a carefully laid plan of expansion to make Ken-Rad one of the outstanding tube lines of the country."

### Pacnet Displays Three New Pick-Ups at Show

Three new phonograph pick-ups, including a revolutionary dynamic type, are being shown at the Atlantic City Radio Show by Pacnet Electric Co., New York. The three new Pacnet pick-ups are the 107 Master Model, with built-in volume control and radio-record switch; the 108-A type, an oil damped unit; and the new dynamic Phonovox, which is being shown for the first time to engineers and the trade at Atlantic City.

The dynamic pick-up, the first of its type ever developed, is said to be in a state of advanced development, but not ready for general sale.

THE 30<sup>TH</sup> ANNIVERSARY  
JUBILEE  
SPARTON  
AWAITS YOUR INSPECTION



As a radio development it is fully in keeping with the importance of the occasion it celebrates. This statement will mean much to you who know Sparton's past. Immediately following its introduction at the Atlantic City Show, this exceptional new radio will be on display at the showrooms of all Sparton distributors.

*Sparton's Atlantic City Headquarters*  
HOTEL TRAYMORE

AT THE SHOW—SPACES A-13, 14, 15, 16  
DEMONSTRATION ROOMS BB-5

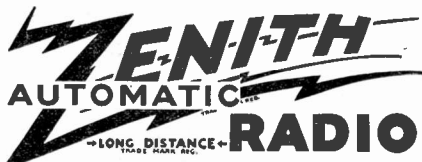
THE SPARKS-WITHINGTON COMPANY  
*(Established 1900)*  
JACKSON, MICHIGAN, U. S. A.

*Pioneers of Electric Radio without batteries of any kind*

(466)

*[This is Sparton's 30<sup>th</sup> Anniversary Year]*

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



**NORTH AMERICAN RADIO CORP.**  
1815 Broadway • New York

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

## MANTLE SETS GAIN WIDE POPULARITY ON PACIFIC COAST

TRADE IS NOW OPTIMISTIC

Dave Marshank Is Named Representative for Supreme Instruments Corp. — O. R. Coblentz Appointed Eastern Traveler for Radiette Mantle Sets.

LOS ANGELES, CALIF., Thursday.

Keller-Fuller Manufacturing Co., of this city, has announced the appointment of O. R. Coblentz as eastern traveling representative for its Radiette mantle sets. Mr. Coblentz was formerly assistant general sales manager for Steinite Laboratories, Fort Wayne, Ind.

Visionolo, combining principles of radio, phonograph and pictures, will be distributed in southern California by Walter M. Fagan, president of Pacific Wholesale, Inc., Sparton distributors. With others he has formed Visionolo-California, Ltd., to market the product in the north. Fagan went East this week to attend the R.M.A. show.

George Stephenson, in radio sales work the past several years, has joined the sales force of Griffin-Smith, maker of Royale mantle sets.

Dave Marshank, 224 East Sixteenth street, Los Angeles, is now representative for Supreme Instruments Corp.

Barrett & Walter, 701 Allied Crafts building, Los Angeles, have become factory representatives in California for

the Angelus mantle set, made by Davison-Haynes Mfg. Co.

Yale Radio and Electric Co. now distributes a new mantle set, the Kenmore. It is understood this comes from the factory of the Advance Electric Co., maker of the Falck.

The Roamio, new Crosley automobile radio, is being distributed in southern California by Kierulff & Ravenscroft, 135 West Seventeenth street, Los Angeles.

Claire W. Brady, Atwater Kent dealer at 972 East Colorado street, Pasadena, reports sales holding up well.

Keller-Fuller Mfg. Co., maker of Radiette mantle models, announces the following new dealers: In Los Angeles, May Co. department store, Music Co., Wiley B. Allen Co., Parmelee-Dohrman Co.; in Seattle, Bon Marche, Hopper-Kelly Co.; in Denver, Knight-Campbell Music Co.; in Omaha, Schmoller-Mueller Piano Co.; in San Francisco, City of Paris; in Oakland, B. F. Schlesinger & Sons, and Western Auto Supply Co. which has over 150 retail outlets in the West.

Fred Firestone, at one time with Lyon & Healy, Chicago, has become manager of the Boyle Heights branch of Platt Music Co., Los Angeles.

Bouleradio Manufacturing Co., making sets in Boulder, Colo., is reported to have moved to 95 West Second street, Pomona, and re-incorporating as the Warner Engineering Corp.

Echophone has brought out dazzling finishes for its mantle sets, flame, amber, rose, jade, ivory, pearl, aqua marine, orchid and turquoise.

MacGregor & Ingram, Ltd., 865 Mission street, San Francisco, announce that they will open a Hollywood studio by July 1. They are making phonograph releases and distributing to the

broadcast stations. Columbia does the pressing. C. P. MacGregor was at one time manager for Brunswick in northern California, while H. E. Ingram was in the music and phonograph department of Schwabacher-Frey in San Francisco.

Martin Music Co. continues to sell out its stock in anticipation of quitting retail trade and confining activity entirely to wholesale distribution of the Gulbransen. It had an exhibit on the floor of the food show this week.

Harry A. Fore, Philco distributor in southern California, says he believes the jobbers and dealers will hereafter carry two lines—the mantle set and a higher priced line. He states that he does not believe there is any actual competition between the two—that people either pay a high price for larger models or, if they cannot afford it, they buy the mantle type.

Jackson-Bell, maker of the Jackson Bell midget for its own trade, and Tiffany tone for Herbert H. Bell, now makes Waltham for Waltham Radio Corp., Ltd., 4228 South Vermont avenue. Its president is H. E. Howard who organized the Paramount Radio Co. some years ago in San Diego. H. C. Block is vice-president. The small set is a seven-tube affair, and it is understood that the company is producing a larger nine tube outfit, too.

C. A. Roesch, president of Stewart-Warner Distributing Co., here, is on a trip to Chicago.

Blunt Radio & Electric Shop, 9620 Culver boulevard, Culver City, is one of the enterprising radio stores between Los Angeles and the beach.

Radio Service Laboratories, of 1955 Riverside Drive, has inaugurated a neighborhood repair service.

Plymouth Radio Corp., at 2805 North

Main street, has changed the set-up of its mantle model from one screen grid, 45, 80 and 26 tubes, with power driven speaker, to three screen grids, 80 and 45 power tubes and full dynamic speaker. This, claim engineers of the company, will give the Plymouth smoother tone, reception of all the high and low notes, and exceptional sensitivity for DX fans. Louis G. Zaffuto is president and reasurer of the company; Vincenzo Mazzara, vice-president, and Marshall S. Borden, secretary.

—RALPH L. POWER.

## Plan Appeal of Indiana Chain Store License Act

INDIANAPOLIS, IND., Monday.

Appeal in the Indiana chain store licensing case will be carried to the United States Supreme Court in a short time, according to George Huffsmith, Deputy Attorney General of Indiana. The store licensing act was passed by the 1929 legislature and required license fees of from \$3 to \$25 of all stores in the state, graduating upward in price according to the number of stores operated in the state by any one company.

In an injunction suit brought by Lafayette Jackson, owner of a chain of 225 stores in Indianapolis, the act was held unconstitutional by Federal District Judges R. C. Baltzell and Thomas W. Slick, and Judge Will M. Sparks of the Circuit Court of Appeals at Chicago.

While only one man filed the injunction suit, a number of other chain store companies were represented in court by legal talent who gave their advice to the attorneys for the petitioner.

**ZENITH**  
AUTOMATIC  
—LONG DISTANCE—  
TRADE MARK INC.—**RADIO**

Quality  
Radio  
Retails  
Profitably!

**MACKENZIE RADIO CORPORATION**

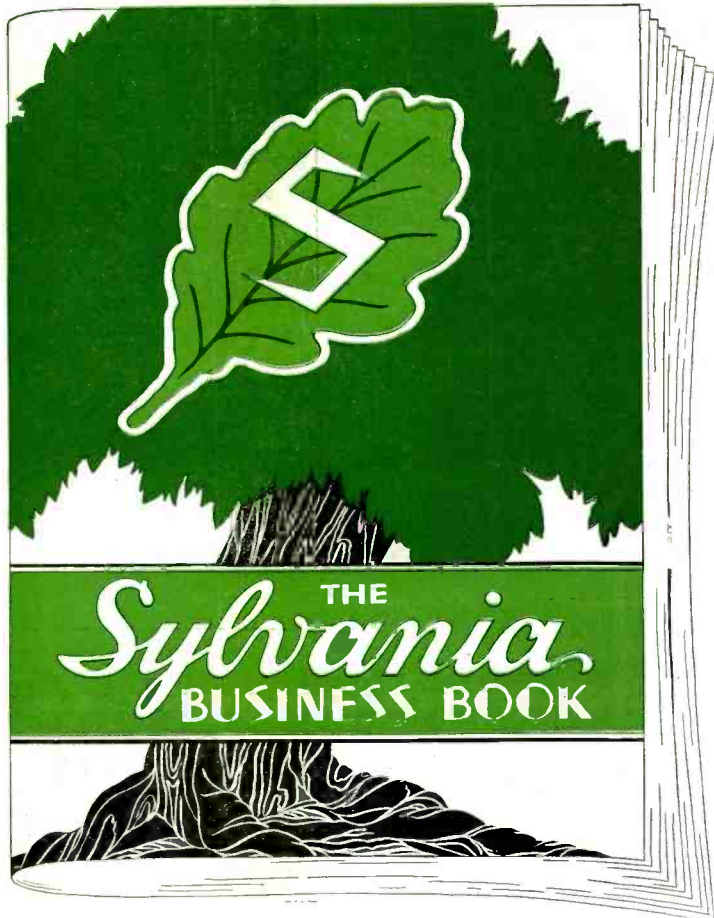
Twelve - Twenty - Five Broadway  
New York City

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

**YOUR COPY IS READY . .**

**SEND FOR IT NOW**



The new Sylvania Business Book is off the press today. Write your name and address in the coupon we've provided and we'll see that you get your copy. Or, if you're planning on attending the R. M. A. Show in Atlantic City, be sure to visit us and let us present you with your copy of this book. Our representatives will be in attendance at Sylvania's Booth (A-52, 53, 54, Auditorium) and also at Sylvania Lodge atop the Hotel Ambassador - - 11th Floor. We'll be delighted to have you.

You'll want the ideas this book contains. You'll want to know all the details about Sylvania's new plans for even finer products and for letting the world know about them. Write right now.

**SYLVANIA PRODUCTS COMPANY - Emporium, Pennsylvania**

The Home of the Sylvania Foresters Who Broadcast Each Week Over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WREN, KFAB, WGY, WLW.



**Sylvania**  
**RADIO TUBES**

*Licensed Under RCA Patents*

Sylvania Products Company		TMRW-6-30
Emporium, Pennsylvania		
Mail a copy of the new Business Book to		
Name .....	Address .....	
City .....	State .....	

## REFRIGERATOR SALES ENGAGING INTEREST OF CLEVELAND MEN

RADIO BUSINESS IS QUIET

(Cleveland Majestic Distributing Co. Executives Host to Majestic Special on Arrival to This City —Musical Instrument Dealers in Meeting.

Cleveland, Ohio, Friday.

The iceless refrigeration situation in Cleveland is regarded as satisfactory from the standpoint of sales when general business conditions are taken into consideration. The City Ice Co. has opened two sales offices, one on the East and the other on the West Side and are training crews of young men to canvass for business on refrigerators which are offered on easy terms. The various distributors of iceless machines are actively canvassing for business and are conducting aggressive advertising campaigns in the newspapers.

Radio business continues quiet, the trade awaiting the new models to be shown at Atlantic City. A number of wholesalers and retailers from this section will attend.

The sale of small stringed instruments such as ukeleles, guitars, etc., is increasing due to vacations. Music stores are all featuring this class of merchandise and also portable phonographs and records.

Small goods dealers are beginning to get inquiries from schools for band and orchestra instruments for next season and are busy figuring on these requirements. School business is getting to be a larger item each year in this city.

The Majestic Special, an auto train consisting of engine, parlor car and broadcasting studio, arrived in Cleveland on Wednesday morning en route to Atlantic City to take part in the R.M.A. convention. Officials of the Grigsby-Grunow Co., from Chicago, were aboard as well as others from Indianapolis. The train was met by executives from the Cleveland Majestic Distributing Co., 4608 Prospect avenue and attracted a great deal of attention as it passed through the city.

Majestic newspaper advertising is effectively backing up the efforts of the sales crews put out by dealers all over the city. The Majestic bank idea, introduced a few weeks ago, is proving a big stimulator of business and has been adopted by practically every Majestic dealer in this territory.

The Atlas Stores have opened their new Cleveland quarters on Prospect avenue, a few doors from their old location. They have double the space they formerly occupied and the store exterior and interior is designed in the most modern manner and has attracted a great amount of attention. The company is carrying the leading lines of radio and also a complete line of sporting goods.

Fred Babin, owner of a music and jewelry store at 636 Prospect avenue, lost considerable merchandise when sneak thieves pillaged his show window which had been smashed by an automobile jumping the curb and crashing into it. A pedestrian was injured and while police were investigating the theft took place virtually under their nose. Loss of merchandise and damage

to property amounted to \$2,000, according to Babin's estimate.

The H. N. White Co., manufacturers of the nationally known "King" band instruments is adding another story to its large factory on Superior avenue. It has the most modern type of plant which has been enlarged from time to time to take care of its steadily increasing business.

There was another meeting of the band and orchestra instrument dealers of the city on Wednesday noon at Hotel Hollendon. Lunch preceded the business sessions which was a very lively one. Robert L. White was chairman. Various members expressed their views on the subject of discounts and other trade evils. It was decided to form a permanent organization and affiliate with the Cleveland Music Trades Association, but the organization to meet as a separate body. There is to be a meeting on June 2 at the Hollenden hotel when it is expected that organization plans will be completed.

The Steiger Radio Shoppe, against whom an involuntary petition in bankruptcy was recently filed, has submitted its schedule showing liabilities of \$9,696.13 and assets, \$2,337.73.

The Canton Hardware Co., Brunswick distributor, has commenced a newspaper advertising campaign on Brunswick radio and records. Names of all dealers in this territory are being run in the ads which occupy large space.

The Highbee Co., Euclid and East Thirteenth street, the only department store not having a radio or music department, will carry a full line of musical merchandise when it moves in the fall of 1931 to the Terminal building. The new store will cost \$7,500,000.

—DIHM.

## THE TALKING MACHINE and RADIO WEEKLY

### Fiske Radio Supply Co. Takes on Copeland Line of Refrigerator Product for Distribution in Albany



Fiske Sales Staff Going Over Features of Copeland Refrigerator

Albany, N. Y., Monday.

The Fiske Radio Supply Co., this city, one of the East's leading radio distributing firms, has taken on the distribution of the complete Copeland electrical refrigeration line. An all-day sales and service school has been conducted under the auspices of the Fiske company in its building at 493 So. Pearl street, this city, and one of the meet-

ings is shown herewith. The executive staff of the local firm is highly enthused over the Copeland line, reports Paul E. Fiske, president.

Sales Manager Lane, of the Fiske company, who recently returned from a visit to the Copeland plant, reports that everything he saw there was a revelation, and that he had never seen a plant so well equipped, even to the most minute detail.

## Native Instruments Given to Museum by All-American Mohawk

CHICAGO, ILL., Friday.

An interesting ethnological collection was given to the American Museum of Natural History recently by the All-American Mohawk Corp., maker of Lyric radio.

The radio company sent an expedition to the jungles of central Borneo hoping to contribute something of value to the history of our various interesting musical instruments.

The specimens of Jew's-harps included in the trophies of the All-American Lyric Malaysian Expedition will be studied by scientists with a view toward determining the origin of this popular old instrument.

The specimens are of an extremely primitive type producing music identical to that of the ancient Jew's-harp. However, its appearance is vastly different. Instead of the lyre-shaped metal frame with a bent metallic tongue, it is fashioned entirely from split bamboo.

Two of these harps were brought back; one is included in the collection to the Museum and the other belongs to Eugene Farny, president of All-American Mohawk, which financed the expedition.

Among the other instruments collected from the renowned head-hunting Dyak tribes, was a drum made from a hollowed log covered with a tiger skin head; a bamboo flute, an instrument similar to the scottish bag-pipe, a kind of huge guitar carved from a solid piece of wood completed with thin rattan strings instead of the customary cat-gut.

*in Atlantic City*

# CAROLINA CREST HOTEL

CONTINENTAL PLAN

**No Charge!**

CHARLES A. BERRY  
Owner

H. L. FAIRBAIRN  
Manager

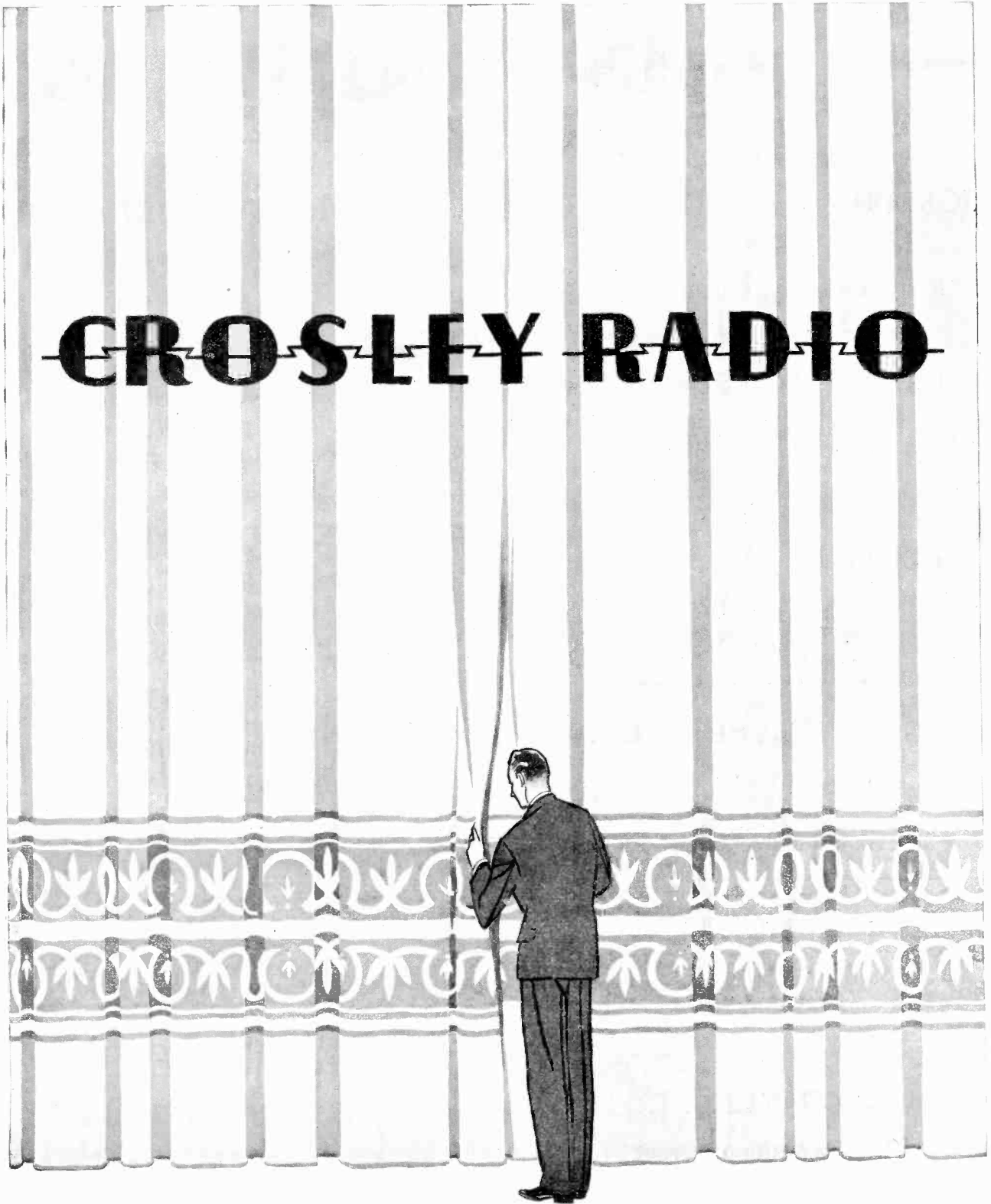
The only hotel in Atlantic City serving a tray breakfast to guests room each morning up to 11:00 o'clock WITHOUT CHARGE!  
Every room equipped with a private bath tub or shower

NORTH CAROLINA AV., near BOARDWALK Atlantic City

# WELCOME

## RADIO SHOW WEEK

June 2 to 6



## THE CROSLEY RADIO CORPORATION

*Powel Crosley, Jr., PRES. Cincinnati, O. Home of WLW - "the Nation's Station"*

*You're **THERE** with a Crosley*

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# IN RADIO, IT'S

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## JOSEPH M. ZAMOISKI CO.

*"The Electrifiers"*

Radio Building, Baltimore, Md.

---

## FRANK D. PITTS CO.

129 Columbus Avenue  
Boston, Mass.

---

## NATIONAL LIGHT & ELECTRIC CO.

353 Atlantic Avenue  
Brooklyn, N. Y.

---

## LEO J. MEYBERG CO.

San Francisco, Cal.

*Branches: Los Angeles, Fresno, Oakland, San Diego*  
*Warehouses: Sacramento*

---

## E. A. NICHOLAS, Inc.

111 North Canal Street  
Chicago, Ill.

---

## MILNOR ELEC. CO.

129 Government Street  
Cincinnati, Ohio

## SOUTHERN RADIO CORP.

*Distributors for North and South Carolina,*  
*Charlotte, N. C.*

---

## MIDLAND ELEC. CORP.

Court and Pearl Streets  
Buffalo, N. Y.  
725 St. Clair Avenue, N. W. Cleveland, O.

---

## CONTINENTAL RADIO CORP.

100 High Street  
Hartford, Conn.

---

## KRUSE RADIO, Inc.

Indianapolis, Ind.

---

## MOSER & SUOR, Inc.

2020 Grand Avenue  
Kansas City, Mo.

---

## NEBRASKA BUICK AUTO CO.

*Established 1903*  
Lincoln, Nebraska

---

## SMITH RADIO CORP.

331 West Main Street  
Louisville, Ky.

**In your territory, it's the**





# RCA Radiola

**TAYLOR ELEC. CO.,**

424 Jackson Street  
Milwaukee, Wis.

*Branch Madison, Wis.*

**SCHAFFHAUSER-KILEY CORP.**

Philadelphia, Pa.

**LUCKER SALES CO.**

Minneapolis, Minn.

**LUDWIG HOMMEL & CO.**

929 Penn Avenue  
Pittsburgh, Pa.

**RADIO DISTRIBUTING CORP.**

*Distributors for Northern New Jersey  
and Staten Island*

Newark, N. J.

*Branches Trenton, Asbury Park*

**AEOLIAN CO. of MISSOURI**

1004 Olive Street  
St. Louis, Mo.

**HARPER-MEGGEE, Inc.**

Fourth Ave., at Blanchard St.,  
Seattle, Wash.

**PHILIP WERLEIN, Ltd.**

New Orleans, La.

**ONONDAGA AUTO SUPPLY CO.**

353 East Onondaga Street  
Syracuse, N. Y.

*Branches: Utica, Binghamton, Watertown*

**GEORGE L. PATTERSON, Inc.**

150 Varick Street  
New York, N. Y.

**COMMERCIAL ELEC. CO.**

14 North Erie Street  
Toledo, O.

**KLÄUS RADIO & ELEC. CO.**

707 Main Street  
Peoria, Ills.

**BENJAMIN T. CRUMP CO.**

Norfolk, Va., Richmond, Va.  
Raleigh, N. C.

**Radiola Distributor Nearest You!**

## MILWAUKEE TRADE WELL REPRESENTED AT RMA CONVENTION

ENTHUSIASM IS PREVAILING

Standard Radio Co. Is Appointed  
Distributor of Stewart-Warner  
Radio Line—Retail Trade Anticipates Sales Stimulus Following Introduction of New Models.

MILWAUKEE, WIS., Saturday.

Retailers and jobbers in this territory are looking forward to the introduction of the new models at the RMA show early next week. Many of the local distributors are attending factory conventions at the present time, at the conclusion of which they will leave for Atlantic City to attend the Radio Show. Stores handling refrigerators report that the cool rainy weather of the last three weeks has caused sales to lag.

Mr. Purdy, secretary of the George C. Beckwith Co., local distributors, left early this week to attend the Philco oceanic convention, which is to be held aboard ship between New York and Bermuda. Upon his return to New York Mr. Purdy plans to attend the Radio Show at Atlantic City. He is expected back in Milwaukee the second week in June.

J. J. Dougherty, president, and E. J. Davis, secretary and treasurer, of the J. J. Dougherty Co., Sparton representatives, are attending the annual

convention of the Sparks-Withington Co., at Jackson, Mich. Early this week forty Sparton dealers from all parts of the state left here to attend this conclave. One of the big features of the big program is an address by Irving Fisher, distinguished economist and professor at Yale.

The Standard Radio Co., of this city, has been appointed distributor of Stewart-Warner radios, succeeding Harry E. Weber Co., which has discontinued its radio department.

The new 1930 Stewart-Warner models, which will be in the dealers' stores shortly after the first of June, include several consoles and combinations.

Mr. Maurer, president; Mr. Swisher, secretary and treasurer, and Mr. Durr, sales manager of the Badger Radio Corp., Majestic distributors, are leaving today on a special Majestic train from Chicago to attend the RMA convention in Atlantic City. W. B. Jones, district representative; A. Klein, and E. Munstock, of the Majestic Radio Sales Co., of Madison, and P. Peterson, of the Home Appliance Co., also of that city, left Wednesday by automobile to attend the Atlantic City event. On the way over they will stop at Indianapolis to witness the annual speed classic held in that city.

Jackson-Bell model 60, retailing at \$59.50, is enjoying a large sale at Gimbel's department store. The set, which is manufactured by the Jackson-Bell Co., of Los Angeles, possesses the following features; a screen grid circuit, electro dynamic speaker, regeneration control, seven AC tubes, a shielded steel chassis and push-pull amplification. Its compactness and beauty have made it readily adaptable to apartments where space is limited.

Gimbel's anticipates a decided in-

crease in sales during the Fall of the year, which it is believed will more than compensate for the sluggish activity of the first five months of 1930.

Mrs. Holtz, of the record department of the North Central Distributors, is on her vacation at the present time.

Ascher & Hirsch, furniture and radio dealers in Antigo, have moved into their new store in the First National Bank building of that city. It is the intention of the firm to handle radios and refrigerators exclusively in the future.

R. Groenier has opened a radio and music shop in the Knebel building at St. Paul, in the western part of the state.

—E.S.

## RADIOTRON SALES ON WEST COAST MANAGED BY F. A. MULVANY

San Francisco, Calif., Thursday.

Frederick A. Mulvany, who has had wide experience in the electrical and radio industries relative to both buying and selling, has just been appointed sales manager of the RCA Radiotron Co.'s Pacific Coast district. Headquarters for this territory will be in San Francisco, Calif. The territory covers the states of Arizona, Idaho, Nevada, Oregon, Utah, Washington, Wyoming, Montana and California.

Mr. Mulvany's first position was with the purchasing department of the Great Western Power Co. of San Francisco. He later was assistant purchasing agent of the Oro Electric Corporation, and later was in the purchasing department of the Pacific States Electric Co.

Mr. Mulvany then joined the sales organization of the Pacific States Electric Co. as lamp salesman, later taking on the duties of a general salesman. When the war broke out in 1917, he entered Military Training Camp and upon being commissioned, was attached to a British steamer, on which he was liason officer. After the war he again joined the Pacific States Electric Co. organization, being placed in charge of sales to large central stations and railroads. Later, he was assigned to the duties of transmission department specialist in the San Francisco division. Mr. Mulvany makes his home in Berkeley, Calif., and is married. His hobbies are golf and hard work. He is a member of the Engineers' Club, Olympic Club and Lakeside Golf and Country Club.

## COMPLETE MERGER PLAN FOR MAGNAVOX - AMRAD

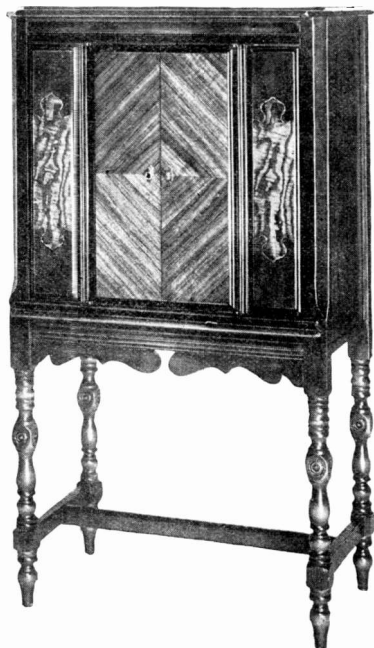
Cincinnati, Ohio, Thursday.

Directors of the Magnavox Corp., and the Amrad Corp., yesterday completed negotiations for the completion of the merger of the two companies. The Magnavox and Amrad organizations are owners of patents on radio condensers and sets.

Stockholders will vote on a plan whereby Amrad holders will receive seven shares of the new corporation's stock for one of the old. Magnavox stock will be taken in on a share for share basis.

Major James E. Hahn, Amrad president, stated that the purpose of the merger was to concentrate on the exploitation of radio accessories now being manufactured by both companies and that other firms in the accessories field would be acquired.

# RADIO CABINETS THAT RADIATE PROFIT!



See our exhibit at  
ATLANTIC CITY

HOTEL MADISON  
ROOMS 515-517

DON MACKENZIE  
(Formerly Hawley & Mackenzie)

55 West 42nd Street - New York  
CHickering 4154

Regular Wholesale Discounts

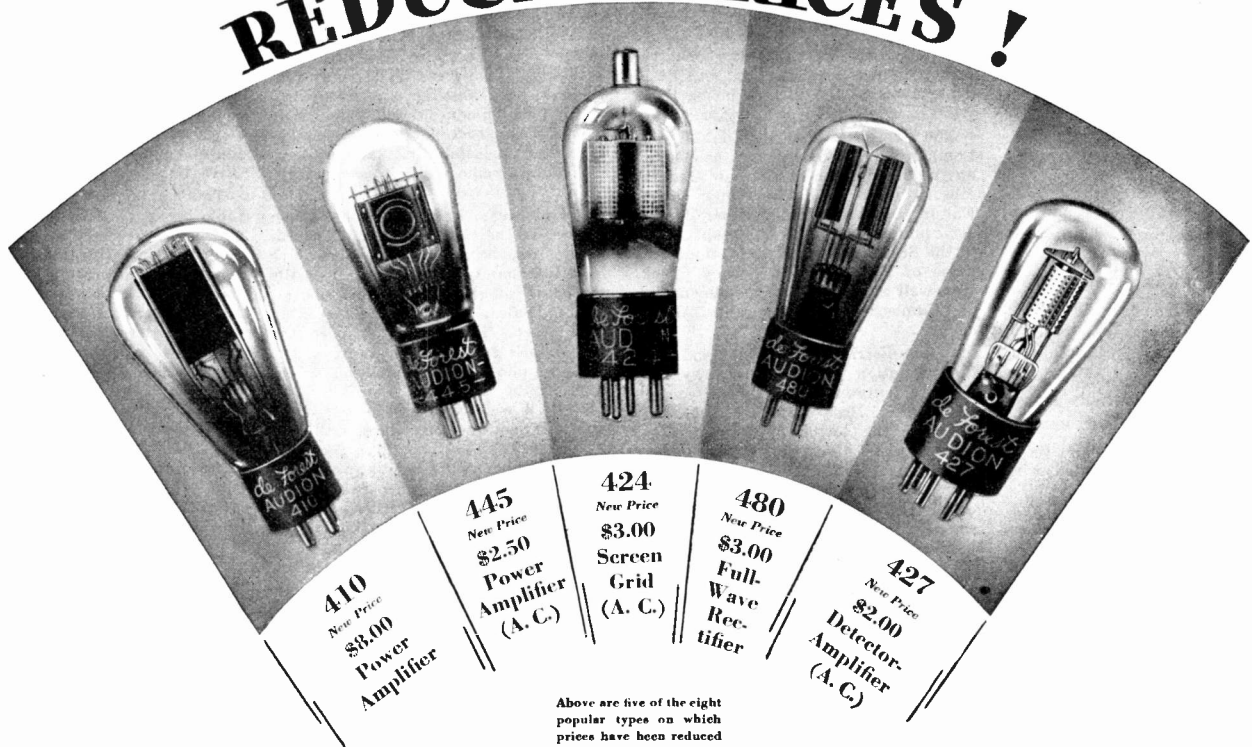


BILTMORE CLOSED  
LIST PRICE \$29.50

PHONOGRAPH COMBINATION  
LIST PRICE \$69.50  
Complete With Electric Motor and Pick-up

# Another Powerful Sales Appeal for DE FOREST RADIO TUBES

## REDUCED PRICES !



## They save your customers approximately 25%

**I**N an average 7 tube A. C. set, the saving in the cost of a set of tubes at the new De Forest prices is around \$6.00. Your customers would be glad to have De Forest tubes even at the price of other standard makes but with this substantial saving in price, you have a sales appeal of unusual force.

They also save you service calls and complaints.

When you install a set with De Forest radio tubes you can be assured the set will render the best performance of which it is capable. The higher vacuum of De Forest radio tubes gives longer life. Many other

details of construction render hum-free, noiseless reception with A. C. sets during the life of the tubes. It has been stated that more than 3 service calls out of 5 are caused by faulty tubes. With this servicing cut to a minimum, it means full profits without service cost deductions.

Write to our nearest branch for full details of our 1930 dealer proposition.

DE FOREST RADIO COMPANY, PASSAIC, N. J.

Boston New York Philadelphia Atlanta Pittsburgh Chicago Minneapolis  
St. Louis Kansas City Denver Los Angeles Seattle Detroit Dallas Cleveland

# de Forest

AUDIONS

## RADIO TUBES

## FRED KUFF APPOINTED GENERAL MANAGER OF RADIO DISTRIBUTORS

BALTIMORE ZENITH JOBBER

**William H. Anthony Named Manager of Zamoiski Washington Branch—Greenfield Electric Co. Is General Motors Radio Distributor in Wide Area.**

Baltimore, Md., Friday.

Joseph M. Zamoiski Co., of 11 West Redwood street, Baltimore, distributor of RCA products, has opened a new and handsome showroom in Washington, D. C., at 928 H street, N.W.

William H. Anthony, formerly manager of the Norfolk, Va., branch office of the Zamoiski company, has been promoted to the general management of the concern's Washington office. Mr. Anthony is well and favorably known with the radio trade of the nation's capital, particularly Radiola dealers, as he had been formerly identified with the radio trade of that city.

Fred Kuff has been appointed general manager of Radio Distributors, Inc., 20 South Eutaw street, distributors in this section for the Zenith. Mr. Kuff assumes his new position with a wealth of experience in the business. For some time he had been manager of the radio department of H. C. Roberts Electric

Co., which recently was taken over by the Westinghouse Electric Supply Co. Mr. Kuff succeeds Leonard W. Passano.

Radio Distributors, Inc., is doing an excellent job with the Zenith in this territory. In addition to the city of Baltimore, its territory includes the entire state of Maryland, Washington, northern Virginia, the panhandle of West Virginia and York and Adam counties of Pennsylvania. Mr. Kuff is enthused with the Zenith line, having but recently returned from a visit to the Zenith factory in Chicago.

Leonard W. Passano has been appointed general manager of the radio department of the Westinghouse Electric Co., 16 South Howard street.

The Greenfield Electric Co., 17 East Lombard street, Baltimore, has taken on the distribution of the new General Motors radio. The company covers Fulton, Bedford, Franklin and Somerset counties, south of Jefferson county in the State of Pennsylvania, the townships of Somerset and Stony Creek, Hopewell and Southhampton townships of Cumberland county and Adams county.

It has distribution in Maryland with the exception of Baltimore city and Cecil, Montgomery, Prince George, Charles, St. Mary's and Calvert counties and the towns of Ellicott City, Towson and Catonsville. It also covers the State of Delaware with the exception of New Castle county.

In Virginia, it takes care of Accomac and Northampton counties. It has distribution in Stroudsburg, Winchester, Berryville, Purcellville and Middlebury.

J. E. B. Kilbourn, treasurer of the Greenfield Electric Co., is in charge of the radio set phase of the concern's business. In keeping with the an-

nounced plan of General Motors, the local distributors will appoint exclusive dealers in the territory it covers.

William J. Ruehl, 1311 West Baltimore street, is the exclusive General Motors radio dealer in the metropolitan City. His appointment was made through the district office since the Greenfield company does not have jurisdiction over the city.

Since the General Motors radio has been placed on the market, a very favorable reaction has been experienced by the local metropolitan dealer and also by the Greenfield Electric Co. in the territory it covers. The many features of this radio have a strong appeal. Since an advertising campaign to acquaint the local public has been inaugurated, it is felt that sales of General Motors radio will increase perceptibly.

Considerable interest has been aroused in the Crosley "Roamio" automobile set, because of the intensive drive that has been inaugurated on the product through the local distributor, Lincoln Sales, Inc., 1128-1130 Cathedral street. In conjunction with the distributor's sales efforts, many of the leading radio shops are making a feature of the set.

While a receiving set in the automobile is nothing new here, still this is the first time that any concerted effort had been made to sell automobile sets. The attractive price is expected to result in good sales. This is looked upon as a very propitious time to go after this type of business because of the vogue for long vacation trips by automobile. It offers tourists the opportunity of eliminating silent lonely trips, and gives them the opportunity of having their favorite radio entertainment wherever they drive and at all times.

Among the retailers of radio that are cooperating with the local distributor in selling the Crosley "Roamio" are Johnson Bros., 1811 North Charles;

Harp Co., 1905 Maryland avenue; Radio Supply Co., 1724 North Charles; Radio Mart, 112 North Liberty street; Martin Barry, 1700 North Charles street; C. L. Anstine, 1831 Edmondson avenue; I. Menesch, 549 North Gay street; Bernan Electric Co., 1233 West Baltimore; Blun's, Inc., 305 North Gay; Consolidated Gas & Electric Co., Lexington and Liberty streets; Hamilton Music Co., 5527 Harford road; A. E. Kuser, 1307 West North avenue; Marcus Department Store, Curtis Bay; May Co., Howard and Lexington streets; P. R. Mooney, Inc., 4716 Gynn Oak avenue; D. D. Moore, 2 W. Read street; Pimlico Radio Shop, 5206 Park Heights avenue; Shofers Cycle Shop, 828 South Gay street; Wiel's Music Shop, 2213 N. Fulton avenue, and C. A. Yockel, 1411 West Baltimore street.

Taubman's, operator of a chain of radio and automotive equipment stores, which was recently adjudicated an involuntary bankrupt, has resumed business, and is operating seven stores in Baltimore. In a statement issued by Messrs. Henry C. and Arthur Taubman, founders and heads of the business, it was said that "the recent bankruptcy of the Taubman Stores Corp." will in no way affect the Taubman stores in this (Baltimore) city. Henry C. and Arthur Taubman have purchased from the receivers the entire stock, fixtures and good will of all of these rupture of the Taubman Stores Corp. operated upwards of 50 stores located in various States, but principally in Maryland, Pennsylvania and New York.

The main store of Taubman's is located at 305 West Baltimore street, which is also the location of the executive offices. Branch stores are located at 1730 North Charles; 558 North Gay; 3501 Eastern avenue; 3234 Greenmount avenue; 1033 Light street and 518 South Broadway. The store at 1730 North Charles street has been removed from 1825 North Charles street. —JOHN F. IGNACE.

## QUALITY

... proved by actual test!



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

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



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

# TRIAD RADIO TUBES

# 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.

# Get this FREE SALES TRAINING

Now!

Hundreds have proved its value. It can mean extra money to you, too.

**B**E a sales expert. Earn more than you ever earned before. Make sure of a bigger future. It's easy to be prosperous if you know the secrets of master salesmen.

*Tuition and transportation free!*

Without paying one cent for tuition, you can graduate from one of the country's greatest sales schools. You can learn sales secrets direct from famous sales experts. The Majestic Sales School gives you complete training in every branch of selling. It opens the way to big success in any job—any business you ever enter.

You can have this wonderful training without interfering with your present work. It takes only one week. There is no tuition cost. Even your transportation is free, under a special offer made by your Majestic distributor.

*Act now—Earn more this fall*

Plan now to get this free sales training during summer months. Get set for big fall sales. Write your Majestic distributor for details of his free transportation offer. Or address F. A. Delano, Majestic



Sales School, Lake Shore Athletic Club, Chicago, for information on the training offered.

*The beautiful Lake Shore Athletic Club, Chicago, where the Majestic Sales School is located. All club facilities are yours during your training*

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

# Majestic

## RADIO

At the Atlantic City Radio Show, drop in at Majestic headquarters—the second, third and fourth floors of the Ambassador Hotel. Visit the Majestic exhibit, Section D, Booths 16, 17, 18, 19.

# Only Majestic Radio

sold to a total of over  
**BEST REASON FOR**

ALBANY, N. Y.

**Majestic Products**  
Incorporated  
*Exclusively Majestic*  
90 Hudson Avenue

BALTIMORE, MD.

**The Eisenbrandt Radio Co.**  
Pratt and Paca Streets

BOSTON, MASS.

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

BROOKLYN, N. Y.

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

CHARLOTTE, N. C.

**Shaw's, Inc.**  
*Majestic Exclusively*  
314 Tryon Street

CHICAGO, ILL.

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

CINCINNATI, O.

**Majestic Distributing Co.**  
OF CINCINNATI  
1042 Gilbert Avenue

CLEVELAND, O.

**Majestic Distributing Corp.**  
OF CLEVELAND  
4608 Prospect Avenue

DALLAS, TEX.

**Radio Equipment Company**  
HOUSTON      DALLAS      SAN ANTONIO


DES MOINES, IOWA

**Hieb Radio Supply Co.**  
1221 - 23 Locust Street  
Des Moines, Iowa and Marion, South Dakota  
Established Since 1879

DETROIT, MICH.

**Detroit Electric Co.**  
101 East Jefferson Avenue  
*"Michigan's Oldest Radio  
Distributing Organization"*  
Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-  
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

**Peirce  Phelps**  
*merged with*  
**Penn Phonograph Co.**  
Established 1898

HARTFORD, CONN.

**Majestic Distributors, Inc.**

HUNTINGTON, W. VA.

**Air-Ola Radio Co.**  
*Exclusive Majestic Wholesaler*  
625 Tenth Street

INDIANAPOLIS, IND.

**Capitol Electric Co.**  
*"Capitol Quick Service"*  
122-124 South Senate Avenue

JACKSONVILLE, FLA.

**Southern Hardware & Bicycle Co.**  
20 East Fourteenth Street

KANSAS CITY, MO.

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

LINCOLN, NEB.

**R. S. Proudfit Co.**  
Established 1879  
720 O Street

LITTLE ROCK, ARK.

**Radio Sales Company**  
217 East Markham Street

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

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

MEMPHIS, TENN.

Radio Sales Company

483 South Main Street

MILWAUKEE, WIS.

Badger Radio Corp.

*MAJESTIC for Profits*

480 Market Street

MINNEAPOLIS, MINN.

The Roycraft Company

*Specialized Wholesale Distributors*

25 North Third Street

NEWARK, N. J.

North Ward Radio Co.

367 Plane Street

NEW YORK, N. Y.

Majestic Distributors, Inc.

1775 Broadway

OKLAHOMA CITY, OKLA.

Harbour-Longmire Co.

*Distributors*

*Oklahoma and Texas Panhandle*

PHILADELPHIA, PA.

Peirce  Phelps

*merged with*

Penn Phonograph Co.

437-51 No. Fifth Street

PHILADELPHIA, PA.

HARRISBURG, PA.

WILKES-BARRE, PA.

PITTSBURGH, PA.

Hamburg Brothers

963 Liberty Avenue

PORTLAND, MAINE

Majestic Distributors, Inc.

SALT LAKE CITY, UTAH

United Electric Supply Co.

117-119 West Fourth Street

SHREVEPORT, LA.

Radio Sales Company

225 Crockett Street

SOUTH BEND, IND.

Radio Equipment Co.

109 East Monroe Street

TOLEDO, O.

The Roberts-Toledo Company

Adams and Jackson Sts.

BRANCHES

LIMA, OHIO

PIQUA, OHIO

222 So. Elizabeth St. Cor. Wayne St. & Penn Ry.

MARION, OHIO

WASHINGTON, D. C.

The Eisenbrandt Radio Co.

932 H Street, N. W.

WHEELING, W. VA.

Hamburg Bros.

1047 Main Street

WICHITA, KAN.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.

Peirce  Phelps

*merged with*

Penn Phonograph Co.

Established 1898

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**- - GRIGSBY-GRUNOW CO.,  
OF COMPLETE RADIO RECEIVERS**

**CHICAGO, ILLINOIS  
Exclusive Manufacturers**

Don't Envy a Successful Dealer. Be One!  
Feature

# Majestic ELECTRIC RADIO

Equipped with Majestic Tubes  
EXCLUSIVE DISTRIBUTORS

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


Specialty Service Corporation

"SERVICE Is Our Middle Name"

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.



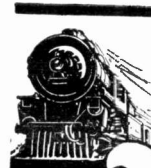
**means Security**

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

THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA

Exclusively Wholesale  
ESTABLISHED 1834

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



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

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

**SPRING LUBRICANT**

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION  
MAKES THE MOTOR EFFICIENT

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

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

**ILSLEY - DOUBLEDAY & CO.**

229-231 FRONT STREET New York  
Put in 1, 5, 10, 25, 50-Lb. Cans for Dealers  
Write for Special Proposition to Jobbers

**THE ENGINEERING COMPANY**  
of NEWARK N. J.

MANUFACTURERS OF  
AUTOMATIC RADIO TUBE MACHINERY & SUPPLIES

57-59 BRANFORD STREET NEWARK, N. J.

## TOLEDO RETAILERS ACTIVE IN REDUCING STOCK OF OLD SETS TRADE IS NOW OPTIMISTIC

Toledo Radio Wholesalers Form  
Organization — Dorr - Bell to  
Feature Majestic Refrigerator  
— Lion Store Radio Shop to  
Handle Kelvinator Refrigerator  
Line.

Toledo, Ohio, Thursday.

Most radio dealers in this territory are all astir over the R.M.A. Trade Show at Atlantic City. They are expecting announcements from the several manufacturers which will assist in turning the minds of people again toward radio and make it possible to corral a good volume of trade.

Several dealers are canvassing radio customers and endeavoring to sell tubes or service or trade in the old set for a more modern one. This phase of the business while not of large proportions, is nevertheless considerable and is the means of keeping the force employed. Outlets which formerly were passed up are being canvassed with a fine tooth comb. These efforts are a part of the program of dealers to work hard and by so doing to close sufficient business to put the organization on a paying basis.

The Schneider Radio Co., South Side radio merchant, has ceased to be a sectional radio concern. Seventy-six billboards carry the message of Edison and Bosch line to people in every part of the city. This campaign which started with a few boards has gradually been widened until at this time it is of considerable proportions. It has done its job of exploiting the two very well, consequently Edison and Bosch volume is up at this store. Paul D. Schneider, head of the company, spends a part of each day contacting prospects.

The Dorr-Bell Radio Co., Majestic and Philco retailer, is reducing stock in order to be in position to take in the new models. Its greatest concern, however, at this time is that of electric refrigeration. Majestic models will be featured. R. R. Smith, president, stated that it is hoped to have the line upon the floors by June 15th. The outlook is for a brisk refrigeration business. Mr. Smith and Ed. Roesing, vice-president, will motor to the R.M.A. Show. They will visit New York and Niagara Falls after the Atlantic City visit.

The Toledo Wholesale Radio Association was formed at a luncheon at the Hotel Lorraine, recently. About fifteen distributors had gathered for the purpose of discussing a wholesalers radio show when someone proposed an association which was immediately formed. V. J. McGranahan, of the Toledo Automotive Equipment Co., Brunswick jobbers, was elected president; N. C. Goldman, of the Commercial Electric Co., RCA wholesalers, vice-president; Herbert Donnelly, of the Heat & Power Engineering Co., treasurer and T. J. Cooper, secretary. It was decided to hold a radio show exclusively for retailers in July at the Commodore Perry hotel.

The Commercial Electric Co., RCA and Radiola distributor, is awaiting the new models, old sets have been practically cleaned out. Clarence Pagel, formerly with Cleveland Majestic distributors, has joined the house as sales pro-

motion manager. N. C. Goldman, president, is attending the R.M.A. Show.

At the Roberts-Toledo Co., Majestic distributors, it is said stocks are low. Announcement regarding the new Majestic refrigerators will be forthcoming at the R.M.A. Trade Show. Stanley Roberts, president, will attend the show as will Ed. Weis and Paul Brown.

At the Lion Store Radio Shop it is reported that the Kelvinator electric refrigerator will be merchandised this spring and summer. Radio lines and models have been materially reduced in anticipation of new types, Manager Lawson S. Talbert stated. The portable radio Trav-ler is making new friends almost every day, he said. Because of the excellent sales job of the department during the May sales the store Honor trophy was awarded it for the greatest increase in sales during a given period, Mr. Talbert reported.

Executives of the Toledo Radio Co., Sparton wholesalers, attended the distributors sessions at the Sparton factory at Jackson, Mich. The first days were strictly jobber affairs, after that dealers from various sections of the country were guests of Capt. Sparks and his associates. About 170 of the Sparton family in the Toledo and Columbus, O., territories were present at this 30th Anniversary Jubilee of the Sparks-Withington Co. Those in attendance included, Chas. Womeldorff, president, Stanley Ball, vice-president, Arthur Laybourne, secretary, Leonard Murphy, Walter Felardeau, Toledo and Edgar A. Kopf, general manager, Columbus Radio Co., and Kenneth Frederick.

At Grinnell Bros., stock of radios have been greatly reduced in order to permit stocking a full line of new Victor models as quickly as they are available, according to Herbert Grinnell, manager of the department. A transom speaker is employed here with excellent results in exploiting record sales. Mr. Grinnell believes record sales this summer will enjoy an upward movement for dancing and singing and merrymaking and a record is the only musical device which brings to them the selection they want—when and how they desire it. "Thank You Father," "Strike Up the Band," "Happy Feet" and "Promises" are numbers which are new and favored by many here.

At the J. W. Greene Co., the Victor trade-in allowances of \$36. on the No. RE-32 and \$76. on combinations RE-45 and RE-75 have resulted in a number of fine deals. In addition to the Westinghouse line of electric refrigeration the house has added electric fans upon wrought iron standards for home use, as a summer volume builder, Wm. W. Baillie, manager, stated.

Miss Helen Baumgardner, in charge of records at Greene's, stated that the fox trot is still the favorite record. Dance numbers are purchased largely by young folks who enjoy dancing. "Me and the Girl Next Door," "Like a Dream" and "Happy Feet," are scoring here.

—SCHLACHTER.

## TEMPLE CREDITORS WILL MEET JUNE 5

Chicago, Ill., Friday.

A meeting of the creditors of the bankrupt Temple Corp. will be held at 11 a. m. on June 5 at the office of Harry A. Parkin, referee in bankruptcy, 137 South La Salle street, this city. The receiver's final report will be considered and passed on as will petitions for fees for the receivers and attorneys.



# Here It Is! the AMPERION

—a Companion Line to the Orchestrope

## at NEW LOW PRICES

The Capehart Amperion—the most sensational achievement in the Automatic Phonograph field. Models for commercial use and FOR THE HOME at a price that sweeps away all resistance. An automatic phonograph which plays records on BOTH SIDES continuously, without attention—and with radio in combination if desired.

### This is the Line You Have Been Waiting For!

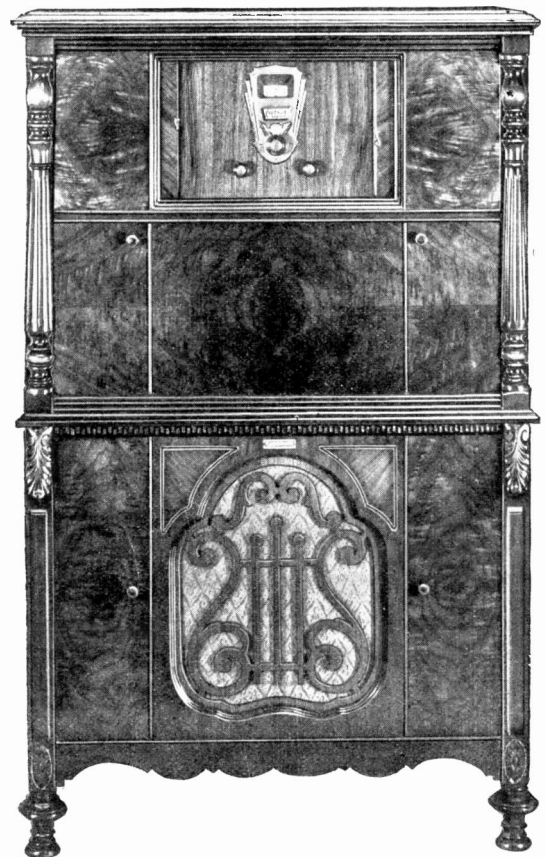
Music dealers, for years have been waiting for an automatic phonograph to sell at a price. Here it is! And with the famous Capehart tone and wonderful simplicity. No public establishment is too small now to invest in Capehart music. A complete line of models, to suit every purse and for any indoor or outdoor purpose.

### Bigger Profits Than Ever!

Capehart dealers have made phenomenal profits of \$2,000 to \$11,000 a month with the Orchestrope line alone. Now the new Amperion increases the opportunity for profit many times! A tremendous, new, untouched market has been opened. Capehart national advertising and Direct Mail Campaigns will further stimulate this already big demand. The opportunity waits—investigate the Capehart Franchise without delay.

### Send Coupon or WIRE!

Wide-awake dealers, who can measure up to the exceptional opportunities offered, are wanted to serve this greatly increased market. Send the coupon now, or better still, wire at once, for the comprehensive portfolio outlining in detail just what these opportunities are. Wire, now, before the valuable Capehart Franchise in your territory is awarded.



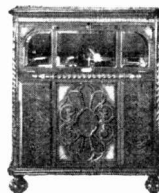
**PLAYS RECORDS  
CONTINUOUSLY  
on Both Sides Without Attention**



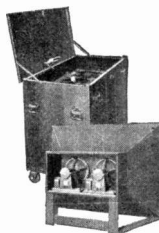
Orchestrope Auditorium Model for Large Halls



Orchestrope for the Home—a triumph of cabinet work



Orchestrope Commercial Model



Orchestrope Park Model and Double Unit Speaker for outdoor use.

# Capehart

## AMPERION-ORCHESTROPE

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA

The Capehart Corporation,  
Dept. A486, 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 .....

## FAR NORTHWEST TRADE IS IN OPTIMISTIC MOOD IS REPRESENTED AT SHOW

Northwest Radio Supply Co. Absorbs Condon Organization — Majestic Dealers Attend Factory Sales School.

Portland, Ore., Thursday.

Norman H. Riggs, manager of the Stewart-Warner Sales Co., Portland, recently returned from Chicago, where he attended the sixth annual convention of Stewart-Warner distributors of the United States and Canada. He spent three weeks in various parts of the east. Mr. Riggs brought back word that Stewart-Warner is devoting far greater factory space to the production of radio sets than heretofore and has made definite production plans for its new merchandise that will make possible more extensive distribution than in years past. Stewart-Warner in its new deluxe line has incorporated a new audio system, which, Mr. Riggs says, produces tone of utmost fidelity. Refinements have been made in the speaker; greater flexibility has been obtained, this assuring better response on both low and high notes. Mr. Riggs says "the cabinets are the finest Stewart-Warner has yet produced."

H. Curtis Abbott and H. D. Hansen, of Philco, have gone to Atlantic City to attend the annual Radio Manufacturers' Association convention, where the new Philco will be displayed for the first time. They will go to Bermuda first. After the big show closes in New Jersey they will spend a few days in the Philco factory at Philadelphia. On the way west they will stop off at Chicago and Spokane.

Don Burcham, northwest factory representative for several of the larger electrical and radio manufacturers, also

left Portland to attend the radio show at Atlantic City. He will visit the factories of several of his principals. Upon his return the middle of June Mr. Burcham will announce a new line of particular interest to distributors in the Pacific northwest.

W. E. Shields, president of the newly incorporated Northwest Radio Supply Co., announced that his company had taken over the business of the Condon company, and will have its headquarters at 307 Pine street, which was the address of the Condon company. The company will do a strictly wholesale business, dealing entirely with dealers and service men. Mr. Shields also announced that there would be no change in the personnel of the company, they taking over the employes of the Condon company with the business. Rue J. Mowrey is vice-president of the new organization. The offices and warehouse have been completely remodeled in order to care for the increase in business. Stocks in all lines are being increased so as to give dealers and service men prompt attention in supplying their wants for accessories and replacement equipment. The old standard line will be carried, including Cunningham tubes, Burgess batteries, Carter, Tobe, Potter and Cornish, as well as many new lines not obtainable elsewhere. In order to give correct service and care for their tube business they have installed one of the most complete tube-checking boards in the northwest. The new company will be one of the first to follow the trend of the automotive industry to give a complete replacement parts service, according to Mr. Shields. The company is headquarters for voltage controls in Portland, which feature, is of particular importance here as on the Pacific Coast line voltage is much higher than in the east.

A group of 14 men and one woman, representing Majestic radio dealers in this territory and the local Majestic distributing company, left Portland recently for Seattle to join a large group from that territory for a trip to the Grigsby-Grunow factory in Chicago. Other contingents were met at Spokane

and Butte and in all the combined groups total approximately 50 persons. Frank Parrish, Northwest district manager for Grigsby-Grunow, Seattle, was in charge of the party. Four special cars of the Chicago & Milwaukee's Majestic-equipped "Olympian" was required.

According to Dan Slocum, manager of the Majestic local branch, the trip was made to attend a six-day school being conducted by the factory in connection with the Majestic line of radio and the new Majestic refrigerator. At the conclusion of this school some of the representatives are planning to go to Atlantic City to attend the Radio Manufacturers' Association convention the first week in June.

Those in the party leaving from Portland were: Dolph Sanler and J. H. Halden, Olds Wothman & King Co.; Jack Fleming, Meier & Frank Co.; C. W. Klenie, Graham & Wells Co.; Corvallis; T. B. Cook, Cook & Foster, Astoria; Weston Meyers, The Dalles; Al Stanley, Stanley Radio Co., Vancouver, Wash.; Frank Robinson, H. & S. Electric Co., La Grande; F. W. Humphreys, Huntley-Draper Co., Oregon City; J. Johnson, Imperial Furniture Co., Salem; Fred Johannsen and Pearl Blackwell, Standard Electric Co., Sheridan and Williamina; Russell Scott, Vibbert & Todd, Salem; C. L. Johnson, McMaster & Co., Camas, Wash.; Ward W. Robinson, Oregon factory representative for Grigsby-Grunow Co.

Stabilization of the radio market resulting from announced increase in prices of some sets is foreseen by John N. Armfield, who came from Seattle recently to head the radio department of Sherman, Clay & Co.'s Portland store. He returns to the post he relinquished just a year ago to join the staff of the company's store in Seattle, John Scott, who filled Armfield's place in Portland, will take over the latter's duties in Seattle.

"No question but there is a brighter future for radio," Armfield said. "Response in Seattle last month to a new condition in the market was promising and we expect things to right themselves in Portland in the same way."

"Radio must now be regarded as a permanent thing for the home. Manufacturers who expanded too fast and lost out have disappeared from the business, and the survivors are preparing for better business conditions in the summer and fall. Standard sets will be the thing, ones on which service can be given to keep them up to date."

Armfield managed radio in Portland's Sherman, Clay & Co. store for several years before going to Seattle a year ago. He has been with the well known chain of music stores for more than six years. He is well known in the radio fraternity of Portland and is being welcomed by his old friends.

Introduction was made in Portland by the Powers Furniture Co. and other Gillfillan dealers of the new Gillfillan models 105 and 106, designed especially for screen grid tubes. Roy Jones is Portland factory representative.

Next year's radio receivers are beginning to appear in Portland. James W. Condon, Jr., northwest manager for General Motors radio, arrived early in May at the headquarters of the General Motors Radio Corp., Eleventh and Alder streets, with the first of the new General Motors receivers. The cabinets are all period designs and the chassis which was not exhibited even privately is said to be entirely new in design. Tuning is accomplished manually on a lateral tuner. General Radio Corp. is the new name of the Day-Fan radio retail store at Eleventh and Alder streets,

## To Produce 12,000 More Sets in Kolster Plants

NEWARK, N. J., Thursday.

At the request of the receivers of the Kolster Radio Corp., the local plants will continue in operation for another six weeks in the production of 12,000 additional radio sets which manufacture was authorized by Vice-chancellor Church. The contract price for the sets is said to be \$210,000.

The order authorizing the production of these sets came when only about 2,000 sets remained to be made under the original contract for the manufacture of 15,777 sets, which resulted in a resumption of operation at the local Kolster plants on March 25.

The additional work is believed by attorneys for the receivers to be sufficient to last until the re-organization agreement between Kolster stockholders is reached. Re-organization plans have been under way for the past several months. z

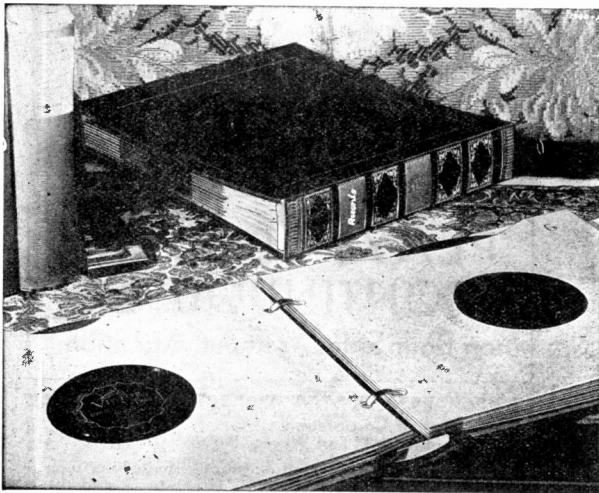
## S. J. HELSPER NAMED EASTERN SALES HEAD FOR HOWARD RADIO CO.

South Haven, Mich., Friday.

S. J. Helsper has been appointed eastern sales manager for the Howard Radio Co., Chicago and this city, it was reported today by John H. Parnham, vice-president. Mr. Helsper will make his headquarters in Philadelphia.

Mr. Helsper is widely known in distributing circles, and will assume active control of the Howard wholesale business at once in the entire eastern division, which includes New England, New York, Pennsylvania and the Atlantic Coast states.

## A Quality Record Album— for Combination & Cabinet Manufacturers



Will enhance the beauty of your cabinet. Opens flat—hand-tooled, gold decorative backs. Special designs for manufacturers.

PEERLESS ALBUM CO.

62 WEST 14th St.

New York

The HEIGHT  
OF  
PERFECTION



Majestic  
ELECTRIC RADIO

Majestic  
RADIO TUBES

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

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# RADIO

*by* **STORY & CLARK**

THE House of Story & Clark, realizing how much was expected of it, has been in no haste to enter the field of radio. It knew that whatever it produced must be true to the traditions it has kept alive for nearly three-quarters of a century in the making of fine musical instruments.

The year 1930 brings to a close radio's decade of formative confusion and marks the birth of this fine musical instrument from the House of Story & Clark.

It is simple, efficient, beautiful—the radio you expect of Story & Clark—a firm whose two enthusiasms are its splendid old name and the craftsman-ideal for which that name has always stood.

## **STORY & CLARK RADIO**

*(Built complete in the Story & Clark factories)*

**THE STORY & CLARK RADIO CORPORATION**  
173 North Michigan Avenue • Chicago

*Division of the House of Story & Clark, makers  
of fine musical instruments since 1857*

•  
**BOOTHS B27-28, R.M.A. TRADE SHOW, ATLANTIC CITY**  
Suite 18 to 22—Eleventh Floor, The Ritz-Carlton—Atlantic City

•  
*Manufactured under Story & Clark owned Patents & Patents Pending.  
Licensed under R. C. A. and Affiliated Companies. Charter Member R. M. A.*

---

# High Spots from the *Brunswick* Dixie List

Record No. 405  
**WENT TO SEE MY GAL LAST NIGHT**  
 Vocal duet with Guitar, Clarinet and Banjo  
**FRANK LUTHER AND CARSON ROBISON**  
**WHY DID I GET MARRIED**  
 Vocal duet with Guitar, Jew's Harp, Harmonica and Clarinet  
**FRANK LUTHER AND CARSON ROBISON**

Record No. 408  
**CLING TO THE CROSS**  
 Quartet with Piano  
**ORIGINAL STAMPS QUARTET**  
**THE GLAD BELLS**  
 Quartet with Piano  
**ORIGINAL STAMPS QUARTET**

Record No. 390  
**LORD, I'M COMING HOME**  
 Male Quartet with Organ  
**OLD SOUTHERN SACRED SINGERS**  
**WILL THERE BE ANY STARS IN MY CROWN**  
 Male Quartet with Organ  
**OLD SOUTHERN SACRED SINGERS**

Record No. 392  
**OH, JAILER BRING BACK THAT KEY**  
 Vocal with Violin, Guitar and Harmonica  
**CHARLIE CRAVER**

**YOU'LL GET "PIE" IN THE SKY WHEN YOU DIE**  
 Vocal with Violin and Guitar  
**CHARLIE CRAVER**

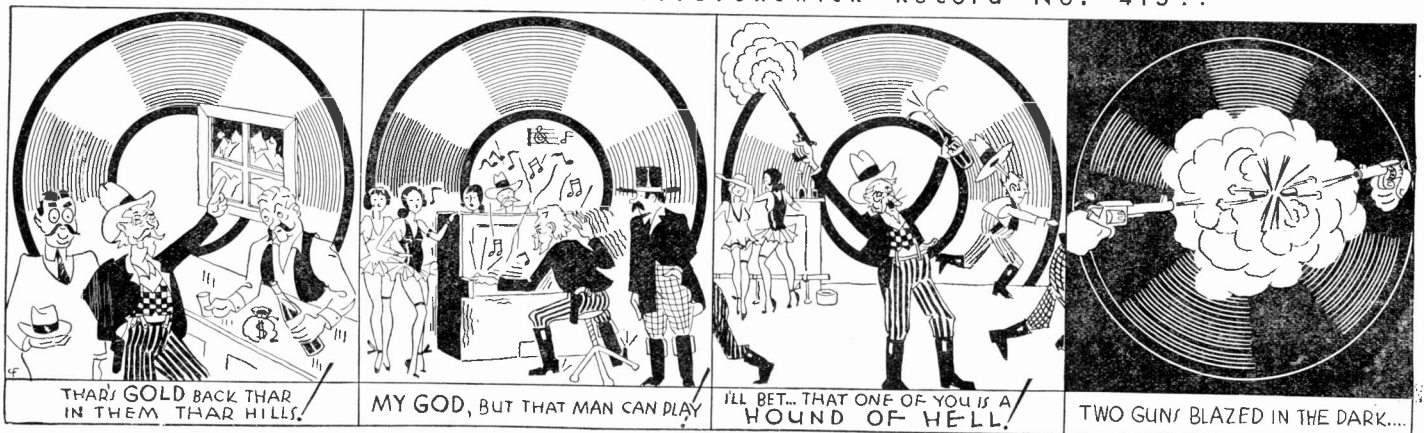
Record No. 356  
**WHEN THE HARVEST DAYS ARE OVER**  
 Vocal Duet with Harmonica, Guitar and Mandolin  
**LESTER MCFARLAND AND ROBERT A. GARDNER**  
**THE ROMANCE ENDED**  
 Vocal Duet with Harmonica, Guitar and Banjo  
**LESTER MCFARLAND AND ROBERT A. GARDNER**

Here are some of the recent numbers from the Brunswick Dixie List which have proved themselves to be best sellers. The dramatic recitation record, seen at its best in "The Shooting of Dan McGrew" and "A Bootlegger's Joint in Atlanta," has come into great popularity. And the Dixie Melodies, the plain honest folk songs of the South, have always appealed to the public from Maine to Louisiana.

Dealers who feature these records have found them to have an amazingly wide sales appeal. Play them for your customers, let them know that you are the headquarters in your town for Dixie Records, and you'll build a substantial repeat business for yourself.

When your customers play them at home for their friends, their friends are going to want them too.

## THE SHOOTING OF DAN MCGREW... Brunswick Record No. 415...



\* BOOTLEGGERS' JOINT IN ATLANTA... Brunswick Record No. 419...



Brunswick is the unquestioned leader in Dixie Melody (Hill-Billy) recording. With active music scouts in the field seeking new talent, and a portable recorder on a motor truck following them up, Brunswick goes right to the native source of his music in the back-hills of the South, and gets strikingly original recordings.

Dixie records are universal in their appeal; high and low alike listen to them eagerly. "The Phonograph Monthly Review" in an article on fine music says, "The most sophisticated often find intense delight in the naive and rude Hill-Billy ballads." You will find that your customers appreciate these records. Try them out by ordering the high spot numbers listed here and see for yourself!

- Record No. 363
- BEHIND THE PARLOR DOOR  
Vocal with Piano, Guitars and Harmonica
- THE PICKARD FAMILY  
(Dad, Mother, Bub and Ruth)
- BUFFALO GALS  
Vocal with Piano, Guitars and Harmonica
- THE PICKARD FAMILY  
(Dad, Mother, Bub and Ruth)
- Record No. 406
- THE BEAUTIFUL GARDEN OF PRAYER  
Vocal Duet with Guitar, Violin and Piano
- FRANK AND JAMES McCRAVY
- WE'LL NEVER SAY GOOD-BYE  
Vocal Duet with Guitar, Violin and Piano
- FRANK AND JAMES McCRAVY
- Record No. 400
- FRANKIE AND JOHNNIE  
(You'll Miss Me in the Days to Come)
- Singing and Yodeling with Guitar and Trumpet
- FRANK MARVIN AND HIS GUITAR
- I'M RIDING THE BLINDS  
ON A WEST BOUND TRAIN  
Singing and Yodeling with Guitar and Trumpet
- FRANK MARVIN AND HIS GUITAR
- Record No. 401
- I DON'T WORK FOR A LIVING  
Singing and Yodeling with Guitar and Trumpet
- FRANK MARVIN AND HIS GUITAR
- OUR OLD FAMILY ALBUM  
Singing and Yodeling with Guitar and Trumpet
- FRANK MARVIN AND HIS GUITAR
- Record No. 344
- OVER THE WAVES WALTZ  
Fiddle and Guitar
- KESSINGER BROTHERS  
(Clark and Luches)
- BLACK HAWK WALTZ  
Fiddle and Guitar
- KESSINGER BROTHERS  
(Clark and Luches)

# Brunswick

RADIO . . . PANATROPE . . . RECORDS

## PEERLESS ELECTRIC CO. NAMED EDISON JOBBER IN INDIANAPOLIS AREA

INDIANAPOLIS, IND., Friday.

Due to the growth of the Edison radio business in this district, Thomas A. Edison, Inc. has announced a local distributor, The Peerless Electric Supply Co., of 122 South Meridian street. The Edison household appliances have been distributed by the local firm for some time. H. E. Rasmussen is president of Peerless; A. J. Natho is vice-president and general manager, and Paul H. Keller is secretary-treasurer. The men who will handle the sales of the Edison radio sets are George R. Gates, Marvin Lugar, R. C. Price, F. W. Gambrel, T. H. Gage, A. R. Hill and C. H. Klaiber, all with wide experience in the field.

The North Side Radio Shop, Inc., this city, has been incorporated with a capital stock of 100 shares, no par value. Incorporators are Horace C. Holmes, Harold Longworth Jenkins and Elizabeth E. Cliff.

The Power-Foster Furniture Co., 37 S. Meridian street, has gone into receivership and has been purchased by C. Lawrence Cook Co.

Mme. Sturkow Ryder, composer and pianist, was in Indianapolis recently giving a series of recitals before high schools and other organizations with a view to stimulating interest in music. She is making a tour of forty-eight states under the auspices of Grigsby-Grunow Co., manufacturers of the Majestic. One of her most interesting performances includes playing of a special record by a twenty-two piece orchestra, in which the piano part has been omitted, Mme. Ryder playing that part on the stage.

A change in ownership of the Sanders & Coplan Radio Co., 3808 College avenue, has caused a change in the name of the concern, which is now known as the Mathias & Coplan Radio Co.

The RCA Theremin, one of the latest scientific discoveries in musical lines, was recently demonstrated at the Pearson Piano Co., 126 North Pennsylvania street. The Theremin, which is named for its inventor, a professor and scientist of Russia, is played by moving the hands in the air, neither hand touching the instrument. The right hand moves forward and backward to control the pitch, while the left hand moves up and down to control the volume. With a range of three and one-half octaves, the Theremin combines the deep notes of the cello and the high notes of the violin.

Krevitz Bros., Inc., Gary, was recently incorporated with a capital stock of 100 shares having a par value of \$100 each for the purpose of conducting a business of manufacturing, buying, selling and dealing in radios and jewelry. The incorporators are Sidney M., Joseph M., Marian and Minnie Krevitz.

John S. Pearson, president of the Pearson Piano Co., has returned from a business trip to New York.

The Block & Kuhl Co. of South Bend is featuring Majestic, Atwater Kent and Radiola.

The Em-Roe Sporting Goods Co. is having excellent success in sale of its motor boats, according to Karl Friedrichs, manager of this department. It carries a large line of the Johnson and Evinrude motor boats and has spacious quarters enabling a most effective dis-

play of a dozen large boats of different design. Mr. Friedrichs states their increase in business is due in a great extent to the improvement made by the self starter. The company stages demonstrations on White River every Saturday and Sunday. Mr. Friedrichs is planning to attend the R.M.A. show in Atlantic City.

A receivers' sale of the Plaza Piano Co., formerly Christena Teague Piano Co., 237 North Pennsylvania street, has been turned over to the Hoosier State Auctioneers and the entire stock will be sold at public auction at an early date.

The Egbert Manufacturing Co., 968 Fort Wayne avenue, Indianapolis, is having splendid success in the sale of its product, the Aero-Dome, a scientifically constructed aerial.

Edgar T. Daub, general manager of the Pearson Piano Co., has returned from a motor trip to Tucson, Ariz., where he spent several weeks.

Westinghouse Radio Co., Inc., a Maryland corporation, has been incorporated; objects, manufacturing, developing and dealing in radio apparatus and sound and picture production

devices. The Indiana agent is C. J. Hollatz, Indianapolis.

The Music Shop, formerly located at 25 Monument Circle, has moved to a residential district at 3609 Central avenue.

Popular records with Indianapolis buyers at the present are Rudy Vallee's "Stein Song," on Victor; "The Moon Is Low," on Brunswick; Ted Lewis' "Sunny Side of the Street," on Columbia, and "Puttin' on the Ritz," Brunswick.

—VAN HOOSIER.

## New Pilot Radio Kit Is Designed for Automobiles

A new automobile radio receiver in kit form will be placed on the market shortly by the Pilot Radio & Tube Corp., Brooklyn, N. Y., according to Charles Gilbert, director of merchandising.

When completely assembled and wired, the set will fit into a steel case intended for mounting on the running board of the car. It is operated from the inside of a car by means of a small control panel, which is connected to the

receiver itself by a flexible cable and a series of connection wires. The control panel is 5 inches square and 2 inches deep, and may be mounted in any convenient position. A special cone speaker of the magnetic type will be supplied as an accessory. This speaker is octagonal in shape, being only 8 3/4 inches in diameter and 3 3/4 inches thick.

The Pilot Auto receiver uses a screen grid circuit, comprising three stages of tuned radio-frequency amplification, a screen-grid detector and two stages of audio amplification. The six tubes are of the A. C. type, and are wired in series parallel to operate off the regular 6-volt storage battery in the car. The tube combination consists of four P-224's, one P-227 and one P-245, the total filament drain being 4 amperes. Plate voltage must be furnished by either three 45-volt "B" battery blocks or a single 140-volt unit of the aircraft type.

The aerial consists merely of a closed loop of wire strung underneath the car bottom between the front and rear axles.

The retail price of the kit of parts, minus tubes, batteries, and loud speaker, is \$47.50. The loud speaker is \$7.50.

*Why Be on the Side-Lines?  
Get into Action with the New*

# Brunswick

Radio • Panatone with Radio • Records

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

## Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

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

## Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

## G. J. Seedman Co., Inc.

765 Atlantic Avenue

Brooklyn, N. Y.

Telephone Sterling 8100

245 West 55th Street

New York, N. Y.

Telephone Columbus 2040

# ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

**PARKS & HULL, INC.**

Wholesale Distributors

Serving Atwater Kent Radio Dealers With Promptness and Efficiency  
BALTIMORE NORFOLK RICHMOND

BOSTON, MASS.

**J. H. BURKE COMPANY**

Featuring Atwater Kent Product  
For the New England Trade

221 Columbus Ave.

Tel.: Kenmore 0750

BOSTON, MASS.

**HOWE & COMPANY**

DISTRIBUTORS  
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

**E. A. WILDERMUTH**

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

**SAMPSON ELECTRIC CO.**

ATWATER KENT EXCLUSIVELY  
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

**B. W. SMITH CORP.**

Central Parkway at Sycamore Street  
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

**CLEVELAND DISTRIBUTING CO.**

Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio  
5205 Euclid Avenue

Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

COLUMBUS, O.

**COLUMBUS IGNITION CO.**

Serving Central OHIO, in the Capital of a Great  
State for ATWATER KENT Radio  
46 South Fifth Street

MILWAUKEE, WIS.

**RADIO SPECIALTY CO.**

"WISCONSIN'S OLDEST EXCLUSIVE  
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

**NEW HAVEN ELECTRIC CO.**

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John Street

NEW YORK, N. Y.

**E. B. LATHAM & CO.**

"LATHAM SERVICE  
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

**E. J. EDMOND & CO.**

METROPOLITAN SERVICE

ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

**THE LOUIS BUEHN COMPANY**

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA  
we offer

QUALITY SERVICE ON THE FASTEST SELLING  
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

PORTLAND, ME.

**FRANK M. BROWN CO.**

Exclusive Atwater Kent Distributors for Maine  
PORTLAND BANGOR

ST. LOUIS, MO.—

**BROWN & HALL SUPPLY CO.**

1504 Pine Street

The Atwater Kent Distributor of  
the "49th State"

SAN FRANCISCO, CALIF.—

**ERNEST INGOLD, INC.**

950 Van Ness Ave.

Service That Is Uncommonly Good

*"Seven Years of Radio Leadership!"*

# Again Philco leads TONE-CONTROL, assuring

**Here's the new line; backed by a program that makes  
1930 another Philco Year**

Philco dealers have sailed right through the recent unsettled conditions in better shape than their neighbors. There has been no Philco "dumping" ... no overstocking ... no obsolete models and no distress merchandise.

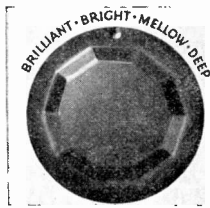
Think this over, gentlemen, before you sign up with any new proposition to handle untried radio sets ... take it easy until you see the new Philco line, and the new Philco proposition, be-

cause we assure you that Philco dealers will again make real money in the radio business. Here are some of the high spots in the new Philco program: Philco Tone-Control—Radio's Newest Marvel...New Red-Hot Complete Line of Models...Amazing Prices—Startling Values...New Combination Radio-Phonograph...Four Marvelous New Chassis—Super-performance... Station Recording Dial...

Gigantic National Advertising—Local Cooperative Advertising... Greater National Broadcasting—And Local Broadcasting... More Paramount Tie-ups... Greatest Dealer Sales Helps ever staged... Dealer Protection—Philco Sets in Philco Cabinets only... Generous Discounts—Assured Profits... And Balanced Units—Philco Undistorted Tone—All for the dealer who concentrates on Philco.

**Highest Quality • Amazing Prices • No Obsolete Models**

## Philco Announces Radio's Newest Marvel



### PHILCO TONE-CONTROL

**4 different shades of tone—  
"Brilliant"... "Bright"... "Mellow"... "Deep"**

Now—by simply turning the Philco Tone-Control knob, on front of the set, any owner of a new 1930 Philco can instantly adjust the set to speech, symphonic music, jazz, crooning, or, if he should happen to be in a noisy location, he may cut down the noise and enjoy the program in a way never before possible. "Brilliant"—"Bright"—"Mellow"—or "Deep" shades of tone are now at his fingertips.

PHILCO Tone-Control means perfect demonstration for every ear, program or location. It costs money to make home demonstrations, but with the new Philco, you are more certain than ever of turning the demonstration into a sale.

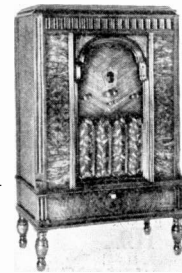
Regardless of the type of program, regardless of the character of the broadcasting station, regardless of the location, or regardless of the prospect's idea of what tone should be, a demonstration made with Tone-Control enables the prospect to adjust his set to either "Brilliant"—"Bright"—"Mellow"—or "Deep"—and thus secure for the first time the kind of tone that he prefers.

Never again will you have to make excuses and allowances for harsh and noisy stations. Never again

will you lose a sale because the prospect thinks that the tone is not all that he personally prefers.

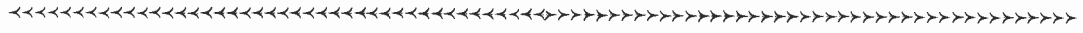
Philco, through its national advertising and broadcasting, is going to make the public "Tone-Control Conscious". This is the most sensational improvement in radio this year, and it is going to sweep the country like wild fire, because the public cannot help but appreciate its tremendous value from the very instant they first hear the new Philco models demonstrated with the new Tone-Control.

Don't neglect to let your prospects work the Tone-Control as much as they please. It is not a toy—they can't break it, and it will turn demonstrations into sales. "Brilliant"—"Bright"—"Mellow"—or "Deep" shades of tone will win over any reluctant purchaser in 1930.



**Philco's New 9-Tube  
Radio-Phonograph  
Only 198.00**

Model 96 Radio-Phonograph—The cabinet speaks for itself. Pilasters and record compartment door of figured, matched butt walnut. Instrument panel of V-matched, Oriental wood. Top and side panels of American walnut. FOR THE FIRST TIME IN THIS BUSINESS Philco Balanced Units AND Philco Tone-Control are applied to reproduction of phonograph records.



**A** GAIN Philco produces the receiving sets which we confidently predict will lead the field. Every one has the new Philco Tone-Control, the Balanced Units which have made Philco undistorted tone famous, and the selectivity which has made people turn to "Philco" by hundreds of thousands. These four great chassis are in the new complete Philco line:

#### A. C. Screen Grid

Model 77 Philco Screen Grid—This 7-tube chassis has distance, power, selectivity, super-acute sensi-

tivity and the glorious Philco tone. This new Model also has the new Tone-Control; new Electro-Dynamic Speaker; Balanced-Unit Construction for UNDISTORTED TONE; Double-Tuned Input Circuit; Linear Detector Action (using a Screen Grid Tube for Detector which just about doubles amplification); high and equalized Sensitivity; Super-Selectivity anywhere on the dial.

#### A. C. Screen Grid Plus

Model 96 Philco Screen Grid Plus—Here is the greatest chassis in the world. The set which out-

### PHILCO'S FOUR

performs any set on the market. It is for the people who want the last word in radio reception. In fact, it is MORE RADIO than many people need, but—THAT'S THE KIND THEY LIKE TO BUY. Here is super-power for distant stations; 9 tubes; Multiplex Detector Circuit; Built-in Aerial; Philco Automatic Volume Control, which counteracts fading, thus making it easy not only to get but to hold and enjoy distant stations; Tone-Control; new Electro-Dynamic Speaker, Balanced-Unit Construction for UNDISTORTED TONE; high, equalized Sensitivity; Super-Selectivity.

## The New Philcos Have Illuminated Station Recording Dial





# the way with REAL RADIO PROFITS

## Gigantic PHILCO Advertising Program Circulation — millions and millions and millions

**1** New campaign in colors in the big national magazines, including women's publications; pages and double spreads; great, sales-compelling ads EVERY WEEK, beginning June 14.

**2** A new Philco broadcast on the Columbia Network employing Philco's own full Symphony Orchestra, the outstanding "hour" on the air, heard by millions. In addition, Leopold Stokow-

ski, the world's conducting genius, will again broadcast for Philco.

**3** A Philco Dealer's Merchandising Kit, including the greatest array of sales helps, ads, Neon signs, 24-sheet posters, window trims, Sales and Service Manuals, publicity articles, cards, cut-outs, window designs, etc., ever devised.

**4** A new local broadcasting service for the Philco dealer, putting the great "Philco" type of radio entertain-

ment right on his local broadcasting station in his own territory.

**5** Nation-wide newspaper publicity in the newspapers—live news matter on what Philco is doing and what the Philco dealer has to offer; read by millions everywhere.

**6** Free newspaper publicity service to dealers, matching the national publicity of Philco and bringing the story of PHILCO right home to their trade.

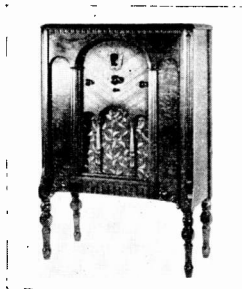
**THIS HUGE CAMPAIGN, BIGGEST EVER LAUNCHED, IS STARTING NOW**

No Overstocking • Generous Discounts



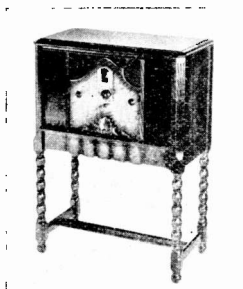
**Philco's New 9-Tube Screen Grid Plus**  
Only **145.00**

*Model 96 Higboy*—We can practically guarantee that the trade will NOT see a job like this at this price—or ANYWHERE NEAR IT THIS YEAR. Like the Radio-Phonograph, the chassis is the great Philco 9-tube Screen Grid Plus. AND THE CABINET—100% matched, figured butt walnut; pencil striped American walnut apron; panels of American walnut. This is a trade-builder!



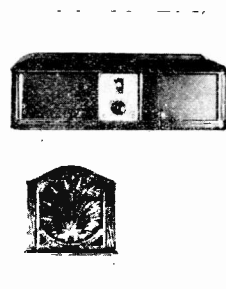
**Philco's New 7-Tube Screen Grid Lowboy**  
Only **110.00**

*Model 77 Lowboy*—Here is the set that will be sold in volume. You would never expect to find such "class" in a cabinet at such a price. The pilaster panels and arch are of figured, matched butt walnut; instrument panel V-matched Oriental wood; top and side panels American black walnut. The Screen Grid Set in this new Lowboy is described below.



**Philco's 7-Tube Screen Grid Console**  
Only **95.00**

*Model 77 Console*—This Console at this new price is a real "leader." You can pull them into the store with this one. Sized to fit the needs of the modern small home, it is at the same time complete in every detail, with Tone-Control, Balanced Units and all the features of the new 77 Philco Chassis described below. Cabinet is finished in exquisite butt walnut and bird's-eye maple.



**The 7-Tube Screen Grid Table Model**  
Receiver—ONLY **55.00**  
Electro-Dynamic Speaker—ONLY **25.00**

*Model 77 Table Set*—Many people like an inconspicuous set and speaker. Philco gives full measure. Here is every feature to be found in the new Screen Grid Line—Balanced Units, new Tone-Control, wonderful tone and selectivity—a fine, high-performing set in little space. Table model with Screen Grid Plus Chassis No. 96, \$85.

### GREAT NEW CHASSIS

#### D. C. Screen Grid

*Model 41 D. C. Screen Grid*—This 6-tube set is a new all-electrical Screen Grid Radio for use on direct current, so that users in D. C. sections now can enjoy all the advantages of Philco Balanced-Unit Tone and reception. It is as fine a radio in every respect as the A. C. Receivers. Double-tuned input circuit and four-gang condenser, with advanced radio frequency coil design, give great selectivity. The detector is a Screen Grid tube.

It has volume without distortion because of Philco Balanced Units.

#### Battery-Operated Screen Grid Plus

Prospects who need a battery-operated set are usually located at some distance from their nearest broadcasting station. They need a set that will step out, get and hold far distant stations. This new Philco Battery-Operated set has super-power for distant stations, super-selectivity, and the marvel-

ous Philco *Automatic Volume Control*, which automatically counteracts fading, thus making it easy not only to get but to hold and enjoy distant stations. This new Philco uses eight of the new 1930 high efficiency battery tubes, and is constructed in the same sturdy fashion as all Philco models, employing 4 gang armored tuning condensers, rigid drawn steel chassis, scientific shielding, and is housed in furniture designed by America's foremost furniture creators to grace the finest home.

for Permanently Logging Favorite Stations . . .

Prices Slightly higher in Canada,  
Rocky Mountains and West  
All Prices Less Tubes

## PACIFIC COAST PRACTICALLY CLEARED OF ALL DISTRESS SETS, IS OPINION OF TRADE

SAN FRANCISCO, CALIF., Friday.

Business is doing a little better now than marking time. Distress merchandise has about run its course. The great outlet for this has, of course, been the department stores. But it is gradually being discovered that some of the dealers who did not go into a panic and those who were not crippled with previous sales of merchandise afterward thrown on the market sacrifice prices, have been coming through with a better showing of sales and profits than was generally supposed.

H. J. Zeusler, manager of the Edison branch, tells of a dealer who was strong with them last year, but ran far behind on orders this year. A little inquiry showed that he had become possessed of the volume bug, and had thrown his energies into sacrifice merchandise. After the fuss was all over, he counted up the costs and compared with the figures of last year. He had outsold last year in unit sales considerably; and his net profits were about one-eighth of those of last year. His motto now is: "Never Again."

Mr. Zeusler reports that he finds this very much the sentiment of all the retail trade. Their study now seems to be how to get hold of good standard dependable lines; and not too many of those. There is a decided drift among the trade to carry but two or possibly three lines, some of them are buying very light now on the lines they expect to continue for the reason that they are crowding off the other lines. And in addition the entire retail trade

is cutting stocks down to sample numbers. The result is that just as soon as selling starts there will be immediate demands on distributors.

Another feature of the present trade is that interior orders outrun those in the city. Some of the interior cities, such as Stockton, Fresno, Modesto and others, have taken a decided turn upward. In fact, their sales have generally run larger in proportion to the population which they serve, though, of course, the volume of any interior account does not approach a good city account.

C. L. McWhorter, general manager for Philco on the Pacific coast, returned from the East recently, and reports finding things there looking much more encouraging. It looks also as if the coming season would see less business done for fun, for there are instances in the past year where as high as twenty per cent. has been paid out in competitive advertising. Mr. McWhorter has started East again. About thirty of their dealers and sales people joined the remainder of the Philco crowd. They went by special train and picked up contingents at Sacramento and at Ogden. Philco conclave over, they will then go to Atlantic City in time to take in the great show, where they anticipate some new Philco models to add to the excitement of the occasion.

Otto L. May, president of the California Victor Co., is so much interested in the work in California that he announces with some regret that he will attend the Atlantic City show. He recently returned from the East and from the unusual May weather they dished out to him, he feels he is not altogether welcome. At any rate, business in California, in spite of unfavorable general conditions, has run 78 per cent. above that of last year, and May to date has run 188 per cent. above last May. This has, of course, been in large measure the enthusiastic response to the liberal trade-in offer on old Victrolas. Mr. May feels that the policy of the company in guaranteeing prices in the face of so much price slashing has met with highly favorable results in this territory, as it has secured a dealer cooperation and confidence, the beneficial effects of which will be felt for a long time to come.

Robert Bird, sales manager for the California Victor Co. and Joseph Spain, manager of the Los Angeles office, will also attend the Atlantic City event and help to fill up the 900 rooms which the Victor company has engaged. They will also attend the Victor conference to be held June 6 and 7. P. T. Clay, president of Sherman, Clay & Co., and Geo. Marsh, sales manager, will also be among those attending.

A beautiful instrument that decorates the window of Robert Weinstock, Inc., is the Orchestrope, manufactured by the Capehart Corp., at Ft. Wayne, Ind. This automatic, selling at \$1350 and playing both sides of the records and for four hours without a repeat, is attracting much attention. They have also, of course, the cheaper combination and the home instrument. W. E. Simmons, Western regional manager making his headquarters at the Leamington in Oakland, reports that it is surprising how many of these they have placed in some of the smaller interior cities. The large one with its three stages of amplification is capable

## Frank M. Brown Co., A-K Maine Distributor, in Business for 67 Years

Portland, Me., Friday.

The Frank M. Brown Co., this city, and Bangor, recently appointed exclusive Atwater Kent radio distributor for the state of Maine, is one of the oldest wholesale organizations in this territory, the business having been established more than sixty-seven years ago by J. B. Fickett Co. The Bangor branch of the firm was opened several weeks ago.

Wilbur R. Ingalls is manager of the Frank M. Brown Co. radio department, and has had many years of experience in the selling field. He has a sales force of nine men working under him.

Officials of the firm are Frank M. Brown, president; Philip T. Brown, treasurer; A. N. Rogers, credit manager; A. H. Gross, service manager. The sales staff is composed of Earl T. Wheeler, James A. Freeman, A. E. Langlois, E. F. Manchester, Al Fogg, C. A. Hewes and F. E. Hanson. Al Wheeler is in charge of stock and C. A. Crandon is a member of the service staff.

## Arcturus Warns of Fake "Blue" Tubes

Newark, N. J., Thursday.

A large number of "blue" tubes purporting to be genuine Arcturus "Blue" tubes have recently appeared on the market, some bearing the Arcturus trademark, George Lewis, vice-president of the Arcturus Radio Tube Co., this city, disclosed today.

"These tubes are not genuine Arcturus tubes," Mr. Lewis declared. "This is a highly regrettable circumstance. We are doing all in our power to rid the market of these fake tubes and until we do so we believe it only fair to warn the radio dealer and the public of this condition. Since the first days of Arcturus, it has been our practice to sell only one type of high grade tube in blue and black cartons, and to immediately destroy all others.

"We ask any dealer who is unfortunate enough to obtain any of these improperly packed and inoperative tubes to be on his guard and to notify us at once. Such a nefarious practice is a menace to the entire radio trade and it behooves every one in the business to cooperate so that it may be stamped out once and for all."

of filling a dance hall, or playing softly. In Reno are thirty; in Monterey, 17; in Santa Cruz, 18.

Joseph L. Ray, vice-president of the RCA Victor Co., Inc., and H. C. Grubbs, vice-president in charge of the Victor division, have signified their intention of attending the Western Music Trades convention and the radio exhibit.

F. S. Nielson, who has been connected with the local Victor organization as district service engineer, has been transferred to Camden, where he will officiate as assistant manager of the technical service department.

Miss Eva Black of the record sales department of the Victor company, has been assigned to the San Francisco district. She comes highly recommended because of past performance.

—ALLEN.

## MAY RADIO ACTIVITY BRISK IN SOUTHLAND

MEMPHIS, TENN., Saturday.

Radio activity in Memphis and neighboring towns has been very good this month. Sales of records are also holding up, with phonograph business fair. Portables and cabinet models are getting considerable attention.

McTyier Radio Co., 189 Union avenue, Memphis, also has a demonstration room at 3417 Summer avenue, an important suburban district of Memphis. Philco radio is among the lines featured.

Wayne Spinks Co., Union avenue and Second street, has a very beautiful corner display room just across from Hotel Peabody. Philco radio is featured here. Frigidaire is coming in for a large share of attention, too.

The music floor at Lowenstein's department store is an expansive one; many improvements in the booths and record systems have been inaugurated since Henry Witzermann assumed the management. He was away this week on a short vacation trip to Alabama. H. I. Rainey, for several years in the radio department at Houck's, has recently joined the department. Victrolas and Brunswick phonographs are shown, also radio sets, pianos and stringed instruments. Eight people are kept busy in the department.

The Artophone Corp. McCall building, McCall street, is wholesale distributor in the Memphis section for Philco. A number of the very prominent mercantile places in Memphis handle this line, including Lowenstein's, Adams Radio Co., 1583 Overton Park avenue; Leo Kahn Furniture Co., So. Main and Pontotoc avenue; Rhodes-Jennings Co., So. Main and Gayoso; National Furniture Stores, 56 So. Main and Standard Tire & Battery Co., at its two stores, Monroe and Wellington, and Madison and Auburndale.

Nightingale Radio Mfg. Co., 299 Linden Circle, Memphis, was also visited by THE TALKING MACHINE and RADIO WEEKLY representative. This is a suburban location thickly populated with commercial establishments and homes. The display room is very attractive and Manager Love and his staff reported excellent Spring trade.

—C. G.

## An Added Sale with each Combination



**SELL**

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

**HORROCKS DESK CO.**

RECORD FILING DEPT.  
HERKIMER, N. Y.



For Exclusive  
Design and Prices

Address

**AMERICAN EMBLEM CO.**

INCORPORATED  
UTICA, N. Y.

## BALTIMORE RADIO ASSOCIATION IN EFFORT TO CURB CURRENT MERCHANDISING EVILS

BALTIMORE, Md., Friday.

Some activity was stimulated in Victor-Radio with Electrola, models RE-45 and RE-75, through the allowance of \$76 on old Victrolas in purchasing one of the new models. This unusual offering stimulated considerable interest among radio and talking machine dealers.

James D. Shea has been appointed local representative for the Grigsby-Grunow Co. Mr. Shea is well known to the radio trade here, having been vice-president of the first Delaware corporation devoted exclusively to the sale of radio merchandise, as far back as 1921. Mr. Shea is a native Baltimorean. He will make his headquarters at the Eisenbrandt Radio Co., at Pratt and Paca streets, Majestic distributors in this section. He succeeds John H. Hangarter, who was recently appointed district representative for Maine, Massachusetts, Vermont, New Hampshire, Rhode Island and Connecticut.

In its efforts to improve the radio business in this city the Radio Trade Association of Baltimore, of which Maynard E. Harp is president and R. J. Nicholson, Jr., executive secretary, has inaugurated a coordinating plan of progress. Each month a trade problem is taken up, and its solution is sought through educational means. A series of educational messages are sent out to the radio trade in general which

are designed to help raise the standard of merchandising.

The first problem taken up was the "Free Home Trial." Abuses have crept into the practice of sending radios to the home for free trial. Some persons make it a practice of making the rounds of the dealers so that they virtually have the use of a set most of the time without cost.

The association urges radio dealers to insist on a substantial deposit before making delivery. It further urges the trade that the prospect can judge tone, appearance, value, etc., in the store as well as at the home and to have dealers insist on selling the set in the store and not in the home.

What is the solution of this "free home trial" problem?, the trade is queried. The association answers that the solution, it believes, is in more serious and intelligent sales effort, together with a better understanding of the selling problem.

At the first open meeting of the Radio Trade Association, held at the Emerson Hotel, to which the entire radio trade of the city was invited, Edward M. Johnson, Syracuse, N. Y., spoke on "Selling Up to a Standard Instead of Down to a Price." The "free home trial" problem was also discussed at this gathering.

Louis J. Smith, proprietor of Lenning's, one of the leading radio establishments in the Highlandtown business section, located at 512-514 South Conkling street, was vice-general chairman of the first "Boost Highlandtown

Week," staged for the purpose of inducing persons living in that section to "shop first and always in Highlandtown."

J. William and Theodore C. Mattheisz, trading as the McHenry Radio Shop, have moved from 1116 South Charles street to larger quarters at 1019 South Charles. Leading makes of sets are carried. The concern is also carrying the General Electric refrigerator.

Barriger Brothers, who discontinued their musical instrument and talking machine shop at 1200 South Charles street, are now identified with the Patsco Radio Shop, which was established by L. Bach, 1207 South Charles.

The Whiteley Electric Co., 13 North Carey street, is local agent for the Transitone radio.

The Lincoln Sales Co., Inc., 1228-1230 Cathedral street, local distributor for the Crosley radio, is directing sales efforts on installation of radios in automobiles.

The Hamilton Co., exclusive radio shop, located in the North Avenue Market building, North avenue at Charles street, has joined the ranks of radio shops that are carrying electric refrigeration. The Copeland line is handled.

A good number of radio and music shops of this city are now carrying electric refrigerators. While this line of merchandise will be a year-round proposition with the stores, it is especially designed to bolster up business during the warm months, easing up on radio business. Among the establishments carrying electric refrigeration are The Harp Co., 1901 Maryland avenue, handling the Frigidaire; Brunswick Music Shop, 424 South Conkling, also carrying the Frigidaire; Hamilton Co., which has just taken on the Cope-

land; G. Fred Kranz Music Shop, 327 North Charles street, General Electric refrigerator; United Auto Sales Co., 200 West North avenue, dealer in the Stewart-Warner radio, which is carrying the Frigidaire; Radio Supply Co., 1724 North Charles street, Copeland. The Consolidated Gas, Electric Light & Power Co., Lexington and Liberty streets, big utility, which maintains a large retail radio business, carrying several leading makes, has the local distribution for the Kelvinator.

George J. Hoeflich, John E. Schmidt and A. Edward Holl, trading as the Liberty Electric Co., 3307 Greenmount avenue, authorized dealers for RCA Radiolas and Stromberg-Carlson radios, have taken on electric refrigeration and are carrying the General Electric line.

Henry O. Berman, trading as the Berman Electric Co., 1233 West Baltimore street, radio dealer, has taken on electric refrigeration, handling the Copeland.

Schaub's Radio Shop, 1210 West Baltimore street, is carrying the Frigidaire.

The General Motors radio has made its debut in Baltimore, through the opening of an exclusive General Motors Radio Shop by William J. Ruehl, at 1309 West Baltimore. Mr. Ruehl is well known in the radio business of this city, having been identified with it for a number of years as a retailer. His knowledge of radio and the radio business should prove valuable assets in the local marketing of the General Motors product.

The General Motors radio models that are on display in Ruehl's shop have created considerable interest. A large number of persons visited the establishment on its opening day.

—JOHN F. IGNACE.

## Are You Tired of Backing 100 to 1 Shots?

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

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

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

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

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

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

BOX No. 502

TALKING MACHINE AND RADIO WEEKLY  
146 WATER STREET  
NEW YORK

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

## RMA SHOW MAIN TOPIC WITH CHICAGO TRADE

### CHARTER SPECIAL TRAINS

**New Members Added to Transformer Corp. of America Board — Wakem & Whipple Take on Haag Washing Machines — E. A. Nicholas Opening Radiola Wholesale Distributing Business.**

Chicago, Ill., Wednesday.

Conversation this week is devoted mainly to the coming show and convention and what effect it will have on the visiting dealers, what with new models, new prices and new devices to attract. The refrigerator business also comes in for a share of the conversation, and Majestic dealers are all set to go on that proposition, right now devoting their time to developing prospects, awaiting only delivery of the merchandise which is expected to be some time between the 1st and 15th of July.

The Silver-Marshall Co. is one of the manufacturers who will charter a special train from Chicago over the Pennsylvania railroad to carry its dealers and distributors to Atlantic City. Already 90 to 95 reservations have been made, the train to leave here on May 29 so as to reach the Jersey resort two days ahead of the opening of the show and permit a pre-convention of S-M representatives. Howard W. Sams, director of sales, is enthusiastic over future prospects. A number of new distributors are to be appointed but will not be named until after the show.

Harry and Otto Alter, Max Geisler, Ed Jordan and two of Harry Alter Co. sales representatives will be among those who will leave Chicago on the Majestic trains for Atlantic City. The Alter organization looks forward with enthusiasm to the show and the period following.

The Gulbransen Co. is about to appoint new distributors for its radio sets, but definite announcement will be postponed until after the Atlantic City event. Since May 10 several private displays have been made at the factory here, and all distributors who have seen the new models have been greatly pleased with them, said H. S. Alexander, advertising manager. He and several other executives of the Gulbransen organization will be among the attendants at Atlantic City. H. T. Roberts, sales manager, who has been east for several weeks, returned to his desk here Thursday.

Representatives of Young, Lorish & Richardson left Chicago Thursday morning by auto to drive to the Sparton plant at Jackson, Mich., where they will spend a day or so conferring with factory officials. H. E. Richardson, P. F. Wilbert and seven others made the trip. The Sparton pre-convention is being held May 22 to 29, and the Y. L. & R. representatives expect to get together with the representatives of the Wiswell Radio Co., also Chicago Sparton wholesale distributors, today. Altogether between 300 and 400 Sparton dealers and distributors are expected to gather at Jackson for the Sparton pre-convention. From there many of the delegates will go direct to Atlantic City.

On Monday of this week a special train of Seattle dealers arrived here for a week's course in the Majestic

radio sales school, and next week approximately 600 retailers and salesmen from southern California and Arizona will come here for instruction. These two delegations will be among the great number who will leave Chicago May 31 on the three special Majestic trains over the Pennsylvania for Atlantic City.

The Sampson Electric Co. will be represented by Peter Sampson and several other officials at the Atwater Kent booths at Atlantic City. Meanwhile local business is rather quiet just prior to the show, but the Sampson forces are planning big, right after the show. B. D. Greenhouse, assistant manager, says he expects to stay home, as some one must be on the job, show or no show.

At the regular meeting of stockholders this week of the Transformer Corporation of America several new directors were chosen, as follows: Harvey Ellis, John E. Burke, E. J. Doyle and Ernest R. Reichmann.

A. J. Heath, manager of the Columbia Phonograph Co., says that contrary to the general impression, business here is exceptionally good, particularly in records and portables. R. H. Meyers, sales promotion manager for Columbia here, left Chicago yesterday for Atlantic City, getting there ahead of time to prepare the Columbia booth and help in the arrangement of decorations.

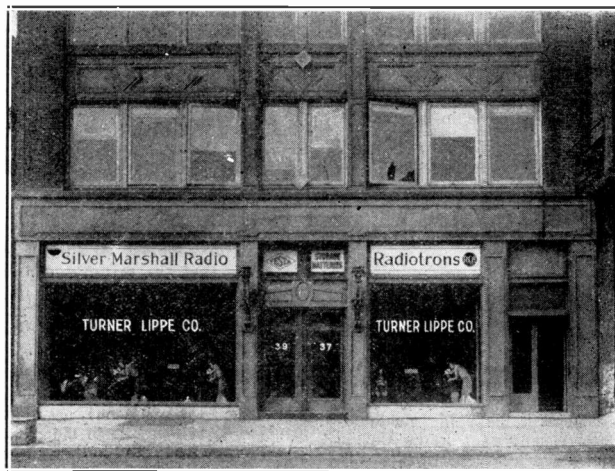
Wakem & Whipple, Inc., through Roy A. Whipple, president, announce that they have been appointed Chicago territory distributors for the Haag electric washing machine. Mr. Whipple, on his return from a visit to the factory, stated that the washing machine proposition had been under consideration for some time, and that "We have taken on the distribution of this line because we feel that we can offer in the Haag washer not only a splendid piece of washing machine equipment, priced right, well advertised, and worthy of the dealer's sales efforts; but also that in this line the dealer has a further opportunity of rounding out his selling activities."

Among the distinguished visitors in Chicago during the week was L. H. White, president of the Nipponophone Co., of Tokyo, Japan, a Columbia subsidiary, who passed through here on his way back to Japan, after visiting Columbia headquarters East, stopping, however, to visit A. J. Heath, local Columbia manager. Mr. White was accompanied by Mrs. White and their infant son, six weeks old, who will have made a world tour before he arrives home again.

E. A. Nicholas, formerly of the Radio Corporation of America, is opening a jobbing office and warehouse for RCA products under the name of the E. A. Nicholas Co. Mr. Nicholas has finally chosen quarters on the 10th floor of the Butler Bros. building, 133 North Canal street, where 15,000 square feet of floor space will be utilized. He was graciously aided in laying out and selecting his quarters through the courtesy of A. J. Heath, of the Columbia Phonograph Co., and C. Lloyd Egner, president of the Chicago Talking Machine Co., both of which companies are located in the building, which is now becoming somewhat of a music center.

District sales engineers of the Brunswick-Balke-Collender Co. were called in this week by K. R. Smith, head of the technical department, for a conference on service work among the distributors. While there are eight men in that work now, the complement will be increased to twelve. Present at the conference

## Turner Lippe Co., Inc., Jersey Silver Distributor, Moves to Spacious Quarters on Fifth Anniversary



*New Home of Turner Lippe Co., Inc., in Newark*

Newark, N. J., Friday.

The Turner Lippe Co., Inc., this city, distributor for Silver-Marshall, Inc., Chicago, celebrated its fifth anniversary recently by moving into larger quarters at 37-39 William street, where the local wholesale firm occupies 15,000 square feet of floor space.

Silver-Marshall, Inc. and the Turner Lippe Co. will occupy the entire eighth floor of the Ambassador hotel (new

building) at the seashore resort during the show. Sets will also be exhibited and demonstrated in the Ambassador rooms, and plans are being made to receive thousands of dealers.

M. T. Lippe is well known throughout the radio trade in New Jersey and Staten Island, his career as a wholesaler dating back to the early days of the automobile. Associated with him is H. M. Weinberg, vice-president and secretary.

were J. G. Anderson, D. M. Comb, S. Debroy, L. Comisaroff, I. W. Johnson, F. C. Vance, H. E. Alstine, H. R. Williams, A. A. Sterk, J. D. Edwards, R. W. Kittinger and I. W. Roedel. Brunswick divisional representatives of the record line met here last week for a conference with E. F. Stevens, record sales manager. Present were L. C. Gilman, F. S. Singer, E. A. Wegert, L. J. Van Holde, E. Wallerstein and Lee Adams.

Paul S. Ellison, advertising manager, and Parker H. Erickson, head of the sales service department of the Brunswick-Balke-Collender Co., have been exceedingly busy all week, jumping from Dubuque, Iowa, to Muskegon, Mich., to perfect arrangements for the several hundred distributor representatives who left here Friday night by special train to inspect the cabinet factory at Dubuque, then returning to Chicago and embarking Sunday by lake vessel for Muskegon, there to inspect the Brunswick radio plant.

The Brunswick company announces that it will move its executive offices from 623 S. Wabash avenue to the Wurlitzer building, New York, during the first week of June. The executive sales offices, the advertising, sales promotion and export departments will occupy the 14th floor of the building while the 15th floor will be given over to the clerical and shipping departments.

E. I. Kern, president of the Kern, O'Neill Co., Columbia jobber at Minneapolis, spent several days in Chicago this week en route to the Atlantic City convention. C. F. McCain, president of the Lincoln Fixture & Supply Co., of Lincoln, Neb., also a Columbia distributor, is expected in Chicago this week on his way to the convention.

D. S. Hill, manufacturers' representative, spent last Friday in Valparaiso, Ind., on business connected with his

new organization—the Blackhawk Distributing Corp., which is now permanently located at Room 804, 612 N. Michigan boulevard.

The Lexington Radio Stores, with three shops on the north and west sides of the city, are introducing the new Bosch motor car radio.

The Studebaker Mail Order Co.'s report for the fiscal year ended March 31, 1930, shows a net income of \$287,767 after all charges taxes, etc., equal to \$1.43 a share on 200,000 class "A" shares. Directors of the company were re-elected with the exception of Scott Brown, who resigned.

The first section of the Broadway Limited leaving here Monday was an exclusively Philco train, for it carried Philco jobbers and dealers from all western points to New York. There the party boarded the S. S. "Arcadian" for a cruise to Bermuda and enroute will hold a convention of their own. On the party's return all will go to the R.M.A. convention at Atlantic City.

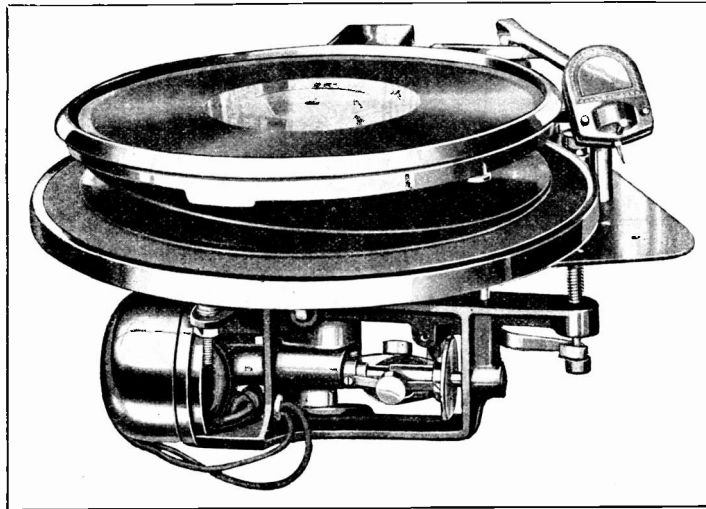
Myron and Jack Studner, of Studner Bros., were visitors here recently, to spend several days with Royal A. Stem, representative in Chicago territory. They left in time to get lined up for the R.M.A. convention. Mr. Stem is taking on several new lines which he will be ready to announce after the convention to which he will go tomorrow.

The stock of the Walter Rowan Battery Supply Co., 229 N. Peoria street, was sold at public auction May 26 to satisfy the claims of creditors.

The Premier Electric Co. on North Ravenswood avenue, is making preparations to come out with a motor car radio receiver to sell for \$50. In a statement made by O. C. Dennies, president, he said that he did not intend to go after large production, but rather would cater to small car owners, limiting his production to the capacity of his plant. —H. A. ALEXANDER.

# Wait - until you see the **ELECTROMATIC**

*The Last Word in Automatic Record Changers*



*This illustration is made from an actual photograph of the Electromatic in the act of changing a record, on a 12-inch turntable, and shows record carrier filled with records.*

**Changes 9 Records Automatically**  
**Amazingly Compact, Practical, Thoroughly Tested**  
**And at a Revolutionary Low Price!**

This is an announcement of utmost importance to all radio manufacturers:

NOT AN EXPERIMENT or just another device . . . but the tested and approved product of a mechanical engineer with 17 years' experience in this field . . . of a man who for many years has been connected with the experimental research departments of Columbia, Sonora and other leading manufacturers. O.K.'d by many of the foremost radio concerns.

A FEW OF THE OUTSTANDING FEATURES of Electromatic are:

1. It is extremely compact—requires no oversize cabinet. Top of cabinet may remain closed while phonograph is playing.
2. Plays 9 records automatically. Furnishes ONE-HALF HOUR of continuous music without attention . . . then stops automatically. Reversing records affords FULL HOUR'S entertainment.
3. Only 7 seconds interval between records.
4. Any selection can be stopped at will . . . or repeated as often as desired.
5. Remarkably simple in design and operation. No hooks or special devices required to insert records. Nothing to get out of order. A child can easily operate Electromatic.
6. No loose parts to chatter or vibrate.
7. Takes less time to install the Electromatic in a cabinet than any similar device.
8. Has provision for VOLUME CONTROL.
9. IS FULLY GUARANTEED IN EVERY WAY.
10. PRICED SO ASTONISHINGLY LOW THAT SOME MANUFACTURERS WILL ADD IT

TO THEIR COMBINATIONS AT NO INCREASE IN LIST PRICES!

ELECTROMATIC is furnished in any one of three ways:

- A. Alone . . . as an Automatic Record Changer.
- B. Electromatic together with our own Pick-Up.
- C. A complete unit of minimum height and width (as illustrated) consisting of the Electromatic Automatic Record Changer, any standard make of Electric Motor, any standard make of Pick-Up, mounted on our mounting plate — fully assembled.

ELECTROMATIC is of vital importance to the success of your combinations. It will pay you a thousand times over to see Electromatic before adapting your record repeater.

**Electromatic Record Changer Corporation**

**1421 S. Michigan Ave.**

I. A. LUND, President

**Chicago, Illinois**



# THE MUSIC BOX

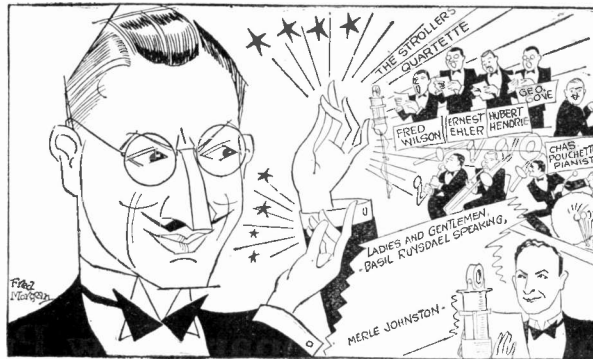
Mainly About Songs, Their Writers, and Publishers

## Missed By The "Mike"

W.I.Z. celebrated the annual Victor Herbert Memorial recently, in a program jointly sponsored by the NBC and American Society of Composers, Authors and Publishers, and featuring Fritz Scheff, Sigmund Romberg, Henry Hadley, Harold Sanford, Roxy and Gene Buck . . . Incidentally the American Society of C., A. and P. met last week to decide the business fate of a New York sheet music distributor . . . Pat Flaherty is on the West Coast attending the Fox convention . . . Sheet music dealers will air their problems next Wednesday, Thursday and Friday, June 11, 12 and 13 at the Hotel New Yorker, New York, with the annual publishers' outing for dealers being held on Friday . . . A prominent com-

poser took a song he had just sold to a well-known publishing firm to three other publishers, just for the thrill of knowing that he could have a song turned down without it bothering him a bit, and the three gave him the stock stall "We're filled right up to the hilt." . . . Sammy Fain's dad is running a summer resort hotel in South Fallsburgh, N. Y., tagged, "Fain Lodge." Fain, Sr. is a rabbi and his son is the composer of the two big tunes from the new Chevalier picture, "The Big Pond" . . . Harry Warren, one of the most successful tune-smiths of recent talkie hits "Cryin' for the Carolines," "Have a Little Faith in Me," etc., will supply part of the score for a new revue Billy Rose will shortly sponsor.

## Merle Johnston, CeCo Couriers' Director, Gives Pep To His Columbia Recording Unit by Snap of Fingers *Real Snappy Direction*



(By Permission N. Y. Evening World)

To put snap into his CeCo Couriers, good-will ambassadors of the CeCo Mfg. Co., radio tube maker, Merle Johnston conducts them through the

mysterious mazes of dance orchestrations by snapping his fingers.

The CeCo Couriers are exclusive Columbia recording stars.

## Red Star Plans Active Campaign on Additions To Fast-Moving Roster

The Red Star Music Co. is publishing the score of several new Fox productions, including: "Not Damaged" which brings with it "Whisper You Love Me;" "Women Everywhere" in which is featured "Beware of Love" and "One Day" and "One Mad Kiss," featuring Jose Mojica, tenor, and in which is contained "Lament," "One Mad Kiss," "Oh, Where Are You?" and "Behind the Mask."

Jack Smith, songdom's own product, is brought to the fore in a new film shortly to be released, titled: "Cheer up and Smile." In the score are "Where Can You Be," "The Scamp of the Campus," "When You Look in My Eyes" and "You May Not Like It, But It's a Great Idea."

These new additions to the Red Star

catalog augment the "High Society Blues" score, which includes "I'm in the Market for You," "I Feel You Near Me" and "A Pair of Blue Eyes" from "Song o' My Heart" and the new Fox Movietone Follies of 1930's tunes which are: "Here Comes Emily Brown," "I'd Like to Be a Talking Picture Queen," "Doing the Derby" and "Cheer up and Smile."

## Two New Tunes Added To Witmark Catalog

M. Witmark & Sons have accepted two new tunes for immediate publication and exploitation, bearing the titles: "Take Along a Little Love" and "Roses are Forget-Me-Nots (Reminding Me of You)."

"Take Along a Little Love" was written by Richard A. Whiting and Seymour Simons, while Charles O'Flynn, Al Hoffman and Will Osborne collaborated on the "Roses" tune.

## KENT RETAILER REVEALS METHODS OF DIGGING UP SALES

PHILADELPHIA, PA., Friday.

Carlyle has said "that man is most original who adapts from the greatest number of sources," and while Bill Whalen of the Whalen Radio Service, pioneer and exclusive Atwater Kent dealer of Alamo, Texas, may not hold any world's records for wide-spread adaptation, he may at least claim full honors for an unusual application to the field of home radio selling for a sales tool long recognized as effective and result-producing in the manufacturing field, the movie.

While the Atwater Kent Manufacturing Co. has never prepared a motion picture reel specifically for home sale, it has from time to time produced two and three minute trailers in which views of the factory and the various manufacturing processes are depicted.

These trailers have been pieced into continuity by Whalen with the result that he presents a most entertaining and convincing home demonstration with the assistance of his portable projector and movie screen. He also includes in his visual selling message in the prospect's homes several movie "shots" taken of prominent citizens of Alamo with their Atwater Kent radio.

Whalen modestly insinuates that when he gives a prospect the "works," and by works he means his entire set-up, he never misses a sale.

## ELABORATE CENTRALIZED RADIO SYSTEM INSTALLED BY RCA VICTOR IN BOSTON

A centralized radio system which distributes a choice of programs to any number of hospital wards from a single receiving apparatus has been placed in operation at the Boston Lying-in Hospital. This installation is the most elaborate radio system in use in a hospital to date, according to engineers of the RCA Victor Co., Inc., who made the installation.

A two-channel central receiving station is located in a little room on an upper floor of the institution. Here two programs are tuned in simultaneously by an attendant, one for each channel, and after the maximum desired volume has been set no further attention is necessary to the equipment. An automatic time clock arrangement turns the programs on and off at specified times.

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

IT HAPPENED IN MONTEREY  
from "KING OF JAZZ"

IF I HAD A GIRL LIKE YOU

DOWN THE RIVER OF GOLDEN DREAMS

AROUND THE CORNER

YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN

CHECK and DOUBLE CHECK

The SONG WITHOUT A NAME

JUST CAN'T BE BOTHERED WITH ME!

ALONE WITH MY DREAMS

WHERE THE GOLDEN DAFFODILS GROW

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

LIKE A DREAM

I LOVE YOU SO

SO SYMPATHETIC

THAT WAS DESTINY

YOUR EYES

AM I THE ONE?

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

MY REVERIES

CARIBBEAN LOVE SONG  
from "HELL HARBOR"

DONALD THE DUB  
COMEDY GOLF SONG

RAGAMUFFIN ROMEO  
from "KING OF JAZZ"

MINNIE the MERMAID

SONG of the BAYOU

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



**BANK NOTES**

**THE MONEY HITS OF AMERICA**

**ROBBINS M-G-M Talkie Hits**

BLUE IS THE NIGHT  
from "Their Own Desire"

THE MOON IS LOW  
from "Montana Moon"

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

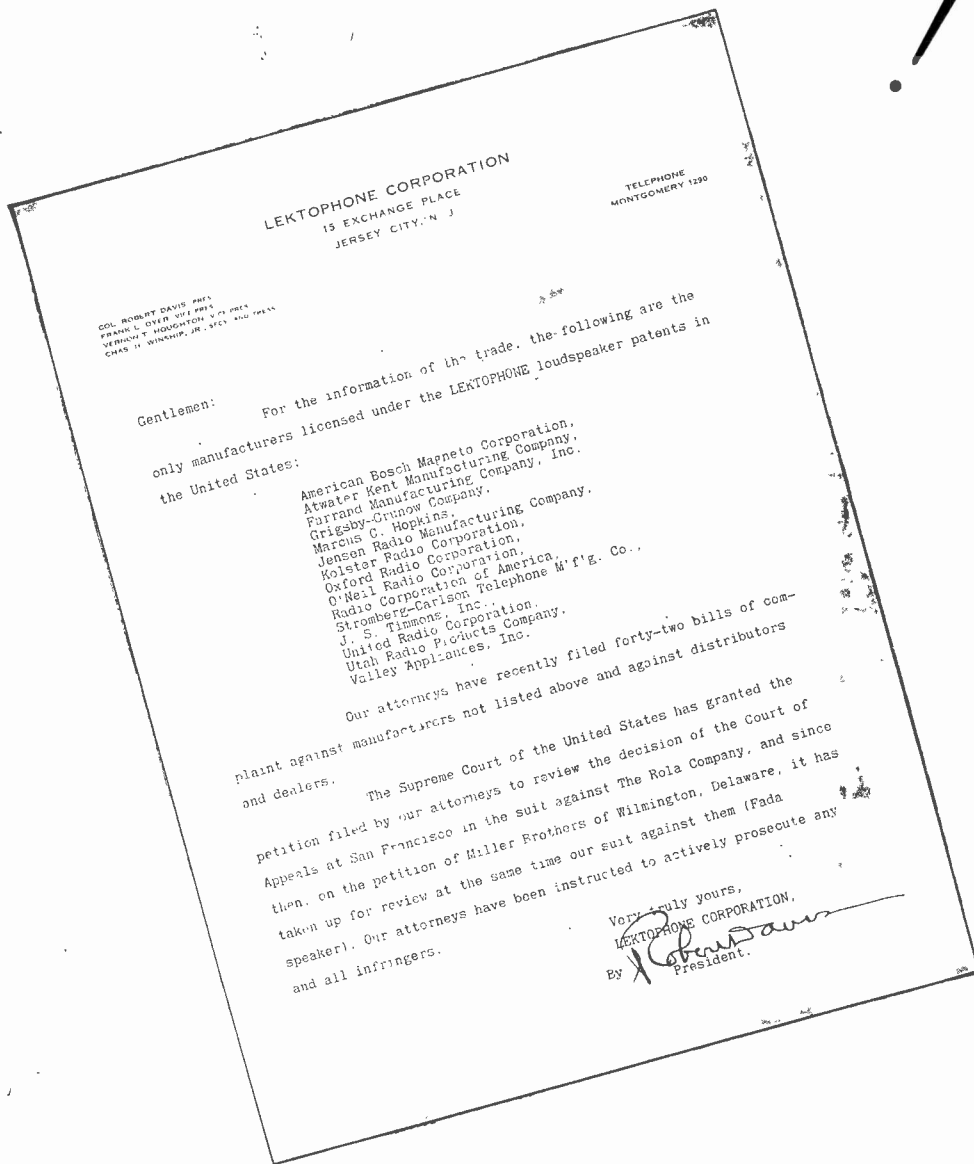
SINGING A SONG TO THE STARS

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

ANCHORS AWEIGH

Robbins Music Corporation  
799 Seventh Ave. New York

# A letter to the Trade!



from

**LEKTOPHONE CORPORATION**

*15 Exchange Place, Jersey City  
New Jersey*

# CLASSIFIED SECTION

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

ENGLISH CHEMIST, graduated, vast experience in all branches of Gramophone Record Manufacture, seeks American situation to introduce improved methods of manufacture, resulting in improved surface noise and wearing properties of record. Address Box No. 517, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

## Radio Men Throng Atlantic City for Show

(Continued from page 5)

Many were accompanied by their wives and families. Automobiles carrying radio men bore license plates from many states east of the Mississippi, with a smattering of radio cars from points further west.

This city, famous for years as a convention center, began to stand up and take notice as the thousands of radio men continued to enter its gates throughout the day.

Morris Metcalf, first vice-president of the Radio Manufacturers' Association, and chairman of the welcoming committee for the R.M.A., headed a group of prominent manufacturers who welcomed the visitors. H. B. Richmond, of Cambridge, Mass., president of the

R.M.A., reported that unprecedented public as well as trade interest is being evidenced in this year's Show.

Most of the local hotel men reported reservations which taxed the capacities of the famous seashore hostels.

Early registrations at the hotels and at the Municipal Auditorium gave evidence that the attendance record of last year when 30,000 tradesmen visited the Chicago Show will be eclipsed during the present week. Leaders here indicate that close to 35,000 radio-music men will visit the exhibits that will continue through Friday. Show hours are from 1 P. M. to 10 P. M. daily, with the exception of Wednesday, when the Show will be closed at 5 P. M. because of the annual R.M.A. banquet, one of the annual features, and Friday, when the Show officially closes at 6 P. M.

One of the opening day features was the initial appearance of THE TRADE SHOW AND CONVENTION DAILY

published by THE TALKING MACHINE AND RADIO WEEKLY. The Daily will also be published tomorrow, Wednesday and Thursday, and present a unique picture of the entire proceedings.

A committee meeting of the R.M.A. was held today and others will be held daily during the week, as will sessions of other radio organizations.

Many amusements have been bought out by leading manufacturers and are free to Show visitors. These include roller chairs, bath houses and miniature golf courses.

The first day's business surpassed that of any previous year, officials of the R.M.A. announced after the close of the Show tonight, and indications are that the week's sales will continue at this rate.

In a statement regarding the outlook for the 1930-31 season, Mr. Metcalf said today:

"Given reasonably satisfactory general business conditions, the radio season of 1930-31 should be one of the most profitable and satisfying in the short history of the industry. Perhaps we have learned a lesson last year. After remorse comes reform, reaction and reward."

In line with the constructive work being conducted by the R.M.A., the association has appointed Roger M. Wise, of Emporium, Pa., chairman of the joint committee on new tubes, which among other things, will study the development and application of pentodes and other new tubes.

## Transitone Auto Set To Be Manufactured At Philco Factories

(Continued from page 5)

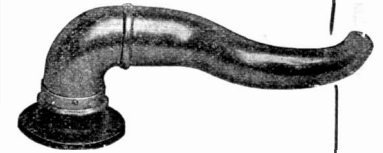
in the field for more than five years. Several thousand cars have been equipped with Transitone radios, and the set is now optional on the Chrysler, Dodge, De Soto, Pierce Arrow and Studebaker, motor cars. Transitone, which will be manufactured at the Philco plant, will now have the added benefit of Philco engineering talent and complete facilities for volume production.

"We are happy to disclose our negotiations with Transitone," Mr. Skinner said today. "The arrangement should be mutually beneficial. Philco believes that automobile radios constitute a growing market. This arrangement will place Philco manufacturing ability and facilities squarely behind Transitone while our retail outlets, plus those of Transitone will give immediate coverage throughout the United States and Canada.

Mr. Feldman called attention to the fact that two years ago, there were only two automobile radio sets on the market, and today there are twenty-five automobile sets being manufactured and eleven automobile manufacturers are equipping their cars at the factory with aerials for radio installation. The potential sales volume for automobile radios is well in excess of \$100,000,000," Mr. Feldman stated.

Conferences between Mr. Skinner and Mr. Feldman were conducted aboard the S. S. "Arcadian" enroute here and were aided by the presence on the ship of a new Chrysler car equipped with Transitone. Tests of the set thus were made at frequent intervals on the oceanic trip.

## TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

Write for Particulars

### THORENS, Inc.

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

## General Electric Radio Makes Debut to Trade

(Continued from page 5)

has been assembled to introduce General Electric sets to the trade and to the buyer.

A sales organization of district supervisors and district salesmen has been established to handle the field duties in conjunction with the extensive distributing organization of General Electric's Merchandise Department, located at every important marketing center in the country. Supervisors and salesmen are experienced in the radio industry and familiar with the market in the particular districts for which they have been selected, it is stated. Distributors will deal through a selected group of dealers in every community who are being selected for the General Electric radio franchise.

A national magazine and newspaper advertising campaign will soon be launched under the direction of R. Del Dunning, advertising manager for General Electric radio.

## WILLIAMSBURG 'TALK' MAKES ASSIGNMENT

The Williamsburg Talking Machine Co., Inc., retail radio-music shop at 59 Graham avenue, Brooklyn, has made an assignment to Jacob N. Broudy, 686 Willoughby avenue, Brookklyn.



### S. SANSONE

Phonograph Supply House  
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

MADE POSSIBLE

GREAT  
PHILCOS  
IN  
1929

**PHILCO**  
ALL-ELECTRIC RADIO

GREAT  
PHILCOS  
FOR  
1930

WEEKLY BULLETIN

## PHILCO OFFERS

New Miraculous Radio Reception Device!  
New Combination Radio Phonograph.  
New Red-Hot Line of Furniture Models.  
New Prices Beyond Compare.  
New Chassis to Out-perform Any Radios at Any Prices.  
New Merchandising Policy That Will Spell "Profits".  
New and Greater Advertising Campaign.  
And — BALANCED UNITS — the Foundation of PHILCO success.

1930 Another Philco Year

Exclusive "PHILCO" Distributors  
for Bronx, Westchester, Queens.

*M. Simons*

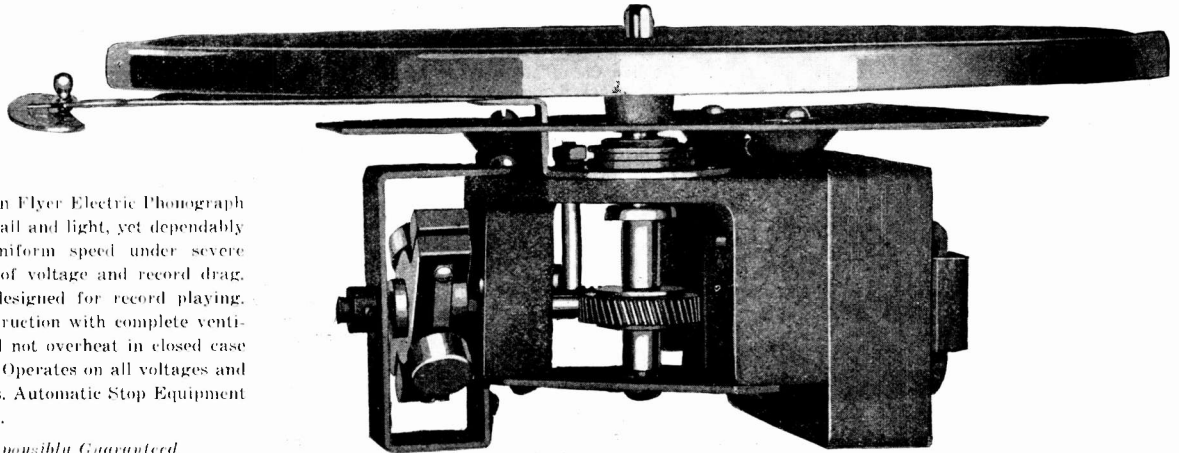
UNIVERSAL RADIO COMPANY  
536 Bergen Ave. New York City  
Ludlow 1800



# The experience built into FLYER Electrics

The Green Flyer Electric Phonograph Motor. Small and light, yet dependably supplies uniform speed under severe variations of voltage and record drag. Specially designed for record playing. Open construction with complete ventilation; will not overheat in closed case or cabinet. Operates on all voltages and frequencies. Automatic Stop Equipment is Optional.

*Responsibly Guaranteed.*



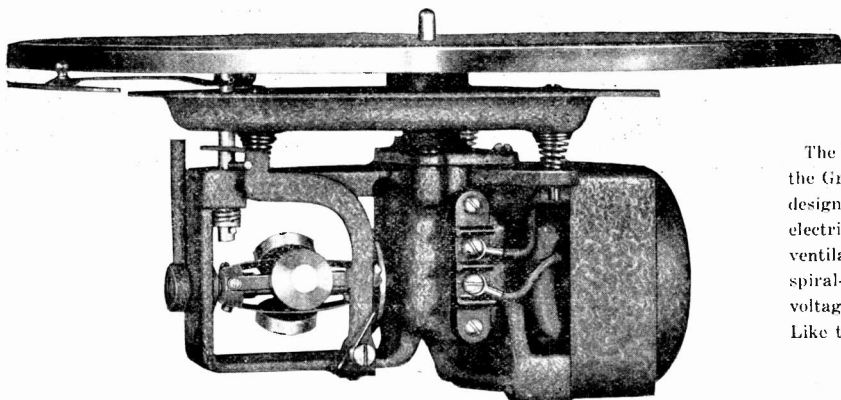
**T**HE perfection of service achieved by Flyer Electric Phonograph Motors is in no small measure due to the **balanced experience built into them.**

As a manufacturer of phonograph motors, during the last 15 years General Industries has produced as high as 600,000 spring-power motors annually, with a total output of over 5,000,000. Motors famous for their uniform speed under all conditions. Famous also for their high dependability and long service.

On the electrical side, in the same plant for a quarter century our same manufacturing organization has produced light electrical apparatus with similar success.

Just as perfection of balance in power is one of the highest essentials in phonograph motors, so also is **balanced experience** invaluable to production of the modern electric phonograph motor.

**The GENERAL INDUSTRIES CO.**  
3013 Taylor Street, Elyria, Ohio



The Blue Flyer Electric Phonograph Motor is the big brother of the Green Flyer, from which the latter was developed. Specially designed for radio-phonographs, with ample power for heaviest electric pick-ups on all records. Open construction with complete ventilation — no overheating in closed case or cabinet. Silent spiral-cut fibre gears; long oversize bearings. Operates on all voltages and frequencies. Automatic stop equipment is optional. Like the Green Flyer, supplied complete ready for installation.

*Responsibly Guaranteed.*

# Where to Buy --- Where to Sell

TRADE DIRECTORY OF  
LEADING FIRMS IN  
THE INDUSTRY

## The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE  
OF THE INDUSTRIES  
IS REFLECTED

### RADIO SET AND SUPPLY MANUFACTURERS

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

### TALKING MACHINE AND RECORD MANUFACTURERS

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

### ELECTRIC PICK-UPS

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

### RADIO CABINETS

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

### PHONOGRAPH NEEDLES

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

### TALKING MACHINE PARTS

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

### RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri, St. Louis, Mo.  
Adirondack Radio Distributors, Albany, N. Y.  
Air-Ola Radio Co., Huntington, W. Va.  
Alexanders, Inc., 39 W. 60th St., New York  
Alter Co., Harry, Chicago, Ill.  
Badger Radio Corp., Milwaukee, Wis.  
Beckwith Co., Geo. C., Minneapolis, Minn.  
Blackman Distributing Co., 28 W. 23rd St., N. Y. C.  
Boley-Oliver Co., 33 West 57th St., New York  
Bruno & Son, C., 351 Fourth Ave., New York  
Brown Co., Frank M., Portland, Me.  
Brown & Hall Supply Co., 1504 Pine St., St. Louis  
Buehn Co., Louis, Philadelphia  
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.  
Bushwick Dist. Co., 1755 Bushwick Ave., Brooklyn  
Capitol Electric Co., Indianapolis, Ind.  
Capital Electric Co., Atlanta, Ga.  
Cleveland Distributing Co., Cleveland, Ohio  
Continental Elec. Corp., Hartford, Conn.  
Commercial Elec. Co., Toledo, O.  
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland  
Collings & Co., Newark, N. J.  
Columbus Ignition Co., Columbus, Ohio  
Crump Co., Benj. T., Norfolk, Va.  
Detroit Electric Co., Detroit, Mich.  
Detroit Wilks Dist. Co., Detroit, Mich.  
Ditson Co., Oliver, 10 E. 34th St., New York  
Ditson Co., Oliver, Albany, N. Y.  
Eastern Talking Mach. Co., Boston, Mass.  
Edmond & Co., E. J., 250 W. 54th St., New York  
Eisenbrandt Radio Co., Baltimore and Washington  
Elyea Talking Machine Co., Atlanta, Ga.  
Essex Dist. Corp., 40 William St., Newark  
Greater City Dist. Co., 76 Fifth Ave., New York  
Griffith Victor Distributing Corp., Cincinnati, Ohio  
Grinnell Bros., Detroit, Mich.  
Gross-Brennan, Inc., 205 E. 42nd St., New York  
Hamburg Bros., Pittsburgh, Pa.  
Harbour, Longmire Co., Oklahoma City, Okla.  
Harper-Megec, Inc., Seattle, Wash.  
Hieb Radio Supply Co., Marion, S. D.  
Hommel & Co., Ludwig, Pittsburgh, Pa.  
Howe & Co., 883 Boylston St., Boston, Mass.  
Ingold, Inc., Ernest, San Francisco, Calif.  
Kimberly Radio Corp., Chicago, Ill.  
Klaus Radio & Elec. Co., Peoria, Ill.  
Kruise Radio, Inc., Indianapolis, Ind.  
Landon & Co., Inc., W. C., Rutland, Vt.  
Latham & Co., E. B., 250 4th Ave., New York  
Lewis Electrical Supply Co., Boston, Mass.  
Lucker Sales Co., Minneapolis, Minn.  
Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio  
Majestic Distributing Corp., Cleveland, Ohio  
Majestic Distributors, Inc., 1775 Broadway, N. Y. C.  
Majestic Products, Inc., Hudson Ave., Albany, N. Y.  
May, Inc., D. W., 393 New St., Newark, N. J.  
May Distributing Corp., 112 Bleeker St., N. Y. C.  
Macgregor Radio Corp., New Haven, Conn.  
Mackenzie Radio Corp., 1225 Broadway, N. Y. C.  
McPhilben-Keator, Inc., 68 34th St., Brooklyn, N. Y.  
Meyberg Co., Leo J., San Francisco, Cal.  
Midland Radio Corp., Buffalo, N. Y.; Cleveland, Ohio  
Milnor Elec. Co., Cincinnati, Ohio  
Moser & Suor, Inc., Kansas City, Mo.  
Motor Equipment Co., Wichita, Kan.  
Musical Prod. Dist. Co., 22 W. 19th St., New York  
Nebraska Buick Auto Co., Lincoln, Neb.  
Nat'l Light & Elec. Co., Brooklyn, N. Y.  
New York T. M. Co., 460 W. 34th St., New York  
New York T. M. Co., 356 Livingston St., Brooklyn  
New Haven Elec. Co., New Haven, Conn.  
Nicholas, Inc., E. A., Chicago, Ill.  
North American Radio Corp., 1845 Broadway, N. Y.  
Northern Dist. Co., Inc., Newark, N. J.  
North Ward Radio Co., 367 Plane St., Newark, N. J.  
Onondaga Auto Supply Co., Syracuse, N. Y.  
Parks & Hull, Inc., Baltimore, Md.  
Patterson, Inc., Geo. L., New York, N. Y.  
Peirce-Phelps, Inc., Philadelphia, Pa.  
Penn Phonograph Co., 913 Arch St., Philadelphia  
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.  
Pitts Co., Frand D., Boston, Mass.  
Polk, Inc. James K., Atlanta, Ga.  
Proudfit Co., R. S., Lincoln, Neb.  
Radio Dist. Corp., Newark, N. J.  
Radio Distributors, Inc., Baltimore, Md.  
Radio Dist. Corp., Newark, N. J.  
Radio Equipment Co. of Texas, Dallas, Texas

Radio Sales Co., Little Rock, Ark.  
Radio Equipment Co., South Bend, Ind.  
Radio Specialty Co., 115 W. Water St., Milwaukee  
Republic Radio Corp., Detroit, Mich.  
Roberts Toledo Co., Toledo, Ohio  
Roycroft Co., The, Minneapolis, Minn.  
Sampson Electric Co., Mich. and 32nd St., Chicago  
Sanford Radio Corp., 480 Canal St., New York  
Seedman Co., G. J., Brooklyn, N. Y.  
Schaffhauser-Kelly Corp., Philadelphia, Pa.  
Shaw's, Inc., Charlotte, N. C.  
Smith, Inc., B. W., Cincinnati, Ohio  
Smith Radio Corp., Louisville, Ky.  
Southern Radio Corp., Charlotte, N. C.  
Southern Hardware & Bicycle Co., Jacksonville, Fla.  
Southwestern Victor Dist. Co., Dallas, Texas  
Specialty Service Corp., 651 Atlantic Ave., Brooklyn  
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.  
Taylor Elec. Co., Milwaukee, Wis.  
Tarr, McComb & Ware Com. Co., Kingman, Ariz.  
Triangle Radio Supply Co., 381 - 4th Ave., New York  
Trilling & Montague, 7th & Arch Sts., Philadelphia  
20th Century Radio Corp., 104 Flatbush Ave., B'klyn  
United Electric Supply Co., Salt Lake City, Utah  
Universal Radio Co., 536 Bergen Ave., New York  
Werlein, Ltd., Philip, New Orleans, La.  
Weymann & Son, H. A., 10th & Filbert Sts., Phila.  
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn  
Wilks Dist. Co., Inc., Jackson, Mich.  
Zamoiski Co., Jos. M., Baltimore, Md.

### RADIO LOUD SPEAKERS

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

### RADIO TUBES

Arcturus Radio Tube Co., Newark, N. J.  
Cable Radio Tube Corp., Brooklyn, N. Y.  
Cardon Phonocraft Corp., Jackson, Michigan  
CeCo Mfg. Co., Inc., Providence, R. I.  
DeForest Radio Co., Passaic, N. J.  
Grisby-Grunow Co., Chicago, Ill.  
Johnsonburg Radio Corp., Johnsonburg, Pa.  
Ken-Rad Corp., Inc., Owensboro, Ky.  
National Union Radio Corp., New York  
Perryman Electric Co., North Bergen, N. J.  
RCA Radiotron Co., Inc., Harrison, N. J.  
Rola Company, Cleveland, Ohio  
Sylvania Products Co., Emporium, Pa.  
Triad Manufacturing Co., Pawtucket, R. I.

### LUBRICANTS

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

### MUSIC PUBLISHERS

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

### MISCELLANEOUS

American Emblem Co., Utica, N. Y.  
Dubilier Clock Corp., 42 W. 17th St., New York  
General Fabricating Co., 165 Greenwich St., N. Y. C.  
Hohner, Inc., M., 114 East 16th St., N. Y. C.  
Horrocks Desk Co., Herkimer, N. Y.  
Peerless Album Co., 62-70 W. 14th St., New York  
Van Horne Tube Co., Franklin, Ohio  
Stern, E. W., 38 Great Jones St., New York  
Wellston Radio Corp., St. Louis, Mo.

### COLLECTING AGENTS

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

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