



The PUBLIC BUYS the Receiver with the Telephone Background

Stromberg-Carlson advertising long has stressed the importance of telephone knowledge and experience in the production of fine radio receivers. That the public is becoming more and more conscious of this fact is evidenced by the 50 per cent increase in Stromberg-Carlson sales for the first quarter of 1930 over the same period in 1929.

Quality of performance insured by the telephone background—persistence of advertising—integrity of direct-to-dealer merchandising—strict maintenance of the factory price—prestige of association with radio's proudest group of merchants—these are the elements that make a Stromberg-Carlson franchise desirable.

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra, over the N. B. C. Blue Network and Associated Stations.

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



No. 846 Art Console. Ten tubes. Triple Screen Grid. Automatic Volume Control. Visual Tuning Meter. "Silent" Push Button. Price, less tubes, East of Rockies . . . \$347.50



No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Compact walnut finished cabinet. Triple Screen Grid. Price, less tubes, East of Rockies \$369.00



1894

Stromberg-Carlson

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



1930



Smith Ballew

Playing pleasure-maker for the gay young set—where would your happy, profitable hours be if you couldn't satisfy a melody weary bunch of jazz sleuths with

something
different?

**OKEH
RECORDS**

don't keep your shelves groaning with the weight of dead stock because they solve the problem of how to

**TREAT A
FICKLE
PUBLIC**



**Okeh
ELECTRIC
RECORDS**



Seger Ellis

of course you know—

an Okeh Record release doesn't burden you with bunches of melodies that have some concealed thorns that prick your chance of sales.

our motto is "few"
but let each one
Be Like an Orchid—

some rare touch in tone color, a refreshing musical atmosphere, musicianship that is distinctive; these are the priceless accents that make Okeh Records easy to barter and profitable to stock.

We are pleased to admit that our recordings of Old Time Tunes and Race music are a sales treat and set a pace for our friends.

Okeh Phonograph Corporation

1819 Broadway, New York, N. Y.

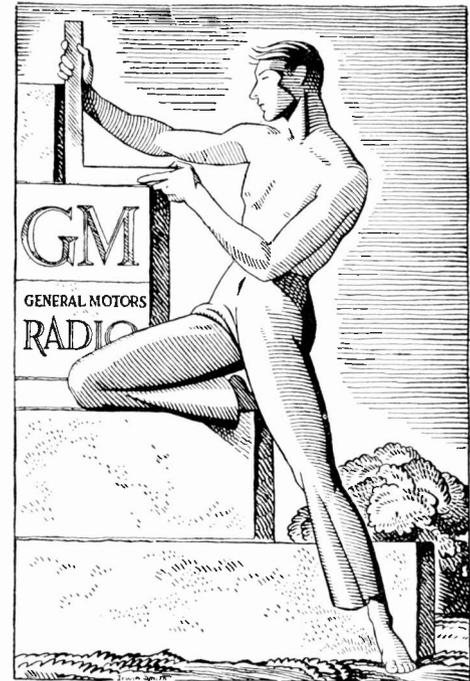


Joe Venuti



**Frankie
Trumbauer**





We Are Building an Institution in Radio

HERE at the General Motors Radio Corporation we have laid the foundation of a permanent, progressive business—and on this groundwork we are already raising the structure of an institution with ideals and ambitions quite different from those the radio industry has known. The men who represent us—our dealers—have met requirements which establish them, beyond doubt, as trustworthy, reputable merchants. Our product is distinctive in its design, in its appearance and in the way it performs. It reflects, we believe, the extraordinary value that our resources and our experience and our manufacturing abilities help us to create. We want the radio-buyer to prefer this product... and to base his preference as much on his confidence in the dealer who sells it and in us who make it, as on his appraisal of the product itself.

The General Motors Radio Corporation has entered the radio field providing more for the radio-buyer than had previously been offered. Some of the ablest engineers in the radio industry have designed a chassis capable of truly exceptional performance. The Tone Selector provides actual mastery of tone, with the turn of a knob. General Motors' vast experience in precision methods has created, at a moderate price, a product of exceptionally high quality—and one that is dependable and lasting.

The same consideration for the buyer is

evident in our policy regarding cabinets. In appearance, the models of the new General Motors Radio are admirable adaptations of authentic period furniture. And in order that they may be considered as permanent possessions—like any example of fine cabinetwork—we shall design any future chassis or speaker so that it may be installed in these present cabinets, and our owners can always enjoy the latest thing in radio at the lowest possible cost.

We have developed these fine instruments . . . established a reputable, responsible

organization of exclusive dealers . . . instituted national service . . . pledged ourselves to progressive manufacturing policies and conservative business principles—all that there may be in radio the same assurance of value, of permanence and of fair dealing that "Product of General Motors" has come to mean in other fields.

We ask you to judge the sincerity of our purpose and the value of our franchise by the closest investigation. Inquiry by wire or letter will bring complete information.

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 24

NEW YORK, WEDNESDAY, JUNE 11, 1930

Per Year—\$4.00

RECORD CROWD ATTENDS RMA SHOW; MORRIS METCALF NEW PRESIDENT; NO RADICAL DESIGNS IN APPARATUS

RAY, ERSKINE, WALSH CHOSEN VICE-PRESIDENTS

Little Change in Prices of 1930-31 Sets—Many Refinements Incorporated in New Instruments—Highboy Consoles with Electro-Dynamic Speakers Popular—Automobile Sets and Midget Mantle Type Radios Exhibited.

ATLANTIC CITY, N. J., Saturday.

The Sixth Annual Convention and Trade Show of the Radio Manufacturers' Association conducted at the Municipal Auditorium here is now history. The curtain on the annual exhibit of new radio products which opened Monday was drawn at 6 o'clock last night with all attendance records for the annual affair broken.

Morris Metcalf, of Springfield, Mass., vice-president and treasurer of the American Bosch Magneto Corp., was elected president of the R.M.A. for the 1930-31 term at the meeting Thursday. Mr. Metcalf's election was by unanimous vote of the entire association. He succeeds H. B. Richmond, of Cambridge, Mass.

Other officers of the R.M.A. were also elected at the meeting Thursday. They are as follows: First vice-president, Joseph L. Ray, vice-president of the RCA Victor Co., Inc., New York; second vice-president, Ben G. Erskine, president of Sylvania Products Co., Emporium, Pa.; third vice-president, Arthur L. Walsh, vice-president in charge of the radio division of Thomas A. Edison, Inc., Orange, N. J.; treasurer, E. N. Rauland, head of the Rauland Corp., Chicago.

Eight new members of the board of directors of the Radio Manufacturers' Association were also elected Thursday for three-year terms. They are: H. S. Hyde, general manager of the Radio Master Corp., Bay City, Mich.; R. W. Jackson, general manager of Brunswick Radio Corp., Chicago; Ernest Kauer, president of the CeCo Mfg. Co., Providence; A. C. Kleckner, vice-president of the Webster Electric Co., Racine, Wis.; James M. Skinner, vice-president of the Philadelphia Storage Battery Co., Philadelphia, and three of the officers already mentioned — E. N. Rauland, Joseph L. Ray and Arthur L. Walsh.

Continuing members of the board include:

(Term expiring 1931)—Morris Metcalf, American Bosch Magneto Corp.; L. A. Hammarlund, Hammarlund Mfg. Co., Inc., New York; Ben G. Erskine, Sylvania Products Co.; J. C. Tully, Story & Clark Radio Corp., Chicago; William Sparks, Sparks-Withington Co., Jackson, Mich.; N. P. Bloom, Adler Mfg. Co., Louisville, Ky.; Lester E. Noble, United Reproducers Corp., Springfield, O.; Leslie F. Muter, Leslie F. Muter Co., Chicago.

(Term expiring 1932)—R. J. Emmert, General Motors Radio Corp.; Dayton, O.; J. Clarke Coit, U. S. Radio

& Television Corp.; Chicago, Ill.; R. T. Pierson, Dudlo Mfg. Co., Fort Wayne, Ind.; Fred Williams, National Carbon Co., Inc., New York; H. B. Richmond, General Radio Co.; Cambridge, Mass.; R. H. Langley, Crosley Radio Corp., Cincinnati, O., and H. E. Young, Grigsby-Grunow Co., Chicago.

According to officials of the Atlantic City Convention Bureau, the R.M.A. Convention and Trade Show was the first Atlantic City convention whose attendance this year has surpassed the attendance of conventions in previous years.

Although the registration for the first two days of the Show merely equalled the 1929 record-breaking attendance figures at Chicago, registrations by midnight Wednesday were well over 25,000, an increase of 3,500 over last year's figures. Manufacturers, distributors, dealers and salesmen flocked to this city from every section of the country. In addition, there was a large delegation of Canadian tradesmen and some from European and Asiatic countries.

New radio products of all sorts and descriptions and innumerable improvements and new developments in the sets

(Continued on page 36)

MUSIC MEN FROM ALL PARTS OF COUNTRY AT ANNUAL CONVENTION

HOTEL NEW YORKER, SCENE

Mark P. Campbell, President of Music Industries Chamber of Commerce, Declares That Public's Interest in Music Is Steadily Increasing — Banquet of National Association of Music Merchants Scheduled for Tomorrow Evening.

Following upon the heels of the Radio Manufacturers' Association trade show and convention in Atlantic City last week, the annual gathering of the various bodies affiliated with the Music Industries Chamber of Commerce opened on Monday at the Hotel New Yorker, this city, with an attendance representative of the piano, musical instrument, small goods and sheet music industries of the country.

In his opening address on Monday, Mark P. Campbell, president of the Music Industries Chamber of Commerce, declared that there were more students of music today than ever before and that the widespread popularity of music caused by the radio and talking pictures had stimulated many persons to study music for their own self-expression. This has been of great benefit to all industries connected with music, he said.

The relation of radio broadcasting to the sale of sheet music was discussed at a separate session of the National Association of Sheet Music Dealers. Jack Harden, Springfield, Mass., president of the organization, pointed out that the growing appreciation of music was creating a stronger demand for sheet music.

The convention will continue through Thursday with special sessions of various bodies connected with the Chamber.

The annual business meeting with

(Continued on page 9)

KNOWLEDGE IS POWER!

BY reading the "Trade's Only Weekly" each issue, you will keep thoroughly informed. Fifty-two issues of THE TALKING MACHINE and RADIO WEEKLY will be sent to any address in the United States for \$4.00. Ask any successful member of this industry, which is his favorite paper. Invariably the answer is THE TALKING MACHINE and RADIO WEEKLY.

Send in your subscription order today to

146 Water Street, New York

SPARTON FUND TO AID YOUTH BY RADIO SALES

IS LAUNCHED IN JACKSON

Capt. Wm. Sparks Endows Foundation Which Is to Furnish Scholarships and Trips Abroad to Children of School Age—Distributors and Dealers Instructed to Co-operate With Educational Authorities Nation-wide in New Philanthropy.

(Special to THE WEEKLY.)

Jackson, Mich., Saturday.

Creation of the Sparton Foundation, a fund to compensate boys and girls throughout America who desire to earn their way through college or to enjoy the advantages of European travel under educative chaperonage was announced here at last week's national convention of Sparton radio distributors and dealers by Captain William Sparks, founder and president of the Sparks-Withington Co., of Jackson.

The philanthropy, pronounced by those familiar with its details to be one of the most powerful sociological forces adopted in modern business, is to begin operations at once. Under its general terms, specific payments are to be made from the Fund to youths, without restriction as to nationality or creed, for the introduction of prospective radio purchasers to Sparton radio dealers throughout the United States. The payments may be applied, if desired, toward scholarship funds of \$750 per annum for each student, at any college or university of the matriculant's selection, or toward a European trip of several months' duration. Widespread announcement of the Foundation and its purposes is to be made in national advertising separate and distinct from Sparks-Withington commercial publicity, in forum announcements and organization bulletins through civic and juvenile societies, churches, fraternal bodies and so on. The invitation to self-betterment is to be confined to boys and girls between the ages of twelve and nineteen, of whom statistics show the present school enrollment to be approximately 7,690,000. One hundred scholarships and travel tours have been endowed for the present year, which begins the Fund's operation.

The substance of the Sparton move-

(Continued on page 41)

The Talking Machine & Radio Weekly

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Editor

"The Trade's Only Weekly"

SIDNEY E. DAVIS
Manager

EDWARD H. DAVIS, Publisher

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No. 24

The Power of Organization

So many gripping fundamentals, germane to the national welfare of radio in particular and home entertainment in general, came within the purview of the Radio Manufacturers' Association, the Federation of Radio Trade Associations and their thousands of trade adherents last week at Atlantic City that once more the essential character of these organizations and their mid-summer consolidated convention has been handsomely proven.

It is in respect to the sweeping basic factors developed and discussed at the convention, indeed, rather than concerning any momentary dissatisfactions or discrepancies of the week, that every intelligent member of the industry will prefer to consider the Herculean exertions of the event. The genus radio would be more than human if a number of irritations of the moment had not arisen during the Show. But whether or not a man was overcharged on his hotel bill, or whether a concern was forbidden to distribute circulars from a zeppelin, will have no significance beyond the week that has closed. The many more important features of radio in public service that were uncovered in the programs of discussion led by authorities in their various subjects will have bearing on this business every day of the year.

The colossal round table of thought which the convocation of the trade produced disclosed intricacies of public relationship no less than of internal industrial practice which will call for the best thought and action of every responsible individual in the line. It was made known, among other things, that grave regulatory infringements upon radio's use and purposes are in the making among State and Federal legislative bodies. Sufficient grounds for apprehension were disclosed, for example, that state taxation upon ownership of sets will become a custom and that state regulation of the use of motor-car radio will be widespread, if common sense is not injected into the situation by radio interests and by impartial authorities competent to deal with such vagaries. The convention also heard that reform organizations are casting envious glances toward the possibility of radio censorship and that unless defensive machinery is erected and exercised, the wireless art may find itself under the stupid handicap of official interdict over broadcasting, much as the moving picture business has suffered for years. The further statement was made that the rural districts are inimical to radio and that support for any proposals to cripple its public service may be expected from the 'hinterland.'

All these things show that the business has as much to fear from without over the next few years as it has had reason to fear from within during the last few. It is symptomatic of America that whenever an enterprise flourishes greatly, it becomes the target of self-seekers and busybodies in hordes. If the 1930 convention had done nothing else—

and it did a great deal more—it would have accomplished splendidly by mere forewarning of such future contingencies.

A very healthy set of conditions was shown in the internal relationships of the industry in the Show deliberations. For the first time, a fact almost unbelievable to those who have followed the telephone-number claims commonplace in radio production, not one published or private assertion of manufacturing intention was made. Vaunting ambition seems to have met its nemesis at last and the temper of the producers plainly is to attempt to make only as many sets as can profitably be sold.

Corresponding equanimity is evident as to the character of product which jobbers and dealers will present to a 1930 public. With astounding moderation, as advertising phraseology goes, scarcely a line is placarded as doing more than all other sets put together, and doing it better. Not a producer predicts that within forty-eight hours from date he will have something which will make everything that has gone before as obsolete as a tandem bicycle.

The Atlantic City Trade Show has raised the curtain on another year's merchandising activity. If its character and temper are credible indices, radio will be more of a business and less of a racket steadily from now on.

Sparton Public Service

The serviceable movement of merchandise by means of ideas rather than platitudes or price has long been an Elysium dreamed of by industry. When the ideas that make the movement have as their objective a human benefit rather than a commercial effect, the ideal may properly be said to have attained magnificence and that is what Captain William Sparks is doing in the creation of the Sparton Foundation for boys and girls throughout America. For over and above the awards of educational scholarships and trips abroad which will be the tangible gifts to a large number of young men and young women each year from the Sparks endowment, Captain Sparks is first of all helping those who—by reason of their circumstances of life—are unable to help themselves.

The detail of the plan is that the Sparton Foundation will compensate youngsters between the ages of twelve and nineteen who help Sparton dealers sell radio. It is not going too far to say that in its broad effect, the proposal will leave a lifelong imprint upon every one of them who enters the work. First of all, invitation is offered to a far more enlightening and cultural type of occupation than commonly offers to the youth or girl obliged to make his or her own way. Next, the payment is made optional either in formal education or the perhaps more practical teaching that comes from travel. Captain Sparks has mentioned that, having recently an opportunity to ask a large group of men how many had been at college and learning that less than twenty-five per cent. had,

a majority of the remainder said that they would have learned more from extensive travel than from books if they had been offered such opportunity. Finally, at an impressionable age, many under the Sparton Foundation's terms will be brought in touch with a species of undertaking, partly commercial, partly scientific and partly artistic, which cannot fail to widen their mental angles and their intellectual interests for the rest of their lives. Radio is decidedly more inspirational than almost all of the forms of trade that touch the uprising generation directly. The professions, banking, transportation and so on do not invite youthful novitiates, though necessarily some gravitate by chance into contact there.

It is very likely—if human nature has advanced perceptibly within the last thousand years—that the Sparton Foundation will be a cornerstone in a new structure of socio-industrial life in America in time to come. Captain Sparks has expressed the hope that, if there is any merit in the plan, it will be adopted in other lines of industry so that for a boy to 'learn the business from the ground up' may be predicated on more inviting considerations than carrying a water bucket on a construction gang or kicking a press in a country newspaper office. Just as the youth of today has myriad more conveniences and comforts than the youth of a generation ago, the youth of tomorrow may earn its way toward larger rewards under more wholesome conditions than heretofore, because the Michigan manufacturer has set aside a large sum from his personal fortune to create a precedent.

STROMBERG-CARLSON IN FULL PRODUCTION ON ENTIRE NEW LINE

Rochester, N. Y., Monday.

Production of the new models exhibited by Stromberg-Carlson at the Atlantic City Trade Show is in full swing, and the models are already in dealers' hands throughout the country, according to George A. Scoville, vice-president in charge of sales of the company. Response to the introduction of the new line of receivers, including a radio-phonograph combination with an automatic record changer, has been splendid, according to Mr. Scoville, who sees an even greater year than the last, which shattered all records in the company's history.

Patent Pool Urged to Solve Radio Problems

Atlantic City, N. J., Thursday.

Stating that "no industry has ever been burdened with such patent problems as those that confront radio," Le Roi J. Williams, of Chicago, chairman of the Patents Committee of the RMA, today urged that radio manufacturers adopt a patent pooling plan similar to that under which the automobile industry so successfully operates.

Williams' plea for such a solution to radio's badly tangled patent situation was made in a report to the RMA.

The RMA plan for the pooling of radio patents under the auspices of the Radio Manufacturers' Association has been under way for the past two years, although it is not yet in operation. When once adopted, Williams says, the terrific financial burden of patent litigation will be ended and manufacturers can devote their entire resources to research and production.

MAGNAVOX CO. BUYS FORT WAYNE FACTORY

Indianapolis, Ind., Saturday.

The deal of the Magnavox Co. of Oakland, Calif., for the purchase of the south unit of the plant which has been occupied by the Steinite Manufacturing Co. at Fort Wayne, has been closed with the signing of contracts. The consideration was \$190,000.

The plant was purchased from the Greater Fort Wayne Development Corp. which held the title as trustee. Officials of the Steinite Manufacturing Co., makers of radios, will continue to occupy the north unit.

Creditors of the Steinite company have accepted the company's offer of composition. The action prevents the radio company from being adjudged a bankrupt. Lester Abelson, secretary of the company, testified on the witness stand in Federal court that the company expected to begin making radios as soon as possible. He said the company would be able to secure the necessary capital to continue production.

Rockefeller Accessory Named TCA Distributor

Sunbury, Pa., Friday.

The Rockefeller Accessory House, Inc., of Scranton, has been appointed distributor of Clarion radio in north-eastern Pennsylvania.

Rockefeller Accessory House enjoys a splendid dealer following and has a background of years of successful experience in merchandising radio in its territory.

H. L. Rockefeller, president of Rockefeller Accessory House, has associated with him E. R. Rockefeller, secretary, R. S. Brownwell, treasurer, J. A. Rose, sales manager of the Sunbury store and J. P. Gantz, manager of Scranton branch, all with years of experience in radio merchandising.

ATWATER KENT SALES PERSONNEL IN 3-DAY CONFAB AT FACTORY

ENTHUSIASM AT HIGH PITCH

Intensive Campaign Embracing Large Variety of Dealer Helps to Be Inaugurated With Its Nation-wide Release of New A-K Line.

A general sales conference that will go down in radio records as one of the most enthusiastic and constructive ever held by the Atwater Kent Manufacturing Co. took place in the Philadelphia factory recently.

Immediately preceding the Trade Show and Convention in Atlantic City, the announcement by A. Atwater Kent, president of the company, that the new Atwater Kent radio with the Golden Voice would not be released to the trade until August 1, at first startled and then threw into a frenzy of cheers the whole assembled sales organization.

F. E. Basler, general sales manager, presided at the three-day conference, which was attended by all divisional sales managers, supervisors and representatives. Mr. Basler turned over the meeting to P. A. Ware, sales promotion manager, in the afternoon of the first day, and Mr. Ware, after outlining certain sales promotional campaigns for the coming selling season, introduced other members of his department who presented a series of new promotional ideas and campaigns. William Berry, George A. Lyons, Walter Wilson, Herbert Morgan and Ben Barber, all of the sales promotion department, presented to the meeting practical and constructive selling aids—including display material, dealer bulletins, special direct mail campaigns and other material. The meeting was roused to a high pitch of enthusiasm over what was termed "the most comprehensive, constructive and colorful sales promotional material in the history of the industry."

David Bauer, advertising manager, gave some hint as to the great, unique new advertising campaign for the coming season, which will be a startling departure from past advertising. Beginning early in August simultaneously with the nation-wide release of the new Atwater Kent set with the Golden Voice, this campaign is destined to play an important part in the history of radio.

Other speakers who addressed the meeting during the three-day period statistical department, Leon Charbonnier, service manager and Lou Sullivan, manager of the furniture division. J. W. Hitchcock, assistant sales manager, also addressed the conference several times during the series of meetings.

F. E. Basler, general sales manager, stated that the unanimous enthusiasm of every single attendant at the meeting over the 1930-31 plans, augured well for the future.

BANKERS-COMMERCIAL IN DEAL WITH FOUR MORE RADIO MAKERS

It was announced on Monday that arrangements for the financing of retail installment sales have just been completed between the Bankers-Commercial Security Co., Inc., of New York and the following radio manufacturers:

NATIONAL RADIO WEEK PLANS FORMULATED AT ATLANTIC CITY MEET

Atlantic City, N. J., Thursday.

Plans for "National Radio Week" were consummated at a meeting of the Radio Week committee held here today in conjunction with the RMA Trade Show and Convention. The National Radio Week committee is composed of joint committees of the RMA and the National Federation of Radio Associations.

The date of National Radio Week was set to coincide with the week of the Radio World's Fair in New York City, September 22 to 27. It will be celebrated throughout the radio industry by manufacturers, dealers, jobbers and broadcasting stations with special programs and special sales promotion campaigns.

J. N. Blackman, head of the Blackman Distributing Co., New York, is chairman for the dealers and jobbers group, and Major Herbert H. Frost, president of Utah Radio Products Co., is chairman of the committee for the Radio Manufacturers' Association.

Thousands View New General Motors Radio At Detroit Showing

Detroit, Mich., Friday.

Thousands of persons viewed the new General Motors radio when it made its debut in the General Motors building here, recently. All five G-M models were displayed in the lobby of the building, which was thronged all day long and throughout the following week. Models also were displayed in the showrooms of the eleven dealers in the Detroit area.

Mounted on a pedestal, the cabinets were shown artistically against a background of gold upon which was lettered the General Motors Radio Corp. trade mark. Attractive signs, lettered in black on a background of gold, pointed out the tone selector, a new feature, gave the prices and listed the local dealers.

Word received from all parts of the country, where the new models were shown indicates an unusual public acceptance for a new set, according to John E. Grimm, Jr., vice-president in charge of sales, at Dayton, O. "Zone managers," he said, "report that the quotas allotted them early in the spring are likely to be exceeded considerably. Dealer response has been excellent but, in accordance with our merchandising policy, we are going slow in our selection of sales outlets. We intend to build up an organization which will remain intact. Our merchandising policy is aimed at making money for our dealers as well as for ourselves, for we realize that if we are to prosper, our dealers must prosper also."

"Under our plan, dealers will handle no other set but our own, but in return we grant exclusive territories, and back our dealers up with advertising and sales promotion assistance."

Sparks-Withington Co., American Bosch Magneto Corp., All-American Mohawk Corp., affiliated with the Rudolph Wur-litzer Co. and the Story & Clark Radio Corp.

Convention Sidelights

Numerous novel boardwalk and other stunts were conducted by leading radio manufacturers during the RMA Trade Show and Convention during the week.

The Atwater Kent Mfg. Co. sponsored a boardwalk concert Tuesday evening with the members of the band attired in unique modernistic Indian costumes.

A Majestic motor car train with a band in one of the cars also attracted the attention of throngs as it made its way up and down the boardwalk. The "Engine" looked like a bona fide bulldog steam locomotive.

An airplane with a large Neon light sign emblazoning the words "Bosch Radio," caught the eyes of thousands of persons nightly during the week. A Bosch motor car radio also entertained Show visitors and others as it was taken through the streets of the town.

Brunswick had one of its radio sets with a giant speaker attached in a special automobile that was parked on the beach near the auditorium and kept the bathers and boardwalk promenaders in good spirits. We are still wondering how the automobile was driven to the waterfront.

Many of the dealers enjoyed a thrill in the nature of a ride on the Stewart-Warner Sea-sled.

The Radio Corp. of America had an RCA Photophone newsreel cameraman on deck daily, with the cameraman's automobile parked in front of the Auditorium right up on the boardwalk.

The Utah Radio Products Company's amphibian plane was sighted over Atlantic City late Wednesday night making for the local airport.

Comic brown derbies and canes were much in evidence on the boardwalk. Pier photographers did a brisk trade during the week. The radio men liked to see themselves coming.

Peirce-Phelps Majestic dealers from the Philadelphia area wore badges larger than a Montana constable's badge—also white duck trousers.

Sylvania and Hygrade threw a couple of swell parties in the Ambassador and Madison hotels, respectively.

The new Arcturus photolytic cell was used in that company's booth and operated the flow of drinking water from a fountain.

A. Atwater Kent, Philadelphia set manufacturer, and F. E. Basler, A-K sales manager, made the boardwalk tour on roller chairs.

Lester E. Noble, of the United Reproducers Corp., Springfield, O., and one of the dyed-in-wool radio golfers, departed for home Thursday evening, clubs in hand.

Major Herbert H. Frost, thrice president of the R.M.A., also departed on Thursday.

Snappy costumes were worn by Sylvania booth attendants.

To say nothing of the Misses Beatrice

THREE THOUSAND DEALERS AT SPARTON JUBILEE CELEBRATION; GALA PROGRAM

NEW MODELS, IN WIDE PRICE RANGE, ARE INTRODUCED

Line Includes Automobile Set, Available Immediately; Sparton Scholarship Award of More Than 100 Scholarships in Universities or Choice of European Trip Disclosed — Elaborate Entertainment Program — See Year of Prosperity Ahead.

JACKSON, MICH., Friday.

Three thousand Sparton dealers who accepted the invitation of Capt. William Sparks to help celebrate Sparton's 30th Anniversary Jubilee, here, recently, were rewarded for their travels by unexpectedly elaborate developments.

The presentation of a line of ten new models, twice as many as Sparton has ever offered before, made it plain that Capt. Sparks' promise to make 1930-31 a Jubilee year in fact as well as in sentiment was no exaggerated statement. The new line is to be known as the Jubilee Sparton models.

Following the presentation of the line and a discussion of new merchandising plans, the annual Sparton show, "A Night of a Thousand Stars," proved to be a most elaborate affair.

Jubilee Day came as a climax to an entire week of hard work on the part of approximately 100 distributors who came to Jackson on May 22. On the 28th, special trains, long-distance buses and private automobiles began pouring dealers into Jackson before daylight to join the distributors. By 10:30 A. M., the official opening hour, three thousand had been registered, breakfasted and dispatched on tours of inspection of the five huge Sparton plants located in different parts of Jackson.

Assembling at 2 P. M., at convention headquarters, in the auditorium of the Jackson Elks Temple, the real business of the day began. Irving Fisher, nationally known financial authority, opened with an analysis of "Business, in Prospect and in Retrospect." With no attempt to pass over certain ugly facts, he nevertheless drew conclusions from the history of previous crises that brought cheers of optimism from his hearers.

Lloyd Taylor sounded the keynote of Sparton's sales policy for the future with a vigorous address on "Music—All Kinds for All Kinds of People."

Following Taylor on the program was Capt. Sparks' personal presentation of the ten new models, one by one. Starting with the unusual new model \$600 listing at \$136.75 without tubes or \$169.50 complete, he showed them one by one up to the magnificent new Carden-Phonocraft Ensemble with its new low price of \$520.75 less tubes or \$580

Gray, Helene Faltus, Florence Boss and Carol Connors, National Union booth demonstrators who stopped the boys on their trips around the exhibition hall, National Union served lunch at the Ritz Carlton to tradesmen daily.

The Philco-Bermuda convention party came here direct from the tropical island. Those who made the trip on the S. S. "Arcadian" hoofed the boardwalk in African hunting hats.

The new Zenith models were exhibited in many boardwalk stores and restaurants.

The Westinghouse display was a version of Amos 'n' Andy without that big captain of industry, Andrew Brown.

with its full complement of 13 tubes.

However, he saved the most unusual for the last, and, as he said, "just to prove that real Spartons could be found in every reasonable price class," he introduced the Models 591 and 593 at \$115.50 without tubes or \$145.00 complete. This is the lowest priced Sparton ever produced.

Two unusual announcements followed. The first was the Sparton Automobile Radio which is to be immediately available and the second the Sparton Scholarship Award. The latter consists of an award of more than 100 scholarships in state universities or the choice of an extensive European tour with all expenses paid, personally conducted by Capt. Sparks, to be made through Sparton dealers, and earned by students, aged from 12 to 19, by certain kinds of radio educational work. Conditions of these scholarship awards are to be announced nationally soon. A part of the plan consists in providing Sparton radio sets, without cost, for all schools represented by student contestants.

The big Sparton show, "A Night of a Thousand Stars," began at 7:30 and was just what its name promised. Captain Sparks had transported a large cross-section of Broadway to Jackson for the occasion. Beginning with a spirited program by Paul Specht's band which has become an institution at Sparton conventions, it included such attractions as Lestra La Monte and Co.; beautiful girl ensembles from "Sons o' Guns"; Shaw and Lee; The Harrington Sisters of Paramount Picture fame; Marian Harris and Nina Olivette with her company of fifteen musicians, dancers and comedy artists.

Captain Sparks went on what dealers often call his annual "give-away spree" and during the course of the day gave radio sets to dealers who came the longest distance; twenty-five dollars per child to the seventeen mothers present who had four or more children each; boudoir clocks to all wives of dealers present and finally twelve radio sets, including two Ensembles.

Gossip among dealers indicated a high state of morale and confidence that the new line will make possible a year of prosperity for the entire organization that will fittingly reflect the true meaning of the words "Jubilee Year."

Victor Artists Perform At Entertainment Given For Dealers Last Week

The RCA Victor Co., Inc., provided one of the high-lights of the social events of the Trade Show last week, when, on Thursday evening, it sponsored an entertainment program and buffet supper at the Warner theatre. After a series of RCA short subjects flashed on the screen, views of the convention were displayed, with short talks from such notables as E. E. Shumaker, president, H. C. Grubbs, and others.

A program of entertainment by Victor artists followed. Nat Shilkret and

GEN. C. McK. SALTZMAN PLEDGES CONSERVATIVE POLICY BY COMMISSION

Atlantic City, N. J., Thursday.

Major General C. McK. Saltzman, chairman of the Federal Radio Commission, spiked many weird and fantastic reports, which have greatly disturbed the broadcasters that the Federal Radio Commission is on the verge of adopting drastic rules and regulations upsetting the present allocation, in an address delivered here yesterday at the Radio Show held under the auspices of the Radio Manufacturers' Association.

In pointing out how and why the Commission and the manufacturers should pull together, General Saltzman said:

"The Commission assigns frequencies, grants licenses and formulates certain rules and regulations. The Association provides the machinery by which these frequencies bring happiness and pleasure into the homes of millions. You are decidedly interested in our work or assigning frequencies and controlling the broadcasting structure of the country. We are interested in your work.

"The reception the people get depends not only on the frequency assignments the Commission makes, but on the characteristics of the sets you produce. If you supplied the people with sets of high selectivity, the Commission might increase the number of channels by adopting a smaller frequency separation. With some of the receivers now on the market, I sometimes think the separation should be about 50 kilocycles. The point is, the type of receivers which you give the people has a bearing on the structure the Commission sets up for broadcasting.

"In the design of receiving sets the manufacturer should know the basis of broadcast allocation principles and design sets to give satisfactory service when receiving programs from stations so allocated."

Katherine Sacker and "Jack" Dalton Are Wed

The wedding of Miss Katherine Sacker to John T. Dalton took place on Sunday, June 8, at the Church of Transfiguration, New York. The bride is the daughter of Mr. and Mrs. August Sacker and is well known on the musical comedy stage, having been a featured member of the cast of "Sally," "Follow Through" and other shows.

"Jack" Dalton is a well known member of the radio fraternity, and is a sales booster extraordinaire for the Grigsby-Grunow Co.

INQUIRY HERE FOR JOHN A. GRAHAM

THE TALKING MACHINE and RADIO WEEKLY has a number of inquiries for John Graham, the radio exporter, and he can receive same if he will communicate with us.

the Victor ensemble presided in the pit of the theatre, and Billy Jones and Ernest Hare acted as interlocutors, introducing among others: Len Joy and his High Hatters, Phil Baker, Gladys Rice, Frank Crumit, the Cavaliers and Mildren Hunt, all of whom entertained.

Higher Entertainment Standards Here

In Both Radio Broadcast, Phono Records,

Joseph L. Ray Says in Trade Show Survey

In the new radio set of the coming season, the public may anticipate new achievements in sensitivity, selectivity and tone quality, it was pointed out last week at the R.M.A. Trade Show by Joseph L. Ray, vice-president of the RCA Victor Co., Inc.

"Having in mind the congested broadcasting areas, engineers have striven for and attained a higher degree of selectivity with an actual increase in sensitivity and tone quality," said Mr. Ray. "The modern receiver must be capable of tuning in clear-cut signals from stations situated closely together without eliminating any of the side bands necessary to good tone quality and without impairing the sensitivity which will bring in a large variety of stations. Rapid as progress has been toward greater fidelity of reproduction in recent years, the new models produced this year will go a long step further towards the goal of perfection, thus keeping pace with the constantly improved qualities of the broadcasting.

"Substantial progress has been made toward raising and maintaining the high standards of broadcasting set for it by its sponsors. Millions of dollars are being expended each year to bring the most glorious aggregation of talent ever assembled, into the home. The greatest talent of the concert and dramatic stage, of vaudeville and of those artists who but for broadcasting would be unknown, pass in continuous and never-ending review on the stage of the greatest theatres of the air and all of it is available in the most humble homes.

"It is also quite apparent that the public is turning in ever increasing numbers to the combination radio-phonograph instrument. In the coming season, for example, the highest developments of radio combined with those of the electric phonograph in one cabinet, making available at the instant either the music of the moment or the music of the ages, will come in for a larger share of attention than ever

before, and at lower cost. Some of our leading newspapers have already taken editorial recognition of the rising popular appreciation of good recorded music, and are devoting the same critical analysis to these imperishable records of artistry as they are to the more transitory musical performance.

"So-called revolutionary circuits and developments are no longer likely to stampede public attention as they have in the past. The tried and proven circuits which have survived the increasingly exacting requirements of the advancing art, will continue to predominate in the forthcoming season. I refer especially to the standard tuned radio frequency circuit which has been one of the most reliable produced. I believe the superheterodyne circuit which has demonstrated its all-around worth over the long stretch of years, will occupy a leading place in the limelight of public preference. With continuous refinements this basic circuit has stood solidly in the forefront of radio receiving since the beginning of the radio industry, and there is every indication that it will continue to maintain this place.

"The console type of cabinet has definitely emerged as the most acceptable from the public's standpoint through a long period of revolution. The new models will confirm this trend. Finer cabinets reasonably priced and in keeping with modern home interiors will be a feature of this year's models.

"I believe that the low level of prices established on the models definitely represent rock bottom consistent with the best quality of receiver, phonograph and cabinet. This quality at low cost is made possible only by a concentration of engineering and manufacturing facilities and a high standard of economical production sensitively geared to public demands. At present levels I can think of no product which gives more value for every dollar invested than the radio or radio-phonograph combination."

official. The Zenith automatic remote control and the automatic record changing device were other much talked of features with increased interest shown in the Zenith automatic tuning device.

Zenith distributors and dealers are enthused over the new "70" line and are confident that this season will be the biggest in their business, it is said. Shipments are now being made from the factory to all distributors, the public to get their first view of the new line at dealers' stores commencing June 15.

Music Men in Annual Conclave

(Continued from page 5)

election of officers of the National Association of Music Merchants, of which Parham Werlein is president, will be held tomorrow (Thursday) morning at 9:30 A. M., followed by an open forum.

The twenty-ninth annual banquet of the National Association of Music Merchants will be held tomorrow evening at 6:30, to which the entire industry is invited, in the grand ballroom of the Hotel New Yorker. Dr. Walter Damrosch, internationally famous conductor, will be the featured speaker.

CROSELY JOBBERS IN 8TH ANNUAL CONCLAVE SEE NEW LINE FEATURING MANTLE SET LISTING AT \$59.50 WITH TUBES; AMRADS, TO \$240.00

MODELS FEATURE BEAUTY OF CABINET DESIGN AND TONE

All States Represented as 200 Crosley Wholesale Officials Gather—
Amrad Sets to Be Made in Crosley Factories from Now On—
Powel Crosley, Jr., Presides at Sessions; Declares Line Is Most
Attractive He Has Ever Manufactured.

Cincinnati, O., Monday.

The eighth annual convention of Crosley distributors was held here just prior to the radio show, with every state in the Union represented by approximately 200 persons at the conference, including many of the outstanding radio merchandisers of the United States.

Powel Crosley, Jr., presided at the meetings and told the distributors about the new Crosley line for 1930-31. The new Crosley and Amrad models were exhibited for the first time with special interest manifested in a new compact, light-socket, "mantle" set to retail at \$59.50 complete with tubes. Crosley is the first quantity radio manufacturer to introduce a set of this type. Other models shown range in price up to \$240 for the Amrad combination radio and phonograph. It was also announced that Amrad sets would be made at the Crosley factory.

While the new models have many electrical and mechanical improvements their beauty is said to be their outstanding feature. "We have realized that all radio sets heretofore have lacked much in style and appearance," stated Mr. Crosley. "It has often been said that if some radio manufacturer would get entirely away from the 'box' furniture design or radio cabinets and would produce a really distinctive and individualized group of cabinets, that manufacturer would have the field practically to himself.

"We have made up our minds to be that manufacturer—to stop at no halfway point in reaching our goal of presenting the most startlingly attractive line of radio sets that could be conceived.

"Heretofore, radio manufacturers have spent two per cent. of their time

electrical and mechanical engineering of on cabinet design and 98 per cent. on the equipment itself. This year's Crosley models have placed cabinet design on the same level with engineering."

Mr. Crosley described how specialists had been called in to work on the sets, and how master designers had been retained to act as stylists. Sketch after sketch, sample after sample, model after model was thrown into the discard as not being good enough for this line of radios, he said.

"At last the designers and cabinet makers caught the spirit of exactly what we wanted from them—the result is a distinctly new theme in radio cabinet design—new material, new trend of line, form, mass and tone," he stated. "Ways have been devised for reproducing the beauty of these designs in quantity production without sacrificing a single detail. Crosley engineers have done their share by creating new receiving sets with remarkable selectivity and tone."

The new merchandise was received with enthusiasm by the distributors, who, it is reported, were outspoken in their belief that it would be a success because it gave the public values greater than anything ever known before in the radio industry.

In addition to business sessions at the factory, distributors were guests at a banquet held at the Cincinnati Club, Wednesday evening, May 28. Entertainment was furnished by a galaxy of artists from WLW, including three orchestras, soloists, comedy teams, singers, etc. The entertainment was broadcast over WLW.

Following the business sessions Thursday, the convention adjourned to the country estate of Mr. and Mrs. Powel Crosley, Jr., where an outing and field day were enjoyed.

Zenith "70" Line in Attractive Setting At Atlantic City

Marked enthusiasm greeted the showing of the new Zenith "70" line models which had their first national showing to dealers at the recent Trade Show at Atlantic City, where Zenith maintained two display and demonstration rooms on the Boardwalk.

Situated in the center of activities, the display at Young's Million Dollar Pier drew attention and comment. The spacious window showed the new Zenith models off to advantage to those on the Boardwalk while the display inside was a magnificent one. Interest manifested in the new Zenith line was evidenced by the large attendance each morning, afternoon and evening during the entire convention.

Another display was maintained at 2407 Boardwalk, just ninety feet west of the Convention Hall where the new line was also demonstrated. Headquarters were located at the Ritz-Carlton Hotel.

The consensus of dealer opinion at the Zenith exhibits was that the new Zenith cabinet designs were beautiful and outstanding, according to a factory

MAJESTIC HOUSEHOLD UTILITIES ACQUIRES TWO MAJESTIC PLANTS

Chicago, Ill., Friday.

The Grigsby-Grunow Co. has transferred title in its two plants to the Majestic Household Utilities Corp., its affiliated concern. These properties are the two buildings located at Dickens and Austin avenues, one containing 114,378 square feet and the other 126,538 square feet. The two plants were sold to the Utilities corporation for \$1,078,810, according to a G-G official. It is stated that the two buildings will be used by Majestic in manufacturing its new refrigerator.

Through the courtesy of the RCA Victor Co. the RCA-Victor Hour will be broadcast, on a nation-wide hook-up, direct from the ballroom, a special program having been arranged presenting the following artists: Mme. Ernestine Schumann-Heink, Richard Crooks, Frank Crumit and Sada Schuchari.

Show Visitors Receive Many Useful Favors

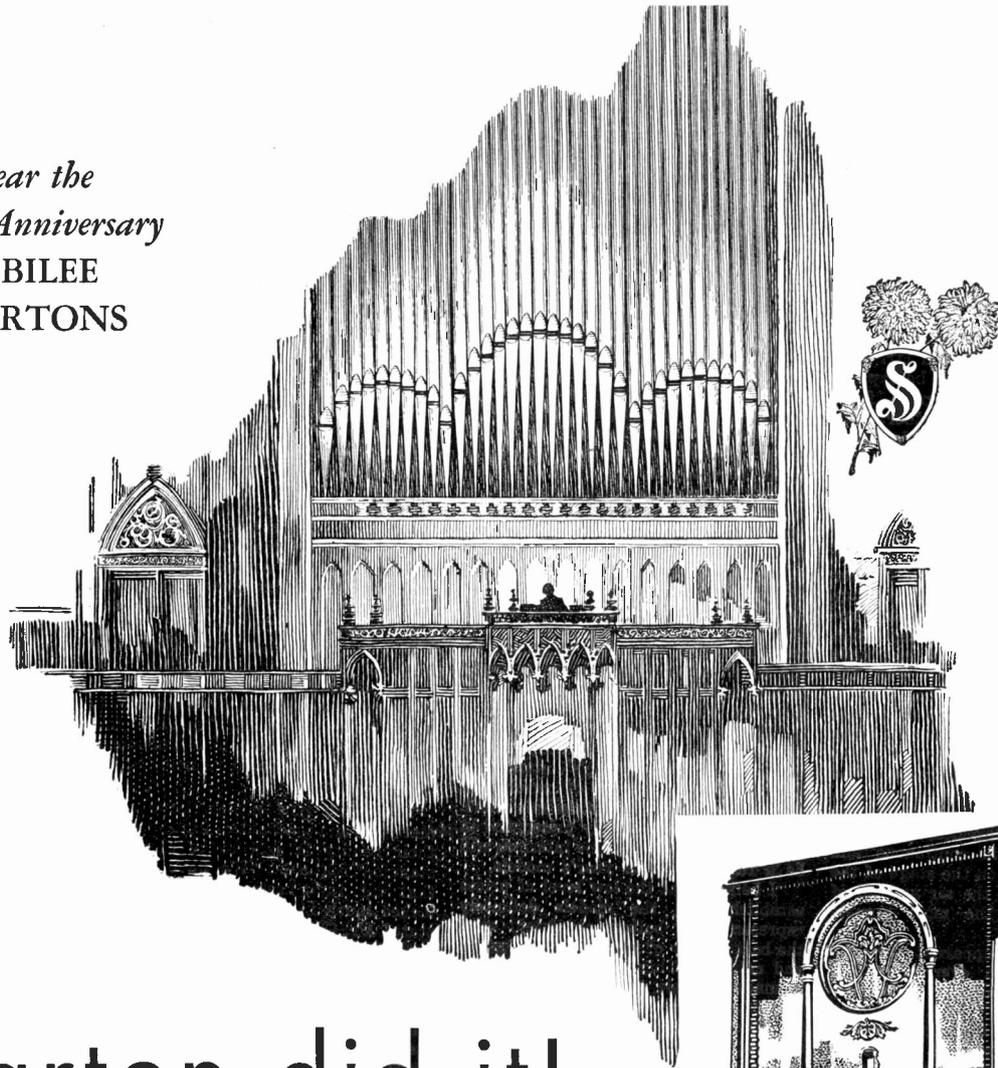
Atlantic City, N. J., Saturday.

Favors of various kinds were distributed by R.M.A. Trade Show exhibitors and jobbers to visitors during the week in the Municipal Auditorium here.

Among the manufacturers who passed out gifts were: Atwater Kent Mfg. Co., candy; CeCo Mfg. Co., flashlights; Cable Radio Tube Corp., salt water taffy; Arcturus Radio Tube Co., cigarette cases; National Carbon Co., flashlights; Sylvania Products Co., fountain pens and pencils and golf tees; Gilby Wire Co., golf tees; Transformer Corp. of America, dice; Champion Radio Works, Inc., balloons; General Industries Co., golf tees; Specialty Service Corp., lip stick; Ken-Rad Corp., mystery cards, and Hamburg Bros., canes.

The DeForest Radio Co. supplied exhibiting set manufacturers with tubes with which to operate their sets.

*Hear the
30th Anniversary
JUBILEE
SPARTONS*



Sparton did it!

Sparton's pledge to maintain its usual margin of leadership was more than fulfilled at the Atlantic City Show. We believe that the new and enlarged Sparton line represents the very best foundation in all radio for a profitable retail sales volume. We have more to offer you than ever before . . . and that means much.

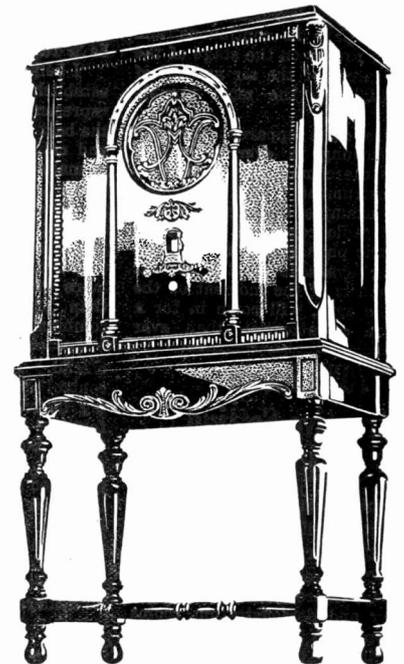
Phone or Write

McPHILBEN-KEATOR, Inc.
17 West 60th St., NEW YORK CITY 68 Thirty-Fourth St., BROOKLYN, N. Y.

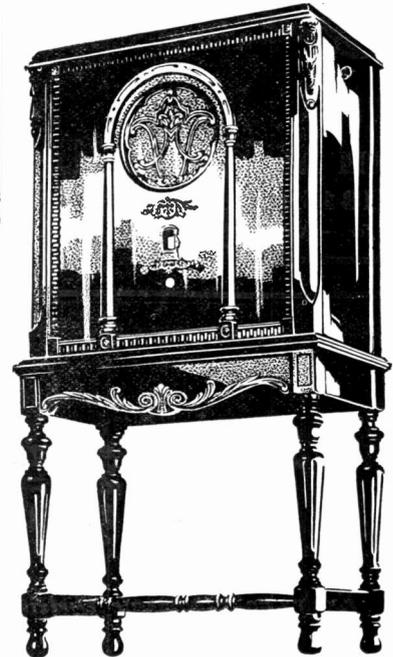
Distributors in New York and Brooklyn for

SPARTON RADIO

"Radio's Richest Voice"



Hear the
30th Anniversary
JUBILEE
SPARTONS



Still Away Ahead!

We predict that the remarkable new line of JUBILEE Spartons will be radio's soundest profit-maker for dealers for 1930-31. To you who remember the past, this is no idle boast. Play safe and investigate while franchises are available. They will be limited in number.

Phone or Write

BUSHWICK DISTRIBUTING CO.

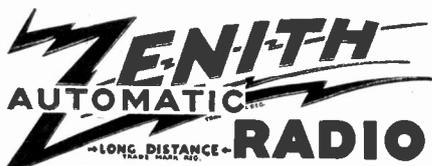
1755-57 Bushwick Ave., BROOKLYN, N. Y.

17 West 60th St., NEW YORK CITY

Distributors in New York and Brooklyn for
SPARTON RADIO

"Radio's Richest Voice"

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



NORTH AMERICAN RADIO CORP.
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Distributors for — Manhattan — Brooklyn — Long Island — Staten Island



**Quality
 Radio
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 Profitably!**

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TRILLING & MONTAGUE

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

Exclusive Wholesale Distributors

NORGE Electric Refrigerators

"GROW WITH US"

**Five Tubes Practical
 Minimum for Standard
 Set, Says Ray Manson**

Rochester, N. Y., Monday.

"It is still believed by many persons that the number of tubes which a radio set contains is the sole criterion of its performance and that there is particular virtue in a set having as many tubes as practical. This, however, is not true. In fact, the object of the designer is really to include as few tubes in the set as are consistent with proper operation and tone quality," stated Ray H. Manson, chief engineer of the Stromberg-Carlson Tel. Mfg. Co., this city. Mr. Manson further stated:

"In the present stage of the game, five tubes seem to be about the practical minimum. Three screen grid tubes in the radio frequency stages of present sets give nearly the maximum amplification that is usable without introducing undue noise. If only two tubes are used in the contemporary designs of r.f. tuning stages, selectivity will suffer.

"The high amplification afforded by three such tubes, all in the r.f. stages, makes possible the employment of a power type detector followed by one power output tube and an efficient electro-dynamic speaker and still have a high over all sensitivity and excellent audio quality. In cases where extremely high audio volume is desired, two tubes in push-pull may be used in this final audio stage although for home use this arrangement is not required or necessary. Even in this case only six tubes are required.

"With a small designed receiver hav-

**Times Appliance Co.
 Gets Exclusive Areas
 On Westinghouse Radio**

The Times Appliance Co., Inc., 333 West Fifty-second street, New York, has been appointed exclusive distributor for the new Westinghouse radio for Manhattan, Bronx, Westchester, Orange and Rockland counties, New York and Fairfield county, Conn., as far East as Stamford. Until Westinghouse sets are ready for delivery, E. B. Ingraham, vice-president and treasurer, stated, the Times Appliance Co. will continue to distribute RCA Radiolas, and continue to render service on these sets under the regular guarantee as long as any of the set require service.

Mr. Ingraham stated that never before has his firm been so enthusiastic about future prospects. New additions to the Times Appliance Co. personnel include: George Teutenberg, sales manager, radio department; Willard Hall, sales manager, electrical department; Henry M. Stephens, assistant sales manager; Edgar Rypinski, sales promotion manager; F. L. Biederman, specialist, centralized radio and public address systems, and S. F. Nussbaum, salesman, Bronx territory.

ing manual volume control, a single full wave rectifying tube will serve adequately.

"Thus it can be seen that finest of results can be obtained with the use of only seven tubes, including the rectifier. However, receivers with special features such as automatic volume control and separately excited electro-dynamic speaker fields may employ as many as ten tubes."

\$2,000,000
—AND THE KING OF JAZZ
ARE STEERING AN ARMY OF
RECORD BUYERS YOUR WAY!

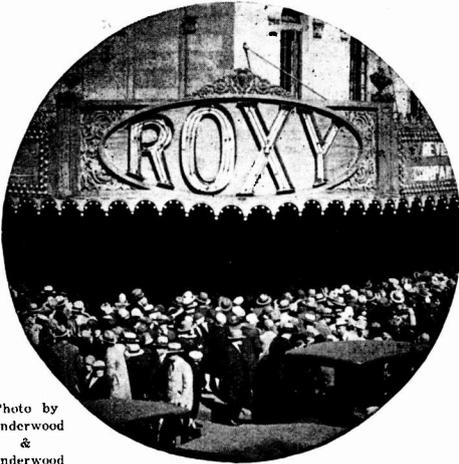


Photo by
Underwood
&
Underwood



PAUL WHITEMAN'S great talkie extravaganza, "The King of Jazz," cost Universal two million dollars to produce. And it's paying for itself in jig-time!

Thousands have flocked to New York's Roxy Theatre to see and hear this picture—thousands more are cheering it all over America.

These fans of the greatest bandsman and greatest talkie want records of these snappy, glorious tunes from this show. And they want them performed by the great Paul, too!

Only Columbia can give you these Whiteman records of the Whiteman hits. Get them in your store right away, and get plenty of them. Let the world and his brother know you have these exclusive recordings—and you'll tackle the biggest dance disc rush you ever saw!

All Hits From Universal Picture, "The King of Jazz"

Record No. 2164-D—10-inch . . . 75c
 HAPPY FEET (Vocal Refrain by the Rhythm Boys)
 A BENCH IN THE PARK (Vocal Refrain by Brox Sisters)
 —Fox Trots Paul Whiteman and His Orchestra

Record No. 2163-D—10-inch . . . 75c
 SONG OF THE DAWN (Vocal Refrain by King of Jazz Chorus)—Fox Trot
 IT HAPPENED IN MONTEREY (Vocal Refrain by Johnny Fulton)—Waltz
 Paul Whiteman and His Orchestra

Record No. 2170-D—10-inch . . . 75c
 RAGAMUFFIN ROMEO (Vocal Refrain by Jeanie Lang)
 I LIKE TO DO THINGS FOR YOU (Vocal Refrain by The Rhythm Boys)—Fox Trots
 Paul Whiteman and His Orchestra
 Also played in "The King of Jazz"

Record No. 1819-D
 SO THE BLUEBIRDS AND THE BLACKBIRDS
 GOT TOGETHER
 —Vocal Trio
 Paul Whiteman and His Orchestra



Columbia

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

Viva-tonal Recording—The Records without Scratch

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 Made in U.S.A. Columbia Records are made of the finest materials and are guaranteed to play for years.

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"The Electrifiers"

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FRANK D. PITTS CO.

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NATIONAL LIGHT & ELECTRIC CO.

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Brooklyn, N. Y.

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Branches: Los Angeles, Fresno, Oakland, San Diego
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E. A. NICHOLAS, Inc.

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Chicago, Ill.

MILNOR ELEC. CO.

129 Government Street
Cincinnati, Ohio

SOUTHERN RADIO CORP.

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725 St. Clair Avenue, N. W. Cleveland, O.

CONTINENTAL RADIO CORP.

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MOSER & SUOR, Inc.

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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

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Branch Madison, Wis.

SCHAFFHAUSER-KILEY CORP.
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LUCKER SALES CO.

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LUDWIG HOMMEL & CO.

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Pittsburgh, Pa.

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and Staten Island*

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Branches Trenton, Asbury Park

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PHILIP WERLEIN, Ltd.

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HARPER-MEGGEE, Inc.

Fourth Ave., at Blanchard St.,
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GEORGE L. PATTERSON, Inc.

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353 East Onondaga Street
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Branches: Utica, Binghamton, Watertown

COMMERCIAL ELEC. CO.

14 North Erie Street
Toledo, O.

KLAUS RADIO & ELEC. CO.

707 Main Street
Peoria, Ills.

BENJAMIN T. CRUMP CO.

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

Radiola Distributor Nearest You!

LARGE GROUP OF MEMPHIS TRADE AT R.M.A. CONFAB

Memphis, Tenn., Thursday.

Large delegations of Memphis radio folks, wholesale distributors and others are in Atlantic City attending the annual RMA show.

The Majestic dealers left Memphis in a special car chartered by J. E. Dilworth Co., Majestic distributors. Among those who are attending from Memphis are: Frank Brown, Artophone Corp., Philco distributors; E. M. Greeson, J. E. Dilworth, J. E. Dilworth Co.; A. Zanone and H. P. Kable, Radio Sales Co., Majestic distributors for Memphis, Little Rock and Shreveport; W. T. Sutherland and L. U. Pitts, of the O. K. Houck Piano Co.; H. N. Edmondson, of Orgill Bros. & Co., Apex distributors; J. A. Reichman, Alf Cowles and J. Wesley Coles, of the Reichman-Crosby Co., RCA distributors; D. R. Warren, of Stratton-Warren Hardware Co., Brunswick distributors; Will Parish and Joe Andrews, Keith-Simmons Co., Atwater Kent distributors; J. A. Bedwell, of Russell-Heckle Co., Edison distributors. L. Strauss, of the National Furniture Stores and G. C. Sanders, of the Sanders Drug Co., dealers also took the trip.

O. K. Houck Piano Co., of which W. T. Sutherland is general manager, has added Kelvinators. Twelve different sizes are on display.

The Radio Co., Inc., 178 Union avenue, W. C. Baker, manager, has a very handsome display of the general Motors

radio line. The line is carried at Greenwood, Miss., by H. S. Compton, Main street, and at Greenville, Miss., by Frank S. Aldridge, Washington street.

Beale Street Music Store, on Beale near S. Third street, carries an extensive line of talking machines and records, sheet music and musical accessories. Beale Avenue in Memphis is an active business street beginning at the river and extending several blocks. It is the point of origin of many of the ragtime and jazz hits, also of several noted bands.

The Spinks Co., S. Second and Union, opposite the Hotel Peabody, has a very beautiful display of Frigidaires and radio sets.

The Memphis Radio, at Union and S. Third street, carries the General Motors radio line. Geo. W. Baker, of this store, is head of the Memphis Radio Trades Association.

The Memphis Music Co., formerly the Austin Piano Co., on N. Main near Popular, shows records, talking machines and parts and is one of the most active establishments on the north end of the street.

McConnell Furniture Co., a large store on the west side of North Main above Adams avenue, devotes considerable attention to phonographs—portable and cabinet models. The store covers several floors and is one of the leading retail furniture stores on Main street.

—C. G.

TRADE ITEM

A Victor RE-75 combination radio set, installed recently in the Scranton Business Men's Club of Scranton, Pa., has furnished much pleasure for the club members.

"Capt." Wilkins' "Ship" Conducted in Novel Way With Each Employee Taking Turn at the "Bridge"

Columbus, Ohio, Friday.

Most radio men have at least heard of the radio "ship" of "Captain" Carl S. Wilkins, Sparton dealer at 116 North High street, this city. Not many, however, are familiar with the unique ideas on selling and on store management that have made the "Captain's" place one of the outstanding radio stores of the Middle West.

This unusual establishment has been illustrated and described a number of times. There is a big 14-foot anchor outside, the "bridge" and the "passenger deck" inside, and a nautical atmosphere about the whole establishment that has attracted much attention and comment throughout the industry.

The sales methods and the personality of the "Captain," however, deserve even more attention than the unusual store itself.

"Captain Wilkins" is a real captain. He goes on the theory that a man cannot do his best unless he is surrounded by men who can step into his own shoes and fill them adequately when necessary. His one great aim, he says, is to make every employee feel a responsibility equal to his own in the piloting of this business craft.

In order to make this responsibility more than a theory the "Captain" steps down from the bridge every third week and puts the ship into the hands of one of his salesmen. The salesmen take their turns. "Captain" Wilkins is the pilot for two weeks, and then a subordinate runs the business the third week.

When the term "runs the business" is used it means just that. Every man knows way ahead of time just when he is going to take the helm and he is expected to start the inauguration of the selling idea by means of which he makes his week a week of progress.

He is expected to trim his own windows, and to get them in shape on the first day. He is expected to have some concrete sales idea that will put aggressiveness into the entire organization, and is given complete authority to put his plan into effect. If the temporary "captain" says that the store opens

at 7 o'clock, that is when it opens. His command is not a command in name only, but is actual management of the business, and he is given an opportunity to show just what he has in him.

"A week or two on the bridge," says "Captain" Wilkins, "will demonstrate pretty thoroughly whether a man has



"Captain" Carl S. Wilkins

any ability or not. It gives him confidence and brings new ideas into the merchandising of the things we handle. The ability he displays when he is in charge is the basis on which his ability is judged. The lightweights merely fall by the wayside and give way to the solid, substantial men who have something to add to the business."

"Captain" Wilkins is quick to attribute the lion's share of his success to ideas that have come from men under him. "Progress," he says, "is bound to be more rapid if the thinking of an organization is behind it, rather than just thinking of one man. I do not attempt to pass judgment on the soundness of any new idea that is inaugurated. I simply give its originator an opportunity to work it out, and if it is sound it will show."

MADE POSSIBLE

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

WEEKLY BULLETIN

"THE WOMAN ALWAYS PAYS,"
Chortled The Gay Wag - - -

But he neglected to mention that they also do most of the buying. This year's customary yearly Radio Show has brought us the usual changes in furniture and minor chassis improvements, necessitating some radical action on the part of both the small and large dealer to dispose of his old stock.

While we have never advocated special price concessions to consumers as a general practice, we do see the advisability of moving your older models quickly. A small quick loss "of profits" now will save a bigger headache later.

RELEASE THE BRAKES—

The man who uses only one oar to row a boat doesn't make much progress.

1930 Another Philco Year

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

Al Simons

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

E. A. Bowman, Detroit Edison Jobber, Visits Factories at Orange

ORANGE, N. J., Friday.

The Edison Laboratories at West Orange were hosts recently to Mr. and Mrs. E. A. Bowman and their daughter, Mrs. V. L. Buckeridge. Mr. Bowman is president of E. A. Bowman, Inc., Detroit distributor of Edison Light-O-Matic radio. Their daughter is the wife of V. L. Buckeridge, sales manager of the Bowman organization.

While at West Orange, Mr. Bowman and his party viewed the workshop of Thomas A. Edison and also the factories where Edison radios and other products are manufactured.

Conferring with company executives, Mr. Bowman told of the high regard Detroit has for products of Edison manufacture, this characteristic reflecting itself in the excellent volume of Edison radio business enjoyed in the Detroit territory. More than seventy-five dealers in Detroit are now

Girard Phono., Edison Jobber, Opens Branch Office in Baltimore

PHILADELPHIA, PA., Thursday.

The Girard Phonograph Co., distributor here of Edison radios, has opened a branch office in the Pythian building, Charles and Preston street, Baltimore, Md. Radio dealers in the Baltimore and Washington, D. C., trading areas will be served from this branch.

The Girard Phonograph Co. has been a distributor of Edison products for the past seventeen years, during which time the firm has built up an enviable reputation.

J. T. Donohue, manager of the Girard company, promises the same prompt and efficient Edison service from the Baltimore branch as that rendered by the local office.

handling Edison radios, Mr. Bowman said, and indications point to an unusually heavy Edison volume from them during 1930.

Sentinel

Dollar for Dollar Tone for Tone

*the greatest value on
the radio market today*

JUDGED as radio prospects judge radio — on the basis of *price* and *performance* — the new Sentinel is the best buy on the market. More dealers are learning this truth every day!

Everything you can ask of a radio receiver Sentinel does superlatively well. Its eight tube screen grid chassis — with *four* screen grid tubes — has power, sensitivity, selectivity — to unusual degrees. And its tone — from its nationally famous dynamic speaker — is life-like and undistorted over the whole musical range.

Yet it is popularly-priced for volume sales in the hard competitive market of 1930! And the line includes a fine combination — at a price at which you usually sell a radio alone!

National Newspaper Advertising

Saturday Evening Post advertising has told the story of Sentinel's excellence at sensible prices to thousands of your prospects. National newspaper advertising now carries the same selling story to thousands more. If dollar for dollar value, as well as fine performance, is important to your prospects — Sentinel will increase your sales. Order both the radio and combination today. They will prove their value in your store. We will ship them quickly through your Sentinel Distributor.

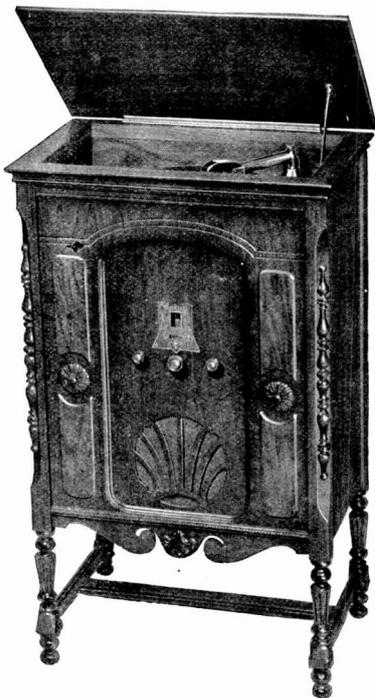
UNITED AIR CLEANER CORPGRATION
9705 Cottage Grove Avenue Chicago, Ill.



List Price
\$99.50

Less Tubes

Model 8 — \$99.50 less tubes. An unusually sensitive, selective 8-tube screen grid chassis with *four* screen grid tubes, one 227, and two 245 tubes in push-pull. Beautiful cabinet of two-tone walnut. Full Dynamic speaker. Clear, rich tone.



List Price
\$149.50
Less Tubes

Model 9 — \$149.50 less tubes — An excellent combination, containing Sentinel's eight-tube screen grid chassis with *four* screen grid tubes, and a famous phonograph motor and pick-up — standard on many leading reproducing instruments. Full Dynamic speaker. Life-like tone. And an attractive two-tone walnut cabinet with record compartment.



Atwater Kent Radio Installed in Special Car of Seven O'Clockers', New York-Philly Commuters



Kent Set in Seven O'Clockers' Klub Car

PHILADELPHIA, PA., Friday.

Through the courtesy of the Atwater Kent Mfg. Co., this city, the members of the Seven O'Clockers' Klub, Inc., said to be the only organized group of city-to-city commuters in the world, can now beguile the weary traveling hours listening to an Atwater Kent radio on their daily journey to New York and back to Philadelphia on the special car provided for them by the Reading railroad.

The set, which is installed at one end of the Seven O'Clockers' car, is an atwater Kent model 67 in a lowboy cabinet. A second speaker, which can be turned off and on at will, is installed on one of the side walls of the car

midway between the front and the rear. Officials of the Seven O'Clockers' Klub declare that reception over the Atwater Kent has been perfect thus far.

The special car for the use of the almost 200 members of the club is fitted and decorated with pictures, photographs, pennants and plaques and a large clock. A special bathroom, pantry, and a number of bridge tables are additional features. Now with the acquisition of the Atwater Kent, the members are surrounded with all the usual home comforts during their daily four hours' travel between Philadelphia and New York.

The photograph shows Richard A. Wotowitch, president of the club, standing in the left of the radio with a megaphone in hand.

MISSOURI DEALERS MAKING PLANS FOR GOOD FALL SEASON

St. Louis, Mo., Thursday.

The Walter Ashe Radio Co., Eleventh and Pine streets, and the Hewette Radio Corp., 3641 South Grand boulevard, have been appointed General Motors radio dealers, the former having the downtown district.

The Walter Ashe Co. has just opened new display rooms, with walls in tan craftex and ceiling and draperies in dark brown silk, and windows paneled in walnut finish. The firm has moved its parts business a door south to 125 North Eleventh street, and has opened a branch radio store at 7187 Manchester avenue.

The Hewette Co. has been organized by Dudley Hewette, widely known as a Chevrolet dealer, and has opened a handsomely decorated exclusive General Motors radio store at the South Grand address.

William Borghoff has resigned his radio connection with Geller-Ward & Hassner Co. He has been active in the St. Louis Radio Trades Association and the St. Louis radio show, having served as director and treasurer in 1925, 1926 and 1927. He also is widely known to radio tradesmen. Borghoff is attending the radio trade show at Atlantic City this week.

The St. Louis Radio Engineering Co., which built the transmitters for KFVE and WEW, as well as those for the old WRAQ and WSBF,

has acquired the West End Radio Co. Its officers are now Bernard C. Payne, president and general manager; E. G. Weber, vice-president; Arvid S. Payne, sales manager and Fred W. Vach, service manager.

The Gaertner Electric Co., 3521 No. Grand boulevard, has completed arrangements with Forrest O'Brine, endurance flyer and co-holder of the world's endurance record, through which the aviator has become associated with the firm. O'Brine will not desert his flying activities, of course, but rather will augment them, the main portion of his flying during the term of the contract to be under the auspices of the Gaertner company. The Gaertner company plans to use O'Brine's flying experience in a unique method of getting radio business.

Recently it became necessary for the Geller, Ward & Hassner Co. to separate its radio department from a general hardware business, which has grown to extensive proportions, both in the retail and the wholesale field in the St. Louis territory. Accordingly, large floor space on the fourth floor of the establishment at 410-12-14 No. Fourth street has been prepared. Two separate display rooms are now maintained for the dealer trade, the company having elected to increase to a great extent its wholesale radio business. An extensive export of radio to Latin-American countries is also maintained by the company.

—N. B. TERRY.

BANKRUPTCY

A petition in bankruptcy was filed on Monday against the Mutual Radio Stores, Inc., 5406 Myrtle avenue, Brooklyn, N. Y.

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



DISTRIBUTORS
of
PHILCO
BALANCED UNIT
RADIO

MAY RADIO CORP.

380 CENTRAL AVE., NEWARK, N. J.

Sole Distributors in

Northern New Jersey and Staten Island of the Philco Standard Line

MAY DISTRIBUTING CORP.

112 BLEECKER ST. N. Y. C.

Sole Distributors in

Manhattan and Brooklyn of the Philco Standard Line

MAY DISTRIBUTORS, Inc.

797-805 BEACON ST., BOSTON, MASS.

Sole Distributors in

Worcester, Middlesex and Norfolk Counties, Mass., of the Philco Standard and Screen Grid Plus Lines

D. W. MAY, Inc.

393 NEW ST. NEWARK, N. J.

Sole Distributors in

Northern New Jersey

and Staten Island of the

Philco Screen Grid Plus Line

D. W. MAY, Inc.

34-36 W. HOUSTON ST. N. Y. C.

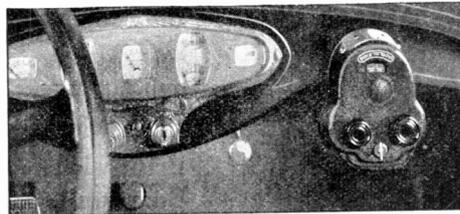
Sole Distributors in

Manhattan and Brooklyn of the Philco Screen Grid Plus Line

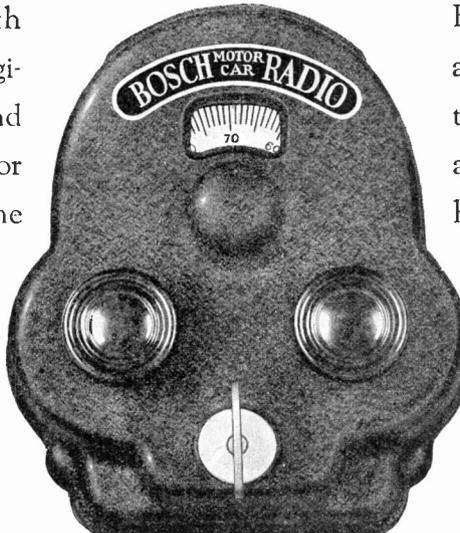
BOSCH

MOTOR CAR RADIO

THE famous Bosch Radio for the home now has a counterpart in Bosch Motor Car Radio. This newest Bosch Radio model has ALL the superiority quality features and all the advantages of Bosch Radio for the home. It is a screen-grid tube receiver—four are used with one power tube. Built by engineers expert in both Radio and Automotive fields, Bosch Motor Car Radio is designed for the Motor Car. It requires minimum space; it has a cone type speaker, is completely housed and is simple to install. The single dial tuning control is placed on the instrument board without mutilation of panel or interference with



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



INSTALLED WITHOUT MUTILATION OF PANEL... NO ANTENNA IN CAR BODY... CONE SPEAKER WELL PITCHED ABOVE VIBRATION AND RUMBLE OF CAR... PRECISION BUILT BY BOSCH AUTOMOTIVE AND RADIO ENGINEERS... SINGLE TUNING CONTROL—SINGLE RADIO UNIT

instruments. No need to disturb upholstery. Bosch Motor Car Radio answers a very pertinent demand—it sells on demonstration

because of its superior performance. Bosch Radio is complete with Receiver, Station Selector, Five Tubes, Special B Batteries, Battery Box, Cone Speaker, Antenna and all required shielded cables, ready to install. Price \$140. Western and Canadian prices slightly higher. It will pay you to have the full story of Bosch Motor Car Radio—mail the coupon.

COUPON

American Bosch Magneto Corp.
Springfield, Mass.

Please send me details of Bosch Motor Car Radio.

Name

Firm

Address

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

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

**TONE?—of course
... but WHY?**

Everybody talks "tone" . . . But there are FIVE definite, tangible REASONS that explain convincingly why the new Brunswick tone is superior—

The Uni-Selector

Absolute single control—one dial to turn set on and off, adjust volume, tune in stations, and change from local to distant reception.

The All-Armored Chassis

Shields the set from outside and inside interference.

The Tone Control

Diminishes bass or treble tones as listener desires.

The Rigid Tuning Scale

Brings stations in at same point on the dial every time, without the slightest deviation.

4 Screen-Grid Tubes

Insure perfect reception at any time in any weather.

Brunswick

Coming TIDAL WAVE OF

Brunswick will sweep all before it in 1931!

Expect great things . . . Then prepare to have Brunswick exceed your expectations!

Brunswick's alliance with Warner Bros., pioneers of talking pictures, changes the picture of the radio industry — gives Brunswick a mile-wide edge.

It's a new radio world — and Brunswick's sitting on top!

There's a new "feel" — new drive — new push — in the Brunswick ranks . . . You'll see it reflected in sales.

Brunswick's startling new models, already the talk of the Boardwalk, will soon be the talk of the nation!

THE BRUNN

RADIO . . . RADIO-WITH-



in on a **POPULARITY!**

ears ahead of time in mechanical improvements, you
se the radio of the future in the Brunswick of today.

he most sensational advertising in Brunswick history
ill tell the new Brunswick's amazing story as powerfully
s words and pictures can . . .

nd look for lavish exploitation that will utilize every
tom of the marvelous opportunities offered by the
Varner Bros. hookup.

o get aboard while there's still some room left on the
and-wagon . . . Travel with Brunswick to new heights of
eadership in 1931!

1931

BRUNSWICK

PANATROPE . . . RECORDS

4
VALUE-PACKED
1931 MODELS

In strikingly distinctive new cabinets
—by far the finest that even Brunswick
has ever made!

*The Radio-with-
Automatic-Panatrope*
Automatic record-playing device plays
18 records without attention.

*The Radio-with-
Panatrope*

The Radio Highboy

The Radio Lowboy

Brunswick



FOURTH MAJESTIC STORE OPENED BY TRIPP IN PONTIAC

PONTIAC, MICH., Thursday.

Pontiac's finest new radio store was opened this week, making a fourth in the group of downtown Majestic sales-rooms which are the outgrowth of George W. Tripp's active merchandising of this line ever since he first took the Majestic agency at his modest little store on So. Saginaw street.

The Majestic Shop, opened this week, occupies one of the best located sites in the downtown business district, 16 West Huron. Floor layout and decorations combine a wide number and variety of elements suggested by experience at the earlier stores, producing a most pleasing effect on the eye, and offering a most effective background for making demonstrations and closing sales in the store. Mr. Tripp has moved his headquarters from the old store at 80 So. Saginaw to the new Majestic Shop. Paul Heinsohn is sales manager at the new store. Its business will consist exclusively of the sale of Majestic products, Majestic radio and Majestic electric refrigeration. The management anticipates not only a continuance of its past success with Majestic radio, but its advance studies of the product and advance studies of the product and available market have led to very favorable anticipations of business on Majestic electric refrigeration.

The progress which has been made in supplying a background of up-to-date stores for leading lines of radio during the past eight months has advanced this class of merchandise to the very forefront of prominence in the Pontiac business district.

Local authorities are disappointed in the admitted fact that so far in 1930 Pontiac has failed to resume the rate of growth which in recent years made it one of the best fields for general merchandising of any city of comparable size in the country, which makes the showing provided by the radio retailers' group all the more creditable.

Radio business has grown so rapidly, and with such bewildering and revolutionary changes at frequent intervals, that there is a minimum of class consciousness, or radio-mindedness, or disposition to get puffed up and blow hard, amongst radio merchants, and very likely this is a good thing. But the industry is certainly entitled to take due credit to itself for its actual gains.

In covering routes extending through states offering a maximum diversity of all types of conditions affecting business and social development, during the past six months, there is one feature about radio merchants which has made an outstanding impression on the traveling correspondent of THE TALKING MACHINE and RADIO WEEKLY. They have created a national group of stores which represent their industry to the public living in and traveling through every important city, village, and often down to the small crossroad towns, as favorably as the display effect achieved by any trade group; in fact radio stores have already come up to a point where they rate to the ordinary observer as second only to the banks and leading motor car agencies. This is not only a source of pride, but a great practical asset to an industry which must finance a growth as rapid and running into such stupendous sums of money as has become the rule and expectations in radio.

Miss Esther Coggan, manager of the record department at WKC Radio Co., 138 N. Saginaw, observes that the drift of young men from the middle south to this district, often bringing their families, as they are drawn by employment in the automobile factories, is making some interesting changes in the type of record demand. These people are good steady record buyers when they find what they want. Jimmie Rogers records are the best bet with "the southern trade." The WKC store stocks Brunswick and Victor records and portables. Its radio line is comprehensive, suitable to the location and size of the store, Atwater Kent, Victor, Radiola and Zenith. Jack Wainger, manager, notices that radio owners number many who take an interest in bringing in southern stations, and favor programs featuring old time songs.

James Hampton is going ahead on his second year as a radio dealer with numerous advantages over his starting conditions a year ago. His general experience acquired before opening his own store have enabled him to develop both service and merchandising activities on sound lines, giving his store a good reputation with the local public.

Mr. Hampton is proprietor of Hampton's Radio Shop, 131 Oakland avenue, dealer in Philco, Crosley and Apex.

H. F. Moody, 37 W. Lawrence, proprietor of Pontiac Tire & Accessory, picked a good line of tires, the General, some years back; also, in radio, he selected RCA; and in both he enjoys continuous business and a steady accrual of good-will.

Michigan dealers are watching the trend of programs offered by broadcasting stations commonly heard in this state with more interest than ever before. National broadcasting features are doing radio merchandising most good. Detroit broadcasting comes in for general favorable comment, with reservations as to "too much uninteresting talk, too frequent and long self-advertising of stations, too much uninteresting and over-long advertising, too obvious commercialization of listeners' time and attention." The trade is beginning to think there will be a much larger demand for remote control, giving listeners means of shutting off blah and hokey and sour toned ham acts without getting up from their chairs. Some days one has to be a prime jumping jack to get an hour's

Czechoslovakian Radio Set Imports Show Gain

WASHINGTON, D. C., Friday.

Czechoslovakia imported more than twice as many radio receiving sets during the past year than in 1928, according to a report received in the Department of Commerce from Assistant Trade Commissioner Sam E. Woods at Prague. In 1929 the value of the imports amounted to \$1,589,070 as compared with \$745,980 in 1928, or an increase of approximately 112 per cent.

The share of the United States in Czechoslovakian radio market, although still small, amounted to \$33,420, a considerable increase over the previous year's figure of \$14,856.

—McG.

total enjoyment out of the radio; other days it is "just wonderful." On the whole, public and the trade like what they get; there is enough offered to suit all tastes. Good music is always in favor, and there is a large public that knows the real thing.

—S. F. PARKER.

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

Brunswick

Radio • Panatropé with Radio • Records

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

G. J. Seedman Co., Inc.

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

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

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

ANOTHER YEAR OF VICTOR SUPREMACY!

with

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



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PHILADELPHIA, PA.

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

H. A. Weymann & Son, Inc.

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

PITTSBURGH, PA.

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

RICHARDS-CONOVER NAMED FADA JOBBER IN WIDE TERRITORY

IS EFFECTIVE JUNE FIRST

W. E. Woods Appointed Fada Chicago Branch Manager—Moser & Suor, RCA Distributor, Planning Series of Dealer Meetings—Refrigeration Business Showing Decided Upward Trend.

Kansas City, Mo., Friday.

One of the most important changes in the radio distribution field in the Kansas City territory that has taken place for some time here is the appointment of the Richards-Conover Hardware Co., one of the largest wholesale hardware distributors in the Southwest, as jobber for Fada Radio Co. in western Missouri, Kansas, Oklahoma and Panhandle Texas territory. The Richards-Conover Co., assumed distribution of the Fada as of June 1.

W. E. Woods, who has been manager of the Kansas City Fada factory branch since last July, has gone to Chicago June 1 to take over the Fada branch there as manager. The Kansas City branch had only the western Missouri and Kansas (exclusive of Wichita) territory. The broader area allows the local company to make use of its large distribution plant in the additional sections.

The Richard Conover company is fully equipped to handle radio, as it has been in the radio distributing business before and has the facilities already set up. Harold B. Falls is general sales manager of the radio department, being ably assisted by Richard Lancaster, who will handle sales promotion.

Trade meetings for the purpose of introducing the new Fada line were held by the new distributors on May

27 and 29 in Kansas City and Oklahoma City, respectively; and the company has made elaborate plans for the establishment of a new specialty sales force to aggressively boost the Fada line in the territory. Other trade meetings will be held at Wichita and at other points in the territory during the coming weeks.

Mr. Woods, who came to the Fada branch here last summer with a fine record of radio merchandising and experience behind him, built up a large clientele in Kansas City. He has made a very fine record. He instituted a vigorous and effective sales policy which practically doubled the turnover of Fada radios in the territory, and he leaves the branch without a radio on hand and the stock in excellent shape.

The offices and warehouse of the branch at Twentieth and Grand are being closed. The Richards-Conover Hardware Co. is located at Fifth and Wyandotte.

L. C. Truesdell, advertising manager for the Sterling Radio Co., planned a welcome and parade for two-hundred Majestic dealers from California who were coming through Kansas City May 31 on their return from attending a Majestic school at Chicago. The dealers paraded through the city in buses, and were shown the city.

Mr. Truesdell has just returned from a two weeks' vacation spent in St. Louis.

The week of May 14 was the largest experienced by the Sterling company since the first of the year. Stock at the present time is in excellent condition, and a decided stimulation to buying has been felt since the announcement of the Majestic price increase June 1.

A surprising tendency has been noticed on the part of Majestic dealers to go exclusively Majestic, according to Mr. Truesdell. The "pull" of the Majestic refrigerator, which will give dealers an all-year-round volume of business, has been widely felt. Enthusiasm is high, and the company expects to have to do little promotion work.

H. C. Bonfig, of the Sterling company is on a trip to New York from

where he went to the radio show at Atlantic City.

The Moser & Suor Co., newly appointed distributor for RCA, is planning dealer meetings in Kansas and Missouri. These will be held in Salina, St. Joseph, Joplin, Wichita and other cities and towns following the show at Atlantic City which both D. W. Moser and J. G. Suor will attend.

W. J. B. Kennedy, Southwestern territory manager for RCA at Dallas, was in Kansas City recently. He has made a tour of the territory before going to Atlantic City. Mr. Kennedy's district comprises western Missouri, Kansas, Colorado and part of New Mexico, Nebraska and Wyoming. The Kansas City company reports collections good with a decided market for RCA sets.

M. S. Tinsley, district manager for RCA, was in Kansas City recently.

The Mace-Ryer store is closing out its record department entirely, selling a number of discs at prices from ten to forty-five cents each. The radio business of this firm, however, according to C. C. Jones, manager of the department, is good. The first two weeks of May were slow, but since the fifteenth demand has increased. From March 21 to May 1, a campaign was conducted which resulted in \$50,000 sales for the company.

The Electrical and Radio Club of Kansas City met recently with about 15 distributors and over 100 dealers attending. A home demonstration record bureau, to be kept in the office of the executive secretary, G. W. Weston, was launched. A record of all pick-ups and repossessions will be kept, and this information will be available to members of the club and non-members alike. However, the identity of the dealer concerned will not be known, just information as to name, date and why the person did not buy.

Radio dealers believe that this is the only plan which is workable in a city of this size. A charge for home demonstrations was considered but the idea was discarded because it was generally felt by radio men present that it wouldn't work. Most dealers felt that home demonstrations are essential to a radio sale.

A mass meeting of dealers and distributors was arranged for every third Wednesday in each month. At the meeting the attitude of the majority of dealers indicated that radio conditions were slow. This was partly blamed to the weather and partly to general business conditions.

The refrigeration business is showing a decided increase, according to J. B. Taylor, in charge of the wholesale operations for the Western Kelvinator Co., running mate of the Western Radio Co., distributor for Atwater Kent. April showed a 20 per cent. gain over March for this company while May has shown substantially the same increase, according to Mr. Taylor. The Western Kelvinator Co. has appointed 65 dealers in its territory—western Missouri and part of Kansas—since February 1. This includes two utility companies which have about ten dealers each.

The report in the May 7 issue of the TALKING MACHINE and RADIO WEEKLY that Charles M. Gaffney was formerly with Mace-Ryers, was incorrect. Mr. Gaffney formerly was with the Sterling Radio Co. The new Mace-Reynolds store, exclusively Majestic, at 726 Minnesota avenue, is independent of the Kansas City store of Mace-Ryer. There now are two Mace-Reynolds stores in Kansas City, Kansas, the other being located at 3010 Strong avenue.

Combinations are selling better than anything else at The Paul Music Store,

Mary McMurray, buyer and head of the record department, reports. In these, Victor is leading. The small No. 90 Majestic is still the largest seller in straight radios. Trade-ins on the Victor have stimulated record sales because more combinations are going out.

All numbers from Harry Richman's "Puttin' on the Ritz" are experiencing a good demand; while Rudy Vallee's "Stein Song" still is one of the best sellers in this store. "Moon is Low," by George Olson on Victor and Guy Lombardo on Columbia; Slats Randall's "Skirts" on Brunswick and Ray Miller's Brunswick recording of "Kiss Me With Your Eyes" are popular. Much is expected from Rudy Vallee's rendition of "Kitty from Kansas City," since the title gives it a local appeal.

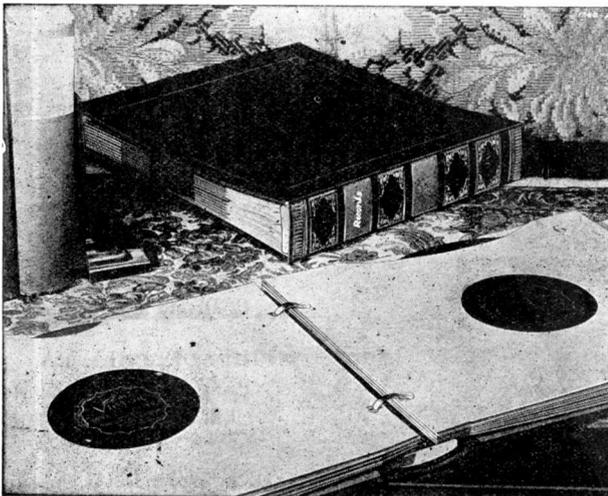
—KENNETH FORCE.

Voss-Hutton Co. Is Arkansas Jobber of Brunswick Products

Little Rock, Ark., Friday.

The Voss-Hutton Co., of this city, has been appointed Arkansas state distributor for Brunswick radios, according to M. C. Hutton, president and general manager. The new models have arrived and are now on display. The Brunswick line has made considerable headway in Arkansas and no doubt its progress now will be even greater. Among the local retail dealers in Little Rock in this line are: Marks Radio & Music Co., 109 West Markham street; Reed Music Co., 719 Main street, and L. G. Moore, 522 West Twenty-second street.

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
**PERFECT
COMBINATION**

Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

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

Get this FREE SALES TRAINING

Now!

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

BE 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

G R I G S B Y - G R U N O W C O M P A N Y , C H I C A G O , U . S . A .

Majestic

R A D I O

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

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

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

MEMPHIS, TENN.
Radio Sales Company
483 South Main Street

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

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

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

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

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

PHILADELPHIA, PA.
Peirce  Phelps

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

HARRISBURG, PA. **WILKES-BARRE, PA.**

PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street

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

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

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

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

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

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

M A J E S T I C

D I S T R I B U T O R S

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

HOUSTON SHOWS BIG GROWTH IN 10 YEARS RECORD SALES ARE BRISK

DeForest Radio Tube Enjoying
Good Popularity — 83 Retail
Radio Outlets in City.

HOUSTON, TEXAS, Friday.

Houston, a city of 290,811 people by the 1930 census, the second largest metropolitan city in the South, is noted for its rapid commercial and industrial progress. As a talking machine and radio distributing center, Houston has no equal in the Southwest. Houston has always been a talking machine city in a big way and advent of radios on a large scale found the Ship Channel metropolis combining its efforts to make the radio industry universally recognized. Houston is without a peer when talking machine and radio jobbers, factory salesrooms, retailers are brought into conversation.

One of the pioneer dealers of radios and radio equipment in this territory is the Hurlburt-Still Electrical Co., at 1207-09 McKinney avenue. It handles the Atwater Kent, Graybar and Philco lines. This firm was established in 1901 and is known far and wide for its unequalled service rendered in radio work.

Many will recall the name of Mark Westcott, the nationally known musical artist and stage performer. Mark has within the past year opened up his own establishment, Mark Westcott's Radio Salon, at 4009 Main street, in the heart of Houston's widely known boulevard system, rivaling that of New York's famous Fifth avenue. Mark, besides handling the Edison line of radios, talking machines, etc., renders radio repair and service of all kinds. He has a corps of experts assisting him in his work. Mark has his own orchestra, Mark Westcott's Radio Salon Orchestra, which plays for various musical occasions as well as taking to the air once a week over local Radio Station K P R C. All in all, Mark is kept quite busy dividing his time between sales and service and playing with his orchestra.

Houston has 83 retail establishments selling and servicing radios. Six large jobbing firms handle radio and radio equipment. Besides this list, several factory branch offices are locally situated and four major radio transmitting stations are in operation. So one may fully realize the importance of Houston to the radio world.

In the talking machine field, Houston has over 30 retailers handling phonographs and supplies, all rendering sales and service as well. Houston is well represented by distributors of talking machines, T. E. Swain Co. handling a varied line and Southwestern Victor Distributing Co. having a branch office in this city.

One of the most popular talking machine records on sale in this market is that of Guy Lombardo's latest Columbia record, No. 2156-D, which has "A Cottage for Sale" on one side of the disc and on the other "Without You, Emaline." All local retailers who stock the Columbia line of records advise that this number is exceeding in sales those of other makes. Guy Lombardo and his Royal Canadians Orchestra are great local favorites and every time a record release is made by this famous

musical organization a rush to local stores handling Columbia records is made by talking machine record devotees of Houston.

The Radio Equipment Co., distributor of Majestic radios for Texas, has three sales offices conveniently located in all of this State's metropolitan cities, in Houston, San Antonio and Dallas.

Since "Putting on the Ritz," an all-talking movie, made its recent appearance here, Brunswick record No. 4677, with "Puttin' on the Ritz," coupled with "There's Danger in Your Eyes, Cherie," is swelling in sales totals every day, Brunswick dealers report. Al Jolson, also appearing on a Brunswick record, in "To My Mammy," is also in good demand.

Heavy advertising by many national manufacturers is in vogue here. This is some of the Spring campaigning started several weeks ago by manufacturers and distributors. Local dealers are without a doubt among the largest users of newspaper space, billboards, etc.

One of the most popular radio tubes sold on the local market is that made by the DeForest Radio Co., of Passaic, N. J. DeForest Audions are to be found at all leading dealers and are sold on a large scale in this territory.

Roby, Inc., at 717 Travis street, recently succeeded Johnathan Cox Co. in the retail and wholesale business of talking machines. This firm repairs, sells parts for all makes as well as handles a general line of phonographs. It handles a complete line of records.

Philco radio is sold on a large and wide basis through local dealers. Those who handle Philco radios are Hurlburt-Still Electrical Co., Kidd-Russ Co., Chas. W. Parker Music Co., B. J. Still Electrical Co. and Wm. H. Still. Wm. H. Still is the distributor in this territory for Philco and is located at 1209 McKinney avenue.

Another of Houston's pioneer talking machine and radio sales merchants is the Thos. Goggan & Bro. Co. This firm whose general headquarters are located in its beautiful new home in this city, maintains branch sales offices in Galveston and Victoria. The local musical house gains many sales from theatrical patrons who go into the theatres adjoining the establishment, hear the late song or musical hits and then make their purchases at Goggan's when making their exit from the theatres. This firm handles all the latest and most modern products in both the talking machine and radio fields, as well as a full line of pianos, musical instruments and sheet music. This firm is one of the largest of its kind in the entire Southwest.

Dear readers: Let's make this Houston column a regular event each week. We can with your cooperation.

--WALDMAN.

B

BRUNO

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade

The Oldest and
Largest Musical
Merchandise House
in America

Exclusively Wholesale
ESTABLISHED 1834

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



All a-b-o-o-o-o-a-r-d f-o-r

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.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

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

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

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

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"
495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE
131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO
250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

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

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.—

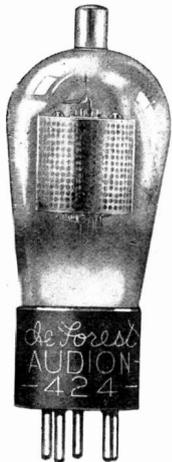
ERNEST INGOLD, INC.

950 Van Ness Ave.
Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"



Two factors that influence the sale of radio tubes



YOUR customers appreciate the fact that there are technical differences in radio tubes on which you are better informed. Naturally, when you recommend a certain make of tube, it carries weight.

And if the tube you recommend bears the name of a manufacturer known and recognized by your customer, you've doubled his confidence and clinched your sale!

It is to your interest to push De-Forest Radio Tubes. They bring out the finest reception in any set; they are high-vacuum tubes, containing a much higher vacuum than most standard makes; they give longer service; and they give you less trouble.

Bear in mind: Three out of five service calls are caused by tube failures. De Forest Radio Tubes stand up under every radio requirement, cut down your service calls and thereby protect your profits.

There's another point in favor of De Forest Radio Tubes—price. They now cost the listener from 20 to 25% less than other standard tubes. Our new high-speed automatic machinery, which eliminates human error in tube making, multiplies our output seven times and reduces the cost. Think what that means in increasing your turnover, and your profits!

Ask your De Forest Distributor for full information about De Forest Radio Tubes. Or get in touch with us.

DE FOREST RADIO CO.

Passaic, N. J.



TRILLING & MONTAGUE SPONSOR DEALER MEET

ZENITH "70" LINE SHOWN

Lewis Radio Co., Colonial Distributor, Host to Dealers at Debut of New Line—New Fada Models Now on View at Dickel Headquarters.

PHILADELPHIA, PA., Friday.

Zenith dealers were the guests of Trilling & Montague at a dinner tendered at the Adelphia Hotel recently at which 278 retailers were present. The Zenith dealers were greeted by David Trilling who extended the hospitality of the firm as toastmaster while Harry Montague and Jacob Lobel personally welcomed the guests, conducting them through the exhibits of the new Zenith "70" line and going into details of the latest improvements that have been made. There were five models of the newer sets and their handsome cabinets were much admired by the trade. Dr. Frank A. Rafferty, director of research of the Zenith laboratories, spoke on "Selling Quality" and gave an illuminating discussion of this phase of salesmanship.

Another interesting dealer gathering was the banquet sponsored by the Lewis Radio Co., distributor of Colonial, 45 N. Seventh street. Presiding at the banquet held at the Sylvania Hotel were M. J., Harry J., and Herman Lewis who with Sales Manager Edwin J. Cohen spoke on the many improvements in the newer sets. Fred G. Carson, vice-president of the Colonial Radio Corp., and Russell G. King and Frank M. Burns, officials of E. T. Cunningham, Inc., and Benjamin Stevens, Philadelphia district representative for Colonial, were also present. Stevens greeted the dealers on behalf of the factory, introducing the Colonial officials and going into details of the new models.

There were exhibited for the first time here moving pictures of the Cunningham tube factory and methods of manufacture from the preparation of crude materials to the shipping and stocking of the tubes in the dealers' shops.

A group of 25 Spartan dealers were the guests of the manufacturers, the Sparks-Withington Co., at Jackson, Mich. The local distributor, Homer C. Davis Co., 3846 Lancaster avenue, was sponsor of the trip to the factory headquarters. President Homer C. Davis and A. L. Swengel accompanied the dealers and attended the Spartan distributors' convention which was held simultaneously with the trip of the dealers.

Trade congratulations were extended to David Trilling of Trilling & Montague on the arrival of a boy, a new member in the Trilling family.

David Trilling spoke at the National Electric Credit Men's Association convention, held at William Penn Hotel, Pittsburgh, Pa., recently. His theme was "Radio Credits With Dealers."

L. E. Hilduser and Pierce-Phelps, Inc., 437 N. Fifth street, extended generous hospitality to Majestic dealers at the R.M.A. convention in Atlantic City this week. Acting for the manufacturers, District Manager Hilduser joined with the distributors in entertaining

THE TALKING MACHINE and RADIO WEEKLY

GROSS-BRENNAN SALES STAFF ON VISIT TO STROMBERG-CARLSON FACTORY HEADQUARTERS



Gross-Brennan Group at Stromberg Plant

ROCHESTER, N. Y., Tuesday.

The entire sales and executive personnel of Gross-Brennan, Inc., Eastern district sales representatives for the

Stromberg-Carlson Telephone Mfg. Co., this city, attended the recent Stromberg-Carlson conference held in this city. The group pictured above represents the Gross-Brennan delegation.

more than 1000 dealers in the Chelsea Hotel when they were dined and taken on sight-seeing trips after a view of the exhibits, on Tuesday.

Four new Lyric radios are being shown here at the headquarters of the distributor, Philadelphia Motor Accessories Co., 3129 N. Broad street. These models are much admired by the dealers and generous orders have resulted. Deliveries on these start this week. President D. D. Weiss, of the local firm, is well pleased with the initial sales of the Lyric.

R. E. Tongue, of the Crosley distributing house of R. E. Tongue & Bros. Co., Inc., Allegheny avenue and Amber street, attended the Crosley distributors' convention, held at the factory in Cincinnati, last week. Glenn Tongue, who has been abroad for the past two months on a business trip, has returned, and is now attending the R.M.A. convention in Atlantic City.

The five new Fada models are being shown by the Dickel Distributing Co. in the newly decorated display rooms on the second floor of the headquarters here. C. M. Sherwood, district manager for the Fada factory, was in Philadelphia last week. Five new men have been added to the forces of the Fada distributors. Three of these are already in the field. They are: H. E. Simons, who will cover southern New Jersey; J. J. McCormick, and G. E. Higgins, who will cover the Harrisburg section. G. W. Dickel has been giving personal attention to the dealers in showing the new models.

—CARR.

R.M.A. Credit Committee Submits Annual Report

Atlantic City, N. J., Wednesday.

Expansion of the interchange of credit information among members of the RMA was announced here today by Leslie F. Muter of Chicago, chairman of the RMA Credit Committee. In his annual report to the membership this morning, Mr. Muter declared emphatically that the RMA plan of frank exchange of credit information prevented the depression of last fall from assuming more serious proportions in the radio industry than it did.

Renewal of the RMA's contracts with the National Credit Office and the Credit Clearing House Adjustment Corp. was also disclosed. New and improved services in both of these functions are contained in the new contracts.

Finland Offers Good Market for Radio Sets

WASHINGTON, D. C., Monday.

According to the following statement from the Department of Commerce today there is a good market for American radio equipment in Finland, if local exporters are ready to meet competition from Germany, Sweden and the Netherlands:

It is estimated that of the radio sets now in use in Finland 33 1/3 per cent. are crystal sets and the remainder tube sets. Of the tube sets 80 per cent. are battery operated and the remainder light-socket operated. The present tendency in Finland, following modern developments, is toward the electric or socket operated set, and most of the receivers now imported from foreign countries are of this type. There is no demand for battery-operated sets at present, except in country districts where electric current is not available.

The relatively low purchasing power of the radio-buying population would indicate that at least 95 per cent. of the sets now in operation in the country are table models. The elaborate cabinet sets are only purchased by the wealthier classes.

The most popular models in receiving sets are those equipped with three tubes, 60 per cent. of sales being of this type, and the retail prices range as follows: Sets of Swedish manufacture from 2,500 to 3,000 Finnish marks; the German product from 2,000 to 3,000 Finnish marks; and English-made sets from 3,000 to 3,500 Finnish marks (the Finnish mark is equal to \$0.0252). The four-tube sets constitute about 10 per cent. of all sales, and there is a limited market for high-priced sets, some of which sell for 20,000 Finnish marks.

The principal German product found in this market is the Telefunken. The Telefunken Co. does a considerable part of the business in German sets, which give satisfactory results in Finland. Most of them are socket-operated, and all have a range of 200 to 2,000 meters. They are supplied in either direct or alternating current. Radio receivers that come from the Netherlands are products of the Philips Co.

The popularity of the phonograph in Finland has paved the way for the phonograph audio amplification and loud-speakers for reproduction, and interest is springing up in this type of apparatus.

—McG.

CLEVELAND VISITORS TO CONCLAVE HOPEFUL OVER SEASON'S FUTURE

PLANNING ACTIVE SUMMER

Heat Wave Gives Good Stimulus to Electric Refrigerator Business—Radio Show Issue of the "Trade's Only Weekly" Arouses Favorable Comment.

CLEVELAND, OHIO, Saturday.

The many members of the trade who attended the show at Atlantic City are back and enthusiastic over what they saw. New models are on display by some of the local distributors and their sales forces are now in the field lining up dealer accounts. The publicity given the show over the radio and by the newspapers is expected to stimulate business to a considerable extent and the trade is looking forward to an active Summer.

A number of the music trade from Cleveland and northern Ohio are to attend the national music convention, including officers of the Cleveland Music Trades' Association and Music Merchants of Ohio. They expect to take active part and the small goods dealers in particular are to take up vigorously with manufacturers the many evils now confronting the trade.

The electric refrigerator business in Cleveland and surrounding territory is good and shows signs of being still better. With the temperature at close to the 90-degree mark for several days this week, many prospects for iceless refrigeration were developed. Apartment house owners are stressing in their for-rent ads, that their property is iceless refrigerator-equipped, and this is causing others to make installations. The Electric League is featuring the leading lines in its display rooms. Large space is being used in the newspapers and there is also much outdoor advertising as well.

There was a special meeting of the Cleveland Music Trades' Association at Hotel Winton on Wednesday evening called by President A. L. Maresh for the purpose of voting on admitting a group of band and orchestra dealers who wished to affiliate with the organization. Dinner preceded the business session and there was a good attendance. Robert L. White, chairman of the committee of the group, and Harry R. Valentine addressed the meeting. They explained briefly the problems confronting them. President Maresh, and Rexford C. Hyre, secretary, also spoke, the former welcoming them into the ranks of the association. He also pointed out that as many as possible should plan on attending the national convention in New York and bring their problems to the attention of the national body. The band and orchestra dealers' group, while affiliated with the Cleveland Music Trades' Association, will function separately. Robert L. White of the Robert L. White Co. will be chairman.

The Haas Electric Sales Co., distributor for Mayflower iceless refrigerators, is very busy with this well-known line and is opening more new dealer accounts. The attractive list prices of the various models and generous dealers' discounts, together with the many features of the machines themselves, are creating a very favorable impres-

sion among the trade. For the Cleveland dealer the Haas Electric Sales Co. deliver direct out of their own stock and install and service free for one year at a very small cost. Out-of-town dealers can have machines delivered from distributor's stock or direct from factory plus freight and cartage from shipping point. This service appeals to dealers as it saves them a lot of work and leaves them more time to devote to selling. The complete line of Mayflower iceless refrigerators is attractively displayed at the showrooms, 512-18 Huron road.

The Haas company which is also distributor for the Colonial line of radio sets, has just received the new models which are creating a very favorable impression among the trade. The new prices of the sets place them in the popular-price class and are expected to be a big stimulant for sales this season. L. D. Goldhamer, secretary, and J. W. Goldhamer, treasurer, attended the convention at Atlantic City and are looking forward to a banner business on the Colonial.

The radio show issue of the "Trade's Only Weekly" created a great deal of favorable comment among the entire Cleveland trade.

The Westinghouse Electric Supply, on West Ninth street, which will distribute the new Westinghouse radio, is busy preparing for the first showing which will take place June 15. The company has very commodious and attractive showrooms where the new line will be shown.

The B. W. Smith Co., distributor for Edison, is receiving a number of inquiries for the line since the announcement of the new models that are now added. The company's new quarters at 6545 Carnegie avenue have ample parking space and every facility for the showing of the complete line.

Ray H. Bechtel, president of the Ohio Radio Trades' Association, calls attention to the fact that members who play golf or who do not, should take a half holiday on Wednesday afternoon, June 25, and go out to the Hawthorne Country Club for the annual golf tournament. A good time is assured all who attend, including a fine dinner in the evening.

—DHIM.

RMA Traffic Committee Accomplishments Cited At Annual Convention

Atlantic City, N. J., Thursday.

Freight rate reductions, accomplished by the Traffic Department of the Radio Manufacturers' Association, have saved the industry a million and a half dollars during the past year, it was stated in a report of the Traffic Committee of the RMA made here today by B. J. Grigsby, of Chicago, chairman of the committee. W. J. M. Lahl, of Chicago, is traffic manager of the association.

Reductions in the freight rates on shipments of a number of radio products have materially benefitted radio manufacturers, the report said. Reductions have been obtained not only on sets themselves, but also on other radio products such as loud speakers and cabinets.

The newest reduced rate accomplishment of this department of the RMA is a ten per cent. slash on freight rates for radio sets which goes into effect June 15. This reduction alone, it is said, will save set makers at least a million dollars a year.

MILWAUKEE DEALERS EAGERLY AWAITING NEW RADIO MODELS

BIG SEASON ANTICIPATED

Wisconsin Trade Well Represented at RMA Conclave—Majestic Dealers Express High Enthusiasm Over Prospects.

Milwaukee, Wis., Friday.

Radio dealers and jobbers in this territory are anxiously awaiting the arrival of the new models and anticipate a brisk demand for the sets during the fall and winter months. Indications are that sales during the coming season will exceed those of 1929 by a wide margin.

Milwaukeeans attending the Radio Manufacturers' Assn. show at Atlantic City, include the following: Michael Ert, of Michael Ert, Inc., William H. Roth, and A. Van Antwerpen, of the Radio Specialty Co., F. Hamilton Suter, of Shadbolt & Boyd Co., Richard Zinke, of Interstate Sales Co., V. H. Maurer, and S. Swisher, of Bagder Radio Corp., Gay R. White, of Taylor Electric Co., G. K. Purdy, of the George K. Beckwith Co., Henry M. Steussy, of H. M. Steussy, Inc., Walter Kluge, of Westinghouse Electric Supply Co., John Zeman, of Standard Radio Co., D. C. Lappin and Sam Rabuschin, of the Lappin Electric Co., William H. Nolan, of North Central Distributors, Inc., and C. E. Stebbins, of the Wisconsin Radio Distributors.

A. Van Antwerpen, secretary and general manager of the Radio Specialty Co., is planning to drive through the East and southern Canada before returning to Milwaukee. W. H. Roth, vice-president and sales manager, will spend several days at Cleveland on his return trip, where he is to undergo a minor operation.

Ralph Martin, of the Zabel Martin Co., Kenosha, Majestic dealer, is attending the R.M.A. show this week.

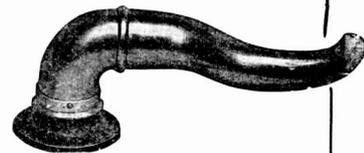
Two sample models of the new 1930 Bosch line have been received at the Interstate Sales Co. and are now on display. According to information received from Mr. Zinke, who is attending the R.M.A. show, Bosch promises to be one of the big sellers during the 1930-31 season, and is proving to be a big attraction at this year's exposition.

Philco dealers in this territory are anxiously awaiting the arrival of the new Philco sets, according to the Geo. C. Beckwith Co., local distributors. The new line is to include an improved radio-phonograph, a screen grid plus highboy of nine tubes, a screen grid seven-tube chassis in lowboy, console and table models, a new screen grid DC radio in three models and an eight tube screen grid battery set. A dealer meeting is being arranged for the last week of June.

Majestic dealers throughout the state are enthusiastic about prospects for the 1930-31 season. The raise in price is believed to have had a stimulating effect, according to Mr. Skeels, of the Badger Radio Corp., distributors. With the advent of warmer weather in this territory merchants are anxiously awaiting the arrival of the new Majestic refrigerator.

The Orth Music Co. at the present time is conducting an extensive cam-

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

campaign on Jackson-Bell model 60, the radio receiver that has proven unusually popular in this section of the country. Mr. Orth has just returned from a fishing trip to Lac du Flambo, in the northern part of the state, where he claims the fish were experiencing a slump season.

Several of the local distributors, including the Radio Specialty Co. and the George C. Beckwith Co., have commented favorably on the May 28, 1930, issue of THE TALKING MACHINE and RADIO WEEKLY and believe it to be a noteworthy achievement. —E. S.



Pat. Applied for Serial No. 375,581

The Aerial of Tomorrow

Just as the rising sun is the dawning of a new day, the WELLSTON GOLD TEST AERIAL is the beginning of improved radio reception.

Wellston Gold Test Aerial, the wonder aerial of tomorrow, will be built to take the place of all present aeriels; and it has more than accomplished its purpose.

Wellston Gold Test Aerial has a capacity equivalent to 54 feet of aerial wire, 50 feet in the air, and contains gold-plated wire. This little wonder filtered aerial will improve radio reception on most sets, as it helps to eliminate many noises that are troublesome to radio enthusiasts.

This small compact aerial (being but 2 1/4 x 5 inches in size) is small enough to be placed anywhere. It is absolutely non-directional, non-corrosive, will not wear out, and never needs to be replaced. Does not connect into a light socket, therefore there is no AC hum or noise. The Wellston Gold Test Aerial eliminates all lightning hazards. Not fully efficient on battery sets.

For Sale by All Leading Radio Dealers Everywhere.

Price, \$2.50

Avoid Imitations and Substitutes

Address Dept. TR

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

DON CROSBY IS NAMED RADIOLA SALES CHIEF FOR MILNOR ELECTRIC

CROSBY JOBBERS CONVENE

Special Train Takes Cincinnati Tradesmen to Atlantic City Convention — Patterson Parts Co. Named Clarion Distributor.

Cincinnati, O., Thursday.

Announcement has been made by J. Nolloth, assistant general manager, the Milnor Electric Co., this city, distributor for the RCA Victor Co., Inc., of the appointment of Don Crosby, as director in charge of sales of RCA Radiolas and Radiotrons. Central and Southern Ohio are included in this territory. As a result of his long association with the Radio Corp. of America, Crosby is widely known in the trade. He will make his headquarters in Cincinnati. In addition to delivery service in Cincinnati and Dayton, the same service will be available through a branch recently established at 90 Front street, Columbus, O.

Sales and service of Bosch radio in Cincinnati and vicinity will be handled at the Cincinnati headquarters of the York Supply Co., distributors, according to Joseph A. Dosch, manager.

The Patterson Parts Co., here, has been named distributor in the Cincinnati territory for the new Clarion radio set. Announcement of this was made by the Transformer Corp. of America, manufacturer of the Clarion. The new receivers will be placed on the market in three styles; highboy, lowboy and a

combination. H. J. Patterson is president, and W. B. Cunningham secretary and treasurer of the local company.

As guests of Powel Crosley, Jr., president of the Crosley Radio Corp., more than 100 Crosley distributors and their wives have been attending the eighth annual convention of the organization. The meeting was brought to a close with a luncheon and field meet at the Crosley estate in North College Hill.

In describing the line to the distributors, Mr. Crosley called attention not only to the mechanical refinements which have been effected, but also to the changes in cabinet design. The new models not only will be sources of entertainment, but will be adaptable as occasional pieces of furniture.

Much enthusiasm was shown at the annual meeting of jobbers of the Brunswick, held recently at Muskegon, Mich., according to Howard Sellers, of Selco, Inc., distributor in Cincinnati.

On board the S. S. "Arcadian," which just completed a trip to Bermuda, bearing delegates to the first oceanic radio convention, were many Philco representatives from Cincinnati and vicinity. Among those taking the trip were: A. A. Wenstrup, Cincinnati, distributor; K. O. Kindt, Cincinnati, district representative; W. C. Kennally, Cincinnati, branch manager; T. A. Kennally, assistant division manager; Charles Heitz, William Brown, Max Frank, J. I. Leveridge, Cincinnati; M. D. Larkin and J. P. Martin, Dayton, O., and A. P. Griffith, Zanesville.

A large group of Sparton representatives and dealers from Cincinnati attended the thirtieth anniversary and annual convention of the Sparks-Withington company in Jackson, Mich., last week. The party, headed by Eugene P. Zachman, of the Cincinnati Radio Corp., Sparton distributor, included; Walter Blase, L. J. Burkart, Ray Von Barga, Amor C. Emmert, Robert Goetz, H. L. Hornung, Frank Larew, William Pandorf, Walter Herrlinger, Robert Feist, Moe Fischer, Mr. and Mrs. Emil Blase, Mr. and Mrs. Ed Gardner, Mr. and Mrs. Charles Etter, Mr. and Mrs. Virgil Smith, W. S. Calhoun, William Morton, Stanley Spragens and Al Swettman.

The following were on board the special that left for Atlantic City last week to attend the annual R.M.A. convention: Mr. and Mrs. T. J. Dugan, Jerome Lischkoff, C. E. Cunningham, Mrs. A. A. Wenstrup, Mrs. Charles Heitz, Mrs. Ray Kindt, Carl Arbogast, Jacob Swedersky, Sr., Don Crosby, Mr. and Mrs. Ely Steinberg, Howard L. Chubb, E. P. Zachman, Howard S. Adams, Mr. and Mrs. P. B. Best, A. B. Resing, Jack Limes, Joseph Martin, O. F. Johnson, Jack Rogers, Cliff G. Link, Stanley Isaac, H. E. Burck, Clem Bayer, France Raine, Larry Cohen, Carl Glaser, A. B. Burgoyne, M. C. Russell, James Vradelis, W. E. Brockschmidt, E. B. Schultz, William E. Jorg, W. J. Eckler, Sam Swartz, P. H. Oelman and George Kleeman. The members of the party stopped in Washington enroute, for a short sight-seeing trip. They are all making their headquarters at the Hotel Traymore, while in Atlantic City.

BRUNSWICK DECLARES DIVIDEND ON PREFERRED

CHICAGO, ILL., Friday.

The directors of Brunswick-Balke-Collender Co. have authorized a dividend of 1% per cent., payable July 1, 1930, on outstanding preferred stock of the company, as of record June 20, 1930.

INTERFERENCE, IMPORTANT PROBLEM WITH RADIO TRADE IN ALBUQUERQUE, NEW MEXICO

ALBUQUERQUE, N. M., Thursday.

Interference is the word that was heard more frequently than any other, in conversations held with dealers at many widely scattered points in the Southwest, during the course of an extended trip through several states. As a bugbear in radio, interference is coming forward this year to a position of prominence which may be likened to "that bad eminence" occupied by "joy riding" during the months of October and November last year.

Jobbers and dealers realize the importance of minimizing the effects of this intangible adversary.

The trade in general has accumulated a fund of valuable information concerning the sources of interference, and appears to have reached the conclusion that this is the year to tackle this problem in a constructive way. It seems to be quite generally believed that there is sufficient technical knowledge in the industry to reduce most forms of interference to a degree of harmlessness which will result in a definitely enlarged prospect list.

In Albuquerque dealers have learned that electric pads, used by invalids, especially the cheaper sort which frequently become defective, cause trouble for several blocks around. A good deal of the difficulty formerly experienced from Neon signs has been overcome by installing Filterettes, obtained from W. G. Walz Co., Victor jobbers of El Paso, Texas.

New Mexico residents of Mexican origin are still buying phonographs in preference to radio. When the time arrives that good reception from Mexico City becomes a regular thing, the market for radio will be much better.

The old Spanish families of New Mexico, appreciative of good music, buy the finer instruments. The Riedling Music Co., 304 W. Central, Victor and RCA dealer and leading music house, shows a very good ratio on combinations.

A. I. Riedling is head of Riedling Music Co.; Miss Josephine Barela, manager. A Movietone interview on radio and phonograph merchandising delivered by Miss Barela would make a hit at the Atlantic City convention. She would tell about the Corrida type of records which are so popular with the Mexican people, using the true Spanish pronunciation, with that inimitable rolling r-r-r- which is so charming. The Corrida (narrative) describing the flood at San Marcial was a big seller here.

The Riedling house sponsored a fine performance by the Albuquerque Toy Symphony, composed of fifty youngsters, during Music Week. Their current window display features the novelty, QRS Playasax, from QRS-DeVry Corp.

Sherwood Radio Supply Co., 313 Cornell, conducted by Mr. and Mrs. H. L. Sherwood, has won a fine place for Crosby in central New Mexico, by eight years of consistent specialization on the product of Powel Crosley's famous factory at Cincinnati.

H. A. Maisen, proprietor, New Mexico Music Co., 114 N. Second, dealer in RCA and Brunswick radio, Brunswick portables and records and stringed instruments, finds the current season is developing reasonably good demand for portables. Record business makes its

volume largely on dance records, with Spanish records holding up for an excellent steady movement.

J. E. Staton, at Staton's Radio Supply Co., 104 So. Sixth, is steadily advancing his wholesale business in supplies. This four year old house is the wholesaler for the state in Browning-Drake radio, and does its local retailing on this line and the \$59.50 Echo-Phone. Mr. Staton is New Mexico distributor for Magnavox, and CeCo tubes, and will have other standard lines of supplies to announce before the Fall season arrives. He is working up business in the public address system branch.

Mr. and Mrs. R. A. Rehm, of Albuquerque Typewriter Exchange & Music Co., 716 Central, dealers in Brunswick records, radio, and portables, declare with much confidence that this will be their biggest year. As the did a normal November and December business last year, it is evident that they do know how to get business. The Brunswick gets good representation at this agency.

Selling Majestic combinations ahead of straight radio is the excellent report on the local business trend obtained from Cudabac & Co., 205 W. Copper. Hiram M. Cudabac is the Albuquerque dealer in Majestic and Atwater Kent radio, and Frigidaire. L. W. Galbreth, radio sales manager, gives this ratio on home demonstrations: 50 per cent. of sales are made the first night; 25 per cent. the second; 5 per cent. the third. Better pull it if unsold the third night, he says.

—S. F. PARKER.

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.

NEW MUSIC DIRECTORY PUBLISHED IN PARIS PARIS, FRANCE, Wednesday.

The 1930 edition of the Musique Addresses Universal directory has just been published here. The new edition contains 3,000 pages and 60,000 addresses of musical organizations in practically every country in the world.



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.

INCORPORATED
UTICA, N. Y.

HOUSE COMMITTEE SUBMITS REPORT ON COPYRIGHT ACT

WASHINGTON, D. C., Saturday.

The House Committee on Patents, which for sometime has been considering changes in the copyright law as it might affect musical interests, has submitted its report with the following special reference to phonograph records and musical instruments generally:

Under the present copyright law of 1909, there is a price-fixing clause by which, if the owner of a musical composition permitted its reproduction upon phonograph records, talking machines, and the like, any other disk, phonograph, or player piano manufacturer, etc., had the right to its use by paying 2 cents per disk or roll to the copyright owner. There is no parallel in American legislation for compulsory price fixing of this nature. There should be no distinction between the author or owner of a musical composition, and the author or owner of any other work. One of the great evils of the situation is that the owner of a musical work is at the mercy of any mechanical reproduction concern no matter how irresponsible, with whom he has no contractual relations. He is forced to permit the use of his work, and at a fixed price over which he has no control.

A fair compromise of the matter has been arrived at in drafting the new bill. By section 1, subsection (d), it is provided, in effect, that the 2-cent compulsory license shall continue until January 1, 1932, as to the mechanical-musical provisions of the act of 1909, and the repealer section (sec. 64) of the new bill makes adequate provision by excepting the operation of the repealer to accommodate this purpose. This length of time will give manufacturers time to adjust themselves, and the new provision still holds open to the compulsory-license features of the old act, musical compositions from 1909 to 1932. This does not disturb existing conditions except as to new works after 1932.

It may be said in this connection that within the last few years and, in fact, within the last few months, a great revolution has taken place in the musical world. The advent of radio and the talking motion picture has resulted in the absorption by radio and motion-picture concerns of most of the business of mechanical-musical reproduction. The provisions of the new bill have been inserted, not only because of the unfairness of the old regime as provided by the 1909 act but also because the practical business situation has undergone significant changes. Regardless of that, however, the compulsory price-fixing principle provided by the 1909 act is one that works obvious injustice, and its effect should be removed as to future works.

Divisible copyright comes to the rescue and is the subject of section 9 of H. R. 12549. All that section purports to do and all that it does, is to permit an author or other owner of any copyright to assign, grant or license any part of his copyright, as for instance, the magazine right, book rights, motion picture rights, etc. and to confer upon his assignee or licensee a right which can be independently protected

and enforced in a court of law. All that this section does is to make the law conform with the best trade practices. It is a law that has been desired by all the purchasers of material for the very good reason that heretofore titles to material have been in doubt. A motion picture concern purchasing the motion picture rights of an author's work, which has appeared in a magazine and then has been published in book form, and then has appeared upon the stage in the form of a play, finds itself in difficulties because in 9 cases out of 10 the legal copyright ownership is in a magazine, which purchased only magazine rights, and the other rights which have been granted are mere licenses.

Frequently it happens that it becomes necessary or desirable for the motion picture producer to obtain releases from all the intervening parties and from the copyright proprietor, merely because the act of 1909 recognized only one legal title. The new provision in H. R. 12549 is one of the most essential to the effective marketing of an author's work. It is highly important to the author, since easy marketing and clear title increase the immediate demand. A good piece of work with a cloudy title is not as marketable as a bad piece with a good title. What the good authors want and what the reputable purchasers need is good titles to all pieces of work.

—McG.

New Joint Committee Of R.M.A. Working on Pentode Tube Problem

Constructive steps in the development and application of pentodes and other new radio tubes are being taken by the Radio Manufacturers' Association.

Roger M. Wise, Emporium, Pa., has accepted the chairmanship of the recently appointed R.M.A. joint committee on new tubes.

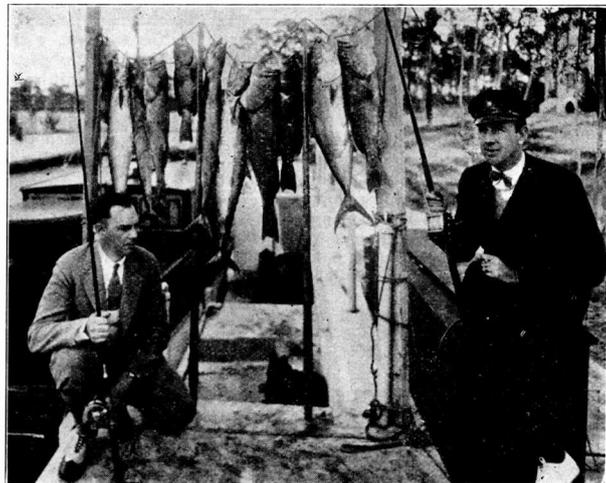
This committee operates under the R.M.A. engineering division and is made up of prominent engineers of some of the leading tube and set manufacturers. The membership includes R. S. Burnap, Harrison, N. J.; Allen DuMont, Jersey City, N. J.; George Perryman, North Bergen, N. J.; N. O. Williams, Providence, R. I.; George Lewis, Newark, N. J.; J. D. Cook, Chicago, Ill.; L. F. Curtis, Springfield, Mass.; E. T. Dickey, Camden, N. J.; J. F. Dreyer, Jr., Philadelphia, Pa.; W. H. Grinditch, Philadelphia, and R. H. Langley, Cincinnati, Ohio.

At the first meeting of this committee, recently held, a number of points in connection with the proposed pentode or five-element tube were discussed and tentative characteristics for pentode detectors and audio output tubes for experimental use were determined. Several of the tube manufacturers will make up experimental pentodes for the engineers of the set manufacturers to work with in the laboratory with a view to exchanging results in a later meeting and deciding which tubes, if any, may be desirable for production and incorporation in radio sets.

Walter E. Holland, Philadelphia, director of the engineering division of R.M.A., in a statement last week explained the purpose of the new joint committee.

"In connection with the introduction of any new type of radio tube," said

Crosley Brothers, Well Known Radio Executives, Seek Laurels in National Tarpon Tournament



Crosley Radio Corporation Executives with their Catch.

Sarasota, Fla., Friday.

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, is an enthusiastic lover of out-door sports and an ardent fisherman. He is shown here with his brother, Lewis M. Crosley, vice-president and general manager of the company, after the two anglers had caught a nice string of fish in Sarasota Bay.

The head of Cincinnati's well known

radio manufacturing organization was recently elected president of the Anglers' Club at Sarasota, Fla., where he has built a winter home. This organization sponsors the annual national tarpon tournament being held this year from May 9 to July 15, inclusive. It is the greatest fishing event of the year and prizes amounting to \$5,000 will be given fortunate anglers, in addition to cups, trophies and other awards.

Radio Set Production Is Budgeted by Philco Weekly, Says Official

Philadelphia, Pa., Friday.

"Can the radio manufacturer budget production to meet demand?" was the question asked J. M. Skinner, vice-president of the Philadelphia Storage Battery Co., maker of Philco balanced-unit radio, yesterday.

"Certainly we can. Philco does," was his reply. "Our factory is never more than a few hours out of touch with the actual situation in the field."

"One clause in the contract we require of every jobber specifies that he must report—by wire—every Saturday the stock on hand by types and models and the actual sales, by type and model, of the week ending the date of the report."

"These telegraphic reports come in the form of night letters. By 11 o'clock on Monday morning they have been tabulated. We have an actual picture of the situation so far as Philco is concerned throughout our sales territory. An hour after that statement is completed we have analyzed it and sent orders to our factory based on the exact situation."

"We know how to adjust production by types and models to meet changing conditions throughout the country. Our production orders are issued on a week to week basis and are always based on data that is only a few hours' old."

Mr. Holland, "there has always been a problem in regard to the best design characteristics. If the characteristics are set by the tube manufacturer, they are likely to be determined from the standpoint of production chiefly. If, on the other hand, the set manufacturer sets the characteristics, they are likely to be determined from the standpoint of use and may be impracticable from a production standpoint. Furthermore, if the characteristics are set by tube and receiver engineers of one group of affiliated companies they may not meet the requirements of another manufacturer who is making a different type of radio."

"The new joint committee on new tubes of the R.M.A. engineering division, consisting of an equal number of tube and set engineers, was created with a view to meeting this situation."

"It is hoped that this committee may be the instrument whereby the tube and set manufacturers can reach agreement as to the desirable characteristics of any proposed new tube before it is placed on the market. We believe that the committee can also do a great service by bringing about a spirit of close cooperation between tube and set manufacturers whereby new tube developments will first be submitted to radio set manufacturers for experimental use over an adequate period of time before being released."

"This kind of cooperation should prevent the production of new tubes of premature design, and should safeguard the public against the purchase of sets which, because they are built around prematurely released tubes, may quickly become obsolete owing to changes in the tubes or to their withdrawal from the market."

RECORD CROWD ATTENDS RMA SHOW; MORRIS METCALF NEW PRESIDENT; NO RADICAL DESIGNS IN APPARATUS

(Continued from page 5)

themselves, were noticeable in the displays of the 200 manufacturers.

A review of the Trade Show cannot help but bring to light a number of generally outstanding trends. Foremost is the preponderance of electrodynamic speakers and screen grid tubes. In circuits, the screen grid tuned radio frequency principle is, without exception, the most popular, a good many sets using five tuned radio frequency circuits. In the audio end, push-pull amplification is still the most popular, with two type '45 tubes.

In cabinets, the highboy seemed to be the most popular, with quite a few lowboys and a large number of semi-

higher value for the money than they have at any time in the past.

The so-called "furniture era" in radio received a healthy impetus at the Show. A walk up and down the aisles of the Auditorium revealed the beauty in cabinets that was not thought of a year ago.

Leaders in the trade pointed out that the radio industry has apparently taken a leaf from the automobile book: "appearance sells the car."

New tubes were also in evidence although nothing revolutionary has been announced.

A new development which was widely shown by a number of manufacturers



MORRIS METCALF

highboys also on view. Several manufacturers are making a small, compact console to sell at less than \$100. Woods of contrasting shades make all cabinets a striking improvement over the cabinets of years gone by. Almost every manufacturer is making a radio-phonograph combination, with several bringing this model down definitely under \$200.

The number of new improvements and refinements is large, particularly tone control, automatic volume control, provision for remote tuning control and some method for quickly and easily identifying the station when it reaches the peak of reception as the dial is being turned.

Also, for the first time at an R.M.A. Trade Show, television receivers were shown.

It was self-evident at the Show that quality in radio sets is constantly increasing without a corresponding increase in price. Receiving sets shown here during the week represent a much

was the automobile radio. Manufacturers showed models both for insertion by the automobile producer before the car leaves the factory and models which can be installed by local dealers in vehicles already in use. The automobile radio development is expected to assume large proportions during the coming season if rumors rife during the week materialize.

Small inantle type sets were also exhibited by a number of manufacturers.

Tone quality is noticeably improved in the 1930-31 models. No longer are the bass notes accentuated at the expense of the higher frequencies. The purer notes and more natural reproduction is the result. This is made possible by constant improvements in the audio circuit and amplifiers.

About a dozen manufacturers exhibited models with remote tuning controls.

"Two sets for every home" was talked of all over the Show as the big sales campaign next season. "Two sets in

each residence is necessary, one for the living room and one for the bedroom," is the sales point.

Radio fundamentals and technology have not established themselves to the point where the buying public can pur-



JOSEPH L. RAY

chase its radio sets with the fullest assurance of getting from them a performance that is completely satisfactory, and at a cost which gives more value per dollar, one of the leaders in the industry declared after viewing the exhibits. "With the novelty of radio



BEN G. ERSKINE

well past, the radio set takes its place as an acknowledged part of the home equipment, an instrument to provide entertainment, diversion and education for the family circle and present instruments will not pass quickly into obsolescence," he stated.

Mr. Metcalf, who will guide the des-



ARTHUR L. WALSH

tinies of the radio industry during the coming year, is a native New Englander and a graduate of the Massachusetts Institute of Technology.

He first came into prominence while with the Illinois Steel Co., which he joined in 1896, and was active in the discovery and development of Portland Cement from blast furnace slag. The outgrowth of these experiments by the Illinois Steel Co. was the formation of the Universal Portland Cement Co., a subsidiary of the United States Steel Corp. Mr. Metcalf was assistant to the

"Trade Show Daily," Sponsored by TOW, a Convention High-Light

An outstanding success at the show, judged from any angle including acceptance, laudatory comments, attractiveness of appearance, etc., was the RMA Trade Show and Convention Daily, sponsored for the first time by The TALKING MACHINE and RADIO WEEKLY.

Every morning, coincidentally with the opening of the show, came the eager demand for the day's issue of the publication, and the continually increased supply of the papers proved just about enough for the calls. Comment on the make-up, editorial and art work of the Daily was unanimously favorable, and in most cases enthusiastic.

The annual RMA election of officers was held on Thursday of last week, the meeting ending at 11:30 o'clock. By noon, the first issues of the Daily made their appearance, with a full report of the election, featuring a likeness of Morris Metcalf, elected president just a half hour previously.

"Speed" Tube Candy Presented at Show By Cable Company

Speed radio tube cartons, filled to the brim with Atlantic City's choicest taffy, was the Cable Radio Tube Corp.'s contribution to the thousands of radio show visitors last week in Atlantic City. No individual who passed the Speed booth left without the company's token of good will.

Prominent among Speed representatives and officials were J. J. Steinharter, president; Jack Grossman, treasurer; Don Strathy, sales manager; Martin Zatulove, charge d'affaires of the Speed company, and Paul Weil, advertising counsel.

president of the Universal Portland Cement Co. and took a prominent part in the development of the Portland Cement Association. As second in command of the Portland Cement Co., Mr. Metcalf was a large factor in the remarkable growth of that business. The extensive sales promotion campaign conducted by the company was undertaken at Mr. Metcalf's instigation and under his guidance. Also, as chairman of the publicity committee of the Portland Cement Association, he developed many of the promotion plans which were responsible for the extraordinary growth of that industry.

In 1917, Mr. Metcalf became vice-president of the American International Corp., and in 1918 became general manager of its subsidiary, the International Steel Corp.

Seven years ago, Mr. Metcalf went to the American Bosch Magneto Corp. as vice-president and treasurer, and during the past three years, the radio division of that company has been under his immediate direction.

He has, therefore, had not only a long industrial career but is thoroughly experienced in association work and is well-fitted for his high office in the radio industry which is only now emerging from its swaddling clothes.

The climax of the social side of the Convention and Show was the annual R.M.A. banquet conducted Wednesday night in the grand ballroom of the Auditorium with two thousand leaders in the radio-music industry in attendance.

G-E DEVICE SHOWS RADIO IN COLORS

Atlantic City, N. J., Thursday.

Color radio, an exhibition device which silently and visually enacts the action which takes place in a super-heterodyne receiving set when it is tuned to a transmitted signal, attracted attention to the General Electric radio exhibit at the R.M.A. Show here.

Tuning is accomplished in precisely the same fashion one operates a radio set, but instead of increasing or decreasing volumes of sound, as sharp tuning is sought, there is increasing or decreasing brilliancy of light. The loud-speaker, in spite of its name, is silent. In place of sound an infinite variety of throbbing pulsing light greets the eye.

This exhibit model of a radio set, designed in General Engineering Laboratory of the General Electric Co., Schenectady, N. Y., is a symbolic representation of a superheterodyne radio and the principles of operation of this type are clearly shown by means of colored light. The various stages of the circuit are indicated, with coils, condensers, transformers, tubes and loudspeaker on an enlarged scale. When the set is in operation and tuned, tubes and loudspeakers glow in delicate shades of color, each different color indicating a distinct process. As the station selector dial is turned, above or below the exact tuning point, the lights dim and fade, leaving only the oscillator tube in operation. The waxing and waning of the brightness represents the intensity of the signal, and the colors represent the frequencies. The great selectivity which is characteristic of the super-heterodyne receiver is shown by the increased sharpness of tuning in the intermediate stages.

The thyatron, a new member of the electron tube family which accurately, delicately and silently controls heavy currents with fractional power, furnishes the color effects as well as acting as a control device. Different gases in the tubes give off different colored light and the various colors denote different stages in the circuit.

The first two thyatrons are analogous to the radio amplifier and the first detector and are filled with helium gas. When in operation they glow with a delicate pinkish hue. Next in line is the oscillator, which, by means of an ingenious arrangement, throws off all the colors of the spectrum as the set is tuned from the shortest to the longest waves, or as the tuning progresses from the highest to the lowest frequencies. The fourth and fifth tubes, the intermediate amplifiers, are filled with Neon gas which give off a bright red light when the maximum signal has been tuned in. The last tubes, detector and audio frequency amplifier, in which the current is not constant, contain mercury. The characteristic blue light of mercury pulsates with the rhythm of the speech or music.

Stockholders Take 95% Of New Zenith Issue

Chicago, Ill., Friday.

Complete figures show that of the 100,000 share issue offered to stockholders of the Zenith Radio Corp., this city of record on May 14, stockholders took 95,621 shares. The underwriters, who are officers and directors of the company, received less than five per cent. of the offering.

JUDGE JOHN W. VAN ALLEN, GENERAL COUNSEL FOR R.M.A., REVIEWS RADIO LEGAL SITUATION

Atlantic City, N. J., Thursday.

The radio legal situation was reviewed yesterday by Judge John W. Van Allen, general counsel of the Radio Manufacturers' Association in his annual report given here at the R.M.A. Trade Show and Convention. Among other things, Judge Van Allen commented on such features as the South Carolina state tax on radio sets.

"It is your privilege to request and my pleasure to present to your annual meeting and convention in brief outline the salient legal aspects affecting radio development from year to year as well as to comment on certain legal phases of the Association activities," Judge Van Allen stated.

"Among the outstanding questions in the Courts recently presented for decision are:

"1. In the case of United States of America vs. Radio Corp. of America, questions of the Federal Anti-Trust Laws are involved and if the decision is against the Radio Corp. of America, the Court may decree a re-distribution of all patents to the owners and cancellation of the cross-licensing arrangements between the General Electric Co., Westinghouse Electric & Mfg. Co., American Telephone & Telegraph Co. and others, and as collateral thereto, there may result a denial by the Federal Radio Commission of certain wave lengths to those companies or affiliated companies under the provisions of Sec. 13 of the Federal Radio Act by reason of such decision.

"Inasmuch as the Radio Corp. of America has issued licenses to thirty-four companies to make radio receiving sets and fourteen companies to make radio tubes, it may be presumed that existing radio receiving set structures embody more or less all or some features of the 4,000 odd patents owned by the companies involved in the suit which licensees constitute a large majority of the present radio set manufacturers of the United States.

"The validity of these patents is not involved in this suit. Doubtless few if any of these licenses extend for the full life of the patent and doubtless some of the licenses will soon expire as well as some of the patents. As to those licensees whose licenses are about to expire and as to those patents which have not expired, manufacturers must either:

"(a) Find a construction for their products which will not infringe the patents; or

(b) Contest the patents; or

(c) Negotiate a license there under.

Whether the Government is successful or unsuccessful in the suit, these manufacturers would still be dealing with the same corporations with which they have dealt in the past with reference to the 4,000 odd patents involved and the difference would lie in whether they deal with them separately or through the medium of one company as at present.

"Another question shortly to be in the courts for decision arises over a question of taxation.

"In the State of South Carolina, an act was passed in March, 1930, requiring every person, firm and corporation owning and/or operating a radio receiving set in the State of South Carolina to pay a tax for the privilege of owning and/or operating the same.

"This tax is to be contested on the

ground, among others, that radio is included in the interstate commerce clause of the Constitution and that Congress has taken jurisdiction thereof and that this tax is not upon property but upon the use of it in interstate commerce and therefore void. This case will be most interesting and is important if the public of South Carolina is to continue to enjoy radio without the imposition of petty taxes ranging from 50 cents to \$2.50 per set per year for the use of it.

"Are we as a nation or are the separate states, plunging us headlong into a nation of petty taxes, costing more to collect and administer them than is received therefor, like some European nations? Or is it more like the piano or Victrola or other useful articles in the home?

"We condemn the imposition of such taxes as unwise public policy.

"During the past year we have been frequently asked and many of our manufacturers have been frequently asked, why the members of the Association do not agree to limit production and to stabilize prices and discounts and to maintain prices at a fixed level.

"In answer to all such queries, may I state that in the case of the United States against American Column and Lumber Co. and others, the record disclosed a systematic effort participated in by the members of the Association to cut down production and increase prices and that such effort constituted a combination on the part of members to secure concerted action in curtailment of production and increase of price and such combination was held unlawful because of the violation of the Sherman Anti-Trust Laws.

"This Association, therefore, cannot exist and follow any such course suggested and neither can its members indulge in unlawful practices except at the risk of Government prosecution.

"We have, in conformity with the decision of the United States Supreme Court in the case of United States against Maple Flooring Manufacturing Association, openly and fairly fathered information as to the volume of production and merchandise on hand in past months and have disseminated such information among our members without, however, reaching or attempting to reach any agreement or any concerted action with respect to prices or restraining competition."

Philco Party of 400 Goes to Show Direct From Bermuda Cruise

Atlantic City, N. J., Thursday.

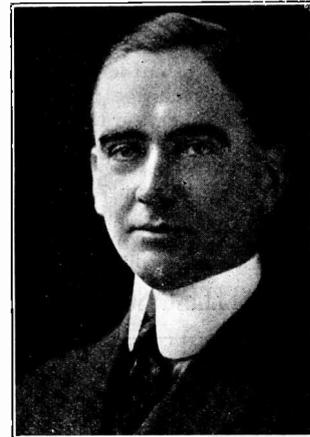
Bronzed from exposure to the southern sun and enthusiastic over the new line of Philco radios, 400 Philco officials, representatives and jobbers arrived in this city for the R.M.A. Trade show Monday afternoon after a cruise-convention to Bermuda on the S. S. "Arcadian."

Headed by J. M. Skinner, vice-president and general manager and Sayre M. Ramsdell, sales promotion manager, the delegation came to Atlantic City direct from the dock in New York on a special section of the Jersey Central's "Blue Comet."

Within half an hour after their arrival the show and the whole city knew

Cass B. Riddle and Sam Semels Prominent Among Show Visitors

Among those attending the show last week were Cass B. Riddle and Sam Semels, heads of Riddle-Semels Co.,



Cass B. Riddle

radio and furniture specialty representatives with headquarters in the General Motors building, New York.

Sam Semels for the past twenty years has been active in talking ma-



Sam Semels

chine and radio affairs, having been with Bamberger's, Newark, for eight years, Bloomingdale's, New York, for two years and Emanuel Blout, Inc., for four years, while Mr. Riddle's music-radio experience dates back to five years spent with the Jacot Music Box Co., and sixteen years with Emanuel Blout, Inc.

SONORA CREDITORS TO MEET FRIDAY

A meeting of the creditors of the bankrupt Sonora Phonograph Co., Inc., will be conducted at 10 A. M. Friday, June 13 at the office of Harold P. Coffin, referee in bankruptcy, 217 Broadway, New York.

Philco had arrived for Herb and Bill, Chicago radio and vaudeville entertainers, had gone on the air from WPG with a special show.

Ted Husing, Columbia announcer, handled a special broadcast from the Jumbo Philco which was located on the Boardwalk here.

WELCOME!

Convention Visitors—

The Red Star Music Co., Inc., world's largest music publishing house, exclusive publishers to Fox Films, cordially invites you to inspect its studios and offices, occupying the entire second floor at 729 Seventh Ave., New York City, and hear the music industry's foremost catalog of

FAST SELLING SONG HITS

PRODUCTION NUMBERS

I'm in the Market for You

JUST LIKE IN A STORY BOOK
ELEANOR (The Song That I Sing in My Dreams)

HIGH SOCIETY BLUES
From Fox Musical Movietone Romance "High Society Blues" featuring Gaynor-Farrell

I FEEL YOU NEAR ME
A PAIR OF BLUE EYES
Sung by John McCormack in "Song O' My Heart"

HERE COMES EMILY BROWN
DOING THE DERBY
CHEER UP AND SMILE
I'D LOVE TO BE A TALKING PICTURE QUEEN
From The New Movietone Follies of 1930

I'M TELLING THE WORLD ABOUT YOU
CAN I HELP IT? (If I'm In Love With You)
From "The Golden Calf"

MY LONELY HEART
(By Charles Wakefield Cadman)
From "Double Cross Roads"

POPULAR NUMBERS

Daily Becoming More Popular

DEVOTED TO YOU
Everybody's Favorite Ballad

SONG O' MY HEART
As Sung by John McCormack

SHADY PALMS
A Breath of the Tropics

RED STAR
MUSIC COMPANY
INC.
Music Publishers

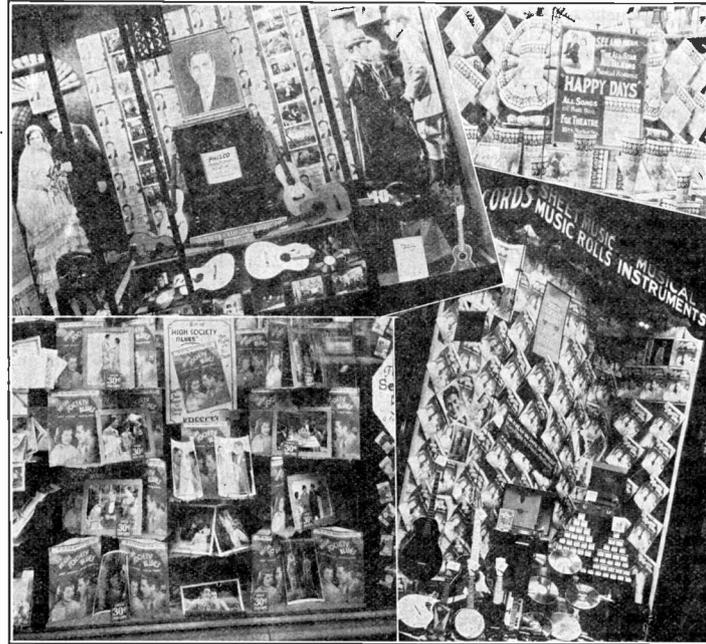
P. J. FLAHERTY, General Manager

A Sub-division of
FOX FILM CORPORATION
HARLEY L. CLARKE, President

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

PROMINENT DEALERS SHOW RED STAR TUNES IN EFFECTIVE WINDOW DISPLAY TRIMS



Red Star Tunes in Vigorous Exploitation

A drive recently started by Pat J. Flaherty for window support from music dealers for Red Star songs resulted very favorably, as is evidenced by the photograph shown above.

Although the photographs reproduced herewith are but a small percentage of the many on exhibition in Pat Flaherty's gallery of store displays, they are reproduced here due to the various localities of the stores.

At the upper left-hand corner is shown the window devoted to the display of "I Feel You Near Me," "A Pair of Blue Eyes" and "The Rose of Tralee," the songs sung by John McCormack in his long run-record creating epic, "Song o' My Heart," in the window of the Southern California Music Co., of Los Angeles. The display was arranged by Red Star's coast representative, Herman Schenck, through the courtesy of John Appfel, manager of the store.

In the upper right-hand corner is a partial reproduction of a recent "Happy Days" display, arranged by "Red Star" Tom Huston, in the Philadelphia McCrory store, managed by Mr. Fields.

The lower left-hand corner depicts

a view of the Brooklyn Kresge store, of a full window display of "I'm in the Market for You," "Just Like in a Story Book," "Eleanor" and "High Society Blues" score. All Brooklyn music dealers tied up with the Fox theatre, Brooklyn, on this play date, and the best of many weeks at this stand resulted. Mr. Flaherty, aided by Sam Wigler, worked with Mr. Sheehan, manager of the store, on this one.

The lower right-hand corner shows a highly attractive display in the Market and Broad Music Co.'s window in Newark, N. J. Both windows of this store were tied up with the showing of "High Society Blues" at Loew's State Theatre, that city, and attracted unlimited attention from passersby at what is accredited to be one of the world's busiest corners, Broad and Market streets, Newark. Mr. Phillips, State theatre manager, and Sam Wigler of Red Star, made the necessary arrangements with Peter Argyras, manager of the store, for this great display.

Needless to say, the Fox organization is overjoyed at the things that Red Star's organization is doing to build interest in its musical product.

change in the executive personnel, Joe Davis, president, reported.

The first catalog of Joe Davis, Inc., is headed by "I'm Drifting Back to Dreamland," "Blue Turing Grey Over You" and "On Revival Day," a new tune from which big things are anticipated.

Missed By The "Mike"

Pat Flaherty, head of Red Star Music Co., Inc., is getting little joy from his sojourn in California, as he is working like a trojan, reorganizing music activities on the Fox lot and conferring with executives of the film company . . . Jerry Vogel's great love is "sweet charity"; spent the recent Decoration Day week-end at Central Islip State Hospital, where he experienced plenty of excitement, helping to extinguish a fire which caused untold damage . . . Checking the accuracy of the Accurate Reporting Service, which keeps track of radio activities for music publishers, is Dora Alexander's new hobby . . . The Al Jolsons (Ruby Keeler and Al) and the Robert Crawford (Mary Lucas and Bobby) are inseparable . . . Independent music dealers have nothing to fear from Warner Bros.' invasion of the retail field, as they are confining their activities strictly to chain store counters . . . Vincent Lopez is still society's favorite conductor . . . With Rudy Vallee at the Paramount, and Will Osborne at the Fox, for the summer, you can imagine how the fur will fly . . . Gene Austin and Charles Harrison were among the official welcome of Commander Hugo Eckner and his Zep crew at Lakehurst, and greeted them with a rendition of "I'm in the Market for You" . . . George Simon, formerly Triangle's band and orchestra manager, is vacationing . . . Eddie Walters, radio and recording star, is that way over "Emily Brown"; besides broadcasting it consistently, has already recorded it for Columbia . . . The personnel of the Red Arrow Quartette, E. A. Sprague, E. P. Byers, C. W. McVicker and F. W. Schoeller, favorites of KDKA audiences, are bona-fide employees of the Pennsylvania Railroad, and are still on the payroll in their original positions.

Fred Goldberg, Apollo Executive, Back From Tour of Continent

Atlantic City, N. J., Friday.

Fred Goldberg, secretary and treasurer of the Apollo Radio Co., Inc., Newark, N. J., Crosley and Amrad distributor, has returned from a three-month tour of Europe and was present at the Trade Show here.

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

Joe Davis, Inc., New Name of Triangle Firm

Effective last week, the Triangle Music Pub. Co., Inc., New York, is now known as Joe Davis, Inc., the change of name bringing with it no

Sayre M. Ramsdell, Philco Official, Predicts Big Year for Radio Trade

ATLANTIC CITY, N. J., Thursday.
Radio, the industry which experienced the most startling overnight growth of any major American industry, is in the soundest position it has enjoyed since the first experimental broadcasting sets were put upon the market, in the opinion of Sayre M. Ramsdell, sales promotion manager of the Philadelphia Storage Battery Co., maker of Philco radio. Mr. Ramsdell was a delegate to the annual Radio Manufacturers' Association convention here.

Although big names have sprung to prominence and faded into insignificance almost as quickly, the industry has now been placed upon so sane and businesslike a basis that it is fast becoming as firmly established as industries in existence a half-century or more, he declared. Its improved standing will be reflected in sales totals, which should make 1930 a record year, he believes.

"Not so long ago a manufacturer would blaze his name and his set all over the nation. For a short period he would make wonderful progress. Then, all of a sudden because, perhaps, of overproduction, poor merchandising or lack of financial backing, he would go out of business and fade out of the picture, leaving the dealer and the public holding the bag. The dealer would be left with a store full of obsolete sets, and the public would have an orphan set on its hands.

"This brought about a certain wariness on the dealers' and the public's part. Radio as an industry suffered from this lack of confidence. Now this situation has been remedied, for the fly-by-night manufacturer has been pretty well weeded out. The public can now accept with confidence the products offered them. The dealer, too, has a better prospect in dealing with reliable manufacturers who have weathered radio's early storms. They can make big plans with the adequate, hearty and stable support of the great majority of manufacturers today."

"From the dealers' standpoint, there is every reason to expect great things in 1930. Dealers—Philco dealers, at any rate—have the assurance of energetic support from the manufacturer. They know that productions is being rigidly supervised to meet demand; they know that a sound financial background will be an insurance against loss for them; they know that they are handling the best set that expert technicians can put together.

"Another very important angle for the dealer is the improvement in the deferred-payment situation. Philco dealers are going to be in a position to handle good credit risks on deferred payment without the worry of bad accounts eating up their profit margin. Philco officials have spent considerable time on this problem and expect to make an important announcement on this phase shortly.

"I need hardly state," Mr. Ramsdell adds, "that we are extremely optimistic as to our own sales. The outstanding improvements that will be offered to the radio-buyer in the Philco line, the engineering triumphs which wipe out problems that have been bothering the entire industry, guarantee a tremendous volume of Philco sales. We believe 1930 is certain to be another Philco year."

VACUUM TUBES—THE SUGAR OF RADIO TRADE

By J. G. HALLAM, General Sales Manager
DeForest Radio Co., Passaic, N. J.

In our school days we were taught that sugar is handled by the average grocer largely because it brings people into his store and helps sell other goods. It is a staple; something people need at all times. And so today the dealer is being taught that radio tubes are the sugar of the radio trade—something people must have in order to enjoy their radio entertainment.

In other words, radio tubes are a necessity, a staple, a sales repeater. They bring people into the radio shop, where they may become interested in a new set or other piece of merchandise on the floor. But the main thing is that they bring the trade back to the store, which is the first step in retail selling.

The forthcoming season holds much promise for the radio tube industry. Many new sets will be produced and sold, thereby providing additional markets for tubes, while some twelve to fifteen million sets already in use will call for tube renewals. Indeed, the tube market is constantly growing, since the more sets are in use the greater the tube demand.

Until now, the dealer has taken the tube end of his business perhaps too lightly. At best, he has considered it purely as the "sugar" of his trade, which is perhaps correct in theory but not altogether correct in a "bigger and better business" sense. Tubes can be merchandised. More can be sold. A larger and more profitable volume can be built up. But the dealer must do his share.

Fresh tubes make a big difference in the performance of a set. The service man, installing a fresh set of tubes in any set which has been operating for many hundred hours, can convince the average set owner of the need for fresh tubes, just as the keen garage man can impress the owner of an automobile that new spark plugs are required. In the case of the automobile, the public has been taught through constant pounding that spark plugs should be changed at least every 10,000 miles. The radio public still has to be convinced that tubes do wear out and become inefficient, even though they still light. And it is for the dealer to drive home this point to his clientele—and incidentally clean up on the profitable turnovers.

R. M. A. Legislative Committee Vigilant

Atlantic City, N. J., Friday.

The interests of the listening radio public are being protected against unwise and unjust radio legislation, according to the report of the Legislative Committee of the Radio Manufacturers' Association, made here today at the Sixth Annual Convention and Trade Show of the organization.

C. C. Colby, of Conton, Mass., declared in his report that the field legislation department of the radio association is fully organized and functioning and has already done considerable work

The wisdom of good tubes is gradually being accepted throughout the radio trade. While many "seconds" have been sold during the past season, this practice is slowly but surely being condemned. Leading tube manufacturers do not market their rejects. The rejected tubes are discarded at the factory. Much of the so-called overproduction on tubes in the past has been little more than "seconds" and rejects which should normally be junked. Fortunately, the public has come to realize that such tubes do more harm than good in the average set. While they may have been good enough in the cruder home-made sets of the past, the characteristics of which were such as to be little handicapped by the inclusion of below-par tubes, the highly refined sets of today call for tubes of definite characteristics. Cheap tubes generally are rejects, which in the tests, have failed to measure up to the expected characteristics. Therefore, such tubes do more harm than good in a high-grade radio set. The situation is not unlike the man with a good car, buying a set of tire "seconds" in order to save a few dollars in the first cost, but perhaps courting a blow-out and serious accident within a few months.

Of good tubes, there will be no overproduction this season. Production is pretty closely geared to reasonable demand, and the dealer has nothing to fear in the way of dumping. As for "bargain tubes," the good dealer need pay little attention to such competition. There is a certain class of trade which buys "seconds" and rejects, and the average radio dealer has little interest in that trade.

All in all, the radio trade situation appears most promising. It affords the desired repeat business, and is growing steadily with the growing number of radio sets in use. The public is learning just how much of a bargain there is in "bargain tubes." Good tubes are being more and more appreciated. The need for changing tubes at least every thousand hours, is becoming better known. All that remains is for a bit of coaching on the part of the radio dealer, who may yet find a most important part of his business represented by that branch heretofore looked upon as an accommodation to his trade—the radio tube department.

in local radio legislative matters. Committees of radio men are organized in forty-two states and keep in constant touch with state and local legislatures so that all proposed laws which may affect radio are immediately reported to the headquarters of the Radio Manufacturers' Association.

The effects of the proposed legislation are then analyzed and steps are taken to support or oppose it, as the case warrants. For instance, as the RMA is vigorously opposed to any tax on radio sets, plans are being made to test the constitution of a recent South Carolina state law taxing radio sets to support a local hospital. Not only is this unfair to South Carolina owners of radios, but the right of any state to place a tax on radio sets is questioned. It is to prevent unjust legislation of this type that the RMA legislation department has been formed.

BOSTON RADIO MEN REPORT QUIET WEEK

RECORD SALES HOLDING UP

A. C. Marquardt Is Back from
Visit to Stewart-Warner Plant
— Stern & Co. Enthused Over
Clarion Set Line Prospects.

Boston, Mass., Saturday.

Radio business in this city has been rather quiet during the past week. Summer weather has set in and Bostonians are enjoying the long looked-for warm days.

A. C. Marquardt, of the Stewart-Warner Sales Co., just returned from a visit to the Stewart-Warner radio plant in Chicago has the following to say in regard to his trip.

"My trip through the Stewart-Warner factory showed me the infinite care and attention to detail responsible for the unvarying excellence of Stewart-Warner sets."

Stern & Co., which recently added the Clarion radio to their distribution through New England, is highly enthused over next season's prospects.

The Clarion line is made by the Transformer Corp. of America, Chicago, which recently entered the complete set manufacturing industry.

Francis E. Stern, head of the company which bears his name, is one of the outstanding figures in the radio-field of New England, where he is known intimately by hundreds of dealers. His policies of ample protection to dealers have won him an admiration in the trade which has resulted in an excellent following throughout his territory.

The Stieff Piano Co., Boylston street, has enjoyed a large volume of sales on Columbia records the past week. A few of the popular sellers include "Mysterious Mose," "Under a Texas Moon," "Whippoorwill," "A Cottage for Sale" and "The Moon Is Low."

Clark's Radio Shop, 10 Boylston street, has closed for the summer.

—CHAS. W. JONES.

PHILADELPHIA VICTOR NINE VANQUISHES 4 P'S

Philadelphia, Pa., Monday.

In a baseball game featured by airtight pitching by both teams, the Philadelphia Victor Distributors, Inc., nine vanquished the team of the Peirce-Phelps merged with Penn Phonograph, Inc., to the tune of 18-4. The battle was fought last Wednesday at Woodside Park.

Bill Dailey and Charley Limroth shone for the four P's and Johnny Sheehan, Frank Hovel and Captain Ad Winsten starred for PVD.

Q. R. S. OPENS NEW NEON TUBE PLANTS

Chicago, Ill., Friday.

New plants of the Q. R. S. DeVry Corp., Neon tubing division have just been opened in Milwaukee, Wis., and Rochester, N. Y., it was reported today by T. M. Fletcher, president. Plans are also being made for the manufacture of Neon tubing in Honolulu under Q. R. S. supervision, it was said.

2,000 TRADE LEADERS ATTEND RMA BANQUET IN CIVIC AUDITORIUM

Atlantic City, N. J., Thursday.

As usual the social highlight of the R.M.A. Trade Show and Convention conducted here during the week was the sixth annual R.M.A. banquet conducted last night in the grand ballroom of the Civic Auditorium with more than 2,000 leaders in the trade in attendance. The banquet was by far the largest and most elaborate ever staged by the Radio Manufacturers' Association, and a lengthy program of R-K-O entertainment sponsored by twenty radio manufacturers kept the gathering in good spirits. The meal was served by Louis Sherry, Inc., well known New York caterer.

Jule Delmar, of the R-K-O circuit, was master of ceremonies, and he mastered the affair like he never did before.

Following an organ recital by Arthur Scott Brook, and a toast to the President of the United States proposed by H. B. Richmond, retiring head of the R.M.A., the entertainment fireworks were started by several orchestral selections by the R.K.O.-ians with Joe Gershenson conducting. Then followed in order the Three Harmony Girls, Sixteen Country Club Girls, the Colonial Trio, the Carlos Comedy Circus, the Reilly Family, the Albertina Rasch Ballet, Joe Regan, the Crystals, Jim McWilliams, Sixteen Jungle Girls, Adagio Dancers, the Hollywood Horse, the popular Fanny Ward, the Dock Shing Troupe, Sixteen Dancing Debutantes, the intangible Phil Baker and the Arabian Whirlwinds.

The following manufacturers sponsored the entertainment: Atwater Kent Mfg. Co., Brunswick Radio Corp., Cable Radio Tube Corp., CeCo Mfg. Co., Inc., Champion Radio Works, Inc., Crosley Radio Corp., DeForest Radio Co., Thomas A. Edison, Inc., General Electric Co., Grigsby-Grunow Co., Hygrade Lamp Co., Ken-Rad Corp., National Carbon Co., Inc., National Union Radio Corp., Perryman Electric Co., RCA Radiotron Co., Inc., RCA Victor Co., Inc., Sparks-Withington Co., Stromberg-Carlson Tel. Mfg. Co. and Sylvania Products Co.

Bushwick Distributing Moves to New Quarters

The Bushwick Distributing Co., Inc., metropolitan wholesaler for Spartan radio, made by the Sparks-Withington Co., Jackson, Mich., has moved to its new quarters in the Herald Square building, 1350 Broadway, New York.

BANKRUPTCY PETITION AGAINST IDEAL RADIO

A petition in bankruptcy was filed last week against the Ideal Radio Cabinet Mfg. Co., Inc., 597 East 137th street, New York.

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: Two experienced salesmen who have sold radio retailers in the metropolitan area by large manufacturer. Write fully stating qualifications, experience and territory covered. Box 519, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York, N. Y.

SALESMAN — Radio, sporting goods and electrical appliances, seeking a permanent connection with reliable organization. Many years' experience. Appreciate interview. Address Box 520, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York, N. Y.

RETAIL STORE MANAGER; thoroughly experienced, capable, aggressive, organizer, merchandiser, excellent sales record, seeks position in East. Best references. Box 518, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

Motor Equipment Co. Named RCA Radiola Distributor in West

The Motor Equipment Co., Salt Lake City, Utah, will distribute RCA Radiolas throughout a large territory which includes parts of Utah, Idaho, Wyoming and Nevada, it was reported last week by V. W. Collamore, manager of the Radiola division of the RCA Victor Co., Inc.

This organization has been in the wholesale distribution field for seven years. The present company includes a personnel of twenty and extensive plans are under way for covering the entire territory in a highly efficient manner. The officers of the company, in charge of the new activities are, Frank Edwards, president; F. C. Loofbourow, vice-president, W. L. Coutts, secretary and treasurer, and W. G. Bode, manager.

R. C. A. WILL OMIT QUARTERLY REPORT

The New York Stock Exchange last week granted a request of the Radio Corp. of America for permission to omit the filing of a statement covering earnings for the first quarter of this year.

The reason for the request by the RCA is the recent recapitalization and unification plan, which the company said makes it impossible to show a complete and correct picture for comparison. Stockholders of the company approved the reorganization last month.

The Radio Corp. of America has set a precedent in asking for permission to omit its quarterly report, as no instance is recalled of any prominent corporation requesting permission to dispense with a regular earnings statement.

North Jersey Dealers Enthusied Over Philco Line at May Banquet

Newark, N. J., Tuesday.

The new 1930-31 Philco line was exhibited to an enthusiastic gathering of northern New Jersey dealers at a banquet at the Elks Club, here, last night under the auspices of the May Radio Corp. and D. W. May, Inc., Jersey distributing organizations, and the Philadelphia Storage Battery Co., maker of Philco radio. Several hundred retailers attended the showing which was followed by an entertainment program.

H. U. Mann, one of the May sales heads, was toastmaster at the meeting, and speakers included D. W. May, head of the companies which bear his name; Harry Boyd Brown, sales promotion manager for Philco; Larry Gubb, manager of the east central division for Philco; Ralph Schneider, service manager of the east central division; Earl C. Pullen; A. W. Hobart, vice-president of Erwin, Wasey & Co., Philco advertising counsel; Edmund Ruffner, of the Judson Radio Program Corp.; C. Russell Feldmann, president of the Automobile Radio Corp., maker of Transitone motor sets, and Frank W. Lloyd, vice-president of the Commercial Trust Co.

A good number of the dealers present turned in applications for Philco franchises.

A similar dealer meeting will be conducted in New York dealers tomorrow night (Wednesday) at the Commodore Hotel, New York.

Macgregor Will Exhibit New Zeniths Next Week

New Haven, Conn., Tuesday.

The Macgregor Radio Corp., this city, distributor of Zenith radio, will exhibit the new 1930-31 Zenith set line in three Connecticut cities next week.

Macgregor will show the new Zeniths in the Beach hotel, Bridgeport, on Monday and Tuesday; at the Bond hotel, Hartford, Wednesday and Thursday, and in the Taft hotel, this city, Friday and Saturday.

ZENITH ACTIVITIES FOR YEAR REVIEWED BY E. F. McDONALD

Chicago, Ill., Saturday.

The position of the Zenith Radio Corp., this city, prior to and immediately after the stock market crash last fall was reviewed by Commander Eugene F. McDonald, Jr., president, in his annual report and message to the stockholders. In his report, Commander McDonald, said in part:

"Our fiscal year which ended April 30 marks the completion of the most difficult year in radio history. The introduction of screen grid tubes last summer required the designing and production of an entirely new chassis which delayed shipments until September 1. Our summer months were, therefore, far below normal in volume. During the months of September and October, our production and shipments greatly exceeded the same period in any previous year. Unfortunately, however, the stock market crash at the end of October paralyzed the entire radio industry.

"The day before the crash we produced and shipped the greatest number of sets in our history, and at this rate we would have easily made up the loss of business in the summer months due to the delay in introducing the screen grid circuits.

"During the past year our new plant No. 3, in which is located our cabinet manufacturing plant, has been fully established and made to operate on a satisfactory basis.

"During the year, our patent situation has been strengthened through the acquisition of additional patents, to a point where we are advised by our attorneys that we dominate automatic or selective tuning of radio sets either immediately on the set or from a remote location. Because of this we are now in a position to issue licenses to other manufacturers. We have given the first license to the Utah Radio Products Co., manufacturers of remote controls for radio manufacturers.

"Our new line of sets which is by far the most remarkable line of receivers so far produced by us from the standpoint of efficiency, operation, tone quality and appearance has been accepted by our fifty-four distributors and 6,000 dealers as representing an important forward step in radio."

The annual report shows among other things cash on deposit and on hand of \$1,052,971 and receivables of \$149,482. The company has no bank loans.

The annual meeting of stockholders of the corporation will be held June 24 at the Central Manufacturing District Club, 1110 West Thirty-fifth street, this city. Directors for the coming year will be elected at this meeting.

Irish Firm Desires Old Phonograph Discs

The Merchants' Association of New York has inquired of THE TALKING MACHINE and RADIO WEEKLY for the names of American manufacturers desiring to dispose of phonograph records which they no longer catalogue, or discontinued numbers.

The Merchants' Association is acting in this inquiry for a Dublin, Ireland, firm.

We Collect Slow Paying Accounts thruout the World

No Collection—No Charge
References Furnished
Inquiries Solicited

ARCHER ADJUSTMENT CO., Inc.
15 West 44th St., New York City
Vanderbilt 0623-0624

"ALL'S QUIET ON THE WESTERN FRONT" AS LEADING MERCHANTS ATTEND RMA SHOW

San Francisco, Calif., Thursday.

"All's Quiet on the Western Front."

With so many big guns moved to the Eastern front and training for action at Atlantic City, how can you expect much noise out here? Those who have not left for the front are asking what the show will bring forth, what lines of action will be set up, what the feeling of those assembled may be as to the immediate future. Meanwhile business is not entirely holding its breath waiting for the news; though the largest number of sales are on the smaller units of merchandise.

Walter S. Gray, jobber of portable phonographs, accessories and small goods, notes the changes in the drift of business. While he has kept to more peaceful pastures than the radio has to offer, much of his business has drifted into accessories, and these sometimes run into surprising volume. Take the item of wire alone. It is now running a close race with portable phonographs; for what can now be called a good business in portable phonographs, like that of the past month, is but a fraction of what it has at times been in the past. So the ukelele has slipped from its high mark, though just now coming back stronger than for some time. But as one line lowers in sales volume another gains. So the new Swiss Electric pick-up that he has been introducing is being received with much favor by the trade. It is neat, clear cut, compact and strong, and has the unusual advantage of having the volume control right in the base of the pick-up itself and adjustment as simple and easy as can be conceived. Gray is able to offer this as a \$12.50 retail number.

Jack Gariepy, at Listenwaller & Gough, says the only thing in radio that sells itself now is the little midget at \$59.50, which they bring up from Los Angeles. While these do not run rapidly into volume, still it is not trade to be brushed aside for the reason that they are generally cash business or near so for both retailer and jobber, and service troubles are little as they let the buyer do the installing. There is the additional advantage that every buyer is a prospect for a better instrument as soon as business movement is a little more active. They are, however, selling some of their Rolas.

W. H. Glasby who has for some time been building up the radio department at the Emporium, has entered on the work of his new position with the Schwabacher-Frey radio department. He sees an opportunity with the excellent status of this well-established firm, for building a very lively department, for which a good beginning has already been made. Glasby comes to his task with previous experience in radio engineering, and with six years radio merchandising experience on the Pacific Coast.

Speaking of the outlook he states, "Stability in price is now being accomplished. The price changes in the past few months were inevitable due to the hysterical enthusiasm which resulted in overproduction on the part of the less dependable manufacturers, forcing tremendous liquidations. We may now look forward to a general rise in the price of radio sets." The combination sets, under the stimulus of the new electrical recording he believes to be coming into greater demand every day.

E. W. Harvey, who was previously

assistant manager of the Emporium radio department, has taken the place of manager made vacant by the resignation of W. K. Glasby. He reports that business appears to be improving not merely on the reduced-price merchandise, but on all the lines represented on their floors.

"The Westinghouse Electric Supply Co., of Northern California, formerly Fobes Supply Co.", is the large plaque beside the entrance at 260 Fifth street. They are carrying the Fobes Supply Co. name for a year until people get fully acquainted with the change of ownership. They report that they are selling some of the Kelloggs which the Fobes company was carrying; but they expect before long to have their own Westinghouse radio sets. Along with this too they will have their own Westinghouse refrigerators to offer.

Much interest is being taken in the great advertising campaign now launched in the daily press for the Copeland, the electric refrigerator. And the number of dealers they have enlisted from among the ranks of radio dealers is rather significant. We note the Calydyne Radio Co., Inc., one of the aggressive radio sales organizations in live Mission District; The Irving Radio Co., at 1801 Irving street, one of the live radio houses in that part of the city; Olympic Radio Shop, one of the attractive neighborhood radio stores of the city; Pacific Appliance Co., at 323 Sutter and 2704 Mission street; Redlick & Newman company where Wulfinger has been building one of the driving radio departments of the city; and the Sterling Furniture Co., at 1049 Market, also carrying radio sets. Then there is the Senator Radio & Electric Co. in the thriving interior city of Chico; The Radio Shop in Maryville; Degner's Radio Shoppe in Mercede; Peffer's Music Co., of Stockton, one of the greatest music and radio stores in all the West; The Kidd Bros. of Taft, and the Generaux Radio Co. of Vallejo. A few more perhaps, but enough to illustrate the widespread interest of the radio trade in the possibilities of the refrigerator as a fill-in for summer business.

—ALLEN.

Sylvania Stages Party For RMA Show Visitors

Atlantic City, N. J., Wednesday.

The Sylvania Products Co., Emporium, Pa., maker of Sylvania tubes, was host to several hundred members of the trade at a banquet in the Ambassador hotel, here, last night (Tuesday) in conjunction with the annual R.M.A. Trade Show and Convention. Ben G. Erskine, president of Sylvania, and Fred H. Strayer, sales manager, were speakers at the affair.

A lengthy program of entertainment headed by the famous Sylvania Foresters kept the dealers and distributors in good spirits during the evening.

Music was furnished by the Ramblers, under the direction of Bernard Altschuler, director of the Sylvania Foresters Orchestra. Others on the program were the Asore Girls, Grayce Allen, Nina Biddle, Lindsay Barnett, Bernadine Stanley, Mullen & Davis and the Ramonettes. Wally Bruce was master of ceremonies.

Combination fountain pens and pencils were given to the guests.

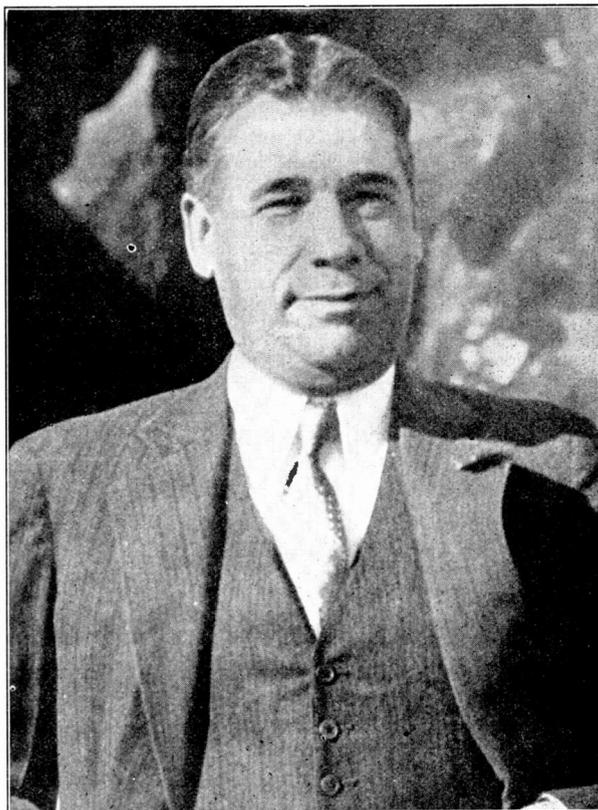
Sparton Fund to Aid Youth By Radio Sales

(Continued from page 5)

ment is that any grammar school or high school student desiring to enroll himself will be paid fees on a specific basis for every home demonstration of a Sparton radio set which he arranges for a Sparton dealer. It is expressly prohibited that the student shall have any part in the sale itself, as the founders of the Fund do not intend to commercialize its activities in any way. Additional compensation is provided for introductions leading to the sale of Sparton instruments to schools or colleges, as it is considered by the Found-

species of work through which they may advance themselves. We believe that working in radio, with its many phases of music, public affairs and general information, will probably be of as much direct benefit to the boy or girl as the compensation or credit toward university training or travel which he can immediately earn under our plan.

"I was led to include travel in the plan because at a recent gathering I inquired how many of the men present were university trained. Only twenty-five per cent. were. Of the remainder,



Capt. William Sparks

ation that radio is one of the mightiest educational forces. Scholarship headquarters through which Sparton distributors and dealers and the educational authorities locally may cooperate for proper credit for the students enrolling are being established now in all principal cities and towns and will be in operation within a fortnight.

The Sparton Foundation, Capt. Sparks said today in a statement to THE TALKING MACHINE and RADIO WEEKLY, expresses the wish of himself and his family to devote substantial sums to the betterment of youth in a practical sense. "When I was a boy," said Capt. Sparks, "there were only a few forms of rough and generally unwholesome occupation available to the young. We have come a long way since then, but necessarily there are as many ambitious youngsters today—in proportion to population—as there ever were who seek a helpful and cultural

when I asked whether they would have preferred a trip abroad to a first year at college, if they could have had it, a majority voted for travel. The Sparton Foundation is beginning operations seriously and painstakingly and with an humble desire to benefit the younger generation without stressing the commercial aspects of the work to our company's advantage. We should be glad and proud to see the system adopted in other industries which have useful and pleasant occupation to offer to growing minds."

Harry G. Sparks, eldest son of Captain Sparks, said here today that initial operations of the Foundation in selected districts over the past five weeks had been highly encouraging. In a town of only a little over 2,000 population, he cited as an example, two boys and one girl working for scholarships had arranged 600 home demonstrations for Sparton dealers.

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 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.
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

Pacent 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
Pacent 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 Radio 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
Crumpp 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
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-Megee, 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.
Krusse 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
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.
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
Pacent 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.
Johnsburg Radio Corp., Johnsburg, 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.
Van Horne Tube Co., Franklin, Ohio

LUBRICANTS

Hilsley, 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

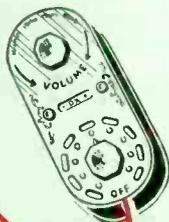
American Emblem Co., Utica, N. Y.
Dubilier Clock Corp., 42 W. 17th St., New York
General Fabricating Co., 165 Greenwich St., N. Y. C.
Hohner, Inc., M., 114 East 16th St., N. Y. C.
Horrocks Desk Co., Herkimer, N. Y.
Peerless Album Co., 62-70 W. 14th St., New York
Stern, E. W., 38 Great Jones St., New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

COLLECTING AGENTS

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

The Sensation of the Show

UTAH Remote Control



See it installed in leading
nationally advertised sets ready
for the market



Two other startling developments
for Radio Engineers



All Divisions Represented:
THE CASWELL-RUNYON COMPANY
THE CARTER RADIO COMPANY
and the UTAH LINES

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

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

NOW—

STABILIZED BUSINESS

for the

Radiola Dealer!

CONTROL OF PRODUCTION

will link retailer, manufacturer and
public closer than ever before!

Now—through closer cooperation with the Radiola dealer, we can accurately gauge consumer demand—and meet it speedily and economically through straight line production under one roof. The great resources of the new RCA Victor Company, Inc., back up this plan of *Controlled Production* with manufacturing facilities of assured capacity.

The execution of this plan will give the Radiola dealer a higher degree of stability than has ever been known in the radio industry. As ever, only the highest quality merchandise will be manufactured and sold under the RCA Radiola trade-mark. As ever, RCA Radiola—the name that means most in radio—will continue to be the acknowledged leader!

*Our Future
and Yours
are One!*

Powerful, consistent advertising in magazines, newspapers, broadcasting and window displays will make the public continue to use the name RCA Radiola as a synonym for the best in radio. And, with our greatest assets—dealer loyalty and the strength of the RCA name with the public—the Radiola franchise will grow greater and more valuable in 1930—and in the years to come!

RCA RADIOLA



RADIOLA DIVISION, RCA VICTOR COMPANY, INC.

*Display the famous
RCA trade-mark*