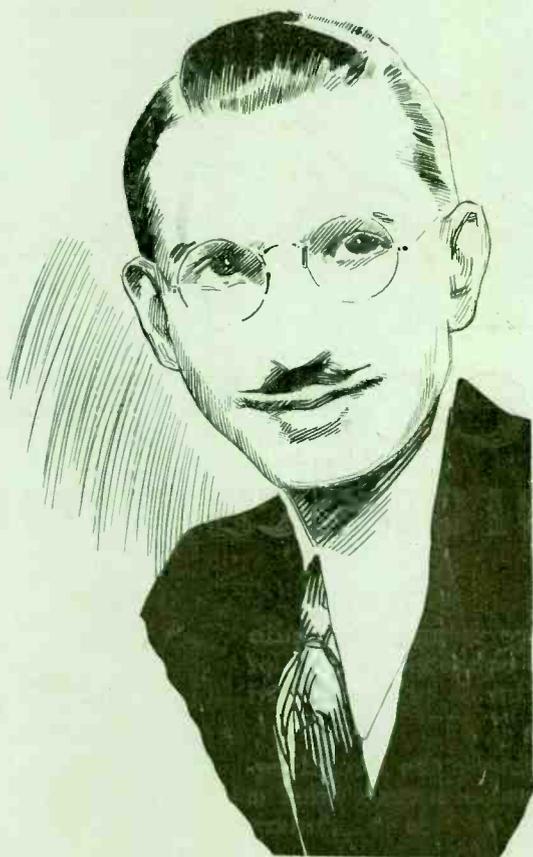


# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 12

NEW YORK, WEDNESDAY, MARCH 19, 1930

Per Year—\$4.00



## AGAIN MERLE JOHNSTON

*helps you to a sweet slice of*

## DANCE-DISC BUSINESS!

**T**HIS new pair of foxes has the famous Johnston brand of smooth, peppy syncopation marking it as a sure-thing seller.

Both numbers are the musical high-lights of two great talkies—and their natural popularity has been mightily swelled by resounding radio fame.

Round up a healthy herd of these fine records **NOW**—and then oil the rollers of your cash register!

Record No. 2114-D, 10-inch, 75c

WATCHING MY DREAMS GO BY (from Motion Picture "She Couldn't Say No")

SWEET NOTHINGS OF LOVE (from Motion Picture "Hot for Paris")

Fox Trots

Merle Johnston and His CeCo Couriers

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"All Trade Marks Reg. U.S. Pat. Off.  
© 1930 Columbia Phonograph Company  
Printed in U.S.A.

"All Trade Marks Reg. U.S. Pat. Off.  
© 1930 Columbia Phonograph Company  
Printed in U.S.A.

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



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



No. 612 Stromberg-Carlson. High Condens. Triple Screen Grid. In radio frequency. Extra-size Electro-Dynamic Speaker. Price, less tubes. East of Rockies . . . \$259

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

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

# Receivers worthy of fine broadcasting

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

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

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

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

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

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

# Stromberg-Carlson

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

# ATWATER KENT

## RADIO

### Isn't it the truth?



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, \$109 adaptable to any room in any home. **109**  
 Model 1060—\$121, less tubes. **LESS TUBES**  
*Prices slightly higher west of the Rockies and in Canada*

"Atwater Kent is our most profitable line by far. We know it is a good set and will give good service, and we like to sell it because it creates friends who come back to buy other merchandise."

*Dealer in Illinois*

"We sell it just by mentioning the name Atwater Kent."

*Dealer in Ohio*

"A customer gets more in an Atwater Kent than in any other set he can buy."

*Dealer in Iowa*

"Atwater Kent is best established. It doesn't flare up one year and die down the next."

*Dealer in Colorado*

"An Atwater Kent lasts longer and requires the least servicing."

*Dealer in California*

"An Atwater Kent gives the most satisfaction because it has the kind of insides a radio *ought* to have."

*Dealer in Texas*

"People have confidence in Atwater Kent, and confidence is getting to be one of the main factors in the sale of radio."

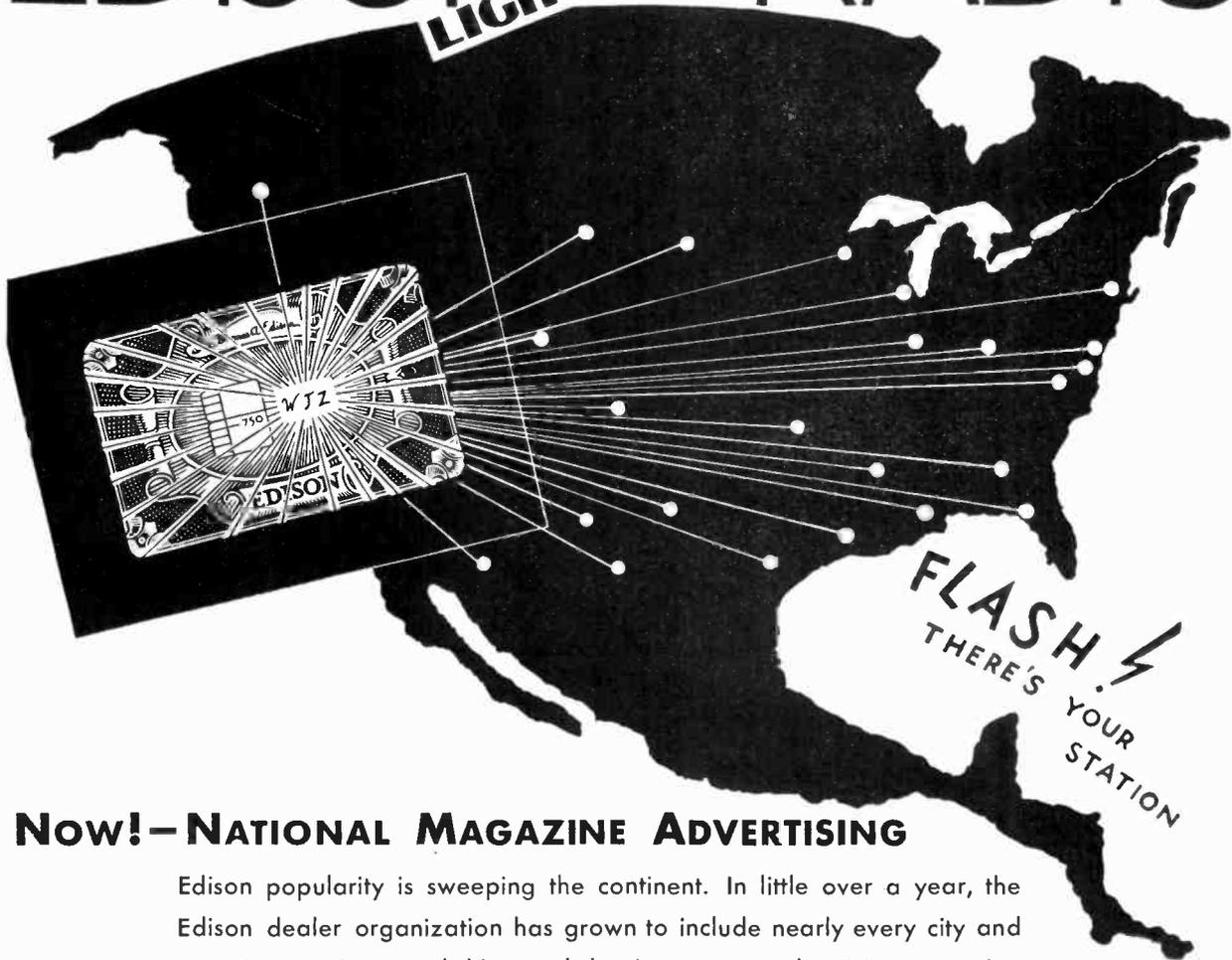
*Dealer in New Jersey*

Stabilize *your* business with Atwater Kent for 1930-1931!

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

ATWATER KENT MANUFACTURING COMPANY  
 A. ATWATER KENT, *President*  
 4710 WISSAHICKON AVENUE, PHILADELPHIA, PA.

# EDISON RADIO



## Now!—NATIONAL MAGAZINE ADVERTISING

Edison popularity is sweeping the continent. In little over a year, the Edison dealer organization has grown to include nearly every city and town in America. And this month begins a great advertising campaign for Edison Radio in Saturday Evening Post—Collier's—Liberty. In millions of homes this advertising will create desire to possess this radio—great as the name it bears. That means more sales for Edison dealers—more profits—sure profits. For regardless of what the radio situation in general may be, with the Edison it's confidence and progress. Now, more than ever, the radio future is full of certainty and profit for dealers who share the strength of

The first Edison magazine advertisement will feature model C-4—superb radio-phonograph combination in massive studio cabinet. List price, \$325, less tubes. (Slightly higher in the far West.)

*Thomas A Edison*, Inc.  
ORANGE, N. J.

### WRITE FOR DETAILED INFORMATION TO ANY OF THESE EDISON DISTRIBUTORS:

EDISON DISTRIBUTING CORP. AT THE FOLLOWING ADDRESSES: ATLANTA, 199 Forsyth St. S. W. . . . BOSTON, Stotter Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 2107 Grand Ave. . . . MINNEAPOLIS, 608 First Ave. N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

\* \* \*

BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . GRAND RAPIDS, Morley Brothers . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . MEMPHIS, Russell-Heckle Co. . . . NEW YORK, Blackman Distributing Co., 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Brothers . . . ST. LOUIS, The Clentane Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 12

NEW YORK, WEDNESDAY, MARCH 19, 1930

Per Year—\$4.00

## REFRIGERATOR PLANS REVEALED IN REPORT BY 'MAJESTIC' HEAD

### RADIO SALES ON INCREASE

**B. J. Grigsby, in Special Statement, Discusses Present Condition of Industry — Predicts Greater Sales for 1930-31 — Says Stock Market Decline Proved a 'Blessing in Disguise' for Radio Industry — Company's Net Worth Has Increased Tenfold in Two Years.**

CHICAGO, ILL., Thursday.

A special statement giving the condition and plans of the Grigsby-Grunow Co., this city, has been issued by B. J. Grigsby, president of the company. Sales figures for the first two months of the current year as compared with the corresponding period a year ago, and for the nine months ended February 28 1930, as against those for the nine months ended February 28, 1929, are included in the statement, as are the company's plans in the electric refrigeration field and the prospects for Majestic in the future, and its position in the field of radio. Mr. Grigsby in his statement said:

"In 1929 the radio industry passed through its long anticipated climax which every new industry must experience before settling down to a period of stability and normalcy. It paralleled the experiences of the automobile industry and, earlier, that in the electrical field.

"The final struggle for supremacy last year resulted in some over-production, too great expenditures in sales efforts and advertising, and price concessions not warranted by production costs. The stock market crash hastened the result and proved a blessing in disguise.

"From this our company emerged, with a record of the largest business in radio sets in the world, with its

(Continued on page 37)

## TEXAS HOUSE PASSES BILL TAXING CHAINS

Austin, Texas, Wednesday.

The House of Representatives yesterday, by a vote of 76 to 25, passed a bill to place a tax of one per cent. on the gross receipts of chain stores operating in this State. Agitation against chain stores here for some time past crystallized itself in the bill to gain revenue for the State by the imposition of a tax on chain business.

## John C. Tully Named President of Steinite; A. T. Haugh, Vice-president and General Manager

FORT WAYNE, IND., Friday.

John C. Tully, Chicago, has just been elected president and chairman of the executive committee of the Steinite Radio Co., this city, and its five subsidiaries, the Steinite Manufacturing Co., Steinite Laboratories, and Steinite Development Co., also of this city; Aviation Radio Corp., Atchison, Kan., and the Leslie F. Muter Co., Chicago.

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

He was also designated general manager of the holding company as well as the subsidiaries.

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

Both Mr. Tully and Mr. Haugh are among the best known radio executives in the industry, and have long been

(Continued on page 40)

## RMA BOARD TO MEET FRIDAY IN BUFFALO

Radio manufacturing and merchandising problems will be considered by the board of directors of the Radio Manufacturers' Association at a meeting Friday, at the Hotel Statler, Buffalo. H. B. Richmond, of Cambridge, Mass., president of the RMA, will preside.

The RMA board meeting will follow a group meeting of set manufacturers at Buffalo to consider special problems of set makers.

At the meeting Friday plans will be made for the Sixth Annual RMA Convention and Trade Show to be held at Atlantic City during the week of June 2. A record-breaking trade show already is assured, space reservations now exceeding the high water mark of 30,000 square feet established last year at the show in Chicago. Reports regarding plans for the Atlantic City events in June will be submitted to the RMA board by Chairman Jess B. Hawley of the show committee, and Chairman B. G. Erskine of the convention committee.

## Continental Radio Creditors to Meet

FORT WAYNE, IND., Friday.

A meeting of creditors of the Continental Radio Corp., this city, will be held in the offices of Wheeler Ashcraft, referee in bankruptcy, at the United States Court here, March 24, at 11 a. m., to consider and vote upon a proposition by the alleged bankrupt for a composition of its debts.

The composition now prepared, and which will be presented by the creditors, consists of the giving to those creditors entitled to participate, the corporation's six-month notes for twenty-five per cent. of the amount of the proved and allowed claims.

## KOLSTER RADIO PLANT MAY REOPEN SHORTLY, MOVE TO REORGANIZE

### JOBBERS WILL TAKE SETS

**Plans Call for Manufacture of 15,389 Radios — Fifteen Distributors Pledge to Buy Output for \$419,905 — Second Stockholders' Committee Formed.**

NEWARK, N. J., Thursday.

As a step in the move to reorganize the Kolster Radio Corp., this city, its plant is expected to reopen next week re-employing between 600 and 1,000 men in the manufacture of sets. The Kolster company was put in receivership more than two months ago.

Reopening of the plant, which was closed down soon after receivership proceedings were started, was discussed yesterday at a meeting between Ellery W. Stone, former president of the company; Harry G. Hendricks and Harry Meyers, the receivers, and their counsel. Plans were made at the meeting for the manufacture of 15,389 sets, which fifteen distributors are pledged to buy for \$419,905, under a court order of Vice-Chancellor Alonzo Church signed February 11.

Under the terms of the order, the distributors accepted 18,850 sets already manufactured for \$500,000. Work on the additional sets depends upon the signing of a contract and the working out of additional details.

As a result of the reorganization plans under way, a second common stockholders' committee has been formed for the deposit of Kolster stock. L. Scudder Mott is secretary of this committee, which is separate from the stockholders' committee formed February 19 of which A. Harry Moore, former Governor of New Jersey, is chairman, and Samuel J. Marshall, secretary.

Dr. Myers and his staff will be given every technical and plant facility for the production of the National Union products during 1930.

## Dr. R. E. Myers Joins National Union Radio As Chief Engineer

Dr. Ralph E. Myers, of East Orange, N. J., formerly chief engineer in charge of research and development on lamps and radio tubes for the Westinghouse Lamp Co., Bloomfield, N. J., has been appointed vice-president and chief engineer of the National Union Radio Corp., New York. Dr. Myers was associated with Westinghouse for twenty-one years, and was one of the scientists who developed the 227 tube. He also played a part in the development of the general line of oxide-coated filament tubes, and has participated in the laboratory and actual manufacturing task of perfecting radio audition since the industry's earliest days.

Dr. Myers was also elected a member of the board of directors of National Union along with William M. Parke, New York attorney, and William T. Bacon, Chicago banker.

Five of Dr. Myers' staff of assistants at the Westinghouse Lamp Co. have also joined the National Union Radio Corp. They are Dr. Ernst A. Lederer, engineer; M. N. Fredenburgh, chemist; Frederick F. Wallen, plant superintendent; William Perkins and Charles E. Swiss.

According to E. A. Tracey, vice-president in charge of sales for the New York tube manufacturing firm,

## Alfred Marchev, Former Temple Head, Named General Sales Manager for Nathaniel Baldwin; Company Will Enter Radio Set Manufacturing Field

CHICAGO, ILL., Saturday.

Alfred Marchev, former president of the Temple Corp., has been appointed general sales manager for Nathaniel Baldwin, Inc., this city, manufacturer of radio products. Mr. Marchev is a pioneer in the radio industry and is known throughout the country.

The Baldwin firm is shortly to intro-

duce a new line of radio sets and a new dynamic pickup, and will maintain factories in this city, Salt Lake City and Los Angeles.

In connection with the appointment of Mr. Marchev, is the appointment of Arch R. Strong, for the past three years

(Continued on page 40)

# The Talking Machine & Radio Weekly

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

TELEPHONES:  
JOHN 2365-2366

CURTIS A. WESSEL  
Editor

*"The Trade's Only Weekly"*

CABLE ADDRESS:  
REGIBID

SIDNEY E. DAVIS  
Manager

EDWARD H. DAVIS, Publisher

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

Vol. 29

NEW YORK, WEDNESDAY, MARCH 19, 1930

No. 12

## Money Out the Window

Everyone observing the customary sacrifice-sale practices of the radio-talking machine line must be impressed with the fact that here, at least, minds are shut and ears are deaf to ingenuity in specialty selling. The only way radio knows how to dispose of surplus goods is to sell it at the greatest possible, not the least possible, loss. It is all very well to say that each bargain is staged on the best terms to the seller, that "we got all we could out of the stuff," that "there were only umpty thousand sets anyway." But the fact is that when the wreckers are called in, the seller's blood has turned to ice water, he is licked to a frazzle and in no condition to temporize and the bargain buyer knows it.

One dumping operation which has been accomplished was conceded by outside authorities at the time to involve so relatively few sets that one or two or three first-class salesmen who knew the jobber trade—if the concern that dumped had ever had salesmen who knew its jobber trade—could have taken the excess and turned it at very little less than list prices providing everybody concerned made some extra money out of the operation. Another sale of scarcely seven thousand sets, which could have been coupled in a two-for-one sale, and sold for premiums and by special canvass through dealers, would through such channels have returned cost at least, when as a matter of fact the merchandise went for far below cost. The two-for-one scheme alone has never been tried in radio merchandising, though there are thousands of families that would buy two sets for the price of one—one a higher-priced standard model and the second one of the over-production at cost—firstly because thousands of families want and can use two sets and secondly because thousands more would give the extra set away to some less prosperous relative or friend. Similarly, the post-card canvass of small wage earners, working women, men and boys and so on who because of their economic condition and environment seldom read or respond to newspaper advertising, is known to produce sales results that are astonishing when both price and merchandise are right. A girl working in a ten-cent store is no prospect for a \$200 radio set but she very well can be for a \$60 set, for which the seller would get only \$39 if he sold a trainload.

The sad part about radio salesmanship, faced by a temporary setback, is that all it knows is how to cut the price to the bone. The enormous force of an eager and unquenchable public demand—as irrefutably proved in the movement of about 3,000,000 sets a year, fair weather or foul—is persistently denied and the public is made the beneficiary of ridiculous values, whether it waits for them or not. If the industry and trade learn a little smarter selling than a sudden surrender of all money that has gone before, better days will be in store for radio as a commercial undertaking.

## Harmony By Hard Work

The force of time and human custom has practically demolished the piano business, taken the words of popular songs out of the mouths of song-pluggers and put them into the mouths of movie actors, well-nigh laid low the phonograph as it was originally known and stopped the sale of harps in favor of saxophones. But the harmonica goes marching on. Yet the harmonica is almost as old as any other musical instrument and is older than most. It begs the question to say that sale is mostly to boys and young men, because boys and young men do not buy bicycles, ear-muffs, watch-fobs or roller skates in the quantities familiar when the harmonica was younger. Something far more fundamental is making the sale of harmonicas grow year after year.

It is likely that two elements, equally important, sustain this industry in prosperity without respect to temporary outer causes. From them, a good deal can be learned by other business. The first is that harmonica product is right in appeal. The instrument is easy to learn, low in price and as portable as a pants' pocket. The other element is that harmonica sales effort never stops. Not merely for 300 business days, but almost every day in the year and often for many hours more than usual office custom, the harmonica interests plug diligently away, answering questions, advising dealers on the simplest details of store display and sales promotion, grasping opportunities to get the instrument any conceivable new opportunity for recognition, shipping and billing, advertising and selling, all the commonplace routine which seems so elementary but which is really very difficult to do effectively because the power behind it must never flag.

A harmonica business offers a mighty object lesson to the man who is used to crowding on all steam one month and putting out the fires in the boiler the next. In no other way could profit and permanence be earned out of an item so low in price. If some other home-entertainment business were run on the harmonica plan there would be surer sales and slimmer losses. And absolutely all that can be said for the harmonica is that it is easy to play, portable and low in price. All that can be said for Rockefeller is that he has a thousand million dollars.

Look at the group picture of the Victor talking machine jobbers' convention in Colorado Springs, 1921. Little more than yesterday. But 10 of 90 men in it are dead. Forty-one of the living are no longer in the Victor business. Nine others are no longer in the home entertainment business.

Big stores are moving into the country. Best's, famous Fifth avenue establishment, is opening branches in Mamaro-

neck, Westchester county, and Orange, New Jersey. Will little stores begin moving into cities? Not if they have any sense.

Eleven men who have made important money in the line in the last ten years have not changed in manner or temperament a particle. Some others w. h. m. i. m. have changed so that their own mothers would not know them.

What intellectual quotient can be assigned to any job-seeking individual who calls up someone whom he expects to help him get a position, before half-past nine of a Monday morning? If he had an intellectual quotient, would he know what to do with it?

It is the brilliant competitive sense of broadcasting managements which leads them, if one system has a dance orchestra at 8 o'clock, to put eighty-four other dance orchestras on at the same hour. And, if one has a talking number at nine, eighty-four others hire talkers for the same hour. The same keen sense of enhancing radio's utility leads program arrangers, just now, to build their wow time around selections from "Sons o' Guns" and "Strike Up the Band."

Leap year is the year when you discover an advertising manager who is interested in the selling effect of his concern's advertising for the sake of the concern. The rest of the time is when advertising managers' chief interest is (a) gathering a vast amount of statistical 'fact' which reflects astonishingly in the periodic reports of the department if and when same are read by anybody above the grade of commercial morons (b) "co-ordinating the department's activities" with the activities of the door-tender, the traffic manager, the assistant to the president, the assistant treasurer, such of the sales force as are on shaky ground and beg for build-ups in the house-organ and company correspondence and the advertising manager's own secretary (if pretty) and (c) dogging it over space peddlers who will let themselves be dogged over, between dashes of His Royal Nibbs to 75-cent luncheons at the good old ad. club.

## W. S. Symington and Fred G. Carson Back From Rochester Trip

W. S. Symington, president of the Colonial Radio Corp., Long Island City, N. Y., returned last week from Rochester with Fred G. Carson, vice-president of the company. In the latter city, the two executives inspected the plant of Valley Appliances, Inc., which was merged several weeks ago with the Colonial Radio Corp. Matters of production and distribution of the 1930-31 Colonial line were arranged by Messrs. Symington and Carson.

The augmented facilities of the Colonial Radio Corp. at the Rochester plant will result in an important announcement to be made by the merged organization shortly, it was said.

## Jenkins Prepares Two Television Pamphlets

For those trade members who are interested in the principles and possibilities of radio television and radio-visual reception, the Jenkins Television Corp., Jersey City, N. J., has prepared two pieces of literature which are available for the asking.

The pamphlets are headed "Radio-visual . . . A Practical Guide to Home Television" and "Answering Your Questions Regarding Radio-visual."

## Innovations Planned by Chain Auction Syndicate In Radio Merchandising

The Chain Auction Syndicate, which was organized several weeks ago by Walter H. Nussbaum and his associate, Harold M. Schwab, now has three retail radio auction stores in operation in New York. Other auction stores are to be opened from time to time in the metropolitan district, and numerous innovations in radio merchandising are to be put into operation by the new company, which has its headquarters at 18-22 West Eighteenth street, New York.

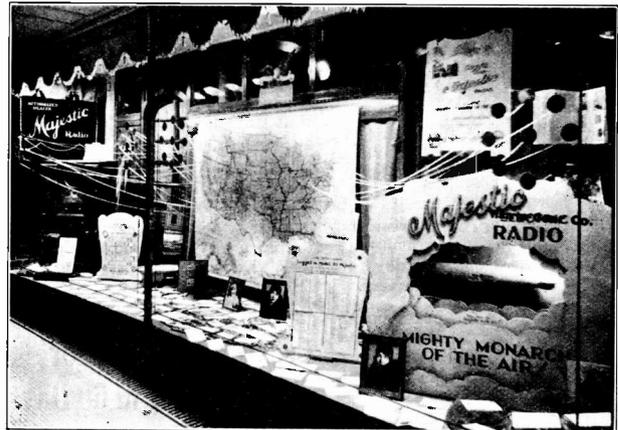
The three stores of the company are located at 111 West Forty-second street, 16 Avenue B, both New York, and 1730 Pitkin avenue, Brooklyn.

The Chain Auction Syndicate deals only in surplus merchandise, and according to the Messrs. Nussbaum and Schwab, the firm is in the market to buy out stores, factories and warehouses. Lots of merchandise will be considered, regardless of size.

One of the innovations of the company is a weekly trade auction to be conducted at the headquarters of the firm for members of the trade only.

Among other things, the Chain Auction Syndicate will conduct a weekly flyer system for the trade. Flyers will contain an exchange column where

## Harris Goar Co. Display Proves Radio Reception Record of New Majestic Set



Majestic Reception Record Featured in Kansas Dealer's Window

Wichita, Kan., Thursday.

Proof that Miss Billie Burt, of this city, has logged 186 radio stations with her new Majestic set is attractively displayed in the window of the Harris Goar Co., North Main street, Majestic dealer. Ninety verifications and 60 verification stamps are shown in the window, with ribbons leading from each

point on the map of the United States from which reception has been had.

An accurate tally for a period of one hour revealed that 262 persons stopped to examine the display. Numerous prospects resulting in sales were secured through the window.

The Sterling Radio Co. is distributor for the Grigsby-Grunow Co. in this territory.

dealers can list their wants and surplus stocks either for exchange or sale. Messrs. Nussbaum and Schwab, who are well known radio merchandisers, through their connection until recently with the Waltham chain of retail stores, will extend to out-of-town dealers their experience in the chain store business so that independent retailers can operate their establishments along department store lines. Advertising copy as used by chain and department stores will be furnished, as will ideas for window displays, merchandising and tried-out commission schedules for the dealers' salesmen.

Mr. Nussbaum is the founder and former president of the Waltham chain, and Mr. Schwab was formerly vice-president and general manager of the latter company. These men hold similar offices in the Chain Auction Syndicate.

Mr. Schwab said last week that his firm is now contemplating taking over a chain of 32 retail radio stores in the metropolitan district.

## D. H. Holmes Co., Ltd., New Brunswick Jobber In New Orleans, La.

New Orleans, La., Monday.

The D. H. Holmes Co., Ltd., has been appointed wholesale distributor for the Brunswick - Balke - Collender Co., Chicago and New York, to handle the radio and Panatrop product of the company. The entire radio personnel of the Brunswick factory branch in New Orleans has been taken over by the Holmes company, it is stated.

The Holmes territory will include Louisiana and the greater part of Mississippi, and sales will be under the direction of R. N. McCormick and James Aldige, formerly with the Brunswick branch here.

## S. H. MAPES ABROAD FOR DURHAM RADIO SALES

Col. S. H. Mapes, years ago vice-president of the old Federal Telephone & Telegraph Co. and latterly identified with radio export enterprise, has been appointed vice-president in charge of foreign sales of Durham & Co., well-known Philadelphia makers of radio material and broadcasting equipment. Col. Mapes sailed last week on the French liner "Ile de France" for a month in London, Paris and other centers in the interest of Durham products. The Durham firm is executing, according to its president, Wilson N. Durham, extensive plans for enlargement of its overseas activities. It is expected that with the erection of new broadcasting stations for which plans are under way with various European governments, the market abroad for American radio of every description will receive considerable stimulus.

## Specialty Service Corp. Appoints T. V. Heidrick As Tube Sales Manager

T. V. Heidrick, for three years traffic manager for the Specialty Service Corp., Brooklyn, Majestic radio distributor, has been appointed sales manager of the wholesale firm's Majestic tube division.

In his new post, Mr. Heidrick will personally supervise sales of Majestic tubes in the Specialty Service territory, and will also cooperate with dealers in promoting the tube campaign during "Courtesy Inspection Month."

## Personals

Samuel Roth, head of Federated Purchasers, returned last week from a Chicago buying trip.

Murray Gruhn, of the Musical Products Distributing Co., New York, is now on a vacation in Miami Beach, Fla.

Major Herbert H. Frost, president of the Utah Radio Products Corp., left the New York offices on Saturday for a few days at Chicago headquarters.

Walter H. Nussbaum, president of the recently organized Chain Auction Syndicate, of New York, returned last week after a short holiday in Atlantic City.

F. E. Basler, general sales manager of the Atwater Kent Manufacturing Co., Philadelphia, gave the New York market the up-and-down one day last week.

Vernon W. Collamore, sales manager of the Radiola division of the RCA-Victor Co., Inc., returned the early part of the week from a survey of the Chicago market.

James H. Blinn, representative for the Gulbransen Co. in the territory comprising Colorado, Wyoming, New Mexico and Utah, was a recent visitor at the Chicago factory.

Gilman Anderson, assistant radio sales manager for the Gulbransen Co., Chicago, visited distributors of the company in Milwaukee, Wis., Rockford and Elgin, Ill., last week.

Allen McQuhae, Corsican tenor lately joined with Wayne MacDowell, at Philadelphia, in the establishment of the National Convention Management bureau, reached New York Saturday to week-end in his home town.

Matt. Hohner, head of the American interests of the firm of M. Hohner, Inc., will sail April 24 for an extended European visit, spending most of his time at the Hohner harmonica headquarters in Trossingen, Germany.

I. Goldberg, president of the Pilot Radio & Tube Corp., Brooklyn, has returned from a vacation in Florida, and is now in Lawrence, Mass., supervising the installation of tube and coil making machinery in the firm's new plant in that city.

C. C. Bohner and J. L. Barnes, sales manager and assistant sales manager, respectively, of the Tung-Sol Lamp Works, Inc., of Newark, N. J., maker of lamps and radio tubes, attended a tube sales conference in Chicago last week.

Grif Ellis, Pacific coast representative for the Grigsby-Grunow Co., Chicago makers of Majestic radio, notes on the back of a view of Apache Lake, Ariz., that this is the only spot in the more or less good old U. S. A. without a Majestic dealer.

David M. Kasson and Jack Leban, well known executives of the Van Horne Tube Co., of Franklin, Ohio, were visitors in the New York territory during the past week, arranging for metropolitan distribution for the Van Horne tube line.

J. B. Price, ex-cigar magnifico and salesman extraordinary for portable

phonographs and electric pick-ups, postcards from Toronto, Canada, that if you flop on an order there you can drown your troubles in Mrs. Haig's Royal Dimple. Now, is that nice?

Roy B. Cohen, of the Roycraft Co., Minneapolis Majestic distributor, and Mrs. Cohen, are spending a three-week vacation at Miami Beach, Fla., where they expect to do considerable golfing among other things. They will also visit Havana, Cuba, before returning to Minneapolis.

Charles Gilbert, vice-president in charge of merchandising of the Pilot Radio & Tube Corp., Brooklyn, left last week for a three weeks' tour for the purpose of opening new dealer outlets. He will make stops at Chicago, Minneapolis, St. Louis, Denver, Los Angeles and San Francisco.

### Crosley Refrigerator On Market in 60 Days, Says New York Jobber

The Twentieth Century Radio Corp., Brooklyn, metropolitan distributor of the products of the Crosley Radio Corp., Cincinnati, is making an advance survey of the New York market in connection with the new Crosley electric refrigerator, which is scheduled to make its appearance within sixty days.

This newest product of the Crosley company will retail at \$50 to \$75 less than any other standard make refrigerator—of the same cubic foot capacity—according to reports.

L. H. Mingins, president of Twentieth Century, made the following report on the new Crosley refrigerator:

"This refrigerator is equipped with a remarkably efficient unit having a cold control which will freeze ice cubes in less than two hours, and a box which is in itself a complete hydrator. It draws less than 100 watts, and is necessary to defrost but once every three months. The running operation in normal usage represents less than one-third of the hours in a day.

"The unit is small, compact, and is easily detachable, and is at the bottom of the box. Refrigerant used is of the non-poisonous variety and the new design of the motor and compressor make it not only fool-proof but silent."

Mr. Mingins also stated that the Crosley company will soon introduce to the trade a low-priced automobile radio set using screen-grid tubes. The set will be remotely controlled from the dash board.

Officials of the New York distributing firm report that metropolitan radio and electrical dealers are unusually interested in the Crosley refrigerator.

### S. JAY GOLDSTEIN ON FORTNIGHT'S VACATION

S. Jay Goldstein, long and favorably known in metropolitan retail and wholesale circles, left this week on a two-week vacation trip, marking the first time that the genial sales executive has taken "time off" from active participation in trade affairs for the past several years.

Mr. Goldstein first became prominent in the local radio industry when he became sales manager for the Universal Radio Co., New York, distributor for Philco radio. Until recently, he served in a like capacity with the North American Radio Corp., Zenith wholesaler here.

Upon his return to this city about the first of April, Mr. Goldstein will divulge his future plans.

## 2,000 PHILADELPHIANS LAUD HARMONICA BAND AS CITY HALL SIGNS FLASH COMMEMORATION OF JUBILEE AT BELLEVUE-STRATFORD HOTEL

CLASSICAL PROGRAM BY 60 BOYS, A. N. HOXIE LEADER

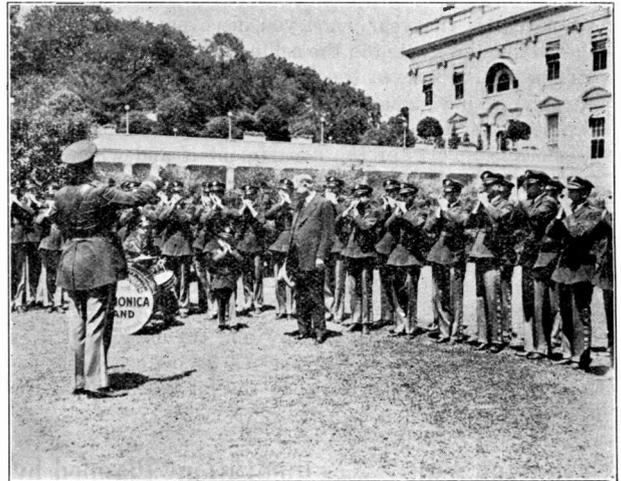
Hohner Instruments Used by Quaker City Organization Which Has Received Official Honors — Mayor Mackey Chairman at Gala Event.

(Special to THE WEEKLY.)

Philadelphia, Pa., Thursday.

Two thousand Philadelphians, loyal admirers of the unique musical institution known as the Philadelphia Harmonica Band, last night thronged the ballroom, the Clover, Red and Junior rooms of the Bellevue-Stratford hotel to hear a concert and participate in entertainment marking the second anniversary of the organization. The band is led by Albert N. Hoxie, with Mrs. Robert A. Davis as associate director. Mayor and Mrs. Harry A. Mackey were

brought out during the conversation that Mr. Hoxie, a Philadelphian of substantial wealth whose interest in the welfare of boys and young men has been a major hobby throughout his life, organized the band as a means of interesting young Philadelphians in music. The movement quickly spread beyond the limits of a purely educational or cultural activity and assumed definite artistic dimensions, the performance of the band winning praise from music critics and professionals of the highest rank. The band has already created an alumni, youths who on



Philadelphia Harmonica Band as It Recently Appeared Before President Hoover

honorary chairman and chairwoman, respectively, of last night's concert.

The evening marked vividly the extent to which the harmonica rules the musical life of youthful America, as exemplified in the activities of the Philadelphia band. An ambitious program, including compositions of Sousa, Wagner, Herbert, Drdla, Friml, Ippolitow-Ivanow, Ketelby, Rachmaninoff, Elger, and von Suppe was performed by the sixty uniformed young men who compose the band, Hohner chromatic harmonicas being exclusively used. The aggregation has played for President Hoover. Vice-president Curtis and numerous other dignitaries and upon many official occasions, besides having been designated at the Philadelphia Sesquicentennial Exposition as the Exposition Band. Philadelphia's City Hall was decorated with four electric signs calling attention to the "Harmonica Jubilee" last evening.

A party of officials and friends of the New York harmonica house of M. Hohner, Inc., attended, including Matt. Hohner, president; Sidney Winfield, general manager and Arthur C. Doornbos, vice-president of the Charles C. Green Advertising Agency, publicity counsel to the Hohner organization. They were welcomed by Mr. Hoxie, founder and leader of the band and exchanged a variety of interesting anecdotes concerning the tributes paid to and accomplishments of the youthful body in many directions. It was



"Welcome" Signs on City Hall in Metropolis of Brotherly Love

own but steadily increasing in sale, as almost a sole exception in the group of manually-played instruments. The Hohner firm, whose name is regarded practically as synonymous with the product in whose manufacture and sale it has been so long engaged, will celebrate its seventy-fifth business anniversary next year.

## MAJESTIC INCREASES LIST OF MODEL 92; EFFECTIVE APRIL 1

CHICAGO, ILL., Friday.

Distributors and dealers in Majestic radio are reported to have enthusiastically responded to the announcement of an increase in the list price of Majestic Model 92, disclosed by the Grigsby-Grunow Co. here, recently. With the increase, which is made effective April 1, the Majestic model 92 will list at \$179.50 instead of \$167.50, the retail price now prevailing.

Majestic dealers and distributors see in the latest move on the part of the Grigsby-Grunow Co. an important step in the further stabilization of the industry.

## Pierre Boucheron Is Radiola District Mgr. In New York City

Pierre ("Pete") Boucheron, radio operator, radio publicist and first advertising manager of the old Radio Corp. of America, last week returned to New York as his field of activity, being appointed by Vernon W. Collamore, sales manager of the Radiola division of the RCA-Victor Corp., to district management of the Eastern district of Radiola sales. Mr. Boucheron makes his headquarters at 261 Fifth avenue.

The reclaimed New Yorker comes from Atlanta, Ga., where he has been Southern district sales manager for the Corporation for the past year and a half. He is a veteran of the RCA official staff, taking charge of the company's advertising activities soon after its entry into commercial product and displaying pronounced abilities as well as thorough knowledge of the practical side of radio, due to his work as a steamship operator. Mr. Boucheron is a native of Paris, France. "I am glad to be back in New York," he said on Friday, "for there are more merchandising opportunities here in five minutes than in a month in more remote territories. The general business outlook is healthy and it is certain to be a tremendous year for the Radiola line throughout the metropolitan district."

## Sale of Earl Equipment, Supplies Before Court

Newark, N. J., Friday.

The matter of the sale of the machinery, equipment, materials, fixtures and supplies of the bankrupt Earl Radio Corp., New York, to the S. & R. Radio Co. for \$59,250, will come before Vice-Chancellor Alonzo Church here on Tuesday. Stockholders and creditors have been ordered by the court to show cause on that day why the bid of the S. & R. Radio Co. should not be accepted.

## B. J. BROGDEN NAMED GULBRANSEN BOOSTER

Chicago, Ill., Friday.

B. J. Brogden, Durham, N. C., has been appointed representative of the radio division of the Gulbransen Co., this city, for the state of North Carolina.

## RADIO MEN TRIP THE LIGHT FANTASTIC AT ANNUAL DANCE OF RADIO RETAILERS' ASS'N

Several hundred members of the radio industry of the metropolitan district attended the second annual banquet and dance of the Radio Retailers' Association, Inc., in the grand ballroom of the Pennsylvania hotel, New York, Sunday night. The event brought out a representative gathering of distributors, distributors' salesmen, factory representatives and dealers.

Among other things, the affair gave some of the veterans in the trade an opportunity to show the younger generation that they are well acquainted with the terpsichorean art as it is now interpreted. And—believe it or not, the old-timers didn't wait until the orchestra struck up "The Merry Widow Waltz" or other favorite melodies of by-gone years, before they started to demonstrate their aptitude for modern dancing.

The transition during the past years from the conservative talking machine industry to the rapid-moving radio business has also resulted in a regeneration in the feet and legs of the men who have moved along with the change. And Sunday night was their night.

Such venerable veterans as J. New-

comb Blackman, president and founder of the Blackman Distributing Co., Inc., New York jobber for Edison radio; O. W. Ray, president of the Commonwealth Radio Distributing Co., Inc., Stewart-Warner wholesaler; the rotund Irving E. Cohen, secretary of the Radio Retailers' Association and Otto Goldsmith, representative of E. A. Wildermuth, Atwater Kent distributor, were not to be outdone by such younger leaders in the trade as Irving Sarnoff, president of the Radiola distributing firm of George L. Patterson, Inc., and Charles Ollstein, sales manager for the Sanford Radio Corp., metropolitan Brunswick wholesaler.

Other prominent trade figures present included Myron Craddick, C. L. Craddick, C. L. Johnston, vice-president and general manager of the Blackman Distributing Co.; A. M. Blackman, son of J. Newcomb Blackman, and secretary of the Edison distributing firm; Murray Rosen, newly named Manhattan sales manager for the G. J. Seedman Co., New York distributor for Brunswick radio.

A revue, with Baby Alice, a talented youngster of about seven summers as the featured performer, was staged during the evening.

## Phonograph and Accessories Manufacturers Can Secure Finnish Sales Outlet by Communicating with Firm Below

PHONOGRAPH ACCESSORIES

RADIOTUKKU OY.

Helsinki, Helkinkatu.

February 24th.

Editor,  
TALKING MACHINE and  
RADIO WEEKLY:

We would appreciate your sending us sample copies of your periodical, as we are specialists in the gramophone line. Furthermore, we would be very much

obliged if you would give us the names of such manufacturers who desire a Finnish outlet for their products.

Thank you in advance for your kind attention to this matter. We still beg to mention that we have an extensive sales organization and that our sales representatives visit any town in Finland which promises any business at all.

Yours very truly,  
Radiotukku Oy.—

## Murray Rosen Named Manhattan Manager For G. J. Seedman Co.

Murray Rosen, formerly secretary and general manager of the State Radio Distributing Co., Inc., Newark, has been appointed Manhattan sales manager for the G. J. Seedman Co., New York, metropolitan distributor for Brunswick radio, Panatropé with radio and records.

Mr. Rosen has had many years' experience in the radio industry which will serve him in good stead in his new post with the aggressive Seedman firm.

## Troy B. Wildermuth to Re-enter Radio Trade

Harrisburg, Pa., Friday.

Troy B. Wildermuth, formerly with the radio division of the Gulbransen Co., Chicago, is back in this city after a vacation in Florida and is preparing plans for his re-entry in the radio industry.

Mr. Wildermuth is anxious to get all back numbers of THE TALKING MACHINE and RADIO WEEKLY from January 1 in order that he might find

## GULBRANSEN HAS NEW LOWBOY SET AT \$99.50

Chicago, Ill., Friday.

A new set in a lowboy cabinet listing at \$99.50, less tubes, has recently been introduced by the Gulbransen Co., this city. Among the features of this new model are screen grid power detection, the Gulbransen "nine-in-line" chassis and push-pull amplification.

The cabinet of the set is of butt walnut and is slightly more than three feet high. Sensitivity of the set is under the control of a "local distance" switch.

The set incorporates a new improved ten-inch dynamic speaker, which is mounted in the bottom panel of the cabinet.

Other Gulbransen models include a lowboy at \$139.50, a highboy at \$149.50, and a radio-phonograph combination at \$235.

## North American Zenith Sales Show 40% Gain, D. F. Goldman Reports

Extreme satisfaction over the present business outlook was expressed by David F. Goldman, head of the North American Radio Corp., New York, metropolitan Zenith distributor, upon his return last week from a vacation in Cuba and Florida. Mr. Goldman returned to his office to find that Zenith radio sales for January and February of this year exceeded those of the same months last year by more than 40 per cent.

"We achieved this mark in spite of the so-called business depression," Mr. Goldman declared upon going over his company's sales figures. He also stated that he looked forward to a prosperous year for the company and the Zenith Radio Corp., Chicago.

"The elimination of a great many lines has placed the remaining manufacturers in an enviable position, and Zenith's stability, Zenith quality and Zenith's protective sales policy are now more firmly impressed on the dealers than ever before," Mr. Goldman said.

"The Zenith Radio Corp. refuses to sacrifice quality for price, and will continue to manufacture in line with the market demands.

"Only a limited number of standard lines now remain, and I believe dealers have learned their lesson and will concentrate on these few lines. Manufacturers realize that overproduction has been the curse of the industry. With the increase in business anticipated within the next 60 to 90 days, radio will again take its place as a leader in home utility sales, and with the inauguration of sane production policies by manufacturers, 1930 should see the elimination of surplus merchandise sales, cut prices and other evils of the past.

"North American and Zenith look forward to a better and greater 1930." Mr. Goldman was accompanied on his vacation by Mrs. Goldman. While in Cuba, the Goldmans spent considerable time with Edward H. Davis, publisher of THE TALKING MACHINE and RADIO WEEKLY, and Mrs. Davis, who were also wintering in Havana.

## Capt. Sparks Makes 4 Addresses in Memphis

Memphis, Tenn., Thursday.

Captain William Sparks, head of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio, was the guest of honor at three radio gatherings during a recent one-day stopover in this city while on his way to Florida.

At noon he was the guest of honor at a meeting of the Memphis Radio Wholesalers Association and addressed the distributors. In the afternoon he attended and addressed a sales convention of the Dealers Equipment Co., this city and Little Rock, distributor for Sparton radio. Later in the afternoon he spoke for thirty minutes over WMC, and in the evening he attended a meeting of Sparton dealers of the Memphis and Little Rock territories and again spoke.

Three hundred retailers attended this gathering held in the Peabody hotel. Captain Sparks spoke at length regarding the merchandising plans of his company and the future outlook for Sparton.

out "who's who and how" in the trade.

Mr. Wildermuth stated that he is going into the distributing "war" again.

## A STRAIGHT LINE

IS THE SHORTEST DISTANCE  
BETWEEN TWO POINTS . . .

## SPARTON RADIO

OFFERS A STRAIGHT LINE AND  
THE TWO POINTS ARE . . .

## SALES and PROFITS!

Your franchise is your arrow  
—follow it to its goal ☞ ☞

## BUSHWICK DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue  
Glenmore 6366  
Brooklyn, N. Y.

## SPARTON RADIO

*Metropolitan  
Distributor*

## McPHILBEN- KEATOR, Inc.

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

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

## LOW SALES PRICE IS IMPORTANT FACTOR NOW, SAYS CROSLY

CINCINNATI, O., Friday.

"October of last year saw a deflation of credits brought about by the stock market decline," Powell Crosley, Jr., president of the Crosley Radio Corp., stated here today. "Immediately things became normal. During all of the period of extravagance, when radio manufacturers, almost without exception, were concentrating sales efforts on radio sets selling far in excess of \$100, sets within the means of the great mass of the people were not available. It must be remembered that 87 per cent. of the adult males of the United States have an income of \$2,000 or less, a year. Surveys have shown that even a larger percentage of non-radio owners falls into this class.

"Now purchases are again controlled by income. The radio dealer, jobber and manufacturer, to operate profitably during the next year or two, must recognize this fact. They must be able to furnish radio apparatus within the means of the masses the undeveloped and neglected market. Large turn-over rather than large unit profit must govern in the future.

"In line with the conditions existing today, Crosley dealers come into their own. The success of the Crosley Radio Corp., its distributors and dealers, has always been founded upon building and selling popular priced radio sets for the masses, rather than high priced radio sets for the classes.

"The new Crosley "Companionship" series, announced at our recent distributors' meeting, is now within the reach of everybody, both in size and low cost. Appropriate names have been given to the models: "Chum," "Playmate," "Comrade," and "Buddy." "Partner" and "Cronie" names have been given to the two larger models. They have been designed to meet the definite trend of demand for smaller cabinets.

Features embodied in these new Crosley models are newly designed low console utility cabinets; improved Dynacone and Dynacoil speakers; "tone tested" by world's leading musicians; all models screen grid Neutrodyne and low price.

## Findlay Creditors to Consider Composition

A meeting of the creditors of the Robert Findlay Manufacturing Co, Inc., Brooklyn, will be held in room 405 Post Office building, Brooklyn, on the morning of March 31, for the purpose of proving claims, examining the bankrupt and considering an offer of composition of 15 per cent. The composition offer maturing in four and eight months, and one note of 2 per cent. maturing in twelve months, such notes to be secured by a chattel mortgage covering fixtures and machinery of the bankrupt to be given to Samuel Rubin, 150 Broadway, New York, as trustee for the benefit of all creditors listed in the referee's report on composition.

Edward C. McDonald, 32 Court street, is referee in bankruptcy. The Findlay firm formerly manufactured radio furniture.

## STROMBERG-CARLSON HAS NEW DC CONSOLE, LIST PRICE IS \$272.50

ROCHESTER, N. Y., Friday.

A new D.C. screen grid console set, listing at \$272.50, less tubes, has been introduced by the Stromberg-Carlson Telephone Manufacturing Co., this city. This instrument is known as model 645.

The new Stromberg-Carlson 645 is a radio designed particularly to meet the special conditions where a set must operate on power from direct rather than the usual alternating current sources.

This set, housed in a walnut finished art console, employs screen grid tubes of latest design in three tuned radio frequency circuits; a grid-bias detector, two resistance-coupled audio stages and a final push-pull power audio stage. The screen grid tubes effectively supply the radio gain per stage necessary with the low voltages available in a D.C. operated set, officials of the firm declare.

Because D.C. districts are usually in the heart of a city where man-made static noises are prevalent and because D.C. house lighting systems are usually noisier than A.C. lines, two extra precautions for the elimination of noise are provided with this radio. These are 75 feet of shielded lead-in wire and a special line noise filter. The shielded lead-in prevents pick-up from external noise sources and by means of the filter any radio frequency static noises which might enter the set from the house lighting circuit are eliminated and grounded.

The built-in dynamic speaker is equipped with a large sized cone and has a special non-resonant baffle. This set, like all Stromberg-Carlsons, has a phonograph jack for electrical reproduction of records in conjunction with a magnetic pick-up outfit.

The new No. 645 meets the need of thousands of prospective radio purchasers living in D.C. districts who have been awaiting a perfected screen grid radio for their particular needs, officials report.

## I. G. Maloff Appointed Colonial Chief Engineer

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

Since the merger of the two manufacturing firms, Mr. Maloff has been cooperating closely with Dr. Fulton Cutting, chairman of the board of the merger organization, and designer of the Cutting dynamic speaker, on the design of the new Colonial 1930-31 line which will be shown at the RMA Trade Show in Atlantic City in June.

A. J. Loeb has been appointed sales representative for Northern Ohio and Michigan for all radio parts product of the Polymet Mfg. Corp., New York. Mr. Loeb will make his headquarters at 3221 Carnegie avenue, Cleveland.

Polymet products include condensers, coils, resistances, transformers, volume controls, etc.

# “DO THIS —

*... put this Sparton side by side  
with any radio at any price and  
compare performance”*

*W. Parks*

President—General Mgr.  
The Sparks-Withington Co.

WE have done it . . . all over the country . . . and have been amazed at the results. Now we want YOU to make the same tests.

Stand the New Model 589 side by side with your favorite set. Test both for distance. Test them for their ability to reach through the screen of local broadcasting. Compare their tone . . . their richness. Do this, and we promise you a new conception of radio performance.

The New Sparton Model 589 sells for the lowest price ever asked for a Sparton Console. Sparton quality is evident everywhere, from the cabinet to "Radio's Richest Voice". We believe that this New Sparton sets a new standard of radio value . . . we want you to judge for yourself. Test it thoroughly.



The NEW SPARTON  
10-TUBE Model 589

(435)



THE SPARKS-WITHINGTON COMPANY

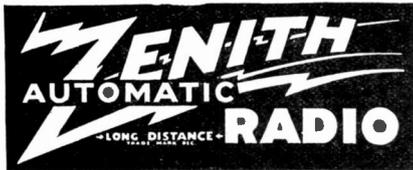
*(Established 1900)*

JACKSON, MICHIGAN, U. S. A.

*Pioneers of Electric Radio without batteries of any kind*

# THE *New* SPARTON

*"Radio's Richest Voice"*



the **ONLY** Loop Set on the market

MODEL  
**64**  
SUPER  
**ZENITH**



Ask about this Sales  
and Profit Leader . . .

**NORTH AMERICAN RADIO CORP.**

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

**SAFE!**

We know of no other make  
of radio for which deal-  
ers are clamoring, except



*The Best Buy for the Money Is  
Always the Best that Money Can Buy*

**MACKENZIE RADIO CORP.**

Distributors for the Bronx, Northern Jersey,  
New York State and Connecticut

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

1225 Broadway New York, N. Y.

IN 1930

G  
R  
O  
W  
  
W  
I  
T  
H  
  
U  
S

AND

Z  
E  
N  
I  
T  
H  
  
R  
A  
D  
I  
O

**TRILLING & MONTAGUE**

Wholesale Radio Merchandisers

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



**SET BUSINESS IN RURAL COMMUNITIES OF  
MINNESOTA HOLDING UP AT NORMAL LEVEL**

MINNEAPOLIS, MINN., Thursday.

A gain of 12 per cent. in radio sales in the Northwest over the year 1928 was registered, according to reports just issued here by the Northwest Radio Trade Association. Dealers in Minnesota, North Dakota, South Dakota, Wyoming, Montana and parts of Iowa, Wisconsin and Michigan aided in compiling the report, all showing signs of an extremely live business, despite a poor closing for the year.

The report creates considerable optimism throughout the trade for the year 1930, and an average of the percentages of increase expected is 20 per cent. over 1929. This would bring total sales of radio at retail price to over \$50,000,000 for 1930, with a radio set in at least half the homes of the Northwest.

The report also shows a rising interest in radio in this territory. The daily use of sets is increasing rapidly and dealers advise that once a family has installed a radio it is never found without one after that.

Although Twin City reports are still largely unfavorable, those coming in from the country points of the Northwest are much more optimistic, and the trade seems awakening to the beginning of a real business in the Spring. Dealers are sending in fairly large orders and seemingly have every expectation of a good trade.

Phonograph records are picking up in sales. The Columbia Phonograph Co. here report a steadily increasing business.

William Hardt, of Winona, Minn.,

and C. M. Bye, of Osseo, Wis., were recent visitors to the Twin Cities and reported trade in radios in their respective towns as very good.

A. R. Sather, Majestic dealer of Spooner, Wis. is on a brief vacation in Texas.

A. B. Blodgett, Northfield, Minn., dealer, has installed a radio set on the stage of two of his local theatres for receiving Amos 'n' Andy programs, thus following the lead of eastern dealers. This idea has not permeated the Northwest to any extent, but has found a very favorable reception in Northfield, a college town.

R. O. Foster, of Foster & Waldo, Majestic distributors, is in Pass Christian, Miss., for a short vacation.

A jobber for Brunswick is expected to be named for the Twin Cities and southern Minnesota within a short time, it is stated. The Northwest will be fairly well covered with this last appointment, with jobbers handling all future sales.

A. R. Jewett has been appointed to succeed F. W. Plant as president of the Plant Co., Fada distributors. Mr. Plant died here about a month ago.

With the Summer vacation just around the corner, increasing sales of portable radio sets are reported. Portables are becoming very popular as instruments to be carried on a trip and set up after the destination has been reached.

R. B. Cohen, president of the Roycraft Co., here, left for Florida last week, where he will spend the next two weeks.

—U. S.

# 3 DISTINCT PLANS

## FOR JOBBERS—DEALERS—MANUFACTURERS

BUYING or  
SELLING

# SURPLUS STOCK

### FREE OUR WEEKLY FLYER

Will be mailed you weekly describing the newest buys in the radio market at prices which will astound you. Dealers should send in name and address on business letter head without delay.

### FREE SET EXCHANGE SERVICE

A new service never before attempted in radio. Each week we will publish an exchange column where dealers may list surplus stock or sets required. No names will be mentioned, but each dealer will be given a key number and cleared through our office. Write now for further information.

### To The DEALER

We offer an opportunity to dispose of your small surplus stocks or to sell you standard brand new merchandise at prices heretofore unknown. Forward us your name and address immediately and get on our mailing list. Keep in touch with the New York market on standard radio merchandise.

### To The MANUFACTURER

Who has a surplus stock of sets, cabinets, speakers, tubes, or in fact anything pertaining to radio, our service is essential. Send us your list of surplus stock and we will either make a cash offer or arrange to take samples and sell for your account at our weekly trade auctions. All correspondence confidential.

### To The JOBBER

We offer a means of disposing of large or small stocks of radio merchandise without disturbing local market conditions. We will purchase from you for cash and, upon request, agree to sell your merchandise only through our own auction stores and without advertising of any kind. Communicate with us and submit surplus stock list. All communications confidential.

## WEEKLY TRADE AUCTION

Will be held in our large auction rooms where manufacturers, jobbers and dealers may meet and trade. We either buy complete stocks for cash or operate on a cost plus basis, either plan being least expensive to all concerned.

FIRST TRADE AUCTION WILL BE HELD WITHIN TWO WEEKS, send us your name and address and we will notify you of the time and date.

### \$1,000,000 CASH

AVAILABLE NOW for the out-right purchase of large or small lots of radio merchandise of all types. Communicate with us direct and we will have our representative call anywhere, to make an offer on partial or entire stocks.

STORES—WAREHOUSES—  
FACTORIES  
BOUGHT FOR CASH

### WIRE or WRITE

### For OUR PLAN

Dealers and Jobbers communicate with us immediately for details of our surplus disposal plan and for our weekly radio market Flyer, describing the week's best buys.

## CHAIN AUCTION SYNDICATE, Inc.

W. H. NUSSBAUM, *President*

General Offices:  
18-22 West 18th St.,  
N. Y. C.

18-22 WEST 18TH STREET, NEW YORK CITY  
Telephones—Watkins 7953 and Chelsea 5363  
Not connected with any other auction firm.

Warehouse:  
23-27 West 17th St.,  
N. Y. C.

**EFFICIENCY**

*plus*

**EYE  
VALUE!**



*Designed  
and Fabricated  
by the*

**AMERICAN  
EMBLEM CO.  
Utica, N. Y.**

Exact size of bronze  
control box

*An art metal stamp-  
ing designed  
for*

**UTAH**  
**Remote Control**

**AGAIN!** . . . the American Emblem Company's facilities for authentic design and quantity production of metal specialties have been engaged by one of the leaders of the radio industry.

**AMERICAN EMBLEM CO.**

**UTICA, N. Y.**

*To the ...*

**1400 DEALERS**

who have written us about....

# **UTAH**

## **Remote Control**

*We answer:*

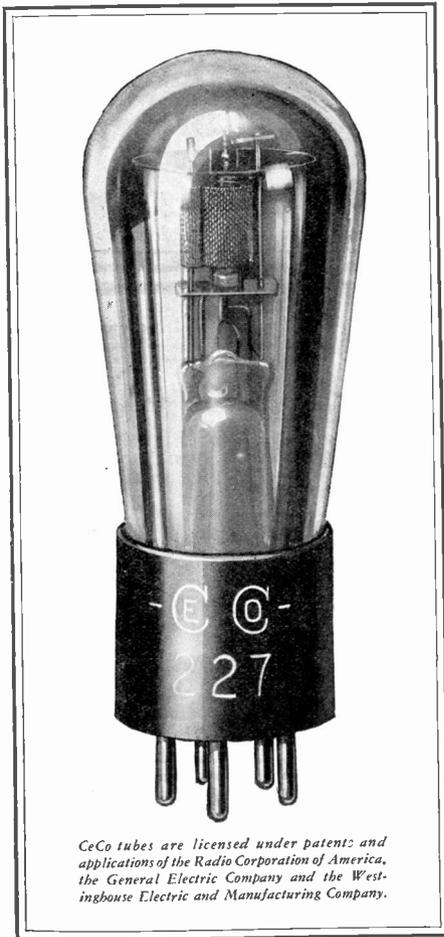
You will soon be able to secure  
it on several standard sets.



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

# A Promise of Tube Profits..

## BACKED BY ACTION



*CeCo tubes are licensed under patent and applications of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company.*

**T**HE CeCo 3½-acre, million dollar plant is turning out over 17,500 perfect tubes each day.

42 engineers are always busy testing CeCo tubes for clarity, tone and volume . . . 64 tests in all.

The U. S. government knows about CeCo quality . . . and uses thousands of CeCo tubes each year. 10,000,000 CeCo tubes

are in use at the present time.

The huge CeCo volume makes for very low cost of production . . . and CeCo dealers get this chance to make more money . . . and be able to gain retail prestige by selling perfect tubes.

Write to CeCo Manufacturing Co., Inc. for details of the CeCo profit plans that will boost sales.

*CeCo advertising is continuous and effective. Extensive advertising is supported by a tremendously popular radio program broadcast every Monday for 52 weeks over the Columbia chain of 22 stations. ¶ In one week 22,000 fans wrote CeCo. We suggest you tune in on your local Columbia chain station next Monday at 8:30 p.m. Eastern Standard Time.*

CeCo MANUFACTURING CO., INC., 1200 Eddy Street, Providence, R. I.

# CeCo RADIO TUBES

THE TALKING MACHINE and RADIO WEEKLY

## CLEVELAND WHOLESALERS, RETAILERS SAY RADIO INDUSTRY HAS TURNED CORNER

OPTIMISM PERVADES TRADE

Large Building Program Getting Under Way—Dealers' Group of Ohio Radio Trade Ass'n Holds Interesting Meeting.

Cleveland, Ohio, Friday.

A feeling of optimism pervades the trade as shown by the several large meetings held this week of the Dealers' Group of the Ohio Radio Trades Association and the Cleveland Music Trades Association. Both wholesalers and retailers feel that the corner has been turned and with spring officially about a week off, not only will the weather improve but business also. Cleveland has a building program covering many millions of dollars this year which will go a long way to relieve the unemployment situation, and some of this has already been started. There is more advertising of radio by manufacturers and distributors than has appeared for a considerable time past. All of which is serving to create a desire in the public mind for sets that do not come under the head of distress merchandise.

This week the music stores, especially downtown, have a very good demand for records of theme songs of pictures that are appearing at local theatres and this is being accomplished by the fine tie-ups through window displays and other means with these pictures.

The program of the Ohio Radio Trades Association which has been approved by the board of directors of the association was presented to the Dealers' Group at an enthusiastic meeting in the Euclid room of Hotel Statler on Monday evening. R. H. Bechtol, president of the association, was in the chair. In his opening talk Mr. Bechtol first called on the membership to stand as a silent tribute to former president Taft. He then spoke briefly on the present situation in the trade and its future outlook. He stressed the point that much harm was being done by rumors, regardless of whether they were true or false. The radio business, he said, was going through a period similar to that gone through by the automobile industry in its early days and the trade can bring order out of chaos by using well defined merchandising principles and close cooperation. The public need to be told the truth about the business and this is the job of every one connected with the industry.

He then called upon the chairmen of the various committees to give a five-minute talk apiece regarding their activities. Joe Gannon told what his membership committee were striving for, stressing that nothing could be accomplished without cooperation. Lambert Friedl told of the publicity program and called attention to the fine cooperation of the newspapers and said that one paper had promised to publish a series of articles on the industry which would be written by its local members. The first appeared last Sunday and was written by President R. H. Bechtol. Ralph Myers, of the Finance Committee, told of a proposed finance company for local dealers and of the benefits

that would accrue by their forming a group and joining the Cleveland Retail Credit Men's Association.

He was followed by William Gray, secretary of that organization, who outlined the services it was in a position to render.

The advertising program was outlined by Howard Shartle. He urged that copy be less general in ads and more specific. Mr. Feegan, of the Vigilance Committee, told dealers to communicate with them on all matters which came under the jurisdiction of the committee. Mr. Nickerson, of the Entertainment Committee, promised well worth while entertainment at all meetings. Then to prove his word he invited all to the buffet lunch that was waiting.

President Bechtol announced that the association had decided to support the Capper-Kelly bill and ask for signature to a petition for presentation to senators and congressmen. Secretary Eldon Lewis gave a brief talk on the bill and Mr. Bechtol announced that Mr. Eldon would be sent to Washington in connection with the matter. Announcement was also made of a Radio Clinic which the association is sponsoring. The first meeting will be held in the auditorium of the Cleveland News on March 26th and the speaker will be Herbert E. Young, of the Grigsby-Grunow Co. Subjects of vital importance will be discussed at these weekly meetings and the speakers will be men nationally known in the trade.

The annual banquet and installation of officers of the Cleveland Music Trades Association took place on Tuesday evening in the ballroom of Hotel Statler with a very large attendance. A. L. Maresh, president, was in the chair, having hastened home from Florida for the event. Mr. Maresh thanked members for the honor they did him in electing him president for five successive terms and promised his best efforts on behalf of the association. The other officers, Vice-president Harry Valentine and Secretary-treasurer Rexford C. Hyre were then installed. The Bannettes ladies orchestra from Chicago furnished music for the evening and there was other fine entertainment. The principal speaker was Robert Jones, of the Lyon & Healy Co., who gave a most interesting talk on "Some Cleveland Piano History." Charles Yahrling, past vice-president, also spoke briefly. A demonstration was given of the RCA Therman. A humorous skit depicting a piano sale was staged. Arrangements for the affair were in the hands of a committee headed by Ray Sherring who were given a vote of thanks for their fine work in making the affair such a success. Following the entertainment the floor was cleared for dancing which lasted until midnight.

Special window displays were made this week of the Victor record, "The Rogue Song," the picture in which it is featured appearing at the State theatre this week. The Cleveland Talking Machine Co., Victor distributors, report that their record business is keeping up remarkably well.

Lambert Friedl, president of Radio Wholesalers, Inc., Bosch distributors, is receiving congratulations on a series of newspaper advertisements that are appearing and which stress the chance the public take in buying distressed merchandise. Bosch sets are one of the most popular throughout this territory.

—DIHM.

# LYRIC

## RADIO

*"The CHALLENGER"*

*In beautiful New consoles*



LYRIC RADIO, "The Challenger"  
Model 12  
Price \$150 less tubes with 10 tube chassis  
\$155 less tubes with Screen Grid chassis.



LYRIC RADIO, "The Challenger"  
Model 18  
Price \$160 less tubes with 10 tube chassis  
\$165 less tubes with Screen Grid chassis.



LYRIC RADIO, "The Challenger"  
Model 22  
Price \$190 less tubes with 10 tube chassis  
\$195 less tubes with Screen Grid chassis.

**N**OW the All-American Mohawk Corporation brings to you three new, beautiful consoles interchangeable with the two famous LYRIC chassis—the 10 Tube Neutrodyne and the Screen Grid Chassis. These cabinets are made of specially selected woods, beautifully finished . . . authentic modern design . . . truly, pieces that will add distinction to the finest home.

The introduction of these beautiful models assures the complete supremacy of LYRIC Radio, "The Challenger". Interchangeable cabinets and chassis give you a wide range of sets for display purposes with a minimum investment. Public acceptance of LYRIC superiority and the remarkably low prices of these superb consoles guarantee volume business and quick turnover unprecedented in radios of equal price with this great set.

Let a LYRIC distributor's salesman tell you the story of LYRIC Radio, "The Challenger", or write to us direct. In either case you will learn of the best profit builder on the radio market today . . . a combination of volume business and big profits that you cannot afford to miss.

**ALL-AMERICAN MOHAWK CORPORATION**

North Tonawanda, N. Y.

## PITTSBURGH DEALERS SPONSOR RADIO SHOW BIG RESULTS PREDICTED

Formal Opening of New McCausland Radio Store — Arthur E. Winter, Altoona Dealer, Elected Director of Altoona Chamber of Commerce — Harrisburg Association in Drive Against "Orphan" Sets.

PITTSBURGH, PA., Monday.

An interesting display of radio sets was shown in a miniature radio exhibit at the Stanley Theatre here for one week. The exhibit was on the mezzanine floor of the Stanley and was widely advertised. Hundreds of persons, principally patrons of the motion picture house, were visitors to the display.

On display were the following sets: Victor, Sparton, Majestic, Lyric, Philco, Stewart-Warner, Bosch, Brunswick, Atwater Kent and Steinite. Ample space was devoted for the display of the various models. It is believed that other exhibits will be held from time to time in similar public places. One of the dealers, in referring to the show, said: "We found that the display, while small, was select. People who visited it had ample time to look, inspect and talk it over. I am convinced that smaller radio displays, in the long run, are more beneficial to the average radio dealer than the one big annual radio show that is held. At these annual displays there is so much to distract a prospective patron. The many exhibits

of radio sets serve to confuse rather than to serve as a buying guide. I believe that the average radio merchant will see the advisability of cultivating the small sized radio show in his community center, and at the same time using advertising space in a judicious manner. This will help aid the problem of better sales distribution."

The new McCausland's radio store is now located in the Jenkins Arcade where the formal opening took place on Saturday. The firm which was formerly located at 425 Liberty avenue took over the entire retail business of the Brown-Dorrance Electric Co. The following radio sets are carried: Majestic, Philco, Atwater Kent, Sparton, Stromberg-Carlson, Bosch and Silver. R. S. Collins, general manager of the McCausland store, stated that the new store is admirably located in the heart of the downtown business section. McCausland's was founded more than 40 years ago as a piano shop by the late T. E. McCausland. Mr. Collins is a son-in-law of the founder. He said: "The new McCausland's will maintain the most modern sales and service department in Pittsburgh's retail electrical appliance and radio field."

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

The Stranburg Music Co., who operate a chain of music and radio shops in northwestern Pennsylvania will close the store at Oil City, Pa., on April 1. It was established 31 years ago. The general offices are at Jamestown, N. Y.

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

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

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

—C. C. L.

## RADIO-PHONOGRAPHS IN CANADIAN TRAINS

Toronto, Canada, Thursday.

Twelve passenger cars being built in Canada for the Canadian National Railways are soon to be placed in service with built-in AC radio-phonograph installations so wired that passengers may plug in headphones from their seats or compartments.

Twenty-two outlets for the headphones are to be installed in each compartment car and thirty-six outlets in each lounge car. Each compartment is to have two headphone outlets and each drawing room three outlets.

## RENEWAL OF INTENSIVE ADVERTISING DRIVES BOOSTS BUSINESS IN BUFFALO

BUFFALO, N. Y., Monday.

The renewal of intensive advertising campaigns has stimulated radio sales to a marked extent, and dealers are confident that March business will be in satisfactory volume in this district. The public is buying more freely than at any time since the holidays, according to leading dealers, and there is a growing feeling of confidence in the trade that the business depression of the past four or five months is rapidly becoming only a memory.

J. R. Kersten has been elected second vice-president and a director of the Schwegler Brothers Music Store, with headquarters at 393 Ellicott street. He has been with this company for the past seven years and is regarded as one of the leading radio and talking machine salesmen of this district. His admission to the firm is in recognition of his record of achievement with the company.

W. C. Erion, member of the Erion musical instrument firm, has returned after a cruise of the West Indies with Mrs. Erion and a party of friends. They were gone for a month.

The Charles Liske radio and talking machine store at 1037-1041 Genesee street has been remodeled and now occupies larger quarters. It is now observing its sixteenth anniversary of its entry into business.

Majestic Wholesalers, Inc., Majestic wholesalers for the Buffalo territory, held a largely attended dealer sales

conference in the Lawrence hotel in Erie, Pa., under the direction of Robert D. Glennie, president of the Buffalo firm, and J. H. Hall, manager of its Erie branch. A showing of new models and a round table discussion during the morning was followed by a noon luncheon and an afternoon program.

R. L. Huck opened a new radio department in his hardware store at 5496 Main street, Williamsville, beyond the Buffalo city line, on March 8. He is showing Zenith and Philco lines and has appointed J. C. Holleran manager of the department which is well stocked and unusually attractive.

Anthony J. Boland, former member of the New York State Assembly and for the past 25 years a member of the sales staff of the Robert L. Loud Music Co., here, died in his home in Crescent avenue after a long illness at the age of 60 years.

Albert H. Hildreth, operating a musical instrument and furniture business in Syracuse under the name of Onondaga Furniture Shop, filed a voluntary bankruptcy petition listing liabilities of \$45,026 and assets of \$7,925.

The Buffalo Radio Trades Association is continuing its frequent luncheons in the Hotel Statler and is steadily working out plans for betterment of the trade and the raising of merchandising standards. It will have several important announcements along these lines in the near future.

—FAHNESTCOK.

## 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.

## Announcing — new TRIAD Tubes Types T-24 and T-27



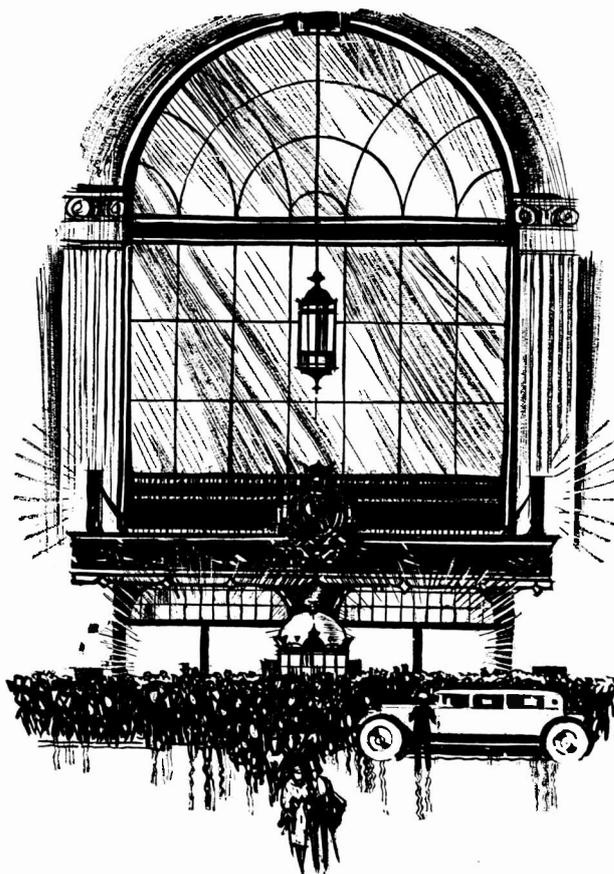
Still another TRIAD achievement — new design and improved construction now fully protects Tubes T-24 and T-27 against burn-outs and renders them completely non-microphonic! TRIAD research and TRIAD engineering skill have now made possible longer tube life and finer tube performance — further proof that TRIAD deserves the leadership which it has won in the radio tube world.

NOW! TRIAD TUBES ARE FULLY LICENSED UNDER ALL R. C. A., GENERAL ELECTRIC AND WESTINGHOUSE ELECTRIC MFG. CO. PATENTS!

**TRIAD MFG. CO.**

Pawtucket, R. I.

**TRIAD  
RADIO TUBES**



# Where your biggest hits are born

EACH week the tune-studded talking movies leave customers of *yours* with impressively presented theme songs echoing in their memories . . . the theatres turn out thousands of song-loving talkie fans who are ripe for buying records of these memorable melodies that they've just heard!

So it's mighty profitable strategy for you to get acquainted

with your town's theatre managers *right away*. Ask them to keep you informed in advance on their picture bookings. Then tie up *your* advertising with that of each new picture — and *push* your Columbia Theme Song Line. You'll reap *plenty* of the primed-to-buy record customers that are created for you daily by the songs of the screen!

Here are some new, typical releases . . .

HAPPY DAYS ARE HERE AGAIN—(from Motion Picture "Chasing Rainbows")

THE ONE GIRL—(from Motion Picture "Song of the West"—*Fox Trots*—Ben Selvin and His Orchestra

Record No. 2116-D, 10-inch, 75c

COOKING BREAKFAST FOR THE ONE I LOVE—(from Motion Picture "Be Yourself!")

KICKIN' A HOLE IN THE SKY—(from Motion Picture "Be Yourself!")—*Fox Trots*—Ipana Troubadours, S. C. Lanin, Director

Record No. 2117-D, 10-inch, 75c

THERE'S DANGER IN YOUR EYES, CHERIE!—(from Motion Picture "Puttin' on the Ritz")

WITH YOU—(from Motion Picture "Puttin' on the Ritz")—*Fox Trots*—Guy Lombardo and His Royal Canadians

Record No. 2107-D, 10-inch, 75c



# Columbia

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

Viva-tonal Recording—The Records without Scratch

© 1935 Columbia Records, Inc. U.S. Pat. Off. Reg. U. S. Pat. Off. No. 1,812,112 & 1,812,113. Made in U.S.A. Columbia Records, Inc., 48th Street, New York, N.Y. 10036. Columbia Records, Inc., 48th Street, New York, N.Y. 10036.

## FAIR RUN OF SALES REPORTED ON COAST

SAN FRANCISCO, CAL., Saturday.

The testimony of the retail trade has by this time become too unanimous to permit of a doubt about there being a percentage of improvement in activity. While it is true that some are not doing as much as when they were putting over sales on unloading merchandise, it is also true that they are enjoying a fair run of unforced sales, while those who have not resorted to forced sales have increased their volume.

Miss Grace Rubiola, assistant in the Jackson radio department, reports that their sales are on the upgrade since sunny weather has begun to smile on Oakland. They have been specially promoting the sale of combination instruments, and with considerable success, as sales of these are in the lead. They are especially interested in these as they have always had a splendid record department, and they are still believers in the value of maintaining and pushing the record department. All the force were pleased to see the smiling face of W. W. Cross again this morning. He has been taking a trip to Oregon, and has left for a sojourn on the ranch before coming back to take up the work of the department.

The Wurlitzer branch in Oakland is now holding its seventy-third annual clearance sale, meaning, of course, the seventy-third annual sale of the Wurlitzer company. They are offering liberal discounts and easy terms in celebration of the event, and making it the occasion for unloading good trade-in merchandise. While pianos have not been going so big, they are able to report quite a lively trade in radio.

The Oakland Music Co., Bernard S. Goldsmith in charge, has again given way to the California Phonograph Co. This is a branch of the California Phonograph Co. of San Francisco. Neil Lansing has been placed in charge, and he is starting out in a way that looks like real business. While the window frontage is not large, he has been massing the display in the two narrow windows in such a way as to make it look like one of the big things in the block, and the Victor on one side with the Majestic on the other, are making two very pretty pictures. The location in the first block of San Pablo just off from what may be considered the pivotal point of the city's business, is one of the finest in the city for transient trade, and hence window displays become of prime importance. Back this up with an attractive interior, a pleasant greeting and a little good salesmanship, just a little, and one has a picture of one of the opportunities in Oakland.

The Premier Radio Co. is the name of a store that shows up well at 1115 Broadway in Oakland. It has a long list of models with but few lines omitted all down one length of the store, with an unusual stock of accessories added to electrical goods on the other.

R. A. O'Connor, president of the Magnavox Co., in a letter to stockholders, reveals that they are definitely considering a merger with some other interests that will be advantageous to them, though the interests involved are not clearly revealed. The company was incorporated in 1917 under the laws of Arizona. But as the law of Arizona does not give to their organization sufficient flexibility for the proposed merging, they incorporated recently under the laws of Delaware as Magnavox Co., Ltd. The stock of the new company

is no par stock. And the proposition is to exchange share for share for the 730,800 shares now outstanding under the Arizona charter. As there will be other shares to be placed on the market, application has already been made to list the new stock on the San Francisco Stock Exchange.

That there is a larger percentage of the people who appreciate some really classical music over the radio than is generally supposed is evidenced in the frequent compliments that are being passed from neighbor to neighbor in connection with the Atwater Kent hour. It is not an infrequent matter to hear people rejoicing that they can enjoy such entertainment in their homes as they could never afford before.

The San Francisco Radio Retailers staged an interesting supper at Marquard's recently when they secured Judge Frank T. Deasy to speak on the Time Payment Contracts that have been handled in his court; using this theme to impart to the association valuable information how to handle contracts in such a way as to avoid losses.

—ALLEN.

## DISTRIBUTOR SECURES A-K WINDOW DISPLAYS

DALLAS, TEX., Friday.

It has been found profitable and comparatively simple by the Harrison-Smith Co., Atwater Kent distributor in Oklahoma City and Dallas, to secure the best display windows in the territory by means of a tie-in with the programs and merchandise of national radio advertisers. Dominant drug, dry goods, and men's furnishings store windows have been secured through the loan of an Atwater Kent set to be used in conjunction with an Ipana, Interwoven or other display.

## Stewart-Warner Names Argentine Distributor

CHICAGO, ILL., Thursday.

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

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

"We deem this an important step in the expansion of our own radio market," said W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Corp., this city, "and are pleased to know that our radio has met the approval of this aggressive South American business house."

An initial shipment of two carloads of radio was started for the Argentine this week.

## GUSTIN-BACON SPARTON TERRITORY IS EXTENDED

KANSAS CITY, Mo., Friday.

The distributing territory of the Gustin-Bacon Mfg. Co., this city, distributor for Sparton radio, has been extended so that it now includes southwestern Missouri, including Joplin and Springfield.

## YOUR CUSTOMERS

want the facts before they buy tubes. Show them, with these simple tests, that Arcturus Blue Tubes give exceptional service in every radio set . . .



7 seconds by your customers' watch! That's how fast programs come in when Arcturus Tubes are used.



Clear, pure tone, free from hum, is certainty when sets are equipped with Arcturus Tubes.



Exceptional ability to withstand overloads, easily proved on your meter, explains the long life of Arcturus Tubes.

These three tests convincingly prove Arcturus' superiority to any tube buyer. If you have not checked Arcturus quality ask your jobber for a demonstration. See why Arcturus is the fastest growing tube in the radio industry today.

## ARCTURUS LONG LIFE RADIO TUBES



ARCTURUS RADIO TUBE CO.  
NEWARK, N. J.

## MADE POSSIBLE

GREAT PHILCOS IN 1929

PHILCO ALL-ELECTRIC RADIO

GREATER PHILCOS FOR 1930

## WEEKLY BULLETIN

### An "Ace In The Hole"

And we don't mean maybe. There's an old saying: "Coming Events Cast Their Shadows Before"—in the PHILCO picture we suggest you grab off a lot of shadow for the next ninety days.

PHILCO knows exactly what they're doing and how to do it. Just trump in on that little "trick" and don't worry about it.

### Remember—

There's only one way to gear yourself for next season—

SELL LIKE HELL TODAY!

1930 Another Philco Year

*H. Simons*

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

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

# AN UNUSUAL OPPORTUNITY *for* ESTABLISHED DISTRIBUTORS

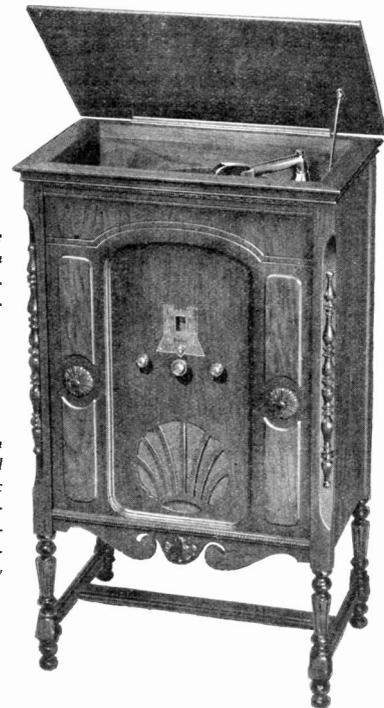


**\$99.50 — LESS TUBES**

Model 666—A remarkably selective, sensitive 9 tube screen grid chassis incorporating 4 screen grid tubes and 245 power tubes in push-pull. Cabinet beautifully finished in two-toned walnut. Full Dynamic Speaker. Marvelous tone!

**\$149.50 — LESS TUBES**

Model 666C — A splendid radio-phonograph combination containing a 9 tube screen grid chassis with 4 screen grid tubes, full Dynamic Speaker, and United motor and Pick-Up, standard on many leading electrical reproducing instruments. Beautiful cabinet finished in two-toned walnut. At a price at which you usually sell a radio alone!



**T**O maintain closer cooperation with our many Dealers, we have adopted the policy of selling *exclusively* through Jobbers. This opens a tremendous profit opportunity for established Distributors.

Sentinel is one of the oldest, *most experienced* manufacturers in the radio-musical field. Sentinel Radio holds an excellent reputation among Dealers and the public — for *quality radio* at a *sensible price*. The new line of finely-built, full-toned screen grid models brings *new perfection* to radio at popular prices. Sentinel is priced on *value*—for *volume sales* — and Dealers have found it a most profitable line to feature! Saturday Evening

Post advertising has told Sentinel's story to millions of prospective customers!

**Strong Newspaper Advertising**

Each Distributor will be supported by a strong schedule of newspaper advertising, concentrated in his territory, to assure him of large volume. Each Dealer will be given a liberal allowance for cooperative advertising to draw customers to his store.

Distributors who are interested in building a *permanent profitable* business with an *established* line of radio—priced for *volume sales*—and protected by a policy that insures stability of *price* and *quality* — are urged to write us Today!

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



# S T A B



DR. FULTON CUTTING  
*Chairman of the Board*



FRED G. CARSON  
*Vice-President*



JOSEPH GERL  
*General Sales Manager*

*Now...the Wide Resources of  
Stand Back of Colonial Radio*



*The COLONIAL RADIO PLANT . . . Long Island City*

## *A New Factor in the Stabilization of the Radio Industry*

**T**HE engineering, production and financial resources of the Colonial Radio Corporation, of Long Island City, and Valley Appliances, Inc., of Rochester, N. Y., have been combined.

This far-reaching organization move establishes the Colonial Radio Corporation high among the leaders in the radio industry . . . in design, manufacture, merchandising and service.

From the production of basic parts to the complete assembly of Colonial sets . . . from the marketing of products to their ultimate service . . . all operations will now be controlled by the officials pictured in this announcement.

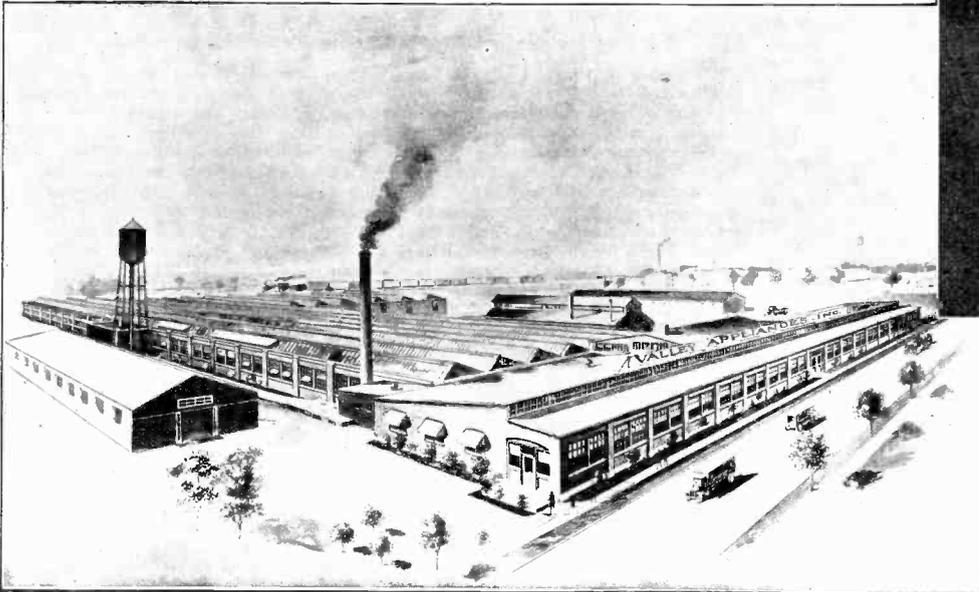
Valley Appliances, Inc., will continue to manufacture speakers in the Rochester plant.

# COLONIAL RADIO

*"Radio's Clearest Voice"*

# ILLI T Y

## Two Strong Manufacturers Jobbers, Dealers...and Public



W. S. SYMINGTON  
*President*



I. G. MALOFF  
*Chief Engineer*



C. C. HARVEY  
*Production Manager*

The VALLEY APPLIANCES PLANT . . . Rochester, N. Y.

## *New Opportunities for Colonial Radio Jobbers and Dealers*

**A**DVANCED engineering . . . conservative development plans . . . ample financial resources . . . modern merchandising and advertising . . . intelligent business policies . . . all of these constructive factors provide unusual jobber and dealer opportunities for the future.

Colonial's operations in big eastern markets are gradually extending to other sections of the country.

New products . . . new ideas . . . new values . . . new co-operation all along the line . . . will make Colonial Radio franchises more desirable than ever before.

We invite correspondence from jobbers in a few open territories. To those who qualify we will offer a proposition which will warrant the most intense concentration on the Colonial line.

# C O R P O R A T I O N

*Long Island City, N. Y.*

## SPRING PROSPECTS APPEAR BRIGHT TO CORONADO DEALERS

Coronado, Cal., Thursday

Some of the best radio outlets in the Southern counties are found scattered through the group of resort and residential cities which surround the larger trade centers. While population of these cities is not keeping up the rapid rate of advance noted during parts of the last decade, dealers observe that there are plenty of unsold prospects and the total contribution made to the state's volume of radio business this year will include a very substantial quota from the cities and towns of ten thousand population and under. The radio stores in such locations keep up a steady grind, and in general are expecting a normal volume of business during the spring months, and turning a good list of sales from week to week. Their operations are as a whole well managed, and they add a good deal of stability to the general market.

Coronado Radio & Electric store, at 1120 Orange, conducted by C. H. T. Martin and C. W. Ince, appears to be having a lively run of trade. With Victor radio and electro combinations and records, RCA, Atwater Kent and Sparten, Messrs. Martin and Ince have an agency set-up which enables them to compete effectively with the big stores at the other end of the ferry across the bay, and they have a com-

munity to work on which has been noted for years as a leader in wealth, intelligence and social activity.

As the center of technical understanding and progress in radio, the region around San Diego bay holds much of interest to the engineering fraternity. Radio in the navy has developed a fine group of technicians, aboard ship and at the San Diego naval radio station, which rates high amongst the world's great stations both in equipment and accomplishment in advancement in the art. As an aviation center this region will undoubtedly make further contributions in applications of radio communication along lines intensely interesting to engineers. With this background it is not surprising to find amongst the residents a number of unusual enthusiasm and practical attainments.

R. D. Mumford, Roberta Apartments, Tenth and Beech streets, San Diego, informs the correspondent of THE TALKING MACHINE and RADIO WEEKLY that after three years of experimenting and spending several thousand dollars in research he has succeeded in building a compact, practical combination long and short wave AC set. One set works on wave lengths from 10 to 10,000 meters, and picks up all the way through that range. Turn a knob and the set changes from long to short wave reception, bringing in foreign countries. He believes the set can be built to sell around \$200 to \$250.

Radio dealers in this section have got around to the point of believing that prosperity is a local issue. Encouraging prospects to buy promptly is receiving a lot of thoughtful consideration. The number of inquirers is reported as picking up, and if some are over cautious sales talks are being built up to meet the situation. In this connection a well read dealer remarks that he derived much benefit from reading an article by Ernest Elmo Calkins in the March Review of Reviews. The author remarks "It must not be forgotten that there are thousands of Mrs. ones who do not yet know there has been a slump in the stock market."

This dealer believes in getting goods on the floor, and that the first step toward normal selling is normal buying for the season. He repeats with considerable relish the simple analogy used by Mr. Calkins to show the function of money. "In a certain office the bookkeeper owned the stenographer two cents. The stenographer owned the office boy two cents. And the office boy owed the bookkeeper two cents. One day the bookkeeper finding a penny in his pocket passed it to the stenographer, discharging half his indebtedness. The stenographer passed it to the office boy, who paid it to the bookkeeper, who sent it around the circle again. Thus each of the three became solvent and the bookkeeper had his original capital."

Many dealers in this locality find they have sets out in the hands of people to whom they would like to tell this simple little sermon on credit.

"The new Model 90 Majestic is stepping along, and looks good. The model 91 Majestic has given this store a fine list of sales," says R. Harris, at Bechtel Radio Den, 1017 Orange, Coronado. In regard to future business on the Majestic line, he expresses the opinion that the Coronado public is bound to see the wonderful value in the combination machine, and the store looks for a good build-up on the combinations this year.

Melvin G. Knoepp, old established music dealer at the fine resort and residential city of La Jolla, says of the Brunswick combination "Business on

## Thousands View New Brunswick Models at Northern Distributing Booth at Show



Northern Distributing Co. Booth at Hudson County Radio Show

JERSEY CITY, N. J., Thursday.

Thousands of visitors at the recent Hudson County Radio Show, which was conducted at the Armory Radio Salon in this city, were attracted to the display of Brunswick products sponsored by the Northern Distributing Co., Inc., 235 Halsey street, Newark, distributor for northern New Jersey and Staten Island, N. Y., for the Brunswick-Balke-Collender Co., Chicago.

this machine is bound to show a relative advance in the market represented by people of education and refinement, such as we have here. Many people in this town prize the entertainment from good records above anything they are now receiving via radio. I know this is true, and can give names to prove it.

The newest models of Brunswick screen grid radio, radio with Panatropes, portables and records were exhibited in the Northern-Brunswick booth, pictured herewith.

The show lasted a week and was sponsored by dealers with the cooperation of wholesalers.

Sidney H. Rogovin and Bernard Max are the heads of the Northern Distributing Co.

For a long time to come there will be a market for good combinations."

Walter Bechtel is proprietor of Bechtel Radio Den, working a group of salesmen out of an attractive studio type store, with agencies for Majestic, Edison, Philco and Gilfillan.

—S. F. PARKER.

The HEIGHT  
OF  
PERFECTION

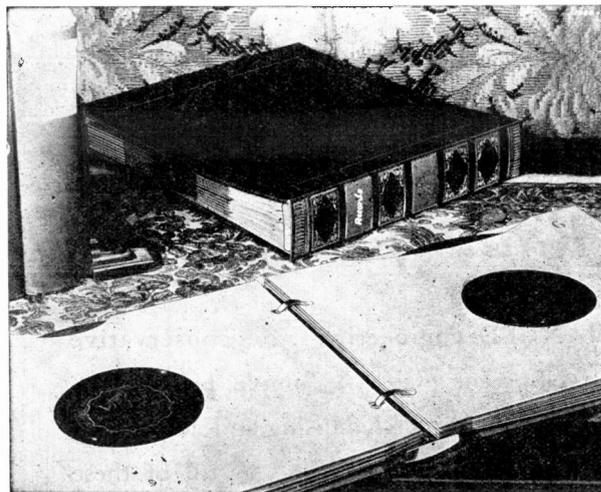


Majestic  
ELECTRIC RADIO

Majestic  
RADIO TUBES

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

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



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

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

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

# Announcing . . .

## The New

# GULBRANSEN



PRECISION-BUILT  
**RADIO**

**\$99.50**  
 LESS  
 TUBES

More real radio value is packed away in this receiver than you ever believed possible at so low a price. Nine tubes – screen grid power detection – 4 gang condensers – 245 push pull – full ten-inch dynamic speaker – local-distance switch – a cabinet of rare beauty.

Above Model 9950 . . .	\$99.50 Less Tubes
Also	
Model 291 . . . . .	\$139.50 Less Tubes
Model 292 . . . . .	\$149.50 Less Tubes
Model 200 (Radio-Phonograph Comb.) . . . . .	\$235.00 Less Tubes

### GULBRANSEN'S 1930 PROGRAM

—calls for a price range—an advertising and merchandising program—an embodiment of the latest engineering features—and cabinets of unusual eye-appeal. No dealer or jobber can afford to make a 1930 connection without first learning what Gulbransen has to offer. Write at once to

**GULBRANSEN COMPANY**  
 3232 W. Chicago Ave., CHICAGO



# Honest Quaker

Main Springs Repair Materials

## AFTER ALL --- IT'S PROFITS THAT COUNT

A large volume of sales may look fine—but whether it means a NICE PROFIT OR NOT—that's another matter. There's no earthly sense or use in doing a big business and then finding out when inventory rolls around that there were little or NO Profits.

Here's our suggestion—and it's based on proven facts—not theory. Forget big sales and items that run into money—with no profit involved. Go after REPAIR WORK—sell Accessories and other such products—on which you DO make something.

Study our Catalog carefully—make a selection from our large stocks of Phonograph and Radio Accessories—Tone Arms—Sound Boxes—Electrical Pick-ups—etc.

USE THESE ITEMS—and although your average sales will be small—you'll make a decent PROFIT during 1930.

*Everybody's*  
TALKING MACHINE CO., INC. 810 ARCH STREET PHILADELPHIA

EVERYBODY'S TALKING MACHINE CO., Inc. Makers of Honest Quaker Products

## RADIO-MUSIC MEN OF SEATTLE PREDICT GOOD SEASON AHEAD

Seattle, Wash., Thursday.

Hopper-Kelly Co., pioneer Seattle music house, has opened a branch store in the Wallingford district, at Forty-fifth and Meridian. J. L. Magner is manager.

The Grays Harbor Radio Co., of Aberdeen, Wash., has been sold to W. S. Mendenhall.

The Oregon sales agency of the General Motors Radio Corp., which is operating in the Oregon territory through the Condon Co., Inc., has leased the corner of Eleventh and Alder, Portland, Ore., for distribution purposes.

Firm in the conviction that the West Coast is the best radio market in America, Nat Feldstern, president of the chain of American Radio Stores, Inc., plans some interesting expansion in the Pacific Northwest. Mr. Feldstern was in Seattle last week, accompanied by Joseph Silverman, Pacific Coast manager. A Tacoma branch will be established immediately and a greater distribution handled from the Seattle store at 1901 Third avenue. American Radio Stores, Inc. will carry several lines of sets. These stores which are established in all leading Pacific Coast cities have reported a heavy volume of sales this winter, according to Mr. Feldstern.

Amateur robbers attempted to rob the safe of Meyer-Toner Piano Co. here, during the week. The combination was knocked off the safe, which however, they were unable to open. They took a radio valued at \$100, two \$25 piano scarfs and a quantity of postage stamps.

Jean Armand, who has long been identified with the dramatic and theatrical life of the Pacific Coast, has joined the staff of the S. L. Cross Music Corp., of Seattle, as vice-president. He will have complete charge of exploiting and promoting the firm's publications. The firm is but six months old, yet it is already firmly established. Two successful numbers have been brought out. Branches have been established in San Francisco and Los Angeles and eastern connections will be formed in the near future. Sylvester Gross is president of the firm.

Julius Bogatin, general manager and head of the purchasing department of the Coast Radio Co. of Seattle, in a recent interview stated that the trend now is unquestionable toward the screen grid tubes, as indicated by his company's sales. Mr. Bogatin has had experience with every type of radio receiving set made since 1920. He reported the sale of 1,200 Philco sets during the month of January, stating that this number exceeded that for any five-month period previously. Coast Radio Co. now handles Philco exclusively in this territory. In advertising the new line Coast Radio announced that carnations would be given all women shoppers and balloons to all children. In one day alone by actual counts, 500 women called to hear and examine the new models, while 150 of the toy balloons were given the youngsters.

C. F. Patterson who has operated Pat's Radio Store, Fifty-fourth and Union streets, South Tacoma, has removed to 1717 Twelfth avenue, Seattle.

Growth of the radio business for Seattle Hardware Co., has necessitated the establishment of a separate radio department. M. D. Schuster has been

placed in charge as sales and service manager. Carl Heide remains as buyer and the following complete the sales staff: Paul Crosser, Harold Shafer, A. L. Patton, William Watson has supervision over the service department. Schuster has had a wide experience extending over a period of years. He was with the Radio Corporation of America and later with the Sparks-Withington Co., manufacturers of Spartan radios for which Seattle Hardware Co. is distributor in this territory.

Northwest Conn Co., located at 1421 Third avenue, in the Hopper-Kelly Co. store, has recently made a number of improvements and rearranged the department. Neat, attractive displays of small goods in well lighted cases are now carried in the main floor. In addition private instrument rooms, devoted to violins, banjos, saxophones, etc., are located on the balcony. Gus Middleton, well known specialist in band instruments and small goods, has joined the staff. He was formerly in charge of small goods for Sherman, Clay & Co., of this city, where he built a splendid reputation for the stimulation of school bands and orchestras. Cheap band instruments are now a negligible quantity, according to Mr. Middleton, who states that today people are buying musical instruments with better judgment and are purchasing good instruments which are more in the nature of an investment and which will have a re-sale value, rather than the old time cheaper type which must be scrapped when their usefulness was over. He attributes much of this education of the musically inclined public to the type of programs broadcast today and says that the grading up is most noticeable in the sale of violins and band instruments.

—PATTERSON.

## EDUCATIONAL TRAIN EQUIPPED WITH A-K

Denver, Colo., Thursday.

A sugar beet educational train is operated over the Union Pacific Railway throughout Colorado and is equipped with Atwater Kent radio installed by Radio Sales & Supply Co. Atwater Kent distributors in this city.

As the train remains for several hours at each of the towns visited, it is comparatively simple to supply the set with A. C. current by tapping into the town supply.

# SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

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

# GROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.



For Exclusive Design and Prices

Address

AMERICAN EMBLEM CO. INCORPORATED UTICA, N. Y.

# SHARE A BANNER YEAR with HOHNER

THE public response to Hohner Harmonica advertising is amazing! Each year's campaign sends the sales rocketing up to new peaks. This year we are out to beat all previous records. Our smashing Spring campaign, now appearing, includes full pages, half pages and double-column advertisements in a list of tested and proved publications, reaching, with each issue, more than 16,700,000 FAMILIES, or nearly 80,000,000 people. Here is the list:

American Weekly	-	6,000,000	Normal Instructor	-	190,000
True Story Magazine	-	2,150,000	Junior Home Magazine	-	170,000
Household Magazine	-	1,750,000	Modern Mechanics	-	130,000
Gentleman	-	1,250,000	Open Road for Boys	-	110,000
Farmer's Wife	-	1,000,000	Scholastic	-	80,000
Southern Agriculturist	-	700,000	American Girl	-	58,000
Modern Homemaking	-	690,000	Junior Mechanics	-	50,000
Popular Mechanics	-	600,000	John Martin's Book	-	54,000
Photoplay	-	600,000	St. Nicholas	-	57,000
American Boy	-	500,000	Everygirl's Magazine	-	40,000
Popular Science Monthly	-	380,000			
Boy's Life	-	200,000			
			Total	-	16,749,000



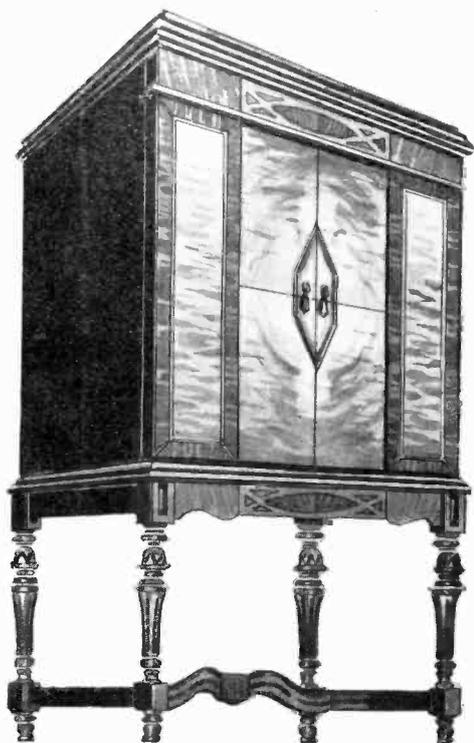
**SET THIS "SILENT SALESMAN" TO WORK IN YOUR STORE!**

Share the profits of this Banner Year with Hohner. Put the famous money-making Hohner Revolving Stand in your store now. You'll need a complete stock to meet the demand our big Spring Campaign will create. Ask your jobber or write us direct.

Remember that "Harmonica" today means HOHNER, and nothing less! America has learned to insist on a real musical instrument, and the fact that a Hohner costs a few cents more than an ordinary harmonica is considered of no consequence by a public which knows what HOHNER

quality, workmanship and fair dealing have stood for through three generations. The present tremendous vogue of the harmonica—in vaudeville—in the radio—in the band—in the home—was created and developed by HOHNER. Check up your stock and be ready for the biggest HOHNER year on record! Hohner standards, known from coast to coast by consumers, are your assurance of sure salability, fast turnover and a real margin of worthwhile profit. M. Hohner, Inc., Dept. 94-C, 114 E. 16th St., New York City.—Canadian address: Hough & Kohler, 468 King St., W., Toronto.

**HOHNER HARMONICAS**



## 4 screen grid tubes

Exhaustive research has proved that "Four Screen Grid Tubes" are necessary to derive the fullest efficiency from the "Screen Grid" circuit—to get power beyond any possible need—to insure perfect clarity of tone.

Three new Brunswick models—each an eight-tube set, and each designed for 4 screen-grid tubes—assure both the trade and the public the most sensational values in the industry.

Model S-31, Panatrope with Radio  
(pictured at the left) . . . . . **\$249**

Model S-21, Brunswick Highboy Console . . . **\$154**

Model S-14, Brunswick Lowboy Console . . . **\$129**

Prices quoted are without tubes.

in 1930...the  
radio-salesman

Musical instruments supremely beautiful to look upon and glorious to listen to can be made only by craftsmen dedicated to the finest type of workmanship.

Such are the craftsmen who for two decades have created the instruments which bear the Brunswick name—a name which means to thousands of people everything that is fine in musical reproduction.

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

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

most powerful  
will be **TONE!**

Just repeating "wonderful tone"—whether in advertising or in sales-talk— isn't going to sell any radio sets in 1930.

Storm flags are already flying. Unless, in this year of strenuous competition, a dealer can prove his claims for marvelous tone, he is almost certain to experience a Cold Summer and a Hard Winter.

Fortunate, therefore, the dealer who has back of him the House of Brunswick—schooled for more than twenty years in producing musical instruments of the finest quality.

Fortunate, first, because the public has come to expect great things of Brunswick . . . second, because in the 1930 Brunswick sets, equipped with four screen-grid tubes, its expectations are completely realized.

In 1930 the most powerful radio-salesman will be TONE. Assure yourself of sustained and increasing radio sales by lining up with Brunswick—now.

*Brunswick*

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

Chicago, New York, Toronto . . . Branches in All Principal Cities

## RADIO SALES START ON UPWARD TREND IN MILWAUKEE MARKET

PICK UP IN VICTOR ALBUMS

George C. Beckwith Co. Sales on  
Crosley and Amrad Holding Up  
Well — Interstate Sales Co.  
Sponsors Bosch Dealer Meet-  
ing.

MILWAUKEE, WIS., Friday.

Radio sales have again started on the upward trend and indications are that conditions will show a marked improvement during the next two months. Stocks of distressed merchandise are being rapidly depleted, much to the satisfaction of the local dealers.

The North Central Distributors, Victor wholesalers in this territory, report an increased demand for the album of Gregorian Chants, and also the Christian Science Hymns recorded in the mother church at Boston. The Rogue Song, which is to be released here in the very near future, is expected to sell exceptionally well, judging from reports received from the west coast where it has been on the market for some time. It is said that in many instances merchants have been swamped with orders selling out their entire stocks.

Amrad and Crosley sets are selling fairly well at the present time, considering trade conditions, according to the George C. Beckwith Co., distributors in this territory. With the improvement of general business conditions during the next two months, sales will again mount.

The Badger Radio Corp., distributors of Majestic radios, report that business is fairly good and that dealers are anxiously awaiting the arrival of the new Majestic refrigerator. Set sales are expected to show a considerable increase within the next two months. E. Durr, general sales manager of the firm, is out on a week's trip through the State.

Approximately twenty Bosch dealers from all parts of Milwaukee attended a sales meeting at the offices of the Interstate Sales Co., at 191 Fourth street, on Monday, March 10. The new Bosch motor car radio can now be viewed at the firm's display room. Deliveries to dealers on these new sets will be made within the course of the next two weeks.

F. A. Quandt, Majestic dealer of Beaver Dam is recuperating in Milwaukee from the effects of an operation. He expects to be back at his post within a week or so to serve his fellow Beaver Damers.

Radio dealers in West Allis, Milwaukee's largest suburb, report that January and February sales of this year do not equal those of 1929. With the improvement of general business conditions, sets are expected to move at a faster gait.

The West Allis Music Shop, at the corner of Sixty-fourth and Greenfield, reports that Atwater Kent, Sparton and Victor sets are selling fairly well at the present time, considering trade conditions. Record sales continue to improve, it is said.

Fada sets are moving along at a fairly good pace, according to the Central Radio and Sporting Goods Store, near the corner of Sixty-third and Greenfield. With the improvement of

general business conditions, sales for this Spring are expected to increase.

The Circuit Electric Co. store at Fifty-first and Greenfield will confine itself to the sale of Majestic radios exclusively in the future. Prospects for the Spring season are said to be very good.

Bosch and Sparton radios are moving along at a fairly good pace, according to the West Allis Sporting Goods House. January and February sales are said to have been good.

—E. S.

## ATWATER KENT SETS INSTALLED IN SCHOOLS

Philadelphia, Pa., Friday.

Atwater Kent screen grid radios have been installed in all the schools of Lower Merion Township, a fashionable suburb of Philadelphia. The Atwater Kent set was chosen by the school board after exhaustive tests and comparisons with other standard makes of radio.

Penman J. Wood, Atwater Kent dealer of Ardmore, Pa., made the installations.

## THE TALKING MACHINE and RADIO WEEKLY

### R. F. Perry Appointed Manager for Salt Lake Brunswick Wholesaler

SALT LAKE CITY, UTAH, Thursday.

R. F. Perry, who for the past ten years has been connected with the Brunswick-Balke-Collender Co. at the local offices, has been appointed manager of a new wholesale department at the Zion's Cooperative Mercantile Institution here, which department will be intermountain distributor for the entire products of the Radio-Panatrope division of the Brunswick company, it is announced. The Z. C. M. I. department will be the distributing point for more than 150 Brunswick dealers in Utah, Idaho, Wyoming and Nevada.

Musical numbers from the new sound motion picture success, "The Vagabond King," are selling rapidly here this week due to the presentation of the talkie here at this time.

The musical hits from "Happy Days" have also been going good, this production having held a successful run here

for the past several days. This production features the number, "Sunny Side Up."

Sears, Roebuck & Co., here, is featuring the Silvertone radio in its music department this week.

The following dealers are exploiting the new Majestic models, especially the 93, here this week: Walker's, Glen Brothers Roberts Co., Standard Furniture Co., Apex Electric Co., the Z. C. M. I. music department and Daynes Beebe Music Co.

A tie-up was arranged with the Atwater Kent radio dealers here recently, the R-K-O. Orpheum performers and local automobile companies, through which a frolic was had at local hot springs and a good deal of publicity was given the A-K set.

—V. BROWNING.

### BANKRUPTCY PETITION

A petition in bankruptcy was filed last week by Edgar F. Speary, doing business as the City Island Radio Shop, 265 City Island avenue, New York. Liabilities are listed at \$13,302 and assets at \$1,325.

## The Profit Line for 1930

# Brunswick

Radio & Panatrope with Radio & Records

Distributed in Manhattan, Bronx, Westchester, Br. oklyn, and Long Island by

## Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 4251

Distributed in Metropolitan Territory by

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

Brooklyn: 765 Atlantic Avenue

New York: 245 West 55th Street

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

## Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831



for 1930

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

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

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

*You Need No Other Line for 1930!*

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

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

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

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

*Majestic*  
Licensed under patents and applications of R. C. A. and R. F. L., also by Tele-Phone, Loew's & Zimmerman and Organ License Associates.  
**RADIO**

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

# “A Majestic franchise gives the dealer the ing territory—AND

ALBANY, N. Y.

Majestic Products, Inc.  
99 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.  
161 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

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

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

most generous discount, the fairest kind of a shake on operat-  
the receiver that sells and STAYS sold."—Wm. C. Grunow

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

MEMPHIS, TENN.  
**J. E. Dilworth Co.**  
*Cooperation Service Efficiency*  
Nashville, Tenn.—821 Ewing Ave.

**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

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

MEET THE FAMILY

**Majestic** ELECTRIC RADIO

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.

**MAY** Distributors of  
**Philco** BALANCED UNIT RADIO

MAY RADIO CORP.  
380 Central Ave., Newark, N. J.  
Sole Distributors in Northern New Jersey and Staten Island of the Philco Standard line.

MAY DISTRIBUTING CORP.  
112 Bleecker St., N. Y. C.  
Sole Distributors in Manhattan and Brooklyn of the Philco Standard line.

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.  
31-36 W. Houston St., N. Y. C.  
Sole Distributors in Manhattan and Brooklyn of the Philco Screen Grid Plus line.

**BRUNO** means Security

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

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale  
ESTABLISHED 1834

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

All abo-o-o-ard for

**CROSLEY & AMRAD**  
Exclusive metropolitan Crosley and Amrad distributors

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

## TOLEDO RADIO MEN OPTIMISTIC OVER SPRING PROSPECTS

TOLEDO, O., Saturday.

Distributors and retailers of radio are decidedly optimistic over the Spring outlook in Toledo and northwestern Ohio. The reason for this is that on the whole conditions are somewhat improved and the feeling is widespread that industrial conditions will soon show considerable speed in rounding out a more stable situation among the manufacturers here, with consequent wider employment.

The Toledo Radio Co. announces that in addition to the Sparton radio it has taken on the OE Simplex radio for automobiles. The line will be pushed vigorously and it is the belief of Chas. H. Womeldorff, president that the line will not alone bridge the Summer gap but that it will prove a popular item with motorists. In fact, a survey has shown that the market for such radio awaits development. Among aggressive Sparton retailers, Chester Ricketts of Tiffin, Ohio, during the past 30 days has met with phenomenal success in selling Spartons in Seneca county. Carl McMillan, of Lima, Ohio, through his system of personal contact, has developed a fine batch of raw business recently.

At the Columbus Radio Co., Columbus, of which Edgar A. Kopf is general manager, sales judged by conditions are holding up very well. B. M. Lepley, of Mt. Vernon, Ohio, has started a Spring drive for business and has closed a number of fine deals. Bell & Willison, of Cambridge, Ohio, Sparton dealers, report a considerable awakening of radio demand. Mr. Kopf stated that the company will exhibit the Evinrude line of outboard motors, for which it is agent, at the Outdoor Life Exposition, March 29 to April 5.

According to H. H. Henkes, general manager of James C. MacDermott Co., Philco distributor, sales are moving along steadily and the Spring outlook is promising.

In our last letter we stated inadvertently that C. V. Chew has been appointed sales promotion manager of James MacDermott Co., Philco wholesale distributor in nine northwestern Ohio counties. This is an error and should have read that Charles E. Thompson has been appointed to that post. C. V. Chew leads the wholesale sales unit.

The MacDermott company has recently added thirty retail salesmen to its organization under the supervision of J. E. Waite, J. M. Beroset and E. C. Sawade.

Grinnell Bros. attracted widespread attention to the store the past week through the demonstrations of the RCA Theremin, an instrument representing the first major adventure of electrical science in the field of new musical instruments. Theremin music programs were heard during the afternoon and evening in Grinnell auditorium. Leon Theremin, young Russian scientist, is the inventor.

Thos. Taylor, new Grinnell manager, is making a number of improvements in the store. Departments have been rearranged and the establishment decorated throughout. The house specializes in Victor products.

The Basil Radio Co. held its monthly dinner for salesmen and their wives at the Hotel Secor, last Saturday evening.

Manager H. R. McLaughlin stated this will continue to be a regular feature. Wm. Croke, sales manager of Roberts-Toledo Co., addressed the group. The house is carrying on an extensive home demonstration campaign on Majestic. Sets are left in the home but two evenings; after that, unless a decision is reached, they are returned to the store. Each morning at 8:30 a sales meeting is held at the office. Recent additions to the sales staff include Robt. Lush, Frank Warner, D. Sweeney, F. H. Chaffie and L. R. Jenkins.

The Cleveland Talking Machine Co., Toledo branch, Norman Cook district manager, held a luncheon on Thursday for Victor dealers here, at the Commodore Perry hotel. Howard Shartle, president, was in the chair. Spring plans were discussed and a campaign for promoting sales suggested.

At the Lion Store Music Rooms and Radio Shoppe, a Spring drive is in progress on Amrad models. Attractive windows and extensive announcements characterize the campaign. Lawson S. Talbert, manager, stated the buying power of the average workman has dropped, and the average price of radio sets will naturally have to change to meet this condition. Record sales here are leaning towards numbers from the current musical film successes, Miss Zoë Osborn reported.

Assets of the Radio Maintenance Co., 1460 Huron street, were sold at auction on Friday by H. W. Voss, trustee, for the benefit of creditors. Too many frozen assets is given as the cause of the failure.

Clifford Johnson, president of the Park Lane Radio Co., told members of the Toledo Advertising Co., at the Wednesday luncheon, that a telephone check of people listening to the "Majestic School of the Air" Tuesdays and Thursdays reveals that 50 per cent. of those called now listen in. He also said that during the first twelve days of the Majestic drive by the house, twice as many sets were sold as during the entire month of January. "How We Sell Sets During Bad Times" was the title of his talk. The enterprise has 100 Majestic sets out on three-day demonstration. The sales force has been increased from 8 to 20 men.

At the J. W. Greene Co. the new Victor combination RE-151 is upon the floors and is the object of much interest. W. W. Smith, president, and Wm. W. Baillie, manager of the radio department, visited the Capehart plant at Fort Wayne, Ind., on Friday for the purpose of inspecting new models. Mr. Baillie stated the house will shortly begin an extensive drive on the Capehart, three divisions of this instrument will be concentrated upon schools.

Miss Helen Baumgardner, in charge of records at Greene's, stated: "St. James Infirmary," "Song of the Islands" and "Putting on the Ritz" are numbers with wide appeal.

Henry F. Stucke, associated with Grinnell Bros. for 23 years, the last seven of which he was general manager of the local store, has joined the staff of the G. P. Crosby Co., realtors. Before coming to Toledo he was manager of the Grinnell Jackson, Mich., house. He has a wide acquaintance in Toledo.

The Ohio Music and Furniture Co., Lima, Ohio, was cited by creditors in Federal court recently as a bankrupt. Indebtedness of the company is said to be about \$135,000. The petitioners are the Lima News Publishing Co., Glen C. Webb, Inc., and Longmeier & Stimpick, all of Lima, Ohio.

—SCHLACHTER.

# ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

**PARKS & HULL, INC.**

Wholesale Distributors

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

BOSTON, MASS.

**J. H. BURKE COMPANY**

Featuring Atwater Kent Product  
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

**HOWE & COMPANY**

DISTRIBUTORS  
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

**E. A. WILDERMUTH**

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

**SAMPSON ELECTRIC CO.**

ATWATER KENT EXCLUSIVELY  
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

**B. W. SMITH CORP.**

Central Parkway at Sycamore Street  
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

**CLEVELAND DISTRIBUTING CO.**

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

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

COLUMBUS, O.

**COLUMBUS IGNITION CO.**

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

MILWAUKEE, WIS.

**RADIO SPECIALTY CO.**

"WISCONSIN'S OLDEST EXCLUSIVE  
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

**NEW HAVEN ELECTRIC CO.**

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John Street

NEW YORK, N. Y.

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

"LATHAM SERVICE  
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

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

METROPOLITAN SERVICE  
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

**THE LOUIS BUEHN COMPANY**

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA  
we offer

QUALITY SERVICE ON THE FASTEST SELLING  
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

**BROWN & HALL SUPPLY CO.**

1504 Pine Street

Get Your Share of One Million and a Half A-K's  
for the "49th State"

SAN FRANCISCO, CALIF.—

**ERNEST INGOLD, INC.**

950 Van Ness Ave.

Service That Is Uncommonly Good

*"Seven Years of Radio Leadership!"*

## Interest High for Motor Car With Radio, States Roy Davey of Bosch Co.

Springfield, Mass., Friday.

The recent public hearing on the subject of proposed legislation banning radio sets in motor cars in this state, held before the Public Works Commission, gave evidence of the popular interest in radio for the motor car, according to Roy Davey, advertising manager for the American Bosch Magneto Corp. Of more than two hundred attending the hearing, only five registered in favor of the bill. These five later withdrew from the meeting allowing the vote to be unanimous in favor of unrestricted use of motor car radio.

Mr. Davey's interest in the proceedings were of particular interest because of the design of the new Bosch motor car set.

## P. M. DAY & CO. WILL REPRESENT PACENT IN MICHIGAN ZONE

P. M. Day & Co., of Detroit and Jackson, Mich., have been appointed agents of Pacent Electric Co., New York, for the entire state of Michigan, except the upper peninsula, according to a report by George Soule, sales manager of Pacent.

P. M. Day & Co. take over the distribution of Pacent products in the Michigan territory, formerly handled by the Chicago office and the Cleveland office. P. M. Day and L. M. Moore will look after the Pacent interests in the state of Michigan. Additional facilities are provided Michigan customers, especially those in Detroit, due to the fact that P. M. Day & Co. have a Detroit office at 517 East Woodbridge street.

## CHICAGO "NEWS" WILL BROADCAST TELEVISION

Chicago, Ill., Friday.

The Chicago Daily News station, WMAQ, this city, will shortly begin the broadcasting of television with sound, it was disclosed today by William S. Hedges, WMAQ's president.

## The services of WALTER A. SCHILLING

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

Suite 3701  
16 Court Street  
Brooklyn, N. Y.  
Triangle 6690

# CLASSIFIED SECTION

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

### ATTENTION

MANUFACTURERS and JOBBERS  
Sales Promotion Manager Available

I have been creating and supervising successful sales promotion ideas for a large New York City distributor. An interview will show whether my merchandising ability would be of help to you.

Box 492

TALKING MACHINE and RADIO WEEKLY  
146 Water St. New York City

SERVICE MAN FOR RADIOS—  
PHONOGRAPHS—PIANOS  
MUST BE EXPERT

A real proposition awaits you. Would consider one who could do radio and phonograph work only. Must be a hustler. To solicit work and sell. No booze or time killers wanted. Write with references. Grimes Music Shop, Logan, West Va.

CREDIT MANAGER now available with highest references from former employer, the Greater City Distributing Co., seeks immediate connection. John W. Dodge, 931 Lincoln place, Brooklyn, N. Y. Phone: Haddingway 5742.

### RETAIL STORE MANAGER

LIVE-WIRE EXECUTIVE, Thoroughly Experienced, Capable, Reliable, A-1 Closer, Seeks Connection in or Near New York; Highly Recommended. Box 488, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

### FRED GARNER & CO. ARE NAMED PACENT AGENTS

Fred Garner & Co., of 126 North Clinton street, Chicago, have been appointed manufacturer's agent for the Chicago territory for the Pacent Electric Co., New York. The appointment came as a result of a series of conferences between George Soule, sales manager of the Pacent company, and Fred Garner, head of the Chicago firm.

The territory now covered by the Garner company comprises the entire state of Indiana, practically the entire state of Illinois, the extreme eastern part of Iowa and the eastern half of Wisconsin.

Fred Garner & Co. will carry a full stock of Pacent products for Chicago jobbers, and plan to do a thorough and complete job in merchandising the Pacent line.

### SPARTON CONVENTION CENTER AT TRAYMORE

ATLANTIC CITY, N. J., Saturday.

Sparton radio headquarters here during the Radio Manufacturers' Association convention and trade show to be conducted in this city during the week of June 2 will be held at the Hotel Traymore.

SALESMAN-RADIO—Six years' experience, large following in Metropolitan District, seeks connection with reputable jobber or manufacturer, executive ability. Box 493, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

AGGRESSIVE SALESMAN, formerly in the wholesale radio business in Connecticut, seeks to associate himself with reliable manufacturing concern. Have thorough contact with New England trade and can promote sales volume for either manufacturer or distributor. Highest references. Will appreciate interview. Address Box 489, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

LEADING MANUFACTURER of portable phonographs, toy phonographs and musical specialties wishes to secure services of high class sales organizations covering the districts of Atlanta, Boston, Los Angeles, San Francisco, Portland and New Orleans. Concerns catering to radio, furniture and department store trade preferred. Box No. 491, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

### H. T. BODKIN NAMED TO PUBLICITY POST BY STEWART-WARNER

CHICAGO, ILL., Thursday.

Harold T. Bodkin, formerly assistant advertising manager of the Stewart-Warner Corp., this city, has been placed in charge of the editorial publicity for the concern and will assume his new duties at once. He has been associated with the Stewart-Warner Corp. for about two years, and will devote much of his activities to editorial publicity for the new Stewart-Warner radio line.

Mr. Bodkin was formerly a newspaper man in Detroit and at one time was a partner in the Freeland-Bodkin Advertising Agency of that city.

### D. H. COHEN RESIGNS SEEDMAN CONNECTION

Dudley H. Cohen, well known radio sales executive, who recently joined the G. J. Seedman Co., as sales manager of the firm's New York branch, resigned last week. Mr. Cohen is making his headquarters at the Governor Clinton hotel in New York and is said to be considering several sales promotional opportunities at the present time.

## J. M. Delcamp Is Named Director of Music for The Grigsby-Grunow Co.

Chicago, Ill., Friday.

J. Milton Delcamp, formerly vice-president of the Mason & Hamlin Piano Co., of Boston, and also a former vice-president of the Ampico Corp., New York, has been appointed director of music for the Grigsby-Grunow Co., this city. Mr. Delcamp will supervise all musical activities and broadcast programs of the Grigsby-Grunow Co.

Mr. Delcamp has a thorough and ex-



J. Milton Delcamp

tensive experience in the music industry, having graduated in 1915 from the Combs Conservatory of Music, of Philadelphia, shortly after which he entered the player-roll industry and has, over a period of fifteen years, continued as one of the outstanding recording pianists.

The new Grigsby-Grunow director of music has broadcast on numerous occasions and his long association with the music industry has brought him in contact with the greatest artists of the theatre, piano and radio. Mr. Delcamp was responsible for the building up of the famous Ampico Library of Music.

Most of his efforts in his new work will be directed to showing the public how to obtain a greater appreciation of music through radio. He will also write a series of articles on music appreciation for the "Voice of the Air," Grigsby-Grunow dealer rotogravure magazine.

### STRAUS-FRANK CO. CONDUCTS PUBLICITY DRIVE FOR A-K SETS

HOUSTON, TEX., Thursday.

One of the most spectacular and most successful publicity stunts ever undertaken in southern Texas for the promotion of Atwater Kent sales was staged recently by the Straus-Frank Co., distributor in San Antonio and this city.

Fourteen window displays in outstanding downtown locations, many of these being stores not even remotely interested in the sale of Atwater Kent radio or other musical merchandise, were used in the drive.

Audiences in the local theatre, night after night, sang clever adaptations of: "If it's A. K., then it's O. K. Its' the best set we know," and other parodies, which were flashed on the screen during the campaign.

## Refrigerator Plans Revealed in Report By 'Majestic' Head

(Continued from page 5)

trade name—'Majestic'—undoubtedly the most valuable in the industry, and the acknowledged leader in its field. The radio industry is now stabilized by the half dozen prominent companies now dominating it, and who are capable of meeting its demands on a fair merchandising basis and are interested in making a reasonable profit on their business.

"As I have stated before, we believe that although due to general conditions the total radio business in 1930 may be less than in 1929, the principal companies remaining in the field will have at least as large sales as in 1929. Our company expects to do a larger business in the season 1930-31 and at a greater profit than in the year 1929-30. Intense competition forced prices to low levels, and our opinion is that price tendencies will be upward in the future and engineering research will strive to continually improve the quality of radio merchandise, which is demanded by a critical public.

"While the extreme seasonal nature of radio has been eliminated, the peaks of the sales curves are still pronounced. The following table will be of interest as showing the sales percentages by months:

January	8.06%
February	8.29%
March	9.39%
April	5.80%
May	1.89%
June	6.26%
July	11.18%
August	12.31%
September	12.31%
October	15.43%
November	6.30%
December	2.78%

"It will be noted that sales for November and December fell off abnormally due to the situation created by the market crash, as in the corresponding months in 1928 the percentages were:

September	14.29%
October	18.25%
November	18.71%
December	15.09%

"The quantity of 'distress merchandise' thrown on the market by others since the first of the year was surprisingly small. Further, the public are less interested in 'orphan' sets than ever before, indicating positively by their buying a desire for merchandise of the best reputation.

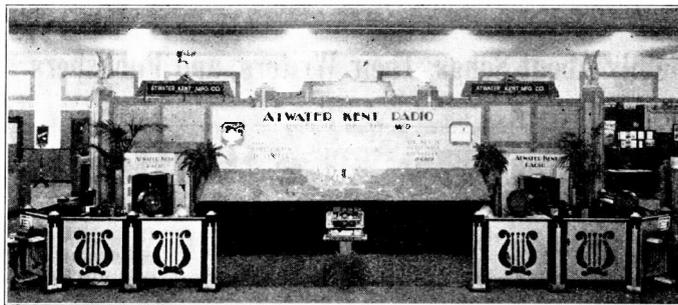
"Sales of Majestic radio sets for the first two months of the current calendar year are better than the corresponding months a year ago, and we expect this condition to continue for the remainder of the year.

"In January of this year our sales totaled \$5,368,877, against \$5,255,975 for the same month last year, while our sales for February, 1930, totaled \$5,436,679, as against \$5,410,428 for February, 1929.

"Sales for the nine months ending February 28, 1930 were \$54,149,153 as compared with \$37,587,328 for the corresponding period a year ago.

"The developments of the company in the electric refrigeration field have been briefly announced. A valuable

## Atwater Kent Booth at National Educational Conclave in Atlantic City Arouses Interest



A-K Booth at Atlantic City Exhibit

ATLANTIC CITY, N. J., Friday.

One of the featured booths at the recent convention of the Department of Superintendence of the National Educational Association conducted at the Auditorium here was that sponsored by

group of patent rights has been acquired. Our engineers have developed what we believe to be the most efficient electric refrigerator ever produced and of a simplicity of construction which will enable it to be manufactured and sold at attractive prices. The potential public demand for this product appears upon analysis to be tremendous. Our company has distribution facilities second to none in the country.

"The equipment in plant, machinery, and tools and the working capital required incident to entering the production of this refrigerator involve a very considerable investment. Our officers are working on this subject now and expect to announce the details of the plan in the near future; nothing will be done which might jeopardize in any way the enviable position which the Grigsby-Grunow Co. has built for itself in the radio industry.

"It is just two years ago this month that the company made its first stock offering. The company's net worth has increased in that time by ten times. Liberal dividends have been paid in the past, and since July 1 last \$2,310,068.50 has been distributed to stockholders in cash. The company has at this time no bank loans and no indebtedness other than current liabilities.

"In view of present conditions, the desirability of adding new products to the company's lines, our directors deem it wise at this time to strengthen the company's position, conserve its resources so that it will be in a stronger financial position to meet any situation, and they have accordingly decided to pass the regular quarterly dividend at April 1, believing that future returns will more than compensate our stockholders and further that this conservative course will be approved by the great majority of them."

### PILOT PROFITS TOTAL \$404,162 FOR YEAR

The Pilot Radio & Tube Corp., Brooklyn, N. Y., reports for the year ended December 31, 1929, net profits of \$404,162 after charges, depreciation and Federal taxes, against \$322,622 in 1928. This statement includes the reports of subsidiaries from the dates of acquisition.

the Atwater Kent Mfg. Co., Philadelphia, Pa.

The Kent exhibit was titled "The Key to World-Wide Knowledge," and featured the educational possibilities of radio. The various A-K screen grid models were exhibited in the booth.

### Cam-Rad Distributing Co. Takes on Kennedy Line

Philadelphia, Pa., Monday.

The Cam-Rad Distributing Co., this city, has been appointed distributor in eastern Pennsylvania, southern New Jersey and Delaware for Kennedy radio, made by the Colin B. Kennedy Corp., South Bend, Ind. The Cam-Rad company formerly distributed Kolster radio in this territory.

The Cam-Rad Distributing Co. is owned by Trilling & Montague, distributors of Zenith radio, and according to officials of the company, will follow the same ideals and aggressive policies in developing Kennedy sales as have been used in making the Zenith line a leader in this territory.

### GEORGE DUFF, HYVAC PRESIDENT, SEES END OF SLUMP IN RADIO

Newark, N. J., Friday.

Business in the tube field has been picking up considerably, George D. Duff, president of the Hyvac Radio Tube Corp., 76 Shipman street, this city, reported today.

"Our plant has continued in operation during the entire business slump making certain type tubes, but according to orders received during the past few weeks this business depression appears to be over," Mr. Duff declared.

### CALIFORNIA SPARTON JOBBERS VISIT PLANT

JACKSON, Mich., Thursday.

Convincing evidence of the enthusiasm accorded Sparton's new model 589 was shown when W. Fagan, of Pacific Wholesale, Inc., Los Angeles jobber, and H. R. Curtis, Sparton distributor of San Francisco, came all the way to Jackson in an effort to secure more of the new models than had been promised them.

Officials of the Sparks-Withington Co. here report that the stepping up of factory production during February and March has established new records at the local plant.

1906 1930



Radio's greatest name

"DE FOREST"

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

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

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

DE FOREST RADIO CO. PASSAIC, N. J.



# THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

## Missed By The "Mike"

Bill Jacobs, in charge of sales for the Red Star Music Co., returned early this week from his first trip in the interest of the firm's catalog. . . . Joe Davis, head of the Triangle Music Co., is Middle Westing, returning to New York in about 10 days. . . . That Black and Gold Room Orchestra's theme song from WEAf daily is titled "My Reveries," and is published by Feist. . . . Frank Crumit has made a golf record for Victor, included on which platter are "Donald the Dub" and "Then He Took Up Golf." . . . Grantland Rice, sports writing dean, collaborated on the compositions. . . . Rudy Vallee, in his autobiographical book, devotes some space to orchestra leaders' being "cut-in" on popular songs, the first time this delicate topic has been commented on in print. . . . Buddy Rogers' first record for Columbia will combine two tunes from his forthcoming phono-flicker. . . . Lee Morse is at the Club Lido. . . . Mack

Stark, former president of Green & Stept, Inc., is with Publix Theatres. . . . Chic Sales' best-selling carpentry treatise, "The Specialist," will soon be released on Brunswick records. . . . Lewis & Young, probably the best-known lyric writing team in the industry, have parted. . . . The catalog of the Charles Bayha Music Co. has been sold to Shapiro-Bernstein. . . . Saul Bornstein, of Irving Berlin, Inc., returned from Havana last week.

AS THEY WERE: Joseph M. White, popular tenor and broadcasting soloist, and who, under the "nom d'ether" of "The Silver Masked Tenor" achieved an enviable reputation a few programs back, formerly was a lace salesman. . . . Lou Pollack received his tune-writing tutelage while playing piano in a Coney Island cafe, and Walter Donaldson first learned of his composing talents whilst caressing the keyboard in a dance orchestra.

## McCormack Broadcasts 2 Red Star Published Tunes From His Audible Film

In John McCormack's radio broadcast last Thursday, the celebrated tenor sang several songs from his new audible picture offering, "Song of My Heart," music for which is being published by the Red Star Music Co. Mr. McCormack sang "Pair of Blue Eyes" and "Song of My Heart" in his program, to both of which he tendered the voice appeal and interpretation which has placed him so high among concert artists.

Mr. McCormack has made a Victor record of these two tunes, as well as "Rose of Tralee" and "I Feel You Near Me," reports Pat Flaherty.

## Platt Music Store in Effective Tie-Up With Robbins' "Rogue Song"

LOS ANGELES, CAL., Friday.

In tying up its window display with the Metro-Goldwyn-Mayer production, "The Rogue Song," starring Lawrence Tibbett, the Platt Music Co. store in this city recently staged a display that featured the costume worn by Mr. Tibbett during the filming of the drama, together with the sheet music and records of the tunes from the production.

The Robbins Music Corp. publishes the score, included in which are "The Rogue Song," "When I'm Looking at You" and "The Narrative."

## "King of Jazz" Film Has Bridal Scene Containing \$75,000 in Trimmings

\$75,000 for bridal veils is a lot of money, even for the much-married

Solomon and his thousand wives, but John Murray Anderson is reported to have spent this amount in staging the Bridal Veil number in "King of Jazz," Paul Whiteman's new Universal picture, soon to be released. It is said to be one of the finest scenic presentations ever given on stage or screen.

The new Whiteman picture brings with it two Mabel Wayne written, and Leo Feist, Inc., published tunes in "It Happened in Monterey" and "Ragamuffin Romeo."

## New Columbia Records Feature Straight Dance Tunes With No Vocals

Ted Lewis' newest Columbia record returns to the vein of his renowned "St. Louis Blues," all a blaze of band color, without vocals. The present fox trots are "San" and "Aunt Hagar's Blues," the latter by Handy, composer of "St. Louis Blues."

Guy Lombardo's new fox trots, by contrast with Lewis, are in his equally famed leisurely sweetness of pattern. They are "Where the Golden Daffodils Grow" and "Just Can't Be Bothered With Me," the second with unique orchestration.

Ben Selvin presents the new big hit, "Happy Days Are Here Again," the radiant fox trot from Bessie Love's picture, "Chasing Rainbows," and another, "The One Girl," from John Boles' picture, "Song of the West."

Merle Johnston and His CeCo Couriers offer swaying fox trots, with melodious saxophone work and no vocals. "Watching My Dreams Go By" is from the picture "She Couldn't Say No," and "Sweet Nothings of Love" is from Victor McLaglen's picture, "Hot for Paris."

Art Gillham, Columbia's leading "intimate" vocalist, does the very popular "Have a Little Faith in Me" and a "personality" song with the amusing title, "Absence Makes the Heart Grow Fonder (for Somebody Else)."

## Songs that Sell

Harry Richman sings  
WITH YOU (by Irving Berlin)

PUTTIN' ON THE RITZ  
(by Irving Berlin)

ALICE IN WONDERLAND  
(by Irving Berlin)

and  
THERE'S DANGER IN YOUR  
EYES, CHERIE

in his first singing-talking picture  
("Puttin' On The Ritz")

Duncan Sisters sing  
I'M FOLLOWING YOU  
HOOSIER HOP

I'M SAILING ON A SUNBEAM  
in their newest picture "It's A  
Great Life"

TO BE FORGOTTEN  
by Irving Berlin

Norma Talmadge sings  
A YEAR FROM TODAY in "New  
York Nights"

Gloria Swanson sings  
LOVE---Your Spell Is Everywhere  
(in "The Trespasser")

ON A BLUE AND MOONLESS  
NIGHT (new)

LUCKY LITTLE DEVIL

BROKEN DREAMS (new)  
(from "The Melody Man")

YOU DARLIN' (new)

SONG OF THE CONDEMNED  
(from "Condemned")

SOUND PICTURE SONGS  
(In Preparation)

Al Jolson's latest picture "Mammy"  
Story and Songs by Irving Berlin  
(Across the Breakfast Table)  
LOOKING AT YOU  
TO MY MAMMY  
LET ME SING AND I'M HAPPY

IRVING BERLIN, Inc.  
1607 Broadway New York City

**"YOU CAN'T GO WRONG WITH ANY FEIST' SONG"**

*The One I Love*  
**"JUST CAN'T BE BOTHERED WITH ME"**

**"ALONE WITH MY DREAMS"**

**"YOU'RE ALWAYS IN MY ARMS"**  
FROM "BIG BITA"

*the GOLDEN DAFFODILS GROW*

**"LIKE A DREAM"**

**"IT HAPPENED IN MONTEREY"**  
FROM PAUL WHITEMAN'S "KING OF JAZZ"

**"I LOVE YOU SO"**

**"SO SYMPATHETIC"**

*the TALK of the TOWN*

**"FUNNY, DEAR WHAT LOVE CAN DO"**

**"LOVE MADE A GYPSY OUT OF ME"**

**"SONG OF the BAYOU"**

**LEO FEIST**  
235 W. 40th Street,  
NEW YORK CITY

## SET BUSINESS SHOWING INCREASED LIFE IN THE KANSAS CITY REGION

RECORDS STAGING REVIVAL

H. C. Bonfig and C. M. Willis Address Majestic Dealer Gathering — F. H. Lincoln, Stromberg-Carlson Office Manager. Dies — G. J. Books Resigns Kansas City Distributing Post.

Kansas City, Mo., Friday.

The radio business in this territory generally is fair with a steady improvement in demand, according to dealers and distributors. Record business shows considerable betterment in several instances over last year during the same period, which leads the industry to believe that that branch of the business is staging a come-back.

Paul's Music Store, Inc., after eight years in business in the same store at 1103 Walnut street, is to be enlarged to double its old space, according to M. M. Paul. The partition dividing Paul's from the next shop south has been removed.

There will be a curved stairway with a grilled iron balustrade leading up to two display rooms where radios will be demonstrated and where Mrs. Paul will have a private office. Downstairs there will be the same record department, but the shop will be much less crowded and there will be room for the continuous display of art model machines.

Formerly a record and Victrola store, two years ago radios were taken on and since that time the demand for them has increased so much it has necessitated enlarged quarters. A formal opening of the new establishment will be held soon. In the meantime temporary quarters only a few doors from the store are being occupied.

Lawrence Tibbett's "White Dove" and "When I'm Looking at You" from The Rogue Song, are proving exceedingly popular. Another record that is running these two numbers a close

race is Richard Crook's rendition of "Only a Rose" from the Vagabond King. In popular records Ted Lewis' new recording of "San" and "Aunt Hagar's Blues;" Guy Lombardo's "The One I Love Can't Be Bothered By Me;" Belle Baker's "Crying For the Carolines;" and Rudy Vallee's new release, "The Stein Song" of the University of Maine, head the list.

The 25 dealers comprising the Majestic Club of Kansas City met recently at the President Hotel with William C. Miller, of the Arles Radio Co., presiding. Principal speakers were: H. C. Bonfig, general manager and vice-president, and C. M. Willis, sales manager, of the Sterling Radio Co. The new price on the Hi-Boy Model 92, \$179.50, an increase of \$12.00 was announced, effective April 1. The dealers were informed that the Grigsby-Grunow Co. would guarantee not to reduce prices of its present models up to January 1, 1931.

The L. E. Lines Music Co. and the Service Electric Co., of Springfield, Mo., both derived considerable benefit from the use of the Majestic public address system at the annual Industrial Food and Auto Show there recently. A Neon Majestic sign was suspended from the large horn constructed over the stage. The show was well attended and both dealers received many leads from their booths.

The Sterling Co. rang a campaign on Model 92 during two weeks recently and sold 750 sets, which established a record. Combinations are selling very well which gives Mr. Willis basis for the belief that record business will come back this year. The record business opened up better during March than in January and February, he said. The company will soon conduct its Majestic courtesy inspection month when they will check all Majestic sets in the territory and see that they are working properly before the summer period. The Majestic Radio Color-Tone test is already arousing considerable interest and will be put into advertising immediately. The Majestic Club members took the test and the average for the group was less than 70 per cent.—which indicates the need for a little more music appreciation among those who sell musical instruments.

The Kipp Music Co., at Manhattan, Kansas, recently conducted a census which showed that there were 1054 who owned radios and 487 who didn't out of 2155 canvassed.

L. C. Brady, of the Graybar Electric Co. division, here, reports dull activity in radio.

F. H. Lincoln, 66, office manager here for the Stromberg-Carlson Co., suffered a stroke March 11 and died the same day. His funeral was held at the Newcomer Chapel March 14. Mr. Lincoln had been with the Stromberg-Carlson company at this office for the past 16 years.

Radio business is fairly strong with the Stromberg-Carlson division here, according to Kenneth Gillespie, manager of the radio department. Combinations are selling nicely while model 846 and the two models released in January—the 652 and 654—are topping the list.

L. Dutcher is now the active radio representative of the Duff & Repp Furniture Co.

G. J. Books, formerly general sales manager for the Kansas City Distributing Corp., has resigned his position with that firm and has gone with the Stenner Manufacturing Co. as general manager of the Kansas City division.

—KENNETH FORCE.

## PHILADELPHIA RADIO RETAILERS LOOK FOR GOOD SPRING VOLUME

DISTRESS SETS OUT OF WAY

Bosch Radio Distributors Continue Campaign—Prince Kamel Hassan Named Head of New Motor Parts Department — David M. Trilling Back from Midwest Trip.

Philadelphia, Pa., Friday.

Livelier demand among those firms who are alert to opportunities for creating business by concentrated sales efforts has been noted within the week. Manufacturers are likewise reporting a betterment although the upward swing in that division of the industry is not keeping pace with the retail end. Those dealers who are promoting sales by door-to-door efforts and by direct mail contact and other activities along this line report growing business.

The sales that have occurred within recent weeks have been fairly well cleaned up and the trade is looking forward to gradually improved and stabilized radio business with the advent of springtime. The offerings made by manufacturers who discontinued lines of receiving sets are about over and the trade is taking a more cheerful attitude.

The Bosch Radio Distributors, 45 N. Seventh street, which is a subsidiary of the Lewis Radio Distributors, are continuing to campaign on the Bosch radios as the springtime sales policies are now under way in their territory which includes southern New Jersey, eastern Pennsylvania, Delaware and Philadelphia.

Motor Parts Co., Philco wholesaler, 818 North Broad street, has added a new service to the trade with Prince Kamel Hassan at its head. Prince Kamel Hassan is of the Turkish dynasty which ruled Macedonia and is the son of Pasha Emin Hassan, who was assassinated during the Balkan Wars a score of years ago. He came to this country upon the death of his father at the age of eight years and was sent here to complete his education by the Regent Mehemet appointed to reign during his minority and who was his uncle. He was educated in private schools in Manchester, N. H., where there was a large colony of Turkish citizens and later completed his education at Boston College and at the Manhattan College in New York where he was captain of the football and base ball teams. He has had broad experience which fits him for the special service as manager of the newly created Motors Parts Co. resale department.

Camden, N. J., Philco dealers with their families will be invited to attend the special showing of "The Love Parade" at the Stanley Theatre on Sunday as guests of the Philco manufacturers and the Motor Parts Co. in the tie-up with the Paramount Pictures in the talkie featuring Maurice Chevalier.

Morris Bergman, of the Great Eastern Distribution Co., is now associated with Eppe's Stores, with headquarters at 523 Market street.

The new recording of the Columbia Phonograph Co., No. 2130-D with Paul Tremaine and his orchestra in "She'll Be Comin' Around the Mountains" and "Hand Me Down My Walkin' Cane," is reported in brisk demand here.

Charles Hunsberger, manager of the

## Clarola, QRS-De Vry Instrument, Gaining Quick Favor in Trade

Chicago, Ill., Friday.

Popularity for the Clarola, an instrument recently brought out by the QRS-De Vry Corp., this city, is reported to be increasing rapidly throughout the



QRS-De Vry Clarola

country. The instrument, which plays automatic music rolls, is said to offer an instantaneous appeal, particularly to children.

A long list of music rolls is available for the instrument, it is said.

Philadelphia store of Rudolph Wurlitzer Co., has been making the radio department a profitable venture with this division leading the sales of the local establishment. There are now stocked Victor, Sparton, Atwater Kent and the firm's Wurlitzer radios.

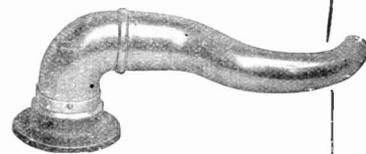
C. J. Heppie & Son, music dealers, 1117 Chestnut street, is closing the final month of its 65th anniversary with a special sales campaign. Established in 1865, "The House That Heppie Built" is owned and managed by the son of the founder, F. J. Heppie.

David M. Trilling, of Trilling & Montague, has returned from a fortnight trip to Chicago where he was the guest of Sales Manager Hugh Robertson, of the Zenith Radio Corp. Upon his trip homeward he stopped off at Detroit where he visited the Kennedy jobbers, H. C. Schultz & Co. and the Zenith distributors, Republic Radio Corp. for a chat with its officials, Al Zimmerman and Mr. Ferguson. While in Detroit he checked with L. E. Phelan, manager of the Trade Group of The Detroit Credit Men's Association, the credit conditions of the radio trade.

While in the Ford City he was initiated into the 4th Conclave of the Michigan Kennel of The Ancient and Honorable Order of Cheese Hounds which is made up of dealers and radio jobbers of Detroit. Mr. Trilling was the guest of honor last Tuesday evening when initiation ceremonies were held.

—CARR.

## 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

## DUMONT Noise Eliminator



Banishes all hissing, cracking, jerking, buzzing line noises from any radio receiver caused by vacuum cleaner, oil burner, bells, buzzers or other electrical devices.

PRICE \$5.00

DUBILIER CLOCK CORP.

42 W. 17th St. NEW YORK Successor to Dumont Elec. Co.

## STABILIZED MARKET DUE SOON, IS BELIEF OF CHICAGO RADIO MEN

OUTLOOK IS ENCOURAGING

A. A. Trostler Back from Visit to East—Donald Compton Re-signs U. S. Radio & Television Corp. Post. Effective April 1.

Chicago, Ill., Friday.

The turn in the road is believed near at hand, according to the consensus of manufacturers and wholesale distributors interviewed this week. Most of the cheaper distress stock has been worked off the local market through the department stores, and there is expected shortly a period when regular 1930 merchandise can be offered the public at standardized prices. Witness especially the announcement that Grigsby-Grunow have stated that the price of their Model 92 will be advanced in price April 1. Also the announcement being broadcast by Sparton dealers that effective March 15, the price of the Sparks-Withington model No. 589 will be advanced \$5.00. What these two concerns do will undoubtedly be emulated by other manufacturers, the whole action tending to firm up the local market. Those who have had the "blues" heretofore are showing evidence of getting over them and are talking in a more optimistic vein.

Lyon & Healy have featured an extraordinary display in their Jackson-Wabash corner display windows with an attractive showing of various models of RCA sets, but particularly the super heterodyne model No. 64, which is being offered at a great reduction over the former price, and so compelling is the display that hundreds of passersby are stopping to look and some to buy. In another window the RCA Theremin is shown with descriptive matter that is producing a lot of inquiries.

Wakem & Whipple, Inc., announced this week their appointment as Chicago distributors for the Cincinnati Victor line of merchandise, including the Luminaire, the "Fan Beautiful," Victor airplane, table fan and clean air ventilator. Wakem & Whipple last Saturday called a meeting of their sales force at which H. W. Collins, president of the Cincinnati Victor Co., talked and outlined the merchandising plan for the new line. B. D. Waldie, of Bohl & Harvey, advertising representative for the Cincinnati company, explained the publicity plan and program for these products. Representatives of Wakem & Whipple are already out in their territory contacting with the trade and sentiment expressed has indicated unusual interest in these new Cincinnati Victor products.

F. Freimann, president of the Electro Acoustic Products Co., maker of amplifiers for stores, restaurants, etc.,

reports his concern having enjoyed a good business of late.

A. A. Trostler, sales manager of the radio-Panatropo division of the Brunswick-Balke-Collender Co., returned Friday of this week from a visit to business friends in New York and other eastern points, where he said things are improving. As usual, he had in tow several of the company's distributors, intending to show them some of Chicago's highlights before their return East.

L. C. Wiswell, of the Wiswell Radio Co., Sparton distributors, is back from his winter vacation. A bouquet of roses had been placed in his office to welcome him back. Mr. and Mrs. Wiswell had spent five weeks in Florida and Cuba, going via New York and the sea route and returning overland, via Miami. A new service room has recently been installed in the Wiswell offices which has made a hit with dealers who drop in.

The S. & W. Radio Shoppe, at 3708 W. Roosevelt road, has purchased the Crystal Palace of Music on West North avenue.

Reports from nearby centers indicate that business must be improving for either larger quarters are being taken or new stores are being started. From Rockford comes word that the Peterson Electric Co. has moved to a new location at Seventh and Broadway where, when remodeling is completed, the company will have one of the finest radio salons in that city. A new store has been opened by Erwin Gray at Kankakee, Ill., while A. P. Spiros, of Blue Island, at 330 Western avenue, has completed remodeling his establishment.

Leonard Cohen, head of the radio department of the Triangle Electric Co., returned early this week from an extensive business trip East.

Donald Compton, vice-president and general manager of the U. S. Radio & Television Corp., Marion, Ind., announces that he will sever his connection with the company April 1, at which time he will be succeeded here by J. Clarke Coit. Mr. Compton intends to go to Paris, where he will spend a month or so resting up, though just what he will do upon his return is uncertain as yet. The U. S. Television & Radio Corp. plant at Marion is working at an average rate, turning out enough sets to meet demand, it is said.

J. L. Clarkson, district manager for the Triad Mfg. Co., who covers practically the northern half of Illinois and the southern half of Wisconsin, says the situation is much more satisfactory than it was a month or so ago.

Clarence S. Tay, of C. S. Tay, Inc., distributor of Bosch radios in this territory, points to the damage that has been done in loss of public opinion by the distress sets dumped on the market and says that the feeling of distrust engendered must be overcome before the consumer can be induced to buy, and that it is the dealer's business to help restore that confidence. Further, Mr. Tay says: "The time has passed when the public will dash madly into the store to buy a radio set. Prospects

will have to be chased, and it's no time to sit around the store waiting for buyers. From now on it's going to take some digging to get sales. Advertising alone won't do it. Windows displays must be brought into use as never before. Circularizing will help, but above all, hard work and plenty of outside calls are the most effective in getting signatures on leases."

While offices are still maintained in its old building on Belmont avenue, the All-American Mohawk Radio Corp. plant has all been moved to North Tonawanda, N. Y. It is expected that a district sales office will be operated at some downtown location here about April 1.

Wurlitzer's held their fourth annual clean-up sales last week with eminent success. They have taken this means to dispose of old radio sets and phonographs, many of which have been accepted in trade on new merchandise or which have been repossessed. By this method—only cash and carry sales prevailing, no refunds or exchanges—much stock is cleared from the store rooms and in addition many new prospects are secured from both those who buy and those who come in merely for curiosity. W. H. ALEXANDER.

## John C. Tully Named President of Steinite

(Continued from page 5)

identified with the activities of the Radio Manufacturers' Association. In 1925 and 1926 Mr. Haugh served as the association's president.

His radio affiliation began with the King Manufacturing Co., of Buffalo, N. Y., during the early days of the art. Later he served in the same capacity for United Reproducers Corp., of Rochester, manufacturer of Peerless loud speakers. Prior to his entrance in radio Mr. Haugh was an executive in the automotive industry and for three years was president of the National Standard Parts Association.

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

As the representative of financial interests, during the period of financial readjustment in the radio industry, Mr. Tully has served as "business doctor" for a number of involved radio companies.

In commenting upon Steinite's new status, Mr. Tully said:

"I feel that Steinite's reorganization will prove successful. To insure a continuity of management a voting trust agreement has been put into effect. Principal stockholders have voluntarily approved the plan and are voicing hearty approval. Many friendly letters have been received from stockholders, generally.

"The new factory here is provided throughout with modern equipment of the highest type, and is able to produce quality radio sets on an efficient and economical basis. Unfortunately this plant got into operation just at the time the general slump in the industry occurred and when normal distribution was so seriously disturbed. But with most of the distress merchandise of the entire industry off the market, Steinite enters a period most favorable to its success."

## Alfred Marchev Is Named Sales Manager For Nathaniel Baldwin

(Continued from page 5)

New York district manager for Temple, as assistant general sales manager. Mr. Strong has been connected with the radio-music industry for seventeen years during which time he has been associated with the Manhattan Electrical Supply Co., Meseo Products and Magnavox, in addition to Temple.

He will make his headquarters here and will have direct supervision of sales in the territory immediately surrounding this city.

Another addition to the staff of Nathaniel Baldwin, Inc., is the recent appointment of C. H. (Click) Callies as advertising and sales promotion director. Mr. Callies was also formerly with Temple.

## C. C. "BUD" MATHEWS, OF CAPITOL ELECTRIC, BACK FROM FLORIDA

Indianapolis, Ind., Friday.

C. C. "Bud" Mathews, general manager of the Capitol Electric Co., 122 South Senate avenue, this city, distributor of Majestic radio, has returned from a three-week vacation at Miami Beach, Fla.



THROUGHOUT THE COUNTRY IN EVERY DIRECTION

'You Can't Stop Me From  
FALLING IN LOVE WITH YOU

'DREAM AVENUE

'YOU OUGHTA KNOW

SHARING

THE KISS THAT MADE A  
FOOL OF ME

FLAPPERS ON PARADE

BLUE EYES  
(Get Red Red Ready For Love)

the Song Hits from  
the Smash Musical Comedy  
Success  
**"SONS O' GUNS"**

'WHY?

CROSS YOUR FINGERS

IT'S YOU I LOVE

RED HOT & BLUE RHYTHM

All numbers published for orchestra.  
\*Published for band.



Davis, Coots & Engel  
INC.  
719-SEVENTH AVE. 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

## BROWN & WILLIAMSON TO START BROADCAST SPONSOR "RALEIGH REVUE"

Will Be Heard Weekly Over National Hook-Up — Elaborate Series of Programs Arranged.

The Raleigh Revue in two "acts" and sixteen "scenes" with a very modern Sir Walter as master of ceremonies will make its initial appearance as a weekly coast-to-coast broadcast Friday evening, March 28, at 10 o'clock Eastern Standard Time. A large, specially arranged orchestra with a conductor new to radio, a famous piano duo who have been heard in numerous Broadway shows, a quartet, each member of which has been a featured soloist, an accompanist for them who is a leading conductor and arranger as well, and a soprano soloist will comprise the permanent personnel. The Raleigh Revue is sponsored by the Brown & Williamson Tobacco Corp., makers of Raleigh cigarettes and Sir Walter Raleigh smoking tobacco, Louisville, Ky.

In manner of presentation and choice of music to be played and sung, the Raleigh Revue will be in keeping with the intimate type of stage entertainment that is now so much in vogue. Like the master of ceremonies of a stage revue Sir Walter will appear between each number to discourse briefly but pointedly on what is to follow. The part will be played by an actor who has appeared in numerous Broadway plays, and occasionally on the air.

The conductor of the Raleigh Revue orchestra will be William Merrigan Daly, whose appearance before the microphone has been limited to one occasion when he was guest conductor. His professional career has been as musical director for many musical comedy hits. The piano duo to be a regular feature is Ohman and Arden, who like Mr. Daly have spent much of their time in Broadway shows.

The quartet will have Frank Black, prominent orchestra conductor and arranger for their director and accompanist. Members of the quartet are James Melton, first tenor, Lewis James, second tenor, Elliott Shaw, baritone, and Wilfred Glenn, bass.

Station WEAF in New York will be the key station in the broadcast. Others over which the program will be heard include: WJAR, Providence; WTAG, Worcester; WCSH, Portland, Me.; WLIT, Philadelphia; WGY, Schenectady; WGR, Buffalo; WCAE, Pittsburgh; WWJ, Detroit; WSAL, Cincinnati; WIBO, Chicago; WFJC, Akron; WOC, Davenport; WOW, Omaha; WDAF, Kansas City; from 10 to 10:30 p. m. EST through the following stations: WRC, Washington; KSD, St. Louis, and from 10:30 to 11 p. m. EST through the following stations: WEEL, Boston; KOA, Denver; KSL, Salt Lake City; KGO, San Francisco; KECA, Los Angeles; KGW, Portland, Ore.; KOMO, Seattle, and KHQ, Spokane.

## WIGGINS AUTO CO. IS NEW BOSCH JOBBER

GREENSBORO, N. C., Friday.

The Wiggins Auto Co., this city, has been appointed distributor for the American Bosch Magneto Corp., Springfield, Mass. James W. Wiggins is president of the wholesale firm.

W. H. Ellison will direct the radio activities of the Wiggins company.

## First Deliveries This Week on New Philco D.C. Radio Set Model

Initial deliveries of the first D. C. Philco model ever to be turned out by the Philadelphia Storage Battery Co., Philadelphia, Pa., are being received by the trade this week. The set represents the result of 18 months of experiment, and is said to be entirely protected by licenses. List price for the model in a high-boy cabinet is \$129.50, \$10 less than the same set in A. C. The Philco D. C. uses one 227, three 224 and two 171 tubes.

Walter Ferry, sales manager for the May Distributing Corp., 112 Bloeker street, New York, Philco wholesaler in Manhattan and Brooklyn, stated to a representative of this publication that the new model represents one of the most selective sets he has ever heard, combined with which point is the extreme selectivity and fine tone quality.

## Triad Develops, SAF 3, Frequency Selector

Pawtucket, R. I., Friday.

A new selector of audible frequencies, a unit designed for voice control in talking pictures, has recently been developed by the Triad Mfg. Co., this city, maker of Triad tubes.

The SAF 3, as this new device is known, may be considered as a device which separates the sound into three channels, each of which can be controlled independently, according to officials of the company. It acts as a gate which can be opened or closed thereby limiting the proportion of these frequency bands passing through to the amplifier.

The channel meeting correction may be selected by the means of three switches marked low, medium and high register. The amount of correction is governed by means of a variable control knob, the percentage of correction increasing as the knob is turned to a clockwise direction.

One SAF 3 is said to be sufficient for any installation.

## United Auto Supply Co. Dines Sparton Retailers

Birmingham, Ala., Friday.

The United Auto Supply Co., prominent distributor of automotive and radio product, with headquarters in this city, reports that since it has taken on the distribution of Sparton radio in January of this year, sales have shown a steady and satisfactory increase. The company recently sponsored a banquet for Sparks-Withington dealers, at which R. T. Hutchinson, sales manager for the manufacturing company and Cannon Forbes, southern representative, attended.

The company distributes Sparton radio in this state, and also Western Florida.

## AMRAD CORP. OMITTS QUARTERLY DIVIDEND

Medford Hillside, Mass., Saturday.

The Amrad Corp., this city, maker of Amrad radio and Mershon condensers, today voted to omit its quarterly dividend of 25 cents a share.

## HERBERT E. YOUNG, ON VISIT TO BOSTON, OUTLINES MAJESTIC REFRIGERATOR PLANS

Boston, Mass., Friday.

Herbert E. Young, general sales manager of Grigsby-Grunow Co., of Chicago, manufacturers of Majestic radios, arrived at the Boston Airport March 13th, in the \$65,000 Sikorsky amphibian plane Majestic from New York City, after a tour of the northeast, where the first formal announcement of the Majestic Electric Refrigerator was made.

New factories for this refrigerator line, according to Mr. Young, now in the process of completion at Chicago, will be equipped to produce 1,000,000 refrigerators per year. Production of this addition to the Majestic will be started at the earliest possible moment consistent with the manufacture of quality products.

"Majestic has produced and sold in less than two years in excess of 2,000,000 radio sets," said E. H. McCarthy, general sales manager of Majestic Distributors, Inc., "indicating that Grigsby-Grunow is capable of producing a refrigerator of highest quality as evidenced by the outstanding quality of its radio and at a price within the reach of the masses because of the production scale planned."

In outlining sales plans for 1930 Mr. Young stated that Majestic is determined to break all sales records again with their popular set. He further intimated that prices for good radios would not be lower, but rather higher during the coming season.

Edward H. McCarthy and Jerome

Rutherford, of Majestic Distributors, Inc., met Mr. Young at the airport.

Nearly 600 people crowded the sixth floor of Houghton & Dutton's recently to listen to a concert by Paul Specht and his New England Majestic orchestra, from a decorated platform in the radio department quarters.

Arthur F. Edes, chief announcer of WEEL, introduced the popular orchestra leader and his boys and acted as master of ceremonies. E. H. McCarthy, general manager of Majestic Distributors, Inc., was the featured speaker.

Majestic radio phonograph models 101, 102, 103 and the new lowboy models 90, 91 and 93 were set off on each side of the stage in blue and silver decorated displays.

A recent visitor to the Browning-Drake factory in Waltham, Mass., was W. A. Boucher, of Auckland, N. Z., a director of the distributing house, Radio, Ltd., of that city.

During its "100,000 Day Sale" held recently, the C. T. Sherer Co., of Worcester, Mass., sold 257 Crosley radios. The radio section did in all \$128,000 worth of business on this day.

Officials of the Wetmore-Savage Co., of Boston, Crosley distributors, co-operated with O. S. Anderson, Sherer radio manager.

The acquisition of a new factory in Lawrence, Mass., comprising 20 individual buildings having a total floor area of more than a million and a half square feet, is announced by I. Goldberg, president of the Pilot Radio & Tube Corp., of Brooklyn, N. Y.

—CHARLES W. JONES.

## 220 MANUFACTURERS, 180 DISTRIBUTORS IN RADIO INDUSTRY IN GREAT BRITAIN

WASHINGTON, D. C., Friday.

There are approximately 200 to 220 manufacturers of radio sets in Great Britain. However, there are a great many manufacturers specializing in certain wireless components, who are not designated as manufacturers of sets, and, therefore, are not included in this figure, the Department of Commerce announced today.

There are about nine American manufacturers of radio sets whose product is now appearing on the British market, but it is the impression of those familiar with the radio market that the exports of radio sets by these companies is negligible. The value of all radio apparatus exported from the United States to the United Kingdom in 1929, according to the United States export figures, amounted to \$631,186, of which only \$20,801 was accounted for by receiving sets.

American manufacturers export a considerable volume of radio apparatus, components, and accessories to Great Britain. The value of components shipped to the country during 1929, according to export figures, reached a total of \$205,362; loud speakers accounted for \$208,441 worth, and accessories \$118,946.

There are about 180 distributors, or jobbers, who are recognized in the radio industry of Great Britain. This number appears in a list of the Radio Wholesalers' Federation as being approved by the Federation. This list, however, omits large numbers of companies which have a genuine wholesale

business. In addition to this number there are about 100 who call themselves jobbers, but who are in fact only retailers. The distinction between a retailer and a jobber, or wholesaler, should be carefully drawn, for the reason that the number of retailers of radio sets runs into thousands.

It is estimated that there are about 6,000 radio dealers who handle nothing but radio apparatus in the United Kingdom and thousands of others who handle radio apparatus as an adjunct or side line.

Various estimates are given as to the annual volume of radio business done in Great Britain, and one firm gives a figure of between \$50,000,000 and \$75,000,000. This estimate is based on the totals, including the total volume of business transacted in radio sets, components, loud speakers, tubes, high-tension batteries for radio sets, etc. On the other hand, another opinion is given that the total annual volume of radio business transacted in radio sets, portable sets, and components only is between \$9,000,000 and \$10,000,000.

Further evidence as to the volume of business done in Great Britain during the year is found in the estimate advanced by one large dealer in radio sets and components that the number of radio sets manufactured in the United Kingdom during 1929 was approximately 200,000, which does not include a large number of unassembled kits or parts that have been sold by some of the radio-tube manufacturers to popularize their products. —McG.

# Where to Buy --- Where to Sell

TRADE DIRECTORY OF  
LEADING FIRMS IN  
THE INDUSTRY

## The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE  
OF THE INDUSTRY  
IS REFLECTED

### RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp., N. Tonawanda, N. Y.  
Amrad Corp., Medford Hillside, Mass.  
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.  
Grebe & Co., Inc., A. H., Richmond Hill, N. Y.  
Grigsby-Grunow Co., Chicago, Ill.  
Gulbransen Co., The, Chicago, Ill.  
Howard Radio Co., Chicago, Illinois  
Kellogg Switchboard & Supply Co., Chicago, Ill.  
Kennedy Corp., Colin B., South Bend, Ind.  
Kolster Radio Corp., Newark, N. J.  
Mills Novelty Co., Chicago, Ill.  
Philadelphia Storage Battery Co., Philadelphia, Pa.  
RCA-Victor Co., Inc., New York  
Sentina Mfg. Co., 9715 Cottage Grove Ave., Chicago  
Silver-Marshall, Inc., Chicago, Ill.  
Stewart-Warner Corp., 1838 Diversey Pky., Chicago  
Sparks-Withington Co., Jackson, Mich.  
Sprague Specialties Co., Quincy, Mass.  
Sterling Manufacturing Co., Cleveland, Ohio  
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.  
Stromberg-Carlson, 1060 University Ave., Rochester  
Trav-Jer Mfg. Corp., 3408 N. Halsted St., Chicago  
United Reproducers Corp., Springfield, O.  
U. S. Radio & Television Co., Marion, Ind.  
Ware Manufacturing Corp., Trenton, N. J.  
Zenith Radio Corp., 3620 Iron St., Chicago

### TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co., Chicago  
Capehart Corp., Fort Wayne, Ind.  
Caswell Mfg. Co., Milwaukee, Wis.  
Columbia Phonograph Co., 1819 Broadway, New York  
Edison, Inc., Thos. A., Orange, N. J.  
Everybody's T. M. Co., Philadelphia, Pa.  
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.  
RCA-Victor Co., Inc., Camden, N. J.  
Sonora Phono. Co., Inc., 50 W. 57th St., New York

### ELECTRIC PICK-UPS

Pacent Elec. Co., 91 Seventh Ave., N. Y.  
Upco Products Corp., 270 Lafayette St., New York  
Webster Electric Co., Racine, Wis.

### RADIO CABINETS AND TABLES

Bogalusa Furniture Mfg. Co., Bogalusa, La.  
Eastern Cabinet Co., Ltd., Univ. Pl. at 9th St. N. Y.  
Ebert Furniture Co., Red Lion, Pa.  
Federal Wood Prod. Corp., 206 Lexington Ave, N. Y.  
Hawley & Mackenzie, 55 W. 42nd St., New York  
Pooley Co., The, Philadelphia, Pa.  
Radio Cabinet Manufacturing Corp., Chicago, Ill.  
Red Lion Cabinet Co., Red Lion, Pa.  
Radio Cabinet Mfg. Co., Chicago, Ill.  
Radio Master Corp., Bay City, Mich.  
Showers Bros. Co., Bloomington, Ind.  
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.  
Superior Cabinet Corp., 206 Broadway, New York  
Udell Works, Indianapolis, Indiana

### PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York  
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.  
Sonora Phono. Co., Inc., 50 W. 57th St., New York  
Wall Kane Needle Co., 5922 14th Ave., Brooklyn

### TALKING MACHINE PARTS

Diehl Mfg. Co., Elizabethport, N. J.  
General Industries Co., Elyria, O.  
Phorens, Hermann, 450 Fourth Ave, New York, N. Y.  
Pacent Elec. Co., 91 Seventh Ave., New York  
Upco Products Corp., 270 Lafayette St., N. Y.  
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  
Alber Co., Harry, Chicago, Ill.  
Apollo Radio Co., 15 Shipman St., Newark  
Auto Hardware & Equip. Co., 245 W. 56th St., N. Y.

Badger Radio Corp., Milwaukee, Wis.  
Beckwith Co., Geo. C., Minneapolis, Minn.  
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.  
Bluefield Hardware Co., Bluefield, W. Va.  
Boley-Oliver Co., 1440 Broadway, N. Y.  
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.  
Bruno & Son, C., 351 Fourth Ave., New York  
Buehn Co., Louis, Philadelphia  
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.  
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn  
Canton Hardware Co., Canton, O.  
Capitol Electric Co., Indianapolis, Ind.  
Capital Electric Co., Atlanta, Ga.  
Chicago T. M. Co., Chicago, Ill.  
Cleveland Distributing Co., Cleveland, O.  
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.  
Collings & Co., Newark, N. J.  
Columbus Ignition Co., Columbus, O.  
Commonwealth Radio Dist. Co., 15 Laight St., N. Y.

Detroit Electric Co., Detroit, Mich.  
Ditson Co., Oliver, 10 E. 34th St., N. Y.  
Ditson Co., Oliver, Albany, N. Y.  
Dilworth Co., J. E., Memphis, Tenn.  
Eastern Talking Mach. Co., Boston, Mass.  
Edmond & Co., E. J., 250 W. 54th St., New York  
Eisenbrandt Radio Co., Baltimore and Washington  
Electric Supply & Equipment Co., Albany, N. Y.  
Elyea Talking Machine Co., Atlanta, Ga.  
Essex Distrib. Corp., 40 William St., Newark  
Everybody's T. M. Co., Philadelphia, Pa.

Franklin Elec. Co., 50 N. Seventh St., Phila. Pa.  
Girard Phonograph Co., Philadelphia, Pa.  
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.  
Griffith Victor Distributing Corp., Cincinnati, O.  
Grinnell Bros., Detroit, Mich.  
Gross-Brennan, Inc., 206 E. 42nd St., New York  
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.  
Halsey Supply Corp., 228 Halsey St., Newark, N. J.  
Hamburg Bros., Pittsburgh, Pa.  
Harbour, Longmire Co., Oklahoma City, Okla.  
Hieb Radio Supply Co., Marion, S. D.  
Howe & Co., 888 Boylston St., Boston, Mass.

Ingold, Inc., Ernest, San Francisco, Calif.  
Kimberly Radio Corp., Chicago, Ill.  
Koerber-Brenner Co., St. Louis, Mo.  
K. W. Radio Co., 350 Hudson St., New York  
Landon & Co., Inc., W. C., Rutland, Vt.  
Latham & Co., E. B., 250 4th Ave., New York  
Lewis Electrical Supply Co., Boston, Mass.

Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio  
Majestic Distributing Corp., Cleveland, Ohio  
Majestic Distributors, Inc., 1775 Broadway, N. Y.  
May, Inc., D. W., 398 New St., Newark, N. J.  
May Distributing Corp., 112 Bleeker St., N. Y.  
Macgregor Radio Corp., New Haven, Conn.  
Mackenzie Radio Corp., 1225 Broadway, New York  
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.  
Motor Equipment Co., Wichita, Kan.

New York T. M. Co., 460 W. 34th St., New York  
New York T. M. Co., 356 Livingston St., Brooklyn  
New Haven Elec. Co., 296 Elm St., New Haven, Conn.  
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.  
Parks & Hull, Inc., Baltimore, Md.  
Peirce-Phelps, Inc., Philadelphia, Pa.  
Penn Phonograph Co., 918 Arch St., Philadelphia  
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.  
Pitts Co., F. D., Boston, Mass.  
Plymouth Electric Co., New Haven, Conn.  
Polk, Inc., James K., Atlanta, Ga.  
Proudfit Co., R. S., Lincoln, Nebr.  
Radio Distributors, Inc., Baltimore, Md.

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, O.  
Rochester Auto Part & Radio Corp., Rochester, N. Y.  
Royal Eastern Elec. Supply Co., 16 W. 23 St., N. Y.  
Rochester Elec. Supply Co., Rochester, N. Y.

The Roycraft Co., Minneapolis, Minn.  
Sampson Electric Co., Mich. and 82nd St., Chicago  
Saviers & Son, H. E., Reno, Nev.  
Seedman Co., G. J., Brooklyn, N. Y.  
Shaw's, Inc., Charlotte, N. C.  
Smith, Inc., B. W., Cincinnati, O.  
Sorensen Co., H. E., Des Moines, Ia.  
Southwestern Victor Dist. Co., Dallas, Tex.  
Specialty Service Corp., 651 Atlantic Ave., Brooklyn  
Steelman, Inc., 235 Fourth Ave., New York  
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.  
Sterling Radio Co., Kansas City, Mo.  
Stern & Co., Hartford, Conn.  
Superior Distributors, Inc., 160 W. 52 St., New York

Tarr, McComb & Ware Com. Co., Kingman, Ariz.  
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., 586 Bergen Ave., New York  
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn  
Wahn Co., G. H., Boston, Mass.  
Wakem & Whipple, Inc., Chicago, Ill.  
Weber Radio Corp., 200 Hudson St., N. Y.  
Weymann & Son, H. A., 10th & Filbert Sts., Phila.  
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn

### 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, O.  
Jensen Radio Prod. Co., Chicago, Ill.  
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, New York  
CeCo Mfg. Co., Inc., Providence, R. I.  
Cunningham, Inc., E. T., 370 7th Ave., N. Y.  
DeForest Radio Co., Jersey City, N. J.  
Gold Seal Elec. Co., 250 Park Ave., N. Y.  
National Union Radio Corp., New York, N. Y.  
National Carbon Co., New York, N. Y.  
Perryman Elec. Co., North Bergen, N. J.  
RCA Radiotron Co., Inc., Harrison, N. J.  
Sylvania Products Co., Emporium, Pa.  
Triad Manufacturing Co., Pawtucket, R. I.  
Van Horne Tube Co., Franklin, Ohio

### LUBRICANTS

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

### MUSIC PUBLISHERS

Berlin, Inc., Irving, 1607 Broadway, New York  
De Sylva, Brown & Henderson, 745 7th Ave., N. Y.  
Feist, Inc., Leo, 285 W. 40th St., New York  
Triangle Music Pub. Co., 1658 Broadway, N. Y.

### MISCELLANEOUS

American Emblem Co., Utica, N. Y.  
Horrocks Desk Co., Herkimer, N. Y.  
Peerless Album Co., 62-70 W. 14th St., New York  
Q. R. S.-De Vry Corp., Chicago, Ill.

### RADIO BATTERIES

Bond Electric Corp., Jersey City, N. J.  
National Carbon Co., Long Island City, N. Y.



1929's Greatest Radio Success  
Will Be Still Greater in  
**1930**

*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.**

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

**PEORIA, ILL.**

Koerber-Brenner Co.  
800 S. Adams Street

**PHILADELPHIA, PA.**

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

**H. A. Weymann & Son, Inc.**

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

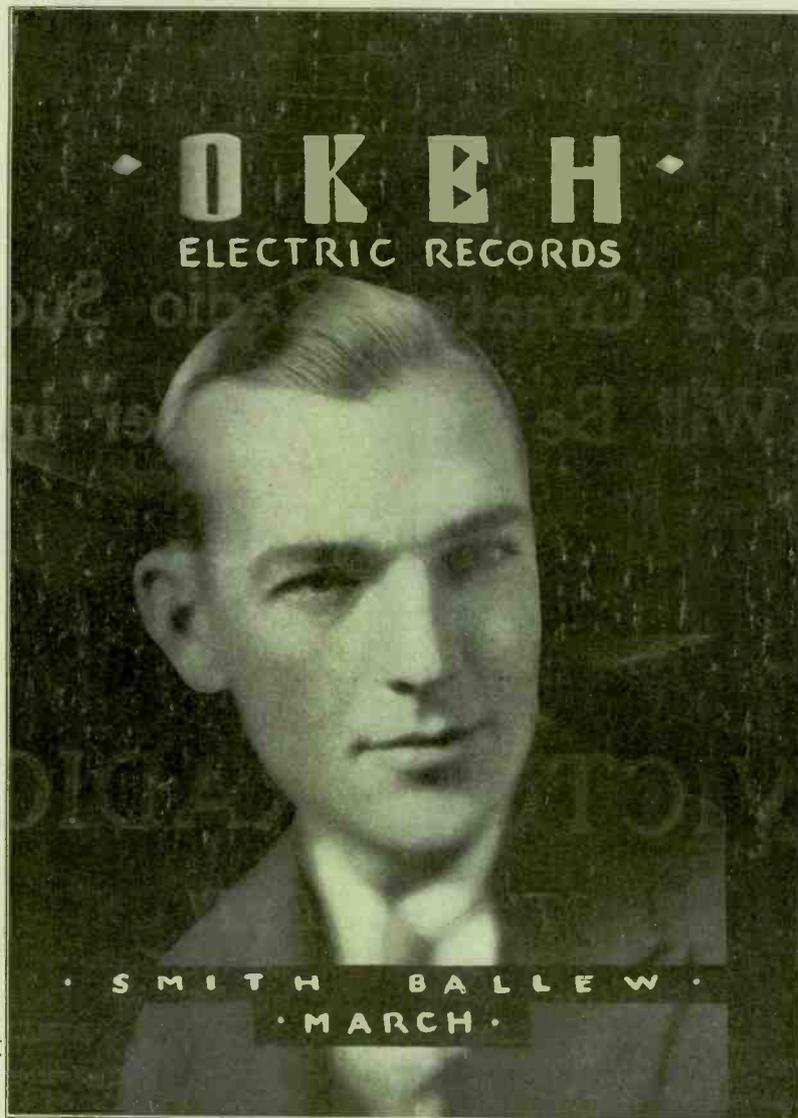
**PITTSBURGH, PA.**

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

**ST. LOUIS, MO.**

Koerber-Brenner Co.  
1115 Pestalozzi St.





## Ask her—she knows why—

The young lady who chooses Smith Ballew records knows what is lovely in rhythm and melody.

The young lady who dines in Whyte's Restaurant knows the joy of responding to his charming manner and refreshing dance music.

The young lady who listens to his broadcasting programs knows that his songs come nearer to her heart.

41376	}	CONGRATULATIONS—Vocal with Orchestra
10 in.		WHAT DO I CARE—Vocal with Orchestra
75c		Both sung by Smith Ballew

OKEH PHONOGRAPH CORPORATION, 11 UNION SQUARE, NEW YORK, N. Y.