

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 13

NEW YORK, WEDNESDAY, MARCH 26, 1930

Per Year—\$4.00



WELL,
HERE'S HAPPY DAYS
with these two
SELVIN HITS!

TWO smashing hits from two of the season's most popular motion pictures.

Pep and speed and a catchy tune—you couldn't ask for more in any number—but you get more in "Happy Days Are Here Again"—for the brilliance of Ben Selvin's clever musical showmanship adds just that little bit that makes his numbers scamper out of your stock pronto!

And wait till you review the other side of the record—"The One Girl" from the motion picture "Song of the West"—a melody that lingers. You hear it everywhere.

Stock up on this new Selvin platter. Keep it in a handy place, too, because you're going to have to reach for it fast and often.

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

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

Columbia ^{"NEW PROCESS"} **Records**

Viva-tonal Recording - The Records without Scratch



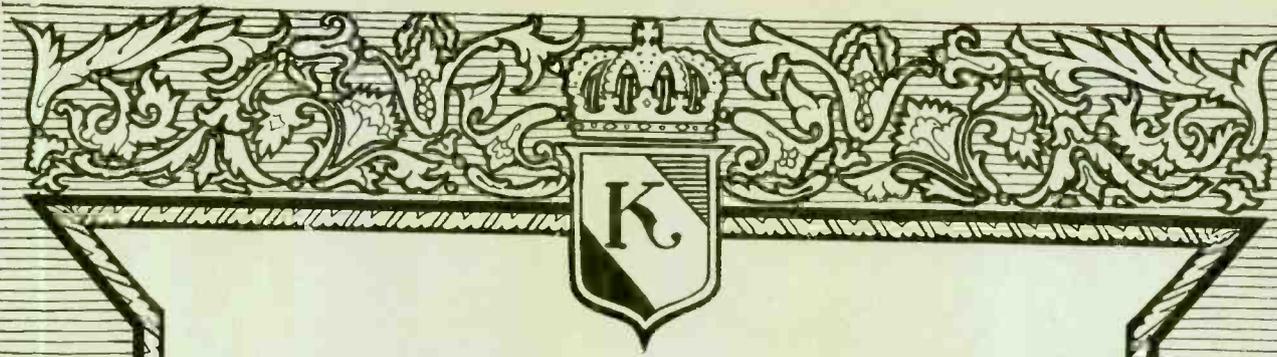
Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"All Trade Marks Reg. U. S. Pat. Off.
Published Weekly except Yearly Specials
Copyright 1930 by Columbia Phonograph Company
Subscription Department, Dept. 1000, 1819 Broadway, N. Y. C.

"All Trade Marks Reg. U. S. Pat. Off.
Published Weekly except Yearly Specials
Copyright 1930 by Columbia Phonograph Company
Subscription Department, Dept. 1000, 1819 Broadway, N. Y. C.

"TRADE NEWS RIGHT WHEN IT HAPPENS"



COLIN B. KENNEDY



COL. GEO. M. STUDEBAKER

What's Back of a Name?

Back of the Kennedy name stands a resourceful group of men, headed by such nationally-known leaders as Col. George M. Studebaker, one of that famous family which pioneered automotive transportation in America, and Colin B. Kennedy who has been a dominant figure in the development of radio since 1911. These men and their associates represent an extensive financial structure of unusual stability . . . outstanding engineering . . . modern manufacturing . . . efficient production . . . powerful sales ability . . . expert merchandising talent . . . an effective marketing plan . . . and, behind it all, a line of radio receivers that has honestly earned the confidence of distributors, dealers and consumers everywhere.

COLIN B. KENNEDY CORPORATION, South Bend, Ind.

*Kennedy offers unusual opportunities to distributors and dealers.
Write, wire or phone for information.*

KENNEDY

The Royalty of Radio

1911



1930



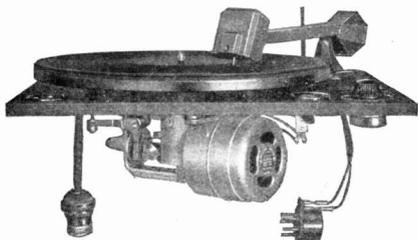
PACENT PRODUCTS

Mean Quality & Profit FOR MANUFACTURERS

IT'S going to be a record year for radio-phonograph combinations! Public interest will reach a new high level. Plan now to cash in on the tremendous interest in combinations—the ultimate in entertainment.

Just as in years past, Pacent is a step ahead in the field of phono-radioaccessories. Pacent products bring to the manufacturer quality, simplicity, efficiency and economy in the design and merchandising of radio-phonograph combinations.

Pacent Phonograph Chassis



Supplied to the manufacturer completely mounted, with the Super Phonovox and the Pacent silent induction type motor. Also included are the automatic stop, volume control, radio-record switch and necessary extension cords. Quotations supplied upon request.

DEALERS! There is a bigger demand than ever before for Pacent Products. Place a trial order with your jobber and see how fast they sell.

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

Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: IGRANIC ELECTRIC CO. Ltd., Bedford, England

Licensee for Canada: WHITE RADIO LIMITED, Hamilton, Ont.

SUPER PHONOVOX

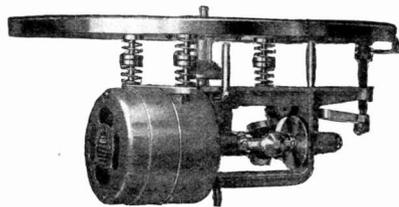


\$15⁰⁰
(List Price)

Acknowledged leader in the pick-up field. English 36% Cobalt Magnets —no rubber bearings. Swivel head for easy needle changing. It meets every requirement.

Pacent engineering and research facilities are the largest in the history of the company. Manufacturers are invited to make full use of these facilities in the solution of special problems relating to radio-phonograph combination design.

Pacent Electric Phonograph Motor



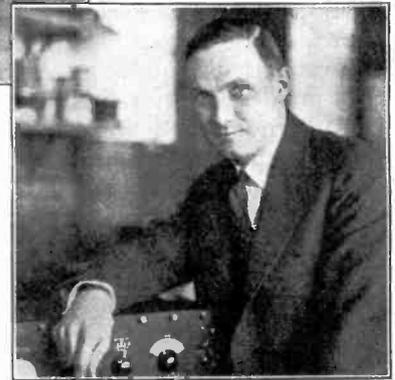
Cat. No. **\$25⁰⁰**
140
(List Price)

Silent, induction type, specially designed for radio-phonograph use. Completely insulated against noise and vibration. Extremely economical in operation. All in all, the ultimate in electric motors for use in combinations.

Operates on 110 volts, 50 or 60 cycles A.C. Special voltages and frequencies available upon request.



The judgment of his ear *confirmed*



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

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

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

To his wife, the scientific significance of these features may be steeped in mystery, but she understands what they mean in terms of *radio enjoyment.* She knows that guests will admire her taste in furniture, when they

see the model she has selected from the four created by Grebe... Therefore: perfect harmony in the family when he gives you the check that seals the sale.

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

**Grebe
radio**
SUPER-SYNCHROPHASE



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

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 13

NEW YORK, WEDNESDAY, MARCH 26, 1930

Per Year—\$4.00

HESTON-NORTH, INC., NEW STROMBERG SALES AGENTS IN CINCINNATI

Cincinnati, Ohio, Saturday.

The firm of Heston-North, Inc., with headquarters at 702 Chamber of Commerce building, this city, has been formed to represent the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.

Charles E. Heston, one of the members of the firm, is a native of Rochester where he was connected with the Stromberg-Carlson company as sales engineer, assistant sales manager, export manager, supply manager and sales representative for southern Ohio and Kentucky over a period of twenty-eight years. His familiarity with Stromberg-Carlson products should be of great value to the newly formed organization.

Charles H. North is from this city, where he has a background of more than twenty years' experience in the phonograph and radio business. Part of these twenty years was spent with the Victor Talking Machine Co. where he occupied the post of assistant manager of the Contract Department. Following this connection he became secretary and treasurer of the Ohio Talking Machine Co. of Cincinnati, which office he held until just a few months ago.

One-Fourth of Dealers In United States Report \$135,845,635 Sales in '29

Washington, D. C., Monday.

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

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

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

SUSPEND TRADING IN SONORA COMMON STOCK

The New York Curb committee on listings last week suspended dealings in common stock of the Sonora Products Corp. of America, New York, until further notice.

Radio Wholesalers Ass'n Conducts Monthly Sales Survey of Distributors

CHICAGO, ILL., Friday.

One of the most important surveys ever started by any trade association is now well under way in the executive offices here of the Radio Wholesalers Association. This survey is being made among members of the association with regard to their monthly radio sales in dollars and in units and their monthly radio inventories in dollars and in units. The following questions are asked in the survey:

1. Total radio inventory as of January 31, 1930 in dollars;
2. Total radio inventory of radio sets in number of units as of January 31, 1930;
3. Total net radio sales for month ending January 31, 1930;
4. Total number of radio sets sold during month ending January 31, 1930.

The questionnaire also asks for a forecast as to the following three months' business in dollars. This gives an authentic forecast for the business during the coming quarter.

The purpose of this survey is twofold. First, it provides radio wholesalers with reliable national figures monthly showing the sales and inventory figures of all of the members summarized. With such information, wholesalers are able to judge whether their sales are keeping abreast with national sales or not. In addition, such monthly figures will enable them to better judge their future commitments.

Second, this survey will be of value to members of the Radio Manufacturers Association so as to enable them to be in a better position to judge the potential markets and know the actual conditions in the sales field. In this way, production can be closely gauged to meet the demands of the distributing organizations. Wholesalers' sales to retailers represent fairly well the retailers' sales to the consumer and the radio manufacturers will have such reliable information so that at no time should there be over-production.

The first survey for the months of January and February has already been made and a forecast for March, April and May sales also has been made. Copies of this recapitulation have been sent to all members of the Radio Wholesalers Association as well as to secretaries of all local associations throughout the country. This survey has also been revealed to every radio manufacturer, and judging from the favorable comments being received at the executive offices from the manufacturers and wholesalers throughout the country this activity of the Radio Wholesalers Association will prove to be valuable to the entire industry.

BUSY SESSION OF R. M. A. DIRECTORATE FINDS INDUSTRY ALERT FOR SEASON, SET MAKERS FREE FROM 'DEFLATION'

COMING TRADE SHOW HAS 200 EXHIBITS AT PRESENT

Motor Car Use of Radio to Be Encouraged and Restrictive Legislation Opposed—New Committee Heads Appointed—Varied Association Activities Receive Approval for Expansion.

Buffalo, N. Y., Saturday.

Continued steady improvement in the radio industry is being made, according to surveys and reports received by the Board of Directors of the Radio Manufacturers' Association, which met at Buffalo at the Hotel Statler, yesterday. Similar reports were exchanged at a meeting on the preceding day of the RMA group organization of set manufacturers who discussed merchandising and other problems at the call of Morris Metcalf, of Springfield, Mass., vice-president of the association and acting head of the set group. President H. B. Richmond, of Cambridge, Mass., presided over the Board of Directors' meeting, and stated that conditions in the radio industry were definitely improving.

"Things certainly are looking up," said the president. "The storm clouds which have hovered over our industry have shown definite signs of passing and by the time of the RMA trade show we should be well out in the open

again and ready for a year of constructive effort."

The sixth convention and trade show at Atlantic City during the week of June 2nd, will be the biggest trade show and the biggest gathering in radio's history, according to reports received by the Board of Directors. Already, more than two months before the Atlantic City events, nearly 200 exhibitors have reserved approximately 35,000 square feet of space in the mammoth \$15,000,000 civic auditorium at Atlantic City for the trade show period. The largest previous RMA show occupied only 30,000 square feet. Jess B. Hawley, of St. Charles, Ill., chairman of the Show Committee, and Ben G. Erskine, of Emporium, Pa., chairman of the Convention Committee, both were enthusiastic over prospects for the June conclave of the radio industry at Atlantic City, and their plans were approved by the Board of Directors.

Plans for National Radio Week, September 22-27 next, to stimulate sales

(Continued on page 36)

Transformer Corp. of America Entering Set Manufacture on Popular-Price Basis

CHICAGO, ILL., Monday.

Word comes from E. J. Dykstra, general sales manager for the Transformer Corp. of America, that this company in addition to supplying many set manufacturers with electro-dynamic speakers, coils and chokes, will shortly launch a radio receiver to be known as T. C. A. radio, manufactured under license granted by Radio Corp. of America and associated companies.

Mr. Dykstra, in his statement of the new product, calls attention to the Transformer corporation's unusual record in recent years, involving growth from a small organization to a highly organized group, with a volume of business requiring more than 200,000 sq. ft. of space for manufacturing facilities and a national sales organization.

"The new T. C. A. radio embodies all the modern technical developments; three screen-grid tubes employed as radio frequency amplifiers in cascade, power detection and 245 tubes in push-pull operating an electro-dynamic

speaker of advanced design; housed in unusually rich looking cabinets," he said. Several console models will be announced in detail in the near future.

"The large number of failures among radio manufacturers during the latter

(Continued on page 36)

E. J. Jordon Appointed Alter General Manager

Chicago, Ill., Thursday.

E. J. Jordon has recently been appointed general sales manager of the Harry Alter Co., this city, distributors of Majestic radio.

Mr. Jordon has had many years of experience in the music industry and will work closely with dealers in working out their sales problems. He is well known throughout the trade in the middle west.

Mr. Jordon recently completed the course in the Majestic Sales School conducted by the Grigsby-Grunow Co.

The Talking Machine & Radio Weekly

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

TELEPHONES:
JOHN 2365-2366

CABLE ADDRESS:
REGIBID

CURTIS A. WESSEL
Editor

"The Trade's Only Weekly"

SIDNEY E. DAVIS
Manager

EDWARD H. DAVIS, Publisher

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

Vol. 29

NEW YORK, WEDNESDAY, MARCH 26, 1930

No. 13

Helpless Retailing

The custom of the radio retailer is to consider himself mercilessly down-trodden. On the face of it, things look very bad for him sometimes. Competition is ferocious; the chain-stores alone eat their opponents alive. Margins of profit are slender; what is a mere forty per cent. to a man whom habit compels to give thirty away to the purchaser? Producers vacillate and waver in their policies as in their products. The consumer is an ogre, who terrorizes with each well-aimed question and walks out with a set under his arm and a dark spot, marking loss, where once the radio stood in the store.

It would be worthwhile, if astonishing, for a dealer to study the sales habits of the butcher, the baker and the grocer, whence he buys his daily provender, and then borrow for his own uses some of the blood and iron which riot through their systems. Whether you know it, or only your wife does, the purveyor of beef, fresh eggs or bread has the radio business lashed to the mast and gasping for breath when it comes to profitable selling. And this, in a business so competitive that, in point of groceries, meat markets and so on, there is one on every street-corner. The butcher, when he does not feloniously weigh his hand with every steak, legitimately cuts trimmings aplenty from chops and roasts after they have been calculated and paid for. The grocer cheerfully sends double the quantity of anything you order whenever he can get away with it. This writer lately had the misfortune to order a box of matches by telephone and was sent a carton of 50 boxes containing 50,000 Swedish tandstickors, enough to light one into eternity, either way. The baker upblushingly perjures in each asservation of the freshness of the inventory today. And if you protest against the manhandling, mumbling apology will be made and you will be subjected to a thousand new and cunning tortures of delays and mistakes to teach you a lesson and if you protest again you are likely as not to be told that there are plenty of other stores for you to patronize if you don't like it.

All this, in trades where the chain-stores provoke broadcast fights by the bitterness of their competition, where margins of profit sometimes run to a cent or two per item and where the consumer is supposed to be so much the king that "living on the grocery" has become a cant phrase indicative of hard times or chicanery intent.

The dealer who has persuaded himself that there is no money in the radio business may well wonder how there can be any money in the grocery business, and then find out. Most of the people who have bought the 11,000,000 or what have you radio sets that are in use must have been butchers, grocers and bakers. From the moment of entering a radio store, as elsewhere, they apparently have had things all their own way.

Going at It by Degrees

Before taking a pious leave of the subject of retailing, let it be mentioned that Fred O. Schwender is a dealer in Utica, New York. Just at present, however, he is a student in New York City, a man of seemingly some thirty years of age taking a four-month extension course at Columbia University in a variety of subjects relating to profitable business. That is a panic in itself, a business man studying to be a better business man.

Mr. Schwender says that the boys with the long whiskers who see education coming on you before you know it apprehend by a few signs and tokens that radio is rapidly becoming more of an industry and less of a racket. But that is beside the point, every jobber's salesman who is still on a payroll has been telling his trade the same thing about his own line for some time.

Take a look through the microscope and see the germs which lodged in Mr. Schwender's colon, or left ventricle, while he battled with selling for nine years in Utica and which have incubated at the rate of 200 decibells per instant since he has been exposed to the hot sun around 116th street. "Radio is the most wonderful merchandise on earth to sell," says he. "When I place a set with, perhaps, a Polish family in Utica I sell them faster Americanization. I will never forget the types and nationalities of persons who crowded my store to hear Ramsay MacDonald's first American address last autumn. You could see that many of them were realizing for the first time that they, American residents whether naturalized or no, were hearing in their own land the voice of the head of the most important other English-speaking government.

"When I sell a set I furnish more happiness to the home. The average man, busy with his affairs downtown, asks for very little variety when he joins his wife and children in the evening. It is variety to him to encounter the monotony that they have endured all day. He has met many people, seen and talked about many things, felt himself to be a power, whether great or small, at least in his own world. Is it any wonder that his wife, to him, has very little to talk about and knows nothing outside of routine household matters? When the wife and children have a radio, contacts throughout the world invite them every hour of the day. They gain and develop the same fresh viewpoint as the husband and father. Such circumstances cannot fail to make for greater contentment and enjoyment throughout the family circle.

"One of the Columbia faculty tells us," continued Mr. Schwender, "that the complaint which dealers so often make, about customers' walking out on them, is in fact in many cases traceable to faults in salesmanship or store management by the dealer. While the merchant may be enraged, or disappointed, at the customer's turn of mind, the truth is that the exit is dictated by the latter's sense of self-preservation. Some-

thing annoys, angers or opposes him, or rouses his suspicious sense, and he cloaks his feeling of it in the excuse that he will be back later, or must bring his wife in, or was only looking anyway. In other words, the customer in walking out negatives the very impulse—to buy a set—which caused him to enter the store."

The gentleman from Utica may or may not run the Atlas, Wurlitzer and Atlantic & Pacific Tea stores out of the country. But neither will they run him.

Distinction, or Difference

Prurient gossip is bubbling among some of the idle radio-armists about the prospect of two or three or four or five sets bearing famous names being made in the same factory as a new-season innovation. It is not material who makes standard merchandise as radio is at present known, so long as it be competent manufacturing authority. It is material, how and where merchandise is sold, for in terms of its market presentation must be written the success of any line. It is self evident that, regardless of an identical place of manufacture, every radio set that sells will embody exclusive attributes of engineering, reputation and consumer appeal through efficient distribution.

The industry is safeguarded, rather than exploited, in definite assurance of production skill. Practically all the makes of goods in the business contain parts and fundamentals of design—schematic diagrams, as the bugs know them—that are identical. But practically all makes of sets do not by any means sell at the same rate of speed or the same ratio of profit. Entirely different makes of automobiles used to contain Continental motors, and now contain such fundamentals as Bendix brakes, Electrolite ignition, and so on, but they are not regarded as the same cars nor do their agents meet with uniform business results. Several makes of private boats use Kermath power, and others Lycoming and others Sterling, but even their eventual owners do not find that all boats with the same make of engine are alike.

Business skill has superseded inventive or discovery advantages in radio. The dealer knows that what a line means to him is more important than what it means to the radio editor of *The Daily Running Horse*. It might be a good thing if all the sets in the business were made in two or three places. The lucky spots would have the benefit of trained workers by keeping open all the year round.

Stock Dividend Is Declared by Crosley

CINCINNATI, O., Thursday.

The board of directors of the Crosley Radio Corp., this city, has declared a dividend of 25 cents per share on the outstanding common stock payable on April 1 to stockholders of record at the close of business March 21.

"The success of the Crosley Radio Corp. has been founded upon building and selling popular priced radio sets for the masses, rather than high priced radio sets for the classes," Powel Crosley, Jr., president of the corporation, told the directors. "Increased production is under way and things are right for the greatest year in Crosley history."

"The new Companionship series presented to Crosley distributors at a meeting here in Cincinnati recently has been received by wholesalers and dealers enthusiastically, and repeat orders reaching us are extremely satisfactory and encouraging."

Majestic Distributors Stage Boston Party

BOSTON, MASS., Friday.

Majestic's New England sales force, their wives, newspapermen and friends, danced and dined last night at the Kenmore hotel, this city, at an informal party sponsored by Majestic Distributors, Inc., this city. Arranged at the last minute to coincide with the engagement of Paul Specht and his Original Orchestra now playing in this city under Majestic sponsorship, more than 150 turned out for the get-together.

After a banquet the floor of the Empire Room was cleared and dancing was enjoyed to the strains of Paul Specht and his New England Majestic Orchestra.

Arrangements for the party were under the direction of Gene Burns, sales promotion manager of Majestic Distributors, Inc., wholesale organization for the Grigsby-Grunow Co., Chicago.

E. A. Wildermuth, Inc., Celebrates Atwater Kent Trophy Award With Dinner at the Hotel Astor



Guests at Wildermuth Celebration Dinner

The accompanying photograph shows the guests at the recent E. A. Wildermuth, Inc., dinner which celebrated the presentation by the Atwater Kent Mfg. Co., Philadelphia, of a handsome silver loving cup to the New York distributing firm for reaching a new high sales record during the past three months

with Atwater Kent radio in New York, Brooklyn and Long Island. The affair was held at Hotel Astor, New York.

Speakers included Ernest A. Wildermuth, head of the wholesale firm; Ray Hoefler, sales manager, and W. Hays Clark, Atwater Kent metropolitan representative.

Trade Problems to Be Discussed at McAlpin Tomorrow by A. R. D.

Important problems of interest to all retail radio men will be openly discussed at a meeting of the newly organized Associated Radio Dealers tomorrow night (Thursday) in the East Room of the McAlpin hotel, Thirty-fourth street and Sixth avenue, New York. The meeting will be called promptly at 8 P. M.

Non-members of the organization are invited, and officials declare that it will be worth-while for every dealer—chain store or independent—to be present.

Officers of the Associated Radio Dealers are: Chester Abelowitz, head of the Brunswick Salon, Fifth avenue, president; Archie Mayers, of the A. H. Mayers Stores, vice-president; Irving E. Cohen, secretary; Sidney Vorzimer, of the Yorkville Radio Co., treasurer, and Bert Mayers, counsel.

This association was formed as a means of eliminating the many evils now existing in the radio industry. Chain store and independent dealers comprise the membership of the A. R. D.

Ben Gross Does Lindbergh To the Land of Sazaracs

With only a few sandwiches and a Thermos bottle full of chocolate pecan sundaes, Benjamin Gross, president of the Stromberg-Carlson radio sales agency of Gross-Brennan, Inc., New York, did a Lindbergh from Key West to Havana last Thursday. En route, Mr. Gross sent a radiogram to Herbert A. Brennan, vice-president of the company, reporting, "Half way over. Feel fine. It is wonderful." This is believed to be the first radio message from a commercial plane in transit ever received in radio industry. Later Associated Press and United Press dispatches, tracing Mr. Gross' flight, revealed that he was approaching his goal and that the French Ambassador, the Ambassador from England, the

A. D. Strathy, Director Of Sales for Cable, Back From Trip, Is Optimistic

A. D. Strathy, director of sales for the Cable Radio Tube Corp., Brooklyn, maker of Spced tubes, has just returned from a trip which kept him away from his office since the first week in January. During his trip, Mr. Strathy was as far west as the Pacific coast and covered practically all of the territory west of Indiana.

"The conditions of the past season have not been everything the trade desired," Mr. Strathy declared on his return last week. Nevertheless, the situation seems to be clearing itself and becoming more stabilized every day.

"I have noticed all along the line that surplus merchandise which has been disposed of through so-called 'dumping' methods have been absorbed with remarkable celerity in most cases, and as things are taking shape at this moment, I feel that the manufacturers of quality tubes are going to enjoy a banner year in 1930.

"Our company has formulated sales, merchandising and manufacturing policies for 1930 which are in keeping with what we confidently expect will be by far the biggest year in our history."

Two Distributors Are Named for Radiotrons

The Tri-State Philco Co., 1136 Fourth avenue, Huntington, W. Va., and the Graybar Electric Co., 303 South Duke street, Durham, N. C., have been appointed RCA Radiotron distributors.

Spanish Minister and the Norwegian Consul would be among those not present to receive him.

Bulletin: Saturday. A cablegram to the "Trade's Only Weekly" from Mr. Gross states: "Greetings. Thrilling Flight. No Radio Problems Here in Havana. Mail Weekly to Me. Ask Herb Address."

He must be coming back by submarine.

Personals

W. F. Osler, Jr., sales manager of the Cornish Wire Co., has returned to his New York office after a two-week trip through the middle west.

Harry A. Beach, manager of the radio department of the Stromberg-Carlson Tel. Mfg. Co., was a visitor in New York last week from Rochester, N. Y., manufacturing headquarters.

Herbert A. Brennan, of the Stromberg-Carlson sales agency of Gross-Brennan, Inc., New York and Boston, visited the New England offices of the company the early part of the week.

Joseph E. Rudell, who recently established a manufacturers' representative organization in Toronto, is a visitor in New York this week, making his headquarters at the Presto Machine Products Co., in Brooklyn.

Harry G. Neu, of the Regal Record Co., New York, is already bagging pars and birdies on the Long Island golf courses. Mr. Neu is one of the few music trade officials who can throw an occasional scare into "old man par."

Benjamin H. Price, of the DeJur-Amsco Corp., New York, is on an extended tour which will take him to the Pacific Coast. Mr. Price will introduce the new DeJur-Amsco variable condenser in the trade centers during his trip.

Donald Mackenzie, one-half of the cabinet manufacturing organization of Hawley & Mackenzie, New York and Philadelphia, who has been visiting his company's factories in Virginia and adjacent points, returned to New York on Monday.

A. Joralmon Bohn, the fire-eating sales manager of the American Emblem Co., radio escutcheon and hardware makers at Utica, N. Y., arrived on Monday at the New York Athletic club to visit some of his clients in the metropolitan area.

E. R. Stonaker, H. A. Beach and C. H. Bergmann, consulting engineer, radio manager and sales engineer, respectively, of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., will represent the company this week in Chicago at the Music Supervisors' Convention.

Julien Loeb, president of the Specialty Service Corp., of Brooklyn, is a happy individual these days as his wife is now back from a three-week sojourn in Florida and Cuba. Mrs. Loeb was accompanied by Miss Kay, who is to be married on Sunday to Edward M. Lehrer, one of the star salesmen of the Specialty Service Corp.'s force.

CONTINENTAL RADIO CREDITORS TO MEET

Fort Wayne, Ind., Friday.

The scheduled hearing of the creditors of the Continental Radio Corp., this city, manufacturers of Skyraider radio sets, set for March 24 has been postponed until March 31 before Wheeler Ashcraft, referee in bankruptcy at the United States court room here. The creditors will consider and vote upon a proposition by the alleged bankrupt for a composition of its debts.

RMA TRAFFIC HANDBOOK TO BE PUBLISHED SOON; DISCUSS CABINET RATES

Following the success in securing railroad rate reductions aggregating over \$1,500,000 this year, the Radio Manufacturers' Association as a further service to its members in traffic matters is preparing publication of an RMA traffic handbook. This will contain tables of railroad shipping rates, bill of lading conditions, information regarding claims for loss and damage, breakage and overcharges. There will also be information regarding procedure before the Interstate Commerce Commission and other regulatory bodies. Another chapter will deal with packing and containers for radio products, to be illustrated with photographs and cuts showing various successful methods of packing various articles.

The traffic handbook is being prepared by the RMA Traffic Committee, of which B. J. Grigsby, of Chicago, is chairman, and the RMA Traffic Department, of which W. M. J. Lahl is manager, and will contain detailed radio information to be of value to manufacturers and jobbers of raw materials, as well as of radio products. There will be compilations of articles showing classification ratings applicable thereto and also class rate schedules applicable from points of production to the larger distributing points. Practices in the payment and adjustment of freight charges, suggestions for billing of radio products, and other traffic information will be included to make the traffic handbook a most valuable compendium for RMA members and assist them in further economies in transportation of their products.

Publication of the traffic handbook within the next sixty days, before the Atlantic City convention and trade convention show, is planned. Much material for the handbook already has been assembled.

The handbook and other traffic matters were discussed at a meeting of the Traffic Committee at Cleveland, recently. Among other matters was the question of ratings on radio chassis and figures are being secured covering weights and values with a view to filing a request for specific ratings. It is also proposed to request a change in the present rating applicable on radio loud speakers, and to provide specifically for separate ratings on console type loud speakers, table, box or cone type loud speakers, and also loud speaker chassis and parts thereof.

There have recently been published commodity rates from two to three producing points in western territory on radio cabinets carrying a 14,000 pound minimum. The Traffic Committee is going to make an effort to have the minimum weight in these cases reduced to 12,000 pounds. Also, there have been a number of requests filed for commodity ratings on radio cabinets as well as an effort made to have radio cabinets added to the furniture list in the classification, so that shippers and receivers may have the benefit of furniture commodity rates, which are published only between certain points, particularly in central territory. There has been no definite conclusions reached in the latter cases, but the situation is being followed up very closely.

Get Your Banquet Seats For Pacific Coast Rally From These Radio Men

SAN FRANCISCO, CAL., Monday.

An additional and important committee has been appointed for the Western Music and Radio Trades Convention to be held in San Francisco, June 24, 25, 26 and 27. It is the committee on seating arrangements. Here it is:

W. K. Larke, Stockton; C. F. Cowan, Fresno; Walter Fagan, Los Angeles; A. G. Farquharson, Los Angeles; Geo. Roper, Sacramento; Lee S. Roberts, San Francisco; F. Gordon Wright, San Jose; Clare Newman, Monterey; L. B. Quimby, Oakland; E. W. Price, Vallejo; W. C. Hildebrand, San Rafael; H. P. Van Vianen, Eureka; C. I. Cook, Fresno; Ira F. Powers, Portland; S. L. Youse, Portland; J. King Byron, Portland; Chas. Haynes, Seattle; W. Baitenger, Seattle; H. E. Tague, Seattle; A. J. Lutz, Seattle; R. F. Maggee, Seattle; Lou Fontron, Los Angeles; Wallace Byam, Los Angeles.

Edward Edelson Joins Specialty Service as Long Island Salesman

Edward Edelson, who six years ago obtained his first position in the radio business with the Specialty Service Corp., Brooklyn, N. Y., has just been re-engaged to cover part of the Long Island territory. Mr. Edelson left Specialty Service to join the Blackman Distributing Co. five years ago, with whom he was associated for several years.

He comes back to the Specialty Service sales organization with a wider experience, better understanding of trade conditions and with the friendship of most of the dealers in the territory which he will cover in behalf of Specialty Service and Majestic radio.

AMERICAN BOSCH NETS \$4.21 PER SHARE

Springfield, Mass., Thursday.

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

KELLOGG REPORTS

LOSS OF \$524,935

CHICAGO, ILL., Saturday.

The Kellogg Switchboard & Supply Co., this city, reports for the year ended December 31, 1929, net loss of \$524,

CABINET MANUFACTURER SEEKS POPULAR-PRICED

AUTOMATIC RECORD CHANGER FOR PHONOGRAPHS

The TALKING MACHINE and RADIO WEEKLY is in receipt of an inquiry from a cabinet manufacturer who is seeking an automatic record changer for phonographs. The request reads as follows:

Editor,
TALKING MACHINE
and RADIO WEEKLY:
Can you tell me where I can pur-

STEINITE ELECTS SIX TO DIRECTORATE; PLANS FOR PRODUCTION START

The election of six directors to the board of the Steinite Manufacturing Co., this city, has been disclosed by John C. Tully, president. They are: M. B. Wiley, E. J. DuPont de Nemours, Wilmington; Oscar Holmgren, Bake-lite Corp., New York; H. D. Simpson, Anaconda Wire & Cable Co., Chicago; Charles F. Anderson, National Surety Co., Chicago; P. D. Berry, American Rolling Mills Co., Middleton; and P. D. Rensenhous, Dudlo division of the General Cable Corp., Ft. Wayne.

"The new directors begin their duties at a particularly favorable time," President Tully stated. "The factory is unhampered with surplus production, and plans are under way for the introduction of the 1930-31 Steinite line.

"In addition the distributive end of the industry has faith in 'Art' Haugh who has been named vice-president and general manager. During the past weeks this faith has been expressed many times in letter from all parts of the country.

"The present radio year is going to be extremely selective—selective on the part of the jobber and the dealer, and the reputation a manufacturer has for doing things and doing them well is going to count for a great deal."

Victor Dealers Asked To Prepare Inventory

Camden, N. J., Friday.

Victor dealers throughout the country are being asked by the Victor division of the RCA Victor Co., Inc., to send in complete data on their inventory as of Monday, March 24, because of the preparation of manufacturing schedules for the year by the company.

Included in the statistics desired are: the exact number of Victor radios, Victor radio-Electrolas and Victor portables.

BABY SON ADDED TO HOROWITZ HOUSEHOLD

A nine-pound baby boy, fully-equipped with pentode lung-power was born to Mr. and Mrs. Abraham Horowitz, last Friday; the infant checking in at Mt. Morris Sanitarium, New York, to give the local territory a once-over. Mother and child are doing nicely, it is reported.

Daddy Horowitz has been connected for some time past with Paul Helfer's music shop, 157 East Eighty-sixth street, New York.

935 after charges, against net income of \$89,192 after depreciation, interest and Federal taxes in 1928.

The name of this manufacturer will be furnished on request.

Trilling & Montague Remain as Exclusive Zenith Distributors

Philadelphia, Pa., Monday.

Trilling & Montague, exclusive Zenith radio distributors in Philadelphia, have knocked contrary rumors for a row of ash cans with the receipt today of a telegram from the Zenith Radio Corp., relative to false rumors of a second Zenith distributor in this territory. The telegram reads as follows: "Rumors to effect Zenith contemplates changing present policy of exclusive distributorship are without foundation. Zenith appreciates your excellent cooperation during past and has no desire to change present satisfactory arrangements."

David M. Trilling, one of the officials of the local firm, says that competitors are only willing to circulate such false rumors about successful firms.

"Sometime ago our competitors took great delight in spreading the unfounded rumor that the Zenith Radio Corp. was not so well off financially. The earnings report published by Zenith have definitely squelched this rumor since it has been shown that Zenith is in a very healthy financial condition and that the company's merchandise enjoys undiminished public favor."

A. H. Bates Philadelphia Victor Jobbing Official

Word from Philadelphia, Pa., is that Albert H. Bates, for years vice-president of the old Ohio Talking Machine Co., has returned to the Quaker City as a field of operations, joining the Victor radio wholesaling firm of Philadelphia Victor Distributors, of which Harry Ellis is president and general manager. Mr. Bates for several years was talking machine department manager of the Philadelphia store of John Wanamaker, entering those duties after a stellar career in the traveling department of the old Victor Talking Machine Co. He went to Cincinnati about ten years ago upon organization of the Ohio company as a Victor distributor by William T. Haddon. Charles H. North, who was secretary of the Ohio company, has entered the distribution of Stromberg-Carlson radio at Cincinnati, as reported elsewhere in this issue of THE TALKING MACHINE and RADIO WEEKLY.

Frank Kelly Buyer of Radio at Dutton's, Boston

BOSTON, MASS., Thursday.

Frank Kelly, until recently with the radio division of the American Piano Co., New York, has just been appointed radio manager of the well-known Boston establishment, the Houghton & Dutton Co. He has assumed his new duties and it is announced, as part of an aggressive campaign to be pursued by the Houghton & Dutton Co., that they will be the first Boston department store to accept trade-ins of used radio sets on new purchases hereafter.

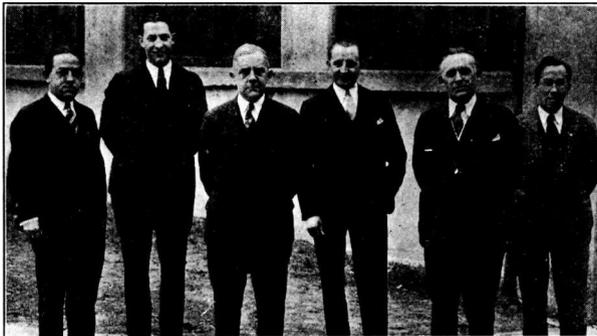
Mr. Kelly has had wide experience in retail radio merchandising upon a substantial scale. He was formerly with Rosenbaum's store in Pittsburgh and earlier with the R. B. Rose Co., conducting radio departments in numerous stores in different cities.

Orange Edison Distributing Corp. Personnel Has Average Employment Record of 14 Years

Orange, N. J., Thursday. Unusual is the record of the sales and service personnel of the Edison Distributing Corp., this city, Edison radio distributor for northern New Jersey and northwestern Pennsylvania. The six men comprising the sales and service force have a combined total

is surprising how young in years they are. A glance at the accompanying photograph will convince one of that fact.

"With an organization like this there was no question of 'Packey Burns' 'gang' making the splendid record they have in the section they serve," an offi-



Eighty-four Years of Edison Experience

Edison experience of eighty four years, averaging fourteen years per man. As one of the dealers served by the Orange Edison radio distributor recently remarked, "These men know what they are talking about when they explain Edison products and policies."

Oldest in years of service with the Edison organization is A. W. Toennies, who has been selling Edison products for thirty years. P. J. (Packey) Burns, manager of the Orange Edison Distributing Corp., has been associated with Edison for twenty-one years; A. W. Barton, field engineer, T. A. McCauley, salesman, and E. Skinner, order and service manager, each has served the Edison companies for more than ten years. Youngest in service is W. H. Deutsch, Pennsylvania salesman.

Mature as is the experience of the Edison Distributing Corp. personnel, it

special of Thomas A. Edison, Inc., this city, said last week. "Sales quotas set beforehand have been far exceeded, with the consequent result that the trade in this section is Edison-minded, Edison-sold and bound to remain so."

"Rome wasn't built in a day," says Mr. Burns, "and neither is an adequate sales and service force. We are proud of the cordial relationship, the mutual confidence, the fellowship of sincere and square dealing, that exists between our dealer organization and us, and I cannot help but place the credit for all this exactly where it belongs—on the understanding and spirit which we have derived from years of Edison training and Edison tutelage."

Those in the photograph from left to right are: P. J. Burns, W. H. Deutsch, A. W. Soennies, E. Skinner, T. A. McCauley and A. W. Barton.

N. Pemberton-Billing Due From London Next Week

Word from London, England, is that Noel Pemberton-Billing, scientist, soldier, Member of Parliament and well known in American radio and gramophone industry, will arrive next week on the Cunard liner "Mauretania" for a visit in New York. Mr. Pemberton-Billing has not been in America for almost three years but, despite the varied character of his activities in England, he keeps in close touch with major developments in the electrical-entertainment field here.

"P.-B.," as he is known to a million Britons, for years has managed to be in the van of scientific, political and economic new thought on several continents. During a visit of his to New York in the Winter of 1921-22, a young man called to see him with a radio set which—wonder of wonders—brought in the broadcast account of a Princeton-Harvard football game in the murky depths of the sub-basement of the old Waldorf-Astoria hotel, while the hotel attaches marveled at the scene. Well before that time, the English inventor had built a set so small as to be enclosed in a pocket match-case. The young man who called at the Waldorf was David Grimes. "P.-B." may be addressed by American friends in care

R. H. Herschman Named Triad Representative In Metropolitan Area

Pawtucket, R. I., Friday.

R. H. Herschman, 34 West Thirty-third street, New York city, has been made district manager in the New York metropolitan district for the Triad Mfg. Co., this city, maker of radio tubes. Mr. Herschman is well known throughout the radio industry, particularly in connection with the tube market, having the advantage of many years' actual sales and merchandising experience in tube distribution.

Relative to his appointment, Mr. Herschman says, "The wide acceptance of Triad radio tubes throughout this territory and their proven merit was sufficient cause in itself for my interest. In addition, the splendid policies of the Triad Mfg. Co. itself, served as a further reason. As a result, I feel sure that my new connection will be a happy one. I feel, too, that considering present conditions in my own territory, 1930 will prove to be a mighty satisfactory year for the entire Triad organization."

of THE TALKING MACHINE and RADIO WEEKLY.

Mary Gordon Barrows Is Educational Director For Specialty Service

The Specialty Service Corp., Brooklyn, distributor of Majestic radio, has engaged Mary Gordon Barrows as educational director to cooperate in the metropolitan territory with the educational work of the Grigsby-Grunow Co., Chicago. Miss Barrows has for the past few years been working with the Brooklyn public schools and public libraries in the interest of dramatics and music. She has organized many community centers and is a director of numerous dramatic organizations throughout the city.

Miss Barrows has devoted her life to organizing and teaching music and art in its many branches ever since her graduation from the Atlanta Conservatory. This work has taken her to the largest cities of Europe and the United States.

In her new post, she will contact various institutions, schools, libraries and community centers with the purpose of interesting parent organizations and directors in the programs of the American School of the Air, now being broadcast over the Columbia Broadcast System by Grigsby-Grunow.

Brunswick Sues Dealer Over Use of Its Name

The Brunswick-Balke-Collender Co., Chicago, maker of Brunswick radio and Panatropes, filed suit last week in the United States District Court, New York, against Brunswick Radio, Inc., New York dealer, for an injunction, an accounting, \$100,000 damages, costs and counsel fees. The Chicago manufacturer alleges that the defendant began business in 1927 as the Brunswick Auto & Radio Supply Co. and is unlawfully using the word Brunswick in connection with radios, phonographs and radio supplies.

It is set forth that the plaintiff has expended millions of dollars in advertising as the maker and distributor of radios, phonographs and supplies, and that its business is being interfered with by the infringement of its right to use the name.

Guggenheimer, Untermyer & Marshall are attorneys for the plaintiff.

JRC Tubes Embody Many New Features

Johnsonburg, Pa., Friday.

Engineers of the Johnsonburg Radio Corp., this city, maker of JRC tubes, have recently perfected an improved design of cathode insulation which is said to give quieter operation. This company also completely insulates its heater-filament with tubing.

Officials of the local tube manufacturing firm declare that these features also result in quick reception with absence of hum and greater uniformity.

Another feature of JRC tubes is said to be greater strength obtained by double plate and double grid support and mica discs on both top and bottom. Executives of the local company point with pride to the fact that the radio set owned by Anton Lang, the Christus of the Oberammergau Passion Play, is equipped with JRC tubes. Mr. Lang has the first radio in the little German village of Oberammergau.

Despres & Jacobs to Expand Activities as Sales Representatives

Despres & Jacobs, well known manufacturers' sales representative organization with headquarters at 122 Greenwich street, New York, are preparing to expand their activities in the radio trade. For the past several years the Despres & Jacobs firm has represented several well known manufacturers in the radio industry among them being the Steinite Laboratories Co., of Fort Wayne, Ind. Effective on April 1, Despres & Jacobs will cease to act as Steinite representatives in the metropolitan territory. Julian Jacobs and Maurice Despres, members of the firm bearing their names, state that an important announcement will be made about the middle of April regarding their expansion operations for the coming radio season.

2,500,000 Set Sales in 1930—F. G. Macomber

Cincinnati, O., Friday.

Not less than 2,500,000 radio sets will be sold during 1930, F. G. Macomber, general sales manager for the Crosley Radio Corp., this city, declared in a recent statement. Mr. Macomber said that this was a conservative estimate.

"A greater and more splendid opportunity for every live merchandiser of radio products is at hand, and everyone should grasp this opportunity," he said.

Stock Exchange Admits Shares of Atlas Stores

The no par common stock of the Atlas Stores Corp. has been admitted to listing on the New York Stock Exchange. The company operates a chain of sixty radio stores most of which are in New York, Chicago, Detroit, Cleveland, Cincinnati and Newark. The Davega and City Radio stores are part of the Atlas chain.

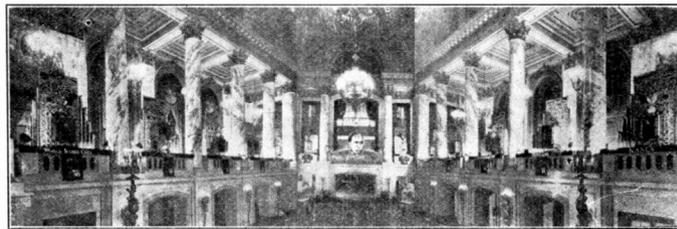
The Stock Exchange admitted 361,836 shares to listing, of which 306,000 are outstanding. Trading in the stock began on the "big board" Thursday with a ticker abbreviation ARS.

For the seven months ended December 31, 1929, the company reports net earnings of \$1,025,271 after all charges, Federal taxes and refinancing adjustments. These earnings are equivalent after preferred dividends to \$3.17 a share on 295,301 common shares. As of December 31 the company had current assets of \$7,472,574 and current liabilities of \$1,861,987.

OSCAR MONRAD ELECTED TREASURER OF DE FOREST

Oscar Monrad, president of the Ampeco Twist Drill Co., has been elected treasurer and director of the De Forest Radio Co., Passaic, N. J., manufacturer of De Forest Audion product. Other changes in the executive staff of the De Forest company include the election of William J. Barkley to a vice-presidency; Dr. Lee De Forest, vice-president in charge of research, and Allen A. Dumont, vice-president in charge of engineering.

Metropolitan Theatre, in Boston, Scene of Huge Majestic Show; Specht and Majestic Band Featured



The Metropolitan Theatre Lobby

Boston, Mass., Friday.

The Metropolitan Theatre, here, regarded by Publix as its largest and most beautiful house, has become a Majestic Art Museum over night with the playing there of Paul Specht and his Majestic Orchestra. The marquee with specially designed illumination told the passers-by that Majestic and Specht had taken possession of the house.

The main foyer was used as an elaborate setting for thirty models of the Majestic "Prosperity Line for 1930." The foyer of the Metropolitan is surrounded by beautiful marble rails and columns on the mezzanine floor. Built on rails between the colonnades were black velour covered platforms with backgrounds of filigree flittered board, imitating gold. The individual settings were completed by a Majestic set and organ pipes placed on each platform with multicolored hood lights focused on each display. Twenty models, embracing every item in the Majestic line were used in this type of display—the result being a work of art, turned commercial.

All nooks and alcoves had especially prepared Majestic displays and at every strategic point in the foyers artistic easel signs directed the visitor to the main lounge wherein Majestic again held forth, this time as host. Here all models were demonstrated and refreshments were served to all. Here, also, was another elaborate Majestic display, both sides of the lounge being covered with silks, satins and velours designed to bring out the "Colotura" effect, so generally used in describing the new Majestic speaker. On platforms before these backgrounds on rings of gold cloth, stood the entire "Prosperity Line for 1930."

When asked to comment on the success of the Metropolitan show, Gene Burns, sales promotion manager for

Majestic Distributors, Inc., modestly said that the quality of music furnished by Paul Specht and his New England Majestic Orchestra warranted the finest possible exploitation and the opening engagement was indicative of what Majestic and its New England dealers hoped to do for the popular leader in all his engagements while under Majestic sponsorship.

Mr. Burns, new sales promotion manager for Majestic Distributors, was well known to the trade eight years ago through his connection with the Peerless radio maker. Affiliated with the advertising field for fifteen years, Mr. Burns, as manager of leading advertising agencies, has had the necessary merchandising experience to feel quite at home in the fast-moving Majestic family. The Majestic accomplishments in New England, particularly since the advent of Majestic Distributors, Inc., is proof of the ability of "Gene" Burns to apply his vast experience, broad acquaintance and dynamic energy to the successful exploitation of Majestic radio.

With Majestic electric refrigerators fast approaching the mass production stage, and Majestic radio sales running far ahead of the corresponding period of a year ago, the team work of "Ed" McCarthy as general manager, "Jerry" Rutherford as sales manager and Gene Burns as sales promotion manager is expected to place Majestic Distributors, Inc., in the forefront of distributing organizations.

BANKRUPTCY PETITION

Rochester, N. Y., Saturday.

A voluntary petition was filed here yesterday by the Cole-Ernest Radio Co., this city. Liabilities are listed at \$16,204 and assets at \$444. There are secured claims of \$6,035.

ESTABLISHED QUALITY!



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

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

TRIAD RADIO TUBES

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

The Ultimate in Radio

Majestic

ELECTRIC
RADIO

Equipped with Majestic Tubes

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation

"SERVICE Is Our Middle Name"

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.



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

\$155 LESS TUBES

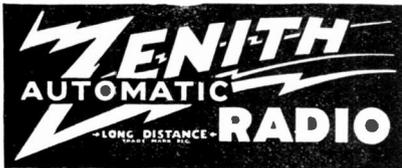
Western U. S. prices slightly higher.

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

ZENITH, RADIO CORPORATION, CHICAGO, ILL.



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents — Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704751, Canada 261391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending. Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.



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

RADIO DEALERS IN ORANGE EMPIRE CITIES EAGERLY AWAITING TURN IN CONDITIONS

SAN BERNARDINO, CAL., Friday.

Radio dealers in the so-called Orange Empire district of southern California ought to be riding on the crest of a wave of prosperity just at present. However, they are not having any such pleasant experience, and this is practically a unanimous opinion. This district went into a slump along with many others. But Winter is normally a busy season here, with money coming in from two huge crops, tourists and oranges.

Driving through this country in the middle of March, during a belated heavy rain storm, the typical southern California photos of orange groves backed by snow clad mountains, with a foreground of rich alfalfa fields, were outdone by the actual views. Farmers are making their first cutting of alfalfa for the year. Fields are brilliant with golden flowers. Meadow larks and mocking birds fill the air with melody. The country has lost none of its old charm to attract tourists. But the tourists are not there. The district has not been advertising for them as vigorously and persistently as of old.

Oranges produced a good crop, and it has been sold under the auspices of the most successful co-operative in America. Oranges and lemons have brought splendid prices. The citrus industry here has all the magnitude and organization of any first class industrial operation. But producers have an ear turned toward Washington, and suffer from the agriculturists' complex.

They put up a poor mouth, and try to convince their merchant neighbors that in this year of fine crops and high prices they need "relief." They employ cheap transient labor, largely Mexican peons, who have no idea of settling down and building homes and living up to American standards. Nobody seems to know where or how the crop money goes. The district needs a regeneration of the business spirit which ten years ago built it temporarily into a paradise on earth of progress and prosperity.

Saturday afternoon, in one of the Orange Empire cities, visiting a radio store having the agency for one of the big lines, the proprietor was found out of town; sales manager and four salesmen in the back room eager to explain why business was so bad. With the sales force all in the back room trading gloom talk, what explanation was needed?

The plain fact is that dealers in the Orange Empire have not waked up to the necessities of the present market situation. Here is a district which is not over-crowded with radio stores. If there is a good example of a "psychological depression" anywhere, this is it.

Fortunately the radio industry is represented in a majority of outlets by merchants who are well established, and when the tide turns it is characteristic of southern California to start off in high and show a startling rate of acceleration. People know no middle ground here; they are determined to enjoy either a famine or a feast. May the turn come quickly.

PERFORMANCE
STYLE
SECURITY
REPUTATION

All these dictionary
words are FACTS in



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.

San Bernardino Music Co., 479 Third street, well known in this district for years as a first class piano and all-round music store, with Victor as its phonograph line, is operating under new ownership.

L. P. Smith bought the San Bernardino Music Co. last December from Don C. Preston of Los Angeles and Bakersfield. The store is continuing with the same agencies as formerly, Kimball and Gulbranson pianos, Victor, Radiola, Atwater Kent and Sparton radio. Earl Needham is associated with Mr. Smith in the capacity of manager.

D. M. Keith, of Twelfth and Wall streets, Los Angeles, has purchased from L. D. Spence the attractive store in the modern extension of the San Bernardino business district, at 510 E. street. Arthur McGrew, of Los Angeles, has been installed as manager, and the organization is showing renewed energy and activity in working up trade on Sparton, its exclusive agency. Speaking of the new model 589 popular priced Sparton, Mr. McGrew says "The little radio is a dandy, no question about it. I tuned in Havana last night as loud as a local station. I mean perfectly, distinct, loud, clear, with no whine, whizz or crackle." Sparks Ensemble de luxe combinations have been sold out of this store to Dr. I. L. Finkelberg, of San Bernardino, Arrowhead Springs Hotel, and El Patio Inn at Colton, making a nice foundation for progress.

A number of dealers in this district and southward toward San Diego ask the correspondent of THE TALKING MACHINE and RADIO WEEKLY to pu in a few words suggesting the need of action to get better reception of the Columbia chain programs, broadcast through KHJ, Los Angeles, in the hope

that the comment will reach the eyes of somebody who has the power to do something about it. The complaint is especially in regard to the reception being broken up by a heterodyne in the critical hours between 7 and 9 P. M. Technical men employed in the district believe the interference is traceable to WKY, Oklahoma City. H. Wm. Maddux, 119 N. Broadway, Escondido, Majestic dealer, and radio engineer, observes that the best reception of Columbia programs is now from KMOX, St. Louis. Summer conditions will eliminate this long by-path. Good reception from KHJ is wanted.

Jess L. Bedwell, 453 E street, proprietor of an electrical store, formerly handling Eveready radio, has been to Los Angeles lately hunting a new line, but has not closed. He looks very favorably on the Silver. Wiley C. Kinser is store manager here.

—S. F. PARKER.

FANNIE BRICE FILM OFFERS TIE-UP TO GOTHAM KENT TRADE

One thousand colorful window posters, showing Fannie Brice, famous musical comedy star, listening to an Atwater Kent screen-grid set, have been installed in as many Atwater Kent dealers' stores throughout metropolitan New York.

These window display cards are part of a tie-up arranged between the New York distributors of Atwater Kent, E. B. Latham & Co., E. J. Edmond & Co., and E. A. Wildermuth, and the Publix Theatres, on Miss Brice's latest talking and singing picture, "Be Yourself," now playing at the Rialto Theatre in New York City.

At Your Service for Another **ZENITH** Success!
-LONG DISTANCE- RADIO

Adirondack Radio Distributors Colonie & Montgomery Sts.
ALBANY, N. Y.

James K. Polk, Inc. ATLANTA,
GEORGIA
Branches in Richmond, Va., Memphis, Tenn., and New Orleans, La.

Radio Distributors, Inc. 20 South Eutaw Street
Baltimore, Md.

Kimberly Radio Corp. 154 East Erie Street
Chicago, Ill.

REPUBLIC RADIO CORP. 421 BEAUBIEN ST.
(At East Jeff Avenue) DETROIT, MICH.
53 N. DIVISION ST.
GRAND RAPIDS, MICH.

Tarr, McComb & Ware Commercial Co. KINGMAN
ARIZONA

Macgregor Radio Corp. 120 Meadow Street
New Haven, Conn.

Mackenzie Radio Corp. 1225 Broadway
New York

North American Radio Corp. 1845 BROADWAY
NEW YORK

Trilling & Montague Seventh and Arch Street
Philadelphia, Pa.

W. C. Landon & Co., Inc. RUTLAND
VERMONT

M
O
S
T

R
A
D
I
O

P
E
R

D
O
L
L
A
R
!

RADIO-MUSIC GOODS SHOWING INCREASED ACTIVITY IN OHIO

SPRING DRIVES UNDER WAY

C. W. Smith Is Appointed Sales Manager of Cleveland Majestic Distributing Corp.—Herbert E. Young Visits Cleveland—Cleveland T. M. Co. Augments Its Personnel.

Cleveland, Ohio, Friday.

The local trade was much interested in a statement made to the press on Wednesday by General James G. Harbord, chairman of the board of the Radio Corporation of America regarding business. He said, "The nation will have recovered from its subnormal condition by May or June." General Harbord said he sees no revolutionary changes imminent in the radio industry." Television, our experts tell us, is several years off. They have been working for years on television and have reached the point where pictures can be sent through the air. But, until they can simplify the air waves, as radio amplifies sound, television will not be perfect."

Every dealer has been asked regarding the advent of television in connection with radio sets by prospective buyers owing to the premature announcements made regarding it in the newspapers and it is felt by the entire trade that General Harbord's statement will go a long way in clarifying the situation.

A number of distributors and large dealers interviewed this week throughout Cleveland voiced the opinion that business is showing improvement.

The Cleveland Majestic Distributing Corp. has announced the appointment of C. W. Smith as sales manager. Mr. Smith is well known in trade circles and was formerly general manager of the Toledo branch of the Cleveland Distributing Co.

A party of Majestic officials from the home office stopped off at the Cleveland airport on Monday on a trip in which Buffalo, Rochester and other cities were visited in the big Sikorsky amphibian plane. Herbert E. Young, general sales manager and J. O. Mueller, district sales manager, headed the party and they were greeted here by local officials of the company.

"Courtesy Month" which is being staged by the local Majestic distributors is proving very successful. Dealers throughout the territory are checking up on all Majestic sets in homes without obligating the owners. As a result of this survey a number of tubes have been sold and a number of prospects for sets uncovered. The survey has also created a great deal of goodwill among owners.

The company reports it has found business showing a steady improvement. One of its dealers, A. L. Oscar, of Canton, equipped the Canton county jail with a Majestic set and seven speakers and other dealers have had considerable business from city and rural schools.

The Cleveland Talking Machine Co., Victor distributor, has made several additions to its staff. Miss Miller, in charge of records for the former Brunswick branch is now with them and E. M. Scott, who was with Brunswick for eleven years, is now connected with the company and is covering the territory he formerly had.

A very clever advertising stunt has been worked out by Phil Dorn, city salesman for the Cleveland T. M. Co., in connection with the appearance of Gene and Glen, otherwise known as "Jake and Lena," who are appearing at the Palace theatre and drawing packed houses four times a day. Mr. Dorn has a three-foot Victor dog in the rear of his sedan, seated on the floor. His head is visible and he appears to be looking out. A placard in the window says: "One of Jake and Lena's bloodhounds." Everywhere the car stops a crowd collects to look and laugh. Incidentally two Victor radios are used on the stage by Gene and Glen and local Victor dealers are tying up with the event through newspaper advertisements and window displays.

Local music stores are cooperating in getting their customers to sign petitions for "living music" in the theatres. Ballot boxes are displayed on counters and blanks placed where they cannot fail to attract attention.

The Euclid Music Co. is having a campaign on Conn instruments and is endeavoring to form a one hundred-piece band, tuition being gratis. Considerable newspaper advertising is being done and much interest is being evinced by the public.

The Canton Hardware Co., radio division, located at Prospect avenue and East Forty-eighth street, is busy on getting its new quarters into shape. It has two very large stores and these are now being decorated. A very handsome display room is to be a feature where the entire line of Brunswick



Honest Quaker

Main Springs Repair Materials

And Now - - -

EVERYBODY'S ELECTRIC PICK-UP HONEST QUAKER ELECTRIC PICK-UP

These newest additions to our PICK-UP line are most original and attractive in design—rich in tone—sturdily built—reasonably priced.

Fast selling items that will also stimulate sales of Phonographs, Records and Needles.

Write TO-DAY for samples, descriptive literature and prices.

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

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

radios for which it is distributors will be shown. Miss Anthony has been placed in charge of the record department. B. F. Booth is manager and R. A. Edwards, technician.

The Apex Manufacturing Co., Cleveland, which manufactures the well known Apex line of vacuum cleaners, washers, etc., has taken on the manufacture and supervision of the Victor line of radio sets, and according to E. A. Benson, sales manager, will wage an aggressive sales and advertising campaign to popularize them. Victor sets are well known in Cleveland and were formerly manufactured at Chester and East Thirtieth street.

The Neumeister Electric Co., of Orrville, Ohio, has filed a voluntary petition in bankruptcy in U. S. Court. As-

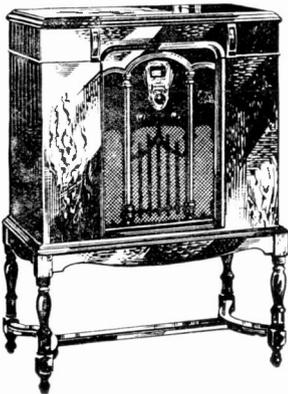
sets are \$13,969.76 and liabilities \$24,480.70.

The Atlas Stores Co. has leased additional space on Prospect avenue and will put in a complete line of sporting goods. The company has been operating under the name of Lesser's here for a considerable time past.

—DIHM.

WESTERN ELECTRIC CO. LICENSES SOUND STUDIOS

The Western Electric Co. through its subsidiary, the Electrical Research Products, Inc., has licensed Sound Studios, of New York, Inc., under its recording patents.



The HOWARD Speaks for itself

You have never heard radio performance at its best until you've heard the NEW Screen Grid HOWARD! Some desirable territory is still open — Wire or write the factory for complete information.

HOWARD RADIO CO.
South Haven, Michigan

ONLY COLUMBIA CAN GIVE YOU *such profitable stars as these!*

COLUMBIA has alert eyes and ears appraising America's best box-office bets. Columbia is quick to spot the stars who can give you records that will *sell!* Columbia alone can offer you such a brilliant array of "name" attractions.

These four great headliners are typical of the magnetic personalities in the Columbia fold. They're quick on the draw—any *one* of their names in lights will pack a theatre to its exits. And thousands who throng to see them want their *records* as fast as they're released.

First of all there's Ted Lewis—stage, radio and talkie headliner, and the foremost exponent of hot, blue jazz. His numbers sparkle with unexpected comedy, novelty and vocal effects.

Paul Whiteman wields the cleverest baton in his unique field of

symphonized jazz, often concocting a wild-fire hit by a fresh, dance interpretation of a popular classic.

And Guy Lombardo, radio sensation and melody maestro of New York's great Hotel Roosevelt, corners the laurels as purveyor of smart, polished ball-room music.

Of course Will Osborne's orchestra is one of the finest in the country, but his nation-wide fame has sprung principally from his excellent vocalizing in the heart-crooning style which he originated. He broadcasts through 25 major stations every week—millions hear him.

These names... and the others that Columbia gives you, pay and *pay*—aces, every one! Stock their records. Push them. Tie up with the stage, screen, and radio publicity of Columbia stars. You'll find plenty of record buyers opening your door!

HERE ARE SOME RECENT BEST-SELLERS:

Ted Lewis and His Band
Record No. 2113-D, 10-inch, 75c

SAN
AUNT HAGAR'S BLUES—Fox Trots

Paul Whiteman and His Orchestra
Record No. 2098-D, 10-inch, 75c

NOBODY'S SWEETHEART (from Motion Picture
"The Vagabond Lover")
AFTER YOU'VE GONE—Fox Trots

Guy Lombardo and His Royal Canadians
Record No. 2135-D, 10-inch, 75c

THE MOON IS LOW (from Motion Picture
"Montana Moon")—Fox Trot
LAZY LOUISIANA MOON—Waltz

Will Osborne and His Orchestra
Record No. 2128-D, 10-inch, 75c

IMAGINE
ON A BLUE AND MOONLESS NIGHT—Fox Trots

Columbia

"New Process"
Reg. U. S. Pat. Off.

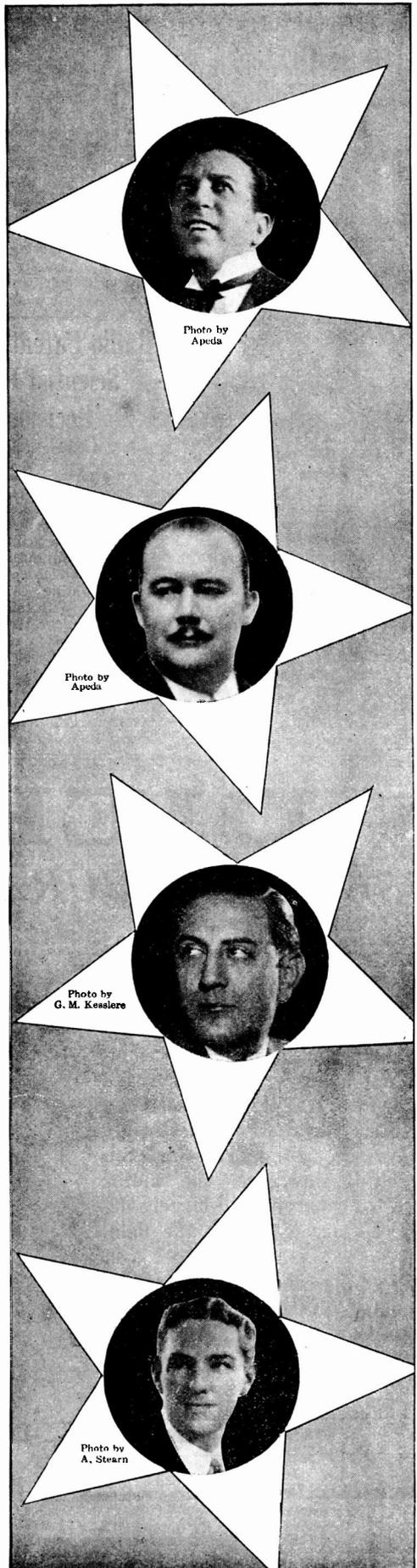
RECORDS

"Magic Notes"



All Trade Marks Reg. U.S. Pat. Off.
© W. M. & I. M. G. Corp. New York, N.Y. 1935
Approved by the Copyright Commission
Approved by the Copyright Commission
Approved by the Copyright Commission

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York
Canada: Columbia Phonograph Company, Ltd., Toronto



Norge Refrigerators To Be Sold Through Retail Radio Shops

DETROIT, MICH., Friday.

An effort to contact radio dealers all over the country on its new electric refrigerator is being made by the Norge Corp. of Detroit, subsidiary of Borg-Warner Corp.

The new Norge refrigerator can be shipped directly from the factory and may be installed and ready for operation by simply plugging into a light socket. The freezer, connecting tubing and condensing unit may easily be installed or removed together without moving the cabinet. Tube openings in the back of the cabinet are unnecessary in this device.

The compressor is known as the Norge Rollator and is a refinement over the rotary type. The freezing unit is equipped with vertical downdraft flues which provide increased air circulation over the freezer and causes the cabinet temperature to lower quickly. The large ice-cube compartment is enclosed by a self-closing porcelain door which prevents the cubes acquiring flavor from food odors. This door also prevents the forming of frost on the trays, thus making them always easily removable.

A cold accelerator, adjustable to five points, is located on the front of the ice cube compartment. Combined with it is a switch used for starting and stopping the unit.

The cabinets are furnished in four,

five and seven cubic foot sizes and are declared to be sturdy in construction and scientifically insulated. The four foot size has a bonderized lacquer exterior and a vitreous porcelain interior. The five and seven foot sizes have porcelain on both the interior and exterior. The especially designed hardware is of stamped and cast brass with a finish of chromium over nickel.

Shelves are of heavy parallel bar construction. They are hot welded and triple tinned.

A porcelain chill tray for crisping salads and storing foods which must be kept unusually cold is part of the standard equipment of each refrigerator.

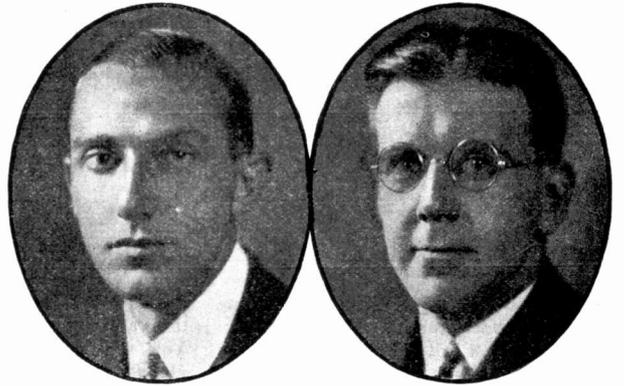
Radio Patent Claim of Scientist Favored by Decision of Examiner

Washington, D. C., Thursday.

In a decision handed down today by the Examiner of Interference of the Patent Office, priority was given to Percival D. Lowell and Francis W. Dunmore, two young scientists of this city, in the invention of the all electric radio set, which can be operated from house lighting circuits and without batteries. With this action on the part of the Examiner, the scientists advanced a step nearer an estimated fortune of \$20,000,000 in royalties in radio patents.

Their claim had been contested by the Westinghouse Electric & Manufacturing Co., Wired Radio, Inc., and Murad Radio Laboratories, Inc.

Fred H. Strayer, Sylvania Sales Manager, Starts Marketing Trip Among Retailers



Richard A. Picard and Fred H. Strayer

Emporium, Pa., Friday.

Convinced that marketing problems of today imply novel merchandising plans, an unusual type of business voyage has just been started upon by Fred H. Strayer, sales manager for the Sylvania Products Co., this city, accompanied by Richard A. Picard, of Picard-Sohn, Inc., advertising counsel for Sylvania radio tubes and Sylvania lamps.

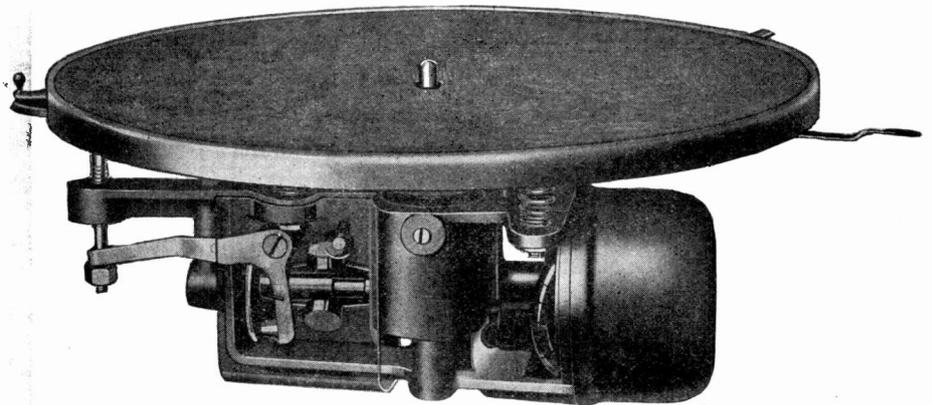
The idea of research into marketing conditions and resale problems is not new, but one of the prime factors of this tour is to lay the ground-work for a new type of business helpfulness for retailers handling the company's products, it was stated.

"It has been our conviction for a long time," says Mr. Strayer, "that the manufacturer of any kind of product must provide his dealers with more concrete, more personal sales assistance. He does not dispose of his responsibility toward the dealer with huge advertising and nation-wide broadcasting. He must go farther. The dealer's keenest need is for ideas. And on the trip we are making, we shall not confine ourselves to mere research on business conditions but subsequently shall plan to organize and turn to the dealer's account, the successful business ideas which are in practice among retailers of the four or five industries we serve."

The **DIEHL** Electric Phonograph Motor INSURES ACCURATE RECORD REPRODUCTION

THE demonstrated ability of the Diehl motor to provide correct and dependable turntable rotation and trouble-free performance has influenced a number of important set manufacturers to adopt it as standard. A set is no better than its ability to faithfully reproduce the artists recording on the record, therefore, the motor selected for your set will largely determine its acceptance in the field.

We will gladly send a sample of the Diehl motor, on request, so that you may personally determine its possibilities in connection with your product.



The Diehl Electric Phonograph Motor is built for all voltages and frequencies; for either 78 R. P. M. or 33 R. P. M. operation. The positive action Diehl Automatic Stop is supplied as optional equipment.

DIEHL MANUFACTURING COMPANY

Electrical Division of

THE SINGER MANUFACTURING COMPANY

Elizabethport, N. J.

Atlanta

Boston

Chicago

New York

Philadelphia

SAFETY FIRST

Concentrate on

VICTOR

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

BE SECURE!

Push
VICTOR



**GRIFFITH VICTOR
DISTRIBUTING CORP.**

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

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

"The" Three Cardinal Virtues!!!
KNOW YOUR CUSTOMER---
SELL AT A PROFIT --and
COLLECT YOUR PROFIT PROMPTLY.

The cash sale consumer looking for long discounts is now welcome at most of the chain outlets.

Taking it on the button "unanimously" may help at that.

At any rate a radio dealer whether an individual or chain and immaterial of whose money makes the mare go is entitled to more than a living.

"Have you heard the story of the old negro who bought fish at ten cents each and sold them for five cents each?" When the old negro was asked how he could buy fish at ten cents each and sell them at five cents a piece, he answered, "Oh, I sell a great many fish."

**Looks like a lot of radio dealers better get back
in the fish business.**

1930 Another Philco Year

M. Simons,

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

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

**For a MANUFACTURER
or DISTRIBUTOR**

**Four-Story and Basement
BUSINESS BUILDING**

**913 Arch Street
PHILADELPHIA**

Due to consolidation of our offices, we have for rent or purchase on very favorable terms the above property. Exceptional condition and equipment due to our 15-year ownership-management.

FOUR FLOORS, 25 x 130 feet with clean, clear basement. LOCATED IN HEART OF WHOLESALE DISTRICT, DIRECTLY ACCESSIBLE TO RAILROADS AND CLOSE TO RETAIL SECTION FOR LOCAL AND SUB-URBAN DELIVERIES.

A SPLENDID BUSINESS HOME FOR REASONABLE LEASE AND A CERTAIN PROFITABLE INVESTMENT IF YOU WISH TO BUY.

For details, address

PENN PHONOGRAPH CO.

437 North Fifth Street Philadelphia, Pa.

CLAWSON & WILSON APPOINTED KENNEDY JOBBER IN BUFFALO

BUFFALO, N. Y., Monday.

The Clawson & Wilson Co., leading Buffalo wholesale house for a number of years, has been made district distributors for the Colin B. Kennedy Corp., of South Bend, Ind., manufacturers of "The Royalty of Radio" receiving sets. H. H. Shaprow, sales manager for the wholesale house, will be in charge of the merchandising of the new line for the newly appointed distributors.

The branch store of Goid Bros. in Kenmore suffered considerable damage from smoke when a fire broke out in the basement of an adjoining store and threatened to sweep the entire block before it was finally brought under control. Floyd Barber, manager of this branch for Goid Bros., is now in active charge of a sales promotion drive in Kenmore.

Elmer B. Adelman is planning to open a new radio store at 208 East Main street, Batavia, in the near future. He operates a confectionery next door to the store building which he has leased at this address and will give his personal supervision to both enterprises.

Max Freedman, who has been conducting a big radio store at 904 Main street, is moving back to 17 William street where he was in business for many years prior to moving to the Main street location.

Les Wheeler, Kenmore radio dealer, is conducting a series of weekly broadcasts to give promising young musicians of his district an opportunity to be heard on the air. Reports from the first two concerts indicate their widespread appeal as many fan letters and calls were received by the promoter following broadcasts in which pupils of Kenmore high school were featured.

Graf and Johnson, who operate four community furniture and musical instrument stores in Buffalo, also have been having good success with weekly broadcasts advertising their line.

Bush and Lane dealers in Buffalo and vicinity have been getting good results with cooperative advertising in daily papers here. Those participating in the endeavor are Cumberland & Young, Hoffman Piano Co., Medo Electric Corp., Bison Radio & Specialty Co., Erion Piano Co., and J. J. Siegrist & Co.

The Frank Meyers radio store in East Huron street is shipping a special Majestic set to J. L. Hurst, formerly of Buffalo, who is now manager of the International Harvester Co. offices in Geneva, Switzerland. The order came from Mr. Hurst direct and the set is being shipped after some special alterations to meet his particular needs.

—FAHNESTOCK.

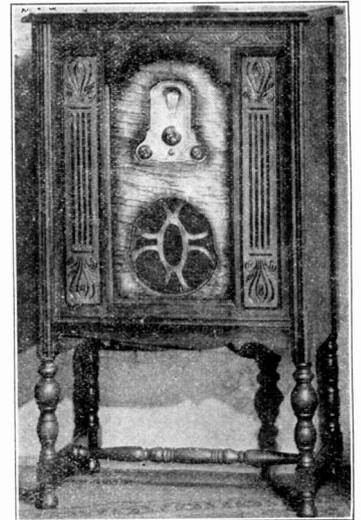
PERRYMAN EXECUTIVE ON BERMUDA VACATION

H. B. Foster, vice-president in charge of sales of the Perryman Electric Co., of North Bergen, N. J., left last Wednesday on a three-week vacation which he plans to spend in Bermuda. Mr. Foster's health had not been as good as it formerly was and it was deemed advisable to secure a good rest prior to his indulging in an active sales campaign in behalf of the Perryman line of radio tubes.

Furniture "Curing" A Salient Point, Says Stewart-Warner Official

"Although modern inventions have quickened the manufacture of fine furniture to a production rate not even dreamed of ten years ago, Nature must still be depended upon to prepare, in her slow, painstaking way, the raw wood from which present-day furniture is constructed," stated W. J. Zucker, general sales manager of the Stewart-Warner Corp.

"Our own radio cabinets present a typical example of the part played by Nature in the furniture industry," he continued. "Even before a tool can be



Stewart-Warner "Woodstock" Console

applied to it, our lumber first must undergo as much as eighteen months of 'weathering' or air-drying in the open yard. But this is not all. When the period of open-air drying is finished, the rough wood is then placed in huge steam-heated dry kilns where, in a temperature exceeding 100 degrees, it remains until the last vestige of moisture it might contain is evaporated. Only then can the wood be fed into the whirring, modern machines that work such amazing wonders in fabricating the various parts comprising a radio enclosure."

Mr. Zucker went on to state that unless wood dried by the above process is used, the permanency of a radio cabinet is affected. "Under-dried, 'green' wood may be made into furniture—and often is—but, if the finished article is subjected to varying temperatures such as atmospheric changes, there is grave danger that it may warp, pull away at the joints or even crack, thereby marring the original beauty of the design.

"In so permanent a piece of furniture as our radio cabinets which are used years after purchase by the owner, we feel entirely justified in going to the added expense represented by the money invested in the raw lumber we hold in the yards for drying," he said. The new "Woodstock" Console, a Stewart-Warner radio cabinet adapted from an original Old English manor house piece, is one of four new period models included in the 1930 Stewart-Warner line. A picture of this model is shown above.

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

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

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

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

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA
we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

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!"

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products

Incorporated

*For The Exclusive Service of
Majestic Dealers in the Capitol Area*
90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

M

DALLAS, TEX.

Radio Equipment Company

HOUSTON DALLAS SAN ANTONIO

A

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street

Des Moines, Iowa and Marion, South Dakota
Established Since 1879

J

E

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

S

T

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

I

C

HARTFORD, CONN.

Majestic Distributors, Inc.

D

I

S

T

R

I

B

U

T

O

R

S

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

MEMPHIS, TENN.
Radio Sales Company
483 South Main Street

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

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

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

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

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

PHILADELPHIA, PA.
Peirce  Phelps

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

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

PITTSBURGH, PA.
Hamburg Brothers
963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street

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

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

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

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

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

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

**M
A
J
E
S
T
I
C**

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

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

The Heater is the Heart of the Tube



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

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

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

JRC **JOHNSONBURG RADIO CORPORATION**
JOHNSONBURG, PENNA.

SET SALES HOLDING OWN IN MILWAUKEE LAUNCH MANY CAMPAIGNS

Majestic Color Tone Test Stimulating Business, Dealers Report —Record Demand on Increase.

MILWAUKEE, WIS., Saturday.

Radio sales are reported as being fairly good in Milwaukee considering general trade conditions. Many of the local retailers and distributors are conducting campaigns at the present time which in most instances are proving successful. Although there is still a considerable amount of distress merchandise on the market, it is rapidly being disposed of.

Majestic dealers here are actively engaged in conducting the Color Tone Test. Posters in the windows of these stores invite the passer-by in to find out to what degree he has cultivated a musical ear. Every participant is given a printed sheet on which are five questions, each of which is in turn subdivided. A specially prepared record is then placed on the turntable of a Majestic combination and the test starts. The individual is asked to fill out the questionnaire, which concerns itself with the number of voices being heard, sex, number of instruments, etc. After completing, the participant signs his or her name, address, and designates the make of radio now owned. On the reverse side space is left for friends of the individual who it is believed would also be interested.

Appealing as it does to the competitive spirit, the Color Tone Test is expected to arouse widespread interest in Majestic radios. The dealer secures considerable advertising value from the fact that the score which an individual makes is given to him on a card which has on it the name and address of the merchant who conducted the test.

The concentrated sales campaign started by leading Victor dealers in the city on February 1 and which culminated March 15 has resulted in a volume of business better than any other six weeks' period since the line was introduced. Cooperative ads of page and half page size were run in the local papers and added much to the effectiveness of the campaign. This was accomplished in spite of the fact that Victor radios maintained their price. It is also to be considered remarkable in that there was a large quantity of distress merchandise on the market selling far below the actual cost of manufacture.

Record sales have increased during the course of the last month, according to the Wisconsin Radio Distributors, wholesalers of the Brunswick line in this territory. Isham Jones' two recordings, "Feelin' That Way" and "The Rosebud," are proving to be unusually popular discs. Combinations continue to sell rapidly, it is said. F. H. Sutter, vice-president of the local firm, is in Chicago on business at the present time, from which place he will leave later for New York.

The Electramuse, a product of the Holcomb & Hoke Manufacturing Co., of Indianapolis, is selling well in this territory, according to the Noll Piano Co., who handle this line exclusively in Milwaukee. Stromberg-Carlson radios

WESTINGHOUSE REPORT SHOWS RECORD SALES, EARNINGS FOR 1929

As shown by its annual report, issued last week, sales billed, orders booked, and net income of the Westinghouse Electric & Manufacturing Co. for the year ending December 31, 1929, exceeded those for any previous year in the company's history.

The income account for 1929 compares favorably with that for 1928, which was also a record year.

The volume of unfilled orders on January 1, 1930, was \$62,025,399, a gain of approximately \$15,000,000 over last year. The total of current assets is more than six times the total of current liabilities which, it is stated, represent the entire indebtedness of the company. The surplus shows an increase during the year of \$29,729,690. The operating income for the year was \$27,962,611 and deducting the dividends paid or declared aggregating \$11,327,668, the increase in surplus from operations was \$15,734,943. The balance, \$13,994,747, of the total increase in surplus represents the net gain from the sale during the year of additional common capital stock at a premium, the proceeds from which sale were used to redeem the outstanding issue of \$30,000,000 bonds which were called for redemption on March 1, 1929. The company now has no capital liability of any nature other than its capital stock. The number of stockholders rose to 44,088, an increase of over 9,000 during the year.

"For several months past," states A. W. Robertson, chairman, and F. A. Merrick, president, signers of the report, "your officers have been cooperating with the officers of associated companies in the radio field with a view to unifying the manufacture and sale of radio receiving sets in one company; with the result that the RCA-Victor Co., Inc., has been incorporated and will take over certain properties and assets, the principal manufacturing plants being located at Camden, N. J. Similarly, in order to unify the manufacture and sale of radio tubes, the RCA Radiotron Co., Inc., has been incorporated and will take over certain plants and other assets now owned by your company and the other associated companies. The effect of the creation of these unit companies will be to remove from the operating statements of your company the income and expenses incidental to the manufacture of radio appliances and substitute the result by an increase in income from investments.

"One of the features of the re-arrangement of the radio business is that your company will institute this year the marketing of Westinghouse Radio Receiving Sets, manufactured for it by the RCA-Victor Co., Inc."

have shown steady increases in sales, it is said.

Ische Brothers, located at 4709 Center street for the last four and a half years, opened their new store at 5521 North avenue on Saturday, March 15. The store is luxuriously furnished and handles a complete line of Victor, Stromberg-Carlson, Atwater Kent and Spartan sets.

The C. C. Warner Co. store on Eleventh near Washington is staging a sales drive on the new Bosch 48-A receiver.

—E. S.

Lee DeForest Has Busy Week in Chicago

Chicago, Ill., Wednesday.

During this week Dr. Lee DeForest, inventor of the audion, or three-element vacuum tube, pioneer worker in the field of radio communication, and known throughout the radio world as the father of radio broadcasting, is the honored guest of Chicago. In conjunction with the 75th anniversary of Mandell Brothers, Dr. DeForest will demonstrate film and give a lecture on the development and future of the Phonofilm and talking pictures, generally. Dr. DeForest is an authority on the subject of sound films, having developed, as early as 1923, a means of recording sound on film in much the same manner as is now employed by the foremost talking picture concerns.

Tomorrow, Thursday, Dr. DeForest will attend a luncheon given by the faculty of the Physics Department of the University of Chicago, to be held at the Quadrangle Club, and later in the day will be the guest of the Sigma Xi Honorary Society of Northwestern University at the University Club in Evanston.

Dr. DeForest has been asked to attend a luncheon tendered by prominent business men of Chicago and an afternoon tea, to be given him by the city's leading hostesses. He will also broadcast from a Chicago station. On Friday evening he will address a combined meeting of the Chicago section of the Institute of Radio Engineers and allied organizations, the attendance of which is estimated at 3,000.

Saturday the Doctor will spend sight seeing, and returning to New York from his busy visit.

The **PERFECT COMBINATION**

Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

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

HOUSE OF CRANE NAMED BRUNSWICK JOBBER FOR THE STATE OF INDIANA

Indianapolis, Ind., Friday.

The House of Crane, 124,126 South Meridian street, has been appointed Indiana distributor by the Brunswick-Balke-Collender Co., of Chicago, manufacturers of Brunswick radios, Panatropes and records. The officers of the local company are Elmer E. Crane, president, Paul E. Crane, treasurer and general manager; Richard H. Crane and William A. Bogardus, vice-presidents, and Martin Matz, secretary.

Lawrence Beyer has purchased the Craig Radio Sales and Service at 2959 North Illinois street.

Duning's Radio store, 43 North Eighth street, Richmond, has announced a new plan of selling radios. Its records for the past year showed that each radio sold cost approximately \$25 additional because of free home demonstrations. To demonstrate in homes the company was required to maintain a delivery service, employ an additional sales force, additional service men and carry more instruments in stock. An entirely different policy of merchandising radios has been adopted. Home demonstrations have been discontinued. Prospects are invited to visit the store and hear the radios (Stewart-Warner and Bosch), select the instrument, have it delivered with a guarantee of perfect satisfaction or money refunded.

The Batesville Auto Co. is completing plans for opening a music and radio shop in Batesville.

The Melroy Manufacturing Co., of Shelbyville announces its entry in the field of boat manufacturing, having purchased patent rights and working plans from Frank D. Bremmerman, Indianapolis, whose Sea Gull model boats have participated in speed events in the United States and Canada.

Jesse French Corp., Newcastle, has been incorporated with a capital stock of 20,000 shares without par value; objects, generally engage in the prod-

Arthur Walsh, Edison Official, Asks Support Of Capper-Kelly Bill

Orange, N. J., Thursday.

Arthur Walsh, vice-president and general manager of the radio division of Thomas A. Edison, Inc., this city, recently issued a statement asking the support of the Edison radio trade for the passage of the Capper-Kelly Fair Trade Bill. This legislation in effect will maintain the resale price of any trade-marked article, eliminating the unfair price-cutting practices that have operated to the detriment of so many in the radio field, according to Mr. Walsh.

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

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

"Fair competition between manufacturers is a good thing and will inevitably result in fair prices to the public. The competition developed by the price cutting methods of certain retailers is harmful to the manufacturer, destructive to the legitimate dealer and of no lasting benefit to the small portion of the public temporarily affected by it. I heartily approve of the Capper-Kelly bill."

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

ucts made from wood, steel, and such other materials and merchandise as this corporation is authorized to buy and handle. The incorporators are: Horace E. French, Jr., Jesse French, III, Kenneth May, H. E. French and E. G. Scotten.

The National Union Radio Corp., of New York (New York corporation) has filed articles with the secretary of the state of Indiana. The Indiana agent is John P. Rogers, of Marion. Capital stock represented in Indiana is 412 shares.

The Fuller Ryde Music Co. in business for many years at 27 East Ohio street, has gone into receivership, Frank G. Laird, being named receiver. Johnson and Zechiel are attorneys for the receiver.

An improvement in the employment situation and the advent of springlike weather have been helpful factors in the music trade, which although below par is showing a gradual improvement.

The Capital Paper Co., distributor for Atwater Kent radios in this territory, is featuring an amateur singers contest this week at Loew's Palace theatre. All amateur singers of the city, regardless of age, sex or degrees of vocal range are invited to participate. The contest is held in conjunction with the appearance at Loew's of Lawrence Tibbett, in the picture "The Rogue Song."

—VAN HOOSIER.

KANSAS CITY DIST'G CORP. NAMED SPARTON JOBBER; GUSTIN-BACON GET BRUNSWICK LINE

KANSAS CITY, Mo., Friday.

Two changes of outstanding importance in the distribution field took place here this week when it was announced that the Kansas City Distributing Corp., formerly distributors for Kolster and Brandes radios, has been appointed exclusive wholesale distributors in this territory for the Sparton, formerly distributed by the Gustin-Bacon Manufacturing Co. The territory of the Kansas City Distributing Corp. will comprise western Missouri, Kansas, Oklahoma, parts of Arkansas and Texas.

J. W. Evans, general manager of the Kansas City firm, returned to this city this week from Jackson, Mich., where he visited the Sparks-Withington officials. The local company will maintain a warehouse and service department at 2017 Grand avenue. Offices are in the New York Life building.

W. C. DeBold and D. Wright, associated with the Sparton factory for the last three years in this territory, will join the Kansas City Distributing Corp. as city sales manager and service man, respectively.

The Gustin-Bacon Manufacturing Co. has assumed the local distribution of Brunswick radios. J. K. Beach, Southwest district manager of the Brunswick company, announced the new line-up. E. J. Goetze is manager of the Gustin-Bacon radio department.

The appointment of the Gustin-Bacon

company as distributors follows in line with the recent discontinuance by the Brunswick company of branch operation of its musical department. Brunswick radio with Panatropes, Brunswick portable Panatropes and records also will be distributed by the Gustin-Bacon firm.

The Artho-Tone Co., Inc., headed by Fred A. Standiford, which makes installations of radio equipment in apartment hotels and other large structures, last week leased 7,000 square feet at 4002 Woodland avenue for two years.

—KENNETH FORCE.

STEWART-WARNER HAS SPEAKER LABORATORY IN FACTORY TOWER

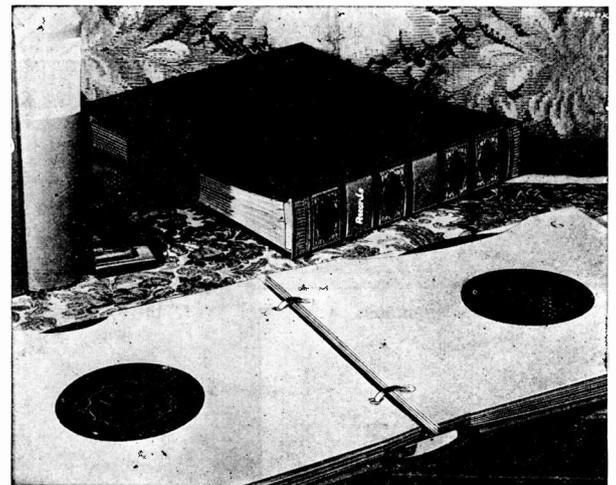
Chicago, Ill., Friday.

A complete and modern radio speaker laboratory has been installed on the top floor of the new 14-story tower addition to the plant of the Stewart-Warner Corp., this city, maker of Stewart-Warner radio.

Chief among the features of this laboratory is a test room said to have been built at a cost of more than \$5,000, and reported to be practically sound-proof.

The first of the new electric-dynamic speakers to be produced from the designs of test models developed in the new Stewart-Warner laboratory is now being shown by dealers as part of the company's 1930 line of radio products.

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



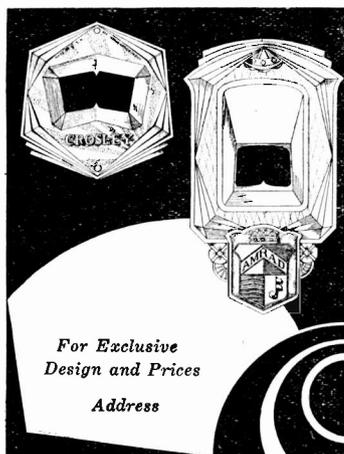
A solid-back album that opens absolutely flat. Heavy brown kraft envelopes, and exclusive patented loose leaf features make this the finest and most exclusive album for the better grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. **DESIGNED ESPECIALLY FOR YOU IF DESIRED.**

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



For Exclusive Design and Prices

Address

AMERICAN EMBLEM CO.

INCORPORATED

UTICA, N. Y.

Profit By The Nation-Wide



Blue Ridge Ramblers



East Texas Serenaders



Sam McGee and Uncle Dave Macon

SONGS from Dixie—Folk Songs of America—call them what you will—are known and loved far beyond their native hills and valleys. These simple melodies of the people command ready sale everywhere.

Make this test in your store and prove their popularity. Put one of these recordings on a Brunswick Panatrope near the open door. Play it. And watch the pleased smiles on the faces of the folks who gather to listen.

Why? Because the popular melodies are the *known*—the recognized melodies! Such are these Dixie recordings.

Who doesn't instantly respond to the foot-disturbing lilt of "Turkey in the Straw"? Or such smile arousing ballads as "Who Broke the Lock----"? And the beautiful old negro spirituals—"Golden Slippers," to name but one? All familiar American melodies, loved by people in cities, in hamlets and country.

Brunswick recordings by famous Dixie artists offer dealers splendid opportunities for plus-profit. Feature them regularly—let your customers hear them and they are sure to sell.

And with their sale, you'll bring in new and old customers who will supply *all* their music needs in your store. They will buy the new phonograph, radio, or combination from you! Let them know your store is the headquarters for Dixie Melodies and they'll come in.

Note the wealth of recordings and the famous names you can feature! Ask your Brunswick distributor about the opportunities these records offer—or write us.

Brunswick's Dixie Artists

Ashford Quartette	Luther and Parker
Barnes and His Blue Ridge Ramblers	Luther and Robison
Blue Ridge Gospel Singers	Uncle Dave Macon
Crockett's Kentucky Mountaineers	Macon and Harkreader
Vernon Dalhart	Frank Marvin
Dalhart and Robison	Frank and James McCravy
East Texas Serenaders	John A. McDermott
Flat Crook Sacred Singers	McFarland and Gardner
Roy Harvey N. Car. Ramblers	McGhee and Welling
Rev. Calbert and Sister B. Holstein	W. W. MacBeth's Original Stomps Quartet
Al Hopkins Buckle Busters	Bob Miller and His Hinky Dinkers
Jarvis and Justice	Len Nash and His Country Boys
Dick Justice	Old Southern Sacred Singers
Kanawha Singers	Pickard Family
Buell Kazee	Red Headed Fiddlers
Kazee and Hobbs	Reedy and His Walker Mt. String Band
Kessinger Bros.	Sloane and Threadgill
Frank Luther	Tennessee Ramblers
	Marc Williams

Brunswick

Radio Panatrope with Radio Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY

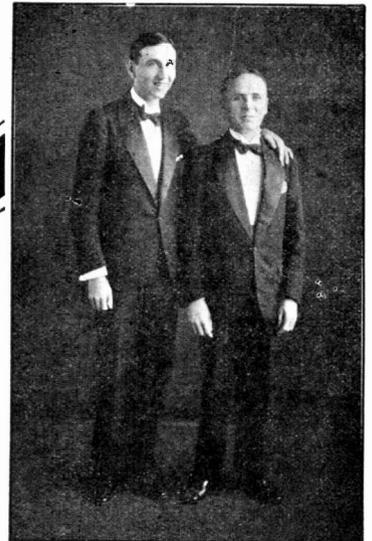
Appeal of Dixie Melodies!

Listed below are a few of the great recordings Brunswick has made in the Dixie melody field. Order a selected assortment from the different groups: Dance, Old Time Tunes, and Sacred Songs. Demonstrate them . . . suggest them to *all* classes of record buyers . . . and you'll be astonished at the rapid turnover.

Record No.	Selection	Artist
111	When the Roses Bloom Again	McFarland & Gardner
	There's No Disappointment in Heaven	McFarland & Gardner
121	The House At the End of the Lane	Dalhart & Robison
	My Blue Ridge Mountain Home	Dalhart & Robison
149	When the Moon Shines Down Upon the Mountain	Dalhart & Robison
	Sing On, Brother, Sing	Dalhart, Robison, Hood
169	The Bright Sherman Valley	McFarland & Gardner
	The East Bound Train	McFarland & Gardner
189	Golden Slippers	McFarland & Gardner
	Hear Dem Bells	Kanawha Singers
193	Six Feet of Earth	Al Hopkins & His Buckle Busters
	De's Bones Gwine Rise Again	Frank & James McCravy
194	Will the Circle Be Unbroken (Gabriel)	Frank & James McCravy
	When They Ring the Golden Bells (de Marbelle)	Frank & James McCravy
202	The Two Orphans	McFarland & Gardner
	You'll Never Miss Your Mother Till She's Gone	McFarland & Gardner
220	Goodnight Waltz	Kessinger Brothers
	Wednesday Night	Kessinger Brothers
235	Turkey in the Straw	Kessinger Brothers
	Hell Among the Yearlings (Country Breakdown)	Kessinger Brothers
247	Arkansas Traveller	Kessinger Brothers
	Forked Deer (Hornpipe)	Kessinger Brothers
288	Over the Waves	The Collier Trio
	Ben Hur March	The Collier Trio
307	Carolina Moon	The Collier Trio
	I Wish I Had Died in My Cradle	McFarland & Gardner
310	Who Broke the Lock On the Hen House Door?	Barnes Blue Ridge Ramblers
	She'll be Comin' Round the Mountain When She Comes	Barnes Blue Ridge Ramblers
311	You're Going to Leave the Old Home, Jim?	McFarland & Gardner
	Just Plain Folks	McFarland & Gardner
321	Polka Medley	Al Hopkins & His Buckle Busters
	Marosovia Waltz	Al Hopkins & His Buckle Busters
334	Pagan Love Song	McFarland & Gardner
	Blue Hawaii	McFarland & Gardner
348	Rabbit In the Pea Patch	McFarland & Gardner
	Down In Arkansas	Pickard Family
		Pickard Family



Frank Marvin



McFarland and Gardner



Crckett, Ky. Mauntaineers

Brunswick

Radio Panatlope with Radio Records

New York - Chicago - Toronto - Branches in All Principal Cities

PORTLAND SERVICE MANAGERS ORGANIZE

Portland, Ore., Thursday.

At the new organized Radio Managers' Service Association meeting last week in Congress hotel, the proposed constitution and by-laws were adopted and officers elected. Steps were taken to organize the body into a group cooperating with similar associations in other cities in the United States.

The president of the association is Carl Inglebart, of Day & Night Radio Service; vice-president, H. C. Stevens, Stevens & Rathker, Inc.; secretary, Bob Smith, Bob Smith Radio Service. The board of directors include the officers and the following: Stanley Goard, Western Radio Service, Inc.; Walter P. Snook, Mt. Tabor Radio Shop; A. E. Herner, Herner Radio Co., Inc., and instructor in the radio school at Oregon Institute of Technology; F. M. Morgan, Wave King radio shop.

Decision was made to limit membership to radio service managers. A resolution was passed expressing desire of the body to cooperate with the Oregon Radio Trades Association, the service managers to handle all service problems, the trade group handling all trade problems.

A distinct innovation, a demonstration of radio receiving sets, is being sponsored by the Ira P. Powers Furniture Co., Sherman, Clay & Co., and Cohn Bros., Atwater Kent dealers of this city. For the first time a public demonstration of the technical and mechanical features of a receiving set were given by the concerns in their show windows this week. The visible demonstrations were given by a competent authority by means of a public address system.

On March 17, the Powers Furniture Co. gave demonstrations at their Third and Yamhill street windows at 10 a. m., 11 a. m., 12 noon, 3 p. m., and 4 p. m. Sherman, Clay gave similar demonstrations in their Park and Alder street windows on Tuesday, March 18, at the same hours. Cohn Bros. demonstrations were held today in their Washington street windows at the same hours.

The establishment of a block of retail stores devoted to the exclusive sale of Day-Fan radios, a product of General Motors, has been announced by Norman A. Hayes, new general manager of the Condon company. The first store was opened today at Eleventh and Alder streets, in the Portland Recreation building.

Mr. Hayes' announcement, which was one of the significant developments of the week in the radio trade, revealed a new policy and expansion program of the Condon company, which henceforth will operate as two units (1) the Condon company wholesale, and (2) the retail stores handling the Day-Fan products of General Motors. The Condon wholesale company will be at the present location of the Condon company, 305 Pine street. Wallace E. Shields, who has been with Condon for several years, will be sales manager of this organization. One or two lines of radio, in addition to Day-Fan will be handled together with an augmented line of radio and electrical items which are in demand, but which hitherto have been difficult to obtain. The manager of the store just opened is E. T. Hunter, formerly of E. T. Hunter, Inc. The

bookkeeping department of both organizations will be located at the Eleventh and Alder street address as will the offices of James W. Condon, Sr., president of the Condon company.

Mr. Shields, with the aid of an increased staff of assistants, will devote his efforts to serving dealers only. The Condon company plans to rent the portion of its Pine street premises now used for retail display.

Radio entertainment in factories to speed up production and incidentally to liven the workers is being tried for the first time in Portland, according to the Oregon Manufacturers' Association, which has announced installation of receiving sets with extra loud speakers in a local paper box factory. A receiving set has been placed in the office of the company with loud speakers attached in other parts of the building. Already reception of daytime programs has had a noticeable improvement upon the workers, most of whom are women. Their work is not hard, but tedious, and, contrary to first impressions, the entertainment idea does not detract from attention to duties but rather speeds it up. —LESLIE.

Install Atwater Kent With Six Speakers in New York Glove Plant

Due to the efforts of C. D. Becker, alert and progressive Atwater Kent radio dealer of Mayfield, N. Y., one of the town's outstanding industrial concerns has become completely "radioized." Becker has installed a radio hook-up in the glove factory of W. N. Wilkins Sons & Co. An Atwater Kent screen-grid radio was used as the master set, and six dynamic speakers have been installed in six separate departments of the plant.

Details of the hook-up were worked out by Becker and the results have been so successful that executives of the Wilkins company believe that many other factories will in time adopt the idea. Each of the six speakers has a separate shut-off and volume control, which allows those listening to one particular speaker to increase the volume or cut it down at will. When any department desires quiet, the speaker may

be shut off without cutting off the music in other departments.

Each speaker is mounted on a composition board backing, which acts as a reflector, controlling the air-paths of the speaker. The speakers are connected with the master Atwater Kent by lead cables, which completely eliminate factory noise, making the volume even and clear at all times. The master set is installed in the laying-off room, from which the system is operated. Each speaker is located in the best possible place so that the tone is evenly distributed through the room.

This Atwater Kent installation in the Wilkins factory is believed to be the first of its kind in this section of the State. The management of the factory declares that the Atwater Kent radio is no small factor in keeping the employes cheerful and energetic while working.

SZILAGYI ASSIGNS TO ARTHUR WERNER

Szilagy & Co., radio dealers of 1583 First avenue, New York, have made an assignment to Arthur Werner.

The Profit Line for 1930

Brunswick

Radio - Panatope with Radio - Records

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

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

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.

Telephone Sterling 8100

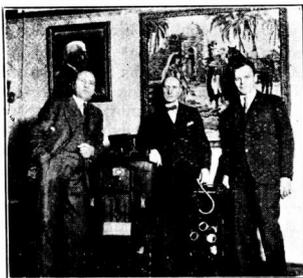
245 West 55th Street
New York, N. Y.

Telephone Columbus 2040

Farrington-Daline Shop Features Products of Thomas A. Edison, Inc.

PORTLAND, ORE., Thursday.
R. C. Farrington, who has been identified with Edison products for twenty years, and O. L. Daline, associated with Edison radio since its introduction on the market, have established a new Edison service organization at 191 Broadway, this city.

The new establishment, known as the



E. A. Borgum, R. C. Farrington and O. L. Daline in Front of Portland Edison Shop.

Farrington-Daline Radio Shop, succeeds Jack Lang's Radio Shop, and in addition to engaging in Edison radio sales and service activities, will also handle Edicraft household appliances and Ediphone dictating machine service, all of which are products of Thomas A. Edison, Inc., Orange, N. J. The accompanying photograph shows Ed. A. Borgum, field representative of the Seattle Edison Distributing Corp., left, with Messrs. Farrington and Daline in front of the new local shop.

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.

RADIO SET BUSINESS SPOTTY IN ST. LOUIS DISC DEMAND INCREASING

**Manhattan Electric Supply Co.
Again Appointed Distributor of
Grebe Sets — St. Louis Trade
Body Elects Its Officers and
Directors.**

St. Louis, Mo., Saturday.

A general tendency toward improvement in business conditions in St. Louis is noted by the Chamber of Commerce Research Department as the result of a survey of 300 manufacturing, wholesale and retail firms which were asked to compare business during January and February of this year with the same period of last year.

The report of the survey concludes that business has been steadily picking up since the end of January, although conditions are as a whole "extremely spotty." The report states that there are "bright spots" and "dark spots" the latter due in part to the customary seasonal slumps and to bad weather. "If we lay aside the natural seasonal slackness and the slowing up of business due to the severe weather, St. Louis business in general has not been severely bad," the report explained. "The immediate prospects are for better business and the outlook for the year is good."

In the radio and phonograph field is the same "spotty" aspect. Some dealers say business is good, some say it is bad. Over at the Aeolian Co., Mrs. Marie Scherrer manager of the record department, reports a very good business during the past two or three weeks. Most of her business, she says, has been on Red Seal album sets, although some dance numbers are moving well. Victor's recent release of Rudy Vallee's "Stein Song" is in great demand here; the coupling "St. Louis Blues" has gone over big with St. Louisans.

Miss Mary Helen Moore, manager of Kieselhorst's record department, is enjoying a brisk sale of Red Seal recordings of numbers from "The Rogue Song." The picture opened at Loew's State Theatre last Saturday and has been playing to packed houses at every performance. Lawrence Tibbett's renditions of "White Dove," "When I'm Looking at You" on one record and on another disc his dramatic "Rogue Song" and "The Narrative" have met with large sales at all downtown music stores. It seems to be the sort of music that appeals to St. Louis music lovers.

Since the four-day engagement of "The Ring" at the Odeon Theatre, music from that popular German opera has been in constant demand, which is not so unusual considering the fact that St. Louis has a large German population.

Miss Greisedick, manager of the record department at Seruggs Vandervoort & Barney, tells us that Ted Lewis' new record of "San" and "Aunt Hagar's Blues" is selling well as is Rudy Vallee's recording of "Love Made a Gypsy Out of Me" and "Beside an Open Fireplace."

The record department at Famous-Barr Co. is getting a big demand for "Only a Rose" and "Rio Rita," recorded for Victor by Richard Crooks.

Jack Yeager, formerly with Aeolian

Co. of Missouri, is now selling radios for Kieselhorst Piano Co.

The Manhattan Electric Supply Co. has again been appointed distributor of Grebe sets in the St. Louis trade area. The company's radio activities will come under the supervision of S. H. Simonsen, the new manager of the firm. Simonsen was for 11 years with the Illinois Electric Co., and more recently with the Electric Appliance Co., in Chicago.

At a recent meeting of the directors of St. Louis Radio Trades Ass'n the following officers were elected to serve during the ensuing year: President, Fred Wiebe; first vice-president, Geo. Gaertner; second vice-president, N. E. Hill; third vice-president, W. A. Ward; secretary, for the fourth time, Sam B. Slinger; treasurer, John Schmitt.

In behalf of the directors, Fred Wiebe presented to George Niekamp, the retiring president, a pair of massive silver candelabra. Engraved humidor were presented to three of the retiring directors, Julian Sampson and Arthur C. Brandt, who had served for three years on the board, and Otto E. Heimann, who had served one term.

In his speech as retiring head of the association, Niekamp remarked that he believed that W. P. Mackle, executive secretary of the body, had become the outstanding secretary in local radio association work in the country.

—N. B. TERRY.

St. Louis Association Inaugurates Trade-in, Credit Plans During 1929

St. Louis, Mo., Thursday.

The recent report of George H. Niekamp to the St. Louis Radio Trades Association at the expiration of his term as president showed that new activities were inaugurated during his term of office. Mr. Niekamp's report said in part:

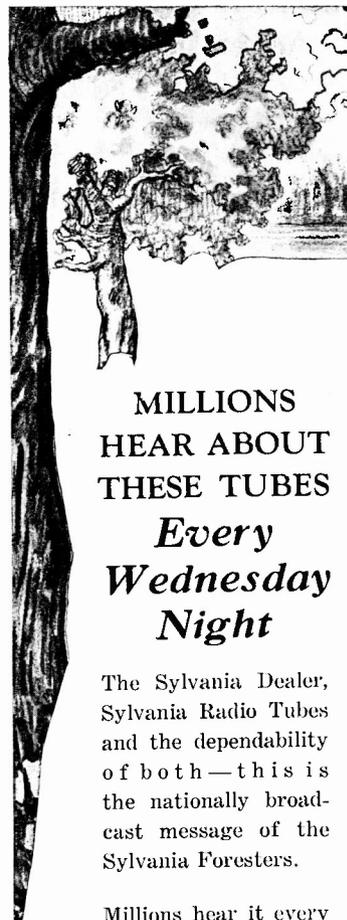
"The 1930 plans of the management research committee consists of a sub-committee composed of the credit managers of each distributor. The jobbers' credit men will be expected to see that each dealer keeps a set of records or books. Where possible dealers will be influenced to use the association's uniform accounting system.

"Each month jobbers' credit managers will secure certain information from dealers on operating expenses and will compile comparative statements for the association. The statements of all jobbers will form the basis of an association statement on business costs.

"Another important factor in a committee of jobbers' credit managers is that before any individual or firm can secure a line of sets, he must first show a statement of agreed limits, must agree to keep uniform operating records and furnish certain information at given intervals.

"During the past year the association adopted the slogan "Used Battery Sets, Phonographs and Pianos Are Worthless as Part Payment on Purchase of New Radio in St. Louis." The next step was the establishment of a trade-in value list which was compiled with the assistance of every dealer's figures on each model.

"In checking up our dealer reports of excessive allowances by a competitor, we can verify the trade-in allowance through a finance company system of verification with the customer."



MILLIONS HEAR ABOUT THESE TUBES Every Wednesday Night

The Sylvania Dealer, Sylvania Radio Tubes and the dependability of both — this is the nationally broadcast message of the Sylvania Foresters.

Millions hear it every Wednesday night — and the host grows steadily greater.

And wherever they see Sylvania's symbol, "the Flashing S" on a dealer's window — it is the sign of a friend.

SYLVANIA PRODUCTS CO.
Emporium Pennsylvania

The home of the Sylvania Foresters, who are heard each week over WJZ, WEBZ, KDKA, KWK, KYW, WBEA, WHAM, WREN, WNEZ, KFAB, WGY.



Sylvania
RADIO TUBES
Licensed Under RCA Patents

Kolster Reopening Is Nearer; Metropolitan Jobbers Seek Sets

Newark, N. J., Thursday.

Another step was taken yesterday in the Kolster Radio Corp. receivership which is expected to bring about the reopening of the plant in this city next week and re-employment of about 1,000 workers.

Vice-Chancellor Alonzo Church signed an order returnable next Tuesday directing stockholders and creditors to show cause why an agreement between the receivers and two Kolster distributors should not be signed for the manufacture of 15,700 sets at a cost of \$475,000.

The figure represents an increase of \$60,000 over the price set in the initial agreement whereby 18,850 already manufactured sets were ordered sold to fifteen distributors February 11 for \$500,000. That contract contained a proviso by which the buyers also agreed to take the additional 15,700 sets to be manufactured for \$415,000. The proviso reserved to the receivers the right to make up the sets or not as they saw fit, but bound the distributors to accept them.

The two Kolster wholesalers who have agreed to take the output of 15,700 sets are the Musical Products Distributing Co. and the Greater City Distributing Co., of New York, who have stipulated that the sets will be sold only through authorized Kolster radio dealers in order to preserve the good will of the corporation.

It is thought unlikely that any serious objection will be made by stockholders or creditors to the agreement when the show cause order is returnable.

The manufacture of the additional sets will give employment for three months to the Kolster workers and it is now believed that the plant will remain open, as meanwhile the plan of reorganization being worked out may be put into effect and the receivership dissolved.

Trade-in Problem Is Discussed in Full by Zenith Distributor

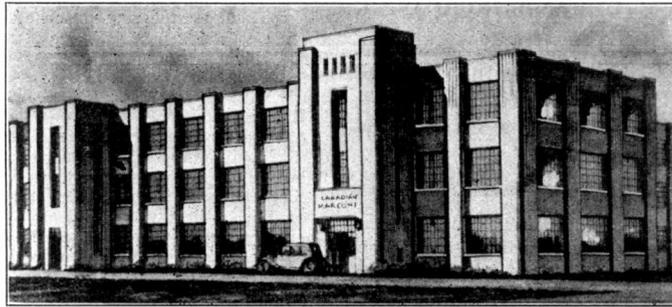
Philadelphia, Pa., Thursday.

Practical solutions of the radio trade-in problem were given by David M. Trilling, of Triling & Montague, this city, distributors for the Zenith Radio Corp., Chicago, in a recent talk on radio.

Mr. Trilling pointed out to dealers when and how to accept trade-in business, how to combat trade-ins, how to dispose of them and how to compensate salesmen in sales involving trade-ins.

In discussing the compensation of salesmen, Mr. Trilling gave figures to show that the usual method of compensating salesmen is sometimes not only unfair to the dealer but unprofitable as well. The formula worked out by the local distributor is said to assure a fair and equitable system of compensating salesmen with due regard to the profit involved in each sale. The subject of the address was "Elimination of Profitless Prosperity."

New Canadian Marconi Plant to Be One of Finest Buildings Devoted to Set Manufacture



Architect's Drawing of New Marconi Factory

MONTREAL, CANADA, Saturday.

The success achieved by Marconi radio receivers and Marconi commercial transmitting and receiving equipment in recent years has resulted in present production facilities becoming entirely inadequate to care for the steadily growing demand for all Marconi products, it was stated here today.

It was disclosed today that the Canadian Marconi company has purchased a site of 125,000 square feet of land in the Town of Mount Royal, P. Q., where work on the erection of a new Marconi manufacturing plant has already been started.

It is stated that this new factory, the future home of Marconi Radio, will rank with the finest radio manufacturing plants on the continent. The

type of equipment to be installed will be the latest known to the radio manufacturing field. In all, 45,000 square feet of manufacturing space will be available.

It is felt that the location of the new plant in the Town of Mount Royal will offer strategic advantages, inasmuch as it borders Montreal where the head offices of the Canadian Marconi company are situated in the Marconi building. In addition it provides excellent rail shipping facilities at its very door.

No definite announcement has been made concerning new Marconi models to be introduced during 1930, but it is rumored that they will embrace many desirable features in advance of anything that has heretofore made its appearance in the Canadian radio field.

Richard A. Graver in Southeastern Post for RCA Radiotron Co., Inc.

Richard A. Graver has been named Southeastern District Sales Manager for the RCA Radiotron Co., Inc., with headquarters in Atlanta, Ga. Mr. Graver's many years of experience in the music and radio fields started in 1916 with the De Moll Piano Co., of Washington, D. C. The 11 years he spent here, in charge of the wholesale department, enabled him to study and learn fundamentals of distribution as applied to phonographs and later radio.

Traveling through six southern states gave him first hand knowledge of trade conditions and his pleasing personality won for him many friends.

In 1927, Mr. Graver went with the Pooley Co., of Philadelphia, Pa., shifting the scene of his activities to the eastern part of the country. Here he continued to keep in close touch with dealers and jobbers increasing his list of friends and enriching his experiences. From the Pooley Co., he went with the Atwater Kent Mfg. Co., also of Philadelphia, in January of 1928 as Assistant Convention Manager. Here his duties included handling of dealer and distributor meetings in all parts of the country as well as special sales work. His activities here gave him a chance to study and solve the problems that face the set manufacturer.

Following this Mr. Graver went from the set to the tube business.

UDELLE ANNOUNCES NEW RECORD ALBUM CABINETS

You are continually having the problem of "Where can I keep my Records?" put up to you and we have solved it.

In UDELL New Record Album Cabinets we have combined attractive design, fine workmanship and beautiful finish, with a real price that will enable you to make a fine profit.

Write today for complete information.



No. 163 UdeLL Record Album Cabinet
H 40" — W 26 1/2" — D 15"
Walnut
Holds 24-12 inch Albums—Record Capacity 288
List Price \$27.50
Without Albums

The UDELL WORKS, Inc.

Established 1873

Incorporated 1901

INDIANAPOLIS, IND.

**MAJESTIC DEMAND
IN NEW ENGLAND
HOLDING UP BIG
LARGER SHIPMENTS URGED**

Post & Lester Co. Report Encouraging Call for Brunswick Combination Instruments — A. B. Ayer on Trip to Pacific Coast — Name Two Kennedy Jobbers.

Boston, Mass., Friday.

Since the introduction of the new line of Majestic radios, Majestic Distributors, Inc., New England wholesalers of this product have been literally swamped with orders. Despite large incoming shipments, the local firm has been unable to fill dealers' orders for certain models. E. H. McCarthy, general manager of the local Majestic firm, is in touch with Chicago headquarters by telephone daily in an effort to increase shipments into this territory.

Majestic Distributors, Inc., has just launched a service which is known as the Majestic Courtesy Inspection Plan. Briefly, it involves a call made on every owner of a Majestic receiver by the serviceman of the dealer who sold the instrument, for the purpose of thoroughly checking the performance of the apparatus.

Members of Majestic Distributors, Inc., were guests of the Grigsby-Grunow Co. recently at a dinner held at the Hotel Kenmore where they later danced to the strains of music furnished by Paul Specht and his New England Majestic Band. More than 150 attended. The entire arrangements were handled by Jere Burns, sales promotion manager for Majestic Distributors.

The Ayers-Lyon Corp., located in the Statler building, recently appointed New England factory representative for the Colin B. Kennedy Corp., of South Bend, Ind., reports the line as making rapid headway in this market.

The Post & Lester Co., local Brunswick distributor, reports that sales on the high-boy model 21 and model 31, combinations have been unusually good for the past month. Manager J. B. Elliott reports the following new dealers recently signed up: Sportsman's

Service, Inc., Portland, Me.; E. B. Morse, Turner, Me.; Harry C. Day, Showhegan, Me., and Harry C. Cotes, Derby, Me.

The J. H. Burke Co. has had a good volume of sales on Atwater Kent. A cable recently received from Joe Burke tells of his arrival in Paris.

The Sprague Specialties Co., of Quincy, Mass., has issued an attractive broadside upon the new home of Sprague condensers at North Adams, Mass., with over 120,000 square feet of floor space. The research laboratories and general offices remain at Quincy. The inside pages contain an imposing list of well known manufacturers who are users of Sprague condensers, a message from R. C. Sprague, president of the company and photographs of the various executives who include R. C. Sprague, president, J. K. Sprague, vice-president, A. B. Ayers, general sales manager, C. Shugg, production manager, W. L. Durm, circuit engineer, F. W. McNamara, purchasing agent, Dr. P. Robinson, research engineer, F. D. Sprague, mechanical engineer and R. U. Clark, sales engineer.

A. B. Ayer, sales manager of the Sprague Specialties Co., left recently for the West coast. In San Francisco he will be joined by R. J. Noll, of R. J. Noel Co., western sales agent for Sprague condensers. The two will call upon western radio and electrical manufacturers in a survey for 1930 operations of the Sprague Specialties Co. Mr. Ayer will also make a tour of the motion picture studios and will study sound equipment.

W. H. Lyons, of the Ayers-Lyon Corp., Boston, reports that the Reliable Radio Sales Corp., 54 Hillman street, Springfield, Mass., has been appointed Kennedy distributor for western Massachusetts and Connecticut. Movus Forer, president of the Reliable Radio Sales Corp., is enthusiastic over the Kennedy line and declares that retailers are pushing it to such an extent that he has been obliged to order additional shipments in order to fill their requirements.

W. H. Lyons also reports that N. H. Bragg & Sons, 74 Broad street, Bangor, Me., were recently appointed exclusive Kennedy distributors for Maine, north of Waterville and Belfast.

Dealers in northern Maine are receiving Kennedy radio with great enthusiasm because of its DX ability, it is said. —CHARLES W. JONES.

**TWIN CITY DEALERS
ANTICIPATE PICK-UP
WITHIN TWO MONTHS**

RURAL BUSINESS IS BRISK

Belmont Corp. Adds the Edison Light-O-Matic Line — Jalisco Radio Service Moving to Larger Quarters.

MINNEAPOLIS, MINN., Thursday.

June is the month generally set by local retailers and wholesalers for the time when radio sales are expected to show a material gain. In the meantime, the trade is as a whole plodding along, selling a few sets here and there and preparing for increased activity with the beginning of Summer.

Old sets and distress material is still the greatest drawback in the present situation, causing a general lack of interest on the part of buyers and slowing down the introduction of new machines. Plenty of optimism is in evidence, however, and no one seems in the least discouraged.

Country sales are still much better than those in the Twin City area, and energetic dealers are pressing their efforts in that direction for the time being. This field still holds good possibilities for development in the Northwest.

Sales of talking machines are likewise rather dull, but records are showing a slight pick-up and indications are that they will be in full swing within the next two or three months.

The Belmont Corp., Minneapolis jobber reports that a deal has been consummated recently by which it will take on the Edison line of radio. This will be in addition to the lines it is already handling.

Following a period of rapid development within recent years, the Jalisco Radio Service, wholesalers and retailers, is preparing to move to larger quarters. It has been located at 229 East Hennepin avenue, and will move to 1215 Nicollet. This step marks a distinct gain in business for the firm and indicates the confidence the concern has in the industry.

R. O. Foster, of Foster & Waldo, Majestic dealer, is expected back soon from a fishing and vacation trip to Mississippi and the Gulf. In the meantime, his company is conducting an extensive campaign on radios by local advertising, and report business coming along nicely.

The Plant Co., Fada dealer, advises that inquiries are showing a marked gain, and expects that a much more active business will develop soon. They are at present getting out a new catalog which will bring their stock up to latest developments.

The police department committee of the Minneapolis city council has awarded a contract to the United Motors Service Co., 26 South Tenth street, for 40 radio receiving sets for use on police cars.

The George C. Beckwith Co. reports business as rather quiet at present, with country sales running much better.

Roy Cohen, of the Roycraft Co., Majestic wholesaler, is expected to return Sunday from Florida, where he has been spending a short vacation trip.

The Brunswick-Balke-Collender Co. advise that business in the Twin Cities is fair, and add that they expect trade to swing into high within the next two or three months. —D. H. SEYMOUR.



**The
outstanding
Screen Grid
Tube**

This remarkable screen grid tube, De Forest Audion 424, developed by De Forest Engineers incorporates many details of construction which are of great importance when selling screen grid sets.

Mica spacers, top and bottom, in addition to serving as insulators automatically regulate the positions of the elements and prevent service trouble.

A vacuum, one-fifteenth that of other tubes of similar character, adds many hours of life. A new development of cathode insulator reduces hum, crackle and buzz to one thirtieth that of similar type tubes.

Every progressive dealer interested in sales owes it to himself to make a direct comparison between De Forest Audion 424 and other makes of screen grid tubes. We welcome such a test.

DE FOREST RADIO CO.
PASSAIC, N. J.

1906

1930



CROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST.

Tel. Mitchell 7266

NEWARK, N. J.

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

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
Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario

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.

34-36 W. Houston St., N. Y. C.
Sole Distributors in Manhattan and Brooklyn of the Philco Screen Grid Plus line.

SPRING OUTLOOK IS MORE ENCOURAGING IN BALTIMORE MART ORIOLE IN NEW QUARTERS

New Crosley Line Arouses Much Interest—Receivers Named for Taubman Stores Corp., Operator of Retail Chain.

BALTIMORE, Md., Friday.

The Grigsby-Grunow Co., of Chicago, makers of the Majestic, whose products are distributed in this section by the Eisenbrandt Radio Co., Inc., Paca and Pratt streets, has occasioned considerable discussion in radio circles by its announcement that effective April 1, model 92 which is now selling for \$167.50 will be increased to \$179.50. This is an unusual step in view of the fact that the tendency is to lower rather than increase the price.

The Oriole Phonograph Co., Inc., headed by M. I. Speert, distributor of Brunswick products, has moved to larger quarters at 410-18 West Lombard from 418 East Pratt. The Oriole is distributor for Baltimore and the entire State of Maryland, Delaware, District of Columbia, Virginia and northeastern section of West Virginia. The concern maintains a branch office in the District of Columbia, which is in charge of Harold Pelta.

Cohen & Hughes, distributors for Brunswick products, have established headquarters at Charlotte, N. C. and are now serving the trade in North Carolina, part of South Carolina, part of Tennessee and half of Virginia.

Much interest has been evinced locally in the new "Companion" series put out by the Crosley concern, whose products are distributed in this territory by the Lincoln Sales Co., Inc., 1128 Cathedral street. The models include the Chum, Playmate, Comrade, Crony, Partner and Buddy, ranging in price from \$55 to \$118, less tubes. The Crosley products have been great favorites in this market.

Benjamin Kriger, trading as Kriger's Drug Stores, has added radios to the lines of merchandise carried in his store at Howard and Centre streets. The new Victor line is being featured. A line of portable Victrolas, designed for traveling and especially for outdoor life, is also being carried.

Anstine's Drug Store, Edmondson avenue and Monroe street, is another local drug store that is offering radios.

Hyman Paul Rome, George W. Manly and Joseph M. Hasselhoff have been named receivers under bond of \$25,000 for the Taubman Stores Corp., of Baltimore, operators of a chain of radio and auto supply stores in Maryland and other States. The concern was declared an involuntary bankrupt by Judge Morris A. Soper, in the United States District Court at Baltimore. The main store of the concern is at 305 West Baltimore street, this city. Six other stores have been maintained in Baltimore, located at 518 South Broadway; 1819 North Charles street; 3501 Eastern avenue; 558 North Gay street; 3234 Greenmount avenue; 1033 Light street.

In addition to the stores in Baltimore, the Taubman Stores Corp. operates ten stores in the western district of Pennsylvania; five stores in the District of Columbia; twelve stores in

Massachusetts; eight stores in the western district of New York; two stores in the northern district of New York, and one in Virginia, 48 in all.

The concern has assets in excess of \$50,000, it was stated in the bankruptcy proceedings. The receivers were authorized to borrow \$5,000 from the Baltimore Trust Co., with which to pay employees' salaries and to take care of other incidentals necessary in connection with the operation of the stores. The receivers were authorized to operate the business of the corporation for 60 days. They were also given power to appoint attorneys to act as ancillary counsel for the receivers in the cities in which stores of the corporation were located outside of Baltimore.

Under the sponsorship of the Eisenbrandt Radio Co., Inc., Majestic distributors, a weekly broadcasting program has been inaugurated. It takes place on Friday evenings over WBAL.

Monumental Radio Co., 844 North Howard street, will open a studio for Station WCAO at 811 West Lanvale street. Radio broadcasting antennae and other necessary equipment will be erected.

The new low prices ranging from 50 cents to \$1 less than former prices of DeForest tubes, recently put into effect by the DeForest Radio Co., of Passaic, N. J., have served to stimulate sales in some of the local stores carrying this line of radio accessories.

—JOHN F. IGNACE.

Broadcast Inquiries Received by CeCo Now Handled by Retailers

Providence, R. I., Friday.

The CeCo Manufacturing Co., this city, has taken steps to more effectively translate the public interest aroused by the weekly broadcast of its CeCo Couriers over the Columbia Broadcasting System into sales for its dealers. Until two weeks ago, an average of between 15,000 and 20,000 inquiries a week were reported received at the factory for copies of the parody broadcast every Monday evening by Henry Burbig under CeCo's sponsorship. Listeners are advised that they can obtain the parodies through their radio dealer. The factory is no longer mailing them direct to the consumer but advises all who ask for them to see their nearest radio dealer.

The new method of distributing these parodies has met with enthusiasm on the part of the dealers.

Following the first broadcast which mentioned this new arrangement, hundreds of dealers wrote to the CeCo factory requesting ample supplies of the parodies so that they could meet the requests of the interested public. Speaking of the new arrangement, E. T. Maharin, vice-president in charge of sales of CeCo, stated:

"We found that while the public interest in the CeCo Couriers was enormous, a good deal of it was not being capitalized upon. By sending people direct to the retail stores and allowing the retailers to oblige them with Henry Burbig's parodies, we create a good deal of good-will for the retailer as well as for CeCo. It helps him to make friends as well as to make friends with us; it helps him to make sales as well as friends; it gives him names of interested radio users which can be continually valuable to him."

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



All abo-o-o-ard for

CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

**CHICAGO DEALERS
LOOK FOR UPWARD
TREND IN SPRING
HOPE MORE WIDESPREAD**

Lyric District Representatives
Convene — F. F. Paul Says
Production of Sentinel Set Line
Is Being Regulated to Meet Demand—L. J. Chatten a Visitor.

Chicago, Ill., Saturday.

Talk among the local trade who are planning to go actively after auto radio trade, demand for which has been stimulated by announcement from time to time of their successful operation, has not been dulled by the announcement from St. Paul this week that by ordinance that city has prevented the installation of radios in automobiles. City authorities there claim that the operation of these sets interferes with low wave operation of police sets. Fear that such ordinances may be enacted in Chicago and other large cities is scoffed at, though some say that the situation will bear watching. Among the auto radios offered to the public in Chicago are the Crosley, Bosch and the K & B Auto Laboratories.

District sales representatives and dealers handling the All American-Mohawk set will meet at a dinner conference at the Stevens Hotel this evening to discuss and hear plans for the distribution of the Lyric from the factory at North Tonawanda, N. Y. Executives of the company will be here and outline the company's new policies.

Leonard Cohen, vice-president of the Triangle Electric Co., which is the wholesale branch of the Atlas Stores Corp. along with the Paramount Co., is an optimist on the future of the business to the extent that he believes it is to be had by intensive work.

The Atlas Stores Employees' Association, composed of employees of the Atlas Stores and Triangle and Paramount companies, will hold their first party at the Stevens Hotel on April 27, and from plans hinted at by Mr. Cohen it will be a gala affair with plenty of high class entertainment. This is one means of promoting the morale of the force. Another is the "Wise Cracks" post office box placed at the entrance to the Triangle offices, in which employees are invited to drop suggestions for improving the office operation, better sales methods, etc. This is a rather new feature and Mr. Cohen was not prepared to say how it would work out.

Among the visitors in Chicago this week were Messrs. Henry Burr and True, of the Burr-True Corp., Syracuse, N. Y.; T. W. Conron, of the Conron Distributing Corp., Philco distributors at Danville, Ill., and Lawrence H. Luckner, of the Luckner Sales Co., Minneapolis.

At a meeting of the Midwest Radio Trades Association last week plans were made to organize the dealer members of the association into separate branch organization, this dealers' section to have district meetings in the

various parts of the city at regular intervals, and where they can discuss and seek solutions for their own problems peculiar to their portions of the city.

H. G. Erstrom, executive vice-president of the National Federation of Radio Associations, is starting out on a trip next week in the interest of the organization which will take him as far south as Jacksonville and include among other cities, Charlotte, N. C., Columbia, Miss., Richmond, Va., Cincinnati, Rochester, Syracuse, Boston and Toronto. He expects to be absent from his office three weeks.

H. C. Bodman, general sales manager for Silver-Marshall, Inc., who returned from an extensive western trip to attend his father's funeral and then left for an eastern business trip, is expected back on Monday. Howard W. Sams, director of territorial sales, has been on a ten-day southern trip and he, too, is expected back early next week.

Noble & Peterson, formerly of the supply department of the Graybar Electric Co., have recently opened a neat store at 303 W. Washington street, where Graybar products, radios and Telechron clocks are stocked and offered the retail trade.

A. B. Newman, of the Newman Radio Co., Jersey City, N. J., was a visitor during the week looking into the market for radio merchandise.

F. F. Paul, vice-president and general sales manager of the United Air Cleaner Corp., manufacturer of the Sentinel set line, says that production is being regulated to meet demand. Plans are being perfected to sell through distributors instead of through the concern's own selling organization and the sales force is being augmented so that dealers and distributors can be acquainted with the merits of the Sentinel. Within the last week or so six new salesmen have been added to the staff. But Mr. Paul does not believe the present situation with respect to radio sales will improve until the public becomes assured that sets they buy at a high price will not be sold a short time later at a greatly reduced price. The United company, Mr. Paul said, has not dumped any of its sets on the market, nor has it cut the price five cents, as the same quotations prevail now that prevailed last June. Mr. Paul attributes the present quietness to the refusal of the finance companies to handle more dealers' paper, and as a result fewer sets are being sold on a time basis. General business, Mr. Paul thought, is showing material improvement over the situation prevailing last fall, but the radio business has not improved as it should.

L. J. Chatten, vice-president and general sales manager for the F. A. D. Andrea Corp., was a visitor here at the local offices last week in the course of a trip to distributors in the central western district.

Dr. Lee De Forest, well known radio tube inventor, is being "feted and dined" this week by various organizations and especially in connection with his appearance at Mandel Bros. department store on the occasion of their 75th anniversary. He told, in a talk Wednesday, of his various inventions and particularly of his work with reproducing sound on films. As to the future of radio Dr. Lee De Forest is an optimist, stating that prices will be lower as a result of the development of the screen grid tubes, which are sold at much lower prices than those used at first in radio sets.

—W. H. ALEXANDER.

**Majestic Products, Inc.,
Host to H. E. Young on
'Plane Visit to Albany**

ALBANY, N. Y., Friday.

Herbert E. Young, general sales manager of the Grigsby-Grunow Co., Chicago, visited this city recently on his nation-wide tour in the company's Sikorsky amphibian plane, "Majestic."



H. V. Barrow Greets Herb. Young on Latter's Arrival in Albany

The photograph taken at the Albany Airport shows H. V. Barrow, vice-president and general manager of Majestic Products, Inc., 90 Hudson avenue, this city, distributor of Majestic radio in this section of New York State, part of Vermont and Brookshire county,

Mass., greeting Mr. Young upon his arrival here.

While in this city, Mr. Young exhibited photographs of the new Majestic refrigerator soon to be introduced to the trade.

The local firm was organized February 1 last, and is an exclusive Majestic wholesale distributor. The firm travels six salesmen and a sales promotion manager. J. O. Morris is president of Majestic Products, Inc.

**7 Sylvania Boosters
Visit Headquarters,
All Are Optimistic**

Emporium, Pa., Friday.

Sylvania representatives from all parts of the country were recent visitors at the local plant of the Sylvania Products Co. Several sales sessions were conducted between the representatives and Fred Strayer, sales manager, and Mark Brown and R. S. MacArthur, assistant sales managers.

The Sylvania boosters who visited the plant were Al Folsom, Dallas, Texas; William Hetznecker, Pittsburgh; Sam Bagby, Charlotte, N. C.; L. E. Cotsen, Boston; Nelson Brown and W. C. Stockberger, New York City, and Ray Healy, Rochester. Plans for the merchandising of Sylvania products during the present year were discussed at the conferences.

A high degree of optimism was reflected by the seven representatives, and all are highly enthusiastic over the position held by Sylvania in the lamp and tube field. An extensive advertising campaign is now being conducted in behalf of Sylvania products.

**We're Here
to Stay!**

Come to the Next Meeting of the

A. R. D.

(Associated Radio Dealers)

**IMPORTANT PROBLEMS
WILL BE OPENLY DISCUSSED**

**IT WILL BE TO YOUR
ADVANTAGE TO ATTEND**

Non Members are Cordially Invited

The Place } **McALPIN HOTEL**

34th Street and 6th Avenue
In the East Room

The Day } **THURS. MAR. 27**

to be called promptly at 8 P. M.

SPRING PROSPECTS FAVORABLE ON COAST

RETAIL STOCKS ARE LOW

Bosch Activity Gaining Momentum—Bill Seroy Buys Interest in Electric Radio Co., Oakland.

SAN FRANCISCO, CAL., Friday.

The revival of business, so far as the radio trade is concerned, appears to be so far, more in anticipation than in reality. A little constant selling by the retail trade, however, appears to be slowly wearing down stocks so that the time is at hand when replacements must become more lively unless a lot of dealers wish to go out of business. These replacements will be made, for the time is at hand when there will be increasing momentum to the Spring and early Summer business.

M. A. Fowler, of the Bosch office, states that as a matter of fact orders are beginning to come in from all over their western territory. These orders are for the most part unsolicited. This is taken as a very healthful indication, showing that dealers, though they may be slow about it, are actually turning their stocks. Orders are not large, but in itself is not a bad sign at all. A meeting of their sales force last week was very encouraging. The men in the field held that in all parts stocks were low enough to compel almost immediate replenishing. The reports are also that agricultural conditions are everywhere at the best, so that buying by

the interior dealers may be expected to be increasingly good.

The Stewart-Warner branch in San Francisco reports what is generally the case, that business to date this year has been slow, but there are now some indications that the usual Spring improvement has begun.

Listenwaller & Gough report that radio sales have been running low, as dealers everywhere have been unable to turn merchandise in any volume. At their salesmen's meeting last week, however, the tone was very optimistic. The general opinion expressed was that we were about at the end of the very quiet season. Some among them believed that the pick-up would be immediate and rapid. But one of them adhered to the belief that there was still a considerable wait, before the present slow turnover could be speeded up. As these men are the ones who have to meet the conditions face to face, the position taken by them is considered very encouraging.

The Pilot Radio & Tube Corp. branch, which opened a short time ago, report that business has started off fully as well as they could expect and that they have therefore no complaints to make.

The Fox Piano Co., of Oakland, has established a branch in Berkeley at 2181 Bancroft avenue, where it is offering its excellent lines of pianos and radios.

The Swedburg Furniture Co., of Berkeley, has now a real live looking radio department. It occupies a wide show-window space on Bancroft way, the main front of the store being on Shattuck avenue. This gives them a space about 10x44 feet, with an added work and stock room farther back. So the whole department is a show window in itself, and presents a variety of models among which the Atwater Kent, Bosch and Radiola are most prominent. Their sign announces that they are open evenings. As they have their own outside entrance, this is possible without keeping the entire store open. They are doing a good business, the season considered.

Harry Curtis, in charge of arrangements for the Radio Pre-view in June, announces that on Thursday the allotments of space will be made. Two-thirds of the space in the auditorium has already been engaged. Present indications are that there will be a phenomenal attendance of dealers from all over the western territory. Those desiring to display are practically unanimous in expressing their preference for the present arrangement of closing the show to the general public.

Ernest Ingold, president of the Western Music Trades Association, has already appointed his committee for the convention to be held in San Francisco, June 25-26. The chairmen are: C. L. McWhorter, western manager for Philco, Manufacturers Committee; Harold Pracht, for the Ladies Entertainment Committee; H. P. Sibley, the secretary, Golf; Miss Helen Otis, Golf Registration; R. B. Miller, Registration; George H. Curtis, Publicity; Otto May, Entertainment; P. T. Clay, president, Sherman, Clay & Co., Attendance; Robert Bird, Reception. The chairmen are all, for evidently practical reason, San Francisco people; but are ably seconded by others in different sections of the western territory.

Henry F. Gardner, until recently manager of the San Francisco Sonora branch, has become the Northern California representative of the General Motors Radio Corp., and is now on a trip to the factory to attend a confer-

CLASSIFIED SECTION

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

A T T E N T I O N
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 boozie 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.

ence. George K. Brown, who has been assistant manager at the Sonora office, remains in charge.

Bushnel & Raynor, sales agents for Sulmcock Manufacturing Co., makers of radio cabinets, of Oakland, have moved their office from the Chronicle building in San Francisco to 305-306 Pacific building, Oakland.

R. Johnstone has purchased an interest in the Radio-Art Shop at 2065 Chestnut street, San Francisco. He was formerly associated with the Leo J. Meyberg Co.

Bill Seroy "Ling," the Chinese character on the air, has launched in the retail radio business by purchasing interests in the Electric Radio Co., in Oakland. This firm is one of the Majestic radio outlets, and "Ling" was formerly Pacific coast sales manager for the Grigsby-Grunow Co.

C. L. Evans, sales supervisor for the Utah Products Co., has taken up his residence in San Francisco.

C. M. Hunter, formerly Pacific coast manager for the Kellogg company, is now acting as Pacific coast manager for Silver-Marshall, Inc.

The Superior Court of Sacramento has upheld the city ordinance providing for a license tax of \$100 per annum to defray the expenses of the radio interference department. Dealers about the Bay District are feeling glad they

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.

are not in Sacramento. Their expense for this service amounts to \$2.50 per month. And their association will undoubtedly spend the money with more zealous care to results, for the reason that they are directly and vitally interested.

Preparations are in the making for the celebration of the seventh annual Music Week from May 4 to May 10. Radio promises to get in on the week with both feet.

Dealers in San Francisco who wish to operate loud speakers on the street must get permits from the police department. This arrangement has been okayed by the association. Permissible hours are from 10 A. M. to 10:30 P. M.

—ALLEN.

ANNOUNCE ENGAGEMENT
OF W. W. KIESELHORST

The engagement of Miss Mary Clifton, of Norwalk, Conn., to Wallace Williams Kieselhorst, St. Louis, Mo., was announced last week.

Mr. Kieselhorst is the son of Mr. and Mrs. Edwin A. Kieselhorst, prominent in St. Louis, where Mr. Kieselhorst is president of the well known piano company that bears his name.

For 3 Corporations
With 10 Years in
Sales In My Charge

Have Shown
Handsome Increases,
At A Profit

I am ready to work for any dependable manufacturer who appreciates this character of results. Competent to manage national sales, regional sales or a substantial wholesale business, New York location preferred. Accustomed to earn better than \$12,000 annually. References from unusual sources. Merchandising, management and finance have been coupled in my case with legal training.

Box 495

Talking Machine and
Radio Weekly

146 Water Street
New York

R. E. TONGUE & BROS. NAMED CROSLLEY JOBBER IN PHILADELPHIA ZONE

SPRING DRIVES UNDER WAY

George A. Scoville, Stromberg-Carlson Vice-president, a Visitor—Perryman Tube Distribution for Atlas Player Roll Co.

PHILADELPHIA, Pa., Friday.

With the inauguration of the Spring sales drives there is perceived a more encouraging tone in the entire industry in this market.

The am-rad Distributing Co., newly appointed wholesaler of Kennedy radio, has received substantial shipments of these sets from the factory at Fort Wayne, Ind., and these are now ready for trade requirements. The Cam-Rad is a subsidiary of Trilling & Montague, prominent Zenith distributing organization.

R. E. Tongue & Bros., Inc., Allegheny avenue and Amber street, this city, has been appointed distributor of Crosley radio in the Philadelphia territory. Beginning next week the concern will hold open house at its headquarters where the entire "Companion" line of the Crosley Radio Corp. will be on display.

Strawbridge & Clothier, department store, staged an educational display jointly with the Home Makers' Mart, this week. One of the features was an exhibit of the evolution of radio from the earliest stages of the crystal set to the present day models. Included in the display were Atwater Kent, Victor and Philco as well as Majestic, lines handled by the Strawbridge & Clothier store.

Perryman tubes are now being distributed here by the Atlas Player Roll Co., 219 So. Eleventh street.

Newton B. Heims, trading as the Heims Music Store, Drexel Hill, near Philadelphia, has filed a petition in bankruptcy. No schedule of assets or liabilities was filed.

Growth of distribution and popularity of Victor recordings have kept the shipping department of Philadelphia Victor Distributors, Inc., 234 North Eleventh street, humming with activity the past month.

Albert Bates has been assigned to cover the central Philadelphia territory for P. V. D. William Riday has joined the staff and is now covering the coal regions.

C. J. Heppie & Son, 1117 Chestnut street, is conducting a door-to-door campaign on the Philco with crew managers directed by Leo Cromson, manager of the radio department.

Tom Bender, who formerly was connected with the Trenton, N. J., trade, is looking after the southern New Jersey market as representative for the Philadelphia distributors of the Edison, the Girard Phonograph Co. Sales of the Edison Light-O-Matic have been growing with the improvement in general business conditions.

Clifford Hunt, of Davis-Hunt, Inc., Real Estate Trust building, has been confined to his home with illness following an accident. George A. Scoville, vice-president and general manager of the Stromberg-Carlson Telephone Mfg. Co., Rochester, was a visitor to local headquarters for a few days. The Stromberg-Carlson has been gaining in sales since the inauguration

Trade Problems Aired By Committees of the N. F. R. A. and R. W. A.

Chicago, Ill., Thursday.

The executive committee of the National Federation of Radio Associations met in this city recently with the executive committee of the Radio Wholesalers Association and many subjects for the furthering of the two trade bodies were discussed. It was voted that the next executive committee meeting be held in New York City at the Hotel Astor on Thursday, April 3, in conjunction with the board of directors meeting of the Radio Wholesalers' Association.

The application of the Radio Service Managers' Association of New York City was formally accepted and approved. Formal approval for membership was also given to the Louisville Radio Trades Association and the Atlanta Radio Dealers' Association.

Executive Vice-president H. G. Erstrom was authorized to make a trip contacting many local points on his way to New York to the board meeting. Mr. Erstrom will visit Cincinnati, Charlotte, Charleston, Atlanta, Jacksonville, Richmond, Syracuse, Rochester, Buffalo and Toronto.

The executive committee of the National Federation of Radio Associations and the Radio Wholesalers Association are now watching legislation barring the installation and use of radio sets in automobiles. Adverse legislation for automobile radios has been presented in several states, particularly in the east but in each case the local radio traders have been successful in defeating any ordinance prohibiting the use of radio sets in automobiles.

No cases have been cited where the use of an automobile radio has been detrimental to the best interest of safe driving and it has been shown by many automobile owners that the playing of a radio in the car does not distract the driver's attentions.

The use of radios in automobiles is heralded as one of the new developments of potential radio sales and the national organization is taking steps to present adverse legislation. Letters are being written to all local associations urging their watchfulness for this particular type of legislation and asking for their cooperation.

C. C. Colby, chairman of the joint national legislative committee from the National Federation of Radio Associations and the Radio Manufacturers Association has been assured of the support of the national organization in watching this type of legislation.

In several states the recording of conditional sales contracts on radio sales is required by law. The National Federation and the Radio Wholesalers' Association are making a survey of the various states regarding conditional sales contracts; whether or not such laws are in effect and whether they are advantageous to the best interests of the radio trade and the radio public.

of the broad exploitation and advertising campaign that has been conducted here.

M. Kuhn, district sales manager of the All-American Mohawk Corp., North Tonawanda, N. Y., manufacturers of the Lyric radio, called on the Philadelphia Motor Accessories Co., 3129 North Broad street, here, Lyric distributors, to outline the plans for the Spring drive.

—CARR.

MEMPHIS DEALERS ENJOYING LIVELY SPRING BUSINESS

Memphis, Tenn., Saturday.

Merchants report record trade as fair with radio sets moving into consumers' hands at a good rate. The cold snap predicted failed to materialize and we are now enjoying real balmy spring weather. The fact that business has been showing a gradual increase from week to week lends color to the belief that a good season is coming around.

F. R. Freid has been named manager of the National Furniture Store, 56 S. Main. For sixteen years he has been buyer and department manager for various concerns and for five years was with New Bry's in the furniture department. The National is one of the comparatively recent additions in Memphis and handles phonographs and radio as well as furniture.

G. A. Zanone, manager of the Radio Sales Co., on S. Main street, recently made a trip through the tri-states area and found Majestic sets as active in that district as in Memphis. The wholesale place in Memphis is quite a commodious one with the wareroom, office and display rooms on the two floors. The Radio Sales Co. is also enjoying a good business in Columbia records and Columbia phonographs. C. I. Harris is manager of the Little Rock, Ark., branch and C. E. Eatman directs the branch at Monroe, La.

Austin Piano Co., on N. Main near Poplar is now located on the west side of the street across from the old location.

Adaam Schaaf Piano Co. is now on the northeast Linden avenue corner of Hotel Chisca, on Main street. The music firm has been in this block many years.

The Dixie Music Shoppe, on N. Third near Court avenue, is showing some attractive windows in band and stringed instruments. It retails a general line of musical accessories but does not handle phonographs. Prof. Metz, head of the store, is one of the well known music instructors of Memphis.

Leo Kahn Furniture Co., S. Main and Pontotoc avenue, continues to give considerable attention to phonographs and radio goods.

Armstrong Furniture Co. has a very large section on the main floor devoted to Victors, records and radio goods. The department has been considerably enlarged. Armstrong is one of the oldest retail furniture outlets in the United States having begun operations about 95 years ago, being at one time located in Indiana but for more than half a century in Memphis.

Russell-Heckle Co. S. Front street, has recently added Edison radio.

Kenon-Taylor Co., 60 Madison avenue, office supply house, has taken on the Edison radio as dealers. It is located just across from the Custom House.

—C. G.

HAL WAGNER, FORMER SYLVANIA PUBLICITY HEAD, IN NEW FIELD

Hal Wagner, former advertising manager of the Sylvania Products Co., Emporium, Pa., maker of Sylvania tubes, has joined Henry L. Doherty & Co., New York brokerage house. Mr. Wagner assumed his new duties in New York today.

As Sales Manager, General Manager, or Assistant to President

My qualifications and career for 17 years with one of the best-known companies in radio industry equip me to do a job for a responsible manufacturer demanding conscientious application in a difficult post. My old company has changed the character of its operations completely, leaving nothing for my attention. I have sold merchandise from coast to coast, totaling millions of dollars annually, had entire charge of finances and collections, managed design and production and in fact at various times completely run a national business for its owners during their occasional absence. Since boyhood I have had only two affiliations, the one I am now ending after 17 years and another of six years with one of the most famous concerns in general industry.

A factory that wants sales, a business that needs a well-rounded general manager or a president who wants an aide to carry part of the load is the opportunity which should be mutually advantageous.

Address: Box 496

TALKING MACHINE & RADIO WEEKLY
146 WATER STREET
NEW YORK



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Davis, Coots & Engel Rounding Up Varied Catalog With Several Embryo Hits Supporting Featured Tune, "Why"



Buddy Rogers and Paul Ash Rehearsing the Davis, Coots & Engel Song, "Dream Avenue."

Although it has not as yet even approached its first business anniversary, the firm of Davis, Coots & Engel, Inc., has a catalog that is fast becoming one of the most fertile of music-business rosters. The firm's initial effort in musical comedy score publishing, "Sons o' Guns," brought with it the radio hit, "Why," sales of which are equalling the broadcasting popularity, quite a tribute when it is known that the tune is one of the most often heard numbers on the air. Other tunes in the piece include "Cross Your Fingers," "It's You I Love" and "Red Hot and Blue Rhythm," among others.

In conjunction with Lou Davis, (no relation to Benny, except for an admirable penchant for turning out good lyrics) Fred Coots has turned out "The

Kiss That Made a Fool of Me," a new tune that has all the ear potential best-seller in the firm's catalog is "Dream Avenue," another recent composition.

The accompanying photograph shows Buddy Rogers, Paramount Pictures and Columbia record star, with Paul Ash, taken on the occasion of the screen star's appearance at the Paramount Theatre, New York, where he featured "Dream Avenue."

Among the most recent compositions of Benny Davis and Fred Coots are: "You Can't Stop Me from Falling in Love With You," and "Flappers on Parade," both of which show unusual promise, it was stated on Friday by Harry Engel, president of the publishing firm.

Missed By The "Mike"

Herbert Marks, of the E. B. Marks company, is recuperating following an operation for appendicitis. . . . Charles Harrison, formerly for many years a member of the executive staff of the Ted Browne Music Co., is with Red Star. . . . Harry Warren goes Coasting April 7. . . . The Warner Bros. and subsidiaries' employes frolic at their annual social racket and ball next Saturday evening. . . . Feist is reviving one of Bud DeSylva's first tunes, captioned "Minnie the Mermaid," with Vallee, Cummins and others featuring it. . . . Speaking of Vallee, that eminent maestro's initial Freudian endeavor, "Vagabond Dreams Come True," tells of famous female composers, mentioning Mabel Wayne (writer of "Ramona," "In a Little Spanish Town," etc.) and Mary Earl (Beautiful Ohio). "Miss" Earl gets "her" mail addressed Robert King, and

is very much a "he." . . . Joe Davis writes from the Middle West that business is picking up all along the line. . . . Those who should know have put their stamp of approval on "Under a Texas Moon," featured song in the film of the same name scheduled for early release. . . . Jack Bliss, well-known Q. R. S. executive, becomes managing director of the new Barbizon-Plaza hotel April 1. . . . Carl Fenton is handling the Stanley recording end of Q. R. S. records. . . . The N. Y. Telephone Co. reports a decrease of 50 per cent. from normal in telephone calls between 7 and 7:15 P. M., due to the Amos 'n' Andy broadcasts.

AS THEY WERE: Harry Richman and George Gershwin (not in order of their importance!) formerly were piano key pushers at Remick's, with Mr. Richman later "transposing them in all keys" for Mae West.

OUR
Song Hits

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

Jolson's "Mammy" Film, With Berlin Score, Opens Here Tonight

"Mammy," starring Al Jolson, and with lyrics and music by Irving Berlin, Inc., opens this evening at the Warner Theatre, New York, bringing with it three song hits in the embryo in "Across the Breakfast Table" Looking at You," "To My Mammy" and "Let Me Sing and I'm Happy." Mr. Berlin supplied the story as well as the songs in the picture, which deals with minstrel life and boasts a strong cast supporting the popular comedian.

Irving Berlin, Inc., publisher of the three tunes in the film, believes it has another outstanding score to offer the trade. Particular stress in the talkie is laid on "Let Me Sing and I'm Happy," and an active campaign will be instituted on this number as well as the other two coincidentally with the opening of the phono-plicker.

Jay Witmark Assumes Executive Direction Of Witmark Company

Jay Witmark, one of the founders of the popular-music publishing firm of M. Witmark & Sons, music publisher to Warner Bros. and First National Pictures, assumed the complete general management of the company recently. The publishing firm recently opened sumptuous offices in the Cunningham building, 1659 Broadway, New York.

Mr. Witmark, who is also vice-president of the firm, formerly acted in an executive capacity.

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

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

"ALONE WITH MY DREAM"

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

"WHERE THE GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

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

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THE TALK of the TOWN"

"FUNNY, DEAR, WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT of ME"
of the BAYOU

LEO FEIST
235 w. 40th Street
NEW YORK CITY

UNEMPLOYMENT SITUATION IS GRADUALLY IMPROVING IN TOLEDO; SET SALES GAIN

AGGRESSIVE DEALERS REAPING SATISFACTORY RESULTS

Roberts-Toledo Co. Sponsors Dealer Meetings — Collins Radio Co., Prominent Retailer, Reports Trade Fair on Its Lines, Majestic, Howard and Brunswick — Stromberg Dealers Dined — Aitken Radio Co. Reports Brisk March Sales on Amrad.

Toledo, Ohio, Saturday.

Industrial workers are gradually getting back to work; also workers engaged in outside work are beginning to start operations and as a consequence radio dealers are finding buyers for sets now and are looking forward to a spring volume of pleasing proportions. In some quarters it is believed merchants have been too conservative in buying; they have been afraid to engage in new efforts because of the belief that the buying power of workers was too low to warrant the sales expense. That this opinion was not altogether warranted is shown by the success attained by a few dealers who have gone after business in a whole-hearted way.

The Lion Store Music Rooms & Radio Shop have experienced a 15 per cent increase in sales for the three months this year, according to Lawson S. Talbert, manager. He stated this was brought about by the enthusiastic exploitation of the Amrad line and by putting on sales events at regular intervals which attracted the public to the establishment. Nerve is needed today in order to make a showing in volume. Dealers must take a chance and then go after business with determination, he believes. Then results will

come. Judgment must be exercised in buying; people will not buy high price merchandise—but they will buy radios if they are convinced that the set offered will deliver the goods and is within their means. Records scoring here include "Strike Up the Band," "Song of the Islands" and "Puttin' on the Ritz," according to Miss Zoa Osborn.

Jay Grinnell, manager of the radio department at Grinnell Bros.' local store, and his father, Jay Grinnell, of the Detroit house, are sojourning in Florida.

Benj. Jasper and Carlyle Shook, of the sales staff of the J. W. Greene Co. attended the sales school of the Capehart Co., Fort Wayne, Ind., the past week.

The Basil Radio Co. held its monthly get-together of salesmen and their wives at the Commodore Perry hotel this week, about 75 attending.

The Majestic tone test has been taken by Mayor Wm. Jackson with a high score. Groups of bankers, musicians and business men have taken this test with much satisfaction, it is said.

The Roberts-Toledo Co., Majestic distributors, on Wednesday evening held a dinner-meeting for dealers in the Toledo territory at the Chamber of Commerce. About one hundred and twenty dealers and their salesmen attended. The entire session was devoted to getting the Majestic Spring Prosperity campaign started. James J. Davin, sales promotion manager of the Grigsby-Grunow Co., and Fred Partridge, field representative as well as Stanley Roberts addressed the group.

The eight points of contact suggested as leaders are worth mentioning here. They are: (1) telephone canvass; (2) educational canvass; (3) broadcast survey; (4) booster button campaign; (5) endurance contest; (6) tie-up with schools and public places by installing Majestic radios; (7) treasure hunt and (8) tone test contest.

On the following day the Majestic Caravan moved on to Lima, Ohio, where the Roberts-Toledo Co. maintains a branch house. Here 70 dealers were entertained at dinner at the Barr hotel. Fred Partridge, from the factory, and Stanley Roberts addressed those present. Guests included Neil Johnson and Geo. Deacon, of the Cincinnati Majestic Corp. Frank Van Loo, sales promotion manager of the Toledo company, stated dealers are enthusiastic over the spring campaign and are hooking up with it.

H. G. Miehl, head of the H. G. Miehl Co., Philco, Brunswick and Majestic retailers, stated the company has experienced a nice improvement in trade during the past ten days. Drop-ins are more frequent and telephone inquiries more numerous, he said. The house has 19 men on the outside maintaining contact with prospects. He is very optimistic about the immediate future.

The Collins Radio Co., in the South End, reports trade very fair and the spring outlook favorable. The concern, headed by E. D. Collins, has not been hit by the depression as hard as stores that depend upon industrial workers for their patronage, because its customers are largely railroad workers and this

group has been employed all of the time or, at least, a good portion of the time. Chas. Bell, formerly with Grinnell Bros., is sales manager here and is building an organization which will be second to none in the city. Majestic, Howard and Brunswick lines are carried.

The Stromberg-Carlson Tel. Mfg. Co. was host on Tuesday evening to a group of dealers and their salesmen at a dinner in the Secor hotel. The concern has been carrying on a local campaign for dealers which was brought to a close with the gathering. Harry Almqvist was in charge of the drive. In addition to Mr. Almqvist, Henry Waite from the factory, addressed the dealers on sales and advertising plans.

The J. W. Greene Co. is pepping up its spring sales plans and putting increased effort into outside selling. A telephone canvass has produced very favorable results, according to W. W. Baillie. The house is tying-in with Sparton, Victor and Majestic spring drives. Window displays and interior trims as well as newspaper announcements feature the instruments. According to Miss Helen Baumgardner, in charge of records, the store is featuring Lent and Eastern music. Records containing music for every religious denomination are available now. Discs of this type and the renditions of Lawrence Tibbett are brisk sellers now.

The Toledo Automotive Co., Brunswick Division, according to Perry White, sales manager, has taken its force of salesmen off general soliciting and turned it over to dealers to assist in solving their problems and sell their stock. The results have been very gratifying both from a collection and a sales point of view. Most dealers at this time are engaged in reducing the number of lines dealt in. Bell Lewis has been promoted to manager of the record department.

The M & W Radio Co., Columbus, Ohio, subsidiary of the local Brunswick distributing firm in Central Ohio, is now functioning. I. C. Sampson is general manager.

James Aitken, president of the Aitken Radio Co., jobbers of Amrad and Crosley lines, stated that on account of the large number of special drives on Amrad carried on throughout the territory March sales will be the largest of any month since last October. Sectional meetings for salesmen and dealers are held at vantage points every month by the company. As soon as the new Crosley electric refrigeration samples are received sales meetings will be held and a campaign inaugurated to introduce the line to the public. Wm. Taylor Co., Cleveland, purchased 3000 Amrad sets during the past two weeks, he said.

—SCHLACHTER.

Al Rapfogel Appointed Factory Representative For Van Horne Tube Co.

Albert Rapfogel, who has been active in the radio business in the metropolitan market practically since the inception of radio broadcasting, has been appointed metropolitan representative for the Van Horne Tube Co., of Franklin, Ohio. He plans to establish several prominent outlets for the Van Horne line of radio tubes in the New York market and in addition to the tube production of the company will feature a specialty product which the Van Horne company is manufacturing.

The Van Horne Tube Co. has secured exclusive manufacturing rights to the Van Horne Flewelling tube checker, made under patents of E. T. Flewelling, pioneer radio inventor and engineer. The tube checker tests all types of tubes without the use of adapters and is said to represent the latest advancement in this type of merchandise on the market. Mr. Rapfogel has established offices at 186 Joralemon street, Brooklyn.

Motor Parts Co. Host To Philco Dealers at Two Theatre Parties

Philadelphia, Pa., Thursday.

Theatre parties for dealers were conducted recently in Lancaster, Pa., and Wilmington, Del., by the Motor Parts Co., this city, distributor of Philco radio. In each city the affair was a private showing of the picture "The Love Parade," which was used in a national tie-up with Philco. Short films on "Burning of Radio" and "Man-made Miracles," the latter a picture showing the manufacture of RCA Radiotrons, were also shown.

Philco dealers in Wilmington also staged a parade in that city during the run of "The Love Parade" there. Tradesmen in the parade were costumed like Maurice Chevalier and Jeanette MacDonald, stars of the picture.

The Motor Parts Co. furnished Philco sets to Boy Scout troops for the reception of President Hoover's recent Boy Scout radio address.

NEW YORK JOBBING HOUSE

interested in RADIO LINE that can match us for reliability, resources and favorable outlook

All Correspondence Strictly Confidential

Box 494

TALKING MACHINE and RADIO WEEKLY

146 Water Street New York

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

Write for Particulars

THORENS, Inc.

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

More Profit Than Ever In Crosley Radio, Says 20th Century Executive

In an interview with Grant Layng, vice-president of the 20th Century Radio Corp., Brooklyn and New York distributor for Crosley radio and refrigerator product, Mr. Layng stated that he believed the new set line of the Crosley company would prove an outstanding seller in this market.

Mr. Layng pointed out that the dealer is practically insured of the fact that his discount, for example, on the Crosley \$55 model would be his profit, for the low-list on the set does away to a great extent with trade-ins and time payments.

Session of R. M. A. Directorate Finds Industry Is Alert

(Continued from page 5)

at the opening of the usual fall season, and also for National Music Week, May 4-10, were made by the RMA Directors. At the request of the National Federation of Radio Associations, the manufacturers' Board arranged to cooperate with jobbers and dealers in promotion of National Radio Week.

National Music Week, being promoted by the Music Industries Chamber of Commerce and the National Association of Music Merchants, also was endorsed by the RMA Board for joint trade promotion measures during the week of May 4th.

Preceding the RMA Board meeting, more than a score of prominent set manufacturers met Thursday, March 20th, at the Hotel Statler at Buffalo, at the call of Mr. Metcalf, acting chairman in the absence of Captain Sparks, of Jackson, Mich., of the special group organization of set makers. There was a general exchange of views on merchandising problems with optimistic expressions for future business. Limited production was said to be proceeding, with all set manufacturers busily engaged in developing their newest products for exhibition at the Atlantic City trade show.

The RMA directors approved plans to promote radio installation in motor cars. Steps to properly inform the public and also motor vehicle commissioners, police and other officials and stimulate radio installation in automobiles, in which an increasing number of radio producers are becoming interested, were ordered. Mr. Metcalf was designated chairman of the special committee on automotive radio and will act in conjunction with C. C. Colby, of Canton, Mass., chairman of the Legislative Committee.

In addition to the newly organized group of set manufacturers and the special committee to deal with radio equipment of motor cars, the RMA Board also approved further plans to make the Association's organization and

activities more effective. Continuing the group organization plan, to give each group of radio manufacturers a special forum for discussion and action on their immediate problems, the following chairman of various groups were appointed by President Richmond:

Receiving sets, Captain William Sparks, of Jackson, Mich.; Speakers, H. C. Forster, of Chicago; Amplifiers, C. C. Colby, of Canton, Mass.; Raw Materials, R. T. Pierson, of New York; Miscellaneous Parts, L. A. Hammarlund, of New York; Tubes, B. G. Erskine, of Emporium, Pa., and Cabinets, N. F. Bloom, of Louisville, Ky.

To further perfect the RMA organization, the Board approved proposals, long under consideration, to create, by amendment of the by-laws, "associate" members of the association. The proposal will be submitted to the RMA membership at their convention next June in Atlantic City.

Chairman Leslie F. Muter, of Chicago, of the RMA Credit Committee also announced the appointment of Donald MacGregor, of Chicago, as Vice-Chairman of the Western Credit Committee, to act in a similar capacity to Vice-Chairman Edward Metzger of the Eastern Credit Committee.

Efforts against injurious radio legislation in several states were reported by Chairman Colby, of the Legislative Committee, while Frank D. Scott, Legislative Counsel for the Association at Washington, gave a report regarding pending national radio legislation and interests before the Federal Radio Commission. Action by the latter which will further improve broadcast reception for the public is expected. Considerable increase in legislation in several states on radio matters is evident and the Association is taking appropriate steps to safeguard radio interests.

Gratifying success in the collection and exchange of industry statistics was reported by George C. Furness, of New York, Chairman of the Statistics Committee. Monthly reports now are available to RMA members and are increasingly valuable guides to executives.

Major H. H. Frost, of New York, Chairman of the Merchandising Committee, reported numerous active efforts to promote radio sales and assist RMA members and also jobbers and dealers in effective sales stimulation. Distribution of valuable information on advertising practices generally prevalent among the manufacturers was made recently, and further merchandising aids to RMA members are under way.

Plans for issuance of new radio manufacturing standards, also of a service manual, were reported to the Board by Walter E. Holland, of Philadelphia, Director of the RMA Engineering Division. Results of the recent meeting of the receiving set and tube committees regarding the five-element tube under development, and of the Safety Section of the Division working in cooperation with other radio interests, also were reported.

B. J. Grigsby, of Chicago, Chairman of the Traffic Committee, reported and received the Board's approval of plans for the issuance soon to RMA members of a traffic handbook, compiling valuable information in connection with railroad rate structure, bills of lading, claims and other traffic procedure.

Effective organization of the Foreign Trade Committee was reported by H. H. Pollock, of New York, Chairman. Several sub-committees to deal with various export problems have been appointed recently, and the Committee

Transformer Corp. Enters Set Field

(Continued from page 5)

half of 1929 is attributable in large measure to lack of definite information regarding production, its costs and pitfalls. We feel that we are prepared to cope with the production problem to the ultimate benefit to the consumer. The whole tone of the radio industry will be raised only when maximum value is offered to the public at a price which the consumer can afford and which permits the manufacturer, jobber and dealer to make legitimate profit."

The Transformer's corporation's advertising campaign is taking shape under the management of W. E. Hall, formerly director of sales promotion for Silver-Marshall, Inc. Mr. Hall states that it is planned to give T. C. A. jobbers and dealers full cooperation in both publicity and advertising.

CROSLY BATTERY SETS IN BOATS TO BE ON EXHIBITION

San Francisco, Cal., Thursday.

Several exhibitors at the coming Pacific Motor Boat Show to be held here will display Crosley battery sets installed in boats, according to Kierulff & Ravenscroft, distributors here for the Crosley Radio Corp.

DEMONSTRATE NEW RECORDING SYSTEM

Gloucester, Mass., Friday.

What is declared to be a basically new system of electrical reproduction of sound was demonstrated to a group of engineers representing the radio, phonograph and moving picture industries here on Monday at the laboratories of John Hays Hammond, Jr., prominent inventor.

The system is said to represent a striking advance in the naturalization of music and speech in recording sounds, giving a more satisfactory rendition of tonal color and dynamics.

HENRY BAUKAT JOINS RCA RADIOTRON CO.

Henry Baukat, well known in the radio industry, has been appointed Director of Publicity of the RCA Radiotron, Inc., Harrison, N. J., headquarters of the company.

Mr. Baukat has been identified with radio since 1912 and has intimate contact with distributors and dealers all over the country.

KEN-RAD TUBE OMITTS REGULAR DIVIDEND

Owensboro, Ky., Saturday.

The Ken-Rad Tube & Lamp Co., this city, has omitted the dividend on its Class A stock.

will soon issue considerable valuable information to RMA members regarding foreign trade promotion. The next Board meeting of the RMA Directors and the last before the Atlantic City Convention and Trade Show will be held in May 8th and 9th at French Licks, Springs, Indiana.

Pierce-Airo Increases Production Facilities

The United Scientific Laboratories, Inc., has recently enlarged its plant and floor space at 113-115 Fourth avenue, New York, in anticipation of a record year with the company's new type S. G. shielded condensers.

Pierce-Airo, Inc., a subsidiary of United Scientific Laboratories, is also planning for big business and has increased its facilities for the production of the new 1931 triple screen grid Pierce-Airo chassis.

David Wald, president of the company, is now on a trip to Chicago and other western centers.

WAGNER RADIO CO. NAMED PHILCO SET JOBBER IN INDIANA

Indianapolis, Ind., Monday.

Announcement has been made that the distribution of the Philco radio set line has been taken over by the Wagner Radio Co., 615 North Capitol avenue. Indianapolis and forty-four surrounding counties are included in the territory.

Adolph Wagner, head of the company, has been closely connected with the radio trade since its inception and was formerly head of the radio division of the Electric League of Indianapolis. According to Mr. Wagner, an active merchandising campaign has been planned.

KENNEDY ISSUES DEALER BROCHURE

South Bend, Ind., Saturday.

The Colin B. Kennedy Corp., this city, maker of the Royal line of radio, has issued an attractive dealer brochure which gives to retailers the various sales points in Kennedy radio.

The story of testing Kennedy radio for tone is told as are salient features in the mechanical make-up of the product of the local set manufacturer.

Photographs of the officers and directors of the company are included. They include: F. H. Wellington, chairman of the board and treasurer; Colin B. Kennedy, president; Col. George M. Studebaker, director; Clement Studebaker, 3rd, director; W. B. Nevin, general sales manager; R. H. Caldwell, chief engineer, and Dr. Chas. C. Lauritsen, chief consulting engineer.

LEADER STORES ADD STEWART - WARNER

Chicago, Ill., Monday.

The Leader Department Stores Co., this city, has been appointed Blue Ribbon radio dealers by the Stewart-Warner Corp., radio manufacturer with headquarters on Diversy parkway, here.

Leader stores are located at 1700 West Eighteenth street, 1537 West Chicago avenue, and 3311 West Twenty-sixth street, Chicago. A complete line of Stewart-Warner screen grid sets and reproducers will be carried.

CLARK PROMOTED IN CROSLY RANKS

Cincinnati, O., Tuesday.

John L. Clark, former manager of the commercial department of the Crosley Radio Corp., this city, has been named general manager of Crosley's stations WLW and WSAI.

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.

All You Need for
Advertising Success
in Radio-music Market Sales is

The
TALKING MACHINE
& RADIO WEEKLY

Quickest to go from coast to coast.

Highest of them all in reader interest.

Favorite of the biggest interests in the industry.

Cheapest per dollar of advertising investment.

Biggest in the opinion of people who count.

- -and, if the "The Trade's Only Weekly" does not LEAD your advertising list, kiss the rest of your advertising money good-by.

The TALKING MACHINE & RADIO WEEKLY
146 WATER STREET :: :: :: NEW YORK, N. Y.

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.
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
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
RCA-Victor Co., Inc. New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co. Jackson, Mich.
Sprague Specialties Co. Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Reproducers Corp. Springfield, O.
U. S. Radio & Television Co. Marion, Ind.
Zenith Radio Corp. 8620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
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.

ELECTRIC PICK-UPS

Pacnet Elec. Co. 91 Seventh Ave., N. Y.

RADIO CABINETS AND TABLES

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.

TALKING MACHINE PARTS

Oehl Mfg. Co. Elizabethport, N. J.
General Industries Co. Elyria, O.
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.
Pacnet Elec. Co. 91 Seventh Ave., New York
United Air Cleaner Co., Cottage Grove Ave., Chicago

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co. Huntington, W. Va.
Alexanders, Inc. 39 W. 60th St., New York
Alter Co., Harry Chicago, Ill.
Apollo Radio Co. 15 Shipman St., Newark
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Blackman Distributing Co., Inc., 28 W. 23 St., 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
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.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Elyea Talking Machine Co. Atlanta, Ga.
Essex Distrib. Corp. 40 William St., Newark
Everybody's T. M. Co. Philadelphia, Pa.
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Hieb Radio Supply Co. Marion, S. D.
Howe & Co. 883 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Koeber-Brenner Co. St. Louis, Mo.
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.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W. 898 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. 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., 282-48 N. 11th St., Phila.
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.
The Roycraft Co. Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Seedman Co., G. J. Brooklyn, N. Y.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, O.
Southwestern Victor Dist. Co. Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
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., 536 Bergen Ave., New York
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.
Pacnet Electric Co., Inc., 91 Seventh Ave., New York
RCA-Victor Co., Inc. New York
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Utah Radio Prod. Co. Chicago, Ill.

RADIO TUBES

Arcturus Radio Tube Co. Newark, N. J.
CeCo Mfg. Co., Inc. Providence, R. I.
DeForest Radio Co. Jersey City, N. J.
Johnsonburg Radio Corp. Johnsonburg, Pa.
National Union Radio Corp. New York, N. Y.
RCA Radiotron Co., Inc. Harrison, N. J.
Sylvania Products Co. Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.

LUBRICANTS

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

MUSIC PUBLISHERS

Berlin, Inc., Irving 1607 Broadway, New York
Davis, Coots & Engel, 719 Seventh Ave., New York
Feist, Inc., Leo 235 W. 40th St., New York
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

ANOTHER YEAR OF VICTOR SUPREMACY!

with

SUPERIOR PRODUCT
UNPARALLELED STABILITY
BRILLIANT BROADCASTING
CONSUMER CONFIDENCE



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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.

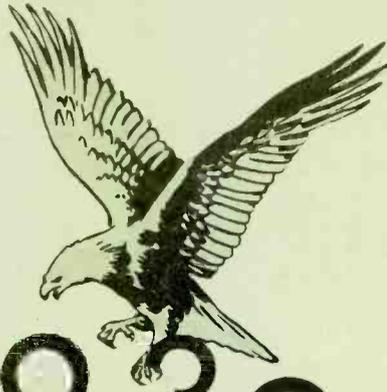
EXCLUSIVELY WHOLESAL
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

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

ST. LOUIS, MO.

Koerber-Brenner Co.
1115 Pestalozzi St.



for 1930

MORE BUSINESS

. . . FEWER TO SHARE IT

And the Best Seller Again *Majestic*

HAPPY 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 Coltura 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
RADIO

Licensed under patents and applications of E. C. A. and R. F. L., also by Takishima, Louis de Juremore and Hogan License Associates.

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

"TRADE NEWS RIGHT WHEN IT HAPPENS"