

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 16

NEW YORK, WEDNESDAY, APRIL 16, 1930

Per Year—\$4.00

MEET YOUR NEW STAR SALESMAN . .

a specialist at packing 'em in!



BUDDY ROGERS has crammed THOUSANDS into movie theatres to see his many Fox and Paramount pictures. And now he has made his first RECORD—a Columbia hit sure to pull countless screen fans into the stores of the dealers who are pushing it!

Rogers sings the two melody hits of the new talkie, "Paramount On Parade" — the first one,

a splendid, sentimental piece that puts over his charming, boyish personality with a bang. And the snappier side is not only a vocal smash—it also has Buddy doing some hot doubling on sax and trumpet!

Get this screen star working for you right away. Get PLENTY of his records—and tell the world you have them! They'll line your counter with flocks of buyers!

Record No 2143-D, 10-inch, 75c

ANY TIME'S THE TIME TO FALL IN LOVE (from Paramount Production "Paramount On Parade")
(Up on Top of a Rainbow) SWEEPIN' THE CLOUDS AWAY (from Paramount Production "Paramount On Parade")

Vocals

Charles (Buddy) Rogers
America's Boy Friend

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

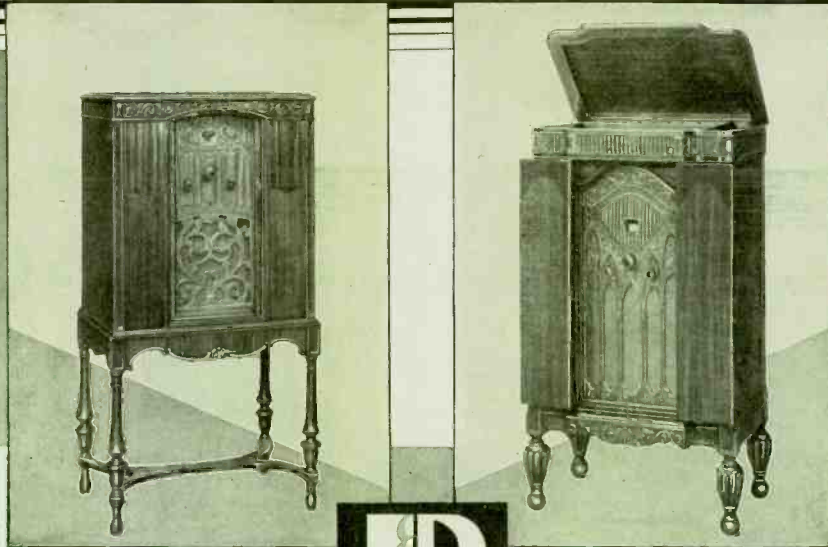
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"TRADE NEWS RIGHT WHEN IT HAPPENS"



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



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

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

No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Triple Screen Grid. Price, less tubes, East of Rockies \$369

Receivers worthy of fine broadcasting

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

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

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

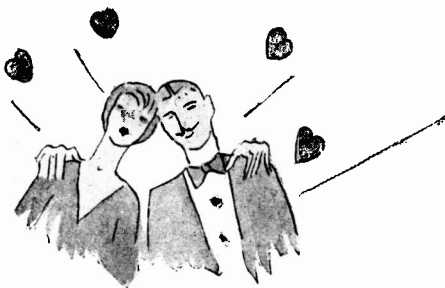
There is no doubt in people's minds as to the ability, tone quality, fineness or durability of a Stromberg-Carlson. Nor—as to the permanence of the company whose name it bears.

“There is Nothing Finer Than a Stromberg-Carlson”

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

Stromberg-Carlson

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



Carl Webster's Yale Collegians

. . . We have secured the musical craze of the young dancing set. . .

- 41393 { WITH YOU, Fox Trot; Refrain
- { PUTTIN' ON THE RITZ, Fox Trot; Refrain



Smith Ballew & His Orchestra

. . . NEW YORK'S FASHIONABLE ORCHESTRA . . .

constantly beckons dancers while they are dining at Whyte's Restaurant and Club Richman

- 41394 { WHERE THE GOLDEN DAFFODILS GROW - Fox Trot; Refrain
- { ALONE WITH MY DREAMS - Fox Trot; Refrain

Speaking of riches

Now if you were a record dealer susceptible to profits—profits in good, sound sums—profits that gave the family a happier, more luxurious home—profits that encouraged your business and aided it to grow bigger and more impressive.

Now if you were just such a man susceptible to the human ambition of profits we would say—

Let an Okeh Distributor be the guardian of your profits, ask him—he knows best the



We here suggest

records that sell quickly in your neighborhood. He not only knows, but has the best selling records.

Jazz records so hot flappers sunburn while they pace the modernistic measures. Songs that range from lullaby treasures to a winsome mamma and sugar daddy Blues.

Ask for our latest Okeh supplements, Popular, Old Time Tune and Race. If you like our generous classification, let us introduce you to an Okeh Distributor.

OKEH PHONOGRAPH CORPORATION

1819 BROADWAY

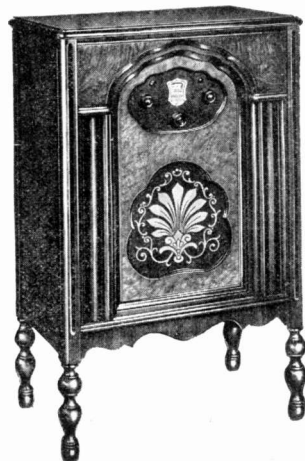
NEW YORK, N. Y.

ATWATER KENT RADIO

“I feel safer
with
Atwater Kent”

A radio merchant in Washington, D. C., said it. After watching the parade of the past year and having his own experiences with certain overproduced makes, he has cleaned house and reduced his line to just one. That one is Atwater Kent Radio... Many another merchant is arriving at the same conclusion—and acting on it. Steady, sure profits, year in and year out. You know where Atwater Kent stands and where you stand . . . Stabilize your business with Atwater Kent for 1930-31.

ATWATER KENT MANUFACTURING CO. A. Atwater Kent, Pres. 4700 Wissahickon Ave., Philadelphia, Pa.



MODEL 1055—Radio of superb performance with a lowboy cabinet of distinction, adaptable to any room in any home. **\$109**
LESS TUBES

MODEL 1060, \$121 (less tubes)
Prices slightly higher west of the Rockies and in Canada

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

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BRUNSWICK-WARNER ALLIANCE TO MOVE TO NEW YORK BASE

BIG EXPANSION IS COMING

No New Company Name Yet — Warner Bros. Takes Over Entire Activities of Brunswick Company — Present Brunswick Officials to Remain.

Chicago, Ill., Friday.

Official confirmation of the acquisition of the entire radio-Panatrope-record division of the Brunswick-Balke-Collender Co., this city, by sale to Warner Brothers Pictures, Inc., emanated from Brunswick headquarters, here, today. The name of the new corporation has not yet been decided, but it is said, will feature the Brunswick trade name strongly. Executive quarters will probably be moved from this city to New York, it was disclosed.

Active direction and administration of the affairs of the new company will be in the hands of the present executives of the Radio-Panatrope Division of the Brunswick company, and general policies in effect now will continue, it was stated.

The Brunswick-Warner transaction includes all present factory facilities, consisting of over one million square feet of space, fully equipped and modernized, and will be immediately expanded to meet the greater requirements certain to result from the aggressive programs made possible through the alliance. Objectives of the two large industrial units brought together with the alliance, are said to be parallel along research, production and sales lines, and the combining of efforts is expected to be of extreme benefit to Brunswick products and to the Brunswick trade.

Definite announcement of new policies will be made as soon as the amalgamation details are concluded.

AMRAD-MAGNAVOX MERGER FORECAST

Cincinnati, O., Thursday.

Plans for the merger of the Amrad Corp., set manufacturing firm of Medford, Mass., with the Magnavox Co., speaker manufacturing organization of San Francisco, are understood to be practically concluded, it was reported by the Crosley Radio Corp., this city, Powel Crosley, Jr., being chairman of

B. J. GRIGSBY CHAIRMAN, W. C. GRUNOW PRESIDENT OF MAJESTIC RADIO MAKERS; VICE-PRESIDENCIES FOR YOUNG, WANAMAKER, KRANZ AND WINNAN

(By Wire to THE WEEKLY.)

Chicago, Ill., Monday.

Vice-presidencies in recognition of their successful achievements as departmental executives, since its entry into radio set manufacture, of the Grigsby-Grunow Co. were today conferred upon Herbert E. Young, Duane Wanamaker, Herman E. Kranz and A. C. Winnan, at the April meeting of the Grigsby-Grunow directorate and Bertram J. Grigsby, president of the corporation, became chairman of the board and chief executive officer with William C. Grunow, hitherto vice-president and general manager, becoming the Majestic president.

The awards of higher official recognition for all primary executives of the organization have been in the making for more than a year. The Grigsby-Grunow Co. has been known from its entry into radio as being administered by a relatively small group of officials who did not know the meaning of sparing their time or effort for company development. Some time ago the Messrs. Grigsby and Grunow determined to arrange, in addition to the material financial rewards which have been won by their nearest associates, corporate posts covering each division of company operations.

The new chairman, Mr. Grigsby and the new president, Mr. Grunow, have written in their personal careers so much radio industrial history as to require little biographical outline here. Together they brought their concern from automotive parts manufacture on an inconspicuous scale into radio battery eliminator manufacture on a mass production basis. In May, 1928, they introduced the Majestic radio set, destined to make the corporation worth through its sales a total of \$120,000,000 at the highest valuation of Majestic shares during 1929, after a literal start from 'scratch.'

Each of the four new vice-presidents has been with the concern since its entry into set manufacture. Mr. Young, now vice-president in charge of sales, fifteen or eighteen years ago a retail salesman in the talking machine line and subsequently with the Victor Talking Machine Co. and the Sonora Pho-

the board of the New England company.

Although officials of the Amrad organization would not comment on the report today, it is believed in financial circles that a formal announcement will be made tomorrow.

An exchange of stock is forecast as likely to be seven shares of Magnavox for one share of Amrad.

nograph Co. as traveling representative, has had charge of the national sale of radio product under the Majestic trade-mark averaging better than \$100,000,000 annually, list prices, since 1928. Mr. Wanamaker, who is vice-president in charge of advertising, was formerly in the advertising business, becoming the Grigsby-Grunow advertising manager at an interval when he unearthed a desk for himself and generally corralled his own duties without other assistance at the time of formation of the budding organization. The vice-president in charge of engineering, Mr. Kranz, earlier was with the old Sonora company and has a national reputation in radio science. A. C. Winnan, as vice-president in charge of purchases, has placed company commitments ever since it began in order as much as \$1,000 worth of an item and has seen the Majestic requirements grow to a point where it has been necessary for suppliers of the factory to detail a salesman exclusively to cover Grigsby-Grunow requirements.

J. T. Overlook has been elected vice-president and treasurer of the corporation. R. R. Trimarco, formerly assistant secretary-treasurer, has been elected secretary.

Zenith to Issue New Stock, With Rights To Subscribe at \$10

CHICAGO, ILL., Friday.

At a special meeting of the board of directors of the Zenith Radio Corp., this city, held recently, a resolution was adopted authorizing the issuance and sale of 100,000 unissued shares of common stock of the company at the price of \$10 per share.

Stockholders of record at the close of business April 24 will be entitled to receive stock warrants enabling the purchase of one share at \$10 for each four shares now owned. Rights to subscribe for new stock will expire May 14, 1930.

\$1,239,333 Surplus for Atlas Stores Corporation

The Atlas Stores Corp. reports for nine months ended February 28, 1930, surplus of \$1,239,333 after charges, Federal taxes and preferred dividends, equivalent to \$4.16 a share on 298,060 no par shares of common stock. Gross sales for the nine months totaled \$15,226,220.

LYRIC RADIO JOBBERS SEE PLANT BACKED BY OVER \$27,000,000

CONSOLIDATION COMPLETE

North Tonawanda Factory Believed to Assure Best and Most Efficient Production in History of Line — E. R. Farny and Farny Wurlitzer Rouse Enthusiasm by Discussion of 1930 Plans.

(Special to THE WEEKLY.)

Buffalo, N. Y., Thursday.

Lyric radio was put conspicuously into the little group of lines whose makers exhibit assets totaling tens of millions of dollars at a sales convention of distributors conducted at North Tonawanda Tuesday by the All American-Mohawk Corporation and the Rudolph Wurlitzer Co., the last-named concern for eighty years distinguished in every branch of applied musical art.

Eugene R. Farny, president of the All American Mohawk organization and Farny Wurlitzer, vice-president of the Wurlitzer company, with associate officials governing every department of the allied institutions at North Tonawanda, welcomed a party of about one hundred and twenty distributing officials. A majority of Lyric national wholesale distribution was represented and such firms as did not appear for Tuesday's meeting had earlier conferences with the factory covering matters coming before this week's convention.

Confidence, enthusiasm and good humor over having completely escaped any 1929 difficulties due to over-production of merchandise ruled the meeting. In response, the factory officers convincingly and unsensationally laid bare a program of 1930 operations, and showed the first product of 1930 Lyric radio, merchandise which provoked prolonged applause from the assembly.

"Lyric is in radio to stay" was the burden of the addresses of the factory heads and in submission of their sincerity mention was made of the senior company's prolonged and immense experience in musical instrument manufacture and merchandising, resulting in a current balance sheet totaling assets in excess of \$27,000,000. The factory pledged that its entire resources, involving within only the past year an expenditure of more than \$1,000,000 for manufacturing additions at North Tonawanda, would be committed principally to radio henceforward and the sales company re-affirmed the policies of aggressive and far-sighted mer-

(Continued on page 8)

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NEW YORK, WEDNESDAY, APRIL 16, 1930

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No-Radio Day

The challenge set forth in this place last week, Is the Golden Era of radio beginning or has it ended, naturally has attracted widespread attention among those who conceive that they are in the business to stay. The more general practice has been to refer to radio as being in its infancy. The popular tendency is to look upon it, because of its magical eight years to date, as an industry that never can grow up, that will never meet by half the obligations of a ripe maturity. If that is literally true, most of the sober ability and conservative and constructive capital in the line will eventually get out of it. For there is no inducement for proven commercial skill to remain in a position where its logical reward can at any time be destroyed by short-sighted or self-seeking acts of irresponsible competition.

As great undertakings as the automobile and the moving picture have been told by banking and investment security authorities at moments of speculative excess in their early history either to clean up or shut up. It is very plain that such an interval now is at hand in radio. It is open and apparent that the business, if in its infancy, can be killed in adolescence. It is by no means impossible, and not far from probable, that unless rigid safeguards are established by concerted effort now, there will never again be the proportionate profit attainable in radio that there has been for the first decade of its existence.

We are of the opinion that a time has come for sterner measures than the academic expedients which co-operative contacts so far have originated. There is the suggestion that production data be exchanged to guard against too rapid factory pace, an excellent procedure after sanity has been regained but not necessarily an arbitrary first offense. There is sustained opposition to the mid-season introduction of new models, a precaution so simple as to recommend itself to anyone but a voluntary candidate for receivers. It has been proposed that price-cutting, suicidal discounts, exaggerations in sales and advertising and the thousand petty larcenies that make up radio merchandising be treated with everything from moral suasion to lysol and vigilance committees. All these are good enough ways to lock the door before the horse is stolen. They are excellent preventatives against recurrence of the deep-seated disorders which have made radio a sick business.

For a crisis, such as at present prevails and has existed, a danger of which \$30,000,000 frozen manufacturing credit and defalcations running as high as fifty per cent. of the dealers in given areas have been only trifling parts, more drastic steps are urgent. It would pay the radio business, and pay it handsomely, to stop the manufacture of sets completely and stay stopped until an overwhelming accumulated demand permitted orderly resumption of profitable sale. It would pay the business still more handsomely—instead of fooling around with

Radio Week—to set a No Radio Day and on that day cancel the recognition of and stop shipment to every dealer in the field. There would be time and a-plenty later to re-appoint only such retailers as could prove a right to it by their past performance. It would profit the business fundamentally and permanently if the several license pacts adopted it as an inexorable rule to cancel the privilege of any licensee, and shut him out of the industry, whenever his royalty obligations became thirty days past due. It is a farce to expect protective force from an agreement to rights whose monetary recognition becomes in practice of indefinite elasticity.

These components of No Radio Day call for understanding and action. This industry cannot sensibly complain that there are too many sets and tubes and speakers being made, if all of its important producers are afraid to stop making their own. This industry cannot weep crocodile tears over the deep demoralization that comes from too many jobbers and too many dealers, if the major lines dare not cut jobbers and dealers off lest some fly-by-night over-night put them on.

Either radio has the brains and courage to assure its future, or it has not. After a few more paroxysms such as have shaken the field to its roots, in 1925 and again in 1929, there will not be any future worthy of commercial development to assure.

Leadership Essential

The proudest boast the radio-music business can make is that during the uncertain year of 1929 it won \$182,000,000 in leadership of its greatest institution, the Radio Corporation of America. For if the time ever comes when this industry cannot claim a leader of such proportions, the business will no longer be headed onward and upward, but down and out.

Yet a gross revenue of so staggering a sum as the Corporation was able to report—barring the chaotic fourth quarter of the year in general business it assuredly would have passed the two hundred million mark and possibly have approached a quarter billion—is regarded as merely a detail in the basis and objectives of the organization by its management. It is true that the figures signify a considerably greater total patronage than is received by any other organism in radio. It is certain that they compare creditably with the gross receipts of other industrial leaders in other lines, like Swift in food, National Dairy in milk products and American Tobacco in cigars and cigarettes.

But what the management of the Radio Corporation is working at relentlessly, and will as certainly attain as it has gone into the hundreds of millions from an initial year's income of less than ten, is responsible leadership and inspiration of its fellows in the field, the creation of a sense of security that those whose livelihood depends upon radio should be far better safeguarded than at present can be in the events of day to day, or week to week, or month to month. Though

the company transacts only a minor fraction of the total sale of radio product throughout America, it aspires so to conduct its own business as to win the emulation and unstinted co-operation of all similarly substantial factors in the trade.

That so colossal a plan cannot be realized in the year, or two, or five that have passed is self-evident in the tangle of human circumstance and events. Having had thrust upon it burdens of scientific investigation, international communication, unlimited and hitherto unco-ordinated manufacturing facilities, broadcasting service to an entire nation, patent and invention recognition and the practical conduct of every form of home and public entertainment from Photophone news reels to Keith-Orpheum theatres, no human power in less than the present time could have wrought more than the very advantageous structure which is now planned for definite accomplishment. It is significant that out of its greatest year's income the company netted by no means its greatest proportionate yearly profit. Millions upon millions have been spent to create and to make permanent for the future guidance of the radio industry a more compact, effective and serviceable leading institution than the business has ever had before.

J. N. BLACKMAN SAYS RADIO MAKER WHO QUIT FOR \$30 REMINDS HIM OF THE WOMAN WHO HAD PIANO FOR SALE WITH MAHOGANY LEGS

BLACKMAN DISTRIBUTING CO., INC.

New York, April 10, 1930.

Editor,
THE TALKING MACHINE and RADIO WEEKLY:

I have always been interested in your editorials, not only because they have a "kick" tempered with humor, but underneath I can usually find good philosophy. The one in your April 9th issue, headed "Have You a Radio Set?," is no exception and also reflects some of the statements I have made recently.

There is, however, a bit of humor in this editorial that reminds me of the advertisement which read, "A beautiful grand piano for sale by a woman who must move with mahogany legs." Quoting from your editorial, you say "There is a store in Sixth avenue, New York, selling a job whose maker quit, about two years ago for \$30, set, speaker and tubes complete." This certainly is interesting.

Please inform me what other makers there are in the business manufacturing radio sets of questionable quality, workmanship, and performance, let alone having the characteristics of over-production, who will also "quit . . . for \$30." I am sure I could collect a large number of \$30 units for the elimination of many such radio set makers for \$30 each, and that such elimination would benefit the radio industry. Please let me hear from you promptly while I still have some money left.

Yours very truly,
J. NEWCOMB BLACKMAN,
President.

RCA Stockholders to Vote on Finance Plan

The community of interest which already exists between the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric Co. will be further solidified and organized under a plan, details of which were mailed to stockholders yesterday, it was learned in financial circles. Stockholders will be asked to approve the plan at the annual meeting to be held May 6.

Although nothing official has been said, it is believed that new financing will probably be announced together with proposals for further consolidating certain mutual manufacturing activities. One of the first steps in that direction was taken last December with the formation of the RCA-Radiotron Co., which combines the radio tube manufacturing activities of the three companies. Stock interest in this organization is divided among the three with RCA holding 50 per cent., General Electric 30 per cent. and Westinghouse the remaining 20 per cent.

Prior to that the three companies

WARNERS TO PAY FOR BRUNSWICK IN CASH

No public financing or exchange of stock is involved in the acquisition by Warner Brothers Pictures, Inc., of the musical division of Brunswick-Balke-Collender Co., Chicago, Ill., it was disclosed on Saturday.

The purchase price will be paid eventually, entirely in cash, the transaction having been completed through the acceptance of notes of the purchasing company maturing at future intervals.

had organized the RCA-Victor Co., Inc. When this organization was formed, it acquired certain radio patents, manufacturing equipment and rights at a cost of \$17,000,000, which was advanced to the new corporation by Westinghouse and General Electric through an intermediary subsidiary, the Audio-Vision Co., which never has functioned in any other capacity. The new financing is expected to take care of that obligation.

OTTO N. FRANKFORT NAMED GENERAL SALES MANAGER FOR STORY & CLARK; PIONEER PIANO FIRM TO MARKET RADIO SET LINE



Otto N. Frankfort

The Story & Clark Radio Corp., this city, subsidiary of the Story & Clark Piano Co., for seventy-three years a factor in the piano industry, is making rapid strides in the building of a sales organization to market the new quality radio line which will shortly make its appearance.

As the first step, according to announcement by L. P. Bull, vice-president, Otto N. Frankfort, widely known in the radio field, has been appointed general sales manager, and will direct the merchandising, marketing and advertising of the Story & Clark radio line.

Mr. Frankfort is one of the veterans of the industry and is known throughout the country by leading dealers and distributors. Since the days when the industry was in its infancy, Mr. Frankfort has been associated with the sales direction and merchandising of radio products, first in the advertising of

Crosley sets in 1923, and later as advertising counsel for the Apex line. In 1925 he became vice-president in charge of sales for the Mohawk Corp. of Illinois, which, in the spring of 1928, merged with the All-American Corp. Mr. Frankfort was responsible for the sales and advertising programs which introduced and marketed the products of those two organizations.

He is known throughout the trade for his marketing knowledge and close contact with the field, and his many friends in the trade will be happy to learn of his appointment.

Mr. Frankfort assumed his new duties last week, making his headquarters in the general offices of the firm, located in the Story & Clark building, 173 North Michigan avenue, Chicago. In the near future Mr. Frankfort will announce complete details regarding the plans as well as the new radio line, which will be exhibited at the R. M. A. Trade Show, in Atlantic City in June.

Kent Gotham Jobbers Aggressively Feature Sport, Theatre Tie-Ups

Atwater Kent's radio distributing organizations in New York, E. B. Latham & Co., E. A. Wildermuth Co., and E. J. Edmond, Inc., are continuing their progressive tie-ups with famous movie stars, appearing on Broadway, and national sport celebrities.

Their two latest "stunts" are advertising and window posters built around the famous Fannie Brice, currently seen in "Be Yourself" listening

to an Atwater Kent radio, and the popular "Skeets" Gallagher, appearing in the newest musical talkie sensation, "Honey," and also getting a happy earful of music from an Atwater Kent.

Lobby displays of Atwater Kent radio are on view at both the Rialto and the Paramount theatres, where the two stars are appearing. Posters are featured in the window displays of hundreds of metropolitan dealers.

Special photographs showing "Ching" Johnson, famous hockey star, recently injured, listening to the hockey matches, broadcast from Madison Square Garden over an Atwater Kent radio are being displayed in all the Davega-Atlas Radio Store throughout the United States.

Lyric Radio Distributors See Factory Backed by More Than \$27,000,000

(Continued from page 5)

chandising which made so distinct a hit at the company's first sales meeting last June, subsequent to the alliance of the All American-Mohawk interests and the Wurlitzer company. Mr. Farny repeated the pledge, which he said had proved so satisfactory in operation during the past season, that the chain of stores of the Wurlitzer company in a number of cities would buy Lyric radio only through Lyric independent distributors, and that the policy of the owners would be to conduct the stores as regional advertisements for the best

ture. The next most important element is the human element, and we shall let you judge for yourselves as to the fitness of our personnel. The future, the long-time future, is what we are all working for. Lyric is in radio to stay."

Mr. Wurlitzer followed Mr. Farny at the morning session. He first traced the relationships of the two companies, All American and Wurlitzer, pointing out that since the removal of the radio manufacturing division from Chicago, consolidating it with the Wurlitzer furniture manufacturing facilities at

quickly for the adoption of any type of merchandise which our distributors report as selling well. With us, Lyric radio jobbers and their necessities for making money come first. This is proved by the fact that Wurlitzer stores all buy radio through our distributors.

"Our policy will not be to load up the trade. There was no dumping of Lyric radio in 1929. We took the loss that the general business disturbance caused. We are now in splendid position to begin the manufacture of new merchandise at once and to continue operations efficiently throughout the year.

"Wurlitzer stability is known to the trade and, what is more important, to the public and we think that this helps the sale of Lyric radio. The father of this family made drums for the Union Army during the Civil War. The pres-

of Michael Ert, Charles Cushway, R. J. Mailhouse, B. D. Weiss, Harry Meyers and Ben Arnold.

Mr. Farny invited comments from many of those present and a mass of informative material was offered by various jobbing authorities. He then briefly set forth the sales policies of the All American-Mohawk company. As heretofore, said Mr. Farny, merchandise will be shipped to distributors as ordered, without future commitments or obligations being forced upon anyone. This policy, in particular, was praised by the jobbers. The All American-Mohawk chief executive then explained a variety of sales and advertising plans, assisted by J. H. Wimberly, Jr., advertising manager of the company. He promised that merchandise, due to the improved factory facilities, would come earlier to the Lyric

Cheerful Jobbing Group in Cabinet Wing Of 'Daylight Plant' Where Lyric Radio Is Made



interest of the Lyric radio general trade in all localities. The enunciation of policy brought complimentary comment from numerous distributing officials, who pointed out that during the upset year of 1929 Lyric had been one of only three or four national lines that not only resisted price reduction but were obliged to increase prices somewhat on new values offered to the trade.

Mr. Farny opened Tuesday's confer-

PRESIDENT OF THE ALL AMERICAN- MOHAWK CORP.



EUGENE R. FARNY

ence with a brief address of welcome, in which he emphasized that it had taken almost a year for the All American-Mohawk organization to perfect its manufacturing arrangements. "And the factory, in our opinion," said he, "is the most important part of the pic-

North Tonawanda, the All American-Mohawk organization would now function as a sales company. Its principal ownership is vested with the Rudolph Wurlitzer Co., manufacturing organization.

"It was our desire to enter the radio business as far back at 1921," said Mr. Wurlitzer, "but the upset patent situation at that time and our financial responsibility as a target for patent claims caused us to hesitate. Through a series of circumstances, during which we acquired either actually or tentatively no fewer than three other radio manufacturing concerns, we eventually obtained a large interest in the All American-Mohawk company and with it complete patent protection, as you all know. This company now makes 93 per cent. of its product entirely within our own plant and with our own facilities. We have striven for the absolute best. During only the past year we have expended more than one million dollars for woodworking equipment expressly for radio furniture, though our woodworking division previously was so complete that for many years we have engaged in most difficult executions for organ, piano and kindred cabinet work. We have an extensive radio engineering department and we propose to invest further and heavily in the laboratory, for we believe that is essential to good product. As a result of all this, some of our distributors have said to us that they would like to have Lyric radio stamped 'Product of Wurlitzer.' We do not solicit this ourselves. Any of our trade who feel that our name and career will assist their sale of the product may use this phrase.

"I consider that one of the greatest advantages from our present facilities is in the ability which we now have to move quickly. Cabinets, chasses and speakers are being made side by side here in North Tonawanda. It has been proved again and again that radio is a business which yields great rewards to fast movers. Now we can move

ent organization made drums and most of the trumpets used by the American Army in the World War. The Wurlitzer company for years has maintained the largest and most valuable collection of old violins in existence. In organs, harps, Victrolas, pianos and all manner of small musical merchandise, our name is synonymous with home entertainment to millions of persons. It is significant of the strong position of our company that our capital and surplus stands at \$12,000,000, with total assets in the latest balance sheet, if I remember correctly, of \$27,000,000."

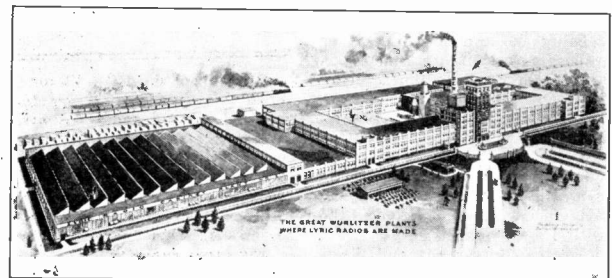
Following Mr. Wurlitzer's talk, luncheon was served to the party and in the afternoon Mr. Farny presented five models of Lyric 1930 radio, beginning in list price below \$100 and ending below \$200. These are standard seven-tube sets, with one model of the combination phonograph employing the RCA amplifier and General Electric individual motor. High-powered and somewhat higher-priced additions are to be made later to the line. The design and finish of the woodwork evoked rounds of applause from the distributors and compliments upon the goods were divided between the Wurlitzer staff and a committee of jobbers which had assisted in the preparation of the styles. The committee consisted

trade this year and would be in steady supply. Mr. Farny concluded by mentioning the fact that of the numerous dealers who by reason of one influence or another had become open for lines in 1930, a gratifying proportion had signified their intention of featuring Lyric and had so informed the factory of their plans.

Brief further addresses were made to the distributors by George A. Langhouse, of the Bankers Commercial Security Co., whose finance plan has been adopted for Lyric radio and by L. T. Woodward, of the Dennison Mfg. Co., makers of display material. The closing address of the afternoon was made by L. Shapiro, chief engineer of the Lyric radio force, and before dinner the gathering terminated in some genial spoofing of the radio situation, stage-managed by such irrepressibles of the Lyric traveling department as Walter O'Halloran, E. R. Kuhn, M. H. Rosenberg and E. J. Wall. C. H. Greene, assistant to the president, contributed some lyrics for Lyric which proved to be highly enjoyable and Rembert Wurlitzer delivered a short talk on the care and training of police dogs.

Four veteran Wurlitzer officials who

(Continued on page 36)



Airplane View of North Tonawanda Properties of
All American-Wurlitzer Companies

GRIGSBY-GRUNOW NOT A PARTY TO MAGNAVOX SUIT, SAYS EXECUTIVE

CHICAGO, ILL., Monday.

Commenting on a news dispatch from San Francisco appearing in April 10 newspapers with regard to the decision of the Federal District Court at San Francisco in a suit by the Magnavox Co. for patent infringement involving a certain type of dynamic loud speaker, Wm. C. Grunow, vice-president of the Grigsby-Grunow Co., this city, said today:

"The San Francisco suit was brought against the Frederick H. Thompson Co., of that city, a distributing firm handling Majestic products. The Grigsby-Grunow Co., however, is not a party to the suit. We understand that the Thompson company will appeal the decision to the United States Circuit Court of Appeals immediately and obtain a stay of further action pending the appeal. No injunction, however, has been issued against the Grigsby-Grunow Co.

"The suit by the Magnavox Co. was based on an alleged violation of its patents on a certain type of dynamic speaker. The Majestic Colotura dynamic speaker is of an entirely different principle and its design in no way conflicts with that of the Magnavox type speaker."

Many Manufacturers To Make Their Debut At Atlantic City Show

Several new and important companies will make their debut in the radio industry at the sixth annual convention and fourth annual trade show of the Radio Manufacturers' Association at Atlantic City in June, R. M. A. officials stated last week. New radio products by these new and also older manufacturing organizations will be presented for the first time. There will also be several familiar figures missing from the manufacturers' roll.

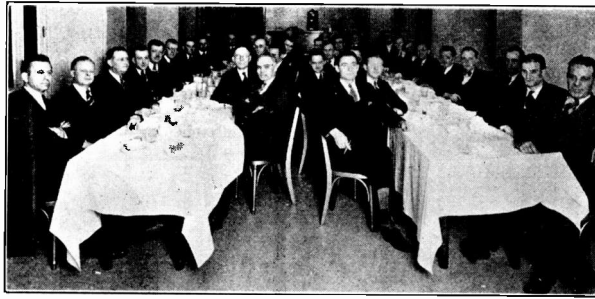
Exhibit space for the trade show in the civic auditorium at Atlantic City for the week of June 2 has been assigned by the R. M. A. show committee of which Jess B. Hawley of St. Charles, Ill., is chairman, and manufacturers are now busily engaged in preparing their booths.

D. W. May Plays Host To Sales Staffs of Four May Companies

The sales organizations of the May Distributing Corp., and May Radio Corp., New York, and the D. W. May, Inc., and May Radio Corp., Newark, were guests of D. W. May, president of the four companies, at an informal dinner and entertainment party on Monday night. The group dined at the Cherry Lane restaurant, and then topped the evening off by a visit to the Cherry Lane Theatre.

Walter Ferry, the May Distributing Corp.'s general sales director, was master of ceremonies at the affair, although he refused to climb the rostrum and "do his stuff" behind the footlights.

E. T. H. Hutchinson, Sparton Sales Manager, Addresses United Auto Supply Co. Dealers



Sparton Dealer Dinner Scene

BIRMINGHAM, ALA., Thursday. Forty prominent radio dealers in Birmingham heard E. T. H. Hutchinson, Sparton sales manager, give a detailed explanation of merchandising plans for the coming year, during his recent swing through the South. They were assembled by the United Auto Supply Co., distributor for the Sparks-

Withington Co., Jackson, Mich., maker of Sparton radio, for the Birmingham territory.

On this trip Mr. Hutchinson covered St. Louis, Nashville, Chattanooga, Atlanta, Birmingham and Richmond, Va. From the latter point he went to New York for a conference with Sparton distributors in the metropolitan center.

"Believe It or Not"— But Herb Fink Can Prove It Can Be Done

Herb Fink and Bernie Reichman, popular executives of the North Ward Radio Co., returned to the Newark headquarters of their company last week after a visit to Chicago. While in the Windy City, they discussed merchandising plans in behalf of the Majestic line in the Jersey territory.

Incidentally, Herb brought back with him one of the two birds in America that are able to shift for themselves. As Ripley would say, "Believe it or not" but this bird is able to secure its own birdseed from a little cart, attached to the cage by a string, by pulling the ribbon and holding on to it with its foot until the food receptacle is within "feeding" distance of the cage. As soon as the bird's hold is released the cart rolls away from the cage again. In a similar manner, the bird secures its water from a thimble attached to a string lowered in a glass of water.

This bird must be a re-incarnation of the first Majestic dealer in New Jersey who said it couldn't be done, and is now sent back to earth doing penance in Herb's office. The only other bird in America able to perform said feats is owned by William C. Grunow, popular executive of the Grigsby-Grunow Co.

Kolster Brandes, Ltd., Reports Profit for 1929

LONDON, ENG., Friday.

Kolster-Brandes, Ltd., controlled by the Kolster Radio Corp., Newark, N. J., reports for the fourteen months ended February 28, 1930, profit after depreciation, provision for doubtful debts and other charges, of £32,194. Premium on issue of 66,000 shares of stock amounted to £8,250 making total profit £40,444, from which £7,400 was deducted for Federal taxes and £30,296 preliminary expenses written off, leaving £2,748 carried forward.

H. T. GRIFFITH VISITOR IN EASTERN CENTERS

H. T. Griffith, president of the Udell Works, old-established furniture manufacturers in Indianapolis, Ind., spent the latter part of last week in New York en route homeward from attending a furniture convention in Philadelphia. Mr. Griffith is one of the most prominent figures in furniture industrial organization activities. He sustained a slight attack of influenza in the Quaker City and remained at the Hotel Pennsylvania while in New York, recuperating from the illness. Mr. Griffith said that the Udell contract furniture work with several well-known radio manufacturers appears to be steadily increasing in proportions, while the company's style range of separate cabinets is holding its own nicely in important markets. The visiting Indian is a brother of William C. Griffith, president of the Griffith Victor Distributing Corp., in Indianapolis. He reported that Brother Bill has the tricity territory of Indianapolis, Cincinnati and Louisville all set for another big Victor year.

COLUMBIA-RADIO CORP. DEAL RUMOR IS DENIED

Absolute denials were authorized last week by Gen. James G. Harbord, chairman of the Radio Corp. of America, and Henry C. Cox, president of the Columbia Phonograph Co., New York, of newspaper stories to the effect that the Columbia company was to be purchased by the Radio Corporation. The rumors, in one form or another, have circulated in the financial district for several months and last week reached daily newspaper circulation, to be followed immediately by official negation.

It is pointed out that, regardless of negotiations that may unofficially have taken place between the Gramophone Co., Ltd., of London and the Columbia Graphophone Co., Ltd., in Great Britain, the Columbia Phonograph Co. in America has never been under discussion in any foreign undertaking.

Personals

Harry G. Neu, of the American Record Corp., New York, was away from his desk last week on account of illness.

Fred D. Strayer, general sales manager of the Sylvania Products Corp., Emporium, Pa., is a visitor to New York this week.

Mr. and Mrs. Allan W. Fritzsche, of the General Phonograph Mfg. Corp., New York, have been visiting for a few days in Cape May, N. J.

Harold M. Schwab, vice-president and general manager of the Chain Auction Syndicate, Inc., New York, has returned from a trip to Cleveland.

Herbert Fink and Bernard Reichman, heads of the North Ward Radio Co., Inc., Majestic distributor of Newark, were visitors in Chicago last week.

Mr. and Mrs. Charles B. Mason, of the New York Talking Machine Co., New York Victor radio distributor, recently spent a week-end at Atlantic City, N. J.

Gus Kraus, well known radio jobbing executive of the K. W. Radio Co., is expected back at the New York offices of the company this week after a visit to Chicago.

B. G. Erskine, president of the large tube manufacturing company, the Sylvania Products Corp., Emporium, Pa., is back at factory headquarters following a sojourn in Florida.

Edward T. Maharin, vice-president of the CeCo Manufacturing Co., Providence, R. I., is spending a brief respite in Atlantic City recovering from an illness which forced the general executive to take a much-needed rest.

Walter Ferry, sales manager of the May Distributing Corp., Philco radio distributor in New York, spent the past week-end in Atlantic City, N. J., concluding arrangements for the May display and rooms at the Ritz Carlton hotel there.

Jack Leban, Van Horne Official, on Coast Trip

Chicago, Ill., Friday.

Jack Leban, vice-president of the Van Horne Tube Co., Franklin, O., is on a trip visiting each of the Van Horne company's district managers throughout the middle west, northwest and California. He has been in this city during the past week.

Mr. Leban expects to return to his office around the end of May and then continue to Atlantic City for the RMA Trade Show and convention. He reports that the Van Horne tube line and Flewelling tube checkers are enjoying a fine sale throughout this territory.

BANKRUPTCY PETITION FILED BY BROOKLINE

A petition in bankruptcy was filed Monday by the Brookline Radio Shop, Inc., 1064 Broadway, Brooklyn. The company has liabilities of about \$15,000 and assets of about \$13,000.

SPARTON RADIO

*Metropolitan
Distributor*

McPHILBEN- KEATOR, Inc.

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

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

SPARTON RADIO

*Metropolitan
Distributor*

BUSHWICK DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

Colonial Sales Head In Chicago Furthering Distribution Activity

CHICAGO, ILL., Saturday.
Joseph Gerl, general sales manager of the Colonial Radio Corp., Long Island City, N. Y., arrived in Chicago last Tuesday to make plans for the distribution of Colonial sets in the



JOSEPH GERL

vicinity of Chicago for the coming season.

It is said that Colonial radio has made solid strides in the Middle West since its introduction last year, and now that the company's facilities have been augmented through its combination with the interests of Valley Appliances, Inc., even greater activity is anticipated in this territory.

Kentucky Dealer Says A Victor Set Complete Does Not Include Wrench

Cincinnati, Ohio, Monday.
Recently one of the small Kentucky dealers of the Griffith Victor Distributing Corp., this city, billed the wholesale company with \$3.00 for service charge, explaining that the set he had purchased did not give satisfactory results, and that after a radio man had looked it over, he found the trouble was due to a tool which had been left in the chassis. The Griffith company turned down his charge, explaining that dealers are expected to make minor adjustments on instruments shipped. The dealer wrote to the Griffith company as follows:

"Reply to your letter. Suppose a surgeon makes an abdominal operation upon you and sews an instrument up in you and in a few weeks you begin to hurt inwardly. Do you blame the surgeon for sewing it up in you or do you just consider it your bad luck?"

"Your mechanic who built the R-32 Victor in question left a wrench in the delicate machinery in the part under the tubes and the friction seemed to have caused the trouble. Our expert took the tool out and I am mailing it to you. The adjustment charge is small and we will not ask you to allow it, but I hope this will not happen again."

But which DID come first, the chicken or the egg?

CONTINENTAL RADIO CREDITORS TO MEET

Fort Wayne, Ind., Thursday.
Creditors of the Continental Radio Corp., set manufacturing firm of this city, will meet on April 22 for the purpose of considering a composition agreement of 25 per cent.

The meeting will be conducted by Wheeler Ashcraft, referee in bankruptcy, in the United States district Court room, Post Office building, this city.

Sparton Radio Making Splendid Gains in the New England Territory

BOSTON, MASS., Friday.

The story of the growth of Sparton radio in New England is embodied in the history of the New England Distributing Co., which observed its first anniversary on April 2.

Entering the field just a year ago and merchandising a product which had little introduction in these States, the progress made in this short time has been almost sensational. Now Sparton holds the same relative position in New England as it enjoys in every section of the country.

Numbering only 22 dealers when it faced the opening of the active radio season in April, 1929, the dealer organization of the local company has grown to a representative group of 387.

Commenting on the present radio situation Ralph A. O'Reilly, president of the New England Distributing Co., said "The first three months of this year were the greatest of any corresponding period in the history of the Sparks-Withington Co., manufacturers of Sparton radio."

The other officers of the New England Distributing Co. are Royal K. Abbott, treasurer and general manager; Edward C. Bonia, vice-president, in charge of sales in New Hampshire; A. V. Kidd, secretary, in charge of sales in Maine, and Mark Kindt, service manager.

Arrival of the new Philco D.C. radio in Boston is announced by Joseph L. Milhender, treasurer and general manager of Milhender Electric Supply Co., Philco wholesale distributor.

"The new model 40," said Mr. Milhender, "is an all-electric, screen-grid radio for use on direct current of 95 to 135 volts. Now the radio users residing in direct current districts can enjoy for the first time all the pleasures of Philco balanced-unit radio. Although there are but very few districts supplying D.C. current to users, a great number of people living in Boston and other large cities must have D.C. receiving sets because many of the large apartment houses now being built are generating their own electric current. These sets are suitable for use in such places."

Among the larger exhibitors at the Modern Homes exhibit will be Majestic Distributors, Inc., the local wholesaler for the Grigsby-Grunow Co.

The Standard Stores, 371 Washington street, reports a large volume of sales the past week on Sterling radios.

—CHARLES W. JONES.

Majestic Refrigerator Company's Stock Listed On the Chicago Exchange

Chicago, Ill., Friday.

Lively interest was shown this week in the listing by the board of governors of the exchange here of 500,000 no par share of the Majestic Household Utilities Corp., the refrigerator subsidiary of the Grigsby-Grunow Co. It is said that 125,500 shares will be reserved for the Grigsby-Grunow company and the rest offered by the parent company for subscription to stockholders, distributors and dealers at \$25 a share.



BACK TO SANITY

■

THE stampede is over. It's time for sound thinking. Progressive dealers see the handwriting on the wall and know that the money made in radio this year will be made in those lines that have successfully maintained their even keel. Sparton franchises for 1930-31 will be limited in number and reserved for the dealers who see the advantage of building solidly on a solid line. If you are one of this kind, get in touch with a Sparton distributor.

■

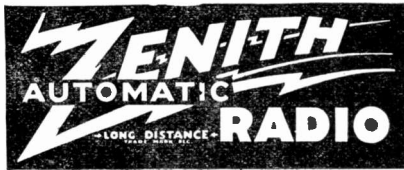
THE SPARKS-WITHINGTON COMPANY
(Established 1900)
JACKSON, MICHIGAN, U. S. A.
Pioneers of Electric Radio without batteries of any kind

■

SPARTON RADIO

"Radio's Richest Voice"

■



the **ONLY** Loop Set on the market

MODEL
64
SUPER
ZENITH



Ask about this Sales
and Profit Leader . .

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

PERFORMANCE
STYLE
SECURITY
REPUTATION

All these dictionary
words are **FACTS** in



MACKENZIE RADIO CORP.

Distributors for the Bronx, Northern Jersey,
New York State

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

1225 Broadway New York, N. Y.



Exclusive Wholesale Distributors

TRILLING & MONTAGUE

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

Exclusive Wholesale Distributors

NORGE Electric Refrigerators

“GROW WITH US”

**L. Edenburg, Official of
Dubilier Clock Corp., to
Make European Tour**

Ludwig Edenburg, vice-president of the Dubilier Clock Corp., 40 West Seventeenth street, New York, maker of Dubilier electric clocks, Dumont noise eliminators and condensers, will leave for a business trip abroad on the S. S. “Europa” on April 26. Mr. Edenburg will remain abroad about six weeks and will visit England, France, Germany and Austria.

While abroad, Mr. Edenburg will appoint several foreign representatives, agencies and distributors for the Dubilier products. He will also visit his mother in Germany.

**Columbia Phono Co.
‘Phones Buenos Aires**

Talking by telephone from New York to Buenos Aires is the Columbia Phonograph Co.’s latest contribution to quick dealer service. A. E. Garmaize, of the New York executive offices communicated thus last week with Max Glucksmann, of Cinema y Musica, S. A., Columbia distributors for Argentina.

Columbia engages in recording and manufacturing in Argentina and recent growth of important business necessitated the call in question. After Mr. Garmaize had transacted his business, H. C. Cox, Columbia president, added a message of greeting to P. M. Brown, formerly advertising manager of the New York Export Department of the

**Electric Portable Sets
Made by Bender Radio**

Newark, N. J., Friday.

A line of miniature portable electric radios, weighing less than twenty pounds each and using built-in power speakers, has been introduced by the Bender Radio Co., 84 Shipman street, this city. G. Binder is head of the Bender organization, whose sets are licensed under RCA, Hazeltine and Latour patents.

The line consists of two sets, model A listing at \$58, complete with tubes, and model B, listing at \$68, complete with tubes. Felt lined leatherette portable cases are furnished for these sets at an additional cost of \$7.

Model A is a five-tube set, is eighteen inches high, sixteen inches wide and nine inches deep. The circuit consists of one stage of radio frequency, two stages of audio frequency amplification impedance coupled power output, and one stage detector 227 with controlled regeneration.

Model B is of practically the same dimensions, but uses three screen grid tubes, one 245 power tube and one 280 type rectifier. A new method of coupling is said to be used in this set. The three screen grid tubes represent two stages of radio frequency amplification and a screen grid power detector.

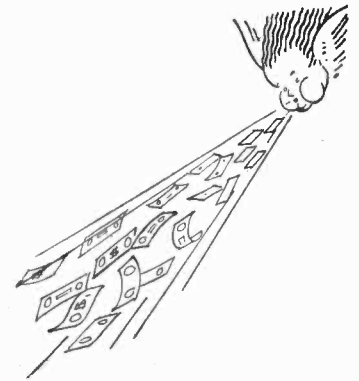
The sets are housed in modernistic cabinets of walnut finish. Both models have attractively designed speaker grille cloths.

firm, and now a South American representative.



PUSH THIS COLUMBIA PORTABLE NOW

For a big Spring clean-up!



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

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

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

PUSH

Columbia Portables
it will pay you!

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



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U.S. Mfg. Corp. New York, N.Y. 10011
Columbia Phonograph Co., Inc. New York, N.Y. 10011

KANSAS CITY'S LIVE DEALERS REPORT GOOD SPRING SET BUSINESS

FADA IN POPULAR DEMAND

Kenneth G. Gillespie Promoted in Stromberg-Carlson Ranks — Jobber Reports Brisk Call for Sparton — Paul Music Shop, Remodelled, Holds Its Formal Opening.

KANSAS CITY, Mo., Friday.

Although the radio business generally compares very favorably with the same period during 1929, a general uneasiness on the part of the average radio dealer throughout the Kansas City territory has been noted by George Hartman, general sales manager for the Western Radio Co., distributors for Atwater Kent.

Mr. Hartman has spent considerable time during the past three months out on "the firing line." The little dealer, particularly in Kansas, is having considerable trouble getting credit. In a great number of cases the banker and commercial house in the smaller towns have dumped the dealer's paper, a number of deposits were pulled just before payment on taxes is due, and the little banks are loaded up with loans. That this condition will be prevalent until the country has another good crop year is the conclusion reached by Mr. Hartman.

Industrial labor conditions have had their effect in the general uneasiness, and have been particularly apparent in Kansas City. Laboring men keep money in circulation. It is hardly believable, but nevertheless true, that a five per cent. fluctuation makes all the difference between good and bad times and this five cent. difference depends largely upon the laboring man. It is his money more than that of any other type of person in the business world of today which is so completely in circulation when he has it, and so completely out when he doesn't have it.

However, sales for the Western Radio Co. and others are holding up, and compare well with the same period during 1928.

Fada here reports a very satisfactory business for the past month and the last week has seen conditions for this firm pick up considerably. According to W. E. Woods, branch manager, "business is whooping it up." The Jones Store sold 60 Fada radios last Saturday afternoon and Monday morning which represents the largest sale of radios the Jones Store has ever had in a similar period of time. A cabinet model Fada is placed in front of every elevator in the block-square store, every door, and even the time clocks — in order to sell the employees as well as customers. The radio is given one entire window on Main and one on Twelfth street, two of the busiest corners in town.

Orders are coming in, also, from the territory, Mr. Woods said, and conditions outside Kansas City seem to be very good for this firm. The Topeka Radio & Electric Co., Topeka, Kan., Fada dealer, sold 63 in ten days, and is keeping up the pace. This firm is doing a great deal to overcome the evil of home demonstration. The salesman, when the customer asks for a home demonstration, says: "Why, certainly,

Mrs. Blanks, but you know, you would not like to have it in your home if it had been in a home where there was consumption or typhoid, would you?" Of course, she answers "No." "Well, if we send it out to any home, we have to send it to everyone who asks for it." This nips home demonstration in the bud more quickly than any other method that has been tried.

Fada business is so good, according to Mr. Woods, that thirteen Model 40's were sold in one week, although the model, which is new, had not yet even been announced.

Kenneth G. Gillespie, formerly Kansas City radio sales representative for the Stromberg-Carlson Tel. Mfg. Co., has been appointed manager of the Kansas City office, which controls the distribution of Stromberg-Carlson sets in Missouri, Kansas, Texas, Arkansas, Oklahoma, Colorado, New Mexico, Nebraska, Utah, Montana and Arizona. Mr. Gillespie, who has been with the Stromberg-Carlson company here for ten years, will have charge of both the telephone and radio ends of the business.

At the present time business for the Stromberg-Carlson company here is good, according to Mr. Gillespie. The Kansas City office has had practically the same increase in business the first quarter as the entire company, whose experience, according to a report from the home office, has been that the January business this year was 80 per cent. greater than January, 1928; February business was 40 per cent. greater than the same period last year; and March showed a 30 per cent. increase—this in spite of the fact that the first six months of 1929 presented a new peak in the company's United States radio business.

The Sterling Radio Co., according to L. C. Truesdell, advertising manager, is up to its quota. The company is working with the dealers to get them to make telephone canvasses for new prospects, and are helping develop outside sales organizations. These factors, combined with the color tone test, are stimulating business.

C. M. Willis, sales manager for Sterling, and Jimmy Rassmussen, manager at Wichita, are spending a two-week visit in San Antonio, Houston and Old Mexico.

H. C. Bonfig just recently returned from the Kansas City Chamber of Commerce trade trip which lasted one week and took the trippers south into Louisiana and Texas.

Good results are being obtained from the courtesy tube inspection month. That and sales effort have combined to increase nicely general tube sales. Mr. Truesdell now is working up a cooperative advertising program which will be carried out by distributors of all radios in Kansas City during April and May. This drive is designed to stimulate general interest in radio.

Things are opening up very nicely for the Kansas City Distributing Corp., with Sparton radios. J. W. Evans, general manager, just returned from a comprehensive survey of the entire territory, and reports that things look good. Distributors are getting back to the merchandising level from the price level where they have been for some time and this is beneficially influencing the business. Model 589 Sparton is perhaps the best seller at the present time.

The Paul Music Store, Inc., held the formal opening of its new shop at its old location, recently. A throng attended the opening. Souvenirs of ash trays and glassware of other descriptions were given away.

The Paul shop is now one of the most beautifully appointed emporiums in this city. No effort has been spared to make the store beautiful, but at the same time there has been no sacrifice of home-like atmosphere which has been instrumental in the success of the establishment.

Cigarettes and ash trays are placed about the store, both downstairs and upstairs. Sets are draped with batique metalline, walls are of Kraftex which produce an antiqued effect, and the light effects are modernistic. Mirrors in each end of the long window give the effect to customers along the street of four blocks of radio stores.

There are easy chairs placed about and everything is such to make the customer feel delighted with but comfortable in his surroundings. Flowers from all over the United States, from personal and business friends, were sent to the store for the opening. The company has added a selected line of gifts such as small lamps, electric clocks and other things that might be used to advantage on or near a beautiful cabinet radio.

With the discontinuance by the Kansas City Power & Light Co. of its record department, and with the closing of the Standke's music store, Paul's store becomes one of the few downtown record shops selling Victor, Brunswick and Columbia records. The Standke store has sold its lease at Twelfth and Main to Martha Washington Candies Co.

Since the opening the record busi-

ness for this firm has been "wonderful," according to Mary McMurray. New customers have been attracted, and old customers who have not been in for some time have dropped in and made purchases. Rudy Vallee's "Stein Song" on the Victor, and the Victor "Should I" by Arden and Ohman are both very popular.

Other records that are coming in for their share of popularity are "Sweetheart Trail," by Slats Randall, who now is at the Muehlebach grill and who, on the day of the opening, came in and autographed his own records. Brunswick's "Beside an Open Fireplace," by Jack Denny and his orchestra, is also active.

The two most popular Columbia numbers are "Sunny Side of the Street" by Ted Lewis, and "Cinderella Brown" and "Sing You Sinner," by the Charleston Chasers. —KENNETH FORCE.

MANY ROCHESTER-N. Y. TRIPS ARE MADE BY F. G. CARSON, COLONIAL

Since the recent merger of the Colonial Radio Corp. and Valley Appliances, Inc., Fred G. Carson, vice-president of the combined companies, has been a regular commuter between New York and Rochester, where the various plants are located.

Mr. Carson left for the up-state city last week to attend a conference on the production schedule for Colonial sets for the 1930-31 season.

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

Right Now Is the Time to Sell Radio Sets ! ! !

Quite true the annual radio show with its customary new models comes off in June. But that's two months off—a long time to lay low with expenses going on as usual.

General Business Conditions Are Improving—

And there is no reason in the world why plenty of radio sets can not be sold during APRIL and MAY.

The next two months are no different to the radio-minded public than the preceding months.

Bend every effort to secure new business. Wind up your year with two more profitable months. PHILCO still stands by you in its policies. Public confidence has been established in PHILCO. Cash in on that PHILCO confidence.

AND—

RIGHT NOW IS THE TIME TO CONCENTRATE

on one line. Our sales representative will prove to you that during the next sixty days our special end season proposition will net you more profit than any other line with the additional safety of limited surplus to be carried over into the new season.

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



LEADERS AGAIN

We Announce

UTAH

ELECTRIC PICK-UP

New, advanced in principal and Supreme in tone quality, Utah Electric Pick-up is starting in its reproduction qualities. Try IT!
... Utah Electric Pick-up offers a new profit possibility to those who have learned to depend on the quality of Utah products.
Information on request.

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

SALT LAKE CITY

NEW YORK

TORONTO, CANADA



Let
Screen Grid
AUDION
424
make sales
for you



Make certain that the new screen grid sets will perform without a trace of hum or buzz common to A. C. operation. Install the new, HUMLESS De-Forest Screen Grid Audion 424 and take no chances.

The new cathode insulator in this tube, perfected by De Forest Engineers, and mica spacers top and bottom, have entirely eliminated crackle and have reduced hum to practically one thirtieth its former value.

De Forest Audion 424 is the outstanding SCREEN GRID TUBE of the year. It has an amplification factor of 420 with the undistorted tone of battery operation.

If you want to convince yourself of the superiority of Screen Grid Audion 424, make a direct comparison with any tube on the market. We welcome such a test.

DE FOREST RADIO CO.
PASSAIC, N. J.

1906

1930



OVERLOCK ELECTED VICE-PRES., TREAS. OF GRIGSBY-GRUNOW

OUTPUT ON DEMAND BASIS

R. E. Kane Pays Visit to Camden Factory — F. F. Paul Reports Business Improving on Sentinel Sets—Richard Smiley, Ken-Rad General Sales Manager, Visitor.

CHICAGO, ILL., Saturday.

Production is being maintained on a demand basis by manufacturers in this section, with distributors holding commitments to the demands of their dealers, with the result that business is being done, but on a restricted basis.

R. E. Kane, district manager for the RCA Victor Co., has been visiting the factory at Camden and stopping enroute on his return trip to visit Victor dealers. F. J. Hassmer, who looks after record sales, returned to Chicago after ten days spent in Detroit and Cleveland, where the record business has improved to a remarkable extent. January and February business in Detroit was exceptionally good and fine returns have been received by Cleveland dealers through the sale of Amos 'n' Andy and other celebrity records, where a special campaign has been put on.

Announcement is made by Grigsby-Grunow Co. that J. L. Overlock has been elected vice-president and treasurer of the company. He was formerly treasurer and assistant to the president of the Studebaker Corp. at South Bend, Ind. He is a certified public accountant and was formerly controller of the Armour Grain Co.

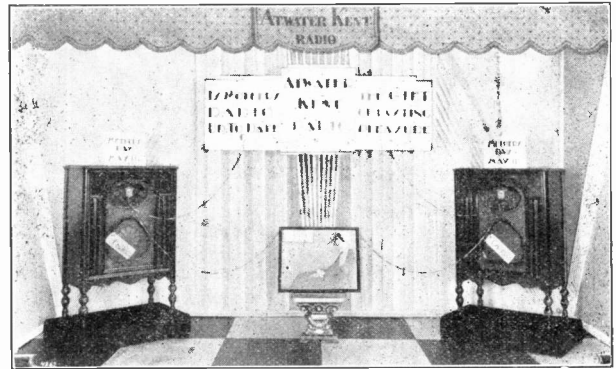
C. J. Callies, advertising manager for the Nathaniel Baldwin Co., here, says that plans for the company's merchandising program are practically complete and will be ready for announcement in about ten days. The first distributor signed up for Baldwin radios was the Ackerman Electric Co., of Grand Rapids, Mich., and while in Buffalo on Monday of this week Arch R. Strong, assistant general sales manager, in company with A. J. Bobier, New York State representative, signed up Bihl Bros.

The Zenith Radio Corp. is rapidly signing up now distributors for its line of sets. Quinn Alexander, west coast representative, with headquarters in San Francisco, who has been traveling over his territory and testing out the new chassis, reports dealers having given the new set a wonderful reception. He visited the factory here this week for a few days.

F. F. Paul, vice-president and general sales manager for the United Air Cleaner Co., manufacturers of the Sentinel receiver, finds business improving, the betterment in general business conditions being reflected in the company's radio volume. Outside of production to meet current demand, preparations are under way to prepare models for the June show.

G. A. Manteuffel, of the Club Boys' Printer, 2150 W. Division street, and Morris Cohen, were held on a federal charge alleging violation of the copyright laws through printing and distributing popular songs. The complainant, E. S. Hartman, attorney for the Music Publishers' Protective Associa-

Simplicity Marks Mother's Day Window Trim Suggested for Atwater Kent Dealers



Atwater Kent Mother's Day Display.

PHILADELPHIA, PA., Saturday.

The accompanying photograph shows a suggested Atwater Kent dealer Mother's Day window display. The color motif of the trim is violet and white.

The display is suggested for use during the early part of May. Mother's Day is to be observed May 11.

Members of the display staff of the Atwater Kent Mfg. Co., this city, created the trim.

tion, declared that Cohen distributed copyrighted songs on a dance pluggler, while Manteuffel is charged with printing the songs. Mr. Hartman declares that alleged racketeers are selling sheets of music containing late copyrighted songs at 10 cents a copy, and he called attention to the fact that publishers may take civil action against such offenders, may recover \$250 for each separate infringement, and that in addition there is a penalty of not more than a year in prison and a fine of not less than \$100.

Through the courtesy of the Westinghouse Electric & Mfg. Co. and under the auspices of the Chicago Association of Commerce, Dr. Phillips Thomas, well known research engineer, talked at noon Wednesday at the Palmer House to over a thousand interested business men about the "By-Products of Radio." Startling effects in the transmission of sound were produced, including the mechanical device by which machinery can be stopped or started at a word; the "electric eye," and Televox.

L. R. O'Brien, district representative for the Ken-Rad Corp., has been busy in his territory, this week taking a day to go to South Bend, Ind. Recently, Dick Smiley, general sales manager of the company, was here for a day or so, looking over the ground before returning to the factory at Owensboro, Ky.

Roy A. Whipple, president of Wakem & Whipple, Inc., spent a day or so last week at the Apex factory at Marion, Ind., driving down there particularly to see how the new Apex auto radio is made and incidentally to have one installed in his car and try it out on the way home. Mr. Whipple and his organization are sold on these auto radios and so far have received fine response from dealers who have seen them and tested them out for themselves.

Through the continued activities of the mayor's radio commission of which Charles Himmel, vice-president of Hudson-Ross, Inc., Crosley and Amrad distributor here, is chairman, the Chicago police department will soon have in operation a broadcasting station where messages on a low wave length may be sent out to auto squads to aid in apprehending criminals. The broadcasting apparatus has been under construction for some months at the Warren avenue

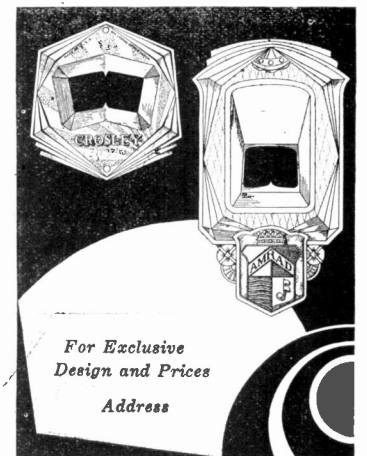
police station, 2433 Warren avenue. H. F. Wilkins is radio director for the police department. Police cars will shortly be equipped with receiving apparatus.

—ALEXANDER.

FTC Drops Complaint Against Freshman Co.

WASHINGTON, D. C., Friday.

The Federal Trade Commission announces dismissal of its complaint charging Charles Freshman Co., Inc., of New York, manufacturers of radio receiving sets and parts, with violation of the Clayton anti-trust act through acquisition of a majority of the capital stock of Freed-Eisemann Radio Corp., of New York. The Freshman company is now known as Earl Radio Corp., which has lately gone into bankruptcy.



AMERICAN EMBLEM CO.
INCORPORATED
UTICA, N. Y.

Screen Grid Neutrodyne Power Speaker Radio

In the Popular
Newly Designed **Low Utility Consoles!**

New

Look at the pictures of the new Crosley "Companionship" Series shown in this advertisement — read the descriptions of chassis and cabinets, note the low prices — then determine for yourself whether or not they represent the most amazing radio values ever offered. These "Companionship" Series models, with their unusual features and unexcelled performance, will readily become true companions in millions of homes!



The CHUM

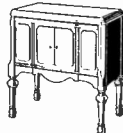
This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias-

type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply incorporating genuine trouble-free Mershon condenser. Dimensions: 28½" high x 27" long x 14¾" deep. Amazingly low priced at only

\$75
Less Tubes

The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29¼" high x 28¾" long x 16¼" deep. No radio value ever approached this model at only



\$90
Less Tubes

The COMRADE

This set is enclosed in the same cabinet as the "Playmate" but incorporates the refined Crosley Unitrad eight-tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only

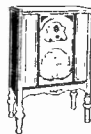


\$105
Less Tubes

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

The CRONY

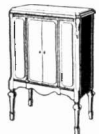
An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined Crosley eight-tube Unitrad chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade." Dimensions: 42" high x 27" wide x 14¾" deep. No such value in radio has ever been offered at the sensationally low price of



\$112
Less Tubes

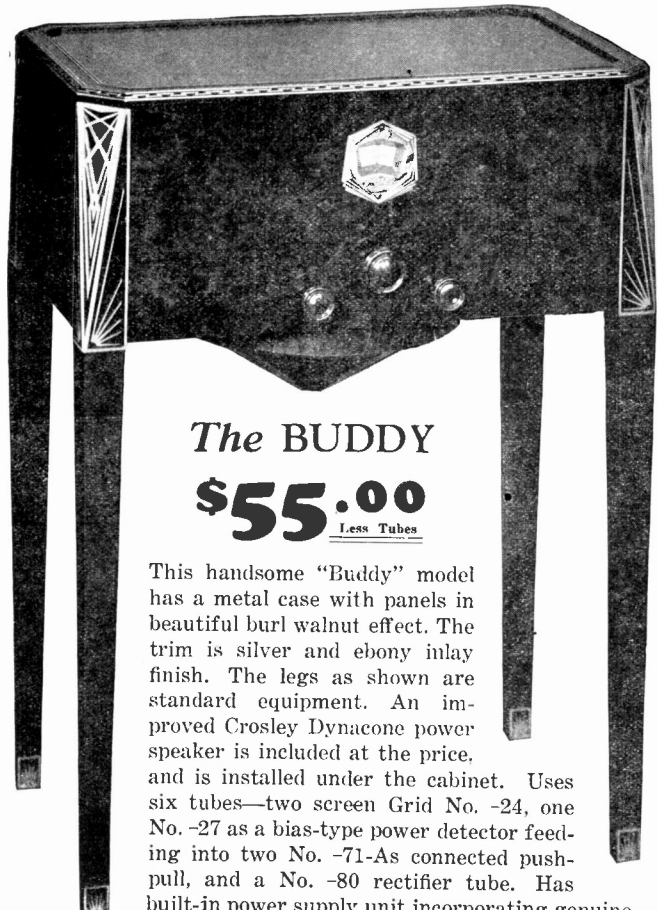
The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley "Partner" incorporates the refined Crosley eight-tube Unitrad chassis and the improved Crosley Type "M" Dynacoil power speaker the same as in the "Comrade" and "Crony." Dimensions: 40" high x 28¾" long x 16¼" deep. An astonishing radio value for only



\$118
Less Tubes

With the presentation of the new Crosley "Companionship" Series there is ushered in a new era in the development of radio receiving sets for the home. It is now possible to obtain radio sets—complete in beautiful low console utility models—with improved power speakers built in—using Screen Grid tubes, with Neutrodyne circuits, operating from electric light sockets—at prices so low that everyone can afford to own one! Get in touch with your Crosley distributor today—get your share of the profitable business being created by this amazing new Crosley "Companionship" Series.



The BUDDY

\$55.00
Less Tubes

This handsome "Buddy" model has a metal case with panels in beautiful burl walnut effect. The trim is silver and ebony inlay finish. The legs as shown are standard equipment. An improved Crosley Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes—two screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24¼" high — 17¾" long — 11¼" deep.
Western prices slightly higher

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President
CINCINNATI, OHIO
HOME OF WLW—"The Nation's Station"

You're *THERE* with a

CROSLEY RADIO

Twenty-nine New Jersey Dealers Spend Week at Majestic Sales School as Guests of North Ward

NEWARK, N. J., Thursday. Twenty-nine New Jersey radio dealers attended the recent session of the Majestic Sales School, sponsored by the Grigsby-Grunow Co., Chicago, and conducted at the Lake Shore Athletic Club in that city. The dealers were the guests of the North Ward Radio Co., Inc., this city, distributor for Majestic

dermark, S. O. S. Radio, Paterson; William Gallagher, East End Radio, Newark.

William T. Watson, William T. Watson Co., Maplewood; Henry R. Moscati, Moscati Bros., Clifton; Herbert Hanson, Montclair Storage Battery, Montclair; Harold Socofsky, Madison Park Radio, Paterson; Clayton Amerman, C.



New Jersey Majestic Dealers at Chicago Factory

radio. This was the fifth delegation of Jersey tradesmen to attend the school.

The trip was conducted under the direction of Courtland Shaw, promotion manager for North Ward. The dealers remained at the school for a week, and made their headquarters at the club.

In addition to attending the sessions of the school, the dealers made a trip through the Majestic plants and were guests of the factory at theatre parties, banquets and bowling matches.

Those who made the trip were:

George R. Hoffman, George R. Hoffman & Co., Rahway; Karl A. Wagner, Clinton Radio, Clinton; Fred Smith, Radio and Battery Service, West Orange; Edward Russell, Edward Russell Co., Toms River; Charles De Hart, Griffith's, Inc., Morristown; Dave Hun-

Amerman, Peapack; John Concannon, John Concannon Co., Woodbridge; William Brewer, Hurley Tobin Co., Trenton; Warren Little, Ampere Radio, East Orange; Emanuel Einziger, Monmouth Furniture Co., Keyport; Harold Kulp, Hurley Tobin Co., Trenton.

Richard H. Thiele, Litzebauer Bros., Newark; Edwin Gruenberg, Gruenberg's Radio, Jersey City; John H. Cameron, Lauter Piano Co., Newark; Courtland B. Shaw, North Ward Radio Co.; Jacob Blum, Hollywood Radio, Hillside; Charles Halvorsen, C. Halvorsen, Verona; Irving Rapps, I. Rapps Furniture Co., Bloomfield; Newton DuMont, DuMont Majestic Radio Co., Inc., Somerville; Theodore Bennett, Bennett's Radio Shop, South River; Abraham Newman, Newman's Music Co., Jersey City, and Abraham Reynolds, Neptune Radio, Neptune City.

Fred A. Wiebe Addresses Kent Dealer Banquet, New A - K Portable Set Shown

ST. LOUIS, Mo., Friday.

Fred A. Wiebe, vice-president and sales manager of the Brown & Hall Supply Co., Atwater Kent radio distributor, here, was the principal speaker at a banquet given at the Kentwood Arms Hotel recently to 30 dealers in this territory.

Mr. Wiebe told of the new developments for this year in Atwater Kent radio and further improvements for the screen circuit.

"Greater sales are expected during the remainder of the year by the Atwater Kent organization," Mr. Wiebe said, "than ever before in a corresponding period of time. The superiority of screen grid radio has been proven by the fact that the principal is employed by 90 per cent. of all manufacturers," he said.

Other speakers were Pete Atkinson of the Atwater Kent factory in Philadelphia; Robert W. Kessler, Brown & Hall representative with headquarters in Springfield, and R. L. Schuck and Crannell Spring of the Springfield Gas & Electric Co. Mr. Wiebe is president

of the St. Louis Radio Trades Association.

Among the dealers present were L. S. Stewart and Efton Hawkins, and Charley Juqua, Nixa Hardware Co.; B. F. Cantrell, of the J. A. Brimm & Sons Hardware Co., of Walnut Grove; W. E. Redfearn of Bois D'Arc; James Wallace, of the Bostic Motor Co., at Ozark; C. M. Dodd, of Northview; Henry Verfuth, of Billings; Oman French and Thomas J. Heidrick, of Republic; Lloyd L. Metcalf and Roy Evans, of Ash Grove.

A new model tourist portable Atwater Kent receiving set was displayed at the banquet. The set is fitted into a leather bag and can be used either as an all-electric or battery set. A dynamic speaker comes with it.

Triad Appoints Four New Representatives

Pawtucket, R. I., Friday.

The following new representatives were recently appointed by the Triad Mfg. Co., this city, maker of Triad tubes: The Murphy Co., Atlanta and Washington, for the southeastern states; the Paragon Electric Sales Co., Philadelphia, for eastern Pennsylvania and southern New Jersey; H. K. Taylor, for the state of Iowa, and J. E. Watts, for New Hampshire and Vermont.

A. Irving Witz Head of Penn State Radio Dist'g, CeCo Tube Subsidiary

PHILADELPHIA, PA., Friday.

A. Irving Witz, formerly of the manufacturers' representative firm of Witz & Polikoff, is now president and treasurer of the Penn State Radio Distributing Co., 40 North Seventh street, this city. This firm is a subsidiary of the CeCo Manufacturing Co., Providence, R. I., maker of CeCo tubes.

Mr. Witz reports that CeCo tubes are enjoying a fine sale in this territory. He has just returned from a three-day sales convention at the CeCo factory and reports that the Providence plants are in full operation.

Receiver Appointed For Schickerling Tube

TRENTON, N. J., Thursday.

Vice-Chancellor Backes today appointed Alexander T. Schenck, an attorney, receiver for the Schickerling Radio Tube Co., 401 Mulberry street, Newark.

Arthur T. Vanderbilt, who made the application for a receiver, submitted data showing the company had assets of \$45,000 subject to a chattel mortgage of \$25,000, and other liabilities totaling considerably more than the assets.

The property is scheduled to be sold under foreclosure proceedings tomorrow.

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.

NO doubt you have seen many advertisements for Arcturus Blue Tubes. But have you ever found out, by actual test, what Arcturus Tubes have to offer in quick action, clear tone and long life? A 3-minute demonstration will show you why thousands of Arcturus dealers and hundreds of thousands of Arcturus users are enthusiastic about Arcturus performance.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS

Quick Acting

RADIO TUBES



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
Licensed under patents and applications of R. C. A. and R. F. C., also by Letts, phone, Lowell & Dunmore and Hopan License Associates.
RADIO

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

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products
Incorporated
"Exclusively Majestic"
90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.
Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.
Exclusively Wholesale
539 Commonwealth Avenue

BROOKLYN, N. Y.

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

CHARLOTTE, N. C.

Shaw's, Inc.
Majestic Exclusively
314 Tryon Street

CHICAGO, ILL.

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

CINCINNATI, O.

Majestic Distributing Co.
OF CINCINNATI
1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.
OF CLEVELAND
4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company
HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA


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

DETROIT, MICH.

Detroit Electric Co.
101 East Jefferson Avenue
"Michigan's Oldest Radio
Distributing Organization"

Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps
merged with
Penn Phonograph Co.
Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler
625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"
122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company
Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879
720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

CHICAGO, ILLINOIS
Exclusive Manufacturers

LOS ANGELES RETAIL DEALERS ENCOURAGED OVER SPRING OUTLOOK

ASSOCIATION HOLDS MEET

H. H. Hayden Plans Marketing of "Radiochron," Midget Clock and Radio Set Combination — R. J. Noel Opens San Francisco Branch.

LOS ANGELES, CALIF., Friday.

Activity here in the music and radio field seems definitely to be on the "up and up" these days, although admittedly still spotty in one or two particular lines. Retail business gives promise of a rather successful Spring.

The monthly meeting of the music and radio trades this week was in charge of the retail division, and some four hundred turned out for a program which also included a sales talk and a demonstration of what the interference committee is undertaking.

A combination electric clock and midget radio is planned by H. H. Hayden, 1110 W. Jefferson street. He calls it the "Radiochron" and the first sample was on display this week. The clock is in front of the set with the speaker inserted directly in back.

Herbert H. Horn has taken on a new mantle model set, made by Jackson-Bell, and known as the "Tiffany."

The Cardinal is a midget set put out

by Long's Radio Co., 2812 South Main street, and is well along in production.

Flint Radio Co. gives its new miniature model a furniture trend by the use of a tapestry insert in front of the speaker. It uses three screen grid tubes and 245 power tubes and a power magnetic speaker.

Al Babchuck, former member of the Los Angeles fire department, has opened two radio stores, one at 3365 Eagle Rock boulevard, Los Angeles, and the other in the Crown Music Co., 901 East Colorado street, Pasadena.

R. J. Noel, 2704 So. Hill street, has opened a San Francisco branch in charge of his brother, G. M. Noel, handling Triad tubes, Sprague Specialties and the Carryola portable phonograph, as factory representatives for California and Arizona for all three lines.

This week announcement comes that Master Radio Mfg. Co., Inc., 1682 West Thirty-fifth place, will soon go into production on its new mantle model, a six tube set, of light but substantial type of cathedral design.

Examinations for radio service men have been given to 264 men in the past year by the Radio and Music Trades Association of Southern California, according to Secretary A. G. Farquharson.

A. U. Magnon, president of the Echo-Phone Manufacturing Co., announces that the factory will be increased immediately with an addition. The 50 per cent. additional space will be used for test laboratories. It is located at Romaine and Formosa, where the mantle models have been in production for many months.

The newest clock, or miniature model, to be manufactured here is the "Angelus" which plans to go into production this week at Gilfillan's plant, with offices at another address, 2044 Venice boulevard. It will be known as Davison and Hayes Co. Bob Hayes, of the company, has been in the radio business for many years and formerly put out the Angelus as a table model set. His most recent affiliation, before the forming of the present company, was as sales manager for makers of the Clarion, while Frank D. Davison was manager at the Master factory.

—RALPH L. POWER.

Chapin-Owen Co. Named Zenith Distributor in Rochester Territory

Rochester, N. Y., Friday.

The distributorship of Zenith radio in Rochester and the west central portion of New York state has been taken over by the Chapin-Owen Co., Inc., this city. W. C. Heaton, sales promotion manager for the Zenith Radio Corp., Chicago, disclosed the appointment of the local firm today.

The Chapin-Owen Co. has its headquarters at 205-213 St. Paul street, and is also a distributor of automobile supplies and sporting goods. Charles S. Owen is president and manager of the company; B. S. Arnold, vice-president, and H. Weisberg, treasurer.

Mr. Owen and Mr. Arnold expressed extreme enthusiasm over the new connection following a trip through the Zenith factories.

Radio Dealer Believes In Handling Only One Standard Brand Set

Philadelphia, Pa., Thursday.

It seems to be the rapidly increasing belief of many radio dealers that concentration on one line of radio means more profits at the end of the year. J. H. Crosby, of Abbott & Son, Marshalltown, La., a store that has successfully followed this policy, recently had some pertinent comments to make on their experience in handling one make of radio exclusively.

"In the merchandising of radio," said Mr. Crosby, "we find it a great deal more profitable to concentrate our efforts on one make of radio rather than several lines or even one other make. We have tried on two or three occasions to market several makes of radio at the same time, but with little success. The result is that we confine our entire radio activity to one line—Atwater Kent—because that is the one line which we and our entire sales force are sold on 100 per cent."

"Frequently we have had opportunities offered us by radio manufacturers to sell their receivers on very attractive terms and thereby make a larger profit. We have in the past accepted one or two such propositions and the net result has been much grief. After our first profits we found that the ser-

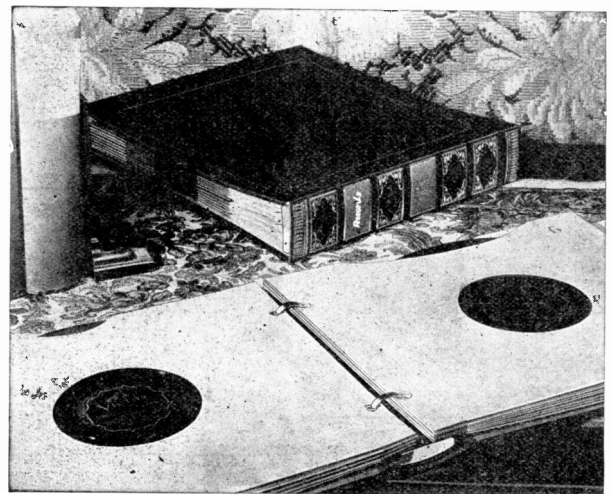
viceing costs gradually absorbed later profits, and if we lingered with the line long enough, our original profits—plus were gone."

Abbott & Son have been in the hardware business in Marshalltown, since 1860, and in their present location since 1928. Their store is regarded as one of the best hardware establishments in the country, and they carry a complete line of nationally advertised hardware, sporting goods, dinnerware, electric washing machines, electric refrigerators and radio.

Mr. Crosby believes that a very pertinent subject for radio dealers to consider today is the problem of old sets. "We find that in eight out of ten sales made," he said, "there is an old set which must enter into the transaction, much the same as in the automobile business—and this is becoming increasingly so. There does not seem to be any fixed rule to follow in this as each transaction brings up different angles. However, the price of new set, the competition and the model of the old set are factors that must always be considered. In many cases we have found that a customer will claim that his or her old set works satisfactorily, but when we demonstrate a new Atwater Kent radio right alongside of it, their opinion changes. The result is another trade-in."

Abbott & Son are enthusiastic believers in store meetings and events for their personnel. On some occasions the wives of the salesmen are invited to a dinner which precedes the business discussions, and thus a whole-hearted, family spirit is maintained among the employees.

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

The
**PERFECT
COMBINATION**

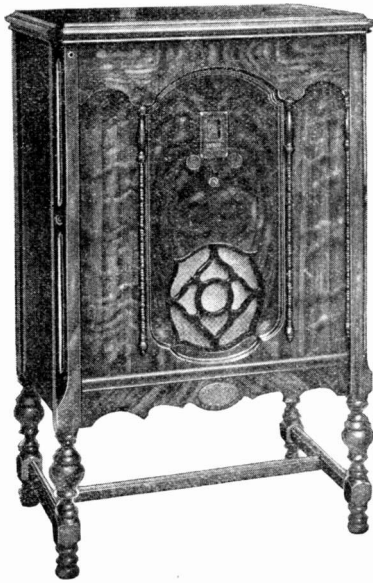
Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

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

LYRIC RADIO "The CHALLENGER"

In beautiful New consoles



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



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



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

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

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

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

ALL-AMERICAN MOHAWK CORPORATION
North Tonawanda, N. Y.

When Spring - the "Dressing-Up" Season - Arrives

Some dealers think of Spring as a slump period for radio sales. But not Brunswick dealers! Their business takes a new lease on life.

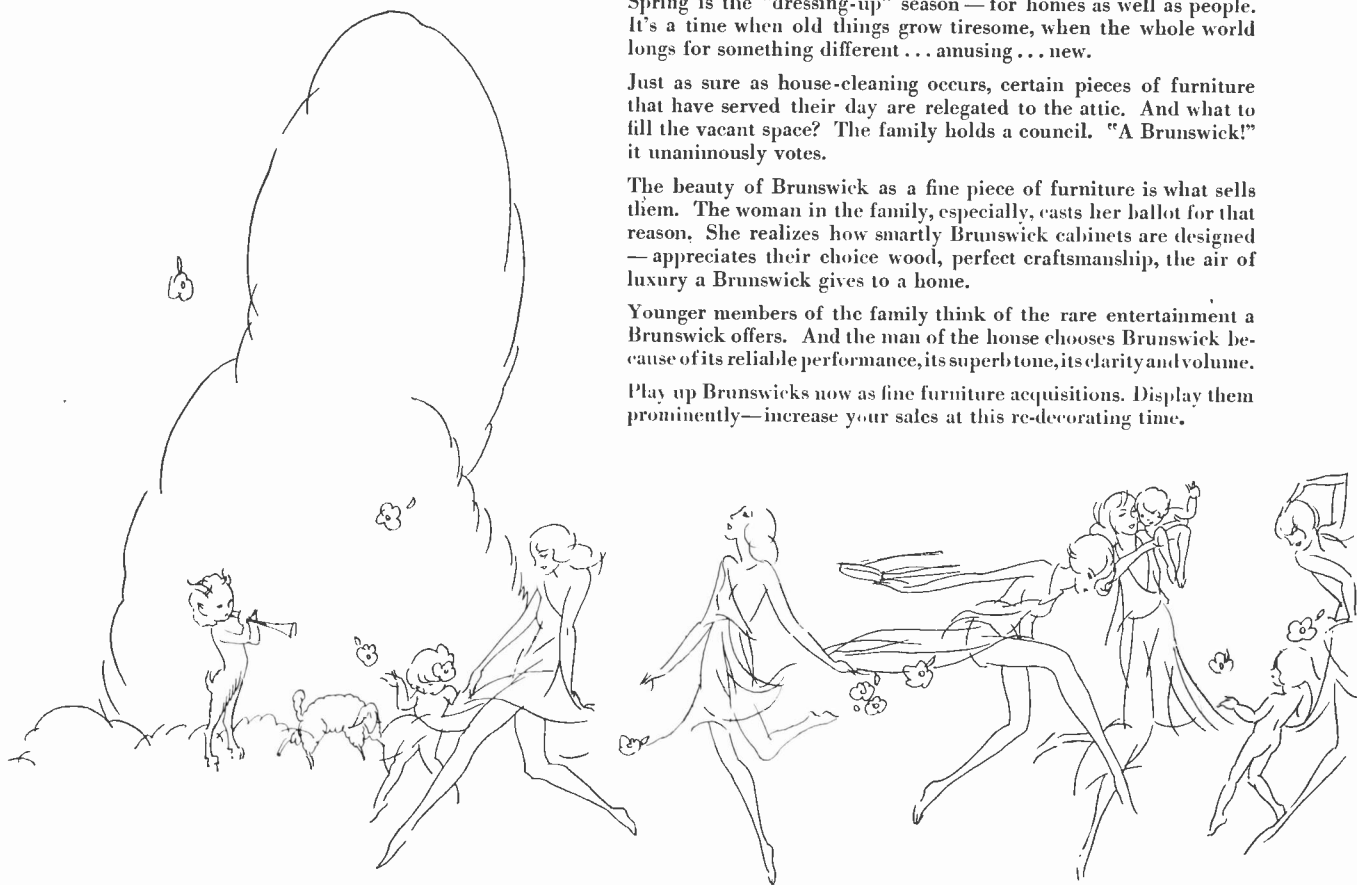
Spring is the "dressing-up" season — for homes as well as people. It's a time when old things grow tiresome, when the whole world longs for something different . . . anusing . . . new.

Just as sure as house-cleaning occurs, certain pieces of furniture that have served their day are relegated to the attic. And what to fill the vacant space? The family holds a council. "A Brunswick!" it unanimously votes.

The beauty of Brunswick as a fine piece of furniture is what sells them. The woman in the family, especially, casts her ballot for that reason. She realizes how smartly Brunswick cabinets are designed — appreciates their choice wood, perfect craftsmanship, the air of luxury a Brunswick gives to a home.

Younger members of the family think of the rare entertainment a Brunswick offers. And the man of the house chooses Brunswick because of its reliable performance, its superb tone, its clarity and volume.

Play up Brunswicks now as fine furniture acquisitions. Display them prominently—increase your sales at this re-decorating time.



Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

With the instrument shown below, you hear radio programs at their best and your favorite records superbly. For it combines the finest radio built (an eight-tube set), with the famous Brunswick Panatrope. It is the ultimate, the perfect instrument for home entertainment.

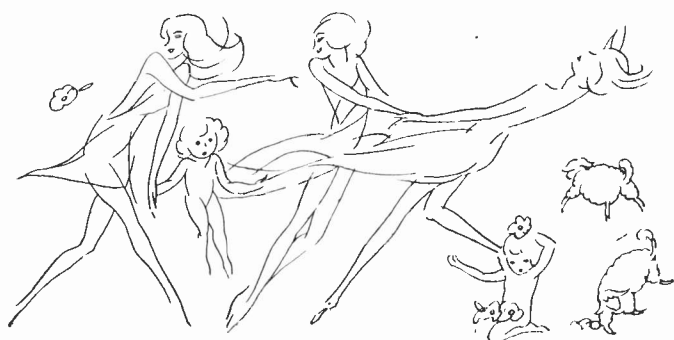
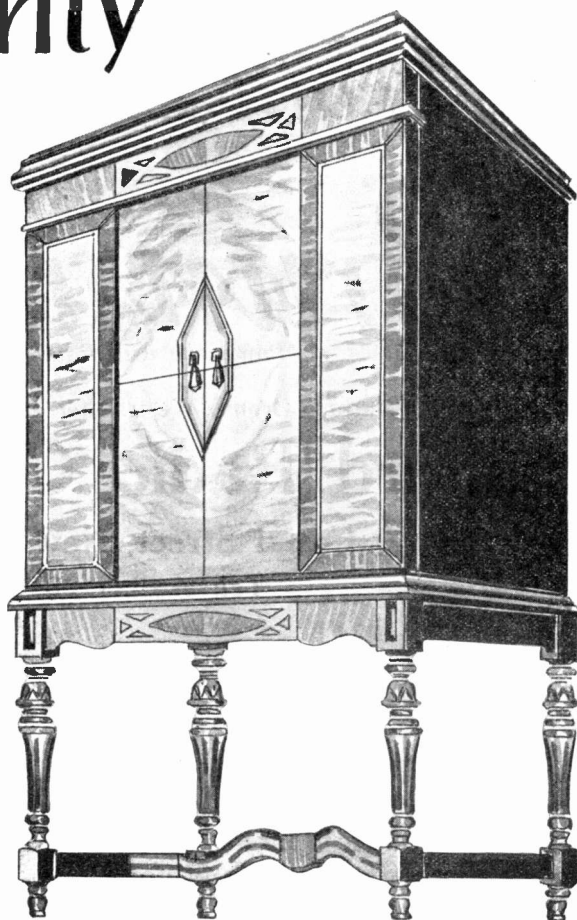
Four screen grid tubes . . . exhaustive research has proved . . . are necessary to derive the fullest efficiency from the "Screen Grid" circuit — to get power beyond any possible need — to insure perfect clarity of tone.

Model S-31, \$249 less tubes

Brunswick

*gains new popularity
for the beauty
it adds to the*

Home



Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

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

INCREASING DEMAND FOR SETS REPORTED BY MILWAUKEE MEN

Milwaukee, Wis., Saturday.

Radio dealers and distributors in this territory are experiencing an increase in the demand for sets, and indications are that April will be a fairly good month. Many of the leading merchants have been featuring attractive window trims this week which should do much to stimulate sales. Easter is expected to bring about an increase in the sale of sets.

Lawrence Tibbett's recordings of selections from "The Rogue Son," now appearing at the Alhambra Theatre, are enjoying an unusually large demand, according to the North Central Distributors, Victor wholesalers in this territory.

Victor dealers in and about Milwaukee report that Rudy Vallee's "Stein Song" is proving to be a popular rec-

ording, and that the sale of this disc has been very good during the past two weeks.

Clarence Sievert, formerly with the Interstate Sales Co., has been appointed advertising and sales manager of the Lappin Electric Co., Philco wholesale distributors. Charles Howell, H. P. Nicaulin and M. G. West have been added to the sales force. Mr. Howell has been assigned to southeastern Wisconsin, Mr. Nicaulin to southwestern Wisconsin, and Mr. West to the northern and central portion of the state.

Philco sets will be attractively displayed in the lobbies of the leading Fox Theatres during the coming week as a part of the tie-up with the Paramount picture, "The Vagabond King," featuring Dennis King, which is to open at the Strand Theatre Saturday, April 19.

Two new sets have been added to the line of Philcos to accommodate downtown and farm owners using a DC current in their homes.

The Orth Music Co., near the corner of Fifth and Wisconsin, is running a trailer at the Palace Theatre this week to inform the public of the special Easter Club offer on Atwater Kent

radios. An attractive window trim has also been arranged featuring this set.

The Master Music Co. reports that the new Mills Troubadour, recently placed on the market here, is experiencing an unusually brisk demand. Restaurants located in this territory are finding it profitable to install these instruments.

The Taylor Electric Co., of Milwaukee and Madison, has been appointed distributors of RCA Radiola sets and speakers for Wisconsin and Upper Michigan. Gay R. White, who has been connected with the Radio Corp. of America and the RCA Victor Co., Inc., will have personal charge of sales and service. With shipping points located at Madison and Milwaukee, and with the addition of a branch at La Crosse, Wis., and Escanaba, Mich., the firm is in a position to adequately serve all dealers in this territory.

Mr. Zinke, of the Interstate Sales Co., is at Springfield at the present time where he is visiting the factory of the American Bosch Magneto Co. On his return trip to Milwaukee he expects to make several calls in New York.

—E. S.

T. WAYNE MAC DOWELL ORGANIZES BUREAU TO CONDUCT CONCLAVES

PHILADELPHIA, PA., Thursday.

National Convention Management has been formed in this city by T. Wayne MacDowell, former convention manager of the Atwater Kent Mfg. Co. Associated with him as vice-president is Allen McQuhae, the former concert tenor.

Working along advertising agency lines, the company, according to Mr. MacDowell, offers a complete convention service to industrial concerns and trade organizations.

"Few executives would think of handling their own advertising in view of the infinitely superior advantages offered by the agency at little or no additional cost," says Mr. MacDowell. "So it should be with conventions—and especially so in view of their growing importance in the set-up of modern distribution. As experts in this line, we have designed a plan to fit these gatherings to a definite purpose and to make them more pleasant and profitable to all concerned. All too frequently, conventions, dealer meetings and sales meetings fail because they are allowed to drift aimlessly along or rely for their success on last-minute preparations by an executive staff which already has plenty to do in the regular course of its work. Like modern advertising, modern conventions cost money and it is our aim to make them produce results commensurate with the expenditure."

Although he has deserted the concert stage in favor of National Convention Management, Mr. McQuhae plans to continue occasional radio concerts over a national network. He is in charge of sales and contact, while all work of conventional management will be handled by Mr. MacDowell.

A number of radio concerns, whose conventions will be held during 1930-31, have already retained the services of this new company to handle every phase of their convention activity, both business and social.

The offices of the company are in the Hotel Pennsylvania, here.

PHILADELPHIA VICTOR TO BE REPRESENTED BY BASEBALL TEAM

PHILADELPHIA, PA., Friday.

Employees of Philadelphia Victor Distributors, Inc., this city, have organized an amateur baseball team that will carry the P. V. D. banner on the diamond this season. George A. Tatem, sales manager for the company, is manager of the team; W. J. Stark is captain, and Raymond J. Boldt, secretary and treasurer.

The team will consist of the following members of the P. V. D. organization: W. J. Stark, Jack Siveter, Adrian Winsten, Alfred Goldstein, James Corcoran, James M. Tatem, R. S. Mauger, W. S. Alleva, David Coyle, Gene Koehler, Thomas Rodebaugh, C. J. Wilson, F. S. Hovey, D. C. Freeman and A. E. Hughes.

The team will welcome games with any nine composed of employes of radio or allied trades jobbers in this vicinity.

The Profit Line for 1930

Brunswick

Radio • Panatrope with Radio • Records

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.

Telephone Sterling 8100

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

Telephone Columbus 2040



Thomas A Edison

THE NAME THE PUBLIC TRUSTS

 The name that profits dealers ●

THE trend to the Edison is far more significant than mere popularity. It is definite recognition that a new day in radio has come... that Thomas A. Edison's name on a radio is a guarantee not only of lasting pleasure in the radio itself... but lasting value in the radio investment, too • If you are already an Edison dealer, capitalize to the fullest extent the strong position you hold in the radio field. If you are not an Edison dealer, write for franchise information today!

EDISON *LIGHT-O-MATIC* RADIO

DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A Edison*, INC., ORANGE, N. J.

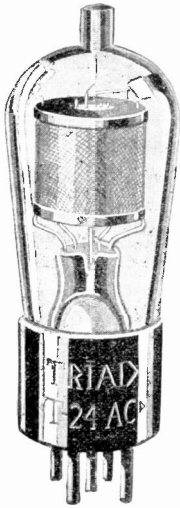
EDISON DISTRIBUTORS:

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

* * *

BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 6545 Carnegie Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . GRAND RAPIDS, Morley Brothers . . . LOS ANGELES, H. R. Curtis Co., 727 Venice Blvd. . . . MEMPHIS, Russell-Heckle Co. . . . NEW ORLEANS, Southern Radio Distributors, 128 Chartres St. . . . NEW YORK, Blackman Distributing Co., 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Brothers . . . ST. LOUIS, The Clentone Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.

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.

UNEMPLOYMENT SITUATION STEADILY EASING UP IN CLEVELAND; SET SALES SHOW GAIN

DEALERS ANTICIPATE GOOD AUTOMOBILE RADIO VOLUME

Northeastern Ohio Majestic Retailers Planning to Attend Atlantic City Convention—Ohio Music Merchants and Radio Association in Mid-Year Meeting.

Cleveland, Ohio, Monday.

Encouraging reports of building activity that will tend to still further improve the unemployment situation were made this week. Included were a new plant for the American Steel & Wire Co. to cost two and a half million dollars, another plant to cost \$50,000. The warm weather is also allowing various projects to be started which will put many additional men to work. Those in attendance at the weekly gatherings of the Ohio Radio Trade Association feel that there is improvement in conditions being shown right along and they are very optimistic.

Those concerns having sets suitable for automobile installation have been getting a number of inquiries and anticipate a large number of sales as soon as the touring season opens. Dealers are beginning to display portable phonographs and are featuring records in connection with them.

The opening of school playgrounds throughout the city this week is expected to stimulate the demand for harmonicas, and dealers are starting to feature them in window and counter displays. Small goods and sheet music have been moving fairly well.

Majestic dealers of northeastern Ohio are planning on attending the convention at Atlantic City in force and will have a special train. There is a great deal of enthusiasm over the event and arrangements are being completed by officials of the local distributors, the Cleveland Majestic Distributing Corp., Forty-eighth and Prospect avenue. The Majestic advertising campaign which has been running for a considerable time is helping stimulate sales.

The Canton Hardware Co., Brunswick distributor, has completed the decoration of its showrooms on Prospect avenue which present a very attractive appearance. A complete line of all models is shown and the service department is equipped to give prompt attention to all calls. The full line of Brunswick records is also carried.

The Bailey Co., a unit of National Department stores, opened its second branch this week at the corner of Detroit avenue and Warren road. The opening on Thursday was attended by a large crowd. A complete line of nationally known radios is carried.

At the mid-year meeting of the Ohio Music Merchants and Radio Association held at Columbus a suggestion was made that the name of the organization be changed back to its original one, the Ohio Music Merchants Association. The matter was held over until the annual meeting of the trade body in Cincinnati in September and which will be of two days' duration instead of three.

The legislative committee reported on the recent decision of the attorney general authorizing the school boards of the state to purchase band and orchestra instruments for pupils when instrumental courses are on the curriculum. Anthony L. Maresh, treasurer, and Rexford C. Hyre, secretary, both of Cleveland, attended the meeting at which there was a good representation from all parts of the state. Otto B. Heaton, of Columbus, president, was in the chair.

An involuntary petition in bankruptcy has been filed in United States District Court against Norbert S. Steger, doing business as Steger's Radio Shop, 5504 Lorain avenue, Cleveland, by the Aitken Radio Corp., Brunswick-Balke-Collender Co., and N. A. Fegen Co.

An exceptionally attractive window is being shown by the Lyon & Healy Co., for Easter. A pipe organ is in the center with accompanying candlebra, and records and sheet music appropriate for the occasion are shown in connection with it.

The third weekly meeting sponsored by the Ohio Radio Trades Association was held last Wednesday evening at 8 P. M. in the auditorium of the Cleveland News on Superior avenue. There was an extra good attendance as the weather was everything that could be desired. The speakers were Roy A. Forbes, manager of instrument sales for the Victor division of Radio-Victor, and R. D. Hickok, president of the Hickok Electrical Instrument Co.

Distributors and their salesmen were present and the majority of the audience were dealers. The interest shown demonstrated conclusively that the trade feel these gatherings are well worth their time to attend as the speakers in each instance are leaders in their respective fields and have something to say that is very interesting and instructive. Following the business session there was some fine entertainment. Another meeting is scheduled for this coming Wednesday evening and a good turnout is confidently expected.

The first synchronization of radio and moving pictures in the Cleveland public schools was tried out successfully on Wednesday, April 9th. Carveth Wells gave a lecture on Africa from the platform of John Hay High School and the photos were flashed on the screen at three other schools simultaneously while the lecture was picked up by station WHK and broadcast to these schools. As a result of the experiment it will be possible to bring well known lecturers here which would have been impossible otherwise owing to the cost. 10,000 children were in the audience of the four schools. The Cleveland Board of Education has under consideration a broadcasting station to be erected on the new school board building soon to be built, and which will be used exclusively for educational purposes.

—DIHM.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

THE NEW "CORTLANDT" SOCKET

Designed for High Grade Radio Sets

Our socket was designed by engineers, for those manufacturers of radio sets that take pride in their product. The springs are made of phosphor spring bronze, tinned; and are of the double, self-wiping type.

Write Us for Free Set of Samples

GENERAL FABRICATING COMPANY

165 Greenwich Street

New York, N. Y.

Phone: CORTLANDT 1352

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

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

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

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

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

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"
495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE
131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO
250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

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

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street
The Atwater Kent Distributor of
the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.
Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

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 San Francisco
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.

SET TRADE GRADUALLY BEING STABILIZED IN SAN DIEGO TERRITORY

TRADE CAUTIOUS IN CREDIT

RCA Theremin Is Arousing Much Interest — Southern California Music Co. Is Looking to Good Portable Season.

SAN DIEGO, CALIF., Friday.

Things are beginning to look pretty good in radio again, around this part of the country. Several bits of more or less bad news have broken in the past two weeks or so, and nevertheless the general attitude of the trade appears to be that the industry, both nationally and locally, is making definite progress toward stabilization. The eliminations which many believed to be overdue have at last put in their appearance, two store groups in the University and Normal Heights districts having followed one in a downtown location, and a prominent Los Angeles furniture house is closing out its San Diego branch, which was selling some radio.

Checking up on the eliminations which have occurred, to find out what principle of successful merchandising had been violated, general trade opinion gives considerable prominence to evidence available pointing to high trade allowances given to swing deals, and subsequent slow movement of old set inventories.

Wholesalers having outlets in the southern counties are still proceeding with caution in credit matters, as it is generally felt that there are still more radio retailers operating than are necessary to serve the population, and further requirements are more than possible before the close of this year.

Right here may be as good a place as any to call attention to the fact that anyone reviewing the news sent in from San Diego during the past few weeks, by the "Trade's Only Weekly" traveling correspondent, who had never worked in this territory before, will observe that the concerns which have now gone out of business were not written up in these columns. The "Trade's Only Weekly" goes on year after year with an admirable record of avoiding the common journalistic error of giving florid write-ups to concerns putting up a big front while secretly trembling on the ragged edge. But that is only one reason why the trade reads this publication with confidence in its news and editorials.

Thearle Music Co. has handled the opening of business on RCA Theremin, the new musical instrument for which it is exclusive retailer in this city, in an expert manner, creating immediate and widespread public interest.

Theremin was introduced here by G. Dunbar Shewill, Theremin soloist with Rudy Vallee's orchestra. His father, manager of this new department in the Victor organization, who has been visiting friends at Hotel Coronado, assisted in making the opening here a notable event.

Orion E. Nobles, advertising manager, Thearle Music Co., analyzing fu-

ture market possibilities for Theremin, mentions that practically no service is required, it justifies claims of being the easiest of musical instruments to learn to play, delivers pleasing tone effects, and is expected to fill a need of middle aged persons of leisure who feel regretful that they did not learn to play some instrument when they were young.

Executives at the Thearle Music Co. feel that portable phonograph business, with hard work, can be made to show even better sales than last year. Good merchandise, with possibly some nation wide special campaign for Summer business, should keep portable sales up to a good volume, as the field is still wide open, unhampered by any prospective competition from portable radio.

James Urquhart notes a favorable tendency in public response to their efforts to move sets above the lower price levels. Salesmen working on commission can not make anything selling cheap stuff. Their campaign on Edison is producing best results on model R-5, at \$199.50.

Fox California Theatre has been exhibiting in the lobby a special silver finish cabinet Philco from the James Urquhart store, and photos of the star were distributed at a special Philco matinee, bearing the Philco and James Urquhart imprint, an effective, typical Philco tie-up with Dennis King's "Vagabond King" picture.

Mr. Urquhart is enthusiastic over the Philco 95 set, nine tube screen grid, with automatic volume control. Tune in Denver to pick up the popular Amos 'n' Andy dialogues, and automatic volume control brings it in smooth and steady. Fading is eliminated, and foreign noise is checked so that music is still heard well enough to be enjoyable. Interchangeability of Philco sets in all cabinet styles gives a merchant superior control of his stocks and facilitates sales.

Southern California Music Co. is making a seasonable effort on Victor portables and records, with a special window display. Miss Bertha Rodriguez, manager of the record department, calls attention to the fine interior finish of the special portable shown, and its beautiful covering of lizard skin. The Mexican people residents here, many of whom are steadily employed and becoming prosperous, are now going in for portables. Current record sales give prominence to Victor's "Have a Little Faith in Me," and in the Columbia line Paul Whiteman's "Nobody's Sweetheart."

Southern California Music Co., San Diego branch, is at present closing out its remaining stock of Brunswick records, to concentrate on Victor and Columbia.

W. A. Mayne, radio department manager of Motor Hardware & Equipment Co., wholesale distributors of Gilfillan radio, reports that the new model 106 will be in stock about April 15. This is a de luxe cabinet with large dynamic speaker. The trade is appreciative of the new model 105, already moving here, for its "10 kilocycle selectivity," and radically different screen grid circuit. The manufacturer has done away with audio transformers, and amplification gain is now 30 as against a former 12.

R. L. Tamplin, proprietor, the Columbia Store, reports that he has made arrangements to continue at this location, recently reported for lease. His line is Columbia, Apex and Sonora. He has been at 733 Broadway for nine years.

—S. F. PARKER.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



All abo-o-o-oard for
CROSLEY & AMRAD

Exclusive metropolitan, Coles and Amrad Distributors

20th CENTURY
RADIO CORPORATION
BROOKLYN AND NEW YORK

ESTABLISHED DISTRIBUTORS

Join in

SENTINEL'S SUCCESS!



\$99.50 — LESS TUBES

MODEL 8 — A remarkably selective, sensitive screen grid chassis incorporating 3 screen grid tubes and 245 power tubes in push-pull. Cabinet beautifully finished in two-toned walnut. Full Dynamic Speaker. Marvelous tone!

\$149.50 — LESS TUBES

MODEL 9 — A splendid radio-phonograph combination containing an 8-tube screen grid chassis with 3 screen grid tubes, full Dynamic Speaker, and United motor and Pick-Up, standard on many leading electrical reproducing instruments. Beautiful cabinet finished in two-toned walnut. At a price at which you usually sell a radio alone!



SENTINEL RADIO — now selling exclusively through Jobbers — offers a tremendous profit-making opportunity to established radio Distributors. Sentinel offers Distributors a line of screen grid models that bring *new perfection* in radio. Their full, rich tone, beautiful cabinets, and popular prices assure *volume sales*. And the line includes a radio-phonograph combination at a price at which you usually sell a radio alone!

Sentinel offers Distributors the support of one of the *oldest, most experienced* manufacturers in the radio-musical field.

Sentinel offers wide *Dealer acceptance* — based on Sentinel's known quality, national advertising, and real selling appeal of quality radio at a popular price.

Sentinel offers *public prestige*, created by its campaign of Saturday Evening Post advertising.

National Newspaper Advertising

Besides all these selling advantages, Sentinel offers each Distributor a strong schedule of newspaper advertising, concentrated in his district, to assure him of large volume. To each Dealer, Sentinel gives a generous allowance for cooperative advertising, to pull customers to his store.

Established Distributors* interested in building a profitable, *permanent* business with a *successful* line of radio—priced for *volume sales*—and supported by a manufacturing policy that guarantees *stability of price and value*—are urged to write us today!

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



QUAKER CITY TRADE RAPIDLY DISPOSING OF OBSOLETE GOODS

OPTIMISM NOW PREVAILING

Keen Enthusiasm Being Aroused in New Crosley Motor Boat and Auto Radio—U. S. S. "Pennsylvania" to Be Majestic-Equipped — Norge Refrigerators Favorably Received by Trade.

PHILADELPHIA, PA., Friday.

The trade continues to clear up old goods pending the arrival of the newer types that will be available after the June convention. Distributors have been viewing privately these newer models and are convinced that set business will be stimulated as soon as the sets are shown to the public.

Raymond Rosen & Co. will remove next month to larger quarters at 117 North Seventh street. Raymond Rosen, head of the firm, will leave on Monday for Chicago to visit the headquarters of the Brunswick company, returning via Dubuque, Iowa, and Muskegon, Mich., where he will visit other branch factories of the Brunswick-Balke-Coller Co.

The new motor boat and automobile radio sets made by the Crosley Radio Corp., of Cincinnati, Ohio, will be delivered to the trade next week through the distributors, R. E. Tongue & Bros. Co., Inc., Allegheny avenue and Amber street. The new sets are the Roamio and Model 21, which are now used as standard equipment on electric motor boats of the nation. A report from the Crosley corporation this week informed the local house that the Chris-Craft \$35,000 type electric motor boats are to be had with the Crosley set as standard equipment. By May 1 the Tongue company will have on hand the new Crosley refrigerator.

With the innovations on the U. S. S. "Pennsylvania," flagship of the Atlantic Fleet, now being made at a cost of \$10,000,000 at the Philadelphia Navy Yard, there will be installed for the first time in any of the U. S. Navy ships, complete radio equipment, and the set selected for that purpose is the Majestic. The receiver is equipped with 9 additional speakers in the crew and officers' quarters. Presentation of the apparatus was made by L. E. Hilduser, Philadelphia representative of Grigsby-Grunow Co., and Paul Richardson, sales promotion manager of Peirce Phelps, Inc., merged with Penn Phonograph Co., local distributors, 437 No. Fifth street.

Following the unusually favorable reception which has been given to the Norge refrigerators by the local industry and the introduction of these to the trade by the wholesalers, Trilling & Montague, Seventh and Arch streets, a journey was made to the factory of the Norge Corp., Division of the Borg Warner Corp., in Detroit, by Harry Montague and Sales Manager Jacob Lobel of the local wholesale firm. The trip was undertaken to speed up shipments on this product.

From the visit to the Detroit Norge headquarters they will proceed to the factory of the Zenith Radio Corp., for a conference with Paul B. Klugh, vice-

CLASSIFIED SECTION

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

REPRESENTATION

Well known New York radio wholesaler with branch in Newark, N. J., is open to represent reliable manufacturers of radio sets, tubes and accessories. Manufacturers who want their share of sales in the New York and Jersey markets, Address Box 497, THE TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York, N. Y.

SERVICE MAN FOR RADIOS— PHONOGRAPHS—PIANOS

MUST BE EXPERT

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

RADIO SALESMAN

Well known in the metropolitan trade with eight years experience "on the firing line," desires reliable connection with distributor of standard radio line. Highest references, Appreciate interview. Address Box 479, THE TALKING MACHINE & RADIO WEEKLY, 146 Water street, New York City.

RETAIL SALESMEN WANTED

Large retail organization seeking a number of radio salesmen experienced in floor sales; salary and commission. Those having car preferred. Box 503, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York.

STORE FOR SALE OR LEASE

Established Radio—100% Location! N. Y. C. Excellent for Chain or Individual. Particulars Furnished on interview. Box 501, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

president and general manager, and Hugh Robertson, sales manager.

Harry Montague and Jacob Lobel, in behalf of the Cam-Rad Distributing Co., Kennedy jobber, will also visit the Colin B. Kennedy headquarters at South Bend, Ind. The first carload of Kennedy radio received here a few days ago has been rapidly shipped to the dealers.

David M. Trilling, of Trilling & Montague, is now preparing his third personal message to the dealers under the caption of "Mr. Dealer, Are You Pro-

SALES REPRESENTATIVE with a successful record of unusual character, through knowledge of Phonograph Business, many years' sales and executive experience and large following among Music Dealers, desires to make connections with reliable wholesale Radio or Phonograph concern. Excellent references. Box 498, THE TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

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.

SALES MANAGER AVAILABLE

15 years wholesale and retail experience with Aeolian, Ampico and Q. R. S. companies. Desires connection in the radio industry. Box 500, THE TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

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.

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.

tecting Your Credit Standing?" This will be ready for circulation in the trade shortly and any dealer desiring a copy will find it available upon writing to the firm.

Harold Cregar, who for many years was connected with the Penn Phonograph Co., Victor and later Majestic distributor, is now associated with the Stromberg-Carlson representatives in the Philadelphia territory, Davis-Hunt, Inc., with offices in the Real Estate Trust building. He will look after the district north of Market street, taking

Story & Clark Set Line To Be Introduced Prior To R. M. A. Trade Show

CHICAGO, ILL., Friday.

Much interest has been aroused in the radio and music industry by the announcement that the Story & Clark Piano Co., prominent manufacturers, have entered the radio field and will soon be ready with a complete line of sets.

The local company will make a bid for the quality trade on the basis of tone and the character of its cabinet work. The line will be restricted to a selected list of dealers who have had experience with fine musical instruments, it was stated.

The Story & Clark Radio Corp., a subsidiary of the Story & Clark Piano Co., has been licensed by the Radio Corp. of America and affiliated companies to manufacture and sell radio sets. The Story & Clark organization recently purchased the patents, and the rights to engineering development and designs of the Walbert Mfg. Co., Chicago. The firm will devote a complete unit of its Grand Haven, Mich., plant to the manufacture of radio sets. The general offices and display rooms, together with the central radio laboratories of the corporation, are established in the Story & Clark building at 173 North Michigan avenue, this city.

The Story & Clark Radio Corp. is headed by F. F. Story, president; L. P. Bull, vice-president; Walter Ruth, secretary, and H. W. Robertson, treasurer. Mr. Story has been active in the piano field for the past forty years and for the past ten years he has headed the Story & Clark organization as president. Mr. Bull has been associated with Story & Clark for the past four years, and has taken an active interest in developments in the radio field during that period. Mr. Huth is one of the veterans of the radio industry, and as president of the Walbert Mfg. Co. he was a pioneer in both phonograph and radio developments. The Walbert organization developed, among other products, the Univernier, and the Penetrola, tuning devices, as well as the Isofarad circuit. Mr. Huth will be in charge of engineering and production of the Story & Clark Radio Corp. In their Chicago building, Story & Clark have maintained a radio laboratory for the past two years and have now combined the results of their laboratory work with that of the Walbert organization.

The Story & Clark radio line will make its appearance shortly before the R. M. A. Trade Show and will be exhibited during the week of June 2.

in Frankford and Germantown.

Ruben Abrams, head of the radio department of the Lewis Radio Jobbers, 45 N. Seventh street, is spending a few weeks in the Poconos. Edwin Cohen, manager of the radio division, is featuring a drive on the Colonial radios. Max J. Lewis spent several days at the Colonial factory in Long Island City, N. Y., this week.

Yackles Radio Sales and Service, 1336 N. Seventeenth street, was involved in bankruptcy during the week with liabilities of \$44,492 and assets of \$9,254.

—CARR.

An Opportunity for a
SALES PROMOTION MANAGER
 With a Proven Record
 of
Experience, Vision and Ability

We have in this organization an opportunity for a sales promotion executive able to function in a \$5,000,000.00 merchandising and distributing business in the radio industry.

Back of this man will be:—

- 1 Geo. L. Patterson, Inc., a \$1,000,000. distributing organization operating in the biggest radio market, in the metropolitan district of New York.
- 2 A quality line of unparalleled performance and cabinet designs of distinctive appeal.
- 3 The prestige of the RCA organization whose unrivaled resources—technically, commercially and financially—insure enduring leadership in the development of radio.
- 4 Dealer acceptance because of a merchandising policy designed to give Radiola dealers a full profit on their sales.
- 5 Consumer appeal assured through the best product in the radio industry backed by

one of the largest advertising campaigns ever undertaken by the Radio Corp. of America.

The man we want must be able to judge the best in dealer representation and to encourage it; to say "yes" promptly to good suggestions and "no" to bad ones.

He will have a future in proportion to RCA leadership in the development of the electrical entertainment business for the home. He must have a clean, clear record of past work.

If you are interested, apply by letter only giving full details as above, or perhaps, you can call this advertisement to the attention of someone you know, who can qualify.

***Answer by mail only, telephone and personal calls
 will be disregarded***

IRVING SARNOFF, President

GEORGE L. PATTERSON

INCORPORATED

150 VARICK STREET

NEW YORK, N. Y.

Leadership in  Distribution

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Harry Engel, president of Davis, Coots & Engel, Inc., New York, spent the past week-end visiting relatives in Canada. . . . Danny Winkler returned last week from a flying Midwestern tour. . . . Harry Bloom, formerly with Berlin, is in business for himself, concentrating on a tune called "My Heart Belongs to the Girl Who Belongs to Somebody Else." . . . Joe Davis has bought one of Clarence Williams' first hit tunes, captioned "Everybody Loves My Baby." . . . Paul Whiteman and his Old Gold program go off the air following the May 6th broadcast. . . . Benny Davis, song writer of many past and present successes, heads the stage show at the Capitol Theatre this week. . . . Leo Feist, Inc., has taken over Bennie Russell's prize-winning song, "The Song Without a Name," and will concentrate on it. . . . What well-known music publishing executive goes with which big theme tune publisher this week? . . . When "Hold Everything" has its audible picture version premiere at the new Hollywood Theatre in New York, it will bring with it four new tunes, in addition to three from the

successful show score. . . . The new tunes by Al Dubin and Joe Burke are: "When the Little Red Roses Got the Blues from You," "Sing a Little Love Song," "Take It on the Chin" and "Isn't This a Cock-Eyed World." . . . Marks is publishing a new tune titled "Somewhere in Life's Green Pastures." . . . Which publisher wants a number called "Last Mile, I Love You?" . . . Charles Bayha, publisher of "That's When I Learned to Love You," joined Red Star last week as Band and Orchestra head. . . . Sammy Fain was guest of honor on the Majestic radio program last Sunday night, playing and singing his own compositions.

AS THEY WERE: Geo. Lottman, publicity counsel to B. A. Rolfe, Robbins Music Corp., and general manager for Roger Wolfe Kahn, was formerly the MUSIC BOX editor of this publication. . . . Frank Goodman, after his retirement from Goodman & Rose, music publishing firm, became a successful dress manufacturer, and is now a member of the firm of Goodman, Kent & Handman.

Flaherty Returns After Establishing Red Star Branch in Windy City

Pat Flaherty, general manager for the Red Star Music Co., Inc., of New York, returned to Tympani Alley on Saturday after a week's trip to Chicago and the Middle West. Mr. Flaherty established a Chicago office for his company, and spent some time conferring with Ed Peterson, Red Star representative for Detroit and Cleveland territory.

The Red Star company has several hit tunes that are assuming their high position speedily, among which are "Good for Nothing But Love," "Climbing Up a Rainbow," "I Feel You Near Me" and the score from "High Society Blues."

Five New Numbers in Leo Feist's Class "A"

New Feist songs in Class "A" (twenty cents a copy class) until April 30 include: "Down the River of Golden Dreams," "Minnie the Mermaid," "Am I the One," "Donald, the Dub" and "Then He Took Up Golf," the last two songs being contained under one cover for the same price.

The price of the three ace tunes in the Whiteman picture soon to be shown has been set by Feist at 35 cents a piece. They are "It Happened in Monterey," "My Ragamuffin Romeo" and "My Bridal Veil."

Universal Buys Into Goodman, Kent Firm

Universal Pictures, following the lead of so many film organizations which have associated themselves with music publishing enterprises, has bought a half interest in the firm of Goodman, Kent and Handman.

Songs from "Captain of the Guard," "What Men Want," "The Storm" and "Hide Out" will be published by the new combine.

BANK NOTES

THE MONEY HITS OF AMERICA

SHOULD I
from Metro-Goldwyn-Mayer's "Lord Byron of Broulway"

CHANT OF THE JUNGLE
from M-G-M's "Untamed"


COOKING BREAKFAST FOR THE ONE I LOVE
from Fannie Brice's United Artist's photoplay "Be Yourself"

WHEN I'M LOOKING AT YOU
from Lawrence Tibbett's M-G-M Spectacle "The Rogue Song"

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

CHARMING
from Ramon Novarro's M-G-M musical Romance "Devil May Care"

Robbins Music Corporation
799 Seventh Ave. New York



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

The One I Love

"JUST CAN'T BE BOTHERED WITH ME"

"ALONE WITH MY DREAMS"

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

"WHERE THE GOLDEN DAFFODILS GROW"

"LIKE A DREAM"

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

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THE TALK OF THE TOWN"

"FUNNY, DEAR WHAT LOVE CAN DO"

"LOVE MADE A GYPSY OUT OF ME"

"SONG OF THE BAYOU"

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

WORLD'S LARGEST
Publishing Company

Open and At Your Service

The RED STAR MUSIC CO., Inc. a subsidiary of the Fox Film Corp., and publishers of all Music from Fox pictures.

NOW PUBLISHING:

From FOX Production

"SONG O' MY HEART"
Starring John McCormack

A Pair of Blue Eyes
I Feel You Near Me
Rose of Tralee

From FOX Production

"HIGH SOCIETY BLUES"
with Gaynor and Farrell

I'm In the Market for You
Just Like In a Story Book
Eleanor
High Society Blues

From FOX Production

"FOX MOVIE TONE FOLLIES"
(1930)

Doing the Derby
Here Comes Emily Brown
Cheer Up and Smile
The World Is Here
You'll Give It
Where the Little Bridge Crosses the Stream

From FOX Production

"THE GOLDEN CALF"

I'm Telling the World About You
Maybe, Someday
Can I Help It
Modernistic

From FOX Production

"THE BIG PARTY"

I'm Climbing Up a Rainbow
Good for Nothin' But Love
Nobody Knows But Rosie
Bluer Than Blue Over You

From FOX Production

"HAPPY DAYS"

Happy Days
We'll Build a Little World of Our Own
A Toast to the Girl I Love

From FOX Production

"LET'S GO PLACES"

Fascinating Devil
The Boop-Boop-A-Doopa Doo Trot

From FOX Production

"HARMONY AT HOME"

A Little House to Dream

From FOX Production

"DOUBLE CROSS ROADS"

My Lonely Heart

POPULAR SONGS

Devoted to You
Shady Palms
Song O' My Heart

**RED STAR
MUSIC COMPANY
INC.**
Music Publishers

P. J. FLAHERTY, General Manager
729 Seventh Ave., New York, N. Y.

PLANS PRACTICALLY COMPLETE FOR ANNUAL WESTERN MUSIC MEET ENTHUSIASM AT HIGH PITCH

Atwater Kent Dealers in East-Bay District Report Satisfactory Volume — Harry L. Kiel Killed in Auto Mishap.

San Francisco, Cal., Thursday.

There appears to be growing dissatisfaction and speculation among a considerable group of the retail trade in the Bay Region. Business with quite a few has dropped materially below expectation; and the lowering of prices and the dumping of sacrifice stocks have sent quite a few of the weaker dealers to the wall. An instance is that of a dealer who received notice that a line he had stocked heavily was to be slashed. He tore up the letter, took down the receiver and notified the distributors to come and get the goods. Admonished that he would have to keep the goods and pay for them, he told them he was through, to do as they pleased. He pulled out the plugs, darkened the windows, took down the signs, and locked the door, and has not yet returned to pay for the goods. Generally, however, the dealer makes a last desperate stand, unloads everything he can at whatever he can get; quits after muzzing up prospects considerably for those who remain.

The retail trade are generally buying with caution and the considerable business that some of the distributors are doing is clearly the result of actual clearing of the floors of the retail dealers. And the caution is intensified by the rumors of still more dumping to follow. If these rumors are launched by competitors, it is mighty poor business, for they are naturally carried on to the public, which in turn becomes skeptical of buying any radio of whatever make. The natural reaction is, "wait a while."

Some of the radio trade, however, appear to prosper the more as competitor after competitor quits the field. Such is the Art Music Store in Berkeley. April sales are running very active. While March was light, February, a light month for most dealers, averaged more than a radio sale per day. Radio is but a part of their business, however. Band and stringed instruments and small goods account for a considerable volume of sales. Records and sheet music account for another volume. As Art Brown, the proprietor is a musician himself, they are popular with the musical crowd; and both he and his wife seem to catch the spirit of the college group so thoroughly that they meet on sympathetic terms. So music teachers in and out of the public schools have formed the habit of letting them know what they are going to want for their classes so that they may have it on hand for the pupils. "And the best of it all," says Mrs. Brown, "is that collections are coming in exceptionally good, indicating that at least their group of customers are finding time a little easier. This is not so surprising, when one learns that they are very particular to whom they sell; it explains itself. Mr. Brown expresses the opinion that a small but safe busi-

ness with good margins of profit, and no investment that will not permit a ready turnover is more desirable than the too eager chase after volume at the expense of safety and profit.

Another department that has met with considerable success during the month past is the basement department of the H. C. Capewell Co. This was a new departure when Edgar Jessen took charge of it just a month ago. But Jessen believed in it, he is an optimist, and the location gave him access to a much larger crowd than on the top floors. He does the rest. So while he found his stock crowded into a rather small space, with no great chance for display effect, he tuned in on a fine bunch of sales for the month, and all by his lonesome.

The East-Bay trade of the Atwater Kent is reporting very satisfactory volume. Practically all their dealers are doing some business, and that means nearly all are re-ordering. The salesmen have taken pains to see that the dealers understood the fine finish in the mechanism of the Atwater Kent and the real value they are offering for their money. They seem to realize the principle that if once the salesman is sold he will sell the set. Another element of friendly feeling among dealers is the fact of the generous treatment they received when the recent reduction in price was made by Atwater Kent.

At a meeting of the Board on March 24th, Morley Thompson, head of the Baldwin Piano Co. interests was added as a San Francisco director of the Western Music and Radio Trades Association. The various entertainment events of the coming convention have been taken under the wing of some one of the local trade organizations. Never has the local trade acted so unanimously, each eager to do his part and more. The Atwater Kent will furnish the musical, song and dance review at the good-bye banquet on the night of the 26th. The Baldwin Piano Co. has taken charge of the theatre party and social function for the ladies on Thursday, the 26th, under supervision of T. M. Monson. The Brunswick company is furnishing the recording artist, Jean Stafford and orchestra for the welcoming night. E. T. Cunningham, Inc. is furnishing the center pieces, novelties and table decoration for the welcoming night banquet. The H. R. Curtis Co., Spartan distributor, is furnishing the flowers and brochures for the good-bye night banquet.

The Eveready Tube Troubadours of the National Carbon Co. will furnish entertainment for the opening luncheon on Wednesday, the 25th. The National Broadcasting Co. will furnish the Hill Billy Boys at the farewell luncheon on Thursday, the 26th. The RCA will furnish a musical and dance divertissement for the good-bye night, Thursday, the 26th. Sherman, Clay & Co. will conduct a sight-seeing trip and cats for the ladies the afternoon of the 25th. The Victor company will furnish the musical specialties and novelties at the welcoming banquet on Wednesday, the 25th. It looks now as if there would be something doing every minute and hardly minutes enough to go around.

N. J. Etienne, in charge of the Zenith distribution for the Chanslor-Lyons Co., is taking a trip back to the factory during April. He finds the business outlook for the Zenith good. During January, February and March they enjoyed continuously improving business.

Henry E. Gardner, the newly appointed sales manager of the General Motors Co. for the San Francisco zone, returned last week from the first convention of the zone sales managers of the or-

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.

ganization, which was held at Dayton, Ohio. Mr. Gardner and his sales representatives immediately got busy on the work of franchising the dealers for General Motor's new product. Gardner knows his territory well as he has for five years been Pacific Coast manager for the Sonora Phonograph Co. Prior to that time he was branch manager for the Columbia Phonograph Co., in Philadelphia. L. C. Warner has been made regional sales manager in charge of Pacific Coast sales. He has for the past eight years conducted his own radio sales distributing business in the Northwest. Before that he was for a number of years associated with General Motors, in another division of sales work.

Harry L. Kiel, radio salesman of San Francisco, was killed last Sunday night in an auto accident. He had left for Turlock on business for his firm, and was not heard of for two days. At last he was found by one of the state highway patrol together with Orval Dillwood who was riding with him, crushed to death under his heavy automobile. Kiel had failed to negotiate a curve in the steep Pacheco Pass, twenty miles east of Gilroy and had plunged to the bottom of the canyon 150 feet below, where thick brushwood almost concealed the car. —ALLEN.

February Radio Exports Aggregate \$1,433,465

WASHINGTON, D. C., Thursday.

With radio apparatus leading the way, electrical equipment exports from the United States during February reached a total of 11,275,457, an increase of \$726,533 over the same month last year, according to the Electrical Division, Department of Commerce.

Foreign shipments of radio apparatus for the month of February totaled \$1,433,465, which is an increase of \$313,137, receiving sets showing the largest individual gain, amounting to \$201,208. Canada, Mexico and Italy were the three most important markets for receiving sets exports to these countries, being worth \$163,904, \$111,969 and \$108,160, respectively. Argentina was next with purchases amounting to \$96,990 and exports to New Zealand amounted to \$47,310. Transmitting sets and parts valued at \$34,734 were shipped to Brazil and Siam purchased \$20,207 worth of such apparatus.

Italy was also an important market for radio tubes, taking \$42,868 worth during February as well as \$10,545

Columbia Releasing Four 'King of Jazz' Songs With Special Dealer Displays

It has definitely been disclosed that Paul Whiteman's "King of Jazz" film opens at the Roxy Theatre on May 1. Among the tunes from the picture, recently recorded by Whiteman for Columbia, and scheduled for release on April 30, are:

"Happy Feet," fox-trot with vocal refrain by the Rhythm Boys, coupled with "A Bench in the Park" with a chorus by the Brox Sisters; and "Song of the Dawn" with refrain by "King of Jazz Chorus" backed by "It Happened in Monterey," with Johnny Fulton vocalizing the lyrics.

The Columbia Phonograph Co. is issuing a special window display for dealer tie-up with the picture.

COMPENSATION FOR SALESMEN STUDIED BY COMMERCE DEPARTMENT WASHINGTON, D. C., Friday.

Out of thirty-two firms reporting to the Electrical Division of the Department of Commerce on their basis for compensation of both inside and outside salesmen in 1928, nine reported a straight salary basis for inside salesmen and two for outside salesmen. A combined salary and commission basis was reported by ten firms for inside salesmen and by four for outside salesmen. While more firms reported a straight commission basis than either salary or combined salary and commission, for either type of salesman, it will be noted that the discrepancy in favor of a straight commission was considerably larger for outside salesmen than for inside.

worth of loudspeakers. Tubes valued at \$29,128 were taken by Canada and Australian shipments amounted to \$26,889.

Total exports of electrical equipment for the first two months of this year showed a gain of \$1,732,769 over the corresponding period of last year.

Electric refrigerators as well as radio continued to make substantial gains whereas exports of copper wire, both bare and insulated, showed a decrease. —McG.

Halsey Supply Corp., Sparton Jersey Distributor, Celebrates Seventh Anniversary With Supper-Dance



Executives and Sales Staff of Halsey Supply Corp.

Newark, N. J., Thursday.

The seventh anniversary of the Halsey Supply Corp., this city, distributor of Sparton radio, made by the Sparks-Withington Co., Jackson, Mich., was celebrated recently with a supper dance at the Robert Treat hotel, here. Seventy-five guests participated in the birthday celebration.

Entertainers on the program included Gladys Reed, aerobic dancer; Peggy Calvert, blues singer; Mary Gleason, Texas Guinan hula girl, and Uphan and Bradford, a dance team from the R.K.O. circuit. Music for dancing was

furnished by Arthur Warren and his Park Central hotel orchestra, featuring the Three Melodians, Larry Murphy, Al Glazer and John Adendt.

The accompanying photograph shows the officials and sales personnel of the Halsey Supply Corp. They are, seated left to right: A. Jacobs and Geoffrey Simon, executives of the company, with Lou Newman, sales manager, in the center.

Standing, left to right, Tom Conlan, Ted Caplan, E. H. Pavie, John Engler, Joe Hecht, Jule Burke, Jerry Kraker, George Arfken and Milt Rose.

Lyric Radio Distributors See Factory

Backed by More Than \$27,000,000

(Continued from page 8)

received cordial greetings from their friends in the distributing phalanx were W. Wendell, general manager of the concern; Dewitt L. King, treasurer; P. W. Weber, secretary and L. W. Moltz, traffic manager. Other popular members of the organization present for the occasion were Ray Watters, V. L. Summers, B. E. Loring, A. M. Mendez, and J. W. Raskham, William Witten, Mr. Lewis and Claude Sanagan, of Mohawk Radio, Ltd.

Included among the jobbers who attended, were the following:

N. D. Griffin, American Phonograph Co., Albany, New York; E. A. Joyce and C. E. Bailey, The C. E. Bailey Co., Boston, Mass.; Morris Blumberg, and Art Barit, Morris Blumberg Electric Co., Detroit, Mich.; A. H. Hall, The Capital Electric Co., Denver, Colo.; Charles Owen, Chapin-Owen Co., Rochester, New York; C. P. Cushway, Cushway Distributing Corp., Chicago, Illinois, and Michael Ert, Michael Ert, Inc., Milwaukee, Wisconsin.

H. L. Myers, Excelsior Radio Co., Harrisburg, Pa.; Edward J. Scher, Federal Radio & Electric Co., Paterson, New Jersey; C. E. Hamlin, and William Hamlin, C. E. Hamlin Sales Co., Jackson, Mich.; F. A. Fox and H. H. Fleer, Kex Electric Co., St. Louis, Mo.; M. L. Bloomberg, Milton Distributing Corp., Richmond, Virginia; S. Levenson, Milton Distributing Corp., Baltimore, Maryland, and J. D. Robertson, Motor Car Specialties Co., Jackson, Miss.

P. W. Snow, National Auto Supply Co., Independence, Iowa; Henry Weissberg and B. S. Arnold, Onondago Auto Supply Co., Syracuse, N. Y.; D. D.

Weiss, Philadelphia Motor Accessories Co., Philadelphia, Pa.; R. J. Mailhouse and L. Yudkins, Plymouth Electric Co., New Haven, Conn.; C. J. Quinn, Quinn Brothers, Neenah, Wis.; D. F. Ridenour, Ridenour Auto Supply Co., Kokomo, Ind.; Kenneth McInnis, Southern Ohio Radio Corp., Cincinnati, Ohio, and A. T. Stanton, Stanton Motors, Inc., Columbus, Ohio.

John Oliver, Joseph Strauss Co., Buffalo, New York; E. P. Weiss and D. Anderson, Weiss - Muessel Co., South Bend, Ind., and Frank Nosek, Western Battery & Electric, Inc., Sioux City, Iowa.

Richmond Hardware Co.

Gets Zenith Set Line

RICHMOND, VA., Tuesday.

Disclosure of the appointment of the Richmond Hardware Co., 101-111 So. Fourteenth street, here, as exclusive distributors of Zenith radio, was made today by W. C. Heaton, sales promotion manager for the Zenith Radio Corp., of Chicago.

Distribution of Zenith in practically the entire State of Virginia and the eastern half of North Carolina will be handled by the firm, which maintains a road sales force of twelve men. The firm is an old established one, having begun business in 1897, wholesaling both hardware and automobile supplies. Radio was added to the line several years ago and today the company is one of the largest distributors in the State.

W. D. Stuart is president; S. H. Wilkinson, vice-president and R. E. V. Farrar, secretary and treasurer. The radio division is under the management of L. E. Clark.

NEW QUARTERS FOR CHICAGO BRANCH OF E. T. CUNNINGHAM

Chicago, Ill., Monday.

With the intention of making its offices more convenient to visitors the local office of E. T. Cunningham, Inc., has been moved from 577 East Illinois street to Suite 1026 at 520 North Michigan avenue. At the new location are situated the offices of F. H. Larabee, assistant general sales manager, and F. E. Harding, district sales manager and in addition the salesmen will make their headquarters at the Michigan avenue office. The warehouse at 577 E. Illinois street will be continued there and the old offices utilized for extra storage for Cunningham tubes.

As a feature of its 65th anniversary in business in Chicago, Hartman's, the well known furniture house, is advising the purchasing public to buy two radios for the home. "We sponsor," their advertisement says, "Two radios within a home," and "Modern broadcasting, with its great opportunities for culture and entertainment, has ushered in a new era. It's the day of two radios within a home," "Your family deserves another radio," the ad continues, "and it should be a screen grid Atwater Kent."

D. S. Hill, formerly assistant director of sales for Silver-Marshall, has entered business for himself at suite 312, 612 North Michigan avenue. He intends to represent a number of manufacturers making transformers, condensers, etc., and sell to radio manufacturers.

Burley & Co., china and glassware merchants, and the second oldest business concern in Chicago, has recently bought the Spiegel chain of nine furniture stores, which handle a varied line of radio receivers also, and will combine the two organizations as Burley & Co. A change of policy will be carried out by the new owners.

Christy & Son, formerly located at 1007 South Boulevard, Oak Park, Ill., have moved to their new store, with special radio sales rooms at 128 South Wisconsin avenue, that suburb.

R. J. Evans, for some time manager of the radio department of A. G. Spalding & Bro., has resigned and is arranging for a new connection.

UNITY RADIO STORES MAKE ASSIGNMENT

The Unity Radio Stores, Inc., retail organization of 312 West 145th street and 215 East 149th street, New York, has made an assignment to Milton Lerner, 261 Broadway, this city.

W. K. BACH ASSIGNS TO SHIRLEY KAHN

Wallis K. Bach, radio distributor of 3570 Broadway, New York, made an assignment on Monday to Shirley Kahn, 38 Park Row, this city.

Dealers Laud Features Of "Steno-vox," Product Of Stettner Corporation

What is declared to be a radical departure in the design of tone chambers, known as "Steno-vox," and which is an exclusive feature of Stenola cabinets and Stenola radio-phonograph combinations, has just been introduced by the Stettner Corporation, 669-75 Kent avenue, Brooklyn, N. Y.

The "Steno-vox" eliminates the grille from the cabinet and consequently makes it possible to build radio-phonograph combinations as well as radio cabinets of moderate size. The tone chamber is so constructed so to diffuse the sound emanating from the speaker and causing it to go forth without distortion and without vibration, it is said.

Joseph H. Mayers, treasurer and sales manager of the Stettner Corp., on Monday declared that dealers and engineers who have heard the instruments equipped with the "Steno-vox" are highly enthused over the undistorted and vibrationless reproduction.

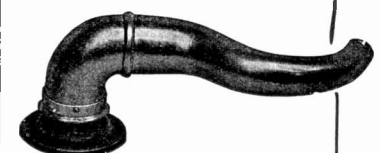
BRUNSWICK REPORTS ON 1929 BUSINESS

Chicago, Ill., Friday.

The Brunswick-Balke-Collender Co., this city, reported for 1929 a net loss of \$2,948,272 after depreciation, depletion, interest and other charges. This contrasts with a net profit of \$3,235,375 reported for the preceding fiscal year.

Sales for 1929 amounted to \$29,417,799, or a decrease of \$79,812 from 1928. Current assets of the company are \$27,382,184 and current liabilities, \$11,988,628.

THORENS, Inc.



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

We Collect Slow Paying Accounts thruout the World

No Collection—No Charge
References Furnished
Inquiries Solicited

ARCHER ADJUSTMENT CO., Inc.
723 Seventh Ave. New York City
Bryant 0207-8-9

Stewart-Warner Corp. Uses 'Straight Line' System in Manufacture of Radio Products

Chicago, Ill., Thursday.

Although no actual similarity exists between the modern motor car and a present-day radio, manufacturing methods of the two industries present a striking parallel, in the opinion of W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Corp., this city.

"In the early days of radio, no standard production methods had been developed suitable for mass production of sets," said Mr. Zucker. "Each producer operated under such a system as was efficient to meet the demands of the then limited market for radios—with the result that there were almost as many different production systems in use at that time as there were manufacturers in the field. Later, however, the rapid improvement and increase in broadcasting facilities throughout the country brought a corresponding increase in the public demand for sets. And with this rising demand came the vital need for better methods of volume production."

According to Mr. Zucker, it was this condition that first caused radio executives to consider the possibility of adapting the mass production methods

of the big automobile plants to the construction of radios.

"The production system we use to built Stewart-Warner radios today," continued Mr. Zucker, "closely corresponds to that employed in modern automobile factories. In general, this is the 'straight line' production system wherein a bare chassis is started at one end of a long—straight assembly line, parts and smaller assemblies are added as the work travels forward, and the set is delivered at the receiving end of the line as a finished tested product ready for enclosure in its shipping carton.

"To prevent imperfections from developing as the set is being built up on the main assembly line, Stewart-Warner designates every fourth employee on the line as inspector, whose duty it is to check the work completed by the three workers just preceding him. Under this system, it is rare for anyone of the many sets produced in a day to travel the full length of the line without discovery of any imperfections that may have developed. But even though such a defect did escape discovery by the inspectors, the final testing instruments located at the extreme end of the line will unfailingly bring it to light."

Powel Crosley Named Head of Anglers Club, Sports Organization

Sarasota, Fla., Friday.

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., has been elected head of the Anglers Club of Sarasota, a nationally famous organization of sportsmen. The club features tarpon fishing, for which the waters about Sarasota are famous.

The tarpon season usually begins about the middle of May and continues through until July. The fish weigh

from 40 to 200 pounds and are caught with rod and reel. "When one of them strikes," said Mr. Crosley, "you think you hooked on to an express train. For the next hour or two you will have plenty of thrills and excitement.

"I know of no more strenuous exercise than landing your first tarpon. The first big fellow I caught weighed 103 pounds and it took an hour and fifteen minutes of genuine hard work to get him alongside the boat."

Mr. Crosley first became interested in Sarasota last spring when he went fishing with Robert Ringling of circus fame. He liked the climate, scenery, fishing and water sports so much that shortly afterwards he purchased a tract of land. On this estate he has just finished the construction and furnishing of a beautiful winter home.

The radio manufacturer also bought a fast and luxurious cruiser for his fishing pastime and an auxiliary boat for emergency purposes. He is a great lover of outdoor sports such as fishing, hunting, polo and aviation.

Sidney Coleman Joins Geo. L. Patterson, Inc., RCA Radiola Wholesaler

Sidney Coleman, for the past nine years with the Greater City Distributing Co. and widely known in the metropolitan radio-music fraternity, has just been appointed to the sales staff of George L. Patterson, Inc., RCA Radiola distributor, 150 Varick street, New York. In his new connection Mr. Coleman, who has a profound knowledge of retailers' problems due to his many years' experience, will cover the trade south of Forty-second street, Manhattan, and will also contact the retail chain store organizations.

Prior to Mr. Coleman's connection with the Greater City Distributing Co. he was for six years on the sales staff of the Sonora Phonograph Co.

Atwater Kent Finishes Construction of Giant 7-Story Power Plant

Philadelphia, Pa., Friday.

The Atwater Kent Mfg. Co., this city, has just added another important unit to its thirty-two acre radio plant. This is a new and up-to-date power plant, with boilers running seven stories high, necessitated by the enlargement last year which doubled the floor space of what was already one of the largest radio factories in the world.

The new plant, of brick, steel and concrete construction, completes the stage of expansion undertaken when the floor space of the factory was doubled. Designed primarily as a steam heating unit, arrangements were included whereby a considerable portion of the electric current required for factory purposes will be generated on the premises. The plant will also supply steam for the moulding department.

The object of the builder has been to produce a thoroughly modern plant. Its apparatus represents the last word in scientific equipment, some of the installations being the first of their kind to be utilized in the Quaker City.

The basic equipment of the plant consists of three 750 horse-power boilers equipped with water-walls and air pre-heaters, each capable of generating steam at 200 pounds pressure and 200 degrees superheat. The average appetite of each boiler is between 7 and 8 carloads of coal per week. The building itself corresponds to a seven-story structure and that represents also the height of the boilers. Each of these boilers is operated from a central control board, two boilers serving maximum demands with a third always in reserve.

A 750 kilowatt turbine generator, which acts as a reducing valve for the heating steam and at the same time furnishes, at minimum cost, a considerable part of the electric current required in the radio plant, is a unique and interesting piece of apparatus. An unusual feature of the control equipment is that it is tied in with the operations of the utility company which furnishes the factory with the remainder of its current.

Pulverized coal is used for fuel. The coal, having undergone a preliminary crushing process, is raised on conveyers to a huge steel bunker under the roof, with a capacity of more than 500 tons. It is then fed by gravity through automatic weighing scales to unit pulverizers which reduce the coal to the consistency of flour. The powdered coal is combined with the proper amount of air and blown into the furnaces so that it burns like gas or oil.

Joseph Appel, Jr., in Own Engineering Firm

Joseph Appel, Jr., formerly the radio buyer for the Wanamaker New York store, is now associated with the firm of Appel & Henderson, manufacturing electric construction equipment, and serving in an advisory capacity to set manufacturers desiring technical information.

Appel & Henderson make their headquarters at 485 Madison avenue, New York.

INDIANAPOLIS TRADE FORMULATE PLANS FOR NATIONAL MUSIC WEEK

Indianapolis, Ind., Friday.

Plans for the observance of National Music Week in Indianapolis have been perfected by the music merchants of the city. Members of the Indianapolis Electric League will also participate in the observance. E. G. Hook, of the Starr Piano Co., is in charge of arrangements for the event.

Alex Martin Stinson, 61, a pioneer in the piano industry and formerly affiliated with several Indianapolis firms, died recently at his home in Oak Park, Ill., after a long illness. The widow and three children survive.

Majestic radio dealers of the Indianapolis territory left Indianapolis, April 8, on a special train to attend the sales school conducted in Chicago by Grigsby-Grunow Co., Majestic radio manufacturers. More than 100 dealers were in the Indianapolis group, along with retail salesman, R. P. Oblinger, president of the Capitol Electric Co., is the Indianapolis distributor.

Announcement is made of the organization of the retail radio dealers' division of the Electric League of Indianapolis. This organization has been formed for the purpose of combating certain detrimental practices found in the industry and in hopes of protecting both dealer and public from such practices. Membership is open to responsible radio dealers of the city. The membership committee makes a thorough investigation, however, before admitting any dealer into the organization. A series of luncheons has been on the program. These discussions will embrace merchandising and advertising improvements. A set of rules for each dealer to use in the sale of particular sets will be formulated. In this way it is hoped to eliminate undesirable competition, questionable advertising and selling of obsolete sets. Consistent service and guarantees is one of the goals. Headquarters are in the offices of the Electric League of Indianapolis, Chamber of Commerce building. Officers chosen are C. H. Dornhoff, director of sales of the Guarantee Tire & Rubber Co., president; J. B. McCoy, of the Smith-Hassler-Sturm Co., vice-president; Ray G. Chrisney, of the Chrisney Radio Co., secretary, and Robert Stewart, of the Stewart Radio, Inc., treasurer.

Burglars stole several radios valued at more than \$200 and a quantity of tubes from the Garfield Radio Shop, 1847 Shelby street, one night last week.

The General Motors Radio Corp. has moved from 361 North Meridian street to 957 North Meridian street.

The Van de Valle Music & Radio Co., of Seymour, has changed ownership, the new proprietor being Carl G. Randolph, formerly of Ormond, Fla. Baldwin pianos, Edison and Crosley radio sets, sheet music and Columbia records are included in the merchandise.

E. E. Staples, South Bend, has been appointed president of the Goodin Radio Co., Inc., northern Indiana and southern Michigan distributors of Spanton radios. His election followed the resignation of J. Harold Sunderlin. Mr. Staples was the recent vice-president.

The Pearson Piano Co., 128-130 North Pennsylvania street, has added the Majestic set to its department of radios which now includes Victor, RCA, Brunswick and Atwater Kent.

—VAN HOOSIER.



STENOLA CABINETS and Radio-Phonograph Combinations

Adaptable to ALL types of radio sets. A wide range of cabinets in exquisite designs at prices that MUST appeal. TO STOCK THEM IS TO SELL THEM!

Entire line now on display at our show rooms.

STENOLA CORP. 669 Kent Ave. Brooklyn, N. Y. Phone Williamsburg 3638

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.
General Motors Radio Corp., Dayton, Ohio
Grebe & Co., Inc., A. H., Richmond Hill, N. Y.
Grigsby-Grunow Co., Chicago, Ill.
Gulbransen Co., The, Chicago, Ill.
Howard Radio Co., Chicago, Ill.
Kennedy Corp., Colin B., South Bend, Ind.
RCA Victor Co., Inc., New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sprague Withington Co., Jackson, Mich.
Sprague Specialties Co., Quincy, Mass.
Stromberg-Carlson, 1060 University Ave., Rochester
United Air Cleaner Co., Chicago, Ill.
United Reproducers Corp., Springfield, O.
U. S. Radio & Television Co., Marion, Ind.
Zenith Radio Corp., 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

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

ELECTRIC PICK-UPS

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

RADIO CABINETS

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

PHONOGRAPH NEEDLES

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

TALKING MACHINE PARTS

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

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

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., 28 W. 23rd St., N. Y. C.
Bruno & Son, C., 351 Fourth Ave., New York
Brown & Hall Supply Co., 1504 Pine St., St. Louis
Buehn Co., Louis, Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Dist. Co., 1755 Bushwick Ave., Brooklyn
Capitol Electric Co., Indianapolis, Ind.
Capital Electric Co., Atlanta, Ga.
Cleveland Distributing Co., Cleveland, Ohio
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland
Collings & Co., Newark, N. J.
Columbus Ignition Co., Columbus, Ohio
Detroit Electric Co., Detroit, Mich.
Detroit Wilks Dist. Co., Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., New York
Ditson Co., Oliver, Albany, N. Y.
Eastern Talking Mach. Co., Boston, Mass.
Edmond & Co., E. J., 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Elyea Talking Machine Co., Atlanta, Ga.
Essex Dist. Corp., 40 William St., Newark
Greater City Dist. Co., 76 Fifth Ave., New York
Griffith Victor Distributing Corp., Cincinnati, Ohio
Grinnell Bros., Detroit, Mich.
Gross-Brennan, Inc., 205 E. 42nd St., New York
Hamburg Bros., Pittsburgh, Pa.
Harbour, Longmire Co., Oklahoma City, Okla.
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.
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. C.
Majestic Products, Inc., Hudson Ave., Albany, N. Y.
May, Inc., D. W., 393 New St., Newark, N. J.
May Distributing Corp., 112 Bleecker St., N. Y. C.
Macgregor Radio Corp., New Haven, Conn.
Maekenzie Radio Corp., 1225 Broadway, N. Y. C.
McPhilben-Keator, Inc., 68 34th St., Brooklyn, N. Y.
Motor Equipment Co., Wichita, Kan.
Musical Prod. Dist. Co., 22 W. 19th St., New York
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., 913 Arch St., Philadelphia
Phila. Victor Dist., Inc., 232-48 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, Ohio
Royeroff Co., The, Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Sanford Radio Corp., 480 Canal St., New York
Seedman Co., G. J., Brooklyn, N. Y.

Shaw's, Inc., Charlotte, N. C.
Smith, Inc., B. W., Cincinnati, Ohio
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co., Dallas, Texas
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
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
Wilks Dist. Co., Inc., Jackson, Mich.

RADIO LOUD SPEAKERS

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

RADIO TUBES

Arcturus Radio Tube Co., Newark, N. J.
CeCo Mfg. Co., Inc., Providence, R. I.
DeForest Radio Co., Passaic, N. J.
Grigsby-Grunow Co., Chicago, Ill.
Johnsonburg Radio Corp., Johnsonburg, Pa.
Ken-Rad Corp., Inc., Owensboro, Ky.
National Union Radio Corp., New York
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
Red Star Music Co., 729 Seventh Ave., New York
Robbins Music Corp., 799 Seventh Ave., New York
M. Witmark & Sons, 1659 Broadway, New York
Triangle Music Pub. Co., 1658 Broadway, N. Y. C.

MISCELLANEOUS

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

COLLECTING AGENTS

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

ANOTHER YEAR OF VICTOR SUPREMACY!

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SUPERIOR PRODUCT
UNPARALLELED STABILITY
BRILLIANT BROADCASTING
CONSUMER CONFIDENCE



*Stick to
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ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PEORIA, ILL.

Koerber-Brenner Co.
800 S. Adams Street

PHILADELPHIA, PA.

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

H. A. Weymann & Son, Inc.

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

PITTSBURGH, PA.

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

ST. LOUIS, MO.

Koerber-Brenner Co.
115 Pestalozzi St.

"Go to your Radiola dealer"
is the **BIG SHOT** in all
RADIOLA
ADVERTISING
in **1930**

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

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

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

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

Display the famous RCA trade-mark



RCA VICTOR COMPANY, INC.

RADIOLA DIVISION

RCA RADIOLA