

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 22

NEW YORK, WEDNESDAY, MAY 28, 1930

Per Year—\$4.00

Once more **TED LEWIS HANDS YOU**



two stamped-in-the-wax money-makers!

THE great Comedian of Jazz made one side of this new record smooth, sweet and appealing—just as this “Show Boat” talkie hit deserved.

Into the opposite face, he packed more steam—with comedy, irresistible rhythm

and the famous melody that swayed the country a few years ago. BOTH sides are gemmed with haunting vocalizing!

Put Ted Lewis to work for you AGAIN—let his newest record hit pull in the usual, profitable Lewis mob!

Record No. 2181 - D, 10 - inch, 75c

THE LONESOME ROAD (from Universal Production “Show Boat”)—(Vocal Refrain by Ted Lewis and Dixie Four)

DINAH (Vocal Refrain by Ted Lewis and Four Dusty Travelers)

Fox Trots

Ted Lewis and His Band



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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New York, N. Y.

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New York, N. Y.

“TRADE NEWS RIGHT WHEN IT HAPPENS”

ANNOUNCEMENT

of the NEW Fall Stromberg-Carlsons
*— Telephone and Radio Laboratories
 combine to produce these fine instruments*

THE addition of these four distinctive new instruments so broadens the Stromberg-Carlson line as to enable you to supply every customer need in quality radio with a Stromberg-Carlson product.

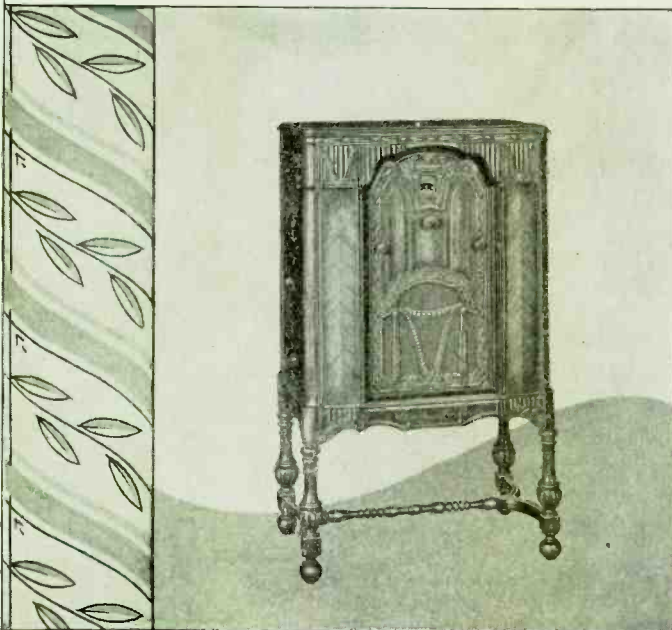
Now you may concentrate upon a line which is consistently profitable for its dealers—a line which already in 1930 has increased sales 50% above last year—a line on which factory prices have always been maintained—a line backed by more than 35 years of successful telephone manufacturing.

These four models embody Stromberg-Carlson's latest gift to radio engineering—"Full Dial Efficiency," consisting of: UNIFORMLY SHARP TUNING WITH THE SAME SUPERB TONE QUALITY ON EVERY BROADCAST CHANNEL; ALSO, THE SAME HIGH SENSITIVITY AT EVERY DIAL SETTING! Read the physical descriptions and specifications of each individual instrument, They are NEW! Their results are NEW! They are additional evidence to prove that:

"There is Nothing Finer Than a Stromberg-Carlson"

Other standard Stromberg-Carlsons are Nos. 611, 645 (Direct Current), 652, 816 and 654, ranging in price from \$155 to \$369. Custom-built period cabinet models from \$695 to \$795. Prices, less tubes, East of Rockies.

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



NO. 10 STROMBERG-CARLSON
 LOW CONSOLE

Designed for homes where space is limited. Uses 4 UY-224 Screen Grid, 2 UX-245 in Push-Pull and 1 UX-280 (Rectifier) Radiotrons. Five tuned stages with two Bi-resonators. Range Control. Extra-size Electro-Dynamic Speaker. Walnut finish cabinet, with side panels half-diamond center matched. Price, less tubes, East of Rockies **\$259.00**



NO. 11 STROMBERG-CARLSON
 "CONVERTIBLE" CONSOLE

A radio Receiver which can be converted into a Radio-Phonograph simply by installing the No. 1 Phonograph Panel Assembly. Uses 4 UY-224 Screen Grid, 2 UX-245 in Push-Pull and 1 UX-280 (Rectifier) Radiotrons. Five tuned stages with two Bi-resonators. Range Control. Extra-size Electro-Dynamic Speaker. Walnut finish cabinet. Price, less tubes, East of Rockies **\$285.00**
 No. 1 Phonograph Panel Assembly . . . \$75.00

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

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

**NO. 12 STROMBERG-CARLSON
GRAND CONSOLE**

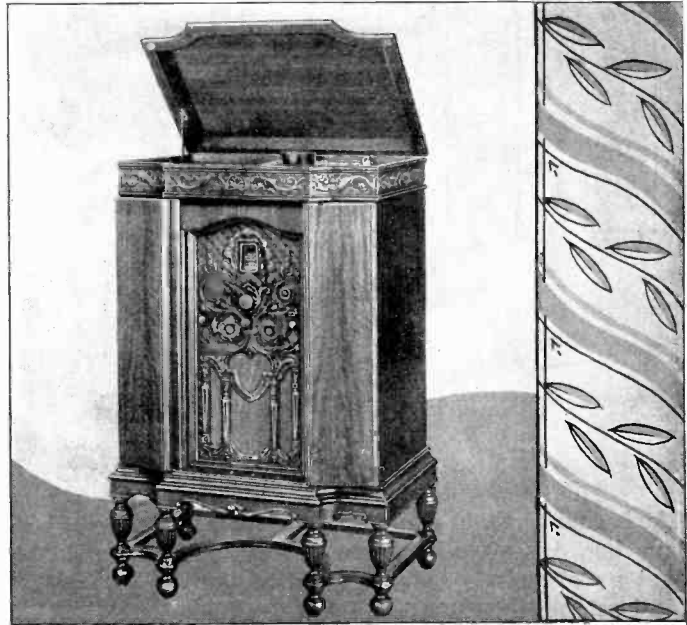
Incorporates every advancement known to radio. Uses 10 tubes, 3 UY-224 Screen Grid, 3 UY-227, 2 UN-245 in Push-Pull, 2 UN-280 (Rectifier) Radiotrons. Automatic Volume Control. Visual Tuning Meter. Silent Push Button. Five tuned stages with two Bi-resonators. Range Control. Extra-size Electro-Dynamic Speaker. Half-octagonal walnut cabinet. Proscenium Arch Lighting. Price, less tubes, East of Rockies **\$355.00**

Provision made for connecting Remote Control

**NO. 14 STROMBERG-CARLSON
MULTIPLE-RECORD RADIO-PHONOGRAPH**

Equipped with automatic record changer. Capacity 12 records: 10 inch, 12 inch, or both together. Electrical Reproduction. Motor driven. Uses 10 tubes, 3 UY-224 Screen Grid, 3 UY-227, 2 UN-245 in Push-Pull, 2 UN-280 (Rectifier) Radiotrons. Automatic Volume Control. Visual Tuning Meter. Silent Push Button. Five tuned stages with two Bi-resonators. Range Control. Extra-size Electro-Dynamic Speaker. Attractive walnut cabinet, exceptionally compact. Proscenium Arch Lighting. Price, less tubes, East of Rockies **\$645.00**

Provision made for connecting Remote Control



Stromberg-Carlson

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



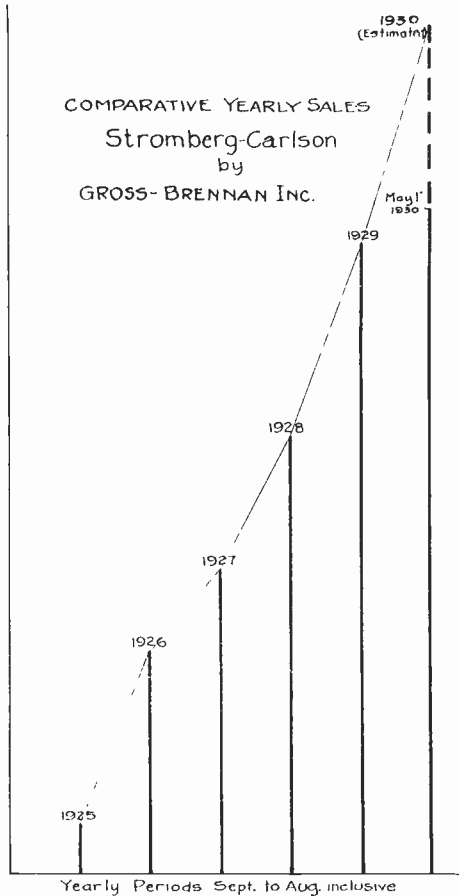
*In All Radio—
there is no record like it.*

- ... for a continuously clean market
- ... for dealer loyalty
- ... for stability of management
- ... for future opportunity

6 years without a blemish to
our position in the industry

GROSS-BRENNAN, Inc.

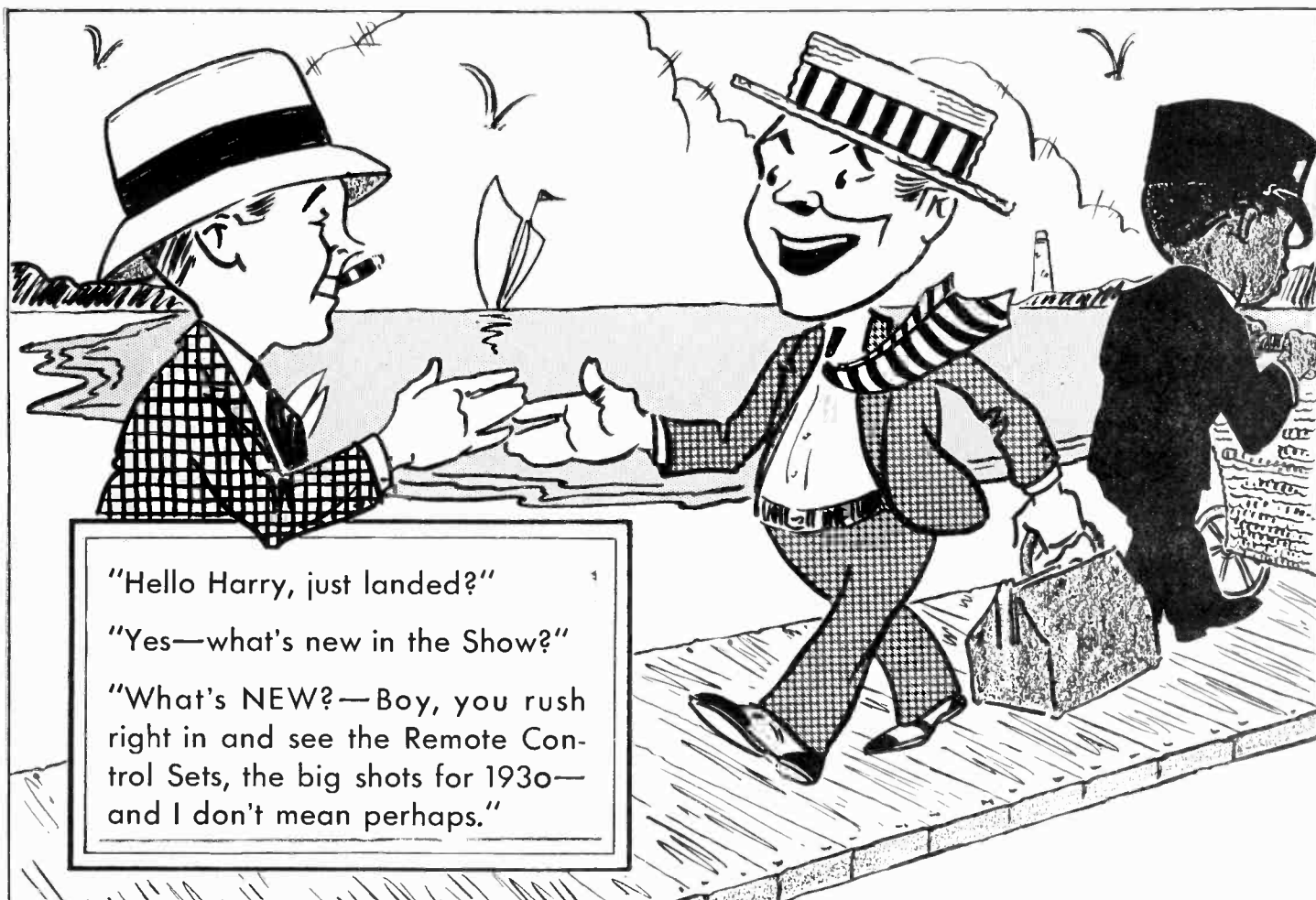
New York and Boston Representatives for
Stromberg-Carlson Telephone Mfg. Company
205 East 42nd Street
New York City



“And what is radio satisfaction? Isn’t it knowing, day after day, year in year out that no one else’s radio is logging more stations, getting greater distance, filling the home with purer, sweeter music than yours?

“And also that you cannot buy it today for half what you paid for it yesterday?

“Stromberg - Carlson owners enjoy this lasting satisfaction.”



"Hello Harry, just landed?"
 "Yes—what's new in the Show?"
 "What's NEW?—Boy, you rush right in and see the Remote Control Sets, the big shots for 1930—and I don't mean perhaps."

UTAH

Remote Control

Ready for Delivery

See it installed in nationally advertised sets.

Other startling developments for Radio Engineers.

DEMONSTRATIONS AT AMBASSADOR HOTEL

All Divisions Represented:

THE CASWELL-RUNYON COMPANY

THE CARTER RADIO COMPANY

and THE UTAH LINES

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

Salt Lake City

New York

Toronto, Canada

DON'T MISS

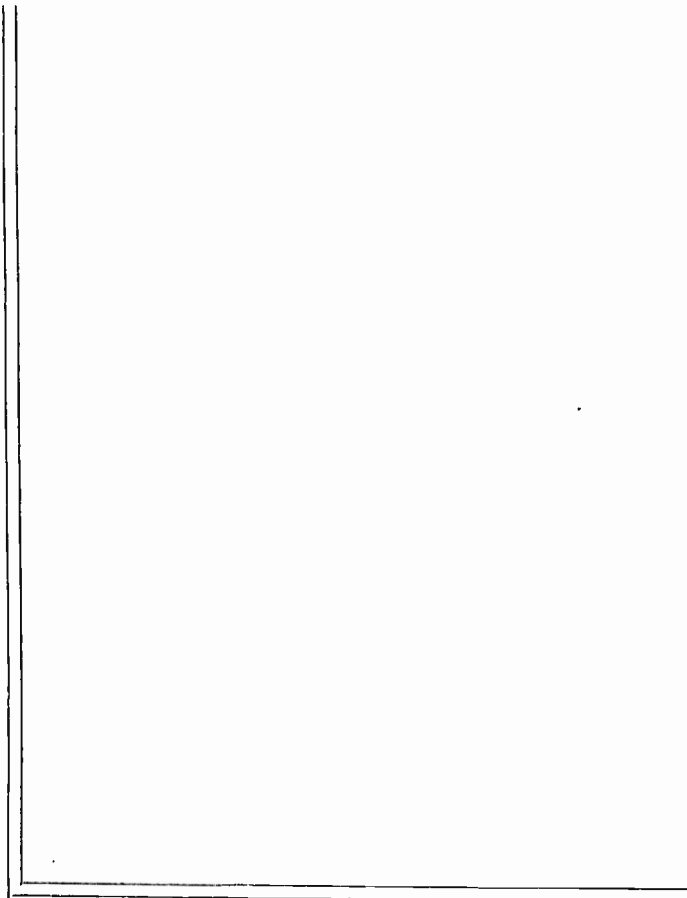
While you are in Atlantic City, don't miss Room 353, Traymore Hotel. In room 353 you can see and hear three of the finest Super-Heterodyne Radios in three of the most distinctive cabinets so far seen in radio furniture design. Don't miss room 353, Hotel Traymore.



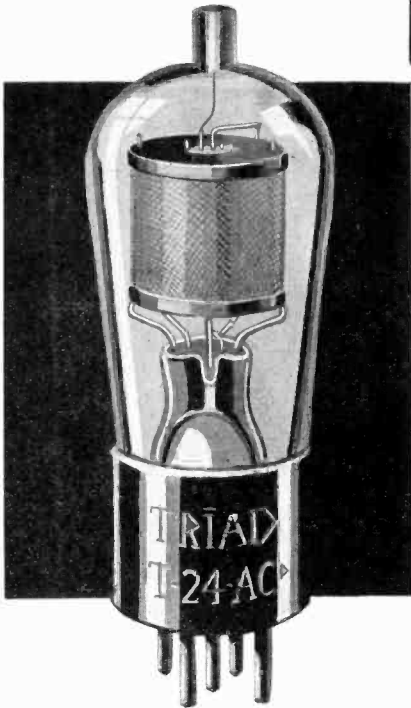
**SUPER-HETRODYNE
RADIO**

ROOM 353!

Don't forget also that Graybar offers the radio dealer a fine line of radios plus—plus a complete line of quality household appliances. Something to sell every month, yes every day in the year—a year 'round profit for every Graybar dealer. Don't miss room 353.



**SUPER-HETRODYNE
RADIO**

NOW.**THE NEW IMPROVED****TRIAD LINE**

See the TRIAD display at the
R.M.A. SHOW BOOTH A 46

Hotel Headquarters
Marlborough-Blenheim



TRIADS have always been known as "better" tubes. Nevertheless our engineers have been ceaselessly experimenting – searching – testing to find the BEST.

And now – this skilled research has developed for TRIAD T-24 a more rigid construction that practically eliminates microphonics and burn-outs. The same painstaking effort has discovered a new carbonizing process that renders TRIAD T-45 free from gas – has evolved Improvements that give to this tube longer life – greatly increased range and undistorted output – ability to stand materially higher plate voltages – and super-clear and amazingly realistic tonal quality.

These advantages mean – greater satisfaction for your customers – bigger sales and greater profits for YOU!

Triad Manufacturing Co., Inc. Pawtucket, R. I.

TRIADS are now manufactured under R. C. A., G. E. and Westinghouse patents – thus assuring you the best in Radio research and engineering skill.

TRIAD RADIO TUBES



A Presentation of the New
GENERAL MOTORS RADIO
with Tone Selector

AT THE R. M. A. CONVENTION

Exhibit Space A 40 - 41 - 42 - 43
Demonstration Room No. CC7 at the
Atlantic City Auditorium , , , ,

ALSO AT THE PERMANENT
EXHIBIT OF GENERAL MOTORS
PRODUCTS, STEEL PIER

Executives of the General Motors Radio Corporation
will be present at these exhibits to discuss features of
the exclusive franchise plan with prospective dealers.

GENERAL MOTORS RADIO CORPORATION, DAYTON, OHIO

S T A N D A R D O F Q U A L I T Y

“There’s nothing more powerful than an honest endorsement”



These men know . . . and every buyer of vacuum tubes knows that they know!

Month by month, in the leading magazines and newspapers, the hammer blows of these advertisements are working hard for you . . . they are a vital part of the greatest selling campaign in radio tube history.

RCA Radiotrons are the recognized standard tubes of the industry . . . they are backed by the

greatest scientific organizations in the field . . . built with uncompromising quality . . . guaranteed by the integrity of the makers.

Concentrate on RCA Radiotrons . . . Push RCA Radiotrons . . . Cash in on these far greater profits that can so easily be yours!

RCA RADIOTRON COMPANY, INC., HARRISON, N. J.

RCA Radiotron

THE HEART OF YOUR RADIO SET

The
TALKING MACHINE
AND
RADIO WEEKLY

Vol. 29—No. 22

NEW YORK, WEDNESDAY, MAY 28, 1930

Per Year—\$4.00

RADIO SHOW BECKONS TRADE TO NEW SUCCESSSES

INTRODUCTION OF NEW SPARTONS FEATURES THIRTIETH JUBILEE

MANY DEALERS PRESENT

Elaborate Program Will Mark Anniversary of Sparks-Withington Co.—Irving Fisher a Speaker—Broadway Entertainers on Hand.

JACKSON, MICH., Friday.

Sparton's big annual "party" for the announcement of new models for 1930-31 is to be a real gala event this year. Celebrating the founding of the Sparks-Withington Co., this city, in 1900, an elaborate thirtieth anniversary jubilee will be held here on May 28, at which the new Spartons will be presented to several thousand assembled dealers.

Surpassing in elaborateness even the previous annual events, which have been institutions in the radio world, this year's "jubilee" is to be apparently just what the name indicates. A Sparton official made the following statement yesterday:

"We have raided Broadway and captured its biggest stars. We have skimmed the cream from previous Sparton shows, and the biggest favorites will be back. We have combed the country for popular radio talent and we have sewed it up. For one night only, May 28, we are making Jackson the entertainment headquarters of America."

Getting behind the scenes where preparations are under way in Jackson, a number of headliners are found already billed. Among these are Paul Specht's orchestra, Lestra La Mont & Co., and ensembles of gorgeous girls and noted dancers from "Sons o' Guns"; the Benny & Western Male Chorus; the Tripoli Trio and a host of individual stars. These are to furnish the grand finale of the occasion at night.

The day, however, will be taken up with the serious business of presenting Sparton plans for the year; of stating Sparton's aims and position and of presenting the new models.

The big feature of the afternoon session will be an address by Irving Fisher, distinguished economist, business authority, author and professor of economics at Yale University.

No pre-show announcement has been made of the new Sparton models. Guarded statements from the factory have invited dealers to look forward to something distinctly worthy of the Sparton name, but details are being withheld until their "unveiling" at the jubilee in Jackson. The new line will also be presented at the Atlantic City R.M.A. Trade Show.

TRADESMEN FROM ALL OVER THE COUNTRY FLOCK TO ATLANTIC CITY, MORE THAN 30,000 ARE EXPECTED

Special Trains from National Centers Carry Contingent Arriving Tradesmen Will Be Welcomed by Morris Metcalf — All Arrangements for Week Completed. With Exhibition Getting Away at 1 O'clock Monday.

BANQUET WEDNESDAY CLIMAXES SOCIAL EVENTS

Radio-Keith-Orpheum Circuit to Supply Entertainment for Annual RMA Banquet. With Louis Sherry Catering — B. G. Erskine, Banquet Committee Chairman, Reports Extensive Reservations.

R.M.A. COMMITTEE MEETINGS WILL BE HELD DAILY

C. C. Colby Heads Legislative Committee Whose Report Is Looked Forward to With Interest.

Atlantic City, N. J., Saturday.

Even this calloused convention city is showing a good old-fashioned amazement at the magnitude of the preparations for the Sixth Annual Convention and Trade Show of the Radio Manufacturers' Association which is to be held at the Civic Auditorium here next week.

Several thousand radio men representing the 200 or more radio manufacturers who are exhibiting at the Trade Show, are already here and 30,000 more radio dealers, jobbers, salesmen, service men and radio editors from all over the country will pour in during the next few days to look over the latest radio products preparatory to their public presentation in the fall.

The visiting radio tradesmen will be

welcomed by a Reception Committee of prominent RMA members, headed by Morris Metcalf of Springfield, Mass., first vice-president of the R.M.A. At least a dozen special trains are due to arrive tomorrow and Monday, while thousands of other radio tradesmen will come in on the regular schedules.

H. B. Richmond, of Cambridge, Mass., president of the R.M.A., reports that unprecedented public interest, as well as the usual trade attention, is being evidenced in the R.M.A. Trade Show this year. "The public is evidently anxious to know and see the latest improvements in radio receivers," Mr. Richmond says.

All plans for the show itself have been completed and the exposition is

(Continued on page 166)

A. T. HAUGH, ONE OF RADIO TRADE'S CELEBRITIES, BECOMES GENERAL SALES MANAGER FOR ZENITH

(Special to THE WEEKLY)
Chicago, Ill., Friday.

Arthur T. Haugh, one of the best known executives in the radio industry, has been appointed sales manager of domestic and foreign sales for the Zenith Radio Corp., Chicago, it is announced today by Paul B. Klugh, vice-president and general manager of the concern.

Mr. Haugh has had a broad and successful career in radio, having held executive positions with two of the larger leading radio manufacturing concerns and his outstanding activities in connection with Peerless reproducers will be widely remembered. He is a former president of the Radio Manufacturers'

Association and is at the present time, a member of its board of directors.

The appointment of Mr. Haugh is one of various contemplated moves on the part of Zenith in line with its expansion program for the coming season. Because of the rapid growth of the Zenith business the entire time and attention of Hugh Rohertson will be devoted to the office of treasurer hereafter.

Mr. Haugh will assume active duties in his new capacity immediately, directing the merchandising campaign of the new Zenith "70" line which will make its debut to the trade at Atlantic City next week and to the public the week following.

BUSY PROGRAM SET FOR MUSIC MEN AT NEW YORK CONCLAVE

SCHEDULED JUNE 9 WEEK

Hotel New Yorker to Be Center of Music Activities — Mark P. Campbell Outlines Plans for Trade — Banquet to Be Feature of Gathering.

Regardless of what previous years have offered in the way of convention programs, this year's annual music convention at the Hotel New Yorker, New York, during the week of June 9 will transcend all others in the wealth of material offered those merchants who attend, Mark P. Campbell, president of the Music Industries Chamber of Commerce, said last week.

"It's a great program, and we are confident that the business sessions will offer unlimited opportunities to obtain valuable ideas," Mr. Campbell stated.

"Doubtless the theme that will stir us most is the outlook for the immediate future," Henry C. Lomb, president of the National Association of Musical Instrument and Accessories Manufacturers, declared in discussing the coming conclave.

"Many fellow merchants whose problems are similar to your own will be met at the convention. Their methods of successfully coping with these problems will be of assistance to each dealer in working out his own method," Mr.

(Continued on page 167)

RAMON MONTALVO, JR., WELL KNOWN JERSEY RADIO DEALER, DIES

New Brunswick, N. J., Saturday.

Ramon Montalvo, Jr., well known radio-music merchant of this city, died suddenly at his home in Highland Park, near here, Wednesday. Mr. Montalvo was forty-eight years old and had been in the music business in this city for thirty years. Death was attributed to heart disease.

Funeral services were conducted yesterday with burial in Elmwood Cemetery. Surviving are his parents, his wife and daughter, Helen, all of Highland Park.

Mr. Montalvo was the first president of the Rotary Club of New Brunswick, and was also a member of the local Masonic lodge. The Montalvo store is at 354 George street.

The Talking Machine & Radio Weekly

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Editor

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SIDNEY E. DAVIS
Manager

EDWARD H. DAVIS, Publisher

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No. 22

What Is This Trade Show?

"Now is the Winter of our discontent," William Shakespeare said through the character, King Lear. Within a week will be the Summer of the radio man's indigestion and he will be griped physically and mentally from seeing and hearing and doing too much at the Fourth Annual Trade Show, opening Monday, June 2nd, in Atlantic City, N. J.

The industrial exposition so fortuitously conducted each June by the Radio Manufacturers' Association has pretty well won permanent eminence as an amazing stimulus to sales, an agreeable starting point for 'new-season' effort and an occasion for sociability that staggers the imagination and would, in fact, provide material for a readable book of popular fiction. At the same time the Show has become familiar enough to invite criticism; hitherto hailed as the panacea for all radio ills, its very recurrence has emboldened higher intellects to pick its policies and purpose all to pieces.

So now it is appropriate to attempt to assay the worth and the dross in the exhibition, to dissect with unity in essentials and tolerance toward non-essentials the fundamental merit of an enterprise which can draw 30,000 business men from far and wide, under adversity or prosperity, in fair weather or foul. Without a bit of bias, sans every species of prurient prejudice, a skillful and observant judge must inevitably conclude that without its Trade Show, radio business would not be radio business in any of its present terms. And the gravest doubt may logically be directed toward any premise that to change measurably any of its present terms would be helpful in the long run to the craft.

It is true that large amounts of money and, what is more important, time and effort, are invested in the extravaganza. It is true that organization proceedings sometimes lag or eventually seem futile. The mind that focusses on these incubula and rejects the greater benefits of the Show fails to grasp that in a national concatenation of such proportions there must inescapably be some waste effort.

For if there should ever come a time when radio would not eagerly support a Trade Show, the industry as a whole could not mark its products at the profit and conduct its merchandising with the progress which now prevail.

The Trade Show is a gigantic symptom that all is well with radio. In its revelation of opportunity and its opportunity for revelry it connotes a line of business for which the sky, commercially as well as scientifically, is the limit.

And the sorry day when people in the business might have to look back upon these Events as having become extinct will probably never dawn!

Keeping Opportunity Secret

Only two weeks remain to the occurrence of the Sharkey-Schmeling heavyweight boxing championship but the fact that it will be broadcast would not yet be known to the radio business if accident had not acquainted THE TALKING MACHINE and RADIO WEEKLY, and its readers in the issue of May 21, with the situation. Two weeks are an impossibly short time in which to gear the production and sales operations of the industry to an adequate breadth of public service for a great broadcasting occasion.

That such contretemps could transpire shows conclusively that there is a cavernous margin of error between broadcasting opportunity and the movement of radio merchandise which it logically provokes. In no major branch of the allied industries is there as flagrant mismanagement of the one, having regard to the welfare of the other. Broadcasting careers along its stupendous course. If the trade by luck can hitch into some of its sales-stimulating high lights, well and good. If not, then that's too bad for the trade. Witness the farce enacted when the voice of the King of England was to be heard for the first time in America, when the Naval Conference was opened in London, and nobody in the radio business knew about it more than a few days or a few hours before! Here again, on the eve of such a sales-making emergency as only championship boxing can produce, there is so deep an atmosphere of secrecy about it that one would think it might hurt the business instead of help it.

The most important thing the Radio Manufacturers' Association can do next week is to meet with the radio broadcasters and revolutionize the situation. Either there is an obligation upon the broadcasters to keep the industry informed about everything in programs that it can turn into advance account, or broadcasting exists to itself alone. What is on the air makes the radio business, it is true. But the radio business makes financially possible what is on the air. Either it is in the public interest to inform the trade about coming program features so that the trade may furnish comprehensive apparatus and service with which to hear them, or else broadcasting can continue to be conducted as a mutual admiration society, with occasional incursions into inter-system bickering to prove how competitive we are.

There are three major broadcasting chains, and a number of isolated stations of importance. Every element therein should be in constant, almost hourly, contact with the Radio Manufacturers' Association and its members, so that the benefits of each can be known and made use of by the other. For in essence it is the radio industry — and not ginger ale, or tooth paste, or motor cars, or cigarettes, or hosiery — that pays the upkeep of broadcasting. It is to the radio industry that broadcasting turns whenever it wants money, influence or to get something done.

The radio business, in turn, is fully entitled to make the

most—instead of the least—of everything that broadcasting can do for it.

Motor Car Radio

The motor car radio appears to be about to open a novel and enormous new channel of demand, much as cigarettes did with women, hatless and garter-less custom did with men and young men and now the practice of wearing short pants and baring the masculine knee appears to be about to do among (Dartmouth) college seniors.

For however extraneous, redundant, irrelevant, tautologous, immaterial and just plain non-essential radio reception may seem to be to riders in an automobile, an eager generation is turning to it and lots of automobile sets are in the process of being made and sold. There is considerable more than surface reason for radio on the road. In the great family of automobile owners are millions to whom the car is literally a home away from home. They tour and live in it en route. They spend innumerable evening hours sitting in it in a park or before an inviting scenic panorama, much as one would sit on a private piazza or a bench on the back lawn. They dress and undress in it for bathing. They witness ball games, tennis matches and other sports from it in the field, as better than ringside seats. The blase resident of any better section of any of our bigger cities probably cannot realize — using his car strictly for transportation and for transportation only — how much time is spent in the automobile when its engine is cut off by people in whose lives the enjoyment of being out and away from home bulks a little more importantly.

There may be readiness to believe, accordingly, that wherever a motor is used truly for general family purposes, radio has a place in it. The habit can be encouraged by the trade with proper product and aggressive salesmanship. If memory serves, the present registration of automobiles is around 26,000,000, or 26,000,000 virgin prospects for sales of substantial value.

The new market shows definite signs of having passed the novelty stage. It is not so many years ago that an extension telephone in the home was a luxury to be remarked. The convenience embodied in it seemed disproportionate to the cost for very many people. The telephone industry plugged away at the extension idea, however, and the growth of their installation has been enormous.

Motor car radio is on its way to becoming another great new source of revenue for the trade.

Extensive Advertising Program Planned by All-American Mohawk

The All-American Mohawk Corp., North Tonawanda, N. Y., will conduct during this season the largest advertising campaign in its history on Lyric radio, made at the North Tonawanda Wurlitzer plant, E. R. Kuhn, eastern sales manager for Lyric, declared last week. In a statement regarding this advertising program, Mr. Kuhn said in part:

"The excellence of the new Lyric line, its unusual value and eye appeal, the stability of the maker with more than 200 years of experience as a manufacturer of fine musical merchandise, when brought to the attention of the public through the medium of this advertising campaign will make Lyric a real factor in the trade this year.

"The policy of the All-American

Mohawk Corp. has been to refrain from price reductions, liquidation and over-production, and these policies are of great importance to dealers."

Mr. Kuhn stated that he was elated over the recent appointment of Steelman, Inc., as exclusive Lyric distributor in the metropolitan area. "Coupled with the sound merchandising experience of Steelman, Inc., everything looks set for a big Lyric year."

HOUGHTON & DUTTON STORE SELLS 1,000 RADIOS IN ONE DAY

The Houghton & Dutton Co., Boston retail organization, sold 1,000 radio sets on May 10, Martin Zatulove, head of the Martwel Corp., New York factory representative firm, reported Monday following his return from a New England trip. Frank Kelly was in charge of the Houghton & Dutton drive.

GENERAL MOTORS RADIO EXHIBIT EXPECTED TO ATTRACT UNUSUAL ATTENTION AT RMA SHOW

DAYTON, OHIO, Friday.

One of the centers of interest at the RMA Trade Show at Atlantic City will be the General Motors radio, with five models, priced at from \$136 to \$270 and featuring a "tone selector" by which either the bass or treble may be emphasized at the will of the operator. Sharing interest is the new merchandising plan of General Motors Radio Corp., this city, providing the following features:

Direct factory - to - dealer operation through a direct nation-wide system of zone offices.

Radio dealerships handling General Motors radio exclusively.

Protected territories.

Distribution through warehouses, completely stocked, in strategic centers to eliminate heavy dealer inventories.

National authorized service through strategically located major service stations, insuring speedy major repair work.

Dealer and purchaser financing through General Motors Acceptance Corp.

Factory financial participation in junking of certain classes of trade-in radios.

Factory-controlled dealer newspaper advertising.

With orders from the field received since the set was introduced to the public on May 10 exceeding quota estimates, the new system is proving its strength, it was stated by John E. Grimm, Jr., vice-president in charge of sales.

The new General Motors radio comprises four tuned r.f. circuits, using three '24 screen grid tubes, a power detector stage using a '27 tube, and a last audio stage consisting of two '45 type tubes in push-pull amplification. An '80 type full wave rectifying tube is used, making a total of eight tubes.

The tone control, an exclusive feature, consists of a fixed condenser and a variable resistor, connected in series between the grid terminals of the two '45 type tube sockets. This permits

adjustment of the speaker pitch for each particular type of concert, or for the individual taste of the operator. A strip type dial on the panel, calibrated "bass" and "treble," shows at all times at which pitch the device is set. The tone shifts smoothly as the control knob is manipulated. Keeping the indicator equidistant from the two extremes brings about an equal distribution of both low and high tones.

Perfect volume control under all conditions, even when near a powerful local broadcasting station is accomplished through having one volume control in the antenna circuit and one in the screen grid r.f. circuit, with both controlled by one knob, Mr. Grimm declared. This eliminates use of the so-called soft and loud switch. The speaker is of the electro-dynamic type of construction, amply large enough to handle a large volume.

In designing the cabinets, the traditional lines of fine period furniture have been followed. The Hepplewhite lowboy embraces the simple charm of that period. The Sheraton comes next with its graceful lines and then the late Italian combining dignity and richness. The charm of early Colonial days is found in the Queen Anne and in the Georgian is the impressive substantiality and dignity of that period. The Queen Anne and Georgian models are equipped for the electric reproduction of phonographic records. The other models have a phonographic pick-up jack.

The General Motors Radio Corp. will be represented at the show by R. J. Emmert, president and general manager; John E. Grimm, Jr., vice-president in charge of sales; E. B. Newill, vice-president in charge of engineering; Charles T. Lawson, general sales manager; R. H. White, director of advertising and sales promotion, and D. M. Corson, office manager. Four regional managers, twelve zone managers and ten representatives will also be in attendance. Headquarters are at the Ritz-Carleton hotel and the General Motors permanent exhibit at the Steel Pier.

WALTER FERRY NAMED SALES MANAGER FOR N. J. WESTINGHOUSE

Walter Ferry, pioneer in radio merchandising, advertising and sales promotion for many years, has been appointed general sales manager for the Westinghouse Electric Supply Co., of Newark, N. J.

Mr. Ferry has been connected with D. W. May, Inc., Philco jobbers, for many years and has resigned as metropolitan sales manager to accept this new position with Westinghouse. He will assume his new duties June 1 for the New Jersey Division, with headquarters at Newark and a branch at Trenton. This territory comprises 15 counties in northern New Jersey and a part of Pennsylvania.

Westinghouse, an early and well known name in radio, intends to supply the radio retailer with an entirely new merchandising idea. Heretofore the sales curve of the dealer has taken a decided drop in the so-called off sea-

sons and the dealer has had nothing to sustain this curve.

Westinghouse will offset this by granting franchises to the retailer not only for the sale of radio sets but also a comprehensive line of electric household appliances. It is in production on a new Westinghouse electric refrigerator, the vacuum cleaner is already on the market and early in June Westinghouse will have a line of electric clocks. This line will be produced in cooperation with the New Haven Westinghouse Electric Clock Co.

Household washers and ironers are but two more of very salable articles that will go to complete the array that the dealer will have to offer to maintain uniform sales volume throughout the year.

Franchise applications are being rapidly accepted and it is expected that when the R.M.A. convention at Atlantic City, June 2nd to 6th, adjourns, all available territory will be allotted.

The news of Mr. Ferry's return to New Jersey will be heartily welcomed by New Jersey dealers because he is returning to the scenes of his early sales successes and is personally acquainted with practically every dealer in the territory.

PROGRAM OF EVENTS AT ATLANTIC CITY DURING THE ANNUAL RMA TRADE SHOW AND CONVENTION

The following program of events during the RMA Convention and Trade Show at Atlantic City next week has been released by the Radio Manufacturers Association. Programs of the meetings of the National Federation of Radio Associations, Radio Wholesalers' Association, National Association of Broadcasters, Institute of Radio Engineers and Radio Press organizations are included.

R.M.A. headquarters at the show will be in the right lobby of the Atlantic City Auditorium. Tickets for the annual radio banquet to be held Wednesday evening of Show Week in the Auditorium may be obtained at R.M.A. headquarters. Each of the above mentioned organizations will have headquarters in the Auditorium.

Trade Show registrations will be made in the left lobby of the Auditorium, and R.M.A. delegates and alternates will register at R.M.A. headquarters at the right lobby. N.F.R.A., R.W.A. and press representatives will register at the left lobby.

Following is the program:

General Information

R.M.A. Headquarters: Auditorium, Right Lobby.

N.F.R.A. and R.W.A. Headquarters: Auditorium, Second Floor, Left, Room No. 3. Show Manager's Office: Auditorium, Second Floor, Left, and Ambassador Hotel, Suite 415.

Banquet Tickets: R.M.A. Headquarters, Auditorium, Right Lobby.

Convention Arrangements Office: R.M.A. Executive Vice-president, Auditorium, Second Floor, Left, Room No. 1, and Ritz-Carlton Hotel, Suite 1419.

R.M.A. Press Headquarters: Auditorium, Second Floor, Left, Room No. 2.

N.F.R.A. and R.W.A. Press Headquarters: Auditorium, Second Floor, Left, Room No. 3.

Trade Show Daily Office: Auditorium, Second Floor, Left, Room No. 4.

Registrations

Trade Show—Jobbers, Dealers and Booth Attendants: Auditorium, Left Lobby.

R.M.A. Delegates and Alternates: R.M.A. Headquarters, Auditorium, Right Lobby.

N.F.R.A. and R.W.A.: Auditorium, Left Lobby.

Press Representatives: Auditorium, Left Lobby.

CONSOLIDATED PROGRAM (Daylight Saving Time)

Monday—June 2

Registrations and Credentials

10:00 A. M.—R.M.A. Delegates and Alternates to Convention, R.M.A. Headquarters, Auditorium, Right Lobby.

Trade Show Registrations

Dealers, Jobbers and Booth Attendants; National Federation of Radio Associations; Radio Wholesalers' Association; Press Representatives, Auditorium, Left Lobby.

M E E T I N G S

Radio Manufacturers' Association

10:00 A. M.—R.M.A. Board of Directors' Meeting and Luncheon, Ambassador Hotel, Japanese Room.

10:30 A. M.—R.M.A. Foreign Trade Committee, Auditorium, Room No. 6.

2:00 P. M.—R.M.A. Service Section, Engineering Division, Auditorium, Room No. 6.

National Federation of Radio Associations and Radio Wholesalers' Association

8:30 A. M.—N.F.R.A. Board of Directors' Breakfast Meeting, Ambassador Hotel, Pacific Ave. (North) Porch.

10:00 A. M.—Open meeting N.F.R.A. and R.W.A., Presiding, J. Newcomb Blackman, President, N.F.R.A., Auditorium, Room No. 12, East (outside) Entrance, on Boardwalk.

President's Address—J. Newcomb Blackman, President, N.F.R.A. "The Manufacturers' Viewpoint"—H. B. Richmond, President, R.M.A.

"Latest Legislative Developments"—Hon. Frank D. Scott, Washington.

"The Outlook for 1930"—Vernon W. Collamore, New York City.

"Marketing of Radio Tubes"—George Lewis, Chairman, R.M.A. Tube Committee.

"R.W.A. Activities"—Harry Alter, President, R.W.A.

"The Value of Local Associations to the Retailers"—H. M. Steussy, Chairman, Retailers Group, N.F.R.A.

General Discussion.

Adjournment.

2:00 P. M.—R.W.A. Committee Meetings—

Tube Committee, J. Newcomb Blackman, New York, Chairman, Auditorium, Room No. 7.

Set Committee, David Goldman, New York, Chairman, Auditorium, Room No. 8.

Traffic Committee, Francis E. Stern, Hartford, Chairman, Auditorium, Room No. 9.

Membership Committee, H. J. Shartle, Cleveland, Chairman, Auditorium, Room No. 10.

Trade Show

1:00 P. M. to 10:30 P. M.—Trade Show Hours, Auditorium. Room Exhibits in Hotels.

Tuesday—June 3

The Institute of Radio Engineers

10:00 A. M.—Open Meeting, Auditorium, Room No. 12, East (outside) Entrance, on Boardwalk.

Presiding, Dr. Lee De Forest, President, I.R.E.

"Commercial Methods of Testing Loud Speakers"—C. H. G. Gray and P. B. Flanders.

"Overall Response Testing of Radio Receivers"—A. V. Loughren.

12:30 P. M.—Luncheon, I.R.E. Officers and Directors, Chelsea Hotel, English Hunting Room.

2:00 P. M.—Open Meeting, Auditorium, Room No. 12, East (outside) Entrance, on Boardwalk.

Presiding, Dr. Lee De Forest, President, I.R.E.

"Problems Involved in the Design and Use of Apparatus for Testing Radio Receivers"—P. O. Farnham and A. W. Barber.

"Engineering Control of Radio Receiver Production"—V. M. Graham and Benjamin Olney.

"Essential Tests for Component Parts of Electric Radio Receivers"—H. E. Kranz.

Radio Wholesalers' Association

8:30 A. M.—R.W.A. Board of Directors' Breakfast Meeting, Ambassador Hotel, Japanese Room.

10:15 A. M.—Open Meeting R.W.A., (all radio wholesalers invited), Auditorium, Room No. 10.

President's Address, Harry Alter, President, R.W.A.

Report of Tube Committee, J. Newcomb Blackman, Chairman.

Report of Set Committee, David Goldman, Chairman.

Report of Traffic Committee, Francis E. Stern, Chairman.

Round Table Discussions and Open Forum.

Adjournment.

4:00 P. M.—Reception and Conference, State Chairman, R.M.A. Legislative Committee, with C. C. Colby, Chairman, Ambassador Hotel.

8:00 P. M.—Meeting, Radio Club of America, Auditorium, Room No. 10. Presiding, Louis G. Pacent, President.

Trade Show

1:00 P. M. to 10:00 P. M.—Trade Show Hours, Auditorium. Room Exhibits in Hotels.

Wednesday—June 4

Radio Manufacturers' Association

10:00 A. M.—R.M.A. Closed Membership Meeting, (Delegates and Alternates only), Auditorium, Room No. 12, East (outside) Entrance, on Boardwalk.

[All Delegates and Alternates must attend; \$50.00 forfeiture for FAILURE of Exhibitors' Delegate or Alternate to attend]

Presiding, H. B. Richmond, President R.M.A.

Address of Welcome—Honorable Anthony M. Ruffu, Jr., Mayor of Atlantic City.

Address—"The Federal Radio Commission," by General Charles McK. Saltzman, Chairman, Federal Radio Commission, Washington, D. C.

Address—Dr. Hugh P. Baker, Trade Association Manager, Chamber of Commerce of the U. S., Washington, D. C.

7:00 P. M.—Annual R.M.A. Banquet, Auditorium, Grand Ball Room, Main Entrance. (Guests Balcony Entrance, outside on Boardwalk.)

Meetings, Other Radio Organizations

10:00 A. M.—Directors, National Association of Broadcasters, Auditorium, Station WPG Studio.

10:00 A. M.—Radio Retailers' Association of Canada, Auditorium, Room No. 8.

2:00 P. M.—Radio Press Association, Auditorium, Room No. 10.

Presiding, H. H. Cory, President.

Addresses and Discussions.

Trade Show

1:00 P. M. to 5:00 P. M.—Trade Show Hours, Auditorium. Room Exhibits in Hotels.

[The Trade Show and all Demonstration Rooms will be closed, by order of the R.M.A. Board of Directors, on Wednesday, June 4, at 5:00 P. M. sharp, because of Annual R.M.A. Banquet and exhibitors also are requested to close hotel headquarters]

Thursday—June 5

Radio Manufacturers' Association

10:00 A. M.—R.M.A. Closed Membership Meeting, (R.M.A. Delegates and Alternates only), Auditorium, Room No. 12, East (outside Entrance, on Boardwalk.

[All Delegates and Alternates must attend; \$50.00 forfeiture for FAILURE of Exhibitors' Delegate or Alternate to attend]

2:00 P. M.—Meeting, R.M.A. Tube Manufacturers, Auditorium, Room No. 9.

Presiding, B. G. Erskine, Chairman.

2:00 P. M.—Meeting, R.M.A. Parts and Accessories Manufacturers, Auditorium, Room No. 8.

Presiding, Lloyd A. Hammarlund, Chairman.

Meetings, Other Radio Organizations

10:30 A. M.—Meeting, Newspaper Radio Editors' Association, Auditorium, Room

No. 10.
Presiding, Harry LaMertha, President, N.R.E.A.
Addresses and Discussions.

2:00 P. M.—Meeting, Radio Press Association, Auditorium, Room No. 10.
Presiding, H. H. Cory, President, R.P.A.
Addresses and Discussions.

4:00 P. M.—R.M.A. and N.F.R.A. Joint Committee (Plans for National Radio Week), Auditorium, Room No. 7.

Trade Show

1:00 P. M. to 10:00 P. M.—Trade Show Hours, Auditorium. Room Exhibits in Hotels.

Friday—June 6

Radio Manufacturers' Association

10:00 A. M.—Meeting, R.M.A. Board of Directors, Ambassador Hotel, Japanese Room.

12:30 P. M.—Joint Luncheon Meeting, Boards of Directors, R.M.A., N.F.R.A., R.W.A., N.A.B., I.R.E., Ambassador Hotel, Embassy Room.

Trade Show

1:00 P. M. to 6:00 P. M.—Trade Show Hours, Auditorium. Room Exhibits in Hotels.

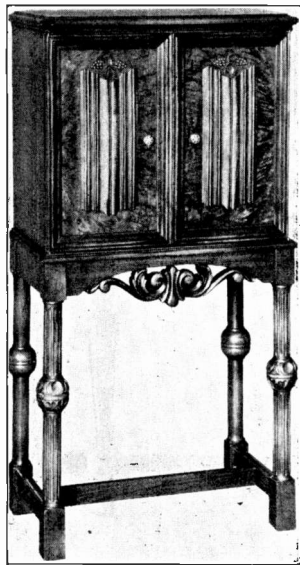
NORTH AMERICAN RADIO CONTRACTS FOR ENTIRE OUTPUT OF ZENITH '76'

Due to the popular demand coming from both the trade and public in the territory covered by the North American Radio Corp., New York, arrangements have been concluded with the Zenith Radio Corp. for the entire factory output of the Zenith Early English High Boy model illustrated herewith. The set is known as Model 76 in the AC line and lists at \$195. It is a nine-tube screen grid set with built-

\$185, less tubes; model 72, also a low-boy of Tudor design and with automatic tuning, listing at \$210; model 73, a semi-high-boy set of Tudor design and with automatic tuning, listing at \$265; model 74, which is the same console as model 73, but incorporates remote automatic control, and lists at \$315; model 75, a radio-phonograph combination, listing at \$375, and featuring a revolutionary automatic record changer that provides thirty minutes of continuous transcription. Each of these sets uses nine tubes, and is priced less tubes, with prices slightly higher in the far west.

In commenting on the new Zenith line, David F. Goldman, head of the North American Radio Corp., said in part.

"With the new Zenith line, we reach a milestone in radio history. Cabinets in these sets are beautiful; tone quality is startling, the improved screen grid chassis has sensitivity beyond radio engineers' fondest dreams, and the sets have selectivity to the 'nth' degree. All of these features and more are embodied in the new Zenith 70 line."



New Zenith Model 76

in syntonized dynamic speaker and is non-automatic. The North American company is also offering the trade a DC model as per the illustration herewith listing at \$250 with automatic tuning.

The entire new Zenith 70 line was exhibited at the Knickerbocker hotel, New York, by North American for the trade last week and dealers were unusually enthusiastic over the new models, which incorporate many new features.

Other models on exhibit at the Knickerbocker pre-convention show in addition to No. 76 were model 71, a low-boy console of Tudor motif, listing at

20th Century Heads On Visit to Crosley Plant in Cincinnati

L. H. Mingins, president, and Grant Layng, vice-president and sales manager of the 20th Century Radio Corp., Brooklyn, N. Y., wholesaler for Crosley radio, left on Tuesday for Cincinnati to attend the annual convention of Crosley Radio Corp. distributors being held this week.

During Radio Show Week, 20th Century will house its entire sales staff at the Hotel Strand, with the sales organization's cars all equipped with Crosley "Roamio" sets.

Kentucky Dealer Lauds "Trade's Only Weekly"

A. D. Golden, proprietor of Golden's Music Store, Corbin, Ky., is another enthusiastic booster of the "Trade's Only Weekly."

"I have read the TALKING MACHINE and RADIO WEEKLY so long, I feel I am one of the family and I get enough out of one issue to more than pay what it costs for a year," he says in a letter to this office.

Personals

D. W. May, president of the five large wholesale companies that bear his name, returned on Friday from a brief visit to Boston.

Lee Williams, radio manager of the General Electric Supply Corp., Newark, N. J., G-E wholesale organization, returned on Friday after a short trip to Bridgeport, Conn.

J. H. Wimberly, Jr., advertising manager of the All-American Mohawk Corp. maker of Lyric-Wurlitzer radio, is in New York and making his headquarters with A. J. Steelman, Inc., Lyric distributor.

Julius Haber, formerly with the publicity department of the Radio Corporation of America, and now connected with Lord & Thomas & Logan, RCA advertising counsel, leaves this week on a trip to the N. E. L. A. convention in San Francisco.

Richard E. Smiley, sales manager of the Ken-Rad Corp., maker of Ken-Rad Tubes, has returned to his office in Owensboro, Ky., after a two-week trip to the eastern territory. Among other things, Mr. Smiley completed the Ken-Rad plans for the R.M.A. Trade Show at Atlantic City during his trip.

C. Hart Collins, radio merchandise manager, and Ralph P. Austrian, assistant radio merchandise manager of the Westinghouse Electric & Manufactur-

PHILCO WILL MAKE OWN RADIO TUBES

Philadelphia, Pa., Friday.

The Philadelphia Storage Battery Co., this city, maker of Philco radio, will shortly enter the tube manufacturing field, J. M. Skinner, vice-president, disclosed here yesterday. Philco tubes will soon be available to the public through Philco dealers everywhere, Mr. Skinner stated.

"The decision to manufacture our own tubes is in line with our policy of balancing each article that goes into the Philco set, so that the set owner may have as near perfect reception as possible," Mr. Skinner said. The new addition of Philco tubes completes the plan of turning out a set and speaker that offers everything that the consumer desires," the Philco official added.

BABY DAUGHTER GRACES HOME OF A. D. GOLDEN

Corbin, Ky., Monday.

A baby daughter weighing eight pounds arrived last week in the home of A. D. Golden, head of Golden's Music Store, this city. Mother and the new arrival are doing well.

ing Co., have returned to New York after a trip to Philadelphia, Richmond, Atlanta and St. Louis, where a series of distributor conferences were conducted. Wholesalers everywhere are awaiting deliveries of the new Westinghouse radios, they reported on their return.

The 1930 Trade Show and Convention Daily

is being published at Atlantic City

— by —

THE TALKING MACHINE & RADIO WEEKLY

Watch it every day for instantaneous accounts of Show news and helpful information—plus a series of striking stories about the Great and Near-Great in radio affairs.

READ! READ! READ!
How close this industry is to becoming stabilized

STARTLING REVELATIONS
as only "The Trade's Only Weekly" can revelate

FREE! FREE! FREE!
Copies may be had at the Auditorium entrance, at principal hotels and at the Exhibit B-55 of THE TALKING MACHINE and RADIO WEEKLY in the Auditorium.



A PROMISE . . .

Sparton has announced that developments of unusual importance will be presented at the Atlantic City show. This statement is conservative, but coming from Sparton it should mean much. We predict a strong demand immediately following for Sparton franchises, but the policy of limiting them to the better dealers will be continued. We urge that your preliminary investigation be made at once.



Phone or Write

HALSEY SUPPLY COMPANY

228-230 Halsey Street, NEWARK, N. J.

Distributors in the Newark territory for

SPARTON RADIO

"Radio's Richest Voice"



GET SET . . .

Sparton has never yet failed to be one of the sensations of the annual Radio Show when new developments are introduced. Advance information in our possession enables us to say that following the Atlantic City show in June the Sparton franchise will be one of the most difficult to secure in all radio. We urge dealers in and near Newark to have a preliminary talk with us at once.

Phone or Write

J. R. HUNT & COMPANY

Calvert, Saratoga and Davis Sts., BALTIMORE

Distributors in the Baltimore territory for

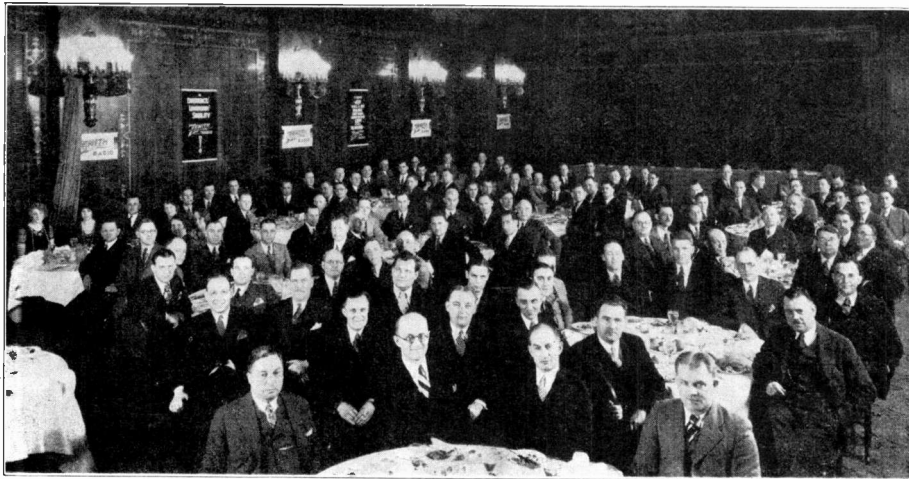
SPARTON RADIO

"Radio's Richest Voice"

NEW ZENITH "70" LINE MODELS EXHIBITED AT DISTRIBUTORS' CONVENTION; ENTHUSIASTIC GATHERING PREDICTS BIGGEST YEAR IN COMPANY'S HISTORY

FIVE NEW SET MODELS PRICED FROM \$185 TO \$375, LESS TUBES, COMPRISE NEW SERIES

Foreign Jobbers in Attendance—Elaborate Advertising Program Planned — Model 74, Priced at \$315, Equipped With Remote Control Device — Combination Instrument With an Automatic Record-Changer Lists at \$375 — All Instruments Incorporate New "70" Chassis — Paul B. Klugh Presides at Sessions.



Zenith Distributors at Seventh Annual Convention

CHICAGO, ILL., Thursday.

The Zenith Radio Corp., this city, manufacturer of automatically tuned radio sets, staged its seventh annual distributors' convention at the Congress hotel, here, recently, with Zenith distributors from all parts of the United States and several foreign countries in attendance.

The business sessions, staged between 10 A. M. and 5 P. M. on both days of the conclave, disclosed Zenith's plans and program for the coming season which are by far the most extensive in the firm's history.

The convention opened with a welcome address by Commander E. F. McDonald, Jr., president, followed by an opening address by Paul B. Klugh, vice-president and general manager, who presided as chairman of the meetings. Among the other speakers were: Hugh Robertson, treasurer and sales manager; W. C. Heaton, sales promotion

manager; E. A. Petrtyl, advertising manager; W. J. Pohlman, publicity manager; R. D. Burnet, controller; Edward E. Brown, vice-president of the First National Bank of Chicago; John Fletcher of the John Burnham Co., Chicago; E. S. Brinsley, assistant vice-president of Commercial Investment Trust of New York; H. L. Fogelman of the National Business Forum, and W. H. Schwartz of the Peck Advertising Agency, New York.

The highlight of the first day's meeting was the presentation of the new Zenith "70" line models which created much favorable comment.

Talks by the various Zenith engineers: Dr. Frank Rafferty, Howard Gates, Fred Marshall and Karl Hassel, outlined the advanced design of the new Zenith "70" chassis. F. A. Whiting, factory manager, and George Knott, production manager, spoke on the various branches of furniture. Paul An-

derson, manager of the Zenith cabinet factory, presented an interesting talk on furniture design.

The Zenith advertising program for 1930-31, outlined by Mr. Petrtyl, disclosed the fact that Zenith will be represented by an advertising program amounting to approximately three million dollars.

A reception and dinner was held after each day's business session in the Florentine room of the Congress. A theatre party was held the first evening, and a specially arranged floor show in the Florentine room was presented the second evening.

The conclusion of the convention led Zenith executives and distributors to predict that with the introduction of the new "70" line to the public in June, Zenith as well as its distributor and dealer organization will realize the biggest and most profitable year of all in 1930-31.

GEN. SALTZMAN WILL ADDRESS RADIO MEN AT RMA CONVENTION

General Charles McK. Saltzman, chairman of the Federal Radio Commission, will be the principal speaker at the Sixth Annual Convention and Trade Show at the Radio Manufacturers' Association at Atlantic City, next week. The only other speaker on the program will be Dr. Hugh P. Baker, manager of the trade association department of the Chamber of Commerce of the United States at Washington, D. C.

General Saltzman's address will be delivered on Wednesday morning of Show Week at a meeting in the new \$15,000,000 Civic Auditorium.

General Saltzman is a graduate of the United States Military Academy at West Point, class of 1896, and is a pioneer in the development of radio through his experience in the Signal Corps. He is one of the few United States Army officers to be cited for distinguished service in two American Wars.

He received two citations for "gallantry in action" in the Spanish-American War, and was awarded the Distinguished Service Medal for "meritorious and conspicuous services" in the World War. He has represented the United States in all international radio conferences, and was appointed to the Federal Radio Commission by President Hoover in May, 1929. He was elected chairman of the Commission last February.

Dr. Baker, the other convention speaker, has been manager of the trade association department of the Chamber of Commerce of the United States for several years. He is also a member of the board of managers of the National Institute for Commercial and Trade Organization Executives at Northwestern University, Chicago.

Dr. Baker's activities are directed toward the promotion of self regulation by business groups, which has as its aim the elimination of economic wastes, trade abuses and unfair competition.

have unparalleled performance and give the buyer real dollar value. The company behind the product will back up Lyric-Wurlitzer radio by a most aggressive advertising campaign in the metropolitan market."

The following is an extract of a letter sent by Eugene R. Farny, president of the All-American Mohawk-Wurlitzer organization, to dealers in the New York metropolitan area:

"It is indeed a happy circumstance that Steelman, Inc., comes into our picture at this time, just when we can announce that Wurlitzer has completed taking over Lyric. Lyric radio, chassis, cabinet and speaker, is now being made in the great Wurlitzer plants at North Tonawanda, N. Y., where careful preparations involving an enormous capital outlay have been in progress for several months. If you examine the new product closely, you will find that its quality is in keeping with the reputation for fineness in the musical field which only Wurlitzer enjoys."

The Lyric-Wurlitzer line was exhibited to New York dealers at the Hotel Pennsylvania, Monday, Tuesday and today by Steelman.

HAYES CLARKE CHICAGO DISTRICT MANAGER OF R. C. A. RADIOTRON CO.

Chicago, Ill., Friday.

Hayes Clarke, one of radio's prominent salesmen, has been appointed district sales manager of the Central States district for the RCA Radiotron Co., Inc. and will be located in Chicago, Ill. The territory covered by this district includes the states of Colorado, Illinois, Indiana, Kansas, Kentucky, Michigan, Wisconsin, Minnesota, Missouri, Nebraska, Ohio, North Dakota and South Dakota.

Previous to coming with the RCA Radiotron Co. Mr. Clarke was with the Atwater Kent Mfg. Co., of Philadelphia, Pa., as a district sales manager. His work there, from 1924 until now, took him to all parts of the Central

West and East, and has put him in extremely close contact with thousands of dealers and jobbers. He is regarded as very well acquainted with the problems of the radio industry, especially in merchandising.

Mr. Clarke was born in Baltimore, Md., and was educated at Loyola College, located in that city. He was for years a member of the National Guard and saw active service in France from March, 1918, to May 1919, as a United States Army artilleryman. After the war he became affiliated with the firm of Deitrich Brothers and at the same time resumed his education by studying structural engineering at the Maryland Institute.

Just previous to his entrance into the radio business he took a sales position in the automotive industry where his merchandising knowledge was greatly enlarged. Mr. Clarke's experience gives him a background, it is thought, that will make him both welcome and of great aid to the RCA Radiotron dealers and jobbers throughout the Mid-west.

Strength of Wurlitzer In Radio Manufacturing Told by A. J. Steelman

Stelman, Inc., New York distributing organization, took on the Lyric-Wurlitzer radio line recently only after a careful study of the product and of the Wurlitzer organization behind it. A. J. Steelman, head of the wholesale firm, declared on Monday.

In a statement relative to the Steelman-Lyric-Wurlitzer affiliation, Mr. Steelman said in part:

"Wurlitzer brings to radio assets exceeding \$27,000,000; the Wurlitzer manufacturing facilities are among the best in the industry; Wurlitzer merchandise policies guarantee profits and a franchise of real value to every authorized dealer and Wurlitzer fine craftsmanship is traditional.

"The new Lyric-Wurlitzer radios

In Radio, it's **RCA Radiola**

In Baltimore, **ZAMOISKI!**

RADIOLAS



RADIOTRONS

JOS. M. ZAMOISKI CO.

"THE ELECTRIFIERS"

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

RADIO BUILDING

BALTIMORE, MD.

In Radio, it's **RCA Radiola**

In Boston, Mass., **FRANK D. PITTS!**

RADIOLAS



RADIOTRONS

FRANK D. PITTS COMPANY

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

129 Columbus Avenue

BOSTON

MASSACHUSETTS

In Radio, it's **RCA Radiola**

In Brooklyn, N. Y., NATIONAL LIGHT!

RADIOLAS



RADIOTRONS

NATIONAL LIGHT & ELECTRIC CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

353 ATLANTIC AVENUE

BROOKLYN, N. Y.

In Radio, it's **RCA Radiola**

In Cincinnati, O., MILNOR!

RADIOLAS



RADIOTRONS

MILNOR ELECTRIC CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

129 Government Square

CINCINNATI

OHIO

In Radio, it's **RCA Radiola**
In Charlotte, N. C., **SOUTHERN!**

RADIOLAS



RADIOTRONS

SOUTHERN RADIO CORP.

*Exclusive
Distributors*

RCA-Radiola

for North and South Carolina

CHARLOTTE, N. C.

In Radio, it's **RCA Radiola**
In Cleveland-Buffalo, **MIDLAND!**

RADIOLAS



RADIOTRONS

MIDLAND RADIO CORPORATION

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

BUFFALO, NEW YORK

Court and Pearl Streets

CLEVELAND, OHIO.

725 St. Clair Avenue, N. W.

In Radio, it's **RCA Radiola**
In Connecticut, **CONTINENTAL!**

RADIOLAS



RADIOTRONS

CONTINENTAL RADIO CORP.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

100 HIGH STREET

HARTFORD, CONN.

In Radio, it's **RCA Radiola**
In Indianapolis, Ind., **KRUSE!**

RADIOLAS



RADIOTRONS

KRUSE RADIO, Inc.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

INDIANAPOLIS, INDIANA

In Radio, it's **RCA Radiola**
In Kansas, City, Mo., **MOSER & SUOR!**

RADIOLAS



RADIOTRONS

MOSER & SUOR, Inc.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

2020 GRAND AVENUE

KANSAS CITY, MO.

In Radio, it's **RCA Radiola**

In Lincoln, **NEBRASKA BUICK!**

RADIOLAS



RADIOTRONS

NEBRASKA BUICK AUTO CO.

ESTABLISHED 1903

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

LINCOLN, NEBRASKA

In Radio, it's **RCA Radiola**

In Louisville, Ky., **SMITH RADIO!**



Announcing

the Appointment of

SMITH RADIO CORPORATION,

SOLE DISTRIBUTOR

for the

RCA RADIOLA

SMITH RADIO CORPORATION

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

331 WEST MAIN STREET

LOUISVILLE, KY.

Now-
Stabilized
Business
for the
Radiola Dealer!

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

Display the famous



RCA trademark

RCA RADIOLA

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

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

Our Future and Yours are One

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

RADIOLA DIVISION
RCA VICTOR COMPANY, INC.

Display the famous  *RCA trademark*

RCA RADIOLA

In Radio, it's **RCA Radiola**

In Milwaukee, Wis., **TAYLOR ELECTRIC!**

RADIOLAS



RADIOTRONS

TAYLOR ELECTRIC CO.
EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

424 JACKSON STREET

MILWAUKEE, WIS.

Branch: MADISON, WIS.

In Radio, it's **RCA Radiola**

In Minneapolis, Minn., **LUCKER!**

RADIOLAS



RADIOTRONS

LUCKER SALES CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

MINNEAPOLIS, MINN.

In Radio, it's **RCA** Radiola

In New Jersey, **RADISCO!**

RADIOLAS



RADIOTRONS

RADIO DISTRIBUTING CORP.



*Exclusive **RCA-Radiola** Distributors for Northern New Jersey and Staten Island*

NEWARK - TRENTON - ASBURY PARK

MAX H. KRICH, President

In Radio, it's **RCA Radiola**

In New Orleans, La., **WERLEIN!**

RADIOLAS



RADIOTRONS

PHILIP WERLEIN, Ltd.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

NEW ORLEANS, LA.

In Radio, it's **RCA Radiola**

In New York, N. Y., **PATTERSON!**

RADIOLAS



RADIOTRONS

GEORGE L. PATTERSON, Inc.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

150 VARICK STREET

NEW YORK, N. Y.

In Radio, it's **RCA Radiola**

In Peoria, Ills., **KLAUS!**

RADIOLAS



RADIOTRONS

KLAUS RADIO & ELECTRIC CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

707 MAIN STREET

PEORIA, ILLS.

In Radio, it's **RCA Radiola**

In Philadelphia, Pa., **SCHAFFHAUSER-KILEY!**

RADIOLAS



RADIOTRONS

SCHAFFHAUSER-KILEY CORP.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

PHILADELPHIA, PA.

In Radio, it's **RCA Radiola**

In Pittsburgh, Pa., **LUDWIG HOMMEL!**

RADIOLAS



RADIOTRONS

LUDWIG HOMMEL & CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

929 PENN AVENUE

PITTSBURGH, PA.

In Radio, it's **RCA Radiola**

In St. Louis, **AEOLIAN CO.!**

RADIOLAS



RADIOTRONS

AEOLIAN COMPANY of MISSOURI

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

1004 OLIVE STREET

ST. LOUIS, MO.

In Radio, it's **RCA Radiola**

In Seattle, Wash., **HARPER-MEGGEE!**

RADIOLAS



RADIOTRONS

HARPER-MEGGEE, Inc.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

Fourth Avenue at Blanchard Street

SEATTLE

WASHINGTON

In Radio, it's **RCA Radiola**

In Syracuse, N. Y. **ONONDAGA!**

RADIOLAS



RADIOTRONS

ONONDAGA AUTO SUPPLY CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

353 East Onondaga Street

SYRACUSE

N. Y.

In Radio, it's **RCA Radiola**

In Toledo, O., **COMMERCIAL ELECTRIC!**

RADIOLAS



RADIOTRONS

COMMERCIAL ELECTRIC CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

14 North Erie Street

TOLEDO

OHIO

In Radio, it's **RCA Radiola**
In Virginia, **CRUMP!**

RADIOLAS



RADIOTRONS

BENJAMIN T. CRUMP CO.

EXCLUSIVE

RCA-Radiola

DISTRIBUTORS

NORFOLK
VIRGINIA

RICHMOND
VIRGINIA

RALEIGH
NORTH CAROLINA

Cabinetry Design Is Featured in Latest Zenith Radio Models

CHICAGO, ILL., Monday.

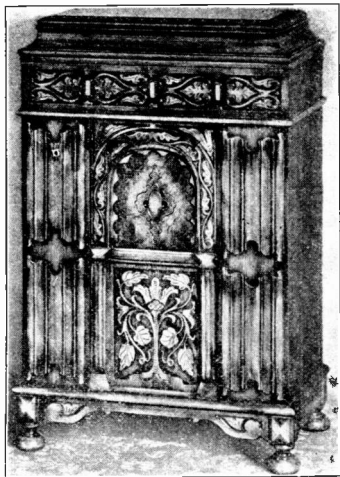
Striking a new note in cabinet design, representing what is said to be by far the most outstandingly beautiful line in its entire history, the Zenith Radio Corp., this city, manufacturers of automatically tuned radio receivers, has disclosed its new "70" line compris-



Model 72

ing five models known as Models 71, 72, 73, 74 and 75.

Firm in the belief that the radio public of today would rather possess an authentic reproduction than a haphazard and ambiguous piece of furniture, the Zenith Radio Corp. introduces in its new line, cabinets of the Tudor period, reproducing old master designs even



Model 75

inssofar as woods and finishes are concerned. The line fold pattern, intimately associated with the Tudor period, is prevalent throughout the entire line. Woods used are rich walnut, birch, and redgum with panels and doors of imported Australian Maple Butt and Italian Olive Burl. The various beautiful grains permit a variety of warm colorings and shading, rich in appearance.

The Model 71, a lowboy console, is listed at \$185, less tubes. Full length

doors, artistically carved on both sides, add to the exquisite beauty of this cabinet. Model 72, pictured here, is equipped with the Zenith automatic tuning device—"press the button, there's your station," and is a console of unusual design, priced at \$210. The upper right hand door, when open, reveals the automatic tuning buttons. Model 73, also with automatic tuning, presents an unusual cabinet design and is a semi-highboy console, listing at \$265. The Model 74, priced at \$315, is identically the same in design as the Model 73, but is equipped with remote control which permits the operation of the set from any part of the house.

Completing the new line is the Model 75, shown here, a semi-highboy radio phonograph combination with an automatic record changing device. This device permits the continuous playing of phonograph records for thirty minutes without the necessity of manually changing each record or requiring any attention whatsoever. At the conclusion of each record, the automatic device drops another record in place and the machine automatically turns on and continues with the playing. This provides one-half hour of electrically transcribed music without any interruption which challenges the original for fidelity of tone. This model, truly the most outstanding example of radio furniture today, with its rich carvings, is offered at the popular price of \$375.

The new "70" line models incorporate the new Zenith advanced screen grid circuit with double push-pull audio amplification. Nine tubes are used in all, including rectifier—three 224, three 227, two 245, one 280. The use of the Zenith super-sized Syntonic dynamic type speaker further emphasizes Zenith's long established "humanized tone."

The new Zenith line will make its initial appearance at 2407 Boardwalk, Atlantic City, the week of June 2 and will be displayed and demonstrated in Zenith's dealers' stores throughout the entire country the following week.

Two Salesmen Added to Homer C. Davis Staff

PHILADELPHIA, Pa., Thursday.

Two new sales representatives have been added to the staff of the Homer C. Davis Co., this city, exclusive Sparton distributor in this territory. They are Robert K. Draper, formerly with the RCA Victor Co., Inc., who will cover south Jersey, and G. Franklin Spangler, formerly with the General Electric Co., who will cover Pennsylvania counties and surrounding territories. Other members of the Davis sales staff are A. L. Swengel and Irv Casper.

"The new Sparton Jubilee sets will be outstanding models this season and Sparton will keep its place with the leaders in the radio field," Homer C. Davis, head of the wholesale firm, declared today.

LYRIC TRADE SHOW HEADQUARTERS IN PRESIDENT HOTEL

Chicago, Ill., Thursday.

Headquarters of the All-American Mohawk Corp., at Atlantic City during the R.M.A. Convention and Trade Show there will be at the President hotel.

The complete new line of Lyric instruments including a radio-phonograph combination will be exhibited at the Municipal Auditorium in Atlantic City during Show Week.

4 MODELS INCLUDED IN STEWART-WARNER NEW "100" SERIES

CHICAGO, ILL., Friday.

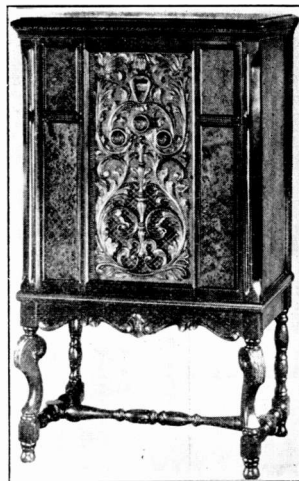
Old world period designs feature the new line of radios to be introduced at the Trade Show by the Stewart-Warner Corp., Chicago. Four cabinet models are included in the new series "100"



Stewart-Warner St. James

line, available for either AC or DC or batter operation. AC and DC prices are alike but battery models have a lower list.

The Raphael, an Italian Renaissance period model, is priced at \$162.50 for



New Stewart-Warner Raphael

electric operation, and at \$144 for battery operation. The new Stewart-Warner series "100" screen grid chassis and electro-dynamic speaker are used in this set.

The Elizabethian period is embodied in the St. James, a cabinet designed in accordance with old English craftsmanship. The Stewart-Warner "100" screen grid chassis and electro-dynamic speaker are used in this model, which has a list price of \$197.50 for the elec-

tric models, and \$179.50 for the battery operated set.

The Graham has a top of American walnut of five-ply thickness. In contrast, the front panel is of Oriental walnut and carries distinctive relief carvings. This set is equipped with the new series "100" radio and built-in electro-dynamic speaker. Prices on this model are \$137.50 for AC and DC operation, and \$119 for battery operation.

The Avon, which is the lowest price set in the new line, is priced at \$99.75 for AC and DC operation, and \$81.25 for battery operation. This set is of the Jacobean period design, and uses the series "950" radio in combination with an electro-dynamic reproducer. Prices are all less tubes, and are slightly higher in the west and in Canada.

B. & O. Takes on Lyric Radio Set for Jersey

Newark, N. J., Friday.

Lyric radio, made by the All-American Mohawk Corp. in the Wurlitzer factories at North Tonawanda, N. Y., has been taken on for distribution in northern New Jersey by B & O Radio, Inc., well known wholesale organization of this city.

An extensive study of the various lines was made by Ben Oppenheim, head of B & O, and his associates, before they decided on the Lyric line, it was said here today.

"Not only did we consider the tone value, eye value, sound dollar value and freedom from trouble of Lyric sets, but we also considered thoroughly the financial stability of the manufacturer and the ideals and visions of the makers in order to assure us that they are building for the future as well as for the present," Mr. Oppenheim stated.

"We wanted to make sure that the maker would carry on steadily and permanently, and that there would be no flooding of the market periodically with sets accumulated as a result of over-production," the B & O official added.

Poole Clock to Be Sold Through Radio Jobbers

ITHACA, N. Y., Monday.

The Poole electric clock, recently taken on for distribution by several leading radio distributors, is the product of the Poole Manufacturing Co., Inc., this city, of which F. L. Morse is president and Arthur F. Poole, inventor of the clock, vice-president.

R. A. Simmonds, formerly vice-president in charge of sales of the National Magnetic Clock Corp. and now sales manager of the Poole company, reports that the clock will be merchandised exclusively through radio distributors. Mr. Simmonds estimated that distribution throughout the United States and Canada would be completed by October 1, with new models being rushed to completion now.

A. K. Sutton, Inc., in New Philco Headquarters

Increased demand from its trade for Philco radio set product has resulted in the moving of A. K. Sutton, Inc., Philadelphia Storage Battery Co., distributor, to its new four-story building at 211 W. First street, here.

A. K. Sutton is president of the local company.



Beauty



This year Kennedy strikes a dominant note in furniture—expressively beautiful woods, warmly toned and voguishly fashioned in rich designs... The Life-Tone of Kennedy is still further enhanced by the new Kennedy SELECTONE which permits true regulation of tone timbre to please the ear of every listener . . . Ask for complete details of The Royalty of Radio.



BE SURE

to Visit the KENNEDY Exhibit, Section B, Booths 20 and 21 . . . Demonstrations at Section AA, Rooms 11 and 12 . . . Special Demonstrations and Exhibits at The Royalty of Radio Headquarters, RITZ-CARLTON Hotel

Cabinetry that Captures the Eye Life-Tone that Charms the Ear

BEAUTY! . . . A dynamic selling force, that instantly appeals to the most subtle and powerful buying influence in the world—*Woman*, purchasing agent for the American home! With one dashing stroke Kennedy this year adds a new and modish touch in furniture elegance . . . creating the positive impression that leads to greater sales!

LIFE-TONE! To describe the brilliant performance of the Royalty of Radio would merely add words to facts that already speak for themselves. . . Here, too, Kennedy leads again! Quality *added* to Quality—the Life-Tone of Radio is re-presented in all the liquid fullness of life itself!

MERCHANDISING STABILITY! Doubly secured by the financial strength and vigorous sponsorship of leaders in industry, the Kennedy-originated *Protective Merchandising Policy* is still in full force. It secures for every dealer the full reward of individual effort—the paved highway leading directly to substantial growth and profitable business.

DEALERS, DISTRIBUTORS! Look forward to this source of greater profit. . . Benefit by all the advantages that Kennedy offers—the eye appeal of modish beauty . . . the matchless brilliance of radio Life-Tone . . . prices that tempt the purse of every buyer . . . a sound protective policy forcefully carried out . . . full merchandising co-operation . . . assured stability and the vigorous sponsorship of leaders in radio and industry . . . Colin B. Kennedy Corporation, South Bend, Indiana.



KENNEDY

The Royalty of Radio

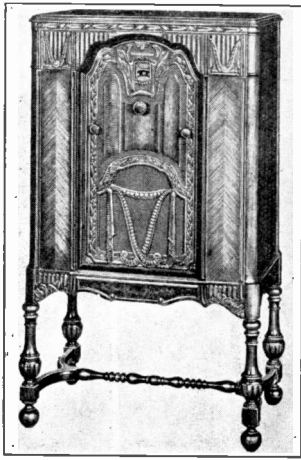
MULTIPLE RECORD SHIFTING COMBINATION SET INCLUDED IN NEW STROMBERG-CARLSON LINE TO BE EXHIBITED AT ATLANTIC CITY RMA SHOW

FOUR MODELS IN ALL WILL BE SHOWN FOR FIRST TIME

"Bi-Resonators," Newly Devised Stromberg Development, Used in Sets—Range Control Also Incorporated in Models, as Is Scientifically Calibrated Direct Channel Indication Dial.

Rochester, N. Y., Monday.

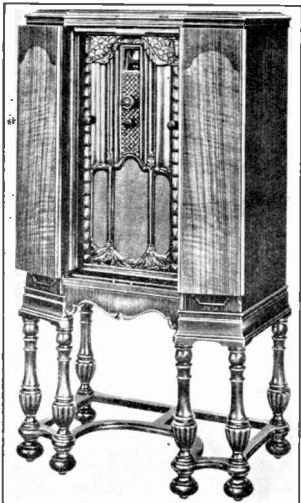
Four new instruments will be exhibited by the Stromberg-Carlson Telephone Mfg. Co., of this city at the R.M.A. Trade Show in Atlantic City next week. These new additions to the Stromberg line are No. 10, a low console; No. 11, a convertible console for



Stromberg Low Console

optional phonograph operation; No. 12, an automatic volume control set, and No. 14, a multiple record shifting radio-phonograph combination.

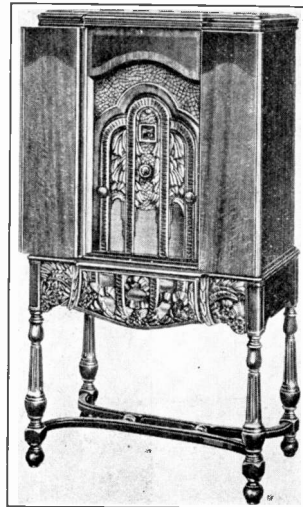
All the new models have five-tuned and one untuned circuits. Two "Bi-



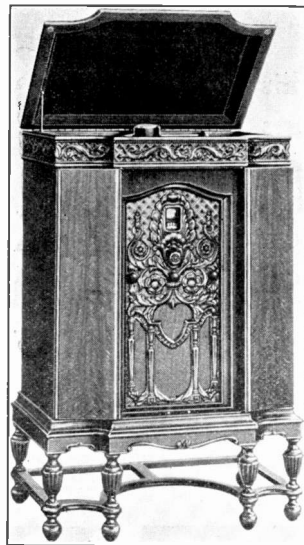
Stromberg Grand Console

resonators," a new Stromberg-Carlson development which is said to sharpen the resonance curve at the high frequency end of the tuning scale and broadens the "tip" of the curve at the low frequency end. An electro-dynamic speaker, giving double the usual sound output for a given electrical input, is

combined with the receiver chassis in a cabinet declared to be acoustically fitted for fine tone response. A range control is another refinement contribut-



No. 11 Stromberg Convertible Console ing through its adjustment of sensitivity to more uniform reception. Another improvement is the scientifically cali-



Stromberg Multiple Record Combination

brated direct channel indication dial.

The No. 10 is a low, walnut finished console of open faced design with the front grille finished in a classical floral pattern. One of the distinctive features of this set is the screen grid tetrode detector which, in a specially designed circuit in conjunction with the screen grid radio frequency stage, makes possible a single push-pull audio stage.

A novel innovation is included in the

No. 11 instrument. It combines in one artistic walnut finished cabinet a screen grid tetrode set of improved design together with space provided for inserting phonograph reproducing apparatus at any time. The top of the cabinet is hinged and so arranged that a phonograph motor board assembly, including an electric motor, turntable, a magnetic pick-up, and a supporting arm can be installed at any time desired. An inclined baffle, radiating at an angle of 45 degree is one of the novel features of this instrument. The cabinet has an artistic walnut finish and an ornamental grille opening. Doors enclose the instrument panel.

In the No. 12 instrument the principle of automatic regulation of signal strength to meet variable reception conditions is a noteworthy feature. A visual tuning meter is said to insure accurate tuning, while a silent key gives silence in station selection. Provisions are made in the radio chassis for installing at a later time electrical remote control. A walnut, half octagonal cabinet with six ornamental legs houses this instrument.

The advantages of multiple record playing of phonograph records in conjunction with the refinements in radio reception in the set mentioned above—including automatic volume control and provision for possible remote control—are provided in the No. 14 combination. The record shifting phonograph unit is of a completely new design, compactly located in the top of the cabinet. A total of twelve records of assorted ten and twelve-inch sizes can be played without attention, with the set shutting off automatically when the stack is finished. Records can be removed, re-arranged, or added to in the magazine compartment without interfering with the playing of the disc on the turntable. If desired, single records can be played by hand in the usual way. A massive walnut finished cabinet with doors or butt walnut, and six short, sturdy legs contains the working mechanism.

Entire Sales Staff of Alexander's, Inc., Will Attend RMA Trade Show

The entire staff of Alexander's, Inc., New York, well known metropolitan distributing organization, will be on hand for the RMA Trade Show at Atlantic City next week. Alexander Moskowitz, head of Alexander's, Inc., will head the firm's delegation to the big doings at the Jersey seashore resort.

Headquarters for the company during the week will be at the Shelbourne. Alexander's, Inc., is one of the pioneer radio distributing firms in the metropolitan district.

Conron-Williams Get Added Philco Territory

PEORIA, ILL., Monday.

The Conron-Williams Corp., Philco distributor in central Illinois, has been allotted distribution of Philco radio in northern Illinois. On May 12 it opened an office and warehouse in Aurora.

K. J. Scharfenberg is manager of the Aurora office and has a competent sales force ready to start action in the new territory.

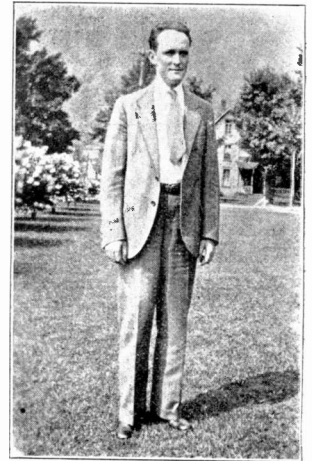
Jack Drew continues as the Philadelphia Storage Battery Co. representative in this territory.

Sylvania to Exhibit 3 New Tubes at RMA Show

EMPORIUM, PA., Friday.

Three new Sylvania tubes which will be on display at the R.M.A. Show, promise to attract wide-spread interest among the dealers and jobbers. Roger Wise, chief engineer of the Sylvania Products Co., this city, said today. Mr. Wise said in part:

"Our improved 227 and 224 embody all the features of the slow-heater type



ROGER WISE

and still have the advantage of being quick-heating tubes. None of the efficiency is lost, the tubes are more rugged than has been common to these types, characteristics and uniformity remain the same and the guarantee still holds. We are also announcing a new 484 tube, specially designed to meet the requirements of Sparton receivers."

The trade is cordially invited to inspect these new models at the Sylvania booths, A-52, 53 and 54. Here they will be on display and Sylvania engineers will be constantly in attendance to answer questions.

E. M. Wilson & Son to Show TCA Sets at Ritz; Is New Jersey Jobber

E. M. Wilson & Son, Newark, N. J., distributor for Clarion radio, product of the Transformer Corp., of America, Chicago, Ill., will occupy space at the Ritz-Carlton hotel, Atlantic City, during the Trade Show. The company's rooms adjoin those of the TCA.

The manufacturing company, according to Fred Wilson, general manager of the Newark organization, will sponsor an elaborate exhibit in booths B-48 and 49 at the Auditorium and also will occupy a sound proof demonstration in booth No. 32A, where talking pictures will show the TCA plant and manufacturing operations.

Mr. Wilson stated that a great deal of interest is manifest in the Clarion sets by northern New Jersey dealers. The list price range on the models is \$109 for the lowboy up to \$199 for a radio-phonograph combination in a 48" cabinet.

Deliveries of the new Clarion line have been received by the Wilson company and an active campaign in the Jersey territory will be instituted on the return of the staff from Atlantic City.

ATWATER KENT RADIO

will announce its new
1931 leadership line



The New

ATWATER KENT

RADIO

with the

Golden

Voice

• • • • **AUGUST 1ST**

General Outdoor Adv. Co.



**THIS
YEAR MORE
THAN EVER**

IF you go to Atlantic City you'll see Sylvania's sign of the times —reminding you that it's the tube that makes the radio.

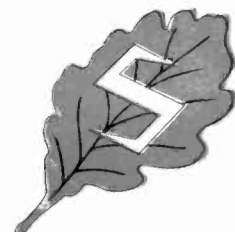
More than ever before in radio history dealers and jobbers have become discriminating in their tube and receiver choosing. The painstaking quality in manufacture of radio tubes is the only assurance that the best receiver in the world can give you profit that stays in the bank.

Backed up by the Sylvania Foresters fifty-two weeks a year, by newspaper advertising and billboards, and a great collection of intimate dealer helps, dealers who handle Sylvania know— it's the tube that makes the radio.

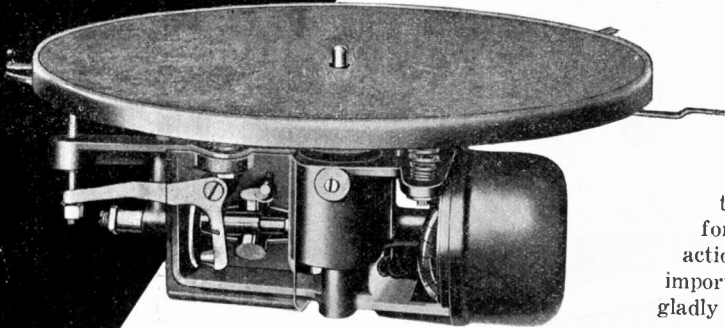
SYLVANIA PRODUCTS COMPANY, Emporium, Pennsylvania

—AT—
ATLANTIC CITY
RMA Convention Week
June 2nd - 7th
—VISIT—
Sylvania Booths A-52, 53, 54
Auditorium
—AND—
Sylvania Lodge
Atop the Hotel Ambassador
11th Floor

Sylvania
RADIO TUBES



THE DIEHL ELECTRIC PHONOGRAPH MOTOR



In theatres, stores, public buildings, ships—wherever it is essential to convert 32, 115 or 230 volts direct current into 110 volts 60 cycle single phase alternating current, Diehl provides motor-generator sets of marked dependability for 120 or for 250 watts capacity. These sets will not interfere with radio reception and are tested with a receiver for 72 hours before shipment to insure accuracy of operation. If you wish, we will arrange to install one so that you may judge its possibilities with your equipment. Write the nearest Diehl office for particulars.

DIEHL MANUFACTURING COMPANY

Electrical Division of

THE SINGER MANUFACTURING COMPANY

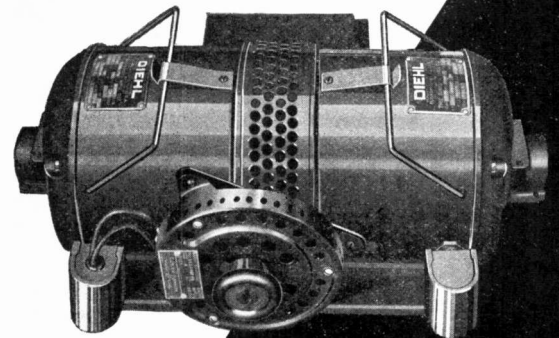
ELIZABETHPORT, N. J.

Atlanta Boston Chicago New York Philadelphia

DIEHL

FOR ACCURATE RECORDING

Correct turntable action and trouble-free performance have made Diehl the standard motor on the combination sets of a growing number of radio manufacturers. It is built for all voltages and frequencies and for either 78 or 33 R.P.M. operation. The positive action Diehl automatic stop is an optional feature of important sales value. Sample motor will be sent gladly on request for trial and comparison.



THE DIEHL MOTOR GENERATOR SET FOR RADIO



Kimberly Radio Corp. Inaugurates Intensive Drive on Brunswick Line

Chicago, Ill., Friday.

With the recent appointment of the Kimberly Radio Corp., this city, as distributor in northern Illinois and western Indiana of Brunswick radio, radio with Panatrop and records, products of the Brunswick-Balke-Collender Co., recently acquired by Warner Brothers, Inc., an intensive sales campaign is now under way on the Brunswick line. L. T. Johnson, president and treasurer of Kimberly, declared today.

The sales staff of the Kimberly organization under the direction of G. P. Gunther, sales manager, has been augmented. A majority of the Kimberly salesmen are veterans with the organization and enjoy extensive trade followings. Ransom M. Fiske, long identified with the radio business, is manager of the Kimberly service department. Offices and display rooms are located at 154 E. Erie street.

Following the Kimberly appointment as a Brunswick distributor, Mr. Johnson made the following statement:

"Our solicitation of the Brunswick franchise for the Chicago territory was decided upon only after an extensive survey had been made of all available radio lines. We decided upon Brunswick unanimously, even before the Brun-

wick-Warner deal, because we felt that the Brunswick organization with its vast experience in the manufacture of reproducing instruments, its seemingly unlimited resources and modern policies, represented the greatest oppor-



L. T. JOHNSON

tunity for us and some 500 Kimberly accounts for immediate and future profits.

"The Kimberly company has enjoyed a most unusual growth, possible only through the splendid support of the

Cable Radio to Disclose Structural Change in Speed Tubes at Show

A structural change in the product of the Cable Radio Tube Corp., Brooklyn, will be announced at the R.M.A. Trade Show in Atlantic City next week, according to A. D. Strathy, director of sales. The results of long planning and missionary work on Speed tubes will make themselves manifest this year, Mr. Strathy declared.

The company will exhibit its product at booths C-11 and C-12 in the Auditorium and also in demonstration room CC-33.

Speed headquarters for the show will be at the Ritz Carlton hotel. The entire sales organization and all executives of the company will be at the Jersey seashore resort for the annual event.

The Cable organization now occupies five plants with a capacity daily production of approximately 30,000 tubes. Shipments are now made from warehouses located in Brooklyn, Atlanta, Chicago, St. Louis, Los Angeles, San Francisco and Portland, Ore. The company has representatives in thirty lead-

dealers it serves. The future of these dealers was the main consideration in taking over the distribution of the Brunswick line."

ing trade centers, and maintains a staff of field men and sales engineers.

The personnel of the company has been nationally known in the lamp and radio industries for many years and comprises J. J. Grossman, treasurer; A. D. Strathy, director of sales; G. M. Jost, director of sales promotion; A. E. Lyle, chief engineer, and Fred Gunther, superintendent of production.

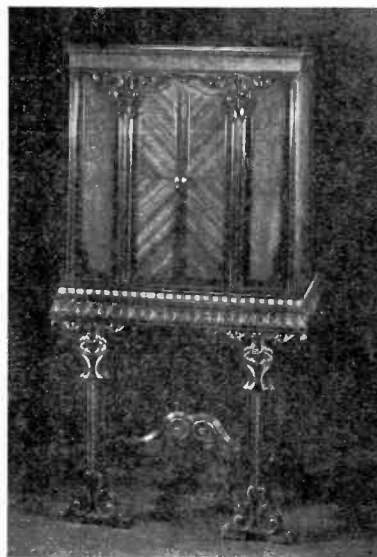
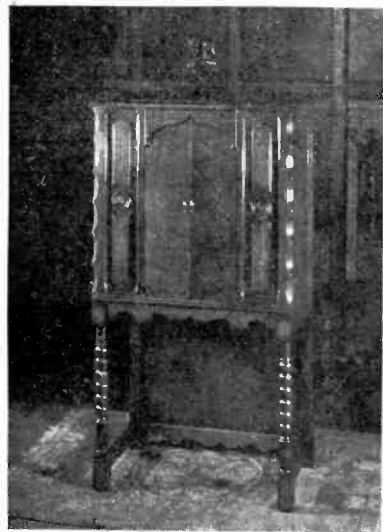
The Cable company will issue a new sales portfolio during the trade show which, according to Mr. Strathy, will contain much interesting and constructive material. Mr. Strathy also stated that his firm's advertising policies of last year will be greatly broadened, and that the Speed advertising appropriation for 1930 is the largest in the history of the company.

Griffith Urges Trade To Take Advantage of Victor Trade-in Offer

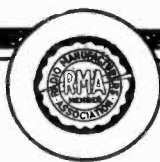
Indianapolis, Ind., Friday.

The Griffith Victor Dist. Corp., this city, is urging its dealers to take advantage of the RCA-Victor company's offer of a \$36 list price trade-in allowance on every Victor R-32 radio sold between May 15 and July 1.

With the disclosure of this latest trade-in allowance, it is now possible for Victor dealers to offer a \$76 allowance on Models RE-75, RE-45 and R-52, and \$36 on the R-32.



Always
SUPERIOR
See
THEM IN PERSON
at
ATLANTIC CITY

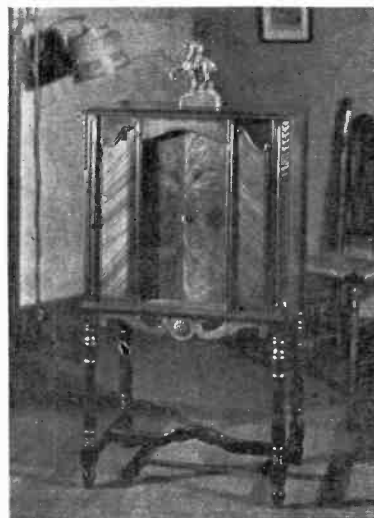


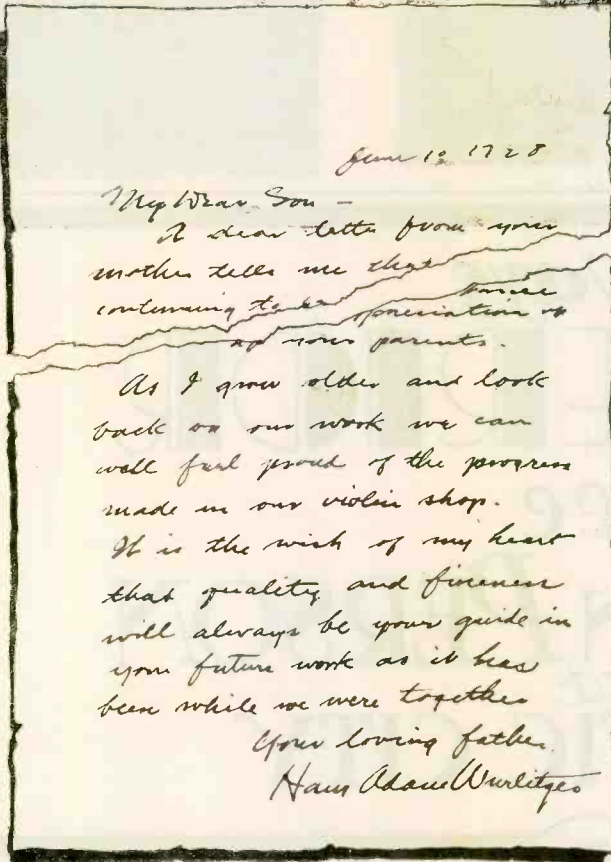
HOTEL AMBASSADOR
ROOM 505

AUDITORIUM
Booth A-36

SUPERIOR
CABINET CORP.

206 BROADWAY NEW YORK





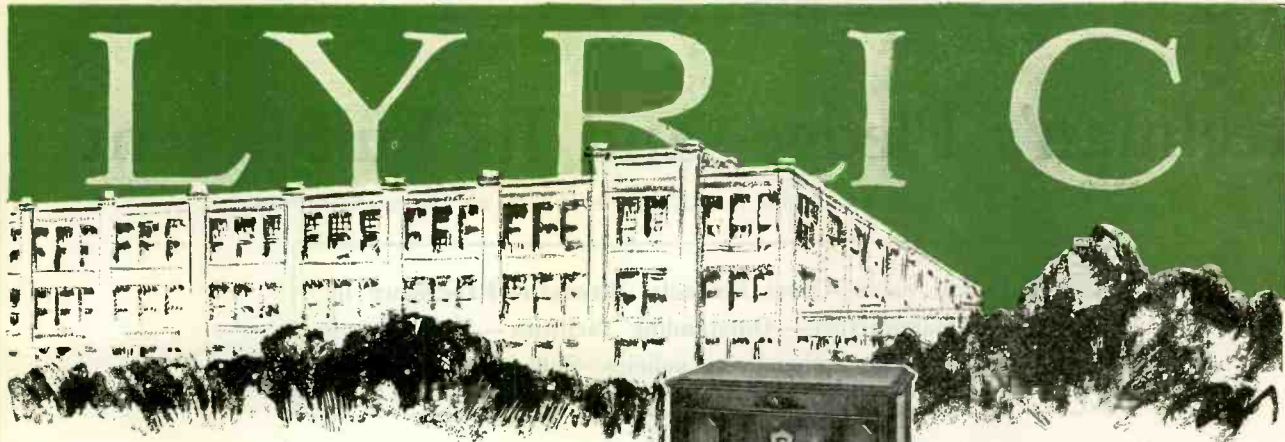
THE admonition of an old craftsman has been through centuries . . . a guidance . . . a goal . . . a tradition . . . to be guarded and upheld. From prosperous upper New York comes a modern translation of old world fineness in the new Lyric Consoles; a complete satisfaction to one's inward longing for beauty of design.

The famous Wurlitzer organization is now one of America's industrial Titans. Being fully conscious of the responsibility assumed in the new era of American musical recreation—the wonder of Radio—it produces 93% of the completed set in the gigantic Lyric plants at North Tonawanda, N. Y. Only in this manner can a great name protect a tradition that has made it so preeminent.



▲ ▲ ▲ ALL AMERICAN
CHICAGO, ILLINOIS ▲ ▲ ▲

LYRIC RADIO
Product of **WURLITZER**



To meet the demands of the 1930 Radio market, the Wurlitzer organization, at great expense, incorporated among its corps of experts one of America's leading cabinet designers.

For this reason the 1930 Lyric Consoles justify their calm dignified poise which is only made possible by the background and preponderance of financial strength which supports their origin.

At the right are illustrated four beautiful models, which constitute the new Lyric line:

Modest Model 11 with its Colonial cabinet cannot for the price be matched in America today. Seven tube super-shielded screen grid chassis and super dynamic speaker.

Model 19 of Tudor design is equipped with seven tube super-shielded screen grid chassis, tone control, phonograph plug, exquisite tapestry grill and super dynamic speaker.

Model 29 is of Spanish Umbrian design with a seven tube, screen grid super-shielded chassis, tone control, phonograph plug, beautiful tapestry grill and super dynamic speaker.

Model 39, a combination radio and phonograph, has a beautifully substantial cabinet of Tuscan design with seven tube, super-shielded screen grid chassis, tone control, attractive tapestry grill and super dynamic speaker.

Lyric Radio is meeting the market with a combination of background, finance, mechanical perfection and cabinet design that will mean wider horizons for 1930 Lyric dealers.

The new LYRIC line will be on display in booths A-33 and 34 at the R. M. A. Show, Atlantic City Auditorium.



MODEL 11
\$99.50
less tubes



MODEL 19
\$119.00
less tubes



MODEL 29
\$139.00
less tubes



Radio Combination
MODEL 39
\$199.50
less tubes

MOHAWK CORPORATION
NORTH TONAWANDA, N.Y.

LYRIC RADIO
Product of **WURLITZER**

Steelman's Pledge—and Its Fulfillment

Having given our pledge that any radio manufacturer whom we represent must have:—

Real Dollar Value—Great Financial Strength—Experience in precision manufacture — Outstanding facilities — Tenacity of purpose—Sincere merchandising policies—Sufficient advertising

We spent months in painstaking investigation of every radio proposition
AND NOW THAT LYRIC IS WURLITZER
 completely manufactured in their great plant at North Tonawanda, N. Y.

We Announce Our Selection of



Product of **Wurlitzer**

Because

Wurlitzer brings to Radio assets exceeding \$27,000,000.00.

Wurlitzer manufacturing facilities are the best in the industry.

Wurlitzer merchandising policies guarantee profits and a franchise of real value to every authorized dealer.

Wurlitzer fine craftsmanship is traditional

From the tonal refinement of the centuries old violin to the precision manufacture and luxurious furniture of the modern electrical reproducing organ

Wurlitzer is renowned.

and in keeping with this tradition

THE NEW LYRIC MODELS HAVE UNPARALLELED PERFORMANCE

Supreme tonal reproduction — Cabinetry of unsurpassed beauty and commanding appeal.

Definitely backed by a most aggressive advertising campaign in the metropolitan newspapers.

THESE FACTORS WHICH HAVE GUIDED US, SHOULD GUIDE EVERY DEALER IN SELECTING LYRIC.

Phone
Gramercy 6940

STEELMAN, Inc.

235 4th Avenue
New York City

EXCLUSIVE METROPOLITAN DISTRIBUTOR FOR THE COUNTIES OF
 New York, Bronx, Kings, Queens, Nassau, Suffolk, Richmond, Rockland, Westchester,
 Orange, Putnam and Sullivan.

IN A BLINDFOLD TEST OF 15 LEADING RADIOS

To determine what set was best qualified to meet our exacting requirements and measure up to the expectations of our dealers - -

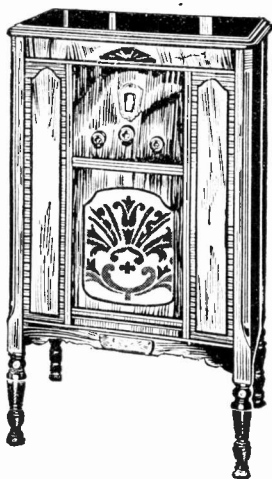
OUR STAFFS IN SEVERAL CITIES

Decided Unanimously Upon The Marvelous

LYRIC RADIO PRODUCT OF WURLITZER

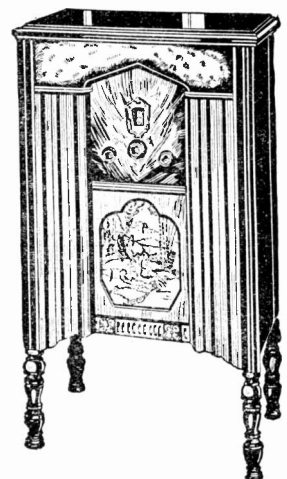
For over two centuries, Wurlitzer has made Fine Musical Instruments

WHY THE LYRIC?



When we put 15 different Radio Sets to the test, we did not miss any factor entering into the business as it relates to the satisfaction of the customer and the profit of the dealer. We selected Lyric because it has back of it:

The Wurlitzer assets, exceeding \$27,000,000. The best manufacturing facilities in the industry. Broad merchandising policies that protect your profits. Wurlitzer traditional craftsmanship. Supreme tonal reproduction. Cabinetry of commanding appeal. A most liberal, aggressive publicity plan.



SEE US AT THE SHOW

INVITATION

B. & O. headquarters at Atlantic City, R. M. A. Convention June 2nd to 6th will be at Ambassador Hotel, also Suite 1205 at President Hotel. You are invited to visit us.

EXHIBITION

Lyric Radio will be on Exhibition in Booth A Nos. 33 and 34 and there will be demonstrations in room CC - 39 The full range of sets in the most superb consoles have ever seen will be there to delight you.

Dealer Applications Should Be Made At Once

DISTRIBUTORS FOR

NORTHERN NEW JERSEY

B. & O.
RADIO Inc.

NORTH JERSEY

Above Burlington and Ocean Counties, including these counties, Essex, Hudson, Union, Morris, Bergen, Passaic, Sussex, Warren, Hunterdon, Somerset, Middlesex, Mercer, Monmouth.

23 SUSSEX AVENUE, NEWARK, NEW JERSEY

NORTHWEST TRADE OUTLOOK IS BRIGHT

E. J. DYKSTRA A VISITOR

H. S. Lyman, Northwest Manager for Fada, Also Calls on Local Trade — Oregon Association Discusses Trade Evils at May Meeting.

Portland, Ore., Thursday.

E. J. Dykstra, general sales manager of the Transformer Corp. of America, was a recent Portland guest of Arthur S. Detsch, TCA's northwest representative in the interest of the firm's new radio set. Local distribution will be announced in the immediate future. The Transformer Corporation of America is located in Chicago. Heretofore it has been making parts for other radio manufacturers. TCA is said to be one of the three manufacturers in the country equipped to make 100 per cent. of the components of a radio receiver. According to Mr. Dykstra, the TCA plant has a capacity of 250,000 sets for the coming season. Mr. Detsch expresses the belief that TCA will be a big factor in radio next season and is preparing for big business.

H. S. Lyman, northwest district manager for Fada, was a recent Portland visitor. Fada has no distress merchandise on hand, he said, and is looking forward to its biggest year yet. Mr. Lyman expects no radical changes in chassis, but said that refinements in both set and cabinet may come later.

Fada faces the season with all bills paid, plans no sale of stock and contemplates no merger, according to Mr. Lyman. The company is now in its tenth year.

Ernest Stitz, one of Portland's best known radio men, has joined the firm of Harper-Meggee in the capacity of city sales manager. He will supervise Portland sales of Copeland refrigerators and Radiola receivers. Mr. Stitz was manager of the Meier & Frank radio department for four years and manager of the Lipman-Wolfe's radio department for three years. He has a successful record of radio merchandising and business reputation which has won him many friends.

James O. Perry, formerly manager of the radio department of Olds, Wortman & King, has been appointed city sales manager of the Stewart-Warner Sales Co.

The Oregon Radio Trades Association held an important meeting recently. According to H. P. Harrison, manager of the J. K. Gill radio department and secretary of the association the matters considered was the erasure of serial numbers on radio receivers and group insurance to cover the damage and loss on sets out on demonstration and sets being paid for on contract.

On a petition of three creditors of the American Radio Stores, Inc., George P. Clark, of Portland, was appointed by Federal Judge McNary to act as receiver for the Portland branch of the company. An involuntary bankruptcy petition was filed against the company firm some time ago, according to information given out in court.

As an initial step in a nation-wide campaign begun by Grigsby-Grunow, makers of Majestic radios, to increase music appreciation, Madame Sturkow-

Lloyd Taylor, Lecturer On Music, Joins Sparton As Sales Promotion Man

Jackson, Mich., Friday.

Lloyd Taylor, widely known as a lecturer on musical subjects, has joined the Sparks-Withington Co., this city, maker of Sparton radio. Mr. Taylor will do sales promotion work in behalf of Sparton.

Mr. Taylor comes from the Pacific Coast, and during the past few years has been in great demand for preparing and directing musical programs, both for stage presentation and for broadcasting.

Mr. Taylor was for eighteen years with Sherman Clay & Co., San Francisco, as salesman, sales manager, department manager and store manager.

In these connections he made a hobby of musical advertising, sales promotion and education work, being highly successful in popularizing worthwhile programs.

Throughout the later years of his

Ryder, distinguished pianist known to music lovers the country over, is on a 40-week tour addressing schools, universities, parent-teacher groups, federated clubs and giving public recitals. Madame Ryder was a recent Portland visitor and while here gave a public recital at the Shrine auditorium, and a concert at the High School of Commerce auditorium for high school students. Madame Ryder gives some very unusual demonstrations showing how the radio-phonograph is marvelously adapted to musical education. LESLIE.

career, he has done considerable speaking before fraternal organizations, clubs, etc. His own particular interest has centered in talks on music before schools and other juvenile organizations where seeds are broadcast for future appreciation of good programs.

The Sparton organization plans to use Mr. Taylor not only in the formulation of selling plans, but in an advisory capacity to distributors and dealers. Much of his time will be spent in the field giving them the results of his years of observation on the attitude of "all kinds of people to all kinds of music," and lending assistance in the preparation of musical features often presented by Sparton dealers to the public.

Mr. Taylor's introduction to the Sparton organization is to be made on May 28 at the Thirtieth Anniversary Sparton Jubilee in Jackson, which will be attended by several thousand dealers and distributors.

Transmitting Audions At DeForest Display

At Booth B-4 at the Atlantic City trade show, where the DeForest Radio Co., Passaic, N. J., will hold sway, there will be presented a line of transmitting as well as receiving audions, it is reported. During the past year, the DeForest engineering staff has worked on a line of transmitting audions.

The new DeForest short-wave receiving set, said to have set a new high standard in short-wave reception, will also be shown. It is known as Type H-M-1, and may be either battery or dry-cell operated.

LYRIC RADIO 1930

Product of WURLITZER

LYRICS BUY THE CUSTOMER ---
MUSIC IN YOUR CASH REGISTER!

Cincinnati and Dayton Dealers;

Let us show you details of LYRIC superiority.
YOU'LL KNOW how to capitalize them, yourself!

SOUTHERN OHIO RADIO CORP.

139 West Fourth Street

CINCINNATI

OHIO

LYRIC RADIO

Product of **WURLITZER**

It's

BIG!

- * STABILITY
- ** SELECTIVE DISTRIBUTION
- *** SOUND MERCHANDISING POLICY
- **** SPLENDID WORKMANSHIP
- ***** SERVICE MINIMIZED

The C. E. BAILEY COMPANY

98 BROOKLINE AVENUE

BOSTON

Members:
RADIO WHOLESALERS ASSOCIATION
and
RADIO WHOLESALERS CLUB, INC.,
OF BOSTON

Exclusive Distributors: Massachusetts, Maine, New Hampshire and Vermont

RADIO SET BUSINESS SLOWS UP AROUND THE MILWAUKEE TERRITORY

BECKWITH GETS PHILCO

Empire Electric Co. Named Crosley and Amrad Jobber—Victor Disc and Radio Business Stimulated by Trade-in Offer.

MILWAUKEE, WIS., Friday.

Radio sales have shown a decrease during the last two weeks, according to information received from leading jobbers and dealers in this territory. Several of the local firms have taken on the sale of automobile radios and expect to sell a large number of them in the next three months.

The George C. Beckwith Co., with offices in Milwaukee, Minneapolis, Fargo, N. D., and Sioux Falls, S. D., has been appointed exclusive distributors of Philco radio, according to G. K. Purdy, manager of the local office. Mr. Purdy is very enthusiastic over the outlook for the current year with the Philco line as the basis of activity and believes that the outstanding success of Philco last year is but a forerunner of better things to come. The firm has recently taken on the distribution of Copeland refrigerators in this territory.

The Empire Electric Co., of Milwaukee has been appointed distributors for

Crosley and Amrad radio and the Roamio auto radio. The firm contemplates taking on the sale of Crosley refrigerators in the very near future. J. H. Gugler, president of the firm, is very enthusiastic regarding prospects for the remainder of the year.

Dealers in this territory report an increase in tube sales according to Mr. Skeels of the Badger Radio Corp., majestic distributor. Sidney Olsen, representative of the firm in the Fox River valley, is recuperating from an appendix operation at the present time.

F. Hamilton Suter and C. E. Stebbins, of the Wisconsin Radio Distributors, Brunswick representatives in this territory, are planning to attend a meeting of distributors to be held at Dubuque, Iowa, on Saturday, May 24, at the Brunswick factory. After two days, during which time the cabinet plants are to be inspected, the party will travel to Muskegon, Mich., where the radio chassis is manufactured. The distributors will be guests at a banquet Monday May 26, followed Tuesday with a business convention for the presentation of sales and advertising plans by Warner Bros. executives. From Muskegon the group will leave for Atlantic City to attend the Radio Manufacturers' Association show to be held in that city.

Victor dealers have reported an increase in record and instrument sales, as a direct result of the ten old records for one new offer, according to North Central Distributors, Victor wholesaler in this territory. This record exchange policy which has been in effect for the last week has caused many to become interested in combinations, and also has stimulated the sale of discs. Rudy Vallee's recordings have met with popular

THE TALKING MACHINE and RADIO WEEKLY

R. B. Lacey, Perryman Official, Predicts Big Things from Jobbers

North Bergen, N. J., Thursday.

Looking forward to the prospects for the coming season, R. B. Lacey, general sales manager of the Perryman Electric Co., this city, said yesterday:

"The Perryman company feels that policy and product, together with a steadfast allegiance to the old-fashioned manufacturing and merchandising fundamentals, plus a lot of team work between manufacturer and distributor is all that is needed to accomplish a real job in 1930-31.

"There were no fatalities in the Perryman distributing organization. Our distributors all weathered the storm successfully and field reports indicate

fancy and are enjoying an unusually brisk sale at the present time.

Edwin Tillman, owner of the music department at Espenhain's, left for Hollywood, Calif., Wednesday. He and his wife are planning to cover the entire distance by automobile.

Mills Troubadour, the coin-operated radio, is proving to be a big seller at the present time, according to the Master Music Co., distributors. Resorts in the vicinity of Milwaukee are equipping their dance halls with these instruments.

Michael Ert, Inc., is conducting a mail campaign on Transitone automobile radio.

Considerable interest is being shown by the public in the Apex automobile radio, according to the Lemke Electric Co., distributors.

De Poutee's Service Station, near the corner of Layton boulevard and National avenue, has taken on the sale of Roveradio, an automobile set.

—E. S.

that both distributor and dealer inventories are in a healthy condition.

"There is a marked distributor drift toward greater tube activity. Smart distributors are becoming tube conscious, and in our opinion, tube manufacturers (who deserve it) will receive more co-operation from their outlets this season than ever before.

"It is interesting to note that during the season of 1929, trade or corporate



R. B. Lacey

distinctions in the tube industry were almost entirely eliminated. There is no longer a definite cleavage in the tube group, the terms 'independent' and 'bootlegger' have become as old-fashioned as ox-carts. The desirability of various tube manufacturers and tubes is now measured by distributors and dealers by the yard stick of—original gross and final net profit—stability of policy—quality of product and sound merchandising."

in Atlantic City

CAROLINA CREST HOTEL

CONTINENTAL PLAN

No Charge!

CHARLES A. BERRY
Owner

H. L. FAIRBAIRN
Manager

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

NORTH CAROLINA AV., near BOARDWALK Atlantic City

WELCOME

RADIO SHOW WEEK

June 2 to 6

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

The Most Amazing Radio Value Ever Offered!!!

Crosley "Companionship" Series Models in Wood Consoles

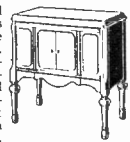
The CHUM



This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electromagnetic power speaker is concealed in the cabinet. Uses six tubes - two Screen Grid. Has built-in power supply incorporating genuine trouble-free Mershon condenser. Dimensions: 28 3/4" high x 27" long x 14 3/4" 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. The latest refined Crosley Type "M" Dynacone power speaker is concealed in the cabinet. Dimensions: 29 3/4" high x 28" long x 16 1/4" 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

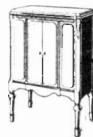
For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

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 eight-tube Crosley Unitrad chassis and improved Crosley Type "M" Dynacone power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 3/4" deep. No such value in radio has ever been offered at the sensationally low price of..... **\$112** Less Tubes

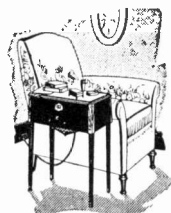
The PARTNER

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 CROSLY PARTNER incorporates the refined eight-tube Crosley Unitrad chassis and the improved Crosley Type "M" Dynacone power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 3/4" long x 16 1/4" deep. An astonishing radio value for only..... **\$118** Less Tubes

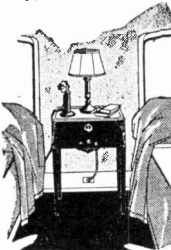


The eagerness with which the public has accepted the new CROSLY BUDDY and other models of the "Companionship" Series is conclusive proof that low utility cabinet sets are wanted! The reception accorded the BUDDY shows that there is an immense market for a low priced, reliable Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set. Many who could not afford higher priced

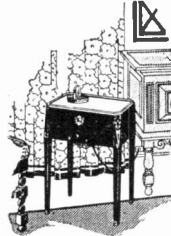
sets welcome the BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and its associate models in the new Crosley "Companionship" Series.



As an End Table the BUDDY serves as a convenient resting place for books, magazines, ash tray, etc.



As a Bedside Table the BUDDY provides ample space for night light, a book or two, telephone, etc.



In the Dining Room the BUDDY provides entertainment and amusement and serves as a temporary resting place for many things.



The BUDDY
\$55.00
LESS TUBES

This handsome BUDDY model has a metal case with panels in beautiful burl walnut finish. The trim is silver and ebony inlay effect. The legs as shown are standard equipment.

An improved CROSLY 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. -71As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24 1/4" high, 17 3/4" long, 11 1/4" deep

Western Prices on All Models Slightly Higher

THE CROSLY RADIO CORPORATION

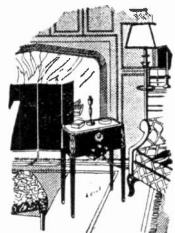
POWEL CROSLY, JR., President

CINCINNATI, OHIO

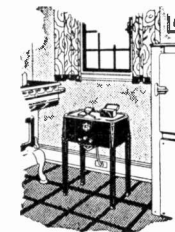
Home of WLW—"the Nation's Station"



As Occasional Table the BUDDY will become a real companion providing space for nut bowl, candy dish, etc.



In the Library the BUDDY will enhance the enjoyment of any book by providing smoking materials at finger tips.



In the Kitchen the BUDDY brings in cooking and baking lectures and provides a place for note book in which to jot down recipes.

New Low Price

YOU'RE THERE WITH A CROSLY
CROSLY RADIO

NEW ★ MODELS ★ FEATURES ★ PRICES



The New Fada 42—Open Face Lowboy, \$159 without tubes

★
Fada Headquarters at the Ritz-Carlton Hotel, Atlantic City, during the Trade Show, June 2-6. Also see Fada Booths 22-23-24-25, Section A, Atlantic City Auditorium.



★ The New Fada 17—Radio-Phonograph Combination, \$328 without tubes.

ONLY THE NEW FADAS HAVE ALL THESE FEATURES

★ **Flashograph**... as dial is turned favorite stations are announced in lights, by name, perfectly tuned.

★ **Automatic Volume Control**... constant level detection enables Fada receivers to produce and hold a constant loud-speaker volume from any signal entering the antenna, whether it be weak or strong. Fading is eliminated, all stations within range of the set are received at volume level selected by listener.

★ **Noise Filter**... a device that eliminates or minimizes noise by cutting out high frequency disturbances, permitting pleasurable reception under adverse reception conditions.

★ **Pre-selector Tuning**... insures razor-sharp dependable selectivity and prevents cross talk or domination by powerful local stations.

★ **Double-coupled Transformers**... maintains more uniform amplification over the whole broadcast band, resulting in more uniform selectivity and sensitivity all the way across the dial.

★ **Two-element Detector**... provides straight line distortionless detection so that all parts of a program (loud or low) are detected in their original studio proportions.

★ Fada Radio receivers carry the approval of the Under-

writers Laboratories of the National Board of Fire Underwriters.

★ **Nine Tubes**... three screen grids type '24 in radio frequency stages insure maximum gain, one '27 operating as a two element detector and a four tube audio system consisting of two '27 and two '15 tubes in combination resistance and push-pull transformer coupled for finest quality, one type '80 full wave rectifier... humless operation; complete shielding; local-distance switch; remote control shaft; phonograph connection automatically controlled from tuning dial and radio volume control is also the volume control for phonograph.

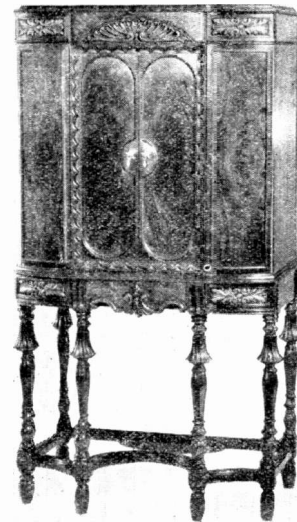
1920 · SINCE

make Fada the SELF-SELLINGEST line in all Radio History - - - -

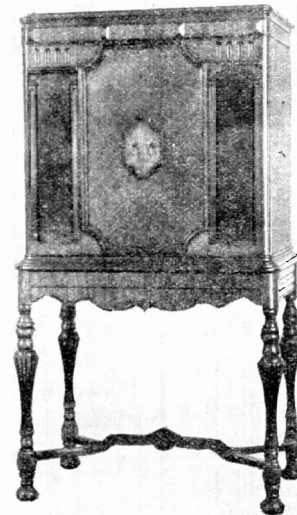


IN the new Fada models, an overwhelming array of new features that make demonstrations irresistible—note them on the opposite page. In the franchise, exclusive territorial protection; price protection; loyal, intelligent factory support; distinctive, out-of-the-ordinary sales and advertising helps.

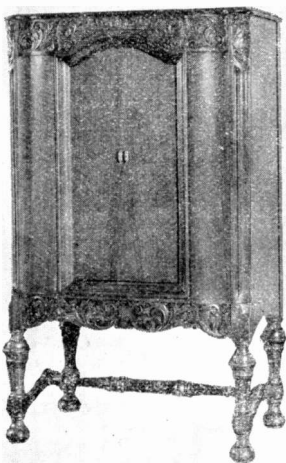
Fada offers the famous Fada tone, in cabinets of distinguished beauty, with high performance insured and made effortless by more automatic features than any other one radio possesses—a product in tune with modern needs.



★ The Fada 46—Highboy, \$228 without tubes



★ The new Fada 41—Highboy, \$218 without tubes



★ The New Fada 44—Sliding Door Lowboy, \$188 without tubes.

Write or wire for full information.

All sets illustrated above are A. C. electric available for either 25 or 60 cycle operation on 90-130 volt lines, 25 cycle slightly higher in price.

F. A. D. ANDREA, INC.
LONG ISLAND CITY, N. Y.

Some Prices West of the Rockies, Slightly Higher in Canada and For Export

FADA Radio

BROADCASTING BEGAN 1930

INSTRUMENT TRADE GRADUALLY GAINING IN FLINT DISTRICT

Flint, Mich., Thursday.

Business steadily improving, with business executives confident that the upward trend is definitely established, and entertaining an optimistic outlook for autumn business in radio, is the report summarizing interviews obtained by the correspondent of "The Trade's Only Weekly" in this nationally important key city, second only to Detroit as the world's most important automobile manufacturing center, headquarters for Buick and Chevrolet production.

Radio retailers in Michigan appear to be planning a revival of activity on a larger scale than has been prevalent during the past few months, and seem convinced that the time has arrived to get going in earnest on the 1930-31 season. The number of important wholesale and retail executives in this state who have reported to THE TALKING MACHINE and RADIO WEEKLY that they will attend the Atlantic City convention, and having serious business objectives in mind to be investigated there, indicates that the close of that meeting is likely to be marked by the release of an important amount of energy in the retail field.

Two big events of national significance bring Flint considerable prominence in music merchandising this month.

General Motors radio was placed before the public in this community, popularly termed "A General Motors City," in a new retail store opened on May 10, the national opening day for General Motors radio.

Grinnell Bros. branch, 422 So. Saginaw, J. T. Brabbs, manager, centers its activities this week very largely in the band instrument field. W. E. Baker is manager of this department at the Flint store.

P. W. Guest, Grinnell Bros. executive at Detroit headquarters, in charge of band and orchestra instrument merchandising there and at all Grinnell Bros. branches, is making his headquarters at Flint during the contest.

Yes, Eddie Guest, the poet is related to P. W. Guest; his brother.

H. N. White, president, H. N. White Co., Cleveland, manufacturers of King band instruments, is here, putting on a fine exhibit of King instruments in cooperation with Grinnell Bros., at the I. M. A. Auditorium where the contests are played. With him are his brother, H. E. White, vice-president, and Bert Wright, factory representative.

The High School Band Contest brings to this city 45 bands, winners in preliminary contests in their several states, with about 3,600 visiting students, and such noted directors as John Philip Sousa; Fillmore of Cincinnati, with his famous dog, "Mike"; Capt. Taylor Branson, Director, U. S. Marine Band, Washington; Edwin Franko Goldman, director of the Goldman Band, and president, American Bandmasters' Ass'; Harold Bachman, director, Million Dollar Band; Capt. Charles O'Neill of Canada; Jay W. Fay, Victor J. Grabel and Austin Hardin.

The size of the pyramid of musical instrument activity represented by this contest may be grasped better when it is understood that the Wisconsin band, for example, which is here as the winner from that state, won this honor at Milwaukee two weeks ago in

a contest staged by 70 bands representing 87 schools throughout the state. These 87 schools turned in reports showing that had 5000 children studying musical instruments.

Flint was selected to entertain this contest at the last annual convention of the national association of Supervisors of School Music.

This contest establishes to the trade beyond question that school music is a bigger influence in the merchandising of instruments than ever before, and the movement is growing rapidly. It is supplemented by the national contest of High School Orchestras, to be held soon in another city.

Fred Devendorf, proprietor, Devendorf's Music House, 125 E. Kearsley, local retailer of Conn instruments, joined actively in special featuring of this type of goods during the contest week. The Conn line was displayed at a fine exhibit at the Auditorium.

At Grinnell Bros. branch, the contest drew attention to the broad scope of their activities in the instrument field, promoting sale of a large list of manufacturers, including King, York Buescher, Selmer, Cleveland American Standard, Martin, Gibson Vega, H. A. Weymann, Paramount, Soprini, Hohner, Ludwig, Penzel Muller, gan, Boston Wonder, Penzel Muller, Olds, Silva-Bettoney, U. S. A., Couesnon, Bacon, Moennig Bros., Slingerland, Harry Pedler, Roth, and Henderson-Ames Co. uniforms.

Romain Johnston, General Motors radio, 119 E. Second, is the new store, sole and exclusive dealer in General Motors radio in this city.

This business, opened, May 10, was

established by Romain Johnston, who with his brother now managing that business, built up the Johnston Motor Co. of this city to the second largest Chevrolet dealer in the United States.

With a semi-modernistic salesroom, located opposite the Capitol, leading moving picture theatre, Mr. Johnston has provided an adequate background for effective representation of the General Motors line. The five models of the line are shown on the floor, all hooked up to play.

Two combination demonstration booths and closing offices supplement the open sales floor. Complete service facilities have been established. Merchandise is obtained through General Motors radio zone office, General Motors Research building, Detroit, C. W. Kirby, manager, E. N. Prugh, General Motors radio regional manager, Dayton, visited the Flint salesroom shortly after its opening.

—S. F. PARKER.

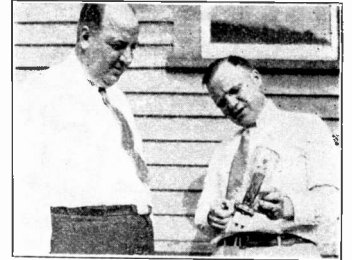
KENT TEXAS DEALER USES MOVIE TRAILER AS SALES CLINCHER

Erie, Pa., Friday.

Briggs-Hagenlocher, Inc., Atwater Kent distributor, this city, in conjunction with several Atwater Kent dealers in Erie participated in a successful tie-up with Lawrence Tibbett in "The Rogue Song" the week of April 27. Full page newspaper advertising was run in connection with the Perry theatre, stressing the fact that Tibbett was

Barkley and Staake Perfect "Milkotron" For DeForest Radio

The accompanying photograph shows William J. Barkley, assistant to the president of the DeForest Radio Co., Passaic, N. J., and Paul W. Staake, advertising manager of the company,



'BIG BILL' BARKLEY and PAUL STAAKE

inspecting the quality of the newest Audion product of DeForest, called the "Milkotron." The tube is so named because, as can be seen in the picture, its outer covering is made of a condensed milk tin.

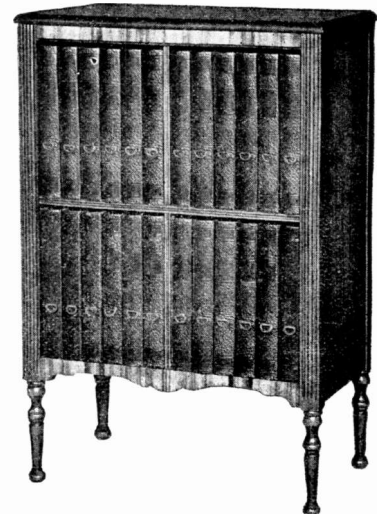
an Atwater Kent broadcasting artist and enjoyed the natural tone of an Atwater Kent in his own home. Announcement was also made in the ads that free autographed photos of Mr. Tibbett were obtainable in any of the Atwater Kent dealers stores upon request.

UDELLE ANNOUNCES NEW RECORD ALBUM CABINETS

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

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

Write today for complete information.



No. 163 Udell Record Album Cabinet
H 40" — W 28 1/2" — D 15"
Walnut

Holds 24-12 inch Albums—Record Capacity 288
List Price \$27.50
Without Albums

The UDELL WORKS, Inc.
Established 1873
Incorporated 1901
INDIANAPOLIS, IND.

GOOD NEWS

CABLE ADDRESS: GOSELECT
CODE: WESTERN UNION
BENTLEY AVE. A. B. C.

GOLD SEAL
ELECTRICAL COMPANY, INC.
250 PARK AVENUE
NEW YORK



The H. K. McCann Co
285 Madison Ave., New York City
Gentlemen:

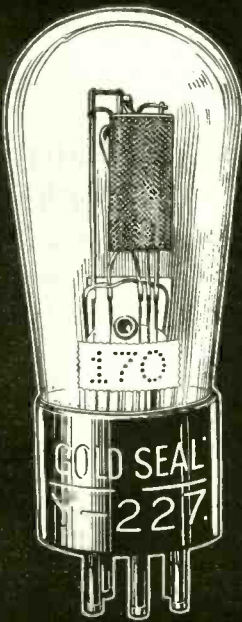
Here is the message we would like you to put over:
What Gold Seal needs in particular, is to have the public understand that we are building a new tube - a better tube, and perhaps it would be good advertising to have them know that all our tubes are now being branded on the base and dated as well, thus assuring them of new and fresh stock at all times.

This summer it will be highly important that we sell our trade on new production, especially in view of the fact that prices in the past, and even at the present time, are cut to pieces and the public should know that tubes sold at cut prices are not the best and is branded and dated. The highest quality product on the market today and unconditionally guaranteed for ninety days.

This should be very good news for our dealers and jobbers throughout the country.

Sincerely yours,
W. E. Duff
W. E. Duff,
Treasurer.

GOLD SEAL ELECTRICAL COMPANY, INC.



GOLD SEAL ELECTRICAL CO., Inc.
Dept. 10-D, 250 Park Ave., New York

I'm ready to be shown, if you can help me to make money in the tube business. Send me your dealer jobber proposition.

Name

Address

.....

National Trade Shows First Sets in Line of General Motors Radio Corp.; 4 Models Contained

DAYTON, OHIO, Monday.

The new General Motors radio, featuring a "tone selector" by which either the bass or treble may be emphasized at will, was introduced to the radio world recently with models on view in the display rooms of General Motors radio dealers all over the country.

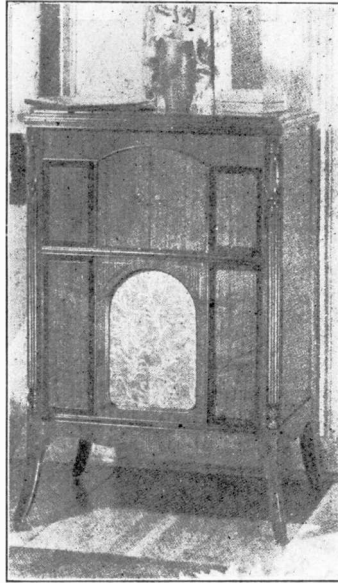
Five models are offered, all conforming to the lines of fine period furniture—the Hepplewhite Lowboy, the Sheraton, the Late Italian, the Queen Anne, and the Georgian. Photographs of three of the models are shown herewith.

The Queen Anne and Georgian are equipped for electrical reproduction of phonographic records. Other models have a phonograph jack. Prices range from \$136 to \$172 for the radio models and \$198 and \$270 for the radio-phonograph types, without tubes.

The new General Motors radio comprises four tuned radio frequency circuits, using three '24 type screen grid tubes, a power detector stage using a '27 type tube, a first audio stage of re-

supplied from the set, the field coil of the speaker also functioning as a power choke.

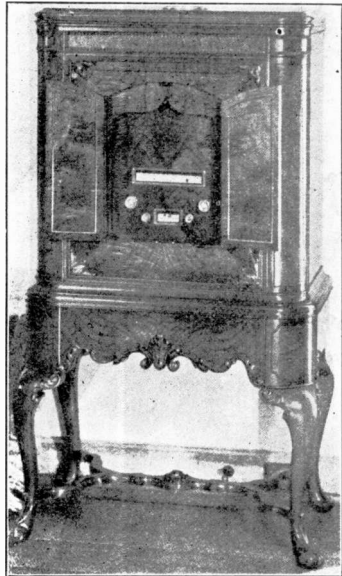
A power detector is used in this set, as tests at the General Motors Radio Laboratories, here, have demonstrated



MODEL No. 120—Style, Lowboy

clearly the ability of this type of tube to handle additional volume without distortion.

In designing the new radio, General Motors Radio engineers sought extreme sensitivity, and the set is said to be capable of picking up a signal no



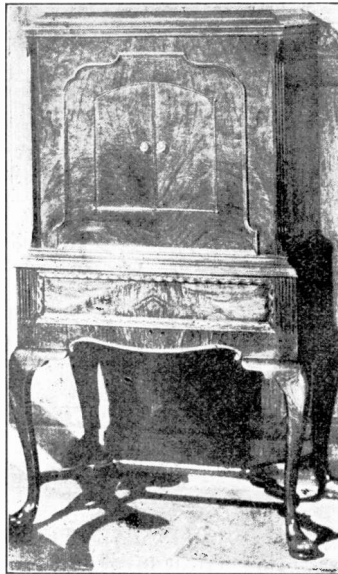
MODEL No. 160—Style, Georgian

sistance coupled amplification, using a '27 type tube and a last audio stage consisting of two '45 tubes in push-pull amplification. An '80 type full wave rectifying tube is used, making a total of eight tubes.

Volume control under all conditions, even when near a powerful local broadcasting station, is accomplished through having one volume control in the antenna circuit and one in the screen grid radio frequency circuit, with both controlled by one knob. This eliminates use of the so-called "soft and loud" switch.

The tone control, an exclusive feature, consists of a fixed condenser and a variable resistor, connected in series between the grid terminals of the two '45 type tube sockets. This permits adjustment of the speaker pitch for each particular type of concert, or for the individual taste of the operator.

An output push-pull transformer, mounted on the speaker frame, is used to match the impedance of the voice coil on the electric dynamic type speaker to the output of the power tubes. The field current for the speaker is



MODEL No. 150—Style, Queen Anne

Radio-Phonograph Combination, Cabinet of Selected Butt-Walnut. 48 inches high, 27 inches wide and 19 inches deep.

stronger than the local noise level on an extremely quiet night.

With complete control available from the front panel, the control panel itself is new and unique in its arrangement. Complete visibility of the entire broadcast range—from 550 to 1500 kilocycles

—is given at all times through use of a strip-type station selector scale with a moving arrow to mark the station desired. A single knob is provided for each of the following: station selector control, volume control, power switch and tone selector.

General Motors Radio is marketed through a system of direct dealers under the supervision of zone managers. Under this system, warehouses at strategic centers facilitate shipments and enable dealers to operate with a minimum inventory. Central service stations, also at strategic centers, permit the dealer to obtain quick servicing and local service is also provided for the dealer's customers. The benefits of financing through the General Motors Acceptance Corp. are given both to the dealer and retail purchaser. A complete arrangement providing a "junking" fund for every dealer also is contained in the merchandising plan of this company.

Stewart-Warner Radio Installed in Chicago Grand Central Station

CHICAGO, ILL., Friday.

An example of how modern engineering has overcome obstacles to perfect reception is reported by B. R. Minnium, radio engineer for the Stewart-Warner Radio Corp., this city.

"To test the performance of a Stewart-Warner screen-grid set under rather adverse conditions," he said, "we installed one of the 1930 models in the Grand Central Station, Chicago.

"In this structure of steel and stone, located in the heart of downtown Chicago, electrical disturbances are considered a real problem. This six-story building is serviced by many elevators, and there is a constant rumbling overhead caused by elevated trains, surface and motor cars. The atmosphere is heavily charged, due to the fact that electric signals are used in the yards and adjacent train sheds. Another feature which might be considered a difficulty is that this station is furnished with direct current electricity.

"A standard D.C. set, the Woodstock model, was employed for this test, which proved conclusively that the several special features incorporated in the Stewart-Warner screen-grid radios for that purpose, do eliminate radio interference successfully. So effective are they that programs from local and distant stations are brought in with an amazing clarity and a marvelous fidelity of tone."

The Woodstock is a Stewart-Warner console in early English period design, of hand-matched hard maple and American walnut. The antique finish and simple lines harmonize with the dignified furnishings of this metropolitan waiting room.

Stern Reports Demand For Diaphragm Product

The demand for the paper diaphragm product of Edward W. Stern, radio specialist and manufacturer, at 38 Great Jones street, New York, continues strong, Mr. Stern stated to a representative of this publication on Friday. Many of the largest manufacturers of set and speaker product incorporate in the amplifiers the paper made especially applicable to it by the Stern company, he added.

Paul D. Myers, Inc., New Sales Representative For Stromberg-Carlson

INDIANAPOLIS, IND., Friday.

The appointment of Paul D. Myers, Inc., 333 North Pennsylvania street, this city, as sales representative for Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., was disclosed here yesterday. The local organization will cover the entire State of Indiana in behalf of Stromberg-Carlson radio.

Paul D. Myers, head of the sales rep-



PAUL D. MYERS

resentative firm, has been associated with Stromberg-Carlson for thirty years, being Illinois representative for twenty-six years, and later was in charge of the Chicago territory.

Among those already associated with the local organization are C. A. Foster, who will cover the northern division of Indiana, and H. B. Woleben, who will call on the trade in the southern portion of the State. Mr. Foster has been connected with Stromberg-Carlson for fifteen years, and recently supervised the installation of the radio system in the New Yorker hotel, New York City. Mr. Woleben was a former naval electrical instructor, and at one time was connected with the Westinghouse Supply Co. of Indiana.

Lyric Factory Moved To North Tonawanda, New Chicago Offices

North Tonawanda, N. Y., Friday.

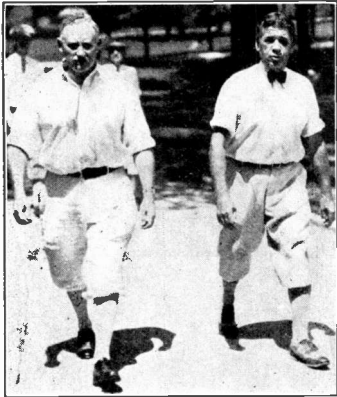
The removal of the entire All-American Mohawk Corporation factory from Chicago to the Wurlitzer plant in this city, has been completed, it was reported here today. The Chicago office of the All-American Mohawk firm has also been changed to 2330 Daily News building. Sales and advertising for Lyric radio will continue to be handled from the midwest metropolis.

E. R. Farny, president, and J. H. Wimberly, Jr., advertising manager, will occupy the Chicago offices. All matters pertaining to factory production, auditing and other executive matters will be carried on at North Tonawanda, where the complete Lyric set is now being manufactured.

Radio Manufacturers Find Time to Play at French Lick Meeting

French Lick, Ind., Friday.

The accompanying photograph shows Captain William Sparks, president of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio, and Jesse B. Hawley, chairman of the



Capt. Sparks and Jesse Hawley Headed for 19th Hole at French Lick

Radio Manufacturers' Association show committee, walking over the local terrain during the recent meeting of the R.M.A. board of directors.

The radio manufacturers found plenty of time to get in several rounds of golf while here, and Captain Sparks and Mr. Hawley are seen on their way to the "nineteenth hole." Mr. Hawley is the former head football coach at Dartmouth College.

S. Sansone, Specialist In Phonograph Repairs, Hints on Machine Care

Valuable hints for dealers on the care of talking machines in their stores were given recently by S. Sansone, head of the Phonograph Supply House, 122 West Twentieth street, New York. Mr. Sansone is a phonograph repair specialist for the trade and has been in the repair field for twenty years.

"It has been surprising to me to find so many machines on display in dealers' stores in almost impossible playing condition," Mr. Sansone stated. "Possibly the most common trouble and the first noticeable to the buyer is the felt of turntables. Dealers should take care in keeping this part of the machine in first class condition.

"Another fault is that the used needles are often thrown on the cabinet near the taper tube instead of in the needle receptacles. These needles get down under the turntables and into the cracks of motor boards, sometimes get into the motor causing no end of trouble.

"Another common fault is the absence of the needle thumb screw in sound boxes, while still another fault is neglect on the part of dealers to polish up little scratches while on display. Dial speed indicators should also be adjusted on all machines in the store.

"It is the little things like these that not only cause dealers expense, but also endless annoyance. They can all be easily prevented by a little forethought on the part of the salesmen and dealers."

George L. Patterson, Inc., Radiola Dealers Report Fine April Set Volume

Reports from RCA Radiola dealers throughout New York reveal that April was an unusually fine month for Radiola sales, Irving Sarnoff, president of George L. Patterson, Inc., New York, distributor for the RCA Victor Co., reported Monday.

Mr. Sarnoff quotes the following from a letter received from one of the Patterson dealers:

"April was our biggest month. We sold on an average of three Radiolas a day. We are glad to tell you this because we appreciate the fact that the RCA Victor Co. distributed its merchandise through all of its regular channels, thus permitting small dealers like ourselves to participate in the increased sales as the result of the new prices."

Mr. Sarnoff stated that this letter is typical of the company's dealers and as a result the wholesale firm has enjoyed unusually large sales last month. He added that the Patterson inventory is practically exhausted and that his company will enter the new season with a new line and no left-overs.

Coast Distributor Sees Big Brunswick Sales

LOS ANGELES, CALIF., Friday.

P. G. Peppin, manager of the record department of Western Radio, Inc., newly appointed Brunswick distributor on the west coast, declared today that his company expects to do a fine business with records during the coming year through tying in with theatres wherever possible and featuring Brunswick theme songs and record artists now in pictures at every opportunity. Mr. Peppin believes that with the return of normal business conditions, his company will be well repaid for its efforts.

The personnel of Western Radio, Inc., includes L. E. Taufenbach, president and general manager; N. R. Smith, manager of radio service; P. G. Peppin, manager of the record department, and J. P. Murphy, J. McMahon, R. M. Mattson, C. T. Jamieson and G. Sheehan, salesmen.

Mr. Taufenbach is one of the best known radio distributors in the west coast district and has been in radio since its inception. Messrs. Murphy, Peppin and Smith were formerly associated with the Los Angeles branch of the Brunswick-Balke-Collender Co. for many years, while Mr. Mattson was one of the first Brunswick phonograph retail dealers in this section.

RADIO DEPARTMENTS OPENED BY MODELL IN PHOTOMATON STUDIOS

J. Modell, for many years associated with the retail radio industry in the metropolitan New York district, has reentered the field through an arrangement made with the Photomaton, Inc., studios by which a radio retail department will be associated with each studio. Several Photomaton studios have already been equipped with radio departments.

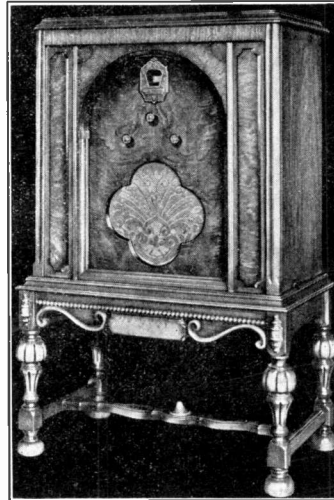
Mr. Modell stated last week that the agreement also involves studios outside New York and possibly may be extended to include parts of Europe.

"CLARION" SET LINE IN THREE MODELS IN NATIONAL SHOW DEBUT

CHICAGO, ILL., Friday.

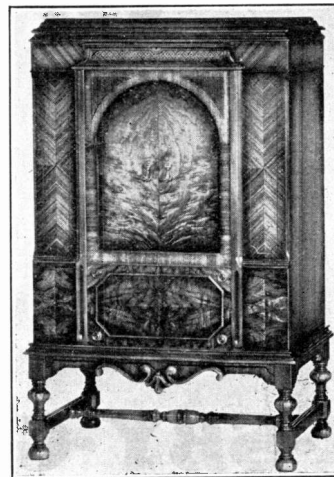
E. J. Dykstra, general sales manager for Transformer Corp. of America, here, recently returned by plane from Portland and other west coast cities, via Los Angeles, and reports a lively interest in Clarion radio on the part of the western jobbers.

Mr. Dykstra said: "My trip through



Model AC-53

the marketing centers of the West was extremely gratifying from the point of enthusiasm evinced on every hand over Clarion radio. There is a distinct feeling among the trade not only west of the Rockies, but throughout the entire country that Clarion radio

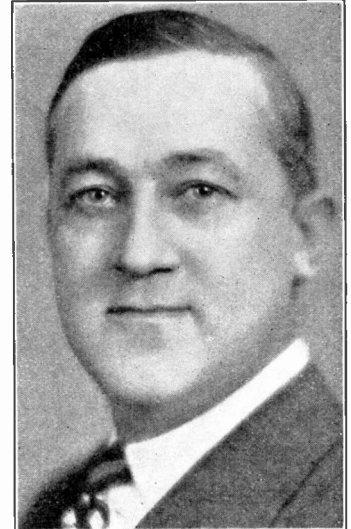


Clarion Radio-Phonograph Combination is going to be a big factor in radio this year.

"The prevalence of this opinion is perhaps best borne out by the generally ready acceptance of the TCA line by the country's leading radio jobbers. We are well past the announcement stage and our district managers are now coming in to the factory from various distributing zones, accompanied by interested jobbers—many of whom have left us with a signed TCA distributor contract—and a mighty enthusiasm for the TCA line."

TCA's four story plant with 200,000

square feet of factory floor space is now completely laid out for large scale production. Labor saving automatic machinery, especially designed for the TCA plant, will establish a new low-cost production figure, said to be un-



E. J. DYNSTRA

equalled at the present time in any radio plant in the United States.

The three models in the Clarion line are: Model AC-51, listing at \$109, less tubes; Model AC-53, listing at \$129, less tubes, and a radio-phonograph combination model, AC-55, listing at \$199, less tubes, complete with standard Clarion chassis, electro-magnetic pick-up and electric motor.

New Instrument Using Light Beams Is Created

CAMBRIDGE, MASS., Thursday.

A musical instrument capable of playing notes said by the inventors to have been hitherto unheard by the human ear, has been developed at the Massachusetts Institute of Technology. The instrument utilizes beams of light and a photo-electric cell.

It was constructed by Professor Arthur C. Hardy and Sherwood F. Brown of the Department of Physics, for du Val R. Goldwaite, a patron of music, who conceived the idea. The new instrument, which is as yet unnamed, is played in the manner of a piano.

Professor Hardy declared that it produces synthetic musical sounds which have never been heard before and in addition is capable of reproducing the sounds of most of the existing instruments.

Paul Specht Opens at Manhattan Towers Grill

Back from a tour of New England for Majestic radio, Paul Specht and his orchestra, Columbia record stars, have opened an engagement as a regular feature of the grill room in the new Manhattan Towers hotel, Broadway and Seventy-sixth street, New York. The Specht band will broadcast over the Columbia Broadcasting System chain four times weekly. Specht formerly played at the Alamac and Governor Clinton hostilities, here.

New Columbia records by the bandman will shortly be released and featured in an early window display for national distribution.

Majestic

RADIO!

**You Saw It
Grow!**

GRIGSBY-GRUNOW CO.

MAJESTIC RADIO — *“Mighty Monarch
of the Air”*

Majestic

REFRIGERATION!

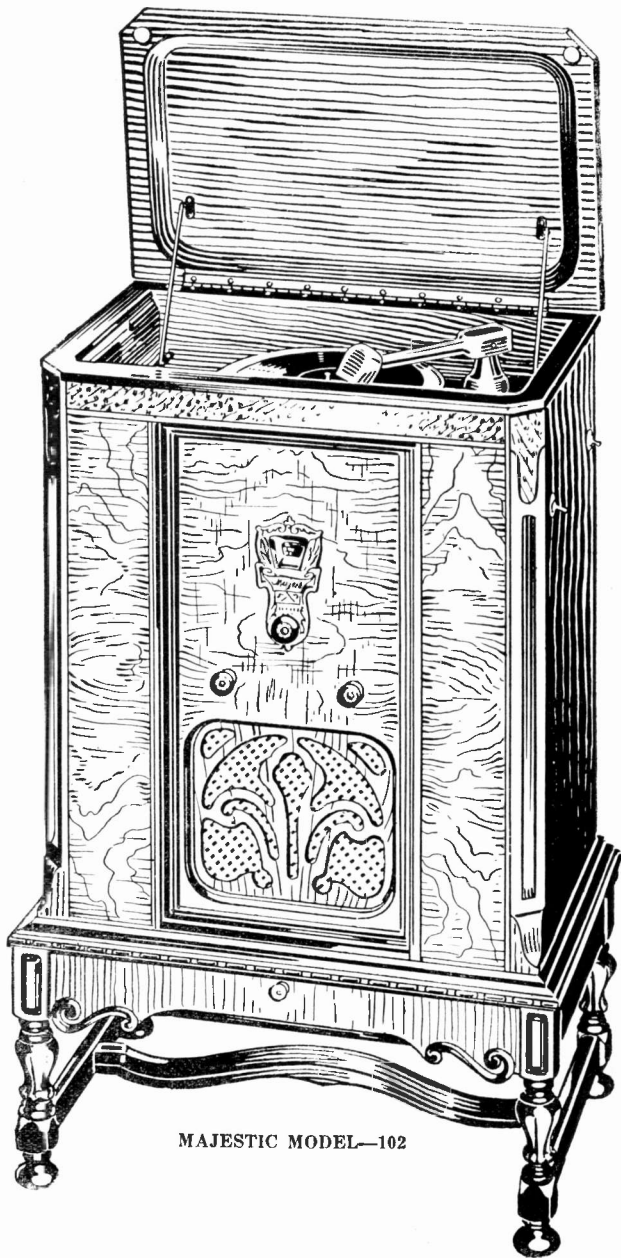
**Watch It
Grow!**

**5801 Dickens Avenue
Chicago, Ills.**

World's Largest Manufacturers of All - Electric Radio

Majestic

~~ELECTRIC RADIO~~



MAJESTIC MODEL—102

AN OPEN LETTER TO THE BOSTON TRADE

Dear Mr. Dealer:—

If, in your business as a caterer to, and a supplier of public demand, you do not handle MAJESTIC Radio, you are not doing justice to your own store.

Sales have been promoted for you by national and regional advertising, models have been created to meet the needs and demands of your customer. The surest way to turn PROSPECTS into PROFITS is to handle MAJESTIC.

Yours respectfully,

MAJESTIC DISTRIBUTORS
INCORPORATED

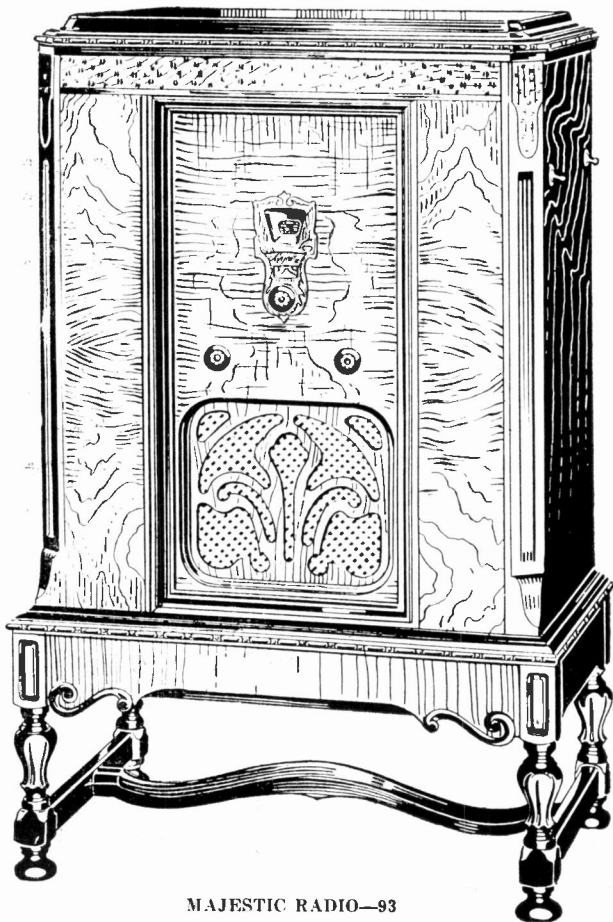
539 Commonwealth Avenue
Boston, Mass.

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic Radio

MIGHTY MONARCH OF THE AIR

UP UP UP THE EAGLE FLIES!



MAJESTIC RADIO—93

Regardless of the new *Majestic* increases effective June 1, *Majestic* will still offer the public the greatest value in the world from the standpoint of both price and quality.

Majestic sets never have been overpriced and never will be!

DISTRIBUTED EXCLUSIVELY IN
Richmond, Nassau, Suffolk and Queens Counties,
also serving Kings County

SPECIALTY SERVICE CORPORATION

"Service Is Our Middle Name"

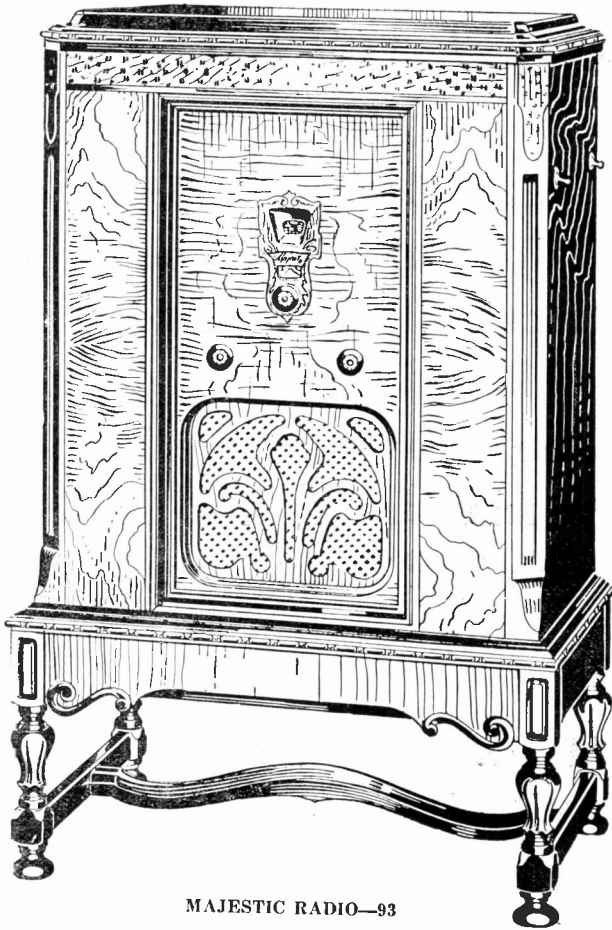
651-53 Atlantic Ave.

Brooklyn, N. Y.

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic Radio

MIGHTY MONARCH OF THE AIR



MAJESTIC RADIO—93

IN OHIO
Majestic
IS KING!

--- A benevolent sovereign whose only ruling is that his subjects make money; whose only decree is that the dealer deserves a line that insures SALES with PROFITS!

Monarch of all radiodom, with prestige and performance that live up to that reputation, popularly priced in a range that makes the entire community your prospect, that's what MAJESTIC offers.

If You Are Not A Majestic Dealer, and would like to be one, communicate with

Majestic Distributing Co.

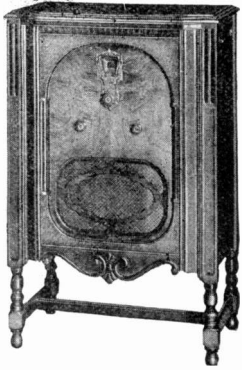
OF CINCINNATI

1042 GILBERT AVENUE
CINCINNATI, OHIO

BACON & STATE STREETS
DAYTON, OHIO

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic



MAJESTIC MODEL—91

FOR OHIO DEALERS

Majestic

... MIGHTY MONARCH OF THE AIR
... MIGHTY FACTOR IN YOUR SALES!

MAJESTIC DISTRIBUTING CORP. OF CLEVELAND

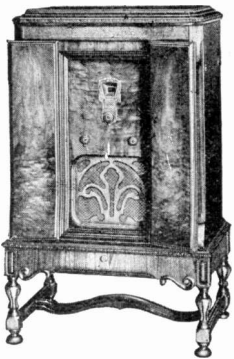
4608 PROSPECT AVENUE,
CLEVELAND, OHIO

199 EAST BROAD STREET,
COLUMBUS, OHIO

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic

ELECTRIC
RADIO



MAJESTIC MODEL—103

DISTRIBUTED EXCLUSIVELY

IN

South Dakota and Iowa

by

HIEB RADIO SUPPLY CO.

1221-23 LOCUST ST.
DES MOINES, IOWA

MARION
SOUTH DAKOTA

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

GREBE TO INTRODUCE NEW MODERATE PRICED SETS FROM \$165.00 UP

A new Grebe set will make its appearance this year to meet the demand for a moderate priced set, according to a report from the A. H. Grebe & Co., Inc. factory in Richmond Hill, N. Y., which also stipulates that the SK4 line, with many refinements and developments, will be continued. It was stated on behalf of the company that certain of these improvements are so far-reaching in their importance that a detailed explanation will not be available for about a week; the only reference at this time is the statement that the innovations are now the basis of patent applications. All the changes are incorporated in each set, at a price range of from \$165 to \$280 for standard broadcast receivers, the figures being subject to revision at the time of final announcement. These prices apply east of the Rockies.

"It is my honest conviction that these sets constitute another definite development in the history of the radio art," Alfred H. Grebe, president and a pioneer in the manufacture of wireless apparatus, said last week.

He stated that the new Grebe sets may be adjusted for reproducing speech and music better than the transmission thereof by the broadcaster, that being true in quite perceptible degree in the case of programs relayed to the station by wire from a distant point. By refinements within the set and throughout the audio system, Grebe engineers state they have evolved methods of correcting faults of sound reproduction occasioned by over-equalization of land wires handling chain presentations.

Colortone which was used on Grebe sets of the past when matched with magnetic speakers, has been developed to highest practical service, in connection with the new Grebe audio system, bringing about new tonal effects and correcting the reception of any program to meet individual preference, it was said.

Colortone is rehabilitated in the Grebe sets after two years of study to determine its best utilization with the new type of dynamic speakers. Colortone is a Grebe development and registered as such in the United States Patent Office. This coloring circuit was first exploited by Mr. Grebe as far back as 1924 as a maked departure from ordinary broadcast reception and devised to suit individual taste in tone production.

The new radios will be trouble-proof, Mr. Grebe declared. Profits of retailers have dwindled in meeting the problem of service among the general run of sets.

A moderate priced set, Mr. Grebe maintains has netted a dealer nothing, as an average instance, and the possibilities of a greater net return among sets in higher priced levels have been nullified by the constant threat of steady service requirements. The Grebe company reported a negligible servicing on the SK4 throughout the year, under all conditions.

In referring to the new Grebe line, Mr. Grebe asserts they represent the combined thought of such men as Percy Lowell, A. P. Montgomery, and Claude Vermilye. Mr. Lowell's work with the Bureau of Standards and in independent research, Mr. Montgomery's inauguration of elaborate test methods of proper set rating, and Mr. Vermilye's contri-

butions in design for Navy radio equipment have been recognized by the profession everywhere.

Injecting and sustaining laboratory methods in production is in the hands of the veteran, Frank Stellwagon, and to William Brevitt is assigned the duty of supervising inspection and analysis of all materials. Their respective departments in the Grebe plant are directly allied with the laboratory.

The Grebe company in connection with continuation of its SK4 line, announces new cabinets to meet the demand for the finest type furniture, and as an additional feature will produce the special set, of single desk design, which will be introduced at a price below any previous Grebe set, all representing virtually custom-built operation.

Grebe sets use the equalized band pass filter, equalized antenna tuning, power detector circuit, and a single audio stage (push pull) to eliminate microphonic disturbances, a local and a long-distance switch (the latter releasing full power), a phonograph pick-up; automatic voltage regulator, single control operation, and incorporate other features representing the best thought in engineering.

Sherman, Clay & Co. Shows \$295,293 Loss On 1929 Operations

San Francisco, Calif., Friday.

Sherman, Clay & Co. report for the year ended December 31, 1929, net loss of \$295,293.45. Net sales during the year are reported at \$6,155,149, as against \$7,061,149 in 1928.

P. T. Clay, president, in a letter addressed to prior preferred stockholders points out that the unfavorable results of the past year have been due to various contributing factors, prominent among which is the radical change which has taken place in the music business as a whole and the unsettled condition of the radio business during recent years. In his letter, President Clay speaks frankly as follows:

"As a result of these changes and conditions steps were taken during the year 1929 to close a number of stores and reduce the investment in others; also, to decrease inventories at a sacrifice if necessary with the object of decreasing liabilities proportionately. At the same time a reorganization was affected in conformity with changed conditions and merchandising and other policies were adopted looking forward to future needs in the music business. This meant, of course, liquidating expenses and losses as well as reorganization expenses, which were charged to the year 1929 and are included in the amount shown above."

Peerless Electric New Edison Distributor in Indianapolis District

INDIANAPOLIS, IND., Friday.

The Peerless Electric Supply Co., of 122 South Meridian street, has been appointed distributor of Edison radios in the Indianapolis area. The section was formerly served by the Edison Distributing Corp., of Chicago. The growth of Edison radio business, and the consequent need for more centralized distributor service, prompted the establishment of new sales and service facilities for the Edison radio trade through-

A. ATWATER KENT, FAMOUS RADIO MAKER, AMONG NATIONAL LEADERS TO ATTEND SHOW

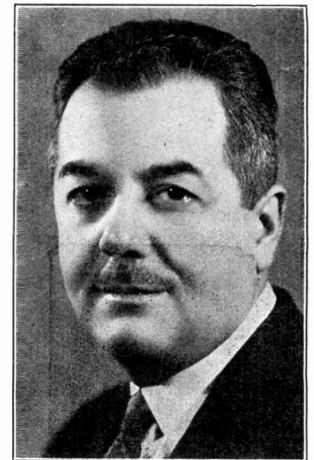


A. ATWATER KENT

An interesting figure at the Radio Manufacturers' Association convention at Atlantic City, next week, will be A. Atwater Kent, head of the Atwater Kent Manufacturing Co.

The Kent company which is rated as the largest set making organizations in the world, comprising thirty-two acres, entered the radio field at the inception of popular broadcasting and immediately gained world-wide fame for quality and stability of its products.

Heading the executive personnel at the company's exhibit at the Trade Show will be F. E. Basler, Kent general sales manager and widely known in the industry.



F. E. BASLER

out this section, according to officials of Thos. A. Edison, Inc.

The newly appointed Edison distributor is no stranger to the Edison organization. This firm has been for some time distributors of the Edicraft toasters and Siphonators, the line of household appliances manufactured by Thomas A. Edison Industries. Necessary arrangements for also handling Edison radio distribution were consummated by Roy S. Dunn of Thomas A. Edison Inc.

H. E. Rasmussen is president of

Peerless. He pioneered the merchandising of electrical products in Indiana, operating the Indianapolis Electric Supply Co., which in 1925 was absorbed by the General Electric interests. Several years ago Mr. Rasmussen, realizing the need for an independent electric supply house, organized the Peerless Electric Supply Co. A. J. Natho is vice-president and sales manager; Paul H. Keller is secretary-treasurer; F. I. Eddy, manager of the radio department, and Wm. A. Shafer, sales promotion manager.

Majestic



MAJESTIC RADIO—92

IN INDIANAPOLIS

Majestic is still pioneering in new sales records, backing up its entire retail organization with co-operation that is second to none in the industry.

—THE—
CAPITOL ELECTRIC COMPANY
122-124 South Senate Avenue Indianapolis, Indiana

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic POLICY!



MAJESTIC RADIO—90

- - - "We want MAJESTIC dealers to make more money than any other dealers in the radio business, and they do— Because the best deal for the user is always the best deal for the dealer."

- - - Wm. C. Grunow

STERLING RADIO COMPANY, Inc.
KANSAS CITY, MO. WICHITA, KANSAS

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Majestic

~~ELECTRIC-RADIO~~

*Mighty
Monarch
of the Air*



The Eagle Still Flies High

IN NEW YORK

as in every other City
in the Country!

... Like a .400 hitter who delivers in the pinch, that's MAJESTIC. It puts a wallop in your sales like Babe Ruth's bat clouts the old pill.

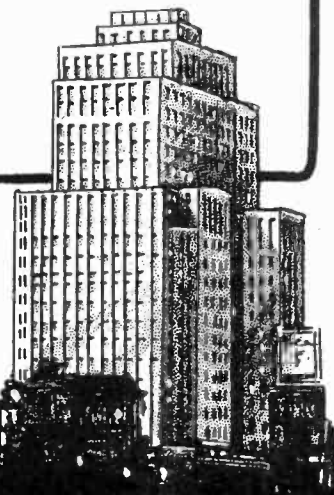
Another radio season finds MAJESTIC retaining its leadership at a pace that defies opposition.

Are you cashing in on its popularity?

Telephone: Circle 9640

*Exclusive
Distributors*
**Manhattan
Westchester
Putnam
Rockland
Orange &
Fairfield**

also serving
KINGS COUNTY



MAJESTIC DISTRIBUTORS INC.

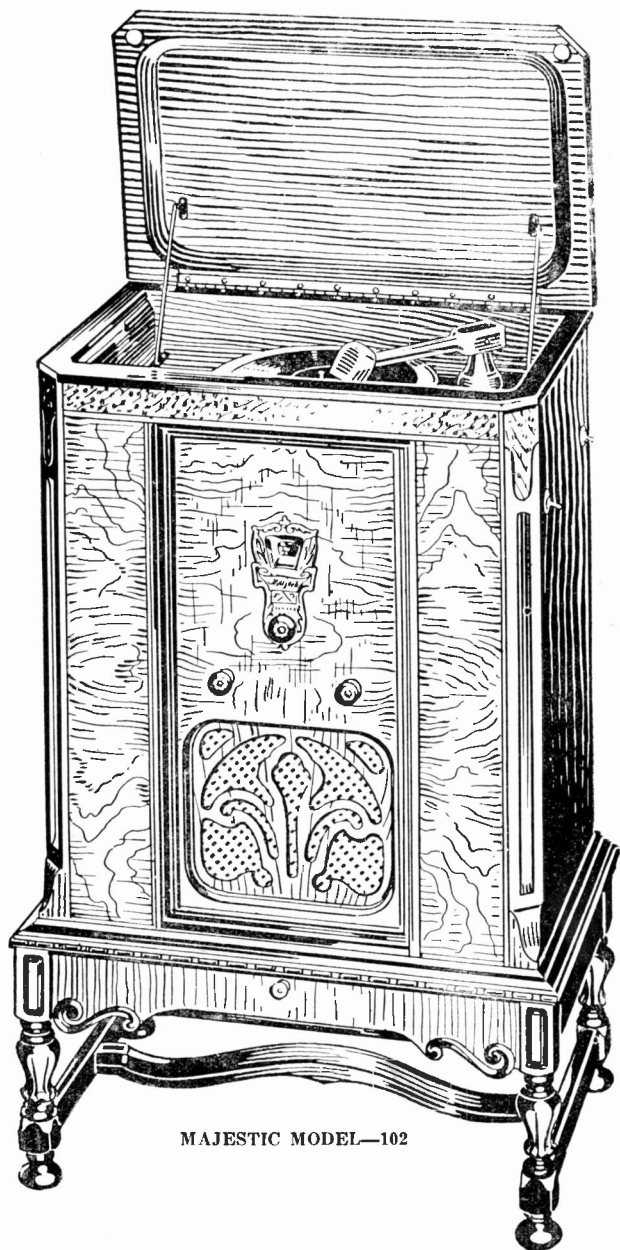
GENERAL MOTORS BUILDING

1775 BROADWAY

NEW YORK CITY

Majestic

~~ELECTRIC RADIO~~



MAJESTIC MODEL—102

The Solid South
... solid for
Majestic,
of course!

DISTRIBUTED IN
EASTERN
NORTH CAROLINA

AND

VIRGINIA

BY

Woodhouse Electric Co.

INCORPORATED

ESTABLISHED 1909

NORFOLK, VIRGINIA

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Congratulations



E. A. HAMBURG
PRESIDENT



LOUIS HAMBURG, JR.
VICE PRESIDENT



JOE HAMBURG
SECRETARY-TREASURER

HAMBURG BROS. and their Associate Dealers in Western Pennsylvania, Eastern Ohio and Northern West Virginia, unite in extending to B. J. Grigsby and Wm. C. "Bill" Grunow, congratulations on their Second Anniversary and its tremendous significance in the Radio Industry.

To be an active factor in Majestic's unquestioned leadership is an inspiration to pledge anew the service of hearts and hands.

FORWARD "MIGHTY MONARCH OF THE AIR"

Majestic



JULES HARR
MANAGER
WHEELING BRANCH

963 Liberty Ave.
Pittsburgh
Pa.

HAMBURG BROS.

1407 Main St.
Wheeling
W. Va.

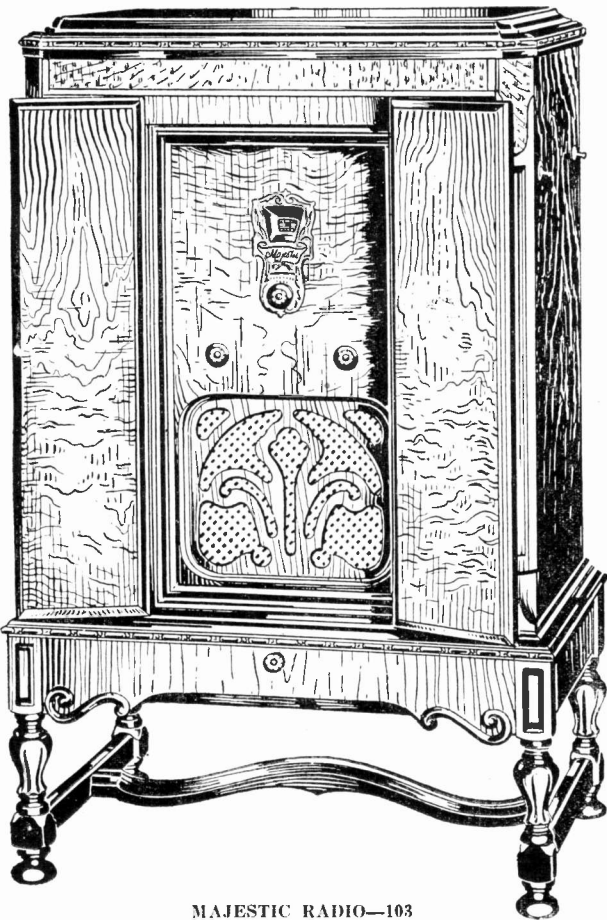
DISTRIBUTORS

AND THEIR ASSOCIATE DEALERS IN

Western Pennsylvania : : Eastern Ohio : : Northern West Virginia

Majestic

~~ELECTRIC-RADIO~~



MAJESTIC RADIO—103

IN SALT LAKE CITY

... when QUALITY RECEPTION AT POPULAR PRICES IS A SALE-CLOSING FACTOR

... when CABINET ATTRACTIVENESS is necessary for that final "punch"

... when your customer wants to know "who makes this set?"

... when the newest features of 1930 radio are demanded ...

ONLY

Majestic

ELECTRIC RADIO

fills the entire bill!

UNITED ELECTRIC SUPPLY CO.

117-119 WEST FOURTH STREET
SALT LAKE CITY, UTAH

Majestic Radio; You Saw It Grow — *Majestic* Refrigeration; Watch It Grow!

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products

Incorporated

Exclusively Majestic

90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company

HOUSTON

DALLAS

SAN ANTONIO

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street

Des Moines, Iowa and Marion, South Dakota

Established Since 1879

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

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

HARRISBURG, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

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

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

**D
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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

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

**M
A
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C**

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

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

MINNESOTA

HAS GONE

Majestic



In 1929, - Majestic dealers in Minnesota got nearly one third of all the electric radio sales in the state. Roycraft - Majestic dealers are out to make a new record in 1930—80% of them are going "*Exclusive Majestic.*"



WATCH

Majestic

IN

MINNESOTA



If you are interested in becoming a member of the Minnesota - Majestic family, write to

The **ROYCRAFT Co.**

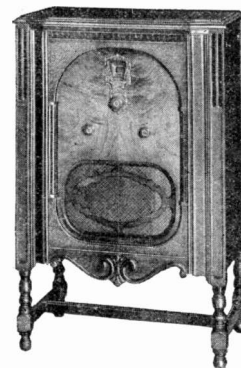
Minneapolis, Minn.

Majestic

IN DETROIT

Here, more than in any other city, does the public realize the value of mass-production in cutting the cost of a product to the consumer.

-- It's Just Another Reason For MAJESTIC'S Success!



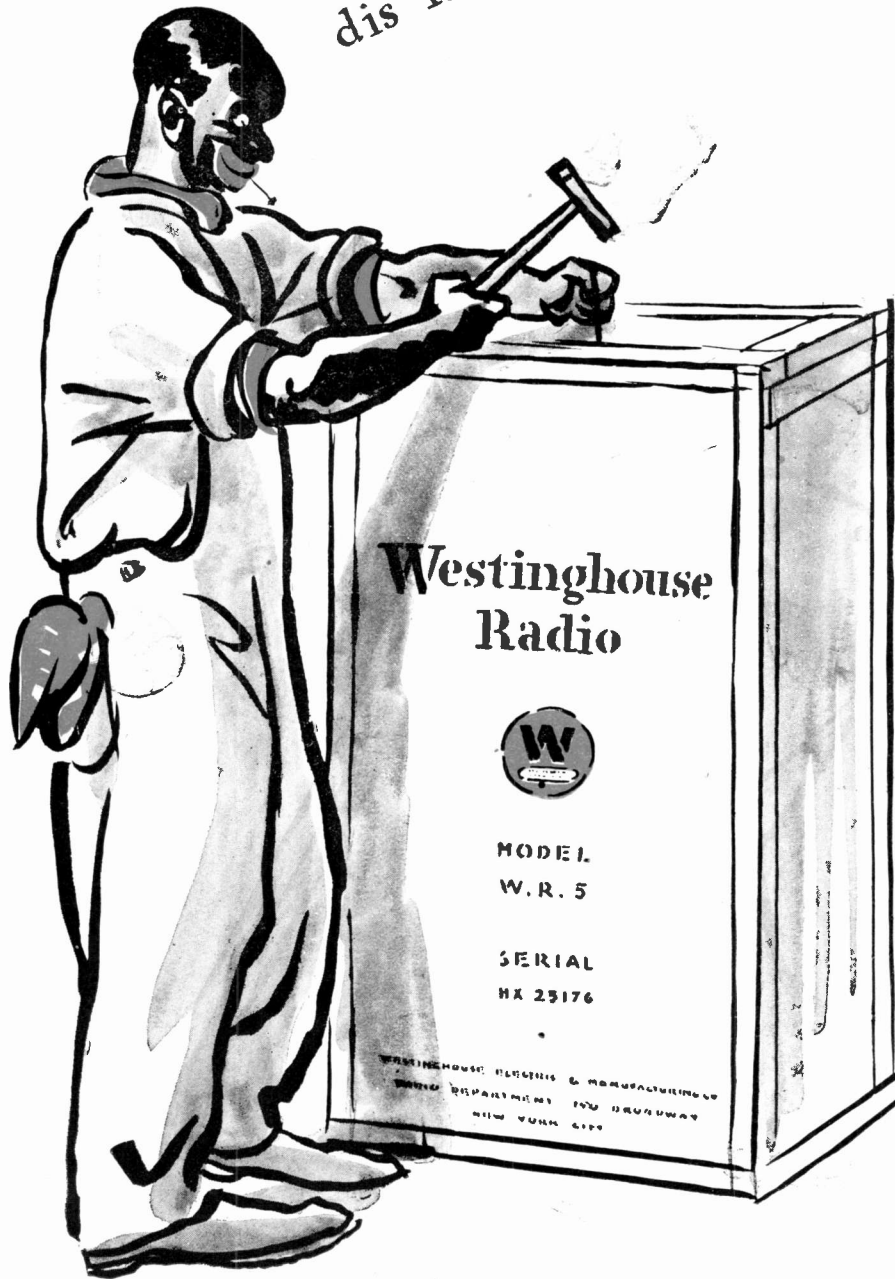
MAJESTIC MODEL—91

DETROIT ELECTRIC CO.

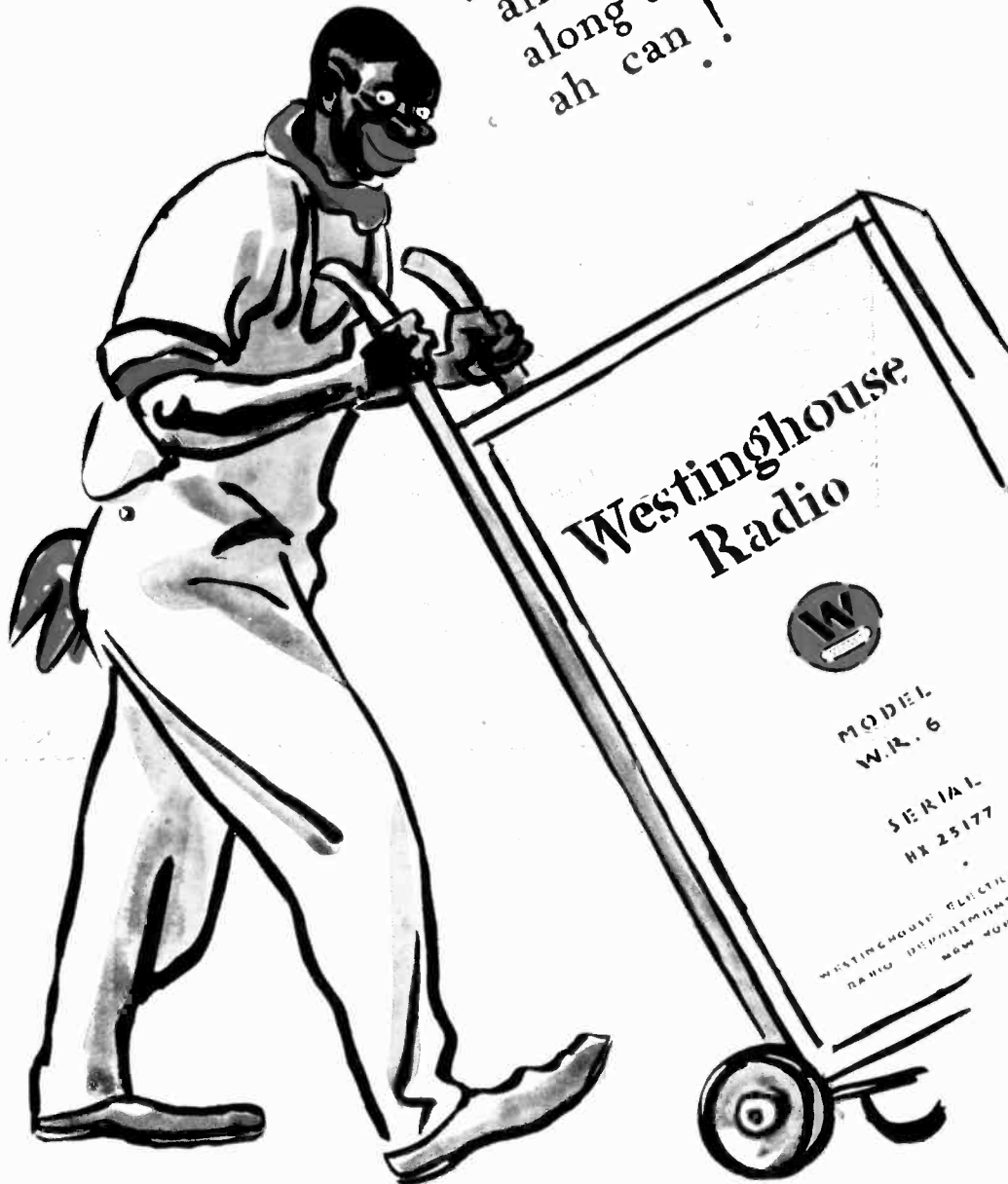
101-107 East Jefferson Avenue
Detroit, Michigan

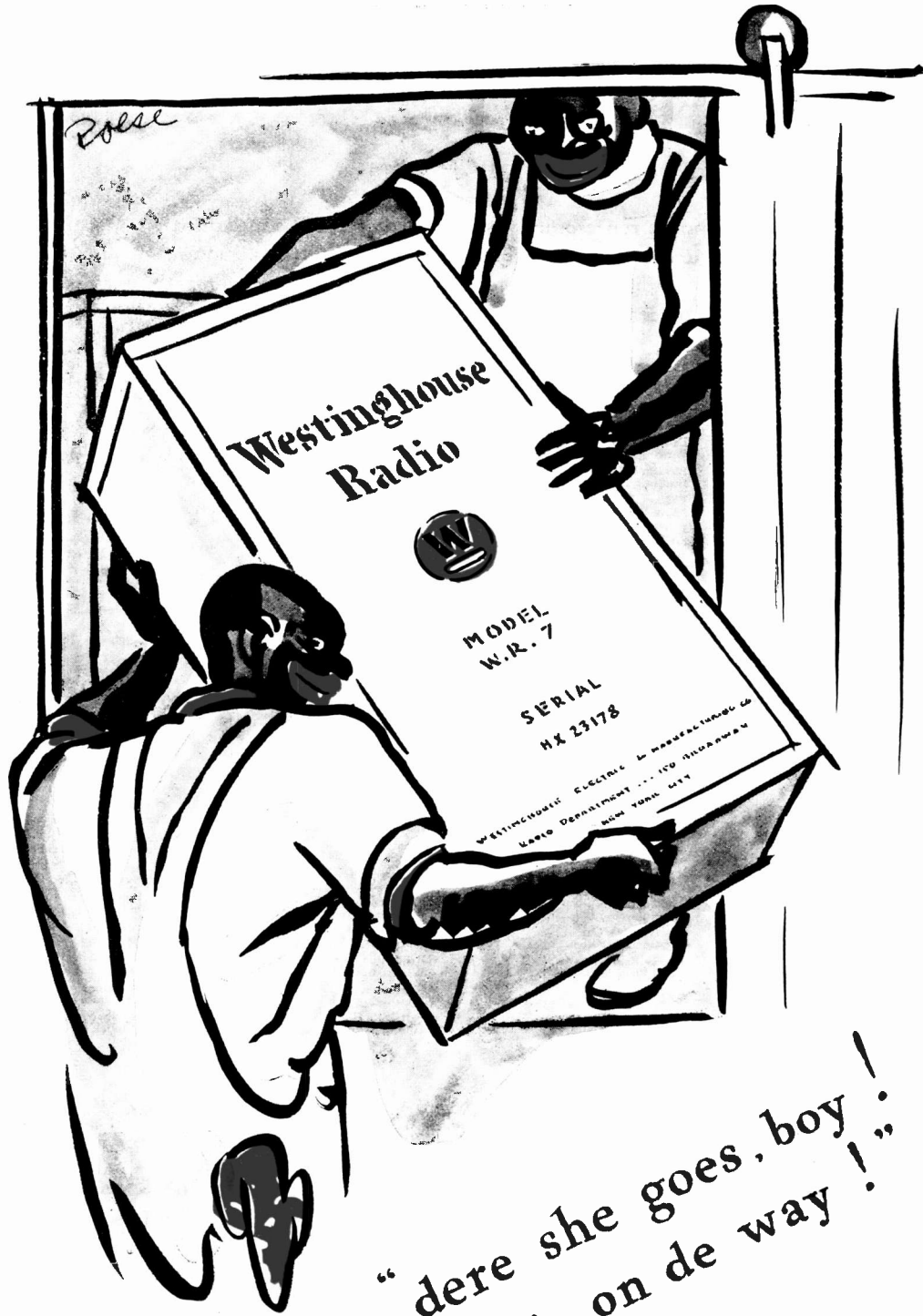
BRANCHES: Saginaw, Grand Rapids,
Kalamazoo, Lansing

"dere's sho goin' to be
sum happy folks where
dis is goin', boy"



"ah's jus' hustlin'
along as fas' as
ah can!"





"dere she goes, boy!
she's on de way!"

On June 15th

On June 15th, Westinghouse representatives will start on a tour of the country to exhibit the new Westinghouse Radio sets and to explain in detail the powerful advertising

and merchandising campaign. Westinghouse distributors will announce details of these meetings at the proper time to the radio dealers in their territories.

Akron, O.
The Mook Elec. Sup. Co.
Albany, N. Y.
Westinghouse Elec. Sup. Co.
Allentown, Pa.
Westinghouse Elec. Sup. Co.
Asheville, N. C.
Carolina States Elec. Co.
Atlanta, Ga.
Gilham Electric Co.
Baltimore, Md.
Westinghouse Elec. Sup. Co.
Bangor, Me.
Wetmore-Savage Elec. Sup. Co.
Binghamton, N. Y.
Westinghouse Elec. Sup. Co.
Birmingham, Ala.
Moore-Handley Hardware Co.
Bluefield, W. Va.
Superior Supply Co.
Boston, Mass.
Wetmore-Savage Elec. Sup. Co.
Brooklyn, N. Y.
Westinghouse Elec. Sup. Co.
Buffalo, N. Y.
McCarthy Bros. & Ford
Burlington, Vt.
Wetmore-Savage Elec. Sup. Co.
Butte, Montana
Westinghouse Elec. Sup. Co.
Canton, O.
Mook Elec. Sup. Co.
Charlotte, N. C.
Westinghouse Elec. Sup. Co.
Chattanooga, Tenn.
Mills & Lupton Sup. Co.
Chicago, Ill.
Westinghouse Elec. Sup. Co.
Cincinnati, O.
The Johnson Elec. Sup. Co.
Cleveland, O.
Westinghouse Elec. Sup. Co.
Columbia, S. C.
Mann Elec. Sup. Co.
Columbus, O.
Hughes-Peters Elec. Corp.
Dallas, Texas
Westinghouse Elec. Sup. Co.

Denver, Colo.
Mine & Smelter Sup. Co.
Des Moines, Ia.
Westinghouse Elec. Sup. Co.
Detroit, Mich.
Westinghouse Elec. Sup. Co.
Duluth, Minn.
Westinghouse Elec. Sup. Co.
Elmira, N. Y.
Elmira Elec. Sup. Co.
El Paso, Texas
Mine & Smelter Sup. Co.
Erie, Penna.
Star Electrical Co.
Evansville, Ind.
Westinghouse Elec. Sup. Co.
 Fargo, N. D.
Westinghouse Elec. Sup. Co.
Flint, Michigan
Westinghouse Elec. Sup. Co.
Grand Rapids, Mich.
Westinghouse Elec. Sup. Co.
Greensboro, N. C.
Westinghouse Elec. Sup. Co.
Greenville, S. C.
Mann Elec. Sup. Co.
Harlingen, Texas
Westinghouse Elec. Sup. Co.
Houston, Texas
Westinghouse Elec. Sup. Co.
Huntington, W. Va.
Banks-Miller Sup. Co.
Indianapolis, Ind.
Westinghouse Elec. Sup. Co.
Jacksonville, Fla.
Westinghouse Elec. Sup. Co.
Kansas City, Mo.
Columbian Elec. Co.
Long Beach, Calif.
Westinghouse Elec. Sup. Co.
Los Angeles, Calif.
Westinghouse Elec. Sup. Co.
Louisville, Ky.
Tafel Electric Co.
Madison, Wis.
Westinghouse Elec. Sup. Co.
Mason City, Iowa
Westinghouse Elec. Sup. Co.

Memphis, Tenn.
Westinghouse Elec. Sup. Co.
Miami, Fla.
Westinghouse Elec. Sup. Co.
Milwaukee, Wisc.
Westinghouse Elec. Sup. Co.
Minneapolis, Minn.
Westinghouse Elec. Sup. Co.
Nashville, Tenn.
Tafel Elec. Co.
New Haven, Conn.
Hessel & Hoppen Co.
New Orleans, La.
Electrical Supply Co.
New York, N. Y.
Westinghouse Elec. Sup. Co.
New York, N. Y.
Times Appliance Co.
Newark, N. J.
Westinghouse Elec. Sup. Co.
Oakland, Calif.
Westinghouse Elec. Sup. Co.
Oklahoma City, Okla.
Westinghouse Elec. Sup. Co.
Omaha, Neb.
Westinghouse Elec. Sup. Co.
Peoria, Ill.
Westinghouse Elec. Sup. Co.
Philadelphia, Pa.
Westinghouse Elec. Sup. Co.
Phoenix, Ariz.
Westinghouse Elec. Sup. Co.
Pittsburgh, Pa.
Iron City Elec. Co.
Pocatello, Idaho
Inter-Mountain Elec. Co.
Portland, Ore.
Westinghouse Elec. Sup. Co.
Providence, R. I.
Wetmore-Savage Elec. Sup. Co.
Raleigh, N. C.
North State Elec. Sup. Co.
Reading, Penna.
Westinghouse Elec. Sup. Co.
Rochester, N. Y.
Westinghouse Elec. Sup. Co.
Salt Lake City, Utah
Inter-Mountain Elec. Co.

San Antonio, Texas
Westinghouse Elec. Sup. Co.
San Francisco, Calif.
Westinghouse Elec. Sup. Co.
Scranton, Penna.
Penn. Elec. Engr. Co.
Seattle, Wash.
Westinghouse Elec. Sup. Co.
Sioux City, Ia.
Westinghouse Elec. Sup. Co.
Spokane, Wash.
Westinghouse Elec. Sup. Co.
Springfield, Mass.
Wetmore-Savage Elec. Sup. Co.
St. Joseph, Mo.
Columbian Elec. Co.
St. Louis, Mo.
Westinghouse Elec. Sup. Co.
St. Paul, Minn.
Westinghouse Elec. Sup. Co.
Syracuse, N. Y.
Westinghouse Elec. Sup. Co.
Tampa, Fla.
Westinghouse Elec. Sup. Co.
Toledo, Ohio
Westinghouse Elec. Sup. Co.
Trenton, N. J.
Westinghouse Elec. Sup. Co.
Tulsa, Okla.
Westinghouse Elec. Sup. Co.
Utica, N. Y.
Westinghouse Elec. Sup. Co.
Washington, D. C.
Westinghouse Elec. Sup. Co.
Waterloo, Ia.
Westinghouse Elec. Sup. Co.
Wichita, Kansas
United Electric Co.
Wilmington, Del.
Westinghouse Elec. Sup. Co.
Worcester, Mass.
Wetmore-Savage Elec. Sup. Co.
York, Penna.
Westinghouse Elec. Sup. Co.
Youngstown, O.
The Mook Elec. Sup. Co.



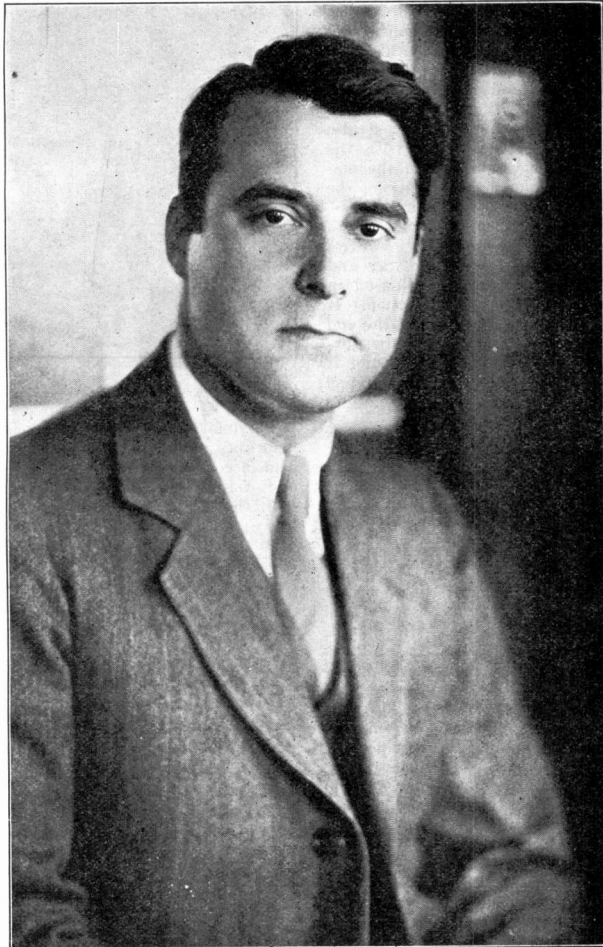
Westinghouse Radio

WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY
RADIO DEPARTMENT . . . 150 BROADWAY . . . NEW YORK CITY

FOUR MODELS COMPRISE 1930-31 LYRIC LINE; NEW SETS PRICED AT FROM \$99.50 TO \$199.50

INSTRUMENTS MANUFACTURED AT THE WURLITZER PLANT

Radio-Phonograph Combination Included in New Line—Same Chassis Used in All Models—Screen Grid Tubes Included—Many New Features Incorporated.



EUGENE R. FARNY, *Lyric President*

North Tonawanda, N. Y., Friday.

Four models, ranging in price from \$99.50 to \$199.50, comprise the new Lyric line, which will be exhibited at the RMA Trade Show at Atlantic City during the week of June 2.

During the months that were consumed in moving the All-American-Mohawk Corp. plant from Chicago to the big Wurlitzer factory here, the Lyric engineers bent all of their efforts in perfecting a new and better chassis. Coincident with this move, a cabinet plant was completed here at a cost of a million dollars.

The entire Lyric line is equipped with this new chassis, a compact affair with all parts readily accessible. The entire chassis embodies the latest developments being completely shielded, employing three screen grid tubes, one 227, two 245's in push-pull, and one 280 full wave rectifier.

The circuit is tuned radio frequency, giving a straight line amplification characteristic or equal signal volume on both high and low frequencies. The tone control switch allows equalization of the resonant qualities at all fre-

quencies; the high-low voltage regulator fuse block provides insurance



Lyric Model 11

against overloading the tubes with the consequent shortening of their life.

Every chassis is tested on the air before shipment. Phonograph pick-up jacks are also included.

The speaker used in the new line is



Lyric Model 19

the No. 9 Lyric dynamic, with a Celotex baffle plate to eliminate "barrel resonance." Officials of the company declare that reproduction is undistorted.



Lyric Model 29

Model 11 of the line is housed in a Colonial cabinet with an attractive grille, and is priced at \$99.50. Model 19 is of the Tudor design, having such



Lyric Combination Model 39

features as a tone control, phonograph plug and artistic grided tapestry. It is priced at \$119.

The next set in the new line is model

Majestic Sponsoring Savings Banks Stunt For Sales Promotion

CHICAGO, ILL., Monday.

As a special sales promotional feature for Spring and Summer months, the Grigsby-Grunow Co., of this city, maker of Majestic radio product, is offering its distributors a special price on its Majestic Savings Club Banks. The banks are to be placed in prospective purchasers' homes, requesting from the prospect a small deposit for it, and promising to make the installation of a Majestic set when the prospect has saved an additional sum required as a first payment.

It has been computed that 32 cents a day for 365 days will pay for the lowest-priced Majestic set, and 62 cents a day for a year will pay for the highest-priced model. Twenty-seven other promotional uses to which the banks may be put are outlined in a special folder recently produced by the Grigsby-Grunow Co., and which are now available to the trade.

Jos. M. Zamoiski Opens Branch in Washington For RCA Distribution

Washington, D. C., Friday.

The Jos. M. Zamoiski Co., distributing organization for the RCA-Victor Co., Inc., has opened a branch office and sales room at 928 H street, N. W., this city, where Radiola and Radiotron products will be distributed and serviced.

The Zamoiski company with headquarters in Baltimore, also operates branches in Harrisburg, Pa., and in Norfolk, Va.

William H. Anthony, Jr., is manager of the new Washington branch.

M. Turner Lippe Back From Silver Conclave

Newark, N. J., Friday.

M. Turner Lippe, president of the Turner Lippe Co., Inc., 37-39 William street, this city, north Jersey distributor for Silver radio, made by Silver-Marshall, Inc., Chicago, has just returned from the Windy City where he attended the recent Silver jobbers' convention.

Mr. Lippe reports that distributors on hand from all sections of the country, were exceptionally enthused over the prospects of Silver radio this year. A number of new Silver distributors attended the conclave.

"Enthusiasm at the Chicago convention was at a high pitch and many surprises are in store for Silver dealers this year," the local distributor stated. "The 1930-31 line incorporates many new features and there is every reason to believe that Silver radio will 'click' this year."

29, of Spanish Umbrian design, and incorporating the several features of model 19. It is a combination between a lowboy and highboy with a pair of small matched French doors. It is priced at \$139.

The fourth model, is No. 39, a combination radio and phonograph, with a cabinet of Tuscan design. It is priced at \$199.50. All prices are less tubes.

The local Wurlitzer plant produces 93 per cent. of the completed Lyric set.

OTTO N. FRANKFORT TO HEAD DISPLAY OF STORY & CLARK LINE

Shown herewith is Otto N. Frankfort, recently appointed general sales manager of the Story & Clark Radio Corp., 173 North Michigan avenue, Chicago, division of Story & Clark, piano manufacturers since 1857, who will attend



OTTO N. FRANKFORT

the RMA show at Atlantic City, next week.

The Story & Clark radio set line, which is said to be a real quality product, incorporating beauty in design with performance, will be on view in booths B-27-28, at the Auditorium and in suite 18-22, eleventh floor, Ritz-Carlton hotel, in Atlantic City.

Mr. Frankfort has had unusual experience in the merchandising of radio and enjoys a nation-wide following among wholesalers and dealers.

Midland Radio Corp. Gets Radiola Line in Three Jobbing Centers

CLEVELAND, OHIO, Friday.

The Midland Radio Corp., well known radio wholesaler in this city, has been appointed distributors of Radiola products, V. W. Collamore, manager of the Radiola division of the RCA Victor Co., announced recently. This pioneer radio company has been actively engaged in selling Radiolas since 1921, when it was known as the Radiovox Co.

Under the leadership of Warren Cox, the Radiovox company became the Midland Radio Corp. in 1929. It consisted of a full operating-distributing unit in this city, and a new distributing unit at Buffalo, N. Y., which took over the business and inventory of the C. N. Andrews Co., formerly distributors of phonograph products. The Buffalo organization is under the management of E. J. Hendrickson.

A new branch has recently been established at Rochester, N. Y., by the Midland Radio Corp. This unit with the Buffalo and Cleveland organization will concentrate on distribution service in the western part of New York State, northwestern Pennsylvania and northeastern Ohio.

Lower Freight Rate for Sets Secured by RMA; Is Effective June 15

Savings on freight bills of radio receiving set manufacturers, aggregating more than one million dollars annually, become effective on June 15, according to a report received by the RMA board of directors at their recent meeting at French Lick Springs, Ind.

In the cases of several of the larger receiving set manufacturers, the freight rate reductions finally secured by the RMA traffic department and committee, are estimated to be more than the annual dues of such manufacturers.

Railroad carriers recently granted application of the RMA for reduced rates on receiving sets and also on talking machines and parts. The new rates on all of these radio products become effective June 15th and apply throughout the country in all classification territories.

Approximately the freight rate reductions on receiving sets and talking machines are over ten per cent. of the rates which have prevailed in the past. RMA members are being advised of the details of the new tariffs effective June 15th.

The successful effort to secure new classifications and reduced rates on receiving sets has been pressed by the RMA traffic committee and traffic department for over a year. B. J. Grigsby is chairman of the traffic committee and W. J. M. Lahl is manager of the traffic department. The traffic committee, which vigorously worked to secure the reduced rates on receiving sets and talking machines and which has recently made application for rate reductions on loud speakers and units, consists of the following members: E. W. McMasters, Atwater Kent Mfg. Co.; Wm. Hildebrand, Thomas A. Edison, Inc.; J. B. Swan, Jr., Philadelphia Storage Battery Co.; N. H. Lawton, RCA Victor Co., Inc.; L. R. Ahern, Columbia Phonograph Co.; G. H. Newman, Stewart-Warner Corp.; J. J. Lynch, Sparks-Withington Co.; H. J. Weber, Caswell-Runyan Co.; Geo. J. Burke, Grigsby-Grunow Co.; L. P. Siddons, Brunswick-Balke-Collender Co.; H. Thompson, National Carbon Co., Inc.; Chas. T. Peters, Crosley Radio Corp.; A. C. Stone, Silver-Marshall, Inc.; J. Witkowski, Belden Mfg. Co.; G. B. Daniels, Federal Wood Products Co.

Schoellkopf Company New Brunswick Texas Jobber

Dallas, Texas, Monday.

J. Fred Schoellkopf, president, and Hugo W. Schoellkopf, vice-president of the Schoellkopf Co., this city distributors of automotive supplies and radios, have been appointed distributors for the Brunswick-Balke-Collender Co., Chicago and New York.

The Schoellkopf company will cover North Texas, including Amarillo, San Angelo, Waco and Texarkana. The company is taking over salesmen who were covering this territory for the Brunswick-Balke-Collender branch.

Donald F. Law, who was in charge of the record department for the Brunswick-Balke-Collender branch, will be with the schoellkopf company as manager of the record department, together with his assistant R. L. Credille.

Australian Embargo On Sets Unsuccessful, Says Chas. E. Forrest

CINCINNATI, OHIO, Friday.

The embargo on radio receiving sets and 25 other articles of general use by the Australian Government is proving a failure, according to Charles E. Forrest, of Sydney, New South Wales, while in this city recently, conferring with Fowel Crosley, Jr., and other officials of the Crosley Radio Corp. He is an executive of the International Radio Co.

"The labor government in Australia put the embargo into effect with the thought that it would relieve the employment situation by encouraging the use of Australian-made merchandise, which in turn would provide more work for our people," he stated. "However, it is working just the other way and there has been a general falling-off in business as a result of restriction. It is purely an experiment and at the end of a six months' trial period the government will decide whether or not it should be continued. I personally feel free trade will be a great stimulant to business in our country."

E. W. Stern Discusses Need of Selecting the Right Diaphragm Papers

According to Edward W. Stern, paper diaphragm manufacturer for loud speaker makers, and acoustic expert, with headquarters at 38 Great Jones street, New York, reproducer manufacturers usually design an entire speaker, and then try out different papers for the diaphragm, selecting the paper that gives them the best results.

Mr. Stern stated on Monday: "If, instead of this procedure, makers would select their papers for durability, permanent stiffness and absence of stretching or sagging, they would find that the very factors that make a paper give the longest service as a diaphragm tend to give unusually good low-end responses. If the trial and error methods were confined to the inductances, rather than to the papers, many makers could reduce manufacturing costs."

New CeCo Tubes Will Be Exhibited at Show

PROVIDENCE, R. I., Friday.

The CeCo Manufacturing Co., Inc., his city, will show its complete line of tubes in both space 11 and 12 in section B and in demonstration room 23 in section C-C in the Atlantic City Auditorium during the RMA Trade Show. Representatives of the CeCo company will make their headquarters in rooms 51-55 in the Hotel Ambassador.

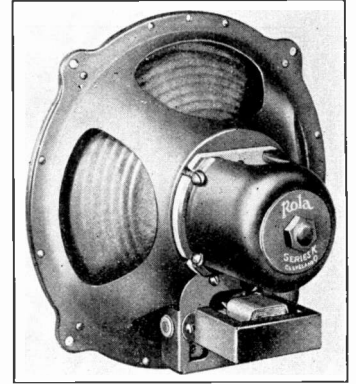
Each tube in the CeCo line has been redesigned during the past year, and new improvements have been made in construction details. Many of these are exclusive CeCo features.

The CeCo company will also have an interesting exhibit which will show the various assembly stages of the AC pentode tube. This newest of all tubes will also be demonstrated in a pentode radio set. The new power pentode will be on display as will the CeCo half wave mercury vapor rectifier.

Rola Co. Has New Line Of Dynamic Speakers

Cleveland, O., Friday.

The Rola Company, his city, is introducing to the trade a new line of electro-dynamic speakers, said to offer realistic tonal performance, greater



New Rola Speaker Model

power, more structural ruggedness and insurance against service interruptions. The accompanying illustration shows one of the new Series K models.

In the Rola company's new speaker line-up are: Model R-AC for 280 tube rectifier, at \$55, less tube; Model R-AC 225, at \$37.50; Model R-AC 225M at \$30, and Model R-AC rectifier at \$60.

Radiola 21 Sealed at Base of New Building For Bloomingdale's

Michael Schaap, president and general manager of Bloomingdale's, large New York department store, recently placed a Radiola 21 in a special compartment preparatory to sealing it in the cornerstone of the new Bloomingdale building. It is planned to open the compartment in a hundred years, and operate the set according to instructions enclosed with it, for comparison with radio sets of that time.

Arrangements for placing the Radiola in the cornerstone were effected with the cooperation of Irving Sarnoff, president of Geo. L. Patterson, Inc., Radiola distributor.

SUPREME APPOINTS 7 REPRESENTATIVES IN INSTRUMENTAL FIELD

Greenwood, Miss., Thursday.

Seven new district representatives have recently been appointed by the Supreme Instruments Corp., this city, maker of testing instruments.

The new representatives are: James P. Hermans Co., 585 Mission street, San Francisco, with a branch at 224 East Sixteenth street, Los Angeles; James J. Becker Co., 106 Denny way, Seattle, Wash.; Southern Sellers, 918 Union street, New Orleans; Electrical Apparatus Sales Co., 10 High street, Boston; Bruce O. Burlingame, 130 West Forty-second street, New York; J. E. Sheldon, Claremont, Va., and W. A. Burke, Charleston, W. Va.

The Supreme Instrument Corp. recently issued a new rotogravure catalog which shows and describes the complete line of the company.

THE PRICELESS ELEMENT

INTO every Perryman Tube, Time has built a "Priceless Element"; an invaluable "something" that years of honest effort, of close adherence to an ideal injects into a product and an organization.

Perryman jobbers and dealers know the value of this "Priceless Element" in action. They see it in their increasing profits, in the active cooperation of the Perryman executive personnel whose keen, sympathetic and unselfish understanding of the trade problems has assisted materially in building a substantial tube volume for many distributors.

Invariably the Perryman-distributor relationship grows intensely personal as well as commercial. It is built up by a close affinity of thought, interest, policy and objective.

Thus the position of Perryman in the industry has been won by steadfast allegiance to sound fundamental manufacturing and merchandising principles. It has been achieved *without* circus advertising, trick deals, trick tubes, trick discounts.

It has been teamwork between the distributor and the Perryman organization that has injected the "Priceless Element" into the Perryman Line.

PERRYMAN ELECTRIC CO., INC.
NORTH BERGEN, N. J.

The New George W. Walker
"FLEXI-UNIT"

A Radio Device Adaptable to over a Dozen Uses



SHORT WAVE ADAPTER
 (15-200 Meters)

SHORT WAVE RECEIVER
 (15-200 Meters)

REGULAR BROADCAST RECEIVER
 (200-550 Meters)

EXTRA STAGE TUNED R. F.

R. F. PRE-AMPLIFIER

RADIO "EXPERIMENTAL UNIT"

SCREEN GRID PRE-AMPLIFIER

CRYSTAL RECEIVER

WAVE METER

WAVE TRAP

R. F. OSCILLATOR

ONE OF THE MOST UNUSUAL RADIO INSTRUMENTS EVER DEvised
AN IDEAL SUGGESTION FOR AN INEXPENSIVE AUTO-RADIO RECEIVER

The Walker Flexi-Unit may be used as a short wave adapter by plugging into the detector socket of either A-C or Battery type receivers. Plug-in coils to cover a 15-550 meter band are furnished with each unit. Plugs are available to permit immediate and convenient connection of the unit to the receiver.

Built in a cast aluminum case for maximum shielding efficiency and light weight. Binding Posts are conveniently arranged to permit instantaneous changes in the circuit to meet the requirements of the user. Weight of Flexi-Unit completely wired and assembled—2¼ lbs. Measurements—5" x 7½" x 2½" deep. List price \$16.00.

DEALERS... JOBBERS... FACTORY REPRESENTATIVES: See this unique device at Booth 51-Section "A" Atlantic City Trade Show.

The WorkRite Radio Corp.
 1810 East 30th Street Cleveland, Ohio

Quaker City Majestic
Wholesaler Sponsors
Caravan to Factory

PHILADELPHIA, PA., Friday.

One hundred of the leading Majestic radio dealers of the Philadelphia territory and executives of the local Majestic distributing firm of Peirce-Phelps, Inc., merged with Penn Phonograph Co., returned last Saturday from a week's visit to the Majestic Radio Sales School, sponsored by Grigsby-Grunow Co. Factory executives also disclosed to the assemblage definite information about the Majestic electric refrigerator. The visit also included an inspection of the gigantic Majestic factories.

The caravan was in charge of J. Trevor Peirce, vice-president of Peirce-Phelps, Inc., merged with Penn Phonograph Co., local distributors of the Majestic radio. Others in the group from this firm were T. W. Barnhill, chairman of the board; C. M. Phelps, secretary-treasurer; J. J. Moran, C. F. Kuder and G. A. Rhimer.

The Grigsby-Grunow Co. was represented on the trip by L. E. Hilduser, district manager in five States for this company.

During the week in which the Sales School was in progress the entire group made its home at the Lake Shore Athletic Club.

After leaving the North Philadelphia Station enroute to Chicago, the Majestic Special stopped at Altoona, Coatesville, Lancaster and Harrisburg, where additional groups joined the local delegation.

Commenting on the success of the trip, Mr. Peirce said: "I have never seen a finer spirit of cooperation and confidence among a group of dealers. Those making this trip were inspired by the modern miracles that were unfolded at the Majestic factories."

Local dealers making the trip from Philadelphia were:

George W. Beck, of Beck Electric, Sunbury, Pa.; Emanuel Berger, Crown Talking Machine Co., of Philadelphia; Fred A. Brown, Philadelphia; Harry C. Busser, York Haven; Max M. Carson, Carson's Victrola & Radio Store, Philadelphia; Charles Cohen, Kalman Cohen & Son, Philadelphia; Fred Dannenhauer, Jr., Ardmore; Joseph DeLantro, Van Doren-Hempel, Atlantic City, N. J.; Samuel Dion, Shuman Bros., Philadelphia.

W. J. Doyle, of Harrisburg; Chas. E. Duffield, of Duffield's Music Store, Chambersburg; H. M. Echternach, of Chester Radio Co., Chester; W. B. Elliot, Elliot Studio, Lock Haven; Milton G. Emmert, Philadelphia; Leo H. Epstein, of Lancaster Radio, Philadelphia; George L. Evans, of I. X. L. Radio, Inc., Wilmington, Del.; Peter Falvo, Philadelphia; Leon P. Franks, Franks Bros., Mays Landing, N. J.; Alfred J. Frey, Providence Electric Co., Scranton; H. J. Freeman, Freeman's Radio, Allentown; Frank D. Geary, Geary & Dilcher, Allentown; Clayton B. Godshall, Riverside Appliance Co., Riverside, N. J.; Samuel Goldberg, Tioga Electric Co., Philadelphia; Walter R. Goodman, Ephrata, Pa.; Walter H. Grimes, of Womelsdorf; Leo A. Hackett, Park Radio Co., Chester.

Thomas Hall, Jr., Harrisburg; E. Hartley, of Bethlehem; Frank P. Hempel, of Van Doren-Hempel, of Atlantic City, N. J.; David B. Howe, of Harrisburg; Clark F. Huntsinger, of Hugins; David Jacobs, Jacobs Bros., Philadelphia; Eugene H. Kahn, H. Kahn & Sons, Philadelphia; Mrs. Kathryn W.

Kamp, Kamp's Radio, Philadelphia; A. Kandel, Philadelphia; Harry Kandel, Philadelphia; Martin J. Keller, Philadelphia; Lee A. Kline, Philadelphia; Howard Kooker, Jr., of Quakerstown; Charles F. Kuder, of Peirce-Phelps; Frank M. Lapetina, Ambler Furniture Co., Ambler; Harry H. Levin, of Penn Radio Co., Reading; Louis Levin, of Levin's Music & Radio, Philadelphia.

George Levitt, of United Battery & Ignition, Philadelphia; Morton Levitt, Levitt's Electric Supply, of Woodbine, N. J.; Samuel Levitz, Levitz Electric in Lebanon; Harold L. Lyman, Williamsport; Anthony Macrone, Kamp's Radio, Philadelphia; M. C. McCole, of Bristol; Samuel McCutchin, of Darby; Wm. J. Maher, of Electric Specialties Co., Philadelphia; M. F. Malarkey, of Malarkey's Music Store, Pottsville; E. L. Matlack, Chester Radio Co., Chester; E. L. Metzger, Philadelphia; Maurice Miller, B. Miller, Philadelphia; C. G. Mooney, of J. A. Mooney & Co., Palmerton; Ralph Mooney, J. A. Mooney & Co., Palmerton.

James V. Moran, of W. L. Hurley Co., Camden, N. J.; John J. Moran, of Peirce-Phelps, Inc.; J. Paskman, Lit Bros., Philadelphia; J. Trevor Peirce, of Peirce-Phelps, Inc.; J. E. Piszczek, of Plymouth; B. E. Pitkow, Bond Radio Co., Philadelphia; Maurice A. Polis, Strand Music Shop, Philadelphia; D. J. Porreca, Philadelphia; George W. Powell, Hurley-Powell Co., Wilmington, Del.; Joseph Preite, of Old Forge; Norman O. Raabe, of Mill Hall, Pa.; John W. Rathmell, of Williamsport; James J. Regan, of Peirce-Phelps, Inc.; G. A. Rhimer, Peirce-Phelps, Inc.; William Shore, of Shore Electric Co., Philadelphia; Samuel Shuman, Shuman Bros., Philadelphia; Harry M. Simons, Langhorne.

William Sjostrom, Wildwood, N. J.; Ed. I. Smolen, Danzig & Romain, Philadelphia; Ben L. Snyder, Star Radio, Philadelphia; Leo Spector, Leo's Radio Shop, Camden, N. J.; E. C. Spevak, Ridley Radio Shop, Norwood; Sam J. Spiro, Braunstein's, Inc., Coatesville; Charles K. Taylor, of Reedsville; H. W. Veley, of The Edison Shop, Williamsport; M. R. Walanka, of Harrisburg; A. H. Ward, Philadelphia; William R. Weikel, of Lansdale; R. W. Wentz, of Gettysburg; A. B. Wilkes, of Chester Radio Co., Chester; J. R. Wolpen, of Philadelphia; Robert Wilson, Wilrath, Inc., Philadelphia; M. E. Zoll, R. B. Levitz Furniture Co., Lebanon, Pa.

—CARR.

Brunswick Offices to
Be Moved to New York
In First Week of June

Chicago, Ill., Friday.

The Brunswick-Balke-Collender Co. is planning to move its offices from the present location at 623 South Wabash avenue, this city, to new quarters at 120 West Forty-second street, New York, during the first week in June, it was reported here today.

The new offices will be located in the Wurlitzer building where all of the fourteenth floor and half of the fifteenth will be occupied by the company.

All of the executive sales offices, the advertising, publicity, sales promotion and export departments will be housed on the fourteenth floor, while the fifteenth will be given over for the main part to the clerical and shipping departments. All together, the office space will total over 15,000 square feet.

The new offices are highly accessible to all modes of transportation, being within a few steps of the subway

CeCo Announces a Startling New Merchandising Plan that Trebles Tube Sales!

IT BREAKS...

Monday June 16th

CeCo builds the finest tubes made . . . we intend the public shall know it . . . furthermore, radio owners shall prove it themselves by actual test.

THIS IS CECO'S NEW PLAN . . .

First, three weeks of "teaser" advertising to stimulate interest. Then, on June 16th, broadcasting from 22 Columbia Stations and announcements on 10,000 dealers' windows will deliver this dramatic message to millions of set owners.

NEW! The Most Convincing Offer Ever Made



CeCo 1930 Radio Tubes Insure Better Reception ... Or You Don't Pay!

DEALERS, that's the most revolutionary idea in radio merchandising . . . and the most profitable, too. The public will buy because it offers a fair and square deal . . . and the dealer—he's protected, too, by CeCo's 100% replacement policy.

Obviously, this big story cannot all be told in a single advertisement. A 12-page portfolio on the new campaign has been prepared. It tells graphically how the plan works . . . it contains the necessary window streamers for display purposes. Mail your request now.

THE REASON WHY . . .

"75% of all radio sets in operation are not playing properly due to one or more defective tubes. Thus, a market exists today for 10,000,000 extra replacement tubes . . . provided the set owners can be induced to buy. A fair and attractive offer is necessary to open this tremendous field. On June 16th, CeCo will stimulate this profitable market by announcing the 'Better or You Don't Pay' campaign. The sales possibilities offered by this plan are obvious. To every radio dealer, I say, 'Here's your chance—wire or write me today.'"

Joseph Kauer
PRESIDENT,

CECO MANUFACTURING CO., INC.
PROVIDENCE, R. I.

FIRST AGAIN!

- 1926—Pioneered type "H" detector tube.
- 1928—Developed and introduced the A. C. screen grid tube.
- 1930—Pioneered and developed the A. C. Pentode and other tubes for scientific purposes.
- Now—The first manufacturer to demonstrate the quality of this product by a "Money Back Guarantee."

In six years, CeCo has outgrown two sizable factories. During the same period, annual tube sales have jumped from 300,000 to 3,970,000 in 1929.

The CeCo million-dollar factory is the largest in the world, devoted to the manufacture of radio tubes exclusively . . . it covers an area of 3½ acres and contains a \$200,000 testing laboratory, 1,000 employees and 42 expert engineers form the staff.

CeCo Tubes are licensed under patents and applications of Radio Corp. of America and affiliated companies.

They're Better or You Don't Pay! **CeCo** 1930 **Radio Tubes**

TRADE EAGERLY AWAITING NEW COLUMBIA PHONOGRAPH LINE, INCLUDING AUTOMATIC



HENRY C. COX

Among the interesting exhibits at the RMA conclave next week will be that of the new line of sets manufactured by the Columbia Phonograph

be an automatic phonograph capable of playing nine records.

Heading the Columbia's executive staff at the RMA's annual event will



W. C. FUHRI

Co., New York, first details of which were carried in a recent issue of the TALKING MACHINE and RADIO WEEKLY. A feature of the line will

be Henry C. Cox, president, and William C. Fuhri, vice-president and general manager, both identified with the phonograph and radio trade for years.

Kent Dealer Boosts Sales by Installing Set in Local Church

Philadelphia, Pa., Friday.

C. J. Hastings, Atwater Kent radio dealer of Wadesboro, N. C., pulled a fast sales promotion stunt recently resulted in three immediate sales, many good prospects and a host of good-will.

A well known preacher was to give a sermon in Charlotte, N. C., and Hastings, arranged with three churches in his community to install Atwater Kent sets so that the congregations could listen in on the sermon.

In spite of the fact that Charlotte is hard to separate from Cleveland at night, all three church congregations received the sermon perfectly over their Atwater Kents, and several hundred people went home talking about its splendid performance, he reports.

Sparton Radios Owned By Capitol Dignitaries

WASHINGTON, D. C., Friday.

The H. R. Hunt Co., Sparton radio distributor of this city, has compiled an interesting list of names of Capitol leaders to whom Sparton radios have been delivered recently. According to Mr. Hunt, head of the firm, this is not a general survey but merely one of recent deliveries.

Vice-President Charles Curtis; Senator James Couzens, Michigan; Senator Lynn Frazier, North Dakota; Senator David A. Reed, Pennsylvania; Justice F. L. Siddons; Justice G. W. McCauley; J. R. McCarl, Comptroller General of the United States; J. O. Slye, United States Secret Service; Carmen A. Newcomb, Jr., U. S. Court of Claims; William R. Castle, Jr., Assistant Secretary of State; R. H. Morrill, U. S. Shipping Board; Robert L. Bailey, U. S. Civil Service Commission; Orestos Garcia, Cuban Embassy; Col. S. Rojas, Military Attache, Mexican Embassy; Major V. Casahys, Military Attache, Spanish Embassy.

E. D. Medina, Bolivian Legation, S. Koundouriotis, Greek Legation; Rt. Rev. James H. Ryan, Rector of Catholic University of America; Dr. Oscar B. Hunter, Dean of George Washington University Medical College; Dr. E. P. Copeland; N. B. O'Neal, vice-president of the Riggs National Bank; Dr. James Alexander Lyons; M. Frankford; E. B. McLean; Chas. A. M. Loffler; Peter Grogan; Charles E. Bell; L. Perry West; W. M. Ballard; Felix Lake.

Wardman Park hotel; Olney Inn; Trinity College; Congressional Country Club; Hyattsville High School.

H. A. BROCKELMAN TO COVER PLATTSBURG REGION FOR BOSCH

BOSTON, MASS., Friday.

The territory of Harry A. Brockelman, New England representative of the American Bosch Magneto Corp., of Springfield, Mass., has been extended so that he will now also cover the Plattsburg, N. Y., area. The M. P. Myers Co. is the Bosch jobber in the Plattsburg territory.

Metropolitan Dealers Enthusiastic Over G-M Line, Says K. L. Saunders

Unusual enthusiasm over the new General Motors radio line is reported in the Greater New York territory by Keith L. Saunders, metropolitan zone manager for the General Motors Radio Corp., who has recently conducted two dealer meetings in the Gotham area. Gatherings have already been held in Westchester county with fourteen dealers present, and in New York City, with fifteen General Motors retailers from Manhattan, Bronx and Brooklyn on hand.

The dealers, who are carrying General Motors radio exclusively, are more enthusiastic than ever, Mr. Saunders stated, and the public acceptance of the



KEITH L. SAUNDERS

line has been even better than expected, he declared.

Mr. Saunders has had considerable experience in the radio field. He entered the field with the Freed-Eisemann Radio Corp. as manager of the industrial products division, and was with that organization for four years. During part of this period, he conducted his own business, the Reynolds Radio Corp., a house-to-house selling organization. Mr. Saunders believes that the Reynolds firm was the first house-to-house radio sales organization in New York.

He later became assistant sales manager for Freed-Eisemann, after which he became a distributor of the Day-Fan Radio Co. radio, which organization was bought by General Motors.

A staff of experienced radio sales men has been gathered by Mr. Saunders. The following are members of his staff: Robert Boons, Hudson and Bergen counties in New Jersey; William J. Comes, lower New York state and northern Jersey; George D. Corcoran, Bronx; William J. Johnson, Long Island and Queens; R. M. McPherson, southern Jersey and Staten Island; A. G. Nordholm, Westchester county and the lower part of New York state, and part of Fairfield county, Connecticut; E. B. Pfaff, Kings county, New York, and H. I. Van Duzer, Essex county, New Jersey.

SPEED RADIO TUBES

RCA LICENSED

NOW THAT YOU'VE SEEN ALL
THE TUBE EXHIBITS—
CHECK UP WITH YOUR FELLOW
VISITORS

You'll be astonished at the number who have definitely declared themselves for **SPEED** † † After careful consideration—looking ahead to next season—if you can find a tube of higher quality—a more intensive sales program—then that's the hook-up you want. † † But we believe you'll be with **SPEED**



See the
"ARMORED BRIDGE" CONSTRUCTION
exclusively featured in
SPEED RADIO TUBES
BOOTHS C11, C12
AUDITORIUM, ATLANTIC CITY, JUNE 2-6



SPEED

CABLE RADIO TUBE CORPORATION

84-90 North 9th Street

Brooklyn, N. Y.

NOW!

They are all Buying PIANO ACCORDIONS

Read This Clipping
From the
New York Times

PIANO ACCORDION ON TOP.

Saxophone Loses Sales Lead—
School Orchestras Help Demand.

The saxophone has surrendered leadership in sales of musical instruments to the piano-accordion, although the E-flat alto "sax" is still running strong. Despite their cost, which ranges from \$250 up at retail, piano-accordions are increasing in favor steadily. Purchasers of these instruments were said here yesterday to range from day laborers to the Park Avenue set, with the vaudeville stage contributing an increasing quota. The instrument's popularity is credited principally to two things the excellence with which it "comes over" the radio and the fact that the player can get satisfactory results without accompaniment. Sales of the piano-accordion are offsetting to a considerable extent the drop in sales of other instruments, notably violins and pianos. In the latter the demand has dropped off sharply for all but the grand type. Sales of violins and other orchestral instruments to professional musicians are being cut into noticeably by the "canned" music of the talking pictures. To a considerable extent, however, the loss of this business is being made up by the increasing purchase of instruments for use in school orchestras. This is especially true of the Eastern half of the country, which was said to have been behind the West until lately in the development of orchestras of this type outside of the larger cities.

Spectacular Popularity of this
Instrument Exceeds Anything in
the History of the Music Industry

THE amazing popularity of the Piano Accordion is the dealer's opportunity to recoup his losses on the declining sales of other instruments. Never before has such a wave of popular enthusiasm carried a musical instrument to a dominating position in so short a time. On the radio, on the stage, in the dance orchestra and in the home, the Piano Accordion is now the rage, displacing even the saxophone from first place in the affections of the public.

Take the fullest possible advantage of the amazing vogue of the Piano Accordion by carrying and displaying HOHNER instruments. As the world's largest manufacturers of Harmonicas, Accordions and Piano Accordions the HOHNER name carries the unqualified guarantee of highest quality, master workmanship and superior service.

Your customers will recognize the value of this guarantee behind every instrument carrying the HOHNER name.

HOHNER

PIANO ACCORDIONS

HOHNER

Of Course!

THE experience of three-quarters of a century is built into every HOHNER Piano Accordion. The fine quality of the materials entering into its construction, its superior and beautiful workmanship and its absolute precision render HOHNER instruments almost immune from the frequent and expensive servicing that has often been necessary with inferior instruments. In the rare cases where servicing is necessary it is available in full accord with the HOHNER STANDARD.



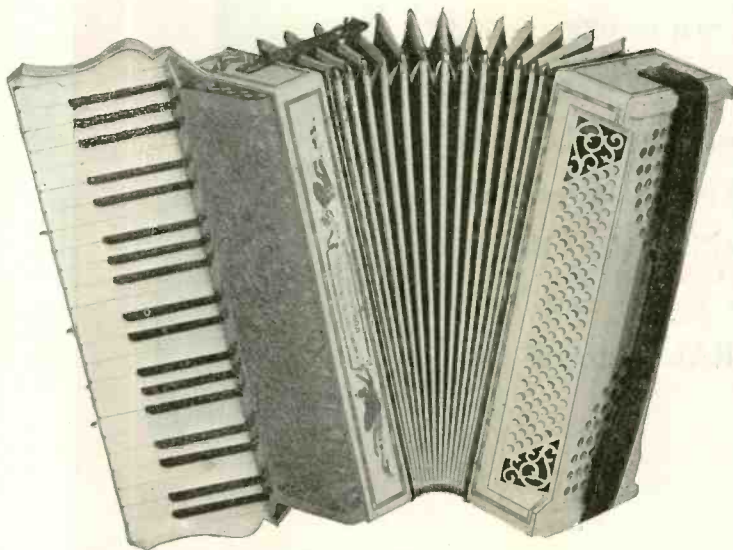
No. 1555-41-120. Professional Model. This model represents the highest type instrument in the popular price range produced by the Hohner factories. For general excellence of quality and attractiveness, this Accordion stands distinctly alone. The sharply tilted keyboard blends with the graceful lines of this compact instrument, and the exquisite color combinations of lustrous pearl make it truly distinctive.

THE HOHNER Piano Accordion gives you rapid turnover and extra profits. Its appeal to all classes is immediate—a wide variety of beautiful models meets every taste and preference, and the price range—from \$50 to \$420—adapts it to every pocketbook. It is today right on the crest of a wave of popular appreciation and demand—go along with it!

Send for catalogue and full information.

M. HOHNER, Inc.

114 E. 16th Street Dept. 94-E New York City



No. 4055-41-120. Artist's Model, "L'Organola" De Luxe. Size: 7¼ x 18½ inches. In this new Hohner, the ultimate has been reached in modern Accordion design and finish. The extended, and sharply tilted keyboard, and the extremely long, slender body, mark it as an instrument of musical excellence, mechanical perfection, and artistic splendor.

HOHNER

PIANO ACCORDIONS

In Buying Radio Furniture, Remember - -
Federal Is The Largest



ENGLISH PERIOD



FRENCH

*See America's First Complete
 "Midget" Line of Genuine Period
 Reproductions at the
 Auditorium D 8*

FEDERAL, as usual,
 is first to offer period
 cabinets at commer-
 cial prices. The public
 demand is for pure
 period styles. Be sure
 to see the new FED-
 ERAL cabinets!



PROVINCIAL

We have reproduced to meet the demand of the American Woman, exquisite examples of Britain Provincial, Skandinavian Provincial, Colonial Maple and Queen Anne Walnut, which we have executed at the Grand Rapids plant.



FEDERAL WOOD

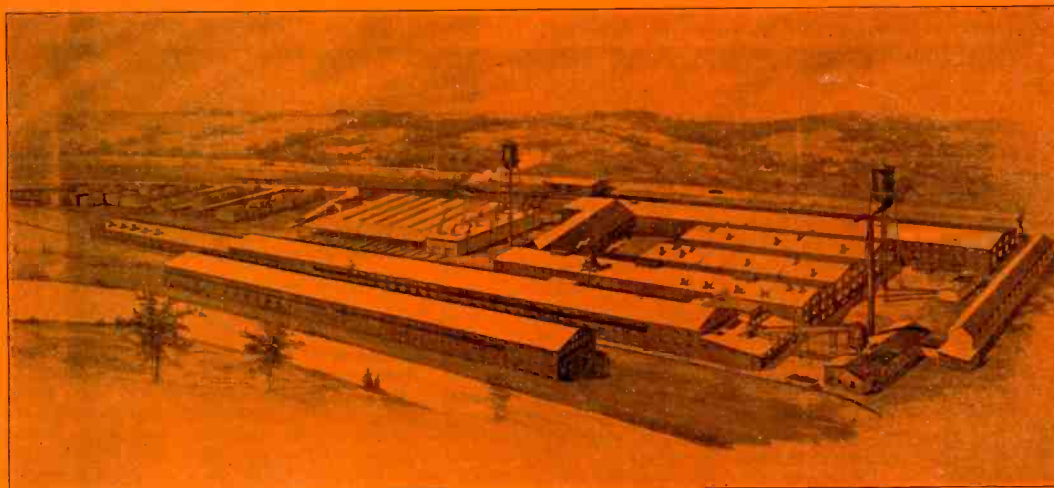
DAVID E. KAHN - - *President; Director of Sales*

New Executive Offices - 419-421 Lafayette Street

AMERICA'S LEADING RADIO CABINET MANUFACTURERS

Telephone: SPRING 6100-6101-6102

the Best comes usually from the Biggest!
Producer In The World!



ONE OF THE LARGEST UNITS OF THE FEDERAL WOOD PRODUCTS CORP.

FEDERAL Cabinets meet the public desire for handsome furniture, and are expressly built to radio industrial requirements as well. In woodworking, as in radio, there is no substitute for adequate resources and the knowledge of experience.

See FEDERAL'S New Furniture

AT

R M A ATLANTIC CITY AUDITORIUM

Booth D8

AMBASSADOR HOTEL, ATLANTIC CITY

Suite Number 1053 - 1054 - 1055

WEEK OF JUNE 2 - 9

1930 RADIO TRADE SHOW

PRODUCTS Corp.

BENJ. WITLIN -- *Sales Manager; Jobber Division*

Albert Pick Barth Building, New York

AMERICA'S LEADING RADIO CABINET MANUFACTURERS



Giant Stewart-Warner Speaker Installed in Fair Radio Department

Chicago, Ill., Friday.

What is believed to be one of the largest, practical electro-dynamic speakers ever constructed was recently exhibited in the radio department of The Fair, large local department store. The speaker was designed and constructed by engineers of the Stewart-Warner Corp., this city, manufacturers of the Stewart-Warner radio, for the purpose of determining to what size this type of reproducer could be enlarged before electrical and mechanical



Giant Stewart-Warner Speaker

discrepancies precluded efficient operation. It has a cone slightly over twenty-four inches in diameter. Other units are in proportionate size. The whole is centrally mounted on a six-foot-square, wooden baffle-board.

As installed in The Fair, the speaker operated through a power amplifier attached to a standard Stewart-Warner set. Despite its huge size and capacity for tremendous volume, the speaker functioned perfectly when reduced to the ordinary speaker volume required because of this inside installation, both music and tones of the human voice being reproduced with amazing fidelity, Stewart-Warner officials stated.

It was originally planned to exhibit this attraction for one day only, but so great was the interest shown by visitors in the speaker that the store management arranged to keep it on display for one entire week. During that time officials estimate that between 3,000 and 5,000 people viewed the device.

CHAIN STORE DEALER SEEKS MAESTROPHONIC PORTABLE PHONOGRAP

The following inquiry was received last week from a chain store radio dealer who is anxious to find out where he can obtain the Maestrophonic phonograph portable:

Editor,
"TALKING MACHINE and RADIO WEEKLY:

"Perhaps your paper or someone in your organization can advise me where I can obtain the Maestrophonic phonograph portable which is built something on the order of the Victor portable?"

"I have had several calls for same, and would like very much to be put in touch with the seller or maker."

The name of the dealer seeking this portable will be furnished on request.

Section of Ben Franklin Edifice to Be Built With \$200,000 Gift by Kent

PHILADELPHIA, PA., Friday.

Further details concerning the gift last week of \$200,000 from A. Atwater Kent, local radio manufacturer, for the construction of a museum of graphic arts as part of the Ben Franklin Memorial, were announced here recently.

Mr. Kent is aiding this undertaking not merely by his own gift, but by serving as chairman of the Finance Committee for the campaign soon to be started by the Benjamin Franklin Memorial, Inc., of which Cyrus H. K. Curtis is president.

Mr. Kent has informed his associates in the pending campaign that he will assume personally the entire cost of building the graphic arts section of the edifice planned. He chose that unit because he feels that this particular section so fittingly typifies Benjamin Franklin—in whose honor the whole monumental building will be reared.

The portion of the edifice Mr. Kent will give will be a section of the building at the front, immediately adjoining the memorial chamber in which a statue of Franklin is to stand.

The section to be devoted to the Museum of the Graphic Arts will extend from the ground floor to the roof. It will consist of a lower floor and an upper floor with two galleries. On the ground floor will be installed printing presses and other heavy machinery used in the graphic arts. The upper floor and galleries will be devoted to exhibits illustrating the development of the graphic arts. Exhibits will recall the ages, tens of thousands of years ago, when men of the Stone Age sketched on the walls and ceilings of their caves representations of animals now extinct. The first use of printing in Europe will be exemplified and the marvels of the graphic arts of today will be revealed.

There will be displays to show how printing and engraving were done in the centuries before Benjamin Franklin learned the printer's trade. A reproduction will be set up of the printing shop operated by Franklin in Philadelphia. The condition of the printing art in his day will be made plain.

Among the exhibits will be equipment used by Franklin himself, including his own composing table and his original press, now owned by the Franklin Printing Co. Some of his manuscripts, and some of the many books and journals he printed will be shown.

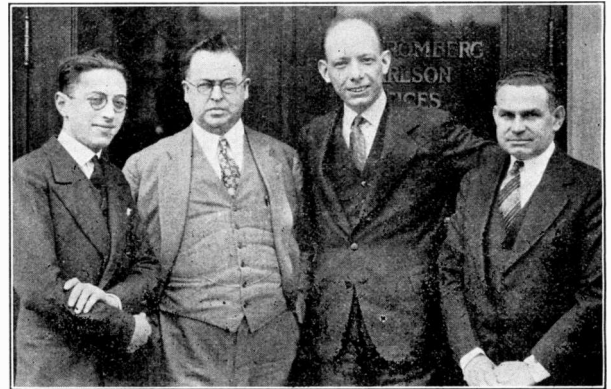
D. W. May, Inc., Takes on Poole Clock Line for Metropolitan Territory

D. W. May, Inc., radio and accessories distributing organization at 34-36 West Houston street, New York, has been appointed exclusive metropolitan distributors of Poole Electric Clocks, "America's Most Accurate Timepiece." According to Tom O'Loughlin, the clocks are unmatched for quality and appearance, and are obtainable in a wide price range.

D. W. May, Inc., will handle Poole clocks exclusively in Manhattan, Bronx, Westchester, Kings, Queens, Nassau and Suffolk counties.

THE TALKING MACHINE and RADIO WEEKLY

Representatives of Italian Stromberg-Carlson Distributor Visitors at Rochester Factory



Italian Distributors Visit Stromberg Plant

ROCHESTER, N. Y., Thursday.

Two representatives of Soc. Anon. Industriale Commerciale Lombardo, distributor in Italy for the Stromberg-Carlson Telephone Mfg. Co., this city, were recent visitors at the local set manufacturing plant. They are Armando Pellacini, technician for the Italian firm, and Dott. Luigi Garusi, rep-

representative for the European organization.

The photograph taken outside the Stromberg offices shows, from left to right: Mr. Pellacini, F. K. Cannon, Stromberg export manager; Mr. Garusi and R. D. Shoemaker, of the Stromberg export department.

The European visitors made a tour of inspection of the local factory.

Thomas A. Edison to Again Offer Youths Scholarship Awards

Thomas A. Edison has recently disclosed that he will again conduct an examination at his laboratories in West Orange, N. J., for the purpose of selecting an outstanding student. To this fortunate youth will be awarded a scholarship at any recognized technical school with all living expenses paid. The nation-wide response to his last year's scholarship contest prompted the noted inventor to renew his offer this year.

In offering the Edison Scholarship Awards, Mr. Edison displays his oft-expressed desire to enlist the boys of America in the pursuit of scientific knowledge and achievement. "Science is still in its infancy," declares Mr. Edison. "Its future progress in the United States will be determined by the schoolboys of today. I want to get them all interested in scientific study and research. This is the purpose of my scholarship offer."

The "modus operandi" of gathering the candidates from whom the ultimate winner will be chosen is virtually the same as in last year's contest. The Governors of the states have accepted Mr. Edison's invitation to designate a qualified candidate to be selected in any manner the state authorities see fit. In most states the selection of the state representative will be conducted by the State Boards of Education through a series of elimination examinations. The candidates finally chosen to represent their states will be brought to West Orange on July 29th, where, during an interesting four days' program of events, they will answer one of the unique examinations which Mr. Edison devises.

While at West Orange, the candidates will have an opportunity to meet Mr. Edison and see his famous Laboratories and factories. In addition, he contem-

plates presenting an Edison radio to each state representative. A similar presentation of Edison radios was made during last year's contest.

The veteran inventor enlisted the assistance of a special advisory board in the selection of last year's most outstanding boy. This advisory board consisted of Col. Lindbergh, Henry Ford, George Eastman, President Stratton of Massachusetts Institute of Technology and Headmaster Lewis Perry of Phillips-Exeter Academy. Wilbur Huston, a Bishop's son from Seattle, Wash., was the winner of the Edison Scholarship in 1929. He is now studying at the Massachusetts Institute of Technology. Because of their splendid showing, four other contestants also received scholarship awards from Mr. Edison, and many of the remaining candidates received offers of scholarships from various colleges.

Radiola Distributor in Brooklyn Plans Growth

The National Light & Electric Co., which has become sole Radiola distributor in Brooklyn and Long Island, is setting up at its Atlantic avenue headquarters facilities for a comprehensive effort in the new season. George Ollendorf, the president, is arranging his time so as to be able to visit personally every dealer in the company's jurisdiction before the summer is over. Fred Pitzer has come back from Newark to the Brooklyn staff and David Scott, Al Breit, Mr. Jones and Harvey Ashfield, all well known in Radiola sales circles, are being formed into a fast-flying organization in charge of Fielding Robinson. Mr. Ollendorf said yesterday that it was the National organization's intention, under new and tripled service facilities which it has established, to maintain service on every Radiola within the territory, regardless of from whom it had been purchased before the present exclusive appointment of National took effect.

WHO'S TO BE 1930'S RADIO STAR?

EVERY so often a single manufacturer of radio emerges from the fog of competition and takes his permanent place in the sun.

Meanwhile, dozens of others flash brilliantly before the trade, then drop, extinguished, into oblivion overnight.

Look at the magnificent record of these brilliant stars—Atwater Kent—Majestic—Philco.

Then see what is back of them. Each has had a record of success in manufacture and merchandising in similar or allied lines.

Who's to be 1930's bright particular star? Clarion?

It is reasonable to think so, because quality and price are the principal factors which determine the success or failure of any product. Clarion radio is outstanding merchandise offering more value in appearance, workmanship, and performance than any other receiver on the market—a set that meets every requirement and excels all competition. Clarion will sell readily, stay sold, pay a good profit and build good will.

It is reasonable to think so, too, because TCA, the makers of Clarion, have had an experience and record of success equalled by few in the radio industry. For years TCA have fabricated the essential parts for radio receivers put out by America's leading set manufacturers and have taken a very active part in solving the engineering problems presented by every successful receiver. We have been through all the rapid developments of past seasons—have expert knowledge

of all the reasons for the successes or failures of manufacturers and the causes of service troubles. With all this experience and background we have no illusions on what the public will accept or reject.

We have perhaps the most modern radio plant in the world, equipped with the latest automatic machinery. Clarion is not an "assembled" job. We fabricate from the raw material, finish, assemble, and test every part that goes into *Clarion* from the smallest metal stamping to the complete electro-dynamic speaker—at one profit and one overhead.

This remarkable set-up enables us to produce Clarion Radio to sell for \$109.00—when others costing twice as much do not offer equal performance or appearance, and still assure a good profit to us, to the jobber, and to the dealer.

TCA's liberal but sane advertising plan will meet the approval of every radio merchant, and the TCA Commercial Credit Trust Finance Plan assures dealers of prompt and satisfactory handling of deferred payments on Clarion Radio.

Read the center pages of this announcement—examine the illustrations—study the specifications—and judge for yourself whether or not you agree that Clarion will be the bright star of radio for the coming season.

Distributors and dealers are invited to write for details. We will be happy to have you inspect Clarion Radio either at our factory or at the R. M. A. Shows at Atlantic City and San Francisco.

TRANSFORMER CORPORATION OF AMERICA, 2309 SO. KEELER AVENUE, CHICAGO

Licensed under R. C. A. and Associated Company Patents; Member R. M. A.

Clarion

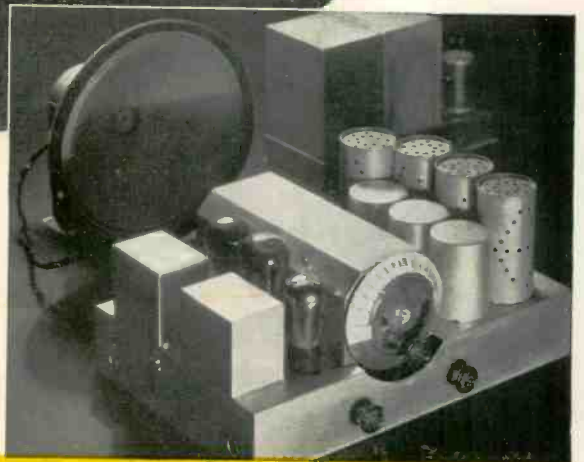
THE GREATEST RADIO VALUE AT ANY PRICE



\$109⁰⁰
LESS TUBES

MODEL AC-51—An unusually attractive cabinet of swirl walnut and satinwood, 40 inches high, 26½ inches wide, and 14½ inches deep. A full sized cabinet, yet not too large for the smaller rooms. Standard chassis, electro-dynamic speaker. List price without tubes—\$109.00.

Chassis. Tuned radio frequency—three screen-grid tubes as radio frequency amplifiers—one '227 tube as power detector—one '227 tube as first stage audio frequency feeding two '245 power tubes operating electro-dynamic speaker—power supplied by a '280 rectifier tube. Line fluctuation automatically controlled by voltage regulator. Power pack entirely separate and easily accessible. Chassis, speaker, and power pack weigh 65 lbs.



Clarion

MODEL AC-53—De
 luxe cabinet of swirl walnut,
 burl elm and satinwood, 44
 inches high, 28 inches wide,
 14½ inches deep. One of the
 handsomest cabinets that will
 be shown this season—stand-
 ard chassis, electro-dynamic
 speaker. List price without
 tubes—\$129.00.



\$129.00
 LESS TUBES



MODEL AC-55 Clarion
 Radio-Phonograph Combina-
 tion—cabinets of selected and
 beautifully finished matched
 woods—modern adaptation
 of the English—44 inches high,
 27 inches wide, 17 inches deep.
 Standard Clarion chassis com-
 plete with electro-magnetic
 pick-up and motorized turn-
 table. List price without tubes
 \$199.00.

\$199.00
 LESS TUBES

The Greatest Radio Value at any price

Put this in your pocket
 Clarion Radio RMA Show, Atlantic City,
 Booth 48-49, Section B.
 Don't miss the Clarion Show at Clarion Theatre,
 Room 32A, Exhibition Building.

Put this in the mail box
 Transformer Corporation of America,
 2315 So. Keeler Ave., Chicago.
 Send me full information regarding Clarion Dealer
 Distributor Proposition.

Name _____
 Address _____

A Clarion Franchise means financial success

Every distributor and dealer—especially those who have been the victims of “dumped” merchandise, mid-season price cuts, and excessive servicing costs—is looking for a radio receiver this year that will assure substantial profits to him and complete satisfaction to his customers.

Among the leading distributors who believe in Clarion Radio and have signed up with us for 1930 are:

Wakem & Whipple <i>Chicago, Illinois</i>	Stern & Co., <i>Boston, Mass.</i>	Front Company <i>Wheeling, W. Va.</i>
E. M. Wilson & Son <i>Newark, N. J.</i>	Boetticher & Kellogg <i>Evansville, Indiana</i>	Standard Supply Co. <i>Portsmouth, Ohio</i>
Stern & Co. <i>Hartford, Conn.</i>	Bihl Brothers, <i>Buffalo, N. Y.</i>	Repass Automobile Co. <i>Waterloo, Iowa</i>
Roberts Auto & Radio Supply Co. <i>Philadelphia, Penna.</i>	Patterson Parts Co. <i>Cincinnati, Ohio</i>	Dakota Electric Supply Company <i>Fargo, N. D.</i>
McIntyre & Burrall Company <i>Green Bay, Wisconsin</i>	Rockefeller Accessory House <i>Sunbury, Penna.</i>	Stratton & Terstegge Co. <i>Louisville, Ky.</i>
	Stern & Co. <i>Portland, Me.</i>	
	Musical Products Distributing Co., <i>New York City, N. Y.</i>	

These key distributors are seasoned radio men—they know the success that has followed the selection of a winning set. They have visited our factory, met the men in our organization—studied our financial set-up—and after a most thorough and searching investigation have tied their future up with ours. This should be proof to you that a TCA franchise means a credit balance in the bank.

Read the center pages of this announcement again . . . examine the illustrations—and then if you're satisfied, as we are, that Clarion Radio will be the shining star of this season . . . write or send the coupon for full information.

TRANSFORMER CORPORATION OF AMERICA, 2309 S. KEELER AVE., CHICAGO

At the R. M. A. Show, Atlantic City, visit the Clarion Theatre, (Sound-proof Booth No. 32A) and Display Booth Sec. B-48-49

Headquarters and demonstrating rooms, Ritz-Carlton Hotel

Clarion

THE GREATEST RADIO VALUE AT ANY PRICE

**Stettner Corp. to Show
Steno-vox, New Device,
At Conclave Next Week**

Steno-vox, considered by leading engineers as one of the most valuable advances in the radio industry, has just been brought out by the Stettner Corp., manufacturer of the well known radio line of Stenola radio cabinets and Sten-



JOSEPH H. MAYERS

ola phonograph - radio combinations, with headquarters at 669-675 Kent avenue, Brooklyn, N. Y.

The Steno-vox is a patented, super baffle board, made of spruce, and its use adds another sound chamber. It

is constructed so as to produce sound from a dynamic speaker of mellow, sweet, undistorted quality even with full power turned on. Another feature, it is claimed for the new Stettner product, is the elimination of vibration. Its use also makes possible the elimination of unsightly grills, thereby enabling manufacture of low-boys without the disadvantages associated with them heretofore, it is said.

In an interview with Joseph H. Mayers, treasurer and director of sales for the Stettner Corp., he declared that the outlook for Steno-vox is particularly encouraging, a number of cabinet manufacturers manifesting intense interest in the product with the view of incorporating the device in their new models.

The Steno-vox as well as the entire line of Stenola cabinets and Stenola radio-phonograph combinations will be on display in Booth 29 B at the June Radio Trade Show, at Atlantic City.

**Ben Witlin Appointed
To New Position With
Federal Wood Products**

Ben Witlin has recently been appointed sales manager of the cabinet division of the Federal Wood Products Corp., New York, David E. Kahn, president, reported last week. Mr. Witlin was formerly assistant sales manager.

Mr. Witlin was formerly associated with the Starr Piano Co. as eastern general sales manager, and was also formerly with the old Victor Talking Machine Co. He has many friends in the radio industry throughout the eastern territory.

**200 Hamburg-Majestic
Dealers Have Special
Train for R.M.A. Show**

Pittsburgh, Pa., Friday.

Arrangements have been completed by Hamburg Brothers, distributors of Majestic radio, in Pittsburgh and Wheeling, for their special train carrying their dealers to Atlantic City for the big show on which there will be more than 200 of their dealers aboard.

The special will operate over the Pennsylvania Railroad, leaving Pittsburgh, Sunday morning, June 1, at 10:00 A. M. Eastern Standard Time, arriving at Atlantic City, Sunday evening at 7:10 P. M. The train will consist of twelve coaches of the latest type in operation by the railroad, a sixty-foot baggage car, two standard diners and an observation car.

The Wheeling delegation will leave Sunday morning at 7 A. M. in two special coaches, joining the main party at Pittsburgh.

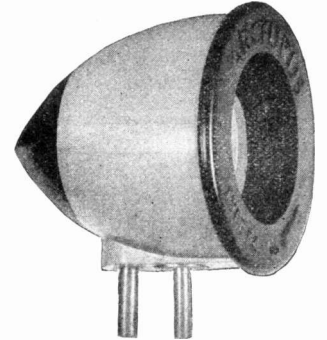
Headquarters for Hamburg Brothers will be established in room 339, of the Ambassador hotel, and will be open to care for the wants of the boys all during the week. Other distributors are cordially invited to register at the headquarters.

The party will be headed by E. A. Hamburg, president of the organization. The entire sales staff, as well as the major portion of the executive staff will attend. The trip in detail has been arranged by the sales promotion department and many surprises are in store for the Hamburg Majestic dealers during the week at the shore.

**Arcturus Engineers
Develop Photolytic
Cell With Many Uses**

Newark, N. J., Friday.

Engineers of the Arcturus Radio Tube Co., this city, have recently perfected a new photo-electric cell known as the Arcturus Photolytic cell. Officials of the local organization declare that this device may readily be described as "the electric eye for every industry." It may be used for the improved oper-



Arcturus Photolytic Cell

ation of every photo-electric device, it was stated.

Among the uses to which this new Arcturus product may be applied are: the reproduction of sound on film as used in talking pictures, sorting, checking and matching equipment (especially for colors), railway and highway signal systems, chemical and medicinal analysis, burglar alarms and dozens of other mechanical and electrical devices.

Announcing our appointment

Exclusive Distributors

NORTHERN
NEW
JERSEY

CLARION RADIO

Manufactured by

**Transformer Corporation
of America**

Wire or write for details regarding dealer franchise

E. M.

WILSON

& SON

11 Lafayette Street

Newark, N. J.

Phone MARKET 0300

Colonial...now...

The Greatest Quality Line in Colonial History

At R. M. A. Convention · Booths B36-37 · Demonstration Rooms BB2-3



The PRINCESS

A charming low cabinet of harmonizing sliced and Oriental striped walnut with a simulated floral design inlay on front and apron. Artistically carved floral grille. Height 38 in. Width 24 $\frac{3}{4}$ in. Depth 17 in. Price, less tubes . . . **\$129⁵⁰**

Colonial's 1930-31 Sensation

Now...the QUALITY line with a wide public QUALITY reputation...the BEST Colonial has ever produced...at prices within reach of everyone...at prices which GUARANTEE volume business on a NATIONAL BASIS and give the distributor and dealer a WORKABLE PROFIT!

Specifications

Steel chassis with provision for Cutting Fully Automatic Remote Control...Cutting Dynamic Speaker, with 14-Watt field... Compensated Band Pass Tuning...Push Pull Power Stage...Inductive Volume Control...Mershon Condensers...Selectivity equal to six-tuned circuit set... Large Safety Factor in all condensers, resistors, etc. Tubes used are three 324's, one 327, two 245's, one 380. Models for Alternating and Direct Current.



The MAYFLOWER

An exquisite highboy executed in sliced, Oriental striped and American striped walnut. Antique bronze grille on front. The legs are turned, tapered and reeded. Height 47 in. Width 24 $\frac{3}{4}$ in. Depth 17 in. Price, less tubes . . . **\$139⁵⁰**

Distributors...Write or Wire!

A Few Territories Still Open

Consider the inducements! QUALITY products... QUALITY reputation...RIGHT PRICES for profitable operation...a powerful manufacturing combine to insure stability...an ADVERTISING CAMPAIGN that will reach the millions...Write or wire for the details NOW.

COLONIAL RADIO CORPORATION

Sales Offices: 25 Wilbur Avenue, Long Island City, N. Y.

Plants: Rochester, N. Y.

\$129⁵⁰ \$139⁵⁰ \$149⁵⁰

Priced and Promoted on a Volume Business Basis

Ambassador Hotel · Demonstration Room 47 · Tenth Floor

...and the Mighty Campaign Back of It...

With outstanding IMPROVEMENTS to bring new honors to a great radio name...with STABILITY INSURED by enormous resources...with PRODUCTION already far advanced in modern plants...with IMMEDIATE deliveries of all models...with every

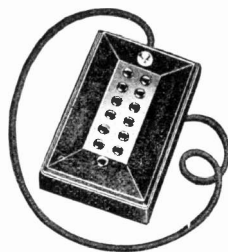
advantage to offer to Distributor, Dealer and Public...COLONIAL is presented for 1930-31 as one of the most progressive factors in the radio industry. 1930-31 will be Colonial's biggest year in advertising, publicity, special campaigns and constructive cooperation.

Another Triumph!

CUTTING

Fully Automatic

REMOTE CONTROL



Again the engineering genius of Dr. Fulton Cutting asserts itself. Here...perfected...is Remote Control that IS Remote Control...with outstanding EXCLUSIVE features. Noiseless tuning of any station at any volume from remote point, with automatic tuning of 10 pre-selected stations. Several control boxes may be used. Manual tuning is independent. Pilot light indicates whether set is on or off. All of attachments on back of set. Conforms to underwriters' specifications.

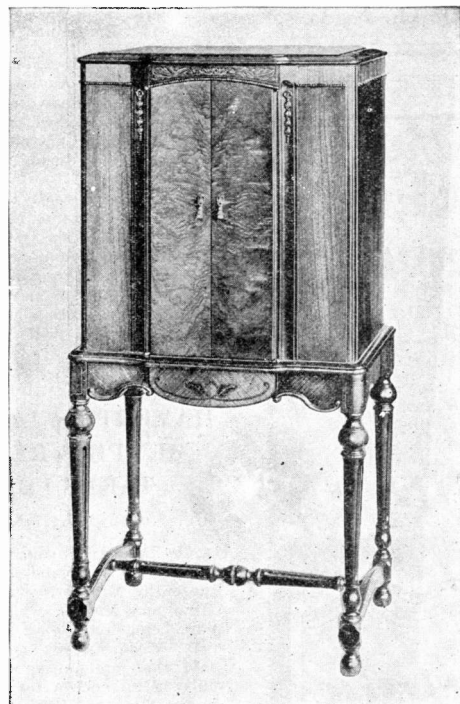
*Immediate Delivery
of all Models*

COLONIAL
Radio

Licensed under patents of Radio Corporation of America, Westinghouse, General Electric and American Telephone and Telegraph Companies.



"RADIO'S CLEARER VOICE"



The WINDSOR

Sliced, Oriental striped and American striped walnut, with choice matched Butt walnut doors. Art frieze over doors and carved pendants along the sides. Height 51 in. Width 27 in. Depth 17½ in. **\$149⁵⁰**
Price, less tubes

**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.

**Majestic Plane Used in
Securing Photographs
Of Devastated Region**

Dallas, Texas, Thursday.

The large Sikorsky amphibian plane owned by the Grigsby-Grunow Co., Chicago, and which has been roaming the country and laying out new routes to points deemed strategic in Majestic radio plans, found itself in the midst of excitement and work when it reached this city on a tour last week. The night before the arrival of the Sikorsky, the nearby town of Frost had been devastated by a tornado. All communication with Frost had been broken, and newspapers were unable to get to the scene to take pictures that would tell the story of the catastrophe to the outside world.

One of the Dallas newspapers, upon learning of the arrival of the Majestic plane, immediately got in touch with the Radio Equipment Co. of Texas, Majestic distributor with headquarters in this city, and borrowed the plane and pilots for an expedition over the tornado-swept area. A two-hour tour was made over the city of Frost with photographers and newspaper writers on board.

**Floor of Ambassador
To Be "Sylvania Lodge"
During RMA Trade Show**

Emporium, Pa., Thursday.

In addition to exhibits in booths A-52-53-54 at the Auditorium during the R.M.A. Trade Show in Atlantic City, Sylvania radio tubes, made by the Sylvania Products Co., this city, will have a private home during the week of the convention.

The entire eleventh floor of the Ambassador hotel is to be the "Sylvania Lodge" during the week of June 2. Flashing oak leaves will be used to decorate the "Sylvania Lodge" and a reception room in spirit with the interior of the hunting lodge of the Sylvania Foresters will be open to all tradesmen.

**HAVERTY'S, LARGE
MEMPHIS RETAILER,
TAKES LONG LEASE**

MEMPHIS, TENN., Saturday.

The Haverty Furniture Co. has taken a lease for nine and a half years on the entire Brooks-Neely building at S. Main and McCall, which structure is now being remodeled. Robert Haverty, vice-president of the company, said that occupancy would be about July 12. Under a former lease prior to the fire, the Haverty firm occupied the corner half of the five-story structure. The new place will have a frontage of 75 feet on Main, and a depth of 148½ feet. The Haverty store will have 70,000 square feet of space. It is one of the largest retail furniture, phonograph and radio stores in the city. At present it occupies a temporary location on the opposite side of the street.

Lowenstein's celebrated its Founder's Day on Saturday. This large store was founded in 1855. The anniversary event will be celebrated for several days. H. T. Bunn is general manager. Mr. Witzermann heads the comprehensive radio and phonograph department.

**ZENITH OFFICIALS ENTHUSED OVER "70"
LINE; SEE BIG MARKET FOR QUALITY SETS**



CAPT. EUGENE F. McDONALD



PAUL B. KLUGH

Among the leading trade executives who will be in Atlantic City next week for the annual trade show will be Commander Eugene F. McDonald and Paul B. Klugh, president, and vice-president and general sales manager, respective-

ly, of the Zenith Radio Corp., Chicago. The Zenith officials are highly enthused over the new "70" models brought out by their company and declare that prospects look bright for those in the trade concentrating on quality merchandise.

The
**PERFECT
COMBINATION**



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

MORE PROGRAMS

ABSOLUTELY NO A. C. HUM

"CLOUGH-SYSTEM" TUNED AUDIO

FILTERED TONE CRYSTAL-CLEAR

SCREEN-GRID POWER DETECTION

AUTOMATIC VOLUME CONTROL

DX PERFORMANCE THAT WILL KEEP YOU UP ALL NIGHT

FOUR TUNED CIRCUITS SUPER-SELECTIVITY

TONE CONTROL ON PANEL

CABINETS THAT ARE "WOWS"

FIVE TUNED CIRCUITS 10 KC. SELECTIVITY

110 TO 120 VOLT D. C. OR BATTERY OPERATION

FULL-RESPONSE ELECTRO-DYNAMIC SPEAKER

PUSH-PULL 245's

THREE SCREEN-GRID TUBES

REMOTE CONTROL OPTIONAL

100 TO 130 VOLTS, 50 TO 60 CYCLE OR 25 TO 40 CYCLE

DOUBLE-DUAL SELECTION

LIFETIME DIAL

PRE-SELECTION

MAN! WHAT A RADIO!



What's new in radio? Silver-Marshall answers definitely with everything that's new.

The most advertising dollars per set—spent mostly right over your name. Puts an end to next-door and next-block competition. The season's most beautiful cabinets. Prices down, in the volume-moving class, yet well out of the low-profit "cat-and-dog-fight."

Two screen-grid chassis models: a 7-tube 4-gang—and a 9-tube 5-gang, with positive 10 kc. selectivity! Lots of treble, lots of bass, and you control the tone at will, with a knob. Automatic volume control on the 9—the "fading" problem solved—you can tune through loud locals without breaking an ear drum.

Put that in your pipe, and smoke out the blues. The hottest line of the season—clean protection and profits that mean "out of the red and into the blue"—the new SILVER-MARSHALL "Sharpshooters" stand out like a big silver dollar in a pocketful of street-car change!

Phone your distributor or wire us to arrange demonstration.

SILVER-MARSHALL, Inc.
6161 West 65th St., Chicago, U. S. A.

At Atlantic City: Auditorium, Section A, Booth 20-21; Ambassador Hotel, 8th Floor Annex.



The QUEEN ANNE SEVEN: \$160. Four-piece, center-matched butt walnut top/front panel and overlays of Carpathian ash, legs of hand-carved walnut. 7 tubes: 3-24, 1-27, 2-45, 1-80.



The PRINCESS: \$135. Top arch of Australian laurel; side panels of genuine African mahogany; top of four-piece center-matched walnut. 7 tubes: chassis identical with Queen Anne Seven above.



The QUEEN ANNE NINE: \$185. Four-piece center-matched butt walnut top/front panel and overlays of Carpathian ash; legs of hand-carved walnut. 9 tubes: 4-24, 2-27, 2-45, 1-80.



The ELIZABETHAN: \$225. All walnut with linen-fold overlay panels of solid black walnut. All cuts are carefully selected for color and figure; finish throughout follows the finest practice of furniture craftsmanship. 9 tubes: chassis identical with Queen Anne Nine above.



SILVER-MARSHALL RADIO EXTRAORDINARY

BECAUSE Arcturus Tubes combine Quick Action and Clear Tone with unusually Long Life, they have proved to be steady profit producers for thousands of successful radio dealers. Get all the facts about the Arcturus Line at the R. M. A. Trade Show, Booths A-11 and 12. We'll be glad to see you!

ARCTURUS RADIO TUBE CO.
Newark, N. J.



they're
blue!

ARCTURUS
Quick Acting
RADIO TUBES

KANSAS CITY RADIO DEALERS REPORT LULL

Kansas City, Mo., Friday.

Radio is a little slow at this period in the Kansas City territory, although it compares favorably enough with last year's business. The optimistic are beginning to look forward to another good radio year while those not so cheerful are just looking forward.

A. M. Bullock, who has for a number of years been in charge of the radio department at Kimball's here, has resigned from that position and has moved to Los Angeles.

Kimball's radio is attracting attention, although its sale is slow. The branch is under the direction of Harry W. Wert.

In reaching for volume, the radio dealer has riddled terms and spoiled the public. He has, in a sense, been gambling in radios, and unfortunately, in a number of instances has lost too heavily to stay on in the business. This is particularly true of the small dealer. It is very easy to get poor business, but the dealer who wants to succeed should be able to say "no," Mr. Wert believes.

Davidson's radio department is experiencing a business which while not startling, is keeping well up with sales last year, according to A. Nelson, manager. The little Echo-Phone, made in Hollywood, is one of the best sellers this firm now has. Home demonstrations have been largely eliminated by Davidson's.

The Ryan Radio & Electric Co. is the name of a new store being opened by George Ryan at 1217 Grand. The company has been appointed exclusive dealer for the new General Motors radio in the downtown district. The store room is 160 by 28 feet with plenty of window space for display.

C. M. Willis, sales manager for the Sterling Radio Co., Majestic radio and Columbia record distributor, reports a slightly better trend in business. Generally business conditions in the territory, he said, are becoming more favorable. It is amazing what success the company is having with the installation of the Majestic combination in public schools. The Kansas Gas & Electric at Pittsburg, Kansas, has installed four in the past few days, and orders are coming in at the rate of 10 to 15 a week.

The Neubert Majestic Sales Co. is the new Sterling dealer in Carthage, Mo. The company is owned by E. C. Neubert who has been the sales manager for the old Sterling dealer in that city for some time. Mr. Neubert is an exclusive Majestic dealer. He will have one of the most beautiful stores in the city.

W. E. Woods, branch manager for Fada, reports collections in the Kansas City territory are poor. Farmers have borrowed money to the hilt and can't pay the storekeeper and the storekeeper can't pay the radio dealer. In one case a well known doctor in a Kansas town had to return his radio, saying that he just couldn't collect from his patients. Mr. Woods believes that too many people bought radios who could not afford it. This has given rise to another problem which now faces the dealers pretty generally, and that is the problem of disposing of re-possessed sets. It is almost impossible to sell them without a heavy loss.

The Fada branch shipped twenty

sets into Old Mexico the first of this week, according to Mr. Woods. The dealers, two Mexican business men, came to Kansas City to close the order.

The Troost avenue store of the G-R Company, which was opened this winter, has been doing very well. It has been appointed exclusive dealer for General Motors radio for the up-town district. J. R. Stinson, who has been with General Motors at the factory and elsewhere, will manage the establishment. The other G-R store is at Fourteenth and McGee and will continue to handle several makes of radio.

—KENNETH FORCE.

Onondaga Auto Supply Is New Radiola Jobber

Disclosure was made on Wednesday by Vernon W. Collamore, Radiola division manager of the RCA Victor Co., Inc., New York, that the Onondaga Auto Supply Co. will distribute Radiolas in central New York State and in three Pennsylvania counties, Tioga, Bradford and the northern half of Susquehanna. The wholesale firm enters the Radiola distribution field with more than five years of successful experience in radio jobbing. It maintains a sales force of eleven men, and has four central distributive points, Syracuse, Watertown, Binghamton and Utica.

H. Hiram Weisberg is president of the Onondaga organization, B. S. Arnold is general manager, and Edwin I. Firestone, director of sales.

University Placement Bureau Establishes New Radio Personnel Division

The University Placement Bureau, 225 Broadway, New York, for many years one of the leading personnel factors in the technical field in the East, has established a radio division, in addition to its other departments, to begin functioning June 1.

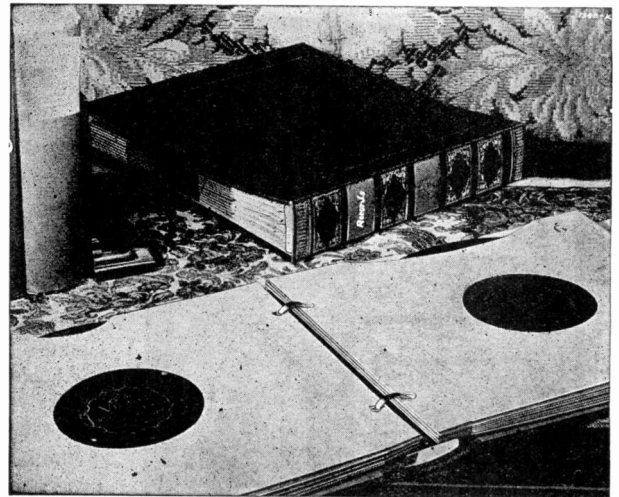
According to M. H. Rhulen, director, there is at the present time no agency in New York that specializes in the placing of selected and competent men for every angle of the radio industry from the tube designer to the high powered sales engineer. Mr. Rhulen estimated that there were 3,000 trained radio men unemployed in the metropolitan area, adding: "This unprecedented situation affords radio makers an unusual opportunity to select the finest type of personnel for the building of production and sales staffs that will be required for the apparatus now being developed."

H. K. BOICE ASSUMES CBS SALES DIRECTION

H. K. Boice, an executive on the staff of Lennen & Mitchell, New York advertising agency, has resigned to become director of sales of the Columbia Broadcasting System, N. Y.

Mr. Boice has been active in advertising, promotional and merchandising work for over 20 years.

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.**

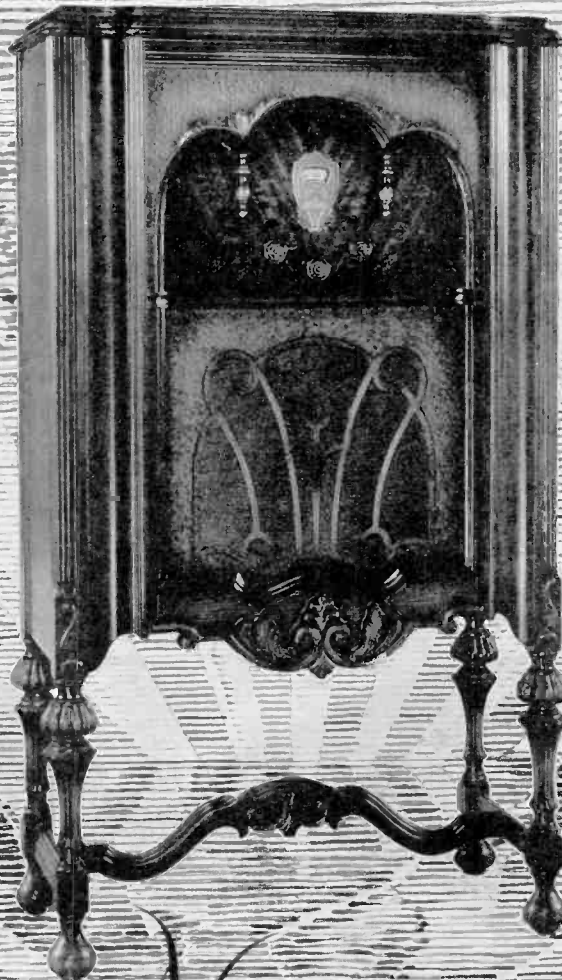
Our regular line of albums has long been considered the standard of the phonograph industry.

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

Here it is



The New
GULBRANSEN *Champion*

THE "CHAMPION" is the result of the complete devotion of Gulbransen's entire facilities to one brilliant performing chassis—one beautiful cabinet—one challenging value! Business-men in radio quickly appreciate the profit possibilities of the "CHAMPION," due to quick turn-over of invested capital. Specifications—Tone-Control, four-gang condenser, push-pull, a new Stadium Type, Lektophone licensed, dynamic speaker. Eight tubes—3—224s; 2—227s; 2—245s; 1—280. Licensed by RCA—Hazeltine—Meissner. Full size cabinet 48 inches high. Beautiful rare woods—genuine carvings. Distributors' and dealers' inquiries promptly handled. On display RMA Trade Show Booth D 20-21, also at Chelsea Hotel, Atlantic City, New Jersey.

GULBRANSEN COMPANY » » »
« « « « 3232 West Chicago Avenue, CHICAGO

\$ 130



NEW!

THE MASTER

PHONOVOX

See the improvements—
then hear the
Master Model Phonovox!

Twelve months of research in Pacent Radio and Talking Picture laboratories bring to Pacent dealers the marvelous new 107 Master Phonovox. Every feature that means better performance and greater sales is combined in the new Model 107. Modern in every respect—Pacent once again puts Pick-Up Design a full year ahead.

Improved frequency characteristics through scientific placement of weight. Greater range of reproduction—more bass—more highs . . . Low center of gravity—better record tracking—Built in volume control—Built in radio-record change-over switch . . . Full swing back head for easy needle changing—

Generous Sized Special Cobalt Magnets. All parts in the Master Phonovox are precision adjusted to insure a new degree of pick-up performance . . . Correct needle pressure applied through scientific design of head. Ball-bearing swivel tone-arm . . . The Model 107 has everything: performance, entirely new appearance, eye value, simplicity of operation.

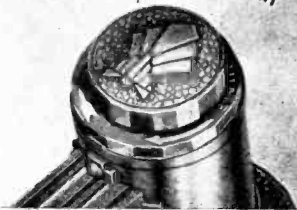


Model 107

\$15.00 Complete

(Prices slightly higher West of Rockies and in Canada)

BUILT IN VOLUME CONTROL AND
RECORD-RADIO SWITCH



Send for literature on the new
Model 107 Phonovox

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

Pioneers in Radio and Electric Reproduction for Over 20 Years

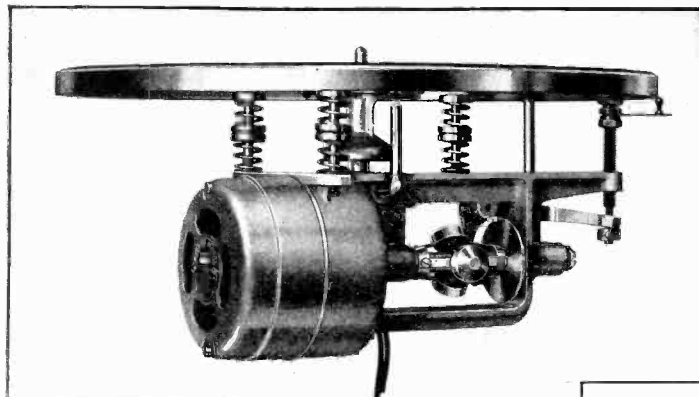
Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England. Licensee for Canada: White Radio Limited, Hamilton, Ont.

PACENT LEADS IN PHONO-RADIO ACCESSORIES

PACENT'S ever-growing leadership in the field of phono-radio accessories means greatly increased sales possibilities for you. There's money, and sure, continuous sales in Pacent Products. They are known throughout the world as leaders in their field. Cash in on this leadership now as never before!

Pacents Radio-Phonograph Chassis

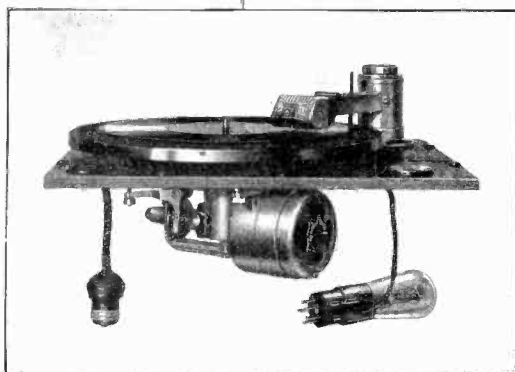
Specially designed for use in producing an efficient, low-priced combination. Pacent motor, new 107 Phonovox and all accessories are mounted ready to slip in assembly. Prices and specifications on request.



Pacents Electric Phonograph Motor

Silent induction type for 110 volts, 50 or 60 cycles A. C. Available in many special frequencies. Ideal for all radio-phonograph requirements. Sturdy, quiet, extremely economical.

List Price **\$25**

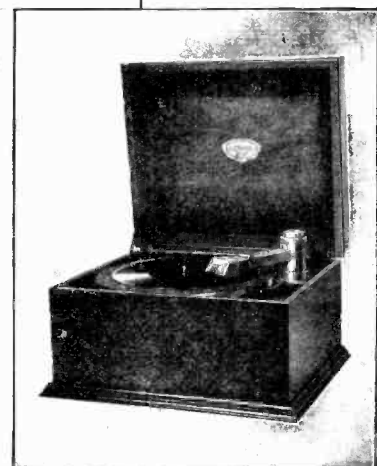


Write today for new literature on Pacent Products, the fastest sellers in the phonograph-radio field.

The New Pacents Electrovox

The Pacent Electric Motor and marvelous new 107 Master Phonovox built, with necessary accessories, in handsome cabinet. Makes a combination of any radio set.

List Price, including cabinet **\$75**



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

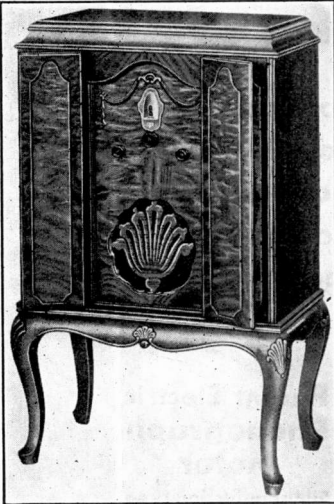
Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England. Licensee for Canada: White Radio Limited, Hamilton, Ont.

Four Silver-Marshall Console Sets Will Be Shown at Trade Show

Silver-Marshall complete console radio receivers will be shown at the RMA Trade Show at Atlantic City on June 2, in Section A, booth numbers 20 and 21, at the Convention Hall, and at the hotel display occupying the new section of the eighth floor annex of the Ambassador Hotel.

All models use screen-grid tubes in all radio-frequency stages, with screen-grid power detection. All are constructed on the two-unit assembly plan — power supply built in with speaker on lower shelf, separate from receiver chassis which is on the upper cabinet



The Queen Anne 9

shelf. This construction is said to facilitate service and provide balanced weight in shipping, in addition to its principal object of eliminating all induction hum. All models have two audio frequency stages, and use tuned transformers of a type developed by Kendall Clough, Silver-Marshall engineer, and marketed under the name of Clough-System Audio Transformers. The distinguishing feature is a fixed condenser which tunes each transformer so as to provide ample emphasis to bass notes for listeners who desire such tone. All models are equipped with variable tone control operated by a knob on the panel, so that in use the low tones are emphasized only to whatever extent the listener prefers. Automatic remote control is offered on any model at an additional cost of \$50 list.

The line includes four cabinets, fitted with two entirely new chasses, and four cabinets will be offered at the same list prices throughout the United States.

The Princess, at \$135; the Queen Anne Seven, at \$160; the Queen Anne Nine, at \$185, shown herewith, and the Elizabethan, at \$225, comprise the line. Of the four models, the \$135 and \$160 cabinets first mentioned use the type 34 chassis, which requires 7 tubes in all: 3—'24, 1—'27, 2—'45 and 1—'80. There are four tuned circuits, two of which precede the input tube (dual pre-selection).

The \$185 and \$225 models use the type 35 chassis, with 5 tuned circuits (5-gang condenser). This chassis requires 9 tubes: 4—'24, 2—'27, 2—'45 and 1—'80, and has two tuned circuits

Philly Victor Nine Wins Opening Contest, 21-9; T.O.W. Challenges P.V.D.

PHILADELPHIA, PA., Monday.

The baseball team of the Philadelphia Victor Distributors, Inc., this city, opened its 1930 season with a 21 to 9 victory over the Lindley Electric Supply Co. nine at Woodside Park, here. The game was featured by the playing of Captain Stark and Winsten of the P. V. D. nine. Each gathered a trio of hits in addition to garnering nine runs between them. J. Tatem was in the box for the winners.

The P. V. D. sluggers touched A. Wick, the Lindley moundsman, for eighteen hits.

After the game the local agent of the baseball team representing THE TALKING MACHINE and RADIO WEEKLY issued a challenge to the Philadelphia Victor providing P. V. D. nine adds several more victims to its list and can prove itself worthy of meeting a Class A club. Baseball scouts for the "Trade's Only Weekly" report that the P. V. D. nine is still a Class B outfit.

Warners Acquire Radio Advertising Company

Warner Brothers, Inc., disclosed last week that it had acquired National Radio Advertising, Inc., 12 East Forty-second street, New York, an organization devoted to the preparation, sale and broadcasting of electrically recorded radio programs.

This step, according to Herman Starr, vice-president of Warner Brothers, brings the talent, music, recording and reproduction of radio programs that are broadcast from discs under a central organization. Raymond Soat, head of National Radio Advertising, Inc., will remain in the same position under Warner ownership.

ATWATER KENT DEALER OFFERS FREE SERVICE TO RADIO SET THIEVES

CAMDEN, N. J., Friday.

James' Radio Store, Atwater Kent dealer of this city, recently capitalized on the theft of its automobile and several radio sets by cleverly turning the tables on the pilferers in a novel newspaper advertisement.

Some time after the theft, the truck was returned to the James' store minus the radios. The advertisement was in the nature of a comment on the whole occurrence. It read as follows:

"We thank the thieves who stole and then returned our automobile truck. We compliment them upon their choice of radio sets — the Atwater Kent — which they kept. We are so thankful for the return of the truck — so flattered at their choice of good radio — that we will give them free installation and service upon request. The different kind of Radio Shop you've always wanted."

Up to the present writing, the thieves have failed to take advantage of James' generous offer.

preceding the input tube and two following the input tube. The type 35 regular equipment.

THE TALKING MACHINE and RADIO WEEKLY New Zenith Instrument Heard in South America In First Inter-Continental Broadcast by Telephone



South America Listens to New Zenith Set Via Telephone

Chicago, Ill., Friday.

What is believed to be the first inter-continental broadcast of radio music by telephone between Chicago and South America was consummated during the recent Zenith annual distributor convention at the Congress hotel, when Joseph Hopfenberg, sales representative of the Max Glucksman Co., Zenith Radio Corp. distributors in South America, telephoned the headquarters of his firm in Buenos Aires, Argentine, direct from the speakers' table at the conference.

Overcome with enthusiasm for the new Zenith "70 line" models disclosed at the meeting, Mr. Hopfenberg immediately placed a telephone call for his Buenos Aires office. Getting the office on the phone, he advised them of

Zenith's plans and program for the coming season and described the beauty of the Zenith cabinets. The new Zenith Model 75, combination radio and phonograph, was then turned on, the music from which was enjoyed by the listeners in Buenos Aires. Mr. Hopfenberg is shown in the photograph holding the telephone receiver to the loud speaker of the set.

A cablegram of congratulations and thanks was received from South America by the convening Zenith executives a few hours later. The phonograph record used during the transmission of music was autographed by Commander E. F. McDonald, Jr., president and Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., and forwarded to the Max Glucksman Co. at Buenos Aires.

New Colonial Sets to Be Manufactured at Rochester Factory

Rochester, N. Y., Friday.

The new Colonial 1930-31 radio set line, which will be shown to the trade at the RMA Trade Show in Atlantic City during the first week in June, will be manufactured at the local plant of the Colonial Radio Corp. This plant, under the direction of C. C. Harvey, vice-president in charge of production, will produce the new Colonial line in addition to speakers for the industry in general.

Since the merger of the interests of the Colonial Radio Corp. and the Valley Appliances, Inc., the local factory has been primed for the production of Colonial sets from the raw parts to the finished product. Augmented in tools, machinery and personnel, this factory is said to be one of the finest equipped radio plants in the country. Dr. Fulton

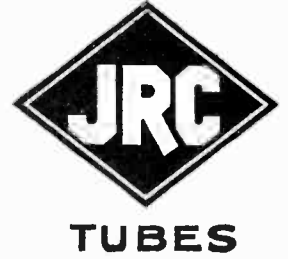
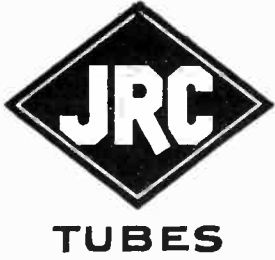
Cutting and I. G. Maloff have cooperated in the engineering work on the new models, and Fred G. Carson, vice-president in charge of sales, and Joseph Gerl, general sales manager, have laid their plans for a comprehensive merchandising campaign.

FRENCH IMPORTS OF U. S. RADIO SETS SHOW BIG INCREASE

Washington, D. C., Saturday.

Exports of American radio apparatus to France during the past year were more than three times as great as in 1928, according to the Electrical Division, Department of Commerce. The total reached in 1929 was \$201,065 as compared with \$62,603 for 1928.

Receiving set components and loudspeakers were the largest items in this class of material, such exports amounting to approximately \$54,700 each. Receiving set accessories valued at \$41,769 and complete receiving sets worth \$23,250 were also shipped to France.



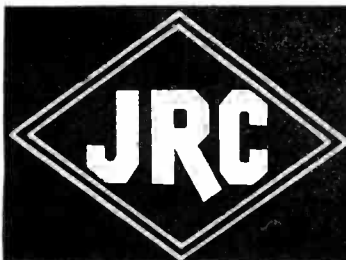
*Sealed
in Cellophane
at our factory
for your
protection*

JRC new type construction enables us to make EVERY JRC Tube a good tube. Therefore, every JRC Tube remains good when it comes to you, Mr. Dealer, and is good when you hand it to your customers.

No other tube has the improved features which characterize JRC construction. These assure quick reception and greater uniformity. No chance of shorting a JRC Tube, which means longer life and quieter operation, thus eliminating Dealer Service.



We make all types of tubes in our own factory

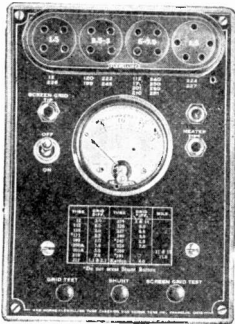


**JOHNSONBURG
RADIO CORPORATION
JOHNSONBURG, PENNA.**



CHICAGO OFFICE
28 E. JACKSON BLVD.

55 W. 42nd STREET
NEW YORK CITY OFFICE



VAN HORNE

FLEWELLING

The New Improved

FLEWELLING

TUBE CHECKER

A New Improved model of the most popular tube checker ever sold. Checks tubes three times as fast as other checkers. Checks any kind of tubes, screen grid, pentode, Cardon, Kellogg, etc. without adapters. All sockets in numerical order marked with voltages and tube types. Patented shunt device protects against "shorts" in tube or imperfect contacts on push buttons. Unconditionally Guaranteed against any and all defects. Popularly Priced—Far less than other high quality checkers.

Most good jobbers the country over are stocking this popular new-type checker. If your jobber does not, write direct to Tube Checker Division of

VAN HORNE TUBE CO.
FRANKLIN, OHIO

Manufacturers of Van Horne Certified Radio Tubes

ALEXANDER'S, INC.

"ALWAYS AHEAD"

Pioneers in Radio distribution in
the metropolitan area.

ALEXANDER'S, INC.

39 West 60th St.,

New York, N. Y.

TEL. COLUMBUS 7250-1-2

DISTRESS RADIO SETS NEARING END, IS BELIEF OF SAN FRANCISCO INDUSTRY

MAJESTIC ADVANCE IN PRICE STIRS FAVORABLE INTEREST

Ernest Ingold Executive on Vacation—H. R. Curtis Back from Trip to Sparton and Edison Factories—H. E. Gardiner in Los Angeles in Behalf of General Motors Radio.

San Francisco, Cal., Thursday.

There is not much of snap left in the retail trade of San Francisco, outside of the drives made by the large departments on the various distress merchandise. It is not merely the sale of strictly distress merchandise that hurts. The retailer who has not been dealing in such merchandise sometimes sees himself under the necessity, if he gets enough to pay his rent, of unloading anything he has on hand, even though it be at a loss, before the sheriff unloads it for him. There is some complaint among the stronger elements because retailers do this; but after all they are only doing what organizations involving millions have been doing.

The only surprise is that so many are still quite optimistic of an excellent fall trade ahead, believing that the dumping will by that time be over. At little better sales in some quarters on regular merchandise gives some color to this hope. And there are some who believe that in this territory there will be an improvement in buying just as soon as the new models appear, as that is what some of the better buyers are waiting for.

The notice of an advance in prices by the Majestic, to take effect the first of June, has been hailed by the trade as a master move. It has furnished a splendid argument to the consumer why he should close the deal for the new radio immediately; as this is set forth as an indication of what is sure to happen all along the line.

Meanwhile the distributing offices are considering the subject of vacations; and Ernest Ingold states that there is a movement afoot among the distributors to have all their salesforces take their vacations at the same time. During that time there will be no salesmen calling on the trade.

Herman S. Hinze, retired treasurer of Ernest Ingold, Inc., and still one of the directors, has arranged for a vacation at Lake Tahoe, where he will go the thirteenth of June.

W. E. Darden, vice-president of Ernest Ingold, Inc., has been spending a week in the Sacramento Valley in the interest of Atwater Kent.

L. M. Willis, Kent Pacific Coast manager, was in San Francisco last week calling on dealers and going over matters connected with the line.

E. T. Cunningham writes from New York that he expects to attend the Western Music Trades Convention to be held in San Francisco June 30, July 1, 2 and 3.

Interest continues to grow in the next convention of the Western Music Trades, and more space by far has been taken for display and demonstration purposes than ever before.

Melvin DeLyons, of the Atwater Kent organization, has arranged to spend his vacation the coming month in Southern California.

H. R. Curtis, president of H. R. Curtis Co., distributor of Sparton radio in central and northern California and Edison distributor in Southern California, has returned from a business trip East in the course of which he visited both the Sparton and the Edison factories. He started back again Sunday

in company with Tom Thompson, sales manager. They will attend first the Sparton conference, and will then go on to the big show at Atlantic City.

The H. R. Curtis Co., distributors in this territory for Sparton, is very optimistic for the remainder of the year. July will see new interest starting in the new models that will begin to be shown by that time. In spite of the difficulties of the first half of the year, they have chalked up on the right side of the ledger every month so far; and so confident does Mr. Curtis feel that there is a fine look ahead for radio that he has thrown aside all his automobile accessory business, to devote their entire attention from now on to radio distribution.

E. P. Boyce, advertising manager for Thompson & Holmes Co., distributor of Majestic, reports that their dealers are taking great interest in the coming trip back to the factory, and that is going to be a real excursion, dealers doing all they can to learn all the mileage possible by the sale of Majestic sets.

Ray Cook, manager of the Gilfillan branch office, states that the interest in the new Gilfillan among dealers and the public continues.

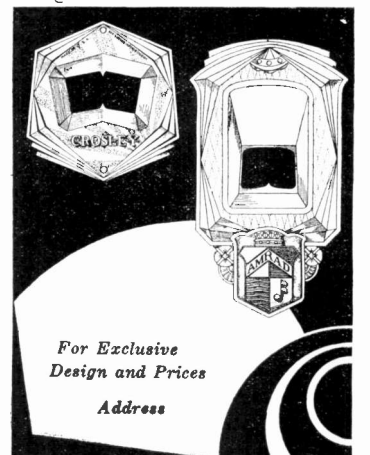
—ALLEN.

ENGINEERING CO. HEAD SEES BOOM SHORTLY IN RADIO TUBE INDUSTRY

NEWARK, N. J., Friday.

"There is every indication to believe that there will be an improvement shortly in the radio tube business," David Kondakjian, head of the Engineering Co. of Newark, N. J., of 57-59 Branford street, this city, said in a recent statement.

The Engineering Co. manufactures automatic radio tube machinery and supplies. Mr. Kondakjian is well known throughout the national radio tube trade.



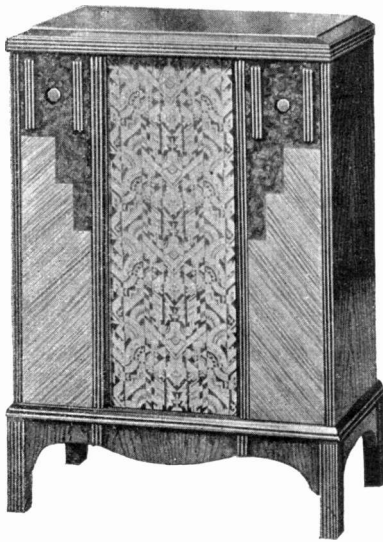
For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.

INCORPORATED
UTICA, N. Y.

How do your prospects judge Radio?

Dollar for Dollar Tone for Tone



List Price **\$127.50** Less Tubes

MODEL 10

This new Sentinel has all leading developments in screen grid radio. The cabinet is of burl and butt walnut, designed to a period and with modernistic effects. Panels of zebra wood give it a three toned appearance. High polished finish. Tapestry of harmonious colors gives it a strikingly rich character. Seven tubes. Three screen grid, two in two stages of tuned radio frequency amplification and resistance coupled, two 245's in push-pull, one 180 rectifier. Electro Dynamic Speaker.

THIS year people are demanding *full dollar value* in all they buy. In radio they are demanding outstanding performance at sensible prices— And they are finding in Sentinel exactly the qualities they desire! Dollar for dollar — tone for tone — Sentinel is the greatest value on the radio market today!

Because of this—alert Dealers are changing to Sentinel! It's eight-tube screen grid chassis—with *four* screen grid tubes—has power, sensitivity, selectivity, to please their most critical customers. Its tone has *beauty*, clear and life-like, over the whole musical range. Its two-toned walnut cabinet decorates any room. And it is *priced for volume sales* in the most competitive markets!

National Newspaper Advertising

Saturday Evening Post advertising has built prestige for Sentinel. Now a strong national campaign of newspaper advertising will tell Sentinel's story in each Dealer's city, directly to his customers, to assure him of large sales.

If price and performance are the important selling points to *your* prospects—Sentinel will increase your sales. Send now for a sample order via your nearest jobber. We know it will make you a steady customer.

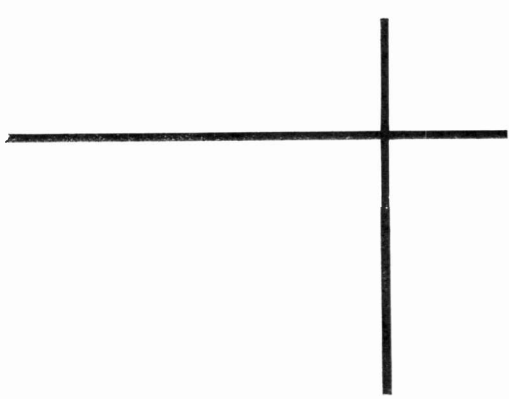
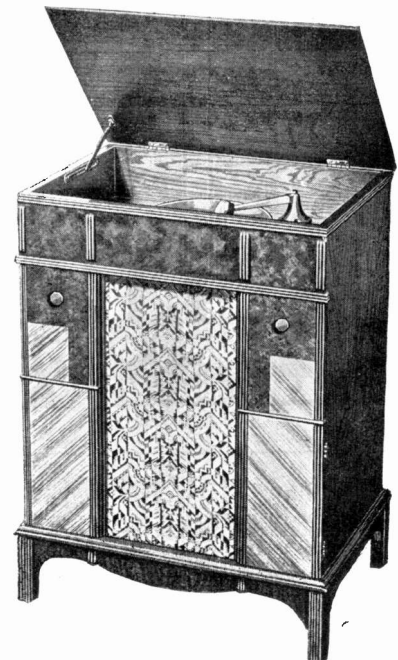
UNITED AIR CLEANER CORPORATION
9705 Cottage Grove Avenue Chicago, Illinois

List Price
\$180

Less Tubes

MODEL 12

The world's finest combination. Beautifully and compactly designed of burl and butt walnut, with panels of zebra wood. High polished finish. Tapestry in rich colorful harmony with this beautiful instrument. Same chassis as Model 10. Fully equipped with electric pick-up, electric motor, speed regulator, record compartment, and phonograph volume control.



SENTINEL

The "Color-Tone Test" Sells Sets—
We Can Prove It

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.



BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1934

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

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



SLIGHT IMPROVEMENT NOTED IN RADIO SET BUSINESS ON COAST

SAN FRANCISCO, CALIF., Thursday.

Trade in the Bay Oistrict continues slow, but with some improvement. Sale of sacrifice stock still has a slowing down effect on the sale of regular merchandise. Stores with localized trade find themselves at a disadvantage even on merchandise that is not unloading or distress merchandise; for the reason that the large departments having sacrifice merchandise sell this subject to being redeemed in regular merchandise, should it prove unsatisfactory. The result is that prospective buyers take a chance on the cut-price merchandise, and the regular merchandise becomes merely a lever to sell the specials, or is ultimately sold by the departments handling sacrifice merchandise on special sale. That such a condition is depressing is easily apparent. It has been proposed that the retail dealers get together and insist that distributors withdraw franchises from those slashing prices with distress merchandise; but it seems evident that there cannot be sufficiently unanimous action to make such a demand effective.

In this crisis the good, old-fashioned methods appear to be the best. The houses with good merchandising practices, high-class reputation, and dependable service appear to stand the strain best. Others come, sometimes make quite a flash, then fizzle out and fall like the spent stick of a sky-rocket. A district that has had the maximum number of come-and-go dealers is the Mission District. Yet the old, long-established houses stay and stay — business sometimes up, sometimes down, but always something doing.

One of these is Christophe's. The inscription in gold on the window tells that they were established in 1906. A. West, manager, states that their local standing and reputation for reliability is about their best asset now. They have known and done business with many of their customers for long years. There is loyalty both ways, and their customers know that they will be treated right. For instance, times have been hard in the building trade, and a number of painters to whom they have sold have been unable for months at a time to make payments. Fine moral risks, but out of cash, so they have been carried, and now are turning in payments, small for a while but on the square. And Christophe's are very partial to all their lines, as they have found the distributors always on the square with them. They carry Philco, Atwater Kent, Victor and the Edison with the Echo-
phone for the cheap trade. This Echo-
phone fills a real want, for they sell a number to people who already have a radio but want a cheaper one to take out to their Summer camp. They stick to their record trade, for while the volume is not what it was at one time, it is well worth the investment, and they trim their investment to correspond to the volume of trade both in records and instruments. Mr. West decries the effort to build volume by price-slashing and selling a-dollar-down. Anybody can build volume on such terms if they ignore risks, he declares, and they can easily build themselves out of business. As a music store he believes that they are in a better position to stand the strain of merchandise dumping for the

reason that they have in stock practically anything that is wanted. In parts, band instruments, records, sheet music — and in Hohners they have been doing a heavy business as the big local theatre has been putting on a great harmonica entertainment.

The T. White Eastman department is another that depends on the fine loyalty of a host of friends that it has made during twenty years or more. Robert Eastman, the manager and now president of the Retailers' Association, expresses the belief that they are the oldest radio set dealers in the retail trade of San Francisco; though the Leo J. Meyberg Co., then heavy dealers in radio equipment, are still in the distributing business. Mr. Eastman is confident that the low ebb of the business locally has been passed. Their own business has been growing for a number of weeks, and he is confident that the cost is about clear for a heavy Fall trade on a higher range of prices. They are having a strong run on Majestics and are making use of a great display of cut-out advertising material furnished by the Majestic distributors, specifying how most of the railroads of the United States are Majestic-equipped.

Ben R. Scott, in charge of the beautiful radio department of Lachman Bros., reports that their trade has been building for some time right along. He feels that the drift to standard merchandise is strengthening. While not one of the oldest in the radio field, Lachman Bros. are one of the oldest in home furnishings, and in a career of unbounded success have made their business one of metropolitan proportions, and do not measure their clientele by the Mission District or even by San Francisco. Ben Scott, the manager of the radio department, has had long experience in the wholesale as well as in the retail field, and is holding the business to an even keel along constructive lines, and on a profit-making basis. He has a couple of beautiful windows and makes them express the beautiful set-up that marks the entire interior.

R. E. Wulfinger, in charge of the radio department of Redlick-Newman, also reports business as now building. Wulfinger was fifteen years with the Wiley B. Allen Co., that had such a reputation for safe, sable, and high-grade merchandising, and is thoroughly imbued with the idea of doing business that way. This has not prevented him since he took charge of the Redlick-Newman department, making a tremendous advertising drive and expanding the activities of the department, capitalizing to the utmost the good name and reputation of the Redlick-Newman home-furnishing establishment.

The Sherman, Clay & Co. store on Mission street has been completely remodeled, improving the interior in appearance and convenience of arrangement materially. The manager reports that the special alteration sale which they have been conducting has been bearing some fruit, and has especially been stimulating trade in the radio department. R. I. Cooley, formerly in charge of the radio department at the Mission street store, is now in charge of the Filmore street branch. This branch has been prospering, and the space has been considerably increased.

Ben Scott, of the Lachman Bros. radio department, is planning to attend the eastern radio show. Mrs. Scott will go with him and they will return through the South, making it quite a pleasure trip.

—ALLEN.



All a-b-o-o-o-ard for
CROSLEY & AMRAD
Exclusive Metropolitan Crosley and Amrad Distributors

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

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

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

PREPARED IN PROPER CONSISTENCY

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

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET

New York

Put in 1, 5, 10, 25, 50-Lb. Cans for Dealers
Write for Special Proposition to Jobbers

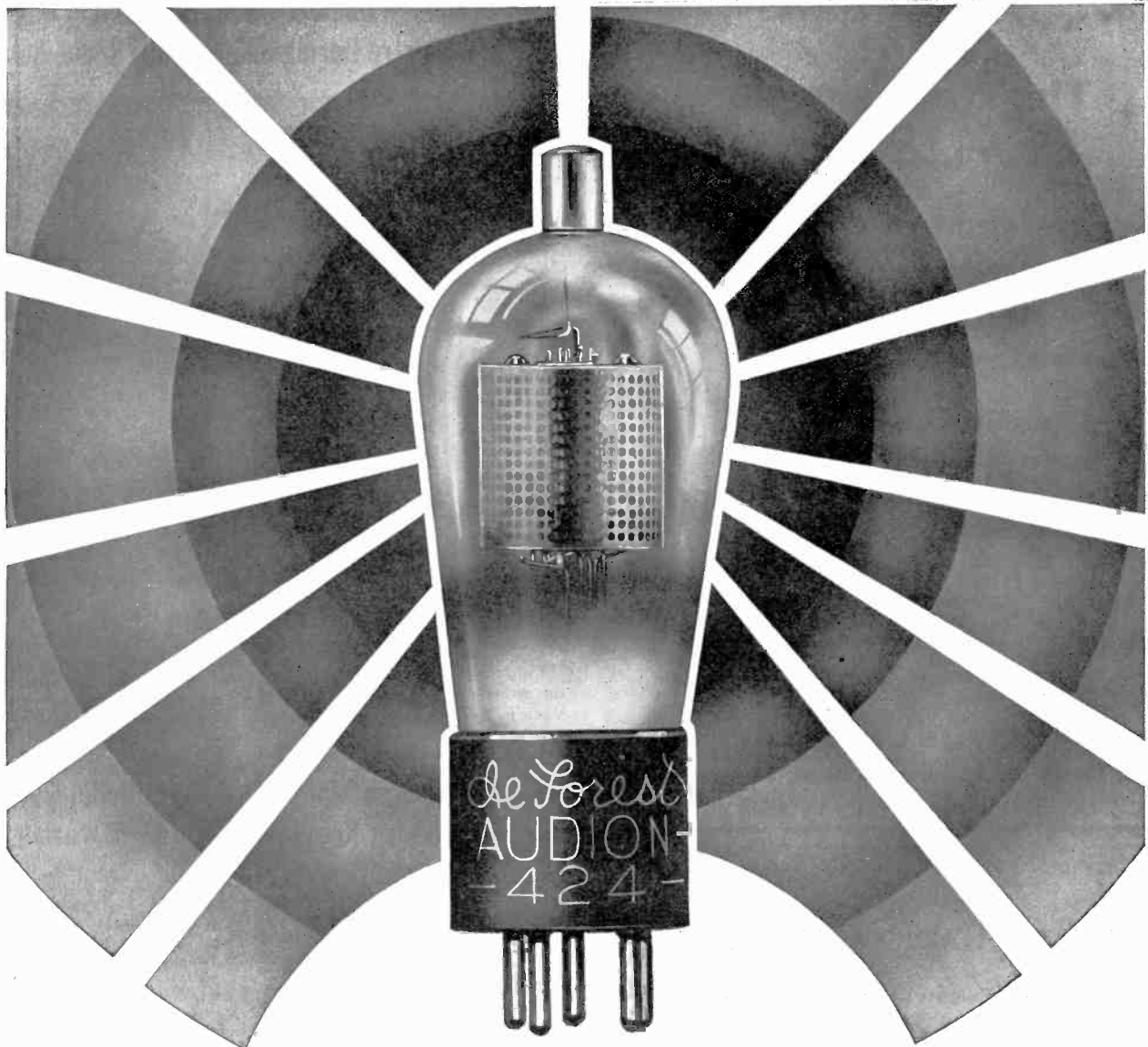
THE ENGINEERING COMPANY

of NEWARK, N. J.

MANUFACTURERS OF
AUTOMATIC RADIO TUBE MACHINERY & SUPPLIES

57-59 BRANFORD STREET

NEWARK, N. J.



De Forest Tubes *have achieved a new perfection*

AUTOMATIC high-speed machinery, recently developed, assures the highest engineering standards while multiplying production and reducing the selling prices.

This season get off to a new start! Push these laboratory precision tubes. You will avoid tube troubles and have fewer service calls, more satisfied customers and correspondingly larger profits.

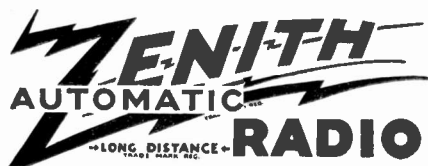
Visit the De Forest Exhibit at Booths B3 and B4 at the 4th Annual R. M. A. Trade Show — Atlantic City Auditorium, June 2nd to 6th. Everybody of importance in radio will be there.

DE FOREST RADIO CO.
PASSAIC, NEW JERSEY

de Forest
AUDIONS
RADIO TUBES

Branch Offices located in: Boston, New York, Philadelphia, Atlanta, Pittsburgh, Chicago, Minneapolis, St. Louis, Kansas City, Denver, Los Angeles, Seattle, Detroit, Dallas, Cleveland.

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



NORTH AMERICAN RADIO CORP.

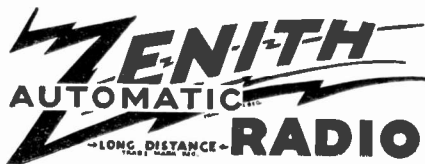
1845 Broadway • New York

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

MACKENZIE RADIO CORPORATION

Twelve-Twenty-Five Broadway
New York City

DISTRIBUTORS

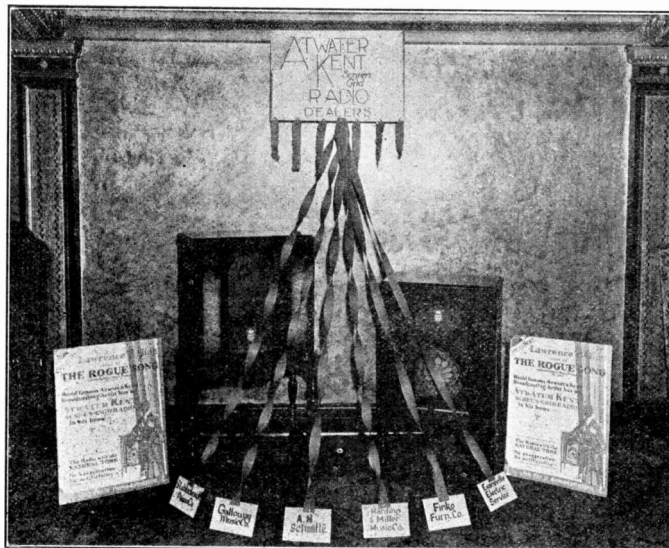


The Bronx --- New York State
---Northern New Jersey

QUALITY RADIO RETAILS PROFITABLY!

THE TALKING MACHINE and RADIO WEEKLY

Kent Dealers in Indiana Tie Up With Lobby Display In Theatre During Showing of "Rogue Song" Film



The Atwater Kent-Rogue Song Display

INDIANAPOLIS, IND., Thursday.

The accompanying photograph shows the recent display in the lobby of the Victory Theatre, this city, tying up the Atwater Kent radio with the film "The Rogue Song" which played in that

theatre. The tie-up was made more complete by the placing of local dealers' names on small cards, connected by ribbon to the card above the two Kent models, the larger placard reading "Atwater Kent screen grid radio dealers."

Wisconsin Jobber Dines Brunswick Retailers

Milwaukee, Wis., Friday.

The Wisconsin Radio Distributors held its monthly luncheon complimentary to the Associated Brunswick Dealers of Milwaukee in the Medford hotel, this city, recently.

F. H. Suter, vice-president, who presided at the meeting discussed the advertising campaign based on the Brunswick trade-in plan. His suggestions were well received by the dealers who voted to continue for a second month.

Hal Norman, sales manager of the Wisconsin Radio Distributors, spoke at length on the grasping of sales opportunities. "Used Talents vs Unused Talents" was the title of his address.

K. E. Reed, Brunswick representative, spoke on the past and future of Brunswick and what the Brunswick-Balke-Collender Co. had done to help stabilize the radio industry through close cooperation with wholesaler and dealer. He also brought up the subject of the extra profits to be derived through promoting records and portable sales.

Elmo Voegtlin Heads Technicians' Group

New Orleans, La., Monday.

Elmo Voegtlin, service engineer for C. T. Paterson Co., distributors of Stewart-Warner radios, was elected to fill the first term of president of the Radio Technicians' Association of New Orleans, La., an organization of radio service men and engineers formed at his instigation and effort.

The Radio Technicians' Association purposes to improve the technical end of radio locally by training and educating its members and establishing a high code of ethics for the industry.

Georgia Radio Sales New Stewart-Warner Jobber

Atlanta, Ga., Friday.

Disclosure was made Saturday of the appointment of the Georgia Radio Sales, Inc., at 142 Spring street, N. W., here, as state distributors for the Stewart-Warner Corp., of Chicago. Under the terms of the appointment the company will handle all radio models manufactured by the Chicago firm.

Herman Loeb, native Atlantan and a prominent figure in local business circles for a number of years, will serve with H. G. Jones, also a native Atlantan and for six years a member of the Stewart-Warner sales staff, as executive of the new company. Both of these men are well known throughout the state and are recognized as leaders in the radio industry in the southeast.

Both sales and service departments will be maintained by the company. Advance plans call for a service department, the methods and organization of which will be an innovation in local radio circles.

BURBIG, HUMORIST, TO ATTEND TRADE SHOW AS GUEST OF CECO

Providence, R. I., Monday.

Henry Burbig, famous radio humorist and star of the CeCo Couriers heard every Monday evening over the Columbia Broadcasting System, will be present at the RMA Trade Show as the guest of the CeCo Manufacturing Co., this city.

Mr. Burbig will be at the CeCo booth in Convention hall and also at the CeCo administrative headquarters in Hotel Ambassador.

AGAIN

...THE HIGHEST QUALITY RADIO IN THE WORLD

...YEAR-IN-ADVANCE ENGINEERING DEVELOPMENTS

...FULL DEALER PROFITS *THROUGHOUT* THE SEASON

ZENITH



FOR THE SIXTEENTH SUCCESSIVE YEAR ZENITH SUBSCRIBES TO THOSE

PRINCIPLES OF QUALITY MANUFACTURE, ENGINEERING ADVANCEMENT

AND SOUND SELLING PRACTICE THAT HAVE PLACED ITS PRODUCT IN-

DISPUTABLY IN A CLASS BY ITSELF. Ⓞ ONCE AGAIN THE BEGINNING

OF A NEW SEASON BRINGS TO ZENITH DEALERS NOT ONLY NEW MODELS





OF OUTSTANDING SUPERIORITY, BUT ALSO THE SURETY THAT SANE PRO-

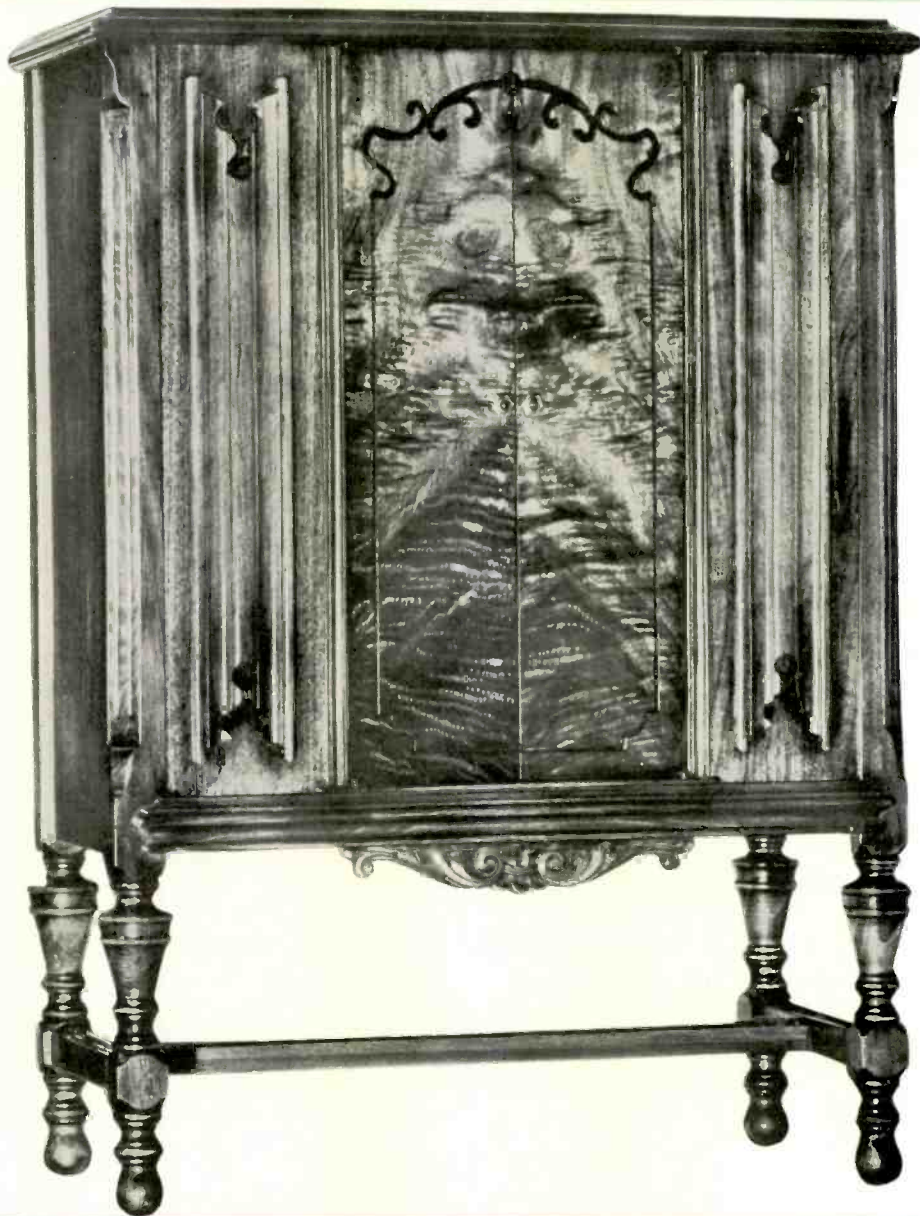
DUCTION STANDARDS WILL MAINTAIN ORIGINAL VALUES AND PUBLIC

ACCEPTANCE THROUGHOUT THE SEASON. IN PRESENTING ITS NEW

70-LINE OF RADIO RECEIVERS, ZENITH HAS GONE FAR FORWARD, NOT

ONLY IN ENGINEERING DEVELOPMENT, BUT IN ARTISTRY OF APPEAR-





MODEL 71

A distinctive low-boy console of authentic Tudor motif. Woods are of selected Walnut veneers, Birch, and Redgum, with panel of Australian Maple Butt. Advanced super screen-grid circuit. Advanced super-size electro dynamic type speaker. Entirely new degrees of sensitivity, selectivity, tonal purity and distance range. 9 tubes, with rectification. less tubes

\$185

Slightly higher in Far West.

ANCE... AN ENTIRELY NEW NOTE IN CABINETRY WHICH, FOR SHEER

BEAUTY AND DISTINCTION, DISMISSES ALL FORMER CONCEPTIONS OF



MODEL 72

The new Zenith 70 chassis housed in an exquisite low-boy of authentic Tudor design. Woods are of carefully selected Walnut, Birch, and Redgum, with panels of Bull Walnut. Advanced screen-grid circuit. Genuine Automatic Tuning. Super-size electro-dynamic type speaker. 9 tubes, with rectification.

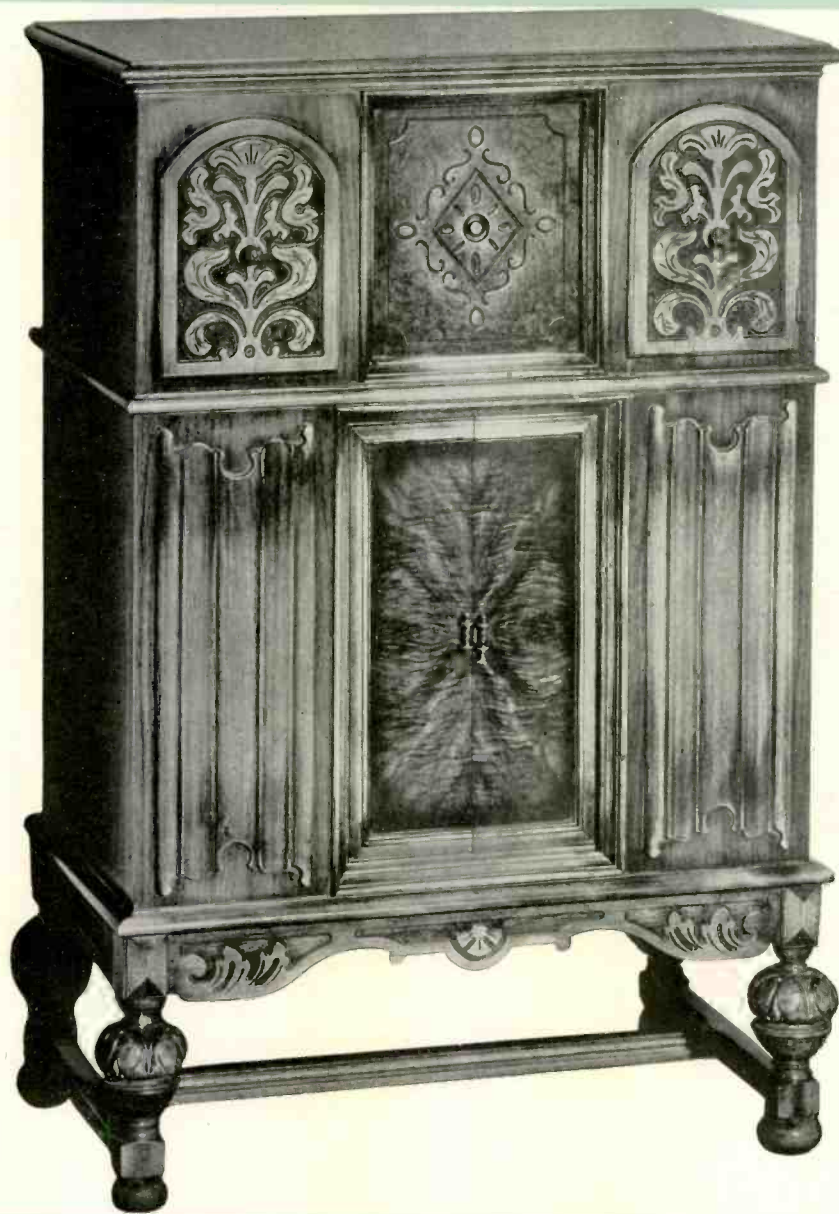
\$210

less tubes

Slightly higher in Far West.

RADIO FURNITURE. Ⓒ THE PERFORMANCE OF THE CHASSIS REVEALS AN

ENTIRELY NEW PEAK IN TONE QUALITY, WITH BOTH SENSITIVITY AND



MODEL 73

An entirely new note in radio furniture craftsmanship and cabinetry is reflected in this beautiful semi-high-boy. Of authentic Tudor design to the smallest detail, built of choicest, rare woods, its appeal to the discriminating buyer is instant. Woods used are Walnut and Birch, with the upper door of Italian Olive Burl. The instrument panel is of Butt Walnut. All features of new 70-line Zenith chassis, including genuine Automatic Tuning, 9 tubes, with rectification.

\$265

less tubes

Slightly higher in Far West.

MODEL 74

Same console as Model 73 with REMOTE Automatic CONTROL.

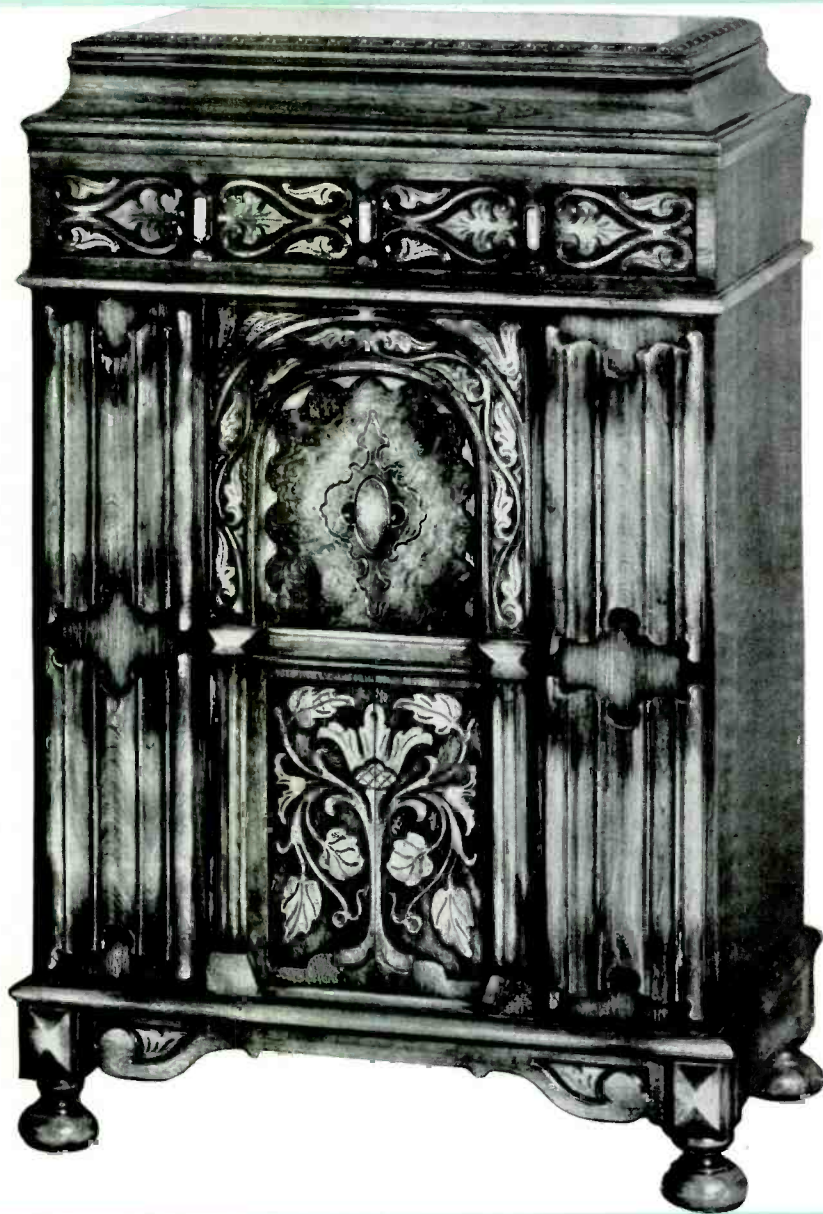
\$315

less tubes

Slightly higher in Far West.

SELECTIVITY INCREASED TO HEIGHTS NEVER BEFORE ATTAINED. C. AND,

OF COURSE, ZENITH GENUINE AUTOMATIC TUNING HAS BECOME AN



MODEL 75

A sensational advancement in radio-phonograph combinations, featuring a revolutionary Automatic Record Changer that provides thirty minutes of continuous transcription. Housed in a magnificent console of authentic Tudor period. Handsome carvings and fineness of detail enhance richly grained Walnut and Birch. The Panel is of Bull Walnut. Employs the new Zenith 70 chassis. 9 tubes, with rectification. **\$375** less tubes
Slightly higher in Far West.

OUTSTANDING, WANTED FEATURE...LOOKED FOR, AND FOUND ONLY,

IN ZENITH RECEIVERS...TO BE MORE DEMANDED THAN EVER THIS SEASON.



AND LINKED WITH THE OUTSTANDING SUPERIORITY OF THESE NEW ZENITH

RECEIVERS IS A TIME-PROVEN POLICY OF PRICE ADHERENCE THAT ASSURES

CONTINUOUS FULL PROFITS TO ZENITH DEALERS. AGAIN ZENITH OFFERS

THE RADIO DEALER THE SUREST GUARANTEE OF A SUCCESSFUL SEASON.

EXHIBITING DURING SHOW WEEK... 2407 BOARDWALK, ATLANTIC CITY

ZENITH
AUTOMATIC
-LONG DISTANCE-
RADIO

★ ZENITH RADIO CORPORATION, CHICAGO, ILL. ★

THE NEW
ZENITH

70
LINE

IS HERE

.. and what a line!



NORTH AMERICAN RADIO CORP.

1845 BROADWAY · NEW YORK

WHOLESALE DISTRIBUTORS · MANHATTAN · BROOKLYN · LONG ISLAND · STATEN ISLAND

Now showing in our Philadelphia headquarters, and
June 2nd to 6th, in Atlantic City, at 2407 Boardwalk,
the new 1930-31 line of DeLuxe Models

"GROW WITH US"



"GROW WITH US"

AUTOMATIC
RADIO

--- once again definitely confirming the astronomical and radio truth that
"Zenith" is on top.

You are cordially invited to visit
us - or write for full particulars.

TRILLING & MONTAGUE N. W. Cor. 7th & Arch Streets
Philadelphia

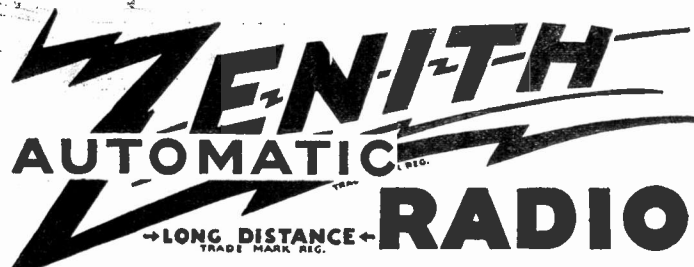
Exclusive Wholesale Distributors Eastern Pa., Southern N. J. and Newcastle Co. Del.

MACREGOR RADIO CORP.

Welcomes You!

AMBASSADOR HOTEL

ATLANTIC CITY, N. J.



DISTRIBUTORS FOR CONNECTICUT

MACKENZIE RADIO CORP.

Welcomes You!



AMBASSADOR HOTEL

ATLANTIC CITY, N. J.



ZENITH
AUTOMATIC
→ LONG DISTANCE ←
RADIO
TRADE MARK REG.

DISTRIBUTORS



NORTHERN NEW JERSEY - NEW YORK STATE - BRONX

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

Zenith Radio Distributing Corp. CH CAGO ILLINOIS

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

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

Tarr, McComb & Ware Commercial Co. KINGMAN ARIZONA

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

Mackenzie Radio Corp. 1225 Broadway New York

North American Radio Corp. 1845 BROADWAY NEW YORK

Trilling & Montague Seventh and Arch Street Philadelphia, Pa.

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

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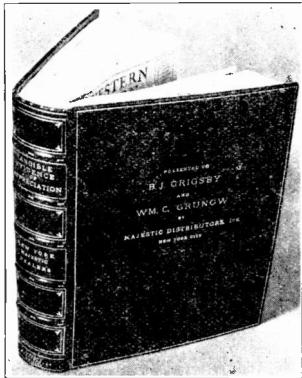
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300 New York Dealers Felicitate Majestic Heads on Anniversary

In commemoration of the second anniversary of Majestic radio, 300 dealers in the New York territory served by Majestic Distributors, Inc., sent congratulatory telegrams recently to B. J. Grigsby and W. C. Grunow, chairman of the board and president, respectively, of the Grigsby-Grunow Co., Chicago. The messages were all



Volume of Congratulatory Messages

received the same day and were sent by every dealer served by Majestic Distributors, Inc., in the metropolitan area to the headquarters of the New York wholesale branch.

The telegrams were bound in an attractive red Morocco leather cover, inscribed appropriately in gold letters and sent to the Majestic executives.

The reaction of Messrs. Grigsby and Grunow was so enthusiastic that they had a plaque made up and sent a quantity of silver autographed plaques to be presented to each dealer in recognition of their support in putting the Majestic line across.

In conjunction with the receipt of the 300 messages from the dealers, Majestic Distributors received orders for 1,800 sets valued at \$300,000, list price.

Chas. A. Rice Named Eastern Sales Head For DeForest Radio

The appointment of Charles A. Rice, former sales manager for the Champion Radio Works, Inc., as eastern sales manager of the DeForest Radio Corp., of Passaic, N. J., has just been disclosed.

Mr. Rice is well known in radio trade circles. During the World War, he was a radio operator in the Navy, having served previously with the old Marconi Co. From 1922 to 1925, he was manager of the radio department of the Electric Appliance Co., Chicago. In 1925 he served as district sales manager of the DeForest Radio Co. for the Chicago area, becoming assistant sales manager of that company and later director of sales, being most active in the Clause 9 litigation in behalf of the DeForest interests. During 1928 and until recently he was general sales and advertising manager of another tube organization, resigning that position in order to join DeForest.

Whitney Dist. Company Assumes Brunswick Line In Wisconsin Territory

Chicago, Ill., Friday.

E. O. Borglin, formerly president of the Northwest Radio Trade Association, heads the newly organized Whitney Distributing Co., new Brunswick distributors of Minneapolis, Minn., as executive vice-president and general manager.

The announcement was made recently by A. A. Trostler, sales manager of the radio and Panatropes division of the Brunswick-Balke-Collender Co., this city, who said that the new organization would take over the entire distribution of Brunswick musical merchandise, formerly handled through the factory branch at 426 So. Third street.

The new jobbers will distribute Brunswick radios, combination radio and phonographs, Panatropes and records in Minnesota and western Wisconsin.

Mr. Borglin was formerly sales manager of the Northwest Day-Fan Radio Supply Co., St. Paul, and for nine years manager of the radio department of Howard, Farwell & Co., St. Paul music house. He attended the University of Minnesota before entering business.

Murray Kirschbaum, H. L. Davies and E. T. Christman, formerly associated with the Brunswick sales organization in Minneapolis, will continue in the sales department of Whitney Distributing Co. The new company will have one of the most modern and complete service departments in the Northwest under the supervision of Frank Fallico, formerly a radio service engineer for Brunswick, Mr. Borglin said.

SEEKS TELEVISION BROADCAST PERMIT

Washington, D. C., Thursday.

A. M. Morgan, head of the Short Wave & Television Laboratories, Inc., Boston, appeared before the Federal Radio Commission recently and asked that his company be granted a construction permit for a broadcasting station with a view to enabling the public to see and hear what is going on in the studio. Mr. Morgan's request was taken under advisement by the commission.

ONE HUNDREDTH BIRTHDAY OF HARMONICA IS CELEBRATED IN SAXONY, HOME OF INSTRUMENT

Washington, D. C., Friday.

The well known harmonica, popular instrument of many lands recently had its hundredth birthday in Saxony, where the mouth-organ industry celebrated a century of activity and prosperous development, according to a report received in the Department of Commerce from the office of the Commercial Attache at Berlin.

There are several remarkable features of this specialized German industry, among the chief of which is the fact that approximately 90 per cent. of the total output is exported and that approximately 15,000 workers are employed. The exports of mouth organs range from 45 to 50 million pieces annually, while accordions, bandoneons, which are also a product of the industry, average nearly 675,000 pieces per

E. J. Strauss Radio Co., Sparton St. Louis Jobber, Known for Aggressive Exploitation Merchandising



E. J. Strauss' Sparton Soccer Team

St. Louis, Mo., Friday.

The E. J. Strauss Radio Co., recently appointed Sparton radio distributor in this city, is known far and wide for the vigor and originality it displays in its exploitation and merchandising. The firm sponsors the Sparton Radio Soccer Club, shown above, which won last year's State and municipal championship.

At a meeting recently, the Strauss

concern united approximately 100 dealers into the St. Louis Sparton Radio Dealers' Club, with the broad aim of furthering mutual pleasures as well as business interests.

The headquarters of the E. J. Strauss company consists of 65,000 square feet of floor space devoted exclusively to radio, being one of the largest in the country. E. J. Strauss is president, and S. Landau is vice-president and treasurer.

Frank M. Brown Co. Is New Kent Distributor For State of Maine

Philadelphia, Pa., Friday.

The Frank M. Brown Co., of Portland, Maine, one of the oldest and best known paint, varnish and electrical supply houses in New England, has been appointed by the Atwater Kent Mfg. Co., this city, as distributor for Atwater Kent sets and speakers throughout the entire state of Maine.

In business for almost sixty-six years, the Frank M. Brown Co. has in addition to its main office in Portland, a branch distributing point in Bangor. The company is not entirely new in the radio field, having at different times during the past few years distributed Bremer-Tully and Earl lines.

The officers of the new Atwater Kent distributing organization are Frank M. Brown, president; and Philip Brown, treasurer, and Wilson Ingalls, sales manager of the radio division.

Victor Records Used In Political Campaign

PHILADELPHIA, PA., Thursday.

The latest developments in the science of sound reproduction are being utilized in bringing the campaign speeches of Senator Joseph R. Grundy, Republican candidate for re-nomination for the United States Senate in Pennsylvania to the citizens of his State. For the first time in the history of American politics a candidate is reaching voters through the medium of talking machine records, either broadcast from leading radio stations or played on the sound-reproducing apparatus with which so many halls and theatres have been equipped during the past two years.

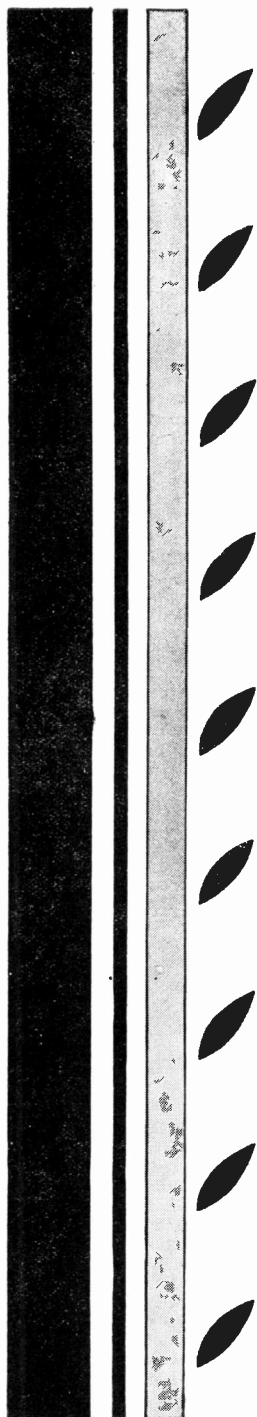
During the past week the voice of Senator Grundy has been heard each night by an audience of from five to seven million people throughout the State of Pennsylvania, from a series of twelve records of campaign speeches which he made in the Camden studios of the RCA Victor Co. and which are broadcast from radio stations in Philadelphia, Pittsburgh, Scranton, Wilkes-Barre and Harrisburg. These speeches, which vary in length from twelve to fifteen minutes, are heard simultaneously all over the State. This method permits Senator Grundy to reach a vast audience with carefully prepared speeches without the wearing effort of constant travel and repeated public appearances.

HERBERT HOOVER, JR., HEADS RADIO FIRM

CHICAGO, ILL., Thursday.

Herbert Hoover, Jr., son of the country's chief executive, has been elected president of the newly organized Aeronautical Radio, Inc., which in the future will direct radio operations for America's air mail and passenger lines. Headquarters of the new corporation will be in Washington, under the direction of Paul Goldsborough, formerly vice-president of the Universal Airlines, who was elected executive vice-president of the Aeronautical Radio. The corporation will begin active work within ten days, Mr. Hoover stated.

A BARE OUTLINE OF THE GREAT NEW BRUNSWICK STORY



Booths Section C 17, 18, 19
Demonstration Rooms 34, 35

See—

4 Brunswick models
 at prices that mean substantial profits and sales volume
 a low boy ~ ~ ~ ~ ~
 a high boy ~ ~ ~ ~ ~
 a combination Radio and Panatropé.

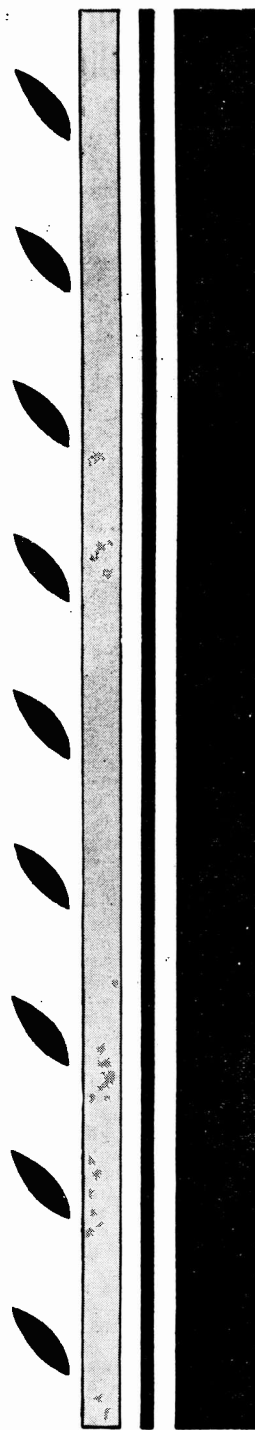
and a combination with a new automatic feature!

cabinets even finer than ever.

all shielded and armored chassis.
 absolute single control—one control, the Uni-selector turns the set on and off, adjusts volume, changes antenna tuning from local to distant reception, and tunes the set!

4 screen grid tubes ~ ~ ~ ~
 resistance coupling with two '45 power tubes in parallel ~ ~ ~
 10 inch dynamic speaker ~ ~

New and greater value in the Brunswick 1931 line!



Brunswick

QUICK DISPOSAL OF PRESENT STOCK IS IMMEDIATE PLAN OF CHICAGO DEALERS

Chicago, Ill., Friday.

Activity among the dealers and wholesale distributors, as well, is quiet, owing mainly to the approach of the June show and the intentions of the manufacturers to bring out something new. Thus effort is being concentrated by retailers toward disposing of all present stock, so that the new merchandise can be ordered. The various manufacturers here have been holding private showings, mainly to acquaint their dealers and distributors with developments in the new sets. The announcement made to the public by the Grigsby-Grunow Co. that effective June 1, prices on Majestic receivers will be advanced is creating considerable favorable comment among the trade.

Plans have been completed for the national meeting of distributors of the Brunswick-Balke-Collender Co., which will begin Saturday morning, May 24, at Dubuque, Iowa, where the day will be spent in inspecting the cabinet plants. On Saturday night the party will leave in special trains for Chicago, there embarking on specially chartered steamer for the plant at Muskegon, Mich. Inspection of the plant there will be made Monday, May 28, and on the same evening there will be a banquet, followed on Tuesday by a business convention, at which time sales and advertising plans will be outlined and discussed under the leadership of Brunswick executives and specialists in sales and advertising. Approximately 85 Brunswick distributors will be present, as well as a number of invited guests.

H. E. Richardson, vice-president and general manager of Young, Loris & Richardson, Sparton distributors, and president of Wilson & Richardson, speed boat specialists, is so well sold on speed boats, having last year, with his daughter, Mary Alcott, participated in a number of races, that he has secured a 30-foot speed launch for his daughter. This is to be a gift to her upon her graduation from Glenhard High School at Glen Ellyn, Ill., this coming June. A photogravure illustration of Mr. Richardson and his daughter on board the new boat was reproduced in the illustrated section of a Chicago newspaper, Sunday, May 11.

Marshall Field & Co., are announcing a new type of portable electric set, 6 tube, which it sells at \$59.50 complete. It has the appearance of a large sized clock, weighs only 17 pounds and is recommended for outdoor and summer home use especially.

The Dubilier Condenser Co. is launching an extensive campaign to sell its power pack correctors in central, middle west and western territory, and to that end J. E. Coombes, central district sales manager, and his assistant, W. F. Green, are busily engaged in making the necessary arrangements. This includes the appointment of sales representatives of a number of important cities. Salesmen will be appointed in St. Louis, Indianapolis, Minneapolis, Seattle, Denver and San Francisco, so that all territory west of Cleveland will be thoroughly covered. Mr. Coombes spent a day or so this week in Dayton, looking after business, which holds forth excellent promises.

The Leonard Lynn Radio Co., which has been located for several years at a ground floor store at 302 S. Wells street, has moved to Suite 502 in the

Brooks building at 223 W. Jackson boulevard.

Preliminary showings of the new Gulbransen set line have been held at the factory during the last few weeks, and have met with enthusiastic approval by all who have viewed the line. H. T. Roberts, sales manager, visited dealers and distributors in St. Louis this week.

Hugh Robertson, Zenith sales manager, is on a trip east, visiting New York, Philadelphia, Boston and Baltimore.

L. P. KLEIN JOINS STEELMAN STAFF

L. P. (Larry) Klein, former radio buyer for the Lee Bros. stores, has returned from a ten-week trip through the middle west, and has joined the sales staff of Steelman, Inc., recently appointed exclusive distributor in the metropolitan area for Lyric radio.

Chester Hale Girls Visit Majestic Display at Pittsburgh Aviation Show, Sponsored by Hamburg



Paul L. Chamberlain Explaining Majestic Features to Dancing Troupe

PITTSBURGH, PA., Monday.

Hamburg Brothers, exclusive distributor in this city for Grigsby-Grunow Co., of Chicago, Ill., manufacturer of Majestic radio, sponsored the display

shown herewith, at the recent Aviation Show in this city. During the exposition, a group of the Chester Hale girls from the Capitol Theatre, New York, visited the display, and were caught by the camera.

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

Brunswick

Radio • Panatropes with Radio • Records

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.

Telephone Sterling 8100

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

Telephone Columbus 2040

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

Announcing Our Appointment

as

Chicago Distributor

for

Brunswick

Radio \ Panatope with Radio \ Records

BRUNSWICK-WARNER - - - *names*
to conjure with

BRUNSWICK PRODUCT - - - *a line*
to profit by!

FOR DETAILS CONSULT

KIMBERLY RADIO CORP.

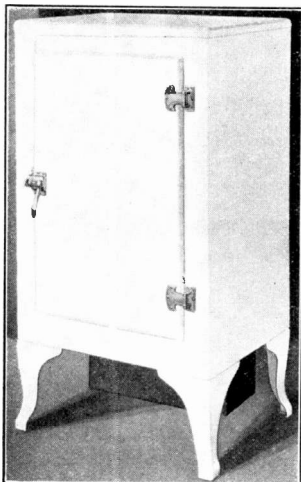
154 EAST ERIE STREET CHICAGO, ILL.

2619 STATE STREET
MILWAUKEE, WISC.

2 Crosley Refrigerator Models to Be Marketed

CINCINNATI, OHIO, Friday.

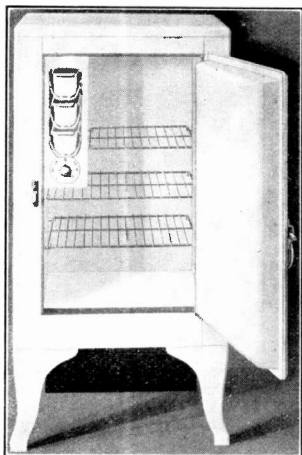
The electric refrigerator line now being produced by the Crosley Radio Corp., this city, maker of Crosley radio, consists of two models, one with a capa-



Closed View of Crosley Refrigerator

city of four cubic feet, and the other with a capacity of 5½ cubic feet.

These refrigerators are of the compressor reciprocating type, and use a one-sixth horse power motor that revolves 1750 revolutions per minute. The unit of the refrigerator is underneath



Open View of Crosley Refrigerator

and is readily reached for servicing purposes.

Although no official announcement has been made as to the list price of the Crosley refrigerators, it is believed that the small model will list at between \$125 and \$135, and the larger model at from \$150 to \$160.

DeForest Company In Booths 4 and 5

In a full page advertisement in this issue of *The Talking Machine and Radio Weekly*, the exhibit space of the DeForest Radio Co., Passaic, N. J., is inadvertently given as Booths three and four.

The DeForest exhibit will be found in Booths 4 and 5.

MANY IMPROVEMENTS INCORPORATED IN NEW '30 PACENT PHONOVOX

After twelve months of research in its radio and talking picture laboratories, during which time hundreds of different models were made and tested, the Pacent Electric Co., New York, has introduced a new and improved electric pick-up to be known as the Master Phonovox.

Several new and radically different principles are incorporated in this instrument which combine to make it unusual in its operation and performance. Pacent officials state. The characteristic vertical design of the pick-up head, for instance, has been eliminated, and in its place a new contour in which the pick-up is elongated horizontally. Not only does this new feature of design add considerably to the appearance of the unit and make it more compact through the absence of the bulky pick-up head of the past, but it permits a low gravity thus eliminating any necessity for a counter-balanced tone arm.

Another feature of the new unit is the discarding of the external volume control. The new Phonovox has built into the base of the tone arm a combination control and radio-record switch — both controlled by a single knob. When the knob is turned to the extreme left, the Phonovox is disconnected, and as the knob is turned to the right—in the direction indicated by the arrow under the knob—the Phonovox is connected and the volume of reproduction from this instrument increased until maximum is reached when the knob is turned to the extreme right.

The pick-up head is mounted on the tone arm in such a manner that it is possible to raise it on its pivot and swing it back 180 degrees. This permits easy changing of needles.

The new Phonovox is finished in a modernistic design, bronze finish. The tone arm is decorated with fluting. A special adapter for AC sets is furnished with each unit. It is supplied in one model only with a list price of \$15.

13 Majestic Jobbers Support Factory Ad

The Majestic radio product, which since its introduction about two years ago has proven to be one of radio's outstanding selling sets, will have as successful a summer and fall season as it so undeniably has had since its first trade announcement, if the whole-hearted efforts and cooperation by its distributors is any indication.

In this issue of *The Talking Machine and Radio Weekly*, thirteen Majestic wholesalers tie-up with a factory double-page spread in an effective manner. The jobbers represented are: Hamburg Bros., Pittsburgh, Pa.; Woodhouse Electric Co., Norfolk, Va.; Majestic Distributors, Inc., New York; Majestic Dist. Corp., Cleveland, O.; Detroit Elec. Co., Detroit, Mich.; Specialty Service Corp., Brooklyn, N. Y.; Majestic Distributors, Cincinnati, O.; Sterling Radio Co., Kansas City, Mo.; Majestic Distributors, Boston, Mass.; Hieb Radio Supply Co., Des Moines, Ia.; United Elec. Supply Co., Salt Lake City, Utah; Capitol Electric Co., Indianapolis, Ind.; and Roycraft Co., Minneapolis, Minn.

LARGE DELEGATION OF RADIO CORPORATION OFFICIALS EXPECTED AT R.M.A. CONVENTION



DAVID SARNOFF



E. E. SHUMAKER

David Sarnoff, president of the Radio Corporation of America and a prominent figure in international industrial circles, will head a delegation of the Corporation's official personnel at the Radio Manufacturers' Association annual convention at Atlantic City, next week. Other prominent Corporation executives expected to attend the conclave are: Edward E. Shumaker, president,

RCA Victor Co., Inc.; J. L. Ray, vice-president in charge of sales, RCA Victor Co.; A. Weiland, vice-president and works manager, RCA Victor Co.; H. C. Grubbs, vice-president, Victor division; Vernon W. Collamore, manager, Radiola division; Quinton Adams, manager, engineering products division, and W. L. Marshall, general advertising manager.

Van Horne Tube Co. Makes Special Flewelling Offer

Franklin, O., Friday.

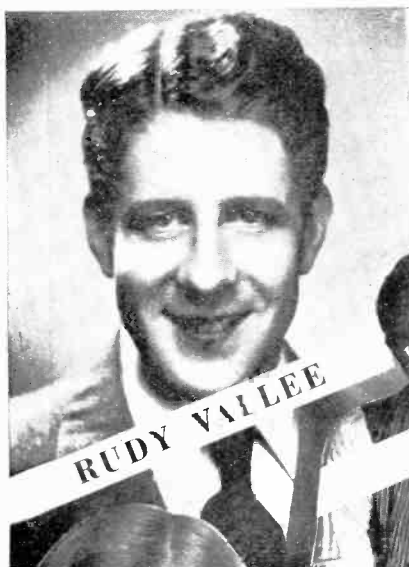
A special sales drive on the new Flewelling tube checker, made by the Van Horne Tube Co., this city, is now being conducted throughout the trade, David M. Kasson, an executive of the company, disclosed today.

"To introduce the new Flewelling checker, we will allow dealers \$5 for their old checker, regardless of make or condition on the purchase of one of our instruments," Mr. Kasson stated. Dealers' net price on model D Flewelling is \$22.50, with prices higher west of the Rockies. This special offer expires July 15.

George L. Patterson, Inc., Sole RCA Distributor In Wide Territory

The George L. Patterson, Inc., territory on RCA Radiola distribution now comprises Manhattan, Bronx, Westchester, Orange, Rockland and Putnam counties, in which areas the company is exclusive RCA wholesaler. The Patterson organization has the distinction of being the largest RCA distribution for the past ten years during which time it has amassed an enviable record for service and fair dealing.

Irving Sarnoff is president of George L. Patterson, Inc.



RUDY VALLEE



AMOS 'N ANDY



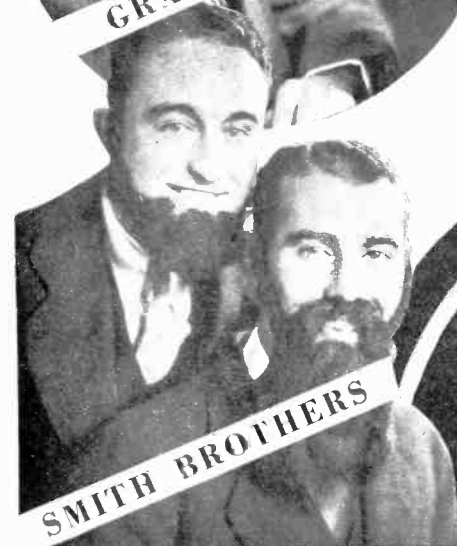
JOLLY BILL & JANE



OLIVE SHEA



GRAHAM McNAMEE



SMITH BROTHERS



CLAIRE CARTER



MACY & SMALLE

LET THESE FAMOUS STARS BOOST YOUR RADIO SALES

HERE'S THE MOST SENSATIONAL IDEA IN THE HISTORY OF RADIO SELLING!

... How would you like to have *Rudy Vallee*, the Vagabond Lover, pulling the women buyers into your store?

And just imagine *Olive Shea*, the girl with the box-office voice, inviting the men prospects to come in and talk over that new set with you!

Listen, men! How would you like *Amos 'n' Andy* plugging for you? And *Graham McNamee* ... the *Smith Brothers* ... *Vincent Lopez* ... be-

loved by millions of radio fans—drawing 'em into your place!

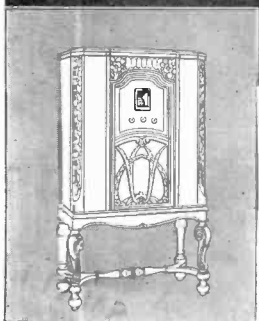
Men, this will happen in hundreds of radio stores throughout the United States this summer! ... Demand the facts at the National Union booth and at the 10th floor rendezvous at the Ritz Carlton Hotel—Radio Show Week in Atlantic City.

And don't miss this year's Special National Union Radio Tube entertainment! Pst-t!

NATIONAL UNION RADIO CORPORATION
400 MADISON AVENUE, NEW YORK CITY, NEW YORK

MEMO!

Yes! At the Show, I must remember to ask National Union about that "Radio Star" Idea, at their booth on the 10th floor of the Ritz Carlton!



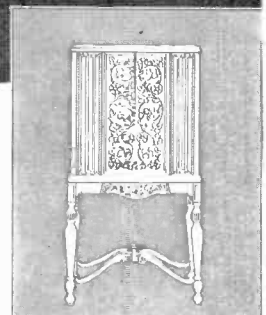
MODEL 43 CONSOLE. Equipped with automatic volume control.
Price without tubes, 8248

MODEL 36 CONSOLE—the finest of woods, craftsmanship and finish: chassis embodying the very latest of engineering achievements and built with utmost precision and *extraordinary margins of safety.*

Price without tubes, \$208.

STORY & CLARK RADIO

(Built complete in the Story & Clark factories)



MODEL 50 CONSOLE WITH DOORS. Equipped with automatic volume control. Price without tubes, 8287

RADIO

by **STORY & CLARK**

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

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

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

STORY & CLARK RADIO

(Built complete in the Story & Clark factories)

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

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

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

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

Four Additional Edison Distributors Appointed In Southeast Territory

The appointment of four new distributors for Edison radios in the Southeastern states was recently reported by Horace H. Silliman, Eastern sales manager of Thomas A. Edison, Inc. The new Edison distributors are the Southern Electric Supply Co., Atlanta, Ga.; Benton-Bailey Co., Richmond, Va.; Seals Piano Co., Inc., Birmingham, Ala., and American Hardware & Equipment Co., Charlotte, N. C.

The Southern Electric Supply Co. will serve the Edison trade in Georgia. This concern is a well-established and experienced organization and has been actively engaged in the distribution of electrical supplies, appliances and radio since 1918. A. F. Hammond is president of Southern Electric, and according to Mr. Silliman, directs its activities with all the competence and ability acquired through twenty years of experience in merchandising electrical products. C. F. Weathers is secretary and treasurer. The new Atlanta Edison distributor will have four men calling on the Georgia radio trade, all of

them enthusiastic with the prospects of increased Edison volume from this section.

In Virginia, northern North Carolina and eastern West Virginia Edison radio distribution will be under the direction of the Benton-Bailey Co., one of the largest distributors of automotive accessories on the Atlantic seaboard. Benton-Bailey entered radio several years ago, and quickly achieved a position of prominence in the field. Officers of the company are Z. P. Richardson, Jr., president; W. W. Henry, secretary, and L. S. Smith, sales manager. The inside organization consists of more than forty people employed in stock, service, counter and clerical work, augmenting the work of the field force of seventeen salesmen operating throughout the territory.

The Seals Piano Co., who will have control of Edison distribution in Alabama and the Chattanooga trading area, is the oldest piano house in Alabama, having been established in 1882. Thoroughly experienced in the merchandising of musical instruments, and with a background of prominence and success that has earned it a position carrying traditional prestige, the Seals Piano Co. assures the Edison radio trade in its section a sales-building and service cooperation of an inestimable

value. The officials of the Seals organization, all thoroughly conversant with every phase of merchandising musical and radio instruments, are R. H. Seals, president; J. L. Sample, vice-president; R. L. Andrews, secretary, and John A. Seals, treasurer. R. L. Seals is also associated in the management of the company. The radio sales department is managed by F. O. Brown, well known to the Edison dealers in Alabama through his former connection with the Edison Distributing Corp.

"To complete the present line-up of Edison distributors in the Southwest," Mr. Silliman stated, "it is very gratifying to announce the effecting of arrangements with the American Hardware & Equipment Co. for handling Edison radio distribution in South Carolina, southern and western North Carolina and eastern Tennessee. This concern, with a financial rating and trade reputation of the highest calibre, has been conducting a hardware and equipment business for the last fifteen years, radio being added as a feature line about six years ago. Maintaining a branch at Greenville, S. C., the company is in a most excellent position to give real service to the entire Edison trade throughout its operating territory, Charles Nichols and C. H. Clark, president and vice-president, respective-

Sylvania Opens Branch Sales Office in Chicago

Emporium, Pa., Friday.

The Sylvania Products Co., this city, maker of Sylvania tubes, has opened a factory branch office in the Williamson building, 605 West Washington street, Chicago. This office serves the territory including Chicago, and other parts of Illinois, Wisconsin and Iowa. Frank J. Foster, of Evanston, has been appointed Chicago branch manager. This office will also take care of the Sylvania incandescent lamp business in that territory.

ly, of the American Hardware & Equipment Co., are progressive business men, whose merchandising policies are in full accord with the high standards of dealer-distributor relations established by Thomas A. Edison, Inc."

With the appointment of the four new distributors, the Southern Edison radio trade is now served by eight distributors. The other four are Tampa Radio Corp., Tampa, Fla.; Southern Radio Distributors, New Orleans, La.; Russell-Heckel Co., Memphis, Tenn., and Edison Distributing Corp., Dallas, Texas.

MADE POSSIBLE

GREAT
PHILCOS
IN
1929



REG. U.S. PAT. OFF.

GREATER
PHILCOS
FOR
1930

ALL-ELECTRIC RADIO

"You Cannot Make an Omelet Without Breaking the Eggs"

In our neck of the woods where 70% of the total number of "established" radio dealers pocket but 18% of the total radio sales, and most of that at a cut, what a mathematical problem it will be for them to sell, finance and SERVICE an additional new line.

Three manufacturers of electric refrigerators are ready to market a line of radio sets and at least two manufacturers of radios will be making electrical refrigerators.

Taking the Summer Kink out of the Radio Sales Curve

is mighty fine merchandising but it removes the opportunity so necessary to the numerous small dealer of catching up with his finance company paper. The larger operator in many instances staggering under his load of Winter and Spring radio paper also adds further problems to his financing.

**"If" You Don't Belong --- Take It Easy, Brother.
1930 ANOTHER PHILCO YEAR.**

**Exclusive "Philco" Distributors for
Bronx, Westchester and Queens**

Al. Simons,

**UNIVERSAL RADIO COMPANY
536 BERGEN AVE. N. Y. C.
Ludlow 1800**

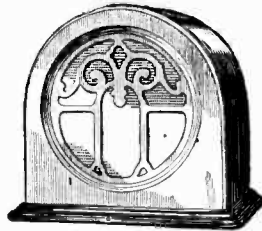
TEMPLE TEMPLE TONE Radio

REDUCED NET PRICES

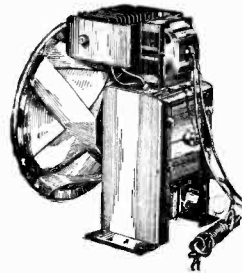
Temple Speakers - Units - Speaker Chassis



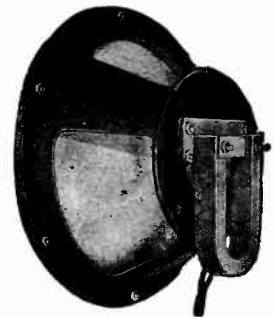
AC Dynamic
in Cabinet



Magnetic Speaker
in Cabinet



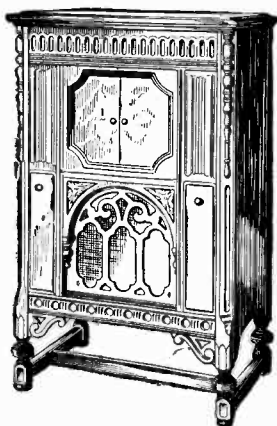
AC Dynamic
Chassis



AC Magnetic
Chassis

Only Limited Quantities on Hand

Write—wire—or telephone immediately



No. 8-91 Screen-grid
Combination



Double Action
Unit

Limited Quantities
Our Regular Stock Model No. 8-61

Screen Grid Low Boy
and No. 8-91 Combination

Subject to Prior Sale

Telephone—Grove Hill 2100



No. 8-61 Screen-grid
Lowboy

TEMPLE MANUFACTURING CORPORATION

5253 West 65th Street

Chicago, Illinois

TO MR. ARTHUR WALSH, VICE PRESIDENT, THOMAS A. EDISON, Inc., ORANGE, N. J.

*"Radio is a business
- not a circus!"*

You're absolutely right, Mr. Walsh! We're with you. We're proud to be associated with a radio manufacturer capable of meeting the present situation and who is building for the future welfare of the industry. Edison dealers join us in appreciation of your protection to the dealer—your determination not to subscribe to the hectic, hand-to-mouth methods so prevalent in the radio industry. The sane-ness and soundness of the policies of Thomas A. Edison, Inc. are immediately apparent in your recent letter to the trade.

These excerpts from your letter are as harmony after discord: "Constant improvement, but not necessarily new yearly models"... "Positively no dumping preparatory to introduction of new models"... "Continuance of present models at existing prices". In other words, an assurance of utmost stability of the Edison Radio line.

The foregoing are only a few of the reasons why we gave up all other radio lines and are now exclusively Edison. We are with you in building for the future, and know Edison dealers will be also. Elbert Hubbard said, "Follow the crowd and get nowhere." I say, "Follow Edison and get somewhere—with profit."

METROPOLITAN NEW YORK
DISTRIBUTORS FOR

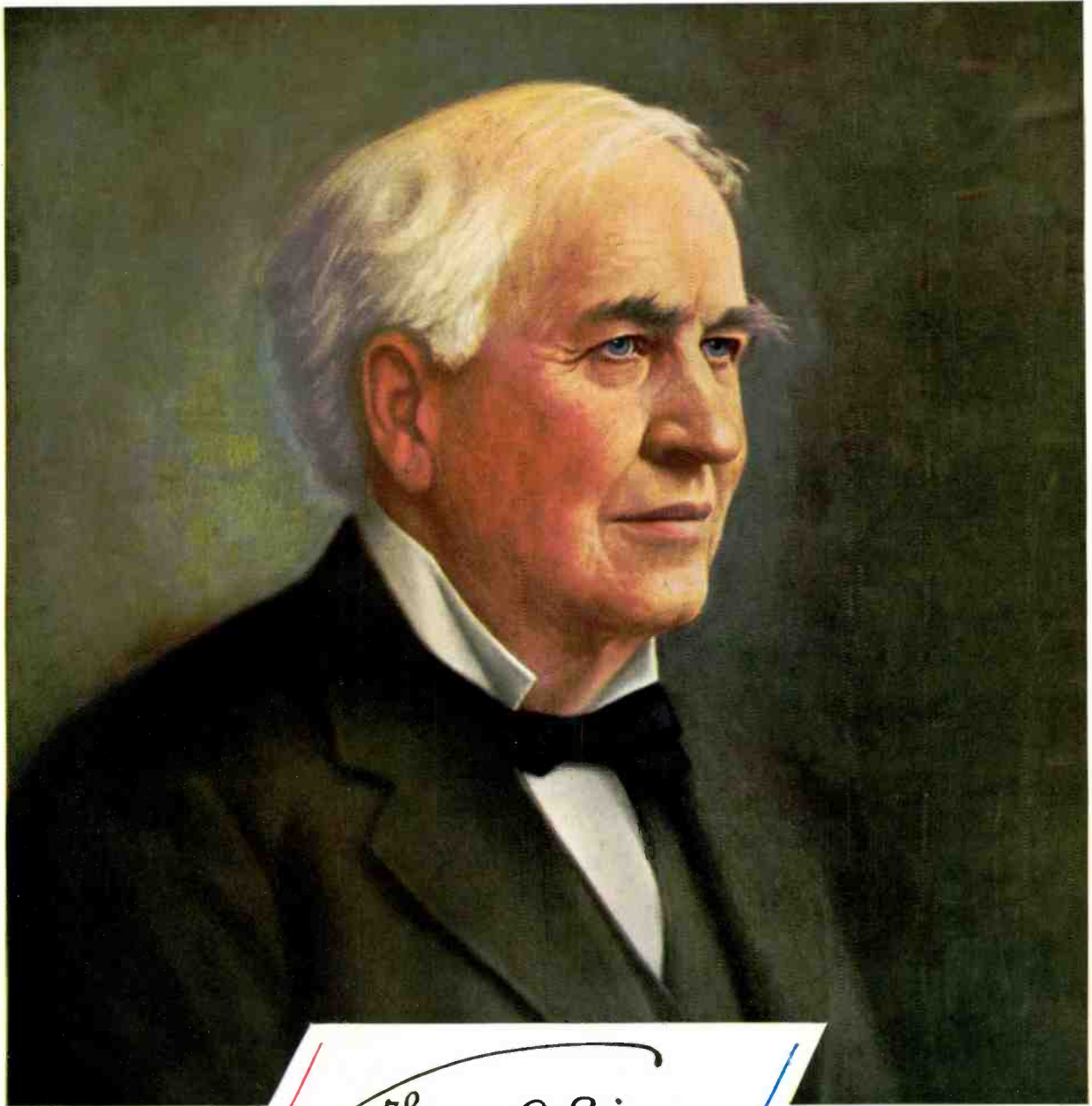
EDISON
LIGHT-O-MATIC
RADIO

Stewart Blackman

Blackman

DISTRIBUTING CO. INC.

28 WEST 23RD ST., NEW YORK



Thomas A Edison



HIS IS the man who discovered the fundamental principles on which radio and the radio tube are based—the man who built the first microphone, without which broadcasting would not have been possible ●●● Now from his Laboratories comes the Edison Light-O-Matic

Radio—the *perfected* radio—the radio the world so long awaited and now so widely acclaims ●●● In seeking permanency, on which to build a sound, profitable business, where else can any dealer find so great a man, so great an organization or so great a radio?

EDISON LIGHT-O-MATIC RADIO

EDISON LIGHT-O-MATIC RADIO



Model R-5, above. Pure in tone—and powerful. Constant gain Edison-meritrodyne circuit, employing five '27 tubes, two '45 power tubes and one '80 tube. Cabinet is finished in walnut with matched butt walnut pilasters. \$175 (less tubes). Also available for DC operation.*



Model C-4, below. Radio and Phonograph Combination. Plays all makes of needle records with the same radio-realism that characterizes the Edison Radio. Same radio circuit as Models R-4 and R-5. A cabinet in walnut finish of impressive beauty. \$325 (less tubes).*



** Prices slightly higher in the far West.*

TWO years of Edison Radio, backed by more than a half century of electrical and acoustic research in the Edison Laboratories! Two years that are merely an index to what the name Edison means to the radio future.

In spite of the price wars, the over-production and the general frenzied chaos with which the industry has been beset, the Edison has forged dramatically

forward. It has proved itself as great as the name it bears. It has won the confidence of the public and of the radio dealer... confidence built on the greatness of the Edison name... on the super-ness of the Edison Radio... on the stability of the Edison line. It is the kind of confidence out of which grow business and profits for radio dealers.

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

Thomas A Edison

BUILDING FOR THE FUTURE OF EDISON DEALERS!



Edison Light-O-Matic
Radio Model R-6

EDISON *LIGHT-O-MATIC* RADIO

There's only one EDISON, only one name that brings to radio a prestige that inspires confidence in the buyer, and assures profit to the seller!

For franchise particulars, inquire of

B. W. SMITH INCORPORATED
6545 CARNEGIE AVENUE
CLEVELAND

EXCLUSIVE EDISON DISTRIBUTORS

For States of

OHIO—KENTUCKY—WEST VIRGINIA (excepting Pan Handle)

Also Following Counties in

NEW YORK—Chautauqua

PENN.—Mercer, Erie, Crawford, Warren

CINCINNATI SALES and SERVICE

Edi-Radio Mart

622 Broadway

COLUMBUS SERVICE
505 No. High St.

TOLEDO SERVICE
2214 Upton St.

D. H. O'BRIEN, GRAYBAR MERCHANDISING HEAD, SAYS INDUSTRY HAS REACHED FIRM ECONOMIC BASIS; EXHIBIT AT TRAYMORE

"We are entering the second half of 1930 in a decidedly optimistic frame of mind as to both the immediate and long-pull outlook for the radio industry," said David H. O'Brien, general merchandising manager of the Graybar Electric Co., New York, in an interview last week.

In making his prediction, Mr. O'Brien lays stress on the fact that many of the ills apparent within the industry during the past twelve months have

"radio has been the fastest growing industry in America's commercial history, and much of the credit for its acceptance by the public can be laid at the door of sound research and engineering developments which have occurred in practically all divisions of the field.

"Radio is no longer sectional or confined to a limited number; in fact, it may be said to have the same universal appeal and demand which has made the American automobile a family institution in this country. Advancements and



DAVID H. O'BRIEN

been definitely cleared off the board, particularly along the lines of distress merchandise. In this connection, he adds that the industry in general is down at rock-bottom stock levels and that for the first time in many months production and consumer standards are operating in unison along sound economic lines.

As to new sets being shown by his company for the first time, Mr. O'Brien adds that the 1930 line of Graybar sets will include no table models, but that instead they will all be of the console type employing dynamic speaker units. Several of the new models, he continues, will be of the super-heterodyne type, including a number with phonograph combinations. The complete line of 1930 receivers is scheduled for display and demonstration in Room 353 at Graybar headquarters in the Traymore hotel.

In speaking further as to what the future holds for the industry, Mr. O'Brien gives it as his belief that the present year will be memorable as a milestone marking a new era, wherein stable merchandising and production methods have come definitely to the fore.

"To date," Mr. O'Brien continued,

refinements made in the average radio receiver during the past decade of its active growth have brought it to a stage where it may be ranked as a product representing the well-nigh ultimate in perfect sound reproduction. And not only has it incorporated these mechanical refinements, but it likewise has succeeded in reducing the unit price, due to standardization of manufacturing processes and volume production so that it is now within the economic reach of every wage-owner of every class. In consequence, the home of today that has not a radio set may be compared to the home of the 90's that did not possess a piano. In fact, we might almost say at the present time that 'no home is a home without a radio.'

"Not to be forgotten in speaking of the factors which have made radio, together with the automobile, the most popular and most desired commercial products of the day, are the broadcasting studio and program direction which have kept step in step with radio advancements by broadening the type of programs put on the air. In doing this our broadcasting stations cover practically every phase of human activity, whether it be sports, educational,

political, musical, or any other type of entertainment feature.

"This expansion of program broadcasting, combined with the fact that reproduction units are now within the reach, economically, of every wage-earner, has made radio, truly, one of the great potential forces in the daily life of every citizen. That it will continue to increase its power and influence, few with vision can doubt.

"Judging by what radio has performed up to the present time, I can only conclude that the day is not far distant when every home, every meeting place, and every assemblage, both here and in the far distant corners of the world, will be equipped with a radio set. The entire industry, as I see it, is but entering its greatest period of prosperity and usefulness to mankind."

In addition to Mr. O'Brien, other Graybar executives attending the RMA Trade Show will be: Frank A. Ketcham, president; Herbert Metz, sales promotion manager; Don M. Julien and K. B. Hopkins, advertising and assistant advertising managers, respectively.

N.E.L.A. Convention Train Well Equipped With Radio Speakers

The 150 electrical executives who will take the "Red Special" train to the N. E. L. A. convention in San Francisco this week will be riding with the most complete radio equipment ever carried by rail. Not only will the lounge, observation and dining cars contain loud speakers, but every drawing room and compartment will have its individual amplifier.

In the central radio station, P. M. Craig, research engineer of the RCA Victor Co., Inc., will supervise the operation of a superheterodyne set and an electric phonograph with a large record library.

W. E. Hall in TCA Advertising Post

CHICAGO, ILL., Tuesday.

W. E. Hall, formerly director of sales promotion with Silver-Marshall, Inc., has recently taken over the advertising and sales promotion departments of the Transformer Corp. of America, maker of Clarion radio.

Mr. Hall says that the advertising program as now planned is ample to support in a generous manner TCA's 1930 merchandising schedule. Briefs of this season's advertising programs are being presented to TCA distributors, and detailed plans accompanied by a complete advertising display will be available for TCA dealers before the opening date of the R.M.A. Trade Show on June 2.

W. A. WATKIN, TEXAS DEALER, 73 YEARS OLD

Dallas, Tex., Friday.

Will A. Watkin, head of the radio-music retail firm bearing his name at 1207 Elm street, this city, celebrated his seventy-third birthday recently. He has been a resident of this city for forty-eight years. Mr. Watkin is the dean of music dealers in this section, and has been active in bringing to this city such artists as Enrico Caruso, Paderewski, Edwin Booth, Sarah Bernhardt, Lawrence Barrett and others.

Fred H. Strayer, Back From Tour, Predicts Big Year for Sylvania Tubes

EMPORIUM, PA., Friday.

Fred H. Strayer, sales manager of the Sylvania Products Co., maker of Sylvania radio tubes, has just returned from a business trip in the field and is enthusiastic over present conditions as well as prospects.

"Everywhere I go," says Mr. Strayer, "I find sales of radio sets increasing daily. In view of the slump during the Winter, I confidently expect that sales will steadily improve in spite of the Summer season. It sure looks like old times to see the plant here buzzing



FRED H. STRAYER

away with so many of the old craftsmen back on the job.

"The help-wanted sign has again been hung out and it won't be long now before we are running to full capacity.

"One of the most favorable conditions I find is that none of the dealers seems to be overstocked with tubes and comparatively few with radio sets.

"As soon as the public starts buying dealers will immediately react with stock orders. We are looking forward again, as we show signs of doing big business at the R.M.A. Show."

NEW AMERICAN PIANO FIRM IS ORGANIZED

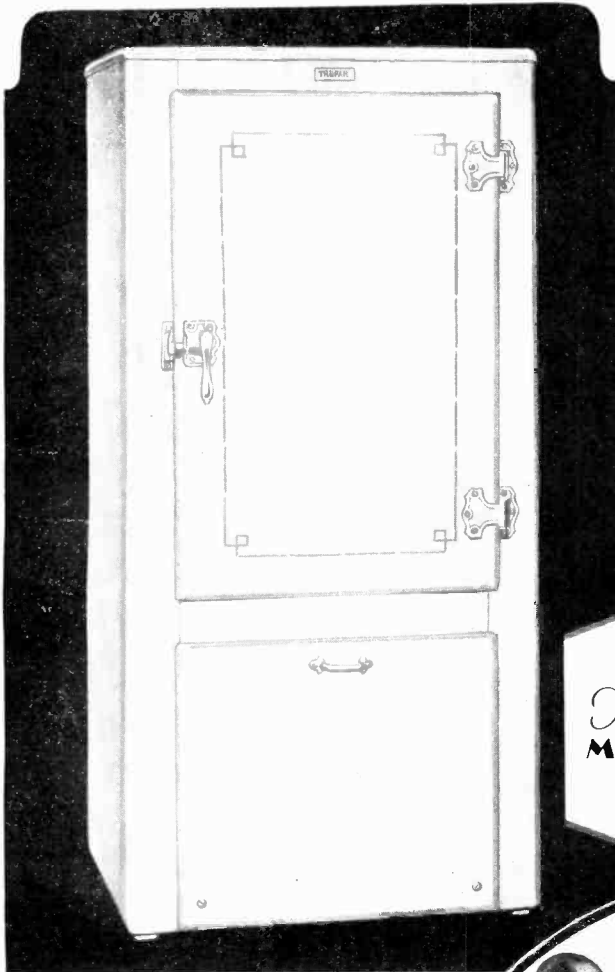
Organization of the American Piano Corp. as a successor company to take over the assets of the American Piano Corp. under Delaware laws was disclosed last week. Under the terms of the purchase of the assets the new company assumes various obligations of the predecessor concern.

Officers of the new company are: George G. Foster, president; William Dewey Loucks, chairman of the board; William H. Alfring, chairman of the executive committee; Gardner C. Kavanaugh, executive vice-president. In addition to Messrs. Foster, Loucks and Alfring, the directors are William B. Armstrong, C. Alfred Wagner, W. Lee White, Walter A. Hall, Frank W. Hessin and Roy W. Tyler.

Transfer of the assets will take place today and the new company will commence business on June 1.

DEFINITELY BETTER

*yet priced
to sell
against any
competition*

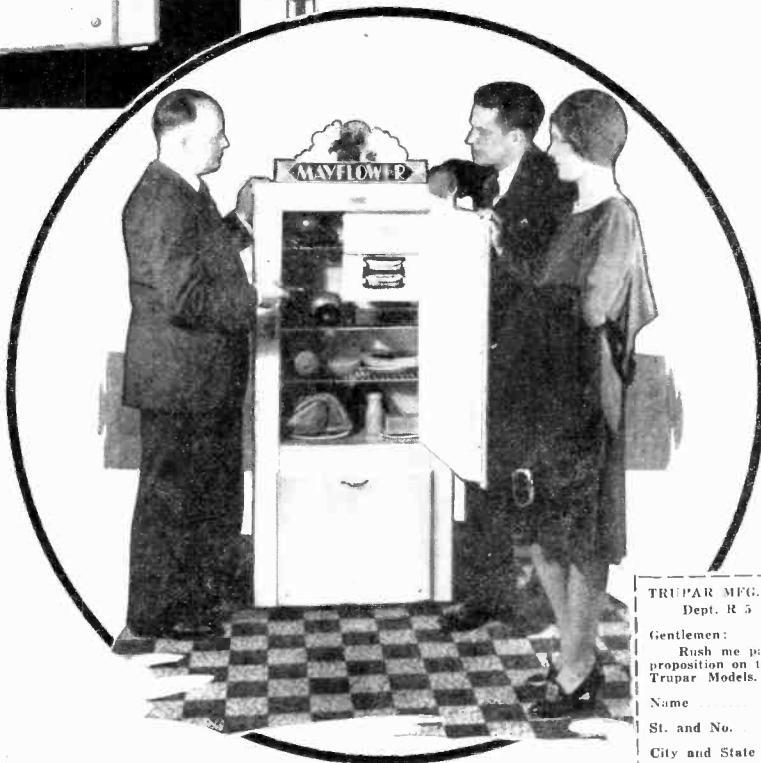


Into the Mayflower is built a point by point superiority that is obvious to your customer at a brief inspection. Combining all the best features that have thus far been developed in electric refrigeration, this model, at its unusually low price, is the most outstanding value in the entire field. It gets business for you against any competition. Mail the coupon for details.

Compressor and Cooling Unit installed in cabinet at factory and thoroughly tested. Shipped ready to connect to nearest electric socket for refrigeration.

WHY THE MAYFLOWER "FIVE" IS BETTER

1. It has 5 cu. ft. net food storage space. One-half foot more than others of same class.
2. It is factory installed to eliminate the installation problem.
3. It is thoroughly factory tested to insure trouble-free operation and minimum servicing.
4. It is silent, because a sound-proof compartment houses a quiet compressor.
5. It is better looking than other models in its price class.
6. It has three inch insulation instead of the usual two inch thickness.
7. More economical to operate because compressor runs only one-third as frequently as most compressors.
8. It has a temperature control, abundant power, and 56 large ice cubes.



TRUPAR
"Performance as Promised"

TRUPAR MFG. CO. DAYTON, OHIO
Dept. R 5

Gentlemen:
Rush me particulars of (dealer) (jobber) proposition on the Mayflower "five" and other Trupar Models.

Name
St. and No.
City and State



SOMETHING

can

BE DONE

!

Victor Division
RCA Victor Company, Inc.

CAMDEN, N.J., U.S.A.



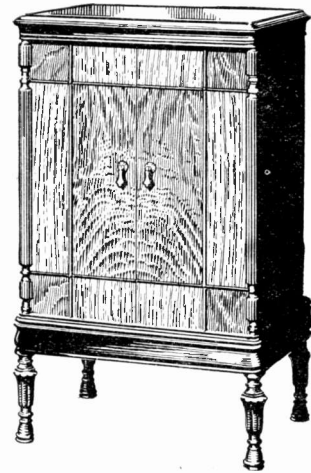
THE problem of over-production *can* be whipped...and it must be! You have seen the results of over-production...liquidations, profitless sales, distress and failures. It hurts everyone...and bears down hardest on you!

Yet *you* have the solution—almost entirely—in your hands! You are the key man...you are the source, and the only source, of the information that determines production. Aren't you willing, for your own prosperity and security, to supply the facts where they will do the most good?

Prices are based on production...and production is based on the extent and condition of the market. Who knows the condition of the market? The fellow on the firing line—*you!*

For your sales, your inventory, constitute the only accurate check on market-absorption. When your manufacturer asks you for this information, he does so only to safeguard your investment, your profits, your financial soundness—as well as his own. With timely, accurate reports of your sales and inventory at hand, he can control his production so that you always have a supply of merchandise adequate to your needs—no more or less! In a word, over-production, with its unwholesome attendant, liquidation, is eliminated.


When you are asked for a weekly inventory or sales report, then, give it—fully, accurately, regularly and on time! You'll earn the priceless dividend of security, prosperity, and progress.



VICTOR-RADIO with ELECTROLA RE-45
The complete modern musical instrument. Same
radio equipment as R-52, R-52 and RE-75. All-
electric Radio and Victor Record reproduction.
List price, \$275. Less Radiotrons.

Victor Division
RCA Victor Company, Inc.

CAMDEN, N. J., U. S. A.



**Co-operation with
VICTOR
means
security
prosperity
and
progress
for the
VICTOR
Dealer**

C. BRUNO
351-53 Fourth Avenue
Victor Distributors for

& SON, Inc.
New York, N. Y.
More Than 30 Years

All these counties buying in Pittsburgh
took a LOT of Victor Product in 1929--

Mercer

Clarion

Elk

Clearfield

Blair

Indiana

Allegheny

Lawrence

Venango

Jefferson

Cameron

Cambria

Armstrong

West Moreland

Butler

Mahoning
(Ohio)



-- and want a LOT more in 1930

STANDARD TALKING MACHINE CO.

Exclusive Victor Distributors

PITTSBURGH DISTRICT

305-7-9 PENN AVENUE

PITTSBURGH, PENNSYLVANIA

LET THE LEADER maintain YOUR LEADERSHIP!

For 33 years the public has looked to Victor for leadership in every sphere of music reproduction.

That is why Victor Radio scored such an instantaneous success—why Victor Radio with Electrola is making such a potent appeal right now—why Victor dealers have been able to maintain their leadership among radio and phonograph merchants everywhere.

The new season is just around the corner.
Make it a great season by taking advantage of Victor leadership. Our services as Victor wholesalers exclusively are at your call.
Try us.



NEW YORK TALKING MACHINE COMPANY

Victor Wholesalers Exclusively

460 West 34th Street
New York City

176 Johnson Street
Brooklyn, N. Y.

327 Washington Street
Buffalo, N. Y.

218 E. Washington Street
Syracuse, N. Y.

SAFETY FIRST
Concentrate on
VICTOR

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

BE SECURE!
Push
VICTOR



**GRIFFITH VICTOR
DISTRIBUTING CORP.**

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

VICTOR --- *always the best-known name in music*
 --- *always the best sales bet for the dealer*

IN OHIO

**Victor Combinations
 Victor Records**

**Victor Radio
 Radiotrons**

The PERRY B. WHITSIT CO.

Victor Wholesale Exclusively

211 No. FIFTH ST.

COLUMBUS, OHIO

**Electric Mfg. & Sales
 Makes Complete Line of
 "Emsco" Aerial Wires**

NEWARK, N. J., Friday.

A complete line of stranded aerial wire for radio is manufactured by the Electric Manufacturing & Sales Co., 90 Academy street, this city. The products of this organization are marketed under the "Emsco" trade name. A. Beller, well known in the radio and electrical trades, is head of the company.

Bare, tinned and enameled aerial wire is included in the "Emsco" line in addition to bare, tinned and enameled solid aerial wire.

The company also manufactures antenna outfits, extension sets including key socket and attachment plugs, flexible cords and other electrical and radio equipment.

**Better Radio Merchants
 Hold McAlpin Meeting**

Keith L. Saunders, metropolitan zone manager for the General Motors Radio Corp., and H. B. Fairchild, advertising expert, were speakers at a meeting of the Better Radio Merchants Bureau at the McAlpin hotel, New York, Thursday night.

Mr. Saunders outlined the General Motors radio plan and Mr. Fairchild discussed radio advertising from a dealer's standpoint. Irving E. Cohen, executive secretary of the Bureau, also spoke. Moe Goltsmith, president of the organization, was in the chair.

**Cable Radio Corp. Engineers Develop New
 Armored Bridge to Be Used on Speed Tubes**



J. J. STEINHARTER

The laboratories of the Cable Radio Tube Corp., Brooklyn, maker of Speed tubes, have recently developed a new feature called the armored bridge, which will be embodied in Speed tubes, J. J. Steinharter, president, disclosed last week.

Armored bridge construction is plain-

ly visible on Speed tubes, and according to Mr. Steinharter, its advantages are manifold. It gives improved spacing of tube elements, insures greater uniformity and strict maintenance of operating characteristics, makes the product shock-proof, eliminates damage to tubes in transit or when sub-

**Eastern Secures New
 Cabinet Factory With
 1,000 Weekly Capacity**

One of the largest cabinet manufacturing plants in this section of the country has been secured to make the radio furniture product of the Eastern Cabinet Co., Ltd., 151 West Nineteenth street, New York, according to A. J. Shaw, president. The Eastern organization recently moved its headquarters to new and larger space, and an active campaign for a banner summer and fall is being planned. The latest factory addition is capable of turning out 1,000 radio cabinets a week, it was stated.

In one of the other plants devoted to Eastern product is a completely equipped veneer factory, and the company stands as one of the handful of manufacturers that can turn out 100 per cent. of its own cabinetry in one plant.

Eastern has long enjoyed a reputation for beauty and originality of its radio furniture design. Mr. Shaw for many years past was with another leading eastern cabinet firm, where he designed and produced radio furniture in the early days of the industry.

The company plans to act as cabinet maker for a few of the leading set makers this fall, Mr. Shaw said.

jected to rough handling, and assures perfect balance by doing away with top-heavy bead construction which contributes to misplacement of elements.

ANOTHER YEAR OF VICTOR SUPREMACY!

with

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



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.
Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.
Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.
New York Talking Machine Co.

CINCINNATI, O.
Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.
Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.
Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.
Grinnell Brothers
1447 First St. Cor. State

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

INDIANAPOLIS, IND.
Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.
Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.
Collings & Company

NEW YORK, N. Y.
New York Talking Machine Co.
C. Bruno & Son, Inc.

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

H. A. Weymann & Son, Inc.
EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sta.

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

CLEVELAND DEALERS REPORT STOCKS IN HEALTHY CONDITION

PORTABLE SALES GAINING

Large Delegation Is Expected to
Take in R.M.A. Show — Ohio
Trade Associations Hold Lively
Session.

Cleveland, Ohio, Monday.

A very healthy condition is reported by the dealers of this section as regards stock on hand, which is very light. There will be a good delegation of both wholesalers and retailers from Cleveland at the R.M.A. Show at Atlantic City and the trade's interest is centered on this event. The principal interest at present is in sets for automobiles which are moving at a good pace.

Portable phonographs are in increasing demand and record sales are also showing good activity in consequence.

Small goods dealers are busy trying to get together to iron out their difficulties regarding the cutting of prices and other evils.

The general meeting of the Ohio Radio Trades Association took place on Tuesday evening in the Euclid room of Hotel Statler with a very good attendance. President Ray H. Bechtol was in the chair. It was one of the liveliest meetings that the organization has held for some time as there was considerable debate on several matters. The wholesalers' group met at dinner prior to the general meeting. President Bechtol called on the chairmen of the

various committees appointed at the last meeting for reports. Ralph Meyers of the radio show committee stated that in had been decided not to hold a radio show in 1930 after considerable discussion, for the reason it was felt that such shows only held up business until after the event was held. Instead of the show the committee recommended the exhibiting by various dealers and wholesalers at the exposition to be held at Euclid Beach Park, August 23 to September 7. An attendance of over a quarter of a million people is expected during the fifteen days and nights the exposition will be in progress. Admission will be free and there will be many attractions such as fireworks each night, boat races and other attractive features. Thousands of dollars will be spent to advertise the event. Exhibitors will have the privilege of demonstrating their sets and making sales on the grounds, something they were not allowed to do at regular radio shows. The association will not have an exhibit but is very much in favor of individual exhibits. Following Mr. Meyer's talk, a representative from Euclid Beach Park gave a brief address in which he outlined the plans for the exposition.

President Bechtol announced that over hundred radio retailers had joined the Retail Credit Group of the Cleveland Retail Credit Men's Association and which would be an invaluable help to them in obtaining reports on the financial status of their customers and prevent losses. He also announced that the wholesalers group had joined the Better Business Bureau and that a fund amounting to \$750 was now available for the Bureau's work in the radio field.

Eldon Lewis, secretary and chairman of the Legislative group, gave a report on his trip to Washington, D. C., where he interviewed twenty-two Congressmen and two Senators on the subject of the Capper-Kelly bill. He presented the viewpoint of the radio dealers regarding this pending legislation, pointing out that the cutting of prices on standard merchandise was not beneficial to the consumer but was used as bait to get them into the stores where efforts were made to switch them to something else. He urged that all those in the trade write personal letters to their Congressmen and Senators urging the passage of the bill. Mr. Lewis expressed the opinion that about fifty per cent. of the legislators are in favor of the bill and the remainder undecided.

President Bechtol then took up the matter of the carrying charge and said that the wholesale group had endorsed it, but he felt that there should be a committee from the dealers' group to go further into the matter and that he would appoint such a committee by mail and it could report at the next meeting which will be held in the early fall.

Lambert Friedl, vice-president of the organization and president of the Radio Wholesalers, Inc., then addressed the members on the matter of the inactivity of many in the dealers group. He said he had made a personal survey and found that there was a feeling among a number of the dealers that the wholesalers were running the organization. He pointed out that the wholesalers were active in its affairs in order that the most good could be accomplished for the trade in general, and that if the association was to be successful in its aims the dealers would have to pitch in and do their share by taking a more active part in its affairs. Discussion followed, several dealers voicing their views and agree-

ing that all connected with the trade benefited by the association.

President Bechtol, Secretary Lewis and the other officers were congratulated on the good work they had done.

The golf tournament will be held on Wednesday, June 25, at the Hawthorne Country Club starting at 1 P. M. The fee will be \$5.00 and will include a dinner in the evening. Prizes are to be awarded and a general good time is promised.

Following the business session refreshments were served and entertainment furnished by artists from station WHK.

A voluntary petition in bankruptcy has been filed in U. S. District Court by the M. & S. Radio Co., of Wooster, Ohio. Liabilities are \$7,250.90 and assets \$4,956.70. The bulk of the assets is comprised of debts due on open account.

The Wurlitzer Co. is displaying the new Lyric models in their windows and is broadcasting programs daily over station WJAY by remote control. This stunt is attracting great crowds and is one of the most successful ever put on by the store.

Lyon & Healy are showing a special display of Holton band instruments this week in connection with the engagement of Guy Lombardo and his Royal Canadians who are appearing at Keith's Palace. DIHM.

IDEAL RADIO CABINET

MAKES AN ASSIGNMENT

The Ideal Radio Cabinet Mfg. Co., Inc., 597 East 137th street, New York, made an assignment last week to Max Becker, 220 West Forty-second street, New York.

Stewart-Warner Dealers To Be 'Taken for a Ride' At Atlantic City Show

The Commonwealth Radio Distributing Corp., 15 Laight street, in conjunction with Naedle-Janney, Inc., (The Stewart-Warner Sales Corp.), Newark, N. J., will sponsor a speed boat trip for visiting dealers at the Atlantic City Trade Show next week. The two companies, which distribute Stewart-Warner radio in Greater New York and Newark, respectively, have chartered two speed boats, and plan to run their guests out to the twelve-mile limit and back.

O. W. Ray, president of the Commonwealth company, stated on Thursday that tickets for the boat trip could be obtained by dealers at the Stewart-Warner radio booth in the Auditorium.

Who Is the Maker of 'Continuola' Machine?

The TALKING MACHINE and RADIO WEEKLY is in receipt of an inquiry from a subscriber as follows:

"Will you kindly inform me the name and address of the company manufacturing an instrument under the name of 'Continuola' or a similar name, which is an automatic machine playing phonograph records, similar in operation to the Capehart Orchestrope, Victor and Creatone machines."

If any of our readers know the manufacturer of this "Continuola," we would appreciate the information.



Pat. Applied for Serial No. 375,581

The Aerial of Tomorrow

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

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

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

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

For Sale by All Leading
Radio Dealers Everywhere.

Price, \$2.50

Avoid Imitations and Substitutes

Address Dept. TR

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

TURNER LIPPE CO., Inc.

We'll be at

BOOTH 20 - 21

ATLANTIC CITY AUDITORIUM

JUNE 2 - 6

And at Eighth Floor

AMBASSADOR HOTEL

(New Building)

Come And See Us!

TURNER LIPPE CO., Inc.

37 - 39 William St.

Newark, N. J.

Wholesale Distributors

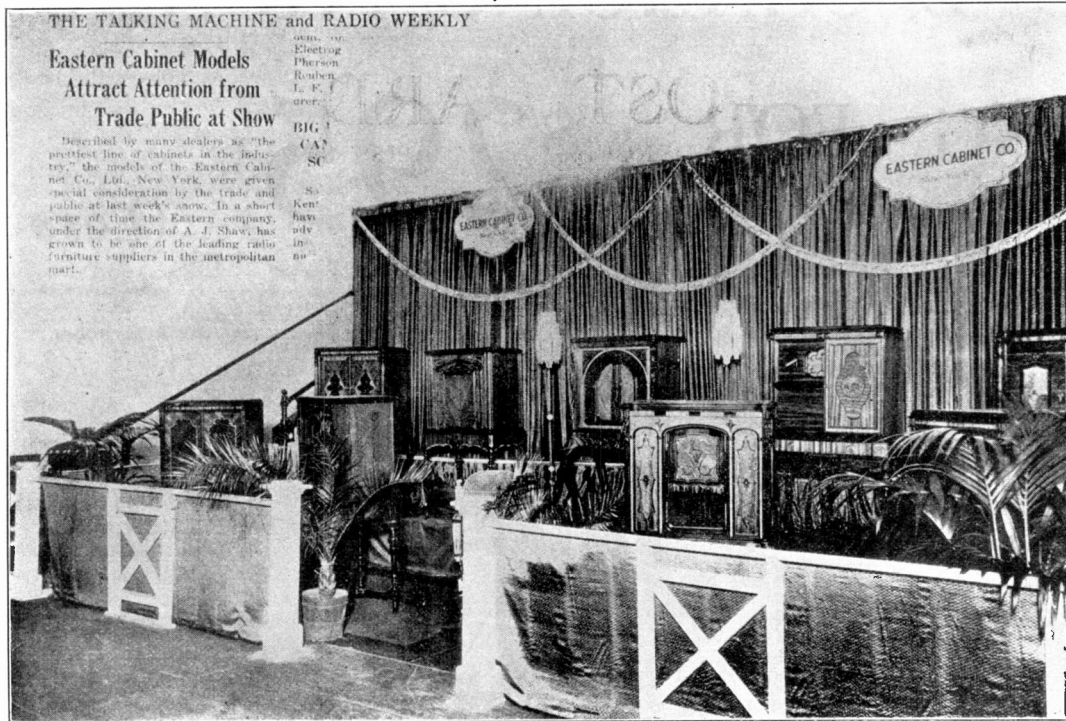
SILVER-MARSHALL RADIO

Northen New Jersey - Staten Island Rockland County, N. Y.

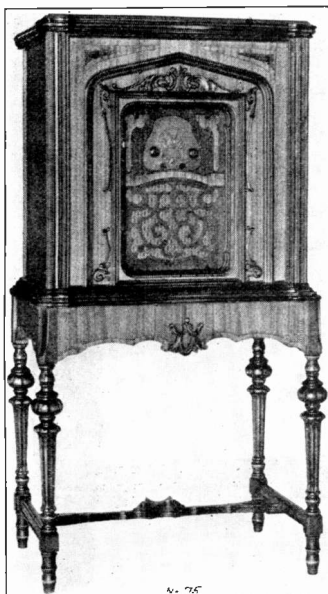
Mr. Radio Manufacturer:-

Are You Housing Your Chassis In

EGG-CRATES or CABINETS?



Group of Eastern Creations



Colonial Model

Mr. Manufacturer

We are ready to create and produce cabinet models, designed especially for you, and to your specifications.

Our factory has had 40 years of fine furniture manufacturing experience.

Set Makers Inquiries Solicited

Years Ahead In Designs

EASTERN CABINET CO., Ltd.

Home Office: 151 West 19th Street

New York, N. Y.

CHICAGO

NEW YORK

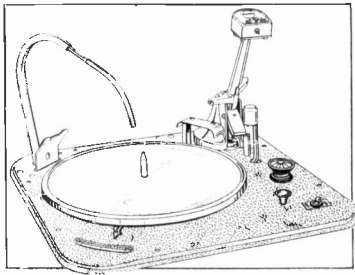
BOSTON

CANADA

what!

AN AUTOMATIC RECORD CHANGING PHONOGRAPH

LISTING FOR \$295 (Less Tubes)



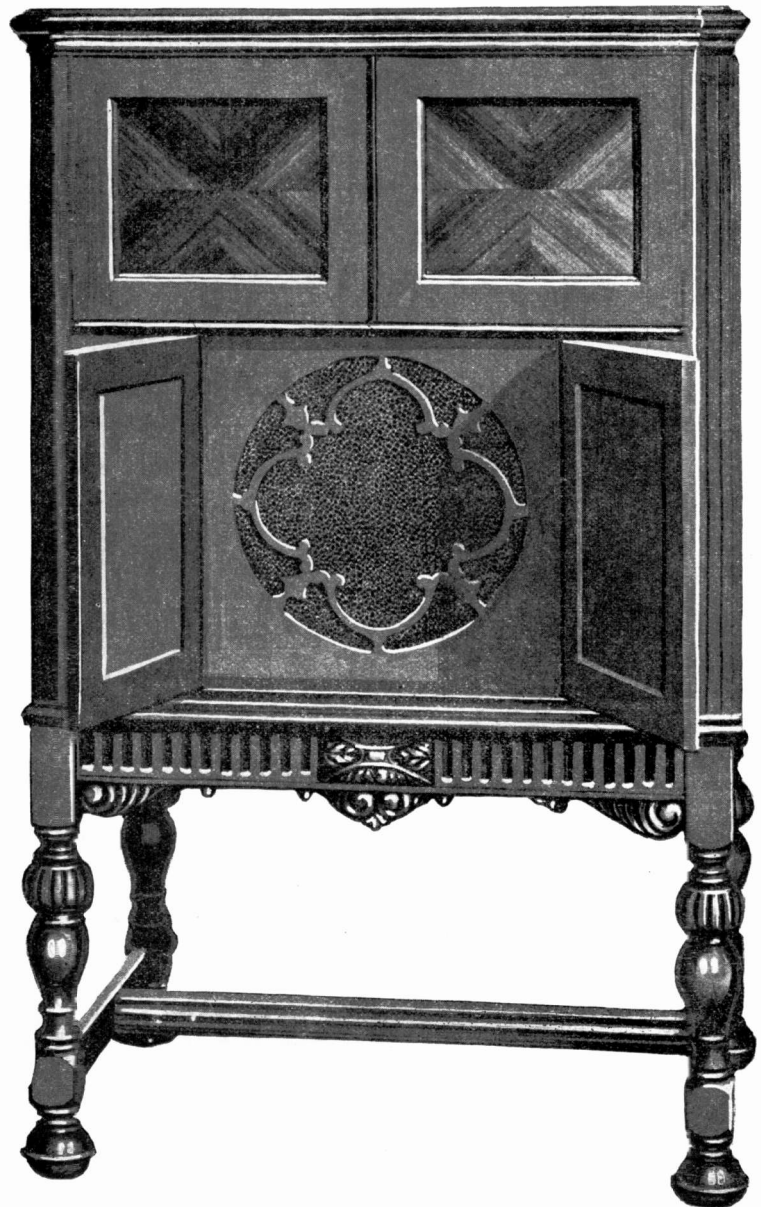
Ready for Loading



Loads in an Instant



Plays for More Than
Half an Hour



Amazing but true! Columbia prices this newest, most modern AUTOMATIC hundreds of dollars lower than any other record-changing phonograph ever made!

THIS Columbia Automatic Phonograph is the quickest selling automatic you can get. For, while other automatics must sell for seven, nine, eleven hundred dollars and more—this Columbia Automatic sells for only \$295!

This astonishingly low price will bring you loads of customers. Families who want the luxury of the Automatic continuous programs. Restaurants, hotels, clubs and many other public resorts that want to have the added attraction of music.

And to public places you can also offer, at a small additional charge, the money-making coin slot attachments for the Columbia Automatic. It then gives them steady, easy profits—in addition to being priced so low that your prospects **snap** at the Columbia Automatic!

The Columbia Automatic sells for only \$295—yet you couldn't offer your customer better quality in a thousand-dollar machine. It gives continuous programs from automatically chang-

ing records for more than half an hour. Electric reproduction—"like life itself." Volume instantly variable from a faint whisper to a resounding fullness that can fill an auditorium. And the new type speaker gives the Columbia Automatic the finest tonal quality you've ever heard in a phonograph.

What's more, the Columbia Automatic's **appearance** is a mighty powerful selling point. For it is beautiful. Its rich walnut finish blends perfectly with the finest furniture. It takes up far less room than any other automatic. And all its mechanical parts are completely concealed.

Get the Columbia Automatic Phonograph **now**, and push it! A great advertising campaign is busy making customers for you. And remember—the biggest customer-maker is that little price—\$295—the lowest price on any automatic that you can sell!



TM Trade Mark Reg. U.S. Pat. Office
© 1935 Columbia Phonograph Co. Inc. All Rights Reserved
Made in U.S.A. Columbia Phonograph Co. Inc. New York, N.Y.

COLUMBIA PHONOGRAPH COMPANY

1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

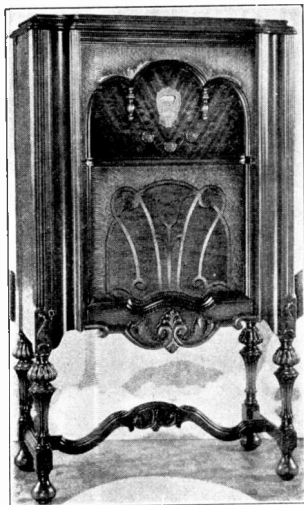
Gulbransen Company to Concentrate on 1 Model, "Champion," List \$130

CHICAGO, ILL., Wednesday.

In announcing the "Champion" model Gulbransen radio set for 1930 — the Gulbransen Co., here, has injected what it believes to be a new thought into radio merchandising. Gulbransen has decided to concentrate all its efforts on one, model, engineered and designed with the thought of putting all the value possible into it.

Gulbransen has found that by gearing its entire production facilities to this one chassis and this one cabinet, manufacturing economies were effected which enable it to hold the list price within a range which makes it an outstanding value, it is stated.

The Gulbransen "Champion" Model 161, listing at \$130, is the result. Advanced interpretation of the latest de-



Gulbransen Model 161

velopments known to the art of radio designing, tone reproduction, and cabinet making were carefully woven into it, according to a factory official.

The Gulbransen "Champion" is an eight tube AC set, using three 224 tubes, two 227 tubes, two 245 tubes, and a 280 rectifying tube. The screen grid tubes are used in the three stages of radio frequency amplification. One 227 tube is used as a power detector and one 227 in the first stage of audio frequency amplification. The last audio stage employs the two 245 tubes in push-pull.

A new Stadium Type, Lektophone licensed, dynamic speaker is used. The dynamic speaker is claimed to reproduce the broadcast in a pure tone at any volume.

The antenna stage and the three R. F. stages are coupled by transformers with tuned secondaries. A four gang condenser tunes all four circuits simultaneously. The dial is illuminated.

A special feature of the set is a knob for controlling the tone of the set. This "tone control" enables the operator to bring out any tone that is preferred and to either emphasize the high notes or low notes. The tone control is gradual in operation and the tone can be set at any point desired.

The cabinet of the Gulbransen "Champion" is attractive. Sides and top are of 5-ply walnut veneer with

dial panel of 5-ply highly figured Oriental walnut and grille of 5-ply lacewood. All solid parts are of red gum with exceptionally clean-cut solid wood carvings. Dial panel is surmounted by a lacewood overlay with carved drops. Construction is rugged with all joints glued tongue and groove and top frame of 1 1/2 inch thickness. Legs are double fluted. The appearance of the cabinet is very pleasing due to the finish and the graceful lines of the extended front panel. Dimensions: Height, 48 inches; width, 28 inches; depth, 15 3/4 inches.

"Mansion" Will Be Speed Headquarters at Show, To Center Activities

Rather than scatter its interests throughout various hotels during the R.M.A. Trade Show, the Cable Radio Tube Corp., Brooklyn, has leased the former villa of John Wanamaker for this period. In this manner Speed will concentrate all sales and entertainment activities during the convention at Atlantic City.

The mansion, located on Pacific and Chelsea avenues, is one block from the boardwalk. A landmark of beauty and size with ample gardens and lawns all about, it will be known as "Speed Manor" during the Show.

"Speed Manor" provides spacious accommodations for over fifty people. Luxurious and complete hotel and restaurant service will be available to Speed representatives and guests during the Show. The "Manor" is only a stone's throw from the Auditorium where Speed will exhibit in booths C-11 and C-12 and demonstrate in room CC-33.

Steady Atwater Kent Sale Reported in Iowa By Schneiderhahn Co.

DES MOINES, IOWA, Friday.

Atwater Kent screen grid radio continues to enjoy a fine sale throughout the Iowa territory, it was reported today by Ira J. Wills, an official of the A. A. Schneiderhahn Co., this city and Sioux City, distributing organization for the Atwater Kent Manufacturing Co., Philadelphia.

"Our dealers report that in a majority of cases when a customer enters a store and is undecided as to what make set to purchase, he eventually buys an Atwater Kent. Customers are skeptical about purchasing sets made by unknown companies because of the fear that their set may some day be 'orphaned.' Atwater Kent dealers have profited by this state of affairs," the Schneiderhahn executive declared.

Sterling Majestic Sales Show Gain as Result Of Renewed Enthusiasm

KANSAS CITY, Mo., Thursday.

Business during the past few weeks has shown a decided gain and reports from Majestic dealers throughout the Kansas City territory indicate a fine, steady sale of the "Prosperity Models," Thomas B. Lee, president of the Sterling Radio Co., Inc., this city, distribu-

THE TALKING MACHINE and RADIO WEEKLY

FIVE MODELS COMPRISE NEW FADA LINE; RADIO-PHONOGRAPH COMBINATION INCLUDED

SEVERAL EXCLUSIVE FEATURES INCORPORATED IN SETS

1930-1931 Instruments Priced at from \$159 to \$328, Less Tubes—Flashograph Is Featured—New Models Are of Screen Grid Type and Use Nine Tubes.

Five console sets, including a radio-phonograph combination, comprise the new 1930-31 line of Fadas to be introduced at the R.M.A. Trade Show in

lowboy, is priced at \$188; No. 41, a highboy, has a list of \$218; model 46, a highboy, lists at \$228, and model 47, radio-phonograph combination, is priced



Fada Model 47 Combination



New Fada 42 Lowboy

Atlantic City next week by F. A. D. Andrea, Inc., Long Island City, N. Y. The new models range in price from \$159 to \$328, less tubes.

A number of new exclusive features

are at \$328. All prices are less tubes and are slightly higher west of the Rockies and in Canada. All the new Fada models are also available for 25-cycle A. C. operation at a slight increase



R. M. KLEIN

have been incorporated in the line, and according to officials of the company. Fada engineers have taken a number of liberties with the conventional radio circuits to accomplish these results.

Fada model 42, an open face lowboy, lists at \$159; model 44, a sliding door



Fada Model 46 Highboy

in price. Fada headquarters at Atlantic City during the Trade Show will be at the Ritz-Carlton hotel. The sets will be exhibited in Fada booths 22, 23, 24 and 25, section A, of the Atlantic City Auditorium.

tor for the Grigsby-Grunow Co., Chicago, stated yesterday. The Sterling organization also operates a branch office in Wichita, Kan.

"Sterling Majestic sales thus far this year show a fine increase and present enthusiasm among dealers and the general public indicates that our sales this

year will be far ahead of 1929," Mr. Lee stated.

Officers of the local company in addition to Mr. Lee are Henry C. Bonfig, vice-president and general manager; Thomas W. Lee, secretary; H. E. Dreier, treasurer, and L. C. Truesdell, advertising manager.

BOSCH RADIO

Bosch presents you with better merchandise and a broader sales-horizon than that of any year in the past . . .
that is progress!

EACH year at the Radio Trade Show, dealers turn to Bosch Radio to see progress. Each year demonstrates Bosch Engineering is advanced and sound—that precision manufacture is a fact, not a claim—that Bosch prices are attractive to the customer; profitable to the dealer. The year just passed thoroughly demonstrated Bosch Stability and that Bosch Policies safeguarded the profits of distributors and dealers alike. There were no frozen inventories. Upon this enviable background a completely new line of Bosch Radio is presented. Embodying finer and more advanced engineering, richer cabinets, more attractive price range covering volume business models to de luxe models, Bosch Radio is by far the finest line of quality radio we have ever presented. Consider the customer appeal of these

sales features: Complete selectivity of both high and low wave lengths; efficient performance on antenna from 5 to 100 feet; eight tubes—four are screen-grid; push-pull amplification; five tuning condensers; single tuning control. Nine tube de luxe models to attract the upper fringe market, with five screen-grid tubes, full automatic volume control; tuning meter; speaker mute; tone control from treble to bass; local and distance antenna switch; bigger speaker. Motor Car Models—Motor Boat Models. A price range of \$144.50, \$159.50, \$195.00, \$250.00. You cannot correctly formulate your plans for the coming year until you know all Bosch Radio has to offer. See Bosch Radio at Atlantic City, Booths B-31-32 or write for the details of all Bosch Radio has in store for the coming year.

Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Lektrophone. Prices slightly higher west of Rockies and in Canada.

Model A—A delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 $\frac{1}{2}$ " high, is 26" wide, and 12 $\frac{1}{2}$ " deep. Built into the cabinet is the Bosch Radio 8 tube receiver and electro-dynamic speaker. Designed for 25 or 60 cycle operation. Price, less tubes . . . \$144.50

Model B—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. Has sliding doors, built-in electro-dynamic speaker and 8 tube receiver. Designed for 25 or 60 cycle operation. Price, less tubes . . . \$159.50

Model D—A console so decidedly away from the usual that it expresses rare elegance and

charm. It is 47 $\frac{1}{2}$ " high, 28" wide, and 14 $\frac{1}{2}$ " deep. It is a 9 tube receiver, has full automatic volume control, tuning meter, tone selector, speaker mute, phonograph pick-up connection and illuminated kilocycle tuning scale. Designed for AC—26 or 60 cycle operation or AC—DC operation. Price, less tubes . . . \$195.00

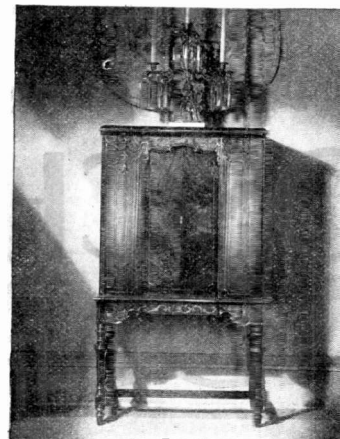
Model E—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 $\frac{1}{2}$ " high, 28" wide and 15 $\frac{1}{2}$ " deep. It is a 9 tube receiver, has full automatic volume control, tuning meter, tone selector, speaker mute, phonograph pick-up connection and illuminated kilocycle tuning scale. Designed for AC—25 or 60 cycle operation or DC—AC operation. Price, less tubes . . . \$250.00



MODEL A
\$144.50
LESS TUBES



MODEL B
\$159.50
LESS TUBES



MODEL D
\$195.00
LESS TUBES



MODEL E
\$250.00
LESS TUBES

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD . . . MASSACHUSETTS
Branches: New York . . . Detroit . . . Chicago . . . San Francisco

O. M. C. SUPPLY CO.

**BOSCH
RADIO**

Distributors for Western Penn-
sylvania.



119 NINTH ST.
PITTSBURGH, PA.

WIGGINS, Inc.

**BOSCH
RADIO**

Distributors for Central and
Western North Carolina, Cen-
tral and Western Virginia,
Southern West Virginia.



ASHE ST. & WALKER AVE.
GREENSBORO, N. C.

Morris Distributing Co.

**BOSCH
RADIO**

Distributors for Eastern New
York State.



ALBANY, N. Y.
25 HENRY ST.
BINGHAMTON, N. Y.
415 MAIN ST.
POUGHKEEPSIE, N. Y.
408 SO. CLINTON ST.
SYRACUSE, N. Y.

Radio Trade Show Beckons the Industry To New Successes

(Continued from page 11)

all set to open promptly at one o'clock Monday afternoon, according to Jess B. Hawley, of St. Charles, Illinois, chairman of the Show Committee.

All display and demonstration rooms are on the same floor of the new Civic Auditorium here. This is the first time, it is stated by G. Clayton Irwin, Jr., trade show manager, that it has been possible to arrange all such facilities within the same building. It is also the first time the R.M.A. Trade Show has been held in the east, all previous shows having been held in Chicago.

The radio industry is represented practically 100 per cent. in this year's show. The old established set makers will show new and improved receivers while many new and important companies will make their debut in the radio trade next week. For this reason, the radio industry is attaching unusual importance to the 1930 trade show.

Details of the convention meetings have also been completed by Bond Geddes, executive vice-president of the R.M.A. The Hon. Anthony M. Ruffu, Jr., Mayor of Atlantic City, will officially open the convention on Wednesday morning. General Charles McK. Saltzman, chairman of the Federal Radio Commission, and Dr. Hugh P. Baker, Trade Association Manager for the U. S. Chamber of Commerce at Washington, D. C., will be the only speakers. Other R.M.A. meetings will be devoted to routine business. Presi-

dent H. B. Richmond will preside at all R.M.A. meetings.

The annual R.M.A. banquet will also be staged in the Civic Auditorium on Wednesday evening. The entertainment will be provided by the Radio-Keith-Orpheum Company, while Louis Sherry, Inc., will serve the banquet.

Many other radio industry organizations will also meet during the week. These include the National Federation of Radio Associations, the Radio Wholesalers' Association, the Institute of Radio Engineers, the National Association of Broadcasters, the Radio Club of America, the Radio Retailers Association of Canada, the Radio Press Association, and the Newspaper Radio Editors Association.

Dr. Lee DeForest, famous radio inventor, is president of the Institute of Radio Engineers and will preside over the meetings of that organization on Thursday.

In addition to Dr. Lee DeForest and H. B. Richmond, president of the RMA, presidents of other organizations who will preside at meetings of their associations next week include: J. Newcomb Blackman, of New York, president of the National Federation of Radio Associations; Harry Alter, of Chicago, Radio Wholesalers' Association; William S. Hedges, of Chicago, National Association of Broadcasters; Louis G. Pacent, of New York, Radio Club of America; J. D. Ford, of Montreal, Radio Retailers' Association of Canada; H. H. Cory, of Minneapolis, Radio Press Association; and Harry La Mertha, of St. Louis, National Radio Editors Association.

Meetings of several groups within the Radio Manufacturers' Association itself are also scheduled. The R.M.A. field legislation group will meet with C. C. Colby, of Canton, Mass., chair-

H. M. TOWER CORP.

**BOSCH
RADIO**

Distributors for the States of Connecticut, Rhode Island, Massachusetts, Vermont and New Hampshire.



863 BOYLSTON ST.
BOSTON, MASS.

281 STATE ST.
NEW HAVEN, CONN.

833 COLUMBUS AVE.
SPRINGFIELD, MASS.

INTERSTATE SALES CO.

**BOSCH
RADIO**

Distributors for Milwaukee excepting Northwestern part Wisconsin and upper Michigan Peninsula with exception of Gogebic County.



193 FOURTH ST.
MILWAUKEE, WISC.

man of the Legislative Committee, presiding. This field legislation force performs a unique work. Its duties are to watch all proposed state and local legislation which may affect radio. It is organized in almost every one of the 48 states and makes regular reports to R.M.A. headquarters so that support or opposition, as the case warrants, may be developed toward any proposed radio legislation. It is composed of members of the radio trade and industry in 42 of the 48 states.

Meetings are also scheduled for the R.M.A. Trade group headed by B. G. Erskine, of Emporium, Pa., and of the Parts group headed by Lloyd A. Hammarlund, of New York.

In addition, plans for a "National Radio Week" in September will also be made. This will take place Thursday afternoon at a meeting of a joint "Radio Week Committee" appointed by the R.M.A. and the National Federation of Radio Associations.

The Sixth Annual Trade Show and Convention of the R.M.A. will pass into history at six o'clock Friday afternoon when the 1930 show will officially close its doors for the last time.

**Busy Program Set
For Music Men at
New York Conclave**

(Continued from page 11)

Campbell stated. He further said in part:

"There will be a great mass meeting of manufacturers' jobbers and merchants and addresses will be made by many of the leaders of our industry. Following these addresses, the meetings

will be thrown open to general discussion.

"Many of your old friends whom you have not had the opportunity to meet for years will be on hand, thus affording those who attend an opportunity to revive old memories. New York will afford many interesting moments at the theatres and pleasure resorts.

"Exhibits of the latest styles in pianos, radios and other musical merchandise will enable visitors to acquire knowledge of what is being offered to the trade by manufacturers and jobbers. There will be a 'silent exhibit' of musical instruments on the ball room foyer of the Hotel New Yorker where new and beautiful models will be displayed in luxurious surroundings.

"Open forums will be conducted by the National Association of Music Merchants during the week of the convention, conducted by the leading men of the industry and participated in by all."

The climax of the convention will be the twenty-ninth annual banquet of the merchants at which Dr. Walter Damsch, Richard Crooks, Marion Telva and a Victor orchestra under the direction of Nathaniel Shilkret will be present.

The one and one-half fare railroad privilege is being extended to show visitors by all railroads.

**Herb O'Connor Joins
Mackenzie Sales Staff**

Herb O'Connor, formerly of B & O Radio, Newark, N. J., has joined the staff of the Mackenzie Radio Corp., Zenith distributor in Jersey and Westchester, as sales representative in Hudson and Bergen counties.

Buffalo Talking Machine Co.

**BOSCH
RADIO**

Distributors for Western New York and Northwestern Pennsylvania.



778 WASHINGTON ST.
BUFFALO, N. Y.

Wholesale Radio Equipment Company

BOSCH RADIO

Distributors for New York City, Bronx, Brooklyn, Long Island, Staten Island, Orange, Putnam, Rockland and Westchester Counties.

ALGonquin 5900-1-2-3-4



BOSCH RADIO

Distributors for Northern New Jersey, including Mercer and Monmouth Counties and Staten Island.

MULberry 6780-1-2-3



For the convenience of our trade, we have engaged the entire 14th floor of the Ambassador Hotel at the Radio Trade Show.

A Cordial Welcome — and the New Bosch Line.

902 BROADWAY
NEW YORK, N. Y.

96 WASHINGTON ST.
NEWARK, N. J.

Anthracite Radio Co.

BOSCH RADIO

Distributors for Eastern Pennsylvania, Southern New Jersey and Wilmington, Del.



827 PUBLIC LEDGER BLDG.
PHILADELPHIA, PA.

550 WYOMING AVE.
SCRANTON, PA.

PHILADELPHIA RETAIL TRADE MANIFESTING CONSIDERABLE INTEREST IN NEW SET MODELS

Philadelphia, Pa., Friday.

Raymond Rosen & Co. have removed to new and larger quarters at 117-121 N. Seventh street where the full line of Brunswick products is on display. Frank Horning, formerly with the Brunswick factory as New York representative, is in charge of Brunswick sales for the Raymond Rosen Co.

B. B. Todd, 1306 Arch street, has supplied the U. S. S. "Salt Lake City" with a Majestic radio which will keep it in touch with the doings of America while on a cruise of South American waters. The tars, as a Philadelphia newspaper put it, now are "loafing majestically" while off duty.

The Berrodin Auto Supply Co. states that it will continue to distribute the Kellogg tubes and Ken-Rad tubes.

Albert S. Gardner and Jack Cronin, Philco boosters, will join the Philco cruise to Bermuda this month as a reward for their results with the line. Gardner covers northeast Philadelphia while Cronin covers Camden and nearby Jersey points.

Sparton radios have forged to the front in sales with N. Selleberg & Co., department store, in the past two weeks. Buyer-manager Edward Eisenhardt has been enthusiastic over the results from the drive made on the Sparton.

The Carmen Radio Shop, Allegheny avenue and Germantown, is being liquidated by the heirs of John Duignan, whose sudden collapse while in Syracuse, N. Y., resulted in his death a few weeks ago. The entire assets have been offered for sale in settlement of the estate.

The Lewis Radio Distributors will concentrate on the Colonial and now has the new models on display.

Crew workers have been making a door-to-door canvass on the Kennedy radios, made by the Colin B. Kennedy Corp., South Bend, Ind., in the speed up drive on these sets in the Philadelphia territory by the Universal Radio Co., with two stores at Juniper and Arch streets and at Sixty-ninth and Market. This store, which is linked with WCAU Broadcasting Station, has been receiving good orders from the leads furnished by the crew workers. The firm is supplied by the distributors, the Cam-Rad Distributing Co., Seventh and Arch streets.

The Philadelphia Motor Accessories Co., 3129 N. Broad street, distributor of the Lyric, has five new models now on display for trade inspection preparatory to stocking for the coming season.

Sample sets of the new Clarion radio were shown here for the first time recently when the Roberts Auto & Electric Supply Co., Seventeenth and Callowhill streets, distributors, introduced the line to the local trade. The Clarion sets are the product of the Transformer Corporation of America.

The Philadelphia headquarters of the Columbia Phonograph Co., 40 N. Sixth street, will greet Louis Sterling, chairman of the board of directors, who will journey here from London, England, to attend the show at Atlantic City. Mr. Sterling will stop over in Philadelphia for a visit with Manager H. O. Heyer and Assistant Manager William H. Buck.

—CARR.

C. S. TAY, Inc.

BOSCH RADIO

Distributors for Northern Illinois, Northwestern Indiana and extreme Eastern Iowa.



17 SO. DESPLAINES ST.
CHICAGO, ILL.

The Robert C. Rogers Co.

BOSCH RADIO

Distributors for Maryland, Delaware excepting Wilmington, Northern Virginia and Eastern West Virginia.



1223 EYE ST., N. W.
WASHINGTON, D. C.

Commercial Elec. Co. Plans Aggressive Drive RCA-Radiola Product

Toledo, Ohio, Monday.

The Commercial Electric Co. has been appointed exclusive distributor for the Radiola division of RCA Victor Co., Inc., in 21 northwestern and southern Michigan counties.

The initial step in an aggressive program, according to N. G. Goldman, president, is the acquisition of two men whose past experience particularly fits them to organize and build the new Radiola Division of the Commercial Electric Company.

One of these men is Ray N. Johnson, newly appointed manager of this division. He was connected for fifteen years with a prominent northern Ohio distributor of electrical supplies. During the last three years in their service he managed the radio business of the company and was successful in developing one of the strongest RCA distributing organizations in the middle west. Mr. Johnson upon leaving this firm, became sales manager for the factory branch of a large manufacturer of radio sets.

Clarence J. Pagel comes to the organization with a fund of information which should be of great help particularly to dealers. Newspaper advertising, outdoor advertising, stunt advertising, display advertising, direct selling, canvassing, dealer selling, dealer education, dealer's salesmen training, sales schools, sales contests, sales trips, convention displays, educational work in schools, music appreciation, 'tone' tests, etc., are familiar terms to him and are backed by actual experience in

these specialties of the radio field, Mr. Goldman said.

Mr. Pagel's former connections speak for themselves as to his ability and aptitude to execute his duties. As an instructor of radio in the Cleveland Public Schools in 1920 he was able to prove his technical knowledge of radio. As merchandising manager of one of the largest RCA distributors in northern Ohio he was able to study the needs of the dealer. He will occupy the post of sales promotion manager with the Commercial Electric Co.

Two Ken-Rad Engineers Drowned in Ohio River, J. L. Wuertz a Victim

Owensboro, Ky., Thursday.

Two members of the engineering staff of the Ken-Rad Corp., this city, maker of Ken-Rad tubes, lost their lives by drowning on the Ohio river, just south of this city, recently. One of the two victims, John L. Wuertz, chief engineer for Ken-Rad, lost his life while aiding in the search for the body of John Morton, a Ken-Rad production engineer, who was drowned while swimming.

Mr. Wuertz went over a dam in his motor boat while searching for his colleague's body at night. Both bodies were recovered five days after the drownings.

Mr. Wuertz had been connected with the Ken-Rad corporation for more than three years, coming here after several years with Westinghouse Electric Co. He played a large part in the development of the 227 AC tubes, and was well known in engineering circles. He is survived by his wife and a son.



BOSCH RADIO

Distributors for Northern Ohio.



2307 CHESTER AVE.
CLEVELAND, O.

R. H. McMANN, Inc.

BOSCH RADIO

Distributors for New York City, Orange, Putnam, Rockland, Westchester Counties and Long Island.



12 Warren Street, New York, N. Y.

TEVES & JOAQUIN, Ltd.

BOSCH RADIO

Distributors for Hawaii.



79 SO. HOTEL ST.
HONOLULU

J. L. Leban, Van Horne Vice-pres., in Calif.

SAN FRANCISCO, CALIF., Thursday.

J. L. Leban, vice-president of the Van Horne Tube Co., Franklin, Ohio, is at present on the Pacific coast calling on Van Horne distributors and representatives.

Mr. Leban reports unusual interest on the coast in the new Van Horne Flewelling tube checker. "It looks as though the Flewelling checkers made in the state of Ohio will leave their footprints in the sands of California," Mr. Leban said yesterday. While here he has spent some time with Bert Smith and Jim Colford, local district managers, and F. E. Sette, representative in this territory.

Mr. Leban expects to be back East for the R.M.A. Trade Show in Atlantic City during the week of June 2.

David Freilich Joins Specialty Service Corp.

David Freilich, who for a number of years has been affiliated with radio jobbers in the metropolitan New York territory, has joined the Specialty Service Corp., Brooklyn, distributor of Majestic radio. Mr. Freilich assumes the position of manager of the tube sales division of Specialty Service.

During the past seven years, Mr. Freilich was associated with the Triangle Radio Supply Co. and A. J. Steelman, Inc., in a sales capacity, and has made many friends among dealers.

New Line of Cabinets Will Be Exhibited by Superior Cabinet Corp.

A new line of cabinets will be exhibited at the R.M.A. Radio Trade Show in Atlantic City by the Superior Cabinet Corp., New York. Five models are featured in the line.

The 1930-31 models which will be exhibited before the trade for the first time are the most artistic ever to be made by Superior, B. J. Greenbaum, head of the New York cabinet manufacturing organization, declared on Monday.

The Superior exhibit at the Atlantic City Municipal Auditorium will be in charge of Mr. Greenbaum personally. He will be assisted by his staff of salesmen.

Advance orders on the new models have surpassed those of any previous year, Mr. Greenbaum reports, and indications are that the Superior Cabinet Corp. will enjoy its best year of business in 1930.

HARRY ELKAN JOINS MACKENZIE STAFF

Harry Elkan, formerly with the Ayers-Lyon Corp., Boston factory representative firm, and also formerly with the Stevens Mig. Co., New York, has joined the Mackenzie Radio Corp., metropolitan distributor for Zenith radio.

Mr. Elkan, who is well known to the dealer trade in the metropolitan district, will cover the Westchester territory for Mackenzie.

A. A. Trostler Runs Into Tough Luck on Airplane Trip to Pacific Coast

Chicago, Ill., Friday.

Several unusual travel experiences were encountered by A. A. Trostler, sales manager of the radio-Panatropie division of the Brunswick-Balke-Collender Co., this city, during his recent trip to the Pacific coast.

Following the Brunswick jobber meeting in this city, Mr. Trostler left Chicago by train and arrived in Kansas City Tuesday morning. He reserved passage on the Western Air Express to Los Angeles planning to arrive on the coast Tuesday evening.

The plane left Kansas City on scheduled time and was enroute about an hour, when weather conditions necessitated the plane's return to Kansas City. A bad storm was in full swing, and the passengers and plane were obliged to wait at the airport all day for a chance to hop off. But no such luck!

"We tried again on Wednesday morning," said Mr. Trostler, "and got as far as Wichita, and just as we were ready to hop off for Amarillo, Texas, the airplane got stuck in the mud, and we were three hours getting off the field. We made Amarillo and Albuquerque that night.

"We were supposed to hop off at 7 o'clock on Thursday with the belief that we would arrive in Los Angeles Thursday noon. We were out about an hour when we ran into a snow storm and the plane was obliged to return to Albuquerque. That was enough. I immediately took a train to finish the journey and arrived in Los Angeles Friday morning.

"In the meantime I had to wire our wholesalers who were waiting for me in San Francisco to meet me in Los Angeles where we conducted a distributors meeting. However, I did take the plane back Sunday, and had a beautiful trip."

Southern Firm Wants Set, Speaker Job Lot

THE TALKING MACHINE and RADIO WEEKLY is in receipt of an inquiry from a Southern organization, saying:

"We are interested in securing a quantity of discontinued battery sets, tubes, batteries and speakers, at close-out prices; also desire a quantity of close-out table and console models of all electric sets, preferably of standard make."

If any of the readers of this publication desire the name of the inquirer, it may be obtained by writing us.

FLORIDA COLLEGE GIVES RADIO SERVICE COURSE

A five-day short course for radio service men will be conducted by the General Extension Division and College of Electrical Engineering of the University of Florida at Gainesville from July 7 to 12, inclusive.

While practically all of the manufacturers of radio receiving sets have conducted classes for their service men, this is the first time it has been possible for men to get instruction on the servicing of all types of sets, it is stated.

B. J. GRIGSBY AND W. C. GRUNOW FELICITATED ON SECOND ANNIVERSARY OF MAJESTIC SET

Congratulations from their distributors and dealers throughout the country upon the second anniversary of the Majestic radio set are still pouring in at the offices of Bertram J. Grigsby and W. C. Grunow, chairman of the board and president respectively, of the Grigsby-Grunow Co., Chicago.

The rise in sales and popularity of Majestic radio since its inception in May, 1928, is declared to be one of the most sensational in industrial annals, credit for which is given the far-sighted and aggressive merchandising policies of Messrs. Grigsby and Grunow and Vice-president Herbert E. Young, who have surrounded themselves with a corps of executive talent of a very high order.



W. C. GRUNOW

Kent Display a Mystery At Radio Show; Hint New Set Ready August First

An aura of deep dark mystery is hanging over the huge 32-acre plant of the Atwater Kent Manufacturing Co. in Philadelphia, as the big annual blowout of the radio trade makes its bow in the Civic Auditorium at Atlantic City. Plans and products for the coming selling season are shrouded in a golden silence in marked contrast to the perfervid pronouncement of other manufacturers.

Insistent rumors of something new—something startling—something revolutionary in radio receiving sets are emerging daily from behind the closed portals of A. Atwater Kent's sanctum sanctorum. What has the man who has made and sold almost three million radio sets up his sleeve this time? But that's a question that probably won't be answered until August 1.

Atwater Kent for the first time since there was such a thing as an R.M.A. Convention, is not exhibiting any new product at the June convention. As a matter of fact and actual eyesight, Atwater Kent is not exhibiting any product at all. All that will be visible to the naked eye in the Atwater Kent show booths and demonstration rooms is an elaborate and striking series of highly mysterious, thought-provoking golden doors, securely locked with huge golden locks, and announcing the terse message, "Atwater Kent Radio with the Golden Voice—Open August First!"

A. L. MILK IN CHARGE OF SYLVANIA BOOTH AT ATLANTIC CITY SHOW

Emporium, Pa., Thursday.

The Sylvania booth at the R.M.A. Trade Show in Atlantic City will be under the direction of Arthur L. Milk, convention manager of the Sylvania Products Co., this city. Mr. Milk has been in charge of all Sylvania exhibits, trade banquets, conventions and hotel accommodations during the past four years.

C. E. STAHL NAMED ARCTURUS MANAGER

NEWARK, N. J., Thursday.

C. E. Stahl has been elected to the board of directors of the Arcturus Radio Tube Co., this city, and has been appointed general manager of the local tube manufacturing organization.

Mr. Stahl comes to the Arcturus company with a wide experience of the radio business gained since the early days of the industry.

Jersey Distributors' Show Headquarters At Ritz Carlton Hotel

Headquarters of the Associated Jersey Radio Distributors at Atlantic City during the Radio Trade Show will be in Room 917 of the Ritz Carlton hotel, where a secretary will be in charge at all times. All New Jersey dealers are requested to register at headquarters of the Association upon arrival at Atlantic City.

Southern Ohio Dealers Feature Lyric Models

CINCINNATI, OHIO, Thursday.

Dealers in this territory are unusually enthused over the new line of Lyric sets recently introduced by the All-American Mohawk Corp., North Tonawanda, N. Y., K. McInnis, of the Southern Ohio Radio Corp., 139 West Fourth street, this city, declared today. The Southern Ohio Radio Corp. is distributor in the Cincinnati and Dayton territory for Lyric.

Leading dealers in this section have taken on the new Lyric line and are featuring it in their window displays and in newspaper advertising.

"Lyric has already set a pace that is making everyone predict that it will be up among the few leaders in sales volume in this territory this year," Mr. McInnis stated.

Schaffhauser-Kiley See Big RCA Radiola Year In Philadelphia Area

Philadelphia, Pa., Thursday.

George H. Kiley, vice-president of the Schaffhauser-Kiley Corp., this city, exclusive RCA Radiola distributor in eastern Pennsylvania and southern New Jersey, said here yesterday that in his opinion his firm will do an exceptional volume of Radiola business this year. Mr. Kiley was formerly an executive of the RCA Victor Co., Inc., but left Radio Corporation to enter the distributing business here. His associate, Mr. Schaffhauser, was formerly in the investment business here.

The Schaffhauser-Kiley Corp. is rounding up an organization of well known men to comprise the selling staff of the local wholesale firm. Temporary headquarters of Schaffhauser-Kiley are at 1500 Walnut street, but upon completion of the New Terminal Commerce building, 401 N. Broad, the company will move to its permanent quarters there about the first of July. Regarding the policy of his company, Mr. Kiley said in part:

"It is our intention to give the dealers in this territory the finest service both from a technical standpoint and from the standpoint of our relations with them, that they have ever received, and with the new RCA picture looking as bright as it does, we believe we are going to do a tremendous volume of Radiola business."

Pilot Produces New Radio Known as "Pre-Selector"

A kit of parts for a new screen-grid broadcast receiver, known as the "Pre-Selector," has been brought out by the Pilot Radio & Tube Corp., of Brooklyn, N. Y. This set is intended for home assembly by individual constructors. The chassis is fully formed and drilled and may be assembled in an evening with the aid of a few simple hand tools.

The "Pre-Selector" is available in the form of two kits. The first includes all the parts for a plain chassis model, which, when assembled, may be mounted in any standard 7 x 18 inch cabinet or console. The second kit, known as the K-128, includes this same chassis and also a handsome metal cabinet of the table type. This cabinet is finished to resemble walnut, and is 19½" long, 12½" deep and 9" high.

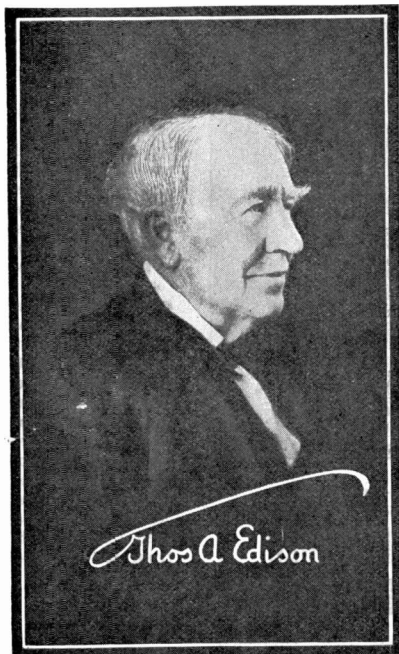
Prominent Radio Men Attend Lewis Banquet

PHILADELPHIA, PA., Monday.

The Lewis Radio Co., local distributing firm, will hold its annual dinner in the ballroom of the Sylvania Hotel, here, this evening. The event is known as the Lewis Radio Co.-Cunningham-Colonial Dealers' Dinner. Plans and suggestions for improving present radio conditions will be made.

Dr. Fulton Cutting, chairman of the board of Colonial Radio Corp.; Fred Carson, vice-president and general sales manager of Colonial; Charles Flaherty, of the Universal Broadcasting Co.; Edward W. Butler, sales engineer of E. T. Cunningham, Inc.; D. F. Ketcham, Cunningham sales promotion manager, and M. J. Lewis, president of the Lewis Radio Co., will be speakers and guests of honor.

EDISON ADDS TWO NEW LIGHT-O-MATIC MODELS TO LINE; ARTHUR WALSH REVIEWS POLICIES OF COMPANY IN RADIO



THOMAS A. EDISON

Orange, N. J., Friday.

"The entrance of Thomas A. Edison, Inc., into the radio field two years ago marked the culmination of more than a half century of outstanding leadership in the development of sound reproduction," Arthur Walsh, vice-president and general manager, declared today. "Since then, the Edison laboratories have earned for themselves a prominent place in the radio industry, gaining their position through widespread research activity, high standards of manufacturing quality in finished merchandise and the sound policies underlying the company's business relationships with the trade.

"In effecting our plans for radio

merchandising," Mr. Walsh continued "we have endeavored to follow the cardinal principle of 'profits for the Edison dealer—performance for the Edison purchaser.'

"Notwithstanding all the fervor for stabilization of the radio industry, this cannot be accomplished if the industry is run like a circus instead of as a business. The checkered suit now being worn by the radio industry must be discarded in favor of professional broadcloth. The policy of obsoleting present lines through price cutting and dumping and introducing new lines of doubtful superiority in the hope of forcing sales, can only result in economic disaster.

"No radio manufacturer can gauge his production so accurately that he will sell the last of one model on May 31 and the first of a new model on the day after. Why, anyway, should one

radio be replaced with another, just because a certain month has arrived?

"Our policy—which we look forward to general adoption—is to add and withdraw models when there are sound economic reasons for so doing. Ours is a policy of constant improvement, not necessarily yearly models. Our present models, R-4, R-5 and C-4, we believe to be as excellent as any that could be reproduced in their price class, because they represent continuous and intensive development in the Edison laboratories. And these models will be continued in our line for an indefinite period and at present prices.

"Because there is a market for a still finer radio, encased in cabinets of superb beauty, we are this year adding two more models, R-6 and R-7, to the Edison Light-O-Matic line. These new models will sell at higher prices and consequently will neither obsolete nor interfere in any way with our present line."

Nine tubes, including three screen grids, are used in the new sets. The wood used in the cabinets is of seasoned stock that has been specially selected for the grain. Both cabinets are finished in walnut. The R-6 has panels and doors, while the R-7 has doors carved in linen-fold design and panels quarter-matched.

The new models have an electro-dynamic speaker of advanced design. Of special interest is the adjustment provided in these sets for acoustic requirements of individual installations. This adjustment modulates the emphasis on either treble or bass, whichever suits the individual listeners. Both models also have automatic volume control. A phonograph jack and switch is also provided to permit the use of the audio system for phonograph record reproduction.

Light-O-Matic tuning, the tuning device developed by Edison, is now standard equipment on all Edison radio models.

List prices for the new models are \$297, less tubes for the R-6, and \$268, less tubes, for the R-7. Prices are slightly higher in the west. Prices of the other Edison models are: \$215 for the R-4; \$175 for the R-5, and \$325 for the C-4, a combination instrument, all less tubes. Prices are slightly higher in the west.

Thomas A. Edison is chairman of the board of directors of Thomas A.

Edison, Inc., and his son, Charles Edison, is president. Another son, Theodore Edison, is director of research. Mr. Walsh as vice-president and general manager of the radio division, directs the entire manufacturing and merchandising of Edison radios. Asso-



New Edison Model R-6

ciates of Mr. Walsh in the radio division are R. R. Karch, assistant to the vice-president; Alfred Hand, advertising manager; Roy S. Dunn, manager of sales promotion; H. H. Silliman, eastern sales manager, and Paul McGee, technical assistant to the vice-president.

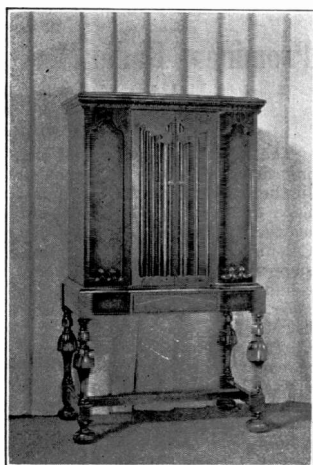
Temple Sets, Speakers Offered at New Prices

Chicago, Ill., Friday.

Temple radio sets, speakers and double action units are now being offered to the trade at attractive prices by the Temple Manufacturing Corp., 5253 West Sixty-fifth street, this city.

Included in the products being offered by the Temple firm are screen grid radios and radio-phonograph combinations, cabinet model AC dynamic speakers, cabinet model magnetic speakers, and AC dynamic and magnetic chasses.

Model 8-91 combination radio and 8-61 lowboy straight radio are featured in this offer.



New Edison Model R-7



Airplane View of Edison Plant in West Orange N. J.

METROPOLITAN NEW YORK and NEW JERSEY
RADIO DEALERS
ARE INVITED
TO RIDE
ON TOP OF THE WAVES
IN A SEA SLED
WITH
**STEWART WARNER
RADIO**

AT THE RMA SHOW ATLANTIC CITY, JUNE 2-6 1930



Please secure your tickets for reservations for Sea Sled Ride at Stewart Warner Booth B 1, leaving Pier at 434 Carson Avenue, near Inlet every fifteen minutes as our guests at Atlantic City. Our cars will be stationed at Shelbourne Hotel.

Ride with us at the Show and you'll ride on top of the waves the rest of the year, if you feature Stewart Warner Radio. See exhibit space No. B1 Auditorium, Demonstration Room CC-20 Auditorium, Hotel rooms at Shelbourne.

Compliments of

COMMONWEALTH RADIO DIST. CORP.

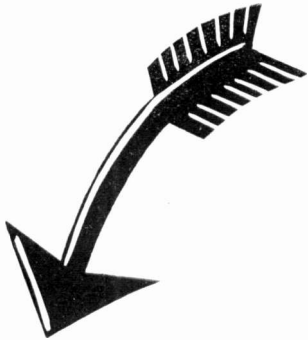
15 LAIGHT STREET, NEW YORK

NAEDLE - JANNEY, Inc.

134 Sussex Ave., Newark, N. J.

Distributors for STEWART WARNER RADIO

A GREAT RADIO BACKED BY A GREAT NAME



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

The Warner Bros. publishing subsidiaries meet with the entire Warner personnel in Atlantic City next week at the company's annual convention . . . Fox holds its yearly conclave in the near future on the West Coast . . . Charles Tobias, one of the best known men-about-tunes in the business, and a lyric writer of proficiency, is leading an orchestra at a Detroit hotel . . . Milton Ager and Jack Yellen, writers and publishing executives, sail for Europe June 2 with Sophie Tucker to write material for her . . . A prominent New York sheet music jobber reports that a tune on which one well known picture publisher has spent thousands of dollars in exploitation, hasn't sold a hundred

copies through his firm . . . Triang has another "Dusky Stevedore" in "Revival Day," with words and music by Andy Razaf . . . Credit the Oriole Talking Machine Co., Brunswick Baltimore distributor, with a promotional stunt on Berlin's "Mammy" record numbers which reaped its own reward in sales for its originality . . . Probably one of the best angles allied with music publishing is the dance orchestration racket, with publishers going anywhere from a yard to \$200 for a single arrangement . . . The Music Trade Convention (week of June 9) decks itself in its consomme and poisson for its annual banquet June 11 at the Hotel New Yorker, here.

Market & Broad Stars

'Mammy' Score; Striking Window a Big Feature

One of the many aggressive music stores which is featuring the songs from the Al Jolson picture, "Mammy," is the Market and Broad Music Co., Newark, N. J. The accompanying photograph shows a window display, now current, sponsored by the firm.

Irving Berlin, Inc., "Mammy" score



The Market and Broad "Mammy" Window

publisher, reports heavily increased sales on the songs from the picture, directly traceable, it is said, to the quality and attractiveness of displays similar to Market and Broad's.

Credit Psychology With "Stein Song" Success

"Let me write a nation's songs," quoth a classic sage, "and I care not who makes its laws" . . . "Desires suppressed crop out in the form of sublimations," says a great psychologist. Mix these two pointed remarks, suggests "Zit's," theatrical weekly and you get a new connection currently and melodiously popular on the radio, in

the theatre and wherever music is dispensed. According to the paper:

"The popular song beats a straw vote all hollow as a barometer of public reaction. It's a thing close to the mob spirit. It's something for hypocritical politicians, reformers and the great clan of "We Know Best" to think over every time they hear the marching rhythms. The 'Stein Song' has replaced "How Dry I Am."

P. A. Ware Member of Banquet Committee of Music Merchants' Ass'n

Announcement has come from the executive offices of the National Association of Music Merchants of the appointment of P. A. Ware, sales promotion manager of the Atwater Kent Manufacturing Co. and widely known in music and radio trade circles, as a member of the Convention and Banquet Committee in charge of the twenty-ninth annual convention of the association to be held during the week of June 9 at the Hotel New Yorker, New York.

The committee is composed of nine of the most outstanding figures in the music and radio world, and is chaired by Otto B. Heaton, of Otto B. Heaton Co., Columbus, Iowa.

J. K. Nichol Named Esenbe Sales Head

Pittsburgh, Pa., Friday.

The Esenbe Co., this city, distributor for Atwater Kent radio in Pittsburgh and adjoining territory in western Pennsylvania, has appointed John K. Nichol sales manager.

Mr. Nichol, who has served as vice-president and city representative of the Esenbe Co. since its incorporation in 1923, has been active many years in both the wholesale and retail selling fields. His wide experience eminently fits him to direct the efforts of the Esenbe sales organization.

Trilling & Montague Show Zenith Line to Philadelphia Trade

PHILADELPHIA, PA., Friday.

The new Zenith line, known as the "70" line, was exhibited by Trilling & Montague, Zenith distributors, this city, to an assemblage of 400 dealers at the Hotel Adelphia last week. Preceding the exhibition of the new models luncheon was served to the visiting dealers who represented every section of the Trilling & Montague territory, which includes eastern Pennsylvania, southern New Jersey and Newcastle county, Delaware.

Great enthusiasm was expressed by all who saw the new Zenith deluxe models, five in number. Disclosure of the price range created considerable surprise and pleasure, and the dealers appeared confident that the public will respond to an unprecedented degree to the values offered by the new Zenith merchandise.

Keen interest was particularly centered on the new Zenith combination radio and phonograph with automatic record-changer; a model which was introduced in response to a persistent demand of the Zenith dealers and prospective Zenith owners.

David M. Trilling, who presided at the meeting, delivered a brief talk in which he reviewed the difficulties encountered by the radio dealers the past year and outlined a safe course for them to follow in the year ahead which will assure their reaching the profit goal towards which they are all aiming. A gratifying volume of business was booked by the firm at this meeting and dealers were assured of deliveries beginning early in June. It was also announced that the new Zenith line will be on exhibition in Atlantic City during the week of June 2 at No. 2407 Boardwalk under the auspices of Trilling & Montague.

SHOW HEADQUARTERS OF WEYMANN CO. AT HOTEL TRAYMORE

Philadelphia, Pa., Thursday. Headquarters of H. A. Weymann & Son, Inc., local distributor of Victor radio at the RMA Trade Show, will be in Rooms 801-2-3 of the Hotel Traymore. All officials of the Weymann firm will be on hand.

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

IT HAPPENED IN MONTEREY
from "KING OF JAZZ"

IF I HAD A GIRL LIKE YOU

DOWN THE RIVER OF GOLDEN DREAMS

"AROUND THE CORNER"

"YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN"

CHECK and DOUBLE CHECK

The SONG WITHOUT A NAME

"JUST CAN'T BE BOTHERED WITH ME!"

ALONE WITH MY DREAMS

"WHERE THE GOLDEN DAFFODILS GROW"

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

"LIKE A DREAM"

"I LOVE YOU SO"

"SO SYMPATHETIC"

"THAT WAS DESTINY"

"YOUR EYES"

"AM I THE ONE?"

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

"MY REVERIES"

CARIBBEAN LOVE SONG
from "HELL HARBOR"

"DONALD, THE DUB"
COMEDY GOLF SONG

RAGAMUFFIN ROMEO
from "KING OF JAZZ"

MINNIE the MERMAID

SONG of the BAYOU

LEO. FEIST, INC.
231 w. 40th ST., NEW YORK

BANK NOTES

THE MONEY HITS OF AMERICA

ROBBINS M-G-M Talkie Hits

BLUE IS THE NIGHT
from "Their Own Desire"

THE MOON IS LOW
from "Montana Moon"

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

SINGING A SONG TO THE STARS

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

ANCHORS AWEIGH

Robbins Music Corporation
799 Seventh Ave. New York

Radio's Fastest Growing Business

Can't Gamble on Tubes—Can You?

All over the world users of Pilot radio products parts and tubes are increasing tremendously month after month—The standard of excellence which Pilot parts and PILOTRON tubes must meet is not just that of bringing in stations within 5 to 500 miles but there are PILOT short wave listeners scattered over both hemispheres keeping contact with broadcasters thousands of miles away with PILOTRON Radio Tubes. To them a dud radio tube is a real tragedy—they must have the absolute tube dependability which PILOTRON tubes endorsed by professionals give.

You haven't seen Pilotrons cut and you will not —nor have you seen PILOTRONS disguised under aliases. YOU NEVER WILL because no such thing as PILOT seconds exist. Every PILOTRON that doesn't meter up to first grade standards in every characteristic gets dumped on the ash pile—not on the Radio Market because not only PILOTRONS' but PILOT'S whole reputation is at stake.

Pilot with its International business and strong financial resources could afford to mark time and to wait while others ruined their reputation or their product by being compelled to dump tubes on the market or go broke. The public is buying millions of dollars worth of Pilot Products a year, besides PILOTRONS, all yielding LIST PRICE PROFITS to Franchised Pilot Dealers.




The **ONLY** Factory-To-Dealer Franchise on tubes as well as Auto Receivers, kits, etc. Now Pilot is ready to talk to the right kind of new dealers about selling PILOTRON, the tube which already enjoys a special demand and which you need never cut to meet competition, because PILOTRON is the only tube for which the dealer is a direct Factory representative.

Too many tube makers feature the guarantee and the ability to make replacements because they expect replacements. PILOTRONS too are guaranteed liberally and completely but Pilotrons are made with the avowed intention that the guarantee won't be needed. Pilot is selling tube satisfaction not replacements.

Pilot Progressiveness in Product and Publicity means Profit to progressive Dealers who can meet Pilot requirements. The recent front page stories about the history-making Bermuda flight of the airplane Pilot Radio is just one example of the scope of PILOT promotion. The dealer who is fortunate enough to secure a Pilot Franchise is assured of direct factory cooperation in all forms of advertising—a tie-up that builds both prestige and profit. There may be a Pilot Franchise open in your town—write for details.

The AUTO PILOT



A Full Screen Grid Broadcast Receiver Kit

Bolts on Running Board
Remote Control and Speaker Placed Anywhere
Simple to Install—No Carpentry—No Marring Car
Clear toned and powerful. Aerial attaches under car
KIT K-140 LIST Complete with aerial \$17.50
(Leas Pilotrons and Speaker)
Another Money Maker for Pilot Dealers

Pilot Super-Wasp Short Wave Kits

**CASH IN ON THIS
NEW THRILL IN RADIO**

*World Wide Short Wave Reception
Without Re-broadcasting*

An entirely new field is opening up for enterprising Radio Dealers. People are discovering not only that they can hear Foreign Stations day and night but they can also hear some of the finest programs from some of the biggest stations in the U. S. A. day and night consistently which they cannot hear on any set confined to 240 to 300 meters. A short wave set is the greatest static eliminator.

Ask about Pilot's Double Duty Kits
14 to 500 Meters. LIST \$29.50 and \$34.50.

Chicago Sales Office
234 So. Wells Street

Factories at Lawrence, Mass.

San Francisco Sales Office
1278 Mission Street

323 Berry Street, Brooklyn, N. Y.

Atlantic City Show Headquarters—Knickerbocker Hotel
Exhibit at Booth C25, R.M.A. Show

FRED G. CARSON, COLONIAL RADIO OFFICIAL, OUTLINES FACTORY POLICY



FRED G. CARSON

The following sales policy for 1930-31 for Colonial radio has been announced by Fred G. Carson, vice-president in charge of sales of the Colonial Radio Corp., Long Island City and Rochester:

"Constant and conservative expansion in the national markets; distribution through reliable distributors and dealers; concentration of sales effort in territories where good distributors are available for Colonial franchises; allotment of exclusive territories to wholesalers; guarantee of protection on prices; a liberal national advertising campaign, together with appropriations to distributors to use in local appeal ads for the benefit of their retailers; generous and constructive service cooperation."

The Colonial Radio Corp. has been making constant progress in the ex-

pansion of its markets, Mr. Carson declared. He further said in part:

"Wherever good distributors can be obtained, and where sufficient money can be spent and utilized to best advantage to wholesaler and dealer, there is fertile Colonial territory.

"The Colonial advertising plan has always been closely linked up with distribution and sales. The concentration of expenditures has always been applied where the strength of distributors and their respective dealer organizations warranted.

"The service policy of Colonial is unique in its efficiency. Colonial sets are so built that sections can be exchanged easily by the dealer and wholesaler. In cases where the service problem is a difficult one for the distributor's or dealer's service man, the section affected can be quickly exchanged for a new one."

vide recently developed by engineers of the firm.

C. H. Braselton, president of Arcturus heads the company delegation at the show. Other officers who will be in attendance are George Lewis, vice-president; Worcester Bouck, vice-president; L. P. Naylor, sales manager; Charles E. Stahl, assistant general manager; J. Geartner, advertising manager; J. L. Stone, assistant sales manager, and W. A. Coogan, export sales manager.

Arcturus field representatives who will be at Atlantic City are: A. N. French, P. F. Madden, R. J. Cole, William Morris, J. L. King, C. C. Heselton, C. J. Cortesen, William A. Taylor, L. J. Reilly, J. P. O'Connor, J. H. Shaw, P. P. Wiley, Charles H. Stahl and H. H. Chun.

The company held its annual sales convention at the Hotel Douglas, this city, recently.

GEORGE COLLINS CO. NAMED FADA JOBBER FOR NEW ENGLAND

BOSTON, MASS., Friday.

One of New England's oldest and best known wholesalers of radio and automotive equipment, George Collins Co. has been appointed distributors in New England for the Fada line.

The growth of the George Collins Co. from a retail tire store to its present position as one of the largest automotive and radio wholesalers in New England has been remarkable.

In 1918 Bennett Rockman, president of this firm, purchased from George Collins the retail tire store which was located at 215 Columbus avenue. The establishment was immediately changed over to a wholesale basis and from then on made rapid strides. Soon outgrowing its quarters, Mr. Rockman decided to build anew. He was among the first to see the possibilities of the Governor Square Commonwealth avenue location. He erected a building at 535 and soon after another at 537 Commonwealth.

These establishments also were outgrown and he then built the present headquarters of the company, a four-story building at 15 Deerfield street.

David Rockman, general manager of the distributing organization, in commenting on the Fada appointment, declared: "After an exhaustive survey of the many available radio lines, we decided that Fada would best serve our interests and those of our dealers because of the company's financial condition, its progressive merchandising plans and the high quality of the line."

Lloyd's, High street, has taken over the store and stock of the Farrington Electric Shop at 30 Boylston street.

The Fontaine Furniture Co., of Leominster, Mass., is the proud possessor of a silver cup, awarded to it for its artistic and effective Atwater Kent radio window. The award was made by a group of local merchants.

Shepard's Radio Store, Winter place, has been featuring Pentode tubes. As an added attraction Henry Burbig, the famous radio comedian appearing on the CeCo programs, has visited the store in person.

Houkton & Dutton Co.'s radio department has been kept busy with its sales drive on Radiolas.

From Howe & Co., at 841 Boylston street, comes the comment of one of its Atwater Kent dealers, James Ivory of North Brookfield, Mass., who says that the one who broke into his store and stole an A-K set "certainly knew his radios."

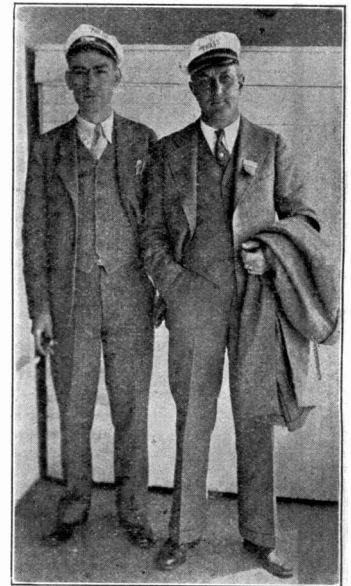
Headquarters for Copeland refrigerators have been opened at 885 Boylston street, where Refrigerator Sales & Appliance Corp. will act as retailer. Samuel and Joseph Kaufman have been appointed in charge of the new firm. The latter, who will act as general manager, is a graduate of M. I. T. He is particularly well equipped to handle any problems from a sales and engineering viewpoint which may be put before him.

The large force of trained retail salesmen who are bringing the Copeland message to the home of the consumer is under the direction of A. A. Cannon, sales manager, who has been connected with mechanical refrigeration in the Boston territory for years.

—CHAS. W. JONES.

UNIVERSAL-PHILCO EXECUTIVES, REAL PIONEERS IN TRADE

No, this is not a photo of two naval officers reviewing the United States fleet which was recently anchored in New York waters, nor is it a likeness of two destroyer commanders giving testimony at the Senate hearing of the Five-power treaty, but a likeness of "Al" Simons and Edward M. Reilly,



AL SIMONS and E. M. REILLY

heads of the Universal Radio Co., exclusive distributor in Bronx, Westchester and Queen's counties, as they appeared on the Philco jobber convention cruise in 1929.

The Universal Radio Co., with headquarters at 536 Bergen avenue, New York, is one of the oldest wholesale radio distributing organizations in the east having been established more than eight years ago at the inception of popular radio broadcasting.

Woodhouse Electric Officials to Attend Atlantic City Show

NORFOLK, VA., Thursday.

All officials of the Woodhouse Electric Co., Inc., this city, distributor of Majestic radio for the state of Virginia and eastern North Carolina, are expected to attend the annual R.M.A. convention and trade show in Atlantic City during the week of June 2, Jonathan Woodhouse, president of the firm, stated today. Other executives of the local wholesale organization, which was established in 1909, are J. P. Gulley, vice-president; Thomas L. Woodhouse, treasurer, and S. Goodman, secretary.

The Woodhouse firm is one of the best known distributing organizations in the South, and sales reports on Majestic for the first five months of 1930 indicate that the company will exceed its 1929 sales figures by a considerable margin, Mr. Woodhouse declared.

Arcturus Radio Tube to Have Large Delegation At Atlantic City Show

NEWARK, N. J., Monday.

Twenty-two members of the Arcturus Radio Tube Co. organization will attend the R.M.A. Trade Show and Convention at Atlantic City next week. This includes the entire executive staff and field sales organization of the local radio tube manufacturing firm.

Headquarters for the Arcturus delegation at Atlantic City will be in the Ambassador and Shelburne hotels. The Arcturus exhibit will be in booths A-11 and 12 of the Municipal Auditorium. The complete line of AC and DC Arcturus tubes will be on display as will the new Arcturus Photolytic cell, a de-

NOW EMSCO STRANDED AERIAL WIRE

Product of Electric Mfg., and Sales Co.

AVAILABLE TO DISTRIBUTORS AND QUANTITY USERS AT THE FOLLOWING PRICES

BARE COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
7/22	.30	.27	.25	.17
7/23	.25	.22½	.19	.13
7/24	.21½	.19½	.16½	.11
7/25	.18½	.16¾	.14	.10
7/26	.14	.126	.11¼	.08
7/27	.13	.117	.10½	.07

TINNED COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
7/22	.35	.32	.27	.19
7/23	.27	.24½	.21	.15
7/24	.23½	.21¼	.18	.12
7/25	.20½	.18½	.15½	.11
7/26	.17	.15½	.13	.08½
7/27	.16	.14½	.12	.08

ENAMELED COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
7/22	.38	.35½	.28½	.20
7/23	.32	.29	.24	.17
7/24	.27½	.25	.21	.14
7/25	.23½	.21¼	.18	.12
7/26	.20½	.18½	.15½	.11
7/27	.20	.18	.15	.10

SOLID AERIAL WIRE

BARE COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
12	.42	.38	.31½	.21
14	.28	.25¼	.21	.11
15	.25	.22½	.18¾	.13

TINNED COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
12	.46	.41½	.35½	.23
14	.30	.27	.22½	.15
15	.27	.24½	.20¼	.13½

ENAMELED COPPER

Lengths in Feet

Gauge	100'	90'	75'	50'
12	.50	.45	.38	.25
14	.35	.31½	.26¼	.17½
15	.32	.29	.24	.17

SHIP AERIAL WIRE — 7/18 Heavy Duty, \$1.00 per C Ft (Cut to any Length)

PACKING

7/24-50 coils to a carton
 7/25-75 coils to a carton
 7/22-36 coils to a carton

TERMS

All prices F. O. B. Newark, N. J.
 30 Days Net, 1% Cash 10 Days
 From Date of Shipment.

ELECTRIC MFG. AND SALES CO.

Makers of EMSCO Quality Product

90 ACADEMY STREET,

NEWARK, N. J.

Kellogg Radio

HAPPY DAYS
are here again!

and when the show is over and you get back to your immediate problem of making **PROFITABLE** sales in the face of present competition—

LOOK TO KELLOGG!

The **KELLOGG AGENCY PLAN**—has been especially designed to meet the needs of a worth-while group of dealers in the Metropolitan territory.

WE INTEND TO "SAY IT WITH PROFITS." "WHEN?"
—**"WELL, VERY SOON!"**



S. L. CAPELL

SALES AGENT FOR
KELLOGG RADIO

1775 BROADWAY
NEW YORK, N. Y.

Telephone: **CIRcle 3090**

10,000 DEALERS WILL PARTICIPATE IN NEW CECO SALES CAMPAIGN COMMENCING JUNE 6

QUALITY OF CECO RADIO TUBES WILL BE GUARANTEED

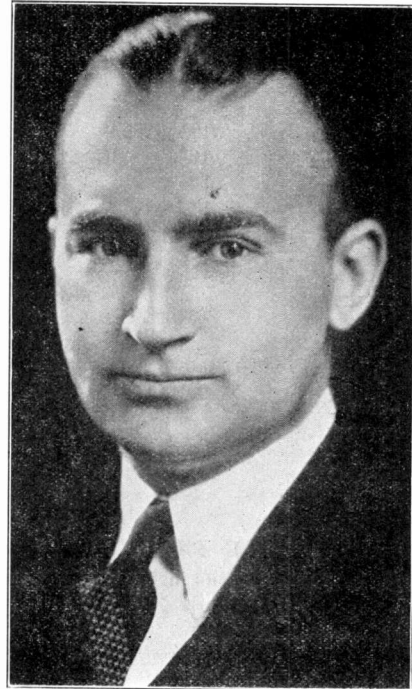
Public Will Hear News of Plan During CeCo Air Broadcasts—Ernest Kauer to Make Announcement Over CBS—Manufacturer Figures Immediate Replacement Market at Ten Million.

Coincident with this year's trade show, the CeCo Manufacturing Co., this city, has disclosed a forward step which officials of the firm believe will enable dealers to sell three times as many tubes as they are now doing. Ernest Kauer, CeCo president, made the fol-

lowing statement in connection with this plan.

will be a three weeks' campaign direct to the radio audience over twenty-two stations of the Columbia Broadcasting System.

"CeCo is the only radio tube manufacturer ever to make an offer of this kind. The reason CeCo can stand behind its tubes with an unqualified money-back guarantee is that we know they have the finest quality built into



ERNEST KAUER

lowing statement in connection with this plan.

"The dealer will let the customer be the judge and if CeCo tubes do not improve the customer's set the purchase price will be refunded without question. The dealer can afford to give this guarantee because the CeCo Manufacturing Co. will stand back of him to the limit."

This new plan has for its principal aim the opening up of the replacement market. It is the estimate of Mr. Kauer, based on data which has been analyzed by his office, that there exists an immediate market for ten million tube replacements in sets now in homes. We expects CeCo dealers—10,000 of them—to go a far way towards supplying these replacements," stated Mr. Kauer. "The plan has been very carefully worked out and is bound to be profitable to every CeCo dealer. Full explanation and instructions have been incorporated in a portfolio which will be in the hands of every dealer by the time the trade show opens, whether or not that dealer attends the show. Dealer-helps of varied description are being supplied free to all retailers requesting them. These include window cards, streamers and a wide variety of selling aids to attract patrons into a store.

them at every step of their manufacture."

Edward T. Maharin, vice-president in charge of sales, is cooperating with Mr. Kauer in the perfection of the plans for this sales campaign.



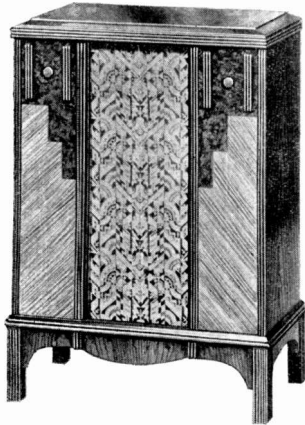
E. T. MAHARIN

THREE NEW SENTINEL RADIOS TO MAKE BOW AT R.M.A. TRADE SHOW

CHICAGO, ILL., Friday.

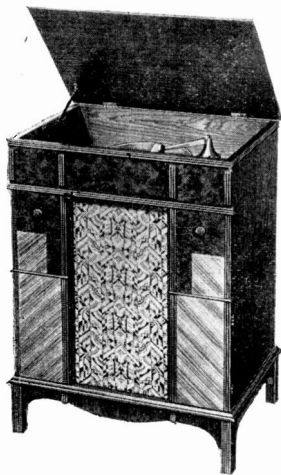
The United Air Cleaner Corp., established in 1914, manufacturer of Sentinel radio, United phonograph motors, and electric pick-up, is announcing three new models, which may be seen in booth A-1 at the Atlantic City Show, and which will be ready for immediate delivery through all Sentinel jobbers.

According to Frank F. Paul, vice-president, these new models utilize all



New Sentinel Radio Model 10

leading developments of screen-grid circuits. Each model has seven tubes—two stages of tuned high gain radio frequency amplification, and one as a three screen-grid tubes, two of these in "linear" power detector; one 227 tube in first audio stage, which is resistance coupled; two 245 tubes in push-pull amplification, and one 280 full wave rectifier in the power unit. Two high



New Sentinel Radio Model 12

gain radio frequency stages preceded by a bank pass type pre-selector, result in exceptional uniform selectivity and sensitivity.

The receiver consists of two units—the power unit and the receiver chassis. A moisture-proof non-rattling, large-

size electro dynamic speaker is mounted on the power unit chassis, which is constructed of heavy steel and contains a power transformer, filter choke, filter condenser, speaker input transformer, a voltage regulator tube, and the terminal strip for the receiver connecting cable.

The cabinet is of period and modernistic design of burl and butt walnut, with panels of zebra wood in three tone effects, with high grade furniture finish, and tapestry cloth of harmonious colors of deep rust and gold in center panel in Model 10. Model 11 has attractive center doors.

Model 12, Sentinel's radio-phonograph combination, is complete with electric phonograph motor, speed regulator, needle cups, automatic stop, record compartment, and magnetic pick-up, which has the phonograph volume control mounted directly on the arm, permitting regulation of volume.

List prices are \$127.50 for Model 10; \$135 for Model 11, and \$180 for Model 12, the radio-phonograph combination.

McIntyre-Burrall Co. Get Clarion Franchise For Wisconsin Areas

MILWAUKEE, WIS., Friday.

Fred E. Burrall, president of McIntyre-Burrall Co., Green Bay and this city, has disclosed his company's appointment as exclusive distributor for Clarion radio in Wisconsin and northern Michigan. This connection with Transformer Corp. of America, manufacturers of Clarion radio, brings together a capably managed manufacturing organization and a corporation of trained radio distributing specialists, it is stated.

McIntyre-Burrall Co. has service departments and warehouses at both Green Bay and Milwaukee, and a following of live and progressive dealers with years of successful experience in distributing nationally known radio merchandise.

Mr. Burrall says that his firm selected Clarion radio after a most careful survey of the situation and feel that in Clarion it has picked a sure-fire leader, with all the qualifications for success.

Mr. Burrall says that his firm enjoys the confidence of its dealers because it gives real service and has a long established reputation for fair dealing. The reply to its Clarion announcement from one of its Madison dealers is characteristic. "Well, here's hoping you've picked a winner and I know you have and if all your other dealers are as satisfied with their past treatment as we are, we know that your future sales will be bigger than ever. Here's how." (signed) Al Atterfield, proprietor, Radio Shop.

Export Manager Is Appointed by TCA

Chicago, Ill., Friday.

The Transformer Corp. of America, this city, maker of the new Clarion radio, has appointed A. J. Hutter, with offices at 10 South LaSalle street, Chicago, in charge of the TCA export division.

Mr. Hutter and his associate, A. E. Maybrun, are well known as exporters of radio product, and are enthusiastic over the prospects of Clarion sales in the foreign markets.

H. H. Steinle, Triad Sales Director, Praises Work Of Research Engineers

Pawtucket, R. I., Friday.

"One improvement has followed so fast on the heels of another since the first radio message startled the world a little over twenty-five years ago, that the public has come to take advancement in the science for granted, and to overlook completely the silent and painstaking work being continuously carried on by radio research engineers, H. H. Steinle, general sales manager of Triad Manufacturing Co., this city, said in a recent interview.

Mr. Steinle further said in part:



H. H. STEINLE

"You don't see them and you don't exactly hear them either, but the fact that today you can bring in your favorite program with more amazing tonal realism than ever before, means that all this behind-the-scenes research work is making itself heard. Not only in the recreational aspects of radio, but from its commercial and humanitarian viewpoints, these research engineers deserve all the credit and praise we can give them. My own company has a staff of research men that we're glad to think is second to none—and good enough isn't good enough for them.

"Right now they've developed improvements in our Nos. 50 and 81 tubes that have enabled them to pass a test by one of the largest manufacturers of radio apparatus in the country, of over 1,200 continuous hours of service without the slightest change in characteristics. And still those engineers of ours think they may even beat that some day. Meanwhile we're giving in Triad tubes the results of these latest improvements of our laboratories and test rooms. Then our engineers are going on from that. We're glad they are. We won't claim perfection until they do."

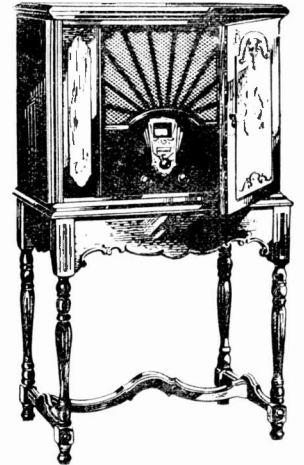
Colonial Radio Corp. to Have Large Delegation At Atlantic City Show

The following men will represent the Colonial Radio Corp., Long Island City, N. Y., at the RMA Trade Show in Atlantic City next week:

W. S. Symington, president; F. G. Carson, vice-president in charge of sales; I. G. Maloff, vice-president in charge of engineering; Joseph Gerl, general sales manager; S. K. Dickstein, advertising manager; Ben Stevens, P. H. McCulloch, Wm. B. Ladd, Jr., W. H. Allen, M. F. Bickford, Harry Rustin, G. P. Marron, William Seckel and R. T. Knapp.

The Colonial delegation will make its headquarters at the Ambassador hotel.

HOWARD Performance



Fine Highboy

means **OWNER Satisfaction**

In the new precision, Screen Grid Howard, line noises and interferences are kept out—broadcasts are more powerfully amplified.

You have never heard radio performance at its best until you have heard the new Screen Grid Howard. Some desirable territory is still open—wire or write the factory for complete information.

HOWARD RADIO

HOWARD RADIO COMPANY
SOUTH HAVEN MICHIGAN

H. B. Foster, Perryman General Manager, Sees 1930-31 as Good Year for Tube Makers



H. B. FOSTER

North Bergen, N. J., Friday.

H. B. Foster, vice-president and general manager of the Perryman Electric Co., this city, manufacturer of radio tubes, said in an interview yesterday that 1930 holds very good prospects for the tube industry. In discussing this point, he stated:

"The Perryman company's new plant was completed, and put into operation during the fall of 1929. This plant is filled with the most modern and efficient equipment and is considered one of the finest in the industry. The vastly increased personnel necessary for its operation has been thoroughly trained and seasoned, resulting at this time in the lowest production cost in the company's history, and a high quality of product.

"The industry, during the last six

months, has gone through a very turbulent period. Naturally, we were somewhat affected. I believe, however, we have seen the worst and I am glad to report that prospects are most promising.

"The volume of business now under contract for 1930-31 delivery is greater than in any preceding year at this time, and approximates the total volume of 1929-30 sales.

"Our jobbing and dealer organization has been markedly broadened and aggressive merchandising plans are matured and ready to be put into operation with the advent of the 1930 season.

"I have every confidence in the future of the industry and believe that this year will prove the most successful and profitable in its history."

continued to gain by leaps and bounds and in 1925 radio sales totaled \$1,130,745. They have continued to increase ever since and in 1929 sales totaled \$3,515,708. Estimated sales for 1930 are \$5,000,000, according to H. A. Abrahamson, president of the distributing organization. Other officers are J. J. Wood, vice-president, and R. R. Abrahamson, secretary and treasurer. C. T. Drake is sales manager, and L. E. Hodge, sales promotion manager.

Five branches are maintained by the Detroit Electric Co. with the following as branch managers: J. A. White, Grand Rapids; S. K. Shull, Kalamazoo; I. E. Carr, Lansing; A. J. Hudson, Saginaw, and R. V. Russell, Iron Mountain. The company has seventeen salesmen, and expects to have a distinct selling organization for Majestic refrigerators when that product will be put on the market. The company was established in 1883.

Detroit Electric Has Had Rapid Growth in Radio Wholesale Field

Detroit, Mich., Friday.

Since its advent into the radio field in 1920, the Detroit Electric Co., this city, Majestic distributing organization, has had a phenomenal growth. The Detroit Electric was one of the first Majestic wholesalers in the early days of the Majestic B eliminator, and took on the radio line of the Grigsby-Grunow Co. when the Chicago manufacturing firm entered the set field two years ago.

Radio sales of the Detroit Electric Co. in 1920 totaled \$3,218, and the following year they jumped to \$87,432. In 1922 sales amounted to \$334,363. They

Federal Cabinets in New Styles at Show, David E. Kahn Asserts His Factories Are Ready for Record-Breaking Production

The 1930 Radio Trade Show finds the Federal Wood Products Corp., of 415 Lafayette street, New York, of which David E. Kahn is president and general manager, in its customary conspicuous position as a leading woodworker specializing in the needs of radio sets manufacturers. Mr. Kahn, in addition to multifarious executive duties in direction of one of the largest units of furniture production, hotel interior outfitting and manufacture, in the world, makes a specialty of anticipating and fulfilling the needs of a limited group of radio interests and he has a wide and cordial acquaintance in the industry.

For months past the staff of designers of the Federal company, which has plants at Grand Rapids, Mich., Asheville, N. C., and other famous woodworking centers, has been adapting the newest furniture fashions to radio cabinetry essentials. As a result, Mr. Kahn and Ben Witlin, whom he recently appointed sales managers of the concern, have been warmly complimented by a number of distinguished manufacturers upon the character of up-to-the-minute style effects which

have been made ready for radio in the prevailing modes of French Provincial, Scandinavian Provincial, Early English and American woodwork. Authenticity of design, dependability of delivery and reasonable price by reason of the Federal company's extensive resources, are the basis on which the concern is now booking the largest volume of contract business in its history.

A new radio specialty in which the Federal forces are thought to have scored a bull's-eye is in the preparation of a series of 'midget' cabinets for types of miniature radio sets now known to be in preparation with radio manufacturers. Foreseeing in the 'midget' set a highly popular item whose woodwork can be made a big selling point instead of a casual feature without appropriateness of design or finish, Mr. Kahn has had made a variety of tiny cabinets—no larger than a moderate sized clock—which reflect authentic furniture design for the newest addition to the radio family. He asserts that due to the company's unlimited facilities for such work, he anticipates a rousing business on 'midgets' for immediate delivery.

Silver-Marshall Polo Team to Perform at Atlantic City Armory During RMA Show



Silver-Marshall Polo Team.

CHICAGO, ILL., Friday.

Polo has invaded the radio field, and the Silver-Marshall, Inc., team, not content with winning the Class D championship of its Chicago club, is bringing its horses, boots, and side-arms to Atlantic City for the Trade Show. Two games are scheduled for the afternoons of June 3 and 4 at the Atlantic City

Armory, New York avenue and Abbecon boulevard.

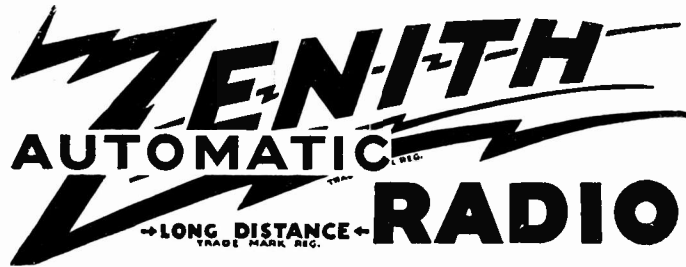
The accompanying photograph shows the Silver radio quartet after a recent victory over a local rival. From left to right they are: Burton Brown, director of sales promotion; McMurdo Silver, president; William Halligan, and Lawrence Chambers, local representatives.

AMERICAN RELAY LEAGUE IN ANNUAL CONVENTION


Delegates to the third annual convention of the Hudson Division, American Radio Relay League, which opened

at the Hotel Pennsylvania last week, included R. H. Ranger, photo-radio expert of the Radio Corp. of America, New York, and David Grimes, engineer,

A formal dinner and dance held Saturday night closed the convention.



FOR OHIO DEALERS
2407 BOARDWALK
 (DISPLAY of ZENITH RADIO CORP.)

Should be your most important to-be-visited exhibit in Atlantic City. There you can see for yourself the sets which we believe climax the successfully selling product which  has sponsored since radio's inception.

. . . . And when you get back, of course we will be pleased to insure your getting everything out of this marvelous line, that it contains, and Mr. DEALER, that's PLENTY!

N. A. FEGEN CO.

1531 WEST 25th STREET

CLEVELAND, OHIO.

Hearing the Unheard With the New **ROLA** Series K

Electro-Dynamic Reproducing Units

A high frequency response and a reinforced bass tone that have been heretofore unknown and unheard in sound reproduction are now realized in the new Rola Series "K" speakers.

"Acoustics by Rola" will prove the greatest single selling feature of 1930 production. It is destined to become the manufacturer's realization of outstanding performance.

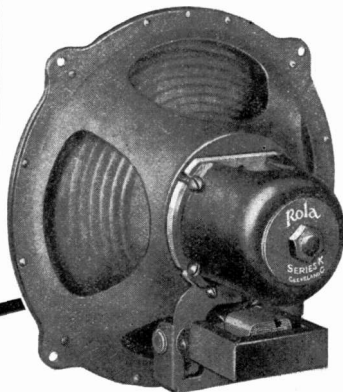
The Rola "K" Series will do its own talking at the R. M. A. Show. Come to the Rola booth for complete information.

AUDITORIUM, BOOTH No. A-6.
 DEMONSTRATION BOOTH CC-11.

CLEVELAND, OHIO
 2570 E. Superior Ave.

OAKLAND, CALIF.
 45th and Hollis Sts.

The
ROLA
 COMPANY



STANDARD
 Size, 11" by
 5 1/2" SMALL
 Size 9 3/4" by
 5 1/2".



POWEL CROSLY, JR.

CINCINNATI, OHIO, Thursday.

Crosley headquarters at Atlantic City during the R.M.A. Trade Show and Convention will be at the Ritz Carlton hotel. The Crosley exhibit at the Show will be in booths D-41-42-43 and in demonstration rooms CC-14 and 15 of the Auditorium.

Among the executives of the Crosley Radio Corp. who will attend the

Show are: Powel Crosley, Jr., president and general manager; Frank G. Macomber, general sales manager; R. H. Langley, director of engineering; Neil Bauer, assistant sales manager, and C. W. Hamilton, publicity manager.

The entire new Crosley radio line and Crosley refrigerators will be displayed at the Show.

Kellogg Developing New Agency Plan for Dealers, Says S. L. Capell

For the past few months the Kellogg Switchboard & Supply Co., Chicago, has been conducting an extensive research in the Metropolitan New York territory to determine specific reasons for the failure of many good retailers to show an adequate profit during the past twelve months.

S. L. Capell, New York sales agent for Kellogg radio, states that as a result of this investigation it has been possible to secure data which will enable Kellogg to formulate a definite plan to fit the precise needs of a limited group of representative retailers operating in the highly competitive atmosphere of the New York district. Full information regarding the Kellogg Retail Agency Plan will be given to the trade shortly.

In carrying out this investigation Mr. Capell has had the assistance of Sydney Greenhouse, Kellogg representative in Brooklyn and Long Island.

Entire Ritz 14th Floor Engaged by Wholesale During the Trade Show

The Wholesale Radio Equipment Co., Newark and New York distributor of Bosch radio, made by the American Bosch Magneto Corp., has engaged the entire fourteenth floor of the Ambassador hotel, Atlantic City, for the convenience of Bosch dealers during the R.M.A. Trade Show next week.

Morty, Sam and Harry Salzman, heads of the Wholesale Radio Equipment Co., report that the new Bosch motor car radio is selling like "hot cakes" in the entire metropolitan area.

DeForest Crosley Shows \$1.61 Share Earnings

DeForest-Crosley Radio Co., a Canadian organization, reports for the 15 months ended March 31, net income after depreciation and provision for income taxes, of \$223,994, equal to \$1.61 a share on 139,168 shares outstanding.

MEADE BRUNET SEES TUBE BUSINESS MORE STABLE IN 1930-31

The radio tube business according to Meade Brunet, sales manager of the RCA Radiotron Co., Inc., gives indication of more stability for the coming season of 1930-31 than it had during the past season. The desire and intent of radio set manufacturers to keep production in step with demand, a keener appreciation by the trade of vacuum tube quality, a realization by distributors and dealers that the tube business is no longer a sideline, together with the fact that the manufacturer of tubes is facing a market that is both critical and selective, should give a greater degree of stability and a continuing improvement in not only the vacuum tube market, but in radio in general. Mr. Brunet said further:

"This season will mark the opening of a vast potential market in the sale of the automobile radio, the develop-

ment of which as yet cannot be fully appreciated in its importance until we realize that there are approximately twenty-three million passenger automobiles, or one for approximately every five people in the United States. The potential market for the automobile radio sets is not confined to these passenger cars which are now in the hands of the user, but an increasing percentage of the new cars that will be sold this year will be equipped with radio either by the factory or by the dealer's service station.

"The unwired farm market, that is homes in which only battery operated receivers have been used, has long been awaiting the same active cultivation that has been given to the wired home market. The recent announcement of the development of three new RCA Radiotrons of a low voltage, low current drain will make possible the design of sets to reach this field, as well as stimulate the sale of radio receivers for portable use.

"All in all, the radio outlook for the coming season of 1930-31 is good, and there are positive signs that the radio business has attained a greater degree of stability after its growing pains, and its future will be marked by a steadily increasing volume."

V. K. Wilson, Triad Official, on Trip, Sees Big Radio Year

PAWTUCKET, R. I., Thursday.

V. K. Wilson, assistant sales manager of the Triad Mfg. Co., this city, manufacturer of radio tubes, is sending back optimistic reports from his present trip to Triad representatives and jobbers. Mr. Wilson reports that he has found conditions so satisfactory that he is now extending his trip to the western coast and will not be back in his office for approximately three months.

"Optimism seems to be the keynote in the radio field, no matter what other fields may be saying," he reports. "I think one of the reasons that business in Triad tubes is holding up so well, in spite of falling off in all radio lines, always experienced in the late Spring and early Summer, is that people are keeping track of radio improvements as they come along out of the laboratories and test rooms. The public has come to expect a lot from radio and tube manufacturers and is buying only those products that embody the latest and the best in radio engineering. The im-

provements our engineers have made in tubes Nos. 50 and 81, whereby they have passed a test made by one of the largest manufacturers of radio apparatus in the country, of 1200 hours of continuous service without the slightest change in characteristics, have made thousands of new customers. Don't pay attention to the pessimists. This is going to be a big radio year!"

Hieb Dealers Report Fine Majestic Sales

MARION, S. D., Thursday.

The Radio Manufacturers' Association Trade Show in Atlantic City, N. J., is being watched with unusual interest among dealers in this territory who will be unable to attend, John Hieb, vice-president of the Hieb Radio Supply Co., this city, reported today. The Hieb company distributes Majestic radio and operates branches at Des Moines, Iowa, and at Watertown.

Majestic set sales have held more than their own during the past few weeks, Mr. Hieb declared, and retailers in this section are prepared for a banner season.

The Hieb firm is one of the oldest businesses of its kind in this section, having been established in 1879.

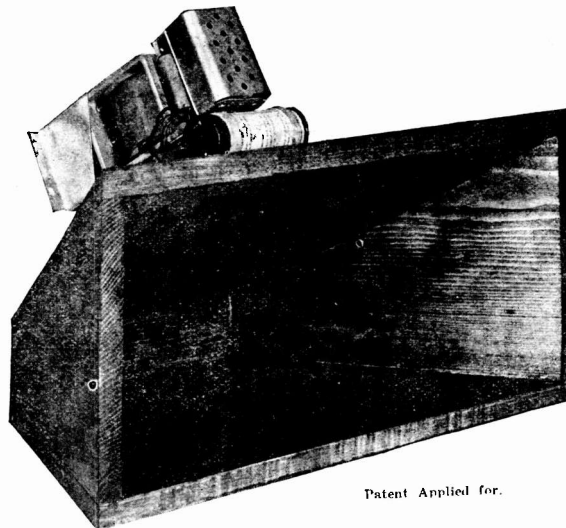
STENO-VOX— The Sensation of 1930-1931!!

After years of radio cabinet pioneering and manufacturing experience, we have again brought out a device destined to put REAL VIGOR into the radio industry. It is the STENO-VOX Flawless Sound Clarifier. Acclaimed by leading acoustical engineers and the trade in general as a most revolutionary improvement. STENO-VOX is a Super Baffle Board and Sound Chamber that is constructed so as to make other types of reproduction obsolete. It is our contribution to Radio for 1930-31!



STENO-VOX 37

A revelation in cabinet design, equipped with STENO-VOX; no grille; walnut finish, hand-rubbed; sliding doors, made to fit ALL sets.



Patent Applied for.

This remarkable acoustical development entirely eliminates the harsh vibratory sounds of the dynamic speaker. STENO-VOX reproduces a tone so human that it will startle you with its amazing realism.



STENO-VOX 200

Walnut finish, hand-rubbed, radio-phonograph combination; convenient size; made to fit ALL sets, with STENO-VOX; completely equipped with electric pick-up and motor.

STENO-VOX IS EXCLUSIVELY DESIGNED AND PATENTED BY THE STETTNER CORP. It is adaptable to all types of radio cabinets. After months of research and testing in our laboratories we are now able to present this product to the entire radio industry. A few features of the STENO-VOX are: Flawless Sound Clarifier; Adds Another Tone Chamber; Eliminates Unsightly Grilles; Reduces Vibration of Dynamic Speakers to Minimum; Made of Spruce and Scientifically Constructed; Pours Forth the Sound from a Dynamic Speaker in Full Volume, Producing Soft, Mellow, Clear, Undistorted, Harmonious Tones.

Don't Fail to Visit the Display of the STENO-VOX and Entire STENO-VOX LINE at the RMA TRADE SHOW, BOOTH 29B.

Stenola
SUPREME IN TONE

STETTNER CORP.

669-75 KENT AVENUE

BROOKLYN, N. Y.

MANUFACTURERS: Send Specifications for quotations.



Otto Heineman, Veteran Leader in Music Industry, to Attend Atlantic City Trade Show



OTTO HEINEMAN

One of the veteran leaders in the music industry who will attend the R.M.A. Trade Show and Convention at Atlantic City next week is Otto Heineman.

man, president of the Okeh Phonograph Corp., New York.

Mr. Heineman has been a leader in the music industry in this country and abroad since the early days of the phonograph and is termed by man "the father of the phonograph." He has a host of friends in the trade.

Bosch Distributors in Tie-up Advertisement

Confidence in the radio product of the American Bosch Magneto Corp., Springfield, Mass., by its distributors, is evidenced in this issue of *The Talking Machine and Radio Weekly*, in which nationally prominent Bosch wholesalers tie-up with the factory's advertisement.

Among the firms appearing in the Bosch supplement are: Buffalo Talking Machine Co., Buffalo, N. Y.; Morris Distributing Co., Syracuse, N. Y.; Wiggins, Inc., Greensboro, N. C.; Interstate Sales Co., Milwaukee, Wis.; Radio Wholesalers, Cleveland, O.; C. S. Tay, Inc., Chicago, Ill.; O. M. C. Supply Co., Pittsburgh, Pa.; H. M. Tower Corp., New Haven, Conn.; Anthracite Radio Corp., Philadelphia, Pa.; Wholesale Radio Equipment Co., New York, N. Y., and Newark, N. J., and R. H. McMann, Inc., New York.

KENNEDY CORP. TO MAKE

HEADQUARTERS AT RITZ

SOUTH BEND, IND., Friday.

The Colin B. Kennedy Corp., this city, will make its headquarters for the R.M.A. Trade Show at the Ritz Carlton Hotel, Atlantic City. Exhibition space has been leased in the Auditorium in Section B, booths 20 and 21,

Tower Sales Staff Is Conducted on Tour of Bosch Radio Factory

New Haven, Conn., Friday.

William G. Miller, president of the H. M. Tower Corp., Boston, Springfield, Mass., and this city, distributor for Bosch radio, took his entire sales organization from all three points to the Bosch plant in Springfield on Friday to see and hear the new product of the American Bosch Magneto Corp. While in the factory, the visitors were addressed by Bosch officials.

Harry Brockelman, New England radio representative of the Bosch company, accompanied the Boston Tower organization to Springfield.

JULIEN LOEB VIEWS HUDSON FROM PLANE

Julien Loeb, president of the Specialty Service Corp., Brooklyn, distributor of Majestic radio, motored out to Roosevelt Field, Long Island airport Saturday, and from there took a flight over the Hudson River.

The Specialty Service Corp. is now distributing new favors among dealers and other Majestic radio boosters. The favors are attractive lip stick compacts.

On one side of the compact is the phrase "On every lip Majestic colorful tone," and on the other, "A colorful match."

and special demonstration rooms in the convention hall will be in section AA, rooms 11 and 12. Other exhibitions and demonstrations will be held at the Ritz Carlton.

RADIO CABINETS THAT RADIATE PROFIT!



BILTMORE CLOSED
LIST PRICE \$29.50

See our exhibit at
ATLANTIC CITY

HOTEL MADISON

ROOMS 515-517

DON MACKENZIE

(Formerly Hawley & Mackenzie)

55 West 42nd Street - New York

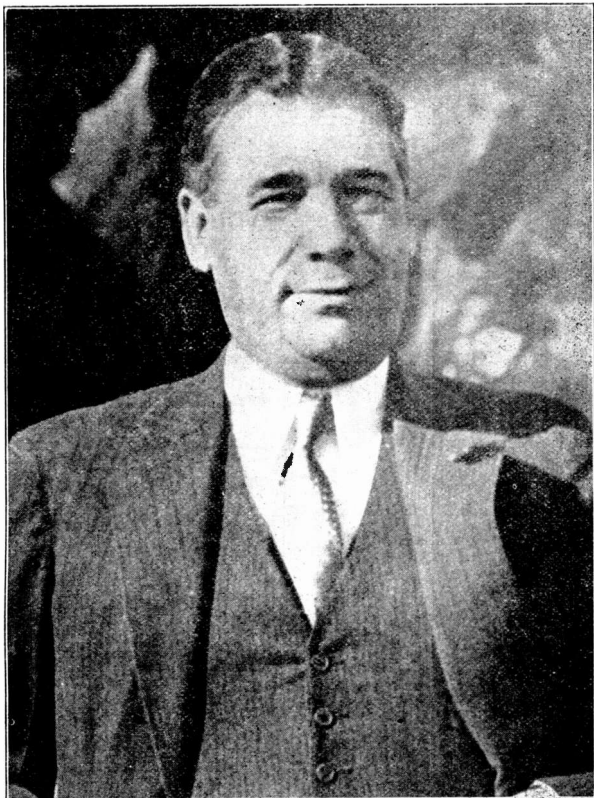
CHICKERING 4154

Regular Wholesale Discounts



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

CAPT. WILLIAM SPARKS, SPARTON HEAD, ONE OF MOST PROMINENT FIGURES IN RADIO TRADE



CAPT. WILLIAM SPARKS

Among the best known trade figures at the R.M.A. Trade Show next week will be Capt. William Sparks, president of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio and for over thirty years an important factor

in the automobile accessory manufacturing field.

Capt. Sparks declares that prospects are bright for a profitable season for those concentrating on quality apparatus.

Capt. Sparks is a director in the Radio Manufacturers' Association.

**Philly Victor Jobber
In Hotel Traymore at
Atlantic City, N. J.
Philadelphia, Pa., Friday.**

The Philadelphia Victor Distributors, Inc., will exhibit its product and entertain its dealers at the Hotel Traymore in Atlantic City during Trade Show Week.

The local wholesaler has engaged suites 863-4-5 for this purpose.

**Majestic Distributors
New York Organization
All Headed for Show**

C. R. Wagner, general manager of Majestic Distributors, Inc., New York, will head the entire Majestic Distributors organization to the R.M.A. Trade Show at Atlantic City next week. Headquarters for Majestic Distributors at the seashore resort during Show Week will be at the Ambassador.

Others in the party will include H. A. Castellucci, sales promotion manager;

Charles Schultz, outside crew manager, and the following salesmen: E. Dimin, J. J. Doyle, Frank J. Ford, J. W. Owen, Saul Schiff, Albert Simons, W. Tomford, W. R. Trezise and A. V. Williams. The party will occupy rooms 235 and 239, inclusive, and also room 460.

**Mackenzie Radio Corp.
Shows New Zenith Line
In Bronx and Newark**

The showing of the new "70" line of Zenith radio at the Concourse Plaza hotel, Bronx, last week by the Mackenzie Radio Corp., New York Zenith distributors, was a tremendous success, according to officials of the wholesale firm.

Practically every Zenith retailer in the Bronx and Westchester county attended the exhibit and all were unanimous in their opinion that the new Zenith "70" models are the finest sets ever produced by the Zenith Radio Corp. The dealers also were confident in the success of the new line, and proved their confidence by the number of orders placed for immediate and future delivery.

Reading this Paper,

please remember that in addition to this edition of 190 pages, THE TALKING MACHINE and RADIO WEEKLY published a total of 120 pages in its issues of May 7, May 14 and May 21. The grand total of May news and advertising pages is 310 in "The Trade's Only Weekly." This month, and every month, THE TALKING MACHINE and RADIO WEEKLY publishes more pages of news and advertising than any other music-radio trade journal—issues them four times as fast—charges a higher annual subscription [\$4.00] than any other paper in the field. This record has taken years to accomplish but it is solid, secure. Because it has been made possible by the preferred patronage of the most intelligent people all over the industry, readers and advertisers universally. Forget what the horse doctors and window dressers say about their publications. Keep on giving most of your business—whether subscriptions or advertising—to the paper in which you may be proud of your neighbors!



THE
**TALKING MACHINE
& RADIO WEEKLY**

Established 1916

**146 WATER STREET
NEW YORK, N. Y.**

AMERICAN BOSCH HAS NEW RADIO MODELS IN TWO CHASSIS DESIGNS

SPRINGFIELD, MASS., Friday.

Two chassis designs are included in the new line of sets to be introduced by the American Bosch Magneto Corp., this city, at the R.M.A. Show at Atlantic City. Both are screen grid sets.

The new Model 58 employs eight tubes, four of which are type 224 screen grid. Three of these are used

untuned. The fifth tuned circuit feeds the detector tube. This combination provides a maximum of selectivity on the low wave lengths as well as maximum sensitivity on the other end of the band, according to Bosch officials.

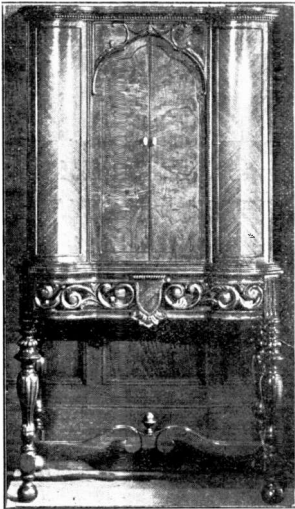
Further improvement in the design of the electro dynamic speaker are said to add brilliance and increased fidelity of tone. The set may be operated with sufficient volume to fill a large hall or

inate all possibility of mechanical vibration. The entire set unit is mounted in the console on and against sponge rubber which further minimizes vibration and eliminates the possibility of any tendency for the set to be microphonic. Compact and rugged construction insures against rough handling in transportation.

The new Model 58 is a 60 cycle A.C.

are available in a choice of handsome console cabinets. The "A" console is a pleasing design with side panels of matched veneers, and tuning panel and speaker grille. Dimensions of the cabinet are 39 inches high by 26 inches wide by 12 inches deep. The "B" console is a little larger, measuring 44 inches high by 26 inches wide by 12 inches deep.

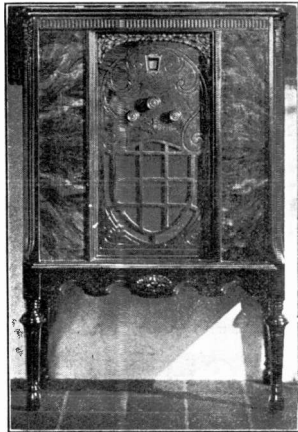
List prices on these new Bosch radio consoles, complete with either Model 58 or 59 set and speaker, less tubes, is \$144.50 for the "A" console and \$159.50 for the "B" console. Prices are slightly higher west of the Rockies.



Bosch 60 "B"

in radio frequency amplification. The fourth is a detector. One type 227 is used in the first audio stage and two type 245's in the second. Rectification is through one type 280.

The chassis is constructed in two sections. The set is a unit comprising a



Bosch 58 "A"

gang of five condensers, and five tubes. The power unit comprises a ten-inch electro-dynamic cone, power transformers, and three tubes, one type 280 power rectifier and two type 245's in push-pull. The power unit and radio proper are mounted on separate shelves in the cabinet and are inter-connected by plug cables.

Two loosely coupled tuned circuits are incorporated in the first and third radio frequency stages. The second is

at extremely low room volume without impairing its full, round tone.

Five condensers are employed instead of the usual four, which further increases selectivity. They are designed, and assembled in special precision jigs. All leads are short and the connections solid. Tubes, condensers, and coils are well shielded. Shielding material is of steel, designed and assembled to elim-

operated set. Model 59 is the same set for operation from 25 cycle A.C. current. Single Line-O-Lite dial for tuning is controlled by a single station selector knob. Two other knobs are used, one of which controls volume, the other a combination on and off switch as well as local and distance antenna control.

The new Model 58 and Model 59 sets

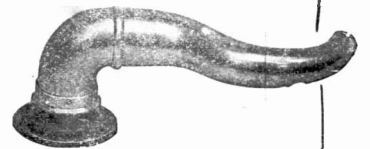


MORRIS METCALF

RADIO CLUB MEETING FOR ATLANTIC CITY

The next meeting of the Radio Club of America will be held on June 3 at 8 P. M. at Atlantic City during the R.M.A. Trade Show there. The gathering will be held in Room 10 of the Atlantic City Auditorium. Louis G. Pacent, head of the Pacent Electric Co., is president of the club.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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**UTAH RADIO PRODUCTS CO. TO EXHIBIT
COMPLETE LINE AT RMA SHOW NEXT WEEK**



MAJ. HERBERT H. FROST

Unusual interest is manifested in the new electric pick-up and other products being marketed by the Utah Radio Products Co., with headquarters at 1737 S. Michigan avenue, Chicago, Major H. Frost, president, reports.

Major Frost, director and former president of the Radio Manufacturers'

Association, will be among those attending the annual Trade Show at Atlantic City, next week, directing his company's exhibit.

The Utah chief executive is not only one of the best known executives in the industry but was among the first to gain national prominence in the art.

**RCA-Radiola Wholesalers
In Effective Cooperative
Advertisement in 'TOW'**

Among the distributors participating in the large tie-up advertising with the RCA-Radiola line in another section of this issue of THE TALKING MACHINE and RADIO WEEKLY are: Aeolian Co., St. Louis, Mo.; Joseph M. Zamoiski Co., Baltimore, Md.; Leo J. Meyberg Co., San Francisco, Calif.; Kruse Radio, Inc., Indianapolis, Ind.; Milnor Elec. Co., Cincinnati, Ohio; Commercial Elec. Co., Toledo, Ohio; Southern Radio Corp., Charlotte, N. C.; Ludwig Hommel & Co., Pittsburgh, Pa.; Moser & Suor, Kansas City, Mo.;

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Smith Radic Corp., Louisville, Ky.; Klaus Radio & Electric Co., Peoria, Ill.; Midland Radio Corp., Buffalo, N. Y.; George L. Patterson, Inc., New York City; Philip Werlein, Ltd., New Orleans, La.; Harper-Meggee Co., Seattle, Wash.; Nebraska Buick Co., Lincoln, Neb.; Onondaga Auto Supply Co.,

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