

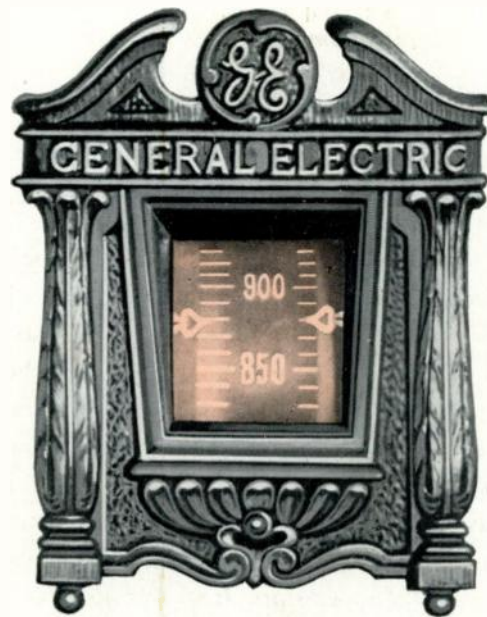


**It won't be
long now.**



**GENERAL ELECTRIC
RADIO**

JULY 1930



"Public acceptance of any product bearing the best known name in the electrical industry is unquestioned."*

*At last, GENERAL ELECTRIC appears on a radio set.

A Magazine for
General Electric Radio Dealers

JULY


1930



PUBLISHED BY

Merchandise Department of General Electric Company
Bridgeport, Connecticut

L. G. Gilmore, Editor

"IT won't be long now" tells a remarkable story in a few words—a story of General Electric's noteworthy progress in the development of its new radio organization. Already, General Electric Radio has made its bow before thousands of dealers who attended the Annual Convention of the Radio Manufacturers Association at Atlantic City. Many more thousands have read the initial announcement which appeared in leading trade magazines. You, probably, have been visited by representatives of General Electric's Radio distributing organization. And now, only a short time must pass before the General Electric Radio will enter your store. It will be accepted enthusiastically by the millions who know that "GENERAL  ELECTRIC" on any product insures its quality.



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A Message to Radio Dealers

from C. E. Wilson

*Manager, Merchandise Department
General Electric Company*

TO meet the demands of modern broadcasting conditions, General Electric offers to the public through dealers a new type of radio receiving set -- achieving new standards of performance.

For years, General Electric has been one of the leaders in the development of the radio art and this new set is a result of all those years of experience -- it is a "product of research."

Backed by generous advertising in magazines and newspapers, with a definite dealer policy and



C. E. Wilson

an effective finance plan, General Electric Radio merits the serious consideration of good dealers everywhere.

But still more important to the dealer than any promotional plan is public acceptance. This is assured

with the new General Electric Radio because it carries the General Electric Monogram as a pledge of performance by General Electric -- the best known name in the electrical industry.

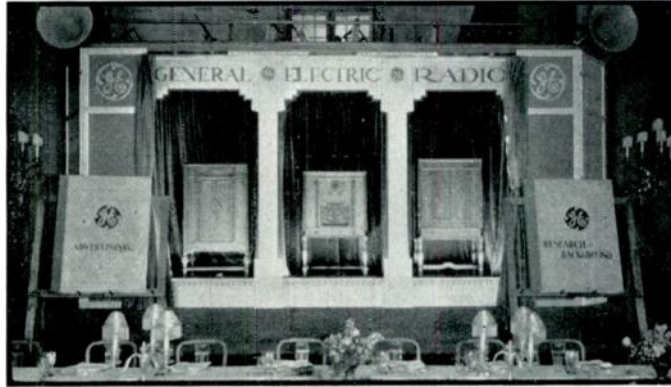
I feel confident that dealers who handle General Electric Radio will meet with gratifying success and will discover that just as the set achieves a new standard of performance, so does the General Electric Radio Franchise establish new standards of public acceptance and trade stability.



General Electric Radio Meets Its Dealers

ON Monday, June 16, the General Electric Radio Caravan set out from Bridgeport on its coast-to-coast dealer-meeting expedition.

In each of the cities visited—Boston, New York, Philadelphia, Kansas City, Salt Lake City, San Francisco, Seattle, Portland and Los Angeles—a large and enthusiastic group of dealers assembled in a leading hotel, where the General Electric Radio and the pretentious radio sales and advertising program for the fall campaign were presented by B. C. Bowe, Manager of Radio Sales; P. F. Hadlock, Engineer and Service Director, and R. C. Murton, of the Lord



General Electric Radio Display, Hotel Pennsylvania, New York

& Thomas and Logan advertising agency. The meetings were sponsored by the local distributors of General Electric Radio.

Other dealer meetings are now being conducted in cities in which main houses of General Electric's

Radio distributors are located; and in the near future, each branch house will sponsor a similar sales conference of radio dealers.

Up to now, only the New York and Philadelphia meetings have been reported in detail. In New York, a thousand dealers were present when the General Electric Radio was presented.

Two days later, three hundred dealers assembled in Philadelphia. On both occasions, the reception of the new set was enthusiastic.

Next month, news of other dealer meetings will appear in these columns.



Presentation Dinner of General Electric Radio, Hotel Pennsylvania, New York City



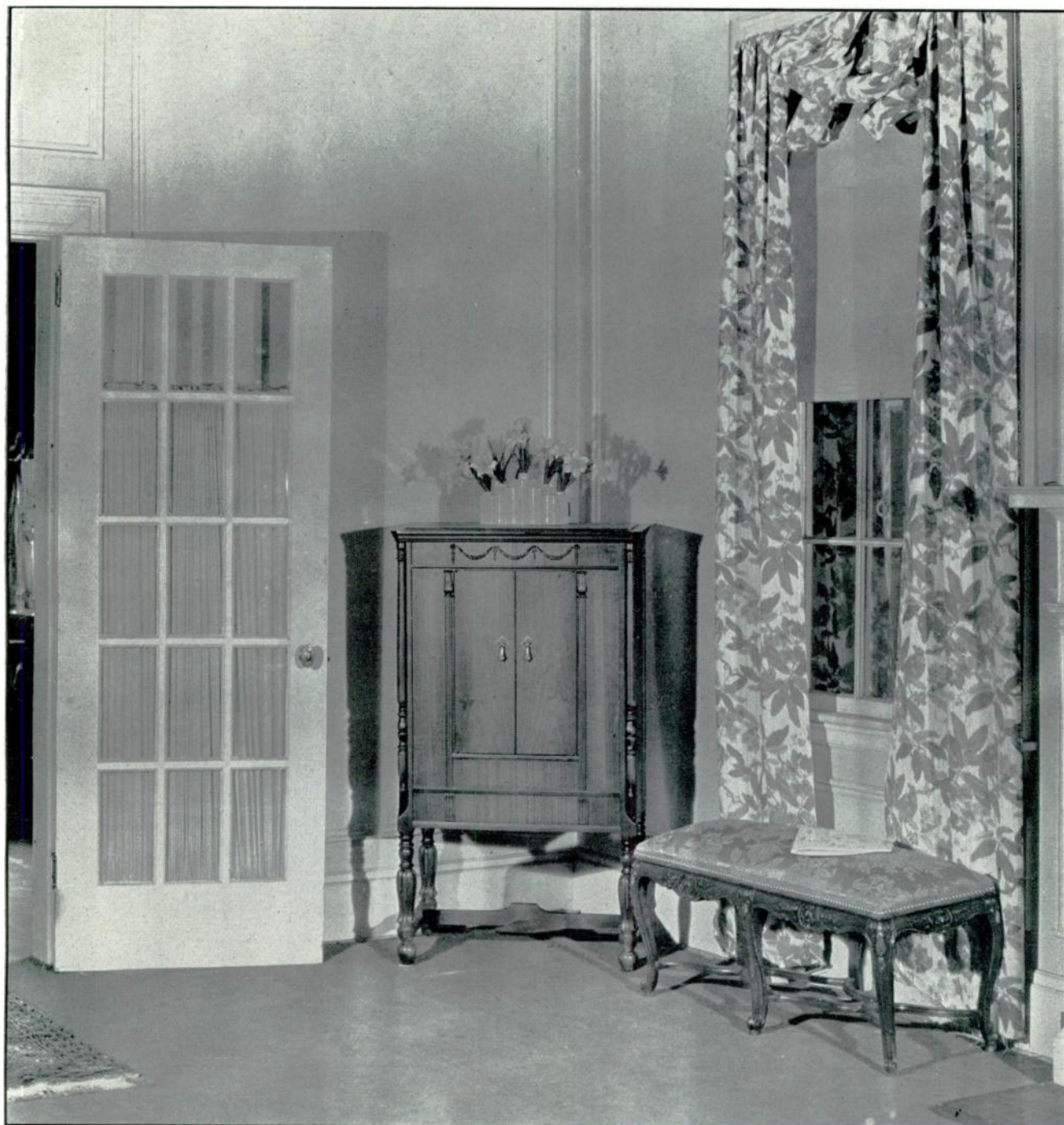
THE G-E RADIO-PHONOGRAPH COMBINATION

DIMENSIONS: Height, 45 in. Width, 27½ in. Depth, 18 in. Weight, 162 lb.

CABINET: Massive design. Brown walnut with satin finish. Closed type with narrow doors which do not project beyond side of cabinet when open.

CHASSIS: Super-heterodyne circuit. 9 tubes, of which 4 are screen grid. Dynamic speaker. Tone emphasisizer. Local and distance switch. Phonograph embodies new improved electrical reproduction, employing same tone control as radio.

CHARACTERISTICS: Exceptionally selective and sensitive—several times more so than any set on the market heretofore.



THE GENERAL ELECTRIC HIGHBOY

DIMENSIONS: Height, 48 in. Width, $27\frac{5}{8}$ in. Depth, $16\frac{7}{8}$ in. Weight, 127 lb.

CABINET: Early American design. Brown walnut with satin finish. Closed type with narrow doors which do not project beyond side of cabinet when open.

CHASSIS: Super-heterodyne circuit. 9 tubes, of which 4 are screen grid. Dynamic speaker. Tone emphasize. Local and distance switch.

CHARACTERISTICS: Exceptionally selective and sensitive—several times more so than any set on the market heretofore.





THE GENERAL ELECTRIC LOWBOY

DIMENSIONS: Height, 43 in. Width, $27\frac{1}{2}$ in. Depth, $13\frac{5}{16}$ in. Weight 122 lb.

CABINET: Early American design. Brown walnut with satin finish. Open face type.

CHASSIS: Super-heterodyne circuit. 9 tubes, of which 4 are screen grid. Dynamic speaker. Local and distance switch.

CHARACTERISTICS: Exceptionally selective and sensitive—several times more so than any set on the market heretofore.

What Is Service?



David J. Flood

IN radio, as in any other business, the application of constructive ideas, whether new or time-worn, goes a long way towards bringing about success. It cannot be assured, however, unless the business man is able to perceive his mistakes and then profit by them.

Dealers who have labored for the past six or seven years in the retail end of the radio game have had ample opportunity to either make or observe most of the mistakes which are possible; so now, with this valuable background of experience, gained at the cost of many hard knocks, they are well equipped to cope with the problems of present day radio retailing.

Speaking of our own business, it is my opinion that we have gained a place in our community by the

David J. Flood of Flood and Jones, Leading Electrical Contractor-Dealers, Summit, N. J., Gives You His Answer to This All-important Question. Incidentally These Successful Radio Retailers Are Awaiting
GENERAL ELECTRIC RADIO

conscientious rendering of service. When we say that we "give" service, we do not mean that it is something for which nobody pays. A little thought reveals the fact that someone does pay, and that someone is ourselves. In other words, we are giving our customers something which represents a very definite value.

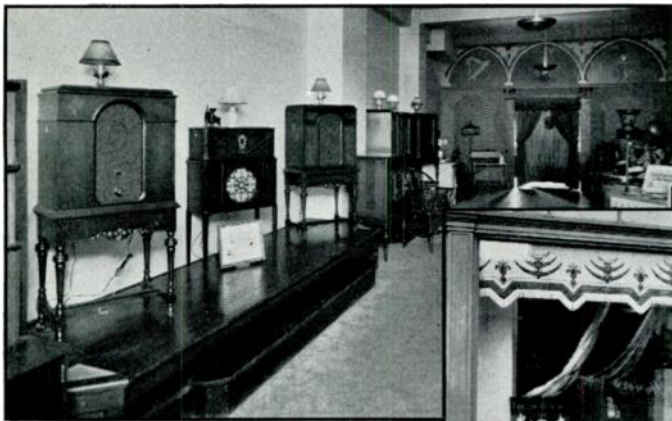
Service, in our radio selling vocabulary, is that which we provide for our customers who need our assistance in solving some radio problem. It involves the prompt response to any calls. It results in work performed in such a way that the customer is entirely satisfied. We do not believe that a dealer has to violate his code of business ethics in order to render such service.

I believe that a few unscrupulous fly-by-night dealers—whose only

thought, apparently, is to get as much as possible and then drop out of the picture—are responsible for most of the abuses which now are considered widely in the category of service: excessive credit, long discounts, too great trade-in allowances, no finance charges, free installation, and never-ending free set service.

I have no doubt that most radio dealers have been guilty of using some of the above bad business tactics, believing them to be necessary for what they considered "good service." When the results indicated that the "good service" was actually doing more harm than good, then they realized their mistake and let their common sense guide them into channels of real service such as we advocate.

The sane application of these ideas so dearly purchased by experience will carry many in the radio retailing field far on the road to success.



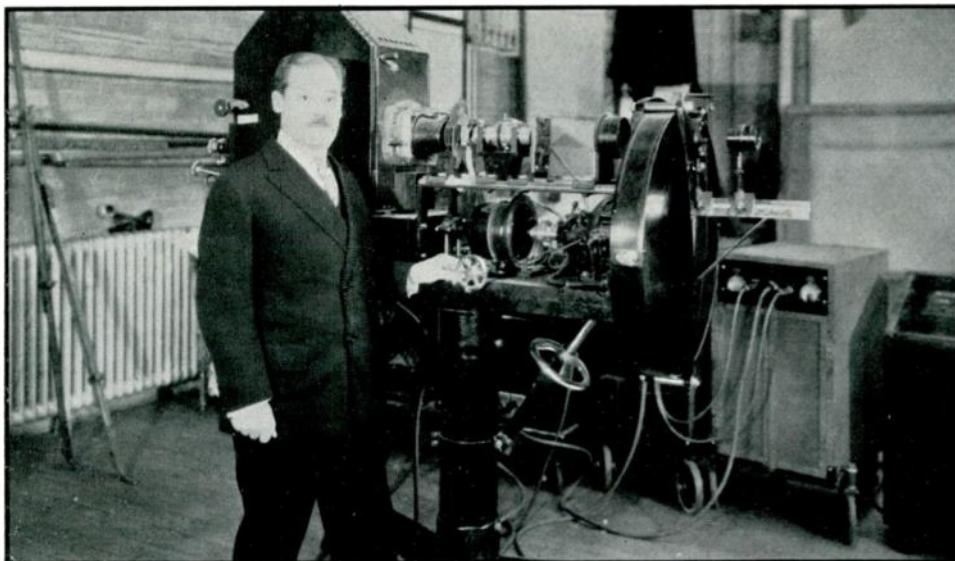
Above: The interior of the shop

Below: The attractive retail store of Flood and Jones, contractor-dealers of Summit, N. J.



Modern Magic~Television

GENERAL ELECTRIC DEMONSTRATES A NEW PRACTICAL APPLICATION



Dr. E. F. W. Alexanderson, engineer in charge of the radio consulting department of the General Electric Company, with his television receiver which projects the picture on the theatre screen

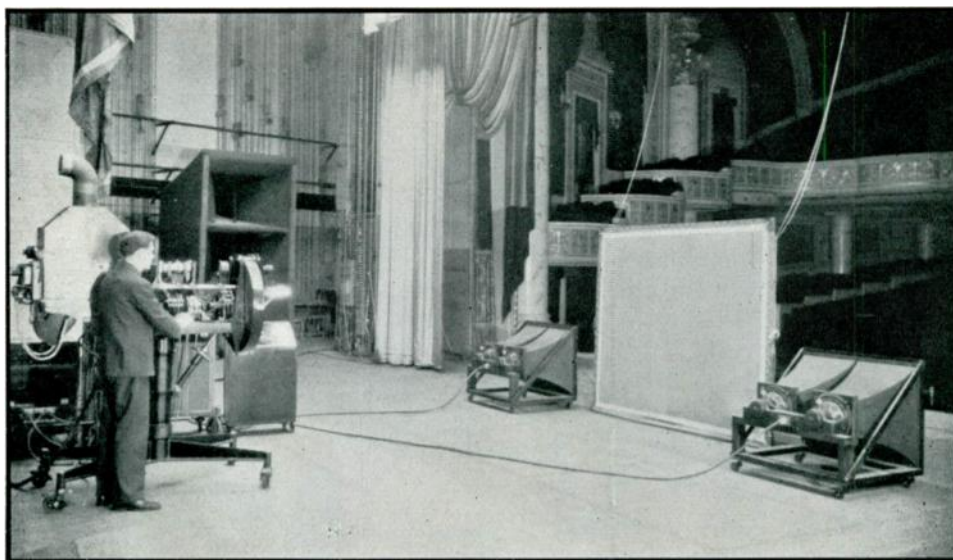
TELEVISION images transmitted by radio were publicly exhibited recently as a part of a regular performance at the R. K. O. Proctor theatre in Schenectady, New York, where General Electric's great Research Laboratories are located. It was the first appearance of television in the theatre and was presented to show the possibilities of the new art as a medium of entertainment. Through a loud speaker system the voices of the performers, also transmitted by radio, were heard by the audience.

The active images of performers were reproduced on a screen six feet square and were readily visible by those seated in the back rows of the balcony. The system used was developed by Dr. E. F. W. Alexanderson,

consulting engineer of the General Electric Company and the Radio Corporation of America, a pioneer in the development of television

and its kindred art—radio.

Audiences at the afternoon and evening shows saw the musical director, John Gamble, lead the orchestra. The musicians were in their customary position in the pit but the director, miles away, hearing his men over a telephone line, was present only in image. Merrill Trainer, laboratory assistant of Dr. Alexanderson, was seen and heard as he explained the method by which the images reached the theatre. Other performers were Matilda Biglow Russ, soprano; Frank Camadine, harmonica player, and one of the vaudeville performers, who after his appearance on the stage was seen in the same act via television.



R. D. Kell, one of Dr. Alexanderson's assistants, operating the television theatre projector, showing how the picture is projected from back stage. Alongside the screen are loud speakers for reproducing the radio voice which accompanies the picture



The Interior of Atlantic City's Municipal Auditorium during the R. M. A. Convention and Trade Show

MORE APPLAUSE

As General Electric



Sidney Vorzimer, President
Yorkville Radio Co., Inc.

"I WISH to take this opportunity to congratulate the General Electric Company on its entrance into the radio set field," stated

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"The name *General Electric* means something very definite to us, as to everyone. We know from past experience that any product bearing the famous G-E Monogram represents the best that money can buy; hence I am confident that the success of General Electric Radio is assured."

Words such as these, from Mr. Vorzimer, whose years of experience and success

in the field of radio merchandising have made him a well-known figure, are worthy of attention.

Mr. Vorzimer, whose attractive store is located at 149 East 86th Street in New York City,



Above: Interior of Yorkville Radio Company's Store

Below: The Exterior of the Store



appreciates fully the value of advertising in the radio business, and, consequently, is looking forward to the time when his organization will begin to sell General Electric Radio. He knows that his company will be handling a product so elaborately and effectively advertised, nationally as well as locally, that it will be familiar to everyone. It goes without saying that the presence of *General Electric* on the set will insure exceptional quality and performance.

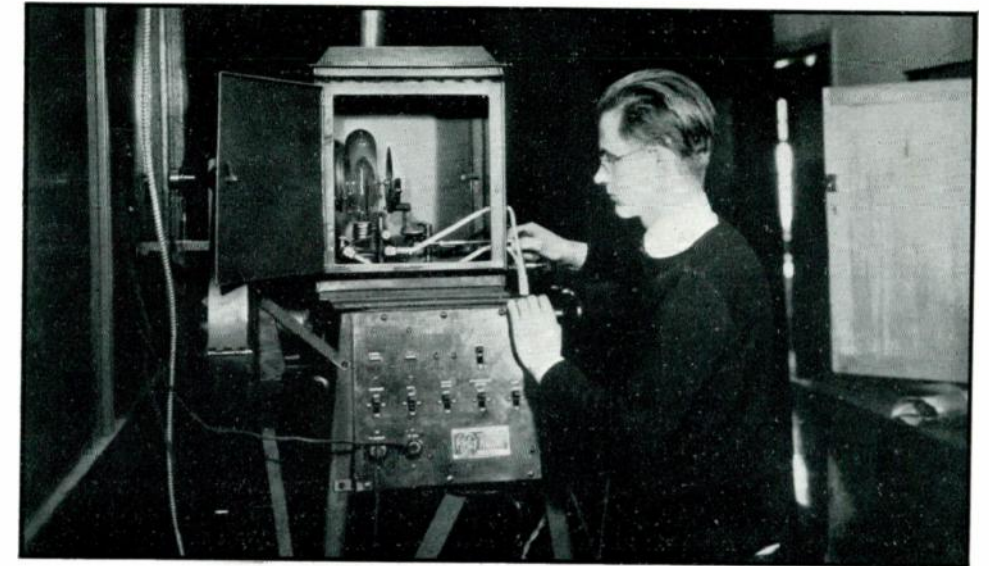
General Electric Radio offers to aggressive and intelligent dealers everywhere an extraordinary opportunity for business stability and profit.

The performers appeared before the television camera in an improvised studio in the laboratory of Dr. Alexanderson at the General Electric plant. Light impulses, converted into electrical impulses or radio signals, were sent out by a transmitter in the laboratory on a wavelength of 140 meters. A microphone close to the artist picked up his speech and song, and converted the sound into electrical impulses which were carried by wire to a short wave transmitter at General Electric South Schenectady station, from which point they went on the air on a wavelength of 92 meters.

At the theatre R. D. Kell, assistant to Dr. Alexanderson in television research, in the role of control operator, received the picture or light impulses, reproduced them on a small monitor telopticon and then transferred these impulses to the light valve at which point the light was broken up to produce an image corresponding in every detail to the subject at the studio. Head and shoulders only were shown.

A second receiver picked up the sound signal and fed it into loud speakers which converted the electromagnetic waves into sound. The size of the image was a distinct advance over any previously shown. Dr. Alexanderson's first demonstration, three years ago, was a picture in a three-inch

The image shown in the theatre was not simply black and white, on the order of a silhouette; all the gray shades between black and white were reproduced, registering every shadow and shade of the features and giving both depth and detail to the image.

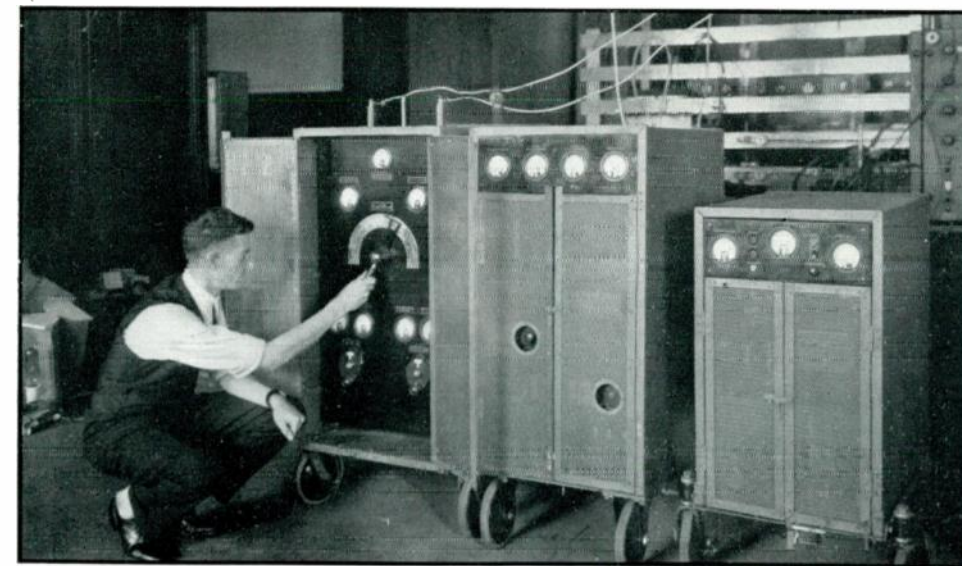


Incandescent lamp which shines on face of subject to be televised.
The lamp case is shown open

aperture. Last fall at the Radio Show at the Madison Square Garden, New York, an image fourteen inches square was exhibited.

In radio broadcasting the frequencies of speech and music modulate the current sent out from the antenna. In television the antenna radiation is modulated by a succession of light impulses.

In the television studio, the method was similar to that used by Dr. Alexanderson in previous demonstrations. The subject to be televised stands before an incandescent lamp. Between the subject and the light is a metal disc about the size of a bicycle wheel and drilled with forty-eight holes. The revolving disc covers the complete subject twenty times per second; that is, there are twenty complete pictures made up of light and shade. A large square frame contains four photo-electric tubes, sensitive to light. The tubes



Transmitter of station W2XCW operating on 139.5 meters in sending out television signals from laboratory of Dr. E. F. W. Alexanderson, General Electric Company, Schenectady. Units left to right are: Power amplifier, modulator and rectifier

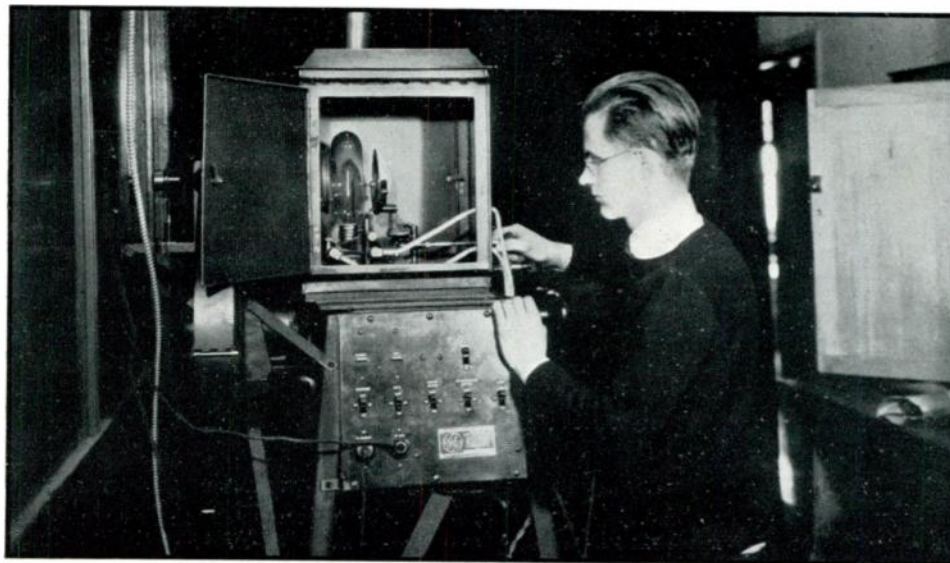
(Continued on page 14)

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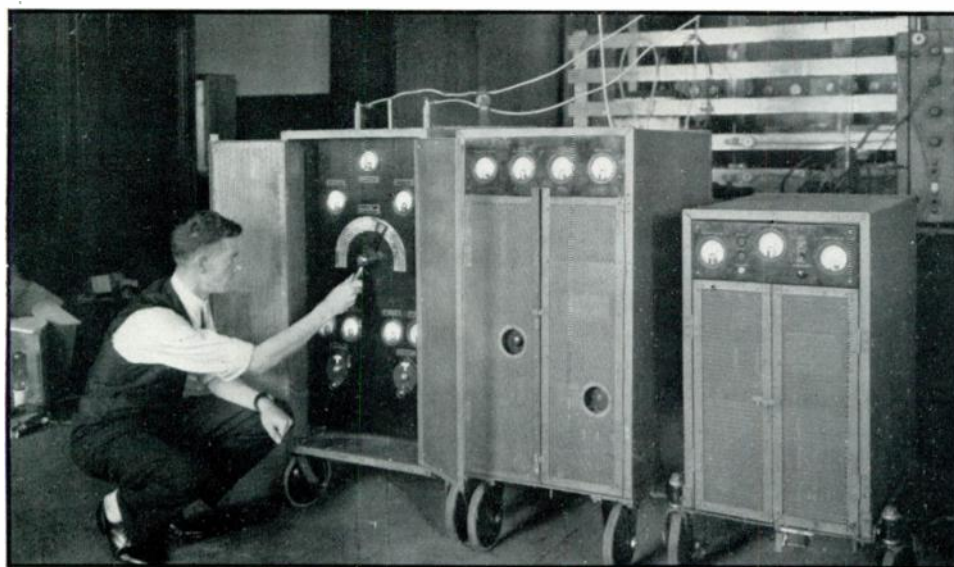


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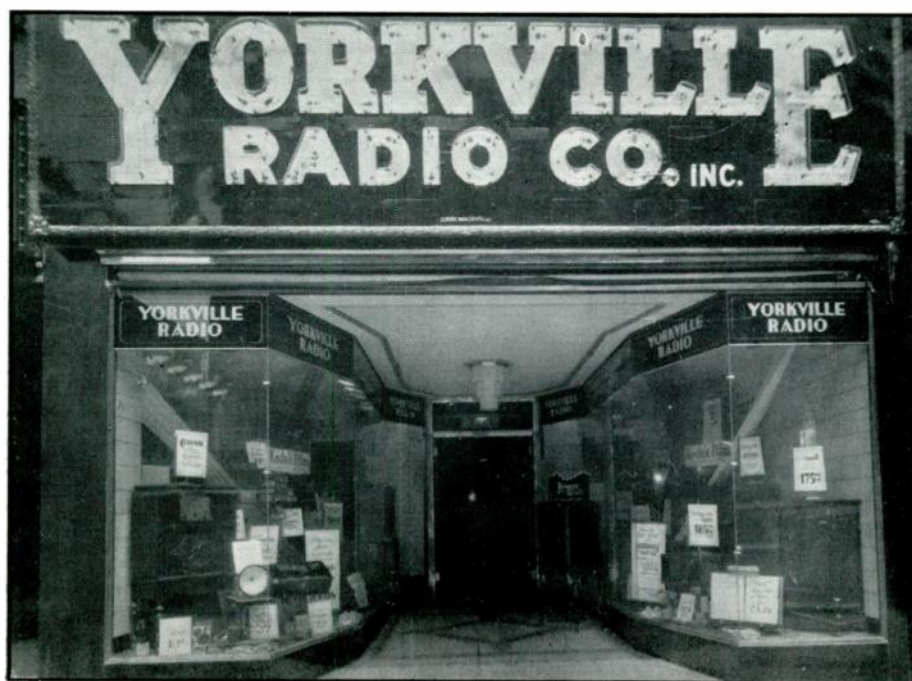
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General Electric Radio offers to aggressive and intelligent dealers everywhere an extraordinary opportunity for business stability and profit.

FROM DEALERS

Radio Is Announced

"THE name *General Electric* in the electrical industry is of inestimable value because radio is a definite part of the parent industry. Those dealers who are fortunate enough to be granted a General Electric Radio Franchise will go far towards carrying out a sound merchandising policy."

Mr. G. H. Edison, who made this statement recently, is Manager of the Radio Department of Sage-Allen Company, Hartford, Connecticut. Their radio department was organized in 1921, and now occupies 5000 of the store's 120,000 square feet of

floor space. When you realize that this large and widely-known department store, founded in 1889, is a pioneer in the radio business, then Mr. Edison's expression of opinion regarding General Electric Radio lends emphasis to the unusual opportunities for stable business and satis-



G. H. Edison, *Radio Manager Sage-Allen Department Store*

other manufacturer in the electrical industry. As a result, dealers who sell products bearing the familiar name and monogram find themselves in an exceptionally fortunate position, for they know that General Electric will not endanger its prestige by placing an inferior product on the market.

General Electric Radio Dealers may be assured that the new General Electric Radio will uphold the well-known traditions of

factory profits afforded by General Electric's Radio Franchise.

For almost half a century, General Electric has been building a reputation which to-day is unequalled by any

quality and dependability which have been established and maintained in the past; and when retail selling activity begins, dealers will find that the public will lose no time in taking advantage of the guarantee of excellence which every General Electric product bears—a guarantee which is backed by the best resources and years of manufacturing and selling experience of the General Electric Company.

Below:
*Sage-Allen Department
Store, Hartford,
Connecticut*



Above: *The Radio Department*

Make Your Window Pay Your Rent

By K. S. Duffes

WHEN properly used, window display is one of the radio dealer's most effective advertising media. Display inspires good will, and makes it easy for your customers to buy. Advertising radio where radio is for sale, and where the sale must be made, is essential to productive effort.

Every day proves the value of good display. Records everywhere support the fact that window display is an invaluable aid to increased sales.

Recently a company issued a special dealer display and kept accurate records to determine the sales value of the particular display. Records of the sales prior to the use of the display were also available. After a definite period, tabulations were made and it was discovered that in those locations where the display was used, sales had increased 56 per cent. Dealers also claimed that



the display boosted their sales in other lines.

There is recorded the experience of a retailer who used to average sales of about \$15.00 weekly on a certain article. No display was used. Finally, the dealer decided to devote

his window to this article on Saturdays and his weekly sales of that brand jumped to nearly \$100.

A test was conducted in an Eastern city where sales were less than average. Displays were installed in 32 dealers' windows for a week and sales increased 115 per cent.

Based on circulation, the cost of display is far less than most advertising media. However, the greatest advantage lies in the fact that the buying public is told your story at exactly the moment when it is easiest to purchase the article which you display.

It is only a few steps from the display to the interior of the store.

A perfect tie-up can be effected between newspaper advertising and window display. Your ad says, "Buy it at my store." Your display, "Buy it here." The value of newspaper advertising is considerably enhanced by the use of window display.

Modern Magic—Television

(Continued from page 9)

respond 40,000 times per second to impulses reflected back from the subject.

At the theatre the electrical impulses were received and passed on to a light valve, based on an invention by Dr. August Karolus of Leipzig, Germany. The light valve is in the middle of an intricate lens system, in front of a high intensity arc lamp of a type similar to those used for the projection of motion pictures. The light valve operates delicately and accurately to permit the passage of light in correspondence

to the impulses received from the television transmitter. These light emissions are passed on through lenses to a disc, corresponding in size, number of holes and rate of rotation, to the disc at the camera or originating point. Additional lenses pass the light forward to the screen where these light impulses, at the rate of 40,000 per second, become the living, active image of the subject.

The arc lamp, with the lens system and the light valve, the whole making up the television projector, is placed seventeen feet back of the

screen. Heavy black cloth from the projector to the screen makes an effective light tunnel which eliminates the possibility of stray light hitting the screen. All the elements in the system, including projector, amplifier and loud speakers are mounted on wheels to permit assembly and disassembly when used as part of a vaudeville program.

Thus television—believed impossible a few years ago—has progressed remarkably; and the future holds much in store for it and those who are now pioneers in its development.

HORRIBLE EXAMPLE

Number
Two

The Dealer Who Cuts Prices

The Dealer Who Doesn't



General Electric Radio *Visits Atlantic City*

A NAME, old and honored in the electrical industry, appeared for the first time on the roster of those who attended the annual convention of the Radio Manufacturers Association.

Although *General Electric* is a comparative newcomer in the field of radio merchandising, its activities in the recent Atlantic City Convention and Trade Show, together with its enviable reputation, brought General Electric Radio immediately to a position of prominence occupied by the products of very few radio manufacturers.

The initial event of importance on General Electric's Atlantic City program was the first conference of the General Electric Radio Sales organization, which was held in the Hotel Ritz Carlton on the first of June. Mr. C. E. Wilson, Manager, Merchandise Department, Mr. B. C. Bowe, Manager, Radio Sales, and the men in direct charge of the various departments of the radio organization, addressed the meeting and outlined in considerable detail the plans for



*General Electric Display in the
Municipal Auditorium*

selling General Electric Radio. The new line was displayed and described very effectively, and proved to be all that the most optimistic pre-convention reports had indicated.

Two days later, on June third, General Electric's Radio distributors met for the first time in the Crane Company Auditorium, where the picture of General Electric's plans for selling the radio was painted verbally for them by the speakers who had appeared on Sunday's program. Great interest was displayed, and all those present left with a better

conception of the opportunities which General Electric Radio offers them.

In the evening, the distributors were guests of the General Electric Company at a banquet held in the Trellis Room of the Ritz Carlton. Mr. C. E. Wilson presided as toastmaster, and introduced the speakers, Mr. B. C. Bowe, Manager, Radio Sales; Mr. O. D. Street, Vice President of Lord & Thomas and Logan; Mr. L. A. Hawkins, Executive Engineer of General Electric's Research Laboratories, and Mr. H. B. Tompkins, Sales Manager of the General Electric Supply Corporation. An unexpected bit of entertainment was added to the program when the new General Electric Radio brought the voices of "Amos 'n' Andy", impersonated, on this occasion, by two young General Electric engineers from Philadelphia.

In the meantime, thousands of dealers had arrived in Atlantic City and the Municipal Auditorium was thronged with those interested in knowing what the industry had to offer for 1930 and 1931. General

Some General Electric Radio Distributors and Members of Sales Organization



Electric's display in the Trade Show received much favorable comment; and many visitors expressed the opinion that it was the most attractive of all.

Although General Electric Radio could not be shown to dealers at large, they were able to hear its remarkable reproduction and observe its exceptional sensitivity and selectivity in the three General Electric demon-

stration rooms adjoining the main convention hall. The chassis and tuning controls of the three models had been housed in dummy cabinets, and throughout the Convention, they were in constant operation. Evidently interest in the newest of General Electric's products for the home was great, for large numbers of dealers came, heard, and were conquered by the performance of the radio, not only in the Auditorium demonstration rooms but also in General Electric's headquarters in the Ritz Carlton. Here, the three models in their authentic cabinets were displayed attractively; and the steady stream of interested dealers, which passed through the rooms constantly, had ample opportunity to see and hear the radio in more home-like surroundings.

An added attraction in the demonstration booth was a novel exhibition device, the Color Radio, which silently and visually reproduced the action which takes place in a super-heterodyne receiving set when it is tuned to a transmitted signal.

Tuning was accomplished in precisely the same fashion as one operates a radio receiver, but instead of increasing or decreasing the volume of sound as sharp tuning is sought, there was

tubes and loud speakers glowed in delicate shades of color, each different color indicating a distinct process. As the station selector dial was turned, above or below the exact

tuning point, the lights dimmed and faded, leaving only the oscillator tube in operation. The waxing and waning of the brightness represented the intensity of the signal, and the colors represented the frequencies. The great selectiv-

ity which is characteristic of the super-heterodyne receiver was shown by the increased sharpness of tuning in the intermediate stages. The thyatron, a new member of the electron tube family, which controls heavy current with fractional power, furnished the color effects as well as acting as a control device.

This interesting exhibition proved to be a source of information to many to whom "super-heterodyne" was little more than a fifteen letter word having something to do with radio. Mr. Michelson of the Engineering Laboratory in Schenectady was in charge of the demonstration, and illustrated to hundreds of dealers what happens when a General Electric Radio is tuned—for in the three models, the super-heterodyne circuit is employed.

The Convention, which came to an end on Friday, June sixth, marked General Electric's first direct contact with the radio industry. It was, furthermore, the first step in a sales and advertising campaign which will be without a parallel in radio merchandising.



General Electric's Radio Sales and Radio Advertising Sections

increasing or decreasing brilliancy of light. The loud speaker, in spite of its name, was silent. In place of sound, an infinite variety of throbbing, pulsing light greeted the eye.

This exhibit model of a radio receiver, designed in General Engineering Laboratory of the General Electric Company, was a symbolic representation of a super-heterodyne



Mr. Michelson and General Electric Color Radio Exhibit

radio receiver and the principles of operation of this type were clearly shown by means of colored light. The various stages of the circuit were indicated, with coils, condensers, transformers, tubes and loud speaker on an enlarged scale. When the set was in operation and tuned,



C. A. Lindevall
*District Supervisor
Kansas City, Mo.*



C. V. Chisholm
*Field Sales Representative
Boston, Mass.*



P. F. Ellsworth
*Field Service Representative
Bridgeport, Conn.*



RECENT
ADDITIONS
TO GENERAL
ELECTRIC'S
RADIO SALES
ORGANIZA-
TION. EVERY
MAN WILL
ASSIST YOU,
DIRECTLY OR
OTHERWISE,
IN SELLING
MORE
GENERAL
ELECTRIC
RADIO SETS



W. H. McKnew
*Field Service Representative
Bridgeport, Conn.*



A. A. Bombe
*Field Service Representative
Bridgeport, Conn.*



S. M. Ford
*Sales Correspondent
Bridgeport, Conn.*

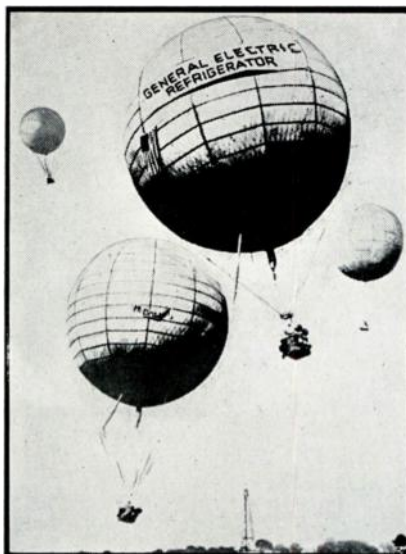
FLYING HIGH

with General Electric Radio

WHEN the General Electric Refrigerator balloon—one of sixteen entries in the National Elimination Balloon Race—soars into the azure skies above Houston, Texas on July Fourth, a specially-constructed General Electric's aircraft radio will be part of its equipment.

The set will be, necessarily, light in weight—only twenty-five pounds, with batteries—and instead of a loud speaker, headphones will be used. If it is necessary to discard the radio in order to increase the buoyancy of the balloon as the race draws to a close, a small parachute may be attached to it in order that it may be recovered later.

On a long air trip such as this will be, a radio performs a three-fold function: first, it receives weather reports, thereby assisting the pilot in making his weather maps while in flight; second, it enables him to determine the approximate direction in which the balloon is traveling; third, it provides entertainment. The



General Electric Refrigerator Balloon

exceptional sensitivity of the screen-grid super-heterodyne circuit used in the General Electric Radio receiver makes it an ideal type for this use.

The National Elimination Balloon Race has as its purpose the selection of two of the three balloons which will represent America in the In-

ternational Gordon Bennett Race which will start in Cleveland on Labor Day. Wade T. Van Orman will pilot the third balloon by virtue of his victory in last year's International event, which automatically enters him in this year's race.

The General Electric Refrigerator entry, with its General Electric Radio equipment, will have an exceptionally capable pilot in Svend A. U. Rasmussen, who is connected with the Detroit Aircraft Corporation and is chairman of the flight committee of the Detroit Balloon Club. Mr. Tracy W. Southworth, Secretary of the Club, will act as Mr. Rasmussen's aide. They have flown together in two races thus far, the National of 1929 and the International of 1928. Incidentally, Mr. Rasmussen has been in ten races in all, winning two and being second in two. He holds, also, the World and American record for third category balloons, which type will be used in the Fourth of July contest.



General Electric Radio is Presented to Philadelphia Dealers, Bellevue Stratford Hotel, June 18, 1930

AMONG THOSE PRESENT

At the Atlantic City Radio Show



F. H. Falk, Pres., Union Electric Supply Co., Providence; C. E. Wilson, Manager, Merchandise Department, Bridgeport; R. H. Caldwell, Radio Manager, Union Electric Supply Company, Providence



L. F. Kutscher, G. E. Field Representative; B. C. Bowe, Mgr., Radio Sales; T. F. Kelley, Mgr., Crescent Electric Supply Co., Davenport, Iowa; Titus Schmid, Pres., Crescent Electric Supply Co., Dubuque, Iowa; W. R. Muehl, Radio Mgr., Crescent Elec. Supply Co., Madison Wis.



P. F. Rooney, Sales Manager, G. E. Supply, Newark; Lee Williams, Radio Manager, G. E. Supply, Newark



M. L. Spaulding, District Mgr., G. E. Supply, Chicago; H. B. Tompkins, Sales Mgr., G. E. Supply, Bridgeport; R. W. Haege, Sales Promotion Mgr., G. E. Supply, Bridgeport



Oscar Carman, G. E. Radio Field Representative, Indianapolis; Clyde D. La Mee, Mgr., G. E. Supply, Indianapolis



F. W. Greusel, Pres. G-Q Electric Co., Milwaukee; A. L. Atkinson, Vacuum Cleaner and Sunlamp Sales Manager, Bridgeport



A. G. Gillam, Gillam Electric Co., La Grange, Georgia; W. B. Meek, G. E. Supply, New Orleans; R. J. Hardwick, G. E. Supply, Atlanta; R. C. Lingenfelter, G. E. District Supervisor, Atlanta



D. L. Brown, Lord & Thomas and Logan; R. D. Dunning, Radio Advertising Manager, Bridgeport; J. P. Rainbault, G. E. District Supervisor, New York; W. E. Mathias, Radio Production Director, Bridgeport



General Electric Radio Distributors

GENERAL ELECTRIC SUPPLY CORPORATION

Houses Located in the Following Cities

Arizona, Phoenix	Kansas, Salina	New Jersey, Atlantic City	Pennsylvania, Pittsburgh
Arkansas, Little Rock	Kentucky, Louisville	New Jersey, Jersey City	Pennsylvania, Scranton
California, Long Beach	Louisiana, New Orleans	New Jersey, Newark	Tennessee, Chattanooga
California, Los Angeles	Louisiana, Shreveport	New Jersey, Paterson	Tennessee, Knoxville
California, Oakland	Maine, Bangor	New York City (and branches)	Tennessee, Memphis
California, Sacramento	Maine, Portland	New York, Rochester	Tennessee, Nashville
California, San Diego	Maryland, Baltimore	North Carolina, Charlotte	Texas, Abilene
California, San Francisco	Massachusetts, Boston	North Carolina, Raleigh	Texas, Amarillo
Colorado, Denver	Massachusetts, Springfield	North Dakota, Fargo	Texas, Dallas
Florida, Jacksonville	Michigan, Detroit	Ohio, Akron	Texas, El Paso
Florida, Miami	Minnesota, Duluth	Ohio, Cincinnati	Texas, Houston
Florida, Tampa	Minnesota, Minneapolis	Ohio, Cleveland	Texas, San Antonio
Georgia, Atlanta	Minnesota, St. Paul	Ohio, Columbus	Utah, Salt Lake City
Georgia, Savannah	Mississippi, Jackson	Ohio, Dayton	Virginia, Norfolk
Illinois, Chicago (and branches)	Missouri, Joplin	Ohio, Toledo	Virginia, Richmond
Illinois, Springfield	Missouri, Kansas City	Oklahoma, Oklahoma City	Washington, Seattle
Indiana, Evansville	Missouri, St. Joseph	Oklahoma, Tulsa	Washington, Spokane
Indiana, Indianapolis	Missouri, St. Louis	Oregon, Portland	Wisconsin, LaCrosse
Iowa, Des Moines	Montana, Butte	Pennsylvania, Erie	
Iowa, Sioux City	Nebraska, Omaha	Pennsylvania, Philadelphia	



OTHER G-E RADIO DISTRIBUTORS

Alabama, Birmingham	Matthews Electric Supply Co.	Michigan, Kalamazoo	C. J. Litscher Electric Company
Alabama, Mobile	Matthews Electric Supply Co.	New York, Albany	Havens Electric Company
Connecticut, Bridgeport	Southern New England Electric Co.	New York, Buffalo	The Falls Equipment Co.
Connecticut, Hartford	Southern New England Electric Co.	New York, Binghamton	Southern Tier Elec'l Supply Co.
Connecticut, New Haven	Southern New England Electric Co.	New York, New Rochelle	Royal Eastern Elec'l Supply Co.
Connecticut, Waterbury	Southern New England Electric Co.	New York City	Royal Eastern Electrical Supply Co. (Also Borough of Brooklyn and Long Island City)
District of Columbia, Washington	National Electric Supply Co.	New York, Niagara Falls	The Falls Equipment Co.
Illinois, Chicago	Metropolitan Electrical Supply Co.	New York, Syracuse	Syracuse Supply Company
Illinois, Rockford	Swords Electric Company	New York, Utica	Langdon & Hughes Elec. Co.
Indiana, Fort Wayne	Protective Electrical Supply Co.	North Carolina, Greensboro	National Electrical Supply Co.
Indiana, South Bend	South Bend Electric Company	Rhode Island, Providence	Union Electric Supply Co.
Iowa, Burlington	Crescent Electric Supply Co.	South Carolina, Columbia	Perry-Mann Electric Co.
Iowa, Davenport	Crescent Electric Supply Co.	Washington, Tacoma	Home Electric Company
Iowa, Dubuque	Crescent Electric Supply Co.	West Virginia, Charleston	Virginian Electric, Inc.
Kansas, Wichita	Sutton Electric Supply Company	Wisconsin, Appleton	G-Q Electric Company
Massachusetts, New Bedford	Union Electric Supply Co.	Wisconsin, Madison	Crescent Electric Supply Co.
Michigan, Grand Rapids	C. J. Litscher Electric Company	Wisconsin, Milwaukee	G-Q Electric Company
Michigan, Jackson	C. J. Litscher Electric Company	Wisconsin, Racine	G-Q Electric Company

