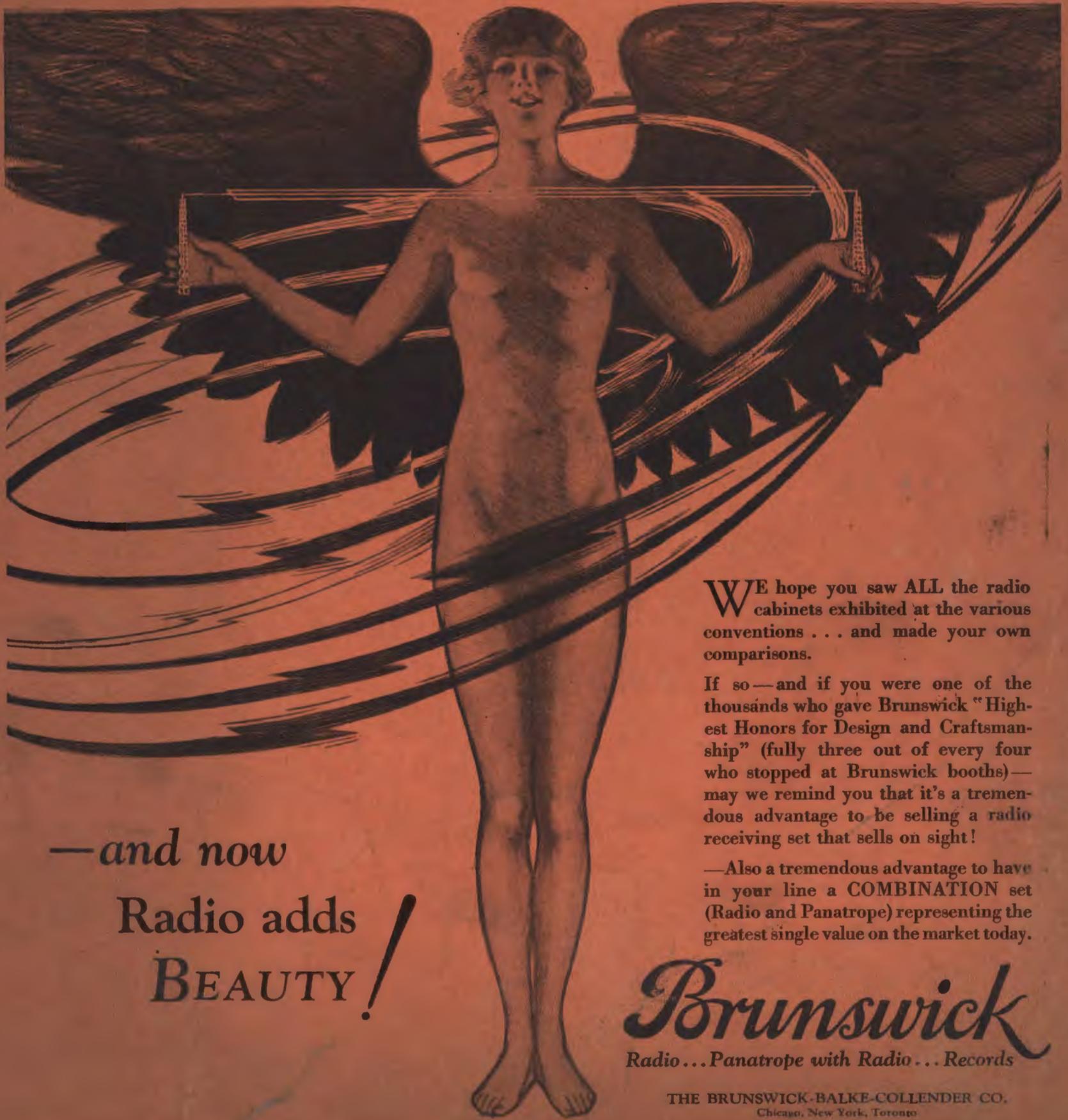


# Talking Machine World & Radio-Music Merchant

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, July, 1929



—and now  
Radio adds  
**BEAUTY!**

WE hope you saw ALL the radio cabinets exhibited at the various conventions . . . and made your own comparisons.

If so—and if you were one of the thousands who gave Brunswick "Highest Honors for Design and Craftsmanship" (fully three out of every four who stopped at Brunswick booths)—may we remind you that it's a tremendous advantage to be selling a radio receiving set that sells on sight!

—Also a tremendous advantage to have in your line a COMBINATION set (Radio and Panatropé) representing the greatest single value on the market today.

**Brunswick**  
Radio . . . Panatropé with Radio . . . Records

THE BRUNSWICK-BALKE-COLLENDER CO.  
Chicago, New York, Toronto

# The TOMAN SUPER PICK-UP

have you received your sample?

**GREATER VOLUME  
FINER TONE  
ADDED BEAUTY**



*Beauty of design . . . clear, crisp tone, wonderful volume . . . are reasons why the new Super Pick-up is fast being adopted as standard equipment by better manufacturers. Like all Toman products it is reasonably priced.*

**THE WORLD NOW  
HAS A  
SUPER PICK-UP!**

### *Perfect for Theatrical Use*

If you are not as yet acquainted with the Toman Super Pick-up, then you have not been introduced to the first great profit-making opportunity in this line ever offered to Jobbers and Dealers! Make your own tests! Realize for yourself the AMAZING VOLUME and wonderful tonal quality that the Super Pick-up produces! This pick-up is built upon an entirely new principle; it's the achievement of a lifetime! Let us send your sample today! You will not be obligated in any way. By all means take this opportunity of placing yourself miles ahead of competition. Write us now for your sample of the **WORLD'S FIRST SUPER PICK-UP!**

"In view of the many things I've heard about the Super Pick-up

**"I Want to Test It!"**

You may send a sample today, without obligation on my part to buy."

Name .....  
Address .....  
City .....  
Executive .....



**E. TOMAN & CO.**

2621 West 21st Place Chicago, U. S. A.

Cable—SIVAD, Chicago

Established 1914

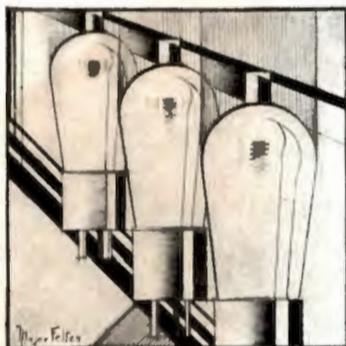
Bankers—1st National Bank of Chicago

ATP

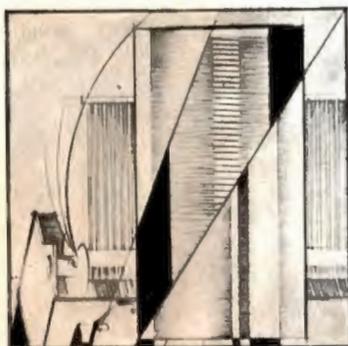
Twelve New Grebe Cabinets were on display during the R. M. A. convention. They created a sensation. Leading distributors and dealers from all parts of the country voted on the designs best suited to the 1929 Market. The winning designs will be shown in forthcoming Grebe advertisements.

# If you missed the R. M. A....

Read these high spots about one of the sensations of the Chicago Show . . . .



**3 SCREEN GRID TUBES**—and Power Detector Circuit. Three screen grids provide a tremendously large gain in amplification, producing great sensitivity and volume. The Power Detector and push-pull amplifier insure true fidelity on the strongest signals.



**EQUALIZED BAND PASS FILTER**—Six tuned circuits! The high gain of screen grids in combination with the new Grebe Equalized Band Pass Filter makes possible extreme selectivity regardless of volume; and gives cleaner cut reception on all distant stations.

# THE NEW GREBE

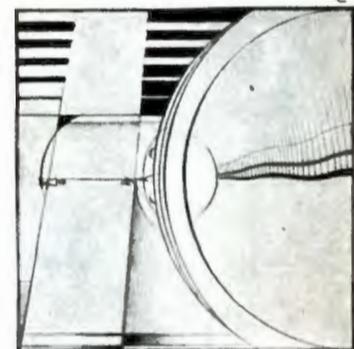
## Super-Synchrophase

In the latest model to bear the Grebe escutcheon you'll find worked out all of the new discoveries that have carried radio forward. Here are just a few of the features which make this set demonstrate so convincingly . . . and sell so readily.

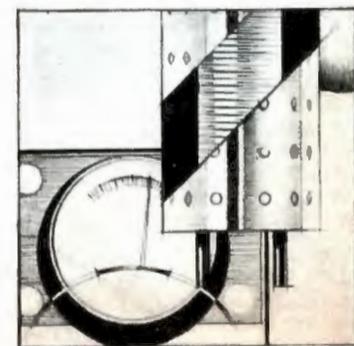
You'll want detailed information about Grebe merchandising plans. Write for it!

A. H. GREBE & COMPANY, INC.  
Richmond Hill, New York

Western Branch: 443 So. San Pedro Street, Los Angeles, Calif.



**LARGE DIAMETER SPEAKER**—With its extra large sound radiating surface, the speaker built into the New Grebe brings in music as it really sounds—not as radio so frequently interprets it. Like an orchestra itself—compared with a 1916 phonograph record of it.



**AUTOMATIC VOLTAGE REGULATOR**—Here's life extension service for tubes! Automatically the new voltage regulator controls the amount of current passing through the set. Inconspicuous in itself—but prominent in terms of trouble-proof operation.

# Easier Sales—Longer Profits

## —when your leader is a *Combination*

Show a prospect a Combination set (Radio and Panatrope) and instantly you close the door on competition.

He no longer wants just "radio"—he wants that "Model 31!" —And no wonder.

For by every test of eye and ear, it's the greatest single value on the market today.

Incidentally, every Combination set a Brunswick dealer sells leads automatically to increased profits from the sale of Brunswick records.

A mighty profitable Combination! Write today for full particulars.



Brunswick Combination Panatrope with Radio. Model No. 31  
Price \$272 Tubes Extra



Brunswick Lowboy Console Model No. 14  
Price \$148  
Tubes Extra



Brunswick Highboy Console Model No. 21  
Price \$174  
Tubes Extra

# Brunswick

Radio — Panatrope with Radio — Records

THE BRUNSWICK-BALKE-COLLENDER CO., New York, Chicago, Toronto

# Talking Machine World & Radio-Music Merchant

Vol. 25. No. 7.

New York, July, 1929

Price Twenty-five Cents

## The Key to Better Business

**T**HE stabilization of the radio business, was never more forcibly illustrated than at the Trade Show in Chicago in June. First, the absence of radical departures in design was one of the outstanding features of the greatest exhibition in the history of this and, it is fairly safe to say, any other industry. Refinements of product marked the exhibit of practically every manufacturer. The fact that the Convention and Trade Show drew over 30,000 individuals from all over the country, as well as a number from other countries, indicates that the trade generally realizes the importance of an exhibit of this kind and is willing to spend money and time to take advantage of the event.

### *Essential Knowledge*

When the doors of the exhibition hall were thrown open the place soon became jammed with individuals eager to see what was on display. These dealers and jobbers walked from one exhibit to another for the purpose of making comparisons between lines; for the purpose of getting a clear view of what the industry will present in the forthcoming year and last, but not least, with the idea in mind of preparing facilities for future activities by knowing the products to be marketed. All of this is essential knowledge and it proves that the members of the radio trade have come to a full realization of the advantages to be gained by a study of products as well as markets. There is no gainsaying that at the present time competition is keener than ever before not only between radio lines, but also there is strong competition between industries for a share of the consumer dollar, and it is this competition that the radio industry must face.

The dealer is in the best position of his career to cash in on radio for a number of reasons. First, as was evidenced at the Trade Show, even the least expensive radio set today is an object of beauty, designed to grace any home no matter how fine. Radio is now practically foolproof. It is more compact than ever before, and it has greater dollar value than

was deemed possible to produce a few years ago. Also, the dealer has learned from past mistakes. He knows just how far he can go in the way of terms in instalment selling. He knows that beyond a certain point service means the elimination of profits on the sale.

All these things were emphasized indirectly at the Radio Show. Another indication of the progressive spirit of the industry is shown by the fact that manufacturers, distributors and dealers all are planning to make this the most successful year in their careers. Production is greater this summer than ever. Distribution also is great, but the final disposition of merchandise to the consumer is the problem of the retailer and the progressive merchants are planning vigorous campaigns to get a profitable turnover.

### *A Merchandiser*

The radio dealer has become a merchandiser in the true sense of the word and he has passed through the stage of profit-killing service, overlapping lines, price cutting and the other business joy killers, until now he knows pretty nearly what he is doing when he confines his merchandise to two or three lines and when he plans a merchandising campaign. He knows that the sales material prepared for him by the manufacturer and distributor is of value and he uses it. He knows that he must fight for business as he never fought before. He knows that he is selling not a mechanical device but an incomparable producer of the finest entertainment for

the home. He is selling music, education, information and happiness, but in the last analysis profit is the objective of business and it is the dealer who analyzes the various lines available—who selects the one most suitable for his locality and the type of people with whom he does business — who utilizes the co-operation so willingly extended by the manufacturer and distributor — who supplements this with his own sustained merchandising effort — who at the end of the year can point to a sales volume that gives him a satisfactory profit.

### *Every Dealer Should Read These Articles*

- Demonstrations Sell Records—By J. E. Carey.....(Page 4)*
- Campaign to Build Summer Volume—By Ira R. Alexander.....(Page 6)*
- Artistic Display a Sales Factor—By Clara M. Langsdorf.....(Page 8)*
- Bechtold's Plan Steps Up Record Sales—By Willis Parker.....(Page 12)*
- Uses Three Types of Salesmen—By Rex McConnell.....(Page 14)*
- Tested Merchandising Ideas.....(Page 16)*

See second last page for Complete Index of Articles in this issue.

# DEMONSTRATION

## *Sells Records*

By James E. Carey

The Carey-Knapp Co., Kalamazoo, Mich.

THE manufacturers and jobbers who supply us with merchandise tell us to "demonstrate," get the merchandise before the prospect, in his home, his club, at lodge meetings, on the streets, everywhere that there is a possibility of interesting him through a demonstration of what your particular line will bring him in comfort, recreation, pleasure or profit, and we have discovered that there is no line of merchandise that returns more in profits from demonstration than our business, the sale of musical instruments, as well as the other merchandise handled by the music store.

To take up just one item here, the sale of records—the sales of records have been our "bread and butter business" for several years; they paid the rent and light bills, and if everything else went wrong, we still had the record business, but sales did not keep up, the old standby took a big "slump" and the extent of that slump seemed to justify extraordinary methods of bringing it back to normal.

We have a 100 per cent location in a city of 60,000 where the average per capita earnings is very small in comparison with other cities of this size. The usual newspaper and direct advertising did not seem to have an effect on the slump in record business, the manager balked on street demonstration of records, he argued that our location in the center of the downtown shopping district prohibited the "circus methods" that went with street broadcasting, but he admitted that something must be done.

### Store "Broadcasting"

The result was that a speaker was installed over our entrance and connected through "wired wireless" to a microphone placed in front of a Victrola. This arrangement enabled us to announce the record to be played and practically gave us a miniature broadcasting station in the store, the music was amplified to such an extent that it could be heard plainly for several blocks and assured us of a large audience at all times, but the noise in the store was amplified to the same extent as the music, and we had to discontinue the microphone and put in an electric pick-up. We thought we had the proper method as many people called us on the phone and asked to have their favorite records played.

One day a doctor who had an office across the street visited us and threatened everything but murder if we did not discontinue our street broadcasting. An investigation proved that this man had a particular aversion to "The Prisoner's Song." His neighbors on either side of him knew this and called us up several times a day requesting that we play this particular record—that was where we got the mistaken idea of the popularity of our plan.

A short time later a merchant in our block circulated a petition and made a complaint to the City Commission asking them to have the "nuisance" discontinued, and we were forced to junk our expensive equipment and make a bargain with the City Manager to allow us to play a Victrola in front of the store without interference from the police department.

This plan worked out much better than the first one, as our entrance gave us a space of about ten feet between windows and ten feet

back that acted as an amplifier for a Victrola and a small 4-3 Victor sounded like a million dollars, and did not interfere with the other merchants on the street as the music was thrown down in place of up, and reached the people on the street in place of those in the offices across the street. Many Victrola sales resulted from this demonstration.

### Big Sales of Records

The next problem was to select a class of records that would produce immediate results. The ordinary popular record did not seem to bring in many record sales. The passers-by did not pay any attention to them. Our jobber had been sending us samples of "Old Time Southern Tunes," and some foreign records that he selected and we started in playing these samples outside. The results were beyond anything we expected. "Golden Slippers" had just come out as a special and we sold hundreds of them from demonstration before competitors knew where they came from. The same thing happened with "The Two Blacks Crows." We were ordering in thousand lots before the other dealers knew what it was all about.

To-day we find that at least 40 per cent of our record sales are from these "specials," very few of which are listed in the regular catalog and hardly one of which would be considered as a good seller by the ordinary record girl. This is all plus-business, the kind we would never get without the outside demonstration and featuring these particular records.

We do not accept our own judgment on a record. We have been disappointed too many times. We play the sample records outside on Saturday when the streets are crowded and we have an audience of several hundred and let them decide what we will feature. It is not unusual to have five or six calls for a single record while it is playing and the ones they call for are not always the ones we would pick as a winner—for instance, one of our customers ordered a German record, "Trink, Trink, Bruderlin," and did not call for it. We finally

the street, but the man who rarely buys records is interested in something different or an old familiar tune. "Picture on the Wall" did not sound so good to us, yet it has sold steadily for months in quantities; has outsold almost any popular record over the last three months. "Barney McCoy," "Little Old Log Cabin by the Sea," "Rounded Up in Glory," "Where We'll Never Grow Old," and at least a dozen others, most of which are not listed in the regular catalog, will outsell new popular records if given the opportunity, we have discovered.

All of this does not mean that we neglect the popular records. We sell them just as we always have, and put the same effort behind them, but these specials are sold to an entirely different class of record buyer and one who can be cultivated just as your popular or classical record buyer is cultivated, and there is just as big a variety for him as for the others. We always have from twenty to fifty people listening to records outside the store on Saturday night, and many of them are regulars who never come in to play a record in the booths.

### Amusing Experiences

We have had many amusing experiences in connection with outside demonstrating. A short time ago an elderly lady came in to the store and protested against us playing "Hallelujah I'm a Bum," because it was a parody on an old-time revival hymn. Many of our friends who buy and appreciate the better class of music tell us that the stuff we play outside is "terrible." We think so, too, in many cases, but we do like the music of the old cash register about as well as any other music in the store.

The specials are not kept in the regular stock, but in bins by themselves, and when a customer calls for one he takes several into the booth with him. In many cases he buys two or three. In fact they are easier to sell than the regular records once you have a customer who likes them, and they keep coming back and sending their friends for more.

Remember that this is all plus business and

## *When the Carey-Knapp Co., of Kalamazoo, Mich., Experienced a Serious Slump in Record Sales Volume a Drastic Policy Change Brought in Much New Business*

put it in the specials and played it outside. We have sold more than 60 of this \$1.25 record in a month, and are out of it now with several orders waiting. The song is all in German and less than five per cent of the buyers could speak German. We played another German record last Saturday, and had four people at the counter at once clamoring for that particular piece. Only one of them could speak German. This may be as good a seller as the first one.

### Selecting "Hits" by a Direct Test

There is no way that we know of outside of direct test that will pick a "hit" to the people on the street. There is one thing sure and we have proved it—the ordinary popular record is no hit on the street. The people who buy these records will not stop to listen to any record on

interferes in no way with the regular sales. In fact it helps them. This class of records appeals to people who would never come in and ask for them. It may require a little effort and some experimenting to find what the people on your street or in your city want, but after you have found it you will have a list of about twenty records that will outsell any other list of that number in the catalog, and they will probably be records that are not in your stock at present.

F. M. Ramer, proprietor of the All Makes Phonograph Repair Co., 218½ Chestnut street, Rockford, Ill., has purchased all the used phonographs, new portables and new parts and accessories from the Gulbransen Brunswick Co.

# BRUNSWICK 1929

RADIO  
PANATROPES  
PANATROPE WITH RADIO  
PORTABLES  
BRUNSWICK RECORDS

## YOU WILL WANT IT: A FULL MUSICAL REPRODUCING LINE

- 1 EXCEPTIONAL VALUES
- 2 REMARKABLE PRICES
- 3 MUSICAL PRESTIGE
- 4 FINANCIAL STABILITY
- 5 DESIGN AND TONE
- 6 NATIONAL ADVERTISING
- 7 TERRITORIAL CONTROL
- 8 MINIMUM SERVICE REQUIRED
- 9 PROFIT THRU QUICK SALES  
AND TURNOVER
- 10 UNUSUAL FURNITURE APPEAL
- 11 TREMENDOUS MANUFACTURING  
FACILITIES
- 12 A CRITICAL TEST NEVER  
BEFORE MADE

## 12 REASONS WHY YOU SHOULD HANDLE BRUNSWICK DURING 1929

**THE BRUNSWICK-BALKE-COLLENDER CO.**  
NEW YORK, CHICAGO    ▾    ▾    ▾    Branches in All Principal Cities

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# Campaign to Build Summer Volume

By  
Ira R. Alexander

AT the present time an advertising campaign is being conducted in the newspapers of Denver, Col., by the Colorado Radio Trades Association to boost the sale of all things radio during the Summer months. Once each week a large ad appears in the Denver papers boosting the radio for Summer use. The advertisements being used are four columns wide and over a half-page deep. The ads appear each Wednesday—the first making its ap-

cellent servicing when you are having trouble—all these things are ready, and the cost to you, the consumer, has steadily decreased, as is the way with progressive American business."

The cost of running the advertisements in the Denver papers is borne by the members of the organization. For example, the first ad in the series was paid for by the Steinite dealers of the city. In return the names and addresses of these Steinite dealers appeared at the bottom of the message. Then the second advertisement, appearing the week following, was paid for by Sparton Equasonne dealers and their names and addresses appeared. Crosley dealers paid for the third advertisement, and so on down the line with each group of dealers taking their turn. In this way each dealer had his name connected with the advertising and each make of radio sold in Denver came in for its share of this very effective publicity.

The message is changed each week, but ten reasons why the radio should be used during the Summer appear in each advertisement in a section at the left-half side with its own border and under the heading, "The Good Things About Summer Radio!" These ten reasons are:

"Improved transmission of, and relief from interference in, broadcast programs since the reallocation of power and wave lengths to Denver area stations last November; constant improvement and installation of new broadcasting machinery in all stations; increasingly high standards of both chain and local studio programs; the promise of steady increase in number of both chain and local studio programs through the Summer; the very high entertainment value of radio programs versus other forms of amusement; the very great improvement in the selectivity and tone quality of all radio sets; the development and perfection of the all-electric sets and tubes, eliminating much of the old grief of radio reception; the ready availability of radio entertainment any time—anywhere; the inspirational and educational value of radio to the youth of America; the desire of the radio industry at large to render a real public service."

Subjects being used in the campaign by the Colorado organization can be seen from the titles of some of the messages appearing in these newspaper advertisements. They are:

"Do You Store Your Automobile in the Summer?" "Do Theatres Close in the Summer?" "When Summer Flowers Bloom." The last-named advertisement, which was the fifth in the series, said:

"Flowers, with their life, color, beauty and promise of the golden days at hand, the long, pleasant Summer evenings, and their complement to the three things that bring the most joy to our lives—Children, Flowers and Music.

"Everyone loves these three things. And with the kiddies playing around the lawn, with the flowers beginning to bloom, it seems time to remind you of the world of music, now available over your radio.

"Many of the great programs on the air, through the Summer, are dedicated, in spirit and arrangement, to the life and joy of the Summer season; dedicated to the idea that

## Do Theatres Close in the Summer?

### The Good Things About Summer Radio!

1. Improved transmission of, and relief from interference in, broadcast programs since the reallocation of power and wave lengths to Denver area stations last November.
2. Constant improvement and installation of new broadcasting machinery in all stations.
3. Increasingly high standards of both chain and local studio programs.
4. The promise of steady increase in number of both chain and local studio programs thru the summer.
5. The very high entertainment value of radio programs versus other forms of amusement.
6. The very great improvement in the selectivity and tone quality of all radio sets.
7. The development and perfection of the all-electric sets and tubes, eliminating much of the old grief of radio reception.
8. The ready availability of radio entertainment any time—anywhere.
9. The inspirational and educational value of radio to the youth of America.
10. The desire of the Radio Industry at large to render a real public service.

WELL, they used to, before scientific ventilating and cooling systems were perfected—but what a change in the last few years! Now every modern theater washes the air it uses, and maintains the same comfortable atmosphere within its walls, Winter or Summer.

AS to you might as well ask if Radio is good in the Summer! Can you imagine your home without radio this coming Summer, when you know that the big chain and the fine local studio programs will be available?

THE new radio sets, ready in your favorite store, will bring all this to you in infinite variety. You will be able to get more trouble-free reception than in any preceding Summer season, and Radio will be the inspirational, educational and entertainment standby, without effort, for the long, pleasant evening hours.

THIS is the third of a series of messages to come to you regularly, each week, from the Colorado Radio Trades Association. This particular message is contributed by the following CROSBY dealers:

- |                                                |                                                      |
|------------------------------------------------|------------------------------------------------------|
| A & M RADIO CO<br>1024 BROADWAY                | KNYTTONE HARDWARE CO<br>303 WEST 3RD AVE.            |
| ALL OVER RADIO SERVICE<br>111 1/2 BROADWAY     | LEACH ELECTRIC CO<br>101 E 4TH AVE.                  |
| BALDWIN PIANO COMPANY<br>100 CALIFORNIA STREET | LEMON'S MUSIC CO.<br>100 1/2 10TH ST.                |
| DEVELOPMENT MUSIC CO.<br>100 CHAMPA ST.        | FENY PATTERY & TIRE SERV.<br>200 DOWNING ST.         |
| THE HIVE ELECTRIC CO.<br>170 WEST STREET       | GEORGE MAYER HARDWARE<br>100 ANAPRUS ST.             |
| HIGHLAND RADIO SHOP<br>100 GALLAGHER           | WILLIS P. WOLFF MUSIC CO.<br>100 10TH ST.            |
| DENVER MUSIC COMPANY<br>100 FRONT STREET       | SILVER MUSIC RADIO CO.<br>100 10TH ST.               |
| CHARLES FORSTER<br>174 AND FEDERAL BLDG.       | BANDALL RADIO & HDW CO.<br>100 BROADWAY              |
| R. H. GERRICK<br>100 BLAKE                     | THOMAS DENNKUR<br>COLFAR AND BROS.<br>100 CALIF. ST. |
| GIMBINGO MUSIC CO.<br>100 CLAYTON STREET       | L. C. TYLOR<br>100 CALIF. ST.                        |
| HOLLAND MUSIC CO.<br>100 100 FRONT STREET      | WASHINGTON PARK ELECTRIC<br>100 E. ALABAMA ST.       |
| QUICK BATTERY & RADIOS<br>100 10TH STREET      |                                                      |

## Do You Store Your Automobile in the Summer?

### The Good Things About Summer Radio!

1. Improved transmission of, and relief from interference in, broadcast programs since the reallocation of power and wave lengths to Denver area stations last November.
2. Constant improvement and installation of new broadcasting machinery in all stations.
3. Increasingly high standards of both chain and local studio programs.
4. The promise of steady increase in number of both chain and local studio programs thru the summer.
5. The very high entertainment value of radio programs versus other forms of amusement.
6. The very great improvement in the selectivity and tone quality of all radio sets.
7. The development and perfection of the all-electric sets and tubes, eliminating much of the old grief of radio reception.
8. The ready availability of radio entertainment any time—anywhere.
9. The inspirational and educational value of radio to the youth of America.
10. The desire of the Radio Industry at large to render a real public service.

NO, there is no error in the form of that question, but if the word "WINTER" had been substituted for "SUMMER" it would not have so readily intrigued your attention, and we do want your attention for just a moment.

OF course you do not store your automobile in summer or in winter. It is an all-year service machine in this modern world.

AND so with your Radio! Three years ago, yes, even two years ago, there was reason for Summer Radio storage—but not so any longer.

THERE is substantial promise of a steady increase in number and quality of both chain and local studio radio programs thru the summer, and such radio programs have a very high entertainment value as against other forms of entertainment.

THIS is the second of a series of messages to come to you regularly, each week, from the Colorado Radio Trades Association. This particular message is contributed by the following CROSBY dealers:

- |                                               |                                                 |
|-----------------------------------------------|-------------------------------------------------|
| American Furniture Co.<br>104 St. at Lawrence | Chas. E. Wells Music Co.<br>1086 California St. |
| Denver Music Co.<br>1300-1320 Broad St.       | Haldwin Piano Co.<br>1028 California            |
| Prod. Davis Furniture Co.<br>10th at Larimer  | Edger Drug Co.<br>2004 Southpark St.            |
| Scott Bros. Electric Co.<br>521 11th St.      | Graham Furniture Co.<br>Englewood, Colo.        |
|                                               | South Western Sales Co.<br>1129 Broadway        |

pearance April 17. They will continue throughout the Summer months, and it is felt that they will go a long way toward keeping Summer business of Denver radio firms above normal for this season.

The first ad in the series was entitled, "About Radio in the Summer." The message said: "Nine years ago there was one radio station in the country. To-day there are hundreds, built to meet the ever-growing public demand. To this public demand, this brief message is both a tribute and a promise—a tribute, in that it is the sincere belief of all those interested in the radio business that such growth would not have been possible except for that public demand—a promise, in that, for this coming Summer season, the schedule of programs, both on the chains and through local studios, holds more of interest and real entertainment than any schedule ever planned heretofore.

"Broadcasting stations, set manufacturers and set distributors are ready with a Summer service that surpasses anything imagined even last Summer. Clarity of reception, tone quality, ex-

music, in the home, is the one desirable and dependable form of Summer entertainment.

"It seems hardly necessary to urge you to keep your radio well tuned, or to buy one of the new, all-electric sets, and enjoy Summer radio programs."

Each message in the series is put over with large, bold-faced type with short paragraphs and plenty of white space to cause the advertisements to stand out prominently on the page as indicated in the illustrations.

## New Perryman Office

Perryman Electric Co., Inc., maker of the Perryman line of radio tubes, announces the opening of its new Manhattan office at 136 Liberty street, with J. B. Wagner in charge. The new office will be devoted to service work in the metropolitan territory, as the present executive offices will remove shortly to the company's new plant at North Bergen, N. J.

## Magnavox Earnings

Net profit of the Magnavox Co., Oakland, Cal., for the quarter ended March 31, 1929, was \$71,273 after taxes and charges, comparing with \$20,482 in first quarter of 1928. Current assets on March 31 were \$1,263,056, including \$726,014 cash and current liabilities were \$81,625.

An aggressive Summer sales campaign is the key to a more satisfactory sales volume.

# SCREEN GRID RADIO *by* STROMBERG-CARLSON

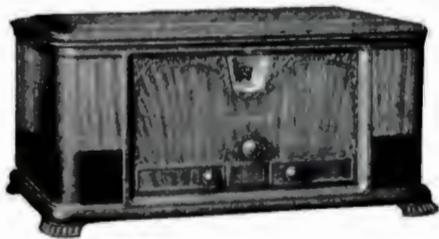


No. 642 Stromberg-Carlson, with built-in dynamic speaker, employs 3 UY-224 A. C. Screen Grid, one UY-227, one UX-245, and one UX-280 Radiotrons.  
Price, without tubes, \$247.50  
East of Rockies . . .

## PROFIT for the DEALER

Here are eight reasons for dealer success with the Stromberg-Carlson line:

1. Screen Grid Radio—perfected through a year's experience manufacturing screen grid aircraft receivers.
2. The famous Stromberg-Carlson Tone.
3. Luxurious beauty of cabinetwork.
4. No over-production to result in cut-rate sales.
5. Direct-to-dealer selling; permitting careful zoning of trading areas to prevent over-crowding.
6. Widest latitude of patent license.
7. Co-operative advertising to assist the individual dealer.
8. Coast-to-Coast broadcasting—national magazine and newspaper advertising.



No. 641 Table Model, similar operating unit.  
Price, less tubes and Speaker, \$155  
East of Rockies . . . . .

Listen Wednesday Evenings to the Coast-to-Coast Broadcast of the Stromberg-Carlson Orchestra, over the National Broadcasting Company's Blue Network and Associated Stations.

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

# Stromberg-Carlson

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

# Artistic Display a Sales Factor

By  
Clara M. Langsdorf

THE new home of the Krauss Radio Co., at 111 East Fifth street, Cincinnati, O., presents an excellent story in modern merchandising methods. The main floor, handsomely equipped in every detail, is given over to a general display of all the different varieties of radios. A balcony to the rear takes care of the offices and underneath the balcony a spa-

attractive pieces of furniture, the lounge or settee, coffee tables or other attractive tables or stands. Also interesting floor lamps, curios, statuary or ornaments, vases and the like, the whole of which create attractive lounge ensembles upon handsome large-sized rugs.

These groups break the monotony of the general display of the various kinds and types of

The idea is to show two or three types of radios in distinctive settings. This gives an idea of what certain types of radios will resemble in home settings, and at the same time does not spoil the effect of the room, by limiting the showing to not more than three types.

The pleasing surroundings in this manner enhance the charm of the musical instrument, and



Group Arrangements Show How Radio Sets Are Effectively Featured in the Store of the Krauss Radio Co.

cious department is used as a service for accessories and parts. This floor also has a phonograph department and sales service for records. While the phonographs are largely the combination type, they are playing up the camp phonograph portable to a great extent, and are using exclusive window space as well as advertising matter for interesting displays of records and portable phonographs, especially for timely events that are of local interest.

No matter how the main floor impresses one, the enthusiasm bubbles over on the second floor. Here you enter upon a large reception room or salon, which shows exquisite taste in wall decoration, of rough texture in pastel shades, tile-like floor covering, and beautiful lights. Gradually, however, your eye takes in group arrangements here and there in several

radios placed around the wall space of the room. Numerous windows charmingly draped also add to the homelike atmosphere of the reception room, to the front. To the rear one notices the windows and exterior of what appears the approach of a house. To the side you observe an entrance or hallway. This hallway is carefully planned and laid out in interesting manner, also properly appointed, and leads by three doors into three different apartments. These apartments are each in themselves strictly individual and original. They represent, architecturally and decoratively, pleasing examples of the smart average-sized living rooms of this day and age. Each carries to the finish a certain style, modern, general or period design in furnishings, floor or wall coverings, fireplaces and the like.

shows the necessity of having it a part of the home scheme. This method appeals more strongly to the customer's imagination of what the instrument will look like in the home. The chances are that the customer is tempted thus to buy more quickly, as he leisurely relaxes in one of these attractive rooms and driks in the radio concert coming over one of the radios in the atmosphere created expressly for suggestive selling of the most subtle and effective kind.

There are three individual rooms on each floor and two large reception rooms or approaches, making eight distinctive salesrooms, exclusive of the main floor. Some of the salient features of these individual rooms include a complete modern room, with floor covering of a carpet designed in vivid colors and decora-

(Continued on page 9)

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**A Radiotron  
for every purpose**

- RADIOTRON UX-201-A**  
*Detector Amplifier*
- RADIOTRON UV-199**  
*Detector Amplifier*
- RADIOTRON UX-199**  
*Detector Amplifier*
- RADIOTRON WD-11**  
*Detector Amplifier*
- RADIOTRON WX-12**  
*Detector Amplifier*
- RADIOTRON UX-200-A**  
*Detector Only*
- RADIOTRON UX-120**  
*Power Amplifier*
- RADIOTRON UX-222**  
*Screen Grid Radio  
Frequency Amplifier*
- RADIOTRON UX-112-A**  
*Power Amplifier*
- RADIOTRON UX-171-A**  
*Power Amplifier*
- RADIOTRON UX-210**  
*Power Amplifier Oscillator*
- RADIOTRON UY-224**  
*Screen Grid Radio  
Frequency Amplifier  
(A. C. Heater)*
- RADIOTRON UX-240**  
*Detector Amplifier for  
Resistance-coupled  
Amplification*
- RADIOTRON UX-245**  
*Power Amplifier*
- RADIOTRON UX-250**  
*Power Amplifier*
- RADIOTRON UX-226**  
*Amplifier  
(A. C. Filament)*
- RADIOTRON UV-227**  
*Detector Amplifier  
(A. C. Heater)*
- RADIOTRON UX-280**  
*Full-Wave Rectifier*
- RADIOTRON UX-281**  
*Half-Wave Rectifier*
- RADIOTRON UX-874**  
*Voltage Regulator Tube*
- RADIOTRON UV-876**  
*Ballast Tube*
- RADIOTRON UV-886**  
*Ballast Tube*

The standard by  
which other vacuum  
tubes are rated



Look for this mark  
on every Radiotron



**LEE WARREN JAMES**  
President DAY-FAN ELECTRIC COMPANY, Dayton



"In designing and building Day-Fan radio sets our aim is to build an instrument that will give the finest possible reception. Each one is painstakingly tested for tonal quality with RCA Radiotrons. Because we have found these tubes the most satisfactory for this purpose we advise that RCA Radiotrons always be used in our receiving sets."

*Lee Warren James*

If the tubes in your receiving set have been in use a year or more they may need replacing. Engineers advise that it is a mistake to use worn tubes with new ones. The old tubes may reception. Experts recommend a complete new set of RCA Radiotrons at least once a year.

**RCA RADIOTRON**

The national magazine advertisement reproduced at the left is one of the 1929 Radiotron series, each of which carries the signature of a leading radio manufacturer.

**A customer's time is often more valuable than the dealer's. He resents wasting it in stores that are "just out" of the tubes he wants to buy. It's good customer insurance to carry a complete line of RCA Radiotrons—and never be out of stock on any tube. The dealer who is known to carry the full line—all the time—makes regular customers out of occasional buyers.**

**Superior resources of research and manufacturing guarantee to RCA Radiotrons the finest possible quality in vacuum tubes. They are the standard of the industry—and so accepted by both the trade and the public.**



RADIO-VICTOR CORPORATION OF AMERICA • NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO  
RADIOTRON DIVISION

**RCA RADIOTRON**

RADIOTRONS ARE THE HEART OF YOUR RADIO SET

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# ANNOUNCING RCA

*designed by the RCA engineers*



ANOTHER

ACHIEVEMENT



*This sign marks the leading dealer in every community.*

RADIOLA DIVISION  
RADIO-VICTOR CORPORATION  
OF AMERICA  
NEW YORK CHICAGO ATLANTA  
DALLAS SAN FRANCISCO

RCA RADIOLA 46—Console cabinet model of Radiola 44, with RCA Electro-Dynamic Speaker. \$179 (less Radiosrons)

# RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

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SCREEN-GRID RADIOLAS  
*who developed for the industry*

RCA

SCREEN-GRID RADIOTRONS

RCA

SCREEN-GRID CIRCUIT

OF THE RCA RESEARCH LABORATORIES



RCA RADIOLA 44—Radio receiver utilizing "Screen-Grid" Radiotrons—high amplification and great selectivity. Alternating current operation from house circuit. Table cabinet of walnut veneer. \$110. (less Radiotrons)

**RCA RADIOLA**

MADE BY THE MAKERS OF THE RADIOTRON

# RCA

## LOUDSPEAKERS

outsell all other makes  
because of public  
acceptance of their  
acoustical superiority



RCA LOUDSPEAKER 103—*Attractively designed, with richly decorated tapestry fronts. The ace of magnetic speakers . . . . . \$30.*



RCA LOUDSPEAKER 106—*An electro-dynamic speaker of unexcelled range, volume capacity and excellence of tone. Operates from A.C. house current . \$65.*



RCA LOUDSPEAKER 100B—*The newest member of the celebrated "100" series, magnetic type. Distinctive modernistic design to match Radiola 33. A quality speaker at a reasonable price. \$22.*

RADIOLA DIVISION  
RADIO-VICTOR CORPORATION OF AMERICA  
NEW YORK CHICAGO ATLANTA  
DALLAS SAN FRANCISCO

This sign marks the leading  dealer in every community

# RCA LOUDSPEAKER

MADE BY THE MAKERS OF THE RADIOLA

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## Edison Executive Assumes New Duties

**R. R. Karch Appointed Assistant to A. L. Walsh, Vice-President—Will Correlate Jobbers' Activities With Factory**

R. R. Karch, who has been associated with Thomas A. Edison, Inc., for the past eleven years, was recently appointed assistant to A.



**R. R. Karch**

L. Walsh, vice-president of Thomas A. Edison, Inc. In his new position Mr. Karch's major duties will be to correlate the Edison jobbers' activities with those of the Edison factory, duties for which Mr. Karch is well fitted through his former work as general supervisor of the Edison Distributing Corp., wholesale distributor of the Edison line of radios, phonographs and records.

Practically all of the fourteen branches of the Edison Distributing Corp. were established personally by Mr. Karch. From these fourteen branches, located in important trading centers, are now carried on this company's extensive wholesale business in Edison products. While supervising the activities at all fourteen branches of this large distributing organization, Mr. Karch traveled all parts of the country and acquired, through intimate contact, a thorough knowledge of the jobbing problems peculiar to each section of the country.

## Houck Uses Planes for Victor Shipments

**Southern Distributor Arranges Airplane Flights for Speedy Transportation of New Victor Radio Models**

MEMPHIS, TENN., June 28.—During the past month the O. K. Houck Piano Co., Victor distributor, used airplanes to bring the new Victor radio to dealer gatherings in Nashville and



**O. K. Houck Co. Used Plane to Bring Victor Radio to Meetings of Dealers** Little Rock, Ark., and created considerable interest in the instrument due in large measure to the columns of publicity which was awarded the method of transportation by the newspapers of Memphis, Nashville and Little Rock. Six of the leading newspapers in these

cities printed photographs showing groups of Houck officials and Victor dealers standing near the instrument and plane before the take-off and at landing at various destinations.

The rapidity with which an article of merchandise can be shipped from one point to another was well demonstrated. First, models of the new Victor instrument were received in Memphis and in order to stage an early demonstration in Nashville a Curtiss-OX5-Robin airplane was chartered and the new model taken aloft. The plane took off at 10:20 o'clock and landed in Nashville at 12:35. In less than thirty minutes it was set up and operating at the Hotel Hermitage for the benefit of the assembled dealers. A similar flight was made to Little Rock, Ark. The dealer meeting in this city was held at the Albert Pike Hotel and was attended by dealers from all sections of Arkansas. A meeting of Victor dealers, from Memphis and adjacent territory, was held at the Hotel Peabody.

## RMA Interference Manual Is Published

The latest edition of the "RMA Better Radio Reception Manual" has just been published by the Engineering Division of the Radio Manufacturers' Association and discloses in detail many methods of making radio reception more enjoyable for the public through the control of noises filtering into the receiver from outside sources. This work tells just how to locate and eradicate "man-made static."

The manual gives detailed information as to the various types of electrical appliances which are liable to cause interference, how the cause of the noise can be located, and, finally, how the noises can be eliminated through the installation of various types of filters. It contains over a dozen wiring diagrams, covering every major type of static producer that is a source of trouble.

The price of the manual is twenty-five cents and copies can be obtained from the Radio Manufacturers' Association, 32 West Randolph street, Chicago, Ill.

## Franck's Moves to Fine New Store

Appropriate ceremonies marked the opening of the new store of Franck's, radio-music dealer of Alameda, Cal., recently. A number of the best-known radio artists visited the store and entertained the large crowd of customers and well-wishers who attended the opening ceremonies. The establishment is exceedingly attractive and is designed in the Spanish style of architecture. A spacious lobby, representing a well-appointed living-room, occupies the front of the store. The walls are done in a buff stucco and a large fireplace lends a homelike atmosphere. On the mezzanine floor the piano and radio demonstration rooms are located. A feature of the radio rooms is that they have been built like a radio studio. The floor is heavily carpeted and the walls are constructed of celotex, excluding outside noises and deadening superfluous echoes.

Franck's was established more than thirty years ago by the late Max Franck and was conducted by him and his son, Russell J. Franck, the present proprietor, under the name of M. Franck & Son. Complete lines of the leading makes of phonographs, radio receivers and pianos are carried together with records.

## CeCo Granted Tube License by RCA

Announcement was made recently in Providence, R. I., that the CeCo Mfg. Co., Inc., had taken out a license from the Radio Corp. of America for the use of the RCA patents. In a statement by Ernest Kauer, president of the CeCo Mfg. Co., it was pointed out that the license had been sought and granted in the spirit of co-operation. Mr. Kauer said:

"The best fruits of the radio industry are ahead of us. While we felt we were in a position to progress on the foundation we have already built, and the record we have already made, and on the patent situation as it exists, we also felt that the industry and the public would be best served by working with RCA rather than at cross purposes which might in the future cause annoyance. CeCo and RCA remain competitors, but on a sane, healthy and satisfactory basis.

"There is no doubt that RCA has been largely responsible for the development of the tube division of the radio industry. CeCo has also contributed greatly to this development.

"There is no doubt that the coming radio season will produce the clarification and stabilization in conditions of the tube division of the radio industry such as have already been produced in the set manufacturing division. We believe we will contribute greatly to this stabilization by recognizing and appreciating what RCA has already done. By taking license advantage of their patents, the CeCo company places itself in a much stronger position to aid the pioneering and development of radio tubes, a good share of which it is already credited with. It is a point of great satisfaction to us to be among the first tube manufacturers to take this step."

The CeCo Manufacturing Co. has had an exceptional growth in the last two years and has built up a strong engineering personnel headed by N. O. Williams, vice-president in charge of engineering; J. J. Ferguson, vice-president and plant engineer, and Edward T. Maharin, vice-president in charge of sales. On May 15 CeCo moved to its brand new factory, covering almost four acres, a short distance from its former location. Its present capacity is said to be 45,000 tubes daily.

## Artistic Display Is a Sales Factor

(Continued from page 8)

tive motifs. The wall covering, in keeping, shows a modern pattern in lighter shades and pastel tints of many tones. Modern lights and wall brackets lend their part to the general scheme, as do pieces of furniture, vases, stands, tables and the like.

The third floor reception room is Spanish in type. Large bright striped awnings supported by spear-like poles add to the approach of the house-like exterior, housing three rooms on this floor. To complete the effect a bridge table with crystal water or lemonade set upon it and four chairs about it add interest.

This reception room is laid out much like the other in group lounge formations, which adds greatly to the comfortable appearance and breaks the monotony that would doubtlessly be presented in the line of different varieties and makes of radios and combination radio and phonographs about the wall space in this room.

Does merchandising on an elaborate plan such as this pay? This store feels that it does. The average of sales thus far and their belief in more sales as a result of their efforts along this line will reward their experiment. They now handle twenty or more makes of radios, besides pianos which they have recently added to their list and of course phonographs and records.

# AUDAK



*The Criterion  
Wherever  
Reproducers  
Are Made  
or Used . . . .*

**F**ROM the time that AUDAK launched its famous Singlephase-Ultra model, years ago, this name has stood for absolute tonal supremacy among talking machine reproducers. Inspired by a new acoustical principle, the Singlephase-Ultra swept its way to national, then to world-wide success. Imitators, striving vainly to duplicate the marvelous realism and tonal purity of this great instrument, succeeded only in paying to AUDAK the highest of compliments. Known and regarded as the standard by which others are judged and valued, from Sweden to South Africa . . . in every part of the civilized world . . . the Singlephase-Ultra is a favorite with manufacturers, trade and public.

Every other AUDAK Reproducer is in keeping with the high standard of acoustical excellence expected of this company. AUDACHROME, our Chromatic Reproducer, interprets every shade of the most difficult composition. POLYPHASE, another AUDAK triumph, has won success in the markets of the wide world.

The new AUDAK Power Reproducer, now also matched to the mechanical impedance of the portable horn, widens the horizon of portable makers . . . giving them the means of furnishing perfect performance . . . AUDAK performance . . . even on a comparatively small and low priced unit.

---

**The AUDAK**

**565 Fifth Avenue**

*"Creators of High Grade Electrical and*



The AUDAK *Electro-Chromatic* PICK-UP

THE manufacturers of high-grade talking machines, radio sets and combinations include only the finest of accessories in their complete machines. The ELECTRO-CHROMATIC PICK-UP, living up to the world-wide reputation of AUDAK Reproducing instruments, is being adopted as standard equipment by leading producers, on the basis of out-and-out performance—and performance only. Preserving all the vital color and chromatic shades of music, so essential to a really true rendition—"The standard by which others are judged and valued!"



**ACCEPT NO IMITATIONS**

*Every Audak instrument bears a protective tag like this—your guarantee!*

**COMPANY**

**New York**

*Acoustical Apparatus Since 1915"*

# Bechtold's Plan

## Steps Up Record Sales

THE phonograph record department of Bechtold's, Denver, Col., is one of the most active in the city, due, perhaps, to a peculiar and individual opportunity offered to exchange used records for other used ones or new ones. In fact, the used-record business is designed primarily to increase the sale of new records and it does this in a rather unusual and most effective manner.

The plan is that any person so disposed may bring in two used records, which are in good condition, and trade them for one used record, in just as good condition, plus five cents. Or, he may bring in eight used records and obtain two new records for the price of one—75 cents. Where new records are involved, the customer must buy one new record and pay 75 cents for it. The trade is handled on the basis of eights. Hence the customer may bring in 16 old records and \$1.50 and receive in exchange, four new records—he merely buys two new records at the regular price.

"We have no difficulty in getting rid of used records," explained Mrs. Hazel Dietrich, manager of the department. "Nor do we have to worry about filing them away. We sell quite a few of the old records at 10 cents each, six for 50 or 12 for a dollar. The purchasers merely wait upon themselves, for we pile the used records that we take in on a table in the rear of the store and the customers merely look them over and select what they want, hand us the money and we wrap up the packages for them. These are quick transactions."

Among the records that are taken in are many which have been discontinued by the manufacturers, and which cannot be purchased new any more. But it is surprising how frequently some of the old numbers are wanted and how eagerly they are bought up, Mrs. Dietrich declares. In other instances, the records are sold to persons who merely want a change of tunes.

While the exchange of used records may not be so very profitable in itself, the feature brings many people into the store and while they buy some old records, they also buy many new ones. It gives the department an opportunity to demonstrate the latest song hits. Seldom does a person buy a dozen old records without buying at least one new one. The visitor might not have purchased more than one new record anyway, but the possibility of getting twelve old records for the bargain price of one dollar causes him to loosen up just one dollar more than he intended to pay out. Still, when one considers the lack of sales effort required for the disposal of old records, they are profitable though the profit on each record is very small—about one cent.

Since it is about the only place in town where such a service is offered, and since it is about the only place in the community where a phonograph owner may expect to find an old number he would like, and which he cannot buy any more from new stocks, it is apparent that there are many, many visitors to the department in the course of a week.

Thus far the only advertising given the service is a short announcement in the want ad sections of the Sunday newspapers, according

By Willis Parker

to Mrs. Dietrich, who says that there is always a large number of used records brought in on Mondays and Tuesdays following the publication of the advertisement, which is indicative that the public reads the ad. The only difficulty with the system, as she finds it, is handling the customer who brings in eight old records and 75 cents to get two new ones.

"They seem to want to hear every record we have in the place before selecting the two they want," she declares. "However, with all of this inconvenience, we like the plan, owing to the larger number of visitors who are brought into the store and who become acquainted with us and our phonograph record department.

"Even then, it isn't so bad because we do not demonstrate the records for our customers—we give them the records, tell them which booth to go into, and let them demonstrate them to their hearts' content. We follow this same system with new record customers because we find that they like to play the records themselves and do not wish to be bothered while they are making their selections."

An interesting feature of the booths is the placing in each one of small cards bearing the titles of recent releases and the numbers. A different set of title cards is in each booth.

"We get the cards—about one a week—from the wholesale distributors," Mrs. Dietrich explained. "As fast as a card is delivered to us, we place it in Booth No. 1, and take one of the

three in it to Booth No. 2, and one out of 2 into No. 3 and so on down the line of the six booths, discarding one out of the sixth. We place the newest cards in Nos. 1 and 2 because they are the booths most frequently used by the visitors. It is surprising how frequently the cards arouse the interest of the customers and cause them to want to hear the records."

Instead of having one or two chairs in each booth, each is equipped with a bench long enough to seat two persons comfortably and three in a squeeze. The phonograph booth offers a retreat for many women who desire to smoke while they are downtown. They sometimes accomplish this while ostensibly coming in to buy phonograph records, and while they are playing the records they are presumed interested in. It is unnecessary to advise that not all of these visitors find records that suit their tastes—or perhaps their pocketbooks at the moment, but—

"I never object to women using our booths as smoking compartments," Mrs. Dietrich explained, "even though they do not always walk out with a record they have purchased. If they come into our store often enough, they will eventually buy records or cause friends to buy them, for it is certain that some time they will hear records that they want and feel that they must have, and they will always tell their friends about records they have heard but which they did not buy. Furthermore, they will advise friends to come to Bechtold's 'because they'll treat you right.' This friendly attitude is an important sales factor."

### Ed Levy Appointed Triad District Head

Named District Manager in Charge of New York Office—Territory Covers Metropolitan Area and North New Jersey

Ed Levy, formerly connected with the Sonatone Tube Co., has been appointed district manager of the Triad Mfg. Co., Inc., manufacturer of Triad radio tubes, in charge of the New York office and sales, which territory includes northern New Jersey. Mr. Levy will have a staff of six salesmen who will call upon dealers, working in conjunction with the distributors. Mr.



Ed Levy

Levy has a host of friends in the radio-music trade and he is planning to spend a great portion of his time working with the retail trade.

### Edison Presents Diplomas

Seventy-two graduates of the Fort Myers (Fla.), High School had the distinction of receiving their diplomas from the hands of Thomas A. Edison himself at commencement.

### San Salvador Imports Show Large Increase

Phonographs Valued at \$85,228 and Records Valued at \$83,867 Imported in 1928. An Increase of 257 Per Cent

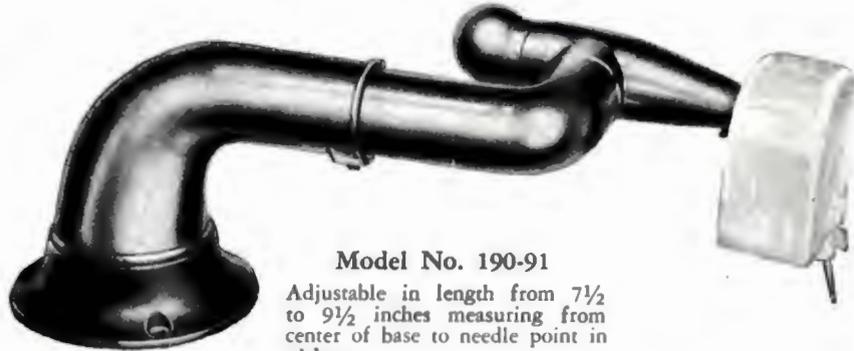
The Specialties Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce recently issued a statement compiled by S. L. Wilkinson at the Consulate General, San Salvador, showing that El Salvador imported phonographs valued at \$85,228 and phonograph records valued at \$83,867 in 1928. The United States supplied over 97 per cent of the instruments and practically all of the records. The combined value of the imports of phonographs and records in 1927 amounted to only \$47,314, the increase for 1928 being more than 257 per cent. The figures quoted do not include imports by parcel post, which amounted to about \$6,000 in 1928.

The chief method employed by the agencies in advertising the records is to have marimba orchestras learn the recorded selections by ear from phonograph records supplied them and play them at dances and at concerts in the parks. Listeners upon inquiring the name of the selection are furnished with programs, distributed by the dealers, containing the name and number of the record.

Radio programs this Summer are better than ever—a thought for the sales talk.

# NEW ORO-TONE PICK-UP ARMS

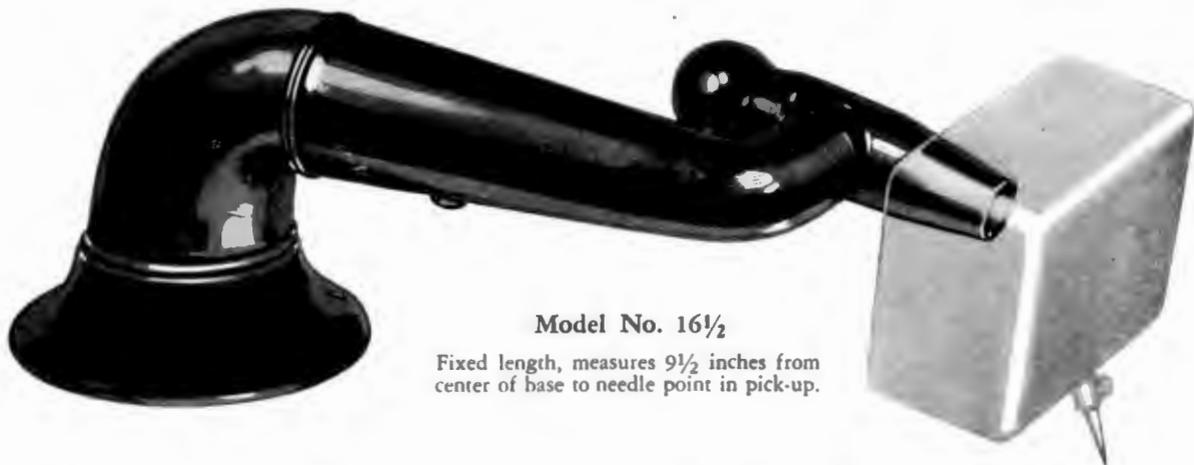
Perfectly Counter-balanced All Standard Pick-Ups



Model No. 190-91

Adjustable in length from 7½ to 9½ inches measuring from center of base to needle point in pick-up.

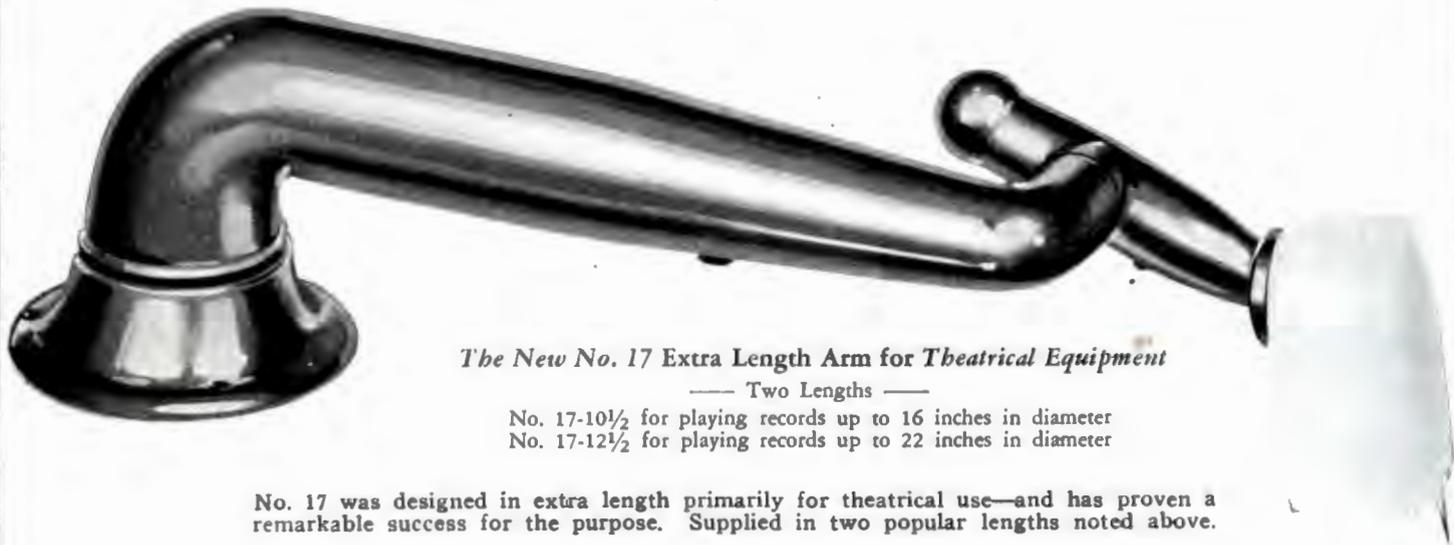
The trade has unanimously approved the improved No. 190-91 adjustable pick-up arm pictured above. The new throw back bearing permits free action of the pick-up yet allows no side play of the counterbalance, a positive guarantee of accurate reproduction. The base is flat—ready for instant installation.



Model No. 16½

Fixed length, measures 9½ inches from center of base to needle point in pick-up.

No. 16½ is especially desirable for radio and phonograph combinations. The graceful design is exceptionally pleasing to the eye, adding distinction to any cabinet. It is equipped with our new counter balanced throw back bearing which makes certain that the pick-up will follow the record freely, but prevents the slightest looseness at the exact point where perfectly smooth action is imperative.



The New No. 17 Extra Length Arm for Theatrical Equipment

— Two Lengths —

No. 17-10½ for playing records up to 16 inches in diameter  
No. 17-12½ for playing records up to 22 inches in diameter

No. 17 was designed in extra length primarily for theatrical use—and has proven a remarkable success for the purpose. Supplied in two popular lengths noted above.



Send for samples—Please name the pick-up you intend using! Complete catalog upon request!

*The Oro-Tone Co.*  
1000-1010 QUALITY FIRST GEORGE ST.  
CHICAGO, ILL.

# Uses Three Types of Salesmen

*George C. Wille & Co., Canton, O., Has Developed a Profitable Volume of Radio Business by Unusual Methods of Merchandising*

By  
**Rex McConnell**

**G**EORGE C. WILLE, head of George C. Wille & Co., Canton, O., foremost radio-music store in the city, has been a seer of visions and has had the courage to back them up for the past twenty years. Mr. Wille is credited with having foresight in being the first Canton music merchant to put in radio along with musical merchandise. This was seven years ago. It was somewhat of an experiment at first and was eagerly watched by many leading music merchants in the Middle West. To-day Wille's Music Store does the largest volume of radio business in the Canton area, and many of the ideas he has applied to make radio merchandising an outstanding success are original.

Always an aggressive merchant, Mr. Wille then set to work on new methods of radio merchandising and ideas that the other fellow had failed to develop, with the result that within a comparatively short time Wille's Music Store became known throughout this area as one of the leading and dependable radio stores.

#### Reliable Service

From the first successful merchandising of radio sets Mr. Wille, built up a reliable service department and an efficient sales department. This phase of his business he operated independently of the music sections and his costs, maintenance and profits were always available from a separate set of books.

"At the inception of radio merchandising several years ago there was much propaganda that radio would hurt talking machine sales," said Mr. Wille, in discussing the progress of radio. "Perhaps it did, but not for long. Soon new models of talking machines were worked out by engineers of the leading concerns, and it wasn't long until combination sets came into the market. Radio continued to hold its own and will so long as manufacturers continue to keep up on the newest developments and pass them on to the buying public."

Success has crowned Mr. Wille's efforts largely because he has given much thought to the merchandising of radio, by trained salesmen. He conducts his sales department on a somewhat different basis than many stores.

#### Three Types of Salesmen

Three distinct types of salesmen are hired by the Wille concern and the plan has proven very successful, he added. There is the regular full-time salesman, who is employed on a salary and commission, the part-time salesman, who devotes only a part of his time to the selling of radios for the Wille concern and another class of salesmen, who work on commission.

The regular salesmen for the Wille concern have their own prospect lists, and from these and others picked up from those who come into the store to make inquiries, do nicely in twelve months time. Straight commission salesmen must keep stepping along at a lively gait in order to make themselves a fair living and little attention is given this class of salesmen, for it depends on their own initiative just how much money they make.

The part-time salesman is original with Mr. Wille and has been responsible for the movement of a large volume of merchandise each year. These men are usually employed in an industrial plant where they come in contact

with scores of workmen. It is commonly known among the workmen that this particular man has extensive knowledge of radio, and they naturally inquire of him when radio is the issue. From the inquiries and tips from others, this part-time salesman picks up his prospects, takes them into the store after working hours, gives demonstrations and closes his own sales. It is a nice thing for the factory worker, and it adds greatly to the yearly radio volume.

#### Cost Is Kept Down

"I will say that I am well pleased with the arrangement and regard this phase of radio selling as entirely satisfactory," said Mr. Wille. "This group of salesmen can be maintained at practically no cost to the store, and in the slack season there is no need for worrying, for these men are employed otherwise, and when the season arrives are ready to renew their efforts among their fellow workers."

A music store which has the artistic arrangement and the acoustical properties of a concert hall, where it is possible to hear radio reception without the interference of noise, has been opened by the Wille Co. at Cleveland avenue and Sixth street, NW., on which Mr. Wille has taken an extended lease. Almost double the floor space of the Market street store is available in the new location.

Radio cabinets in large number are displayed on the main floor of the new store, along with talking machines and a few pianos. The greater part of the merchandise is placed on the second

floor. This has been done to maintain artistry and acoustical perfection of the large room.

#### A Radio Hall

Mr. Wille will create an innovation by the opening of a radio hall soon. This salon will be so equipped that every radio instrument can be played before it is sold so that customers may select their own instruments according to their own conception of radio reception. Opening of this department will give the Wille Co. the largest space for the retailing of radio merchandise in this section of the State.

When the Wille Co. inaugurated a radio department the only employes available for this department were boys 16 years of age, boys who tinkered with radios in their own homes, and who knew enough about them to repair their own folks' radios. There were at that time few men enough interested in radio to even think of making a livelihood from their knowledge. To-day this store boasts of a skilled force of radio technicians, all experts in their particular lines.

Almost the entire basement is given over to the radio repair department, and machinery and equipment have been installed here, making the department as efficient as it is possible to equip. Complete radio testing equipment has been installed and every set is thoroughly tested before it is sent to the home. The company's service department is equipped to repair all makes of radios and handles many sets other than those merchandised by the concern.

## W. B. Nevin Is Sales Manager for Kennedy

**Colin B. Kennedy Announces Reappointment of General Sales Manager—Has Had Wide Experience in Radio Field**

Announcement has been made by Colin B. Kennedy, president, of the Colin B. Kennedy



**William B. Nevin**

Corp., South Bend, Ind., of the reappointment of William B. Nevin as general sales manager. Old-timers in the industry will recall that Mr. Nevin was general sales and advertising manager of the same company in 1921 and 1922,

when radio broadcasting was in its infancy.

Mr. Nevin states that the Kennedy merchandising program for the coming season is destined to be one of the most extensive in the history of the industry. He is surrounding himself with a corps of assistants and salesmen from among the most capable and most experienced in the industry, to assure the success of the extensive sales promotional plans he is putting into effect.

Mr. Nevin has an enviable reputation in the trade for the originality, quality and quantity of his ideas, which in the majority of cases have proven eminently successful and will undoubtedly go far in taking care of the large scale production which will come from the new eight-acre Kennedy plant in South Bend, Ind.

The company plans a production of 150,000 sets during the coming season, and will merchandise them exclusively through distributors located in important centers throughout the United States.

## Edison Fellowship Established

An Edison Fellowship for Research has been established by the General Electric Co. in honor of Thomas A. Edison and in commemoration of the fiftieth anniversary of Mr. Edison's invention of the incandescent lamp. The Edison Fellowship will give the holder facilities for a year's scientific research. It will be presented to a selected candidate who is fitted by adequate training in science, and whose aptitude for research has been indicated by his previous original scientific work.

# A Few Reasons Why the New

# UTAH

## Electro Dynamics are Superior Speakers

### Cone

Made of finest linen paper—conex treated. Not subject to moisture or to temperature changes. Corrugated to preserve symmetry and to give that rigidity which is absolutely necessary.



### Voice Coil

Mounted to cone by positive mechanical process that assures perfect alignment of cone and corollary parts. This insures freedom of movement for vibration.



### Transformer

Transformer is properly designed and accurately made, using highest grade silicon steel. Built into frame and balanced with other parts in perfect coordination to give maximum performance with entire musical range.



### Rectifier

Rectifier is Westinghouse full wave high voltage type—the finest obtainable. Eliminates step-down transformers; operates on 25-60 cycles, its contribution to the performance of Utah Stadium Speaker is important.



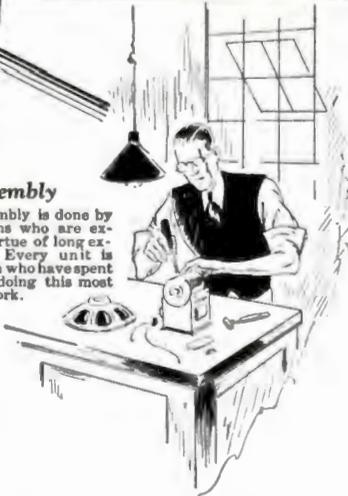
### Frame

The skeleton frame is made of pressed steel and is ribbed to give permanent rigidity. Field coil and case housing (pot) is drawn steel. This design and construction unexcelled.



### Assembly

The assembly is done by technicians who are experts by virtue of long experience. Every unit is tested by men who have spent many years doing this most important work.



### NEW UTAH STADIUM

Model 66-A 110 A. C. . . . List, \$45.00

Model 76-D 110-120 D. C. List, \$35.00

THE above and other features are incorporated in the Utah Large Stadium Dynamic, Utah Balanced Shielded Dynamic, Utah Balanced Power Inductor Speakers. Nothing has been left undone, no operation has been spared

to give Utah a definite superlative value. That is why Utahs are better speakers.

**UTAH RADIO PRODUCTS CO.**  
1737 South Michigan Ave. Chicago, Ill.

# MERCHANDISING



# IDEAS

TESTED • PRACTICAL • PROFITABLE

## *Cashing in on the Visits of Recording Artists—Profits from Old-Time Records—Makes 'Em Save to Buy—Sell the Public Your Slogan—Better Signs*

THERE is nothing new in stimulating business by having a recording artist make a personal appearance at your store, but dealers are sometimes prone to overlook the most obvious methods of bringing in customers. In their numerous appearances on the vaudeville stage or at the big movie houses throughout the country, hundreds upon hundreds of recording artists visit countless cities and towns, and the great majority are usually willing and ready to co-operate with the dealer who is selling their records. Take advantage of this willingness and have the artist autograph the records he has recorded during a certain period of the day. Advertise the event widely, give it every possible publicity and you will be surprised at the number of customers who will visit your store to see the artist and to purchase a record with his or her signature on it. During the past couple of months, Rudy Vallee has made two visits to the record section of Stern Bros. department store, New York City, and on both occasions has for more than an hour autographed records made by himself and his orchestra. Miss B. B. Steele, manager of the department, was enthusiastic over the sales resulting, and stated that on neither occasion was the staff able to keep up with the demand for Vallee's discs. While it is true that at the present time this popular young orchestra leader is enjoying an almost unprecedented vogue, the same desire to meet the celebrities of the stage and radio exists in all localities. On the occasion of the next visit of a recording star to your vicinity, take advantage of the theatre's billing and invite him to visit your store for an hour or so to meet his public.

\$

EVEN before radio reached the popularity it now enjoys, talking machine records of "old-time" songs were big sellers in many sections of the country, and since this type of song has been included in programs of all of the leading broadcasting stations throughout the country the demand for "old-time" selections in recorded form has grown tremendously. The dealer who, believing that he has a full knowledge of the likes and dislikes of his clientele, overlooks these old-time records, is neglecting the path to sure profits. The Ward-Brodt Music Co. of Madison, Wis., is among those firms which have reaped considerable profits from taking the sales possibilities of "old-time" tunes and which reports that with the advent of radio the demand steadily increased. This store reports that the following enjoy a consistently popular demand: "Allah's Holiday," "Dear Old Southland," "Limehouse Blues," "Some of

for the different numbers may differ according to localities, but the fact remains that when orchestras such as Paul Whiteman's and B. A. Rolfe's and others of similar reputation include these songs on programs which are sent over all sections of the country on nation-wide hook-ups, they are certain to create a demand which the dealer can transmute into sales.

\$

AN interesting and highly successful time-payment plan was recently inaugurated by W. L. Doss, Majestic dealer in Colorado, a small town in Texas. When he encounters a prospect who wishes to purchase a receiver but does not feel in a position to do so at the moment he encourages him to "lend him a small monthly sum, on which he pays 4 per cent interest. When one-third of the price of the radio has been received, the sum is credited on a Majestic sale to the man who has been "lending" the money, and the set is delivered, reports "The Microphone" house organ of the Radio Equipment Co. of Texas. If it is found that the payments cannot be continued, the money is refunded, less the interest.

\$

THE use of the motion picture screen for advertising the products of the radio-music is not a recent development but has been tried and proven a successful medium. Usually, however, the notice merely consists of a brief mention of the product or products, together with the name and address of the dealer's store. Troy C. Keith, Majestic dealer of Richardson, Tex., has improved on that in his ad which he sponsors in local movie houses, says "The Microphone." It reads:

"Majestic Radio  
M-ighty Monarch of the Air,  
A-ll Electric—8-tubes,  
J-oins the World with You,  
E-very One Endorses It 100 per cent,  
S-uper Dynamic Speaker,  
T-roy C. Keith, Dealer,  
I-nvites You to See and Hear It,  
C-all No. 29 for Home Demonstration."

In this short announcement Mr. Keith gives a description of the receiver, his name and address and invites all readers to request a home demonstration, giving his telephone number.

\$

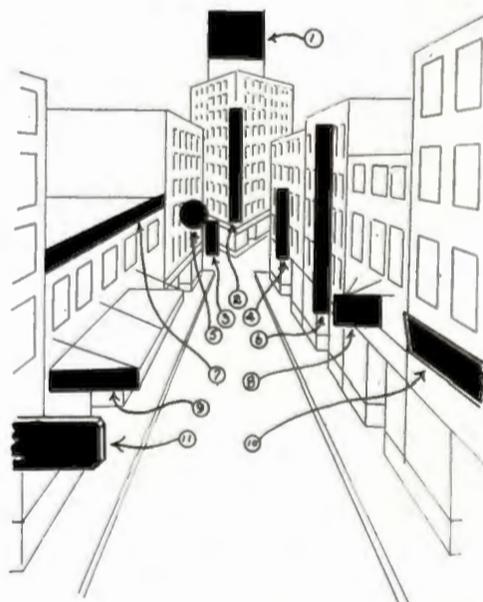
ANYTHING that the dealer can do to make it easier for the customer to buy is, of course, a desirable practice, meaning, as it does, extra sales and a building of good will. The Chubb-Steinberg Music Shop, one of the leading retail music houses of Ohio, is following a policy to this end and is advertising that those

These Days," "Ida," "Whispering," "Avalon," "Poor Butterfly," "Weary Blues," "Bugle Call Rad," "Eccentric," "Nobody's Sweetheart," "Japanese Sandman," "Margie," "Panama" and "Original Dixieland." The demand

who desire a talking machine record in a hurry may order it by telephone, without extra expense. "If you hear it on the air or hear it at the theatre," says one advertisement, "just call Main 3125 and the record will be hurried to you at once, anywhere in the city, C. O. D. or charged to your account."

\$

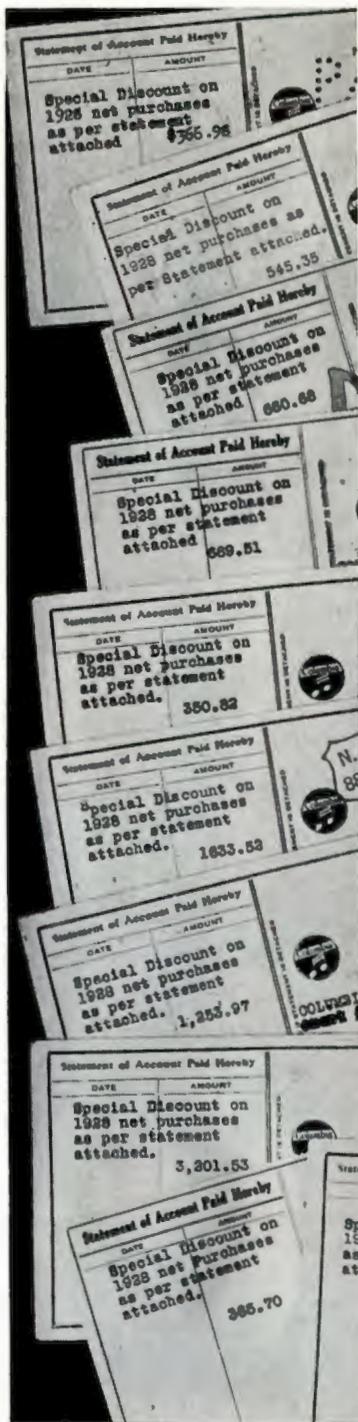
WHAT size, shape or form should a display sign of the radio-music dealer take in order to attract the greatest attention, and where should it be placed to secure the best results? There are a number of factors which enter into consideration before the final decision is made, but the accompanying sketch covers the ground for all ordinary purposes. In instances where the dealer wants to present a message to the entire community a sign placed



### When to Use Various Types of Signs

as is No. 1 is excellent. Sign No. 2 is effective where the store is so located that the sign may have a "straight-on" position and be seen for several blocks; a store on the corner catches traffic from two directions, and hence a sign such as No. 3 has very little competition and usually works well. The store further from the corner must use a larger sign if it would attract attention of people passing the street intersection; Signs Nos. 4 and 6 are good examples. Competition may often be met by using a sign of unusual design as Sign No. 5 herewith. A sign placed along the top edge of a building, such as No. 7, or flat against the building over the display window, as No. 10, is good if it contains vivid colors or if action is included. A vivid sign placed on the edge of a canopy as in No. 9 brings real value. Where there is but little sign competition Nos. 8 and 11 can be used with excellent results.

The Concert-Trope Co., Indianapolis, Ind., has been incorporated with a capital stock of 15,000 shares of no par value common and \$50,000 preferred to make radio and reproducing musical instruments. C. H. Bauer, Wendell P. Loomis, C. A. Albrecht, George Watts and C. O. Gooding are the incorporators.



**PAID**

**TO THE ORDER**

**OF YOU**

●

*Extra Dollars*  
for giving  
**Columbia**  
an  
*Extra Boost!*



**G**LANCE over the batch of checks reproduced above, gentlemen, and don't miss the size of the figures—they're important enough to think about mighty seriously.

These checks are samples of the hundreds we sent out this March to Columbia dealers.

They were extra dollars paid to Columbia dealers for the extra effort they put behind the Columbia line in 1928—bonuses made possible by one of the most liberal sales policies ever inaugurated to give Columbia dealers a bigger share of the gate receipts.

You're probably familiar with that policy. But if you aren't, then ask for full particulars.

Some of this year's bonus checks are shown above. Look them over again. Worth going after, aren't they?

If you push Columbia *all the year round* your rebate check is pretty likely to have some husky numerals on it.

And every good lick you get in *now* boosts the total!

**Columbia PHONOGRAPH COMPANY, New York, N. Y.**

# And here is one way in which COLUMBIA dealers are . . .

**TURNER RADIO SHOP**  
316 PINE JAMESTOWN, N. J.  
PHONE 2460

**UNIVERSAL MUSIC**  
PHILADELPHIA

**MACABEE PIANO COMPANY, INC.**  
Columbia Phonographs and <sup>NEW</sup> Records  
Pianos and Players  
Kolster Radios  
TWO EAST SEVENTH STREET  
WILMINGTON, DELAWARE  
March 22, 1929

Mr. J. J. Doherty, Manager,  
Columbia Phonograph Company,  
40 W. 6th St., Phila., Pa.

Dear Mr. Doherty:

Just a few lines to let you know we have placed a separate Columbia Kolster speaker over our transom and we are using Columbia records.

The results, as you have probably noted from our purchases, have been extremely gratifying. Our Columbia record business has always been good, but we have noticed many new faces since we began to use this wonderful instrument.

The Columbia Kolster Viva-tonal electric, is in a class by itself - another evidence of Columbia's continued leadership in the manufacture of quality products.

Very truly yours,  
*Ben J. M. Macabee*  
Pres.

TH/C

**MAIN MUSIC CO.**  
"First with Latest"  
ORTHOPHONIC VICTROLAS  
ATWATER

**WHOLESALE MUSICAL MDS.**  
PHONE CANAL 8128

**WILMINGTON MUSIC HOUSE**  
Wholesale Musical Mds.

2640 GERMANTOWN AVE.

Mr. J. J. Doherty  
Columbia Phonograph Company  
40 W. 6th St.  
Phila., Pa.

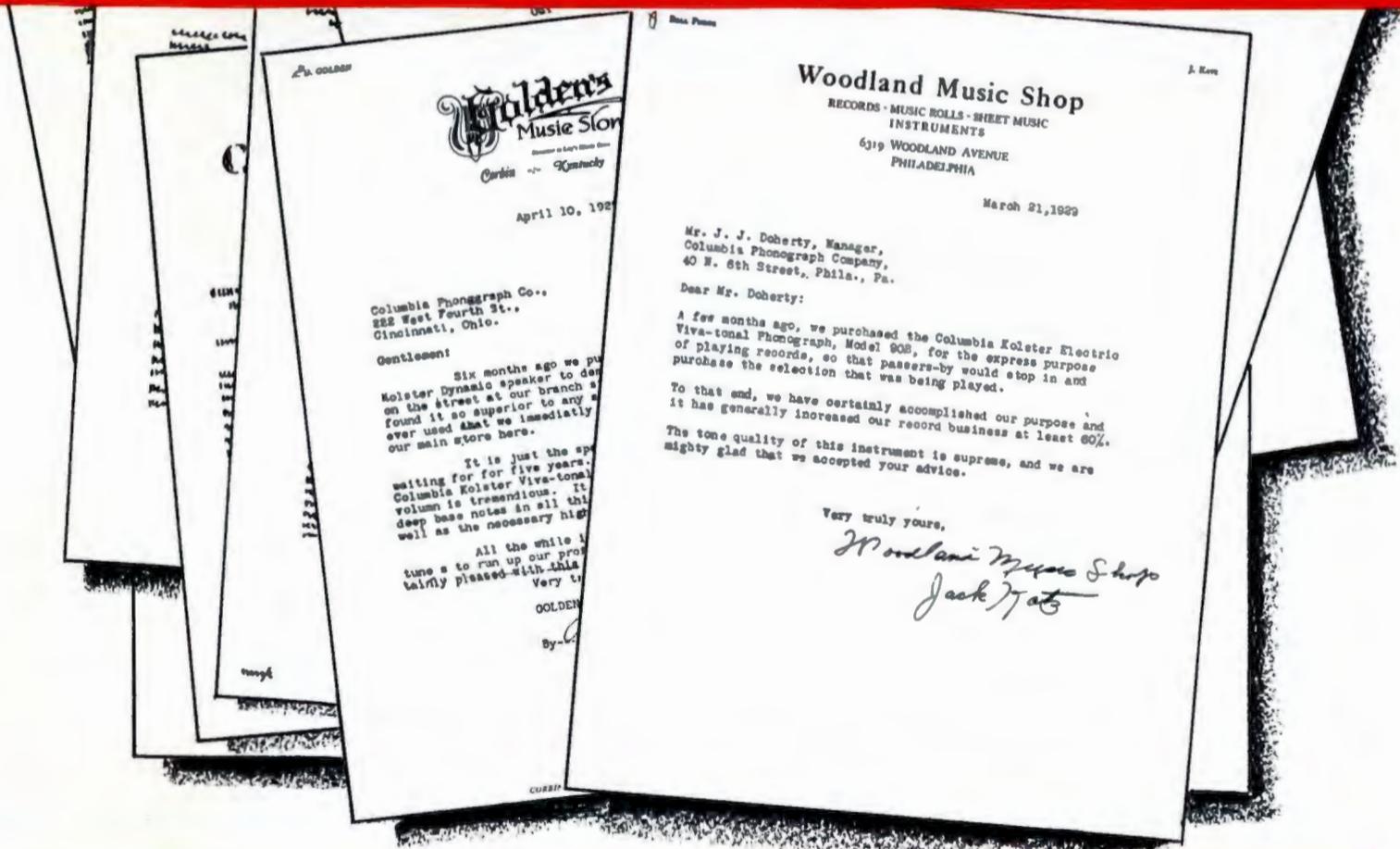
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**SO . . . . . SEE YOUR DISTRIBUTOR ABOUT THE**

16-2



# BOOSTING THEIR BONUS CHECKS



**COLUMBIA FRANCHISE . . . and let it boost your sales, too!**

16-3

# They're going to want the NEW COLUMBIA RADIOGRAPH

*... and the price isn't big enough to talk them out of it!*



**I**F EVER we predicted a bright and busy future, we predict it now for the new Columbia Radiograph—and for Columbia dealers!

In case you missed the news and statistics—the Radiograph is an electric pick-up phonograph reduced to 14 pounds. It plugs right into a radio set and reproduces phonograph records through the radio speaker—it makes a radio set a combination electric reproducing phonograph and radio.

At the Chicago show, where the Radiograph was put through its paces, every jobber and dealer who saw it and heard it was enthusiastic about it. "That will go *big!*" they said—and those men who are out on the firing-line can pick a winner!

*It's going to be great gunning!*

The market for this instrument is not only huge—it's wide open! Every customer to whom you—or any other dealer—has sold a radio set, is a ready and willing prospect for the Radiograph! For it's pretty hard *not* to



buy an instrument that takes up no more room than a house-cat—that costs only \$55—and that makes any radio set a full-fledged electric phonograph at the turn of a switch!

And that's just what the Radiograph does! It connects to any radio set, whether it uses battery or A. C. electric power. If the radio set is equipped with a phonograph jack, a plug or connecting cable may be inserted on the jack. These are supplied as part of the instrument. On radio sets that are not equipped with a phonograph jack, the radio-phonograph link, included in the equipment, is used.

The Radiograph is small, but it's stout. It has a special constant-speed electric motor

—especially built to live long. And it carries the improved Columbia electric pick-up with a volume control right on the motor board—you can hush the Radiograph down to a whisper, or make it loud enough to be heard in the next block!

Just hear what the Radiograph *does*—at the price it costs—and you'll agree with us that here is an instrument with all the earmarks of a best seller! Get your order to your distributor—now!

**COLUMBIA PHONOGRAPH COMPANY**  
*New York*

*Canada:*  
Columbia Phonograph Company, Ltd., Toronto

16-4

## Complete Stock—Ability to Sell —Advertising—Factors in Success

George A. Scoville, Stromberg-Carlson Vice-President, Explains the Central Thought in Connection With the Company's Merchandising Policy of Direct Selling

**T**HE central thought in connection with the Stromberg-Carlson merchandising policy is that the dealer must make money handling the Stromberg-Carlson line. In accordance with this idea the company at the outset adopted the plan of direct selling. For in this way it is possible for company representatives to be in closest possible touch with the merchant, the better to carry out this cardinal principle of policy; namely, that the dealer must not only buy but be able to sell Stromberg-Carlson receivers.

It is not enough, according to Stromberg-Carlson's principle of merchandising, for a dealer to make an initial purchase and let the goods move off his floor if they will, merely by force of the demand created through the company's national advertising in magazines, in newspapers and by broadcasting. On the contrary, our representative gives thoughtful cooperation with the dealer in devising the best methods for him to use in order to keep the stock moving rapidly. Every dealer's salesman is instructed in the fine points of selling Stromberg-Carlson apparatus. The vital selling features of each receiver and speaker are explained. Methods of display, local advertising, how to secure good mailing lists, etc., are suggested—and the goods move.

We have found, too, that a proper stocking of the line by a dealer is very essential in keeping up a volume of sales. For it is an axiom in merchandising that there must be enough of a manufacturer's goods available to give a customer the opportunity of choice and to convey an impression of the importance of the line through its very extent. And we have found that a substantial investment by a dealer in Stromberg-Carlson merchandise calls forth from that dealer selling effort commensurate with the importance of that investment, resulting in his success and profit in the line. Proper stocking of the line is so vital that it has become a merchandising principle with us. The receivers, too, must also be properly displayed and easy of access.

Again, since the corner-stone of our merchandising ideas is that a dealer must sell the goods and make money on the Stromberg-Carlson line, we hold that he should properly advertise; for advertising is one of the most powerful aids to selling. In connection with a dealer's advertising—whether in newspapers, billboards, telephone directory or direct by mail—we have found that the contact of our representatives is of great assistance to the dealer in enabling him to present the merchandise effectively. And it is an integral part of our policy to share the expense of local advertising with the dealer, to the common advantage.

Furthermore, each national advertisement carries a direct tie-up to the dealer. It is made easy for a prospect to fulfill his desire created by the advertising—to see and hear a Stromberg-Carlson receiver. The advertising is not spasmodic nor does it over-estimate the goods to be sold; exaggerated statements are not made; the receivers deliver more than the advertising claims. In building a permanent business for the dealer this policy is extremely valuable.

It is part of our plan to prevent over-crowding, through a careful zoning of authorized dealers. When application for a franchise is received, a careful survey is made. If the territory desired can be better served through the addition of another outlet—without cutting into the sales of authorized dealers already there—then and then only—other factors being favorable, is the franchise granted.

Another feature of Stromberg-Carlson policy which is of far-reaching importance to a dealer is that there shall not be over-production of Stromberg-Carlson merchandise—with the attendant necessity of a dealer putting on cut-rate sales, carrying over of obsolete models in quantity, or the sudden depreciation of a deal-



George A. Scoville

er's radio set investment. Since the entry of Stromberg-Carlson into the radio field five years ago, consumer prices of Stromberg-Carlson receivers have been stable.

Perhaps not exactly a merchandising policy, although closely related to it, is that the company has considered it of prime importance to be licensed under the widest possible range of patents in the radio industry. This gives complete freedom of manufacturing and enables it to keep abreast of developments. It also guards the dealer against threats of damage for selling goods alleged to infringe patents.

Finally, the entire Stromberg-Carlson merchandising plan, as it relates to dealers, revolves around the Stromberg-Carlson franchise, which is granted only to merchants who are interested in maintaining its provisions. The regard in which this franchise is held and the fact that comparison of the listings of Stromberg-Carlson dealers to-day with those of four or five years ago show startlingly few changes, is ample evidence that a Stromberg-Carlson dealership is profitable.

### Talking Machine and Radio Patents

Winding Device for Talking Machines. Horace Leopold Tucker Buckle, Iver Heath, England, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,713,022.

Phonograph Recording and Reproducing. Lloyd Espenschied, Queens Village, N. Y., assignor to the American Tel. & Tel. Co., New York. Patent No. 1,713,039.

Automatic Starting and Stopping Device for Phonographs. John R. Nock and Kiriakos Prodis, Brooklyn, N. Y. Patent No. 1,713,141.

Sound Amplifier. John N. Anderson, Chicago, Ill. Patent No. 1,715,181.

Graphophone. William D. Douglas, Asheville, N. C. Patent No. 1,715,412.

Automatic Control for Phonographs. Jack Potter Stockton, Spring Lake, N. J. Patent No. 1,715,873.

Sound Reproducing Apparatus. Robert S. Blair, Sound Beach and Burling D. Wells, Danbury, Conn. Patent No. 1,717,087.

Loud Speaker. Carl L. Farrand, Forest Hills, N. Y., Ernest Ross, East Orange, N. J. and Paul F. Godley, Upper Montclair, N. J., said Ross and Godley assignors to Farrand Mfg. Co., Inc., Long Island City, N. Y. Patent No. 1,712,759.

Radio Indicator. Charles F. Nehrke, New York, N. Y. Patent No. 1,713,001.

Duplex Loud Speaker. Delmar A. Whitson, Los Angeles, Cal., assignor to the Magnavox Co., Oakland, Cal. Patent No. 1,713,205.

Cone Type Loud Speaker. Frederick C. Barton, Schenectady, N. Y., assignor to the General Electric Co., New York, N. Y. Patent No. 1,713,210.

Radio Ground. Karl L. Stahl, Little Rock, Ark. Patent No. 1,713,721.

Radio Support Panel. Ernest G. Danielson, San Francisco, Cal. Patent No. 1,713,951.

Radio Receiving Circuit. Alexander J. Forbes, Oakland, Cal. Patent No. 1,714,014.

Radio Frequency Set. James C. Snell, Oak Park, Ill., assignor to Premier Electric Co., Chicago, Ill. Patent No. 1,714,326.

Radio Horn. Daniel Kirk, Glen Cove, N. Y. Patent No. 1,714,510.

Loud Speaker. Sherm J. Offerle, Warren, Pa. Patent No. 1,715,305.

Lead-in for Radio Apparatus. Joseph A. Rosstron, Cambridge, Mass. Patent No. 1,715,952.

Radio Receiving System. Frederick A. Kolster, Palo Alto, Cal., assignor to Federal Telephone Co., San Francisco, Cal. Patent No. 1,716,352.

Radio Equipment. Robert E. Appel, Springfield, Ill. Patent No. 1,716,409.

Radio Apparatus. Charles C. Blackmore, Dayton, O. Patent No. 1,716,538.

Radio Tube. Eugene A. Kuen, Cincinnati, O. Patent No. 1,716,645.

Radio Receiving System. Alfred N. Goldsmith, New York, N. Y., assignor to the General Electric Co., same place. Patent No. 1,717,201.

### Lt. Commander Schnell Joins Aero Products, Inc.

Lt. Commander F. H. Schnell, U. S. Naval Reserves, for six years traffic manager of the American Radio Relay League, and more recently with the Engineering and Research Laboratory of the Burgess Battery Co., has become chief radio engineer of Aero Products, Inc., of Chicago, specialists and manufacturers of short wave radio equipment. Commander Schnell is now working on some new developments in short wave, which will shortly be announced from the Aero Products laboratories.

### American Bosch Magneto Gets Sole Use of Name

A decision restricting to the American Bosch Magneto Corp., of Springfield, Mass., the use of the name "Bosch" in connection with magnetos or other electrical equipment was handed down recently by Justice Crain, in Supreme Court, in temporary settlement of a long legal controversy between the American Bosch Magneto Corp. and the Robert Bosch Magneto Co., of New York City, a German concern.

### New Zenith Distributor

The Zenith Radio Corp. announces the appointment of Thomas J. Northway, Inc., as Zenith distributor for Rochester, N. Y., and surrounding territory. This firm has been a successful distributor of automotive and electrical supplies for over thirty years, having been established in 1895. Thomas J. Northway is president, Charles W. Frisbie, vice-president and treasurer, and Ray M. Smith, manager of sales and the radio division.

# Measuring *the* Market



Charles S. Andrews, Author of the Census

**Charles S. Andrews, of Andrews Music House, Felt the Necessity of Learning the Music-buying Power of the Community He Served—How He Did It**

**T**HERE are a number of methods by which the radio-music dealer can obtain a knowledge of his market and its potentialities, with a house-to-house canvass, a musical census made by personal representatives or a mail census as the mediums usually used to ascertain what musical instruments are in the homes of customers and prospective customers. The first two methods offer difficulties in that they require additional help which a great number of stores feel they cannot afford. It cannot be denied, however, that the dealer who has at his finger tips a full knowledge of the musical tastes of his prospective clientele, together with a listing of the instruments they own, is in a strong position to capitalize on this information. It would seem, then, that it is to the benefit of every dealer to make an effort, through the mails or otherwise to gain this knowledge. The relation of the experience ending in a successful culmination of this policy put into effect by Charles S. Andrews, head of the Andrews Music House of Charlotte, N. C., should therefore prove interesting and instructive to all dealers.

Mr. Andrews felt the necessity of learning the music-buying power of the families in the community he serves and decided to make a detailed analysis of the use of all musical instruments by both the adult and young people in the district. What he uncovered in this musical census reveals information that every man in the radio-music business should have on his particular market.

As a result of his cleverly planned questionnaire system, Mr. Andrews reached into practically every home in the community and had returned to his offices the very definite information as to what musical instrument is most popular in the homes of that section of North Carolina. How many different instruments are there to a home? How many children are there and how many play? How many homes without a musical instrument? And considerable other correlated statistics were developed through this plan.

The Andrews Music House had as its primary purpose in this questionnaire survey to ascertain the status of the musical instrument in the homes of that section, and this is what it found

out through its remarkably effective method:

**What is the most popular instrument in your home?**

Radio .....	107
Piano .....	58
Talking Machine .....	41
Violin .....	3
Guitar .....	1

**If you had to dispose of all instruments but one which would you retain?**

Piano .....	91
Radio .....	84
Talking Machine .....	26
Violin .....	5
Harmonica .....	1

**Which of the following instruments do you have in your home?**

Radio .....	163
Piano .....	153
Talking Machine .....	159
Violin .....	43
Banjo .....	20
Saxophone .....	3
Guitar .....	25
Orchestra Bells .....	1
Cornet .....	7
Cello .....	2
Trombone .....	3
Clarinet .....	5
Ukulele .....	5
Flute .....	1
Mandolin .....	2
Organ .....	2
No instrument .....	11

**How many children under 16—1.19 per home in 141 homes, or 57 per cent.**

**How many play an instrument—.64 per home in 102 homes, or 41 per cent.**

Through the Andrews survey it was established that among the homes reporting, only 11 or less than 8 per cent had no musical instruments of any kind. If this proportion can be accepted as holding good for the entire population of Charlotte and vicinity, which was 46,338 according to the last Federal census, then there would be only 3,707 homes in the district without some kind of musical instrument. Even granting that Mr. Andrews picked the cream of the population, and that there might be a large section of the community not so well supplied, the showing is an interesting one and indicates that musical interest in the section is alive and worth cultivating.

Radio proved to be the most popular instrument in the census, 107 reporting as against 58 in favor of the piano, and 41 for the talking machine. But in answer to the question which instrument would you prefer to keep if you had to dispose of all but one, 91 voted for the piano, with 84 in favor of the radio, and 26 for the talking machine. The harmonica polled one vote, and the violin 3.

The census covering the number of musical instruments in homes showed 163 radios, 159 talking machines and 153 pianos.

All in all, this Andrews plan has proved itself to be a most successful method for taking retail market measurements. Seldom do retail institutions in the music trade carry out such a scientific survey of the musical potentialities of a

community. The plan is simple, yet exceedingly thorough and effective, and can be made to produce the desired information in practically any community.

Taking the approximate population of Charlotte and its surrounding districts as 46,338, Mr. Andrews developed first of all a substantial mailing list, aimed to reach the majority of homes in the section.

His next step was to send out a post card asking for certain information on the general subject of The Musical Instrument in the Home. Nothing appeared on this card to indicate that it came from any commercial source—and in this respect Mr. Andrews observed a very important factor that is so vital to the success of any questionnaire canvass.

Each card sent out from the Andrews store was identified with a key number, recorded at the offices, so that when the card was returned it was an easy matter to ascertain the name and address of the sender. In this way the Andrews organization has an intimate analysis of the musical instrument equipment as well as the preferences of every member of all families where a card was sent in.

It is needless to say that with this accumulation of vital information the sales organization of the Andrews store will immediately inaugurate an intensive selling campaign, one erected on the foundation established by this census.

A personal letter was sent to each home and with it was enclosed one of the census cards, asking for specific information. This letter was sent out in the name of an individual, hence it was disrobed of any commercial flavor. It read as follows:

"My dear Mr. Jones:

"You can be of material assistance to me in giving me the benefit of your experience.

"There has been much discussion of late as to the value of music in the home—the relative importance, for instance, of the radio, the talking machine, the piano and other musical instruments.

"You will help me by checking the enclosed postal questionnaire—it will take but a minute of your time and yet the information a select group of other representative people can give me will be of material assistance in gathering this information.

"Don't bother signing your name, just check the questions asked and mail as soon as possible.

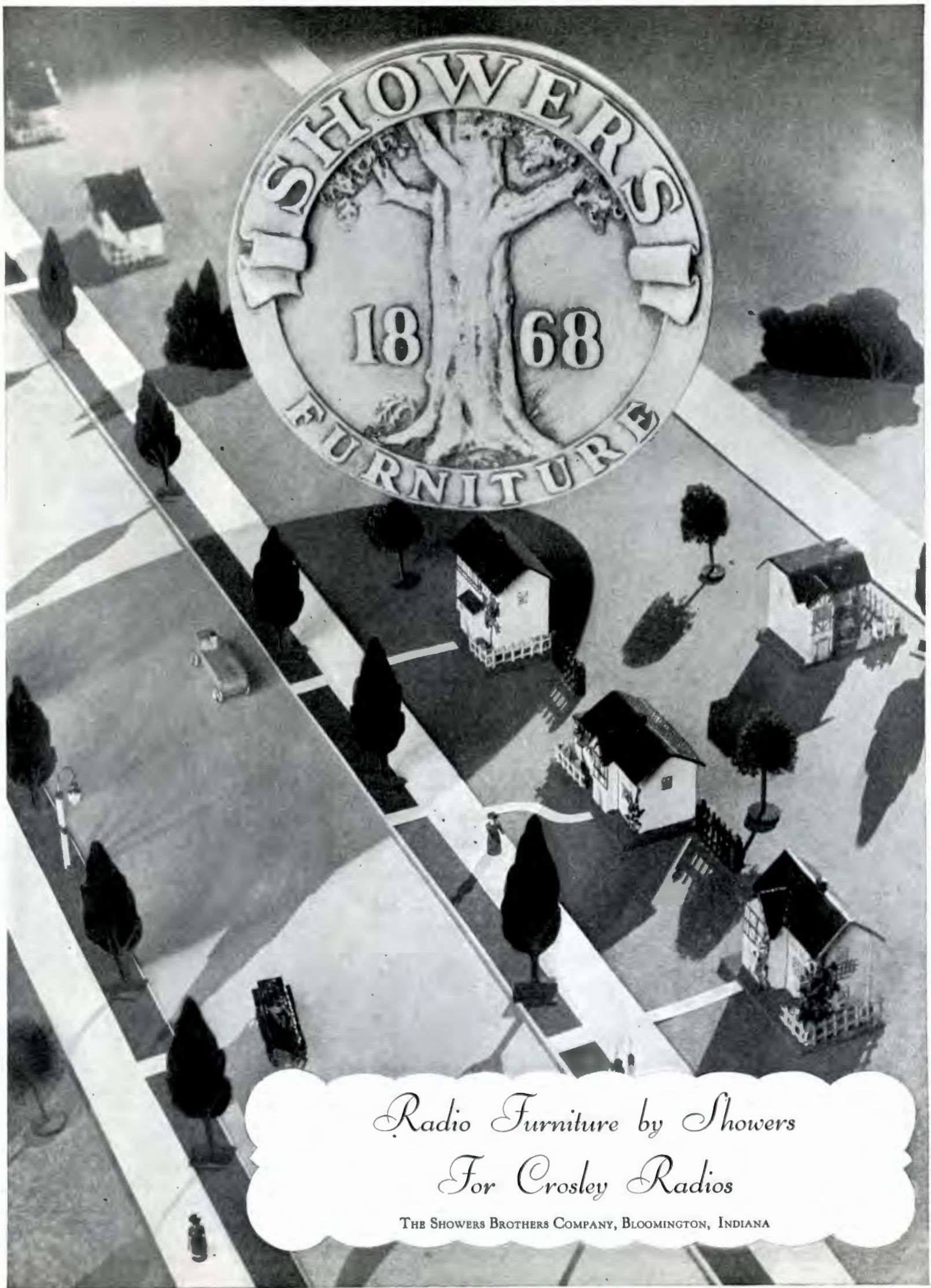
"I'd be glad to be of service to you any time—in any way that I possibly can."

Each card was given a key number and listed at the mailing headquarters, so that every returned card was easily identified.

Mr. Andrews reports that there was a 35 per cent return of these cards, coming from the most substantial homes of the community.

## New Gold Seal Directors

David Graham, of the New York Trust Co., and James L. Ryan, vice-president of the Rudolph Wurlitzer Co., have been elected to the board of directors of the Gold Seal Electrical Co., Inc.



*Radio Furniture by Showers  
For Crosley Radios*

THE SHOWERS BROTHERS COMPANY, BLOOMINGTON, INDIANA

**\$55**

without tubes,  
legs, or speaker  
(with legs \$60)  
Dynacone  
Speaker \$18

Here is Radio's supreme value!—the new Crosley Model 31. Panels in beautiful walnut finish. Moderne decorative motif in silver effect. Available without legs, as a table set, or with legs as illustrated. Seven tubes, including rectifier. Full Neutrodyne circuit. Mershon condenser. Illuminated dial. Full A. C. operation. Amazing power, selectivity, sensitivity. And, with the Crosley Dynacone power speaker, marvelous tone. Model 21 incorporates a Screen Grid storage battery chassis in same case as Model 31, at \$49.



# The at

**NOTE:** Model 41 (same as Model 31, but larger) is an eight tube set including two power tubes and rectifier. Full Neutrodyne circuit. \$70 as a table model. Legs \$5 extra. Model 61, direct current, \$85. Model 41-S, containing Screen Grid Unitrad Set; described on opposite page, \$85.



The new Crosley Model 42 (below), console radio in rich walnut. Eight tubes, two power tubes and rectifier. Mershon condenser. Genuine Neutrodyne circuit. Full A. C. operation. The new Crosley Dynacoil. Model 42-S, containing Screen Grid Unitrad Set, \$140. Model 62, using 110-volt direct current, **\$125** without tubes



**\$150**

without tubes

The new Crosley Model 82 (above). Console of exquisite matched wood. Full A. C. operation. Eight tubes including rectifier, and new U X 245 power output tubes, giving new richness and fullness of tone. With the new Crosley Dynacoil, a true moving-coil dynamic speaker. Model 82-S, containing Screen Grid Unitrad Set, described on opposite page, \$160. Model 83, direct current, \$155.

**NOTE:** Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher on all models

**\$99.50**

without tubes

The new Crosley Model 32 (above). Beautifully finished in two-tone walnut veneer. A. C. operation. Genuine Neutrodyne circuit. Mershon condenser. Eight tubes, two power tubes and rectifier. Includes the improved new Model F Dynacone Speaker. Model 22, incorporates a Screen Grid storage battery chassis in the same cabinet as Model 32, at \$88.50.



# *finest in Radio new LOW prices*

**N**OT just one new feature. Not just one improvement. But a whole new line of superb models that establishes new standards of radio performance, beauty—and VALUE!

The new Crosley was the outstanding hit of the Chicago Radio Show. Never before have dealers received a new line of Radio with such enthusiasm!

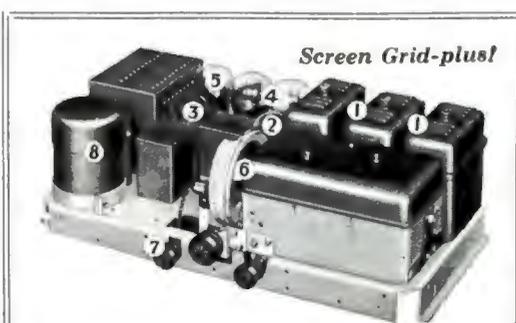
## *Screen Grid, of Course!*

Naturally, Screen Grid is a feature of the new Crosley Radio. Only one of the many features offered you in several splendid models at amazingly low prices.

You know how Crosley, years ago, brought radio prices down to the level of the average pocket-book.

You know, too, how Crosley concentrated on simplification, straight-line mass production. Only such a plant could hold consistently to the policy: *fine radio for all, at the lowest cost of all.*

The new Crosley line is the supreme achievement of that policy. Note the prices of the models shown here. Compare



THE NEW CROSLY UNITRAD  
(shown here without front panel)

Radio engineers have pronounced it the finest radio receiving unit ever produced—bar none. It utilizes:

- (1) THREE 224 Screen Grid RF tubes, each with its coil completely housed in a double compartment shield with removable lid.
- (2) One 227 heater-type power detector tube.
- (3) One 227 heater-type first audio tube, resistance coupled.
- (4) Two 245 push-pull audio frequency power output tubes.
- (5) One 280 rectifier tube.
- (6) A completely shielded gang condenser having an illuminated DRUM dial with cable drive.
- (7) A triple carbon type volume control regulating simultaneously the screen grid voltage, control grid voltage, and antenna pick-up.
- (8) Mershon condenser.

You know what that circuit means!

*Its volume and tone quality are amazing. Its fidelity, sensibility, and selectivity are the best ever measured in the Crosley laboratories.*

As Model 40-S, the Crosley Unitrad (without tubes) is only \$80.00! In this form it may be used as a table model, in bookshelves, etc. It may be installed in almost any kind of new stock cabinet you may desire, or in old type cabinets replacing obsolete receiving units.

The Crosley Unitrad is also utilized in Models 41-S, 42-S, and 82-S.

them with others. Check values dollar for dollar.

## *See, Hear, the Final Evidence!*

Then see these beautiful models yourself! Distinctive beauty no other radio can give. Exclusive designs. Genuine walnut veneer. Exquisite matched-wood effect. Quality to the last detail!

Listen to these new Crosley models! Note the deep, rich tone of the Dynacone and Dynacoil Speakers. Test each model for selectivity, volume, power, distance. Then—once more—compare prices. And consider the amazing opportunity these new Crosley models offer the Dealer.

Don't let this opportunity pass YOU! Visit the nearest Crosley distributor—now. He will show you the models that are revising all public ideas of radio performance and radio beauty—at the lowest prices in radio history. Or write the Crosley Radio Corporation for full information.

The Crosley Radio Corporation  
Powel Crosley, Jr., Pres.  
Cincinnati, Ohio  
Home of WLW

You're there with a

# CROSLY

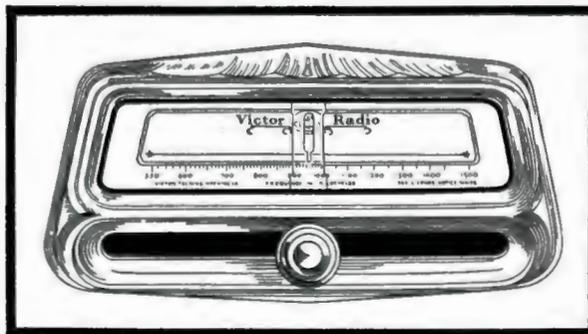


# RADIO

**H**ERE is the radio, and the only radio, backed by more than thirty years of matchless experience and undisputed leadership in sound reproduction. Victor-Radio is the product of the most painstaking and specialized craftsmanship. It is the first and only micro-synchronous radio.

Victor-Radio and Victor-Radio with Electrola were designed and created without consideration of future selling price. There was just one idea in mind: to build the finest instruments that could be built.

VICTOR FULL-VISION,  
SUPER-AUTOMATIC STATION SELECTOR:  
All stations plainly and permanently visible  
. . . just slide the knob to right or left—  
you have the station you want!



**VICTOR TALKING MACHINE DIVISION**  
CAMDEN,

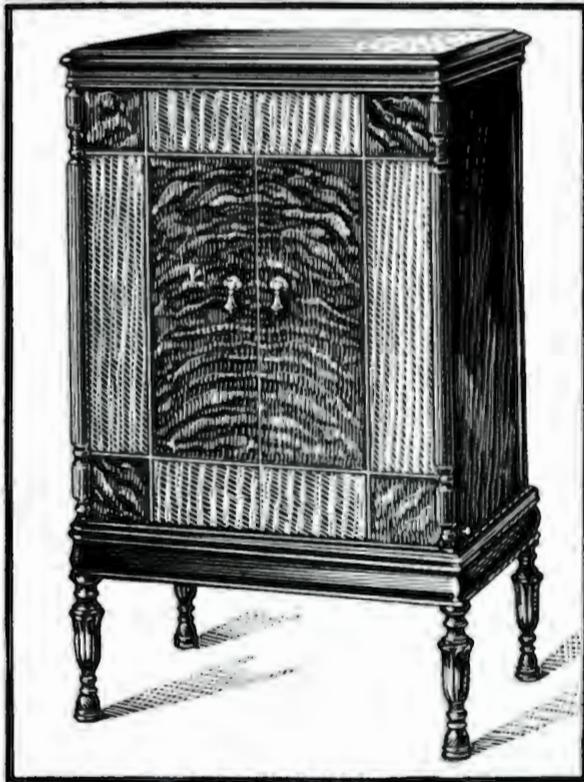
# BY VICTOR



**VICTOR-  
RADIO CONSOLE**  
List Price **\$155**  
*Less Radiotrons*



**VICTOR-  
RADIO-ELECTROLA**  
List Price **\$275**  
*Less Radiotrons*



**RADIO-VICTOR CORPORATION OF AMERICA**  
NEW JERSEY, U. S. A.

## Kennedy Director Compares Automotive and the Radio Industries

Col. George M. Studebaker, Internationally Known Industrialist, Sees Many Similarities in Two Industries—Close Alliance Seen From Many Standpoints

THESE is a close alliance between the automobile and radio industries from engineering, production and sales standpoints, according to Col. Geo. M. Studebaker, South Bend, Ind., internationally known industrialist, a director of the Colin B. Kennedy Corp., South Bend, manufacturer of Kennedy Royal radio receivers and apparatus.

Col. Studebaker, as a pioneer of modern production methods in the automotive field, is a firm believer in the theory that the size of an industry depends to a great extent upon the manufacturing methods to which it is put as a means of lowering costs to the ultimate purchaser.

"In looking over the radio industry from the standpoint of an active participant in it, I note many similarities comparable to automobile manufacturing," said Col. Studebaker in a recent interview regarding radio's progress.

"Keen competition exists in radio manufacturing as it does in the automotive industry with the result that ways and means of increasing production and lowering costs, without lessening the quality of the product, must be constantly sought for, found and placed in operation by manufacturers who would be leaders in their respective fields.

"A production product in comparison with what is known as a hand-made product is a difference of dollars and cents; a difference between the reaching of a limited market and a market composed of the masses.

"The point of saturation in the radio field is not in sight, radio to my mind being in the

same position in this respect as the automobile industry fifteen years ago. Even with the tremendous growth of the radio industry in the past five years only one-third of the homes in



Col. George M. Studebaker

the country have radio, and less than one-fifth have modern apparatus.

"Automobiles appealed to the popular mind through their fulfilling a transportation need and affording facilities for pleasure. Radio reaches the popular fancy to even a greater extent not only from the educational and entertainment facilities derived from it, but also from the viewpoint of its appeal to the imagination. In looking back over the years and compar-

ing the methods used in the production of an automobile and those utilized in the manufacture of a finished radio set, I am forcefully reminded of their great similarity.

"Standardization is the keynote of both industries. Procedure in developing the finished product is much the same. Beginning with design, the process of designing circuits and parts, manufacturing and assembling the same, testing, in short, all the steps dealing with inspection and the infinite number of operations necessary before the product is marketed to the consumer are those of the automotive manufacturing adapted to radio.

"The great radio company of to-day puts its product through 'road tests' as stringent as any ever devised by an automobile manufacturer before placing its product in production.

"Radio sets are tested in metropolitan areas for selectivity under the most trying conditions. Tested for distance-getting ability in sparsely settled regions where broadcasting stations are few and far between, and where, in order to receive desired programs, it is necessary for the radio to reach out over vast distances and bring them in.

"As in the automotive field, committees are formed to supervise and pass upon these tests. These committees, composed of leading engineers, salesmen, distributors, and retail dealers, work constantly to attain and increase the standard of perfection."

### Lauter Co. Adds Edison Line

P. J. Burns, manager of the Edison Distributing Corp., Orange branch, recently completed arrangements with J. M. Cameron, president of the Lauter Piano Co., for the featuring of the Edison radio line in their retail stores located in Newark, Paterson, Passaic, Hackensack, Jersey City, Bayonne, Union City (all in New Jersey) and in Easton, Pa. This important retail concern is planning an aggressive drive in the interest of the line.

# Just the Right Combination

## for the Victor Dealer—

*Victor Radio and a 25-Year-Old Jobber that is Exclusively "Wholesale"*



THE RECENT CELEBRATION OF OUR TWENTY-FIFTH OR

## Silver Anniversary

served to emphasize the strength of this organization and our ability to offer Victor Retailers an unusual form of merchandising cooperation.



Radio Electrola No. 45  
List Price \$275  
Less Radiotrons

STANDARD TALKING MACHINE CO., Pittsburgh, Pa.

# The Duophonic

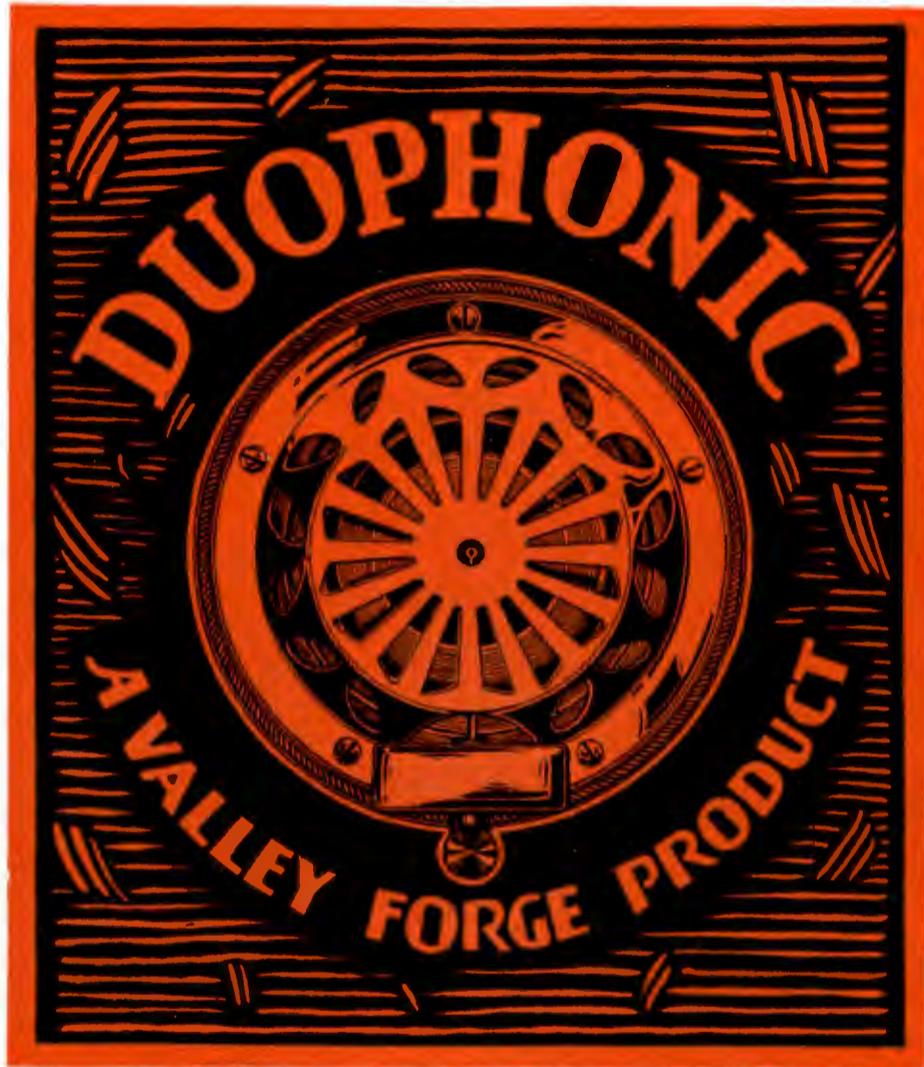
**B**EING one of the accomplishments of the Valley Forge organization, DUOPHONIC naturally had to be a product of high superiority to obtain the recognition it has thus far received thruout the world, and while this is boastful, facts, nevertheless, remain facts.

Known internationally and selling in huge quantities daily, DUOPHONIC is a just reward to those who labored over it long and patiently, in an endeavor to make it perfect, and we are doubly compensated by the encouragement we receive constantly from our good

friends, who know it to be a fact.

To those who are not as yet acquainted with this most attractive reproducer, which is rich and mellow in tone and exceptionally deep in volume, we suggest that no time be lost in securing samples with our full guarantee that nothing less than lasting pleasure and satisfaction will be the result.

It is good to reach a goal, and we feel that we have done this, when we mastered the intricacies in the manufacture of DUOPHONIC and made it the truly wonderful reproducer it is.



*Manufacturers of Repair Parts, Tone Arms, Reproducers, Main Springs, etc., in the Valley Forge Factory at Murray and Austin Streets, Newark, N. J.*



**J.A.FISCHER COMPANY**

*Incorporated*

393 Seventh Avenue New York City



# YOU MAY PROFITABLY



The ROTROLA plays records right through your present radio, with tone and volume equal to that of larger and much more expensive electrically amplified musical instruments.

## **Allen-Hough ~~Carryola~~ Co.**

Executive Offices 279 Walker St. Milwaukee Wis.  
New York Office 225 W. 34<sup>th</sup> St.  Factories Racine Milwaukee New York

*World's Largest Makers of*

24-2

# Keep Your Radio Organization Intact---this Summer!

## The NEW ROTROLA

Thousands of Dealers and Jobbers enjoyed a demonstration of the Rotrola at the R. M. A. Trade Show. They saw in it a tremendous new opportunity for summer sales . . . opportunity to keep their organization intact even during the hot months . . . for every radio customer on your books today actually needs the Rotrola. For quick sales, it's a mere matter of using the telephone and having your sales or service man call to demonstrate it!

The Rotrola is equipped with the famous Rotor electric motor, and the Webster Electric Pick-up (or any other standard pick-up if you so desire). The case is finished in

rich Fabrikoid—trimmings are bronze—it has eye appeal—sales appeal—and is suited to harmonize with furnishings in the finest home.

Summer sales and profits are yours with the Rotrola—the list price of only \$45.00 makes selling easy for all dealers in the radio-music field. Just look over your books and see the large number of Rotrola prospects you have among the customers who have bought radio sets from you in the past year—then don't wait a minute—write at once for complete details and the name of your nearest Jobber. Interested Distributors—please wire for sample and details!

### The ROTOR MOTOR

"Sensationally different!" they said . . . manufacturers, jobbers, dealers—



who saw the Rotor at the R. M. A. show. What's more, this little (1¼ inches thick) 60 cycle A. C. synchronous motor has come to revolutionize the entire combination business. It is priced so favorably that manufacturers can now afford to make every radio a combination . . . to equip every phonograph electrically.

Absolute simplicity of operation—just one moving part—no gears—no governor—no brushes—nothing to service! Turns the table exactly 80 times every minute regardless of voltage fluctuations. Starts and stops at the mere touch of a finger. We absolutely guarantee its efficiency . . . so step out today, with confidence, ahead of competition . . . there's a sample of the Rotor and details awaiting your request!



*Portable Musical Instruments*

29-3

# SENSATIONS of



## THE NEW UNITED PICK-UP

This excellent new Pick-Up is priced right . . . built right . . . and naturally was hailed with enthusiasm by all attending the R.M.A. Trade Show.

It comes to you as the final development of our engineers—with probably the finest background of actual experience behind any product of its kind—the original United Pick-Up was among the very first, if not the first Pick-up ever offered to the trade.

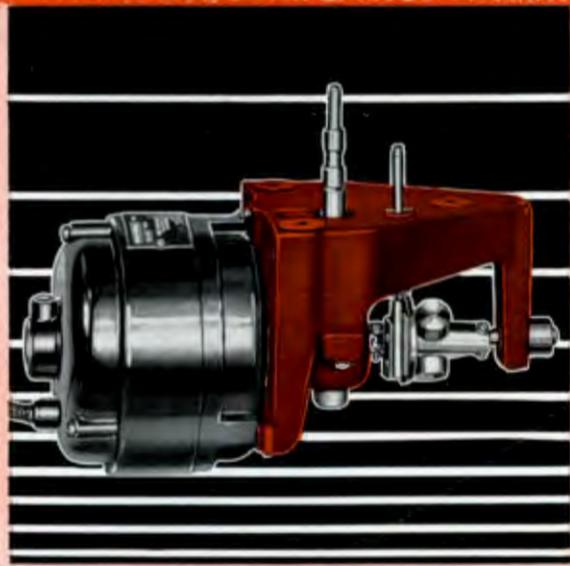
The new United Pick-Up is *super-magnetized* . . . gives you marvelous tone quality with volume which is full and round. Its *built-in United* quality is your guarantee of lasting continuous performance.

Make your own tests . . . send for a sample today . . . let us give you details—for this Pick-Up is priced right to bring you volume business—NOW!

## A FINE POWERFUL A. C. UNITED ELECTRIC MOTOR

The United Electric is an *all purpose* motor, designed specially for the music trade . . . it is powerful—fine and sturdy—and we *guarantee* its perfect performance under all conditions . . . masterful A. C. induction type . . . equipped complete with speed regulator, turntable and all accessories. Ready to be mounted on *any* motor-board . . . or if you desire, supplied on motor-board with the new United Pick-Up also mounted complete. This most powerful of A. C. electric motors is attractively priced . . . send now for sample and complete details!

The United line of phonograph motors is absolutely complete . . . the standard of value for the industry.



# UNITED



PHONOGRAPH DIVISION

## UNITED AIR CLEANER COMPANY

9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

24-4

# The R.M.A. Show

Hundreds of dealers saw it—hundreds heard it—hundreds ordered shipments immediately . . . for Sentinel Radio was the outstanding line at the R.M.A. Show! Excellent ultra modern radio, *sensibly priced* . . . produced by veteran engineers right here in our own plant! *Every important part* of Sentinel Radio is *manufactured right in this factory!* Note carefully the descriptions—ask about our exclusive Pitch Control . . . and take your profit now—wire or write for samples . . . here is *ultra modern radio* priced right for *your volume business*. Action today will bring tomorrow's profit—send now for samples and details!

As marvelous a radio as you could hope to get at any figure—priced sensibly low to give you *volume business!* Nine tubes using 227 tubes, two 245 tubes in push-pull . . . and equipped with famous Quam Dynamic Speaker. The cabinet is of two-tone 5-ply walnut, with beautiful maple overlay . . . an ideal adornment for any home! You'll want details and samples today!



A modern new *screen grid* radio of distinguished design—equipped with the famous Quam Dynamic Speaker. This distinctive cabinet is of 5-ply walnut in two-tone with attractive maple overlay. Sturdy—modern in every detail—and at this price, it is miles ahead of all competition!

MODEL 444  
**\$89.50**  
List Price



MODEL 666  
**\$99.50**  
List Price

You will also want to write at once for a sample of the Sentinel Model 666-C . . . the ideal combination radio-phonograph . . . equipped with the new United Pick-Up—United Electric Motor—and radio with cabinet similar to Model 666 . . . it lists at just \$149.50—the first complete combination offered which is priced to bring volume sales! Hear it! See it!

ALL PRICES ARE SLIGHTLY HIGHER  
COLORADO AND WEST

# SENTINEL



SENTINEL MANUFACTURING COMPANY  
9715 COTTAGE GROVE AVENUE, CHICAGO, ILL. Division of United Air Cleaner Company

24-5

# Nation Wide Factory- *Revolutionizes Radio*

This gigantic organization with many huge manufacturing plants is showing the retail trade how to make more money out of radio cabinets. Probably the largest production of its kind in America guarantees low manufacturing costs. Elimination of extra costs due to jobbers' profits, shipping, storing and re-selling cuts prices to absolute rock bottom. For 1929 buy direct from the factory! Save money! And make more money!

*Salesmen—Valuable  
Territory Still  
Available*

**\$16<sup>50</sup>**  
F.O.B.  
York, Pa.



"GENERAL" MODEL No. 101—(Above)—An astounding value—42" H x 25½" W x 15½" D; Oriental and Burl Walnut veneers; double frame top, 5-ply front; solid mouldings, turned legs; beautiful finish; unique grille; set compartment 10¾" by 24" by 14". Space for dial controls 12½".

**\$20<sup>50</sup>**  
F.O.B. York, Pa.



"GENERAL" MODEL No. 103—(Right)—Unequaled value at its price—same dimensions as No. 101; beautiful matched walnut veneers; unique type doors give same appearance open or closed; set compartment dimensions 10¾" x 24" x 12½"; space for dial controls 12½".



## WOOD CABINET

*T. J. Molloy, Pres.*

196 Lexington Avenue, New York.

# to-Dealer Organization *Cabinet Values...!*

When you buy direct you enjoy these practical advantages—*First*, lower prices; *Second*, larger assortment of models; *Third*, the very latest ideas in designs; *Fourth*, prices NET to you (you make your own resale prices and determine your own MARGIN of profit); *Fifth*, the responsible backing of one of the largest RADIO CABINET organizations in the country! Write for catalogue showing other profitable numbers.

*These cabinets can be ordered to fit any standard make radio. When ordering please specify the make of set you wish to install.*



**\$16.50**  
F.O.B.  
Hanover, Pa.



**\$19.50**  
F.O.B.  
Hanover, Pa.

"GENERAL" MODEL No. 302—(Above)—Modernistic!—in maple veneers with center panel in striped African Walnut veneers. Nothing like it on the market at this price! Overall dimensions 46½" by 27¼" by 15¼"; set compartment 11" by 25¼" by 14"; space for dial controls 12¼".

"GENERAL" MODEL No. 301—(Left)—Compare this model with any cabinet selling within this price range! Semi-highboy design; striped walnut front with heavy rope moulding and burl walnut center panel. Dimensions 46¼" by 27½" by 15½". Set compartment 11" by 24½" by 14"; space for dial controls 12½".



# CORPORATION

T. J. Molloy, Pres.

196 Lexington Avenue, New York



Bosch Radio Table Model 48 contains perfectly shielded chassis with seven tubes, three of which are the new Screen-Grid amplifier type, housed in handsome table cabinet of richly grained walnut veneers with sliding doors. Price, less tubes.....\$119.50

# SCREEN-GRID BOSCH RADIO

Bosch Radio Combination Receiver and Speaker Console embodies Screen-Grid quality radio in an inexpensive combination. Chosen woods and veneers with rich carving make effective console. It has Bosch Dynamic type speaker. Price, less tubes...\$168.50

New in radio engineering and new in cabinet artistry, the 1929-1930 Screen-Grid Bosch Radio offers a new and greater retailing opportunity.

New Bosch Radio De Luxe Console is truly the last word in radio—uses seven tubes, three are the new Screen-Grid type, two are large new audio amplifiers arranged in push-pull. Cabinet has tall sliding doors concealing both dial panel and dynamic type speaker. Finish is antique in Old English line with walnut veneers. Price, less tubes.....\$240.00

Model 48 is completely and correctly engineered to the new Screen-Grid, four element tubes, three are used; there are also two amplifiers arranged in push-pull, a power detector and a full wave rectifier—seven tubes in all.

The reputation of Bosch for mechanical and electrical superiority is splendidly upheld by the new Bosch Radio and it is priced right for volume business.

The Bosch Dealer franchise is, as always, based on a fair and square merchandising policy with a flexibility of inventory investment that will interest you.

Bosch factory to dealer cooperation and the great volume of Bosch advertising will push sales for active dealers. Write for Bosch Selling Plans if you want to be included in them this season.

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.

AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, MASS.

BRANCHES: NEW YORK DETROIT CHICAGO SAN FRANCISCO

BOSCH RADIO TUBES ADD A NEW QUALITY OF PERFORMANCE TO ANY RADIO RECEIVER



249

# Portable Phonographs to the Front

*Increased advertising appropriations by the manufacturers of the portable type phonograph have reduced the sales resistance to this instrument to a minimum, states S. Kronberg, Plaza Music Co. Secretary*

In the June issue of "Sound Facts" published by the Plaza Music Co., New York City, S. Kronberg, secretary of the company, presents an interesting article captioned "Portable Phonographs to the Front" in which he states that sales resistance as regards this type of instrument will be at a minimum because of the increased advertising being done by manufacturers and he also points out that aside from the profits made in the initial sale of the portable, a greater volume of record and needle business follows automatically. In part Mr. Kronberg says:

Increased production of portable phonographs by the leading manufacturers will be accompanied by extensive advertising campaigns directed to both the public and the dealer. This will emphasize the popular priced models retailing from \$15 to \$30.

The great impetus that will be given to the sale of portables, because of the additional publicity that will be given this product, is bound to still further increase the demand for this type of phonograph. This should be good news for every dealer who is handling the line. Sales resistance will be reduced to an absolute minimum and correspondingly the demand will reach a maximum.

It is quite easy to understand that the more portables that are sold, the greater the volume of business that will be developed on records, needles and other accessories. People who have not thought of buying records for years past, because they had no interest in using their old style phonograph, will now become regular patrons for records and will buy the new music each month as it is released.

Furthermore, records do not last long when carried about in portable machines, so that they will have to be replaced at comparatively short intervals, still further increasing the sale of records.

Every dealer will welcome the change from the old style expensive phonograph to the up-

to-date popular priced portable. In practically all instances, the latter can be sold for cash, eliminating the expense, inconvenience and dissatisfaction resulting from instalment buying. Portables are popular priced and as such can be sold for cash. Besides the turnover is much quicker. Because of the hard usage it receives the portable wears out rapidly and the owner soon becomes a prospect for a new machine. The low retail price makes this easy. The old cabinet phonograph, once established in the home, became a permanent fixture and the dealer's turnover was very small.

The dealer and the public will both benefit

## J. S. MacDonald Is Feted by Associates

Recording Director of Columbia Phonograph Co. Honor Guest at "Bon Voyage" Dinner—Columbia Artists Entertain

On June 3, Keene's Old English Chop House, New York City, was the scene of a Bon Voyage dinner and entertainment given to J. S. MacDonald, recording director of the Columbia Phonograph Co., by a group of his associates.

Mr. MacDonald's itinerary abroad includes France, Switzerland and the most interesting portions of the Continent.

Besides many of his co-workers, there were present at the dinner a number of the brighter lights of the music composing and publishing world including Saul and Ben Bornstein, Walter Donaldson, Mose Gumble, Jack Yellen, Ed Christe, Joe Davis, Jack Bregman, Cliff Odons, Henry Spitzer, and Dan Winkler.

The merriment was ably handled by such well-known stage and recording stars as Ruth Etting, Eddie Walters, Charles W. Hamp, Ethel Waters, and Mary Dixon—all exclusive Columbia artists. Among the other mirth-provokers

from the increased activity on the part of manufacturers in producing portables. Keener competition among them is resulting in more attractive products, in new technical improvements, such as built-in tone chambers and new type tone arms and reproducers. These factors result in greater eye value and in greater ear value; the former through attractive features, the latter through improved tone quality.

The future of the portable is extremely bright. It has put new life into the phonograph industry, so that a dealer handling a high quality line may look forward to getting substantial business and making a handsome profit.

were Mamie Smith, one of the first "blues" singers, and Fatima and Cleopatra. Rube Bloom, composer and pianist, served capably on the keyboard—and "a good time was had by all!" Mr. MacDonald sailed on the "De Grasse" of the French Line and will return on the "Tuscania."

## To Preserve "Town Crier"

The mail recently brought a gratifying surprise to the editors of the Town Crier, RCA's house organ for the trade, with the receipt of a letter from the Graphic Arts Library of Los Angeles notifying them that the Town Crier had been selected for permanent filing in the archives, as a distinction of its merit. An extra copy of this monthly publication was also requested for table circulation. E. C. Carlson, assistant advertising manager in charge of sales promotion for RCA is the editor, and Henry T. Carey is managing editor of this publication which is distributed to retailers throughout the country.

The purpose of the Graphic Arts Library is to preserve "colorful, classic specimens of magazines, books, papers and articles worthy of retention."



## The New Peerless Indestructible Record Album for Cabinets

Flat-Opening  
Enduring  
Beautiful

With or without hand-tooled decorations on back—blending harmoniously with the finest of machines.

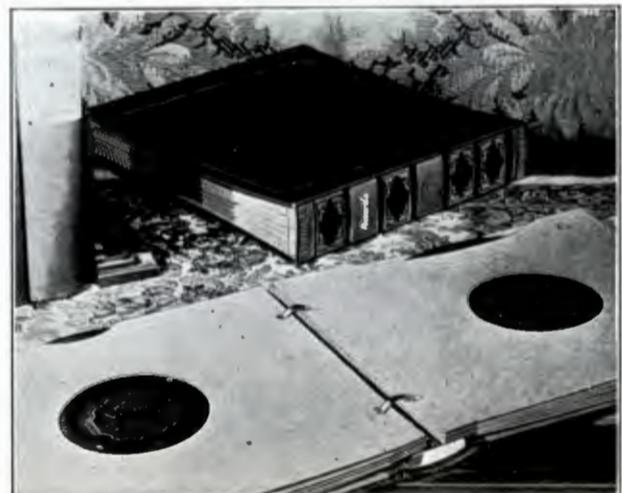
**PEERLESS ALBUM CO.**

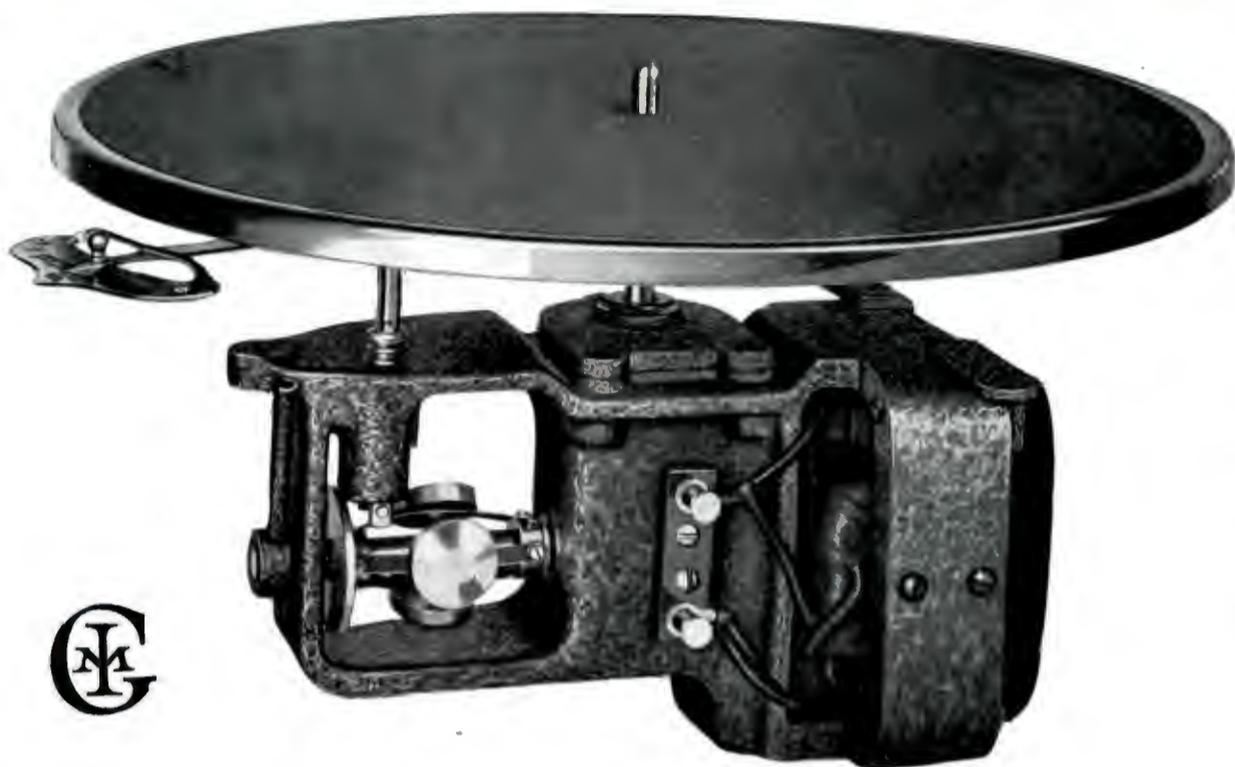
PHIL RAVIS, President

62-70 West 14th St.

New York, N. Y.

(See Our Other Ad on Page 32c)





*The New*  
**BLACK  
FLYER**

**Super Electric  
Phonograph  
Motor. Oper-  
ates on stand-  
ard 110 volts  
A.C. 60 cycles.  
Supplied fully  
equipped.**

*Responsibly  
Guaranteed*

# Powered to



**T**O the manufacturer of radio-phonograph combinations, cabinet phonographs or portables—one or all—General Industries Motors by every rule and test insure the most perfect power.

Built by one of the oldest makers of phonograph motors. A manufacturer successfully and continuously supplying the phonograph industry and trade for over fifteen years, with a production record of more than 5,000,000 quality motors. A manufacturer at the same time and for over a quarter century engaged with like success in making light electrical apparatus.

Exacting laboratory trials strikingly reveal the indispensable value of this background of successful experience and exceptional mechanical ability.

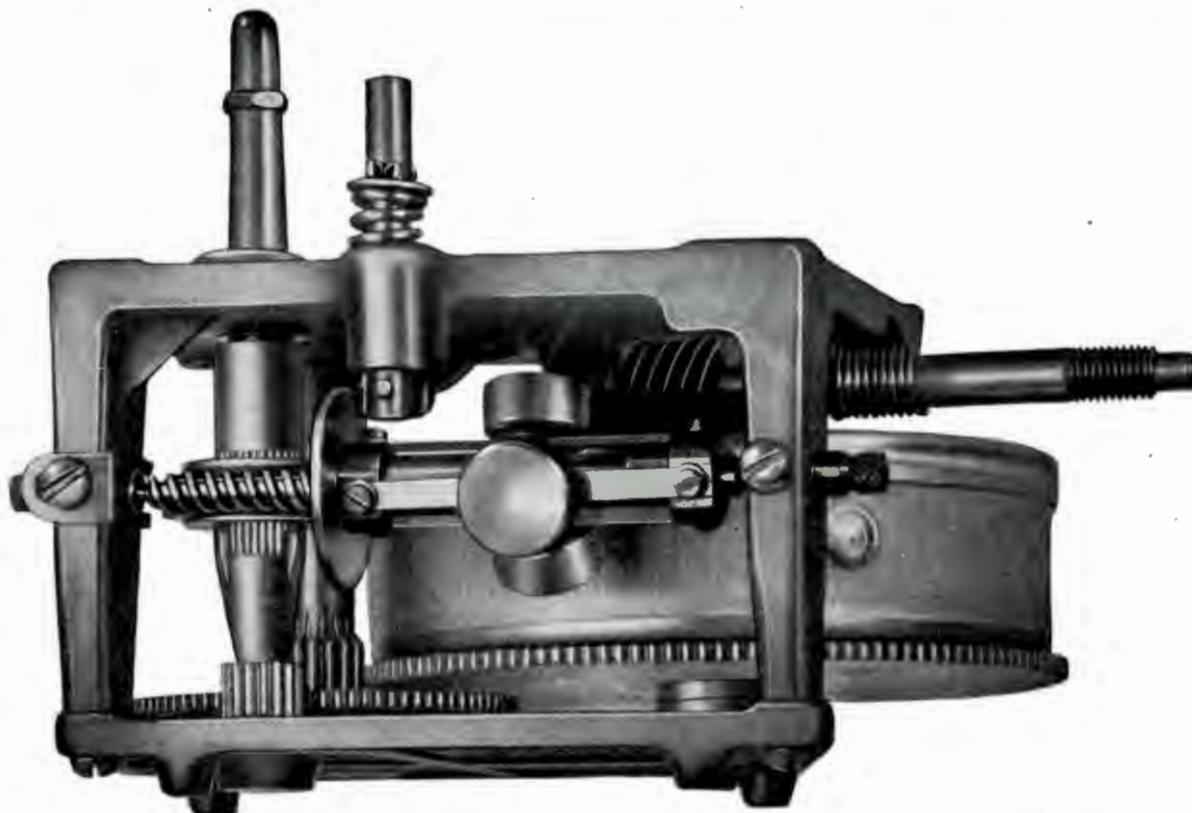
*The* **GENERAL**

**2912 Taylor Street,**

*The New*  
**MASTER  
FLYER**

**Spring Motor for  
Portable Phono-  
graphs. Playing  
three complete  
10-inch selec-  
tions from one  
winding.**

*Responsibly  
Guaranteed*



# Perfection



Combinations and cabinet phonographs, from the finest to the simplest, when equipped with the new Black Flyer Super Electric invariably play every test selection with absolute fidelity of time. Starting the largest and heaviest records instantly, with complete pick-up in two revolutions. Maintaining precisely accurate speed and absolute silence, regardless of constantly changing loads and voltage variations.

In its class the famous Master Flyer Spring Motor gives similarly faultless performance. Perfection of power for all standard portables. For Juniors, the Master Junior.

Order samples and make your examination and tests now, for complete assurance of superior performance and dependability.



# INDUSTRIES CO.

**Elyria, Ohio**

★ ★ ★ THERE'S A NEW STAR

ABSOLUTELY UNDISTORTED, SMOOTH, MUSICALLY PERFECTED RADIO RECEPTION!

# EVEREADY IS BUILDING

## OFFERING EVER-SATISFYING

YOU ARE a business man, not an experimenter.

It is unreasonable, therefore, for anyone to expect you to convert your store into an experimental laboratory.

*Eveready Offers You Receivers That Have Been Tested in the Field and Give Predetermined Perfection of Performance*

You are a salesman, not a sales-investigator. Don't be induced to try out receivers of unknown and unproved sales-possibilities.

*Eveready Offers You Receivers Whose Salability Has Been Proved Beyond a Shadow of a Doubt*

The Series 30 Eveready Receivers met with exceptional enthusiasm. Their performance was beyond criticism. As furniture they have won acceptance on sight. There is a definite and pronounced trend to Eveready. Independent observers are picking Eveready as the 1929-30 leader.

The Eveready Franchise, which is allotted on a business basis, is today exceedingly valuable, and will increase in profit tremendously with the years.

We invite your most searching inquiries.

EVEREADY RECEIVERS are first designed by Eveready Engineers, then tested and retested in the laboratory, then tried in the field, before they are offered the trade. Thus you are protected against the grief that results from pushing out new models overnight.

Eveready Performance must be and IS SAFEGUARDED. Following the remarkable Series 30 comes Series 40, using 245 power tubes in push-pull, raising the undistorted power output to theatrical levels.

Cabinets in the Series 40 line are identical with those of Series 30. Among other things, this means that Series 30, the production of which has been entirely sold, is *not* *obsoleted*. Eveready protects the trade! Outside of the use of the 245 tube, the Series 40 chassis has only minor improvements in chassis details.

Watch for SCREEN GRID ANNOUNCEMENT—Next Month!



**\$215** Model 43, a larger and more luxurious console, in walnut finish with decorative carvings. Same all-electric chassis as Model 42. All cabinet designs are exclusive with Eveready.  
List \$215 without tubes



**\$50** Eveready Speaker, Model 6. A sensitive and powerful dynamic, accurately matched with the Eveready Radio Set for the utmost fidelity.  
List \$50



**\$115** Model 31, table type. Cabinet in rich walnut finish with contrasting carved grill. Same radio chassis as the consoles. Will operate either dynamic or magnetic speaker.  
List \$115 without tubes

**EVEREADY**  
TRADE MARK REGISTERED  
**RADIO RECEIVERS**

IN THE RADIO SKY ★ ★ ★

DESIGNED . . . MANUFACTURED . . . SERVICED . . . GUARANTEED BY EVEREADY!

# SOLIDLY FOR PERMANENCE

## EVEREADY PERFORMANCE

1. Made by Eveready in an Eveready factory.
2. Shipped to you complete including speaker and cabinet, assembled in a single unit. Nothing to buy or add but the tubes.
3. Popularly priced.
4. Backed by years of laboratory experiment and research — a finished product.
5. Performance second to none.
6. **GUARANTEED BY THE MANUFACTURER FOR ONE FULL YEAR AGAINST DEFECTIVE MATERIALS AND WORKMANSHIP.**
7. Time-payment plan to assist dealer and customer.
8. Production will be ample but limited. No distress merchandise.
9. Careful analysis of trading areas apportions dealerships and quotas on

an exact, just, equitable and profitable basis.

10. Merchandising plan is backed by extensive newspaper advertising carrying dealers' names.
11. We assist individual dealers in cooperative newspaper advertising.
12. Through past years the trade has learned that pleasant and profitable business is always done in Eveready products.
13. To the public the mere name Eveready is a great guarantee of reliable merchandise.
14. Fully licensed by RCA and RFL — We utilize and are protected by the strongest and best patents.
15. Dealers now have a unique opportunity to secure a radio set franchise of tremendous present and future value—the Eveready.



**\$180**

Model 42 console, in a cabinet of rich walnut finish that fits in any decorative scheme whatever. Dynamic speaker built in. Chassis has eight tubes, including rectifier.

List \$180 without tubes



**\$230** Model 44, a de luxe console in the grand manner, for the most luxurious homes. Will harmonize with any background. Walnut finish in rich grain, with delicate carvings. A triumph of craftsmanship. List \$230 without tubes

### To those who MEAN BUSINESS

NO REAL business man is interested in a circus, here today and gone tomorrow. Nor does he want to play a game in which he is liable to be tagged IT just before all the other players drop dead. Eveready does not consider radio as either a circus or a game. It is a business. Eveready wants dealers who are business men first, foremost and all the time. If you are a business man, in the radio business to stay, as we are, then we can prove to you on a sound business basis that Eveready Receivers and the Eveready Franchise offer you an exceptional opportunity to make a permanent and ever-increasingly profitable connection.

## NATIONAL CARBON COMPANY, INC.

New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation

Licensed under patents and applications of RCA and RFL

# The "Good Old Days" and Now

H. C. Grubbs, Vice-President of Victor Division of Radio-Victor Corp., Makes Comparison at Salt Lake City Trade Convention

WHEN I was first asked if I would come to Salt Lake City my immediate impulse was to beg off, on the very substantial grounds that we were about to launch our new Victor Radio Products—about to start a great merchandising campaign. Then it occurred to me that you folks here in the West had a great organization, worthy of the best efforts of any manufacturer to get better acquainted with. My brief contact with you has more than justified that opinion.

I have heard much and often about some period in recent merchandising history when sales grew on bushes, so to speak, and the customers walked in and demanded what they wanted. I have heard lamentations for this golden age, and complaint of the present . . . which always ended up with the regretful assertion, "It's not like it was in the good old days." This has happened so often that recently I began to wonder just what there was in the "good old days" that makes them seem, in retrospect, so rosy to the music merchant. Let's see. Those were the days when wealth was by no means as generally distributed as it is now. People didn't have so much money, and so many people didn't have it. Those were the days when you bought your groceries from an open box or bag or barrel . . . if the store-keeper exerted himself to the extent of disturbing his chat with his cronies, or his little nap in the shade of the awning. Those were the days when transportation was by no means as well developed as now. When automobiles were an unusual, rather than an ordinary possession of the middle-class family. When telephones, while by no means exceptional, were not an essential part of the home, as they are now. When a nickel bought a long cigar or trolley ride. When there was no radio, no electric refrigeration, oil-burning furnaces; when movies weren't the common and universal diversion . . . when silk stockings were luxuries of the well-to-do, instead of necessities even to the poor. When life moved more slowly, and

we took things more or less as they came.

There's a picture of the "good old days" . . . slower days . . . less interesting days . . . not so vivid, colorful, active, amazing days of progress such as we have in this year 1929.

"Nevertheless," you may say, "business was



H. C. Grubbs

better then. It wasn't so hard to sell a piano or a Victrola in the good old days."

I can't agree that business was better. And as for selling the Victrolas . . . there was no such thing. In most cases, the Victrola sold itself without a great deal of effort on the part of the dealer. People wanted it, since the talking machine was the only thing of its kind, and the Victrola almost universally was admitted the best in the field. Consequently, dealers did a steady and profitable Victrola business, and many of them, at certain periods, simply could not satisfy the demand.

Yet I cannot agree that business was better. Business isn't merely a matter of moving merchandise. Business, in a word, is providing the market with the greatest number of good and desirable products. And to-day, people are buying more, spending more, enjoying life more than ever before. That's good business.

I insist, too, that for the musical instrument dealer himself, business was never better, potentially, than now. Why? People are more than ever in the habit of spending; people are buying more luxuries and pleasures; they know more music, appreciate music more thoroughly, support it more generally, and spend more money for musical entertainment, according to government statistics, than ever before.

I won't worry you with facts and figures, but you might be interested in these three comparisons. They're interesting. It is estimated that:

In 1914—\$240,000,000 was spent for musical instruments.

In 1921—\$425,000,000 was spent for musical instruments.

But in 1928 \$932,000,000 was spent by the American public for musical instruments.

I say business is potentially better for a music dealer now than it was in "the good old days," because to-day the dealer has a vastly better product to sell, a larger market to sell it to, and a more resourceful market to pay for it. People are more musically minded—and the Victor dealer has the world's champion source of musical entertainment to offer them.

A business that endures and prospers must have a sound, economic reason for its existence. The development of a business must rely upon the extent and character of the service it renders to the public upon whom it depends for the use or consumption of its product.

Now, is there a sound, economic reason back of the music industry?

My friends, the magnitude to which the industry has grown proves that more completely than I could attempt to do. What is more fundamental; what is more basic in the economic life of a nation, or of the world, if you please, than a refined, contented, happy environment within the home?

Surely, a thing which contributes to the attractiveness and the lure of the home is a thing which is economically sound, a thing in which you and I may evidence a just pride and appreciation, and a thing which will endure. Why is it then, that dealers sometimes say musical instruments are harder to sell? Well, in many cases, the answer to that is they haven't tried to sell them! I mean "sell" as distinguished from taking an order.

There is more, and fiercer competition to-day than ever before. This is true in every merchandising field. The grocer battles the chain store . . . the department store and the specialty shop are fighting for the customer-dollar; the high-class store is trying to keep its business from going to the "cut-price" houses and the "gyms." They are all doing business, making profit, because they have realized what they were up against, and adopted their merchandising policy and activities to meet it. And I call this good business, because, though it has in isolated instances and localities, meant hardship, in the end it has developed merchandising knowledge and technique.

Who and what are the competitors of musical instruments? The first thing that comes to your mind is radio. That's wrong, as regards Victor, at least. If radio ever was a competitor, it is not so now, for Victor has eliminated the

(Continued on page 32)

## The Right Felt for Talking Machines

THE felt best adapted for this purpose is made by the AMERICAN FELT COMPANY. Talking machine manufacturers who use it continue to favor us with their patronage year after year. Their satisfaction is the result of the long-wearing qualities of our felt.

We have gained a world of experience in our many years of serving talking machine manufac-

turers. That is why we are able to offer a real service in recommending the grade of felt most advantageous for your purpose.

This experience counts when purchases of felt are to be made. The service we offer may help you choose more wisely.

Experienced felt men at our offices in Boston, New York and Chicago will be glad to discuss felts with you at any time.

BOSTON . . . . . 211 Congress Street  
NEW YORK . . . . . 114 East 13th Street  
CHICAGO . . . . . 325 South Market Street

### American Felt Company

TRADE MARK



# CHARLES W. HAMP

## THE CALIFORNIA BLUE BOY



Here is  
Hamp . . . .  
the Big City's  
Big Hit . . . .

And here are his  
Song Successes

Hamp is a  
coast-to-coast  
successful  
seller

Today's order of  
these records will  
be Tomorrow's  
profits.

41246—CHARLES W. HAMP  
GOOD NIGHT (I'LL SEE YOU IN  
THE MORNING)  
I KISS YOUR HAND, MADAME

41213—CHARLES W. HAMP  
MY KINDA LOVE  
THE SPELL OF THE  
BLUES

### SINGS

41176—CHARLES W. HAMP  
AVALON TOWN  
SITTING ON THE STAIRS  
(COUNTING THE STARS)

75c



75c

OKEH  
PHONOGRAPH  
CORPORATION



11 Union Square, West  
New York, N. Y.

## H. C. Grubbs Makes Interesting Address at Western Music Meet

(Continued from page 30)



### Nationwide ADVERTISING creates new demand for ARCTURUS TUBES

ARCTURUS Blue A-C Tubes, introduced less than a year ago, gained instantaneous popularity with radio listeners and radio dealers.

These perfected tubes act in 7 seconds, bring in programs with satisfying volume, operate with no hum, and hold the world's record for long life.

Now, with Arcturus superiority firmly established, we announce a great national newspaper campaign, using more than 185 newspapers in 164 cities.

You can profit by this powerful advertising. Write us today for all the facts about Arcturus Blue A-C tubes, and put your A-C tube trade on a better basis than ever before.

ARCTURUS RADIO TUBE CO.

competition by adopting the competitor, in the shape of Victor radio in combination instruments.

The competitors that are making musical instrument dealers hustle for their business are not the radio manufacturers and retailers. Rather, they include everything that goes into a home except food and the other bare necessities of life. How many more pianos or Victrolas would you have sold, if your prospects had not bought a new Ford, or a Frigidaire, or a No-Kol heater? How many records would sister have bought if she didn't dance out so many silk stockings?

Someone recently remarked that home life is no longer attractive to most people. I don't believe a word of it. The man who said that evidently lived in a flat in a big city. Anyway, the figures disprove it—we have in the country to-day more than 28 millions of homes. More than 19 millions are wired for electricity. Consider that for a moment. What a market that is—especially when you consider that of these more than 19 million wired homes only seven million have radio sets of any kind. Of course, this market has to be shared with the dealer in electric refrigeration those who sell electric cleaners and many other appliances. These people look upon the home with electricity as their meat. Do they sit idle and wait for business to come in? No! Positively no! They go after it—and they get it.

The pretty part of the picture is, however, that in spite of this you as a music merchant and Victor dealer sit in a strategic position, a most enviable position, in fact, for you have to offer products which produce entertainment in the home possessing the greatest amount of appeal to the millions of home makers throughout the country. Products which come first by reason of their service to and necessity in the home, products which will have priority. No, home life is not dying. To the contrary, homes are being built every month by the tens of thousands, and, ladies and gentlemen, each one is a prospect for you, for after all music is the most important single factor in any home.

#### Trend of Present-Day Merchandising

I feel that I will not be taking full advantage of this opportunity unless I touch on the subject which is uppermost in my mind at this time and to which I attach the greatest importance to us all. I have reference to the trend of present-day merchandising and what we must do to keep abreast of that trend. Necessary as they are in the general scheme of merchandising, we can no longer depend entirely upon a nice store, attractive window display or an advertisement in the daily paper to sell our goods. To be sure, these things have their important rôle, they will no longer do the whole job. Advertising can start the selling job; demonstration is the only thing that can finish it. You know what demonstration did when the Orthophonic Victrola was introduced. You know it brought business by the million within a couple of weeks. What caused that? Demonstration plus enthusiastic sales effort! Some dealers have sustained that enthusiastic sales effort, and continued that policy of demonstration—and they are not longing for the good old days. They are enjoying good times, and looking forward to better ones.

It is the fellow who has his merchandise on the ground who gets the first call. It is the demonstration in the home that counts. The public of to-day have come to expect us to bring our goods to their door. They have come to expect it because it has become a custom. It is the new way and it is the easy way from the buyer's standpoint. We cannot afford to do the ostrich act and ignore this trend if we hope

to get our share of the current purchasing dollar. I think I can best illustrate this point by reciting a few personal experiences which have come directly home to me and which have left a very definite impression.

On Christmas Eve, 1926, an automobile dealer from whom I had previously bought a car, called me on the telephone and said that he was sending one of his new cars to my house that I might drive it over the holidays. I told him that my old car was perfectly satisfactory and that I had no intention of buying a new one. He insisted, however, that he was anxious to have me try this new car during the few days at home for the holidays, that there was no obligation attached to the matter and that I would not be pressed to buy the machine. I bought that car.

It so happens that I was at that very time in the market for an Orthophonic Victrola. I had decided to buy one, but had not just found it convenient to go into the matter. The purchase of the automobile, no doubt, temporarily, at least, postponed the purchase of the Victrola.

On another occasion, a nice-appearing young man came to my home one evening and said, "Mr. Grubbs, I understand you have a little girl about seven years of age." I had and was interested. He said, "I have dropped in to inquire whether you have started her on her music. I want to send one of our Baby Grand pianos to your home for your inspection and it will no doubt help you to interest her to get her started in her musical education." I own that identical piano to-day, and again the purchase of the new Orthophonic was postponed.

My friends, that is the way merchandise is being sold to-day. That is the kind of competition we are called upon to meet. It isn't the competition within our own industry we need worry about because there is enough business in our field for all if we only get to it before the automobile man, the electric refrigerator man, and the electric cleaner man gets there and has the first call on that extra purchasing dollar.

I am not going to attempt here to tell you how to do this, because time will not permit and because different communities may require different treatment, but I do want to repeat with all the emphasis at my command—if you want to sell your instruments and records, give the public a taste of them.

### United Reproducers Sponsors Broadcasts

Vincent Lopez and His Kylectroneers started a long series of broadcasts over a network of stations connected with the National Broadcasting Co. on Thursday, July 11. The broadcasts are being sponsored by the United Reproducers Corp., manufacturer of Peerless and Courier receivers. For stations on the Pacific Coast and in Mountain States, a special musical program will be produced in the San Francisco studios of the National Broadcasting Co. and carried over a network of seven stations. Fourteen stations will carry the Lopez programs.

### Radel's Operates Three Shops

The radio-music stores at 182 Dyckman street, 991 Columbus avenue and 538 Lenox avenue, all New York City, have been transferred to a corporation operating under the name of Radel's Radio & Music Stores, Inc. Complete lines of leading makes of radio receivers and phonographs are carried.

# Wide Awake Dealers!



*This NEW musical instrument brings you more than \$500 Profit on each sale*



**Selective**  
Automatically plays any record you select!

**T**HE music trade is changing faster than any other in the world. To win you must move swiftly. Now the newest, best, quickest, most profitable seller of all . . . Mills Automatic Phonograph . . . actually brings you more than \$500 profit per sale.

### Striking Sales Features!

- (1) It is 100% electric, (2) absolutely automatic, (3) needs no attention or service, (4) has an *exclusive* record selector for all standard records, (5) pays the merchants you sell up to \$150 a month or more in cash, and (6) increases their trade 20% to 50%!

## Mills Automatic Phonograph



"Makers of over 450,000 Successful Coin-Operated Instruments".

MILLS NOVELTY CO., 4100 Fullerton Ave., CHICAGO, ILL.

### Sales are Quick and Easy

Your market is ready and eager to buy! Our big national advertising campaign is working for you constantly . . . convincing prospects in your territory . . . making sales easy! Every restaurant, confectionery, ice cream parlor, etc. you know of, positively needs it...or any store which wants a growing patronage, and that means *every* store. And remember! There is more than \$500 profit for you in every single sale! Our liberal finance plan is at your service!



Investigate  
...Act Now!

MILLS NOVELTY CO., Dept. 1001  
4100 Fullerton Ave., Chicago, Ill.

With no obligation to me, send at once by mail 24-page book in colors and full details of how to make these cash profits.

Name.....  
Street.....  
Town.....

# Interesting Events of the Trade in Pictures

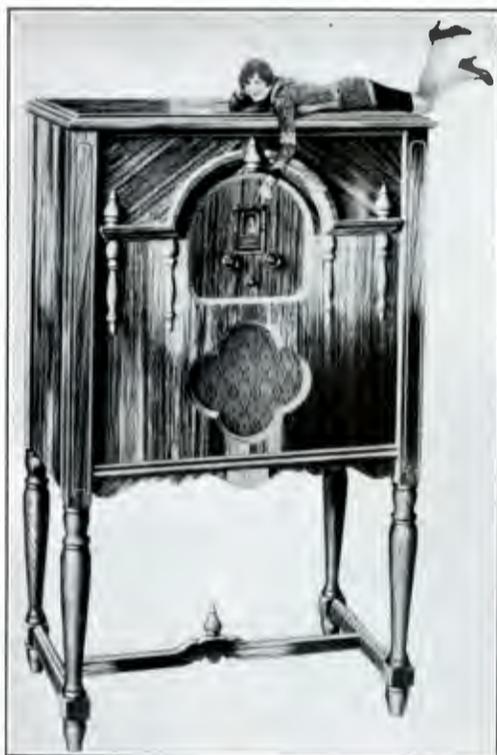


Left: Fada executives at recent dealer convention in New York City. Sitting, left to right: G. H. Tamlyn, secretary, F. A. D. Andrea, Inc.; Frank Kenyon, Jr., assistant general sales manager; F. A. D. Andrea, president; Louis J. Chatten, general sales manager; L. C. Lincoln, advertising manager. Standing, left to right: Eric Palmer, publicity director; C. M. Sherwood, Eastern sales manager; W. C. Heaton, sales promotion manager, and F. X. Rattenmeyer, chief engineer

Below: Fred D. Williams, manager of radio tube division of the National Carbon Co., Inc., inspecting a giant Eveready-Raytheon screen grid tube used for exhibition



Above: Aileen Stanley, "The Victrola Girl," and Burns Kattenberg, Minneapolis, Minn., dealer. Mr. Kattenberg has a complete collection of every record made by Miss Stanley, now numbering 147 recordings. The photograph was taken during a recent visit by Miss Stanley to Mr. Kattenberg's store, where the record department is an important feature



Above: The Lyric receiver illustrated is so huge that the young lady is finding it difficult to reach the tuning dials. The set was built at the All-American Mohawk Corp.'s plant at North Tonawanda, N. Y., and is twelve feet high. It is equipped with four loud speakers and can be heard over a wide area



Below: A. L. Moraes, radio distributor, featured the new Freed and C. A. Earl radio receivers at the first radio exposition held in Rio de Janeiro



Above: A. Atwater Kent and A. Atwater Kent, Jr., placing the date stone in the new plant of the Atwater Kent Manufacturing Co. at Philadelphia, Pa., which was recently dedicated with fitting ceremonies



Above: The Morgan Trio who entertained at the Kellogg RMA pre-Show dinner were greatly attracted by the Kellogg screen-grid receiver, made by the Kellogg Switchboard & Supply Co.



Below: The Star Radio Co., of Washington, D. C., presented the Radiola 33 in the attractive setting pictured with splendid results



Above: Crew of the French monoplane, the "Yellow Bird," which made a successful trans-Atlantic flight, and that of the "Green Flash," which crashed at the take-off, listening to weather reports over an Eveready Model 33 receiver. Left to right: Jean Affolant, Rene LeFevre, Roger Williams, Captain Yancey and Arnemo Lotti. Yancey and Williams are on a non-stop flight to Rome as this page goes to press

**This**  
is the kind of newspaper advertising that will create confidence and increase sales for ADLER-ROYAL dealers this season.

Send for descriptive pricelist—*better yet, a full line of sample cabinets.*

All ADLER-ROYAL Cabinets thoroughly protected by design patents.

**WAIT**  
till you see them

Whatever you do, don't decide on your radio cabinet—for new set or old—until you see the new models by ADLER-ROYAL. Compare design, finish, construction and tonal effects with any others similarly priced. Then let your better judgment be your guide. *That's all we ask.*

[JOBBER'S NAMES HERE]

**ADLER-ROYAL**  
RADIO  **CABINETS**

**IF**  
*It's Radio Cabinets*

... for the sake of good tonal effects, rare beauty and permanent satisfaction... be sure to see the new ADLER-ROYALS before you buy. For new set or old, compare these fine cabinets with any others at the same or higher prices. Then make your own decision. *That's all we ask.*

[JOBBER'S NAMES HERE]

**ADLER-ROYAL**  
RADIO  **CABINETS**

**The MAKERS**  
*of Adler-Royal Cabinets*

have been producing fine cabinets for musical application for over twenty-five years. Which may account for the unqualified confidence reflected in ADLER-ROYAL advertising... Place any ADLER-ROYAL beside any other in the same price class and let your customer decide... *That's all we ask.*

ADLER MANUFACTURING CO., Incorporated, Louisville, Ky.



# ATWATER KENT RADIO

*in*

## Cabinets with Personality

*by*

### THE CASWELL-RUNYAN CO.

HUNTINGTON, IND.



*Atwater Kent Cabinet No. 2 by Caswell-Runyan*

Height, 47 3/4 inches; width, 26 1/4 inches; depth, 15 3/4 inches. Top, ends and instrument panel of five-ply striped walnut, rounded corner post of solid walnut, doors of five-ply butt walnut, with diamond matched Oriental walnut overlays on side pilaster.

*Atwater Kent Jobbers Will Give You Full Details*

# ATWATER KENT RADIO SCREEN-GRID

You always get **MORE**  
*from* radio's leader

## **MORE** PROVED IMPROVEMENTS

Now it's the Atwater Kent Screen-Grid Radio—a winner in tone, power, sensitivity, range, needle-point selectivity. Electro-Dynamic, of course.

## **MORE** ADVERTISING

Radio's greatest advertising campaign: newspapers, magazines, posters, dealer helps, direct by mail, selling literature.

## **MORE** BROADCASTING

Three radio programs a week—on Sunday night, Thursday night and Wednesday morning.

## **MORE** CABINETS

Designed and built by America's foremost furniture manufacturers expressly for Atwater Kent Screen-Grid Radio. There's a cabinet available to suit any taste . . . blend with any room decoration . . . suit any pocketbook.

## **MORE** PRODUCTION

32-acre plant assures controlled production and enough sets to meet all demands, without overloading.

## **MORE** OPPORTUNITIES FOR **GREATER PROFITS** IN 1929-30

ATWATER KENT MANUFACTURING COMPANY  
4723 Wissahickon Avenue A. Atwater Kent, Pres. Philadelphia, Pa.



**THREE** of the many different types of cabinets in which Atwater Kent Screen-Grid Radio can be sold.

**THE TABLE MODEL**  
—Screen-Grid Receiver, Model 55, without tubes, \$88.  
Model F-4 Electro-Dynamic table speaker, \$34.

*Prices slightly higher west of the Rockies, and in Canada*



32-5

# Elaborate Ceremonies Mark the Opening of New Capehart Plant

National Sales Convention Attended by Regional and District Managers and Service Instructors—H. E. Capehart Presented With Cadillac Sedan

The formal opening of the new Capehart Automatic Phonograph Corp. plant in Fort Wayne, Ind., was marked by an elaborate program on

climaxed with a banquet at the Hotel Anthony, with Mr. Capehart presiding. The principal speakers were Charles M. Niezer, chairman of the board, and also president of the First National Bank of Fort Wayne; Eben Lesh, corporation counsel; J. W. Caswell, treasurer; Mayor William C. Geake, of Fort Wayne, and J. Ross McCulloch, president of the Chamber of Commerce.



H. E. Capehart, President and General Manager; J. A. Darwin, Eastern Manager; L. D. Thomas, Secretary; J. E. Broyles, Vice-President in Charge of Sales; W. R. Deaton, Atlanta Manager; E. D. Swayzee, Cleveland Manager; F. W. Bambolt, Central Manager, and G. A. Hitchcock, Minneapolis

June 13, 14 and 15, at which time the firm held its national sales convention which was attended by regional managers, district managers and service instructors. The Indiana, Keenan and Anthony hotels were used as headquarters for the convention visitors, with the business sessions being held at the factory offices and the Chamber of Commerce building.

Throughout the three days business sessions were held, presided over by H. E. Capehart, president, at which sales policies, advertising, sales promotion, and service problems were discussed. On Friday evening the convention was

The business romance of the Capehart corporation which has grown in fifteen months from a tiny organization in a four-room frame building in Huntington to a nationally known institution was the theme of speakers at the banquet. The banquet was attended by officers of the



H. E. Capehart, President and General Manager of Capehart Corp., Receiving the Keys of His New Model Cadillac Sedan.

company, department heads, salesmen and guests. Mr. Capehart was presented with a

new Cadillac sedan by the employees of the company as a token of their esteem and several prizes were awarded to those representatives who gained the highest sales during May.

Those who spoke briefly or were present during the evening included: J. B. Wiles, manager of the chamber of commerce and industrial commissioner; A. T. Capehart, of Otwell, Ind., father of the president; J. W. Caswell, of Huntington, first president of the company; Ed Col-lison, vice-president in charge of production; T. W. Small, inventor of the Orchestrator; L. D. Thomas, secretary of the company; Jacob Abelson, president of the Steinite Radio Co.; E. T. Gundlach, of Chicago, head of the Gundlach advertising agency, which handles the national advertising of the company; Max Enelow, of the Gundlach agency.

There were two playlets by members of the corporation entitled "The Devil" and "Cracking the Tough Ones." The cast for the latter was composed of W. C. Peterson and F. W. Barnholdt. There was also a special entertainment menu served through the courtesy of the Emboyd Theatre. Music was furnished by a Capehart Orchestre.

A cash prize of \$100 in gold was presented to E. H. Montgomery, manager of the Philadelphia district, who won the sales contest in May. A watch was presented to F. W. Barnholdt, manager of the Chicago region, which won the regional sales contest. Watches were also presented to the district managers in the winning region, J. A. Kring, Detroit; G. M. Gaffney, Grand Rapids; T. M. Davidson, South Bend; E. R. Decker, Indianapolis; J. N. Gwin, Chicago; P. O. Miller, Milwaukee; R. H. Walley, Rockford; W. A. Beckingham, St. Louis.

The field sales organization of the Capehart company presented J. E. Broyles, vice-president in charge of sales, with a handsome watch, the presentation speech being made by E. R. Decker, of Indianapolis.

## Colonial Appoints New Distributors

The Colonial Radio Corp., Long Island City, N. Y., has announced the appointment of a number of new distributors, in keeping with their expansion policy announced the beginning of the year. The following distributors were appointed since the Chicago Show: Penn-Cliff Service Co., Inc., Baltimore, Md., territory, Maryland; Haas Electric Sales Co., Cleveland, Ohio, territory, Northern Ohio; Louis Radio Jobbers, Philadelphia, Pa., territory, Eastern Pennsylvania and Trenton, N. J.; G. A. Barton and Sons Co., Trenton, N. J., territory, Trenton and surrounding territory; Morosco Distributing Co., Poughkeepsie, N. Y., territory, Poughkeepsie and surrounding territory, and National Radio Sales Co., Chicago, Ill., territory, surrounding Chicago.

## Name New De Forest Sales Representatives

Two new district sales representatives were recently announced by Harry C. Holmes, general sales manager of the DeForest Radio Co., Jersey City, N. J. The Handal-Davies Co., Cleveland, O., which has been identified with radio since its earliest days and which maintains a branch office in Cincinnati, will cover the States of Ohio and Kentucky, and the James J. Backer Co., Seattle, Wash., has been appointed district sales representative for Oregon, Washington and Montana. This firm maintains branches at Spokane and Portland.

Sherman, Clay & Co. have taken possession of their new and magnificent quarters at 1624-1626 Fourth avenue, Seattle, Wash., which was recently remodeled at a cost of over \$100,000. O. H. Spindler is manager of the establishment.

# EBERT



MODEL 77  
Height, 43". Width, 28". Depth, 15 1/2".  
Five-ply veneers throughout. Top and sides of straight walnut. Front is laid with plain American Walnut, Burl Walnut, and genuine Bird's Eye Maple . . . .

\$33.25  
List

OF RED LION, PA.

## RADIO CABINETS

exclusively manufactured to meet the exacting requirements of the

### ATWATER KENT MANUFACTURING COMPANY

EBERT FURNITURE CO., of Red Lion, Pa.  
Established 1854

A. Irving Witz Martin J. Polikoff  
National Sales Agents  
611 Widener Bldg., Phila.  
225 W. 34th St., N. Y. C.

# Again in 1929 The **HIT** of the **SHOW!**

Despite the old tradition, history shows that lightning does strike more than once in the same place.

Year after year, one or several of the Red Lion line makes the big hit of the Chicago Radio Show—and this initial success is invariably followed by record-breaking sales at retail through the succeeding season.

This year is no exception.

The two models shown below are sharing Red Lion popularity in 1929—the choice of the majority of Atwater Kent Radio buyers throughout the country.

Red Lion Cabinets, as profit-making merchandise for the dealer, have the benefit of strong, aggressive consumer advertising and an advantageous merchandising policy.

*Year after year  
buyers of*

**ATWATER KENT  
RADIOS**

*want*      
**Red Lion  
CABINETS**



**NEW MODELS  
JUST OUT**



**RL 55C**

Finished in walnut. Grilled panel with frame of antique metallic finish; old gold fabric over speaker-outlet.

Designed for the new Atwater Kent Screen-Grid Sets; equipped with special five-ply, extra heavy baffle-board for Atwater Kent Electro-Dynamic Speaker.

26 inches long, 15½ inches wide and 39 inches high.



**RL 5500**

Finished in walnut. Gothic arched molding frames the speaker-outlet; old gold fabric over outlet. Angle-matched double sliding doors over dial board and grilled speaker-outlet.

Designed for the new Atwater Kent Screen-Grid Sets; special five-ply, extra heavy baffle-board constructed particularly for Atwater Kent Electro-Dynamic Speaker.

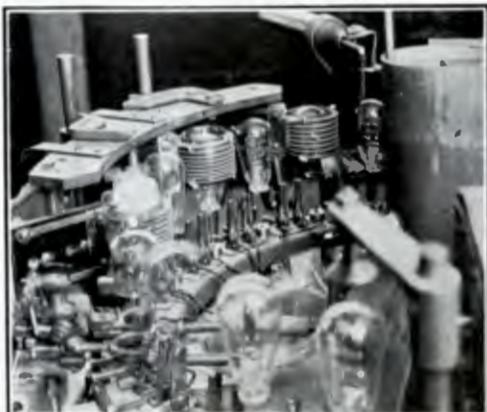
26 inches long, 16 inches wide and 48 inches high.

**RED LION CABINET COMPANY, Red Lion, Pa.**

## Expect to Eliminate Variations in Tubes

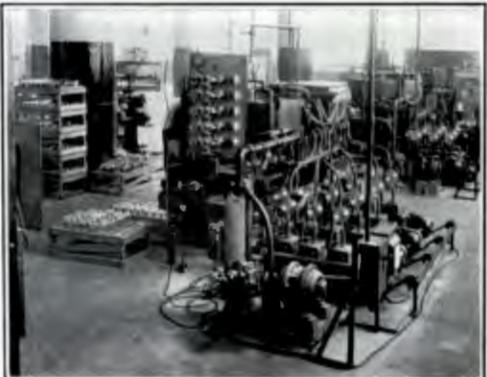
Methods of Construction of Duovac Radio Tube Co. Do Away With Inaccuracies—Nucrometer Is Employed

The variation in tubes, wherein one will last for months and the other for days, and wherein one will stand full plate voltage while another of the same make and type becomes ionized at equal voltage, is expected to be eliminated by the methods of construction used



Bank of Automatic Evacuating Machines in Duovac Radio Tube Corp. Plant, Brooklyn

other of the same make and type becomes ionized at equal voltage, is expected to be eliminated by the methods of construction used



Close Up of Bombarding and Coiling of Tubes on the Automatic Machines Operating in Plant of the Duovac Radio Tube Corp., Brooklyn in the new factory which the Duovac Radio Tube Corp. has established at 360 Furman street, Brooklyn, N. Y. According to one of their executives, practically all of the work in this factory is done by automatic machinery,

eliminating the inaccuracies that necessarily are found when hand labor is employed.

He explains as follows:

"In the Duovac factory a great number of operations are performed at once, by a single machine known as a nucrometer. The nucrometer cuts every filament exactly like the last unwinding the filament ribbon from the reel, measuring it and scraping the ends at the same time. This avoids handling, which removes a large portion of the filament coating. The same holds true throughout the other steps of manufacture. The grids are welded while on the winding machine, avoiding the chance of the space between turns shifting or the turns loosening were they taken off to be welded.

"As an added refinement, Duovac tubes are mechanically cemented into the bases. This is practically the only machine of its kind in existence. The use of this machine prevents the cement from coming into contact with the wires leading from the prongs to the elements, as well as avoiding the danger of the tube loosening in the base. All parts not actually made in the plant, such as glass and tube bases, are subject to rigid inspection. Every Duovac tube that leaves the factory must pass the most stringent test perhaps ever conceived by tube makers and engineers."

## New York Trade Views New Balkeit Models

Balkeit Sales Co. and First National Radio Corp. Hold Open House to Demonstrate Models "C" and "F"

The Balkeit Sales Co., Inc., together with its associate company, the First National Radio Corp., metropolitan sales representative of the Balkeit Radio Co., North Chicago, Ill., held open house at its headquarters, 254 West Fifty-fourth street, New York City, from 10 a. m. to 10 p. m. during the week beginning June 24. The purpose was to display and demonstrate the new Balkeit model "C" and the "Balkeit Built" First National Chassis model "F", and to acquaint the dealers in the territory with the merchandising policy and plans pertaining to local and national advertising through newspapers, magazines and broadcasting.

Since the Balkeit Sales Co. was organized several months ago, over 450 dealers in the territory have taken on the Balkeit line. A num-



Remote control is a surprising revelation of the national radio trade show to the youngest delegate to the convention. Young Arthur Stringer is enthusiastically in favor of tuning in stations from the floor, and switching from one to another as he can on this Kolster

ber of these dealers were added since the Chicago Show and during the New York showing during the week of June 24. Ben W. Fink, president, and Harry Fox, general manager, assisted by the Balkeit Sales Co. staff, welcomed their guests and during the week Glen L. Alspach, president, and Donald Campbell came from Balkeit headquarters in North Chicago to visit the affair. Each visitor was presented with a "Balkeit Blue" silk necktie. This novel idea originated with Major R. A. Clock, of the Balkeit Radio Co., who planned it to carry out the theme of "tying up" with Balkeit.

## Clay G. Verdi Joins Ditson Sales Force

One of the latest additions to the sales staff of the wholesale Victor-Radio division of Chas. H. Ditson & Co., New York City, wholesaler for the products of the Victor Talking Machine division of the Radio-Victor Corp. of America, is Clay G. Verdi. Mr. Verdi is well known and popular in the music and radio trade in New England, having traveled a large section of that territory for a number of years in the interests of several prominent radio manufacturers.

## Named Steinite Distributor

The Economy Electric Co., Fort Worth, Tex., has been appointed distributor for the Steinite Radio Co., serving ninety-nine counties of north Texas in this capacity. The firm also maintains an office in Dallas. J. Moore Green has been appointed general sales manager of the radio division. He has had wide experience in the radio field, having been connected with the research laboratory of the General Electric Co.

## Plan Pacific Radio Show

The sixth Pacific Radio Show, to be held at the Civic Auditorium, San Francisco, Cal., August 17 to 24, promises to be one of the most impressive expositions ever held. The completeness of the show from the standpoint of exhibits is assured.

## Named Bremer-Tully Jobber

The Bremer-Tully Mfg. Co., Chicago, Ill., manufacturer of Bremer-Tully radio sets, announces the appointment of the Rocky Mountain Radio Co., Denver, Col., as distributor for Wyoming, Colorado and New Mexico.



THIS seal signifies the foremost value in radio furniture—it is an assurance of Service in Merchandise and Service in Merchandising. On these fundamental advantages R.C.M. offers you its cooperation.

## Radio Cabinet Manufacturing Corporation

I. H. Hartman, President

General Offices: Furniture Mart, Chicago

# Last-Minute News of the Trade

## Eugene P. Herrman Now President of Acoustic Products Co.

Prominent Automobile Executive Succeeds P. L. Deutsch as President of Company Manufacturing Sonora Products—Manufacturing and Marketing Plans to Be Announced Soon—Plan Wider Distribution of Company's Products

A sweeping reorganization of the affairs of the Acoustic Products Co., New York City, manufacturer of Sonora products, is looked for as a result of a change in control whereby banking interests previously identified with the company have again assumed control. Eugene P. Herrman, prominently identified with the automobile industry for the past twenty years as a manufacturer and merchandiser, has been elected president of the Acoustic Products Co., succeeding P. L. Deutsch, who resigned.

Mr. Herrman, who was recently elected a

director and member of the executive committee of the Acoustic Products Co., stated to a World representative this week that full details regarding the company's manufacturing and merchandising plans would be ready for publication in the very near future. It is expected that there will be many changes in manufacturing and merchandising operations designed to greatly widen the distribution of the company's products which include Sonora radio receivers, phonographs and phonograph-radio combinations.

## G. J. Eltz and K. W. Jarvis With Sterling

Appointed Manager of Radio Division and Chief Engineer Respectively of the Sterling Manufacturing Co.

The Sterling Mfg. Co., Cleveland, O., has announced the addition to the staff of two new members, George J. Eltz, Jr., and Kenneth W. Jarvis. Mr. Eltz will act in the capacity of

Freshman Radio Co. as vice-president. He obtained his E. E. degree at Columbia University.

Mr. Jarvis obtained his degree of E.E. at Ohio State University. He was employed by Westinghouse and later joined the engineering department of the Crosley Radio Corp., devoting his time to radio reception and design. He is a member of the Pi Mu Epsilon, honorary mathematical fraternity, also of Sigma Xi, honorary research fraternity. He is the holder of several patents. He has contributed articles to the I. R. E. Proceedings, and his name appears over articles published by various radio publi-



G. J. Eltz

manager of the radio division and Mr. Jarvis as chief engineer. This firm is now building complete receivers, after having been in the electrical measuring instrument and radio accessory field for nearly a quarter of a century.

Mr. Eltz's career has been a colorful one. He became interested in radio as early as the year 1904. In 1907, he founded the Radio Club of America; and in 1914 he was appointed research engineer of the Western Electric Co., devoting his time to trans-Atlantic telephone experiments from New York to Paris. During the War he was in charge of Naval aircraft radio in the United States and England, and also served on Admiral Simms' staff in England. After service he returned to the Western Electric Co. as research engineer in connection with carrier telegraph work. From 1920 to 1926 he was general manager of the radio division of the Manhattan Electrical Supply Co., Inc., and from there joined the Charles



K. W. Jarvis

cations. Mr. Eltz, with his long and thorough experience, and Mr. Jarvis, as a specialist in his line, are valued additions to Sterling Co.

## Will Represent Van Horne

D. R. Bittan has been appointed New York metropolitan sales representative of the Van Horne Tube Corp., of Franklin, O. He will maintain offices at 14 Warren street, New York.

## Graphophone Head Honored

A dispatch from London under date of July 11 says: "Sir George Croydon Marks, president of the Columbia Graphophone Co., and Sir William Warrender MacKenzie, England's greatest expert on industrial arbitration and conciliation, have been elevated to the peerage, it was announced tonight."

## George H. Kiley With Radio-Victor Corp.

Appointed Merchandise Manager and Will Direct National Sales of Radiolas and Radiotrons—Widely Experienced

One of the most important announcements of the past week was that of the appointment of George H. Kiley as general merchandise manager of the Radio-Victor Corp. of America,



George H. Kiley

a post which entails the supervision of sales of Radiolas and Radiotrons throughout the entire nation and also requires keeping close association with the officials of the Victor Talking Machine Division at Camden.

The duties which Mr. Kiley has assumed were formerly taken care of by Joseph L. Ray, vice-president of the Radio Corp. of America, who is also president of the Radio-Victor Corp. Since the formation of the Radio-Victor Corp. Mr. Ray has had general charge of the new company in addition to his duties with the Radio Corp.

Mr. Kiley needs no introduction to the radio trade, having been connected with the industry in an active capacity since 1924, when he helped found the Farrand Mfg. Co. of Long Island City, N. Y., and acted as vice-president and general manager of that concern.

Prior to his entry into the radio industry Mr. Kiley was connected with the Goodyear Tire & Rubber Co., of Akron, O., where for a period of many years he occupied important posts. He resigned from the Farrand organization on July 8 and immediately assumed his new duties at headquarters in the Woolworth Building, New York City.

## W. E. Dermody Is Now Farrand Sales Manager

C. L. Farrand, president of the Farrand Mfg. Co., Long Island City, N. Y., has announced the appointment of W. E. Dermody as sales manager of the speaker manufacturing firm.

Mr. Dermody's promotion comes after four years' service with the company as director of sales in the Eastern territory. He has developed a wide acquaintanceship among both distributors and receiver manufacturers.

Prior to joining the Farrand organization, Mr. Dermody was connected with the Goodyear Tire and Rubber Co., for ten years, being manager of the company's Boston branch.

# Talking Machine World & Radio-Music Merchant

(Registered in the U. S. Patent Office)

## FEDERATED BUSINESS PUBLICATIONS, Inc.

Publishers of Antiquarian, Automotive Electricity, India Rubber World, Materials Handling & Distribution, Music Trade Review, Novelty News, Rug Profits, Sales Management, Soda Fountain, Talking Machine World & Radio-Music Merchant, Tires; and operates in association with Building Investment, Draperies and Tire Rate-Book.

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Western Division: 333 North Michigan Avenue, Chicago, Ill. Telephone, State 1266.

LEONARD P. CANTY, Manager

Boston: JOHN H. WILSON, 324 Washington Street.

London, Eng., Representative: 24 Drylands Rd., Crouch End N. 8.

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No. 7

## Getting Down to the Facts

THE survey being carried on under the auspices of the Radio Manufacturers Association and the Federated Radio Trade Association to determine accurately the actual overhead expense attached to the selling of radios at retail is so important that it cannot be overlooked, for authoritative figures on this subject are badly needed. Up to this time there has been too much guesswork regarding the overhead of the radio dealer and the information to be compiled through the survey will enable the individual dealer to put his own house in order and check waste and likewise provide an answer for the discount question that comes up so often. When selling costs are known the establishment of an equitable discount becomes a simple matter.

## Where Ignorance Is Inexcusable

A LITTLE knowledge may be a dangerous thing, but a merchant who does not know at least something regarding the products he handles is in a bad way, particularly in the field of radio, where the manufacturers are inclined to give full details regarding the construction and equipment of their new sets. Ask the average dealer or his salesmen regarding the construction and function of a screen-grid tube, or a '27, a '45 or a '50 tube, get his answer and then go down the street and ask another dealer the same questions. The answers will prove amusing to the initiated, but very confusing to the man who wants to invest in the best radio receiver. Certainly, the set and tube manufacturers are distributing enough authoritative information regarding new radio developments to keep the dealer and his staff well-informed. For the latter to remain in the dark regarding things he should know about the products he handles and simply guess is poor business.

## The "Good Old Days" and Now

H. C. GRUBBS, vice-president of the Victor Division of the Radio-Victor Corp., is not one of those who sigh for the "good old days," and in an address before the Western Music and Radio Trades Association, at its convention in Salt Lake City re-

cently, he explained just why he preferred the present period of strenuous competition with its unprecedented opportunities for real accomplishment to the easy-going, restful conditions of years gone by. Mr. Grubbs' address, published elsewhere in *The World* this month, makes good reading. There is altogether too much inclination in some quarters to moon over the "good old days" rather than to buckle down and fight for present business with modern methods. The "good old days" are like the will-o'-the-wisp, and always just beyond reach. Thinking of them doesn't get business.

## Meeting a New Competitor

THEATRES of the motion picture-vaudeville type have now engaged in earnest in the selling of talking machine records and sheet music in their lobbies. One chain alone, engaged in the practice, has some 2,000 theatres under its control. Here is something for the independent dealer to think about. For years he has been advised to tie up closely with local theatrical activities for the purpose of stimulating sales. Now he must redouble that effort if he is to meet the theatre as an outright business competitor rather than a competing form of entertainment. The question is not that of whether the theatre has a right ethically or legally to engage in general trade. The question for the dealer to consider, and promptly, is how he can get business in the face of the new competition which depends upon a direct appeal and a quick approach. What the dealer has to offer is a varied stock and personal service and the ability to maintain year-round contact with the home.

## Repossessions vs. Good Selling

THERE are dealers in the trade who are inclined to worry a good deal about the number of repossessions they are called upon to make. Yet, in a great majority of cases the situation exists because of their own fault. The three major factors that bring about reverses are bad goods, bad selling or bad collecting. The selection of lines on a basis of reputation and accomplishment, instead of on a basis of discounts and promises, will help solve the first problem. Sound conservatism in reception and service promises will help eliminate the second, and short terms and insistence on prompt payments will solve the third. Proper attention to collections alone will help smooth out many difficulties because complaints are not so common when the instrument is fully paid for.

## Turnover and Profit

TURNOVER of investment is the determining factor in the profitable operation of any business. The retail radio-music merchant who loses sight of this important fact usually wakes up at the end of the year to find that the income on his investment is discouragingly low. The mark-up on radio, talking machines, and the other items that constitute the stock of the dealer is sufficient to give an adequate profit provided merchandising operations are carried out along modern, economical lines and rapidity of turnover is achieved. A two- or three-time turnover of invested capital is a losing proposition, as many dealers have discovered. An eight-time turnover more nearly gives the merchant a return on his investment that makes the effort worth while. Increased turnover means smaller investment and larger profit. Think it over.

## Decency in Demonstrations

SOME cities have passed ordinances forbidding store door musical instrument demonstrations entirely on the plea that they annoy pedestrians and interfere with neighboring business activity. Buffalo has been more lenient and has set 100 feet from the store as the limit at which a demonstration may be heard. Probably other measures are in the making. Here is a condition that the trade has itself to blame for or, at least, those members who abused the privilege. Demonstrations kept within bounds help business, but demonstrations that prove genuinely annoying hurt sales. Keep within the decent limit. The regrettable feature of the situation is that when some members of the trade make undeniable nuisances of themselves and the authorities are spurred to action, not only are the guilty dealers penalized but the innocent also suffer from the actions of the few.

# PEERLESS PORTABLES

*The Quality Line—*

From the wonderful new model of our MASTERPHONIC (listing at \$25.00) down to the small flat VANITY (listing at \$12.00), Peerless has given the progressive Music and Radio dealer a line of PORTABLES that has everything—

## TONE—BEAUTY—EYE APPEAL



*The New*  
**PEERLESS**

**Junior Model**

—Radically new in construction, employing an elongated air column, the JUNIOR is equipped to give highest quality reproduction—padded case—at a \$15 list price!

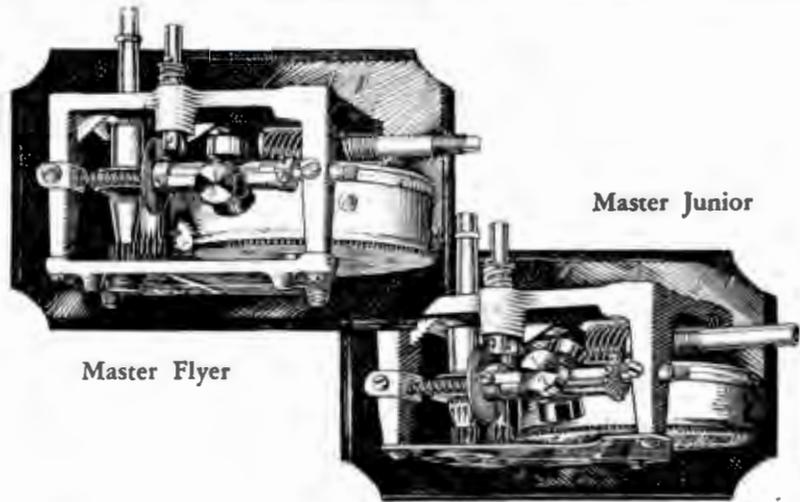
Padded Top—  
4 foot Air Column for Tone Depth and Amplification designed by our acoustic experts. Ball Bearing Tone Arm that glides over Record without friction. Master Flyer Motor. Organtone Reproducer.



**The Masterphonic Model—Our Masterpiece**

**Master Junior**  
*and*  
**Master Flyer Motors**  
*used exclusively in*  
**Peerless Portables**

*A good motor is the foundation  
of a good portable*



Master Flyer

Master Junior

Manufactured by The General Industries Co., Elyria, Ohio

## PEERLESS ALBUM CO.

PHIL. RAVIS, President

62-70 WEST 14th ST., NEW YORK CITY

*See Our Record Album Ad on Page 25*

# Last-Minute News of the Trade

## G. P. Clement to Represent Edison

Appointed Representative of Edison Distributing Corp., Covering Maine Territory—Has Had Wide Experience

C. V. Chisholm, manager of the Edison Distributing Corp., of Boston, Mass., New England distributor of Edison radios, phonographs and records, recently announced the appointment of



G. P. Clement

Guy P. Clement as its representative for Maine. Mr. Clement was associated with the Edison Industries prior to his joining the Army in 1917. After the war, he was a radio operator on United States Shipping Board vessels plying between New York and Scandinavian ports.

In 1923 Mr. Clement became manager of the radio department of Rice & Miller, Bangor jobbers of radio and automotive accessories, which position he held for five years, leaving it in 1928 to become territorial supervisor in Maine for the Grigsby-Grunow Co.

Not only has Mr. Clement an extensive technical knowledge of radio, but his years of experience in the radio distributing field have made him intimately acquainted with radio affairs and the radio trade in Maine.

## Edgar V. M. Gilbert With 20th Century

Metropolitan Crosley-Amrad Distributor Announces Appointment of Well-known Executive to Selling Staff

The 20th Century Radio Corp., New York City and Brooklyn, N. Y., distributor for Crosley and Amrad radios in Greater New York, recently announced the addition of Edgar V. M. Gilbert to the selling organization.

Mr. Gilbert was sales promotion manager of the Crosley Radio Corp. of Cincinnati, where he had been instrumental in working out the 1929 plans of the Crosley organization. For three years prior to his work with Crosley Mr. Gilbert was sales manager of the Landay Bros. chain of radio-music stores.

Before entering the radio field in 1925 Mr. Gilbert specialized in sales promotion and advertising work with a number of varied accounts in woodworking and textile fields. In Canada he owned and operated a large retail

business in Montreal. "Since the main function of the distributor is to serve the retailer in every possible way," said Mr. Gilbert, "I feel that my general knowledge of retailing, both from the specialty and chain operation point of view, will stand me in good stead in my work in the metropolitan territory. With a sound line of merchandise fundamentally right, theoretically, and from a practical standpoint, the application of sound merchandising methods to its presentation is the next logical step. This coming season will see a peak reached in Crosley-Amrad sales in New York territory."

## Federal Radio Corp. to Be Reorganized

President Lester E. Noble and Samuel B. Botsford Are Equity Receivers—Action Brought to Conserve Assets

BUFFALO, N. Y., July 8.—Lester E. Noble and Samuel B. Botsford have been appointed equity receivers of the business and assets of the Federal Telephone Mfg. Corp. as the result of a friendly conservation suit brought by the Acme Apparatus Corp., Cambridge, Mass. Mr. Noble is president of the Federal organization and Mr. Botsford is an attorney and general manager of the Buffalo Chamber of Commerce.

The Federal Telephone Mfg. Corp., which was incorporated in 1924, makes radio receivers which are sold by the Federal Radio Corp., which latter company is not involved in the receivership. The Federal organization has been one of the leading manufacturers in the industry for a number of years. The complaint alleges that although the Federal Corp. is solvent, with assets considerably in excess of liabilities, the action was brought on behalf of all creditors for the purpose of conserving assets and good will and to enable the continuation of the business.

It is understood that the business will be continued under the same management that has been associated with it for the last four years, and that plans are well under way to refinance and reorganize the company. There have been rumors that the company might consolidate with others in the radio industry but up to the time of writing no definite information on this subject has been available.

## New York Trade Views Peerless Radio Line

Three-day Showing of Products of United Reproducers Corp. at Hotel Astor Concluded With Banquet

The first showing to the New York metropolitan trade of the new Peerless line of radio receivers, manufactured by the United Reproducers Corp. of Rochester, N. Y., and Chicago, Ill., took place at the Hotel Astor, New York City, for a three-day period from July 9 to 11, inclusive. Associated with the manufacturing firms in the exhibition was the G. J. Seedman Co., of Brooklyn, N. Y., recently appointed a distributor for the Peerless line.

The exhibition was brought to a close on Thursday evening, July 11, which was well attended by dealers from New York City and the surrounding territory. The principal speakers at the gathering were Arthur Hill, president of the United Reproducers Corp., and Pat Geyer, of the Geyer Co., advertising counsel to the manufacturing firm. An elaborate program of entertainment was provided.

## Named Gulbransen Advertising Manager

H. S. Alexander, Formerly With the Steinite Co., Appointed to Important Post—Extensive Campaign Planned

The Gulbransen Co., Chicago, Ill., since its entry into the radio manufacturing field a short time ago, has been augmenting its radio executive staff at a rapid rate with a number of men



H. S. Alexander

who are well known in the radio industry. The latest addition to the Gulbransen staff is that of H. S. Alexander, who was recently appointed advertising manager of the Gulbransen organization. Mr. Alexander has been connected with the Steinite Co. for the past three years and enjoys a wide acquaintance and friendship among radio distributors and dealers from coast to coast.

The Gulbransen advertising program will be quite extensive including co-operation and metropolitan newspaper advertising, business paper advertising, billboards, national magazines and chain broadcasting. Mr. Alexander is ably fitted to direct a campaign of such large proportions, having attained a wide knowledge of the various phases of advertising through his long experience in that field.

## Sterling Mfg. Co. Enters Set Field

CLEVELAND, O., July 3.—The Sterling Mfg. Co., of this city, for twenty-three years manufacturers of electrical-measuring instruments, battery chargers, battery eliminators for radio sets, loud speakers, etc., has now entered the radio receiver manufacturing field which, of course, is a natural step for a company which has had such a long experience in manufacturing these various radio accessories. For the present the company will build a large, an intermediate and a small set, details of which are given in the New Products section in this issue of The World. The company's detailed plans regarding the merchandising of its radio receivers, its sales campaign for the coming season and other important information will be ready for publication in the near future. Sterling products have won tremendous success in the radio industry and the company's entrance into the radio receiver field will be welcome news to the jobbers and dealers who have handled the Sterling product over a period of many years.



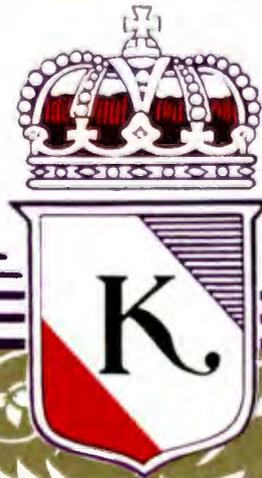
# KENNEDY



*H*ERE is convincing proof of the value of the Kennedy distributorship.

One of the country's most aggressive and successful automobile distributors who controls eight leading lines of automobiles in his state, pronounces the Kennedy distributorship the most valuable of the many offered to him during the June Radio Trade Show.

He has looked into the character and stability of the Kennedy organization — he has obtained expert opinion on the Kennedy Royal Line—he has gone into every phase of the Kennedy merchandising plan—he has spent a day at the factory—and as a result he has formed a separate organization to distribute the Kennedy Royal Line in his state.





# The Royalty of Radio



Royal Model 310  
French doors - \$197

Royal Model 210  
Open front - - \$159

*Screen Grid Chassis option-  
al at same price*

SOME distributor and dealer territories are still open under the Kennedy franchise plan. If you have the vision to recognize the stability and permanence of the Kennedy plans—backed by the greatest profit-making merchandising program in the radio field—we invite your inquiry.

Our Division Manager would like to call on you if you feel qualified to become a "Royalty of Radio" distributor.

Colin B. Kennedy Corporation  
South Bend, Indiana

## Paul Schwerin With Perryman Elec. Co.

Well-Known Radio Tube Authority Is Appointed Methods Engineer and Director of Research for Tube Company

Paul Schwerin, one of the best-known radio tube engineers and authorities, has been named methods engineer and director of research for the Perryman Electric Co., of North



Paul Schwerin

Bergen, N. J., maker of the nationally known line of Perryman radio tubes. This announcement was confirmed by H. B. Foster, vice-president of the Perryman organization.

The new appointee was formerly associated with the manufacturing department of Western Electric Co. and the laboratory of the Bell Telephone Co. During his many years of lab-

oratory experience, Mr. Schwerin was brought into touch with many of the pioneers in vacuum tube manufacture and likewise contributed a number of important developments to the radio tube art.

He has been granted over forty patents in connection with radio tubes. The water-cooled anode tube, a Schwerin idea, makes possible trans-oceanic telephony for which he has filed basic patents in every civilized country.

Patents on mechanical design and glass working machinery have also been developed by the new Perryman executive, all of which will comprise important parts in the varied line of radio tubes planned in the company's new plant in North Bergen, N. J., where a production of 25,000 tubes per day will be reached within the next few weeks.

## Bright Outlook for Temple

Approximately \$4,000,000 worth of radio sets will be sold on the Pacific Coast this year by the Temple Radio Corp., according to A. Marche, president. John G. Rapp, president of the California company bearing his name, has reported that orders in the San Francisco territory alone will run to \$2,000,000, and the Los Angeles representative of Temple has placed orders for a similar amount of business in the Southern California territory. These orders call for immediate shipment, and in car-load lots, to this field of operations.

## Watkin Ties Up With Show

DALLAS, TEX., July 2.—Following his return from the RMA trade show in Chicago, R. N. Watkin used display advertisements in the local newspapers to state that after investigating the lines shown he recommended the RCA and Atwater Kent receivers, both featured by the Watkin establishment. This store is putting a strong campaign behind the new screen-grid radio receivers.



One of the Edison Radio-Phonograph Combination Displays That Is Building Business for the Cable Piano Co., of Minneapolis, Minn.

## Columbia Makes Stock Offer

The Columbia Graphophone Co., of England, recently offered holders of American shares the right to purchase one new share for each five shares held at a price of \$24.28, or, at the option of the purchaser, at five pounds sterling. The right to subscribe, which expired July 10, accrued to stockholders of record June 14.

## Attractive Steinite Display

Gay colored Steinite window cards grouped about a Steinite Model No. 102, the radio-phonograph combination, created an attractive window display for the Des Moines Register, one of the hundred or more newspapers carrying Steinite advertising. The window cards used are the same as those which Steinite furnishes its dealers.



# ROLA Loudspeaker units

for  
Radio Receiving Sets • Electric  
Phonographs • Talking Pictures  
Auditoriums • Schools and  
Public Address Systems

**R**ADIO in the home is most enjoyable when heard through a Rola reproducer . . . many of the finer sets are being equipped with them. Many other sets will have their loudspeaker units replaced by alert dealers for discriminating purchasers.

**R**OLA provides just the right reproducer for every class of sound installation. Music for talking pictures and auditoriums is produced in clear and ample volume by the larger "Series C" and "Series R" Rolas. For Rola reproducers are clear-toned and full-volumed, brilliant in performance and rugged and dependable in the most exacting use.

Use Rola whenever you wish to reproduce sound—for any volume or tone requirement. For any radio set or any phonograph pick-up outfit.

*A receiving set with a Rola is a set that sells itself!*

A request will bring full information.

## Electro-dynamic ROLA Model C-180

AN electro-dynamic unit with 9-inch diaphragm and input transformer. The field coil is wound to 10,000 ohms for excitation by 20 to 30 milliamperes by shunt connection to standard Power Pack. . . . List Price \$34.50

# The ROLA COMPANY

CLEVELAND, OHIO  
2570 E. Superior Ave.

OAKLAND, CALIFORNIA  
Forty-fifth and Hollis Sts.

## CeCo Names Three New Vice-Presidents

N. O. Williams, John E. Ferguson and E. T. Maharin, Important Executives of CeCo Mfg. Co., Elected Officers

Three important executives of the CeCo Mfg. Co., Providence, R. I., maker of CeCo tubes, have been made vice-presidents of the company. They are N. O. Williams, chief engineer; John E. Ferguson, plant engineer, and Edward T. Maharin, sales director of the company.

Mr. Williams is internationally famous in



New CeCo Mfg. Co. Vice-Presidents. (1) E. T. Maharin. (2) N. O. Williams. (3) John E. Ferguson —All Important Executives of Company

technical circles of radio. For many years he was in complete charge of the tube division of the Westinghouse Lamp Co. Mr. Ferguson is accredited with being one of the leading production men in the tube industry. He personally superintended the building of the mammoth CeCo plant in Providence. Mr. Maharin, a business man of wide experience, spends most of his time on the firing line. He travels incessantly. Known as a splendid organizer, he has created a sales organization which leaves him free to be away from his desk for long periods and most of his time he spends in actual contact with his field men and the trade, aiding them in all possible ways.

## Ernest Ingold Sponsors Dealer Meeting

The fifth annual convention of Atwater Kent dealers of northern California sponsored by Ernest Ingold, Inc., was held recently at the St. Francis Hotel, San Francisco, Cal. Approximately 1,000 executives of the retail radio trade attended the event. All three ballrooms of the hotel were utilized, luncheon in the Borgia ballroom was followed by a business session and dancing and a musical show.

The Atwater Kent line was presented in its entirety together with a wide selection of cab-

inets produced by twenty-two factories especially for the A. K. line. The story of the screen-grid radio tube was told in layman's language and the Atwater Kent program of advertising in all its forms was outlined. John McCoy, L. M. Willis and Winfield White represented the Atwater Kent Mfg. Co.

### Will Open New Store

The Paris Radio Co., of Paris, Tenn., has completed arrangements to open a store at Huntingdon, Tenn. Wendell Roberts, who has been associated with the Paris store since its opening, will be manager of the new shop.

## Sonora Co. Extends H. C. Schultz Territory

Sonora Phonograph Co. Distributor in Cleveland and Detroit Adds Cincinnati Territory to Area Served

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co., has announced the appointment of H. C. Schultz, Inc., as Sonora distributor in the Cincinnati territory.

"In accordance with our recently announced policy," said Mr. Kendrick, "negotiations have been proceeding for some time with various distributors in different parts of the country. Several distributor contracts have already been signed, but perhaps the most significant of them all is the one now completed with the H. C. Schultz Co. This organization has been representing us for a long time in both Cleveland and Detroit, where they have had an excellent season with the new Sonora line. It is a pretty powerful indication of Mr. Schultz's opinion concerning this line that he has expressed his eagerness to add the Cincinnati territory to the districts he is already covering.

"A very prominent location in Cincinnati has already been rented by H. C. Schultz, Inc., for the double purpose of providing centrally located showrooms, and housing a branch office of the Schultz organization."

## Appointed Michigan Grebe Distributor

A. H. Grebe & Co., Richmond Hill, N. Y., manufacturers of Grebe radio receivers, announce the appointment of the Michigan Distributing Co. as distributor for Michigan, with Detroit as headquarters, according to B. H. Baker, general sales manager. This well-known distributing outfit will also look after the Grebe interests in northeastern Ohio, with Cleveland as the pivot point.

The distributing concern is headed by Harry J. Paul, pioneer radio man, who is familiar with the Middle West market and the retail trade.

## H. E. Elkan Joins Ayers-Lyon Corp. Sales Staff

Harry E. Elkan, well known in the local trade and formerly identified with prominent manufacturers in the East, is now a member of the sales staff of the Ayers-Lyon Corp., Boston, Mass., sales representative for Silver-Marshall radio receivers. Mr. Elkan will visit the trade in New Jersey and part of New York State, and his many years' experience in the Eastern radio trade insures his success in his new post.

## A. E. Slagel Buys Building

A. E. Slagel, proprietor of the Slagel Music & Radio Co., of Nowata, Okla., recently purchased a business building on West Cherokee street and is renovating it completely. In the new quarters Mr. Slagel will have more than twice the floor space that was occupied in the former store. Mr. Slagel has conducted a music store in Nowata for sixteen years. He is one of the oldest music dealers in the State, having sold pianos and organs some forty years ago.

## C. A. Craig a Benedict

Congratulations have been in order at Sonora Building recently. Charles A. Craig, Metropolitan field sales manager was married on the last day of May. His bride was Miss Marian Kaiser, daughter of Mrs. Mary T. Kaiser of Stamford, Conn.

# H. L. HUBBELL

## 1929 Walnut Line of Radio Cabinets

15 NEW MODELS

Everyone Expressing:  
**QUALITY, BEAUTY  
AND CHARACTER**

The Most Adaptable Line of the Year

Prices Incomparable

It's a Pleasure to Tell You  
About This Exquisite Line  
**Write Us**

*Profit—Is the Loud Speaker—That Commands  
Attention*



MODEL 63

**H. L. HUBBELL RADIO CABINETS**  
Grand Rapids      59-61 Market Ave.      Michigan, U. S. A.

*New!*

# PROFITS FOR YOU

in the

# PICK-UP BUSINESS!

A new, fast growing item for the radio and music jobber and retailer. Simply plug it into any radio set.

ELECTRIC MOTOR

+ ELECTRIC PICK-UP

+ YOUR RADIO SET = ?

Marvelous—Try it!



*Phonograph record reproduction that will help to sell radio sets—and phonograph records*

Model No. 50

\$50 List

*Write for circular or ask your jobber*

*A.C. Only  
60-Cycle, 110 Volts*

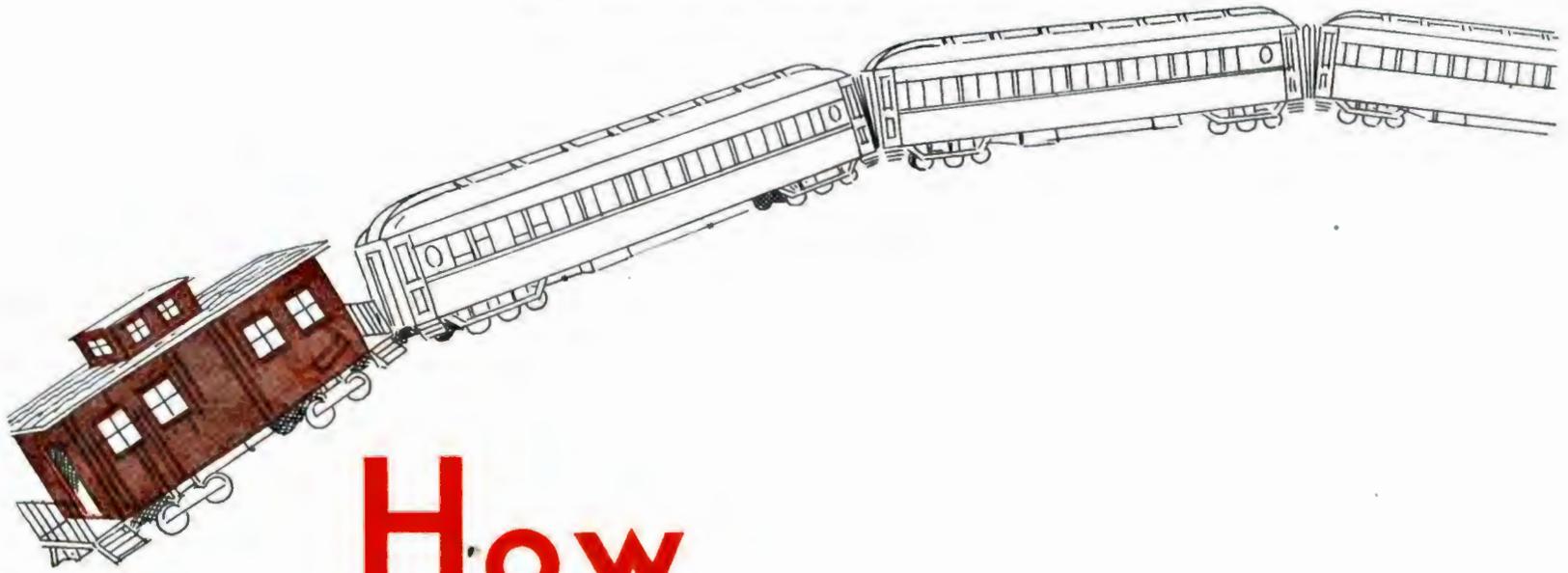
Makers of



BERG A. T. & S. CO., Inc.

Long Island City, New York

**As odd and out of  
place as a caboose on  
an extra fare train**



# How odd it would be . . . .



**R E A L I S M**

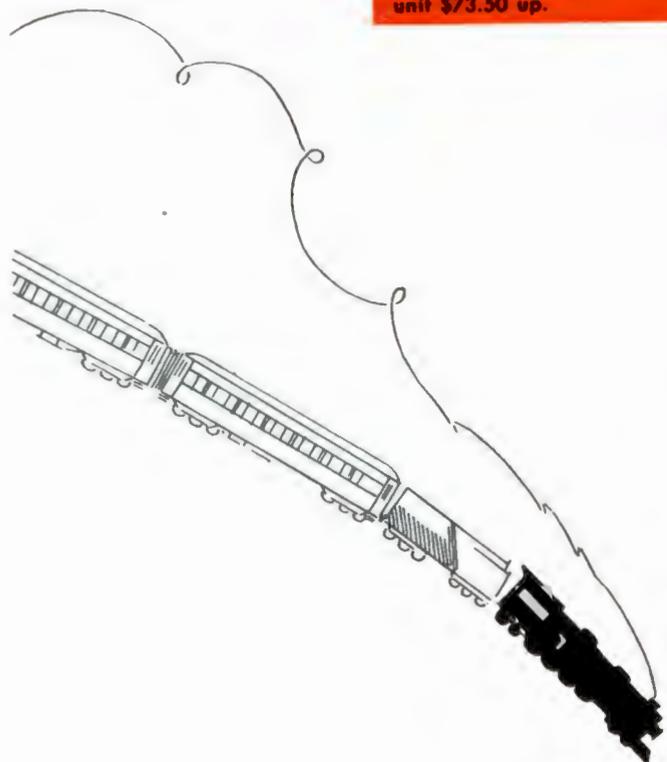
A beautiful radio set...capable as well as good looking... a sensible investment for any home. Naturally the speaker should be in keeping with the set...but how odd it would be not to have the best speaker. As odd and out of place as a caboose on an extra fare train.

For the speaker makes the receiver articulate...interprets it to the world...makes the sale of the set easy or hard.

Of all speakers Magnavox X-Core Dynamic offers most:

- in realism, ... rich "Stereoscopic" tones with depth and definition.
- in freedom from rattle and AC speaker hum, at any volume.
- in sturdy construction and sustained performance... "guaranteed for a lifetime."

# MAGNAVOX



The **CAMPANILE** A handsome, massive, richly carved Italian Cabinet of fine Walnut. Skillful workmanship, masterly designing. A fine, rare bit of furniture for any home. List prices: with DC unit \$65 up, with AC unit \$73.50 up.



The **CARILLON** A strikingly different Italian finished Walnut Cabinet, richly carved and handsome. List prices: with DC unit \$40 up, with AC unit \$48.50 up.

Don't compromise. Quality . . . guarantee . . . tested policies . . . patent protection . . . dependable deliveries . . . less service troubles . . . a high name in radio speakers . . . all these Magnavox offers.

They appeal to the man who values his own good name and who builds for tomorrow.

**THE MAGNAVOX COMPANY**

Factory and Pacific Sales  
OAKLAND, CALIF.

Factory and Sales East of Rockies  
CHICAGO, ILL.

Also the Stratford (floor model) and the Aristocrat (floor model) giving a complete range of cabinets and prices.

**X-CORE DYNAMIC SPEAKER**

## W. B. Ockenden Is Okeh Sales Manager

Otto Heineman Announces Appointment of New Executive—Has Been Active in Music Field for Sixteen Years

Otto Heineman, president of the Okeh Phonograph Corp., recently announced the appointment of William B. Ockenden as sales



W. B. Ockenden

manager. Mr. Ockenden has been identified with the phonograph and music business for the past sixteen years. Bill Ockenden, as he is commonly known to the trade, started his career in the music business with Jerome H.

Remick & Co. on the Pacific Coast and was with this company for more than eight years. Shortly after the reorganization of the Columbia Co. Mr. Ockenden joined the Columbia sales staff in San Francisco and later was transferred to the Middle West with headquarters in Kansas City. In the Fall of 1927 the Columbia Phonograph Co. appointed the Harbour-Longmire Co. of Oklahoma City as distributor for the State of Oklahoma and the Sterling Radio Co. as distributor for the Kansas City territory. Mr. Ockenden was then transferred to the field staff of the Okeh Phonograph Corp., which is a subsidiary of the Columbia Phonograph Co., and was sent back to the Pacific Coast, where he remained until October, 1928, when he again returned to the Middle West. Mr. Ockenden will make his headquarters at the executive offices of the Okeh Co. in New York and carries with him the good wishes of his many friends in the music trade.

## Specht Featured at Sparton Convention

After a successful season at the Hotel Walton, Philadelphia, Pa., during which broadcasts were carried over the Columbia Chain via WCAU, Paul Specht and His Orchestra, exclusive Columbia artists, opened an engagement in Jackson, Mich., under the sponsorship of the Sparks-Withington Co., manufacturer of Sparton radio. The occasion was the meeting of Sparton dealers from all over the country in annual convention.

This appearance was a prelude to the new radio hour to be sponsored by Sparton in the Fall, with Specht and his melody makers in the leading role for a novel series of radio entertainments over an extensive network.

## Walter Kiehn Joins Canadian Companies

Resigns Post of Advertising Manager and Director of Gulbransen Co. to Join Williams Co. and QRS Canadian Corp.

Walter Kiehn, advertising manager and a director of the Gulbransen Co., piano and radio manufacturer of Chicago, has resigned to accept



Walter Kiehn

an important position with the affiliated R. S. Williams Co. and QRS Canadian Corp., Ltd., of Toronto, Canada. In his new connection Mr. Kiehn will be a director and sales promotion manager of the Williams Co. and advertising and sales promotion manager of the QRS Canadian organization.

The Williams Co. is the largest music house in Canada handling radio, pianos, phonographs, small musical instruments, movie cameras, etc., occupying a ten-story building at 145 Yonge street. The QRS Canadian Corp. is a jobbing organization operating throughout the Dominion. The control of these companies is in the hands of B. A. and F. A. Trestrail.

Mr. Kiehn has been with the Gulbransen Co. for nine years and has developed the advertising and publicity activities of that firm to include all types of media and promotion penetrating practically every corner of the globe. In leaving the Gulbransen Co. he carries with him the best wishes of the organization and of A. G. Gulbransen personally, with whom he has had very close contact. Mr. Kiehn has been secretary of the Chicago Piano & Organ Association, charter member of the Piano Club of Chicago, active in national association affairs and member of various clubs, fraternities, etc.

## Sonatron Salesmen at Show

The Sonatron Tube Co. made the recent Radio Trade Show in Chicago the occasion for a general convocation of its salesmen from all parts of the country. Nathan Chirelstein, chairman of the board, came from the main office in Newark, N. J., accompanied by Louis Newman, Eastern sales manager from New York, and all salesmen from that territory. E. C. Austin, sales manager for the Pacific Coast, was present with his entire sales force, and all Middle Western representatives were also on hand.

# What counts like tone quality?

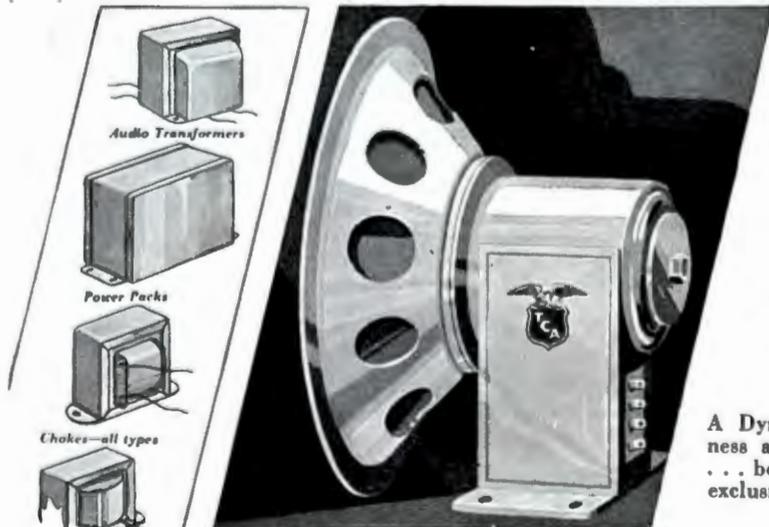


*In the last analysis the customer's yard-stick is the one by which radio values will be measured. In his judgment tone quality comes first.*

*The audio end of the set controls the final performance—so transformers and speakers can make or mar a receiver.*

*T.C.A. products meet their responsibility squarely. They deliver the goods. In perfection of design and construction they fulfill the most exacting demands of your designing department.*

*Completely manufactured . . . rigidly inspected . . . carefully tested . . . and through controlled volume production, offered at a price no higher than you pay elsewhere.*



*A Dynamic of exceptional sweetness and volume . . . substantial . . . beautiful . . . possessing many exclusive developments. Write for details.*

TRANSFORMER CORP. OF AMERICA, 2301-2319 South Keeler Ave., CHICAGO

THE



15th  
ANNIVERSARY  
ZENITH

# A NATIONWIDE BUY



the remarkable radio receiver that brought Zenith quality within purse-reach of everyone, continues to sweep the entire country.

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.  
WORLD'S LARGEST MAKERS OF HIGH GRADE RADIO

**MODEL 42**—the first of a series of 15th Anniversary Zenith receivers—continues to break selling records everywhere. Zenith quality at a popular price is the answer—the inauguration of a vast expansion program that couples Zenith world-famed quality with a three-fold increase in production capacity. Here's the evidence—Automatic Tuning, Screen-Grid Circuit, true Dynamic Speaker, exquisite console, and the price is only \$175, less tubes. Are YOU cashing in on it?



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U.S.A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending.  
*Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.*

## P. Hittinger With Freed-Eisemann

Appointed Sales Promotion Manager—  
Will Devote Energies to Selling Radio  
in General Rather Than Own Line

Arthur Freed, vice-president, in charge of sales, of the Freed-Eisemann Radio Corp., recently announced the appointment of Paul Hittinger as sales promotion manager. Mr. Hittinger's particular "job" with the Freed-Eisemann Radio Corp. is not to sell Freed radio, but



Paul Hittinger

to sell radio to the public that has not yet been converted into broadcast fans. Mr. Hittinger, upon accepting the position as sales promotion manager, stressed the fact that he disagreed with many promotion men in the field who seemed to think that their particular job was convincing owners of obsolete sets to buy the modern receivers of their own firms.

Instead, Mr. Hittinger says, the industry should forget their own sets and sell radio to the public, for statistics prove that only a small percentage of the people who are able to buy radio sets own them. In fact, his personal experience has indicated that only one out of every ten people financially able to purchase sets do so. As Mr. Hittinger pointed out, only six out of every ten people in the United States who own automobiles own radio receivers, and "when we create," he says, "a new radio fan, we are enriching the radio industry far more than when we sell the most luxurious sets."

In one of the most luxurious Park avenue apartment houses in New York it was discovered that only two out of ten apartments in the house had radios. The other eight felt that radio was an annoyance. They were still

living back in the "dark ages" of radio. In a small town in the Middle West ten out of the one hundred well-to-do families owned radio sets. The other ninety felt that they were needless luxuries, although sixty of the ninety owned cars. An intensive campaign undertaken by Mr. Hittinger in these two dissimilar locations brought about the result that seven radio sets are being used in the apartment house instead of two, and the mid-Western village boasts of fifty radio receivers instead of ten.

## CeCo Issues Booklet on the Tube Industry

Interesting and Attractive Booklet Entitled  
"Tomorrow in the Tube Industry" Contains  
Wealth of Important Facts

PROVIDENCE, R. I., July 5.—The CeCo Mfg. Co., manufacturer of CeCo radio tubes, recently issued an interesting booklet entitled "Tomorrow in the Tube Industry," and containing in addition to an exhaustive study of the tube market and an analysis of the factors governing the tube business, a study of the tube merchandising situation, prepared by Dr. H. K. Nixon, professor of advertising and sales of the School of Business of Columbia University, and noted marketing analyst.

The booklet is attractively printed and contains numerous sketches illustrating the points described. Instead of treating the subject in lengthy fashion, brief, pithy paragraphs in an interesting and convincing form are used. Among the factors touched upon are the replacement market, the fact that one-fifth of the money spent on radio is for tubes, quality tubes as an aid to set sales and builder of prestige, etc. Brief summaries of the CeCo organization and its officers and engineers, and an exposition of the policies followed in manufacturing CeCo tubes also appeared. The excerpts from the report of Dr. Nixon touched on the trend in radio marketing, with special emphasis placed on tube merchandising, giving much constructive information.

## L. C. Hollands With Steinite Radio Co.

The Steinite Radio Co.'s staff of radio engineers has been augmented by the addition of L. C. Hollands, according to an announcement from the Chicago office of the company. Mr. Hollands, a graduate of the Mississippi A. & M. College, holds a B. S. degree in electrical engineering. He was for some time connected with the Westinghouse Electric organization, during which time he was sent to Colombia, South America, where he had charge of the installation of a radio telephone system.

## A. P. Sirois With Colin B. Kennedy

Appointed Advertising Manager of Radio  
Manufacturing Firm—Long Connected  
With the Advertising Field

SOUTH BEND, IND., July 5.—Among the recent additions to the executive personnel of the Colin B. Kennedy Corp. manufacturing plant, South Bend's newest industry, is A. P. Sirois, who has assumed the duties of advertising man-



A. P. Sirois

ager of the company. He will work closely with the Kennedy advertising agency, the C. H. Trapp Co. of St. Louis, with whom he has been an account executive. Mr. Sirois has removed his family to this city from Chicago, where he has attained prominence in his profession.

## Temple Private Offer- ing Oversubscribed

The Temple Corp., Chicago, radio receiver manufacturer, recently announced that the private offering of 20,000 shares of common stock to the distributors of the company's products has been greatly oversubscribed. This offering involved no financing by the company but was stock purchased from stockholders. At the same time, A. Marchev, president, announced that royalties accruing to the Temple Corp. this year from foreign corporations operating under the Temple patents will more than cover the annual dividend requirements on the Temple convertible preference stock which is listed and traded in on the Chicago "Curb." The year's dividend requirement on the 35,000 shares of convertible stock, now outstanding, amounts to \$63,000.

## Phonograph and Radio Manufacturers Custom Built Record Albums

For use in fine phonograph and combination radio cabinets, our record album is the best filing method for records that has ever been devised.

In addition to the utility, the beauty and apparent quality of our albums will help to sell your cabinets.

We are equipped to supply you with albums of exclusive design in large quantities. Deliveries guaranteed to conform with your cabinet shipping schedules.

Write us today for samples and quotations

## NATIONAL PUBLISHING COMPANY

Established 1863

239-245 So. American St.

Executive Offices and Factory

Philadelphia, Pa.

# Kylectron

**The sensation at the  
Chicago Radio Show**

***puts United Reproducers' Radios in  
a class that defies all competition***



*... Write or wire for details  
of new money-making franchise*



**I**T'S HARD to believe, but here are the facts. A new radio achievement called Kylectron—discovery of United Reproducers Corporation—one of America's largest radio manufacturers—makes possible what the world's best radio minds have always judged unattainable.

If you attended the Chicago Show you know this to be a fact. United Reproducers headquarters on the fourteenth floor of the Stevens Hotel, were crowded from morning until midnight. Everyone was eager to hear Kylectron and get the facts about it. If you weren't there yourself, we ask you to verify these statements by talking to some of your friends who were.

### ***Patented and Exclusive***

Kylectron is now offered in Peerless and Courier radios built by the United Reproducers Corporation. Automatically, these new radios have become the sensation of the radio industry and constitute an outstanding franchise value for dealers. To hear the marvelous reproduction of Kylectron, you'd expect to find it only in the costliest of radios. But it's offered in two

complete lines and in a price range that makes every lover of radio a prospective buyer.

First, there's the Peerless line—finest radios the world affords—priced at retail from \$195 to \$600.

Second, the Courier line—greatest values known in radio. These are sold as low as \$85—top price, retail, \$165.

### ***Dominant Advertising***

With Kylectron as the keynote of our advertising story, we're going to the radio buyers of America with the most amazing radio story ever told. Look at the newspapers of America and you'll find this story blazoned in full page space for everyone to read. Listen to the broadcasts of important chains and you'll hear the story of Kylectron repeated over and over again.

Leading dealers everywhere are stocking the Peerless and Courier lines, because in these two lines they can secure Kylectron. Get in touch with your distributor today.

Wire or write to us for full details of the most profitable franchise in the history of radio.

Don't let the biggest radio season creep up on you without being prepared. This proposition is one that calls for immediate action. See following pages for other details of United Reproducers' money-making products.

#### **What KYLECTRON means to you**

Kylectron is the big, new word in radio this year. And because it is the big thing, the new thing, every prospective radio buyer is going to see and hear it before he buys a radio. Kylectron will make people go to stores that handle Peerless and Courier Radios. You know what that means—more prospects, bigger sales and greater profits.

**—turn the page—→**

401

**The**  
**Peerless Radio**  
*equipped with the*  
**Kylectron**  
*most revolutionary of*  
*all radio developments*

*"It's not a radio—it's  
the human voice . . ."*

**T**HE PEERLESS — including the truly marvelous Kylectron—is made by a single company. It is not a thing of parts made here and there and assembled. The United Reproducers Corporation designed and built every part of these sensational

Peerless radios, from the receiving set itself to the speaker and cabinet. Making *all* the parts means greater volume of quality production and lower costs—savings which are passed on to you and to the radio buyer.

The Peerless offers everything that anyone could ask for in a radio. Marvelous phonographic reproduction that is absolutely life-like. Razor-edge selectivity with a true single dial. Sensitivity

that gets the distant stations. Automatic volume control—another new development, found only in the very highest priced radios—is included. This device prevents overloading of tubes and blasting sounds from local stations. It practically eliminates fading. Cabinets are the last word in beauty of design and finish.

There are five models in the Peerless line, two of which are described on this page.



PEERLESS MODEL 23

The console of this model Peerless is really a triumph of the designer's art. It stands forty-eight inches high and is made of selected and matched American walnut and gumwood. Notice the hand-carvings. A truly beautiful piece of furniture. Finished in lacquer. A. C. operated and equipped with Kylectron.



PEERLESS MODEL 25

This model is a combination phonograph and radio. It enables one to hear his favorite records played with the same deep-toned resonance, volume and fidelity of reproduction that comes from Peerless radio reception. Electrically operated throughout. Ample space for records. Instantly changed from radio to phonograph operation by turning a switch. This model is equipped with the Kylectron.

**3-Screen Grid Tubes**

Most radio manufacturers try to get by with one or two screen grid tubes. But Peerless radios are equipped with *three*—as in the costliest of radios. This is just one example of how *quantity production* under the direction of a *single organization* permits the highest quality construction at low cost. Everything else is right, too. Complete shielding, ball-bearing condenser operation, the most improved systems of radio and audio frequency amplification, *sturdy construction* throughout.

# The Courier Radio equipped with the Kylectron

**Greatest values in history  
create new radio market**

**I**N THE Courier radios, the Newcombe - Hawley Division of the United Reproducers Corporation now offers the most outstanding developments in radio at sensationally low prices—prices which place the best in radio within reach of great masses of people who heretofore have been obliged to buy inferior sets.

The great United Reproducers Corporation designed and built

these Courier radios right in every detail. The company stands back of these radios; puts its name upon them, guarantees purchasers of Courier radios absolute satisfaction. Best of all, Couriers can now be obtained equipped with the Kylectron—radio's greatest development.

Everything about these Courier radios is right. The cabinets—made of the finest woods, designed in perfect taste—leave

nothing to be desired. The receiving set used is of the most modern type. The tone quality and volume are amazing. No "radio" sound—just faithful reproduction that is a source of never-ending delight.

Three beautiful models, prices from \$85 to \$165, retail.

### Note These Features

The receiving set used in all Courier models is an eight-tube receiver. As in the Peerless, there are **THREE SCREEN GRID TUBES**. Think what this means in a radio costing as little as the Courier. It is fully shielded and utilizes the best types of detection and amplification. Single dial control—no trimmers. Four-gang, ball-bearing condensers. Die-cast construction. And these are just the high lights.



COURIER MODEL 651

This beautiful console, standing forty-two inches high, will be welcomed by those who appreciate good design and fine cabinet work. The woods used are American walnut, Carpathian elm, fine gumwood and maple. Finished in lacquer. Equipped with improved seven-inch dynamic speaker.



COURIER MODEL 653

This console is slightly larger than Model 651, standing forty-eight inches high. Its front and doors are of matched burl walnut overlaid with burl maple. Other parts of the cabinet are of American walnut and gumwood. The design is in keeping with the most modern trends and the console will harmonize with any scheme of interior decoration. Equipped with Kylectron.

40-3

# Peerless Dynamic Reproducers

The standard of the industry

**T**HE Peerless Dynamic Reproducer is a revelation. Attached to any radio receiver, it produces a quality of tone and a volume that is as far above the ordinary speaker as the tone of the modern electric phonograph is above that of the old-fashioned talking machine that used a horn.

The Peerless startled the world with its new and better construction. No such sturdiness, for instance, has ever been seen in a radio speaker. It is truly "built like a battleship" and because of this, gives every Peerless owner

many years of care-free service. That's why dealers like it, too—service calls are practically eliminated.

Peerless Dynamic Reproducers are made in a number of models and for use with any type of electric current: 25 and 60 cycle, 110 volt, A.C.; 6 to 8½ volt, D.C. storage battery; 32 volt D.C. farm lighting; and 110 volt D.C. house lighting current. Completely equipped with cords, ready to attach.

New low prices this year—from \$14 to \$45 retail.



PEERLESS MODEL 19-A

One of the most popular of the Peerless line of Dynamic Reproducers. Encased in a beautiful carved walnut cabinet of Gothic design. Equipped with a seven-inch dynamic speaker, it delivers volume enough to fill a hall if desired, with a quality and sweetness of tone that is truly wonderful.

# Newcombe-Hawley Speakers

Quality . . Volume . . Price



NEWCOMBE-HAWLEY  
MODEL N. H. 37

This is a portable reproducer with Newcombe-Hawley dynamic cone unit of the most improved design. It comes in a beautiful cabinet of grained walnut which carries an instant appeal because it harmonizes so perfectly with the furnishings of any living room. Used with a good receiving set it produces a marvelous quality of tone and ample volume.

**W**HEN you sell a Newcombe-Hawley—you've sold it, and it stays sold. It's a quality product, always has been, ever since it was first put on the market. And now, with one of the country's largest radio-producing companies back of it, even better quality will go into these speakers. Everything will be done to make Newcombe-Hawley the outstanding line of speakers in their field—both as to quality and sales volume.

Prices, too, will be more attractive. They are lower this year, ranging from \$12 to \$45 retail.

Newcombe-Hawley Speakers are made in a variety of models in both the dynamic and magnetic cone types. And in the case of the dynamic types,

there are models for use with any kind of electric current. Fully equipped with attachment cords.

**Write for Details  
Today**

Already the United Reproducers' franchise is becoming the most valuable one in the radio business. Dealers everywhere are taking on one or more of its lines. Decide now to get in on the ground floor of what is certain to be the greatest money-making proposition in radio. United Reproducers' products are not only going to be unusually profitable for dealers, but they are going to do a real job of building good-will. The products are *right*.

**UNITED REPRODUCERS CORPORATION**

Rochester, N. Y.

**I** The United Reproducers Corporation is the result of the recent merging of four great radio producing companies: The United Radio Corporation of Rochester, N. Y.; The Precision Products Company of Ann Arbor, Michigan; The Newcombe-Hawley Company of St. Charles, Illinois, and the Buckeye Manufacturing Co. of Springfield, Ohio. **I**

## Worcester Bouck In New Arcturus Post

Resigns from The Equitable Trust Co. of New York to Join Newark Radio Tube Manufacturing Organization

Worcester Bouck, has resigned from The Equitable Trust Co., of New York, where he served as an official for many years, to become



Worcester Bouck

a vice-president, treasurer, and a director of the Arcturus Radio Tube Co. of Newark. Mr Bouck, who resides at Montclair, N. J., will make his headquarters in the general offices of the Arcturus Co. at Newark and will have supervision over the company's financial affairs.

"Growth of the business has made it necessary for the Arcturus Co. to set up a department under the supervision of Mr. Bouck to execute the financial policies of the management," stated President Chester H. Braselton, in announcing the election of the new officer.

## Wins Kolster Set for Skill at Playing Bridge

The national bridge contest conducted by Judge magazine and Vaniva Products, with



Xavier Bailet

national champion Sidney S. Lenz in charge, became an international contest when the thousands of answers to the bridge problem were judged and the second grand prize, a Kolster Model K-24 radio, was awarded to Xavier Bailet, 495 Cote Des Neiges road, Montreal.

## Imports and Exports of Talking Machines

WASHINGTON, D. C., July 8.—In the summary of exports and imports of the Commerce of the United States, for the month of April, 1929, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during April, 1929, amounted in value to \$24,070, as compared with \$37,053 worth which were imported during the same period of 1928. The four months' total ended April, 1929, showed importations valued at \$119,605, in the same period of 1928, \$146,162, a substantial decrease.

Talking machines to the number of 16,737 valued at \$617,125, were exported in April, 1929, as compared with 11,784 talking machines, valued at \$496,114, sent abroad in the same period of 1928. The four months' total showed that we exported 100,987 talking machines valued at \$2,793,069, as against 45,146 talking machines valued at \$1,930,664, in 1928.

The total exports of records and supplies for April, 1929, were valued at \$355,483 as compared with \$252,210 in April, 1928. The four months ending April, 1929, show records and accessories exported valued at \$1,395,913.

The countries to which these machines were sent during April, 1929, and their values follow:

Europe, \$49,634; Canada, \$34,871; Central America, \$30,390; Mexico, \$22,033; Cuba, \$26,118; Argentina, \$86,802; Brazil, \$59,286; Chile, \$34,201; Colombia, \$65,844; Peru, \$24,685; other South America, \$60,220; China, Hong Kong and Kwantung, \$27,198; Philippine Islands, \$33,910; Australia, \$10,038; New Zealand, \$11,233; British South Africa, \$4,359; other countries, \$36,303.

## Coast Radio Show in August

SAN FRANCISCO, CAL., July 3.—The sixth annual Pacific Radio Show will be held August 17 to 24 at the Civic Auditorium under the sponsorship of the Pacific Radio Trade Association. The show committee consists of C. L. McWhorter, chairman; C. F. McCarthy, George Marsh, W. J. Aschenbrenner and George H. Curtiss. A greater number of soundproof demonstrating rooms will be provided at the show than ever before.

## L. D. Thomas Named Capehart Secretary

Succeeds J. E. Broyles, Who Was Recently Made Vice-President in Charge of Sales—Has Had Wide Experience

The Capehart Corp. has announced the appointment of L. D. Thomas as secretary. J. E.



L. D. Thomas

Broyles, former secretary, has been made vice-president in charge of sales.

Mr. Thomas has had wide experience in this work and his popularity among the inside and outside organization has been one of the keynotes of his success.

## Lui's Music Store Moves

Lui's Music Stores, formerly known as Lui's Music & Variety Store, has moved to larger quarters at 155 North King street, Honolulu, T. H., near the Oahu market. The establishment has a branch at 407 N. King street, Palama. A complete line of phonographs, records and other musical instruments and accessories are carried in both locations.



### Attention

## PHONOGRAPH and RADIO MANUFACTURERS

A balance cover support which balances cover in any position you put it. Does away with snagging on ratchet type support—eliminates slamming of, or damage to cover. Tension adjusted from top. Will not warp covers.

Easily installed as entire device fits through slot in motor board, and fastened from top. Can be supplied in any finish desired.

If you haven't seen and felt the velvet-smooth, trouble-free action of this new Bersted cover support, you're missing a real and much needed improvement. Write for information.

## BERSTED MFG. CO.

5201 West 65th Street

Chicago, Illinois

## Named C. A. Earl District Manager

J. C. Cushman Appointed Southeastern District Sales Manager for C. A. Earl Radio Division of Freshman Co.

Harry A. Beach, vice-president in charge of sales of the Charles Freshman Co., Inc., C. A.



J. C. Cushman

Earl radio division, announced that J. C. Cushman had been appointed Southeastern district sales manager for the C. A. Earl radio division. Mr. Cushman will have complete supervision over all the Southeastern division, including Maryland, Washington, D. C., Delaware, Virginia, West Virginia, North and South Carolina, Florida, Alabama, Georgia and Tennessee. He makes his headquarters in the District of Columbia and will have assisting him S. W. Schwobel in Georgia and H. A. Tibbs in the Virginia territory.

## Big Radio Tube Market

As an example of the public passion for radio, a single order for over \$200,000 worth of Marathon tubes was placed by a Chicago jobber

during the recent RMA show, according to E. A. Tracey, vice-president of the Northern Manufacturing Co.

Although 1928 was a banner year in the radio industry, Mr. Tracey says that as far as Marathon tubes are concerned, 1929 shipments will show an increase of several hundred per cent over the sales volume in 1928.

## Boley-Oliver Makes Additions to Staff

The Boley-Oliver Co., New York City, sales agent for the Kellogg Switchboard and Supply Co., Chicago, Ill., manufacturer of Kellogg radio receivers, recently announced the addition of a number of salesmen to the company's staff. S. L. Scheer will cover Queens, and the Brooklyn territory will be covered by Arthur J. O'Neil, A. Pellowitz and Sydney Greenhouse; George D. Corcoran will attend to the needs of Kellogg dealers in the Bronx and Fred Bramer will join the force of salesmen covering the New Jersey territory. S. L. Capell, George C. Brown, James A. Coyle, Murray Goldberg and J. F. McCabe, who have been connected with the Boley-Oliver organization for some time, will continue to contact their regular accounts.

All of the men added to the outside staff have had a wide experience ranging over a number of years in the radio-music trade and are well known to dealers in the metropolitan territory.

## Victor Calls in Stock

The Victor Talking Machine Co. has called for redemption on August 1, all outstanding seven per cent cumulative prior preference stock, 195,000 shares, redeemable at \$115, plus accrued dividends. On the same date the company will redeem all outstanding cumulative preferred stock at \$110 and accrued dividends.

## Registers Robot Trade-Mark

Redison, Ltd., of Manchester, England, is said to have applied for and been granted the registration of the word "Robot" as a trade-mark in the United Kingdom and America, as applied to phonographs, records and radio equipment. The company to manufacture Robot phonographs and records is said to be in the process of formation.

## Brunswick Dealer Organizes Air Trip

Merle K. Bennett, President of Wichita Rotary Club, Arranged Air Fleet to Carry Delegation to Convention

Merle K. Bennett, head of the Adams-Bennett Music Co., of Wichita, Kans., prominent Brunswick dealer, believes that his activity in civic



Fly to Rotary Convention

and social organizations has been to a large extent responsible for his present successful business. Mr. Bennett is president of the Wichita Rotary Club, and originated the idea of organizing a fleet of twenty ships in which to carry his local organization to the International Rotary Convention at Dallas, Texas.

In the picture, snapped just before taking off for Texas, reading left to right are Mr. Bennett, John Kirkwood, president of the Chamber of Commerce; Mrs. Merle K. Bennett; Senator Henry J. Allen; Walter Beach, internationally known flyer; Mayor Frank Dunn; I. W. Clapp, president of the Park Board and Municipal Airport, and O. J. Watson, Municipal Airport.

## Temple Enjoying Big Demand in New York

Seven Carloads of Temple Receivers Delivered to Metropolitan Market—Wolfe Radio Co. Plans Meeting

Seven carloads of the new Temple electric receiver have been delivered to the New York market and 200 dealers in the metropolitan territory are now talking and selling Temple receivers. Within sixty days there will be six hundred additional dealers designated in Greater New York and Jersey, according to the plan of H. H. Southgate, metropolitan sales manager, who reports that many of the dealers are re-ordering and commenting upon the public's reaction when the Temple set is demonstrated.

The five Wolfe brothers,—Ben, Joe, Sidney, Harry, and Jack, who are the exclusive distributors of Temple in the metropolitan district, are arranging a big surprise for the dealers.

## Tie-up With Opening of Municipal Airport

SPRINGFIELD, O., July 2.—The three Majestic dealers in this city took advantage of the public interest in the opening of the new municipal airport here recently by effecting a tie-up with the event which aroused a great deal of interest and stimulated sales of Majestic instruments to a great extent. The three firms, George Meek Co., Peoples Outfitting Co. and the Wren Stores arranged to have a Majestic 72 carried into the air by a cabin monoplane. Motion pictures of the events taken at the field were shown for a three-day run at the local moving picture theatres.

In opening a new real estate development featured by a modernistic home, the Justin Matthews Co., developers working with 555 Inc., Atwater Kent distributor of Little Rock, Ark., equipped the home with a new Atwater Kent screen-grid radio set.

Testing—  
an important part  
of every sale

The supreme test of every radio receiver comes after the installation is completed—but every dealer and service man can guard against inferior results by making a careful check-up at the time of sale. The selection of the proper testing instruments is highly important. Testing equipment which insures reliability increases the efficiency of servicing work and is a factor in securing business—for the ability to quickly and accurately diagnose set troubles and to test and certify tubes in a customer's presence instills confidence and makes every purchaser a booster. The Weston Model 533 Counter Tube Checker increases tube sales.

WESTON ELECTRICAL INSTRUMENT CORP.  
600 FRELINGHUYSEN AVE. NEWARK, N. J.

**Weston**  
PIONEERS  
SINCE 1888  
**INSTRUMENTS**



Model 533 Counter  
Tube Checker

REQUIRES NO BATTERIES. Operates direct from ac. A. C. light socket—or any other A. C.—60 cycle—90 to 130 volt source of supply. Will test every type of tube—A. C. or D. C.—having filament voltages of 1.5—2.5—3.3—5 or 7.5 volts, including rectifying type tubes. Proper voltage regulation is obtained quickly with the voltage adjusting dial and voltage indicator.

# Bellphonic

**The BELL TONED PORTABLE**

One sale that pleases your customer brings a dozen more  
 . . . . one sale that doesn't is a calamity.

You, who are building a reputation along with your  
 business, will choose as your customers choose . . . .  
 by COMPARISON. And all things considered,  
 you must choose BELLPHONICS . . . . for their  
 beauty of construction and fine tonal quality.

Padded tops, two-tone shadings, gilt  
 finish trimmings and full length  
 chambers are several of the latest  
 developments incorporated  
 in most of the new

**B**ELLPHONIC **P**ORTABLES  
**BOOST** **P**ROFITS



No. 70  
 List  
 \$27.50

Size 12 1/4 x 16 1/2 x 9 inches  
 Weight 16 1/2 pounds  
 Covering—Two-Tone DuPont  
 Tone Arms—Gilt Brass, Ball-Bearing  
 Throwback  
 Audak Power Reproducer  
 Full Length Tone Chamber Padded Top



No. 12  
 List  
 \$17.50

Size 12 x 15 x 8 inches  
 Weight 12 1/2 pounds  
 Covering—Duotone Motor—Heineman  
 Tone Arm—Gilt Brass Throwback  
 Full Length Tone Chamber Padded Top

BELLPHONIC  
 PORTABLES



No. 5 Size 14 x 11 1/4 x  
 4 3/4. Weight 9  
 List pounds. A  
 \$12.50 neatly em-  
 bossed com-  
 pact model,  
 vanity style, that is equal  
 in tone and volume to that  
 of standard sizes. Heineman  
 motor; nicked brass  
 tone arm.

Stock the Complete Line of  
 BELLPHONIC PORTABLES  
 and Watch Your  
 Profits Grow

Write Your Jobber or Ask  
 Us for Samples

**B**ELLPHONIC **P**ORTABLES  
**BOOST** **P**ROFITS



No. 20  
 List  
 \$22.50

Size 12 1/2 x 15 3/4 x 8 1/4 inches  
 Weight 14 1/2 pounds  
 Covering—Two-Tone DuPont  
 Motor—Heineman  
 Tone Arm—Gilt Throwback  
 Full Length Tone Chamber  
 Padded Top



No. 11  
 List  
 \$15.00

Size 14 1/2 x 11 5/8 x 7 inches  
 Weight 11 1/4 pounds  
 Covering—Duotone  
 Motor—Heineman  
 Tone Arm—Nicked Brass Throwback

THE LIFTON MANUFACTURING CO. 40-46 WEST 20th ST., NEW YORK

# Screen-Grid Radio

**T**HE Trade Show settled the trend of the year's new developments.

It is a Screen-Grid year! The new tube has arrived with a tidal wave of popularity. Some are riding the wave with one or two of the new tubes. KELLOGG has THREE—one in each R. F. stage—feeding eight times as much energy into the detector as three stages with ordinary tubes.

It is a super-power year! There were many 245 power tubes. KELLOGG uses TWO of the 245 tubes in push-pull, even in the lowest priced model. The more powerful tubes—250 type—were scarce! A few have them but KELLOGG uses TWO, in push-pull in

two of the new models. It is a super-power year with KELLOGG in the lead.

Automatic Volume Control is NEW! It is mighty important on these powerful new sets. It is a real sales feature. Again KELLOGG leads in new developments!

A new system called "power detection" is found in many of the screen-grid sets. It really is essential to enable the detector stage to handle the greatly multiplied power without overloading and distortion. Some used a screen-grid tube for this purpose. KELLOGG has a simpler method—the "plate rectification" system to handle the tremendous energy from the R. F. stages and deliver pure undistorted audio energy to the audio stages.

# KELLOGG

## Pacent Opens New Plant in Connecticut

Increased Demand Necessitated Addition of New Factory—Business of Company Enjoyes 100 Per Cent Increase

Because of the great demand for products manufactured by the Pacent Electric Co., New York City, the company has added a new production plant in Connecticut, according to James J. Ryan, treasurer of the company. Mr.



New, Modern Factory of the Pacent Electric Co. in Connecticut

Ryan states that the business of Pacent in the Phonovox, Electrovox and Phonomotor has nearly doubled during the last twelve months and to meet the increased demand for these products it is necessary to put the new Connecticut plant in production.

The factory is a thoroughly up-to-date one, and is equipped to turn out many thousands of units of the various products made by the Pacent Co. Employees are working daily in this one additional plant to give increased output for Pacent. The Pacent factory at 91 Seventh avenue, New York City, is also working at full blast to keep up with the orders.

The Selectric Phonograph and Radio Corp. was recently incorporated in Delaware.

## Washington Fada Jobber Sponsors Meeting

WASHINGTON, D. C., July 1.—The Fada style show and banquet, held under the auspices of the Charles H. Rubel Co. at the Roosevelt Hotel, in this city, was considered one of the most successful meetings ever held by this well-known distributing organization. Approximately 120 dealers traveling from points as far as 250 miles away attended the demonstration of the new Fada line. Charles M.

Sherwood, Eastern sales manager; Frank Kenyon, Jr., assistant general sales manager, and Frank Glynn, of the engineering staff, from the Fada factories in Long Island City, delivered addresses, explaining the fine points of the new sets and speakers, the \$1,000,000 advertising drive and the broadcast program that would tell the Fada story to the entire nation.

## Audion Prices Reduced

A reduction in the list prices of DeForest audions was recently announced by Harry C. Holmes, general sales manager of the DeForest Radio Co., Jersey City, N. J. The revised prices apply to all audions with the exception of the 401-A general purpose battery type tube.

## Edison Distributor Opens Branch Offices

Alliance Motor Corp. Establishes Branches at Buffalo and Syracuse and Plans to Add Two More Very Soon

In order to better serve Edison radio dealers in the northwestern section of New York State, the Alliance Motor Corp., of Rochester, N. Y., Edison radio distributor, recently opened branches in Buffalo and Syracuse. Full Edison service facilities will be available from these branches, supplementing the Edison activities carried on from the headquarters of the company in Rochester. "The outlook for Edison business," said John T. Hicks, president of the Alliance Motor Corp., "is so encouraging that we will undoubtedly have to make further increases in our organization. In fact, we are now contemplating opening additional branches at Binghamton and Elmira." Mr. Hicks reports the establishment of two prominent Edison radio accounts in Rochester—Sibley, Lindsley & Curr and the Automatic Utilities Corp.

Accompanied by R. T. Wilcox, general manager of the Alliance Motor Corp., Mr. Hicks visited the Edison Laboratories at Orange, N. J., on June 13 to place his order for the new Edison Light-O-Matic radios. Mr. Hicks' enthusiasm for the new Edison instruments even exceeded that of the members of his organization who had viewed the new models at the Chicago Radio Trade Show.

While at Orange, Mr. Hicks and Mr. Wilcox conferred with the following executives of Thomas A. Edison, Inc.: A. L. Walsh, vice-president; R. R. Karch, assistant to the vice-president; H. H. Silliman, Eastern sales manager; Alfred Hand, advertising manager, and J. A. Shearman, manager of the service department of the Edison organization.

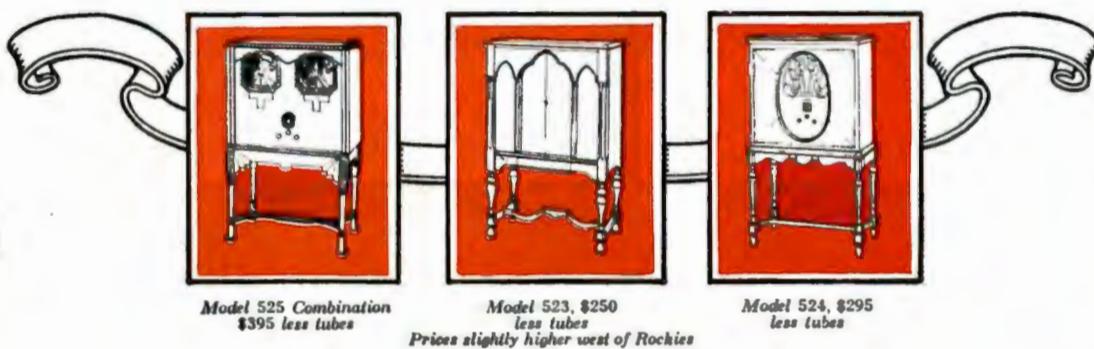
# dominated the Trade Show

Cabinets, it must be admitted, were a bit monotonous. Little originality in design! Some very far from the accepted standards of good furniture. KELLOGG cabinets proved the exception! Distinctive designs, high grade cabinet work and splendid finish, gave rise to enthusiastic comments from visiting dealers.

Pricing gave food for thought to all careful buyers. Many new lines made their bow into the low priced class. The former wide spread between Low Priced Radio and Quality Radio was sharply reduced. KELLOGG quality now commands but little premium over "price jobs." That means new possibilities for volume business in Quality Radio.

These FACTS did not escape the attention of shrewd buyers. KELLOGG was widely acclaimed the "outstanding set of the Show". Distributor and dealer franchises were closed to cover a large part of the territory which Kellogg plans to serve this season. All who left Chicago without making definite commitments for this season's line will profit generously by getting the complete Kellogg story before closing. Write or wire for details.

KELLOGG SWITCHBOARD & SUPPLY CO.-CHICAGO



# Radio

## Mills Automatic in Use All Over World

Automatic Phonograph Has Secured World-Wide Distribution—Entire Plant Facilities Used for Production

The Mills automatic phonograph is now in active use in England, Spain, Germany, Colombia, Brazil, Canada, Australia, China and other foreign countries, according to Fred L. Mills, president of the Mills Novelty Co., manufacturer of this instrument in Chicago. This is in addition to the large number which are now being merchandised on a general scale by dealers throughout the United States.

Mr. Mills states that the company has turned over the facilities of its huge manufacturing plant in Chicago to the production of the Mills automatic phonograph and is sponsoring an ambitious sales and advertising program which is now being energetically followed through by the entire Mills organization.

The Mills instrument was first constructed almost two years ago and many of these instruments were placed in the market for test purposes. With some few slight additional perfections, the instrument is manufactured to-day as it was at the outset. According to officers of the company, of the first 1,000 instruments shipped not a single service call has been necessary from the factory. Many of the men in the Mills Novelty Co. employ have been associated with the company continuously for over thirty years.

### Phil Ravis Sails for Europe

Mr. and Mrs. Phil Ravis sailed recently aboard the S.S. Olympic for a two months' tour of Continental Europe. While it is primarily a pleasure trip, Mr. Ravis as president of the Peerless Album Co., New York City, manufac-

turer of Peerless portables, record albums and carrying cases, is keenly interested in the development of the portable and album industry in Europe. He will visit the large manufacturing centers to study the situation as well as to make arrangements for purchasing raw materials needed in his business.

## Named Eastern Agent for Aston Cabinets

The Radio Merchandising Co., New York City, has been appointed exclusive Eastern factory representative for the Aston Cabinet Manufacturers and will cover all of the New England States, New York State, New Jersey, Eastern Pennsylvania and Maryland with a sales force of eight men directed by Bernard A. Wechsler, former sales and merchandising manager for Knight electric radios. The company is featuring the Pioneer screen-grid receiver with matched Oxford dynamic speaker, housed in Aston cabinets and sold as a complete job.

The Radio Merchandising Co., which maintains sales and showrooms at 154 West Twenty-seventh street, is also sole agent for Viking radio tubes.

## Cable Announces Golf Tournament Winners

Everyone who participated in the golf tournament, at Chicago, under the auspices of the Cable Radio Tube Corp., Brooklyn, N. Y., will be interested in knowing the winners. T. W. Brown, of the Buckingham Radio Corp., Chicago, shot low score and won the Speed golf tournament trophy cup and the diamond ring. The cup must be won twice before it becomes the permanent property of the winner. The second prize, a handsome leather traveling bag,

was won by M. Scott Gardner, of St. Louis. The third prize was an elaborately fitted toilet case and went to J. F. Mehr, of Milwaukee. Milwaukee also captured the fourth prize, a fine gentleman's toilet case, won by H. Ewald.

## Brook-Rad in New Quarters

The Brooklyn Radio Service Corp., distributor and manufacturer of Brook-Rad products, recently moved its main office and warehouse to a five-story building at 1072-1076 Atlantic avenue, Brooklyn, N. Y.



Mayor Schwab, of Buffalo, N. Y., recently accepted two Radiolas for the Perrysburg Memorial Hospital and the City Hospital from E. J. Hendrickson, manager of the Midland Radio Corp., RCA distributor. The sets will be used in these institutions with headsets for bedridden patients. Others shown in the accompanying photograph are: left to right, E. D. Crosby, RCA representative, and Elmer Metzger, of the Medo Electric Corp., RCA dealer.



Star-Raider R-30 nine tube radio. Walnut, Acacia and Zebrawood in a cabinet of true Elizabethan design. \$525.00 (less tubes)



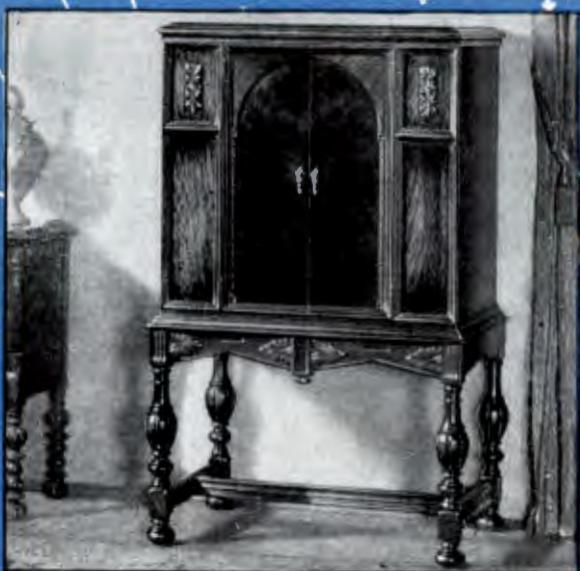
Star-Raider RP-40 nine tube radio-phonograph combination. Pollard Oak and Burl Walnut in Renaissance design cabinet. \$725.00 (less tubes)



Star-Raider R-20 nine tube radio. Pollard Oak, Burl Walnut and Butt Walnut in cabinet of Jacobean design. \$435.00 (less tubes)

**THE R-25 FURTHER BROADENS**





Star-Raider R-25 nine tube radio of Olivewood and Burl Walnut overlay, \$475.00 (less tubes)

## THE INDUSTRY'S OPPORTUNITY

Continental now presents the Star-Raider R-25 . . . and thereby swings open still wider the door to more profitable selling.

April saw the Star-Raider R-30 . . . May, the RP-40 . . . June, the R-20 . . . and now, in July, the Star-Raider R-25 makes its bow.

All four are built with a craftsmanship that mass production never could equal. All are built on the exclusive new Technidyne Circuit . . . to perform as no other radio can.

Radio buyers now ask "how good" more

often than "how much". A radio is bought now as a musical instrument . . . and willingly paid for as such.

There's plainly the opportunity of the Industry . . . and Star-Raider fits to a "T."

Star-Raider carries listeners away to a land that only Star-Raider knows . . . where tunes are sweeter and voices are clearer . . . a land at the end of the star-lit trail.

Four-strong . . . Star-Raiders stand . . . four opportunities for the Industry to simplify sales and promote profits to a higher level.

CONTINENTAL RADIO CORPORATION, FORT WAYNE, INDIANA  
(SUCCESSOR TO SLABLE RADIO COMPANY)

# the STAR-RAIDER

America's Finest Radio Made Finer

© C. R. Co. 1929

THE BH  
RECTIFYING  
TUBE  
IS A  
STEADY SELLER



Eveready Raytheon BH Rectifying Tube  
—standard for "B" Power Units  
125 m.a., 300 volts

EVEREADY  
RAYTHEON BH

MILLIONS of "B"-eliminators have been sold in the past few years. The majority were designed and built for the BH rectifying tube . . . and when replacements are necessary, it is a BH tube that these customers want.

Always keep at least one full carton of Eveready Raytheon BH Tubes on hand. Tell your customers what a great difference in reception a new rectifying tube will make.

The market for these is enormous!

NATIONAL CARBON CO., INC.  
New York, N. Y.

Branches: Chicago, Kansas City,  
New York, San Francisco



Unit of Union Carbide and  
Carbon Corporation

EVEREADY  
RAYTHEON

## Edison to Continue Radio Broadcasts

Interest in Programs of "Favorite Music of Famous Persons" Leads to Continuation—New Stations Added

The widespread interest of radio listeners in the Monday evening Edison radio broadcasts of "Favorite Music of Famous Persons" has resulted in the decision to continue this series indefinitely, according to an announcement made by Alfred Hand, advertising manager of Thomas A. Edison, Inc., maker of Edison radio. Mr. Hand also announced that three more stations, WHAM, Rochester; WTMJ, Milwaukee, and KSTP, St. Paul, have been added to the coast-to-coast network from which the Edison broadcasts go on the air. These three additional stations, together with WJR in Detroit, KYW in Chicago and WEBC in Duluth, now provide complete facilities for the broadcasting of the Edison programs throughout the extensive Great Lakes district.

The Edison programs began on February 11 of this year on the occasion of Thomas A. Edison's eighty-second birthday, at which time the great inventor's own favorite selections were heard. Mr. Edison himself addressed the radio audience during this initial presentation, speaking from his Fort Myers, Fla., residence.

The presentations feature the musical favorites of notable people, based on lists of favorite selections received by Charles Edison from the personages themselves. Many of the selections are interesting and unusual. George M. Cohan, the popular actor, for example, wrote Mr. Edison: "I like all music"; Charles Chaplin's favorites did not number among them any comic selections, and there was not even a suggestion of a martial air in the music that General Charles G. Dawes likes.

Thousands of letters in appreciation of the broadcasts have been received by Thomas A. Edison, Inc. These letters come not only from every section of this country, but from foreign countries as well, and are of especial significance, because they indicate a marked preference for better-class music.

## English Firm to Make Majestic Receivers

Plans are under way for the organizing of a company in England which will acquire exclusive rights for the manufacture and sale of radio sets under the trade-mark "Majestic" in the continents of Europe, Asia and Africa. The Grigsby-Grunow Co., Chicago, will receive approximately one-half of the issued share capital in consideration of the granting of its trade-mark "Majestic" and patent rights in that territory, and a working arrangement between the two companies. The remaining half of the capital to be issued will be offered for subscription on the London market to provide the necessary working capital. It is considered possible that the shares of the English company will also be traded in upon the New York Curb market.

Members of the active management of the American company will be represented on the board of the English company. Conditions are considered excellent for the entry of the Majestic set into the British market at this time. It is believed that the entire plan will be consummated in a few weeks, at which time further details will be announced.

## Handling Brunswick Account

The Brunswick-Balke-Collender Co., of Chicago, has appointed the New York office of the H. W. Kastor & Sons Advertising Co., Inc., to direct the advertising of its record, Panatropé, radio and billiard departments.

## Stewart-Warner to Expand Activities

Chicago Automotive and Radio Manufacturer Will Invade New Fields and Increase Operations in Several Others

Invasion of new fields of manufacture and expansion of activities in some of the diversified lines in which the Stewart-Warner Corp., Chicago radio manufacturer, is already engaged, was recently announced by C. B. Smith, president, in a statement to stockholders of the company. The company is planning to manufacture aircraft equipment on a large scale, and its engineers are now at work developing aircraft accessories for which there is a rapidly increasing demand. Several important accessories in this line have already been perfected and will be placed upon the market in the near future, it was stated.

Mr. Smith announced that the company had developed a new four-wheel power amplifier automobile brake which will become an important item in the company's automobile accessory line within the next few months. In its radio division the management reports favorable acceptance by dealers of its new receiver and indications are that the company's radio output this year will be quadrupled.

Stewart-Warner is also planning to expand its Canadian activities which include the Alemite Lubricating Co. Present output of its Canadian subsidiary is limited to Alemite lubricating systems but the company will increase its line to include practically all important products manufactured in its plants in the United States, thus avoiding Canadian tariffs on its products which in some instances are very high. Furthermore, by shipping from its Canadian plants to points in the British Empire the company can also avoid many of the British tariff barriers.

A building program will shortly be arranged which will provide the necessary facilities for broadening the scope of its Canadian operations. Facilities for increasing production in its Chicago plant are being provided for in buildings now in process of construction. Company plants at the present time, according to Mr. Smith, are operating at capacity.

While there is still a tendency in some quarters to consider Stewart-Warner entirely as an automobile accessory and radio manufacturing company, it has also attained an important place in a secondary division, which includes the manufacture of die castings for a varied list of products, casters, furniture trimmings, automobile and miscellaneous hardware, lubricants and lubricating equipment for motorized machinery. The Stewart Die Casting Co., for instance, operates the largest casting plant in the country, while the Bassick Co., another subsidiary, is the largest builder of casters in the world.

The favorable financial position of the company to carry out its proposed expansion program is disclosed in the balance sheet as of April 1, which shows that the company had the largest working capital in its history, amounting to \$14,498,174, as compared with the best previous total of \$11,267,089 on September 30, 1928. With record first quarter earnings amounting to \$2,054,224, compared with \$1,387,284 for a like period of a year ago, company officials are looking forward to the second quarter in which earnings are expected to reach a new high level. Current assets at the end of the first quarter amounted to \$17,423,897 and the current liabilities to \$3,374,723.

## Victor Places Big Order

The General Electric Co. recently received an order approximating \$1,250,000 for the manufacture of capacitors for Victor talking machines, radio receivers and the combination radio-talking machines.

# PERRYMAN

## RADIO TUBES



## FOR YOUR 1929 PERRYMAN PROFITS

Ten years of research before a single tube was put on the commercial market—four years of successful manufacture and selling the Perryman tube with its exclusive Patented Bridge and Tension-spring: This is the past.

Now the new Perryman factory, equipped with the most modern machines, research laboratories, backed by engineering and merchandising skill; This is the Perryman picture of today.



The future holds untold opportunities for every jobber and dealer in the Perryman merchandising organization.

With nation-wide newspaper advertising, magazine advertising, new window displays, new counter displays, booklets, leaflets—every modern means for greater profits—Perryman dedicates its new factory, its entire resources and facilities to make 1929 the most profitable year ever for Perryman jobbers and dealers.

**PERRYMAN ELECTRIC CO., INC.**

4901 HUDSON BOULEVARD

NORTH BERGEN, N. J.

**P**

# A Red Letter Day JULY 15th

FOR EVERY VICTOR DEALER

INTRODUCING  
MICRO-SYNCHRONOUS

## VICTOR RADIO

AND THE NEW

## ELECTROLA

"Just as the curtain  
rises" Ditson-Victor  
Service may prove  
helpful in the terri-  
tories that we cover.  
Try it!



**Chas. H. Ditson & Co.**

8-10 East 34th Street  
NEW YORK, N. Y.

**Oliver Ditson Co.**

179 Tremont Street  
BOSTON, MASS.



*Be There!*

*The* NEW SPARTON  
EQUASONNE

TOMORROW'S RADIO TODAY

The marvelous FACE-TO-FACE REALISM of the new Sparton EQUASONNE instruments was acclaimed the biggest radio development presented at the Chicago show. Sparton STAYS a year ahead of the industry. Sparton dealers STILL have that priceless margin of leadership that has made the Sparton dealer organization the most prosperous in the industry. The magnificent new models and the new low prices have greatly enlarged the Sparton market. Our production has again doubled. The Sparton franchise presents unlimited possibilities.

THE SPARKS-WITHING TON COMPANY  
(Established 1900)  
JACKSON, MICH., U. S. A.

*Pioneers of Electric Radio without batteries of any kind*

(341)

SPARTON RADIO

*"Radio's Richest Voice"*

"FACE-TO-FACE REALISM"



# M-P

## Electric Turntable and Pick-Up

The Motor Player Corporation, long known as the manufacturer of the highest quality electric motors for reproducing pianos, announces these products as its contribution to the radio-music industry.

### Note These Features

- Noiseless Induction Type Motor
- No Radio Interference
- Does Not Heat Up
- Gears Enclosed and Noiseless
- Equipped With Speed Control
- Operates on 110-120 Volts A. C.

### For Manufacturers

These units furnished separately or completely assembled on board, ready for installation in your radio cabinets. Years of experience in manufacturing noiseless, no-trouble, induction type motors for reproducing pianos are back of this perfected phonograph motor.

### For Jobbers and Dealers

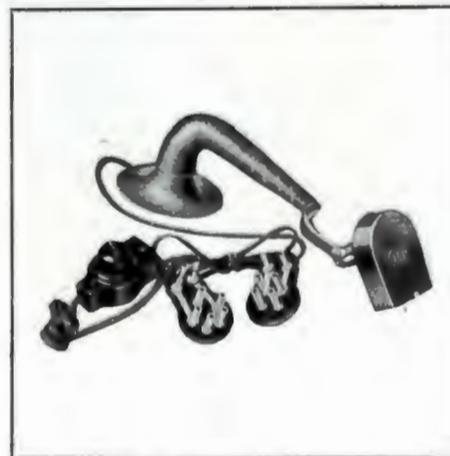
Every owner of a radio receiving set is a live prospect for the M-P phonograph motor and pick-up in the table model cabinet. The finest unit of its kind manufactured. Amplifies any phonograph record with a perfection of reproduction limited only by the quality of the speaker in the radio set.

*Complete information and attractive prices will be mailed on request.*



Style H Electric Motor and Pick-up in Cabinet

The complete assembly in handsome table model cabinet. Twelve-inch turn-table, induction type motor, no brushes, no radio interference, noiseless, enclosed gears, magnet of finest Cobalt steel. Phonograph-radio switch, and volume control. Complete with six feet of cord for light socket and adapter plug for detector tube socket.



M-P Electric Pick-up  
Style J

The M-P Electric Pick-up is built like a fine chronometer. High voltage output, low impedance and uniform response over a frequency spectrum far in excess of that audible to the human ear. Permanent magnet of finest Cobalt steel. Each assembly aged and tested. The highest type of pick-up developed. M-P Electric Pick-up head and arm are furnished with either A.C. or D.C. adapters, and volume control.

# MOTOR PLAYER CORPORATION

340 West Huron Street

Chicago, Illinois

# Making the Department Store Radio Section Pay Profits

Carl D. Boyd, President of the Continental Radio Corp., Lists Some Policies to Be Followed in the Building of a Successful Radio Section in Large Stores

**M**ANY large department stores have taken on three or four makes of radios, established an efficient force of sales people and one or two service experts, given generous advertising space—only to find at the end of the year or sooner that their radio department is not only costing them many, many dollars, but is also losing them valuable customers through dissatisfaction and misunderstandings.

However, many more department stores have established very profitable radio departments that have brought in more than their estimated share of profits each year, and in addition have been the means of adding many desirable customers to their books.

It seems strange that the extremes should be so marked—and yet the reasons are simple, really a matter of common sense more than anything else.

In the first place, no department store of any standing in the community can afford to carry any line but the very highest quality that their customers' buying power will permit. People place such confidence in their favorite department store that should they buy a radio that does not prove satisfactory, they at once come back with the expectation of full and complete restitution being made. And, in order to hold their trade, the department store must make good without question every radio trouble that seems within the slightest range of reason. That is the first place where a poor radio can quickly eat up the profit per sales by the endless amount of adjustments and trade-ins or repossessions that become necessary.

Therefore, first and foremost, wise department store managers will select one or two lines of highest grade, nationally advertised radio receiving sets.

Secondly, is the matter of service. Many stores allow three free service calls in the first ninety days. They charge a small sum for all over that number. This is all very well, if the radio is of a high quality and does not require the endless servicing of a poorly made product. For no matter how many or few free calls are allowed, the customer will expect just as many as are necessary to keep the set in good condition. Often these excessive service calls and the general feeling of dissatisfaction on the part of the customer are the costly things that cut profits to the point of loss.

Thirdly is the matter of personnel. In addition to an intelligent sales force, who themselves are interested in and own radios, at least one first-class radio expert should be employed, for prospects and customers to ask advice during and after the sale.

Fourth in the list is home demonstration and credits. These are very ticklish problems, and the first depends entirely upon the latter. Home demonstration should not be widely advertised or else such a number of calls are liable to come for home demonstrations that the store would quickly lose many dollars demonstrating radios to prospects whose credit would not warrant a sale, and who perhaps may be merely curiosity seekers. While this is being done, real prospects may be lost. Therefore, home demonstration should be brought up only after the customer has been to the store, and been shown the models, picked the one preferred,

and showed herself a likely prospect. Then before a set is sent out complete credit investigation should be made. These simple precautions can prevent many costly mistakes later on.

Fifth is the matter of advertising. Sufficient window space should be given to the radio department to keep the fact that such a department exists continually before the public. Newspaper space need not necessarily be large, but it should be consistent, and can often be timed so that it is used to the best advantage in connection with the national advertising program. Direct mail, especially around the Christmas season, should be carried on; and all year, envelope stuffers and other specialties should be included with monthly statements and correspondence.

The making of a successful radio department

## Two Additions to Kennedy Corp. Staff

E. W. Kennard Appointed Pacific Coast District Manager—R. P. Crawley Covering Kansas City Territory

Following his resignation as sales manager of the Sunset Electric Co. of Seattle, Wash.,



E. W. Kennard



R. P. Crawley

E. W. Kennard joined the staff of the Colin B. Kennedy Corp. organization as Pacific Coast division manager. Mr. Kennard was formerly connected with the company, and so should feel at home in his new connection. Immediately following his appointment he left for Los Angeles and he is planning a flight by airplane to get a bird's-eye view of the territory he will cover. Mr. Kennard feels that with the new Royal Kennedy line he will establish a new selling record.

R. P. Crawley is another former staff member who has returned to the Colin B. Kennedy fold. He resumes his old territory, the Kansas City district, with great hopes of rivaling any previous mark he made in selling the "Royalty of Radio." His knowledge of the territory, together with the hosts of friends in the trade, will go a long way in aiding Mr. Crawley in establishing new sales records.

## S. A. Ribolla Passes Away

S. A. Ribolla, who for many years was active in the phonograph field, passed away at his home in Chicago, Ill., at the age of 69. Mr. Ribolla was general manager in the Midwest



Carl D. Boyd

is not a thing to be done overnight. But if the most obvious points are observed, a radio department in a large store seldom fails to pay good dividends.

for the original Otto Heineman Phonograph Supply Co., and later the General Phonograph Corp. and the General Phonograph Mfg. Corp. He was associated with these companies for a period of fifteen years.

## Otto Heineman Abroad

Otto Heineman, president and founder of the Okeh Phonograph Corp. of New York, sailed June 19 on the Aquitania for Europe, planning to spend several months abroad. Mr. Heineman will join Mrs. Heineman in Germany, and after visiting the leading European countries, will return to his desk about the middle of September.

## Edison Honored

Furthering the honors being heaped upon Thomas A. Edison in this, the fiftieth year since his production of the first incandescent lamp, the United States Government has issued a new 2-cent postage stamp in commemoration of this great electrical achievement.

The Columbus Radio Co., Toledo, O., has opened offices at 69 East Chestnut street.

## TONE ARMS

By the Manufacturers of the world-famous Thorens Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes, spring motors, electric motors, and other accessories is also available. Write for complete details.

HERMANN THORENS

Ste. Croix, Switzerland

American Branch House:

THORENS, Inc.

450 Fourth Ave.

New York City

### COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N.J.

### SPRINGS

REPAIR PARTS

RENE MFG. CO.

MONTVALE, N. J.



- |                                                         |                                                  |
|---------------------------------------------------------|--------------------------------------------------|
| 1—No rubber bearings                                    | 4—Extreme sensitivity                            |
| 2—Perfect tone arm balance                              | 5—Built-in filter—eliminates scratch             |
| 3—Proper center of gravity—no resonance.                | 6—"Fold-Back" hinge for easy insertion of needle |
| 7—GENUINE ENGLISH 36% COBALT MAGNETS—the best available |                                                  |

*Super Phonovox*

*Compare the Super-Phonovox with any pick-up regardless of price!*

THE NEW Pacent Super Phonovox is already by far the largest selling pick-up on the market. But don't be influenced by this majority judgment of experts and laymen. Make your own comparisons on the points that influence pick-up sales:

- on *appearance*, which sells the customer through appeal to the eye;
- on *tone quality*, which sells the customer through appeal to the ear;
- on *trouble-free, long-lasting durability*, which sells the customer through appeal to his sense of economy.

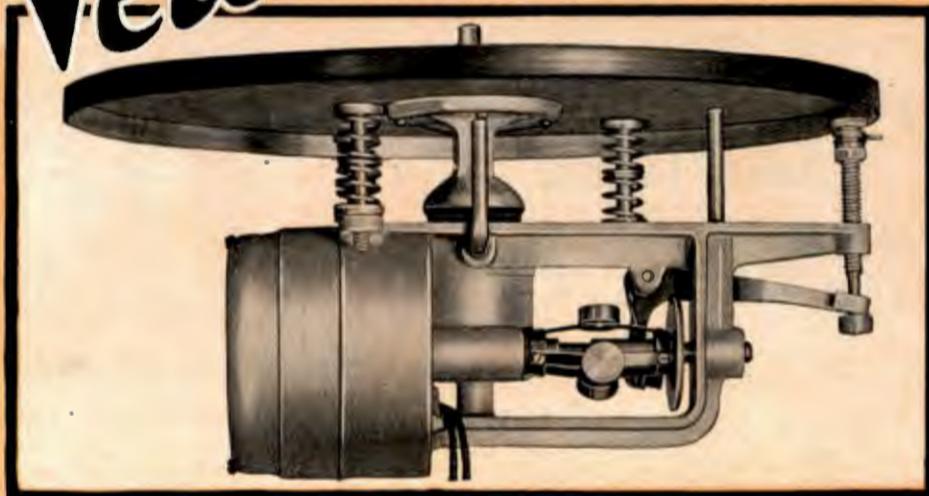
Write for complete information (with prices) on the three fast-selling models of Super Phonovox. Then see it, examine it, and above all hear it. And compare it with any other.

**New**

PACENT ELECTRIC CO., Inc., 91 Seventh Ave., 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.



IN THE FIELD of electro-motive engineering Pacent is also far ahead of its nearest competitor with the *New Pacent Silent Induction Phonograph Motor*. Complete information or demonstration on request.

List Price  
**\$25**

- |                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1—Much greater power and starting torque.</p> <p>2—Dynamically balanced rotor eliminates vibration.</p> <p>3—The worm is integral with the shaft and is made of specially selected, heat-treated steel, ground and polished, insuring true alignment and minimum friction.</p> | <p>4—All bearings are phosphor-bronze; cast integral with the main frame casting, and carefully line reamed.</p> <p>5—Positive lubrication by spring-fed wick. Gears are housed in oil-tight, dust-proof case.</p> <p>6—Specially designed, carefully balanced, true governor mechanism built for continuous duty.</p> | <p>7—Improved micrometer-type speed regulator of positive and permanent adjustment.</p> <p>8—The motor may be overloaded, in fact, stalled indefinitely, without damage to windings.</p> <p>9—The main motor frame is die-cast of special alloy, heavily ribbed for strength and designed for minimum weight. Mounting holes identical with previous models.</p> <p>10—Can be supplied for all commercial voltages and frequencies, on special order.</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

INDUCTION TYPE  
**Phonograph Motor**

## Prominent Distributors Take On Complete Brunswick Line

Arthur A. Trostler, Brunswick Radio-Panatrope Division Sales Manager, Announces Appointment of Impressive List of Wholesale Houses as Brunswick Distributors

CHICAGO, ILL., July 3.—Arthur A. Trostler, sales manager of the Radio-Panatrope division of the Brunswick-Balke-Collender Co., of this city, announced



A. A. Trostler

recently that the company had appointed an impressive list of distributors during the course of the Radio Show in Chicago. Among the prominent wholesalers who will distribute Brunswick products are the following: Adams Corp., Fort Dodge, Ia.; Adams Paper & Specialties Co., Waterloo, Ia.; Buffalo Talking Machine Co., Buffalo, N. Y.; Cohen & Hughes Co., Baltimore, Md.; Cohen & Hughes, Charlotte, N. C.; Duluth Paper & Specialties Co., Duluth, Minn.; Keith Simons Co., Nashville, Tenn.; F. W. Kelley Co., Inc., Syracuse, N. Y.; McEwen-Halliburton Co., Oklahoma City, Okla.; Midwest Refrigeration Co., Des Moines, Ia.; Orchard & Wilhelm Co., Omaha, Neb.; Ozark Motor Supply Co., Springfield, Mo.; Post & Lester Co., Boston, Mass., Providence, R. I., Hartford, Conn., Bridgeport, Conn., New London, Conn., and Bridgeport, Conn.; Shadboldt & Boyd Co., Milwaukee, Wis.; Stratton & Terstege Co., Louisville, Ky.; Stratton-Warren Hardware Co., Memphis, Tenn.; Toledo Automotive Equipment Co., Toledo, O.; Wholesale Radio Equipment Co., Newark, N. J.; York Auto Supply Co., Harrisburg, Pa.

In connection with the appointment of these distributors, Mr. Trostler emphasized the fact that these wholesalers have been appointed in addition to Brunswick branches, but wherever a distributor has been placed the operation of the branch has been discontinued. The Brunswick organization expects to have about sixty distributors and branches before the close of the year and, judging from the phenomenal progress that has been made during the last few months, the distributors' list will be practically completed when the season starts.

Referring to the new Brunswick policy of establishing distributors, Mr. Trostler said: "It was most gratifying to note that those distrib-

utors who contacted us with the idea of obtaining a franchise for distributing our products accepted our proposition in its entirety because of the opportunity it gives them to inject into the radio industry 'musical thought.' Wherever a distributor has been appointed he takes on our entire line of radio, Panatrope with radio, records and Panatropes. This idea is somewhat new so far as the radio distributor and dealer are concerned, but we feel satisfied that before twelve months are over every radio dealer will handle records and instruments in addition to radio because of the musical appeal which is characteristic of all these products.

"In arranging for the establishment of distributors, we appointed those concerns which were, first, financially able to take on a proposition such as we had to offer, and, second, had the ability to merchandise a complete musical product. The enthusiasm which everyone displayed at our showings at the Radio Trade Show and the Music Convention in Chicago proved conclusively that we are introducing a product which is wanted by distributors and dealers and although we have always manufactured units in radio and phonographs running well up into the thousand-dollar market, we used this same thought in building our radio models, bringing them down to the mass appeal and price. We feel sure that this will be a 'combination' year and, judging from the comments of our distributors and dealers, our factory is going to be kept mighty busy taking care of the demand for the new Brunswick combination instruments."

## F. E. Stern Heads Assn. Traffic Body

Boston Majestic Distributor Appointed Chairman of Traffic Committee of the Radio Wholesalers' Association

Francis E. Stern, of Stern & Co., Inc., Hartford, Conn., and Boston, Mass., Majestic distributor, has been appointed chairman of the Traffic Committee of the Radio Wholesalers' Association, which is working in conjunction with the Traffic Committee of the Radio Manufacturers' Association in an effort to obtain an adjustment of rates and classifications covering the shipment of complete receiving sets by freight. To date, the contact of the Radio Wholesalers' Traffic Committee has been exclusively through the Consolidated Classifications Committee and it is hoped that the information now given the latter committee will be productive of the adjustment the wholesalers are so anxious to receive.

Mr. Stern states that it is interesting to note that statistics show that in a shipment of almost 200 solid cars of Majestic sets, the total claims made against railroads for damages in transit have amounted to less than \$50. Discussing this subject further he states: "In fixing our proper freight rates we must take into con-

## MICA DIAPHRAGMS

Immediate delivery—all sizes  
Send for free samples and prices  
All Mica Products  
INTERNATIONAL MICA CO.  
Phone Baring 535 Philadelphia, Pa. Cable Filases, Phila.

sideration the handling of merchandise in large quantities, and rates which were fixed at a period when poor packing was the rule rather than the exception. Undoubtedly there should be a readjustment to the present time when the industry has learned how to pack and ship its merchandise to insure its arrival intact. Freight is a serious problem for every wholesaler in the United States and becomes an increasingly large percentage to be taken from the gross profits, according to the wholesaler's distance from his point of supply."

## Clayton, Jackson and Durante for Columbia

Famous Trio of Comedians, Long Famous on Broadway, Make Recording Debut on July List of Columbia Releases

In what gives promise of being the best coup for Phonograph records since Columbia secured the Two Black Crows and Paul Whiteman, an-



Clayton, Jackson and Durante

ouncement is made that Clayton, Jackson and Durante, leading Broadway comedians, have likewise signed exclusively with Columbia. Their first record, coupling two of their major successes, "So I Ups to Him!" and "Can Broadway Do Without Me?" was released on July 12.

This team, frequently called "The Lunatics," has played for the last two years at the Parody Club, New York, and in vaudeville on the Greater New York Keith circuit, to tremendous audiences, and with a chorus of local write-up, both popular and literary, unprecedented since the Two Black Crows.

Simultaneously with Columbia's recording news comes word that Clayton, Jackson and Durante are to be the star comedians in the forthcoming Ziegfeld "Show Girl," which will make its New York premiere on July 1.

## Growing Temple Production

Temple Corp.'s new plant in the Clearing manufacturing district, Chicago, Ill., which comprises the radio set division of that company, is rapidly getting into production. Equipment was moved into the factory in February, the first set was produced in March, and in April between 2,000 and 3,000 were shipped. May shipments will exceed \$300,000 and the manufacturing schedule for June calls for production of approximately \$1,000,000 worth of sets.

## COTTON FLOCKS FOR PHONOGRAPH RECORDS QUALITY COUNTS

Sales 1927	=====	
Sales 1928	=====	62.3% Increase
Sales 1929	=====	61.5% Increase (1st 3 mos.)

SALES PROVE IT

CLAREMONT WASTE MFG. CO., Claremont, N. H.



Just as Gar Wood in Miss America VII did the seemingly impossible, with a record of 94 miles an hour — just so Stewart-Warner has done the thing that "couldn't be done" in shattering all previous standards of radio performance.

# undisputed CHAMPIONS!



\$142.50\*  
Less Tubes

Approved Jacobean Cabinet No. 35 with model 900 Stewart-Warner Radio, illustrated above. 8 tubes, including rectifier. New Stewart-Warner Electro-Dynamic Reproducer. Approved cabinets with enclosed back and hinged top by Louis Hanson Co., Chicago, and Burnham Phonograph Corp., Los Angeles. Stewart-Warner Radio comes in 60-cycle and 25-cycle AC, 100 to 130 volts, models for any current. Also DC and battery operated. \*West of Rockies, \$147.00, less tubes.

The new Stewart-Warner "Series 900" is delivering performance beyond comparison with any other radio line being offered today

This is a readily demonstrated fact that you can prove to yourself any day, by direct comparison at any Stewart-Warner distributor's.

Performance is what the customer buys—first, last and all the time. He is ten times more interested in what the famous "balanced bridge" circuit does, than in what it is.

—a hundred times more interested in the booming volume, the lifelike tone, the fine-edged selectivity, the unlimited distance of the Stewart-Warner, than in the exclusive features that make such performance possible.

He is interested in the connection for Television — not because he hopes to use it now—but because he knows his Stewart-Warner set won't be out-dated for years to come. And he's interested in 22-carat gold — not because it's the finest, non-corrosive plating for soldered connections, but because it is evidence of supreme refinement throughout.

Here's "the set with the PUNCH"— that brings in everything the customer wants! Brings in what you want, too! —uninterrupted profits!

Get the details of the Stewart-Warner franchise today.

STEWART-WARNER CORPORATION  
Diversey Parkway, Chicago

# STEWART-WARNER RADIO

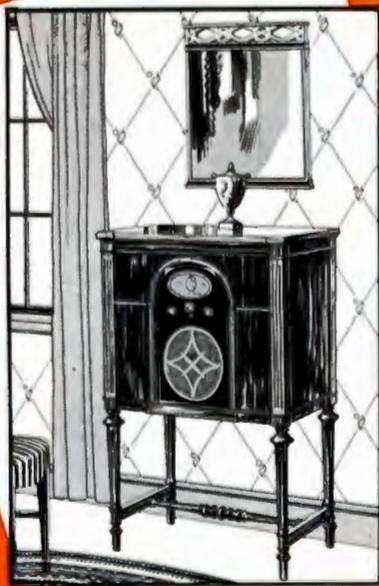
"The Voice of Authority"

At the  
**R.M.A. SHOW** THE **ONLY**  
**SCREEN-GRID RADIO**  
 with a **PEDIGREE**

# Silver

No aerial, no loop,  
 no installation bother  
 8-tube, all-electric  
 4 screen-grid tubes,  
 two 245 power tubes  
 in push-pull  
 Screen-grid power  
 detector  
 Matched-impedance  
 dynamic speaker  
 Overtone switch for  
 static reduction  
 Sheraton Lowboy of  
 matched walnut  
 veneers.

Prices slightly higher  
 West of the Rockies  
**\$160** less  
 tubes



Highboy, 53 inches high,  
 of beautiful striped and  
 diamond-grain walnut,  
 with noiseless, matched  
 sliding doors.

8-tube, all-electric . . .  
 4 screen-grid tubes . . . Two  
 245 power tubes in push-  
 pull . . . Screen-grid power  
 detector . . . Matched-imp-  
 edance dynamic speaker  
 . . . Overtone switch for  
 static reduction.

Prices slightly higher  
 West of the Rockies  
**\$195** less  
 tubes



SILVER · ON · RADIO · IS · LIKE

# Radio

1929 is a landslide to screen-grid.

But—wait a minute!

Before you tie up to any screen-grid line—and after you have counted out all the hastily-revamped 226 and 227 sets relabeled "screen-grid"—consider this:

Only one screen-grid radio on the market today has the ancestry back of it that insures trouble-free sales—continuous screen-grid manufacturing experience since 1927.

Only one screen-grid radio comes from a factory built out of screen-grid profits—earned from delivered screen-grid satisfaction!

SILVER RADIO is up to 75% of peak-season production right now, to meet actual demand brought in by summer advertising to early-bird SILVER RADIO dealers.

And they're spelling it SILVER Screen-grid radio.

If you've heard SILVER RADIO—you know the reason.

If you haven't—use the coupon.

**SILVER-MARSHALL, Inc.**  
6423 W. 65th Street, Chicago, U. S. A.

SILVER-MARSHALL, Inc.  
6423 W. 65th Street,  
Chicago, U. S. A.

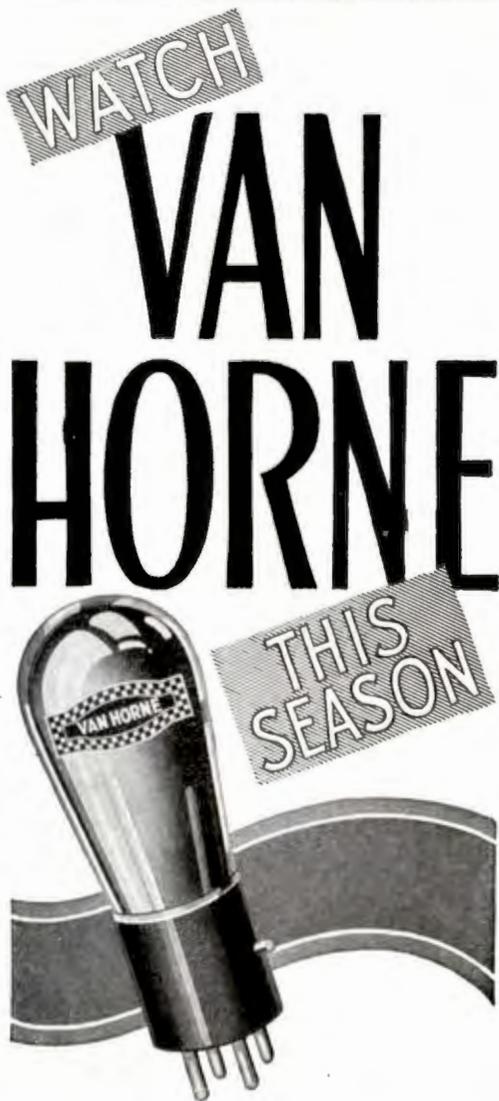
SHOW ME—the performance and profits you claim for SILVER RADIO.

**STERLING · ON · SILVER**

Firm Name.....

Address.....

Individual..... Position.....



**EVERYBODY'S** watching VAN HORNE this year! There is new life in this well-known organization with its 15 year reputation for quality. New life that means bigger profits for radio dealers and distributors.

VAN HORNE offers a new kind of tube proposition, unlike any other in the radio industry. It offers bigger profits, better tubes, less grief, and wholehearted dealer co-operation. Smashing, dominating advertising—and a lot of it. Sales helps that mean business. A live-wire merchandising plan that makes business better for every radio dealer who sells tubes.

By all means get the new VAN HORNE proposition. It is dollars in your pocket. Don't consider your "set-up" for the season complete until you've heard what VAN HORNE offers you.

### The 7 TIME TEST

Van Horne boasts the lowest replacement ratio in the business. Each tube is individually tested seven times under strict inspection. Unless a tube passes each of these rigid tests it cannot bear the name Van Horne.

*Manufactured under exclusive Van Horne patents.*

**VAN HORNE TUBE CO.**  
Franklin, Ohio  
"The Tube City"  
Quality for Fifteen Years

## Mills Opens Factory and Jobbing Branches

Thoroughly Groomed Sales Organization Developed by Harry E. Steiner, General Sales Manager—Ad Drive Started

During the past thirty days, Harry E. Steiner, general sales manager of the Mills Novelty Co., Chicago, maker of the Mills automatic phonograph, has opened factory branches in New York, Boston, Cleveland, Greensboro, N. C., Toledo, Dallas, San Francisco, Minneapolis, Detroit and Memphis. In addition, distributors' offices have been opened in Cincinnati, St. Louis, Kansas City, Denver, Evansville, Louisville, Wichita, Los Angeles and in the City of Indianapolis.

Mr. Steiner, in directing the selling forces of the Mills Novelty Co., has secured one of the largest and most thoroughly-groomed sales organizations to-day operating in the field of automatic phonographs. All of these men have undergone a thorough training in the home office, and are schooled to be of active assistance to retail dealers.

Under Mr. Steiner's direction, an extensive advertising program is now in force, which extends direct to the consuming merchant, and it is said that this activity has created thousands of inquiries. In addition, Mr. Steiner's men are assisting in the training of the dealer's salesmen, and supplying each dealer with advertising material and special assistance.

## Designs Receiver for DX Enthusiasts

It is asserted by C. R. Leutz, president of C. R. Leutz, Inc., Long Island City, N. Y., that many radio fans are frankly growing blasé. It is so simple, so positive, he says, this matter of tuning in powerful signals, that the element of sport has entirely vanished. He believes that there are many listeners-in who would greatly desire to experience that thrill which came with the reception of the early broadcast programs, those days when they sat up half the night endeavoring to tune in weak signals from one end of the country to the other. For the small percentage of radio fans who long for the thrill of DX stations, Mr. Leutz is making a custom-built receiver called the "Universal Transoceanic Silver Ghost." The "Silver Ghost" is said to have a daylight range of about a thousand miles under fair conditions and a night range of several thousand miles. A description of this receiver will be found in the New Products section of this issue.

## Qualifies in Montana for National Radio Audition

GREAT FALLS, MONT., July 5.—Ruth Elva Curtis, a 21-year-old clerk and contralto choir singer of Great Falls, has been announced by the Atwater Kent Foundation as the first young woman singer to qualify for the Montana State audition of the National Radio Audition of 1929. She won the first local audition held in the country for young women, and at the same time Valens Jones, baritone, of Bozeman, qualified as the first young man winner in the United States. He will thus take his place with Miss Curtis in the State tests that will bring all Montana local winners together to determine the best young singers in the State in October.

## In New Home

Radio Specialty Co., Atwater Kent distributor of Milwaukee, Wis., announces in a handsome folder its removal to new and larger quarters at 495 Broadway, Milwaukee.

## R. H. Woodford Sees Big Radio Sales Jump

Stewart-Warner Radio Sales Manager Says Radio Production of His Company Will Be Quadrupled by Demand

An increase of 20 to 25 per cent in radio sales in 1929 is predicted by R. H. Woodford, sales manager of the radio division of the Stewart-



R. H. Woodford

Warner Corp., Chicago, who said that the radio production of his company would be quadrupled this year because of the demand for the new "900 Series" Stewart-Warner receiver.

Mr. Woodford stated that there is still a vast market available to manufacturers of sets, tubes and accessories as approximately only 30 per cent of the 28,000,000 homes in America are equipped with receiving sets. In addition to the enormous replacement demand, he said, there is a large export trade to be taken care of.

"Despite the rapid growth of the radio industry," said Mr. Woodward, "there is no indication that the saturation point is even being approached. Introduction of the modern electric current sets has created an enormous replacement demand on the part of those owning the old-type battery set. Of the 9,000,000 homes with radio, only 2,700,000 have modern electric sets. As there are approximately 19,100,000 homes wired for electricity there are still 12,000,000 electrically-equipped homes that offer an immediate market to the radio industry."

Mr. Woodford pointed out that analysis of statistics compiled from government and private sources showed that there were 1,350,000 radio sets sold in 1927, compared to 2,500,000 in 1928, an increase of more than 88 per cent. He said that present indications are that last year's retail volume of sales of \$650,000,000, is likely to be exceeded this year, when retail sales are expected to reach \$800,000,000.

"The public, enjoying the entertainment and educational benefits of radio broadcasting," said Mr. Woodford, "naturally has given the industry its great impetus. The larger broadcasting chains are doing wonders in providing diversified programs with the finest talent obtainable. America's army of radio listeners to-day undoubtedly exceeds 40,000,000 people."

## Stevens Issues Booklet

An attractive combination booklet and folder covering a wide range of loud-speakers and electrical phonograph equipment has just been issued by the Stevens Manufacturing Corp., Newark, N. J. "Sound Advice," as the booklet is titled, covers the line of Stevens magnetic, dynetic and dynamic speakers in chassis and cabinet form, the unique Sibley electric phonograph motor, die-cast turntable and improved pick-up in portable form. It is an interesting and informative booklet.

56-1

# The 1929 Balkeit Proposition

## Outstanding in Merchandise Outstanding in Merchandising Plan

1929 Balkeit Radio is sold direct through dealers, permitting them to enjoy an unusually liberal discount policy, and close manufacturer co-operation.

Dealers holding the Balkeit Franchise have behind them an assurance of quality in merchandise and business strength which is universally recognized.

The new Balkeit Radio will be merchandised in a single highly perfected model at a single and unusually attractive price.

The Cabinet has been created to be beautifully harmonious in every modern home. Quarter-panelled doors make it practical for the small room as it is appropriate in more luxurious settings. The Balkeit Model C Chassis is the year's most outstanding achievement in radio engineering. 15 features,

every one of which is a selling point, are listed below:

- 1—Nine tube Super-Neutrodyne including the rectifier tube—no oscillation.
- 2—Five tuned stages. Selectivity, exactness of tuning, extra-ordinary resonance of tone achieved in a complete A C tuned radio frequency circuit through five tuned stages.
- 3—Uniform sensitivity on all wave lengths—a standard of selectivity new in radio, with a sensitivity performance that is surprising.
- 4—Two UX-245s in push-pull—the highest power-tube development—insuring long life—stability—superb tone quality—complete dependability.
- 5—UY-227 type tubes used in the four RF stages, power detector, and first audio stage result in colorful tone qualities found only in Balkeit Radio. A new type of audio amplification providing revolutionary tonal fidelity for low notes and high.
- 6—Exclusive features of design cut him to a minimum.
- 7—Single illuminated dial—accurate knob control.
- 8—Power detector that cannot overload.
- 9—A phonograph jack for use with separate electric pickup.
- 10—Rugged, one-piece chassis construction.
- 11—Faithful ten kilocycle separation of stations—uniform distance getting ability over entire dial.
- 12—Sturdy and complete shielding.
- 13—Volume control that is smooth and positive—from a whisper to a full orchestra.
- 14—Filtered power supply for DC dynamic speaker. No external power devices to increase installation costs.
- 15—Licensed under R.C.A., Neutrodyne, and Balkeit patents—the dealer is fully protected.

Write now for formal information concerning the **BALKEIT DEALER FRANCHISE**, and be in line for early deliveries.

**BALKEIT RADIO COMPANY**  
North Chicago, Illinois



The demand for this book among radio owners throughout the country will be immediate and lasting. Complete details on the Balkeit Blue Book of Radio will be announced next month.

# Balkeit Radio Model C

# The New UPCO DYNAMIC REPRODUCERS

Nos. 10 and 12

## NOW READY

They Constitute Valuable Additions to the  
Field of Sound Reproduction



No. 10 Dynamic Reproducer



No. 12 Dynamic Reproducer



No. 7



No. 11 Dynamic Reproducer



No. 5

These new dynamic sound boxes we present as the last word in acoustic reproduction and represent cumulative experience of thirteen years that Anton Borsuk has devoted to production of phonograph reproducers. Write on your letterhead for samples. Compare them with any other reproducers you have. Make your own decision. There is another dynamic reproducer already very popular—the No. 11. Also two regular types, the 5 and 7—an Upco for every requirement. "Rolls Royces at Ford Prices."



## ULTRAPHONIC PRODUCTS CORP.

A. BORSUK, President

*Maker of Acoustic Instruments for over 13 Years*

270 LAFAYETTE STREET

NEW YORK, N. Y.

Not connected with any other firm in the industry

# UPCO ELECTRIC PICK-UP

## Enthusiastically Received



### UPCO ELECTRIC PICK-UP

The new product has met with a hearty acceptance and the success of the Upco line of acoustic reproducers has been duplicated in the electric pick-up. You will marvel at the Upco Pick-up for its sensitivity and beauty of design. With the Upco pick-up you hear the record just as it was recorded. No distortion, but true, natural reproduction. Its performance is remarkable. Equipped with volume control permitting perfect adjustment of tone to suit the listener's preference. This pick-up not only sells itself but many records besides. Models for portables, combination radio phonographs and talking pictures. We also furnish heads separately to go on the tonearm.

*Write for samples and full details.*

## ULTRAPHONIC PRODUCTS CORP.

A. BORSUK, President

*Maker of Acoustic Instruments for over 13 Years*

270 LAFAYETTE STREET

NEW YORK, N. Y.

Not connected with any other firm in the industry



156079

# C.A. Earl Radio



### MODEL 41

All electric 9-Tube Set

Neutrodyne. Five tuned circuits. Push-Pull Amplification. Dynamic Speaker. Phonograph Pick-up Jack. Walnut Cabinet. Complete with Areturus Tubes \$250.00.

**\$225**

(less tubes)

**We repeat:**

## “Past Performance counts for little in Radio”

**E**ACH new model must stand or fall on its *present* performance.

Never was this more forcefully demonstrated than at the Chicago Radio Show. There, in competition with the oldest and the *finest* reputations in radio, the C. A. Earl was the hit of the show.

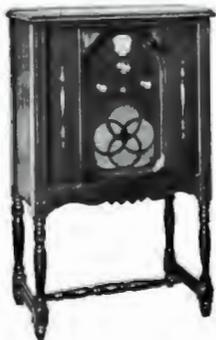
Past performance counts as little with your customers as it does with the trade. A radio set is bought on the basis of what this year's model will do this year. If you have not as yet investigated the C. A. Earl, by all means do so before you place your fall orders.

Every section of the country is now thoroughly covered by C. A. Earl distributors. Thus you are assured unfailing service. Write or wire for the name of your local C. A. Earl distributor.

### MODEL 22

**\$99.50**

(less tubes)



### MODEL 31

**\$139**

(less tubes)



### CHAS. FRESHMAN CO., INC.

C. A. EARL, President

122 East 42nd Street, New York, N. Y.

Chicago : San Francisco : Los Angeles : Atlanta  
Kansas City

Canada : Freshman Freed-Eisemann Radio, Ltd.  
20 Trinity St., Toronto

(Prices slightly higher in Canada)

## Series of Colonial Dealer Meets Held

Following the Chicago trade show, a series of dealer demonstrations of the new Colonial line, manufactured by the Colonial Radio Corp., Long Island City, N. Y. were held in Philadelphia, Pittsburgh, Cleveland, Detroit, Boston and other distributing centers. A pre-convention showing held in New York City, prior to the convention and trade show, aroused unusual enthusiasm and endorsement by the trade and many new outlets were arranged, bringing the total of Colonial dealers in the New York metropolitan area to well over 600.

Officials of the Colonial organization are delighted with the manner in which the new line has been received both at the exposition and at the various showings and state that the recently augmented facilities of the Colonial plant are now in full operation and that the manufacturing program will be revised to take care of the unparalleled demand.

## New York Trade Views the Equasonne Line

The Bushwick Distributing Co. and McPhilben-Keator, Inc., metropolitan distributors for the Sparton Equasonne line, manufactured by the Sparks-Withington Co., Jackson, Mich., recently held the first metropolitan exhibit of this product at the Hotel Pennsylvania. During the three days of the exhibit a large attendance of dealers constantly visited the hotel to view Model No. 301, a highboy of Italian design; Model 930, a lowboy; Model 89-A, a console model; Deluxe Model 109, which is encased in a carved walnut cabinet; a lowboy electric console designated Model 931, and a table set, Model 49.

Dealers were enthusiastic about the new products, according to reports of the jobbers who sponsored the affair, and a busy season is anticipated.

## Edison Athletic Team Makes Fine Record

The girls basketball team of the Edison Industries, makers of the Edison radio, recently completed another year of basketball activities in competition with girls teams representing other industries, Y. W. C. A.'s, churches, schools and clubs. During the past five years, the Edison Girls have made a particularly successful record. They have played a total of 104 games in this period and met with only five setbacks.

The Edison Girls basketball team is one of the athletic teams sponsored by the Edison Industries Athletic Association, which was organized and is directed by the employes of Thomas A. Edison, Inc. Charles Edison, president of Thomas A. Edison, Inc., and his father, Thomas A. Edison, are honorary officers of the association and give it their fullest support and co-operation.

## New Radio-Victor Jobber Opens Offices

GRAND RAPIDS, MICH., July 5.—The Western Michigan Music Co., which was recently appointed a distributor for the products of the Radio-Victor Corp. of America, has opened headquarters at 59 Market street, this city, and will cover western Michigan territory. C. R. Morris is president and Eugene S. Goebel is secretary-treasurer. Both of these officials are well known to the trade and have extensive knowledge of retailers' problems.

## Substantial Gain in Temple Corp. Sales

**Sales of \$535,881 for Six Weeks' Period Compare with \$536,170 for Previous Seven Months—Big Advance Orders**

A substantial gain in the business of the Temple Corp. was revealed to stockholders at a meeting held June 18, sales in the six weeks from May 1 to June 15, amounting to \$535,881, a statement by Alfred Marchev, president, showed. In the seven months' period from October 1, 1928 to April 30, 1929, sales amounted to \$536,170.

At the same time, Mr. Marchev stated that the company is in an unusually strong financial position, the balance sheet of April 30, last, showing current assets of \$1,227,530 against current liabilities of \$481,298. With a present daily production of 400 sets it is expected that this figure will be increased to 1,500 radio receivers per day by the end of 1929, Mr. Marchev said. The company has shipping instructions for more than \$2,000,000 worth of sets between now and September 1, and with contracted bookings, more than \$12,000,000 before the holidays.

Net earnings accruing to the Temple Corp. for the seven months from October 1, 1928 to April 30, 1929, were \$35,858. This amount will more than cover the dividend requirements during a non-productive period in which the Temple plant was being moved into its present new quarters. The regular quarterly dividend of 45 cents a share on the convertible preference stock, payable July 15 to stockholders of record July 1, was declared. All directors and officers were reelected at the meeting.

## Plans "National College of the Air"

The first attempt to organize a "national college of the air" is being initiated by J. D. R. Freed, president of the Freed-Eisemann Radio Corp., New York City. Each radio station co-operating will broadcast one period an evening, with the expectation that a majority of the nation's radio stations will co-operate so that a full college course may be offered to every student finding it impossible to attend regular colleges because of financial or other difficulties. The plans call for the college to open at the latest by January 1, 1930, with special provisions being made that if the progress of the organization committee is rapid enough, some sections of the country will find the college operating by September 23, 1929.

## CeCo Net \$389,050

CeCo Mfg. Co., Inc., reports for the fiscal year ended March 30, net income of \$389,050 after all charges including depreciation and Federal taxes, as compared with \$135,236 in the previous fiscal year. Last year's earnings were equal to \$6.26 a share on the average number of shares outstanding and compare with \$2.25 a share on 60,000 shares in the year ended March 31, 1928. In February, 1929, the capital stock of the CeCo Mfg. Co., was increased through the issuance of stock rights from 60,000 shares to 72,500 shares. The balance sheet as of March 30, 1929, shows total assets of \$1,563,946 of which \$1,027,101 were current. Current liabilities as of the same date were \$248,333, leaving net working capital of \$778,768.

## Named Gibraltar Tube Agent

Alfred Weber, president of the Gibraltar Radio Supply Co., New York, announces the appointment of the Sherman Sales Co., 11 Park Place, New York, as sales representatives for Gibraltar tubes in the metropolitan territory.



Artistic in appeal, distinctive in arrangement and compelling in interest, the accompanying display, which was featured in the show window of the Pioneer Radio Shoppe, of San Francisco, Cal., attracted considerable attention from passersby and stimulated sales of Edison radio receivers.

## Small Items That Give Big Satisfaction

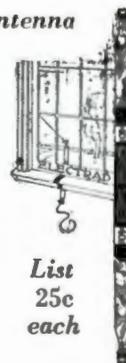
A Lead-In or Lamp-Socket Antenna are among the least costly things in your stock—but they can make or mar the performance of the best receiver. Whether you sell them, or give them as extras, they **MUST BE GOOD**, because your reputation is at stake. You can rely on **ELECTRADs**.

For Outdoor Antenna

### ELECTRAD

#### Lead-In

The safest, most convenient way to connect a receiver to an outside antenna without unsightly holes in the window sash. Fits under locked doors and windows. Bends any shape without breaking. One-piece copper strip, heavily tinned to prevent corrosion. Triple-ply insulation—cannot short-circuit. Strong pressure-clip on both ends. All connections riveted and soldered.



List 25c each

### ELECTRAD

#### Lamp-Socket Antenna



75c Each

Makes every lamp socket an efficient antenna. Utilizes the house wiring for pickup. Ideal for apartment houses where it is inconvenient to have an outside antenna. Uses no current—requires no lightning arrester. Will not interfere with other electrical devices. Listed by the Board of Fire Underwriters.

### ELECTRAD INC.

ELECTRAD, INC., Dept. TM7, 175 Varick St., New York

Please send information about the ELECTRAD Lead-In and Lamp-Socket Antenna.

Name .....  
Address .....

# THE 1929 TUBE SITUATION AND

**T**HERE will be a lot of new tube NAMES in the field this year. There will be very few new makes of tubes. Some tube production facilities have been increased over last year. But they must face a reduction in output due to the increased time it takes in making certain new type tubes—as well as this strain of stocking dealers with duplicate tubes new in name only, creating duplication of inventory with manufacturers, jobbers and dealers. This duplication must be made up by the producers in some way or another. The new DUOVAC factory, directed by experienced tube engineers and executives is a brand new source of tube production of a quality which, if it is being equalled in any quarter, is not being surpassed.

## A Factory Planned on Sales Schedules

The DUOVAC plant is not merely set up to make so many of this, that, or the other type of tube. It is planned to supply set manufacturers, jobbers, dealers and the consumer with a steady, dependable flow of dependable radio tubes in proportion to the contractual obligations of the DUOVAC Radio Tube Corporation. DUOVAC is selecting outlets as carefully as 1929 merchants and manufacturers depending on tubes are selecting their sources of supply. The unit organization of the DUOVAC plant permits the duplication of production facilities for any type of tube to meet any increase in demand from any quarter.

## Visit the DUOVAC Plant

There is a standing invitation to all tube buyers and users to visit the New DUOVAC Factory and see for themselves

# DUOVAC

# DUOVACS

the most modern methods, machinery and facilities for manufacturing and shipping a steady flow of uniform radio tubes of every desired type.

## What DUOVAC is Telling the Public

DUOVAC consumer advertising in national media, newspapers and dealer's literature, will tell a story that is just as vital to tube users as it is to tube sellers. This story is that at last there is a tube line in which a well-defined high standard of quality can be counted on; a line from which every purchaser may expect the same quality as every other purchaser no matter how great or how small his purchasing ability.

## The Secret of DUOVAC Uniformity

Special machinery of the newest design is of course a DUOVAC feature. There are only two automatic nucrometer filament cutters in the world today—DUOVAC owns one of them. DUOVAC machinery for creating maximum vacuum and for coiling and seasoning every tube is the last word in perfection — but DUOVAC'S purpose to see that the product of these up-to-date and accurate machines contain no errors of human judgment is a bigger thing to tube buyers than any piece of machinery ever can or ever will be.

Write for discount and other information. Some territory is still open, but it is going fast and will be closed up tight long before time for September selling.

DUOVAC RADIO TUBE CORPORATION  
360 FURMAN STREET — BROOKLYN, N. Y.

## The \*Precision Radio Tube

\*PRECISION — The quality of being precise, strictly accurate — identical — Standard Dictionary.



## Clifford Wood Amrad Sales Promotion Head

Formerly With Roberts Co. Sales Staff—Will Direct Promotion Activities of Radio Receiver Division

Clifford Wood, Jr., formerly associated with the sales department of the F. H. Roberts Co., Boston, Mass., has been appointed sales pro-



Clifford Wood, Jr.

motion manager, radio set division, of the Amrad Corp., Medford Hillside. He succeeds Henry Bond, who is in charge of Amrad's New England sales.

Mr. Wood has entered vigorously upon his duties, and is developing plans for expanding and improving his department to meet the demands of increased business. He prophesies a busy year for the Amrad sales department. Just at present he is concentrating on two things; one is the production of a new elaborate series of window displays for Amrad dealers, the other is a plan for even more elaborate entertainment of Amrad distributors who visit Medford Hillside.

### Predicts Mergers

We may expect to see still more mergers among vacuum tube manufacturers, according to Thomas F. James, president of the Marvin

Radio Tube Corp. of New York City. The Marvin organization represents a merger of several independent vacuum tube manufacturers, whose production facilities are now being concentrated in two new and fully equipped plants at Irvington, N. J., and Chicago, Ill.

## New Freshman Plant Increasing Output

Col. C. M. Tichenor, vice-president in charge of production of the Charles Freshman Co., announces that although only a month has elapsed since the company has taken possession of the Passaic, N. J., plant, it has reached a production of 500 sets a day. The program now mapped out calls for the production of 1,000 sets a day. From results already achieved, he estimates a saving of not less than \$500,000 a year will be effected through the operation of the system which he installed, and even this figure may be exceeded when the entire plant is in production. Shipments toward the latter part of May reached the rate of \$1,000,000 a month. Before the end of the Summer it is expected that the plant will be running at full capacity of about 3,000 sets a day.

## Atwater Kent Sponsors New Broadcast Program

A. Atwater Kent, known to every follower of radio through his Sunday evening concerts featuring grand opera and concert stars, and his Wednesday morning National Home Hour program, as well as the Atwater Kent radio, is sponsoring a third program devoted to dance music. It is being heard every Thursday evening at 10 p. m., Eastern Daylight Time, through the stations of the basic Blue network of the National Broadcasting Co. The inauguration of this new program does not indicate any curtailment of either the Sunday evening Atwater Kent hour or the Wednesday morning programs in musical education.

## Polymet Declares Dividend

The Polymet Manufacturing Co., New York City, recently declared a quarterly dividend of sixty-two and one-half cents a share on the common, comparing with thirty-seven and one-half cents paid previously.

## Vice-President Curtis Presented With Set

The Vice-President of the United States has become a radio fan. Major Herbert H. Frost of New York, president of the Radio Manufac-



Vice-President Charles Curtis With Radio Presented to Him by Major Herbert H. Frost, Standing

turers Association, presented Vice-President Charles Curtis with the latest type of radio receiving set while on his way to the annual radio trade show in Chicago. The Vice-President had the set installed beside his desk in his private office so he will be able to listen in on important broadcast features.

## Grigsby-Grunow Dividend

At a meeting of the Board of Directors of the Grigsby-Grunow Co., held several weeks ago, the regular quarterly dividend at the rate of \$4 per share per annum was declared. The company's fiscal year ended May 31, and total sales for the fiscal year were \$49,275,990.97. Operations have been begun in the new plants and production is now proceeding on the scheduled basis of 4,400 sets per day, according to B. J. Grigsby, president of the company.

## Brunswick Well Represented

Brunswick was well represented at the Radio Review sponsored by the Plain Dealer of Cleveland, held in the public hall of that city recently. Featured among those whose voices heretofore had come to thousands of Clevelanders only through the air, were Miss Vaughn De Leath and Miss Jessica Dragouette, popular with a nation-wide audience through their work for Brunswick and for the National Broadcasting Co.

## David Grimes With Pilot Co.

David Grimes, eminent radio inventor, has been appointed chief research engineer of the Pilot Radio & Tube Corp., it has been announced by I. Goldberg, president of the firm. He has taken charge of the main Pilot laboratory at 323 Berry street, Brooklyn, N. Y., where he will conduct investigations along a number of original lines of thought.

## Ken-Rad Granted License

The Ken-Rad Corp., Owensboro, Ky., recently announced that it had been granted a license by the General Electric Co., Westinghouse Electric & Mfg. Co. and Radio Corp. of America for the manufacture, under RCA patents, and sale of radio tubes.

# BOASTING

because we can make this portable  
**TO LIST AT \$10.50**

WRITE  
NOW



"THE METRO"

DON'T  
DELAY

A sturdily built portable phonograph with a worm-gear driven motor, plush turntable, veneer box covered with a marble grained keratol (4 colors) and gold-lined.

## PERIOD PHONOGRAPH CO.

213-21 East 144th St.

New York City

# TRAV-LER ANNOUNCES

a complete new line of **PORTABLE RADIO RECEIVERS** with a new shielded circuit employing **SCREEN GRID TUBES** and a **POWER TUBE** in the audio amplifier. The new models are available for operation from **110 VOLT AC OR DC** current or with **BATTERIES**



For the hotel room or small apartment

This new line of Trav-Ler Portable Radio Receivers are the result of five years of experience devoted *exclusively* to the development, manufacture and marketing of Portable Radio Receivers.

For selectivity, tone quality and volume, these new receivers will set an entirely new standard in this highly specialized field of radio design and engineering.

Prices will be competitive, and discounts to the wholesale and retail trade will permit of an excellent margin of profit.

Supporting Trav-Ler distributors and dealers will be an active and complete localized merchandising and advertising campaign.

Trav-Ler Portable Receivers do not interfere with the sale of your present line of radio receivers and open a new field of profitable sales to your present trade.

Information and prices are now available and will be mailed on request. **WRITE** or **WIRE** today!

**TRAV-LER MANUFACTURING CORPORATION**  
1818 Washington Avenue St. Louis, Mo.



For summer homes and cottages



For baseball and other sport events broadcasts

## TRAV-LER PORTABLE RECEIVERS

Designed and produced by America's oldest, largest and most successful exclusive manufacturer of portable radio sets.



For vacation, camping and motor trips

*See the New Perfected Trav-ler Shielded Screened Grid Set*

## Elected All-American Mohawk Directors

Otto N. Frankfort and DeWitt L. King Succeed E. N. Rauland and G. Frankel on Board of Directors

Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp. of Chicago, manufacturer of Lyric radios, and DeWitt L. King, treasurer and factory manager, have been elected to the board of directors of the corporation. Mr. Frankfort and Mr. King replace E. N. Rauland and G. Frankel, who recently left the board.

Mr. Frankfort has been with the All-American Mohawk Corp. since its inception, and has built up a powerful distributorship organization and through it a closely knit national sales organization. Mr. King also has been identified with the corporation since its inception. He recently completed a reorganization of manufacturing facilities which has trebled production without the necessity of adding to the plant structure.

## Work on New Jensen Plant Progressing

New Unit Will Double Manufacturing Capacity of Chicago Plant—Demand for New Instrument Continues Big

Work on the new Chicago unit of the Jensen Radio Mfg. Co. plant, for which ground was broken the middle of last month, is progressing at a rapid rate, and according to Peter L. Jensen, president of the company, installation of machinery and equipment will start early in July.

This new unit doubles the manufacturing capacity of the Chicago plant of the company. The first unit into which the company moved this Spring, was considered by Jensen officials to be of sufficient size to provide ample manufacturing space for the 1929 and 1930 season. The introduction of a new Jensen Concert Dynamic resulted in a volume of business being placed with the company which made it imperative to immediately expand the manufacturing capacity.

According to Thomas A. White, general sales

manager of the company, contracts have been signed with sixteen of the leading radio set manufacturers to supply them with their electro-dynamic speaker requirements for the coming season, and among these are numbered several of the largest producers in the country. The company, according to Mr. White, is also obtaining a large volume of business from automatic phonograph manufacturers and builders of apparatus for talking motion pictures.

Practically all departments in the Jensen plant are operating on a twenty-four-hour basis to keep pace with shipping schedules necessitated by manufacturers' contracts and orders being received from the distributing trade.

Mr. White also announced the opening of a new office in New York City to serve the metropolitan area. This office is located at 126 Liberty street, and is in charge of James A. Kennedy, Eastern sales manager.

## Boley-Oliver Shows New Kellogg Radio

The Boley-Oliver Co., New York, sales representative for Kellogg radio products in metropolitan territory, held an initial showing of the new Kellogg Super-Power receivers at the Hotel Pennsylvania the week of June 17, which was attended by hundreds of dealers from all parts of the territory. The new Kellogg product was received with marked enthusiasm by the retailers and the members of their organizations who substantiated their optimism by placing orders for immediate delivery. The new Kellogg radio-phonograph combination attracted considerable attention and the demonstration of the complete line emphasized the musical quality of the product.

"Dave" Boley and Fred Oliver together with members of their sales staff acted as hosts to the dealers throughout the week and many new accounts comprising representative dealers were closed during the show. Among the Kellogg executives from Chicago who were present during the week were Walter L. Jacoby, president; J. K. Utz, general sales manager; Mac Harlan, advertising and sales promotion manager.

R. P. Weatherald, manager of the record order division of the Victor organization, addressed the Victor Record Girls' Club of Milwaukee, Wis., at a recent meeting.

## Steinite Receiver Entertains Pilots

R. W. Camfield, of Leslie F. Muter Co., Donates Steinite Receiver to Chicago Airport of Transport Co.

R. W. Camfield, vice-president of the Leslie F. Muter Co., Chicago, subsidiary of the Steinite Radio Co., and flying enthusiast, has donated a Steinite radio receiver to the National Air



Steinite Radio for Use of Plane Pilots Transport Co. at the Chicago airport. It is used in the pilot's recreation room, where the air mail and other pilots consult it consistently for weather forecasts before taking off, or are entertained by the general programs which it picks up. Pilot W. J. Addems of the Chicago to Cleveland run is shown getting the weather report before taking off while a group of other pilots and mechanics listen in.

## Majestic Distributors, Inc. Formed in New York City

Majestic Distributors, Inc., has been formed to act as the distributing organization in the metropolitan territory for Majestic radio. The firm is owned by the Grigsby-Grunow Co. and has its headquarters in the General Motors Building. The territory will include Manhattan, Bronx, Westchester, as well as Rockland, Orange and Putnam counties, and it will also share the Brooklyn territory with the Specialty Service Corp.

The Majestic branch, in addition to maintaining sales and service facilities of a very high standard, is prepared to aid dealers in promoting sales. Charles R. Wagner, formerly with the Musical Instrument Sales Co., has been appointed general manager, and Milton Barrett, hitherto Grigsby-Grunow district sales manager in Philadelphia, has been named sales manager of Majestic Distributors, Inc.

## Mandel Electric Co. Names Sales Representatives

The Mandel Electric Co., manufacturer of AC radio receivers and dynamic speakers, 2157 North California avenue, Chicago, Ill., through its general sales manager, E. A. Davenport, announces the appointment of the following sales representatives:

Pacific Coast, William G. Landes Sales Co., 50 Hawthorne street, San Francisco, Cal.; southern Illinois, eastern Missouri, and north-east Arkansas, M. & C. Sales Co., Rialto Theatre Building, St. Louis, Mo.; New England territory, Hall-Pray Sales Co., 261 Franklin street, Boston, Mass.; Rocky Mountain territory, The Wesco Co., Seventh and Lawrence streets, Denver, Colo.; northeast Wisconsin, Minnesota and Dakotas, Bonn-Henderson Co., 200 Sexton Building, Minneapolis, Minn., and in western Pennsylvania, Ohio River counties in Ohio and West Virginia, S. H. Stover & Co., Century Building, Pittsburgh, Pa.

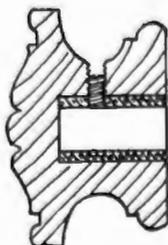
# Radio Dial Knobs

for  
Progressive Radio  
Manufacturers

Real wood Knobs completely finished ready to attach to your sets. Our standard line offers you a selection. We will also be glad to make quotations on your specifications.

**WADDELL  
MANUFACTURING  
COMPANY**  
GRAND RAPIDS, MICH.

Manufacturers of  
Knobs · Mouldings · Rosettes · Carvings · Radio Grills



OP-14

OP-16



now



BUILT TO A  
QUALITY  
STANDARD

# BOSCH RADIO TUBES

SCREEN GRID AC TYPE  
BY 224

**BOSCH  
RADIO  
QUALITY  
TUBES**

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD, MASS.

The uniform satisfactory performance of Bosch Radio Quality Tubes assures customer satisfaction and profit protection. It is the same quality standard which for over a generation has made all Bosch products outstanding for value and reliability. Bosch Tubes have withstood the most exacting laboratory and field tests for performance—uniformity and long life—they are right—they are guaranteed. Offered in all standard types at standard prices. It will pay you to know about them. Write to

**AMERICAN BOSCH MAGNETO CORP.**  
SPRINGFIELD . . . . . MASSACHUSETTS

Makers of Bosch Screen-Grid Radio

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

SCREEN GRID AC TYPE  
BY 224

**BOSCH  
RADIO  
QUALITY  
TUBES**

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD, MASS.

## Marvin Mobilizes Impressive Staff

**Merger Which Formed Marvin Tube Corp.  
Mobilized a Staff of Widely Experienced  
Engineering Talent**

The recent merger of six independent vacuum tube manufacturers into a single organization known as the Marvin Radio Tube Corp., with main plants at Irvington, N. J., and Chicago, Ill., represents not only a concentration of production facilities but a mobilization of engineering talent, as well. The chief engineer of the corporation is Eugene Bruyning, a recognized authority on vacuum tube design.

Other Marvin engineers include: John J. Higgins, who started in the incandescent lamp field in 1907 and perfected the rotary oil pump now employed wherever lamps or radio tubes are made. Mr. Higgins has over 100 patents on radio tube and incandescent lamp construction

and equipment. He is personally responsible for the new Marvin MY-224, AC screen-grid tube; H. T. Wakefield started with the General Electric Co. and was later connected with the Independent Lamp & Wire Co., leaving this establishment to organize his own companies, the Wakefield Mfg. Co. and Sunlight Lamp Co., where he instituted many improved production methods, especially in the designing of automatic machinery to produce radio tubes; Raymond Pitchell was originally with the Westinghouse Lamp Co. and for a time was a partner in the American Glass Bulb Co. He is responsible for the development of the Marvin MY-227; William F. Tait was employed by the General Electric and Westinghouse lamp companies for over thirteen years, resigning to engage in the manufacture of incandescent lamps, after which he transferred his activities to radio tubes, and C. R. Hollinger, who served as engineer for the Independent Lamp & Wire Co. and with the Westinghouse organization as assistant to the chief engineer in the designing of tube equipment.

## W. S. Matthie With 20th Century Corp.

W. S. Matthie recently joined the staff of the 20th Century Radio Corp. to conduct the newly organized sales promotion department. This new department has been formed to create merchandising ideas that will assist dealers in moving stock by providing telephone solicitors, outside salesmen, window trim experts and in working up direct mail campaigns.

Mr. Matthie is well suited for the work he is undertaking, having operated a retail store of his own and having acted as assistant manager of a large Boston retail store. In addition he was for a time district manager for the Atwater Kent Co. on direct-to-consumer sales.

## Windsor-Poling Co. Has Formal Opening

AKRON, O., July 3.—The formal opening of the Windsor-Poling Co.'s new store, in the Hower building on West Market street, was held on July 1 and was attended by many trade personages in addition to the general public. The Hower building main and ground floors, with floor space totaling 11,000 square feet, have been leased as the new home of the Windsor-Poling Co. The store was enlarged and is being operated upon the department store system, with radios, radio service, phonographs, pianos and similar divisions being operated under department managers.

## Kolster Radio Corp. Sponsors Canadian Broadcast Program

Premier G. Howard Ferguson of Ontario brought the greetings of Canada to the millions of listeners in the United States during the Kolster Radio Hour when a Canadian program was sent out from the Dominion over an American chain of stations for the first time. The Forty-eighth Highlanders' band of sturdy Scotch musicians, allied with the Gordon Highlanders of Scotland, gave a concert during the program, playing in a Toronto studio. Madame Dusseau sang Canadian folk songs. The innovation was sponsored by Kolster Radio Corp. and its Toronto associate, Canadian Brandes, Ltd., while the Canada Steamship Lines co-operated in supplying the talent.

## Edison Dealers Tie Up With New Currency Issue

The introduction of the new smaller-sized currency was utilized by Edison dealers throughout the country to secure desirable publicity by dispensing change to customers in new paper currency denominations and enfolded each new paper bill passed out in a tiny wrap-around which carried the following message: "The Set the World Awaited. Edison Radio. Extra Value for Your Money. Thomas A. Edison, Inc., Orange, N. J." Space was available for the dealer's name and address.

Prior to the placing into circulation of the new currency, Thomas A. Edison, Inc., mailed a quantity of wrap-arounds to all Edison dealers together with a size-facsimile of the new bills which explained the various portraits that would appear on the front of the new bills.

## Victor "All-Movie" List

The July 12 record release list of the Victor Talking Machine Co. offers an unusual opportunity to dealers in that every one of the releases is that of a song featured in recent feature films. This "all-movie" list should afford dealers with an excellent opportunity of tying up.

## Radio and Cabinet Manufacturers

# BOYNTON

Can Fill Your Every Requirement in Wood  
for Radio Furniture

Embossed  
Carvings and  
Mouldings

Cut, Spindle,  
Turned, and  
Hand-carved  
Ornaments  
and Mouldings

Overlays



3336



3332

Grilles

Turnings of  
All Kinds,  
Legs,  
Stretchers,  
etc.

Marquetry

Dimension  
Stock

Panels

Plain  
Mouldings

Boynton & Company, established in 1887, owns and operates two large factories in Chicago and Memphis, Tennessee. For years we have served the cabinet, furniture and woodworking industry, and have built up our organization to its present size upon the two cardinal principles—

### Quality Products and Prompt Service

Chicago factory operations are confined exclusively to embossed carvings and mouldings, and plain mouldings.

The Memphis factory produces the other numerous items listed.

## BOYNTON & COMPANY

Head Office and Factory

1725-39 Dickson Street, Chicago, Ill.

Memphis, Tennessee, Factory

Sledge and Dudley Streets



"Mighty Monarch  
of the Air"

## NEW HEIGHTS

*The finest radio receiver in the world cannot perform at its best unless it is equipped with the best tubes it is possible to manufacture. That, in a few words, is the story of why Grigsby-Grunow Company now announce Majestic radio tubes.*

WHEN Wm. C. Grunow, genius of radio builders, decided to go into the tube business, it was his determination that nothing short of the finest radio tubes in the world could carry the trade name Majestic. After building a radio set universally acknowledged the leader of all radio sets in sales and satisfactory service, an entire year has passed before Grigsby-Grunow Company are ready to say that Majestic tubes have arrived and that they are *as good as Majestic radio sets*—the finest tribute that could possibly be paid to them.

Building the best radio tubes the world has yet seen was no easy undertaking. Grigsby-Grunow Company have unusual facilities, yes—tremendous financial stability, organization, plants, intricate machinery of the latest type—but *building better and finer tubes required more than that*. A search was made for brilliant minds whose undivided thoughts, whose sole concern might be concentrated upon the development of a tube so outstanding that the world would pause and say "Here is a good job well done—as

perfect as human hands and brains can make it." These great scientists, drawn from the finest laboratories in the world, laboring by day and by night—testing, measuring, experimenting, leaving nothing unturned of the secrets of scientific tube building, have at last produced in the Majestic radio tube a new contribution to finer radio reception.

Month after month, week after week, day after day, all night long for hundreds of nights Majestic tubes have burned at twice the load they would normally carry to prove that Majestic was not only a well built tube but a long life tube, fulfilling to the highest degree the purpose for which it was designed.

When you buy your Majestic tubes, when you put them into sets—when you marvel at their performance, their smoothness, their long life—remember that back of them is infinite patience, the finest brains, the finest machines, rigid testing of every step in production—but above all, the same indomitable will to do something better for the world which has made Majestic the greatest name in radio.

# Majestic

—RADIO-TUBES—

GRIGSBY-GRUNOW COMPANY / CHICAGO

# Distributors of *Majestic* Radio

*Albany, N. Y.*

**E S & E CO., Inc.**  
278 Broadway

*Atlanta, Ga.*

**Capital Electric Co.**  
7 Auburn Avenue

*Baltimore, Md.*

**Eisenbrandt Radio Co.**  
216 West Franklin Street  
Washington, D. C. 1111 17th Street, N. W.

*Birmingham, Ala.*

**E. E. Forbes & Sons Piano Co.**  
1922 Third Ave., No.

*Boston, Mass.*

**F. D. Pitts Co.**  
219 Columbus Ave.  
Hartford, Conn. Portland, Me.

*Brooklyn, N. Y.*

**Specialty Service Corp.**  
"Service Is Our Middle Name"  
575 Atlantic Avenue

*Buffalo, N. Y.*

**Falls Equipment Co.**  
392 Elm Street

*Charlotte, N. C.*

**Shaw's, Inc.**  
314 S. Tryon Street  
MAJESTIC Exclusively

*Chicago, Ill.*

**The Harry Alter Company**  
340 No. Dearborn Street  
Telephone: Whitehall 8300  
Northern Illinois Distributors  
Distributing Exclusively MAJESTIC Radio

*Cincinnati, O.*

**Cincinnati Majestic Radio  
Distributing Corp.**  
1042 Gilbert Ave.

*Cleveland, O.*

**North American Radio Sales Co.**  
4608 Prospect Avenue  
Columbus, O. 1456 N. High St.

*Dallas, Tex.*

**Radio Equipment Company  
OF TEXAS**  
1924-26 Main Street  
HOUSTON SAN ANTONIO

*Des Moines, Iowa*

**Harger & Blish**  
112 Eleventh St.  
Cedar Rapids, Ia.

*Detroit, Mich.*

**Detroit Electric Co.**  
101 East Jefferson Avenue  
Branches: Grand Rapids, Mich., Saginaw, Mich., Kalamazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

*Erie, Pa.*

**E S & E CO., Inc.**  
1405 State Street

*Hartford, Conn.*

**Stern & Company**  
Stern Building  
285 Columbus Avenue Boston, Mass.

*Huntington, W. Va.*

**Air-Ola Radio Co.**  
Exclusive MAJESTIC Wholesaler  
Tenth Street at Seventh Avenue

*Indianapolis, Ind.*

**Capitol Electric Co.**  
"Capitol Quick Service"  
122-124 South Senate Avenue

*Jackson, Miss.*

**Cabell Electric Co.**

*Jacksonville, Fla.*

**Southern Hardware & Bicycle Co.**  
20 E. 14th Street

*Kansas City, Mo.*

**Sterling Radio Co.**  
1515 Grand Avenue

*Lincoln, Neb.*

**R. S. Proudfit Co.**  
Established 1879  
720 "O" Street

*Marion, S. D.*

**Hieb Radio Supply Co.**  
Superior MAJESTIC Service

*Memphis, Tenn.*

**J. E. Dilworth Co.**  
493 S. Main St.  
Nashville, Tenn.

*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.**  
367-369 Plane Street

# "Mighty Monarch of the Air"

*New York, N. Y.*

**Majestic  
Distributors  
Inc.**

1775 Broadway

*Norfolk, Va.*

**Woodhouse Electric Co.**

238-240 Court St.

*Oakland, Cal.*

**Holmes & Crane**

291 Fourth Street  
MAJESTIC Only

*Philadelphia, Pa.*

**Penn Phonograph Co.**

Established 1898  
913 Arch Street

Exclusive Wholesalers

214 South Main Street  
WILKES-BARRE, PA.

123 South Second Street  
HARRISBURG, PA.

*Philadelphia, Pa.*

**Peirce  Phelps**

224 North Thirteenth Street, Philadelphia  
119 North Main Street 116 South Second Street  
WILKES-BARRE HARRISBURG

*Pittsburgh, Pa.*

**Hamburg Brothers**

963 Liberty Avenue

*Rochester, N. Y.*

**Sharar-Hohman, Inc.**

704-712 Clinton Ave., S.  
Exclusively MAJESTIC

*Sacramento, Cal.*

**Kimball-Upson Co.**

607-11 K Street  
Distributors Northern California

*St. Louis, Mo.*

**The Benwood-Linze Co.**

"Pioneers in Radio—  
First in Midwest"

*Salt Lake City, Utah*

**United Electric Supply Co.**

117-119 West Fourth Street

*San Francisco, Cal.*

**Frederick H. Thompson Co.**

"MAJESTIC Opens the Golden  
Gate to Radio Profit"  
1311 Mission Street

*Seattle, Wash.*

**Majestic Distributing Co.**

John Street at Terry Avenue

Portland, Ore.: 89 N. 12th St.  
Spokane, Wash.: 703 N. Division  
Butte, Mont.: 115 Hamilton St.

*South Bend, Ind.*

**Radio Equipment Co.**

109 East Monroe Street

Ft. Wayne, Ind.  
623 So. Clinton St.

Gary, Ind.  
727 Washington St.

*Tampa, Fla.*

**G. Norman Baughman Co.**

Florida Ave. at Jackson St.

*Toledo, O.*

**Roberts-Toledo Company**

Adams and Jackson Streets  
Branches:

Lima, O. Piqua, O.  
222 So. Elizabeth St. Cor. Wayne & P. R. R.  
Marion, O.

*Utica, N. Y.*

**Horrocks-Ibbotson Co.**

54 Genesee Street

Syracuse  
244 Erie Boulevard, East

Binghamton  
178 State Street

*Consult*

*your nearest*

*distributor*

*for details*

*regarding the*

**"Mighty  
Monarch  
of the  
Air"**



*Manufactured by*

**Grigsby-Grunow  
Company**

5801 Dickens Avenue  
Chicago, Ill.



## The house that Majestic built in Philadelphia

In building our new home it was the wish of Peirce-Phelps, Inc., distributors of the Majestic radio, to provide a house that would afford Majestic dealers cooperation and service heretofore unknown.

Knowing our dealers to be well-deserving of the best we can possibly give them, we have accomplished that end in acquiring one of the finest wholesale houses in the United States.

General offices, showrooms, shipping department, warehouses and service departments are all under one roof. Our facilities include a private two-car railroad siding.

Our new Home is located at 437-51 North Fifth Street in Philadelphia.

1—Information desk that greets visitors to the Show Room. 2—Looking over the Sales Promotion Department, Credit Department and Order Department to the Show Room. 3—Looking over the Service Counter into Service Department. 4—Showing two of the Alcoves in the new, modernistic Show Room. 5—Showing part of inside Shipping

Platform with two of Peirce-Phelps trucks. Platform accommodates five trucks. 6—Peirce-Phelps Building occupies three-quarters of a block, facing Fifth and Noble Streets and York Avenue. 7—Main Alcove of the Show Room, emphasizing modern designs as background for sets. Sample window displays may be installed on either side.

in Philadelphia, Harrisburg, Wilkes Barre



*Majestic* and **PEIRCE-PHELPS**

# Wisconsin Radio Trade Association Sponsors Radio Lectures

Talks and Demonstrations of Latest Models of Receivers Given to Radio Service Men in Milwaukee District—Plan for Annual Radio Show in October—Other News

MILWAUKEE, WIS., July 6.—Following their return from the R. M. A. Show in Chicago the wholesale dealers have been whipping their organizations into shape to care for the heavy retail demand which is coming in, and have been organizing outstanding promotion events, and going into advertising so that the entire State is going to be well cared for this Summer so far as radio is concerned.

Of great importance in the promotion plans is, of course, the radio exposition which will be held during the early part of October by the Wisconsin Radio Trade Association.

Another interesting work which the Wisconsin radio group featured this Spring, and which is in line with the educational work done by the Association, is a series of lectures and demonstrations on the latest model radios given to radio service men in the Milwaukee district.

The North Central Distributors, Inc., which purchased the assets of the Badger Talking Machine Co., 191 Fourth street, distributor for the Victor in Wisconsin and upper Michigan, will move from temporary quarters which it has been occupying in the Badger Talking Machine building on the second floor, to much larger quarters at Broadway and East Michigan street.

It is also interesting that this firm will continue to take an active interest in the Milwaukee Victor Record Girls' Club, which for the past two years has become an important factor in record and combination promotions in Milwaukee music shops and department stores. At the June meeting of the club Robert E. Weatherald, manager of the record division of the Victor Talking Machine Co., gave a pre-showing of the new radio combinations.

Officers of the Badger Talking Machine Co. have announced that they will retain their subsidiary company, the Interstate Sales Co., a wholesale radio business. George F. Ruez, president and treasurer of the Badger Talking Machine Co., reported that they expect to expand the wholesale radio business of the firm. The Interstate Sales Co. was recently appointed distributor of the Starr radio.

Charles E. Willert, of the Morley-Murphy Co., has announced that his organization has taken on the Peerless and Courier radios for distribution in Milwaukee and Wisconsin.

Michael Ert, Inc., distributor for the Lyric radios, is preparing for a heavy demand from retail dealers. Michael Ert and Sidney Neu, manager of the radio department of the company, placed large orders to satisfy this demand, while at the recent trade show in Chicago, where the line went over big.

One entire rotogravure section of a Milwaukee paper was devoted to Majestic radios on Sunday, June 23, with two of the pages carried out in full color. The Badger Radio Corp., 480 Market street, distributor for the line, has a strong dealer organization in Wisconsin. According to Mr. Maurer it takes 900 Majestic radios, or ten carloads, to supply the Wisconsin Majestic dealers with samples.

George W. Browne, Inc., 3770 Wisconsin avenue, is distributor for the Silver radios, manufactured by the Silver-Marshall Co.

The firm of D. Matras & Sons, Inc., has recently been appointed distributors for central Wisconsin of the new Earl radio, a product of the Charles Freshman Co.

The Radio Specialty Co., distributor for the Atwater Kent line, has announced the appointment of V. L. Kelley, for the past four years Fox River Valley representative for the company, as sales promotion manager.

The Fred Leithold Piano Co., at La Crosse, Wis., used an unusual promotion plan for its

records during June, when it offered a used phonograph to be given away without charge on the agreement of the customer to buy two to four records a week for a stated time. In this way the store disposed of its stock of old machines taken in trade, and not disposable in another manner, and increased its record sales, at the same time making a good list of prospects for new machines.

The radio council of the Wausau Chamber of Commerce is furthering plans for a radio show to be held in the Central school auditorium on September 20 and 21.

The Wisconsin Automatic Radio Corp. has been incorporated to be located at Milwaukee and to deal in coin-operated and other radios. The incorporators are W. G. Sullivan, Marguerite Donohue and Edna Crowley.

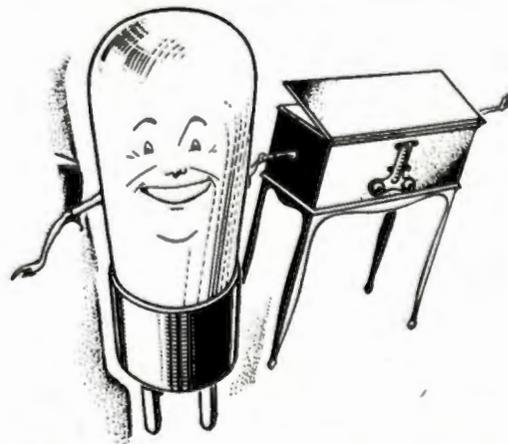
## Dr. C. C. Lauritsen Abroad

For the purpose of research work into television and radio, Dr. C. C. Lauritsen, chief engineer of the Colin B. Kennedy Corp., has sailed for Europe. He will visit Germany, Sweden, Switzerland, Belgium, and upon his return to the United States will resume his duties at the Kennedy Corp.

## L. B. Bernstein Married

Leo B. Bernstein, advertising manager of the Plaza Music Co., New York, was married on Sunday, June 23, to Miss Estelle Schwartz. The couple spent their honeymoon in Maine.

## A picture-book study of growing dollars in tube sales . . . for live dealers



## The child will soon be leading the parent

The replacement market eventually becomes the big market—look at razor blades and phonograph records.

Radio Tube sales are becoming more and more important. For instance, here was the split-up of the average radio dollar in 1922:

\*10%—\$ 6,000,000—spent for tubes  
90%— 54,000,000—spent for parts and sets

Between 1922 and 1928 the tube market increased 18-fold—while the market for sets and parts increased only 10-fold—in dollars. Here is the split-up in 1928:

\*17%—\$110,250,000—spent for tubes  
83%—\$539,750,000—spent for sets and parts

In the number of tubes sold, the comparison is much greater—

\*1922— 1,000,000 tubes sold  
1928—50,000,000 tubes sold

As the number of sets in use increases, the number of tubes for original equipment will increase in much greater proportion.

And, just like razor blades, the market for replacement tubes will increase in gigantic proportion and will go on and on without stop.

Today the replacement market for tubes is three times the size of the market for tubes as original equipment.

Your future prosperity depends to a great extent on how well you develop the tube market in your locality. Dealers who are making a definite drive for tube business are already reaping big rewards.

\*Figures courtesy of "Radio Retailing"

**CeCo Manufacturing Co., Inc.**  
PROVIDENCE, R. I.

## The CeCo Polley

As we announced at the Chicago radio show, the CeCo Manufacturing Company is embarking on a nation-wide advertising program to help the dealer widen his market for tubes.

The CeCo Couriers broadcast every Monday night at 7:30 Eastern Standard time over the Columbia System.

To make you doubly sure of satisfying your customers, we have proved the quality of CeCo Tubes by the most severe tests any radio tubes have ever had to stand. Our new factory, the largest and most modern in the industry, has every safeguard for insuring the uniform quality of each CeCo Tube as it comes to you.

Each tube is given 64 tests during the process of manufacture to insure uniformity in all its important characteristics. Tests made by independent laboratories have proved that CeCo Tubes have from 30% to 50% longer life than any other tubes tested. Also, that CeCo Tubes retain their characteristics at a high level throughout their life.



The AC 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

## How to increase your tube sales

The facts presented here, and many more, are told in a book which we have prepared for aggressive radio dealers. This book points out the vast, untouched possibilities of the radio tube market.

Send for this book. It contains many helpful suggestions for building up tube sales and shows what progress other dealers are making along this line.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.

CeCo Manufacturing Company, Inc., Dept. 607, 1200 Eddy Street, Providence, R. I.

Send me a copy of the dealer book on the radio tube market.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

# Decidedly



Center Panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation.

*first* with 4 Screen Grid Tubes

*first* with the Improved Cutting Dynamic Speaker

*first* with Cutting Sound Radiation

*first* in Beauty of Cabinet Design

*first* in VALUE!

### *The Cavalier*

Front of rich, dark brown burled walnut—an edging of cross-banded oriental walnut—legs, apron and other parts with high lighted walnut finish. The top half of the center cameo decoration opens to form the door. The same cameo motif appears on the apron. List

\$235

## *Jobbers... Dealers... Now is the Time to Establish Your Colonial Franchise*

The new Colonial is now in production on a scientific volume basis. The point-of-sale cooperation is ready. The tremendous advertising campaign is about to be launched. Jobbers and dealers that qualify for Colonial franchises begin to share Colonial's prosperity immediately. Applications for jobber territory and dealer franchises are being considered in the order of their receipt. Complete details will be sent upon receipt of your letter, telephone call or telegram.



### *The Moderne*

A classic of the modern art trend. Exquisitely conceived in design and symmetrical values, this superb example of craftsmanship will grace the decorative scheme of any room. Center panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation. \$270

# FIRST

at the R.M.A. SHOW!

*first ... because*

everything about it reflects QUALITY...engineering advancement...radio perfection. Colonial's fair, in-between price gives the purchaser a better buy, the jobber and dealer greater volume—with a worthwhile profit-per-sale. Its exquisite beauty of cabinet, its many exclusive features, its superiority from every standpoint of performance, its irresistible appeal to those who want the BEST at a reasonable price, all guarantee its sale everywhere.

Colonial was *Decidedly* FIRST at the R.M.A. Show because it was recognized as an OPPORTUNITY!

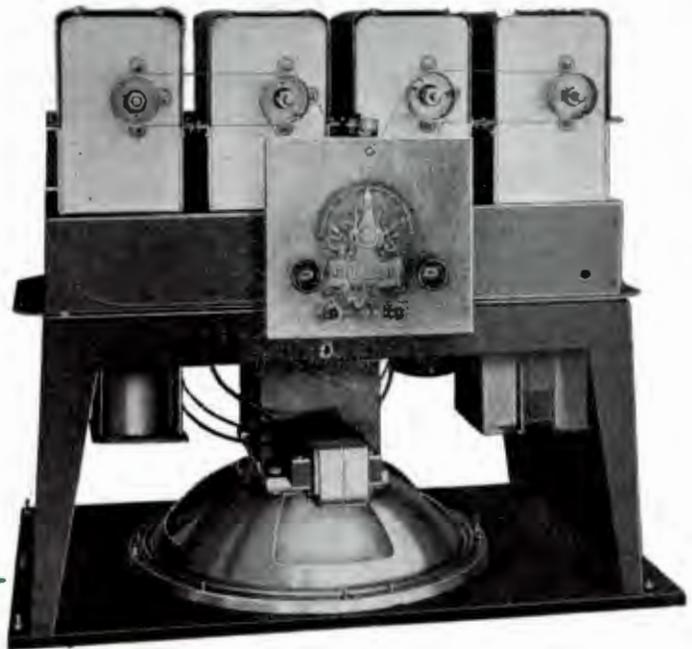


*The Piccadilly*  
\$235

Alternate panels of grained and burl'd walnut, with carved decorations on top of corner posts and legs. Edging of dark (almost black) walnut. Legs and apron high-lighted. Top is matched grain walnut. A two-tone walnut cabinet throughout. List price \$235

### *The Colonial Chassis*

Both receiving and reproducing units of the New Colonial are combined on a common base of steel channels and Z-bars, the four radio frequency stages being mounted on the upper side and the power supply, audio amplifier and speaker suspended beneath. This novel arrangement of the exclusive Cutting Dynamic Power Speaker distributes the sound...radiates it to all parts of the room...adds the final touch in the quest for realism.



# The NEW COLONIAL Radio



## Signs Radio Order 5000 Feet in Air

Doroth Howard, Woman Radio Buyer, B. Nugent Bros. Co., Signs Order for Bush & Lane Radio in Plane

Another demonstration of the "Spirit of St. Louis" was brought to the attention of visitors at the Chicago Radio Show, when Doroth Howard, said to be the only woman radio buyer for a department store in this country, flying in a tri-motored Ford monoplane over the city of Chicago, signed an order while five thousand feet above the city, for her store, the B. Nugent Bros. Dry Goods Co., of St. Louis, affiliated



Doroth Howard Signing Radio Order While on Plane Flight

with the National Department Stores, operating stores in fourteen large cities. The order which Doroth Howard signed was with the Bush & Lane Piano Co., Holland, Mich., and represents Nugent's Fall and Winter purchase of Bush & Lane radio receivers.

Accompanying Doroth Howard were representatives of Bush & Lane Piano Co., the party including Jim De Pree, general sales manager,

# WASMUTH-GOODRICH

COMPANY

## FINE RADIO CABINETS

*Fashioned by*

## MASTER CRAFTSMEN

103 PARK AVE., NEW YORK PERU, INDIANA



Wm. F. Winstrom, field sales manager; John C. McNailey, salesman in charge of the St. Louis district; Glenn Pareira, assistant mer-

reduced from \$2.50 to \$2.25. Important economies in production through much wider consumption of its products is said to be the reason for the reduction in prices, this policy being in line with the Radio-Victor Corp.'s plan of passing along savings to the dealers.

## Producers Sales Corp. Keeps Open House

DETROIT, MICH., July 3.—The Producers Sales Corp., manufacturers' representative for Colin B. Kennedy receivers, Nathaniel Baldwin speakers, Caswell-Runyan Co. and Cary Cabinet Corp. cabinets; Starr Piano Co., Televocal Corp., tubes; Farrand Mfg. Co., Inc., speakers; Carteret Radio Labs., DC sets; Manion Products Co., radio sub-antenna, and Neo-Glo Novelty Products Co., Neon signs, uses as a slogan: "When you are in Detroit make our suite of offices and display space your headquarters." This firm occupies 1,600 square feet of floor space in the Savoy Hotel, and offers to visitors every possible facility which an up-to-date hotel and business office can contain.

Jobbers and dealers who carry the various lines handled by the company are urged to bring prospective customers to the display rooms to view the complete lines from which selections can be made.

## Big Tube Order Placed by Silver-Marshall

What is said to have been one of the largest orders to date for the new AC screen-grid tubes was recently split by Silver-Marshall, Inc., Chicago, between the Radio Corp. of America and E. T. Cunningham, Inc. Nearly 250,000 tubes of UY224 and C324 types alone have been released by Silver-Marshall for specified delivery in the next few months.

McMurdo Silver, president of the firm, in commenting upon these tube orders stated: "We have ordered only a sufficient quantity of screen-grid AC tubes to supply Silver radio distributors with tubes for their minimum delivery commitments now on order at our plant. In ordering these tubes, we have sought to definitely insure delivery of only a portion of our distributors' requirements of screen-grid tubes, and are depending upon them to place their own orders for all except the minimum which we have now arranged to furnish, or if possible, to hold as a reserve stock."

## A. K. Officials Deny Rumor

Officials of the Atwater Kent Mfg. Co. disclaim any knowledge of a static eliminator which rumor stated the company had purchased from W. A. Maxwell of Mobile. The statement issued said officials have never seen "either the apparatus or the man."

Alexander Eisemann, formerly chairman of the board of the Freed-Eisemann Radio Corp., has been admitted to general partnership in the stock firm of Samuel Ungerleider & Co.

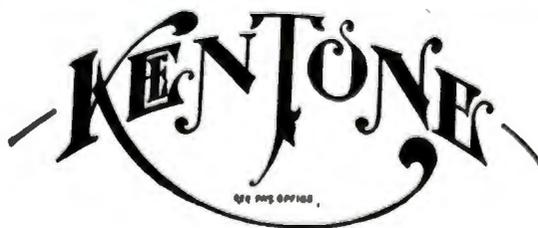
## Dukas' "La Peri" Is Columbia Offering

For a third time in recent months, the Columbia Phonograph Co. includes a living composer among offerings in its Masterworks albums of records. The latest addition, Set No. 113, is Paul Dukas, outstanding French leader, represented by "La Peri," a dance poem for orchestra, played by Philippe Gaubert and the Paris Conservatory Orchestra. This set of records, already on sale, will be listed in the August supplement of the Columbia catalog.

The June supplement announced Stravinsky's "Petrouchka," conducted by the composer himself, and the May supplement listed De Falla's "El Amor Brujo," played by Pedro Morales and Symphony Orchestra.

## Radiotron Prices Reduced

The Radio-Victor Corp. of America, New York, has announced a revision downward in prices of seven types of radiotrons as follows: UY-227 formerly \$3, now \$2.50; UX-226 formerly \$2, now \$1.75; UX-222 formerly \$6.50, now \$4.50; UX-280 formerly \$3.50 now \$3; UX-112-A reduced from \$2.50 to \$2.25; UX-201A reduced from \$1.40 to \$1.25, and the UX-171A



## ALL BRASS TONE ARMS

A complete line, including straight, curved and full "S" shapes; acoustically correct, workmanship strictly high grade and prices unusually low.

SEND FOR CATALOG

F. C. KENT COMPANY  
IRVINGTON, N. J.

Organized 1914

Incorporated 1929



**\$145 less tubes**  
**\$169<sup>50</sup>**  
 With 10 LYRIC Tubes  
 (Prices slightly higher in Far West)

# LYRIC RADIO

**"The CHALLENGER"** *10 Tubes*  
*5-Gang Condenser*  
*Double Push-Pull*  
*Ultra Dynamic Speaker*

## Defies Competitive Demonstration

**E**VERY customer for a radio set wants a demonstration—and each one has different ideas. Some want distance—some selectivity—some volume. But *everyone wants true tone.*

LYRIC Radio, "The Challenger," is ready to meet in competition the demonstrations of any set at any price and not come second. With a LYRIC Radio you are able to back up your claims and fear no competition . . . And the price—complete with 10 LYRIC tubes—is the clincher!

When any prospect puts a LYRIC Radio through all its paces and compares it with others, he is astounded to learn that it is priced so low. This

price allows the dealer a good profit—quick sales and quick turnover. LYRIC Radio, "The Challenger" will meet all comers—on any basis and on any issue. Mail the coupon for detailed information without delay!

**All-American Mohawk Corporation**, Dept. 67  
 4201 Belmont Avenue, Chicago

Send complete details regarding LYRIC Radio, "The Challenger" and LYRIC dealer franchise data.

Name.....  
 Address.....  
 City..... State.....

## Series of Fada Dealer Meetings Being Held Throughout Country

New Fada Receivers and Reproducers Introduced to Dealers at Meetings Sponsored by Distributors—Field Representatives Report Success of High-Pressure Campaign

Fada executives have returned to their posts, after the most successful trade conferences in the history of the company, which were held in conjunction with the Chicago trade show. These "posts" cover the entire country, for the dealer meetings are now at their height. The first display of the new Fada line of receivers and reproducers, following the Chicago exhibition, took place in Philadelphia and Indianapolis on June 10 and there has not been an idle moment since in bringing the products to the attention of the trade, reports President F. A. D. Andrea.

Zone field representatives are now sending in their reports, and each indicates that the high-pressure campaign is bringing amazing results. T. N. Mason is in New England, E. D. Burton in central New York, "Lou" J. Stutz back on the metropolitan district firing line, taking in Washington, Philadelphia, Newark, Baltimore, Scranton, and a number of other points as well as New York City. L. J. Rooney is covering the South, where he has pioneered in radio; O. K. Morgan is busier than ever in the Middle West, R. F. Garrett is making his headquarters in the Michigan, Indiana and Ohio territory, E. F. Bergere finds things moving much more than nicely in the South, R. S. Knudson is after record sales in the Minnesota-Dakotas region, T. M. Rozelle is flying high in orders from Iowa, Colorado and contiguous territory, and T. H. Phillips is meeting everybody in radio between El Paso and Wichita. J. L. DuBreuil, speaking for the Fada Radio Co. in Chicago and Kansas City, asserts that the Chicago rallies exceeded expectations in point of attendance and enthusiasm. E. F. Baldwin, new Pacific Coast representative, is on the scene and wiring enthusiastic reports.

One of the first announcements to come out of the Fada camp was the signing of a contract by H. H. Walker, of Los Angeles, to become Fada distributor in that section.

One of the most enthusiastic meetings was held in Indianapolis under the auspices of the Gibson Co., where 150 dealers gathered at the

Claypool Hotel and expressed approval of the new line. The meeting was in charge of E. M. Gass, manager of the Gibson Co., which organization was also represented by J. M. Bloch, A. W. Weber, Julian Cadden and the sales staff. R. P. Van Zile, Fada Western manager, explained the advertising program; W. C. Heaton, Fada sales promotion manager, discussed the extensive newspaper advertising arranged for, and C. B. McKinnie described the new engineering features of the Fada screen-grid receivers and the cabinets housing the sets.

In Louisville the Peaslee-Gaulbert organization provided a banquet at the Brown Hotel. This event followed a parade through the streets headed by a calliope followed by forty dealers' cars decorated with Fada streamers. The meeting was in charge of C. C. Baines, manager of the radio division of the Peaslee-Gaulbert Co. J. M. Means, executive vice-president of the company, also spoke. Fada representatives who explained the fine points of the new line and outlined the advertising and publicity campaigns included E. F. Bergere, H. A. Brewer, Mr. Heaton and Mr. Van Zile.

Beck & Corbitt sponsored the Fada Style Show which was held in the Palm Room of the Chase Hotel. Some 125 dealers attended the business session in the afternoon, which was under the direction of George Niekamp, sales manager of the wholesale organization. Messrs. Van Zile, Heaton and Brewer outlined the publicity and sales campaign and pointed out the features of the line on behalf of the F. A. D. Andrea organization. A banquet and entertainment in the evening concluded a very pleasant and profitable day. Shortly following the Style Show the Beck & Corbitt sales organization held a conference at which the details for the 1929 program were covered.

The Aztec room of the President Hotel, Kansas City, was the scene of the most interesting meeting ever held for Fada dealers in that territory. Dinner was served to approximately sixty-five dealers and prospective dealers and members of the Kansas City organization with

Mr. Du Breuil as master of ceremonies. Messrs. Van Zile and Heaton talked of the merchandising program and advertising plans and D. J. Roe spoke on the technical developments of the line. T. M. Rozelle, factory representative for the Kansas City territory, told of the assistance which the factory stood ready to extend to dealers. John Bielenberg, a member of the Kansas City sales organization, also spoke.

## May Shows New Crosley and Amrad Lines

D. W. May, Inc., Crosley and Amrad distributor of Newark, N. J., recently staged a radio exposition in its showrooms at which the new models of these two lines were introduced. Between 500 and 600 dealers attended the showing and voiced their appreciation and enthusiasm for the new models. The showroom was transformed into an attractive setting for the new instruments, walls draped in velvets and gold, with bowers of Spring flowers.

Discussions on modern radio merchandising methods were held each day, and the sales and advertising policies for the coming season were outlined in detail. Refreshments were served to the visiting dealers. Walter Ferry, sales manager of the May organization, planned and staged the exposition.

## J. W. Strickland With Addison Vars

J. W. Strickland has been appointed director of the radio advertising division of Addison Vars, Inc., national advertising agency of New York and Buffalo. For the past fifteen years Mr. Strickland has been actively engaged in radio work both here and abroad. His orchestra was one of the first to go on the air in the pioneer radio days, and was the first to broadcast a program from 2 LO, London, which was rebroadcast in this country. The Prince of Wales and King Alphonso, of Spain, were two of his clients during his European travels.

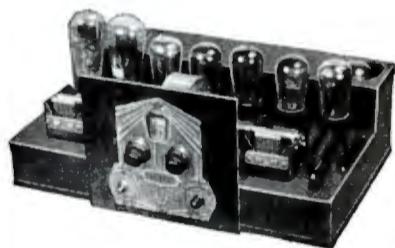
## Specialty Service Adds to Territory

In recognition of the excellent results which the Specialty Service Corp., 575 Atlantic avenue, Brooklyn, N. Y., has secured in distributing Majestic radio products in Kings county, the Grigsby-Grunow Co., manufacturer of Majestic products, has granted this company the exclusive distributorship for the counties of Queens, Nassau, Suffolk and Richmond, in addition to the territory already covered.

## Bersted Introduces Balanced Lid Support

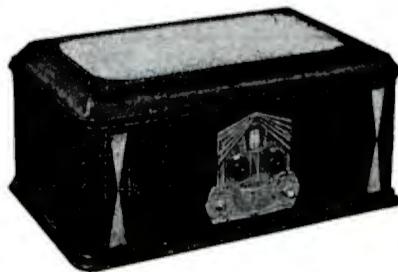
The Bersted Manufacturing Co., Chicago, is introducing to the trade a balanced lid support used in phonographs, radio cabinets and combination instruments. The Bersted organization, which also produces electrical appliances, has been manufacturing lid supports for the past ten years, exclusively for one large manufacturer. The Bersted Manufacturing Co., according to Alfred Bersted, vice-president in charge of sales, has increased its production and is now able to handle the requirements of other radio and phonograph manufacturers.

The Parker Radio Stores have remodeled the interior of the establishment at 406 Lexington avenue, New York City, and by eliminating various counters have added considerably to the display space.



Chassis Model A.C.-245

Two 245 tubes are used in push pull power amplifier circuit, two 227 tubes for the detector and first audio, and the usual 226 tubes in the radio frequency circuit. One 280 tube is used as a rectifier. The chassis houses the power supply, which is constructed to stand heavy overloads.



Metal Cabinet Model A.C.-246

## THE LEADER STILL LEADS



The Pioneer Chassis Again Sets the  
Pace for 1930

With its many new features, the 1930 Pierce-Airo is an all-star receiver. It uses the new 245 tube—that means better tone with more volume. It can be used with either an A.C. or D.C. Dynamic Speaker. It has an automatic phonograph pick-up. It provides for the regulation of line voltages. The chassis fits any standard console. In fact the new Pierce-Airo for either A.C. or D.C. is a revelation in design, construction, appearance and performance. Sell the new Pierce-Airo as a Chassis, Table Model or in a Console. You can meet all requirements. Set your own price. Make your own profit. Beat all competition. Pierce-Airo is a line you can concentrate on and make your leader to draw radio buyers to your store. Convince yourself. Order one now. Give it a test.

Write for sample, prices and full particulars.

**PIERCE-AIRO, Inc.**

123 Fourth Ave.,

New York City



## Schlichter Sells Traded-in Sets to Summer Campers

Fact That Most of Summer Camps Have No Electricity Provides Good Opportunity for Cincinnati Dealer to Dispose of Battery-Type Instruments—Aids Accessory Sales

ABOUT this time each year, several thousand Cincinnati families establish themselves in camps on the banks of the Ohio River, the Big Miami River and the Little Miami River, there to live through the Summer. These camps are, as a rule, primitive affairs, without electricity and other city conveniences. Most of the people are housed in mere shacks, not because they could not afford something better, but because they want to "rough it" and get a little bit away from their usual environment. These camps are filled with young people, and young people want to dance. This means that they must have music. Realizing this, Fred

L. Schlichter, of the Schlichter Radio Co., is using these camps as an outlet for trade-ins of the battery type. Once in a while there is a change to the "plug-in" type, but as a rule the camp has no electricity and the radio must operate by batteries. This, of course, fits in to this scheme, because most of the trade-ins are of the old type.

"Campers do not pay any attention to the looks of the radio," explained Mr. Schlichter. "What they want is an instrument that will work, and they are not over-critical as to tone. Before we let an instrument go out we put it in good condition for reception. The matter of looks is not an object with this class of buyer, and therefore the exterior remains 'as is,' no attempt being made to restore the finish."

In the picture shown window is a placard which reads, "Low Priced Radio for Use in Camp." One instrument is priced at \$3.75, for instance, another is marked \$6.75 and another is \$9.75. Other instruments are shown, but this gives an idea as to the price range.

"These prices do not include tubes or other accessories," it was explained. "Therefore, in addition to helping us to get rid of stock that would be dead otherwise, the plan helps us to sell quite a good volume of loud speakers, tubes, batteries and other accessories. So, you see, although the first sale may not be highly profitable it leads to the sale of regular merchandise. Besides this, it is making us known to people who may later on be in the market for fine instruments for their homes."

"Most of these camps are in little groups, and if minor trouble with the radio arises there is nearly always somebody around who can get the thing to going again. As a rule, when the radio refuses to work it is because of the batteries. If somebody tinkers with the thing and puts it out of commission, the owner can put it in his car and bring it to us for service—for which he must pay."

### Harry Alter Heads Midwest Radio Assn.

Unanimously Elected President of Trade Group—Plans Active Campaign for Betterment of Radio Industry

The Midwest Radio Trades Association held its annual election of officers recently at the Electric Club, 30 North Dearborn street, Chicago. It was one of the most successful meetings the Association has ever held and the retiring president, H. E. Richardson, was extended a vote of thanks for his activities in behalf of the Association, and was elected to serve as chairman of the board of directors.

Harry Alter, of the Harry Alter Co., Chicago, was elected president by a unanimous ballot. Mr. Alter undertakes his official duties immediately and plans an active campaign for the betterment of the radio industry within the Chicago and metropolitan areas. He states that the examination and registry of service men, which is to provide the public with thoroughly experienced and technically qualified service men to cure their "radio ills," is progressing very rapidly, and within a short time local merchants will have registered men at the disposal of their customers.

Mr. Alter is well qualified in association affairs, having been one of the officers and directors of the Federated Radio Trade Association, as well as the Radio Wholesalers' Association.



An example of the way the theatres advertise Freed Radio in Italy is shown in this picture of one of the big theatres in Milan, the entire curtain being devoted to an advertisement for the Freed-Eisemann firm.

It is believed that under his leadership the organization will assume its place as one of the leading associations in the country.

The other officers and directors are: Walter Pierce, Pierce Radio, Evanston, first vice-president; Ray York, Radio Vision Stores, Inc., second vice-president; Ed. Williams, Elmhurst Majestic Co., third vice-president; John M. Redell, Sonatron Tube Co., secretary; A. E. Simon, Diamond Elec. Spec. Corp., treasurer; J. A. Schwartz, Crystal Palace of Music; G. M. Heinze, Heinze's Music Shop; Leonard Cohn, Atlas Radio Stores; E. T. Walsh, Radio Vision Stores, Inc.; Martin J. Wolf, Elec. Appliance Co.; Chas. Himmel, Hudson-Ross, Inc.; Richard Baskind, Manor Radio Co.; Allan Forbes, Triangle Elec. Co.; L. T. Johnson, Kimberly Radio Corp.; E. J. Brennan, Kellogg Switchboard & Sup. Co.; Harry Simmons, Sears, Roebuck & Co.; Bert Ford, Manor Radio Shoppe.

### Marvin Appoints District Managers

The Marvin Radio Tube Corp., with main offices at 225 Broadway, New York City, has announced the appointment of several new district sales managers, through F. A. LaBaw, general sales manager.

Paul C. Smalley has been appointed district sales manager for the New York and New Jersey metropolitan area. Jack Downey has been appointed sales manager for the Philadelphia territory, which includes all of the States of Pennsylvania, Maryland, Delaware, and the District of Columbia. All of New York State, outside of the metropolitan area, and also all of the New England States, will be covered by Dan Betts. Leslie Lown has been appointed sales manager for Michigan and Indiana.

District sales managers of the Southwest and Southeast, as well as the Pacific Coast territories, are now being appointed, and will be announced shortly.

### Ray Miller's Record

Dance marathons, long-distance talkers and hog callers are relegated to the background by Ray Miller, leader of the Brunswick Recording Orchestra, who steps forward with the claim that when it comes to records, phonograph or otherwise, he wins hands down. According to Mr. Miller, during the course of his musical career he has made more than 1,000 phonograph records—which is quite a record.

### Elected Ass'n Director

Friends of J. W. A. Henderson, manager of the Edison Distributing Corp., Minneapolis branch, are congratulating him on his recent election to the board of directors of the Northwest Radio Trade Association.

Millions are now in use—

Leading manufacturers equip their radios with

**Burtex**  
TRADE MARK

**DIAPHRAGMS**

An exclusive Stevens development and patent

Burtex diaphragms are used in the speakers of

Philco  
Kolster  
Victor  
Crosley  
All American  
Best Manufacturing  
Decatur  
Brandeis  
Transformer Corp.  
and others.



#### Features of Burtex:

The cornet's tones are made clear and true by the heavy bead or chime on its bell's circumference. The Golden Chime on every Stevens Speaker serves a similar purpose.



Burtex diaphragms are entirely waterproof. Moisture can never affect the musical quality.



The Chinaman hangs his booming gong on soft cords to assure free vibration.

The Stevens Burtex diaphragm is felt-cushioned for free, unhampered tone quality.

Stevens has devised a unique, portable electric phonograph, an achievement in miniature engineering. Its motor is lighter, more compact, and governs better than any similar motor known. It is not subject to variation in speed due to line fluctuation. Have you seen it?

"Sound Advice" resounds with interesting facts about the new Stevens Speakers. Write for a copy of this brochure.

Stevens Mfg. Corp.  
44 Spring St. Newark, N. J.



8-Tube NEUTRODYNE for house-current operation. Push-Pull amplification. Inductor Dynamic Speaker. Cabinet of walnut veneer. Other models \$145 to \$225 (less tube). Prices slightly higher in Canada.

**\$99<sup>50</sup>**  
(less tubes)  
MODEL NR-55

**D**EALERS tell us this model is making volume sales for them. Why shouldn't it? We deliberately under-priced it for "advertising purposes." We wanted to give Freed dealers a sensational "price leader," that could not fail to attract new prospects to their stores. And in Model NR-55 we have done just that.

Here is a set with a performance which perfectly justifies our contention that "Freed Radio gives you the program just as the microphone gets it." Here is a really high-grade receiver in a cabinet of fine wood, listing under a hundred dollars!

We want you to hear and see this outstanding leader of an outstanding line. Write for name of distributor in your territory.

*Our Export Department will be very glad to give full information on Freed Radio to foreign trade.*

**FREED-EISEMANN RADIO CORPORATION**

122 EAST 42nd STREET, NEW YORK CITY

A Division of Chas. Freshman Co., Inc.

Canada: Freshman, Freed-Eisemann Radio, Ltd., 20 Trinity Street, Toronto, Ont.

# FREED RADIO

Famous Since Broadcasting Began

# ACHIEVEMENTS

The announced ADDITIONS to the EDISON Line, bearing the famous trade-mark of Thomas A. Edison, may truly be accepted as ACHIEVEMENTS.

Since the EDISON Company decided to enter the radio field, it has been the determination of Mr. Edison and his associates to produce and market a line of instruments and records which would combine the EDISON Standard of quality in material, workmanship, and performance, and to make them available at a price within the means of increasing thousands.

The new EDISON radio model R-5 at \$167.50, is an ACHIEVEMENT and not an experiment. The new EDISON Radio and Phonograph Combination at \$295, is an even greater ACHIEVEMENT. In appearance, workmanship, and performance, these instruments excel anything at or about the same price and they contain exclusive EDISON features which cannot be had in any other product.

The EDISON Dealer's surprise will be one of delight with the new EDISON Light-O-Matic tuning device. It is new, interest-compelling, dependable, and an exclusively EDISON invention. There is nothing offered at the price of the new EDISON model C-4 which will equal, let alone excel, this model in the Combination field. The new EDISON Portable will immediately become outstanding in comparison, particularly because of its remarkable tone. There have been Automatic Stops, but it remained for EDISON to produce the FIRST one that would AUTOMATICALLY stop any RECORD without setting. The new EDISON Needle Type Records embody a characteristic and distinct quality of volume and tone that will be appreciated by the most critical dealers as well as the record buyer.

EDISON Dealers are offered ACHIEVEMENTS, bearing the name

# EDISON

*The name EDISON commands the world's respect and inspires the world's confidence*

EDISON Dealers will have in the enlarged EDISON line of Radio and Phonograph and Record Merchandise, one they can offer to their customers with a confidence comparable to that inspired by the great name the product bears.

While the number of EDISON radio Dealers will be quite limited, there are still some choice territories open. Write us for information or ask for our representative to call if you are in the large Metropolitan territory for which we are the exclusive wholesale Distributors of EDISON Radio, Radio-Combinations, and new Needle Cut Records.

*Blackman*  
**DISTRIBUTING CO. INC.**

**28 West 23rd St. New York, N. Y.**

# DAY-FAN RADIO



## A SOUND BASIS FOR SUCCESS

**HIGH QUALITY!** Sound engineering. A proved design—with improvements. Refinements in audio amplification . . . where Day-Fan has achieved notable success. The best of materials. Fine workmanship. Resulting in performance that is **BRILLIANT**: gloriously beautiful tone—hum-free . . . wonderful responsiveness to tuning or to volume adjustment.

*Stabilized quality*—models good for a year of selling. Prices from \$115.00 to \$225.00 (less tubes). Charming walnut console and table models. Write, before your territory is closed.

1207 WISCONSIN BOULEVARD

**Day-Fan Electric Co.** Dayton, Ohio

# Unbelievable!

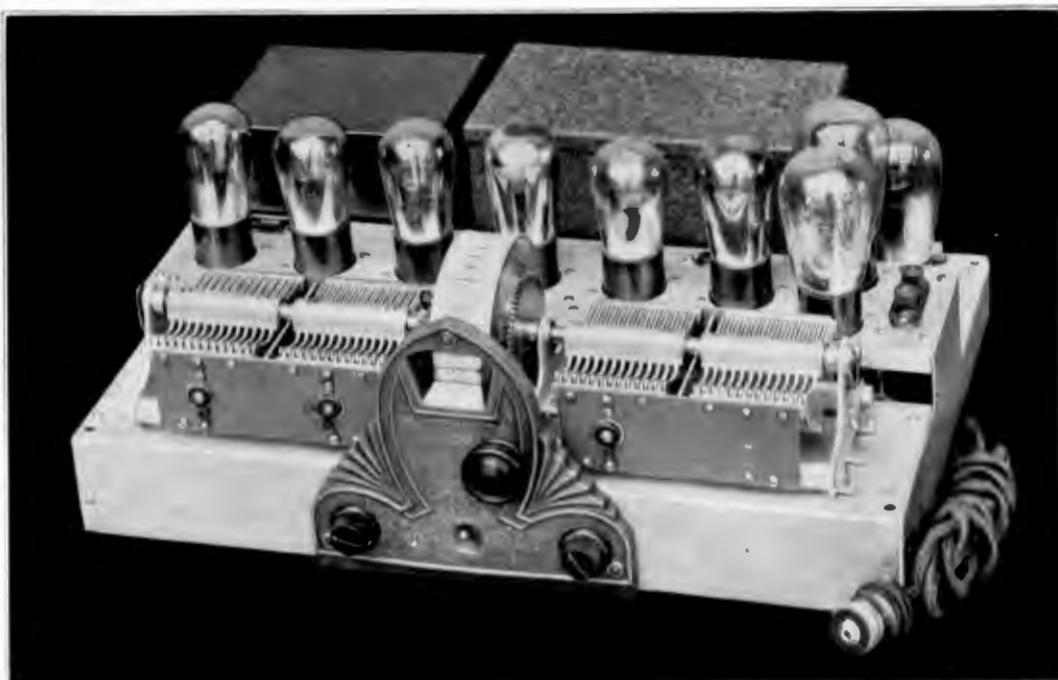
*'till you hear it  
yourself—*

*Lieut. Commander Mathews'  
Greatest Radio Achievement.*

## 9 Tube AC

SUPER BRIDGE CIRCUIT

The Supreme Masterpiece  
Of Radio Engineering



## The Quality Chassis of 1930

R. H. G. Mathews, Lieutenant Commander C-V(S) United States Naval Reserve, 9th Naval District (formerly chief engineer, Zenith Radio Co.), makes this statement: "It has given me great pleasure and satisfaction to perfect this chassis; and I am proud to present it to all of my radio friends as my best work. It has fulfilled all of my expectations."

By actual comparison and tests it stands supreme in tone quality, selectivity, volume and distance. Words cannot prove the merits of this wonderful chassis.

The MANDEL chassis will fulfill the expectations of the most critical radio buyers.



**Mandel  
Dynamic Speaker**

No other Dynamic Speaker delivers such wonderfully true and life-like reproduction — tremendous undistorted volume — without over-emphasis on the bass notes. Write for our proposition and sample.

### Has Many New Features

This 9 tube SUPER BRIDGE CIRCUIT performs with greater efficiency—tube for tube—than any other circuit. Sturdiest, most accurate tuning condensers, ranging from 175 to 550 meters. Operates on 90 to 125 volts A. C., 50 to 60 cycles, with minimum hum. No whistle or oscillation. Hair line selectivity, marvelous tone and volume, particularly on distant stations. This beautiful and sturdy chassis is the surprise of the season! Requires six 227 tubes, two 245 tubes in push-pull and one 280 tube.

### Unusual Opportunity for Dealers

Built, for SERVICE, it saves you unnecessary trouble and expense after the sale is made. PERFORMANCE is what counts. If you want your name linked with QUALITY, write for our proposition and sample.

## MANDEL ELECTRIC CO.

2157-59 N. California Avenue  
CHICAGO, ILL.

## “How I Would Select Sets to Sell If I Were a Radio Dealer”

Joseph Gerl, General Sales Manager of the Colonial Radio Corp., States That There Are Three Dominating, Fundamental Factors to Be Considered in Choosing Lines

Every year the dealer faces the same problems—what sets to carry for the coming season and how to select sets that will bring customer satisfaction, profit and prestige. Questions upon which the very existence of the dealer depends.

From my experience over a long period of years and from contact with radio dealers from coast to coast, whose problems I have been called upon to work out very often, I have noticed that there are three dominating, fundamental factors to consider in deciding what lines to carry:

1. The product itself.
2. The financial status of the manufacturer.
3. The merchandising vision of the management.

I have put the factors involved in the order of their true importance. A good product is by far the most important element, because it can always be sold by the dealer regardless of the standing of the manufacturer or of the wisdom of the management.

A good product, moreover, will always attract plenty of capital, and plenty of capital can always hire good management. Take away the product, however, and no matter how strong the company is, failure is certain.

In judging the product itself, the dealer should consider the actual performance, the engineers who were responsible for its goodness, and the ability of the company to produce this product at the right price.

I would, therefore, state that a good product should be considered 60 per cent of the battle and the dealer, in analyzing his new lines,

should consider the product before he does anything else.

Financial problems are not so important with a good product, in the long run; but for the immediate purposes, it is important from the dealer's point of view that the manufacturer who has the good product be strong enough to carry through his production and marketing programs for the current season.

The financial strength of the company should always be checked, not through the media of rumors or snap judgment or by questioning salesmen, but rather through reliable commercial agencies who know the strength of all

### Discusses Difference in Radio Terminology

The difference in radio terminology between this country and Great Britain varies widely, according to Henry Carter, of Overseas Wireless, Ltd., of Warwickshire, England, who was a recent visitor to the plant of the Perryman Electric Co., Inc., North Bergen, N. J., maker of Perryman radio tubes.

“We realize that you regard ‘valves’ in your country as the means of controlling the flow of beverages, air or liquids. In England they are radio tubes. Your term of ‘tubes’ as applied to radio, reminds us, overseas, of a necessary part of an automobile tire, or a pipe to convey some form of liquid. Of course, radio in England is ‘wireless,’ our trolley cars are still

manufacturers and who have full information.

It is my belief that the financial strength of the company should be given 25 per cent consideration in making a selection of the sets to carry for the season.

Last but not least, the dealer should consider the wisdom and progressiveness of the management, and sales policies of the company. This, the dealer can easily check either by the reputation of the men in charge of activities of the company or by checking up on their immediate policies.

The primary object of the dealer is to be successful in business, in other words, to make a profit on his investment.

Obviously, a good product and a strong manufacturer without the proper merchandising plans cannot completely satisfy the dealer. The merchandising policy of the manufacturer should take into consideration every detail of the dealer's sales and service problems. Only then can the complete trio of factors total 100 per cent success.

‘trams,’ our busses ‘stages,’ and our policemen ‘bobbies.’ The meaning, seemingly is irrelevant as long as the part or property serves the purpose for which it was intended,” concluded Mr. Carter. He will visit with friends in the States before returning to England early in August.

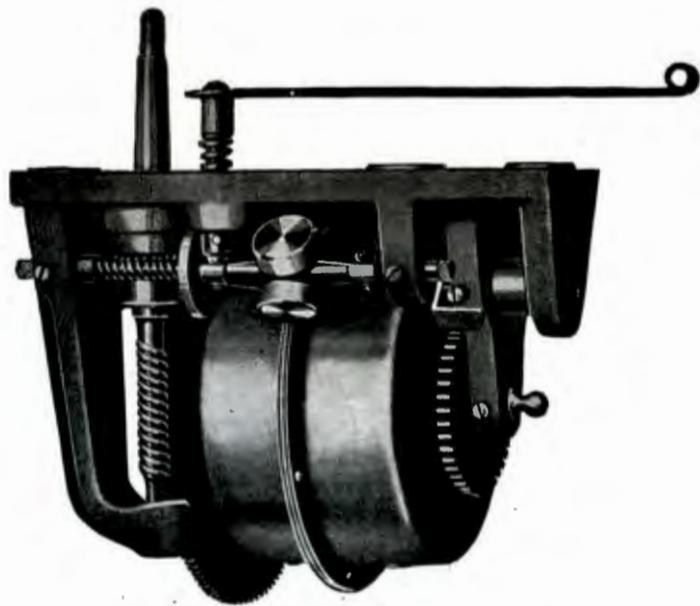
### Declare Brunswick Dividend

The directors of the Brunswick-Balke-Collender Co., Chicago, have authorized a dividend of one and three-quarters per cent, payable July 1, 1929, on the outstanding preferred stock of the company, as of record June 20, 1929.

“The Smile You Miss,” theme song of the radio program sponsored by the Charles Freshman Co., maker of the C. A. Earl radio line, bears the name of the company on its title page.



# “Helycon”



Motor No. 102

presents a complete supply of

Phonograph Parts

- Motors
- Tonearms
- Reproducers



Send for our Illustrated Folders

**POLLOCK WELKER, Limited**

Kitchener, Ontario, Canada

Cable Address: Polwel Kitchener

Codes: A B C, 5th Edition, Bentleys

# PR Leadership

## FEATURE *by* FEATURE *here is* RADIO'S GREATEST VALUE

Compare these features — then read the price!

- 1 · Screen-grid · 2 · Nine tubes in line · 3 · Linear power detector · 4 · "245" tubes in push-pull · · ·
- 5 · 10-inch Dynamic Cone (Lektophone patents) · 6 · Double primary circuit — giving same results on high waves as on low · 7 · Ultra powerful — no antenna or ground normally needed for demonstrating · 8 · Will not oscillate even without antenna or ground
- 9 · Phono-Radio Switch operated by knob that controls a. c. switch (pat. app. for)
- 10 · Local and long distance switch. Minimizes background disturbance on ordinary reception · 11 · Service costs reduced to insignificance · 12 · No exposed high voltage terminals · 13 · Ultra-selectivity
- 14 · Cabinets by piano craftsmen · · ·

**S**UCH value can only be produced by an organization schooled in volume production methods, amply financed and with years of experience. Gulbransen Radio is backed by a \$5,000,000 company with 500,000 feet of floor space. For years Gulbransen has led the world in high grade piano production. Now we offer the world's greatest radio value. Through purchase of Wells-Gardner & Co., we obtain R. C. A., Hazeltine, Lektophone and Miessner licenses and offer patent position and radio experience second to none. Write or wire us now for complete descriptive literature and merchandising plan.

Leading radio merchants everywhere! Be first to get information on Gulbransen Screen-Grid Radio and money-making "extra profit" franchise.

GULBRANSEN COMPANY, Chicago, Kedzie,  
Sawyer and Spaulding Avenues, CHICAGO

*World's Largest Piano Manufacturers*

SCREEN-GRID RADIO RADIO CABINETS METAL PRODUCTS

# GULBRAN

## SCREEN-GRID

### NINE IN LINE

# O V I N G *in value...*

Licensed under R. C. A.,  
Hazeltine, Miessner and  
Lektophone patents

\$  
**149<sup>50</sup>**

**SEN**  
*Radio*

*Completely made by Gulbransen*



WRITE OR WIRE  
Gulbransen Company, Chicago  
Please forward immediately full information on Gulbransen Radio.  
Indicate whether you are retailer or jobber.  
 Retailer       Jobber  
Firm Name.....  
Individual.....  
Street Address.....  
City and State.....

**Cunningham**  
RADIO TUBES



**14** years

of proved  
reliability

Cunningham  
Radio Tubes  
continue to sup-  
ply the demand  
for absolute in-  
built integrity  
and tube  
quality.  
Identify  
them by  
the mono-  
gram



**E. T. CUNNINGHAM, INC.**  
New York Chicago San Francisco  
Dallas Atlanta

## Illinois Dealers View Crosley Line

Williams Hardware Co. Sponsors Series  
of Four Dealer Meetings at Which New  
Models Were Displayed

Ten days following the meeting of the Crosley distributors recently, the Williams Hardware Co., of Streator, Ill., Crosley wholesaler, sponsored dealer conferences in four sections of the territory served by the company. These meetings with Crosley dealers were held on successive days at Kankakee, Aurora, Bloomington, and Streator, Ill. Dealers in each district attended in large numbers to view the merchandise and learn of Crosley plans for the 1929-30 season.

Sample Crosley and Amrad receivers with advertising display material were carried by truck to the various meetings. A portable stage hung with beautiful velour was set up in the banquet rooms of the various hotels and immediately following the dinner the curtains were drawn and the new models displayed.

O. T. Thorsen, Illinois representative of the Crosley Radio Corp., presented the new merchandise and he was followed by N. B. Williams, vice-president of the Williams Hardware Co., who discussed advertising and merchandising plans for the coming season.

## New Lyric Dis- tributors Named

The appointment of ten new Lyric distributors in various parts of the country was recently announced by the All-American Mohawk Corp. of Chicago, manufacturer of Lyric radios. They are: Bloomberg Furniture Co., of Richmond, Va.; H. G. Bork & Son, Watertown, S. D.; Electric Specialty Co., Dallas, Tex.; C. E. Hamlin Sales Co., Jackson, Mich.; Michigan Automotive Supply Co., Detroit, Mich.; Radio Supply Co., Tulsa, Okla.; Royal Furniture Co., Baltimore, Md.; Southern Ohio Radio Corp., Cincinnati, O., and the Union Tire & Supply Co., of Burlington, Ia.

It is also announced that the distributorship for Rhode Island has been given to the Plymouth Electric Co., New Haven, Conn., of which R. J. Mailhouse is the head. The company will open offices in Providence.

## Edison Portable for Beauty Prize Winner

The first commercial model of the new Edison portable phonograph was presented by Thomas A. Edison, Inc., to Miss Irene Ahlberg, who, as Miss Greater New York, was adjudged winner of the highest national honors and second international honors at the beauty contest held recently at Galveston, Tex. The presentation was made by B. A. Rolfe, whose orchestra records exclusively for the Edison catalog. The four borough winners in the contest sponsored by the New York Graphic were also presented with Edison portables.

## Veteran Employes Make Gift

On the afternoon of Flag Day, employes of the Stromberg-Carlson Tel. Mfg. Co. gathered in front of the new plant "B" on Blossom road, Rochester, N. Y., to witness the presentation of a flag pole and flag to the company, the gift of fifty-four employes who have a service record of more than twenty-five years with the organization. The gift was accepted by W. R. McCanne, president, who has been with the company for more than twenty years.

## Temple Lowboy Gift to Boston Hospital

Temple Corp. and Wahn Radio Co. Present  
Receiver to Belchertown Children's Hos-  
pital—Governor Accepts Set

The Temple lowboy receiver shown below was presented recently to the Belchertown Children's Hospital near Boston. Those shown in



Temple Radio for Hospital

the photograph, from left to right, are Clifford S. Bettinger, sales promotion director, Temple Corp.; Frank Gilman Allen, Governor of Massachusetts; Hollis G. Vaughan, sales manager of the Wahn Radio Co., and Dr. George M. Kline, superintendent of the Belchertown Hospital. The receiver was the gift of the Temple Corp. and the Wahn Radio Co., the presentation being made to Governor Allen.

## Grebe Distributor Extends Territory

In continuance of the sales department's policy of strengthening its distributing centers, A. H. Grebe & Co., Richmond Hill, N. Y., recently announced the appointment of Kelley, How, Thomson, Duluth, Minn., as distributors for additional territory in the Middle West. This company, one of the oldest Grebe distributors, takes over, in addition to Minnesota and northern Wisconsin, the entire North and South Dakota territory with the eastern half of Montana. This expansion is made possible by increased man-power and the establishment of a branch office at Minneapolis.

George W. Wells, Jr., assistant sales manager, is head of the radio department and will concentrate on distribution among the retailers of the Middle West.

## Zenith Dealers Visit Company's New Plant

A procession of taxicabs made daily trips from the RMA show to the plants of the Zenith Radio Corp., loaded with Zenith distributors and dealers anxious to view the Zenith factories. Plant No. 3, which contains Zenith's new cabinet works, complete with the most modern of woodworking machinery, representing a cost of \$250,000, wherein Zenith will hereafter manufacture its own cabinets, was the center of attraction. Demonstrations of Zenith remote control of automatic tuning were given at the factory with controls in every office operating and controlling the radio set in another part of the building.

Ben Bernie, popular orchestra leader and Brunswick record artist, is turning a share of his talents to radio. He is broadcasting weekly with the "Mennen Men."



# S U C C E S S !



North—South—East and West—dealer after dealer wires in, "Kolster plan\* tremendous success!"

And only one short month ago—in these very pages—the Kolster merchandising plan was first announced to the trade!

Greatest enthusiasm comes from dealers who claim no high powered advertising staff!

They find that here, at last, is a thoroughly workable, inexpensive plan—prepared by experts and covering every phase of radio retailing.



They find that here are definite methods for widening their market—following up prospects—keeping in touch with customers—and keeping in step with competition!

But most important of all, they find that all around town, neighbor after neighbor passes on the word, "Kolster is a fine set!"

Kolster Radio Corp.  
39 Broadway, New York

I'm interested. Send me more details, without obligation, of your plan, "In the radio business at a profit!"

Name -----

Address -----

\* The new Kolster merchandising plan—"In the radio business at a profit!"—available to all authorized Kolster merchants.



## Many Dealers Added Fada at Style Show

Charles H. Rubel Co. Sponsored Meeting That Drew One Hundred and Twenty Dealers to Washington, D. C.

Franchise signing proved the real feature of the Washington (D. C.) Fada Style Show and Banquet held under the auspices of the Charles H. Rubel Co. It was the most successful meeting ever held by this well-known distributing organization, with dealers traveling from points as far as 250 miles away in order to participate in the rally and hear the new Fada line. Initial orders were turned in by twenty-five new dealers at this session.

The show and dinner took place in the Roosevelt Hotel, with Paul Werres in charge and 120 dealers registering attendance. Music was furnished via a Fada 35 and Mr. Werres provided eight acts of stars from WMAL, the Columbia network station in Washington.

Charles M. Sherwood, Eastern sales manager; Frank Kenyon, Jr., assistant general sales manager, and Frank Glynn, of the engineering staff, from the Fada factories in Long Island City, delivered addresses, explaining the fine points of the new sets and speakers and the \$1,000,000 advertising drive and the broadcast program over broadcasting station CBS that will tell the Fada story to the entire nation.

## Named Brunswick Distributor

Orchard & Wilhelm Co., Omaha, Neb., has been appointed a distributor for the Panatropes division of the Brunswick Co. and will handle Brunswick Panatropes, radio receivers and records in Nebraska, part of Iowa, South Dakota and Kansas. The company is well known throughout this territory.

## Edison Line Shown at Atlantic City

New Edison Light-O-Matic Radio Line Displayed at Convention and Exhibition of National Electric Light Association

The Thomas A. Edison Industries exhibited a complete line of their products at the Fifty-second Convention and Exhibition of the National Electric Light Association, held at the Municipal Auditorium in Atlantic City, June 3 to June 7. Visitors to the Edison Booth had an opportunity to view the premier showing in the East of the new additions to the Edison radio line,—the Edison Light-O-Matic radios and radio-phonograph combinations. Light-O-Matic tuning, a new radio development and an exclusive feature on the new Edison receivers, aroused keen interest at the exhibition. John F. Coakley, exhibit director of Thomas A. Edison, Inc. was in charge of the Edison exhibit. Others in attendance were Charles Edison, president of Thomas A. Edison, Inc.; C. S. Williams, Jr., of the Edicraft division; Everett W. Keefe, of the radio-phonograph division and Louis H. Collison, of the Girard Phonograph Co., Philadelphia distributor of the Edison line of radio receiving sets.

## Sonora Executives Abroad

Among the passengers on the Ile de France on her latest sailing from New York were Mrs. A. J. Kendrick and Mrs. P. H. McCulloch, the respective wives of the Sonora Co.'s vice-president and assistant Eastern district sales manager. Mrs. Kendrick and Mrs. McCulloch are planning an extended holiday trip through Europe, and will visit Italy, Austria, Germany, France and England before their return to New York toward the end of the Summer.

## Harper-Meggee, Inc., Extends Activities

Northwest Distributing Firm Opens a Branch at Butte, Mont.—C. L. McAllister Heads New Advertising Section

Rapid growth of the wholesale business of Harper-Meggee, Inc., Seattle distributor of radios and electric refrigerators, has necessitated the extension of the Northwest territory of the firm into the State of Montana, and the addition of an advertising department at the home office. A branch office of the firm was opened this month at Butte, Mont., handling the distribution of the Crosley radio line. J. W. Marsh, who was formerly located at the Seattle branch, has been made manager of the new Montana territory. Establishment of this branch extends the boundaries of Harper-Meggee throughout the States of Washington and Montana, and into northern Idaho.

The new advertising department at the home office is in charge of C. L. McAllister, a graduate of the University of Washington School of Journalism, and formerly advertising manager of The News, of Olympia, Wash. Activities of this department cover replacement of advertising for the wholesale firm and supervision of advertising for the dealers.

## Opens Recording Studio

Mrs. Enrico Caruso, widow of the great tenor, has entered a business career through the opening of the Dorothy Caruso Recording Studio in New York. Mrs. Caruso is using the Speak-O-Phone device, manufactured by the Speak-O-Phone Corp. of America, New York, which was described in last month's issue of The World. The studio is open to the general public for personal recordings.

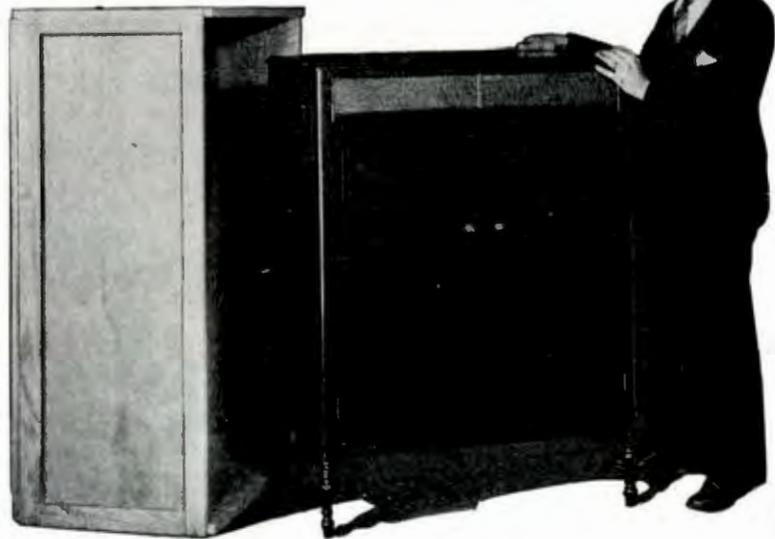
## MAXIMUM SAFETY

with

## UTMOST ECONOMY

That, in five words, tells the story of JIFFYCASE, the economical pack, which carries radio furniture without a mar or a scratch from your factory shipping room to the dealer's door.

Year after year, JIFFYCASE is saving money for radio and furniture manufacturers. May we show you how JIFFYCASE can be adapted to your particular shipping problem?



JIFFYCASE is extremely light, reduces shipping costs to a minimum, and builds good will with the dealer, when it arrives with its contents in good condition.

## THE NORTHWESTERN COOPERAGE & LUMBER COMPANY

GLADSTONE

MICHIGAN

### BRANCH OFFICES

NEW YORK OFFICE:  
No. 80 Maiden Lane,  
Rulofson & Company  
Eastern Representative.

C. L. Strey,  
General Sales Representative,  
Wabash, Indiana.

CHICAGO OFFICE:  
Republic Box Company,  
903 N. Halsted St.,  
Representative.

# Gold Seal's Exclusive Development



—the new GSY227

Invented by Gold Seal's own engineers; produced in Gold Seal's own factories; and positively guaranteed.

Full, silent service for its entire life. It heats in 5 seconds—faster than any other tube—and it heats as quickly at the end of 1000 hours as when it was new.

*A real sensation in radio*

## Now in Production

Orders being accepted for immediate delivery

### BULLETIN

Gold Seal Tubes are now the equipment of leading receiving-set manufacturers. They know.

Telegraphic orders from accredited Gold Seal representatives will be shipped day order is received. Others in the trade write at once for full information about Gold Seal's complete sales proposition.

**Gold Seal Electrical Co., Inc.**  
250 Park Ave., New York



The accompanying photograph was made recently in Chicago before one of the Majestic radio factories when one hundred and fifty Texas Majestic retail dealers inspected the plants. The men made the trip to Chicago as guests of the Radio Equipment Co., of Texas, wholesale distributor for the Majestic, on a special train of twelve Pullmans and two diners chartered by that organization. While in Chicago, they were guests at the Stevens Hotel, the entire twenty-fourth floor having been reserved for them by the Radio Equipment Co. The dealers were entertained while there at a luncheon and a banquet given by the Grigsby-Grunow Co., manufacturer of the Majestic, and also at the Majestic Night Club in the Tower Ballroom of the Stevens. Two days were spent in an inspection of the Majestic radio and tube factories where officials and engineers explained production activities to the dealers. The men also visited the National Radio Show before returning to Texas

## A. K. Dedication Widely Celebrated

During the week beginning July 8 the celebration of the dedication of the new Atwater Kent plant was observed throughout the country and millions of people viewed the new thirty-two-acre Atwater Kent factories in ten bright colors in dealers' stores.

Motion picture reels depicting the services held in Philadelphia were shown in local theatres with slides of the dealer, tying up all publicity more closely with Atwater Kent dealers. Newspapers carried stories of the dedication exercises with photographs of dealers' windows showing the latest Atwater Kent screen-grid receivers and cabinets. Aside from the pleasure and profit which dealers derived from participation in the ceremonies every dealer had the opportunity to win a handsome silver trophy cup, suitably inscribed, and two additional awards as well.

Trophy cups, totaling 350, will be divided among the major sales divisions of the Atwater Kent organization, the awards to be made for the greatest and most efficient degree of co-operation in the celebration of the Atwater Kent national dedication services. Five major cup trophies and twenty cups as awards of merit were assigned to each sales division. In addition to these awards there will be fifty fountain pen desk sets and fifty handsome pocket fountain pens for each territory. These

latter awards will go to the retail organization in each section that qualifies as major award winner. The cup will go to the store, the desk set to the department manager and the pocket pen to the man who designed the window.

## Additions to Fada Distributing Forces

Three more nationally known distributors have been added to the roster of Fada representatives, the Julius J. Bantlin Co. of Cincinnati, O., the Du Pre Motor Co. of Columbia, S. C., and the Modern Appliance Co. of Pittsburgh, Pa. At the same time, according to a Fada news bulletin, it is learned that new distributor agreements for the handling of the entire Fada line of receivers and reproducers have been signed by the Robertson-Cataract Electric Co. of Buffalo and Rochester, N. Y., the George Worthington Co. of Cleveland, O., the Pease-Gaulbert Co. of Houston, Dallas, San Antonio and Louisville, Tex., Vott-Hutton Co., Little Rock, and Shadbolt & Boyd Co., Milwaukee.

## Represents Tom Thumb Line

BOSTON, MASS., July 5.—The Automatic Radio Mfg. Co., of this city, manufacturer of the Tom Thumb portable radio line, recently announced the appointment of the Friedman-Snyder Co., 15 Park place, New York City, as its representative in the metropolitan area.

## Kraus Radio Salon in New Salesrooms

Maintaining a salesroom that is fittingly in line with the high standard of the product carried is the idea of the Kraus Radio Salon of Cincinnati. This theory has been justified by the results which immediately followed the opening of the attractive new salon, located in Avondale, one of Cincinnati's exclusive suburbs. Harten-Knodel Distributing Co., Zenith jobber of Cincinnati, co-operated with the Kraus Radio Salon by supplying a decorator from its own organization who reproduced many hand-painted effects on the walls of the display room giving it an ultra-modern setting. This is now one of the most attractive retail stores in this section of the country.

## Edison Seattle Manager Dies

The Edison Distributing Corp. has announced with deep regret the sudden death on June 12 of the Seattle manager, Thomas J. Fallon, at the age of 31. Mr. Fallon had been associated with the Edison industries for the past five years, entering their employ in 1924 as a traveler for the sales promotion department. In 1927 Mr. Fallon was transferred to the sales force of the San Francisco branch of the Edison Distributing Corp. When the Seattle branch of this company was established early this year, Mr. Fallon was installed as its first manager.



MODEL No. 400 (Closed)

## Announcing NEW CORBETT CONSOLES

for Crosley and Atwater Kent Receivers

Corbett walnut sliding door consoles in stock for Crosley, Atwater Kent, Bosch, and other receivers.

Special baffles installed for Crosley and Atwater Kent Dynamic Speakers when ordered for these receivers.

Prices on walnut consoles ranging from \$18.00 up.

You will be interested in our new bulletin and price list. Write for it today.

CORBETT CABINET MANUFACTURING CO. ST. MARYS, PENNA.



MODEL No. 500 (Open)



*Eveready Raytheon Screen Grid Tube, ER 224, the size and weight of whose elements make the 4-Pillar, cross-anchored construction absolutely vital to proper tube performance. Without Eveready Raytheon's sturdy construction the tube is delicate, liable to severe damage in shipment.*

YOU CAN  
SEE WITH YOUR  
OWN EYES  
WHAT MAKES  
**EVEREADY  
RAYTHEON  
TUBES**  
SO MUCH BETTER

PICK UP an Eveready Raytheon Tube, ER 227, for instance. See the unique, patented *4-Pillar construction*, imbedded at the bottom in a solid, four-cornered glass stem, and at the top anchored to a stiff mica plate.

Only Eveready Raytheon Tubes can use this *4-Pillar construction*.

Now you can see why these tubes come to you with all their power intact, for the elements within have not been distorted by the bumps and jars of shipment. Your own men, handling the packages in your establishment, cannot injure the tubes. The customer, carrying the tubes home, cannot injure them.

You sell, and the customer gets, Eveready Raytheon Tubes that are as perfect as they were when they left the laboratory test-room at the factory. That means the greatest degree of customer satisfaction it is possible for radio tubes to give. It means a minimum of replacements.

New Eveready Raytheon Tubes give the user a degree of radio service better than he has ever experienced. More volume, better tone, great distance, quick action. Now is the time to sign up for Eveready Raytheons.

**4-PILLAR TUBES**



STUDY THIS PICTURE OF THE  
FIRST AND ONLY  
8-POINT SUPPORTED, INTERNALLY  
BRACED RADIO TUBE  
—EVEREADY RAYTHEON

See this exclusive patented 4-Pillar construction, cross-anchored top and bottom—eight points of support instead of four. No other tube is built like this.

Eveready Raytheons are protected by all fundamental tube patents, guaranteeing you against legal troubles, frozen stock, or canceled deliveries. But *only* Eveready Raytheon can use the structure shown here, because its construction is covered by patents controlled exclusively by Eveready Raytheon.

READY FOR TELEVISION

We are pioneering in the development and production of tubes for television, talking movies and similar uses. The Eveready Raytheon Line, therefore, is complete, including not only the standard receiving tubes, battery and A. C. operated, but also Kino Lamps for television reception, and Foto Cells for transmission.

And don't forget that we developed and make the original gaseous rectifiers, Types B-H and B-A, standard in over 100 makes of "B" supply units. Production and sales of B-H and B-A tubes had never ceased.

NATIONAL CARBON COMPANY, INCORPORATED  
General Offices: New York, N. Y.

Branches: Chicago, Kansas City, New York, San Francisco

Unit of Union Carbide **UCC** and Carbon Corporation



4-PILLAR TUBES

## Cleveland Dealers Choosing Lines for the Coming Season

New Victor Radio Line Received With Enthusiasm—Crosley-Amrad New Models Shown—Rich Electric Sales Co. Appointed Silver-Marshall Distributor—Other News

CLEVELAND, O., July 9.—The many new models that have just come on the market are engaging the attention of the trade and dealers are signing up for the lines they intend handling this Fall and Winter.

The new Victor radio has been one of the big sensations in this territory. The Cleveland Talking Machine Co. had all the dealers in to see the new models and has given a number of demonstrations before various organizations, which aroused a great deal of interest. The distributor has a large number of orders on hand and practically every dealer has booked orders for the new models. The new Victor portable is making a big hit throughout the territory.

Crosley and Amrad dealers were the guests of the Aitken Radio Corp. at a dinner and meeting held at the Hotel Statler. The Aitken Corp. was recently appointed distributor for the Cleveland territory and has a branch at 5016-18 Euclid avenue.

The month of May was an outstanding month for B. W. Smith, Inc., distributor of Edison and Lyric radio sets, for more business was done in that period than had been done in any other month for the past seven years. Mr. Hershberger, manager, states that he believes that this season will be the best that the company has ever enjoyed. A contest was staged among members of the sales force to see who could produce the most sales and who could open the most dealer accounts. As a result Mr. Micesell made the most sales, his score being 844 points, and Mr. Hibbard opened the most dealer accounts, his score being 350. Both were given a trip to the RMA show at Chicago.

The Rich Electric Sales Co. has been appointed distributor for the new line of Silver-Marshall receivers. The firm has very attractive salesrooms at 3867 Carnegie avenue. A special showing of the new sets was held at the Park Lane Villa and was well attended by both local and out-of-town dealers.

Bateman-Arens, Inc., distributor for Sylvania tubes, 1500 Superior avenue, staged a very successful contest among the grade and high school boys of the city during the month. The contestants were required to write an essay on "The Romance of Radio Tubes." A prize was awarded the writers of the four best essays in the form of a trip to the Sylvania factory at Emporium, Pa., and the surrounding territory for three days as the guests of the Bateman-Arens firm.

The Cleveland branch of the Brunswick Co. has received samples of the three new models of 1929 receivers and they have created a great deal of enthusiasm in the trade. The beautiful cabinets and splendid mechanical features have been the subject of much favorable comment.

The Cleveland Distributing Co., Atwater Kent distributor, held a series of very successful group meetings for dealers at the Cleveland headquarters on Euclid avenue and also at the Toledo branch. These took the place of the big meeting which the company staged heretofore and as a result dealers were given individual attention. Those in attendance were guests of the company at a dinner and theatre party. R. H. Bechtol, president of the company, and G. C. Skinner, general manager, presided at the Cleveland meetings and the Toledo sessions were in charge of C. W. Smith, branch manager, and T. E. Chadwick, branch manager.

H. C. Schultz, Inc., distributor for Sonora and Earl products, reports business keeping up well. It is waiting on the new models of Sonora, which officials anticipate will be in brisk demand. The new Earl line of receivers is proving very popular and is being extensively advertised in local newspapers. C. A. Newton, who was with the Columbia Phonograph Co. for a considerable time, is now associated with the Cleveland branch of the company.

The Cleveland Music Trades Association held its regular monthly meeting at the Winton Hotel with President A. L. Marsh in the chair.

J. J. Flowers, of 7401 Woodland avenue, opened a very attractive branch store at Kinsman and Lee roads, in which radio is the principal merchandise carried.

The Haas Electric Sales Co., 512-18 Huron road, has been appointed distributor for the Federal, Colonial and Apex lines of radio receivers, covering fifty-two counties of Ohio. The company has had a caravan of motor trucks carrying models of the three lines, with salesmen and service men covering the territory and stopping at the principal towns, where demonstrations were given at local hotels to nearby dealers. The company is opening a branch office at Toledo for sales and service purposes about July 15.

The distributor for the new line of Brandes receivers in this territory is the Cleveland Brandes Sales Co., which has taken a five-year lease on quarters for sales and service purposes at 2917-19 Carnegie avenue. The company is headed by A. E. Icove, who is well known in

the trade, having been active in it for years.

The new Majestic models are finding a ready sale in Cleveland and surrounding territory and the leading stores have them prominently displayed. The city is well covered with billboard advertising on the Majestic and the trade feels that it is proving first-rate publicity. The North American Radio Sales Co., distributor, looks forward to an exceptionally big season on all models.

The new Emerson line of radio receivers made its bow to the Cleveland public this month and the various models are now being featured by a number of the retail trade. The distributor is the Cleveland Radio Sales Co., of which Carl M. Lertzman is president.

The Cleveland Products Co., distributor for the Temple line of radio receivers, is busy supplying a large dealer organization with the new models.

The new Freed line of radio is being distributed in this territory by the Pennsylvania Rubber & Supply Co., on Prospect avenue. The company's sales force is in the field lining up new accounts and company officials report considerable business coming in from both city and outlying territory.

The new Columbia models have been received at the local branch and are going over well. The new Columbia portable phonographs, both electrical and mechanical, are selling very well.

The George Worthington Co. was host to Fada dealers at Wade Park Manor and the new models were displayed and demonstrated. C. A. Sherwood, Eastern sales manager, and other factory representatives were present and made addresses.

The regular monthly meeting of the Ohio Radio Trades Association was held at the Hotel Statler with Howard Shartle presiding. Dinner preceded the meeting and there was a good attendance. Following routine business, there was an address by J. Iglauer, comptroller of the Halle Bros. Co., whose subject was "How Much Does It Cost to Sell a Radio?" Mr. Iglauer's interesting talk was well received.

The B. W. Smith Co., Edison distributor, will open a branch store in Cincinnati the latter part of July. E. S. Hershberger, general manager states, for the purpose of better serving the southern Ohio and Kentucky trade.

### H. F. Davenport Dead

H. F. Davenport, former vice-president of the Brunswick Co., died at his home in Beverly Hills, Cal., on June 14, at the age of sixty-eight. Mr. Davenport, who entered the employ of the Brunswick Co. in a clerical capacity in 1881, held a number of positions with the company before his retirement in 1925 after forty-five years of active service. Positions in which he functioned included the post of advertising and sales manager, secretary and vice-president.

## NEW!! SCREEN GRID RADIO

*under your own private brand!*



Here is the last word in Screen Grid Radio Chassis—Premier Model 724-D, using three 224-type tubes, two 227, two 245 and one 280 rectifier. Power Unit also supplies current for D. C. Dynamic Speaker.

Now you can sell quality screen grid radios under your own brand—the more profitable way to merchandise radios this year. It enables you to set your own price on high-grade merchandise to meet your every trade condition—to get every possible price concession by buying direct from factory. It's the remedy for top-heavy inventories, restricted territories, insufficient mark-up and burdensome contracts. Most of all, *it preserves your greatest asset—your trade identity and good will.*

By purchasing Premier chassis, and cabinets, speakers and tubes direct from our co-operating associate companies, you are able to easily fabricate your own comprehensive line of complete receivers to meet any competition.

#### PREMIER HAS EVERY SALES FEATURE

Premier chassis have every desirable sales feature—eye value, tone, volume and distance—push-pull amplification—all metal, 100% shielded—phonograph pick-up—made in 7, 8, and 9 tube, with all the latest tube combinations, Nos. 227, 245, and 224 screen grid.

*Write for full details*

## Premier Electric Company

3817 Ravenswood Ave., Chicago, Ill. - - - Established 1905

*again*

# TEMPLE

TEMPLE TONE



*Radio*

**1**

### Temple Standard Models

- Temple 8-60 Console . . . . . \$149  
*less tubes*
- Temple 8-80 Grand Console . . . \$189  
*less tubes*
- Temple 8-90 Radio-Phono. Comb. \$289  
*less tubes*

### Temple Screen Grid Models

- Temple 8-61 Console . . . . . \$149  
*less tubes*
- Temple 8-81 Grand Console . . . \$189  
*less tubes*
- Temple 8-91 Radio-Phono. Comb. \$289  
*less tubes*

*Prices slightly higher west of the Rockies*

Temple receivers are licensed by R.C.A.  
and Associated Companies

## Temple SCREEN GRID Radio . . . . .

**B**UILT as only Temple can build radios—the unmatched Templetone and fidelity now coupled with the much-desired sensitivity of Screen Grid, but without the grief!

Designed and built, part by part, for Screen Grid Tubes—not an adapted or re-worked model—Temple Screen Grid Radio brings entirely new performance and sets entirely new standards.

# TEMPLE CORPORATION, 5253 W.

*SCORES* = a double triumph.,



## Temple Standard Models **CONVERTIBLE** to Screen Grid in 30 Minutes

**T**HEY all said it couldn't be done—  
but here it is. A receiver that can  
be changed from the regular 227 Tube  
model to a Screen Grid set in 30 minutes  
—or the Screen Grid models can be  
changed to 227 Tube models in the same  
length of time.

This double triumph means much to the  
trade—sales resistance is broken down,  
because Temple receivers can be sold

with full assurance that they can be con-  
verted without any trouble.

Of greatest importance is the fact that  
the dealer is absolutely protected against  
the possibility of stagnant merchandise.  
It means protection against a possible  
Screen Grid tube shortage—it is like an  
insurance policy on the tube situation—  
and it equips you to meet fully the de-  
mands of your locality.

*Temple Dealers Are Protected*

**65th St., Clearing Station, Chicago, U. S. A.**

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# Kansas City Trade Prepares for Radio Exposition in September

Kansas City Electric & Radio Club Sponsoring Annual Show—New Brunswick Radio Line to Be Shown—Dealers View New Fada Models—Anticipate Edison Records

KANSAS CITY, Mo., July 6.—The Fada Radio Co. held the annual conference and style show of new models at the Hotel President with about seventy-five representatives from the Missouri and Kansas territory in attendance. A seven o'clock banquet, with vaudeville entertainment features, was part of a full program carried out during the one-day conference. J. L. Du Breuil, manager of the Fada Radio of Chicago, was in charge of the event. R. P. Van Zile, Western sales manager, gave a talk on new publicity plans and W. C. Heaton, promotion manager, spoke of dealer helps and display ideas. T. M. Rozelle, zone manager for this territory, D. J. Roe of the New York organization, and John Bielenberg, sales representative, brought out merchandise points and territory requirements in their addresses.

Plans are under way for the Radio Show to be held here at Convention Hall, September 21 to 28 inclusive. These dates will give the opening on Saturday evening of one week, and the closing on the following Saturday night. The show is sponsored by the Kansas City Electric & Radio Club.

A display and presentation to dealers of its new models is expected to be put on by the Brunswick Co., early this month. This showing will bring to the dealers the first all-Brunswick models, entirely manufactured by Brunswick throughout. T. H. Condon, sales manager, is very enthusiastic over the new line and is looking forward to a satisfactory business during the coming season. "Everyone thinks there is going to be a big radio business this year," Mr. Condon said, "in fact, dealers are doing a very good job right now considering it is the Summer season. Our portable and record business is exceedingly good. The theme songs are of course the big numbers with us and we hope soon to announce two new Al Jolson numbers from his latest production, probably about the first of August."

A. J. Horgan, of Chicago, Brunswick assistant sales manager for branch operations, was in Kansas City recently and held a three-day group meeting for the territory salesmen. The Ozark Motor Supply Co., of Springfield, Mo., has been appointed by the company as jobber

for parts of Oklahoma, Kansas and Missouri. McEwen & Haliburton, of Oklahoma City, have been given the major part of the Oklahoma territory, leaving as the Kansas City territory the major part of Kansas and one-half of Missouri. These changes will tend to make closer contact with the dealers and make for better service and co-operation between the jobbers and the branches.

The Merchants' Association of Kansas City gave a dinner at the Hillcrest Country Club in honor of their retiring president, J. W. Jenkins, well known in trade circles.

H. F. Curran, general manager of the Edison Co. in Kansas City, has just returned from the Omaha Radio Show and is enthusiastic over the attractiveness of the displays shown at the exhibit. The Edison Co. expects to put on a display of new models within two weeks with the new feature of Light-O-Matic tuning. Frank L. Taylor of the record department reports sales as keeping up well, and expects a heavy business in the Edison needle type record which will be in stock within a week or ten days. The first releases will include twenty-five popular and twenty-five standard pieces. Portable business has been remarkably good with sales bigger this year than any former year.

A pre-view of the new Majestic line was held early in June at the rooms of the Sterling Radio Co., wholesale distributor.

A fire in the Kansas City, Kan., branch store of the J. W. Jenkins Sons Co., did considerable water and smoke damage to the stock of pianos, radios, and phonographs, although there was little fire damage.

## Sees Too Much Advertising Via Radio

H. B. Foster, Perryman Vice-President and General Manager, Says Excessive Advertising Defeats Its Purpose

Excessive advertising in radio programs defeats the purpose of the concerns sponsoring these features, according to H. B. Foster, vice-



Dinner tendered to Victor dealers of Louisiana, Mississippi and Alabama by Philip Werlein, Ltd., following the introduction of the new Micro-Synchronous Victor Radio with Electrola

president and general manager of the Perryman Electric Co., Inc., North Bergen, N. J., maker of Perryman radio tubes.

Mr. Foster expressed this opinion following the recent Trade Show in Chicago, at which the Perryman organization, together with several other nationally known radio organizations, sponsored a special program of entertainment feature over a nation-wide network. He said:

"Programs of the future carrying a minimum of direct advertising will appeal more strongly to the radio audience than those which are 'overloaded' with commercial advertising. The public is willing to give the advertiser 'a break,' so to speak, in respect to mention of his product and the fact that he is sponsoring that particular feature.

"But excessive reference to the merchandise manufactured causes the listener to 'tune out' in favor of the more modest advertiser. I am fully in accord with the views of the Radio Manufacturers Association recently announced on the same subject," added Mr. Foster.

## Brunswick Plans to Add to Factory Force

B. E. Bensinger, president of the Brunswick Co., while inspecting the company's plant at Muskegon, Mich., recently, announced that a 50 per cent increase in the payroll at the Muskegon plant may be expected within the next six months as a result of the expansion program now under way. The contemplated expansion will increase the present 1,800 employes to over 2,700 at this plant.

The favorite music of John D. Rockefeller was recently broadcast by Edison recording artists as one of the series of "Favorite Music of Famous Persons" programs heard every Monday night over a wide network of stations during the Edison radio hour.

**NEW! ULTRA-MODERN! NEW!**

**Excel** PROFIT BUILDERS



**No. 91 Radio Cabinet**  
Genuine Walnut  
Front Panel Butt Walnut  
Dimensions Over All:  
27" wide x 44 1/2" high x 18" deep  
Distance between doors,  
when open, 10 1/2"



**No. 87 Radio Cabinet**  
Genuine Walnut  
Dimensions Over All:  
21 1/2" wide x 36 1/2" high  
x 15" deep  
Top Hinged



**No. 88 Radio Cabinet**  
Genuine Walnut  
Front Panels Butt Walnut  
Dimensions Over All:  
29" wide x 52 1/2" high x 18" deep  
Distance between doors,  
when open, 11 1/2"

These new radio cabinets by EXCEL represent the knowledge of furniture building that can only be acquired by many years of cabinet manufacturing. EXCEL has built cabinets for 22 years.

**Centrally Located Factory**

**Excellent Shipping Facilities**

All EXCEL cabinets are designed to fit all radio receivers. Aggressive dealers and jobbers will find the EXCEL line well worth their attention. EXCEL cabinets are built to sell.

**Attractive Prices**

**Write for Literature and Prices**

*We invite you to inspect our New Line at the July Market, American Furniture Mart, Chicago, July 8 to 20, Space 232.*

**Excel Phonograph Manufacturing Company, 402-414 West Erie St., Chicago, Illinois**



**The improved Appearance, new Features, still finer Tone qualities again make the Webster Electric Pick-up the hit of the R.M.A. Show!**

LAST year the Webster Electric Pick-up was the outstanding pick-up at the R. M. A. Show. This year the Webster again scored a hit!

The many refinements that have been made in its appearance, the new and improved features which have been added, the greatly increased tone fidelity which has been incorporated in the new models assures its continuance in the position of leadership it now occupies.

This leadership means much to you. It means

that the Webster becomes a still greater selling proposition — with more profit for you.

Read the features displayed in this page. Have the Webster demonstrated for you. Compare it with all the others before you decide on the pick-up you are going to sell this year.

The new Webster is available in two models — both adaptable to either battery-operated or A. C. sets. Neatly packed in self-selling counter display cartons. Deliveries July 1st — but place your initial order now.

**WEBSTER ELECTRIC COMPANY, Racine, Wisconsin**  
Export Department, 154 Nassau Street, New York City

**These Features Make the Webster Supreme**

- 1—The famous Webster low-inertia stylus bearing, utilizing an all-metal pivoting action, eliminates necessity for bulky construction. Positively no rubber on bearings. Perfect balance is assured.
- 2—The Webster Pick-up head is small and compact, perfectly balanced, light in weight. Weight of head on record only 4½ ozs. No counterbalancing or springs necessary.
- 3—Highest grade Cobalt magnet of greatest possible density is used.
- 4—Shock-absorbing arm bearing with pivot at base — an exclusive Webster development.
- 5—Unique method of turning head with arm to conveniently insert playing needle.
- 6—Volume control incorporated in base — compact and easiest to install — an original Webster feature.
- 7—Base is weighted. Can be screwed to motor board or merely set in place.
- 8—Cord completely concealed — all bearings free from play and chatter.
- 9—Construction lends itself easily to use of varied lengths of arm for either standard or talking picture records.



Model B includes Pick-up head, separate volume control, and necessary adapters.



The New Webster Model A includes Pick-up head, supporting arm, built-in volume control and adapters.

**Webster**  
**W Electric Pick-up**



## THE BEL CANTO SERIES

*This NEW  
AMRAD Line  
SELLS!*

**T**HE opinion of Amrad Distributors expressed with emphatic enthusiasm in the May Convention has been corroborated by Amrad dealers in every section of the country.

Here is a radio line, out of the intensely competitive field—yet priced reasonably enough to sell readily.

It wins on appearance — for Amrad Consoles are beautiful examples of master furniture design; it wins on examination — for every detail of the chassis is engineered with painstaking exactness; it wins on demonstration for the tone is a marvel of rich, full, loveliness — the finest tone in radio!

Built-in full floating dynamic speakers; screen grid tubes in three stages; eight tubes including two powerful 245 tubes in push pull; extra heavy construction; four tuned circuits for maximum selectivity; special audio system. The most notable product of 1929.

THE AMRAD CORPORATION  
MEDFORD HILLSIDE, MASS.

J. E. HAHN  
President

POWEL CROSLY, Jr.  
Chairman of the Board

There are still open dealer territories for authorized Amrad dealers. Write today to Dept. UX for full details.



# THE BEL CANTO SERIES



**The SERENATA**  
 Modern sliding door cabinet of diamond matched Oriental Walnut, and other fine woods. Uses standard Amrad shielded grid chassis with R. C. A. 106 Dynamic Speaker. List.....\$245



**The DUET**  
 Combination electrical radio and phonograph. Inspired by the finest Art Moderne furniture. Of Oriental Laurel, with Macassa Ebony base rail. Includes the R. C. A. 106 Dynamic Speaker built in cabinet. List.....\$495

Each Amrad model has phonograph pick-up attachment.



**The ARIA**  
 Selected Butt Walnut Veneer, with African Walnut overlay. New ultra-sensitive Amrad chassis using shielded grid tubes; equipped with Dynamic Speaker. List.....\$198

Prices slightly higher West of the Rockies.



**The SYMPHONY**  
 Beautiful cabinet of Art Moderne design. Front and sides veneered in highly figured East Indian Laurel Wood, with base rail of Macassa Ebony, decorated with inlays of ebony and holly. Uses 8 tubes. List.....\$295

## New York Dealers View New Edison Line as Blackman Guests

Approximately 300 Dealers View Edison Light-O-Matic Radio Line at Annual Outing Sponsored by Blackman Distributing Co.—Alfred Hand Discussed Advertising

The Blackman Distributing Co., New York City, exclusive distributor for the products of Thomas A. Edison, Inc., in New York territory, was the host recently to over 300 dealers at Briarcliff Manor, N. Y. The meeting was held in order to present to the retailers the new Edison Light-O-Matic radio line which is meeting with tremendous success everywhere. The party was conveyed to Briarcliff Manor in specially chartered busses and upon arrival were given an informal demonstration of the new Edison products followed by a banquet in the Briarcliff dining room.

The subsequent meeting was held outdoors with C. L. Johnston, vice-president of the Blackman Distributing Co., as toastmaster. He introduced J. Newcomb Blackman, president of the organization bearing his name and one of the foremost distributors in the radio-music industry. Mr. Blackman, in a very interesting talk, outlined the policies and methods to be utilized by Thomas A. Edison, Inc., and his own organization in the presentation of the new Edison line. The plans for the coming year include every possible form of dealer cooperation backed by a product which is being received with exceptional enthusiasm by dealers everywhere and a most consistent sales and advertising campaign.

R. R. Karch, assistant to Arthur Walsh, vice-president and general manager of the Thomas A. Edison radio division, furnished the dealers with an adequate idea of the tremendous prestige of the Edison organization, which includes such famous products as the Ediphone, Edison Primary Batteries, Edison Portland Cement and the Edison Wood Products Co. Of course, the name of Edison has become internationally famous in the music world, but, as Mr. Karch pointed out, the name occupies a similar position in many other commercial fields.

Alfred Hand, advertising manager of Thomas A. Edison, Inc., gave the retailers a splendid talk on advertising, with particular reference to the Edison advertising plans for the coming season. In the course of his talk Mr. Hand said in part:

"I have been asked to talk to you about advertising, and my first thought is 'Just what is advertising anyway?' Perhaps a story from Biblical times will throw a little light on the subject. One evening Adam came home with a pamphlet (it was stone—and weighed forty pounds) and said to Eve, 'Here is something that came from Snake Brothers Clothing Store showing the new styles. They say reds and browns will take the place of green fig leaves this Autumn.'

"I guess that millstone pamphlet was an early form of advertising, and the art has been on the increase ever since. You know, advertising is one of the most powerful things in the world. Just imagine if only Lindbergh and his plane had known about his thrilling ride across the Atlantic, and everybody else was still in ignorance of it. Why, Lindy would still be flying around, an unknown aviator, instead of being such a celebrity that his laundry never comes back to him, but is raffled off in a circle of grinning Chinamen. Yes, advertising can change a waif into a winner, a local celebrity into an international figure, and that's why I, for one, feel mighty optimistic about what advertising will continue to do for the Edison Radio, which is neither a waif nor a local phenomenon, but has already made for itself a real national success in the few months since its first appearance.

"When I say advertising to you, your first

reaction probably is 'How much' or 'What kind.' Well, I can answer the first part very easily—the words of the popular song—'It all depends on you.' By this I mean that we are going to make our advertising dollars march out to work for the dealer who works for the success of Edison Radio. Nothing unique about this policy, nothing unfair either, for the dealer who does the business is the one who is entitled to our support—and I assure you, he is going to have it. Just keep yourselves Edisonized and you will find that we will place you first in our thoughts and decisions.

"To answer the query, 'What kinds of advertising?' takes a little more time, for like the fish that swim in the sea, we have all kinds.



More Than 300 Dealers at Banquet During Meeting Sponsored by the Blackman Distributing Co.

I'll only enumerate them before I plunge into detail about the more important—broadcasting, magazines, newspapers, publicity stories, billboards, electric signs, direct mail, window displays, store decorations, hangers, streamers, pamphlets—and everything we can think of to promote Edison business.

"A great deal of this is working for you all the time, without a penny's cost to you, while other departments function under what we call our 'fifty-fifty' offers. In other words, we are willing to match every dollar you spend with an Edison advertising dollar, so that you can do twice as much, and we can do twice as much, as either of us could do alone. I don't mean that you can spend a million dollars and then expect us to come across with our million the same day—we'd have to start looking for it first—but within liberal limits you will find that we are prepared to spend money for you and with you just as willingly as the next fellow is, and perhaps more so.

"Now let's get down to the details of our various advertising activities, and see what they are. I don't intend to bore you with a mass of specifications, but what I want to do is to show you how the various plans work for our common benefit. First comes Broadcasting, which is particularly first with a radio manufacturer. Imagine yourself talking to someone in every State in the Union once a week. Now multiply this number of people one hundred thousand times and you can see what an audience we have for our sales messages in our weekly broadcast feature 'The Favorite Music of Famous Persons' over the coast-to-coast NBC network. So popular has this program become since its beginning last February, that it is our intention to continue it throughout the entire year. If you could see the baskets of mail we get from all over the country, requesting our radio literature, you too would agree that it is the finest single thing we could do in the way of advertising. A great volume of

favorable newspaper comment is created by our broadcast programs, so that nearly every paper in the country is represented in our scrapbook of radio news items. With the appearance of Edison Needle Records on the market shortly, we will draw more and more on Edison recording artists for broadcasting, and still further tie together our radio, phonograph and record products.

"Publicity and the name Edison are almost synonymous. Whose name is more apt to be on the first page of the papers than any other man, with the possible exception of the President? Our beloved chieftain, Thomas A. Edison, is not only great from a scientific and an inventive standpoint—he has reached a position in the hearts of his fellowmen where everything he says, everything he does, is real news. From our radio viewpoint, which I admit is a selfish one, we have a million dollars' worth of publicity and advertising value in Mr. Edison's sayings and doings. And all this is working for you, Mr. Edison Dealer. Take, for example, the Edison Scholarship award which is to be made within sixty days. If the name Edison and Edison Radio are not on the front pages

of every newspaper in the United States, and in every moving picture house as well, I'm going to go where they wear shredded wheat instead of pants—and even that may not be far enough. But I won't be wrong, just watch and see for yourselves. It might interest you to know that in many States the Governors have written all the high schools regarding the Edison Scholarship and have mentioned the award of an Edison Radio to each State winner. These letters have been read to the entire student body, and have brought Edison Radio to the attention of nearly everyone of high school age in the country. Isn't that a real boost for a product not yet universally known? Then later on, in October, the mammoth celebration of Light's Golden Jubilee, the fiftieth anniversary of the incandescent lamp, will be the focus of the world's attention, and again Edison will stand out as perhaps no private citizen has ever done before. What a name to be associated with—the greatest in all industry!

"In connection with the Jubilee celebration, the Saturday Evening Post will carry the largest advertising spread in its history and we ourselves will spread across two pages of this issue the story of Edison Radio. Other magazine advertising, both in the Post and elsewhere, is contemplated, although the details are not yet available for release.

"Newspapers, as heretofore, will form the backbone of our printed advertising. Even if they are used during their short existence for a variety of purposes beside reading, they are without a doubt the most valuable medium to create buying—not merely to create a favorable attitude toward our products, but actually to bring an eager public into your stores, asking for the wonderful new Edison Radio. And unless you try real hard to keep them from spending their money, they'll walk off with your stock of Edisons, leaving your store empty—but your cash register satisfactorily full.

(Continued on page 89)



# MARVIN

*A new name behind radio tubes that  
have already built radio history*



**T**here are millions and millions of radio tubes now doing yeoman service in the radio sets of America that were built by Marvin engineers.

These tubes went out under the brand names of the several companies who recently consolidated into the Marvin Radio Tube Corporation or were built for other reputable tube manufacturers.

Marvin is new in name only. The many contributions made by Marvin engineers in the past have built radio tube history and a reputation for highest quality.





## MAINTAINS UNIFORM ELECTRICAL CHARACTERISTICS

**POSITIVELY  
WILL NOT  
SHORT**



**OUTER & INNER  
SHIELD-GRID  
DOUBLY  
SUPPORTED**

### *A Quick Heating Tube*

**M**ARVIN MY-224 is ingeniously built with a spiral filament in such a manner that there can be no filament short, even if dropped. Due to the special construction of the cathode the MY-224 is absolutely without hum.

Both the outer and inner shield-grids are doubly supported in a manner to prevent

displacement or breakage. This reinforced construction insures a maintenance of uniform electrical characteristics.

The Shield-Grid AC tube represents the greatest problem radio tube manufacturers have yet confronted. MARVIN has met it with the Master-Built MY-224 incorporating these original features.

**MARVIN RADIO TUBE CORP.  
IRVINGTON, N. J.**

*General Sales Offices: NEW YORK CITY, 225 BROADWAY, Transportation Building  
Western Sales Offices and Warehouse: 1603 South Michigan Avenue, Chicago, Ill.*



## New York Trade Views New Edison Receivers

(Continued from page 88)

"If you are fortunate enough to live in a 'center of population,' or 'principal trading area,' as some 700 or more points in the United States are called, you are apt to be included in our national newspaper advertising. But even if you aren't, you can always have the benefit of our fifty-fifty offer, which is open to Edison dealers everywhere, and that will give you all the newspaper space you can profitably employ. While this offer has in the past been absolutely unlimited as to the amount available to each dealer, certain dealers in this very distributing area have abused our confidence to such an extent that we are now compelled to place a limit on the amount of our newspaper co-operation in the future; but it will be a liberal figure, and one that will satisfy everyone except the greedy minority who have forced us, unwillingly, to set up this restriction. To be specific, our co-operative newspaper ad appropriation amounts to five per cent of a dealer's radio purchases.

"Another field of advertising that is receiving much attention in these days of the automobile and outdoor activities is the billboard. No matter where you go, just around the corner is the familiar Coca-Cola girl or Palmolive beauty. And this Fall, our ladies and gentlemen of the billboards will have Edison Radio for company, for we will shortly announce a co-operative billboard offer that will interest every one of you, I am sure. There is a spark of vanity in even the most modest one of us, and I can say for myself that I wouldn't object to seeing my name all across the top of the finest billboard that money can buy. Yet that's exactly what every Edison dealer who goes in for billboards will see. If you don't say 'Yes' to this proposition right away, think a long time before you say 'No.'

"I'm going to say nothing about direct mail advertising, except that there will be an announcement of interest to all who can use this medium to advantage. And in the matter of store helps—electric signs, window displays, printed matter and the like, you will find a never-failing supply to meet your needs."

Some of the popular models of the Edison Light-O-Matic radio line are the model R-2 listing at \$225; R-1, \$260; C-2, combination radio and electric phonograph, \$395; R-5, \$167.50; R-4, \$197.50 and C-4, combination radio and electric phonograph, \$295. All of these instruments are consoles equipped with dynamic speakers.

### F. H. Schnell With Aero Products, Inc.

Lt. Commander F. H. Schnell, U. S. Naval Reserve, for six years traffic manager of the



Lt. Commander F. H. Schnell

American Radio Relay League, and more recently with the engineering and research labora-



Executive Sales Staff of the Colonial Radio Corp.

tory of the Burgess Battery Co., has become general manager of Aero Products, Inc., Chicago, manufacturers of short-wave radio equipment.

Commander Schnell's experience in short-wave radio development covers a wide range of activities. He arranged a series of trans-Atlantic tests for radio amateurs during which time American signals were first heard in Europe. He also heard the first English amateur to reach the United States on 200 meters. Commander Schnell is now working on some new developments in short-wave, which will shortly be announced by the Aero Products laboratories.

James Barnes, formerly of the Thordarson Mfg. Co., has also joined Aero Products, Inc., as radio engineer.

### Triad Tube Insurance

PAWTUCKET, R. I., July 1.—The new Triad Mfg. Co., Inc., of this city, announces that the new Triad radio tubes will carry an insurance certificate issued by the manufacturer. This insurance guarantees the efficient life of the tube for a minimum of six months. Any Triad tube, if found faulty and returned with the certificate, within six months, will be replaced without charge by any franchised Triad dealer or distributor. While this insurance doesn't cover tubes broken by the purchaser, any Triad tube that fails to give perfect service for any cause traceable to the manufacturer will be replaced without hesitation or question.

George Coby, president of the Triad Co., in commenting on this innovation in tube marketing, said: "We are able to issue this insurance with every tube we make because of the lessons we have learned in years past, and because of our new process of filament manufacture."

### Paris Fair Great Success

The great yearly Paris International Fair is over and with it the Seventh Salon de la Musique et du Phonographe. More exhibitors than ever before were grouped together this year; manufacturers of all kinds of instruments, talking machines, accessories as well as music publishers, amongst them a considerable number of foreign exhibitors coming from the different countries of Europe.

### Herbert Anderson Has Son

Herbert Anderson, merchandise manager of the Federal Radio Corp., Buffalo, N. Y., joyously announces that a new member has been added to the staff of "Federal Junior Boosters." John Edward, the first-born, arrived June 20.

## Arborphone Team Issues a Challenge

Baseball Team of Arborphone Division of United Reproducers Corp. Will Meet All Comers in the Radio Industry

The baseball team of the Arborphone Division of United Reproducers Corp., at Ann Arbor, Mich., challenges all comers in the radio industry. This is on authority of C. A. Vers-



The Challengers

choor, production vice-president of United Reproducers, who points to the team's record as inspiration for the challenge. Not only does the Arborphone team lead the Ann Arbor City League, but it has been winning games with teams in Detroit, Jackson and other neighboring cities. Two losses were registered in the first eleven games played.

Each of the twelve men on the squad is actually employed in making either Peerless or Courier receivers. P. W. Rayment, front row left, is factory superintendent, catcher and captain. In photo, back row, left to right: H. W. Byler, financial manager; E. C. Buster, pitcher and first base; H. F. Clements, pitcher and right field; B. F. Ball, third base; W. McCleery, pitcher and third base; R. Fritz, short; M. Gould, first base; G. W. McFarlane, manager. Front row: P. W. Rayment, captain and catcher; E. Lau, pitcher and second base; M. Rayment, second base; E. Gould, right field; A. Nowack, center field; F. Wadhams, left field.

### Emery's Music Store Moves

Emery's Music Store, of which F. C. Emery is proprietor, has moved from its former location at Gardner, Mass., and opened on June 24 at 7 North Main street, Orange, Mass. The Victor and Brunswick lines and a number of standard makes of radio receivers and other musical instruments are carried. A large stock of leading records is also carried.

## Wrape and Associates Purchase Trav-Ler Mfg. Corp. Interests

Harold J. Wrape and Executives of Benwood-Linze Co. Now Control Portable Radio Receiver Organization—Manufacturing Plant Moved to St. Louis—Sales Offices Opened

RUMORS of a change in the ownership and management of the Trav-Ler Mfg. Corp., Chicago, Ill., which have been circulated in radio trade circles since early this year, were definitely verified early in July when it was revealed that Harold J. Wrape and a number of his business associates in the Benwood-Linze Co., St. Louis, had purchased outright the entire interests of the former stockholders of the company.

New officers of the company are Mr. Wrape, president; C. Hambuechen, vice-president, and



Harold J. Wrape

C. R. Ogle, secretary and treasurer. W. A. Butler, formerly merchandise manager of the Benwood-Linze Co., is general sales manager of the Trav-Ler Mfg. Corp.

Mr. Wrape and his associates purchased a controlling interest in the company last December and since that time have carried out a program of reorganization and expansion in the company's manufacturing and sales facilities. At the same time, development and research work on a new portable receiver chassis was started. According to Mr. Wrape, the new line of Trav-Ler portable receivers will be started in production this month.

A shielded circuit has been perfected which employs the new screen-grid tube and also has a power tube in the audio amplifier. The new receivers are said to set new standards of selectivity, tone quality and volume for radio receivers of the portable type. As in the past, the new receivers are for loop operation with provision made for antenna and ground connections. Trav-Ler portables are to be offered in types for operation with either 110 volt AC or DC current as well as with batteries.

The manufacturing plant which was formerly located at Chicago has been moved to St. Louis and is located at 1818 Washington avenue. The general sales offices which were formerly with the factory in the Windy City, have also been located there. District sales offices and warehouse stocks have been established in Chicago and New York City.

L. L. Martel, who has been with the company for several years, and actively identified with the wholesale radio business in the Middle West since 1922, is in charge of the Chicago office, located at 3401 N. Halsted street. F. S. Martin, formerly Eastern representative for the Fansteel Products Co., and prior to that time with the Federal Telephone Mfg. Co., is in charge of the Eastern office, located at 53 Park

Place, New York City. L. E. Nelson, sales representative for the Briggs & Stratton Co. at the time they were marketing radio apparatus, and more recently with the Arcturus Radio Co., has also joined the Trav-Ler staff and is handling the wholesale distribution in the Middle and Northwest territories.

Discussing the plans of the company, Mr. Wrape said: "The executives of our company are firmly convinced that radio receivers of the portable type will have a rapidly increasing popularity and sale. Thousands of owners of radio receivers installed permanently in their homes are purchasing portable receivers for use in Summer homes and to take with them on motor and vacation trips.

"There are also thousands of individuals living in hotels and small apartments, as well as invalids and convalescents, who are logical buyers of a receiver of this type. Hotels and hospitals in increasing numbers are also purchasing portable receivers for the use of their guests and patients. We have also record of many sales made to business and professional men who have a portable receiver in their office to get stock market reports broadcast during the morning and baseball and other sport events on the air during the afternoon hours.

According to Mr. Wrape, the company will market its product through the established trade channels. While no definite information was disclosed, it is also understood that the company is developing several additional radio products, which, as quickly as they are perfected, will be announced and marketed through Trav-Ler distributors and dealers. List prices of the new Trav-Ler portable receivers will, according to Mr. Butler, range from \$57.50 to \$100.00.

### Reorganization of the Capehart Corp.

The Capehart Automatic Phonograph Corp., Fort Wayne, Ind., was reorganized early in June, and articles of incorporation were filed at that time. The incorporators are H. E. Capehart, Chas. M. Niezer, J. E. Broyles, John W. Caswell, E. E. Collison and L. D. Thomas. Mr. Capehart is president and general manager, Mr. Niezer is chairman of the board, Mr. Broyles is vice-president in charge of sales, Mr. Caswell is treasurer, Mr. Collison is vice-president in charge of production, and Mr. Thomas is secretary of the company.

The firm, which manufactures and sells the Capehart Orchestrope, recently erected, and is now occupying, a new factory in Fort Wayne. The total capital stock of the corporation is \$650,000, and the new company takes over all of the interests of the Capehart Automatic Phonograph Co. which formerly was located in Huntington, Ind., before the removal to Fort Wayne, early in June. The first annual meeting of the corporation is scheduled for the second Monday of February, 1930.

### Specht to Entertain Sparton Radio Dealer Convention

After a successful season at the Hotel Walton, Philadelphia, during which broadcasts were carried over the Columbia chain via WCAU, Paul Specht and his augmented orchestra open an engagement in Jackson, Mich., under the sponsorship of Sparks-Withington Co., manu-

facturer of Sparton radio. A return of the Spechtians to the Walton roof is scheduled for late Summer or early Fall, and it is expected that the later series of concerts will also be broadcast over the Columbia network.

The Sparton engagement is on the occasion of the gathering of the dealer clans from all over the country, and it is expected that a large majority of the country's 5,200 Sparton dealers will be present and well accounted for when the proceedings are opened with a jazz flourish by the Specht band. All of which is a prelude to the new radio hour to be sponsored by Sparton in the Fall, with Specht and his melody makers in the leading role, and with a new and novel series of radio entertainments broadcast over an extensive network.

### Leipzig Trade Fair to Open August 25

The Leipzig Trade Fair, long the world's market place for the exchange of goods and ideas, will be held from August 25 to 31. As it approaches its 700th anniversary, the Fair outclasses all other industrial exchanges in size and the volume of business transacted. The Fall Fair will attract more than 180,000 exhibitors and buyers from all parts of the world.

America's expanding world trade is indicated



Public Concert During Leipzig Fair

this year by its participation both as exhibitor and purchaser at Leipzig. The two great annual fairs are regularly attended by more than 3,000 buyers from all sections of the United States. At the Spring Fair more than \$400,000,000 worth of business was transacted by foreign visitors, America being the second largest. The United States sent more than 100 significant exhibits of its products with highly satisfactory results. In recent years American participation in the Leipzig Fair has steadily increased.

The Leipzig Fair is attended by a great army of business men from forty-three countries, eager to exchange goods and ideas. The products of a score of countries are conveniently displayed for comparison. There is no retail selling at Leipzig, nor are the exhibition halls open to the casual sightseer. Every need of the business world is anticipated. The Fair this year is housed in fewer but larger exhibition halls so that thousands of exhibits, among which is a most important collection of musical instruments and accessories, may be seen under a single roof.

For information concerning the Fair and the special business tours conducted for the convenience of exhibitors and buyers address The Leipzig Trade Fair, 11 West Forty-second street, New York City.

### New Kolster Issue Ratified

The stockholders of the Kolster Radio Corp. at a special meeting in Wilmington, Del., recently, ratified the plan to issue 150,000 shares of convertible preferred stock. Holders of common stock will receive rights to subscribe to 100,000 shares of the preferred at \$45 a share in the ratio of one share to each share of common held as of July 2. Rights expire August 12.

QUALITY RAW MATERIAL +  
ADVANCED LABORATORY  
IMPROVE-  
MENTS +

**WE  
PUT THIS INTO  
THE TUBE**

MODERN + +  
+ FACTORY  
TECHNIQUE  
MONEY + +  
+ TIME + +  
ORGANIZATION  
+ + THOUGHT  
CRAFTSMANSHIP  
+ + ENERGY +  
+ BRAINS + +  
EXPERIENCE +



UNIFORM  
+ + QUALITY  
+ + TONE +  
PERFECTION +  
+ FINER + +  
REPRODUCTION  
LONGER LIFE +  
REASONABLE  
+ + PRICES + +

**CONSUMER  
+  
YOU  
GET THIS OUT  
OF THE TUBE  
+  
DEALER**

A COMPLETE +  
+ LINE + + +  
A QUALITY LINE +  
AN ADVERTISED  
+ LINE + + +  
+ CONSUMER +  
+ + + DEMAND +

QUICK TURNOVER + LIBERAL  
DISCOUNTS + LARGE PROFITS

# SPEED

**CABLE RADIO TUBE CORPORATION**

(formerly Cable Supply Co.)

84-90 N. Ninth St., Brooklyn, N. Y.



MAKERS OF RADIO TUBES SINCE 1924

# Zenith Radio Corp. Reports Income of \$1,109,602 After Charges

Earnings of \$2.77 Per Share on Capital Stock Outstanding—Current Assets Show \$2,332,958 With Current Liabilities of \$853,199—Big Increase Over Last Report

Operations of the Zenith Radio Corp., Chicago, in the fiscal year ended April 30, resulted in a net income of \$1,109,602 after all charges,



Eugene F. McDonald, Jr.

including depreciation and Federal taxes. These earnings are equal to \$2.77 a share on the 400,000 shares no par capital stock outstanding. The fiscal year of the Zenith Radio Corp. was changed in 1928 so that only earnings for the ten-month period ended April 30, 1928, are available. These earnings were \$727,995 or \$1.81 a share on the present capitalization.

The balance sheet as of April 30, 1929, shows current assets of \$2,332,958 and current liabilities of \$853,199, as compared with \$1,650,329 and \$349,773 respectively, at the close of the previous year. Inventory is carried on the 1929 balance sheet at \$1,380,673.

E. F. McDonald, Jr., president, refers to this

inventory in the annual report. "The company's enlarged program for the coming year has made it necessary to carry an augmented inventory," he said. "In pricing the inventory, however, proper allowances have been made for all obsolescence arising from next year's program. Orders on the company's books are the largest in our history and it is confidently expected that the corporation will show a still more satisfactory increase of earnings during the coming year."

"Believing that the radio industry is entering a highly competitive era, where the value given to retail purchasers must be greater than ever before, the directors, early in 1929, authorized an extension to plants and equipment, which would place the corporation in an advantageous trade position. Accordingly, Plant No. 3 has been leased for a period of years, giving us a floor area of approximately 300,000 square feet of manufacturing space. In plant No. 3 will be manufactured our cabinets, with the latest type of automatic machinery. Chassis manufacturing will, as heretofore, be in the original Plant No. 1."

"During the year our automatic tuning device has had widespread acceptance. Starting the last radio year with 25 per cent of our sets equipped with automatic tuners, we ended the year with a demand running over 90 per cent. Our new console models for the coming year will be 100 per cent automatically tuned."

At the annual meeting held recently, Irvin Garverick, Jr., of Field, Gloré & Co., New York, and Hugh Robertson, treasurer of the corporation, were added to the board. At the directors' meeting, held subsequent to the stockholders' meeting, R. D. Burnet was elected assistant treasurer and comptroller. The retiring directors and officers were reelected.

At the time of the annual meeting a year ago the company had 250 stockholders and now there are 2,750 stockholders on the books.

the Pacent Reproducer Corp. held a meeting to discuss conditions in the field and merchandising ideas. On the evening of the same day some forty representatives of both companies got together at the Bismark Hotel for the dinner and informal discussion.

## Trade News in the Cincinnati Territory

New Columbia Models Attract Much Attention—Fantle to Distribute Triad Tube Line—Show New Victor Line

CINCINNATI, O., July 8.—George E. Hunt, retail manager for the Starr Piano Sales Corp., has organized what he calls a "high-pressure radio-sales crew" and he is going to push business harder than ever this Summer.

At the local branch of the Columbia Phonograph Co. there are being shown three new models, which, according to Miss Rose Helberg, manager, are attracting a great amount of attention. The first is a combination, the second an electric pick-up and the third a radio receiver.

While at the Chicago Radio Show, M. W.

Fantle, head of the company which bears his name, arranged to take over the distribution in this territory of Triad radio tubes, and also the Sentinel radio receivers. At the same time he made arrangements with several manufacturers of radio cabinets to handle their product.

The Automatic Radio Sales Corp., Cincinnati, has been incorporated with a capital stock of 25,000, by Edward F. Peters, J. G. DeFossett and C. W. Hill, its offices being in the Chamber of Commerce Building.

The Griffith Victor Distributing Corp., which recently succeeded the Ohio Talking Machine Co. as Victor distributor in this territory, is now showing the new Synchronous Victor, a supply of which is expected to arrive soon.

On June 27, H. H. Sellers, manager of the local branch of the Brunswick Co., called in all of the members of his sales force, to see three new models that had just arrived, and also to participate in a sales conference. Each of these models is encased in a walnut cabinet of wonderful design. Two of these, No. 14 and No. 21, are radio, and the third, No. 31, is a combination.

On the occasion of its first picnic and outing, the Cincinnati Radio Guild distributed as gifts twenty all-electric radio sets, as well as various other articles. The chairman of the committee which arranged for this most successful event was Howard L. Chubb, of the Chubb-Steinberg Music Shop.

## J. E. Broyles in an Important New Post

Appointed Vice-President in Charge of Sales of Capehart Automatic Phonograph Corp.—Was Formerly Secretary

J. E. Broyles has been appointed vice-president in charge of sales of the Capehart Auto-



J. E. Broyles

matic Phonograph Corp., Fort Wayne, Ind., according to a recent announcement. Mr. Broyles was formerly secretary of the company. He has taken an active and important part in building up the Capehart organization since it was founded about sixteen months ago, and recently completed a business trip through the Western territory and Pacific Coast, arriving in Chicago at the time of the Radio Show.

## Present New Brunswick Line

At a meeting recently sponsored by Cohen & Hughes, Inc., Brunswick distributor of Baltimore, Md., 172 people were in attendance, representing sixty-two dealer concerns, who gathered to see and hear the new Brunswick radio line. Sydney Schwartz, of the sales department of the Radio-Panatrope division, attended the meeting and presented a history of the Brunswick-Balke-Collender Co.

## Pacent Sales Representatives Meet

Forty Members of Sales Staff Discuss New Pacent Line and Sales Policies for the Season of 1929-1930

Forty sales representatives of the Pacent Electric Co. and Pacent Reproducer Corp., New York City, convened in Chicago, during the Radio Show Week, to discuss the new Pacent line for 1929-30 and to exchange ideas and suggestions on merchandising for the coming season. The Pacent Electric Co. manufactures the Phonovox electric pick-up and other radio and phonograph apparatus, while the Pacent Reproducer Corp. manufactures and dis-



Annual Pacent Banquet and Sales Meeting

tributes talking picture equipment for theatre use. Louis Gerard Pacent, one of radio's pioneers, is president of both organizations. On the afternoon of June 4 the representatives of

# You hear it on every side . . . "This is a Fada year"

Think of being able to offer your customers tried and true Fada quality—Fada's famous engineering features—in a beautiful console set at only \$165. That's just one example of the values in the Fada line—with prices ranging from \$99.50 to \$675.

No wonder you hear a Fada year predicted throughout the radio industry. Just consider Fada values—read Fada's advertising plans on this page—then you'll see why Fada dealers are looking forward to the greatest profits they ever made on the public demand for Fada radio.



Screen Grid Fada 25 Highboy—\$165 <sup>without tubes</sup>  
 All electric—operating without loop, antenna or ground—screen grid tubes—new type 245 power tubes in push-pull amplification—Fada full power dynamic speaker—illuminated single dial—equipped for phonograph attachment.

## Fada advertising plans for 1929

### Broadcasting

The Fada Salon Hour, under the direction of David Mendoza, famous conductor and composer, broadcast every Tuesday night from stations:

WABC, WCAO, WNAC, WKBW,  
 WBBM, WKRC, WHK, WGHP,  
 WOWO, WADC, WLBW, WMAL,  
 WCAU, WJAS, WEAN, WFBL,  
 WSPD, WFBM, WIBW, WCCO,  
 WISN, KMBC, KOIL, KMOX,  
 KRLD, KLRA, KFJF, KTSA, KFH.

### Newspapers

150 newspapers throughout the country will carry dominant Fada advertising in a National campaign.

### Magazines

Two page and full page Fada advertisements, some in full colors, will reach over 27 million homes each month this fall through the following National magazines:  
 Saturday Evening Post, Ladies' Home

Journal, Woman's Home Companion, American Magazine, National Geographic, Liberty, Collier's, Literary Digest, American Weekly, Cosmopolitan, Country Gentleman, Cond' Nast Group—Vogue, Vanity Fair, House & Garden.

Every literate family in the country will see the Fada story this year. Get your share of the profits that are bound to result from this far-reaching advertising. Write or wire for details regarding a Fada franchise in your territory.

F. A. D. ANDREA, Inc., - - Long Island City, New York



## Stromberg-Carlson Dealers Hold Enthusiastic Meetings

Gross-Brennan, Inc., Sponsors Large Dealer Meetings—R. H. Manson, Stromberg-Carlson Official, Gives Interesting Sales and Engineering Lecture

Benjamin Gross, president of Gross-Brennan, Inc., New York and Boston representative of the Stromberg-Carlson Telephone Manufacturing Co., has just returned from a very enthusiastic dealer meeting in Boston where R. H. Manson repeated his very fine sales and engineering lecture which was given in New York to over 300 representatives and dealers. This series of dealer meetings was under the auspices

pick-up. At the present day, the No. 2 B pick-up and the new 3 A, to be shortly announced, stand out in the field as a standard of comparison, according to Mr. Manson.

Double-acting volume control, which insures proper selectivity at any volume, is another feature pioneered by Stromberg-Carlson. And, now, Mr. Manson pointed out, Stromberg-Carlson is again pioneering in the new screen-grid



New York Dealers Viewing New Stromberg-Carlson Radio

of Gross-Brennan, Inc.

Mr. Manson pointed out that screen-grid tubes, as such, in a receiver mean nothing unless the entire receiver is redesigned from the bottom up. Unless a complete redesign is made and full advantage taken of the possibilities of the new screen-grid tubes, then their use resolves itself principally into the purpose of creating sales through the mere popularity of the new tube or for advertising purposes.

Mr. Manson, with this in mind, stated that a set using these new tubes, in order to have any claim to real advancement, must have at least three screen-grid R. F. stages, totally shielded. To use less, means to get a very small percentage of the value there is in this tube.

Mr. Manson created quite an impression when he pointed out the various features in which Stromberg-Carlson pioneered in the radio industry. He said that Stromberg-Carlson was first in using the "chassis" idea in radio. The first set they built, the No. 1 A, was in complete self-contained chassis form with no parts mounted on the cabinet. The panel was part of the chassis.

The first real totally shielded commercially manufactured receiver was the Stromberg-Carlson 601. That receiver pioneered "total shielding." Likewise, the 601 receiver was the first all-metal chassis. That chassis base was of steel similarly constructed to a telephone switchboard frame.

Stromberg-Carlson likewise pioneered in the use of telephone cable wiring construction in radio receivers in the first No. 1 model. Since then it has become quite general practice.

High quality audio systems is another pioneering feature that Mr. Manson referred to. Each model, beginning with the No. 1 in 1924, was noted first for its outstanding high audio quality. Pioneering in rebuilding of old models for the public, bringing them up-to-date, is another outstanding point of progress. The thoroughly self-contained AC chassis with the entire equipment all mounted on one metal base, all connections soldered together, is another Stromberg-Carlson pioneering feature.

Stromberg-Carlson was likewise first in building a pick-up jack into the receiver, and at the same time producing the first real magnetic

tube receivers in a modernized, totally shielded job, and for the first time using linear detection and automatic grid bias.

It was predicted by a great many present at both the New York and Boston meetings that the new 641 and 642 models will create even greater interest amongst the public than any of their predecessors, with all their great success, ever did.

### District Representatives Announced

Cable Radio Tube Corp. Gives Line-Up of Organization to Cover the Country for Speed Tubes

A. D. Strathy, director of sales of the Cable Radio Tube Corp., Brooklyn, N. Y., announces the complete Speed tube district representatives as follows:

New York City and the metropolitan area: Martwel Sales Co., Inc., 1501 Broadway, New York City; New York State (exclusive of the metropolitan area) Walter E. Daw, 122 Fifth avenue, New York; eastern Pennsylvania, from the western limits of Williamsport and Harrisburg, Maryland, New Jersey, exclusive of the New York metropolitan territory, Delaware, District of Columbia, Hawley & MacKenzie, Jefferson Building, Philadelphia, Pa.; western Pennsylvania, from the western limits of Williamsport and Harrisburg, and the State of West Virginia, George O. Tanner, 918 Anaheim street, Pittsburgh, Pa.

State of Ohio, Charles H. Dolfuss, 3957 St. Clair avenue, Cleveland, O.; Virginia, North and South Carolina, and eastern Tennessee, commencing at the eastern limits of Nashville, A. S. Foster, Inc., Columbia, South Carolina; Georgia, Florida, Alabama, Mississippi and western Tennessee, commencing at the eastern limits of Nashville, and city of New Orleans, McEwen Cherry Co., 621 Nashville Trust Building, Nashville, Tenn.; Kentucky and Indiana, as far north as, and including, Indianapolis, L. W. Nutt, 821 Dayton Savings & Trust Building, Dayton, O.

State of Michigan, S. C. Steinharter, 400 Home State Bank Building, Grand Rapids, Mich.; southern Wisconsin, below the line drawn from the Minnesota-Iowa border to the northern limits of Sheboygan, and northern Illinois, above the line drawn from the southern limits of Quincy to the southern limits of Danville, H. V. Scott & Co., 506 South Canal street, Chicago, Ill.; Ames Radio Sales Co., 6 East Fourteenth street, New York, will cover New England territory, including Connecticut, North and South Dakota, Minneapolis, and upper Wisconsin, J. E. Date, 818 Nicollet avenue, Minneapolis, Minn.; the State of Iowa, Ralph H. Leshner, Iowa Falls, Ia.

The State of Missouri, and southern Illinois, Gardner Radio & Electric Corp., 2728 Locust street, St. Louis, Mo.; Nebraska, Kansas, Oklahoma, F. C. Somers Co., 115 East Sixty-sixth street Terrace, Kansas City, Mo.; Texas, Arkansas, and Louisiana, exclusive of the city of New Orleans, Roy J. Hobbs, 318 North Windomere street, Dallas, Tex.; Montana, Wyoming, Utah, Colorado and New Mexico, C. M. McIntosh Co., McClintock Building, Denver, Col.; Washington, Oregon, Idaho, Denham Sales Service, 904 East Pike street, Seattle, Wash.; Northern California and Nevada, Associated Agencies, 182 Tenth street, Oakland, Cal.; Southern California and Arizona, Rosse M. Gilson, 133 West Washington street, Los Angeles, Cal.; the New England States, exclusive of the State of Connecticut, are being covered from the home office at Brooklyn.

### Steinite to Supply Tubes for Its Sets

The Steinite Radio Co., Chicago, has made arrangements by which it will be able to supply its own tubes for radio sets manufactured by the company, it was announced recently by Leslie F. Muter, vice-president of the company. "The completion of this arrangement makes it possible to have tubes manufactured especially to meet the demands of the Steinite receiver," Mr. Muter said.

### 20th Century Shows Crosley-Amrad Lines

Over 500 dealers were the guests of the 20th Century Radio Corp., 104 Flatbush avenue, Brooklyn, N. Y., to view the new Crosley and Amrad radio lines for which the concern is metropolitan distributor. Special trains, buses and other mediums of transportation were utilized to bring the large number of dealers to the company's headquarters.

The 20th Century company has organized a new department to aid dealers in their sales promotion campaigns.

### Temple Executives on Outing

CHICAGO, ILL., July 9.—The plant and office executives of the Temple Corp. were recently entertained at a week-end outing given by the management at Nippersink Lodge, Genoa City, Wis. Everyone in the organization from the rank of division heads and up attended. While primarily a pleasure trip, several hours were devoted to discussion of the company's production problems and means of increasing production of Templetone receivers were talked over, with Fred Marchev, president of the company, leading the discussion.

### Black Radio Corp. Opens

A new radio shop, the Black Radio Corp., was recently opened at 81 Cortlandt street, New York City. A complete line of standard makes is carried. Paul Amsterdam, well known in retail circles, has been appointed manager.

# PLYWOOD PACKING CASES

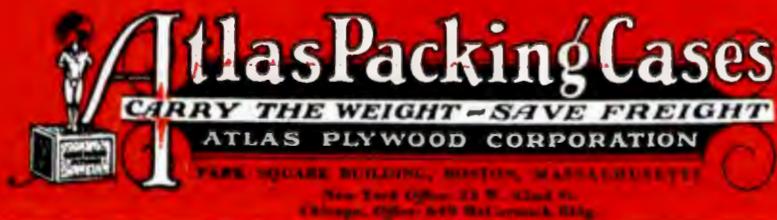


**As you want them. When you want them**

ATLAS Plywood Packing Cases are designed and built to give radios and phonographs a shipping protection that is dependable. Manufacturers who have used Atlas Cases for years will attest to its accomplishment.

Deliveries of ATLAS Plywood Cases in shock form or assembled ready to pack are prompt. Main plants strategically situated as to transportation facilities and branch factories in a dozen localities insure a steady supply.

Test ATLAS Cases on one of your next shipments.



PARK SQUARE BUILDING, BOSTON, MASSACHUSETTS  
New York Office: 23 W. 42nd St.  
Chicago Office: 649 McCormick Bldg.

## New Brunswick Laboratory Well Equipped

Consists of Four Studios Designed to Accommodate All Sizes of Orchestras—Most Modern Equipment Installed

The new Brunswick recording laboratory, located on the twenty-first floor of the Furniture Mart, 666 Lake Shore Drive, Chicago, which



Operating Room of Brunswick Recording Lab. was opened recently, paves the way for an increase in commercial recording in the West heretofore limited due to inadequate recording facilities outside of New York City and the West Coast.

The location of the laboratory insures its freedom from vibrations and other noises so often detrimental to recording, for it is well away from the noise of the street. The labora-



Office of Jack Kapp, Director of Brunswick Recording Lab.

tory consists of four studios, one large enough to accommodate a symphony orchestra and others smaller in proportion, for averaged-sized orchestras on down to solo selections. In addition to the executive offices, there is also a galvano room, record press room, and wax-shaving room, which makes possible the production of personal recordings and for test pressings, giving a complete check on acoustic conditions and of the apparatus used.

The acoustic treatment of the studios is as modern as can possibly be obtained, treatment being installed in such a manner as to give variable sound absorption. By reason of this, each studio can be acoustically fixed for a given type of music, such as orchestras, solos, etc., and at any time any of the studios may be al-

tered by a simple manipulation of the drapes for the class of recording that is to be made

All of the studios are supplied with ventilating equipment designed in such a manner as to give the artists ideal working conditions the year around. The recording equipment from the microphones, amplifiers, recording machines, and galvanos up to the presses which turn out the finished record, is of the most modern design and capable of handling all types of recordings necessary.

## Eveready-Raytheon Campaign Is Planned

National Carbon Co. to Launch Large-Scale Advertising Drive, Employing All Mediums on Behalf of Tube Line

The National Carbon Co., New York City, has announced a large-scale advertising campaign, featuring radio tubes which will be launched in the near future. This company recently assumed full control of the manufacture and sale of radio tubes and allied products of the Raytheon Mfg. Co. The campaign, which will be similar to those which have contributed in such great measure to the success of other Eveready products, will dramatize in a convincing fashion the unique construction of the tubes, now marketed under the brand name, "Eveready-Raytheon."

Leading newspapers throughout the country will be used and the newspaper campaign will be supplemented by nation-wide broadcasting through the thirty-one stations over which the Eveready Hour is transmitted every Tuesday evening. In addition dealer helps, counter packages and window displays, designed to focus the full power of the campaign on dealers' stores, will be provided.

## Utah Remote Control Is Further Developed

The Utah remote control for radio receivers, described in a recent issue of *The World*, has been further developed, according to Henry Forster, treasurer of the company, so that it is now a very compact single-piece unit which may be attached to ninety per cent of the present-day radio receivers. The attachment of the Utah remote control necessitates no change in the receiver chassis and a reversible inductance motor is a feature of the new product, which will be illustrated and described in the August issue of this publication.

## Stravinsky's "Fire Bird" for Columbia

Following its issue of Stravinsky's "Petrouchka," conducted by the composer himself, the Columbia Phonograph Co. announces the release by the same artist of "The Fire Bird,"



The new Micro-Synchronous Victor Radio with Electrola was introduced to Southern California dealers at a meeting held by the California Victor Distributing Co. at Los Angeles

Stravinsky's most famous and popular work. The recording is issued as Masterworks Set No. 115.

Because this composition is one of the most frequently played of modern works by symphony orchestras, and because of unusual public interest in the composer-conductor, whose own records are available in America only through Columbia, large advance orders are anticipated for this album.

## Central Ohio Trade Views Temple Line

More than 100 dealers from central Ohio attended a luncheon and demonstration of new Temple radio receivers at the Deshler Wallick Hotel, Columbus, O., as the guests of the Smith Bros. Hardware Co., Temple distributor for that territory. The meeting, which was planned and carried out under the direction of E. F. Roberts, manager of the radio department of the distributing firm, was an unusually successful one and the three new Temple models were enthusiastically received by the dealers.

The speakers at the meeting included W. L. Morley, chief service engineer; Charles H. Callies, advertising manager, and F. H. Cossith, sales promotion manager, all of the Temple Radio Corp., and Mayor James J. Thomas. G. E. Rightmire, general sales manager of the Smith Bros. Hardware Co., was toastmaster.

## Plan for Pacific Radio Show

SAN FRANCISCO, CAL., July 5.—Indications of the general scope and character of the next Pacific Radio Show are being provided by various dealers of the bay region and northern California cities.

The Pacific Radio Show will be held in San Francisco at the Civic Auditorium, August 17 to 24. The show committee of the Pacific Radio Trade Association, conducting the Pacific Radio Show, has announced that practically all of the exhibit space has already been taken.



Distributors at Meeting and Dedication of New Lyric Radio Cabinet Plant at North Tonawanda, N. Y.—Otto N. Frankfort, Director and Vice-President in Charge of Sales of the All-American Mohawk Corp., With Automobile Presented to Him by the Distributors in Center

# ELECTRAMUSE



Single unit park speaker. Also made in double size unit.

Auditorium and Club Model ELECTRAMUSE for fine Clubs, Hotels and Homes.



Super-Tone ELECTRAMUSE standard for all commercial use.



This is the famous Park Model ELECTRAMUSE used with speakers as pictured above at 500-Mile Race at the Indianapolis Motor Speedway on May 30th to entertain 160,000 people.

## IT SELLS!

### That's Why ELECTRAMUSE Dealers Make Profits

IT'S SALES that make profits for ELECTRAMUSE dealers. Over thirty years' experience in building money making equipment for merchants, knowing what dealers want and need to make a profit, has gone into the construction of ELECTRAMUSE. Is it any wonder ELECTRAMUSE has gained the enviable reputation for being the fastest-selling, coin-controlled, continuous-playing phonograph.

ELECTRAMUSE sells fast because there is a model, price and style for every purpose—because it has won the enthusiastic recommendation of owners in all lines: because owners report incomes up to \$10 per day—that it increases business 10% to 25%—that it attracts new trade and brings old customers back oftener.

ELECTRAMUSE dealers sell merchants what they want and need—that's why there is profit in selling ELECTRAMUSE. That's why you should add ELECTRAMUSE to your business.

### A Model That Can Turn Every Prospect Into a Sale

Merchants in many lines catering to the public are logical prospects for ELECTRAMUSE. Parks—lunch rooms—clubs—resorts—restaurants—factories—waiting rooms—hotels. The factory behind ELECTRAMUSE has carefully studied the requirements for every type of business and created a model to meet every condition. No need for an ELECTRAMUSE dealer to ever lose a sale. ELECTRAMUSE is a big hit—the music rivals the performance of the artist or orchestra. People eagerly pay to hear their favorite selections. May be operated with or without coin boxes.

### Discounts That Mean Profits From Sales

Dealers' Profits are unusually large because ELECTRAMUSE sells fast—turns your stock quickly and your investment into profits. There is no dull season for ELECTRAMUSE dealers. Every month offers opportunities for sales. Every city, town and highway has many prospects—these merchants have heard about ELECTRAMUSE through their friends and through our extensive advertising. The hard pioneering and missionary work have been done. Now—today—is the time for you to go out and get your share of this profitable ELECTRAMUSE business. If you are skeptical we have the proof—let us show you how other dealers are making profits with the ELECTRAMUSE.

*YOUR territory may still be open—YOU may be able to get this profitable Electramuse franchise—IF YOU ACT QUICKLY. Use the coupon at once or telegraph.*

**HOLCOMB & HOKE MFG. CO.**

INDIANAPOLIS, IND., U. S. A.

HOLCOMB & HOKE MFG. CO.  
Dept. W-207, Indianapolis, Ind.  
Gentlemen: Please tell me how I can make big money selling ELECTRAMUSE.  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

## Bremer-Tully Issues Attractive Display

Three-Piece Window Display in Seven Colors Supplied to Authorized Dealers —Is of Unusual Design

The exceptional beauty and unusual design of the new three-piece window display now being furnished by the Bremer-Tully Manufac-



Three-Piece Window Display Issued by Bremer-Tully

turing Co., Chicago, Ill., to authorized Bremer-Tully dealers is causing much favorable comment. In seven artistically arranged and well-blended colors this display is getting attention wherever it is used. It is a striking example of the effectiveness that can be gained in display material of this type.

## Anchor Lite Judged Sales Drive Winner

Manufacturers' Sales Co. Awards Cup and Check to Firm Selling Largest Volume of Newcombe-Hawley Products

J. O. Meyers and C. R. Betts, of the Manufacturers' Sales Co., recently presented a silver cup and \$200 check to The Anchor Lite Appliance Co., Pittsburgh, Pa., winner of a sales campaign which was promoted by the Manufac-



Awarding Cup to Anchor Lite Appliance Co.

turers' Sales Co., of Buffalo, N. Y., for the largest sales of Newcombe-Hawley products last year.

Harold Goldstein, holding the check, and A. S. Goldstein, on his left, are the two members of the Anchor Lite Appliance Co. The success of Anchor Lite in winning this drive is attributed to the loyalty of their entire force and also to the high type of dealer following.

Jacob M. Winer, doing business as the Winco Radio & Music Shops, 1806 University avenue, New York, has been petitioned in bankruptcy and the Irving Trust Co. appointed receiver.

## E. H. Endicott Forms Zenith Jobbing Firm

Resigns as General Sales Manager of Zenith Radio Corp. to Enter Wholesale Field Covering Connecticut

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, recently announced the resignation of Thomas H. Endicott as general sales manager, announcing at the same time the appointment of Mr. Endicott as Zenith distributor for the entire State of Connecticut.

Mr. Endicott has left Zenith to head a distributing corporation which he has formed. Headquarters are established in Hartford where he is building a complete organization for the exclusive distribution of Zenith merchandise. Mr. Endicott

has held the position of general sales manager for Zenith for the past year and one-half, during which time the firm enjoyed the biggest year in its history.

"The lure of the substantial profits to be realized in the distributing of Zenith radio," stated Mr. Klugh, "has proven too strong for the Zenith sales department in the past. This is the third executive to resign within two years to become a Zenith wholesale distributor. Many will remember 'Nick' Fegen's resignation two years ago to take over the Zenith Cleveland territory and Fred Rotheberg, now in Oklahoma City. These men are to-day enjoying remarkable success in distributing Zenith products."

## Victor to Start New Series of Broadcasts

A series of twelve weekly broadcasts will be inaugurated by the Victor Talking Machine Division of the Radio-Victor Corp. of America over the coast-to-coast system of the National Broadcasting Co. on July 18. This weekly program will be devoted exclusively to a half-hour of popular dance music interpreted by the most noted dance orchestras. Incidental to the dance numbers will be vocal refrains and the singers as well as the musicians and conductors

will all be exclusive Victor recording artists. During the twelve weeks there will be a different orchestra on the air every Thursday.

When this new Victor feature makes its debut on July 18, Nat Shilkret and the Victor Orchestra will be before the microphone.

## E. J. O'Neil in New Post

The Kellogg Switchboard & Supply Co., Chicago, Ill., manufacturer of Kellogg radio receivers, has appointed Edward J. O'Neil as assistant to C. W. Hunter, Kellogg sales representative in the Pacific Coast territory.

## Meyberg Co. Has Had Strong Growth

Opening of New Building Is Milestone in Progress of Aggressive San Francisco RCA Distributing Firm

The opening of its new building, at 70 Tenth street, San Francisco, Cal., marks a milestone in the history and progress of the Leo J. Meyberg Co. The organization was first known as the Haller-Cunningham Electric Co., dealing in wireless telegraph transmitting apparatus and electrical supplies adapted to wireless construction. The name was changed to The Leo J. Meyberg Co. in 1919. Coincident with the advent of broadcasting in 1922, retail activities were gradually discontinued and the San Francisco location was changed to 973 Mission street, by which time the business was almost wholly wholesale. Branches were established in Oakland in 1922 and in Los Angeles in 1923, where complete office organizations, service de-



New Home of Leo J. Meyberg Co.

partments, warehousing and shipping facilities are maintained the same as in San Francisco. In addition to these branches, complete stocks are warehoused at Fresno, Sacramento and San Diego for shipments in local territories.

This company is said to be the oldest radio jobber west of Chicago, and, since its earliest history, has handled exclusively the radio products of the Radio Corp. of America and its affiliated companies, the General Electric Co. and the Westinghouse Co. It will continue to feature these products as a distributor for the Radio-Victor Corp. of America.

For many years the Leo J. Meyberg Co. has also been a wholesale distributor of Westinghouse Mazda lamps, furnishing their lamps under contract from a large warehouse stock to a large number of electrical, hardware, radio and miscellaneous retail and industrial concerns throughout a large territory.

## Columbia Sports Grounds Dedicated

A £20,000 Columbia sports ground, a gift of the directors of Columbia Graphophone Co., Ltd., to its staff, was dedicated on June 1, at Worcester Park, five miles from London.

The grounds cover twenty acres, and are equipped with pavilions, tennis courts and fields for football, cricket and hockey, while adjoining them are a golf course and swimming pool, open to Columbia personnel.

Photographs of crack Columbia teams in each of the above sports appear in a handsome souvenir program of the opening exercises which has just reached America. In each sport gold and silver cups were awarded as prizes by the firm.

Four thousand Columbia employes and guests attended and cheered Sir Arthur Roberts, Louis Sterling, and W. T. Forse, Columbia directors, who made short speeches.

## Gets Duovac Tube Account

The Arthur Rosenberg Co., Inc., of New York City, has been appointed as advertising agent for the Duovac Radio Tube Corp. of Brooklyn, N. Y., manufacturer of Duovac radio tubes.

**NEW!**



## EDISON—the Outstanding

### Portables With New Reflex Sound Chambers

You'll be startled by the *tonal volume* of these new Edison Portable Phonographs. Full volumed, reproduction with close-up realism, formerly found only in the largest cabinet model phonographs. This rich, realistic tone is made possible by the use of a wonderful new reflex principle of horn construction.

With the Edison Portable you sell the full and complete performance of a big cabinet phonograph, *plus* the advantages of portability and compactness.

There are two models. The P-1 is listed at \$35. The P-2 is listed at \$25. The P-1 is covered inside and out with Dupont Fabrikoid of rich blue Spanish grain. The silent, dependable motor plays three records without

rewinding. Equipped with automatic stop and ball-bearing tone arm. All fittings are durably finished in gold. Air column length of sound chamber is 53½ inches—the longest in any Portable. Is it any wonder the Edison gives *close-up* realistic tone?

Size 17¾"x14"x8". Weight only 19 pounds.

The P-2 model is a smaller replica of the P-1. It possesses all the smart appearance and superior tone qualities of the larger model. Bound inside and out with brown Spanish grain Dupont Fabrikoid. Fittings are heavily nicked. Size 16½"x13½"x7½". Weight only 16½ pounds.

Stock these outstanding Edison Portables for your busiest Portable season. Write the nearest Edison distributor today. Thomas A. Edison, Inc., Orange, N. J.

*Shipments have begun on the new Edison needle records. Have you ordered yours yet?*

### EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, 96 South St. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, 500 Elm St. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 1215 McGee St. . . . MINNEAPOLIS, 608 First Ave. N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

\* \* \*

CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 West 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad and Wallace Sts. . . . ROCHESTER, Alliance Motor Corporation, 727 Main St., East . . . SAGINAW, Morley Bros. . . . ST. LOUIS, Silverstone Music and Radio Co., 412 North 12th St.

## Richmond C. A. Earl Radio Distributor Opens Atlanta Branch

New Goldberg Bros. Co. Branch Will Cover Georgia and South Carolina—Cowan Co. Gets Good Results From Canvassing—Many New Sparton Dealers Appointed

RICHMOND, VA., July 6.—E. W. Feltner, proprietor of the Adams Street Music Store, makes a practice of getting the name and address of every new customer that comes into his store. He has been doing this over a period of two years that he has been operating the store and he has now a direct mailing list of more than 2,000 persons which he finds very effective in stimulating sales of records, in which he deals principally.

The James Cowan Co. has obtained good results from house-to-house canvassers in pushing radio sales. So satisfactory were the results obtained from an intensive campaign of this

sort put on last Fall and extended through the Winter season that the firm contemplates repeating it this coming Fall. The firm features the Atwater Kent line principally.

W. D. Moses & Co., Victor dealers, report a fifty per cent increase in record sales within the past four or five months. Most of this increase is believed to be due to the talkies. Since the leading motion picture houses here have been showing talking films, scores of customers have come into the store asking for records which they had heard sung at the movies, according to an official of the firm.

H. M. Baker & Co., Sparton distributor, an-

nounces appointment of the following new dealers: F. P. Jenkins, Culpeper; W. V. Lynn, Farmville; George L. Williams Motor Co., Petersburg; R. A. Mester, J. A. Black and Sons, E. H. Culley, Taylor Hardware Co., Star Radio Co., Richmond Radio Shop, all of Richmond.

The Star Radio Co., of Washington, D. C., has just opened a branch store here at 119 East Broad street in charge of P. S. Aurbach, who was formerly with the Washington main office. The company now has five branches, three in Washington, one in Baltimore and one in Richmond. The local store is displaying the following lines: Sparton, Majestic, Atwater Kent, Crosley and Radiola.

Hoffman & Goodman, sporting goods and radio house, have sold out to Taubman's, a general merchandise chain organization.

Goldberg Bros. Co., distributor of the C. A. Earl radio line with headquarters here, has just opened a branch office and warehouse at 72 Fairlie street, Atlanta, in charge of William Clark. The branch will cover Georgia and South Carolina. Walter Dobbins has been appointed district sales manager there. The company recently opened another branch at Charlotte, N. C. B. H. Hoffman, general sales manager, plans to spend one week out of each month at the two branch offices.

The Elliott Radio Co., of Suffolk, has succeeded the Chesapeake Auto Supply Co., of Norfolk, as Sparton distributor in Tidewater, Va., territory, it is announced.

Charles J. Rey, manager of the Richmond branch office of James K. Polk, Inc., reports that deliveries are now being made of the new Polk Radiotrola, an electric pick-up.

### Will Visit A. K. Factory

BALTIMORE, Md., July 10.—Parks & Hull, Inc., Atwater Kent distributor, is sponsoring a dealer visitation to the Atwater Kent plant in Philadelphia in the very near future. All dealers who purchase twenty-five Atwater Kent outfits from the distributing firm during the month of July are being invited to make the trip.

### Finland's Portable Demand

A recent bulletin of the Specialties Division of the Department of Commerce stated that the demand for portable phonographs in Finland is increasing rapidly. During January and February sales of these instruments were such that if imports continued at the same rate the annual purchases will amount to between \$600,000 and \$700,000. It appears certain that imports for 1929 will amount to at least \$500,000.

### New Fada Distributor

The United Radio Supplies Co., of San Francisco, Cal., one of the pioneer merchandisers in radio, has been appointed distributor for Fada Radio. Oscar A. Huber, E. C. Browne and R. W. Johnson, owners of the company, were active in the construction and sale of wireless equipment, even before the advent of broadcasting.

### Good Tubes Essential

The tube replacement market is on the increase in this country, according to H. B. Foster, vice-president and general manager of the Perryman Electric Co., maker of Perryman radio tubes. Mr. Foster bases this opinion on the fact that the national campaign to educate the public concerning the important part tubes play in the average radio set, has stimulated this trend.

R. W. Jackson, general manager of the Radio-Panatrope division of the Brunswick Co., recently spent a week in northern Minnesota on a fishing trip.

# Seize this Opportunity!



**SEEBURG**  
*Audiophone*  
SELECTIVE  
CONTINUOUS — REPEATING

HESITATION.  
On the plains  
of hesitation  
Lie the bones  
of countless  
thousands  
Who sat down,  
down to wait,  
And waiting  
died.  
— ANON.

**ACT NOW**—and  
benefit by this added  
source of income.  
These profits are right-  
fully yours. Others are  
reaping your harvest.

Write or Wire  
**J. P. SEEBURG CORPORATION**  
World's Leading Manufacturers of  
Automatic Musical Instruments  
1510 DAYTON ST., Dept. T-7 CHICAGO, U. S. A.

## Judged by its greater earnings

# ERLA

## SCREEN GRID RADIO



Type 30  
De Luxe Console Model.

An exclusive Erla design, in keeping with the latest and most approved trend in radio furniture. Rich and beautifully proportioned. Made of highest quality selected veneers; all front corners are rounded—a wonderful selling feature; front panels are of matched Australian walnut. The doors are of French design, with beautiful overlays of curly maple, and are finished on both sides so that the beauty is retained whether open or closed. \$165.



Other Erla console models in distinctive cabinets, priced from \$119.50 to \$189.50 (combination phonograph)

### for PERFORMANCE and SALABILITY-PLUS!

The race for leadership at the most competitive radio show in the history of the industry was determined by the sheer merit of the merchandise on display—not by promised cooperation—not by superficial plans!

Records of the *past*—gave way before the smashing dominance of clear-headed and irrefutable demonstration of *performance*—and *proof* of salability under present market conditions. Hard-hitting facts superseded high-sounding superlatives.

In the face of this rigid test of technical and merchandising superiority, Erla achieved recognition with the sober-minded, successful distributors and retailers, which guarantees it a place of unequalled and unrivalled prominence as the feature line of the season.

Distributors and dealers who are acquainted with Erla's merchandising policy enthusiastically agree that it incorporates every factor and cooperative feature uppermost in the minds of the trade at this time.

*Responsible distributors and dealers are invited to send for the powerful Erla Merchandising Program*

**Electrical Research Laboratories, Inc.**  
22nd at Paulina Street, Chicago, Ill.

#### The Erla Screen-Grid Chassis

The Erla Receiver is an eight tube radio set, one dial control, using three 224 screen-grid tubes, two 227s, two 246s in push-pull, and one 280 rectifier tube. A long and short aerial control is provided on front panel, assuring perfect reception under every conceivable condition. Transformers are of the usual Erla type, noted for exceptional tone quality. Arrangements for phonograph pick-up have been provided. The circuit employed is designed for the new screen-grid tubes, providing tremendous power with superselectivity, sensitivity and exceptional tone quality. All units are completely and effectively shielded. Unusual performance is assured.

*Manufactured under license of the Radio Corporation of America.*



## Philco Distributors Hold Convention During Three-day Cruise

Innovation Introduced by Philadelphia Storage Battery Co. Which Sponsored Great Lakes Trip—Sales and Advertising Policies for Coming Season Outlined

A decided innovation in radio conventions was introduced by the Philadelphia Storage Battery Co., Philadelphia, Pa., through entertaining its distributors on board a boat for a three-day cruise on the Great Lakes. It proved a decided success from every standpoint. Each meeting had 100 per cent attendance and the various business sessions were held under the most ideal surroundings obtainable, as the observation salon on the top deck was devoted to that purpose.

About a week previous the invited guests

Mr. Parlin, who is manager of the commercial research department of the Curtis Publishing Co., spoke on the subject of how to most effectively tie up with this national campaign, illustrating his talk with a number of charts showing population, circulation and distribution in selected localities.

Erwin, Wasey & Co., New York, who are advertising agents for the Philadelphia Storage Battery Co., were represented by Marvin S. Knight, vice-president. Mr. Knight laid before the distributors the comprehensive advertising



Philco Jobbers Presented This Balanced-Unit Highboy De Luxe to Colonel Charles Lindbergh and His Bride

received their Philco passports and stateroom assignments signed by Edward Davis, Philco president, who assumed the title of "First Lord of the Admiralty" for the cruise. The Philco distributors, coming from all sections of the country as far West as California and as far South as Texas, gathered at the Brush street dock in Detroit before 10 o'clock on Friday, May 31, and boarded the S. S. Noronic for the cruise. The Noronic is the flagship of the Canadian Steamship Co.'s fleet and proved an ideal home for the three days. With the playing of the band and letting loose of miles of colored confetti, the Noronic, with its 417 Philco guests left for its cruise up the Detroit River, across Lake St. Claire, up the St. Claire River and out on Lake Huron as far North as Sault Ste. Marie, Canada.

Shortly after getting under way, President Davis opened the Convention and welcomed his guests. Mr. Davis then turned the business session over to James M. Skinner, vice-president of Philco, who proceeded to introduce the new Philco line for the 1929-30 season.

The distributors had previously examined the display of the new models (these models are described and illustrated elsewhere in this issue), and when Vice-President Skinner announced the prices, which up to that moment had been kept an absolute secret, the Convention rose as a body and cheered for a long period. From that time on until the close of the last business session great enthusiasm was manifested. After introducing the line, Mr. Skinner proceeded to tell of the Philco production plans and told of the months of development behind the new line. His talk also included many valuable selling suggestions.

The afternoon session was opened with a talk by C. Coolidge Parlin, of the Curtis Publishing Co. The Philco Co. is planning an extensive campaign in the Saturday Evening Post and

campaign which his agency has laid out for the Philco Co. for the coming season. In his talk, too, Mr. Knight made use of charts which graphically displayed the extent of this campaign. The Philco Co. itself will center its campaign in eight or more of the best known national publications with widest distribution for its message to the ultimate consumer, and a number of trade journals for its dealer messages. Mr. Knight not only spoke on the media, but gave advance information regarding the type of copy to be used and the subjects it would cover.

Miss May B. Colombo, the next speaker, and national clubwoman, told what should be done to get one hundred per cent support from women's clubs, and why. J. S. Thomas, treasurer of the Philadelphia Storage Battery Co., then spoke upon the subject of "terms."

As announced by Mr. Davis, the piece de resistance of the day's program was the last address by Harry Boyd Brown, manager of dealer sales, who told in his own inimitable way how to "Cash in."

Mr. Davis again opened the next morning's session and introduced Walter E. Holland, chief engineer of Philco, who gave a very interesting description of the new products from his angle. Public utility companies and how they will help dealers sell more radio in 1929 was the subject of J. H. Van Aernam, merchandise manager of the New York Power & Light Corp. and chairman of the Radio Merchandising Committee of NELA. F. W. Lloyd, vice-president of the Manufacturers Finance Corp., was the next speaker and spoke on the subject of "Dollar down—dollar when we can catch them—and how," or in other words—financing. The concluding speaker was Daniel Tuthill, sales manager of the National Broadcasting Co., who spoke of the value of radio broadcasting.

The Philco company proved an admirable

host. From the moment of boarding the boat until it docked on Sunday afternoon, the entertainment was lavish and every effort was made to see that everyone was comfortable and had a good time. The Philco Orchestra provided concerts throughout the day, and on Friday evening the main deck was transformed into an old-time Western mining town. On Saturday night the evening was devoted to boxing, battles royal, and impromptu vaudeville entertainment. The Philco moving pictures were also shown.

Gene Aldrich, sales manager of the Midwest Refrigeration Co., Waterloo, Iowa, Philco distributor, introduced the new Philco song which he had composed to the tune of "Dream Train."

Each day during the cruise a newspaper was published entitled "Philco News" and distributed. During the trip announcement was made of a coast to coast contest for Philco jobber salesmen, engineered by the Philadelphia Storage Battery Co.

During the cruise the Philco jobbers affixed their signatures to an illuminated scroll which together with one of the new Philco sets was presented to Colonel and Mrs. Charles Lindbergh as a wedding present.

Good weather prevailed throughout the entire trip and upon debarking on Sunday afternoon at Detroit, rousing cheers were given to the Philco organization. Most of the guests boarded a special train chartered for the occasion and proceeded to Chicago, arriving in time for the opening of the RMA show.

## Noted British Critic Lists "Best Records"

A considerable sensation was occasioned in British phonographic circles when Hannen Swaffer, English dramatic and music critic, recently printed his list of "the six best phonograph records," of which five are Columbia records, and three of that five are American. All five are available in America. The choices were: "Adeste Fideles," by 4,850 voices of The Associated Glee Clubs of America; "Good Friday Music," from "Parsifal," by Bayreuth Festival Orchestra, with Alexander Kipnis; "Two Black Crows," Parts 1 and 2; "Toccata," of Boellmann, an organ solo by Edouard Commette, St. Jean Cathedral, Lyons, France, and the last movement of Chopin's Sonata in B Minor, by Percy Grainger.

## Colin B. Kennedy Production Speeded

With the employing of hundreds of factory workers last month, the Colin B. Kennedy Corp. radio manufacturing plant at South Bend, Ind., is rapidly rounding its personnel into shape for the manufacture of the corporation's Royal Line of receiving sets for the coming season of 1929-30.

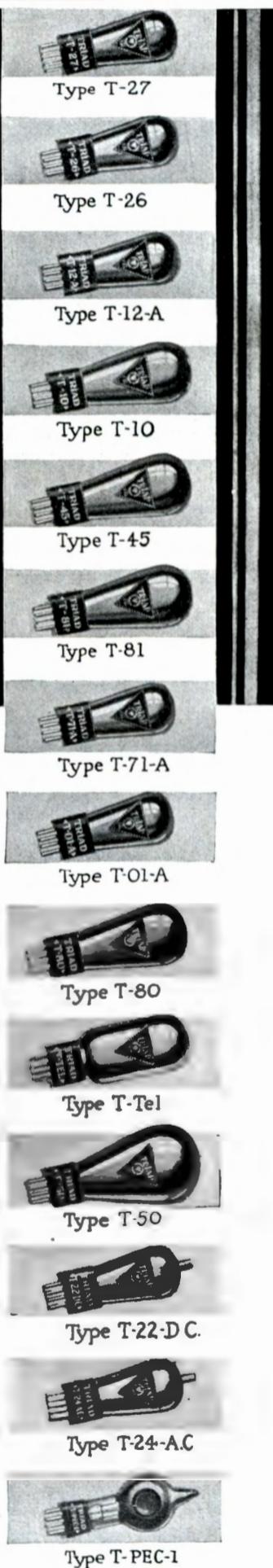
Latest estimates from orders already on file place the production of the company at 150,000 sets during the season of 1929-30, according to F. H. Wellington, chairman of the board of the corporation.

## Describes A. K. Dealer Aids

The Atwater Kent Mfg. Co., Philadelphia, Pa., recently issued a booklet illustrating and describing the full line of dealer helps which have been prepared for the retail trade by the company. Numerous forms of window displays, cutouts, posters, both large and small, bridge sets, valances, transparencies, catalogs, whistles, balloons and the dozen and one other mediums which might be employed by the dealer to attract the public's attention to the Atwater Kent line are included.

Bert Dolan and A. E. Flint have opened a music store in Springfield, Mass.

# TRIAD



**INSTANT... nation-wide popularity  
...won on quality alone!**

**T**HE demand for TRIAD is sweeping along to tremendous proportions — and TRIAD quality has done it! Quality that eliminates all guesswork from tube buying and selling; quality backed by an actual bonafide guarantee of six month's perfect service or a satisfactory adjustment. Every dealer *knows* what that means — *reduced service calls*, easier and quicker sales, greater profits and

absolute satisfaction for him and his customer. Here is the greatest achievement in radio tube history — accomplished by a group of nationally-known pioneers in the industry. The TRIAD Line is complete, including even Television and Photo-Electric Cells. Don't delay — send in your stock order *now*. TRIAD customers won't accept substitutes.

*Call your jobber or write us direct for complete Triad dealer information*

**TRIAD MANUFACTURING CO., INC.**

Triad Building

Blackstone, Middle and Fountain Sts.  
Pawtucket, R. I.

"Ask for the tube in the black and yellow triangular box."



## Dealers Throughout Country View the New A. K. Receivers

Dealer Meetings and Showings of the New Screen-Grid Electro-Dynamic Line Held in Practically All Sections of Country With Exception of South and Southwest

**D**EALER meetings and showings of the new Atwater Kent screen-grid electro-dynamic radio line in practically all sections of the country with the exception of the South and Southwest were the dominant factors in Atwater Kent radio activities for the month of June. Of almost equal interest was the large assortment of cabinet designs ex-

In Albany the Albany Distributing Corp., assisted by Lloyd Hopkins, district manager, conducted a combined show and meeting June 17, 18, 19 and 20.

In Pittsfield, Mass., the Albany Distributing Corp. conducted a two-day meeting and showing at the Wendell Hotel; at Glens Falls, New York, the meetings were held at the Queensbury Hotel, the 27th and 28th.

Jim Kelley, territorial manager, has been unable to announce up to this writing the date of his dealer meetings with the exception of that of the Stiefvater Electric Co., of Utica, N. Y., which will be held June 25 at the Elks Club.

In Columbus, O., the Columbus Igni-

tion Co. held an enthusiastic meeting and showing of both Atwater Kent screen-grid radio and cabinets at the Neil House, June 21.

One of the outstanding events of the month's activities was the combined New York State distributors' and distributors' salesmen's meeting, at the Thousand Island House, Thousand Islands, St. Lawrence River. This meeting was attended by the officials and salesmen of the Stiefvater Electric Co., Inc., Utica; C. Kutzmann & Co., Buffalo; C. L. Hartman Corp., Rochester, and Elliott Radio Sales Corp., Binghamton and the Burr-True Corp., Syracuse. Plans for the meeting were worked out by Jim Kelley, territorial manager, ably assisted by Jack O'Brien. Tours of the islands in high-power speed boats, a visit to Canada and other interesting diversions marked the lighter side of the program, while the business sessions were filled with interesting and instructive talks. Factory men making the trip were P. A. Warr, sales promotion manager; Ben Barber, Charles Craig, George Moffitt and John Meagher. New York State Representatives Jim Moore and L. M. Loveless were present.

### Bremer-Tully Forms New Sales Division

A new department, to be known as the Chicago Sales Division, has been created by the Bremer-Tully Mfg. Co., Chicago, to handle the distribution of Bremer-Tully radio in Chicago and suburbs.

An office has been established at 662 Washington boulevard, and a sales staff formed to contact the extensive Bremer-Tully dealer organization in that territory.

The sales plan as outlined by Frank Melvin, in charge of the new city division, is predicated on a "live and let live" policy of clean competition and protection for the dealer, supported by an advertising program much greater in scope than any previous campaign.

### Arcturus Reduces Prices on Four Tubes

Concurrent with going into production in the new Newark plant, the Arcturus Radio Tube Co. announced a reduction on the 071, 126, 127

and 180 tubes to respective prices of \$2.25, \$1.75, \$2.50 and \$3.00.

It is explained by engineers of the company that the greatly increased facilities of the new plant, with new economies and efficiency in manufacturing methods, makes possible this reduction in retail price. The price cut does not affect the new seven second type 124 screen-grid nor the 145 power tubes.

### Zenith Jobber Staff Motored to Chicago

Determining to triple the volume of business done last year on Zenith radio, Northeastern Radio, Inc., of Boston, Mass., exclusive distributor of Zenith products, decided the RMA show was a logical time to bring the entire sales organization to Chicago to visit the show and the Zenith factories. Leaving Boston in three automobiles, the entire force headed by Adolph Ullman, president, motored to Chicago. An entire day was spent at the Zenith factories where the salesmen were shown how Zenith receivers are built, tested and shipped. The new cabinet factory proved the most interesting of all and there they were shown the new modern woodworking machinery.

### Brunswick Issues Brochure Describing New Radio Line

The new Brunswick radio line for 1929 was recently announced by the Brunswick Co. to Brunswick dealers and prospective dealers through a very handsome brochure. The new Brunswick radio receivers and the new Brunswick Panatropes with radio are illustrated in actual colors in the brochure and are completely described.

The Brunswick cabinet-making facilities which have been in continuous operation for eighty-four years are also described in the booklet. Fifty thousand acres of timber land, the Brunswick lumber mill and the company's great manufacturing plants have been devoted to the building of the new Brunswick line, which is designed and built entirely in these factories by Brunswick workmen. Three large plants are now devoted entirely to the manufacture of Brunswick radio receivers.

### A. B. Cornell Dead

The many friends in the trade of A. B. Cornell, one of the veterans of the phonograph industry, will learn with sorrow of his death on June 25, at his farm near Somerville, N. J. Mr. Cornell retired several years ago after being associated with a number of prominent manufacturers of phonograph parts and during his connection with the phonograph industry, visited jobbers and dealers from one end of the country to the other, earning their friendship and esteem through his pleasant personality and thorough, extensive and sound knowledge of their sales problems.

### J. P. Kennedy to Open Store

SOUTH BEND, IND., July 10.—J. P. Kennedy has opened a new retail establishment at 418 West La Salle street, to be known as the Kennedy South Bend Co., and will specialize in Colin B. Kennedy receivers. The new store has no connection with the manufacturing firm which is also located in this city. A number of accessory lines will also be carried. The new store will open about August 1.

### Named Brunswick Jobber

The Orchard & Wilhelm Co., Omaha, Neb., has been appointed Brunswick distributor for Nebraska and parts of Kansas, South Dakota and Iowa territory.



New York State A. K. Distributors and Salesmen at Thousand Islands

hibited and available under the new Atwater Kent furniture policy.

In the Philadelphia territory Louis Buehn Co. held a showing June 20 and 21 at the Pennsylvania Hotel, which was attended by Atwater Kent dealers from Philadelphia, Atlantic City, Norristown, Chester, Lancaster, and other nearby points.

Knerr, Inc., held their meetings in three different places. At Waynesboro, Pa., the showing was held in the local hotel on the 24th, followed by a showing in York on the 26th, and then to Harrisburg on the 27th where the meetings were held at the country club.

D. T. Lansing Co., Inc., Atwater Kent distributor in Scranton, held a series of showings and meetings in various points in its territory during the week of June 6. These meetings were largely attended and great enthusiasm was evidenced not only over the new screen-grid set, but over the new cabinet line as well.

On June 24, at the Mayflower Hotel in Washington, D. C., the Southern Wholesalers, Inc., of Washington, D. C., held their annual dealer meeting and showing. At this meeting special emphasis was placed upon the many advantages of the new Atwater Kent furniture policy, this feature being outlined by "Lou" Sullivan, in charge of that phase of Atwater Kent activities.

A combined furniture and radio show was held at the Hotel Commodore in New York City during June, under the direction of E. J. Edmond Co., E. B. Latham Co. and E. A. Wildermuth. Hayes Clarke, Atwater Kent territorial manager for the metropolitan district, presided at this meeting.

Activities in the northwestern section got under way with a rousing meeting at Salt Lake City, Utah, during the week of June 10. The combined furniture and radio show, under the capable direction of Lou Willis, then proceeded to Boise, Idaho, where the dealers of the Bertram Motor Supply Co. received fresh inspiration for the new selling year. Meetings followed in rapid succession under the direction of the Sunset Electric Co., Portland, Ore., June 17; Sunset Electric Co., Seattle, Wash., June 18 and 19; Ernest Ingold, Inc., San Francisco, June 21 and 22; Ray Thomas, Inc., Los Angeles, Cal., June 24.

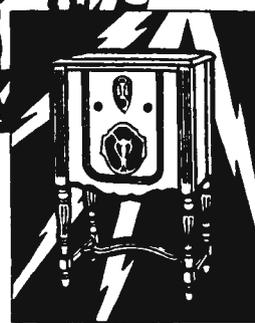
Atwater Kent dealer activities in the Boston territory were conducted in conjunction with the Boston Trade Show, June 19 to 21 at the Hotel Statler, under the direction of William Richards, district manager.

**I**t is not surprising that the new Brandes Radio has won such enthusiastic praise from distributors, dealers and owners in every part of the country! For we sincerely believe that this Brandes receiver—the climax of 21 years of achievement—represents the outstanding radio value on the market today!



*Wireless*  
*1908*

*Radio*  
*1929*



*The***NEW**

# Brandes Radio

{ A DIVISION OF KOLSTER RADIO CORPORATION }

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# Western Music and Radio Trades Assn. Holds Annual Convention

Ernest Ingold Elected President of Organization — Radio Show Held in Conjunction With Gathering Attracted 6,000 Attendance—Interesting Addresses

The Sixth Annual Convention of the Western Music and Radio Trades Association was held in Salt Lake City from June 10 to 13 inclusive, and although it occurred the week following the Radio Show and Music Convention in Chicago drew a sizable attendance of music and radio dealers from the Rocky Mountains and Pacific Coast section.

The first day was given over to registration, the second and third days to business sessions, and the final day to entertainment, including the annual golf tournament. Ernest Ingold, president of Ernest Ingold, Inc., radio distributor of San Francisco, was elected president of the Association, the first time a radio man has headed a general music trade body, and it was decided to hold the 1930 Convention in San Francisco.

## Addresses Mark Opening Session

Royal W. Daynes, of the Consolidated Music Co., Salt Lake City, president of the Association, presided at the meeting and in his opening address made a strong plea for closer co-operation between manufacturers, jobbers and dealers in musical instruments of all types, to the end of better meeting the competition from other lines of industry. He paid a high tribute to radio for bringing music into millions of homes and declared that it would lead to a desire on the part of many of those millions to perform music for themselves.

There were a number of interesting addresses by prominent members of the industry on the program. Aubrey O. Andelin, president of the Andelin Music Co., Idaho Falls, was the first speaker, talking on "The Small Dealer in the Music and Radio Business" and urging that the dealer was entitled to a fair profit and should see that he got it.

Other speakers at the opening session included Edwin C. Boykin, executive secretary of the National Piano Manufacturers' Association, the keynote of whose address was co-operation in the trade; Thomas J. Mercer, of the Bankers' Commercial Security Co., who talked on "Piano and Radio Financing"; and A. G. Farquharson, secretary of the Radio Trades Association of Southern California, who discussed the results of the RMA Convention in Chicago.

In the afternoon of the first day, Edward A. Geissler, vice-president of the Birkel Music Co., Los Angeles, talked on "Essentials That Go to Make a Profit or Loss in the Music Business" and covered his subject in a most comprehensive way. He particularly emphasized the importance of a capable, loyal staff and stated that his company employed no man who could not make a good income for himself. The final speaker on Tuesday was Gene Redewill, of the Redewill Music Co., Phoenix, Ariz., who discussed the player-piano and its possibilities for the dealer.

The Wednesday morning session opened with a talk by Dr. H. T. Plumb, of Salt Lake City, an engineer for the General Electric Co., on "Television and Photo-Electric Cells." Dr. Plumb, who had installed considerable apparatus to illustrate his talk, declared that the public must have television if it is to get the fullest enjoyment out of radio, explaining that 80 per cent of human enjoyment comes to the sense of sight. He asked the music merchants to lend their efforts to speed the day when television will be a commercial proposition.

H. C. Grubbs, commercial vice-president of the Victor Talking Machine Co., talked on "Present Day Trends in Selling and Merchandising," his address being published in full on another page of *The World* this month.

On Wednesday afternoon, Ernest Ingold, of

Ernest Ingold, Inc., San Francisco, talked on "The Music Merchant's Place in Radio" in which he was frank in his criticism of many of the long-existent methods of music retailing. He declared that the problem was one of increased turnover and stronger selling, and made some interesting comparisons between the methods followed by successful radio dealers and the average type of music merchant.

F. M. Brinckerhoff, secretary of the Platt Music Co., discussed "Chain Store Merchandising." He outlined various phases of regulation, supervision, etc., and urged that individual dealers study chain store operation as carefully as possible in order to be able to meet the new competition which is a definite factor and must not be disregarded.

J. F. McCoy, of the Atwater Kent Mfg. Co., Philadelphia, had for his subject "The Music Merchant Helps Our Education System." He declared that education to-day had gone beyond the three R's and that the three C's—Citizenship, Culture and Character—had been added. The music industry was playing an important part in this new education in developing culture and thereby aiding the other two C's. He emphasized the acceptance of radio as an educational factor and as a musical instrument.

## The New Officers

The business session of the convention closed with resolutions thanking the music trade of Salt Lake City, Utah, for its hospitality and setting upon San Francisco as the convention city for 1930. In addition to Ernest Ingold as the new president, the other officers elected were: First vice-president, W. H. Graham, Seattle; second vice-president, Don C. Preston, Bakersfield, Cal.; secretary, Beeman P. Sibley, San Francisco. Directors: Russell T. Bailey, Spokane; W. W. Bradford, Denver; William Cross, Oakland; James T. Fitzgerald, Los Angeles; James Fletcher, Victoria, B. C.; George S. Glen, Ogden, Utah; Earl P. Hagenmeyer, Denver; Mrs. S. S. Hackett, Fresno, Cal.; Calvin Hopper, Tacoma, Wash.; H. E. Gardner, San Francisco; Daryl Kent, Vancouver, B. C.; A. D. Lamotte, San Diego; F. McL. Brinckerhoff, Los Angeles; J. Donald Daynes, Salt Lake City; E. R. Mitchell, Seattle; W. C. Orton, Butte; Gene Redewill, Phoenix; Elias Marx, Sacramento; Frank Salmacia, Glendale, Cal.; C. B. Sampson, Boise; Fred P. Sherman, San Francisco; George C. Will, Salem, Ore.

## The Annual Banquet

The annual banquet of the association was held at the Hotel Utah on Wednesday evening with Dr. Frank A. Rafferty, of the Zenith Radio Corp., Chicago, as principal speaker. Entertainment was furnished by Sam F. Kiefer, humorist; Miss Florence Summerhays and Jack Summerhays, vocalists, and the Bluebird Orchestra, with Adolph Brox as director.

On Thursday the visitors were entertained with an organ recital in the famous Mormon Tabernacle with Professor Edward P. Kimball at the console. In the afternoon there was held the annual golf tournament at the country club.

## The Radio Show

While the radio exposition did not attract as many people as it might have done—the attendance was estimated at 6,000—it was generally regarded as satisfactory and well worth while. Every exhibitor reported a lot of interest in the exhibits and doubtless a great deal of business will result. There were thirty-five exhibitors, and the latest radio products on the market were brought from the Chicago show. The show was managed by Harold S. Jennings, executive secretary of the Mountain States Music and Radio Association of Salt Lake City,



Ernest Ingold

which association was responsible for the exposition. The show was held in the Auditorium, within a block of the Hotel Utah, convention headquarters. It was most attractive in appearance, the aim having been to make it pleasing and entertaining to the general public, who were admitted for a twenty-five-cent fee. Admission charges were made in the belief that it would raise the tone of the show by keeping out undesirables. The show was formally opened by Mayor John F. Bowman. Music and stunts were given at intervals. The affair will be a financial success, it is stated.

## Radio Wholesalers Elect New Directors

The Radio Wholesalers Association has elected Fred Wiebe, of the Brown & Hall Supply Co., St. Louis, Mo., as vice-president of the Association from the central zone. G. N. Provost, of the Doubleday-Hill Electric Co., Pittsburgh, Pa., has been elected to fill the vacancy from Zone 3, while C. C. Matthews, of the Capital Electric Co., Indianapolis, Ind., has been elected to fill the vacancy from Zone 5. The next meeting of the board of directors of the Association will take place in Chicago on August 1.

## Features "Hill Billy" Discs

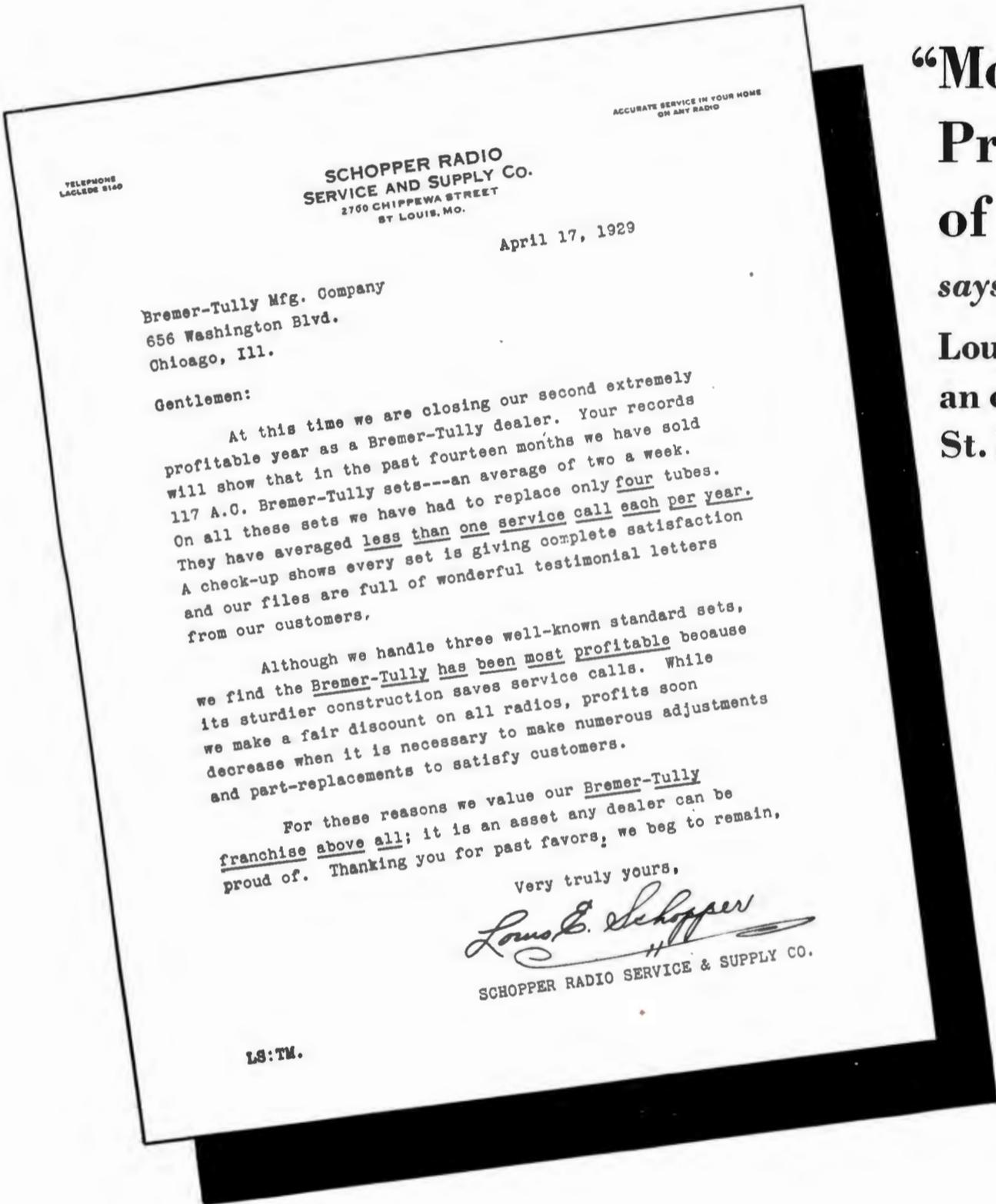
In an effort to better stimulate the sale of "Hill Billy" records, the Brunswick Co. is issuing a monthly broadside, the "Dixie Flyer" which is being distributed mainly in the South. It is written in a simple characteristic manner, making use of feature material on "Hill Billy" artists, and includes listings of their records as well as a monthly release list of "Dixie" records. The back of the broadside is used for a "recap" on all past releases.

## Dr. Senauke With Duovac

The noted radio authority, Dr. Alexander Senauke, has been retained as consulting engineer for the Duovac Radio Tube Corp. Dr. Senauke occupies the Chair of Radio Communication and is Professor of Electrical Engineering at New York University. He is also technical advisor in charge of the "Popular Science Monthly Institute."

A testimonial to the quality of the Edison radio was evidenced recently when, after a competitive demonstration, the Roosevelt High School of Chicago, Ill., selected the Edison radio-phonograph combination model C-2 for use in their school.

# BREMER-TULLY RADIO



**“Most  
Profitable  
of All”**

*says*

**Louis E. Schopper,  
an outstanding  
St. Louis Dealer**

You, too, can enjoy greater profits with Bremer-Tully Radio, paralleling the experience of Mr. Schopper and hundreds of the finest stores in the country. With prices considerably lower, and backed

by a vigorous sales, finance, expansion and national advertising program, the new Bremer-Tully Selective Franchise offers you the soundest opportunity in radio today. Write for proposition.

BREMER-TULLY MANUFACTURING COMPANY  
656 Washington Boulevard, Chicago

A P E R M A N E N T N A M E I N R A D I O

## Seeburg Audiophone Wins Favor at Exhibits in Milan and Paris

Enthusiastic Reception Accorded Instrument in All Parts of the World—Many Requests for Agencies Received by Cable—Company Advertises in Four Languages

The increasing activity of the J. P. Seeburg Corp., Chicago, in the export field, is vividly portrayed in the accompanying photograph



Seeburg Exhibit in Milan

showing the Seeburg selective Audiophone displayed by the Italian distributor at the Milan (Italy) Exposition this year. In speaking of the Audiophone exhibit, Radiorario, a Milan publication, said: "The most striking and unique of all the features shown by the instruments on exhibition at the Fair."

The Seeburg organization has always enjoyed a gratifying volume of export trade, according to its officials, but never before has the enthusiastic reception given any model been as large as with the present Audiophone. Every mail brings inquiries from various parts of the world and several requests for agencies have come by cable. Seeburg advertising appears

in important mediums throughout the World in four different languages.

The Seeburg Paris agency recently availed itself of an opportunity at the Paris Exposition to also display the Audiophone, where it obtained excellent success.

The Seeburg selective Audiophone comprises an automatic mechanism which changes phonograph records from one selection to the other without human attention. A selector dial permits a choice of any one of the eight numbers of a series on the program. The instrument will also repeat any desired record in addition to playing them in rotation.

The Audiophone may be had with ordinary phonograph reproducer and tone chamber, but it is said that 99 per cent of all orders now being received specify the improved electrical reproducing model. This last named style embodies an electric pick-up, a four-tube power amplifier, and dynamic speaker, operating from the light socket. Reserve volume generously ample for even a large pavilion is controllable with the simple twist of a volume regulator.

Designed principally for operation in public places of service and amusement, such as hotels, cafes, resorts, dancing pavilions, clubs, etc., it is provided with a coin-operating device built into an attractive walnut case. It also may be fitted for "push-button" control. Provision is made for remote control, using wall boxes for coin operation, as many coins as desired being inserted in rotation either in wall boxes or instrument, which will register from one to twenty coins, and any size coin can be provided for in operating the instrument.

Smith, general manager, the effort produced three or four times as much business as was closed last year at this time.

New models are now upon the floors of dealers and repeat orders are coming in, according to F. Van Loo, sales promotion manager. P. A. Brown, house-to-house specialist, is aiding dealers in this work during the Summer months.

At the J. W. Greene Co., sales in the radio, record and combination divisions are above a year ago. Also Orchestrope sales are moving ahead, according to W. W. Baillie, manager. The new Sparton and the Radiola 46 are featured in attractive window settings.

Flightner's Music Shop, on Ashland avenue, has taken on the Brandes radio. The line consists of Majestic, Columbia-Kolster, Steinite and Sonora. Frank Flightner, head of the concern, reports Summer business considerably above that of last year.

The United Music Store, of which Harry Wasserman is president, is remodeling and enlarging the store space. Two upper or, mezzanine rooms, for radio display, have been added. The new Sparton models are selling briskly.

D. O. Flightner, Columbia district representative, reports that several of his customers are employing the house-to-house plan of record selling for the Summer by leaving six discs in a package at homes which boast a phonograph. The assortment consists of two records for mother, one for father, two hot numbers for the young folks and one for the tots. They are left one night. The next day when they are called for the solicitor has an opportunity to inquire about radio, music rolls, other records and such. Almost every home will keep one or two records and the prospects obtained frequently develop into customers. Any bright girl or high school lad can handle the job successfully, it has been proved.

The Columbus Radio Co. recently incorporated to distribute the Sparton line, will also carry Cardon tubes and Kaydo electric signs, products of the Sparks-Withington Co., Jackson, Mich. Officers of the new company are Chas. H. Womeldorff, president; Arthur S. Leybourn, secretary-treasurer; J. Stanley Ball, vice-president; Edgar A. Kopf and Nolan

## Toledo Radio Jobbers Assn. Conducts Exhibit for Trade

Third Annual Exposition for Benefit of Dealers Staged at Commodore Perry Hotel—Cleveland T. M. Co. Opens Toledo Branch—Dealers View New Victor Line

TOLEDO, O., July 6.—The Lion Store Music Rooms and the Radio Shoppe will shortly be combined, according to the announcement of Lawson S. Talbert, manager. The move is made necessary on account of the rebuilding of the structure now occupied by the radio section. As soon as the building is erected a larger, better and more beautiful department will make its appearance, according to present plans.

Grinnell Bros. are awaiting shipments of the Victor combinations and new radio. As quickly as the models are received an intensive drive will be started to acquaint people with the merits of the instruments.

The Toledo Radio Jobbers Association is conducting its third annual exhibit for dealers at the Commodore Perry Hotel. Arrangements were handled by Chas. H. Womeldorff, Toledo Radio Co., general chairman; A. R. Heck, treasurer of the show; Stanley Roberts, chairman, and Herb Donnelly, of the executive committee.

The firms which make this great radio display possible are: Aitken Radio Co., handling the Amrad and Crosley lines; Cleveland Distributing Co., Atwater Kent; Commercial Electric Co., Kolster and Brandes; Cleveland Talking Machine Co., Victor radio and combination; Heat & Power Engineering Co., Zenith and Earl sets, and Arcturus tubes; MacDermott-Philo Co., Philco; Roberts-Toledo Co., Majestic, Stewart-Warner sets and Sonatron, Arcturus and DeForest tubes; Toledo Automotive Equipment Co., Brunswick sets and Brunswick

Panatrope and records; Toledo Radio Co., Sparton sets, Cradon tubes and Kayko Neon signs; Union Supply Co., Fred-Eisemann, and Cleveland Products Co., Temple line.

The Cleveland Talking Machine Co. has opened a branch in Toledo. The company wholesales Victor products. Offices and display rooms have been leased at 1217 Madison avenue. Norman H. Cook, who has been district representative for the concern in the Toledo territory, will have charge of the branch.

Miss Stella M. Yates, sales promotion manager of the company, was hostess to the record girls at a most enjoyable dinner at the Park Lane Hotel recently.

During the past weeks the new Victor line has been displayed for dealers at the Argonne Hotel, Lima, O.; the Leland-Mansfield, Mansfield, O., and the Park-Lane Hotel, Toledo.

Thad Moore, West Toledo radio dealer, has been granted a Victor franchise, also the Park Lane Radio Co.

Chas. H. Womeldorff, president of the Toledo Radio Co., Sparton distributor, is a very busy man these days. He is traveling constantly from Jackson, Mich., to Toledo and on to Columbus, O., where he is opening a new branch to serve that territory.

The Cleveland Distributing Co., Atwater Kent wholesaler, for the past two weeks has conducted a showing of the new screen-grid models 55 and 60 at the local warehouse and office on Sixteenth street. According to C.



C. H. Womeldorff

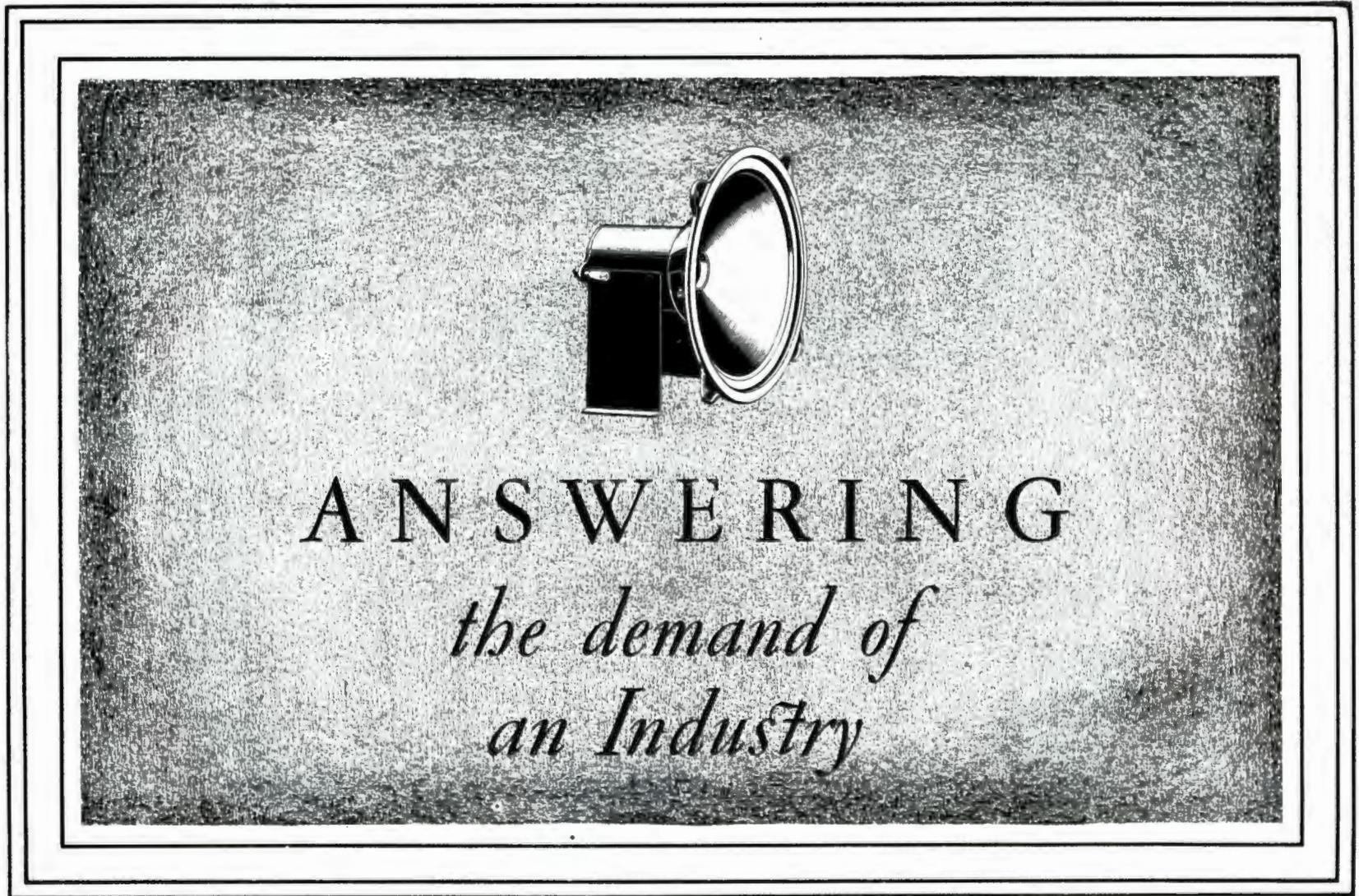


E. A. Kopf

Boggs. E. A. Kopf is general manager. Offices and warehouse of the concern are at 67-69 East Chestnut street, Columbus, O. The above men also comprise the personnel of the Toledo Radio Co., which has distributed Sparton products for the past five years.

## Speed Tube Portfolio Issued to Dealers

An extremely attractive sales portfolio is being mailed to dealers by A. D. Strathy, director of sales of the Cable Radio Tube Corp., Brooklyn, N. Y. The cover has the appearance of leather with raised red and black letters, and reads "Step right up and call for Speed." The entire book is bordered in red and black, with photos of the Cable executives, views of the factory, and illustrations of their tubes. It is certainly a booklet that Speed dealers will be proud to exhibit to prospective customers and it should prove of value in selling.



**P**ROVED superior in the most critical scientific tests known to America's leading radio laboratories the New Jensen Concert Dynamic Speaker won their immediate endorsement. Sixteen manufacturers at the R. M. A. Show last month announced their new radio receivers equipped with Jensen Electro-dynamic Speakers.

Individually, they in co-operation with Peter L. Jensen have adapted this speaker to their own specific requirements. Collectively, they have established a new era of *better* reproduction and Jensen has answered the demand of an industry for finer tone quality and greater dependability.

Equally as complimentary are the manufacturers of phonographs, talking moving picture equipment and other sound reproducing apparatus who find their requirements answered with either the Jensen Standard, Concert or Auditorium Speaker.

Jobbers and dealers will find new impetus to the sale of dynamic speakers separately or in radio furniture. And, of course, radio receivers Jensen equipped will sell better.

An attractive schedule of net prices is available to all members of the trade on this most complete line of speakers offered with eight, ten and twelve inch cones. List prices range from \$25 to \$55 on DC models and from \$32.50 to \$70 on AC models. Cabinet models range in price from \$42.50 to \$100.

LICENSE UNDER LEKTOPHONE PATENTS

**Jensen**  
**ELECTRO-DYNAMIC SPEAKERS**

JENSEN RADIO MANUFACTURING CO. • 6601 S. Laramie Ave., Chicago, Ill. • 212 Ninth St., Oakland, Cal.

# Los Angeles Trade Prepares for Annual Radio Show in September

Seventh Exposition to Take Place September 1 to 7 at Ambassador Auditorium—Exhibition Space Practically Sold Out—A. K. Dealers Hold Convention

LOS ANGELES, CAL., July 3.—The fifth annual convention of the Atwater Kent dealers of southern California, under the auspices and as guests of Ray Thomas, Inc., distributor of Atwater Kent radio sets, took place Tuesday, June 25, at the Ambassador Hotel. About six hundred attended and, first of all, partook of a luncheon, adjourning afterwards to the Ambassador Theatre where pictures of the new addition to the Atwater Kent factory were shown. Ray Thomas, president of the organization which bears his name, welcomed the delegates and outlined to them the plans for the new season and after showing them diagrams indicating the great amount of advertising which had been used by the Atwater Kent Co. during the past year, declared that this was to be doubled in 1929-30. Mark Smith, general manager of Ray Thomas, Inc., also addressed the delegates and gave them further information in regard to future policies and plans. He was followed by L. N. Willis, Pacific Coast representative of the Atwater Kent Co.; J. F. McCoy, Atwater Kent Mfg. Co.; C. E. Patterson, of the Tonk Mfg. Co., manufacturer of cabinets for Atwater Kent radio. A banquet and entertainment closed the meeting.

Practically all of the exhibition space for the seventh annual Los Angeles Radio Show, which will take place September 1 to 7 inclusive, has been sold out. The exhibitors include manufacturers and jobbers or distributors of all the leading lines of radio as well as a number of the Los Angeles retail radio dealers.

A reunion meeting of the radio manufacturers and manufacturers' agents of southern California took place Friday, June 28, at the Commercial Club. This division of the Radio Trades Association of Southern California is admittedly the liveliest and most progressive group in this part of the country; not only do they conduct their meetings—which are always well attended—on the finest association and cooperative lines and have always been the first to put forward new and constructive ideas for the benefit of their division as well as for the good of the industry and association as a whole, but they invariably have a good time at their gatherings and meetings. The plan for combating and clearing up radio interference originated with this division and the proposal to hold examinations for radio servicemen and to conduct an educational committee was started by them. The radio interference committee has grown and developed so that a special department, partly supported by the leading public utilities, has been in operation for some time, while the examination of service men and issuance to them of official identification cards is fast becoming a recognized necessity for all service men employed by up-to-date firms, or by those working independently. Don C. Wallace, Pacific Coast representative of Day-Fan Electric Co., is president of the Association and one of the active workers.

The seventh annual radio show of this city will be held September 1 to 7 in the Ambassador auditorium under the sponsorship of the Radio Trades Association of Southern California, and will be on a scale exceeding that of all previous Western radio expositions. C. H. Mansfield has been named general chairman of the executive committee for the exposition, and Waldo T. Tupper, who has managed the Los Angeles show for the past five years, again is managing director. The personnel of the executive committee also includes H. E. Sherman, Jr., president of the Association; W. C. Hitt, D. N. Marshank, J. R. Woodbridge, George H. Nicholson, C. W. Wilson, Harry A. Ungar,

Mark Smith and A. G. Farquharson, Association secretary.

One hundred per cent co-operation has been pledged the event by the broadcast stations of southern California who will flood the air with announcements of the show and will contribute the cream of their talent to the entertainment programs. Thousands of tickets at a special rate will be distributed by dealers and stations to increase the attendance.

A pre-view for the industry will be held on Sunday, September 1, the show's opening day, to which only radio dealers, distributors, manufacturers and broadcasters will be invited. The public will be admitted during the balance of the week. A record crowd is expected.

Ninety-five per cent of the exhibitors in the 1928 show have contracted for space this year with many of them increasing their reservations. Due to the greater area provided for display purposes, however, booths are still available for early applicants.

## Trade News in the Buffalo Territory

Showings of New Models of Receivers Continue to Be Feature of the Radio-Music Trade—Other News of the Field

BUFFALO, N. Y., July 6.—Showings of new model receiving sets continue to hold the center of the stage in the minds of dealers. There have been perhaps a dozen of these showings here, and each has attracted much attention among dealers. The opinion grows more and more that the new sets offer the greatest radio dollar value of all time.

C. R. Hawkins has opened a well-stocked radio store at 499 Ridge road, Lackawanna, featuring half a dozen standard lines. His store succeeds the Century Radio Store branch recently operated at this address, and which has gone into bankruptcy. The Taubman radio store has established branches in two more of the Century stores, that in Tonawanda street and that in West Ferry street.

Officials of the Robertson-Cataract Co. entertained dealers of Fada radio at a showing of new models and at a dinner in the Hotel Lafayette. Frank T. Sherwood, president; Everett T. Burton, district manager, and Frank X. Rettenmeyer, chief engineer of Fada, were among the speakers at the meeting.

Sears-Roebuck executives attended a sales conference in the plant of the King Mfg. Co., to discuss plans for merchandising this radio line through the chain store system.

C. L. Hartman Corp., Atwater Kent distributor for the Rochester territory, entertained more than 100 dealers of that section at a new model showing in the Hotel Seneca.

Buffalo district Edison dealers were guests of the Alliance Motor Corp., regional distributor, at a dinner in the Markeen hotel. The new Edison models were shown by H. H. Silliman, Eastern sales manager of Thomas A. Edison, Inc. M. S. Hutchins, advertising counsel, outlined company merchandising plans.

The Beaucaire-Mitchell Co., of Rochester, took a new method of presenting the Philco models to dealers of that territory, taking them on an all-day cruise on Lake Ontario in a chartered steamer while sales talks and demonstrations of the new sets were given under unusually favorable conditions.

S. J. Butler has opened a new general music store at 282 West Ferry street, Buffalo.

C. A. Earl sets were shown recently at a special exhibition in the Town Club. Anderson & Co., Buffalo distributors, conducting the sessions and demonstrations.

A separate organization known as the Philco Distributing Co. has been formed to market Philco sets in the Buffalo territory. George N. Agnew is president of the new company and John H. Curling is secretary. Offices have been opened at 1661 Main street.

The Pyramid Supply Co., Steinite distributor in Buffalo, moved July 1 from 140 Delaware avenue to quarters at 27 East Huron street.

Majestic sets were shown to 200 retailers by the Falls Equipment Co., of Buffalo and Niagara Falls, at a meeting in the company's offices and showrooms in Elm street, Buffalo.

## Temple Producing Convertible Sets

The Temple Corp., Chicago, has announced that it is now producing radio receivers that are convertible in thirty minutes from standard to screen grid, or from screen grid to standard models. Both standard and screen grid models are equipped with the fourteen-inch Temple dynamic speaker. The standard Temple models use six 227 tubes, two 245 power tubes and one 280 rectifier tube. In converting the Temple standard model two radio frequency transformers and the resistors are changed and the two 227 tubes are replaced by two 224 tubes. The audio frequency end of the receiver remains unchanged during the converting process.

The Temple line now includes three standard and three screen grid models and at the present time over 350 sets per day are being produced, the production being increased as rapidly as possible.

## Radio Industries Golf Club Formed

The Radio Industries Golf Club was recently organized with headquarters at 32 West Randolph street, Chicago. The club holds a golf game every three weeks, the first game of the tournament having been held on Wednesday, June 19, at the Edgewood Valley Country Club, LaGrange, Ill. The second game of the tournament was played at the Tam-O-Shanter Country Club on July 11. The officers of the club are H. W. Simpson, president; Leslie F. Muter, secretary; M. F. Flanagan, treasurer, and the board of governors, comprising Paul B. Klugh, H. C. Forster and H. O. Larson. The club is open to all members of the radio industry.

## Colonial Opens Headquarters in Newark

The Colonial Radio Corp., Long Island City, N. Y., held open house during the week of June 24 at its Newark headquarters, 327 Washington street. This office is under the management of Fred Sparer, who was recently appointed New Jersey district manager. Dealers were invited to come in and get acquainted and to inspect the new models on display. The opening of the Newark office was announced as providing increased facilities to render better service and to make speedier delivery to dealers in the New Jersey district.

## Majestic Factory Visitation

More than 200 New Jersey Majestic dealers recently paid a visitation to the Grigsby-Grunow factories, Chicago, under the sponsorship of the three distributors: Majestic Distributors, Inc., Specialty Service Corp. and the Northern Radio Co.

Besides these  
**BASIC  
PATENTS**

- 824,637
- 824,638
- 836,070
- 836,071
- 841,386
- 841,387
- 879,532
- 979,275
- 1,201,373
- 1,230,874
- 1,311,264
- 1,329,758
- 1,437,498
- 1,453,267
- 1,507,016
- 1,507,017
- 1,567,260
- 1,612,440

there are 228 others issued and more pending



**All De Forest Audions  
are manufactured under  
DE FOREST patents**

"De Forest" is the best known name in radio. De Forest Audions are made under patents owned by De Forest Radio Company—patents which under license arrangements with De Forest Radio Company make possible all the radio vacuum tubes manufactured and sold by all other companies under known trade brands.

Only De Forest Audions are produced under supervision of the man who invented the first radio tube, Dr. Lee De Forest, "the father of radio."

Every day thousands of Audions are produced in the great De Forest plants in Jersey City and Passaic, New Jersey.

The close and rigid tolerances demanded of every De Forest Audion establish standards of comparison by which the performance of other tubes is judged.

The latest achievements of the De Forest Laboratories are the improved Audion 427 A-C heater type, detector-amplifier and A-C Screen Grid Audion 424. These two radio tubes render direct current operation practically humless by reason of a shielded cathode, first introduced by this company.

Make a tone-test comparison between "high vacuum" De Forest Audions and the tubes you are now using for demonstration. We will welcome it.

**DE FOREST RADIO COMPANY**  
JERSEY CITY NEW JERSEY

*Branch offices located in*

- |              |             |             |
|--------------|-------------|-------------|
| New York     | St. Louis   | Denver      |
| Philadelphia | Pittsburgh  | Kansas City |
| Boston       | Chicago     | Los Angeles |
| Atlanta      | Detroit     | Seattle     |
| Dallas       | Minneapolis |             |



## Introduction of New Models Is Feature of Month in Portland

Distributors of Several Lines Sponsor Dealer Conventions at Which New Models Are Shown and Sales and Advertising Policies Discussed—Other News of Trade

PORTLAND, ORE., July 5.—H. D. Hansen, Portland branch manager of the Philadelphia Storage Battery Co., district distributor of Philco radio receivers, Monday, June 24, presided at a banquet of approximately 150 radio dealers in this district at the Multnomah Hotel. The new models of Philco neutrodyne-plus and the Philco screen grid tube sets were introduced. Sidney L. Kay, Coast advertising manager, spoke on the Philco advertising program for the coming season. Motion pictures illustrated the talk of Robert F. Herr, chief service engineer from Philadelphia. The pictures showed the various stages in the manufacture of the receivers. C. L. McWhorter, Pacific Coast division manager, introduced the new receivers. The new Philco is available in table models, highboys and lowboys, in screen grid tube or neutrodyne-plus models.

Ward W. Robinson has received the announcement of his appointment as Majestic factory representative for the State of Oregon and southwestern Washington. Mr. Robinson for six years was assistant manager of the Hyatt Music Co. and was recently called back to manage the affairs of the firm after the illness and death of E. B. Hyatt.

"In my opinion," says Mr. Robinson, "Majestic has progressed rapidly, not alone because of its quality as merchandise, but also because of the co-operative spirit found in the Majestic organization from the heads of the organization down. The method being used to insure dealers' happiness and customers' complete satisfaction makes Majestic outstanding. Naturally it is a genuine pleasure for me to be connected with such an organization." Mr. Robinson assumed his new duties July 1.

Atwater Kent dealers of Portland and vicinity held their annual convention at the Multnomah Hotel, Monday, June 16, from 11 a. m. to midnight. The business meeting was addressed by executives from the Atwater Kent factory and

by George L. Sammis, manager of the Sunset Electric Co., Atwater Kent distributor. The sessions opened at a luncheon in the Indian Grill and the business session was called at 2 p. m. in the grand ballroom of the hotel. Mr. Sammis spoke on merchandising; C. E. Patterson, cabinet manufacturer, spoke on cabinet designs, and L. M. Will, of the Atwater Kent factory, discussed the screen grid opportunity for 1929-30. Lou Willis, Pacific Coast representative, also gave an interesting talk on merchandising. The dealers were entertained at the annual dinner, which was held at 7 p. m., by Donald Raymond, the "Singing Logger," and Rose Colombi, Portland winners of the Atwater Kent audition contest for 1929.

Oliver M. Hill, sales manager of the Stewart-Warner Sales Co., has announced the appointment of Ernest Stitz, for three years radio department manager of the Lipman, Wolfe Co., as a member of his Portland sales staff. Mr. Stitz has wide experience in radio merchandising and is well known in Portland radio circles. The appointment was made necessary, Mr. Hill stated, by the large demand for the new 900 series of Stewart-Warner radio receivers. This receiver, which embodies all of the most recent engineering innovations, has a television plug.

A most interesting recent announcement among radio dealers in Portland was that of the Fobes Supply Co., which has taken over the new line of Temple radio receivers as distributor in this territory. Scores of dealers have been hearing the new Temple set at the showrooms of the Fobes Co., and have shown great enthusiasm over the unique merchandising plan evolved for the distribution of the set.

The Honeyman Hardware Co., distributor for the National Carbon Co.'s Eveready line of radio receivers, has just received its first shipment of the new series and thirty sets have been placed in the hands of the dealers for demonstration purposes.

## Pittsburgh Radio-Music Trade Attends New Model Showings

Distributors Have Been Busy During the Past Month Introducing the Latest Models—Anchor Lite Appliance Co. Appointed Distributor for Freshman Co.

PITTSBURGH, PA., July 8.—According to official figures compiled by the Department of Internal Affairs at Harrisburg, the use of radio on farms of Pennsylvania is showing a marked increase.

Fada dealers in the Pittsburgh district were guests of the Modern Appliance Co., Fada distributor for western Pennsylvania, eastern Ohio and northern West Virginia, at a demonstration and display of the new Fada models at the Keystone Athletic Club on the afternoon and evening of July 1. Several hundred dealers attended. The dinner in the evening was an interesting feature. Addresses were made by C. M. Sherwood, sales manager; O. K. Morgan, district sales manager, and Eric Palmer, the latter speaking on advertising. It was announced that W. Frank Barnard has been appointed radio department manager for the Modern Appliance Co., which recently opened display and salesrooms at 504 Professional Building, Pittsburgh.

The Colonial Radio Corp. staged a three-day display and demonstration of the new Colonial Radio. Joseph Gerl, general sales manager; Benjamin Stevens, Pennsylvania manager, and J. G. Barnes, western Pennsylvania manager, were in charge of the affair.

The new C. A. Earl radio set line, manufactured by the Charles Freshman Co., has announced the appointment of the Anchor Lite Appliance Co. as exclusive wholesale distributor for the tri-State territory.

The United States Radio Corp. of Pennsylvania, Inc., exclusive Crosley radio dealer, sent an airplane to the Crosley Radio Corp. plant in Cincinnati for a sample of the new Crosley radio set. J. P. Urban, president of the company, directed the affair and had a number of the local Crosley dealers present to see the new set, which was much admired.

Kolster radio dealers in this section were guests of the Superior Auto Accessories Co., wholesale distributor, at a demonstration, display and banquet at the Fort Pitt Hotel. L. T. Breck, sales manager for Kolster-Brandes; C. H. Griffith, Cleveland district manager; Harry Frankel, Pittsburgh sales manager; C. R. Rowe, factory engineer, and H. J. Curley, factory representative, were the speakers. More than 300 persons were present.

The Keps Electric Co., Temple radio distributor, entertained the local Temple dealers at a field day affair at the S. O. A. Country Club, at Cheswick, north of Pittsburgh, on July

1. The committee in charge consisted of Edward J. Kelsky, president; E. J. Sedler, advertising and publicity manager; M. B. Schuttzer, radio manager, and Joseph Kannerson, field supervisor. Several hundred persons were present.

Under auspices of the Esenbe Co., Atwater Kent distributor, a "Screen Grid Revue" was held in the William Penn Hotel on June 27 with about 300 Atwater Kent dealers present. The principal speaker was L. H. Sullivan, of the Atwater Kent Mfg. Co. Other speakers included A. R. Gasslein, A. A. Buehn, Harry M. Swartz and H. B. Dygert, of the Esenbe Co. Dinner was served in the evening in the Cardinal Room of the hotel.

## Giant Lyric Receiver at Dutton Radio Show

A giant Lyric radio receiver, said to be the largest radio set in the world, was viewed by hundreds of radio dealers at Dutton radio show at Hastings, Neb., June 20, 21, 22. The specially made receiver is twelve feet high, weighs half a ton and is built in exactly the same style and proportions as the regular console model. The Dutton radio show was pronounced a complete success, with dealers coming from all parts of the company's territory, which consists of Nebraska and parts of Iowa, South Dakota, Kansas, Colorado and Wyoming. Many very satisfactory orders were booked, and indications point to a very active radio year. The giant console was one of the first jobs completed in the new All-American Mohawk Corp. Cabinet plant, at North Tonawanda, New York, at the dedication of which more than 150 wholesale Lyric representatives met in convention before going on to Chicago for the RMA Trade Show and Convention.

## Quam Co. Develops New Speaker Feature

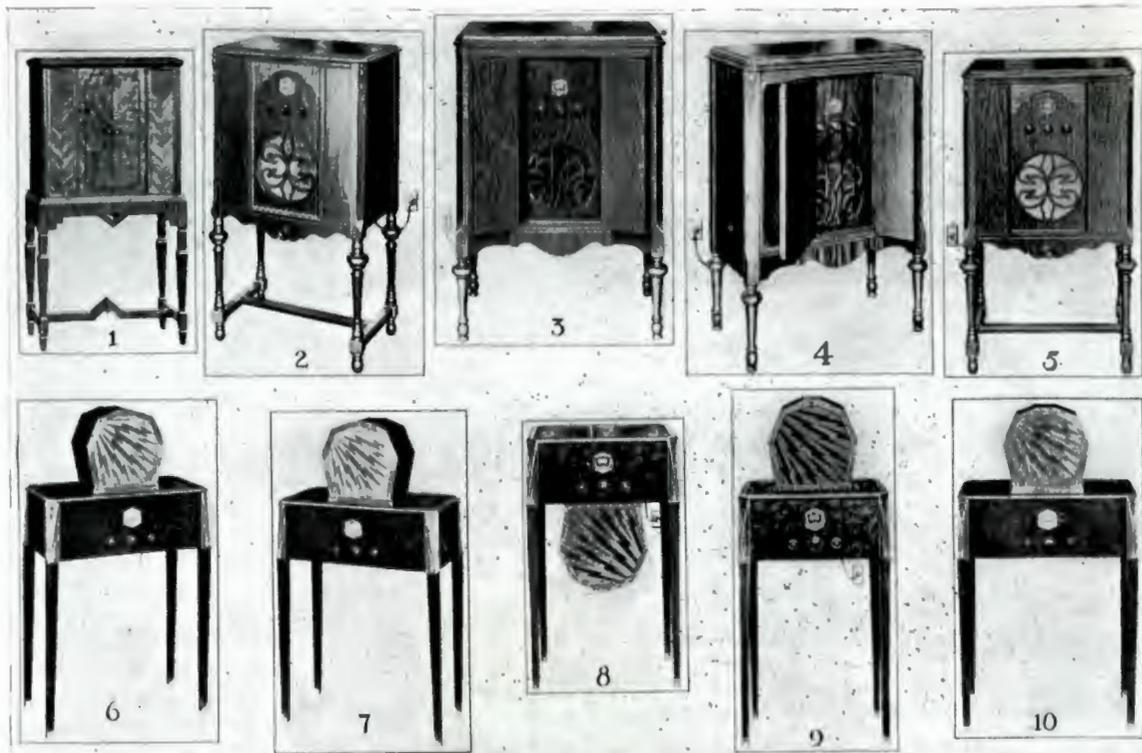
The Quam Radio Products Co., a division of the United Air Cleaner Co., of Chicago, has perfected a new development which is now a feature of the Quam dynamic speaker. The new speakers have a special carrier with four-point suspension which prevents the cone from getting out of alignment and rattling. It also reduces the air gap between the cylinder center or support and the frame work supporting the cone. Officials of the company state that patents have been applied for on this particular type of construction. The cone is made of airplane cloth and is treated with airplane lacquer, making it impervious to any atmospheric conditions. Quam dynamic speakers are used as standard equipment in all Sentinel radio receivers produced.

## New York Dealers View the Philco Radio Line

The May Distributing Corp., New York City, Philco radio distributor, had an open house for its dealers during the period from June 17 to June 20, inclusive, and displayed and demonstrated the new Philco line in an attractive setting. The showrooms and offices were decorated in the Philco colors, blue and gold. Six different models and the new Philco electrodynamic mantel type speaker were shown. William L. Ling, sales manager, and his staff constituted the reception and entertainment committee and dispensed the well-known May hospitality. The May organization extends a standing invitation to the trade to make its showrooms their headquarters.

The Cicero Tri-Par Radio Co., 2940-42 South Fifty-second street, has been incorporated to do business in Cicero, Ill.

# New Products



Crosley Radio Line—(1) Model 82-S. (2) Model 32. (3) Model 62. (4) Model 42. (5) Model 22. (6) Model 61. (7) Model 41. (8) Model 31. (9) Model 21. (10) Model 41-S.

**CROSLLEY RADIO CORP.,** Cincinnati, O. Crosley 82-S receiver, utilizes three 24 screen grid tubes; two 227's; two 245 power tubes and push-pull; one 280 rectifier; list price, \$160. Crosley 82, enclosed in same console as Crosley 82-S, uses five 227 tubes; two 245 tubes and one 280 rectifier; list price, \$150. Crosley 83, DC electric receiver; same model as 82 and 82-S, using three 171A output tubes and five 201A battery amplifier tubes. List price, \$155. Crosley 32; uses one 280 rectifier tube; four 226's; one 227 and two 171A power tubes; list price, \$99.50. Crosley 42; uses one 280 rectifier tube; four 226's; one 227 and two 271A power output tubes; list price, \$125. Crosley 42-S; enclosed in same console as Crosley 42; uses three 224

screen grid tubes; two 227's; two 245 output tubes and one 280 rectifier; list price, \$140. Crosley 62; enclosed in same console as Crosley 42 and Crosley 42-S, and eight-tube DC electric receiver; uses three 171A power tubes, and five 201 tubes; list price, \$135. Crosley 22; enclosed in same console as Crosley 32; six tubes battery receiver; uses one 171A output tube; two 201A battery amplifier tubes, and three 222 battery screen grid tubes; list price, \$88.50. Crosley 31; uses four 226 amplifier tubes; one 227 tube; one 171A output, and one 280 rectifier. Speaker may be affixed to top or bottom of set; list price, without tubes, legs or speaker, \$55. Crosley 41; uses two 171A output tubes; four 226; one 227, and one 280; price, without tubes,

legs or speaker, \$70. Crosley 41-S; uses three 224 screen grid tubes; two 227; two 245 output tubes, and one 280 rectifier. Enclosed in same metal cabinet as Crosley 41; speaker may be affixed to top or bottom of set; list price, without tubes, legs or speaker, \$85. Crosley 61, DC electric receiver; uses three 171A power tubes and five 201A battery amplifier tubes; enclosed in same metal cabinet as Crosley 41; list price, without tubes, legs and speaker, \$85. Crosley 21; six-tube screen grid battery set; enclosed in same cabinet as Crosley 31; uses three 222 battery screen grid tubes; two 201A tubes and one 171A output tube; speaker may be attached to top or bottom of cabinet; list price, without tubes, legs or speaker, \$49.

housed in cabinet. The de luxe console cabinet has exposed surfaces of select, beautifully grained walnut. Has burled overlay on arch and panels of five-ply walnut construction. Controls are enclosed by door which acts as arm rest and table when open. Na-



Edison Portable

**THOMAS A. EDISON, INC.,** Orange, N. J. Models P-1 and P-2 portable phonographs. Covered inside and out with Dupont fabrikoid, the P-1 being in rich blue Spanish grain and the P-2 in brown Spanish grain. Model P-1 weighs nineteen pounds and is seventeen and three-quarters by fourteen by eight inches; the P-2 weighs sixteen and one-quarter pounds and measures sixteen and one-half by thirteen and one-half by seven and one-half inches. Both models are equipped with silent, dependable motors and have record containers with a capacity of fifteen records. The hardware on the P-1 is finished in gold and that of the P-2 is heavily nicked. A new style handy catch securely closes the instruments. The P-1 is also fitted with an automatic stop. A specially designed reproducer and a horn chamber constructed on an entirely new principle feature both models. In addition, the tone arm on the P-1 swings on ball bearings. The horn is made of a specially impregnated fabric that is non-vibratory. The principle utilized in the horn makes possible a horn chamber with an air column length of 53 1/4 inches in the model P-1. List prices: P-1 \$35; P-2, \$25.

**ALL-AMERICAN MOHAWK CORP.,** Chicago, Ill. Model 35 all-electric ten-tube receiver with type 245 tubes, including rectifier. Hazeltine neodyne with five tuned circuits, five gang condenser and double push-pull amplification. Ultra dynamic speaker



Lyric Model 95

tural walnut finish. List price \$199.50; Western prices slightly higher.

**COLUMBIA PHONOGRAPH CO.,** New York City. Columbia Kolster Viva-tonal electric reproducing phonograph, model 920, with push-pull amplification, using power tubes, type CX345. Equipment includes Columbia pick-up with latest improvements and induction disc motor. The dynamic speaker is of an entirely new design, embodying latest type metalized cone, eleven and one-half inches in diameter. Operates on AC current, 60 cycle, 100-120 volts and requires one C327, two 5x345 and one CX350 tubes. The cabinet is of the chest type, representative of the Eng-



Columbia Kolster Model 920

lish Renaissance. Has paneled front with recessed sun-burst matched selected striped walnut in upper section, and herringbone matched walnut veneer supported by incised moulding



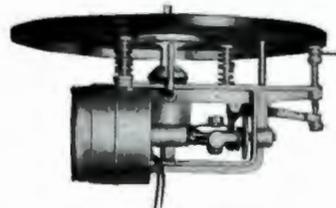
Columbia Radiograph Model 180

on lower section; chamfered and fluted legs with lower section turned and fluted, apron rail of channel moulding broken by carved center key of quarter foil ornament; curved brackets and center pendant. The lower front panels open onto a speaker grille of repeated "C" scroll design. The cover is supported by an automatic lid support and gives access to a turntable and control panel. A bin of fifty-

record capacity is located on the left side of the motor board, reached through the cabinet cover. All exposed metal parts are bronzed. It is forty-two and one-quarter inches high, twenty-six and five-sixteenths inches wide and nineteen inches deep. List price, \$197, less tubes.

Radiograph, model No. 180, including a new Columbia electric pick-up, volume control and a special constant-speed (synchronous) electric motor. Is of portable chest type and is covered with porcupine two-tone grain Fabrikoid. Can be connected with any radio set, battery or AC types. If radio set is equipped with phonograph jack a plug on connecting cable may be inserted in jack. These are supplied as a part of the instrument. On radio sets not equipped with phonograph jack, the radio-phonograph link, included in equipment, is used. Latter slips over prongs of detector tube, thus making a radio-phonograph. This connection, when once effected, can be left indefinitely, if the owner wishes. A radio-phonograph pass switch is provided in the pick-up line. Operates only on AC, 60-cycle, 110-120 house current. Weight, fourteen pounds. List price, \$55.00.

**PACENT ELECTRIC CO.,** New York City. Phonomotor, an electric phonograph motor, model No. 140, operating on 50 or 60 cycles alternating current. Is of the squirrel-cage induction type, resulting in freedom from sparking and arcing encountered in commutator type motors. Accurate balancing of the rotor and governor, statically and dynamically, contributes further to the quiet operation of the Phonomotor. The adaptability of the motor to either 50 or 60 cycle current is achieved through the use of a special



Pacent Phonomotor

high-quality steel and through the proportion of the windings. The motor uses a die-cast frame to lower the noise transmission. A felt friction cone is used to drive the turntable effectively, cushioning against shock and noise. Micromotor speed adjustment is a feature of the Phonomotor, which is equipped for spring mounting on a motorboard. Is said to cost one-fifth of a cent per hour to operate. List price, \$25 complete, twelve-inch, with turntable.

**STERLING MFG. CO.,** Cleveland, O. Sterling radio receiver built in large, intermediate and small models, designated as the Stuart, Avon and Oxford. Oxford model (illustrated)



Sterling Oxford Model

uses the new screen grid tube; 10" dynamic speaker; 245 power tubes. In the Avon receiver the same chassis, power supply and speaker are employed; cabinet slightly wider than the Oxford and the design of a different period. Stuart model employs three shield grid tubes; 245 power tubes and 10-inch dynamic speaker.

(Continued on page 114)

# New Products

**RADIO-VICTOR CORP. OF AMERICA, New York.** Radiola 44, table model, utilizes three UY-224 screen grid tubes; new UX-245 power tube;



**Radiola 44** has three tuned radio frequency circuits; unusual type of selector dial, which, in addition to the usual scale markings of zero to 100, has approximate kilocycles markings to facilitate tuning; also has two-in-1 tuning and



**Radiola 46** volume control. Radiola 46 is enclosed in an attractive walnut veneer console cabinet, with burl maple overlays; embroidered silk panel, which conceals the loud speaker opening; same radio circuit and Radiotrons as used in Radiola 44, together with built-in electro dynamic speaker of the Model 106 type.

**JEWELL ELECTRICAL INSTRUMENT CO., Chicago, Ill.** New 4-instrument set analyzer for expert



**Jewell Set Analyzer** service men; designed to provide maximum simplicity enabling exceptionally quick set analysis.

**KODEL ELECTRIC & MFG. CO., Cincinnati, O.** Kenmore electric clocks; synchronous motor type; operating directly from the light socket;



**Kenmore Electric Clock** without springs, escapements or any of the works used in the ordinary clock. Price range from \$15 to \$85 for mantel, desk and wall models, and from \$197.50 to \$250 for hall clocks.

**CARY CABINET CORP., Springfield, Mo.** The Dudley cabinet, height, 37"; width, 24"; depth, 13 1/4"; set com-



Cary "Dudley" Model

partment, height, 9 1/4"; width, 19 1/4"; depth, 11 1/4"; list price, \$22.50. The Taylor cabinet; height, 42"; width,



Cary "Taylor" Cabinet

25 1/2"; depth, 15 1/4"; set compartment, 9 3/4" high; 21 1/2" wide, and 12 1/4" deep; list price, \$28.

**MANDEL ELECTRIC CO., Chicago.** Nine-tube radio receiver chassis employing six 227 type tubes, two 245



**Mandel Radio Chassis** type tubes in push-pull amplification and one type 250 rectifier tube. Receiver operates only on AC dynamic speaker.

**MASTER ENGINEERING CO., Chicago, Ill.** Master tuning selector, replaces the regular tuning knob on set; has celluloid marker for writing in



Master Tuning Selector

the call letters of sixteen to twenty stations; requires no changes in the tuning of radio set; adapted for new Atwater Kent 65 and 60 receivers, Majestic 91 and 92 and the new Crosley and Philco receivers. List price, \$3.75.

**GRIGSBY-GRUNOW CO., Chicago, Ill.** Model 91—early English design of American walnut, instrument panel overlaid with genuine imported Aus-



Majestic Model 91

tralian lacewood; escutcheon plate and control knobs finished in genuine silver; uses type 227 and type 245 tubes and new power unit. List price,



Majestic Model 92

\$137.50. Model 92—cabinet of Jacobean design developed in American walnut, doors of matched butt walnut, with overlays on doors and interior panel of Australian lacewood; silver finished escutcheon plate knobs and door pulls. Same chassis as Model 91. List price, \$167.50.

**STEWART-WARNER CORP., Chicago, Ill.** Seventeenth Century English Console; approved cabinet No. 48; old English cabinet design; surfaced



Stewart-Warner Cabinet No. 48

with American walnut; solid wood carvings on front panels and two sliding doors; enclosed back and hinged top; furnished with Stewart-Warner series 600 "balanced grid circuit" or the Stewart-Warner series 900 screen grid chassis as the receiving unit.

**ADLER MFG. CO., Louisville, Ky.** Adler-Royal model 322 cabinet, height, 48"; width, 27 1/2"; depth, 17"; matched stump walnut veneers on doors; bird's-eye maple overlays; Oriental walnut

on front base rail, with inlay of bird's-eye maple. Will accommodate all standard speakers; set compartment, 24" wide, 9" high and 13" deep. Adler1



Adler-Royal Model 322

Royal Model 323, height, 41 1/2"; width, 35"; depth, 17 1/2"; designed to accommodate the larger receivers; veneers on doors of stump walnut; front side panels are of Zebra wood; sides, top



Adler-Royal Model AR-AK-1

and inside panel finished with genuine American walnut veneers; will accommodate all standard speakers; set compartment, 30 1/2" wide; 10 7/8" high; 11 7/8" deep. Atwater Kent Model



Adler-Royal Model 323

AR-AK-1, height, 48"; width, 27", and depth, 15". Doors finished with figured stump walnut veneers; butt walnut used on front side panels; designing of doors is unique; when open they lie flush against front panels of cabinets.

**L. S. GORDON CO., Chicago.** Gordon Type G electric phonograph motor, employing only one gear, made of Spanish felt. Motor is small and compact, measuring, without motor plate,



Gordon Elec. Phono. Motor

7 inches long and 3 1/4 inches in diameter. Spanish felt gear is driven by a phosphor bronze worm directly from the motor shaft. Governor is attached to the other end of the motor shaft. Motor bearings also of phosphor

# New Products



**Gordon Pick-Up and Panel Assembly** bronze. Furnished complete, with 12-inch turntable, automatic stop, speed control and extension cord. Furnished in 110 volt AC 60 cycle and also 25 cycle. Motor can be geared to run 33 r.p.m., with a 10-inch turntable for talking picture work. Gordon Electric employing counter-balanced tone arm. All metal parts, including



**Gordon Tone Arm With Pick-Up** tone arm, stop and speed regulator, are of statuary bronze finish. Equipped with radio-phonograph switch and volume control. When tone arm and pick-up are furnished separately volume control may be had as part of tone arm base or separately. Gordon pick-up employs use of cobalt steel magnets.

**HOLCOMB & HOKE MFG. CO., Indianapolis, Ind.** Auditorium Electramuse electric phonograph for use in



**Auditorium Electramuse** clubs, country clubs, hotels, etc. When desired Auditorium model is equipped with standard Electramuse coin-operating mechanism. Cabinet built of walnut, satin finish.

**STEINITE RADIO CORP., Chicago, Ill.** Model 50, attractively designed cabinet, with sliding doors; equipped



**Steinite Model 50**

with Super-Electro dynamic speaker; uses two 250 power tubes; five type 227 tubes, and two type 281 tubes in push-pull amplification.

**BRUNSWICK-BALKE-COLLENDER CO., Chicago, Ill.** Brunswick radio receiver Model 14; nine tubes; comprising five UY-227; two UX-245; one UX-280, and one voltage regulating tube; artistic lowboy console, with center and side panels finished in butt walnut; legs hand-carved; 44" high,

25 1/2" wide and 18" deep; list price, \$148. Brunswick radio receiver model 21, same chassis as Model 14, high-boy console featuring French doors,



**Brunswick Model 14**

with American butt walnut, outside and inside and in the radio panel; narrow inlay of white holly adds to the distinctive appearance of the doors;



**Brunswick Model 21** 52 1/2" high; 27 1/4" wide and 17" deep; list price, \$174. Brunswick Panatrop with radio Model 31; radio equipment same chassis as Model 14; French doors, side panels and radio panel of



**Brunswick Model 31** butt walnut; legs hand-carved; 50" high; 29" wide and 18" deep; list price, \$272. All models equipped with electro-dynamic speaker; distinctive tuning control; illuminated dial and volume control.



**Equasonne Model 40**  
**SPARKS-WITHINGTON CO., Jack-**



**Equasonne Model 301**

**son, Mich.** New Equasonne Model 301, handsomely carved highboy of pure Italian design; Model 931, new low-boy electric console; Model 110, complete electric console in a handsome carved walnut cabinet; Model 930,



**Equasonne Model 931**

popular lowboy model; Model 89-A, handsome console of modern design; Battery model No. 49, with same characteristics as the all-electric model.

**THOMAS A. EDISON, INC., Orange, N. J.** Model R-5, Edison Light-O-Matic radio receiver; size 42 1/2" by



**Edison Model R-5**

23 1/4" by 15 1/2"; blended walnut finish, with matched butt walnut pilasters

and sliding doors; relieved with bird's-eye maple on upper panel and apron.

**KELLOGG SWITCHBOARD & SUPPLY CO., Chicago, Ill.** Model 524, using three K-24 AC screen grid tubes; three K-27 AC tubes; two K-50 power



**Kellogg Model 524**

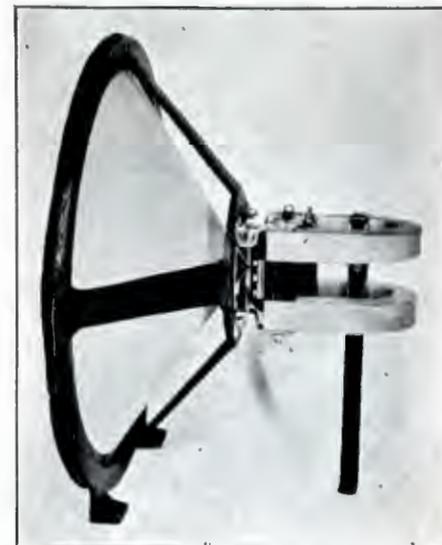
tubes, and two UX-281 rectifier tubes. Size 50 1/2" x 28" x 16"; list price, \$295, less tubes.

**RADIO MASTER CORP., Bay City, Mich.** Model 158 cabinet, for use with Atwater Kent receivers; front and in-



**Radio Master Model 158**

strument panels are made of the new Karvart process walnut, which is an exact duplication of original hand-carving. Cabinets sold only through Atwater Kent Jobbers. List price, \$88.



**Farrand Dynamic Speaker**

**FARRAND MFG. CO., Long Island City, N. Y.** Farrand inductor dynamic speaker available in four standard impedance values in order to match any output; chassis complete with driving unit and cone is being supplied to set manufacturers and set builders.

**PIERCE-AIRO, INC., New York, N. Y.** New 1930 Pierce-Airo receiver; uses the new 245 power tubes; tuning drum is illuminated from the rear; uses two 245 power tubes; two 227 tubes; the usual 228 tubes in the radio frequency circuit and one 280 tube as

(Continued on page 116)

# New Products



**Pierce-Airo Model**  
a rectifier. The new 1930 Pierce-Airo is available as a chassis, Model AC 245, in a metal cabinet or black rubberoid finish, Model AC 226.

**CASWELL MFG. CO., Milwaukee, Wis.** A new all-electric phonographic pick-up. Provides a Patent Phonovox



**Caswell All-Electric Pick-Up**  
pick-up device, a General Electric synchronous motor, an impulse starter and an art-crafted record album and case. Lists at \$49.50. Caswell Monarch—a new and refined Caswell



**Caswell Monarch Portable**  
Monarch portable phonograph has been built to provide greater dynamic tone and volume. Is equipped with a special type reproducer, a low serpentine type tone arm and a super-dependable motor. The case is richly embossed and finished in a new leather grain fabric. Lists at \$25.00.

**JEWEL PHONOPARTS CO., Chicago, Ill.** Jewel No. 50 electric pick-up for the Edison diamond disc phono-



**Jewel No. 50 Pick-Up**  
graph. Composed of an attachment arm and pick-up head having a tone control, with extra length cord. Also a special angle set Jewel point, Jewel No. 70, to be used when playing Edison diamond disc records. Pick-up is attached to the arm of the Edison phonograph in the same manner as the Edison reproducer and operates without lever feed. Lateral cut records may also be played with this attachment by removing the special angle set Jewel point and inserting an ordinary needle. This is said to be the first and only electric pick-up equipment made to fit the old style diamond disc Edison phonographs that will play both the diamond disc records and also all lateral cut records.

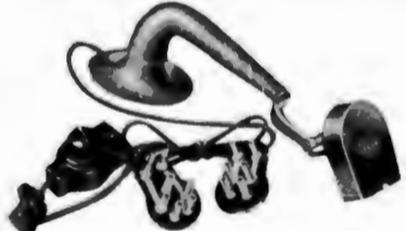
**CONTINENTAL RADIO CORP., Ft.**

**Wayne, Ind. Star-Raider model R-25,** console type receiver, employing Technidyne circuit. Eleven tubes including rectifier tubes. Six R.F. stages, three of which are tuned and three untuned. One A.F. stage using two type 250 power tubes in push-pull. Detector is untuned, high plate voltage



**Continental Model R-25**  
grid bias type. Chassis compactly assembled within aluminum housing. Metal dial is calibrated in kilocycles with direct lighting. Connection for phonograph pick-up provided on chassis, with switch on front panel. Fourteen-inch dynamic speaker. Uses seven heater type tubes, two type 250 power tubes and two type 281 rectifier tubes. Cabinet of burl walnut, with olive wood side panels. List price, \$475, less tubes.

**MOTOR PLAYER CORP., Chicago, Ill.** MP electric pick-up and arm with volume control furnished with AC and



**MP Electric Pick-Up**  
DC adapter. MP electric motor and pick-up; plays any record amplified through any AC receiving set; complete assembly in table model cabinet as illustrated; noiseless motor, Induc-



**MP Electric Motor and Pick-Up**  
tion type; complete with speed control and phonograph radio switch; operates on 110-120 volts AC; list price, \$65.



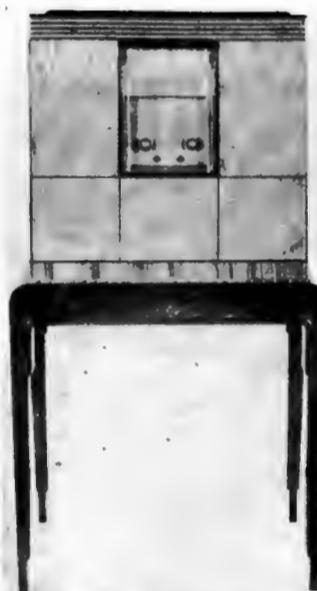
**Plugairial**  
**CONSOLIDATED WIRE & ASSOCIATED CORPORATIONS, Chicago.**

**Plugairial,** a socket antenna combined with two extra outlets, one for the radio set connection and the other a convenience outlet for a lamp, etc. List price, 85 cents.

**LIFTON MFG. CO., New York.** Bellphonic portable phonographs, five models, price range of \$12.50 to \$27.50. Illustrated herewith is Model No. 12.



**Bellphonic Portable**  
\$17.50, built with concealed full-length tone chamber, size 12x15 1/4 x 8; weight, 12 1/2 lbs., produced in black, blue, brown and red. Models illustrated last month as Nos. 12 and 14 should have read Models No. 20 and 70, respectively. List price, \$22.50 and \$27.50. Other models in line consist of model No. 5, at \$12.50, and model No. 11, at \$15.00.



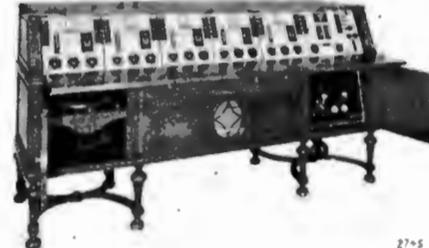
**Colonial Set in Moderne Cabinet**  
**COLONIAL RADIO CORP., Long Island City, N. Y.** No. 32 AC receiver in Moderne and Piccadilly model cabinets. Utilizes the screen grid tubes in conjunction with the new type 245 output tubes and the Cutting dynamic speaker. Four AC type 224 screen grid tubes are used for radio frequency amplification and detection. Feature of both the Moderne and Piccadilly models is that the sound is radiated through the bottom and back of



**Colonial "Piccadilly" Model**  
the cabinet so that no speaker grille is necessary. The central sliding panel opens to disclose dial and controls.

**O. E. LEUTZ, INC., Long Island City, N. Y.** "Silver Ghost" receiver.

Comprises four stages of tuned screen-grid amplification, a 200-A detector, two stages of resistance-coupled amplification using the 240 type tubes, and a push-pull power stage utilizing two 250 type tubes. The power supply is a full-wave rectifier using two 281 tubes, together with a 3-ampere, 6-volt A-current supply for furnishing the requirements of the battery type



**Leutz "Silver Ghost"**  
tubes employed in the receiver. Each unit is enclosed in an individual aluminum cabinet, the entire array of cabinets measuring over six feet long. The "Silver Ghost" is equipped with plug-in coils, so as to provide a wave-length range of from 200 to 3,000 meters.

**BUSH & LANE PIANO CO., Holland, Mich.** Bush & Lane radio receiver Model 50 employs model 10 De



**Bush & Lane Model 50**  
Luxe chassis, consisting of three stages of tuned and neutralized radio frequency amplification, tuned detector and grid-leak condenser method of rectification. Audio stage consists of a two-stage power amplifier, using two number 245 power tubes in push-pull. Eight tubes in all, including a full-wave rectifier tube. All plate,



**Bush & Lane Model 60**  
grid and filament voltages and also the field current to operate DC dynamic speaker are supplied by socket power unit, which is part of the chassis. Receiver is shielded. Provision made for electric reproduction of phonograph records. Chassis furnished in either 25 or 60 cycle. Italian renaissance period cabinet of walnut, with overlay of maple. List price, \$197.50, less tubes. Model 60; same chassis as in Model 50. Cabinet of Model 60 is in Sheraton design of butt walnut, with satinwood border, decorated with maple burl. List price, \$199.50, less tubes.

(Continued on page 118)

**T**O learn why our 1928 sales (see below) more than doubled in three years, and were 50 per cent greater than in 1927

## Send for Sample Records and Special Proposition to Dealers

Naturally, this remarkable progress could never have occurred unless our dealers had a hand and a share in it. They benefited and so did we.

Our catalog is extensive. The recording turned out by our laboratory on Fifth Avenue, New York City, is excellent.

And our prices are extremely low, because we are one of the few manufacturers of popular-priced records, conducting ALL the processes of manufacture OURSELVES, and not "farming out" any portion of it.

### 4 Years' Progress

#### Quantity of Records Made

1928		
8,579,097		
1927	1926	1925
5,304,472	4,421,804	3,304,310

#### Sales in Dollars

1928		
\$1,292,966.67		
1927	1926	1925
\$802,871.94	\$701,916.39	\$576,688.94

#### Profit and Loss

1928		
\$40,786.59		
profit		
1927	1926	1925
\$14,120.30	\$21,197.28	\$23,420.18
profit	loss	loss

## GREY GULL RECORDS, Inc.

Manufacturers of Radiex and Grey Gull Records

16 Macallen Street, Boston, Mass.

# New Products



Peerless Radio Receiving Sets. (1) Model 21. (2) Model 22. (3) Model 23. (4) Model 24. (5) Model 25

**UNITED REPRODUCERS CORP.**  
Rochester, N. Y., Springfield, O., and St. Charles, Ill. Two complete lines of radio sets and the Kyletron, a revolutionary development in loud speaker manufacture. Peerless radio receiver; five models in line as follows: Model 21; console, 48" high, and made of matched American walnut and gum-

elaborately hand-carved; legs are carved and fluted and the instrument panels constructed of butt walnut;



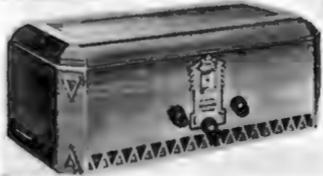
Courier Model 651

wood; side panels and doors of matched burl walnut; AC operated; \$195. Model 22, console model, 48" high; made of selected American walnut; doors and panels of matched burl walnut; has fluted and reeded legs and is entirely finished in lacquer; AC operated; list price, \$245. Model 23, con-



Courier Model 653

list price, \$375. Model 25, combination phonograph and radio instrument; list price, \$600. Peerless receivers are all ten-tube models and utilize the



Courier Model 65

Kyletron equipment; all sets use screen grid radio frequency amplification; two 245 tubes and push-pull and two 227 tubes in the first stage; illu-



Courier Model 652

sole, 48" high; made from selected American walnut, with delicate hand-carving; except for carving design, practically the same as Model 22; list price, \$245. Model 24, a very handsome cabinet design of carefully selected American walnut and gumwood,



Peerless 7-A Speaker

minated tuning dial marked in kilocycles; automatic volume control; Courier line of radio receivers com-

prises four models as follows: Model 651—console model, 42" high; built of American walnut and gumwood; with side panels and doors of matched burl walnut; top is of Selano overlay and



Peerless 17-A Speaker

speaker grille of maple burl; list price, \$140. Model 652, console model, 46" high; with front and doors of matched burl walnut overlaid with burl maple; other parts are of Amer-



Peerless 19-A Speaker

ican walnut and gumwood; list price, \$165. Model 653, console model, 46" high; with front and doors of matched burl walnut, overlaid with burl maple; list price, \$165. Model 65, table model,



encased in an attractive metal cabinet; list price, \$85. The Courier is an eight-tube receiver using screen grid radio frequency amplification; fully shielded throughout, single dial operation. Peerless speaker line includes the



following models: Models 7-A, magnetic type speaker cabinet of Gothic design; 12 1/2" high at center; 11 1/2" at base, and 7" deep. Model 17-A, dynamic type speaker, mahogany cabinet; 14 1/2" high at center; 12 1/2" wide at base, and 9 1/4" deep at base. Model 19-A, dynamic type speaker, made of



walnut; 16 5/16" high at center; 14 1/2" wide at base and 10 3/16" deep at base. Power transformer and rectifier are assembled as a unit with chassis; each reproducer is equipped with eight feet of silk-covered power cord with plug and switch, and eight feet of silk-covered speaker cord with phone tips.

Newcombe-Hawley line of speakers as follows: Model N.H.-80, furnished with a plain wood baffle box; chassis furnished with or without the "condition equalizer," a device which can be instantly adjusted to adapt the reproducer to any radio set; height of box is 9 1/4"; width, 9 1/2"; depth, 6 1/4". Model N.H.83, reproducer which will fit into a small space; equipped with a Newcombe-Hawley magnetic cone unit; cabinet of burl walnut, with cloth-covered grille; 10 1/2" high; 10 1/2" wide, and 7" deep. Model N.H.37, dynamic type reproducer, encased in a cabinet of grain walnut; 12 1/2" high; 14 1/2" wide and 10 1/4" deep; model can also be supplied with only the chassis for those who have cabinets and want a dynamic speaker to mount in them.

**RED LION CABINET CO., Red Lion, Pa.** Red Lion cabinets, designed especially for Atwater Kent screen



Red Lion Cabinet 55C

grid receivers, models Nos. 55C and 5500, both of graceful design and attractive finish in scientifically designed sound boxes. Model 55C is a console



Red Lion Cabinet 5500

type, finished in walnut. The grilled panel is finished in French walnut with a frame of antique metallic finish. The old gold fabric over the speaker outlet, the moulding outlining the arch and down the sides, and the English turned legs are other features. Model 5500 is of the highboy type, finished in walnut. The Gothic arched moulding which frames the speaker outlet is of contrasting tone and the outlet is covered with old gold fabric. Other features are English turned and recessed legs, ornamental stretchers, double sliding doors over the dial board and the grilled speaker outlet.

**HI-GRADE FURNITURE NOV-ELTY CO., Chicago.** H. G. radio cabinet No. 700. Hand-carved cabinet of solid American walnut in the style of a secretary desk. Contains a drawer with inner compartments for secretarial convenience. Doors fold back flush with cabinet revealing graceful column post of hand-carved edging.

# New Products



Hi-Grade Cabinet No. 700

The desk feature, in addition to the drawer, consists of a slide just above the drawer which when not in use is hidden from sight. Ornamental front panel with raised hand-carved side decorations. Center grille is backed with gold cloth. Panel is of one piece selected walnut and lower half is left blank for accommodation of any radio receiver. The back of the cabinet is hinged to allow easy access to radio receiver. Rear door has walnut frame with cloth grille.

**PHILADELPHIA STORAGE BATTERY CO., Philadelphia, Pa.** Two new models of receivers Nos. 65 and 87,



Philco Highboy

both with balanced units, available in four different cabinet housings and an electro-dynamic mantel type Philco speaker. Model No. 65 is an AC six-tube (including rectifier) screen-grid type receiver with tuned antenna stage, two tuned stages of radio fre-



Philco Mantel Speaker

quency using UY-224 screen-grid tubes; biased power detector using heater type UY-227, and one push-pull audio

stage using two new UX-245 tubes and one UX-280 full wave rectifier. Model No. 87 is an AC eight-tube (including rectifier) Neutrodyne Plus receiver with tuned antenna stage, three stages of tuned radio frequency using UX-226 tubes; detector using UY-227 tube, two audio stages using two UX-245



Philco Highboy De Luxe

power tubes in the power stage, this being a push-pull stage. A built-in aerial is used. Both models are completely shielded and all units are carefully balanced. Extreme selectivity has been secured by means of a pre-selector antenna tuning circuit, together with scientifically designed balanced units. All models have the matched Philco electro-dynamic speaker. The cone is of seamless metalized fabric and is ten inches in size. The



Philco Lowboy

Philco acoustic equalizers, used in all furniture models, prevent undesirable cabinet resonance. Both models are available in the following cabinets: the Lowboy, an open-faced cabinet with Oriental walnut raised side panels and set back bird's-eye maple center panel; the cabinet is forty inches high, twenty-six and five-eighths inches wide and fourteen inches deep; list prices, with screen-grid chassis, \$119.50; with Neutrodyne Plus chassis, \$129.50; Highboy cabinet has matched Butt walnut side panels with half doors of matched Oriental walnut which



Philco Table Model

may be closed when set is not in use; genuine tapestry instead of grille over speaker; is forty-seven inches high, twenty-seven and three-eighths inches wide and fourteen inches deep; list prices, with screen-grid chassis, \$139.50; with Neutrodyne Plus chassis, \$149.50; Highboy De Luxe cabinet is finished in Butt walnut with sliding doors which disappear into recesses at sides; speaker opening is covered with genuine tapestry; is fifty inches high, twenty-eight inches wide and sixteen inches deep; list prices, with screen-grid chassis, \$195; with Neutrodyne

Plus chassis, \$205. The six-tube screen-grid model is also available in a cabinet of rich two-toned brown; width twenty-four inches, height eight inches and depth eleven and one-eighth inches. List price, \$67. The Philco electro-dynamic speaker, mantel type with ten-inch cone, is finished in a rich walnut with silver trim and lists at \$32.50. The prices quoted are less tubes and prices in the Rocky Mountain and Far West section and in Canada are slightly higher.

**SENTINEL MFG. CO. (Division of United Air Cleaner Co.), Chicago, Ill.** Sentinel radio receiver Model 445 table



Sentinel Model 666

type receiver. Seven-tube screen grid. Employs tuned radio frequency circuit using three type 227 tubes, three type



Sentinel Model 666-C

224 screen grid tubes, one type 245, and one 280 rectifier. Field current of 4-5 watts for DC dynamic speaker



Sentinel Model 444

is furnished without extra load on the set. All electric parts completely shielded and no wiring is exposed. List price, \$55.00, less tubes. Model 444

Sentinel screen-grid console receiver. Contains same chassis as model 445. Equipped with Quam dynamic speaker. Cabinet of five-ply walnut with maple two-tone overlay. List price \$89.50, less tubes. Model 666 Sentinel nine-tube radio receiver. Uses 227 tubes and two 245 tubes in push-pull. Equipped with Quam dynamic speaker. Cabinet of five-ply two-tone walnut with maple overlay. List price, \$99.50, less tubes. Model 666-C Sentinel radio-



Sentinel Model 445

phonograph combination, equipped with same chassis as model 666. Field current of from 4-5 watts for DC dynamic speaker is provided without extra load on set. Equipped with United electric pick-up, United electric motor and Quam dynamic speaker. A compartment for records is provided, and top is piano hinged. Cabinet of five-ply two-tone walnut with maple overlay. List price, \$149.50, less tubes.

Console receivers are equipped with pitch control which provides control of the entire musical scale, raising or lowering the pitch for finer audibility.

**Operadio Radio Mfg. Co., St. Charles, Ill.**—New Operadio dynamic chassis manufactured in 110-volt DC and 110-volt AC models; rectifying unit is on a separate base and can be placed where desired. No. 2106, 110-volt DC, price \$35; No. 2306, 110-volt AC, price \$45. Operadio power amplifier, type 220, two stage amplifier using one



Operadio Power Amplifier

UX-226, two UX-210 and one UX-281 tubes; designed to operate in conjunction with a phonograph pick-up of the magnetic type, furnishes the necessary field current supply for the standard type of dynamic speaker which has a field resistance of approximately 2500 ohms; it is necessary that it be operated in conjunction with a dynamic speaker of this type, inasmuch as the field coil is used as a choke in the



Operadio Speaker Chassis

amplifier; has a high impedance output so as to operate into the input transformer of any of the standard makes of dynamics; designed especially for use in automatic phonographs or for use in the home in conjunction with an ordinary phonograph. Has sufficient power to give required volume for a small hall or theatre; list price \$125. Type 224 amplifier (illustrated), uses one UX-226, two UX-210 and one UX-281 tubes; primarily suited for use in small theatres; list price \$140. Type 226 amplifier identical in every respect to the type 220 except that it has a low impedance output; list price, \$125. Type, 229 amplifier; uses and performance of this amplifier identical with those of the type 220, the only difference being that it may be operated with an AC type dynamic; list price \$135. Type 230 amplifier for use where extreme volume is required; will operate six or eight dynamic speakers very satisfactorily; list price \$225. Type 235 amplifier; identical in use and performance with the type 226, the only difference being that it is designed to operate on 25-40 cycle, 110-volt AC power supply; list price \$150.

(Continued on page 120)

# New Products

**BREMER-TULLY MFG. CO.,** Chicago, Ill. Model 80, battery-operated receiver. Chassis is neutralized with shielded Bremer-Tully circuit. Has three stages radio frequency, detector



Bremer-Tully Model 80

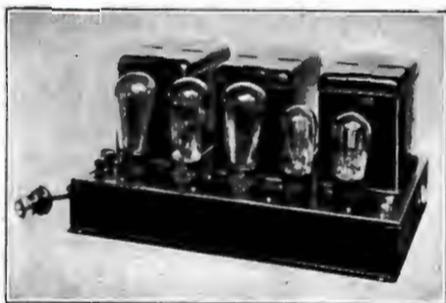
stage and two audio. Uses first 201-A tubes in three radio and first audio stages, No. 200A in detector stage and No. 112A power tube in second audio. Has illuminated selector dial calibrated in kilocycles, with power switch coincidental with volume control. Employs 6-volt "A" battery and 135-volt "B" battery, either dry or stor-



The Luminator

supply divisions of the Harry Alter Co.

**RADIO RECEPTOR CO., INC.,** New York City. PYP-245 powerizer, a three-stage amplifier employing two



Powerizer

stages of 227 amplification, and a power stage with two 245 tubes in push-pull. Is intended for use in conjunction with a low-energy input, and provides a 5-watt undistorted output, more than ample for use in extra large rooms or small auditoriums.



Magnetic Speaker for Model 80

age, and 9-volt "C" battery. Housed in walnut cabinet providing ample space for batteries, with easy access from the front. List price, \$89.50. Bremer-Tully magnetic speaker, especially adapted for Model 80 receiver. Is ten inches high. List price, \$22.00.

**BERG A. T. & S. CO.,** Long Island City, N. Y. Artone electric pick-up phonograph No. 50. Equipped with



Berg Model 50

electric pick-up and General Electric motor. Has two cords and plugs attached, one of which may be plugged into any AC house outlet, and the other to the radio set. Cabinet is fabrikoid covered, attractively embossed, with padded top. Produced in gunmetal color. List price, \$50.

**LUMINATOR, INC.,** Chicago. New type of lamp, known as Luminator, which may be used for radio, music room, card game, reading, etc. Lights an entire room at any point, without shadow or glare. Incandescent bulb is concealed in reflector which directs all of its rays to the light-colored ceiling of the room. Light rays are diffused in that way and reflected in all directions. Luminator was invented by Albert L. Arenberg, president of the company, and also president of the Harrison Wholesale Co., successors to the automobile, radio and electrical

trated), height, 42"; width, 26 1/2"; depth, 15". Set compartment, height, 10 1/4"; width, 22"; list price, \$30.75. Model 81 (illustrated), height, 52"; width, 27"; depth, 17". Set compartment, height, 23"; width, 23"; list



Ebert Cabinet Model 81

price, \$46.25. Model 77 (illustrated), height, 43"; width, 28"; depth, 15 1/2". Set compartment, height 10"; width, 22"; list price, \$33.25. Model 80, height, 52"; width, 27"; depth, 17". Set compartment, height, 23"; width, 23"; list price, \$48.25.

**ELECTRICAL RESEARCH LABORATORIES, INC.,** Chicago, Ill. Model No. 30 radio receiver in De Luxe console cabinet. Employs 224, 227 and



Erla Model 30

245 type tubes. Cabinet housing the instrument is of carefully selected walnut and artistically designed to harmonize with its ultimate surroundings. List price, \$165.00, less tubes.



Ebert Cabinet Model 76



Ebert Cabinet Model 77

**EBERT FURNITURE CO.,** Red Lion, Pa. Cabinets designed for Atwater Kent receivers; Model 76 (illus-



Erla Model 32

Model No. 32 console radio receiver using 224, 227 and 245 type tubes. Instrument is housed in cabinet of selected walnut in artistic design. List price, \$139.50, less tubes.

## N. Y. Sales Staffs Attend A. K. Meeting

The first Atwater Kent field meeting following the distributors' convention at Atlantic City was held at St. Andrews Bay, New York, recently with the officials and complete selling staffs of the following companies in attendance: Elliott Sales Corp., Binghamton, N. Y.; C. L. Hartman Corp., Rochester, N. Y.; C. Kurtzman & Co., Buffalo, N. Y., and the Stiefvater Electric Co., Utica, N. Y.

Jim Kelley, division manager of New York, arranged the meeting and was ably assisted by Jack O'Brien, Jim Moore and Larry Loveless. Among the factory representatives who attended the meeting were P. A. Ware, sales promotion manager; Charles Craig, Ben Barber and George Moffitt.

## Ames Corp. Named Speed Representative

The Ames Radio Sales Corp., New York City, has been appointed exclusive New England representative for the Cable Radio Tube Corp., manufacturer of Speed tubes. The wholesale firm also represents the Tindell-Gerling Co., of Shelbyville, Ind., and the Sligh Furniture Co., of Grand Rapids, Mich., manufacturers of radio cabinets. The Ames firm is composed of Albert Saphin, E. R. Jones and Michael L. Miller, all of whom are well known in the radio-music field.

## Signs Order in the Air

An important factor in the transaction recently made between the Bush & Lane Piano Co., Holland, Mich., and B. Nugent's Bros. Dry Goods Co., St. Louis, when an order for Bush & Lane radio receivers was signed in an airplane over the city of Chicago, during the RMA trade show, by Dorothy Howard, of the Nugent organization, was John C. McNalley, who covers the St. Louis territory. In a tri-motor Ford plane, he received the signed order from Dorothy Howard while 5,000 feet above the hustle and bustle of the Trade Show. Mr. McNalley is a graduate electrical engineer, and after considerable electrical and radio sales experience with the Manhattan Electrical Supply Co., he joined the sales staff of the Bush & Lane organization.

## Jersey Dealers Outing

Approximately 300 North Jersey radio dealers and distributors enjoyed themselves hugely at their Fifth Annual Outing on June 26, at Lake Hopatcong, N. J. After dining, many participated in the baseball game, track and swimming events, and many valuable prizes were awarded the winners. Fred Sparer, Colonial radio district manager in New Jersey, was in charge, and to him much credit is due for the success of the outing.

## Utah Dividend

Directors of the Utah Radio Products Co. have declared the regular quarterly dividend of 30 cents a share, payable August 1, to stockholders of record, July 22. Henry Forrester, president, said that earnings, which will be forthcoming in a few days, will show between \$2.75 and \$3.00 a share after all charges, including Federal taxes.

## Peerless and Courier Set Lines Receive Approval of Distributors

Reception of Lines by Jobbers Leads to Increase of Forty Per Cent in Production—  
Prominent Wholesale Houses Accept Line—Big Ad Campaign Is Planned

SO well were the Peerless and Courier lines of radio sets received by the jobbers that Arthur Hill, president of United Reproducers Corp., announces an increase of 40 per cent in production over the previously determined manufacturing quota.

The two lines of receivers were first shown to the jobbers of the country at the corporation's jobbers convention, St. Charles, Ill., June 1 and 2, just prior to the Trade Show. Here prominent jobbers closed for a total of \$9,000,000 worth of receivers, which, in itself, indicates that United Reproducers is well started in the set field and that jobbers believe the same engineering and management skill which created nationally prominent lines of loud speakers can produce receivers of merit and sales value.

Among the first jobbers to accept the United Reproducers franchise are: Sterling Radio & Electric Co., New York City; Crown Light Co., Hartford, Conn.; Progressive Musical Instrument Co., New York City; John S. Maxson Co., Syracuse; Rochester Auto Parts Co., Rochester; Homes & Volz, Jamestown, N. Y.; Williamsport Auto Parts Co., Williamsport, Pa.; General Auto Supply Co., Harrisburg, Pa.; Bee Automobile Co., Allentown, Pa.; Philadelphia Motor Accessories Co., Philadelphia; Binder Electric Co., Trenton, N. J.; Keystone Radio Corp., Pittsburgh; Grossman Bros., Cleveland; Akron Auto Parts Co., Akron, O.; The Willis Co., Canton, O.; Tracy Wells Co., Columbus, O.; General Sales Co., Detroit; Ackes, Baker & Equipment Co., Scranton, Pa.; Artophone Corp., Dallas; Crow-Burlingame Co., Little Rock, Ark.; Bonwell Radio Supply, South Bend, Ind.; Isaac Walker Hardware Co., Peoria, Ill.; Morley-Murphy Co., Green Bay, Wis.; Shapleigh Hardware Co., St. Louis; Central Electric, Dubuque, Ia.; Fitts Smith Dry Goods Co.,

Kansas City, Mo.; Inland Electric Co., Chicago; Tracy Wells Co., Indianapolis; Wayne Hardware Co., Fort Wayne, Ind.; Ridgeway Electric Co., Freeport, Ill.; Knapp & Spencer, Sioux City, Ia.; Oklahoma City Hardware Co., Oklahoma City, Okla.; Radio Corp of Texas, Fort Worth; Stubbs Electric Co., Portland, Ore.; P. J. Cronin Co., Seattle, Wash.

Other jobbers of equally high reputation have taken the line since the show, but official announcement is being withheld by Selden E. May, general sales manager, until final details in each case are arranged.

The Kylectron, the new condenser speaker just presented to the radio industry, was pronounced a winner by the jobbers at the company's convention. It is expected that Peerless and Courier models, equipped with Kylectron, will rank high among the popular sellers of the industry. There will be no attempt, according to Sales Manager May, to force the choice of Kylectron over a dynamic; rather the customer will be permitted to make his own decision and to obtain a receiver with Kylectron at no extra cost.

Back of the two lines of receivers is a \$1,000,000 advertising campaign in the trade press, the Saturday Evening Post, Colliers and newspapers. In addition an extensive broadcasting program over a coast-to-coast network of stations will continue to create good will for the company and its products.

Stations associated with the National Broadcasting Company, with WJZ as the key station, will carry the program each Thursday night, 7:30 to 8 o'clock, Eastern daylight time. The feature of the new schedule of United Reproducers' air entertainment will be Vincent Lopez and his Kylectroneers. The first broadcast is set for July 11.

### A. Atwater Kent, Jr., Loses Schooner Yacht

Son of Philadelphia Radio Manufacturer  
Has Narrow Escape When "Areletha"  
Goes Ablaze and Sinks

A. Atwater Kent, Jr., suffered the loss of his fifty-foot schooner yacht, "Areletha," while en route to Bar Harbor for a Fourth of July holiday. The yacht exploded near the entrance to the Cape Cod Canal. The fire was believed to have come from the fuel supply and the flames spread so quickly that Mr. Kent and the sailor and cook, making up the complement of the boat, barely had time to lower a dinghy before the "Areletha" settled in deep water.

The three men were picked up by the crew of a Coast Guard patrol boat and taken to a New Bedford hotel minus all their belongings. Mr. Kent lost a \$500 watch in the accident.

Mr. Kent, Jr., was preceding his father, who was traveling on his steam yacht, to the family's Summer home in Bar Harbor. He recently entered the employ of the Atwater Kent Mfg. Co., at Philadelphia, in the inspection department. He plans to learn the radio business in all its stages.

### New Landay Store to Open

The opening of another new store of the Landay Bros. music-radio chain was recently announced, the location being in the Keith-Albee building, Brooklyn, N. Y., where a complete stock is featured.

### Fada Dealer Meeting Held in Milwaukee

A well-attended Fada dealer meeting was held in the Roof Garden of the Astor Hotel, Milwaukee, sponsored by the Shadbolt-Boyd Co., distributor. Following luncheon the meeting was called to order by F. Ham Suter, merchandising manager of Shadbolt-Boyd Co. R. P. Van Zile covered the expansion program and advertising campaign, and D. J. Roe, the engineering developments in the new Fada line and their application to retail sales.

At 6.30 p. m. a stag banquet was held in the Crystal Ballroom of the Astor Hotel where dealers were entertained by a jazz band, singers and dancers, with an attendance of one hundred and forty-eight.

### Cable Piano Co. Wins Majestic Display Award

The results of the nation-wide window display contest conducted by the Grigsby-Grunow Co. were announced recently with the Cable Piano Co. of Chicago, Ill., winning first prize. This display was simple, inexpensive and the element which decided the judges was that of motion, secured by removing the speaker and inserting a small projector which threw a moving picture of various events, illustrating the slogan "The World in Your Home." Second prize was awarded to the J. L. Hudson Co., of Detroit, and the third award went to Lyon & Healy, of Chicago.



Atwater Kent Dealer Meeting at William Penn Hotel, June 27, Sponsored by Esenbe Co., Pittsburgh

The June issue of the Superdynamic Speaker, issued by Grigsby-Grunow, carried an interesting illustration showing Ernest Belcher, famous dancing instructor, rehearsing a dancing class that is to be a part of a revue in connection with the premier showing of John Barrymore's all-Vitaphone picture. The Majestic model 181 supplied the music for the rehearsal.

### May Uses Airplane to Secure New Amrad Set

"Aria" Model to Be Presented to Newark  
School Child Rushed by Plane From  
Boston to Newark in Ample Time

D. W. May, New Jersey distributor of Amrad radio receivers, upon his return from the Chicago Trade Show was so enthused over the possibilities of the new Amrad models that he started a competition among the school children of Newark with an Amrad "Aria" model as the prize. He overlooked the fact that commercial models were not yet off the production line and on inquiry learned that the first "Aria" model would be off the line at 11 a. m. of the day set for the awarding of the receiver. Unwilling to risk the delays of rail shipment, Walter Ferry, sales manager of the D. W. May Co., arranged for an airplane to pick up the model at Boston and deliver it in Newark by 3 P. M. Despite a heavy fog the pilot made the trip in the allotted time and the day was saved.

### Develops Circuit for Testing Gas in Tubes

A simplified circuit for testing gas in tubes during the usual routine production tests has been developed by Eugene Bruyning, chief engineer of the Marvin Radio Tube Corp., Irvington, N. J.

The new test circuit worked out by Mr. Bruyning eliminates the meter in the grid circuit and replaces it with a grid leak of about one megohm value. Thus an excessive quantity of gas in a tube under test will cause an increased voltage drop across this resistor, which in turn will increase the plate meter reading, achieving in effect exactly the same results as with the old method. In addition to the saving in meters, this method means more perfect tubes for the consumer, which is the goal of every conscientious tube manufacturer.

### Edward Van in New Post

Auspitz-Lee-Harvey, Chicago advertising agency, announces the appointment of Edward Van as director of its new radio broadcast department. This department inaugurates a new step in advertising agency service, in the interest of advertisers who are appealing to the millions of radio owners through broadcast programs.

The Behrends Radio & Music Co. has opened for business at 4012 Oak Lawn avenue, Dallas, Tex. A full line of radios, pianos and phonograph records is handled.

## Sees Many New Uses for Records

**B. E. Bensinger, President of the Brunswick Co., Sees Phonograph Records Being Put to Many New Uses**

"A decided increase in the talent available for recording, sudden growth of the use of recorded radio programs and the more general use of records in sales work, have led to the building of our new laboratories in the Furniture Mart in Chicago," says B. E. Bensinger, president of the Brunswick Co.

"The improved recording facilities," he continues, "will mean that many more Chicago artists will be given an opportunity to make test numbers than has been possible in the past. Already a tremendous increase in recording has been noted at the new studios. Of course, as long as New York has its Broadway and Los Angeles has its Hollywood, the recording studios in those cities are likely to remain the more important recording centers for musical talent; however, the Chicago studio is equal in equipment to these in every way.

"The advent of recorded radio programs is an interesting one, possessing definite advantages of spotting; greater flexibility of time schedules, as well as more talent possibilities. In this new work the Brunswick Co. has played a very important part.

"Besides the radio development of commercial recording, several other fields have been opened. We have been urged by numerous Chicago business concerns to make records for their presidents or sales managers for distribution among their branches in all parts of the country, and we are gradually going into this phase of the business on a wide scale. It is possible, through this method, to put across a new car model, a new product, or to sell the branch sales organizations on the possibilities of the factory product. We feel that there is a distinct advantage in contacting with sales branches through the medium of the human voice rather than by correspondence.

"One business school in Chicago doing a large correspondence course business will launch soon a program of instruction by means of records. Each student enrolling will be provided with a phonograph on which he can play the course, and a noted lecturer or authority on the subject under discussion will instruct him. Explanations in engineering and electrical courses can be made by records. In this way, a student can play the lesson again and again until he thoroughly understands it and in reviewing can play the whole set if he so desires.

"Trailers and 'ballyhoo' records in connection with talking pictures are in great demand since most of the theatres have installed sound equipment. The ballyhoo speeches are played in front of the theatre to call attention to the interesting points of the picture playing inside and the trailers are used inside on the regular sound equipment to announce coming attractions or advertise the theatre's service. We expect this to develop along with the 'talkies.'

"Chicago should become our leading studio for commercial recording. Situated as it is in the manufacturing center of the United States with the executive heads of most of America's giant industries but a few hours away, we expect a quick growth in the commercial recording field. Chicago has been hampered up to this time by the inadequate facilities but our new laboratories have wiped out this handicap."

### Incorporation

The Advance Radio Co., Indianapolis, Ind., has been incorporated with a capital stock of \$21,000 common and \$9,000 preferred, for the purpose of manufacturing, buying and dealing in musical instruments.

## Salt Lake City Radio Show a Big Success

**Mountain States Music and Radio Trades Assn. Successful in First Venture—Radio Commissioner Lafount Gives Talk**

SALT LAKE CITY, UTAH, July 2.—With the attendance near 10,000 and a balance on hand of \$1,659.04 after paying all expenses, the officers and members of the Mountain States Music and Radio Trades Association are congratulating themselves on the outcome of their first efforts to put on a trade show. The show was held in this city during the recent annual convention of the Western Music and Radio Trades Association. It was at first estimated by Manager Harold Jennings of the Association, which staged the show, that the attendance would be about 6,000. Mr. Jennings was called away for service at the Utah National Guard's Summer training camp almost immediately after the closing of the show and even now there has not been a complete check on the attendance, he said, but he believed it would be 10,000.

The show has been voted one of the best ever seen in the trade. The figures given out by Manager Jennings in his first report show results as follows: Receipts: Booths and tickets, \$9,131.15; disbursements, entertainment, \$371.50; advertising, \$2,449.97; stamps, \$20.00; general, \$2,354.88; booths, \$1,942.02; insurance, \$33.74; prizes, \$300. Total, \$7,472.11. Balance, \$1,659.04.

The figures were given at a meeting of the local Association in the Chamber of Commerce yesterday, President G. A. Rogers presiding, and were loudly applauded, Manager Jennings receiving a hearty vote of thanks.

Of scarcely less interest to those present at this meeting was the presence of Harold Lafount, a member of the National Radio Commission and a Salt Lake man, who was there to give an address.

Mr. Lafount said the recent show put on in this city would do more for Utah than even his hearers realized. He said he had heard a great many favorable comments upon it from different parts of the country. He said that he had sent about one hundred local newspapers carrying a special section featuring the show to prominent persons, some of whom had wanted to know what the Mountain States would do with radio.

The radio commissioner gave an interesting story of the problems which confront himself and colleagues on the commission. He told of the numerous applications for broadcasting station permits that are pouring in from all quarters and of the impossibility of granting but a very few of them. "Even during the short time I have been home," he said, "five persons have inquired what they have to do to get a permit to broadcast." He explained that his commission was making history. "We have no precedents to guide us," he said. "Every problem is one that must be decided by ourselves." The address was lengthy and was listened to with the greatest interest. No further meetings of the Association will be held till September, President Rogers announced.

### Federal Wood Products Issues Artistic Portfolio

One of the most attractive portfolios ever issued in the radio-music field was recently prepared and issued by the Federal Wood Products Corp., New York City, illustrating and describing the line of Federal cabinets designed and produced especially for the Atwater Kent screen-grid radio receivers. The portfolio, which measures sixteen by twelve inches, is bound in heavy boards of scarlet and gold with space supplied for the inscription in black on a gold background "Radio Cabinets by Fed-



**B. H. Baker, Sales Manager, A. H. Grebe & Co., Caught by the Camera in a Happy Mood. Apparently He Has Just Heard Some Good News Concerning the Future of the Grebe Super-Synchrophase**

eral—Recommended by Atwater Kent for the special attention of" then followed space for the name of the official of the Atwater Kent Mfg. Co. or the distributing firm to whom the copy was to be presented.

The portfolio opened with a message from David E. Kahn, vice-president of the Albert Pick-Barth Co., and president and director of sales of the Federal Wood Products Corp., who told of the purposes of the portfolio and commented on the trinity of models to be presented in further pages. Federal cabinets Nos. 121, 110 and 102, all recommended by Atwater Kent, were the three presented. A handsome photograph of each model was reproduced against a color background and on the opposite page a sketch of the model was shown with a detailed description of all of the outstanding features included. The final two pages of the portfolio were given over to an illustration of one of the plants which produces Federal cabinets with a brief summary of the company's history, and to a photograph and an introduction of Russell S. Davis, sales manager of the Federal Wood Products organization. Each portfolio was enclosed in a black envelope.

## Powel Crosley, Jr. Extends Compliments

**President of Crosley Radio Corp. Praises Twentieth Century Radio Corp. for Its Cooperation and Enterprise**

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., in a letter delivered to officials of the Twentieth Century Radio Corp., New York City, radio distributor, by the same airplane which carried the first Crosley 41-S radio receiver to the firm complimented it highly on its efforts to serve the trade.

"The most impressive part to me is the courage and foresight you showed in getting the news to your trade with the speediest method of transportation known to-day," read Mr. Crosley's letter, in part. "The effort, the expense, the hazards—these did not stop you. That pioneer enthusiasm of yours carried on in spite of difficulties, as it has done so many times in the past."

"Frankly," the letter continues, "the fine spirit of co-operation you have shown is worth more to me than anything else in business. For it is the chief thing that has put the Crosley Radio Corp. in the front rank to-day."

Mr. Crosley's letter was contained in a special envelope and folder designed for use during the nation-wide airplane delivery.

# Take the straight road to profits

with the new ~~PHILCO~~ All-Electric  
Balanced-Unit Radio



## We believe . . .

- 1 That Philco's prosperity will grow continuously in proportion to the prosperity of Philco dealers.
- 2 That therefore it is only good business to offer a franchise so sound, *and yet so liberal*, that it will attract to Philco the most progressive and alert group of radio retailers in America.

## So here is our proposition . . .

A PRODUCT which, by unprecedented accuracy in balancing unit with unit, achieves tone, selectivity, distance, unmatched by any radio, *at any price*.

A COMPLETE LINE from Table Model to Lowboy, Highboy and Highboy de Luxe. *Neutrodyne-Plus and Screen Grid!* YOU NEED HANDLE NO OTHER MAKE.

PROTECTED TERRITORY to which your sole right will be rigidly upheld.

FIXED FURNITURE POLICY. Philco radios sold *only* in Philco furniture.

AMAZINGLY LOW PRICES. Each model, from \$67 to \$205 has the lowest price for which a radio of such superb appearance and performance has ever been offered.

ADVERTISING. A continuous barrage, week after week, in The Saturday Evening Post and many other magazines. Color pages. Double spreads. Newspapers,

*Philco has already swept the country. Only a limited number of territories are now available. If you want the Philco franchise in your territory, ACT QUICKLY.*

too. Over 70 MILLION advertisements by January first. MERCHANDISING HELPS. *NEON* signs, electric window signs, brilliant billboards, and window displays, mailing matter, handbills, etc., etc.

THE PHILCO HOUR — will continue every week over a nation-wide hookup.

AND DISCOUNTS! Even with all this costly backing, the tremendous output and economy of eight great factories permit us to offer again the same liberal sliding scale of discounts that Philco has always provided.

### MAIL THE COUPON TODAY!

PHILCO, Ontario and C Streets, Philadelphia, Pa.  
Please send me *immediately* complete details of your franchise offer.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# 1929 IS A PHILCO YEAR

## Philco Line Shown to New York Dealers

New York City Host to 1,400 Metropolitan Dealers at Hotel Pennsylvania—New Radio Models Introduced

The new Philco line was introduced to New York dealers by the New York office of the Philadelphia Storage Battery Co., at a banquet at the Hotel Pennsylvania on Friday, June 14. The Grand Ballroom was used to accommodate those who turned out to hear the new Philco proposition; over 1,400 were present, and before the evening was over almost every dealer present applied for the franchise for the coming season, it having been announced that all former franchises were concluded.

D. W. May, head of the May Distributing Co., presided and introduced Phil Coe, who acted as toastmaster. Harry Boyd Brown, of the Philco organization, was present and delivered an inspirational address upon selling the Philco line. Ralph Schnader, Philco engineer, was also present and described the set from his viewpoint. Others at the speakers' table included Edward M. Riley, Al Simmons, Phil Allen, Harry Ashmore, Samuel and Jacob Roskin, J. R. Kennelly, Philco representative in the metropolitan territory; William L. King, William H. Topping and J. J. Schratweiser.

Following the speeches the new Philco film was shown, which depicted the selling of a Philco receiver in the home, visualized its manufacture and assembly at the factory, and also took the audience behind the scenes during the broadcasting of the Philco Hour.

The evening was concluded with an entertainment of many acts, a number of which were secured from the local night clubs in the city.

## Dick Graver Is New CeCo Sales Manager

Appointed to General Sales Managership CeCo Mfg. Co.—Well Known to Trade Throughout Eastern United States

Richard Graver has been appointed to the general sales managership of the CeCo Co. Dick Graver is one of the best-known radio men in the United States. A figure of prominence in the music trade for many years, he has been in and with radio since broadcasting started. His headquarters will be at the home-office in Providence, but like the rest of the CeCo sales officials he will be a traveler.

## Macy's Buys Bamberger's

Announcement was recently made of the purchase of the L. Bamberger & Co. department store of Newark, N. J., by R. H. Macy & Co., New York City. The gross sales of the two organizations are said to be in the neighborhood of \$135,000,000 and with the combination are expected to reach \$150,000,000.

## Adds Stewart-Warner Line

George S. Gray Piano Co., Bellingham, Wash., recently added the Stewart-Warner line of radio receivers and is planning a vigorous campaign on its behalf.



This photograph was taken at the signing of the contract under the terms of which David Mendoza, conductor of the Capitol Theatre Orchestra, becomes impresario and maestro of the Fada program over the Columbia System, starting July 9. Here are some of Radio's WHO'S WHO (left to right, seated) — Ralph Wentworth, director Columbia System's artists bureau and well known as announcer over the NBC and CBS; Mr. Mendoza; Frank A. D. Andrea, president of Fada Radio; Major J. Andrew White. Standing (left to right) Norman Brokenshire and L. J. Chatton.

## J. J. Schratweiser Dead of Peritonitis

Jacob J. Schratweiser, one of the best-known sales representatives in the New York metropolitan territory, died recently from an attack of peritonitis, subsequent to an appendicitis operation. He died at the South Nassau Community Hospital.

Mr. Schratweiser, who was thirty-seven years old, entered the music field fifteen years ago with the Crescent Talking Machine Co. and Sonora Phonograph Co., covering the Brooklyn and Long Island territory. When the Long Island Phonograph Co. was formed to distribute Sonora products he joined that organization and was connected with it for some six or seven years. With the advent of radio Mr. Schratweiser was connected with the Greater City Phonograph Co. and with the Progressive Musical Instrument Corp. For a time he was one of the Eastern representatives of the Grigsby-Grunow Co. and quite recently joined the staff of the May Distributing Corp., New York.

The deceased is survived by a widow and several children. Funeral services were held at St. Raymond's Church, Lynbrook, L. I., N. Y., and interment was in St. John's Cemetery.

## Hazeltine Patents Upheld

The decision of the Federal Court in Brooklyn upholding the Hazeltine Corp. patents for eliminating undesirable generative effects in radio was recently affirmed by the Court of Appeals by a vote of two to one. The corporation sued E. A. Wildermuth, Atwater Kent distributor, which, it was alleged, infringed on the corporation's patents. An accounting and a permanent injunction were asked for. It was said that an appeal would be taken.

## Chicago T. M. to Open Branch

The Chicago Talking Machine Co., Victor distributor, has taken a lease on a location at 315 South West Fifth street, Des Moines, Ia., and will open a distributing branch where a complete stock of the products of the Victor division of the Radio-Victor Corp. will be carried. The new branch will be under the direction of W. A. Shirk, who formerly covered Michigan territory. H. W. Burnett, Iowa field representative, will be associated with Mr. Shirk.

## Big Demand for the Upco Electric Pick-up

A. Borsuk, President of Ultraphonic Products Corp., Reports Widespread Interest in the New Products

A. Borsuk, president of the Ultraphonic Products Corp., New York City, manufacturer of Upco reproducers, who recently placed the Upco electric pick-up on the market, reports that interest in the new product has been exceptional. Since its initial appearance the Upco pick-up has been further improved through the addition of a volume control at the base which permits perfect control of tone. In a recent interview Mr. Borsuk called attention to the new avenue of profit that is opened up for the radio-music dealer not only in the sale of pick-ups to the owners of talking machines and radio sets, but in the increased sale of records, needles and other accessories.

In the field of acoustic reproducers, the two new dynamic models which were announced to be ready this month are now in production and ready for delivery. These two new dynamic models are known as the Nos. 10 and 12 respectively. The No. 11, which was brought out a few months ago, makes three dynamic models in the line and Nos. 5 and 7 of the regular type complete a line of five reproducers.

A. Borsuk, the inventor and designer of the Upco line, has had over thirteen years' experience in this field and was one of the founders of Presto Machine Products Co., of Brooklyn.

## Start Work on Lehr Branch

Building operations on a three-story building at 3205 Hudson boulevard, Jersey City, N. J., were recently started. When completed the building will house the local headquarters of the Lehr Distributing Corp., Lyric distributor, located at 145 West Sixty-third street, New York City.

## View New Silver Line

Approximately 250 radio dealers from the northern part of New Jersey and Rockland County attended a showing of the Silver radio receivers, manufactured by Silver-Marshall, Inc., of Chicago, held at the Hotel Alexander Hamilton, Paterson, N. J., on June 25.



The sales and production departments of the Continental Radio Corp., Fort Wayne, Ind., manufacturer of the Star-Raider receiver, enjoyed an outing at Circle Park on Hamilton Lake.

# The Trade in PHILADELPHIA and LOCALITY

## Philadelphia Dealers Report Demand for Portable Phonographs

Radio Receivers and Records Also Continue to Sell Briskly—Trade Anticipates Good Volume of Summer Business With New Models Arriving—Other News

PHILADELPHIA, PA., July 8.—Though the trade has been pending in the usual mid-year uncertainty awaiting the arrival of the newer sets of radios and combinations, there nevertheless has been a fairly well-maintained business in radios and records of the latest numbers. Portables have been among the active talking machine stocks. The arrivals of the new radios have been well taken by the dealers and distributors look for a lively Summer trading.

### Victor Dealers Stage Annual Outing

With the memories of the good to come from the newly introduced Micro-Synchronous Radio and jubilant over the prospects business-wise as a result of this latest improvement in Victor products, the members of the Philadelphia Victor Dealers' Association enjoyed the annual outing, held on June 13, at Kugler's Mohican Club, on the Delaware, with added zest. The outing was in the nature of a beef-steak fest and stag picnic with 150 trade associates joining in the repast at the Kugler clubhouse and then turning to novelty sports and outdoor diversions. President Homer Davis opened the day's festivities with a warm but brief word of welcome to the assembled guests and then announced the opening of the field sports. The program was arranged by President Davis and by courtesy of the Weymann Co., Irv Caspar conducted the orchestra, which has been gaining reputation under the Victor Recording as the Weymann Five, furnishing the music for the entire entertainment program. From the Victor factory James Lilley, Joseph Brown, G. L. Richardson, E. D. Marker and Ben Defolde journeyed to the picnic as representatives of the manufacturer.

By mid-July the Philadelphia Victor Dis-

tributors, Inc., will be ready to supply dealers with the newer types of the Victor Micro-Synchronous Radio sets, in line with the policy of the manufacturer in featuring July 15 as National Victor Opening Day. The firm also announced an innovation in the business policy. This innovation in the business is the extension of services to the dealers by the addition of a branch in Harrisburg, Pa., under the management of Frank H. Espey, former sales representative of the firm in that territory. He will have as an assistant William W. Gaston, former representative in that section of the Baltimore Victor distributors. Sales promotion work will be another innovation by the P. V. D. Company as a department devoted to that feature of the business is announced, with Albert E. Hughes supervising sales promotion activities. With the first of July announcement is made of the retirement from the firm of former Vice-President Frank B. Reinicke.

H. A. Weymann & Son, Tenth and Filbert streets, Victor wholesalers, will be ready to meet the needs of National Victor Opening Day, on July 15, and have now on display the new sets of the Micro-Synchronous Radios. There has been a growing demand for the new specialties which the Weymann firm has developed in the Weymann record library cabinets used for filing Victor records.

### Majestic Dealers to Visit Chicago

Majestic dealers in eastern Pennsylvania, southern Jersey and Delaware are lining up for the trek to Chicago on July 15 to participate in the entertainment and sight-seeing features which the Grigsby-Grunow Co. has arranged for its retail associates. Under the arrangement completed by the Penn Phonograph Co. and

the Peirce-Phelps, Inc., Majestic distributors, who will chaperon the dealers, entrapment will take place here at Broad street station at 2:30 p. m., with seven sleepers, one club car and one observation car provided for the journey. Dealers from central Pennsylvania will entrain at Harrisburg, while those from Jersey, Delaware and eastern Pennsylvania will board the special cars here. Officials of the Penn Phonograph Co. and of the Peirce-Phelps, Inc., will accompany the dealers to the factory in Chicago and will extend hospitality and cooperation with the officers of the Grigsby-Grunow Co. in the diversions to be provided. It is expected that nearly 400 will make the trip to the Windy City.

### To Exhibit New Edison Line

Plans for the exhibition and dinner of Edison dealers have been perfected by the local distributor, the Girard Phonograph Co. The showing of the Edison Light-O-Matic models will be given on the roof garden of the Bellevue Stratford Hotel on July 18, when several hundred retailers will be present to view the newest radios of that line. There will be a dinner in the evening, when officials of the T. A. Edison, Inc., and of the Girard Phonograph Co. will speak to the dealers, with Joseph G. Donahue representing the Quaker City wholesalers.

### Strong Demand for Eveready Radio

As the trade extends its interest in the newest of Eveready radios the local distributor, the Franklin Electric Co., is having a heavy call on first shipments of these sets received in the early July days from the factory. There has been a growing advance order list from dealers who have been highly gratified with the sample sets shown. In order to take care of the increasing business in the Eveready line, the Franklin Electric Co. has added to its traveling forces. Those who have been added to the forces are William J. DeRenzo, who will cover Allentown, Bethlehem and Easton, Pa., and Thomas J. Eagon, who is assigned to central Philadelphia and part of the eastern Pennsylvania trade. The Franklin Co. will release the Eveready screen-grid sets by August 1. The firm also has just received from the factory the initial shipment of Eveready-Raytheon tubes, which will be distributed to the dealers this month.

### J. V. Kane & Co. Expands

The need for the expansion of display room and stockrooms for Sparton radios has necessitated the acquisition of larger floor space in the local distributive headquarters of J. V. Kane & Co., at 3137 North Broad street. The firm has taken over the ground floor of the adjoining building, which will give the company expansion in display windows, exhibition rooms and in the stocking facilities. This will give double former space and here will be shown all the new models in the entire list of Sparton products. The firm received four carloads of Spartons last month and all these have been disposed of. Two new representatives have been added to the staff: J. C. Cowan, who will cover southern New Jersey, and William J. Quigg, who will cover northeast Philadelphia and north Jersey.

### New Lyric Radios to Be Exhibited

New Lyric radios will be shown to the trade in the show set for July 17, 18 and 19, at the Sylvania Hotel, when the Philadelphia Motor Accessories Co. will be host to the dealers. There will be factory representatives from the All-American Mohawk Corp. and President David D. Weist, of the local house, present to welcome the 200 dealers who will join in the trio of sessions given over to exhibition of the new Lyric receiver in three models, and

(Continued on page 126)

## The Weymann Record Library Cabinet for Musical Masterpiece Album Sets



Expressly designed for the dealer's booth and for the clientele's home use. Front, Sides and Top are mahogany. Dimensions 59" high, 36½" wide, 16" deep. Accommodates forty-six album sets.

Featuring Victor Record Album Sets through the medium of this cabinet in your booth will treble your sales. Your profits on excess sales will pay the cost of the cabinet during the first month.

Your Musical Masterpiece Record clientele will multiply in number. Sales of cabinets for home use will mean more record sales thereafter.

Order without delay through your distributor or from us direct. Price F. O. B. Phila. \$54.00, 2% 10, net 30 days.

**H.A. WEYMAN & SON, INC.**

VICTOR DISTRIBUTORS  
Wholesale Exclusively

New Location—Tenth and Filbert Streets, Philadelphia, Pa.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 125)

demonstrations and technical and sales talks, which will enable the retailers to put the latest models across with zest. Samples shown of the new models have been highly praised by dealers.

### Apex Models Being Shown

Latest improvements in the Apex radios are being shown to the trade by the Royal Electric Supply Co., distributor. All models are housed in attractive console cabinets and contain high-grade reception devices in radio mechanism perfected under the direction of the manufacturer, the U. S. Radio and Television Co.

### Growing Sales of Grebe and Earl Sets

Lately added models of Grebe radios are supplied the trade by the Rumsey Electric Co., jobber. The great publicity given by the Artsco Chain Radio Stores to the C. A. Earl radios has materially stimulated the demand for this set and this has been reflected in the growth of orders, according to reports of T. W. Lauer, assistant manager of the radio department of the Rumsey organization.

### To Concentrate on Steinite

With the elimination of the distribution of the Balkeit radios, the Schimmel Electric Supply Co. will concentrate upon the sales of Steinite radio sets. The Balkeit radios now are handled direct from the Chicago factory. Newest of the Steinites are on display at the headquarters of the Schimmel Co.

### Features Temple Radio

Three of the models of Temple radio receivers were shown to the trade by the Raymond Rosen Co., 49 North Seventh street, who now features this line as jobber in the Philadelphia territory. As the Raymond Rosen Co. expands its distribution of these sets, additional space has been acquired to accommodate its extension. The firm will assemble its dealers at a radio show to be held in late July in a country club nearby, when the Temple's latest improvements will be expounded to the trade by factory representatives and the heads of the firm, Albert Slat and Raymond Rosen.

### Kellogg Sets in Demand

Kellogg radio receivers featured by the Berrodin Auto Supply Co. are making great progress in sales in the local territory as the modern devices are shown at the headquarters here. Frank Berrodin has arranged to exhibit the three console models, just marketed and now sampled at the display rooms for the dealers' selection, in a show to be staged in August. A carload of these sets will be here in the next few weeks and ready for shipment by August 1, when dealers will stock with the

latest sets and prepare for an immediate drive.

### Drive on RCA Models

The General Electric Supply Corp. is making a drive on the new RCA models 44 and 46. G. F. Spangler will cover the radio and music houses in Philadelphia, while Harold Hitch will cover the up-State trade, under Manager W. J. Murdock of the radio department.

### Featuring Bosch and Colonial

Lewis Radio Jobbers, whose activities on behalf of the newest sets of the Bosch line have materially increased the Philadelphia territorial sales on these, are making an "open house" hospitality the main feature for introductory sales to dealers. The firm has been assigned distributor for Colonial radios to meet the needs of the dealers in eastern Pennsylvania, southern Jersey and Delaware. In order to take care of the fast-expanding sales of the Colonial line since it was added to the list of its wholesale products, additional salesmen have been acquired and forces increased from eight to thirteen salesmen. A recent acquisition to the new lines which Lewis Jobbers have added is the Eveready "B" battery line. Following the present open house plan of displays, the firm will give its regular annual show at various hotels in prominent cities, starting in August, and then wind up with a grand banquet to the dealers in September at a local hotel, with all retailers participating in the finale.

### New Brunswick Models Ready

The Brunswick Co., Philadelphia branch, is now ready to display its newest models in samples. The showing of the Brunswick will be staged at the Adelphia Hotel to-day, when several hundred dealers will join in the trade conferences on the newer sets and partake of dinner served in the Gold Room. E. H. Germain, district manager, will address the dealers, while Assistant Manager T. J. Smith will aid in the dealers' entertainment. L. C. Gilman, who has been doing sales promotion work among the dealers attached to the Philadelphia trade as factory representative, is now covering central Pennsylvania.

### New Columbia Models Soon

Columbia improvements in radios, as they are featured in the new models, will be shown by the dealers in mid-July days, as shipments from the local branch of the Columbia Phonograph Co. will begin at that time. There will be on the market at the time the three new types of Columbia released for public consumption. Good results are looked for by the trade, as samples have been shown and have created a most fa-

vorable impression. Manager J. J. Doherty, of the local offices, has been making the rounds of the trade in Lancaster, York and Harrisburg.

### Everybody's T. M. Co. Busy

Everybody's Talking Machine Co. has been kept at full speed of production meeting trade requirements for the merged lines of talking machine accessories and supplies, which it now controls. These merged products are those formerly made by the Empire Phono Parts Co., of Cleveland, and the Mobley Mfg. Co., of Roslyn, Pa. While the Everybody's Co. is continuing these under their previous makers' title, they now are all produced in the Philadelphia factory of the company, which has been vastly expanded with additional space acquired in an adjoining structure to meet expansion needs. When taking over the Mobley Mfg. Co. products, the Everybody's Co. also acquired the entire working staff. A direct mail campaign is now under way and circularizing the trade has brought sales to a high record for the Summer months with an excellent outlook.

### New Fada Line Shown

The new Fada line of radio receiving sets was shown to more than 400 dealers, who attended the outing and conference of the Dickel Distributing Co., Philadelphia Fada distributor, held in mid-June at the Evergreen Farms, Roosevelt boulevard and Welsh road.

Addresses were made by executives of the Dickel Distributing Company, including G. W. Dickel, president; Frank Kenyon, assistant general sales manager of the Fada company; C. M. Sherwood, Eastern sales manager; H. J. Winsten, advertising counsel; Eric Palmer, publicity counsel, and others.

### Majestic Dealers Attend Meetings

Majestic dealers in eastern Pennsylvania, southern New Jersey and northern Delaware were the guests of the Penn Phonograph Co., Majestic distributor, at dinners in Philadelphia, Harrisburg and Wilkes-Barre, at which the new Majestic models Nos. 91 and 92 were shown.

The Philadelphia affair was held at the Bellevue-Stratford Hotel, and in addition to the banquet, a vaudeville show was presented. The following officials of the company addressed the meeting: H. F. Miller, secretary and treasurer; D. Wilson Mayberry, general sales manager; J. J. Eagan, central Pennsylvania sales manager, and T. E. Richardson, southern Philadelphia district sales manager. Howard McNabb was master of ceremonies and H. Wilson Yeager acted as toastmaster.

T. W. Barnhill, president of the Penn Phonograph Co. (Continued on page 127)

Distributors for Eastern Penna., Southern New Jersey & New Castle County, Del.



**"GROW WITH US"**  
is our slogan, and it expresses  
two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

**TRILLING & MONTAGUE**

WHOLESALE RADIO MERCHANDISERS

*"Grow With Us"*

N. W. Cor. 7th and Arch Street PHILADELPHIA, PA.  
Branch—218 Chestnut St., Sunbury, Pa.

**KOLSTER RADIO**

Wholesale Distributors

DAVID M. TRILLING

HARRY MONTAGUE

**CAM-RAD**

DISTRIBUTING CO.

7th and Arch Streets, Philadelphia, Pa.

Branch—Sunbury, Pa.

Wholesale Distributors

**BRANDES RADIO**

graph Co., presided at the dinner at Harrisburg which was held at the Penn Harris Hotel. Harold Kilheffer and L. E. Desch, wholesale representatives of the Harrisburg branch, were among the speakers at this gathering. The dealers were enthusiastic over the new models.

The gathering at Wilkes-Barre took place at the Sterling Hotel, and was under the direction of S. A. Gillette, who told the dealers of the new features of the circuit employed in the new Majestic models. Edward Maucher, wholesale representative, spoke on the excellent outlook for Majestic for the Summer and Fall.

#### Dealers View Victor Radio

The new Victor micro-synchronous radio and Victor Radio-Electrola were demonstrated in the ballroom of the Penn Athletic Club to a large and most enthusiastic attendance in May. The meeting was under the auspices of the Victor talking machine division of the Radio-Victor Corp. of America, in co-operation with local Victor distributors, the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc. There were approximately 450 guests.

After luncheon was served Harry W. Weymann opened the program and then introduced G. L. Richardson, district sales manager of the Victor talking machine division.

The new Victor radio line was then shown for the first time to a large audience. Mr. Richardson outlined the quality of the new Victor products. Following the demonstration Mr. Richardson introduced Edward Marker, manager of the trade service department of the Victor talking machine division. Mr. Marker outlined to the dealers the elaborate and attractive advertising and merchandising program.

Following Mr. Marker, H. C. Grubbs, vice-president of the Victor division, briefly summarized the presentation as already outlined and assured the dealers of full support.

Following Mr. Grubbs, Mr. Richardson directed the attention of the dealers to the separate displays of the Philadelphia Victor Distributors, Inc., and H. A. Weymann & Son, Inc.

#### Issues Edison Dealer Help

The Girard Phonograph Co., Philadelphia distributor for Edison radios, phonographs and records, recently started the publication of a dealers' help letter called "Edison Radio Flashes." These letters will be sent at regular intervals to all Edison radio dealers in the Philadelphia territory. According to L. H. Collison, sales promotion manager of Girard Phonograph Co., the purpose of "Edison Radio Flashes" is to pass on to each Edison radio dealer, in a concise way, suggestions and ideas that will be of material benefit.

#### Wilkening Display Crosley Amrad Line

Wilkening, Inc., during the week of June 17 to 21 placed on display for the first time for the benefit of all dealers in Philadelphia and surrounding territory the Crosley "Big News in Radio" and Amrad Bel Canto series by means of an open house at the showroom, 820 North Broad street, this city.

The new Crosley sets, consisting of the screen-grid model and the cabinet line, were received by the dealers with such enthusiasm that special shipments will have to come from the factory in Cincinnati to take care of the orders placed during this open-house week. The Amrad radio line was also received very enthusiastically by the dealers.

#### Trilling & Montague Issue Booklet

Trilling & Montague, Zenith distributors, recently issued an interesting booklet devoted to screen-grid tubes, written by David M. Trilling. This booklet, which is the first of a series to be published on various angles of radio merchandising by this wholesale firm, gives full facts regarding the new radio tube in simple understandable language and a careful reading of it by the radio dealer and his sales staff will undoubtedly aid them in explaining the character of the screen-grid radio set to prospective purchasers.

## Peirce-Phelps, Inc., Now Occupy Attractive New Headquarters

New Quarters Are Centrally Located and Cover Approximately 30,000 Square Feet of Floor Space—Careful Consideration Given to Every Detail of Layout

PHILADELPHIA, PA., July 3.—Peirce-Phelps, Inc., Majestic wholesalers in this city, have just moved into a handsome new building at 437-51 North Fifth street, which is one of the finest

The warehouse and two-car siding with the shipping platform are all on the same floor, partitioned off by a wall from the general offices and service department which join each other.



Detailed View of One of the Service Benches at the New Peirce-Phelps Headquarters

establishments occupied by any radio wholesaler in the country. The building occupies two-thirds of a city block and from the moment one enters the vestibule an impression of comfort and good-will is dominant.

The display room, which is one of the features of the building, is treated in modernistic style throughout and was executed by Armand D. Carroll, associate architect to William H. Lee, of this city. This room is exceptionally attractive, providing an adequate background for the artistic display of Majestic products. The general offices connect with the showroom and order department, immediately adjacent to which is the credit department where orders can be passed with less than two steps. Going down the main hall of the general offices, the sales promotion department adjoins the credit department and in back of the sales division are the secretarial and filing departments. In the quietest corner of this entire office are the accounting and bookkeeping departments. Proceeding beyond the general offices through an archway is a hallway separating the three offices of W. G. Peirce, J. T. Peirce and C. M. Phelps. On the other side of the hall is a large conference room sufficient to comfortably seat 40 people.

On entering the service department there is a generous space between the entrance and the service counter and in back of this, partitioned off with clear glass to the ceiling in order to prevent noise, are the work benches of the service department. At the far end of the service department is the cabinet department, where defective cabinets are repaired, and also the shipping department of service material. The service office is adjacent to the service counter and takes care of all billing and shipping and correspondence between the company and the dealer regarding service matters. The service department has a separate receiving door where service material can be brought by the dealer in trucks backed up against this platform.

The shipping platform is entirely within the building where trucks can back in and is sufficiently large for the accommodation of four trucks. The belt conveyor joins the siding-platform to the cellar where large additional floor space is available for storage.

The entire available floor space is approximately 30,000 square feet and the building is located probably as near the center of distribution for the Philadelphia territory as would be possible to secure. It is six blocks from the heaviest buying radio section in the city (the Market street radio section); three blocks from the heaviest freight distribution point of the city; two and one-half blocks from the end of the Delaware River bridge and only one block from Spring Garden street which is the main east and west traffic street for serving all sections of the northern and northwestern sections of the city and West Philadelphia.

Peirce-Phelps, Inc., are to be congratulated upon the careful consideration given to every detail of their new home which reflects the phenomenal success of this company over a period of only a few years. This well-known wholesale organization, which has attained national prominence in the radio industry, has only been in existence about three years and the executives of the company who have worked indefatigably in the interests of the dealers attribute their success to the loyal support of the dealers they are serving as well as the quality and standing of the products the firm is merchandising. The executives of Peirce-Phelps, Inc., are: W. G. Peirce, Jr., president; J. T. Peirce, vice-president and sales manager; C. M. Phelps, secretary and treasurer; C. F. Limroth, credit manager; P. C. Richardson, sales promotion manager; C. F. Kuder, accounting department; P. F. Shivers, service manager; John Moran, order department; E. J. Henry, shipping department; D. O. Manseau, manager Wilkes-Barre branch; A. E. O'Brien, manager Harrisburg branch.

## Express Airplanes Brought New Crosley Models to Distributors

High Speed Characterized the Introduction of the New Crosley Screen-Grid and Improved Neutrodyne Sets—Powel Crosley, Jr., Comments on Features of Receivers

"Although we were months in developing the essential features of the 'big news in radio,' it took only a week to spread this news in con-

to change delivery arrangements several times before definite schedules had been worked out. Distributors co-operated very closely with us and went to quite an expense to be able to serve people in this territory with the latest development in radio on the date promised.



Planes Were Used to Get New Crosley Set to Distributors

crete form from one end of the country to the other," declared Powel Crosley, Jr., president, the Crosley Radio Corp., Cincinnati, O., describing how the new Crosley set was introduced.

"On June 10 the first unit in the new Crosley line came from the final inspection room in our main factory in Cincinnati and was rushed by fast motor car to a waiting airplane at the Lunken Airport in that city. Other motors followed the first one at intervals of a few minutes, and as each was delivered at the airport they were whisked away by fast express planes to Crosley distributors waiting for them everywhere.

"All during the week of June 10 to June 18, and through the co-operation of live-wire distributors, we were able to do this. Working at high speed as we were in our engineering and production departments, it was necessary

improved and refined neutrodyne circuits found in the radio frequency end of our receivers, we feel that we have developed the most perfect audio system ever known in radio. Its tone quality and volume are remarkable. Its fidelity curve is the best ever measured in our laboratories. It has the flattest curve of sensitivity of any set ever measured in our laboratories. The same applies to selectivity—greater uniform selectivity and flatter selectivity curve.

"There is not much that one can say in words of the exterior appearance of the Crosley line for 1930. The beauty of each and every model should speak for itself with a radio playing an all-important part in the home life of the nation. It is necessary that the cabinet consoles housing the receivers and speakers should be in good taste. The day of the ugly machine-appearing radio receiver has passed."

## Mandel Electric Co. Marketing Chassis

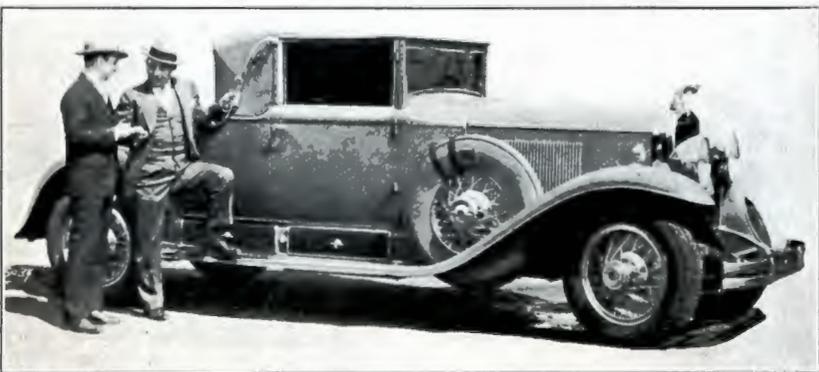
Newly Organized Firm Is Producing High-Grade Chassis for Private Brand Sale—E. A. Davenport Is Sales Head

The Mandel Electric Co., 2157 North California avenue, Chicago, has been organized by Louis and Manuel Mandel, both of whom have long been active in the radio business and who are identified with other successful radio enterprises. The new company was organized to manufacture and market a high-grade chassis for private brand sale.

The Mandel chassis was designed by R. H. G. Mathews, Lieut.-Commander, United States Naval Reserve, who was formerly chief engineer for the Zenith Radio Corp. E. A. Davenport, general sales manager for the Mandel Electric Co., states that many new engineering features have been embodied and perfected to produce unusual results in the new receiver.

"The profit a merchant makes in selling a radio under his own name depends not on how cheaply he buys but on the kind of satisfaction his customers receive," stated Mr. Davenport. "Too often are profits eaten up by troublesome sets requiring constant servicing. With this in view, we determined on a policy of building a radio chassis which would eliminate servicing as much as possible.

"Through proper engineering many frail, delicate parts have been combined into a few large units, thus eliminating sources of trouble as there are fewer soldered connections and fewer small parts to burn out, the result being a much more sturdy assembly. In the handling of the power supply exceptional care was taken to guard against sudden surges of electrical currents and to prevent overloading of the tubes. For instance, the factor of safety in the filter condenser block is two and one-fourth times that employed ordinarily. In spite of the fact that we have done everything to safeguard the life of the Mandel chassis, nothing was done to interfere in any way with the efficiency of the set. There is plenty of power to spare."



Cadillac Coupe presented by The Roycraft Co., Northwest Majestic radio distributor in Minneapolis, to L. W. Cohen, president and top-notch salesman of the Company. L. W. has his feet propped on the running board of his coveted prize, receiving the key to the car from his brother R. B.

## Enjoy Victor Radio Concerts on Train

Crack Train Affords Radio Entertainment En Route, Electrically Operated—Both Radio and Records, in Lounge Car

With the installation and successful operation of a Victor Radio receiving set on its deluxe new train, the Empire Builder, the Great Northern Railway has added to its hotel-like luxuries the latest form of diversion for pas-



Victor Radio on Crack Train

sengers en route, it was announced by officials.

Running from Chicago to Seattle, Portland and other cities of the Pacific Northwest, the Empire Builder is drawn by super-power electric and oil-burning engines and operates on a new fast schedule which enables travelers to save a business day. The inauguration of the new train was heralded to the country by Graham McNamee over a coast-to-coast hook-up and while the train was on exhibition in the Union Depot at Chicago this last word in railway travel comfort was visited by more than 20,000 persons.

During the inspection both radio concerts and phonograph records played by a new RE-45 Victor-Radio with Electrola were enjoyed by those who visited the luxurious lounge car of the train where Great Northern officials and their guests listened to the Empire Builder broadcast. In co-operation with railroad engineers, the technicians of the Radio-Victor Corp. devised a special installation which permitted passengers to enjoy radio and record music on the Empire Builder's initial trip, and this form of entertainment will be a regular feature of its daily runs both westbound and eastbound.

Following the success of this novel experiment the Great Northern has ordered nine additional Victor instruments.

## Estimates Tube Sales for the Year at 75 Million

Edward T. Maharin, vice-president in charge of sales, of CeCo Mfg. Co., after contacting leading set manufacturers in the major manufacturing centers, estimates that more than six million radio sets will be sold this season. Mr. Maharin stopped long enough at his office in Providence to deposit orders for four million CeCo tubes that he had gathered on his trip.

Taking into consideration the replacement market for tubes, Mr. Maharin estimated that the tube market will probably absorb seventy-five million tubes during the coming season.

## Electramuse at Auto Race

The Park model Electramuse, a product of the Holcomb & Hoke Mfg. Co., Indianapolis, Ind., with a special hook-up of several loud speakers was used at the 500-mile automobile race held at the Indianapolis Speedway on Decoration Day. The speakers were installed to serve about a mile of the "home stretch."

## Findlay's Fine Furniture

Smartly simple, modern in feeling, and noteworthy for compactness. Designed and finished to harmonize with the Sets and Portables for which they are made—in neutral finishes that fit the modern mode of interior decoration. Improved Tone Assured by the Exclusive Findlay Baffle Construction—made of sturdy metal—no joints to loosen—no veneers to warp—and no distortion from vibration.



Findlay Console-Grands

built for True Dynamic Reception and to accommodate all leading Table Model Receivers—embodying the Findlay Baffle Construction, which "Makes the Finest Sets sound Finer." Supplied with or without Speakers. Among the leaders are Consoles for RCA, Atwater Kent, Crosley, Eveready, Stewart-Warner.



Findlay Console-Grands for Portable Phonographs

take the Portables out of the class of Vacation Expense and make of them beautiful furniture for all year 'round use. Special provision to accommodate Record Albums. Among the most popular are Console-Grands for Brunswick, Columbia and Victor.

See your Distributors or write us direct for more details.

findlay Consoles are made by

**Robert Findlay Mfg. Co., Inc.**  
Brooklyn, New York

Show Room: 242—5th Avenue, New York, N. Y.

## New Victor Radio Models Introduced

Extensive Advertising Campaign to Preface Introduction of Victor Radio Models on July 15—Material Provided

As this issue of The World is being read by dealers, the Victor retail organization throughout the entire country is presenting to the public the latest products of the Victor Talking Machine Division of the Radio-Victor Corp. of America, the Victor Micro-synchronous radio receiver and the Victor radio receiver with Electrola. The introduction of the new instruments has been prefaced by an extensive and well-planned advertising campaign in which every possible medium of publicity is utilized to attract the attention of the American public to the new models.

Large Victor announcements are scheduled to appear in the leading newspapers of key cities throughout the country on Sunday, July 14, and Monday, July 15. This advertising will be repeated and re-enforced throughout the entire week by the company and in addition Victor dealers will co-operate and feature the new models in their own advertisements. For some time past national magazines have carried pages picturing and describing the models. In addition the following material has been prepared by the company and distributed to dealers: a window streamer to be displayed a week before the "Opening Day," July 15; a window streamer to be displayed on July 15, captioned "Demonstrations—To-day"; a thin sheet reproduction of the Victor car card advertisement, and a complete window display devoted to the new models. This material was supplied direct to dealers by the company. Other material includes a series of three mailing cards, envelope stuffers, folders and record envelope enclosures and a series of prepared newspaper advertisements, electrotypes and matrices of which were supplied.

## Campaign Outlined for A. K. Dealers

Portfolio Describing "A Selective Selling Campaign for Atwater Kent Dealers" Issued by Manufacturer

The Atwater Kent Mfg. Co., Philadelphia, Pa., recently issued to its dealers a portfolio outlining what is described as "A Selective Selling Campaign." This campaign is designed to assist dealers in selecting the prospects upon whom they can most profitably concentrate their selling efforts. The forepart of the portfolio is given over to detailing methods by which the dealer can most quickly and easily select his best prospects. They are: selecting customers in other lines, use of the telephone, radio census of the community, prospects gleaned from service calls, and prospects secured from sources such as doctors, etc.

The prospect list completed, the dealer is instructed to send the names to his distributor on specially prepared forms and in return receive a series of six mailing pieces each bearing the imprint of the dealer and all ready to be deposited in the mail chute. The mailings are printed in brilliant attention-attracting colors and each stresses a special message or outstanding feature of Atwater Kent radio. The cost to the dealer is comparatively small and covers simply the cost of preparing the mailings.

The closing of the booklet urges dealers to follow up the campaign with personal selling effort, utilizing both the telephone and personal calls and home demonstrations. A full page of instructions for successful home demonstrations is also included.

## M'fg. Radio & Phonograph HARDWARE

PERFECT  
Portable Needle Cup  
Open Stays Open  
Closed Keeps Closed



Star Mach. & Nov. Co.  
R.F.D. No. 1 Box 112  
Hillside, N. J.  
Chestnut Ave. & L. V. R. R.

## Necessity for Engineering Standards

George Lewis, Vice-President of Arcturus Radio Tube Co., Discusses Need for Radio Standards

The requirements of radio standards differ considerably from those of comparable industries. Standardization in most manufacturing ventures is generally a matter of size—of mechanical specifications. In radio it is much more than this and considers not merely the mechanical and electrical characteristics of any piece of apparatus, but the method itself of determining these standards. The sensitivity of a receiver, for instance, can be measured in several ways, all of which will give different results. The Radio Division of the National Electrical Manufacturers' Association has devoted considerable thought to approved methods of arriving at standards.

George Lewis, vice-president of the Arcturus Radio Tube Co., and chairman of the NEMA vacuum tube section, indicates the processes involved: "The present methods of measuring the undistorted power output of vacuum tubes are not altogether satisfactory," says Mr. Lewis. "Should a new method be developed to measure the power output of the vacuum tube, and the members of the committee agree that this method has merit and would no doubt be approved as a NEMA standard, the committee would then accept the method as a recommended practice.

"After being in service as a recommended practice for six months or a year, and found to be well suited for the purpose indicated, this method would then be accepted as a NEMA standard. Through progress made in this manner, it is very unusual to find that a NEMA standard requires alteration, until the art grows beyond the usefulness of the standard."

Majestic dealers in Minneapolis, Minn., recently co-operated in taking a large amount of newspaper space in tying-up with the local appearance of the radio favorites, "Amos and Andy" who appeared in person at the Pantages Theatre. The public was invited to enjoy the colored comedians in their own homes by installing a Majestic electric receiver.



Left to right: The Messrs. Milton, Joseph, Ben, Sidney J. and Harry S. Wolfe, "The Big Wolfe Bros.," passing on the applications of 600 radio dealers desirous of carrying Temple Radio

# From our CHICAGO HEADQUARTERS

333 North Michigan Ave.

Telephone State 1266

LEONARD P. CANTY

## G. P. Gunther With Kimberly Radio Corp.

The Kimberly Radio Corp., Chicago, mid-Western Zenith distributor, announces the appointment of G. P. Gunther as general sales manager. Mr. Gunther joins the Kimberly organization with a wide knowledge of radio salesmanship, having been connected with the Zenith Radio Corp. for the past ten years. Starting with Zenith as a boy he grew with the firm, and at the time of his leaving Zenith, was Western field representative covering the entire Zenith Western territory.

The Kimberly Radio Corp. is looking forward to the biggest year in its history, having already signed up as Zenith dealers some of the largest accounts in Chicago, including the Wextark, Radio-Vision and Atlas chain stores. The Milwaukee branch under the management of J. W. Barrett, Jr., is now located in new headquarters at 2619 State street.

## Wextark Radio Stores, Inc., Close Lease in Chicago

Wextark Radio Stores, Inc., announce the closing of a lease on a six-story building at 1901 W. Thirty-ninth street, for fifteen years at \$46,000 a year. The building contains 210,000 square feet and will include the factory of the company which is now moving there from 711 W. Lake street. At the same time, Simon Wexler, vice-president, announced the opening of three new Chicago stores. They are located at 7104 W. Grand avenue, 521 W. North avenue, and 3722 W. Twenty-sixth street. This will bring the number of Chicago stores to eighteen. Mr. Wexler said also that the Waltham division of Wextark would open three additional stores in New York City within the next two weeks.

## A. K. Displays in Chicago Tie Up With Trade Show

During the week of the RMA convention and trade show and the Music Industries conclave, the following Chicago dealers, all situated in the Loop district, maintained Atwater Kent displays, constructed in the Atwater Kent studios, in their show windows: L. Fish & Co., 208 S. Wabash; Hartman's, Wabash and Adams; Mandel Bros., State and Madison; Spiegel's, 115 S. Wabash; Atlas Radio Store, 226 S. Wabash; O. W. Richardson Co., 125 S. Wabash; Davis Co., State, Jackson, Van Duren and Wabash; The Fair, State, Adams and Dearborn; Boston Store, State and Madison; Adam Schaaf, 321 S. Wabash; Rudolph Wurlitzer Co., 329 S. Wabash. Special displays were also maintained at 608-610 S. Michigan and 614 S. Michigan.

## Chicago Fada Dealers View Latest Models

The annual Fada dinner in this area was held recently at the Hotel Stevens and the new Fada models introduced to an audience that included more than 500 dealers. J. L. DuBreuil, manager of the Chicago and Kansas City offices, was toastmaster and introduced the speakers. The meeting was held under the sponsorship of the Fada Radio Co., distributor. Sales and advertising policies for the coming season were outlined and the outstanding features of the new models discussed by R. P. Van Zile, Fada Western sales manager; H. A. Brewer, of the F. A. D. Andrea engineering staff, and W. C. Heaton, sales promotion manager of the manufacturer. Stewart Eggleston, Chicago representative of the Columbia Broadcasting Co., also delivered an interesting address.

## Furniture Firm Expanding

Fifty thousand stock units of the Grand Rapids Furniture Co., Chicago, were recently offered for public sale by Keane & Co., Inc., investment brokers of that city. Each unit consists of one share of no par cumulative preferred stock and one share of common stock, priced at \$40 per unit. The company, organized in 1922, operates a chain of retail stores in Chicago, selling furniture, rugs, and radio receivers of its own manufacture. It is understood that negotiations are now under way for additional acquisitions, and the company is planning to distribute its radio line on a national scale. Net earnings, after all charges, have averaged \$321,182 for the last two years, ended December 31, 1928, on an annual basis.

## Miss Tuerk in New Post

Miss D. H. Tuerk, for the past twelve years associated with the Illinois Electric Co., Chicago, distributor, is now manager of the C. A. Earl radio distributing division of the Harrison Wholesale Co., Chicago, according to an announcement by Louis Sisskind, vice-president of the Harrison organization. Miss Tuerk, who assumed her new position on July 1, is one of the few women executives in the radio industry, has been very active in radio since its early days, and is widely known throughout the trade.

## Features New Crosley Line

CHICAGO, ILL., July 3.—Hudson-Ross, Inc., Crosley and Amrad distributor in this territory, recently secured valuable publicity by the staging of a forty-two mile parade of thirty trucks bearing the new Crosley radio receivers to Crosley dealers throughout the city. Robert Himmel, president of the wholesale organization, arranged the event and announced that the drivers of the trucks would prove to the world that truck drivers could be polite. The newspapers played this angle up, giving it a great amount of space with the Crosley line coming in for its share of the glory.

A new daughter recently arrived in the family of Mr. and Mrs. Henry Benjamin. Mr. Benjamin occupies the post of vice-president of the Davega, Inc., chain store system which operates in the New York metropolitan territory. The new arrival has been named Myra.

## Represents Sangamo in Chicago Territory

W. W. Boyd & Co., 9 South Clinton street, this city, have been appointed sales representatives for the radio division of the Sangamo Electric Co., of Springfield, Ill., to cover set manufacturers and jobbers in Chicago and adjacent territory. Due to increased manufacturing facilities, the Sangamo organization recently developed a line of audio and power transformers in addition to its line of molded bakelite mica condensers especially adapted to meet the requirements of set manufacturers.

## Radio Show in September

The Radio division of the Cincinnati Electric Club recently announced that the fifth annual Cincinnati Radio Show will be held during the week beginning Monday, September 16, at Music Hall, Cincinnati, O. An attendance of 150,000 is expected and an admission charge of twenty-five cents has been decided upon in order to swell the attendance by charging this nominal sum. Discount tickets will also be distributed by exhibitors. Approximately twenty jobbers and 100 dealers will be represented at the exposition by individual booths. Larry E. Coen, manager of the Cincinnati Electric Club, has been appointed show manager.

## New Radio-Vision Store

Consistent with their program of expansion of retail outlets, Radio-Vision Stores, Inc., have opened a new store at 27 S. Wabash avenue, Chicago. This recent addition is in the center of Chicago's retail radio district and 2,000 square feet of floor space have been redecorated and rearranged to meet requirements.

## James A. Perry Killed

James A. Perry, brother-in-law of William C. Griffith, president of the Griffith Victor Distributing Corp., was killed recently when an airplane he was piloting crashed at Schoen Field, twelve miles north of Indianapolis, Ind.

## Add New Radio Lines

Wakem & Whipple, Inc., Chicago and northern Illinois distributors for Kolster, Brandes, and Star-Raider receivers, announce the dealer appointment of the Community Tire Stores, Inc., Chicago, as Brandes and Kolster dealers.

## Declare Brunswick Dividend

The directors of the Brunswick-Balke-Collender Co. have authorized a dividend of 75 cents per share on the outstanding common stock of the company to stockholders of record at the close of business, July 25, and payable on August 15.

## Donates to Hospital Fund

Louis Sterling, managing director of the Columbia Graphophone Co., and chairman of the board of the Columbia Phonograph Co., recently donated £1,000 to the Hospital Fund of England to commemorate King George's recovery.

Manufacturers of the Alto Fibre Needle Cutter



**Accurate! The Alto**  
Automatic Stop For Phonographs

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.  
Canadian Distributor: Universal Supply Co., Toronto, Ont.

# A \$1,000,000 Radio Exhibit

RMA Trade Show Indicated Strides Made by Industry—  
Attendance of 31,589 Registrants Broke All Records



Fifth Annual Banquet and Broadcast of the Radio Manufacturers' Association on the Evening of June 5 at the Hotel Stevens

All attendance records were broken at the convention and trade show of the Radio Manufacturers' Association in Chicago in June, when

31,589 members of the industry were registered. Preconvention predictions that the present season would establish new sales records seem likely to be fulfilled on the basis of later reports by the same manufacturers, jobbers and dealers, at the conclusion of the convention.

An inspection of the million-dollar exhibit of radio receivers, loud speakers, tubes and apparatus on display at the Hotel Stevens, Blackstone and Congress, indicated beyond all doubt that the industry has made magnificent strides since the last convention and trade show a year ago. New inventions, improvements and refinements are of such an outstanding nature that a new era in home reception is presaged for radio fans.

A canvass of manufacturers revealed the fact that the radio buying public is to receive a greater amount of radio, per dollar expended, than ever before in the history of the industry. In the opinion of one executive, the radio buying dollar is nearly approaching the value of the dollar spent for automobiles.

Every indication points to large use of the new screen-grid tube. Many manufacturers have included a model or models which make use of it. Some manufacturers have "gone all the way" and are making only screen-grid sets.

Dynamic speakers, which were introduced on a large scale last year, are more popular than ever. They, too, like receivers, are further refined and made more rugged, so as to take care of the increased power which characterizes all new sets. Most of the new dynamics being employed are of larger diameter than heretofore, with a range up to 14 inches on some of the more expensive jobs.

Selector tuning, or employing a device which automatically tunes the set to one of a number of predetermined stations, is found on a number of receivers. Remote control, by which the radio receiver may be tuned in any room of the house, appeared on models of one manufacturer and other manufacturers are bringing out remote control devices.

Manufacturers are one in saying that better selectivity, sensitivity, design of both cabinets and chassis, better reproduction and simplifica-

## New RMA Officers

President, H. B. Richmond, treasurer, General Radio Co., Cambridge, Mass.

Treasurer, T. K. Webster, Jr., president, the Ekko Co.

The following were elected vice-presidents:

Morris Metcalf, treasurer, American Bosch Magneto Corp., Springfield, Mass.; Henry C. Forster, vice-president, Utah Radio Products Co., Chicago; William Sparks, president, Sparks-Withington Co., Jackson, Mich.

Directors elected for three years are:

H. C. Cox, New York City, president, Columbia Phonograph Co., Inc.; Henry C. Forster, Chicago; George C. Furness, New York City, vice-president National Carbon Co., Inc.; B. J. Grigsby, Chicago, president, Grigsby-Grunow Co.; Ralph H. Langley, Cincinnati, general manager, Crosley Radio Corp.; A. G. Messick, Chicago, chairman of the board, United States Radio & Television Corp.; R. T. Pierson, Chicago, president, Bremer-Tully Co.; H. B. Richmond, Cambridge, Mass.

The Board of Directors reelected Bond P. Geddes as executive vice-president of the RMA, M. F. Flanagan as executive secretary; Hon. John W. Van Allen, legal counsel, and Frank D. Scott, legislative counsel.

The resignation of Arthur T. Haugh, of Rochester, N. Y., as a director, was formally accepted by the Board of Directors. His place is taken by Arthur Walsh, East Orange, N. J., vice-president, Thomas A. Edison, Inc.

## New Committee Chairmen

Legislative—C. C. Colby, Samson Electric Co., Canton, Mass. Finance—T. K. Webster, Jr., The Ekko Co., Chicago. Show—Jess Hawley, United Reproducers Corp., St. Charles, Ill. Broadcasting—B. G. Erskine, Sylvania Products Co., Emporium, Pa. Contact—L. E. Noble, Federal Radio Corp., Buffalo. Statistics—George C. Furness, National Carbon Co., Inc., New York City. Merchandising—Herbert H. Frost, Kolster Radio Corp., New York City. Credit—Donald MacGregor, All-American Mohawk Corp., Chicago. Engineering—Walter F. Holland, Philadelphia Storage Battery Co., Philadelphia, Pa. Fair Trade Practice—Morris Metcalf, American Bosch Magneto Corp., Springfield, Mass. Foreign Trade—G. H. Kiley, Farrand Mfg. Co., Inc., Long Island City, N. Y. Membership—N. P. Bloom, Adler Mfg. Co., Louisville, Ky. Patent—LeRoi J. Williams, Raytheon Mfg Co., Cambridge, Mass. Public Relations—William Sparks, Sparks-Withington Co., Jackson, Mich. Traffic—B. J. Grigsby, Grigsby-Grunow Co., Chicago.

tion of installation and operation are notable refinements. The variable is the way in which these refinements and improvements are emphasized by the particular manufacturer.

There is a definite trend to console models, and the cabinet manufacturers have made notable contributions to the "dress" of receivers.

(Continued on page 132)

## RMA Convention and Trade Show Biggest and Best Ever Held

(Continued from page 131)

ing sets. Authentic period designs of most pleasing detail are now, for the first time, usual practice. Both highboys and lowboys, as well as open-faced jobs, are offered in a choice of walnut, mahogany, oak, oriental walnut and other fancy woods. Doors are of the sliding variety or the French type. All in all, design, construction and finish are far superior to that of years previous—undoubtedly the result of feminine appreciation for fine furniture in radio receiving sets.

The board of directors received an invitation

to return to Chicago for its 1930 Convention and Trade Show, signed by Frank F. Winans, president, Chicago Association of Commerce; Wm. H. Hennessy, manager of the Convention Bureau of the Chicago Association of Commerce, and E. J. Stevens and J. F. Bowman of the Stevens Hotel.

Invitations to hold the 1930 RMA Convention and Trade Show have also been received from Atlantic City, Cleveland, Detroit, Kansas City and St. Louis. Decision regarding the 1930 Convention will be made later.

## Federated Reverts to Become Association of Associations

All Local and Territorial Radio Trade Associations or Groups Are Eligible for Membership in National Organization—Interesting Talks Feature Open Meeting

The convention held by the Federated Radio Trade Association in conjunction with the Radio Manufacturers Association Trade Show and Convention in Chicago in June, marked the turning point in the history of the Federated movements. At this time the Association reverted to its original form and became a national association of associations. Through this method, every local and territorial radio trade

associations of their group during the past year. D. E. Replogle, chairman of the RMA Television Committee, presented a very complete talk on the subject of television, outlining the great amount of work that was being done at the present time, and that an enormous amount of research was being presented on this important subject by every prominent manufacturer. Mr. Replogle outlined the history of television and



Radio Dealers Mass Meeting at the Hotel Stevens

association or group whose purpose is the development of the radio industry and the betterment of conditions within it are eligible for membership.

The dues for local associations are \$25 per year, which allows two delegates with their alternates. For every additional \$25 paid into the Federated treasury, two additional delegates are allowed. In this way prominent local associations qualified and able to carry on additional financial burdens can register a large number of their members with the Federated and in turn for the increased dues can receive increased representation in the convention through additional delegates.

The Radio Wholesalers Association is affiliated with the Federated as well as a national association of retailers and a national organization of manufacturers' representatives.

Under the able leadership of Michael Ert of Milwaukee, the Federated has grown greatly during the last few months, and through the interest evoked by the retailers and the publishing of a booklet on "How to Organize a Local Radio Trade Association" there has been created over 65 local associations throughout the country. The Federated now has approximately thirty local radio trade associations affiliated with its group.

One open meeting was held during the week by the Association which took place on Wednesday, June 5. At this meeting the heads of the Retailers Association, Manufacturers' Representatives Association and the Radio Wholesalers Association presented ideas and accom-

plishments of their group during the past year. D. E. Replogle, chairman of the RMA Television Committee, presented a very complete talk on the subject of television, outlining the great amount of work that was being done at the present time, and that an enormous amount of research was being presented on this important subject by every prominent manufacturer. Mr. Replogle outlined the history of television and

the place it had already assumed in the eyes of the experimenters. He stated that television was to become a very definite reality within a short period of time, but that at the present time television receivers were not in a commercially marketable stage that would give satisfaction to every owner. The Hon. Frank D. Scott of Washington, D. C., presented a very constructive talk on legislative problems. The open meeting of the Federated was well attended and everyone was pleased with the interest shown in the meeting.

On the following day the Radio Retailers Association held a splendid meeting at which time interest in local association activities was the chief subject for discussion. The radio retailers spoke of the necessity for watching dealer costs and urged the necessity of every radio retailer co-operating with his fellow merchant in order to make cleaner conditions in his city. President Henry M. Steussy of Milwaukee presided at this meeting.

John M. Redell held an open meeting of manufacturers' representatives at which time ethics concerning the position of the manufacturers' representatives in the radio field was discussed. Marked interest was shown in this meeting by manufacturers' representatives.

### Retiring RMA Chief Presented With Souvenir

Major H. H. Frost, of New York, three times president of the Radio Manufacturers Association, was presented with a unique and valuable

token by fellow members of the Board of Directors of the Radio Manufacturers Association at the final meeting of the 1928-29 board at the Stevens Hotel, June 3.

A sterling silver plaque, bearing the facsimile signatures of the directors and executive officers of the RMA was presented to Major Frost by another former president of the RMA, C. C. Colby, of Canton, Mass.

## Wholesalers Hold Successful Meet

Committees to Be Organized in Three Groups, Trade Relations, Market Survey and Better Selling

The Radio Wholesalers Association held a very successful closed membership meeting on Thursday, June 6, at the Stevens Hotel. Only members were admitted to this meeting. Various committee reports such as the Insurance Committee, Dealer Relations Committee and others were presented and discussed. Martin J. Wolf, chairman of the tube committee, made a very comprehensive report on the tube situation, and the results of a series of questionnaires which the executive offices have compiled. President Peter Sampson outlined the activities of the Association for the coming year, and the necessity for further co-operative action in developing the program.

Many new members were taken in at this meeting, and it was agreed that the Association is making the strides which are so necessary for every functioning group. The association is working on fundamental activities that will help the individual wholesaler. In the future, committees working under the RWA will be organized in three groups. The first called that of Trade Relations, the second that of Market Survey, and the third, Better Selling. In this way every committee will be able to closer analyze the situations with which they are dealing, and will be able to make recommendations for the members that will be far-reaching and of great importance.

The Harper Research Laboratories of 500 Diversey Blvd., Chicago, were appointed as the official testing laboratory for the Association. Any wholesaler having work done by this laboratory will pay for the test individually, but the findings of the investigation become the property of the RWA and will be filed in the executive office. They will be available to members at a small charge, and each new test conducted for any member will be immediately bulletined to the balance of the members so that they may take full advantage of the test.

The wholesalers' meeting was well attended by members from coast to coast, showing the interest in this national organization which has grown so rapidly during the past year.

## Federated to Meet in Cleveland in 1930

The Federated Radio Trade Association and the Radio Wholesalers' Association have decided upon Cleveland, O., as the next annual meeting place of the Association. The convention will be held February 10 and 11, 1930, in Cleveland, O.

The convention place was decided at a meeting of the Board of Directors on June 5 at the Stevens Hotel, Chicago, following a demonstration and requests made by the Toledo Radio Trade Association, Indianapolis Radio & Electric League, Ft. Wayne Radio Trade Association and the Ohio Radio Trade Association in Cleveland. The Ohio Association was recently organized, but is a very thriving local group that now has approximately 175 members within the association and has built it up to be a strong influence in radio affairs in its city and State.

# Trade Show Photo-Features



Left: The merry and festive luncheon of Majestic radio distributors from all sections of the United States held in the Tower ballroom of the Stevens Hotel during the RMA Trade Show. The splendid results secured during the past season have put these merrymakers in good humor and the prospects for the coming season only served to intensify this spirit

Right: The officials of the National Carbon Co. were the hosts to this festive gathering of distributors of the Eveready line of radio receivers at the luncheon held during the week of the RMA Convention and Trade Show. The interest displayed by dealers in the new Eveready models seems to be reflected in the smiling faces of the jobbers



Left: The annual dinner of the Fada Pioneers was held in conjunction with the Fada Style Show of the new receiver models on May 28 at the Hotel Stevens, immediately preceding the gathering of the radio industry clan, and proved to be a most successful event, judged from all angles. The new models were enthusiastically received and the entertainment was superb



Left: No less a personage than the debonair Grover Whalen, Commissioner of Police, was on hand to bid this radio delegation bon voyage. Left to right: C. A. Earl, president Chas. Freshman Co., Grover Whalen and Phil Spitalny

Right: The public address system installed in the three Chicago hotels housing the RMA convention was one of the most pretentious installations ever designed. The United Reproducers Corp. and Samson Electric Co., who designed and supplied the apparatus, received a resolution of commendation from the RMA directors. 150 Kylectron condenser speakers were installed in the lobbies and exhibition halls of the show headquarters



Left: The sales staff of the Western Radio Co., Atwater Kent distributor of Kansas City, Mo., decided to be exclusive and made the trip to the RMA convention in a specially chartered bus. They returned via the same route

# Trade Show Photo-Features



Above: The Kennedy Radio Girls were much in evidence at the display of the Colin B. Kennedy Corp. during the period of the RMA Trade Show



Above: The seventh annual dinner of Seeburg distributors was held at the Drake Hotel during the week of the RMA Convention and Trade Show

Left: Joseph M. Koehler, public relations director, and Phillip Van Doren Stern, advertising manager of the Freed-Eisemann Radio Corp., at the Chicago Municipal Airport where the Freed air-raid was planned



Right: Harry Alter and His Crew of Majestic boosters were much in evidence during the week of the big festivities



The C. A. Earl distributors and dealers were the guests of C. A. Earl, president of Chas. Freshman Co., at a performance of the musical success "Boom Boom" on June 4

Left: Leo W. Reed, Chas. Freshman Co. sales promotion manager, securing "albatross eggs" for the C. A. Earl breakfast



Left: The New York delegation received a royal welcome upon its arrival in Pittsburgh. Phil Spitalny and His Orchestra supplied the music and the city's reception committee consisted of a good deal of femininity



Above: Entrance to the Majestic Day and Night Club on the twenty-fifth floor of the Stevens Hotel where the Grigsby-Grunow Co. supplied entertainment to hundreds of distributors and dealers. Feature acts from the "Scandals" and "Boom Boom" made up a sparkling show

## Boston Radio Wholesalers' Club Holds Second Annual Trade Show

Exposition Conducted on Strictly Business Lines with All Entertainment Prohibited  
 —Show Staged by Sheldon Fairbanks Expositions, Inc., for Association

The Radio Wholesalers' Club of Boston held the second annual radio trade show at the Hotel Statler on June 19, 20 and 21. The exposition

to, was to prohibit all entertainment and confine the event to being a strictly business proposition. The accompanying photograph is of the



Radio Wholesalers Club Host to Newspaper Men at Dinner in the Hotel Statler

was conducted for the Association by the Sheldon Fairbanks Expositions, Inc., under the personal supervision of Sheldon H. Fairbanks and Clarence H. King. The large attendance of dealers and the enthusiasm displayed by them was gratifying to all the members of the trade organization. The officials of the Association feel that the chief reason for the show proving the complete success it was can be attributed to the fact that one of the rules, strictly adhered

dinner given by the Association to local newspaper editors as an expression of gratitude and appreciation for the co-operation extended in making the trade show a success.

The Radio Wholesalers' Club is composed of the executives of all the representative radio distributing firms of this city. Hollis H. Vaughan of the George H. Vaughan Co. is chairman and Arthur C. Marquardt, manager of the Stewart-Warner Sales Co., is treasurer.

## Boston Trade Views New Sparton Line

One of the most interesting features of the radio trade show, held at the Hotel Statler on June 19, 20, and 21, was the exhibit of the complete line of new Sparton radio receivers by the New England Distributing Co., wholesale distributor of Sparton radios in the Boston territory. Great enthusiasm was shown by all who viewed the Sparton exhibit, forty-one dealers having signed up as Sparton representatives for the coming season.

This enthusiastic reception may be attributed to the advanced features incorporated in the Sparton Equasonne sets, particularly the possibility of reproduction without blasting, which is made possible through the design of the new Sparton audio apparatus. This year Sparton presents what it terms "Face to face realism in the new models." As in the past, the beautiful cabinets which house the workmanlike chassis are of a highly decorative nature.

The New England Distributing Co. has been in business less than ninety days, and its success is an encouraging indication of what may be expected during the coming season.

## Reaches Public Through Motion Picture Programs

R. B. Jolley, Atwater Kent dealer in Morristown, N. J., is going far and wide to advertise his product and promote his sales. This progressive dealer's latest stunt is to take full back-cover space in local motion picture theatre programs.

"People who frequent movie theatres," says Mr. Jolley, "are red-hot prospects for the modern, improved radio, such as the new Atwater Kent screen-grid set. That a definite part of their leisure time is devoted to entertainment—the more varied the better—is proved by their more or less regular movie attendance. I have

found that this method of advertising is particularly effective, especially from a cost-versus-coverage standpoint. The majority of the average local motion picture programs are two or four-page leaflets—easily and quickly read. Your radio message, covering one entire page at an extremely low cost, possesses immediate force and direct appeal."

## North Ward Sponsors Billboard Campaign

The North Ward Radio Co., Inc., Newark, N. J., Majestic distributor, is concentrating its efforts in the largest billboard advertising campaign in its history to be conducted in conjunction with its dealers. All contracts for billboards already posted have been renewed for another year with the understanding that the dealers can control their own locations, according to Herbert Fink, president of the distributing firm. Dealers will be given the opportunity to bid for new illuminated locations as they become available, it was announced.

The advertising copy will be changed every month, conveying seasonal appeals for the Majestic line. The posters will carry dealers' imprints to identify the stores in each district.

## Binghamton A. K. Dealers to Meet

BINGHAMTON, N. Y., July 10.—The sixth annual convention of Atwater Kent dealers in this territory will be held on Thursday, July 18, under the sponsorship of the Elliott Radio Sales Corp., distributor. The meeting will start at 11 a. m. with registration and a get-acquainted meeting, to be followed by a buffet luncheon. Business sessions will be held in the afternoon at the Elks' lodge rooms. A banquet and entertainment will be held in the evening at the Elks' roof garden.

## H. Hobart Porter Heads Ditson Co.

At the annual meeting of stockholders of Oliver Ditson Co., music publishers, held in Boston, recently, the stockholders elected the following directors: H. Hobart Porter, Robert L. Hamill and F. G. Coburn, all of Sanderson & Porter, engineers; also Arthur R. Smith, vice-president, Atlantic National Bank, Boston, and William Arms Fisher, vice-president and publishing manager of Oliver Ditson Co., and elected Ralph A. Ostburg, Jr., treasurer.

The directors elected H. Hobart Porter president to succeed Charles H. Ditson, recently deceased, and re-elected William Arms Fisher vice-president and publishing manager.

Mr. Porter announced that he would continue the basic policies inaugurated by Oliver Ditson, when he founded the business in 1835.

## Radio-Victor Dealers Meet

Approximately 1,000 dealers were present at the Radio-Victor Corp. meeting and banquet at the Copley Plaza Hotel, Boston, the evening of Friday, July 12. The RCA distributors who cooperated were the Wetmore-Savage Co., of Boston; General Electric Supply Co., of Boston, and the Union Electrical Supply Co., of Providence, R. I. A. R. Beyer, Eastern district sales manager, and E. C. Carlson, in charge of sales promotion, addressed the meeting on RCA sales plans for the 1929-30 season.

## Public Demands Quality

The radio receiver has passed from the stage of a novelty or a thing to be played with to a position where everyone regards it as an acceptable addition to a well-furnished home, according to B. H. Baker, sales manager of A. H. Grebe & Co., Richmond Hill, New York, manufacturers. Mr. Baker returned from the trade show in Chicago firmly convinced that this is the era of quality sets. From a study of the various exhibits at the exposition, he feels that the buying public to-day demand both excellence in reception and perfection in cabinet design. Manufacturers cannot afford to sacrifice one for the other and the company which adheres to this principle, according to the Grebe executive, is certain to meet with success.

## New Brunswick Distributor

J. K. Beach, of the sales department of Radio-Panatrope division of the Brunswick Co., recently visited Portland, Ore., where he established the Stubbs Electric Co. as Brunswick distributor.

Davega, Inc., New York City, reports a tremendous increase in sales for June.

## Type M Recording Wax

Developed for Electrical Recording. Works at 70° or Normal Room Temperature

**F. W. Matthews**  
 244 Prospect Street, E. Orange, N. J.

# IN THE MUSICAL MERCHANDISE FIELD

## National High School Orchestra Camp Opens

Over Forty States Represented Among the Three Hundred Students Registered at Interlochen, Mich., Band Camp

INTERLOCHEN, MICH.—With students from all but half a dozen States in the Union in attendance and with a faculty which "includes the finest group of musicians and educators ever assembled to work together in America," the 1929 National High School Orchestra and Band Camp got under way here Sunday, June 23.

The camp, which is sponsored jointly by the Music Supervisors National Conference, the National Federation of Music Clubs and the National Bureau for the Advancement of Music, is intended to provide an opportunity each year for 300 of the country's most talented school musicians to spend a Summer of study under outstanding musicians and world-famous conductors. Only students of excellent character and undeniable talent are accepted for the camp.

Musical director of the camp is Joseph E. Maddy, of the University of Michigan School of Music, and its supervisor of instruction, T. P. Giddings, music supervisor of the Minneapolis public schools.

The camp will continue for eight weeks. The major activities will be an orchestra of 150, a band of 90 and a choir of 60. By "doubling" the orchestra will number 220, the band 150, and the choir 100.

## Roy Smeck Featured on Majestic Hour

Roy Smeck, banjoist, was recently featured during the Majestic Sunday night broadcast over a wide network of stations. He played his Stage Model B & D Silver Bell banjo, and was highly praised by radio reviewers in the following day's newspapers. K. Trenholm, of the New York Sun, in commenting on the Majestic Hour, said: "Of the performers we selected Roy Smeck, master of the strings, as the program's headliner."

The B & D Silver Bell banjo, made by the Bacon Banjo Co., of Groton, Conn., still continues to find high favor with the profession, the following letter being typical of the many received from musicians at the company's offices: "I have played many different makes of banjos but have yet to find a banjo that will surpass my B & D Silver Bell banjo in tone qualities or in any other phase of banjo qualities. I am working at French Lick, Ind., with Dick Brooks and his West Virginians, an M. C. A. organization. Bob Dayton."

## Opposes U. S. Basis for Imports Valuation

Fred Gretsck, president of the National Musical Merchandise Association, has called the attention of the importers of musical instruments to the report of the Customs Committee of the National Council of American Importers and Traders, Inc., to the effect that there is great danger that the Senate Finance Committee will adopt the United States value as the major basis of valuation on imports. This means that duty will be levied on the wholesale selling price in America instead of the

wholesale foreign values in the country of origin, making it impossible for an importer to compute costs and determine selling price until the goods have arrived and been appraised upon the new basis of value.

It is stated that the United States valuation is advocated as a means for preventing fraudulent undervaluation, but is held that official figures show that such frauds are negligible. Importers resent the suggestion of the new basis as a direct reflection upon their honesty, according to Mr. Gretsck, and declare that the adoption of the United States value would increase duty enormously. It is suggested that all importers interested get in touch with their senators immediately and register their protests.

## Grant Patent on Tailpiece

The United States Patent Office has allowed patent No. 1,713,855 on the Oettinger tailpiece for banjos as of May 21, 1929. The patent has been assigned to the Bacon Banjo Co., Inc., of Groton, Conn., who will market it in the future under the name B & D Super (Oettinger) tailpiece.

## Patrick Conway Dead

Patrick Conway, noted bandmaster, died recently in his home in Ithaca, N. Y., where the funeral was held, followed by burial in Cortland, N. Y. Many prominent men, including Mayor Fred B. Howe, of Ithaca, participated in the funeral services. John Philip Sousa sent a telegram expressing regret at the passing of a "leader in his profession."

## To Enlarge School Band

The Jamestown, N. Y., High School Band, which won the New York State tournament at Syracuse, is to be enlarged to one of the biggest in the East.

## Schwartz Proposes Promotion Association

Suggests Organization to Work With National Bureau to Encourage Adults as Well as Children to Play

One of the interesting suggestions presented at the Chicago Convention last month was that of J. Schwartz, president and sales manager of the J. Schwartz Music Co., New York, to the effect that an additional body be organized to be affiliated with the Music Industries Chamber of Commerce and to carry on propaganda work through various mediums to the end of creating interest in the playing of musical instruments by all, grown-ups as well as children.

This new body through its elected officers would have a voice in all the meetings of the National Bureau for the Advancement of Music and would pay particular attention to matters of interest to band, orchestra, fretted instruments and sheet music groups.

The idea favors an association made up of every manufacturer, importer, jobber and dealer in band and orchestra instruments, as well as those publishing and dealing in sheet music, which would co-operate directly with the National Bureau for the Advancement of Music. Manufacturers and jobbers would pay a minimum annual fee of fifty dollars while dealers would pay twelve dollars. The Association would establish a postal service, obtainable for a small fee, and would emphasize the fact in all its publicity that "It's more fun to play than to listen." In presenting this suggestion Schwartz stated that it was based upon results of personal investigations made by him in various parts of the country and which showed that the industry was in sharp competition with the manufacturers and sellers of automobiles, electric refrigerators, etc., and with such pastimes as golf and bridge.

# BRUNO

THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA

*Exclusively Wholesale*  
ESTABLISHED 1834

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

# GLEANINGS *from the* WORLD *of* MUSIC

## Music Publishers' Association Holds Its Annual Convention

All Officers and Directors Re-elected with One Exception—Walter Jacobs Succeeds J. T. Roach on Board—Subjects of Importance to Trade Receive Attention

At the annual convention of the Music Publishers' Association of the United States, held at the Art-in-Trades Club, New York City, on June 11, several subjects of direct importance to the sheet-music trade in all its branches were discussed at considerable length, one of the most important being the work of the recently created Better Business Auxiliary Board of the Association, of which John L. Bratton is executive secretary. Mr. Bratton, as has already been set forth in *The World*, is at present touring the country east of the Mississippi in an endeavor to discover at first hand just what conditions exist in the trade and music profession that are detrimental to the sheet-music industry and to recommend action designed to remedy those conditions.

The association also received a resolution adopted by the Sheet Music Dealers' Association as its convention in Chicago in which are set forth several suggestions looking to co-operation between publishers and dealers to the end of improving existing situations. One of the matters complained of was the practice of publishers in consigning sheet music to teachers and others on long-time credits. The publishers tell that this practice was confined to comparatively few and that conditions were being remedied slowly, and a committee consisting of David C. King, chairman; W. Deane Preston and Harold Flammer was appointed to meet with a similar committee of dealers at intervals for the discussion of matters of mutual interest.

Considerable time was spent in the discussion of plans for a complete catalog of standard music. The catalog will include the current publications and will be issued annually. The plan provides that the publishers supply alphabetical catalogs of a standard size which will be collated and classified for the convenience of the trade at large. Standard publishers who are not members of the association may have their works included in the catalog upon paying a pro-rata share of the cost of compilation. The first number will be issued about October 15 of this year.

President William Arms Fisher, in his annual report, dwelt particularly upon two matters:

first, a recession in business, and, secondly, the increase of mergers. He declared that musical instruments of the mechanical type were in a large measure responsible for falling off in business. However, the theatre orchestras, threatened by the "talkies," were being re-engaged and the campaigns being carried on to encourage personal musical expression were already having their effects. This is particularly true in the case of group piano instruction in the school whereby thousands of children, who ordinarily would not take up piano, were being so trained that they were continuing their studies under private teachers, with a resultant increase in music demand. The switching of the piano demand to instruments of better grades is also a matter for congratulation, and a growing interest in choral music is calculated to stimulate future sales. Although there is still an overproduction of music, there was noticeable a steady curtailment all along the line which might be expected to improve conditions in the near future.

All officers and directors of the association were re-elected with one exception, Walter Jacobs, of Boston, being named on the board to succeed J. T. Roach, resigned. The official line-up for the year therefore is as follows: President, William Arms Fisher, Boston; vice-president, Harold Flammer, New York; treasurer, Carl T. Fischer; secretary, Edward L. Gunther, New York. Board of Directors: Walter Coghill, Thomas J. Francis Cooke, Harry B. Crosby, George Fischer, Sam Fox, H. W. Gray, Michael Keane, W. Deane Preston, Walter Jacobs, Charles A. White and Isadore Witmark.

The general meeting of the association will be held shortly to meet with John L. Bratton and hear his report of his first tour of the country for the purpose of studying conditions.

Irving Berlin, Inc., New York City, has secured the publication rights to a new song by Ray Klages, Sam Ward and J. Fred Coots, entitled "A Little Coat of Tan." The number gives every indication of proving a real hit and the Berlin organization is putting an active campaign behind its exploitation.

## Stanton Again Heads Sheet Music Dealers

Annual Convention of National Association of Sheet Music Dealers Held—Discuss Better Business Board's Work

The annual convention of the National Association of Sheet Music Dealers was held at the Hotel Drake, Chicago, Ill., the early part of last month with a representative attendance of dealers from all sections of the country. Following the reports of President Robert F. Stanton and the other officers, much of the first session was devoted to a discussion of the Better Business Auxiliary Board recently organized by the Music Publishers' Association of the United States to investigate unsatisfactory conditions among the trade and profession, and to suggest and put into effect remedies where and when possible. John L. Bratton, executive secretary of the bureau, who is now on a tour of investigation covering several States, was present at the meeting and described the progress made to date.

Addresses were made at the sessions by Paul H. Schmidt, of the Paul H. Schmidt Music Co., of Minneapolis, who spoke on "What Is the Matter With the Music Business"; James F. Cooke, of the Theo. Presser Co., on "Competition"; E. J. Walt, of Lincoln, Neb., on "The Consignment of Music to Schools and Teachers on a Year's Basis," and by J. Elmer Harvey, of Grinnell Bros., Detroit, Mich., on "Theme Songs," a topic of vital interest.

The following officers were elected for the coming year: President, Robert T. Stanton, Lyon & Healy; vice-president, John Harden, John Harden Music Co., Springfield, Mass.; secretary-treasurer, Thomas J. Donlan, New York. Directors: Harold B. Adams, Lima, O.; E. Grant Ege, Kansas City, Mo.; Jacob H. Ellis, New York; William M. Gamble, Chicago; J. Elmer Harvey, Detroit; Charles W. Homeyer, Boston; William Jacobs, New York; William B. Levis, Rochester, N. Y.; Edward P. Little, San Francisco; Holmes R. Maddock, Toronto, Canada; Ernest Philpitt, Miami, Fla.; J. M. Prialx, New York; Paul H. Schmidt, Minneapolis; Oliver Shattinger, St. Louis, and Otto P. Schroeder, Flushing, N. Y.

The visiting music dealers were the guests of the Chicago publishers and dealers for an outing which took in the principal points of interest in and about the Windy City, and which was voted a most entertaining trip.

## FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

**IRVING BERLIN INC., 1607 Broadway, New York**

## Julius Witmark Dies Following Operation

Julius P. Witmark, vice-president of Witmark & Sons, and for years a prominent figure in theatrical and musical circles, died at the Park West Hospital, New York, on June 14, following an abdominal operation.

Mr. Witmark was fifty-eight years old, was born in New York and received his early education in Public School 28 at West Fortieth street, New York, close to the scene of his business successes. He early developed a fine soprano voice which prompted him to leave school at the age of twelve and go on the stage as a member of the San Francisco Minstrels. He continued in the minstrel field for several years, appearing with various leading organizations and then for a time appeared in musical comedies and revues.

Upon retiring from the stage in 1900 Mr. Witmark joined with his father and brother, Isadore Witmark, in organizing the present house of M. Witmark & Sons, which during its career has published the scores of some of the leading musical comedy and operatic successes, hundreds of individual songs that proved nation-wide hits and a host of classical and semi-classical selections.

In 1901 Mr. Witmark married Carrie Jean Rosenberg, who survives him, together with a son, Julius P. Witmark, Jr., a sister and three brothers, Frank, Jay and Isadore.

Funeral services were held on Sunday, June 16, at the Riverside Memorial Chapel and the great attendance of those prominent in theatrical and musical circles testified to the esteem in which the music publisher was held. Burial was in Bayside Cemetery.

## New Songs for DeSylva, Brown and Henderson

With two song hits, "My Sin" and "Mean to Me," to their credit, neither of them affiliated with a film production, but both among the best sellers, DeSylva, Brown & Henderson, Inc., announced that they have three more songs to be released shortly, all of which have already shown much promise. These new songs are "Sing a Little Love Song," "Where the Bab, Bab, Babbling Brook (Goes Bub, Bub, Bubbling By)" and "(If I Were You) I'd Fall in Love With Me."

The first song, "Sing a Little Love Song," is the central musical theme of the Universal production, "Broadway," and was written by Con Conrad, Sydney & Mitchell and Archie Gottler and has already won a liberal measure of success. "Where the Bab, Bab, Babbling Brook" is a typical Summer song written by Pease, Nelson and O'Flynn, and "I'd Fall in Love With Me," by Sammie Fain and Jack Murray, is the type of number that is distinctly popular right now in all sections of the country.

Meanwhile DeSylva, Brown & Henderson are building substantial sales records with their present successes, "My Sin" and "Mean to Me," and are planning an extensive and thorough campaign for the three new numbers.

## New Feist Publications

Leo Feist, Inc., New York City, has announced the following new publications as class "A" or twenty cents per copy until July 31, after which they enter class "B" or twenty-two cents per copy: "Sweetness," by Ned Miller, Carmen Lombardo and Chester Cohn, and "You," by Joe Bennett and Harry Linden. The following class "C" songs at twenty-five cents per copy have also been released: "Midstream," theme song of "Midstream," "Song of the West" and "Unhappy Butterfly," both standard type songs, by Byron Gay. These new publications have already proved exceedingly popular.

## Songs That Really Sell

### Outstanding Sellers in Our Popular Catalog

#### POPULAR SONGS

MY SIN  
MEAN TO ME  
RECOLLECTIONS  
DO I KNOW WHAT I'M DOING?  
(IF I WERE YOU) I'D FALL IN LOVE  
WITH ME  
WHERE THE BAB BAB BABBLING BROOK  
(Goes Bub Bub Bubbling By)  
I'M WALKING IN THE SUNSHINE  
(Sitting in the Moonlight Now)  
CHRISTINA (from "Christina")  
SOMEDAY, SOMEWHERE (from "The Red  
Dance")

#### FROM "FOX MOVIE TONE FOLLIES"

BREAKAWAY  
THAT'S YOU BABY  
WALKING WITH SUSIE  
BIG CITY BLUES  
WHY CAN'T I BE LIKE YOU  
PEARL OF OLD JAPAN

#### FROM "BROADWAY"

SING A LITTLE LOVE SONG  
HITTIN' THE CEILING  
HOT FOOTIN' IT  
THE CHICKEN OR THE EGG  
BOUNCE A LITTLE BALL AT YOUR BABY  
BROADWAY

De Sylva, Brown & Henderson, Inc.  
745 Seventh Ave. New York

## New Songs for Movie Version of "Rio Rita"

The first big feature musical film to be issued by R-K-O Pictures, "Rio Rita," will be released nationally in mid-Summer and in addition to the outstanding song hits which made the production such a success on Broadway, such as "Rio Rita," "Following the Sun Around," etc., will contain two new numbers which Harry Tierney, who is now on the Coast, has forwarded to Leo Feist, Inc., publisher of the score of the musical success. These songs, which give every indication of proving real "hits," are "Sweetheart, We Need Each Other" and "I'm Always in Your Arms (But Only in My Dreams)." Harry Tierney and Bill McCarthy are the authors of the musical score of "Rio Rita."

## Feist Secures "Deja" Rights

"Deja," a strikingly beautiful and original waltz song written by Jean Lenoir and T. Aivaz and now the current rage of Paris, has been secured for publication in the United States by Leo Feist, Inc., New York. The song will be known here as "Love Me," getting its title from the new American lyric written by Dolly Morse. The French lyric will be retained, as the song is comparatively well known here under the original "Deja" title.

## Music Men Hold Outing

The Association of Music Men, of New York City, held their annual outing at the Elks' Clubhouse, Oakwood Heights, Staten Island, on June 29, and the affair proved a thorough success. There was a baseball game, prize bowling and field contests, followed by a substantial dinner.

The score of Earl Carroll's "Sketch Book," published by the Robbins Music Corp., New York City, contains several songs which have leaped into immediate popularity. Among them are: "Song of the Moonbeams," "Don't Hang Your Dreams on a Rainbow," "Rhythm of the Waves," "For Someone I Love," "Kinda Cute" and "Love Me Less, Love Me More."

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

"HONEY"

"I'm Just A  
VAGABOND  
LOVER"

"BLUE HAWAII"

"MY  
DEAR"

"Nobody's  
Fault But  
Your Own"

"MY MOTHER'S EYES"

"YOU"

SWEETNESS

"PLEASE LET ME DREAM IN YOUR ARMS"

"AND  
ESPECIALLY  
YOU"

"MY  
MAN"

"SONG OF THE BAYOU"

An  
EYEFUL  
OF YOU"

"PRETTY  
LITTLE MAID  
OF  
OLD MADRID"

"THEN WE CANOE-DLE-ODDLE ALONG"

"LAUGHING  
MARIONETTE"

"IN THE  
LAND OF  
MAKE-  
BELIEVE"

"LOVE WILL FIND YOU"

"SIBONEY"

"UNHAPPY  
BUTTERFLY"

"SONG OF THE WEST"

LEO FEIST, INC.  
231-5 W. 40<sup>TH</sup> ST.  
NEW YORK CITY, N.Y.



The sales organization of the Oliver Ditson Co., Boston, Mass., photographed around the new Victor Micro-Synchronous Radio Electrola, Model RE-45. Standing, left to right: Aron Schulman, foreign representative; Clay Verdi, northern Massachusetts, New Hampshire and Maine representative; R. A. Drake, Victor radio sales manager; Gilbert Stoner,

western Massachusetts and Vermont representative; Enoch Hoffman, technical representative of Victor Talking Machine Division, Radio-Victor Corp. of America; Otto Piesendel, assistant Victor sales manager of Oliver Ditson Co. Sitting, left to right: Edward H. Lavine, southern Massachusetts and Connecticut representative; Ray Storms, Boston representative.

## Radio Service Men Form Organization

At a recent meeting of the newly organized Radio Service Managers' Association, with headquarters at 1400 Broadway, a set of by-laws was drawn up and the following officers elected: John S. Dunham, of Q. R. V. Radio Service, Inc., president; Howard T. Cervantes, of Haynes-Griffin, Inc., vice-president; James E. Shannon, Colonial Radio Corp., corresponding secretary; C. P. Baldwin, of the Aeolian Co., recording secretary, and O. Ramberg, of R. H. McMann, Inc., treasurer. Directors selected for the coming year are: W. H. Heller, H. C. Struckman and J. W. Wiegand. Meetings will be held the last Monday of each month.

## G. H. Kratsch With the Colin B. Kennedy Corp.

SOUTH BEND, IND., July 5.—Among the recent additions to the Colin B. Kennedy Corp. executive personnel is G. H. Kratsch who has assumed the duties of divisional supervisor with headquarters at the main office of the company in this city. He has been identified with the radio industry since 1924, having been associated with the Reichmann Company, Chicago, manufacturers of radio, in a sales promotional capacity.

For two years prior to his association with Colin B. Kennedy Corp. he has been a district manager with the Raytheon Mfg. Co., covering Michigan, Ohio, West Virginia and Kentucky. He completed his schooling at Illinois University in 1921 and is residing on Scott street.

## Landay Dividend Declared

The regular dividend of 75 cents per share was declared on Landay Bros. class "A" stock, payable August 1, 1929, to stockholders of record of July 15, 1929. Max Landay, president of Landay Bros., Inc., announced that for the five months ending May 31, 1929, the company showed an increase of sales of more than \$700,000 over the corresponding period of 1928. R. B. Rose has been elected a director of the Landay Bros. company.

## Phil Grabuski in Europe

Phil Grabuski, president of Everybody's Talking Machine Co. of Philadelphia, well known to the radio-music trade throughout the entire United States, sailed the latter part of June for a three months' trip to Europe.

## Buying Offices Opened

The new offices of the Hahn Department Stores Purchasing Corp. were opened recently at 1440 Broadway, New York City. The organization concentrates its buying operations for twenty-nine stores.

## New Freed Distributor

The Crescent Paper Co., 211-217 West Georgia street, Indianapolis, Ind., has been appointed distributor for Freed radio receivers, manufactured by the Freed-Eisemann Radio Corp., in the State of Indiana. The firm will also continue to act as wholesale representative for the Federal radio line.

## Lyric Line in Three-Day Showing in N. Y.

All-American Mohawk Corp. and Local Distributors Sponsor Display and Demonstrations at Pennsylvania Hotel

A three-day showing of the new Lyric line of radio receivers, manufactured by the All-American Mohawk Corp., Chicago, Ill., was held at the Hotel Pennsylvania, New York City, from July 10 to 12, inclusive. The event was sponsored by the manufacturer in conjunction with the following distributors: Lehr Distributing Corp., of New York City, Jersey City, N. J., and White Plains, N. Y.; Weber Radio Corp., New York City; Federal Radio & Electrical Co., of Paterson and Newark, N. J.

Among the officials of the All-American Mohawk organization who attended the exhibition and demonstrations were Eugene R. Farny, president; Otto N. Frankfort, vice-president in charge of sales, and E. R. Kuhn, Eastern sales manager. The officials of the different distributing firms were also on hand to welcome the dealers. A large attendance of dealers from all the boroughs of New York City and Westchester, Newark, Jersey City and other Jersey towns were present on each of the three days.

## Louis Buehn Disposes of P. V. D. Holdings

Will Devote Entire Attention to Distribution of Atwater Kent Products—In T. M. Business Nearly Thirty Years

Louis Buehn, founder of the Louis Buehn Co., Victor distributor, and up to January of this year president of its successor, Philadelphia Victor Distributors, Inc., has disposed of his entire holdings in that organization to Harry A. Ellis, present president, representing a group of stockholders including himself. This deal brings to a close Mr. Buehn's connection with the talking machine business which extends within one month of a period of thirty years, having first become identified with the line in August, 1899. At that time the Victor Co. was in its formative stage and Mr. Buehn has been actively identified with the distribution of Victor merchandise for almost the entire length of his connection with the industry. Mr. Buehn stated: "While I am sincerely sorry to sever my connection with the talking machine industry, yet I felt it advisable to do so, owing to the growth of our Atwater Kent business and the apparent need for my services here. The outlook for Atwater Kent business is exceedingly good and I have every reason to believe the coming season will be the best that we have experienced." Mr. Buehn will devote his entire attention to the executive duties of the Louis Buehn Co., Atwater Kent distributor.



Left to right: Harry Southgate, Sales Manager, and Ben Wolfe, Distributor and President of Wolfe Radio Co., New York, Going Over the Advertising Plans and Promotion for the 1929-1930 Season of the Temple Radios

## World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-face type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

### CABINET FACTORY

Open for  
Contracts on Radio Cabinets

Fifteen years' experience manufacturing phonograph and radio cabinets. Completely equipped factory in the East. Quick deliveries, quick shipments.

**Charmaphone Company**

Pulaski New York

### SALESMAN

Salesman with ten years' selling experience and a successful record, calling on jobbers and dealers, desires to make connections with a standard radio set manufacturer for representation in Western Pennsylvania, Ohio, Michigan. Best of references. Address replies to Box No. 1694, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

### SALESMAN

Salesman with ten years' selling experience and a successful record calling on jobbers and dealers desires to make connections with a standard radio set manufacturer for representation in Western Pennsylvania, Ohio, Michigan. Best of references. Address Box No. 1694, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—Wholesale phonograph and radio salesman desires position with responsible firm. Will furnish references upon request. Address Box No. 1695, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—Ex-Victor phonograph and radio man desires steady position with responsible firm. Fifteen years' experience, capable and reliable for retail or wholesale firm. Address Box No. 1696, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

LINES WANTED—Salesman travelling Southern territory for six years, having wonderful following, would like to connect with good radio or music line selling direct to trade. Address Box No. 1697, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—By radio set finisher. First class polisher, cabinetmaker; 22 years' practical experience; was foreman for radio manufacturing and retail store; can give excellent references and is willing to accept any location. Address Box No. 1698, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—By radio expert on cabinetwork and finishing work. Can also repair phonographs. Can furnish high-class references and has many years experience. Formerly employed as head of radio service department. Address Box No. 1699, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York, N. Y.

# The Latest Record Bulletins

## Victor Talking Machine Co.

### LIST FOR JULY 5

- 21996 The Lonesome Road (From Universal Picture, "Show Boat")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 Susianna (A Southern Love Song)—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 21997 Orange Blossom Time (From M.G.M. Picture, "Hollywood Revue of 1929")—Fox-trot, Waring's Pennsylvanians 10  
 Nobody But You (From M.G.M. Picture, "Hollywood Revue of 1929")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 21998 S'posin'—Fox-trot, Rudy Vallee and His Connecticut Yankees 10  
 The One in the World—Fox-trot, Rudy Vallee and His Connecticut Yankees 10  
 21993 I'm Doing What I'm Doing for Love (From Warner Bros. Picture, "Honky Tonk"), Sophie Tucker 10  
 I'm Feathering a Nest (For a Little Bluebird), (From Warner Bros. Picture, "Honky Tonk") ..... Sophie Tucker 10  
 21992 Pagan Love (From M.G.M. Picture, "The Pagan") ..... Franklyn Baur 10  
 My Heart Is Bluer Than Your Eyes, Cherie, Franklyn Baur 10

### LIST FOR JULY 12—AN ALL-MOVIE LIST

- 21995 I Don't Want to Get Thin (From Warner Bros. Picture, "Honky Tonk") ..... Sophie Tucker 10  
 That's What I Call Sweet Music, Sophie Tucker 10  
 22007 It's a Habit of Mine (From Paramount Picture, "Innocents of Paris") ..... Maurice Chevalier 10  
 On Top of the World, Alone (From Paramount Picture, "Innocents of Paris") ..... Maurice Chevalier 10  
 22004 Am I Blue? (From Warner Bros. Picture, "On with the Show")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 Let Me Have My Dreams (From Warner Bros. Picture, "On with the Show")—Waltz, Nat Shilkret and the Victor Orch. 10  
 22005 He's a Good Man to Have Around (From Warner Bros. Picture, "Honky Tonk")—Fox-trot, Herman Kenin's Ambassador Hotel Orch. 10  
 I'm the Last of the Red Hot Mamas (From Warner Bros. Picture, "Honky Tonk")—Fox-trot, Herman Kenin's Ambassador Hotel Orch. 10  
 22012 Singin' in the Rain (From M.G.M. Picture, "Hollywood Revue of 1929")—Fox-trot, Gus Arnheim and His Orch. 10  
 Your Mother and Mine (From M.G.M. Picture, "Hollywood Revue of 1929")—Fox-trot, Nat Shilkret and the Victor Orch. 10

### LIST FOR JULY 19

- 22022 Your Mother and Mine (From M.G.M. Picture, "Hollywood Revue of 1929") ..... Johnny Marvin 10  
 Finding the Long Way Home ..... Johnny Marvin 10  
 22024 Honey ..... Mildred Hunt 10  
 My Dear ..... Mildred Hunt 10  
 22002 Deep Night (Vallee-Henderson) ..... The Rounders 10  
 Singin' in the Rain (From M.G.M. Picture, "Hollywood Revue of 1929") ..... The Rounders 10  
 22016 I'm Feathering a Nest (For a Little Bluebird) (From Warner Bros. Picture, "Honky Tonk"), —Fox-trot ..... Gus Arnheim and His Orch. 10  
 I'm Doing What I'm Doing for Love (From Warner Bros. Picture, "Honky Tonk"), —Fox-trot ..... Herman Kenin and His Orch. 10  
 22019 Broadway Baby Dolls (From First National Picture, "Broadway Babies")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 Wishing and Waiting for Love (From First National Picture, "Broadway Babies")—Fox-trot ..... Nat Shilkret and the Victor Orch. 10

### LIST FOR JULY 26

#### INSTRUMENTAL AND VOCAL

- 22008 Fra Diavolo—Overture—Part 1 (Auber), Victor Symphony Orch. (R. Bourdon, Dir.) 10  
 Fra Diavolo—Overture—Part 2 (Auber), Victor Symphony Orch. (R. Bourdon, Dir.) 10  
 22020 Golden Jubilee (Sousa)—March, Sousa's Band 10  
 Riders of the Flag (Sousa)—March, Sousa's Band 10  
 22009 My Mother's Prayer (Van de Venter-Weeden), John Seagle-Leonard Stokes 10  
 Softly and Tenderly (Thompson), John Seagle-Leonard Stokes 10  
 22030 On the Road to Mandalay (Kipling-Speaks), Associated Glee Clubs of America 10  
 Morning (Stanton-Speaks), Associated Glee Clubs of America 10  
 22015 Deep River (Burleigh) ..... Marion Anderson 10  
 Heav'n, Heav'n! (I Got a Rohe) (Burleigh), Marion Anderson 10  
 22025 I Love to Hear You Singing—Organ, Jesse Crawford 10  
 Hawaiian Sandman—Organ ..... Jesse Crawford 10  
 21994 He's a Good Man to Have Around (From Warner Bros. Picture, "Honky Tonk"), Sophie Tucker 10  
 I'm the Last of the Red-Hot Mamas (From Warner Bros. Picture, "Honky Tonk"), Sophie Tucker 10  
 22028 My Song of the Nile (From First National Picture, "Drag") ..... The Melody Three 10  
 Pals Forever (From Tiffany-Stahl Picture, "New Orleans") ..... The Melody Three 10  
 22021 A High Silk Hat and a Walking Cane, Frank Crumit 10  
 Mountains Ain't No Place for Bad Men, Frank Crumit 10  
 22026 Smiling Irish Eyes (From First National Picture, "Smiling Irish Eyes") ..... Helen Clark 10  
 A Wee Bit o' Love (From First National Picture, "Smiling Irish Eyes") ..... Helen Clark 10  
 22011 Evangeline (From United Artists Picture, "Evangeline") ..... Paul Oliver 10  
 You're Just Another Memory ..... Morton Downey 10

#### DANCE RECORDS

- 22023 To Be in Love (Espesh'ly With You)—Fox-trot, Waring's Pennsylvanians 10  
 When We Get Together in the Moonlight (We Get Along Great)—Fox-trot, Nat Shilkret and the Victor Orch. 10  
 22010 I'm in the Jailhouse Now—Fox-trot, Boyd Senter and His Senterpedes 10  
 Rich Man, Poor Man, Beggar Man, Thief—Fox-trot ..... Boyd Senter and His Senterpedes 10

- 22017 Or What Have You? (From "The Little Show")—Fox-trot, Victor Arden-Phil Ohman and Their Orch. 10  
 I've Made a Habit of You (From "The Little Show")—Fox-trot, Victor Arden-Phil Ohman and Their Orch. 10  
 22027 Painting the Clouds With Sunshine (From Warner Bros. Picture, "Gold-Diggers of Broadway")—Fox-trot, Jean Goldkette and His Orch. 10  
 Tip-Toe Thru' the Tulips With Me (From Warner Bros. Picture, "Gold-Diggers of Broadway")—Fox-trot, Jean Goldkette and His Orch. 10

#### RED SEAL

- 9395 Requiem—Ye That Now Are Sorrowful—Part 1 (Brahms, Op. 45), Florence Austral, with Royal Opera Chorus and Orch., Covent Garden (J. Barbiroli, Con.) 12  
 Requiem—Ye That Now Are Sorrowful—Part 2 (Brahms, Op. 45), Florence Austral, with Royal Opera Chorus and Orch., Covent Garden (J. Barbiroli, Con.) 12  
 1402 Gypsy Love Song (From "The Fortune Teller") (Herbert)—Violin ..... Renee Chemet 10  
 Kiss Me Again (From "Mlle. Modiste") (Herbert)—Violin ..... Renee Chemet 10  
 1412 My Old Kentucky Home (Foster), Amelita Galli-Curci 10  
 Love's Old Sweet Song (Bingham-Molloy), Amelita Galli-Curci 10  
 1403 Cante pe' me (Sing for Me) (Bovio-E. De Curtis) ..... Beniamino Gigli 10  
 Stornelli Marini (Songs of the Sea) (Menasci-Mascagni) ..... Beniamino Gigli 10  
 7006 Le Rouet D'Omphale—Part 1 (Omphale's Spinning Wheel) (Poeme Symphonique) (Saint-Saens, Op. 31), Philharmonic-Symphony Orch. of New York (Willem Mengelberg, Dir.) 12  
 Le Rouet D'Omphale—Part 2 (Omphale's Spinning Wheel) (Poeme Symphonique) (Saint-Saens, Op. 31), Philharmonic-Symphony Orch. of New York (Willem Mengelberg, Dir.) 12  
 9334 Gioconda—Feste! Pane! (Sporting! Feasting!) (Act 1) (Ponchielli), Metropolitan Opera Chorus 12  
 Gioconda—Marinarcia (Ho! He! Look to the Rudder) (Act 2) (Ponchielli), Metropolitan Opera Chorus 12  
 7075 Du bist die Ruh' (My Sweet Repose) (Schubert, Op. 59, No. 3) ..... Sigrid Onegin 12  
 Die Lorelei (The Loreley) (Liszt), Sigrid Onegin 12  
 1388 Visione Veneziana (A Venetian Vision) (Baccharella) (Orvieto-Brogi) ..... Titta Ruffo 10  
 Suonno 'e Fantasia (Dream and Fantasy) (Genise-Capologno) ..... Titta Ruffo 10

## Columbia Phono. Co., Inc.

#### MASTERWORKS SERIES

- Set No. 113—La Peri—Dance Poem for Orchestra. In Five Parts on Three 12-inch Records, with Album, Philippe Gaubert and Paris Conservatory Orch.  
 Set No. 114—Concerto in A Minor, Op. 54, for Piano-forte and Orchestra. In Eight Parts on Four 12-inch Records, with Album, Fannie Davies and Royal Philharmonic Orch. (Conducted by Ernest Ansermet)  
 67606-D La Procecion Del Rocío—Parts 1 and 2, Enrique Fernandez Arbos and Madrid Symphony Orch. 12  
 67607-D Noche De Arabia—Intermezzo—Parts 1 and 2, Enrique Fernandez Arbos and Madrid Symphony Orch. 12

#### CELEBRITY RECORDS

- 50154-D Hungarian Rhapsody No. 1, in F—Parts 1 2 (Liszt)—Instrumental, Ernest Von Dohnanyi and Budapest Philharmonic Orch. 12  
 50155-D Hungarian Rhapsody No. 1, in F—Part 3 (Liszt)—Instrumental, Ernest Von Dohnanyi and Budapest Philharmonic Orch. 12  
 Rakoczy March (Berlioz)—Instrumental, Ernest Von Dohnanyi and Budapest Philharmonic Orch. 12  
 1859-D Boheme: O Mimi tu piu non torni (Oh, Mimi, fickle-hearted!)—Tenor and Baritone Duet, Dino Borgioli-Gino Vaneli 10  
 Barbiere di Siviglia: All' idea di quel metallo (Gold the spring of all invention)—Tenor and Baritone Duet, Dino Borgioli-Gino Vaneli 10  
 50153-D Angels Ever Bright and Fair—Soprano Solo, Anna Case 12  
 Marriage of Figaro: Non so piu cosa son (I Know Not What I'm Doing)—Soprano Solo, Anna Case 12  
 1864-D Jeux D'eau (Play of the Water)—Parts 1 and 2—Piano Solo ..... Robert Casadesu 10  
 1865-D Paysage Triste (Sombre Landscape)—Violin Solo ..... A. Dubois 10  
 La Plus Que Lente (As Slow as Can Be)—Violin Solo ..... A. Dubois 10  
 1858-D Scherzo—Parts 1 and 2—Organ Solos; Recorded in St. Jean Cathedral, Lyons, France, Edouard Commette 10  
 50151-D Sonata in A Major (For Violin and Piano); Arranged for Viola and Piano—Parts 1 and 2 (Mozart; arranged by Tertis)—Viola Solos ..... Lionel Tertis 12

#### STANDARD AND INSTRUMENTAL MUSIC

- 1863-D I Got Shoes (Negro Spiritual)—Soprano Solo, Edna Thomas 10  
 Nobody Knows De Trouble I Sees (Negro Spiritual) (Arranged by Guion)—Soprano Solo ..... Edna Thomas 10  
 1857-D Apres Un Reve—Violin Solo, Yovanovitch Bratza 10  
 Minuet—Violin Solo ..... Yovanovitch Bratza 10  
 50152-D Serenade—Vocal, Cossacks Choir (Serge Jaroff, Con.) 12  
 Vetschernij Svon (Evening Bells)—Vocal, Cossacks Choir (Serge Jaroff, Con.) 12  
 50150-D Loin Du Bal—Instrumental, British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) 12

- Aida: Selection—Instrumental, British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) 12

#### DANCE RECORDS

- 1854-D I'm Walkin' Around in a Dream—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
 Maybe—Who Knows?—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
 1862-D S'posin'—Fox-trot, Paul Whiteman and His Orch. 10  
 Laughing Marionette—Fox-trot, Paul Whiteman and His Orch. 10  
 1867-D This Is Heaven (From Motion Picture, "This Is Heaven")—Fox-trot, Guy Lombardo and His Royal Canadians 10  
 Here We Are—Fox-trot, Guy Lombardo and His Royal Canadians 10  
 1848-D Then We Canoe-dle-oodle Along—Fox-trot, Guy Lombardo and His Royal Canadians 10  
 You Want Lovin'—Fox-trot, Guy Lombardo and His Royal Canadians 10  
 1881-D There Was Nothing Else to Do—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10  
 Just a Little Glimpse of Paradise—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10  
 1875-D Junior—Fox-trot ..... Ben Selvin and His Orch. 10  
 Miss You—Fox-trot, Ben Selvin and His Orch. 10  
 1855-D Peace of Mind—Fox-trot, Lary Siry and His Hotel Ambassador Orch. 10  
 Finding the Long Way Home—Fox-trot, Lary Siry and His Hotel Ambassador Orch. 10  
 1874-D Where the Bab-bab-babbling Brook (Goes Bub-bub-bubbling By)—Fox-trot, Dave Bernie and His Orch. 10  
 I Want to Meander in the Meadow—Fox-trot, Dave Bernie and His Orch. 10  
 1849-D Kiddies Kabaret—Fox-trot, Leo Reisman and His Orch. 10  
 An Eye-ful of You—Fox-trot, The Knickerbockers 10  
 1868-D Saturday Night Function—Fox-trot, Sonny Greer and His Memphis Men 10  
 Beggars Blues—Fox-trot, Sonny Greer and His Memphis Men 10  
 1850-D Low Down Rhythm (From Talking Picture, "Hollywood Revue of 1929")—Fox-trot, The Seven Hot-Air Men 10  
 Gotta Feelin' for You (From Talking Picture, "Hollywood Revue of 1929")—Fox-trot, The Seven Hot-Air Men 10  
 1861-D What a Day!—Fox-trot, The Mason-Dixon Orch. 10  
 Alabammy Snow—Fox-trot, The Mason-Dixon Orch. 10

#### VOCAL RECORDS

- 1860-D So I Ups to Him!—Comedy, Clayton-Jackson-Durante 10  
 Can Broadway Do Without Me?—Comedy, Clayton-Jackson-Durante 10  
 1869-D Singin' in the Rain (From Talking Picture, "Hollywood Revue of 1929"), Ukulele Ike (Cliff Edwards) 10  
 Orange Blossom Time (From Talking Picture, "Hollywood Revue of 1929"), Ukulele Ike (Cliff Edwards) 10  
 1866-D I'm Doing What I'm Doing for Love (From Motion Picture, "Honky Tonk"), Lee Morse and Her Blue Grass Boys 10  
 He's a Good Man to Have Around (From Motion Picture, "Honky Tonk"), Lee Morse and Her Blue Grass Boys 10  
 1873-D I'm Still Caring, Art Gillham (The Whispering Pianist) 10  
 You've Made My Dreams Come True, Art Gillham (The Whispering Pianist) 10  
 1876-D S'posin'—Duet ..... Ford-Glenn 10  
 Painting the Clouds With Sunshine (From Motion Picture, "The Gold Diggers of Broadway")—Duet ..... Ford-Glenn 10  
 1853-D Pagan Love Song (From Motion Picture, "The Pagan") ..... James Melton 10  
 With a Song in My Heart (From "Spring Is Here") ..... James Melton 10  
 1852-D I'll Always Be in Love With You (From Motion Picture, "Syncopation"), Maurice Gunsky 10  
 One Sweet Kiss ..... Maurice Gunsky 10  
 1870-D My Heart Is Bluer Than Your Eyes (From Motion Picture, "A Man's Man"), Pete Woolery 10  
 Am I a Passing Fancy (Or Am I the One in Your Dreams?) ..... Pete Woolery 10  
 1856-D When We Get Together in the Moonlight We Get Along Great ..... Charles Lawman 10  
 Oh, Sweetheart, Where Are You To-night?, Charles Lawman 10  
 1851-D I Kiss Your Hand, Madame ..... Bing Crosby 10  
 Baby—Oh, Where Can You Be? ..... Bing Crosby 10  
 1871-D True Blue Lou (From Motion Picture, "The Dance of Life") ..... Ethel Waters 10  
 Second-Handed Man ..... Ethel Waters 10  
 1880-D Where the Bab-bab-babbling Brook (Goes Bub-bub-bubbling By)—Quartet, The Hudson Singers 10  
 I'm Feathering a Nest (For a Little Bluebird) (From Motion Picture, "Honky Tonk"), The Hudson Singers 10

## Brunswick Records

### LIST FOR JULY 3

- 321 Polka Medley (Traditional) (Intro. Rocky Road to Dublin)—Old-time Orch., Al Hopkins and His Buckle Busters 10  
 Marosovia Waltz—Old-time Orch., Al Hopkins and His Buckle Busters 10  
 4364 Yours Sincerely (From "Spring Is Here")—Fox-trot, with Vocal Chorus by Eddy Thomas, Al Goodman and His Orch. 10  
 My Heart Is Bluer Than Your Eyes (Cherie) (Theme Song of the Picture, "A Man's Man")—Waltz, with Vocal Chorus by Dick Robertson ..... Colonial Club Orch. 10  
 4366 That's Living—Fox-trot, with Vocal Chorus by Roy Ingraham and Male Trio, Roy Ingraham and His Orch. 10  
 Me and the Clock (Tick-ty Tock and You)—

THE LATEST RECORD BULLETINS—(Continued from page 140)

- Fox-trot, with Vocal Chorus by Roy Ingraham and Male Trio. Roy Ingraham and His Orch.
- 4374 Pretty Little Thing—Fox-trot, with Vocal Chorus, by Frank Munn, Roger Wolfe Kahn and His Orch.
- Heigh-Ho! Ev'rybody, Heigh-Ho!—Fox-trot, with Vocal Chorus by Dick Robertson, Roger Wolfe Kahn and His Orch.
- 4387 Yankee Doodle Medley (Intro.: John Brown's Body; Tramp! Tramp! The Battle Cry of Freedom)—Harmonica, with Banjo and Guitar, Eddie Jordan and His Old-Fashioned Boys
- Yip-I-Addy-I-Ay Medley (Intro.: The Bowery; Down Where the Wurtzburger Flows; On a Bicycle Built for Two; She May Have Seen Better Days)—Harmonica, with Banjo and Guitar. Eddie Jordan and His Old-Fashioned Boys
- 4390 Just Another Kiss—Voice, with Guitar and Orch., Nick Lucas (The Crooning Troubadour)
- When My Dreams Come True (Theme Song of Motion Picture, "The Cocoanuts")—Voice, with Guitar and Orch., Nick Lucas (The Crooning Troubadour)
- 4391 Sweet Genevieve—Vocal Duet, with Orch., Frank and James McCravy
- Let Me Hear the Songs My Mother Used to Sing—Vocal Duet, with Orch., Frank and James McCravy
- 7080 In the Gutter—Vocal, with Piano.....John Oscar
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- 7081 Black Men Blues—Vocal, Mary Johnson
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- 4365 Sweet.....

- 4397 With a Song in My Heart (From "Spring Is Here")—Salon Orch., Brunswick Salon Orch. (L. Katzman, Dir.)
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- 4403 When You Come to the End of the Day—Waltz, with Vocal Chorus, Castlewood Marimba Band
- In a Little Love Canoe—Waltz, with Vocal Chorus.....Castlewood Marimba Band
- 4404 Sugar Is Back in Town—Fox-trot, with Vocal Chorus by "Scrappy" Lambert, The Cotton Pickers
- Sweet Ida Joy—Fox-trot, with Vocal Chorus by Dick Robertson.....The Cotton Pickers
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- Pot Hound Blues—Vocal, with Piano and Guitar.....Lucille Bogan
- 7084 It Ain't Killed Nobody Yet—Vocal, with Piano and Guitar, Al Miller and His Market Street Boys
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- 15167 Duna—Baritone, with Orch....John Charles Thomas
- Gypsy Love Song (Slumber On, My Little Gypsy Sweetheart—from Victor Herbert's Operetta, "The Fortune Teller")—Baritone, with Orch. ....John Charles Thomas
- 15203 I Kiss Your Hand, Madame—Violin Solo, with Piano by Richard Wilens.....Max Rosen
- Song of Love (From "Blossom Time")—Violin Solo, with Piano by Richard Wilens..Max Rosen

- Breakaway (From "Fox Movietone Follies of 1929")—Fox-trot, with Singing by The Rollickers.....Piccadilly Players (Mel Morris, Dir.)
- 52614 Mah Lindy Lou.....Vaughn De Leath
- Marianna.....Vaughn De Leath
- GERMAN VOCAL RECORD
- 57034 Du bist wie eine Blume.....Elsbeth Nolte
- Wiegenlied (Cradle Song)—Soprano in deutsch, with Violin Obbligato von Arthur Lichstein, Elsbeth Nolte

Okeh Records

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- DANCE MUSIC
- 41252 Nobody But You (From Motion Picture, "Revue of Revues")—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.
- Gotta Feelin' for You (From Motion Picture, "Hollywood Revue of 1929")—Fox-trot, with Vocal Refrain. Frankie Trumbauer and His Orch.
- 41253 Freeze an' Melt—Fox-trot. Ed. Lang and His Orch.
- Hot Heels—Fox-trot.....Ed. Lang and His Orch.
- 41254 Hittin' the Ceiling—Fox-trot, with Vocal Refrain, Smith Ballou and His Orch.
- Sing a Little Love Song (From Motion Picture, "Broadway")—Fox-trot, with Vocal Refrain, Smith Ballou and His Orch.

VOCAL RECORD

- 41255 S'posin'—Vocal, with Orch.....Seger Ellis
- To Be in Love (Espesh'ly With You)—Vocal, with Orch. ....Seger Ellis
- OLD-TIME TUNE RECORDS
- 45344 Gallop to Georgia—Breakdown—Violin and Guitar.....W. T. Narmour-S. W. Smith
- Kiss Me Waltz—Violin and Guitar, W. T. Narmour-S. W. Smith
- 45345 Left My Gal in the Mountains—Vocal Duet, with Instrumental Accomp. ....Black Brothers
- Goin' Back to Texas—Vocal Duet, with Instrumental Accomp. ....Black Brothers
- 45346 Boll Weevil—Singing, with Instrumental Accomp., W. A. Lindsey-Alvin Conder
- Good Old Turnip Green—Singing, with Instrumental Accomp. ....W. A. Lindsey-Alvin Conder

RACE RECORDS

- 8696 Freeze an' Melt—Fox-trot. Ed. Lang and His Orch.
- Hot Heels—Fox-trot.....Ed. Lang and His Orch.
- 8697 It Feels So Good—Parts 3 and 4—Vocal Duet, with Piano and Guitar, Lonnie Johnson-Spencer Williams
- 8698 The Latter Rain Is Fall—Sanctified Singers; Sisters Johnson and Taylor Assisting, Elders McIntorsh and Edwards
- Since I Laid My Burden Down—Sanctified Singers; Sisters Johnson and Taylor Assisting, Elders McIntorsh and Edwards

EUROPEAN RECORDINGS

- 3259 Johnny, Strike Up the Band ("Jonny spielt auf")—Fantasy Parts 1 and 2, Dajos Bela and His Orch.
- Whispering Flowers (Blumengefluster)—Waltz, Edith Lorand and Her Orch.
- Waltz.....Edith Lorand and Her Orch.
- Prelude Acts 1 and 4, Messmann and Grand Symphony Orch., Berlin
- Structure Parts 1 and 2, Prof. Max Von Schillings and Symphony Orch., Berlin

Edison Diamond Disc Records

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- Drops—Fox-trot, with Singing by The Osrestes.....Oreste and His Queensland Orch.
- Clock (Tick-it-y Tock, and You)—Singing by The Rollickers, Oreste and His Queensland Orch.
- You—Fox-trot, with Vocal Chorus.....Golden Gate Orch.
- You (From "The Little Vocal Chorus by Piccadilly Players
- .....Campus Cut-Ups
- .....Cut-Ups

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- Let Me Have My Dreams (From "On With the Show")—Waltz ..... Lou Gold and His Orch.
- 4352 S'posin'—Fox-trot ..... Buddy Blue and His Texans  
With a Song in My Heart (From "Spring Is Here")—Fox-trot... Frank Leithner and His Orch.
- 4353 Walking With Susie (From "Fox Movietone Follies")—Fox-trot, Ed. Lloyd and His Rhythm Boys
- That's You, Baby (From "Fox Movietone Follies")—Fox-trot ..... The Rounders
- 4354 My Dear—Waltz... Adrian Schubert's Salon Orch.  
Just Another Kiss—Waltz, Adrian Schubert's Salon Orch.
- 4355 Rainbow Man (From "The Rainbow Man")  
Fox-trot ..... The Rounders
- Big City Blues (From "Fox Movietone Follies")—Fox-trot ..... Imperial Dance Orch.
- 4356 Breakaway (From "Fox Movietone Follies")  
Fox-trot ..... Missouri Jazz Band
- Sing a Little Love Song (From "Broadway")  
Fox-trot ..... The Rounders
- 4357 I'm Doing What I'm Doing for Love (From "Honky Tonk")—Fox-trot... Imperial Dance Orch.
- I'm Feathering a Nest (From "Honky Tonk")  
Fox-trot... Frank Leithner and His Orch.
- 4358 Baby, Oh Where Can You Be—Fox-trot,  
Lou Gold and His Orch.
- To Be in Love (Espesh'ly With You) Fox-trot... Ed. Lloyd and His Rhythm Boys
- 4359 Here We Are—Fox-trot... Sam Lamm's Dance Orch.
- Am I a Passing Fancy—Fox-trot... The Rounders
- 4360 Evangeline (From "Evangeline") Waltz,  
Hollywood Dance Orch.
- This Is Heaven (From "This Is Heaven")  
Fox-trot ..... Hollywood Dance Orch.
- VOCAL RECORDS**
- 4361 I'll Always Be Mother's Boy (From "Mother's Boy")—Tenor Solo, with Orch. Accomp., Irving Kaufman
- I'll Always Be in Love With You (From "Syn-copation")—Baritone Solo, with Orch. Accomp., Rodman Lewis
- 4362 Honey—Male Duet, with Piano Accomp., Charles Chase Tommy Weir
- Mean to Me—Contralto Solo, with Orch. Accomp., Helen Richards
- NOVELTY RECORDS**
- 4363 Honey—Hawaiian Guitars, with Vocal Chorus, Roy Smeeck's Trio
- The Wedding of the Painted Doll (From "Broadway Melody")—Hawaiian Guitars, Roy Smeeck's Trio
- 4364 The Utah Trail—Male Duet, with Novelty Accomp. .... Carson J. Robison Frank Luther
- The Death of Jesse James—Tenor Solo, with Novelty Accomp. .... Frank Luther
- 4365 Sally Goodin—Voice, with Novelty Accomp., Dad Pickard
- My Old Boarding House—Voice, with Novelty Accomp. .... Dad Pickard

Regal Records

- DANCE RECORDS**
- 8795 Walking With Susie (From "Fox Movietone Follies")—Fox-trot, Ed. Lloyd and His Rhythm Boys
- That's You, Baby (From "Fox Movietone Follies")—Fox-trot ..... The Rounders
- Breakaway (From "Fox Movietone Follies")—Fox-trot ..... Missouri Jazz Band

- Mess, Katie, Mess For Dancing; with Vocal Chorus by Frankie (Hali Pint) Jaxon, Tampa's Red Hokum Jug Band
- 1282 Back in the Alley Piano Solo, Cow Cow Davenport
- Mootch Piddle Piano Blues, with Talking, Cow Cow Davenport
- 1283 Come and Go to That Land Vocal, with Piano and Guitar ..... Gospel Camp Meeting Singers
- Hold to His Hand—Vocal, with Piano and Guitar ..... Gospel Camp Meeting Singers
- 1284 Hey Mama—It's Nice Like That, Parts 1 and 2—Vocal, with Guitar and Piano..... Jim Jackson
- OLD TIME TUNES**
- 5425 Bailey Waltz Guitar, Fiddle and Harmonica, Luke Hightight and His Ozark Strutters
- There's No Hell in Georgia Guitar, Fiddle and Harmonica, Luke Hightight and His Ozark Strutters
- 5426 Meet Mother in the Skies With Organ, Arthur's Sacred Sinners
- There's a Joy in Righteous Living With Organ, Arthur's Sacred Sinners
- 5427 Plant a Watermelon on My Grave Vocal, with Cowboy Band, Otto Gray and His Cowboy Band
- The Terrible Marriage Vocal, with Cowboy Band ..... Otto Gray and His Cowboy Band
- 5428 Hush a Bye Baby Blues Vocal, with Yodeling and Guitar ..... Happy Bud Harrison
- Long Tail Mama Blues Vocal, with Yodeling and Guitar ..... Happy Bud Harrison

Harmony Records

- DANCE RECORDS**
- 950 H I'm Doing What I'm Doing for Love (From "Honky Tonk") Fox-trot, Lou Gold and His Orch.
- He's a Good Man to Have Around (From "Honky Tonk") Fox-trot, Lou Gold and His Orch.
- 949 H If We Never Should Meet Again Reaching for Someone Fox-trot, Lou Gold and His Orch.
- 948 H I'm Feathering a Nest (From "Honky Tonk") Fox-trot, Lou Gold and His Orch.
- Am I a Passing Fancy Fox-trot, Lou Gold and His Orch.
- 947 H Painting My Old Boarding House "Giddy Up" Fox-trot, Lou Gold and His Orch.

Banner Records

- DANCE RECORDS**
- 6409 Sing a Little Love Song (From "Broadway") Fox-trot ..... Campus Boys
- Twilight Kisses Fox-trot, Nathan Glantz and His Orch.
- 6410 Love Me or Leave Me (From "Whoopie") Fox-trot ..... Sam Lamm's Dance Orch.
- Sure Enough Blues Fox-trot, Roy Carlson's Dance Orch.
- 6411 Ol' Man River (From "Show Boat") Fox-trot, Buddy Blue and His Texans
- Just Tellin' My Troubles to the Moon Fox-trot, Roy Carlson's Dance Orch.
- 6412 That's You, Baby (From "Fox Movietone Follies") Fox-trot ..... Campus Boys
- I Feel as Happy as a Lark Fox-trot, Willie Creager and His Orch.
- 6413 Walking With Susie (From "Fox Movietone Follies") Fox-trot, Ed. Lloyd and His Rhythm Boys
- Why Should I Take You Back? Fox-trot, Willie Creager and His Orch.
- 6414 Breakaway (From "Fox Movietone Follies") Fox-trot ..... Hollywood Dance Orch.
- Little Paradise Fox-trot, Nathan Glantz and His Orch.
- 6415 Am I Blame (From "On With the Show") Fox-trot ..... Lou Gold and His Orch.
- Not For Me Fox-trot, Nathan Glantz and His Orch.
- 6416 Let Me Have My Dreams (From "On With the Show") Fox-trot, Lou Gold and His Orch.

## Cable Officials Pioneers in Lamp Field

J. J. Steinharter, president of the Cable Radio Tube Corp., Brooklyn, N. Y., needs no introduction to any one with even a cursory acquaintance in the incandescent lamp industry.



J. J. Steinharter

One of the first to handle incandescent lamps in this country, pioneering with the Laco-Phillips line and later with the Save Electric Co., his experience has well fit him for the tube business which he entered in 1924.

The financial management and department administration of the Cable Radio Tube Corp. is under the guidance of Jacob J. Grossman, treasurer. Mr. Grossman also will be remembered by those familiar with the incandescent lamp business, having been a distributor and manufacturer for many years.

## Sales Staff Tenders Dinner to Executives

The sales staff of the Wholesale Radio Equipment Co., New York City and Newark, Bosch distributor, recently tendered a dinner to Harry, Mort and Sam Salzman, the firm's executives,



Get-Together Dinner of the Wholesale Radio Equipment Co.

in appreciation for the trip given the staff to the Chicago RMA Trade Show. Charles Downs, acting on behalf of the sales staff, presented the executives with a letter etched in a zinc plaque expressing the loyalty which the salesmen have for the concern.

The Wholesale Radio Equipment Co. has been appointed a distributor of the complete line of Brunswick products, covering the New Jersey territory. Harry Salzman will direct Brunswick activities.

W. T. Blackwell, proprietor of the Tri-State Music Co., El Paso, Tex., is president of the new broadcasting company which will operate the Tri-State broadcasting station.

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## Columbia Ad Manager Has Novel Published

Herbert W. Clock Is Author of Fantastic Tale Woven Around Potentialities of Light—Has a Theme Song

"The Light in the Sky," just published by the Coward-McCann Co., New York City, has as its co-authors Herbert Clock, advertising manager of the Columbia Phonograph Co., and Eric Boetzel, an attorney. The story, a mystery and adventure romance, has received splendid write-ups and notices from a number of America's leading newspapers. The newspaper syndicate rights have already been purchased by one of the big syndicate services.

"The Light in the Sky" is the first novel to be published with a theme song. This song entitled, "You Are My Light in the Sky," is by



Herbert Clock

The review from "The Buffalo News" of June 8, read in part: "It may be said at the outset that "The Light in the Sky" is an entirely different sort of book from the hackneyed type of Summer fiction. It is a most fantastic and exotic tale woven around the scientific potentialities of light in creating cities and worlds and dominating people, in destruction of the enemy and even, perhaps, in creating life.

Jules Verne in his most tremendous flights of fancy never conjured up anything more weird and intriguing. The story marches along with majestic strides and is told dramatically and vividly. The old hokum of mystery tales has been abandoned by these authors in presenting something novel and different."

## Booked for Berlin Opening

Thelma Terry, woman dance orchestra leader and Columbia recording artist, is scheduled with Her Playboys Orchestra to play at the Ambassador Cafe, Berlin, Germany, to open on September 1. Meanwhile, this aggregation is playing at Tybrisa Beach, Savannah, Ga.

A. J. Horgan and F. A. Delano, of the sales department of the Brunswick Co., recently returned from Oklahoma City where they attended a meeting of the new Brunswick distributor in that city, the McEwen Halliburton Co., a live organization.

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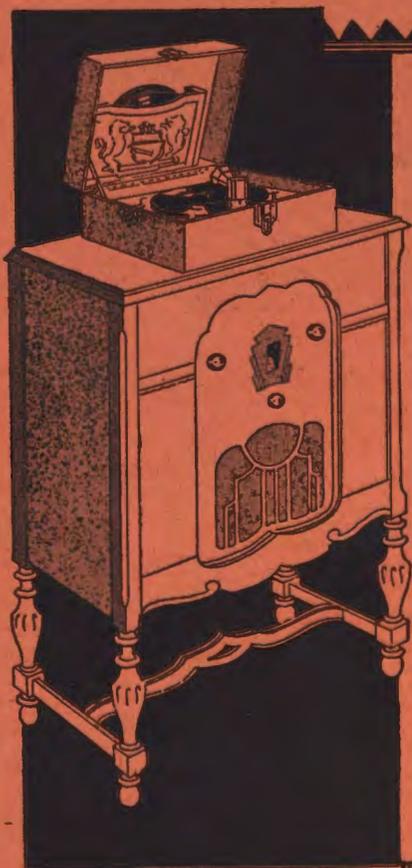
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 United Electric Supply Co.  
 Woodhouse Electric Co.

# The Caswell POWER TONE...



\$49<sup>50</sup>

{ All Electric }



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in appearance, it combines those elements of precision, compactness and beauty most desired in a portable pick-up.

In value, the PowerTone is the wonder of the industry. It is equipped with a General Electric Synchronous type motor—a power plant whose performance and dependability are world famous. It incorporates the Patent Phonovox—a pick-up device of exceptional tone quality, roundness and precision assuring the faithful reproduction of every type of phonograph record. It is fitted with antique brass effect hardware and a built-in, art-crafted record album, making it a thing of beauty for any home. When placed on top of the radio cabinet, the Caswell PowerTone becomes an individual part of the musical equipment—its soft brown coloring blending perfectly with any wood finish.

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# CASWELL



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## LIGHT-O-MATIC TUNING

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Edison Light-O-Matic tuning was the sensation of the Chicago Radio Show. It is new! It is practical, intriguing! It is good looking, different, smart! It is a real improvement in automatic tuning that wins everyone at sight! And it's bound to be a tremendous factor in radio sales! Light-O-Matic tuning is exclusive with the Edison! . . . You want a station—a click—a flash of light—and you have it. Light-O-Matic tuning

makes radio logs obsolete. Stations are permanently logged on the dial. Simple—nothing to get out of order—and, unlike other devices, it actually enhances the appearance of the cabinet . . . The Light-O-Matic tuner is but one of the exclusive new Edison developments. The 1929 Edison models have many features, each one a direct sales point that is mighty convincing to your prospects. Thomas A. Edison, Inc., Orange, N. J.

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