

Talking Machine World & Radio-Music Merchant

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Progress!

A year of progress, in development of radio entertainment, with beauty an added accompaniment, is the latest superior achievement of Brunswick.

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PANATROPES
PANATROPE with RADIO
PORTABLES
BRUNSWICK RECORDS

Brunswick

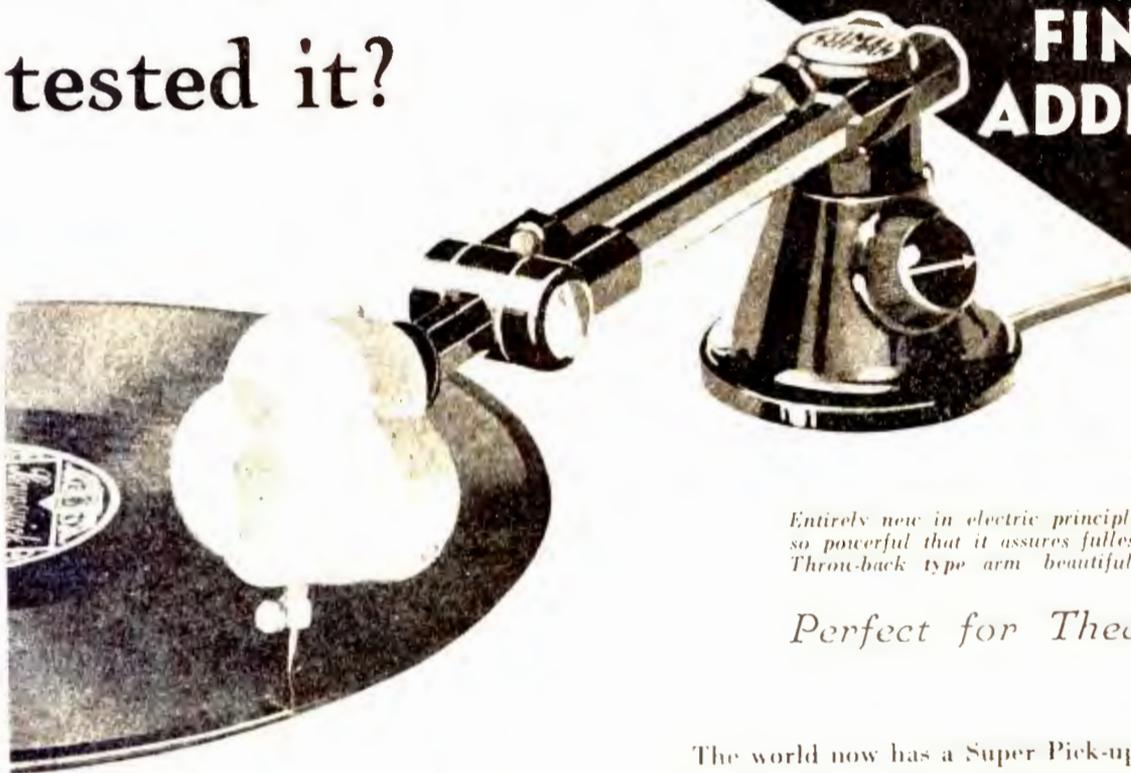
The BRUNSWICK-BALKE-
COLLENDER COMPANY
CHICAGO NEW YORK
TORONTO

Branches in All Principal Cities

The TOMAN SUPER PICK-UP

have you tested it?

**GREATER VOLUME
FINER TONE
ADDED BEAUTY**



Entirely new in electric principle with initial impulse so powerful that it assures fullest volume, purest tone. Thru-back type arm beautiful symmetry of design.

Perfect for Theatrical Use!

Send for Your Sample Today!

The world now has a Super Pick-up and the entire radio music world acclaims its importance. Better manufacturers everywhere are adopting it as standard equipment. To YOU it means the first great profit-making opportunity in this line with exclusive advantages so great that you step far ahead of your competitors. Make your own tests! Let us send your sample today. Then you will realize for yourself just how superior the Toman Super Pick-up really is what amazing possibilities its merits and reasonable price offer the Jobber and Dealer! Write us now! You will not be obligated in any way.

"In view of the many wonderful 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."

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PICK-UP ARMS



TO NEARMS
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E. TOMAN & CO.

2621 West 21st Place

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Cable Address—SIVAD, Chicago

Established 1914

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YOU GET EVERY MODEL
COMPLETELY ASSEMBLED . . . READY TO PLAY
. . . WIDE CHOICE IN CABINETS IN
THE
NEW
GREBE
SUPER-SYNCHROPHASE



This year Grebe distributors and dealers will receive their cabinets completely assembled, checked and tested . . . ready to play. Every detail of the Super-Synchrophase receives as much care in its final inspection as it did in its original design.

A wide choice in cabinets contributes materially to the selling power of the new Grebe line. As you may know, the Grebe exhibit at the R.M.A. show at Chicago included two cabinet styles in each model. Leading distributors and dealers from every part of the country voted on these styles. The winning models represent the seasoned judgment of hundreds of the most successful radio merchandising men in America.

You'll want more details. Write for them to A. H. Grebe & Company, Inc., Richmond Hill, New York. Western Branch: 443 So. San Pedro Street, Los Angeles, California.



GET IT BETTER WITH A GREBE

Why You Should Handle *Brunswick*

**During
1929**

&

**You Will
Want It!**

**A Full Musical
Reproducing
Line**

RADIO
PANATROPES
PANATROPE *with* RADIO
PORTABLES
BRUNSWICK RECORDS

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 Manu-
facturing Facilities
12. A Critical Test
Never Before Made

THE BRUNSWICK-BALKE-COLLENDER COMPANY, New York, Chicago, Toronto

Talking Machine World & Radio-Music Merchant

Vol. 25. No. 8.

New York, August, 1929

Price Twenty-five Cents

Market Analysis and Profit

“THE merchandising of radio is subject to all the economic factors that affect other merchandise—competition from producers in the country of destination, the purchasing power of the population, supply and demand, and many other elements—” This statement was made by Dr. Julius Klein, Assistant Secretary of Commerce of the United States, in a recent radio address. Dr. Klein also declared that radio sets totaling 200,000,000 would be required to provide facilities for 1,000,000,000 people in the world now within range of programs sent through the ether by existing broadcasting stations.

Market Saturation?

In view of the fact that there are now only 20,000,000 radio receiving sets in use throughout the world with, of course, nearly one-half of this number in use in the United States alone, the potential market for radio is clearly indicated and it is also evident that the so-called “point of saturation” insofar as the radio industry is concerned is nothing more or less than a myth. Each year the saturation “bugs” say that automobiles have reached the limit of production and each year new records in production are established. The number of automobiles in use far exceeds the number of radio sets in homes and a parallel between the two industries can be drawn in the fact that each is making tremendous progress. To be sure, radio merchandising is not as easy as it was a few years ago, and there is a reason. The cream has been skimmed from the market and the time has arrived when the retail dealer can profit only through the use of most modern and efficient merchandising methods, elimination of waste in effort and overhead. What does this mean? In the last analysis it means that the dealer must concentrate. He must concentrate his advertising so that it is really productive. He must concentrate his sales effort so that sales are made according to a definite plan. He must concentrate on the lines analysis of his market has indicated as the best for him to handle.

Market analysis for the retailer is just as important as it is for the manufacturer or wholesaler. The dealer must know just what to expect businesswise from the territory he covers. It is only when the merchant is equipped with this knowledge that he can plan his campaign along lines that give him a reasonable assurance of success and permit him to execute his plans aggressively and intelligently. Unless the dealer has a fairly comprehensive knowledge of the local factors that may have an influence on his business, he is suffering under a handicap that gives competitors equipped with knowledge a powerful advantage. Therefore, to build solidly and progressively and profitably, study your market, eliminate waste and set a definite goal for sales.

On the Right Road

A concrete illustration of how lack of knowledge may point the way for a dealer is the merchandising history of a Pennsylvania retailer. This merchant handled eight complete lines of radio on the theory that because of his diversified stock he would be able to serve all people in his territory with the make of radio set they desired. At the end of the year, however, he discovered that he had lost considerable money. He decided that drastic action was necessary, but first he wisely made a canvass of his territory to determine the purchasing power of the people in his community and the types of sets that would meet with their approval regarding price and quality. To make a long story short, he became convinced that two lines would give him the stock necessary to do a profitable business. There were many people in the community who were excellent potential prospects for high-priced merchandise and a good percentage of people who were logical prospects for medium-priced and low-priced sets. This dealer now handles two complete lines instead of eight. These lines cover the complete price range. He has markedly reduced his inventory; his sales volume has not diminished and he is making money. He found analysis the means to profit.

Every Dealer Should Read These Articles

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SELLING RADIO

By
Ruel McDaniel

in the Dog Days

ONE reason that Summer is too generally accepted as a poor radio selling season is that too many dealers do not expect to make money with radio in Summer and cease to try to sell it, according to the experience of the Colorado Springs Music Co., Colorado Springs, Col. So far as this firm's selling efforts are concerned, there is no "season" for radio. Approximately the same sales efforts are expended in August as in December to sell radio; and, interesting enough, the results are surprisingly similar in both months.

Sells a Set and One-Half a Day

During the Summer this year thus far this company has sold on an average of three radio receiving sets every two days. The minimum price carried in stock is \$129.50. Even at this minimum figure, the firm's radio volume is somewhat enviable, regardless of the season.

"The basic reason why our radio business has held up this Summer," declares Frank R. Flanigan, president of the company, "is, I believe, because we outwardly forgot that Summer was on us. We continued to push radio just as we had been during the past Winter. Our salesmen continued to carry out their regular routine and we carried out our radio advertising program as usual. We are using nearly as much space now as we bought during the Winter. We kept our radio displays in the window and on the floor, as usual. In other words, we did not remind the public by our actions that Summer had come and that the radio season was over. A dealer has no reason to expect the public to accept radio as a year-round proposition if the dealer himself does not accept it as such and admits that he does not by his action in ceasing to feature receiving sets in the most aggressive fashion.

Although there is a profit in radio the year round for the music dealer who will push it, Mr. Flanigan believes that there is still another reason, almost as important, why the music merchant who handles radio sets should continue to feature the line during the Summer. The merchant who makes the most of radio in Summer naturally is in the most favorable position when the Fall selling season comes around.

Some Thoughts on Advertising

Advertising results are cumulative. If it were not for the fact that good advertising lives long after the specific time it is supposed to cover is past, the average store could not afford to use it. The right sort of advertising not only sells a certain amount of merchandise at the time it is published, but it impresses the firm name upon the public mind and keeps the company and the nature of its business in the minds of the people for a long time afterwards. Ordinarily, the concern which advertises most, provided, of course, the advertising is of the right sort, comes to the mind of the average citizen first when he is in the market for something sold by that concern. Accordingly, then, the music store which advertises and features radio during the Summer has the lead when Autumn comes for the reason that its advertising has impressed upon the public mind the fact that the store handles

radio. Thus the pushing of the line is resultful far beyond the actual sales which come from it during the Summer.

Regardless of how much a competitive firm features the line when the so-called "season" opens, it cannot kill the cumulative effect of the other store's Summer sales effort, especially when the latter continues normally to advertise and feature radio. And for this reason August is one of the most important radio months of the year, Mr. Flanigan thinks. Not only is it possible to sell a lot of receiving sets during the month, but because it is "next door" to the Fall campaign it is doubly important that the dealer keep the line prominently before the public in preparation for any special drive which he wishes to launch in September. Ordinarily, the first store which begins to feature radio in the Fall gets first attention. That being true, naturally the concern which makes a big feature of the line in August gets the jump on those who wait for the "season" to open. The season always is open.

The Best Prospect

In selling radio receiving sets in Summer the Colorado Springs Music Co. finds it unnecessary to devote any unusual or spectacular methods to the line. "The best prospect for a radio set," Mr. Flanigan emphasizes, "is the man or woman who voluntarily comes into our door, either to inquire about radio or to buy or inquire about some other piece of musical merchandise. We plan our radio selling methods to conform to that belief.

"We find that we bring in a surprisingly large number of people with our newspaper advertising, which we schedule right on through Summer. The right sort of radio advertising does create inquiries. Naturally the person who comes voluntarily into the store to inquire further about our radio sets as a result of having read our advertisements is the best possible prospect for us, and we cannot afford to neglect him for any other kind of would-be buyer. We look after this prospect first and

That builds goodwill for us in the mind of the customer if the set is entirely satisfactory; and, if it is not, it enables us to turn a person who would be a knocker into a booster through making him pleased.

"The second reason for having the men follow up all sales is to secure the names of friends of customers who have expressed a desire for a receiving set. If the customer is enthusiastic about his buy, he is only too glad to tell his friends about how excellent the set is and where he bought it. He is likewise glad to tell the salesman the names of friends who have expressed their admiration for the set and desire to see one in their own homes."

The company then sends men out on specific assignments to follow up leads secured in this way and through the store. In most instances the salesman makes an appointment by telephone before going out to see a prospect, finding this to be more satisfactory in getting into the home and in securing an appreciative audience and reducing sales resistance.

Sending Sets Out on Approval

The firm sends sets out on approval, but it makes an accurate check of all names of persons to whom such sets are to be sent before doing it. That prevents certain persons from taking advantage of the service to secure a radio for some specific occasion when they actually are not in the market. The company accepts used sets as part payment for new units, but it does not feature this phase of the business, nor does it allow more than it expects to get out of the old set. Mr. Flanigan declares that he has found the country districts excellent markets for used sets, especially where he equips the units with eliminators. By working this market he has little difficulty in disposing of the old stuff as fast as it comes into the store.

The sales record of this aggressive retail merchant proves conclusively that the dealer who makes a strong bid for sales at least does a fair volume of business during the Summer. The

How a Colorado Music Store Makes the Summer Season Profitable for the Radio Department—Thoughts on Advertising and Locating Live Prospects

then, if there is any time left, we devote it to those prospects farther afield."

Where Buyers Are Found

The company employs outside salesmen, who work on salary plus a commission on sales above a specified quota; but these men devote none of their time to typical house-to-house canvassing for radio prospects. "The best source of radio buyers is through our door," Mr. Flanigan emphasizes, "and the next best is through our radio customers. We train our salesmen to follow up every sale, for two reasons. In the first place, it is good business for the man who sold the set to go back and inquire as to the satisfaction it is rendering

Summer slump is usually more real to the retailer who decreases sales effort in proportion to the rise of the mercury and who suffers a corresponding decline in business.

K. R. Smith, engineer of the Radio-Panatrope Division, Brunswick-Balke-Collender Co., and John Million, Jr., chief engineer, left Chicago on the evening of July 18 for Kansas City and from that city they used an aeroplane for a continuation of their journey to Los Angeles. The journey has as its object the testing of Pacific Coast units and to contact L. S. Perkins, recording director of Brunswick's Los Angeles laboratory, with western branches.

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

SELLING RECORDS

Benson Music House, Minneapolis, Minn.,
Stocks Records in Twenty-five Languages

By A. H. Saxton

IF you heard of a merchant who established his place of business in 1890 in what was then a busy section of town and when the tide of business activity swept far away from there and the city's poor were the only neighbors left, you'd say he was a fool or a fossil to keep his store at the same spot. Yet that is what the Benson Music House, of Minneapolis, Minn., has done and business has continued to thrive.

Selling the Foreign Born

The fact that the Bensons sell records in twenty-five languages to a devoted clientele is not only that they have the foreign trade market at their door, but that they keep in closest touch both with their neighbors and with purchasers from Alabama to Alaska. The foreign buyer pays his bills more promptly than those who have lived in the land of credit longer. All people of alien extraction are music lovers and demand their share of music as much of a necessity as food. This is a good beginning for the merchant, but the fact that the Benson Music House makes a personal friend of the buyer means that almost none of the foreign trade goes outside its doors.

The store at 1225-29 Washington avenue, South, was established in 1890 by P. Benson, who was an expert guitar maker, and the original stock was his own make of that instrument. Nineteen years ago the phonograph business was started with an order to the Victor Co. for three small machines and 100 records. The bill was \$129.

A Diversified Record Stock

Now George E. Benson, the son of the founder, carries a full line of records, but most of the business is in the foreign language field. He also carries Radiola, Atwater Kent, Sparton and Grebe radios and states that the younger generation of the foreign born buy

file of all mailing list customers all over the country. They are listed as follows:

| | Active | Subactive | Inactive |
|-----------------|--------|-----------|----------|
| Alabama | 2 | 3 | 29 |
| Calif. | 57 | 75 | 29 |
| Mass. | 14 | 15 | 6 |
| Minnesota | 806 | ? | ? |
| Nebraska | 122 | 73 | 19 |
| Wis. | 210 | 251 | 281 |
| Canada | 81 | 55 | 16 |

An active customer is one who has made a purchase within the year, a subactive patron is one whose last order dates back 24 months and an inactive name on the mailing list means that that person has not been heard from within three years. A portion—and a fair portion—of the last two classes will be heard from eventually, according to this dealer.

Consistent Advertising

In the Fall the Benson Co. advertises heavily in the farm and foreign language papers. After that it consistently sends out catalogs and literature. The Benson firm gets out its own Scandinavian catalog. Forty per cent of the business is outside of Minneapolis.

A small item that is indicative of the Benson methods is that the company sticks to the list price on phonograph needles—which is 8 cents. The thrifty foreigner knows his prices.

The junior Benson says that it is impossible to call the turn on what the market demands. They made a record of a sermon by Pastor Johnson of the Minneapolis Swedish Tabernacle and sold 4,200 in a very short period. The second sermon by the same preacher sold only 2,400. What is popular one month may be dead timber the next. Vocal numbers or numbers with vocal refrain are, on the whole, better sellers than straight instrumental records. Comedy songs or folk operas are not so good. The sentimental folk song is always sure of a

man whose passion seems to be the collection of phonograph records.

If any merchant feels that he cannot afford to move to a better location and that he is losing business where he is, let him consider the Benson Music House, of Minneapolis. This year the business was a comfortable per cent better than last year. The store is in one of the poorest sections of the city and it probably does a larger cash business than any big "uptown" house. Also let the dealer consider the Benson methods . . . that if you can't go to the market you can make the market come to you.

Nation Planning to Honor T. A. Edison

Fiftieth Anniversary of the Incandescent Lamp Takes Form of Rousing Tribute to Inventor

In conjunction with Light's Golden Jubilee, commemorating the fiftieth anniversary of Thomas A. Edison's invention of the incandescent light, meetings are being held all over the country and plans are being formulated for a nation-wide observance on October 21 in honor of Mr. Edison and his achievements. This national celebration takes the form of a rousing tribute to the great inventor, while he is still actively engaged in the world of affairs. The high spot of the celebration on October 21 will be the large gathering and dinner at Dearborn, Mich., where Mr. Edison will be the guest of Henry Ford, an intimate friend of the inventor's, at the dedication of the Edison School of Technology and the Museum of Edisoniana. Mr. Ford has reconstructed at Dearborn Mr. Edison's Menlo Park laboratory, in which were carried out the researches that culminated in the invention of the incandescent light.

The ceremonies at Dearborn will be broadcast so that they can be heard throughout the whole country. In fact, a new high-water mark for the co-ordination of radio broadcasting will be reached, it is said.

Pacific Radio Show Plans Elaborate Entertainment

Leading lights of the radio world will meet "their public" face to face at the Sixth Pacific Radio Show to be held August 17 to 24 at the Civic Auditorium, under the direction of the Pacific Radio Trade Association. Favorites of the radio audience will visibly present their varied talents in a huge glass-enclosed studio.

Ends Recording Trip

E. T. King, of Columbia's recording studios, returned recently to New York from southern California, where he secured new recordings by Ted Lewis, Ukulele Ike, Anson Weeks and Sol Hoopii.

The District in Which Benson Has His Store Became the Abode of the Poorer Classes But This Live Merchant Profited Through Changed Methods

the newer music medium, but that the old folks stick to the phonograph.

The old Benson building was a landmark in the Washington avenue district, with its gilded harp in front. Now a thoroughly modern, three-story building adds dignity to the neighborhood. It is brick with stone trim. The interior has excellent showrooms, a piano department and used-instrument display space in the basement. Here are some of the highlights of the Benson methods in gaining and keeping customers.

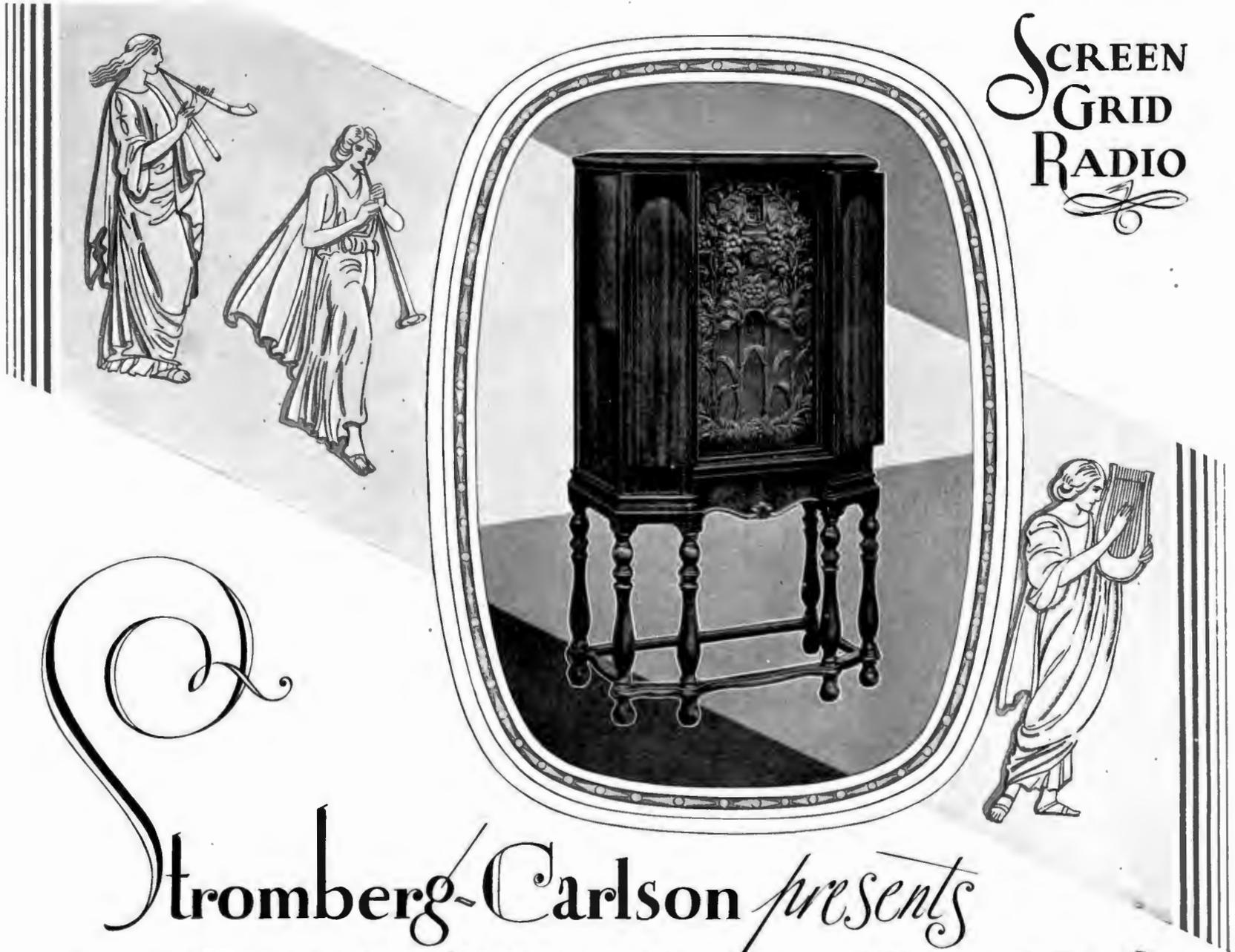
Practical Methods

Young George Benson has learned both the Swedish and Norwegian languages and that is a great comfort to the purchaser, even if he can speak some English. The company has a

market. Although Mr. Benson disclaims any genius in picking the foreign winners, still one of the big companies asks his advice in making records of that sort. Next to the Scandinavian, Finnish and Slovak records have the largest market. Perhaps in other sections of the country other foreign language records would equal the Scandinavian in the Middle West.

A Collector of Records

Every merchant encounters odd or interesting characters in his business. One customer of the Bensons knows every record by number. He studies the catalog and orders by number from memory. One day he purchased 150 "cut out" records on the day they were discontinued. His collection includes all the Orthophonic records ever made. He is just a small-salaried



SCREEN
GRID
RADIO

Stromberg-Carlson presents A NEW MARVEL in TONE!

BACKED by the rich experience of years in radio, and all the scope afforded by widest license rights—this magnificent Receiver marks the utmost limits to which the science of broadcast reproduction has advanced.

Masterpiece of engineering vision—Interpreter of Stromberg-Carlson's ideals in perfect workmanship—Adornment to any home with its luxurious beauty—this new No. 846 offers to dealers an instrument for their most discriminating patronage.

Among its distinguishing features are:

THREE SCREEN GRID TUBES, in radio frequency stages "Totally Shielded" affording high amplification, improving Tone Quality, Selectivity and Sensitivity.

LINEAR POWER DETECTION, assuring maximum results from the new Modulated Broadcasting, giving purer tone at all frequencies.

BUILT-IN ELECTRO-DYNAMIC SPEAKER, scientifically baffled, giving accurate response on low as well as high and intermediate tones.

AUTOMATIC VOLUME CONTROL, regulating amplification to strength of carrier waves, minimizing fading.

METER FOR VISUAL TUNING, indicating proper resonance point, for finest Tone.

PHONOGRAPH JACK, permitting permanent connection, allowing electrical reproduction of records.

HALF OCTAGONAL CABINET, with side pedestal effect, finished in dark Walnut, rich in design, favoring the tastes of the most critical.

The No. 846 Stromberg-Carlson employs three UY-224 A.C. Screen Grid Tubes in the radio amplifier and a UY-227 in both the automatic volume control circuit and in the "Linear" Power Detector. The audio amplifier employs one UY-227 in the first stage and two UX-245 Tubes in "push-pull" for the output. Two UX-280 Rectifier Tubes furnish power to the Receiver and the Built-in Electro-dynamic Speaker.

Price without tubes, East of Rockies . . . \$347.50

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 MFG. CO., ROCHESTER, N.Y.

Stromberg-Carlson

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

Davega's System Gets the Money

(Continued from page 8)

calls. These representatives fill in reports on special forms which are turned over to Mr. Hollday to be followed up. As a result of these calls it is possible to learn of any cases of dissatisfaction which may be adjusted to the satisfaction of all parties. Mr. Hollday is strong for conciliation, and says: "We find that no matter how long an account has been running, if both parties will concede something to each other, a mutual understanding can easily be reached."

Before an application for credit is granted the prospective customer who wishes to purchase on instalments must fill out the contract, covering home address, business address, personal references, previous instalment accounts, bank accounts and amount of life insurance. "The more information we can get," said the collection manager, "the more advantageous for us, in order to get a better line of credit on the party. Another advantage in getting as much information as you can on a person is that when he moves without giving the new address you are in a better position to trace the account promptly."

Mr. Hollday's long experience in the collection field, which has included thousands of cases in and out of court, leads him to advise prompt action early in the delinquency rather than bringing people into court later. The fact that the vast majority of cases which he handles are settled without coming to trial proves, in his judgment, that service rendered immediately, early in the delinquency, prevents trouble later on.

The fact that Davega, Inc., carries a wide variety of lines of merchandise has made it necessary for Mr. Hollday to originate and install many different systems to speed up collections, as each line has its particular problem, peculiar to itself. The element of service, for instance, plays a big part in radio sale collections. A frequent complaint with which the department must contend is that the customer has changed his residence and finds that in his new quarters he is supplied with a different type of current than in the old and that the set will not work. While not legally obligated to fix the receiver to operate with the changed current, Davega, Inc., does so when the account is in a satisfactory condition. If the account is delinquent, however, the change is not made so readily, and Mr. Hollday reports that a change of residence with the resulting situation is often the means of bringing a rather unsatisfactory account up to date.

Series of A. K. Meetings Held on Coast

A series of enthusiastic Atwater Kent dealer meetings on the West Coast from Salt Lake City, Utah, to Los Angeles, Cal., featuring the presentation of advertising plans, dealer helps, window displays and cabinet models in connection with the Atwater Kent Mfg. Co.'s program for 1929 was recently concluded under the supervision of Lou Willis, A. K. territorial manager. The first of the meetings was held at Salt Lake City, where the Strevell-Paterson Hardware Co. is jobber, and was followed by gatherings at Boise, Idaho, with the Bertram Auto Supply Co., distributor, co-operating, at Portland, Ore., and Seattle, Wash., under the direction of the Sunset Electric Co., at San Francisco, Cal., under the sponsorship of Ernest Ingold, Inc., and at Los Angeles, Cal., where Ray Thomas, Inc., acted as host.

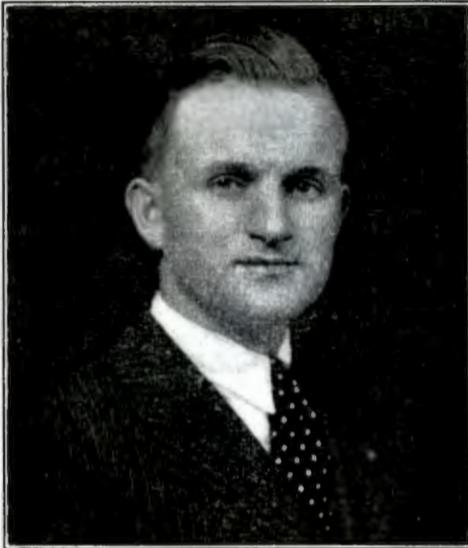
The meetings were similar in that all of the dealers expressed great enthusiasm for the screen-grid line and optimism over the prospects for the coming season. Mr. Willis was

the principal speaker at each of the meetings and John McCoy, of the Atwater Kent organization, also addressed each of the gatherings. Officials of the distributing organizations told of their plans to work with the dealers. Other speakers included representatives of various cabinet manufacturing firms, finance companies and local personages of importance.

Don W. Frost in New Post With Frost Co.

Succeeds O. H. Theleen, Who Recently Resigned to Enter New Field—Has Had Wide Experience With Company

O. H. Theleen, vice-president of the Frost Co., Kenosha, Wis., recently announced his resignation to become district manager for the Bohn Aluminum & Brass Corp., Detroit, Mich.



Don W. Frost

Mr. Theleen makes his headquarters in the Wrigley Building, Chicago. He leaves the talking machine industry with sincere regrets because of the many happy relationships spent for some years with leaders in the field.

Don W. Frost, son of President W. J. Frost, who himself is also a vice-president of the company, succeeds Mr. Theleen. Don brings to his new field and work a pleasing personality, an excellent record as a service man and a wealth



O. H. Theleen

of business experience in the Frost organization. He has grown up with the company and has officiated as plant superintendent, being thoroughly conversant with manufacturing problems as well as sales. He has had charge of Southern sales for the organization and this outside as well as inside knowledge fortifies him to be of good service in his new territory.

"Creative Selling," by H. E. Capehart

President of Capehart Automatic Phonograph Corp. Writes Textbook for Orchestrope Retail Salesmen

H. E. Capehart, president of the Capehart Automatic Phonograph Corp., Fort Wayne, Ind., is the author of a book entitled "Creative Selling" which has been issued by the company to the salesmen engaged in selling the Capehart Orchestrope. The purpose of the volume is, briefly but aptly, set forth in a foreword by the author in which he says: "This book is written for you with the hope that both you and the dealers whom you represent will be able to more successfully sell the Capehart Automatic Orchestrope."

"Selling the Capehart Automatic Orchestrope is fundamentally different from selling other lines of musical instruments. We want you to read and study this book diligently, as in it you will find facts gained in actual experience by scores of successful men who have used and are now using the same methods in selling profitably the Capehart line.

"The purpose of this book is to give you a background, with thoughts and ideas that you can, in turn, phrase in your own language. Through application you will find selling made easier by a better knowledge of The Capehart Automatic Orchestrope, the market for the instrument, the prospects who can use it profitably.

"Read, study and master the underlying principles of success as unfolded to you in these pages and you will be a better salesman and find the greatest enjoyment and profit to yourself in the selling of the Capehart line."

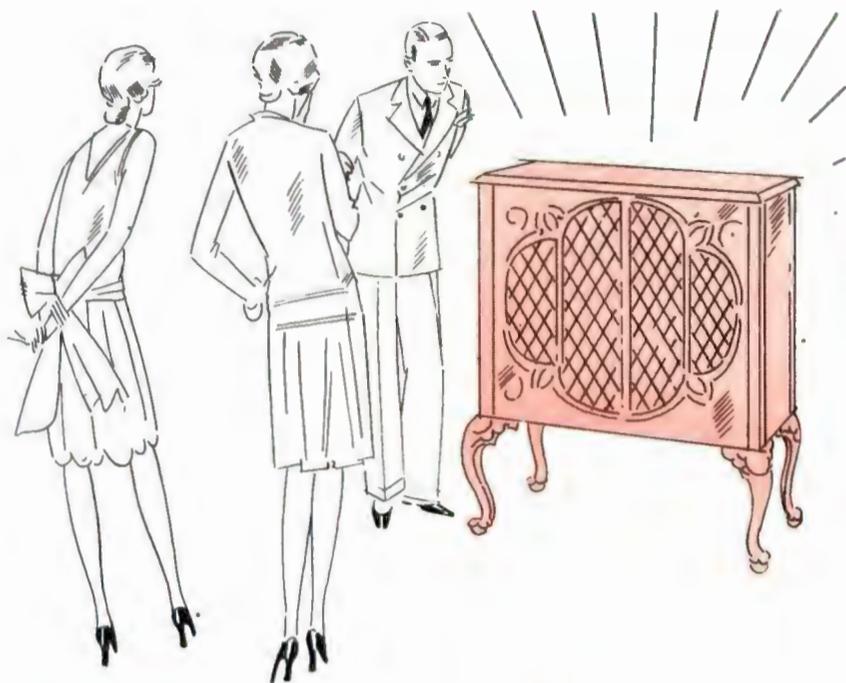
In his book, Mr. Capehart first stresses the necessity of the salesman selling himself, which brings in the fact that he must know his product, the company behind it and the market for the product. Pointers on methods of dominating the interview, of being independent, of efficiency and of the absolute need for investigation before attempting to sell prospects are treated clearly and concisely. Other points touched upon include "Fundamental Points to Keep in Mind in Selling Capehart Orchestropes," "Solicitation," "Profits," "Demonstrations," "Overcoming Objections," "Anticipating Resistances," "Sell By Comparison" and many others, all of which have a direct application to the salesman's daily task.

In brief, the book "Creative Selling" is a textbook, crammed full of valuable information for the Orchestrope salesman. It has been written with just that one product in mind and by an authority who knows the instrument and the market for it better than anyone else. It contains 120 pages and is bound in a heavy grade of paper and is pocket size for easy carrying purposes. It is a valuable and informative volume for salesmen.

Donates Stromberg-Carlsons to Schools

George Eastman, camera king and noted philanthropist, celebrated his seventy-fifth birthday on July 12 by announcing a gift of Stromberg-Carlson radio receivers to three dozen of the public, parochial and high schools of Rochester and its suburbs. This gift is part of an extensive plan being inaugurated in Rochester to bring the music of its famous Civic Orchestra to the school children throughout the entire city.

"Eight concerts a year will be given at each of the four (high) schools selected as centers," it was revealed by Arthur M. See, manager of the orchestra. "These concerts will be given on Tuesday afternoons."



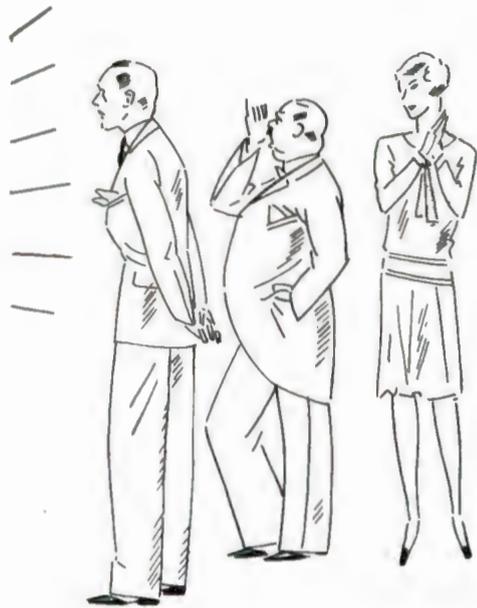
Beautiful... but inarticulate

Radio sets may be cleverly engineered . . . they may look like a million dollars. But, unless hooked up to the best speaker unit their performance is not in keeping. For radio sets are sold on sound.

Today radio buyers are more speaker critical than ever before.

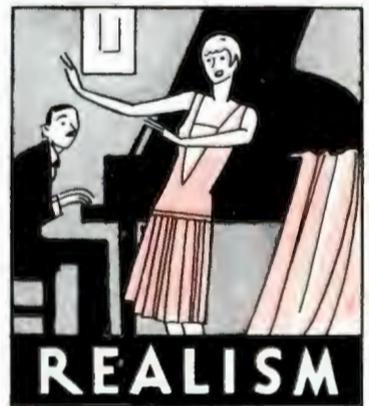
The speaker that sells sets is free from rattle and AC hum . . . gives depth to every tone and definition to every instrument . . . and can be guaranteed for a lifetime. That speaker is the New Magnavox X-Core Dynamic.

MAGNAVOX



Add to these qualities: assurance of deliveries, patent protection, elimination of most of your service troubles, and the prestige of the Magnavox name.

Why not insure your sales and profits with us?



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 MAGNAVOX COMPANY

Factory and Pacific Sales: OAKLAND, CALIF.
Factory and Sales East of the Rockies: CHICAGO, ILL.



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.

X-CORE DYNAMIC SPEAKER

Mass Demonstration

a Sales Booster

By
Ruel McDaniel

WITH every class of commodity, from sink brushes to automobiles, being offered for sale house-to-house, there is little wonder that housewives in some sections of the country are tiring of answering the doorbell and are refusing to admit salesmen. In view of this situation, what is the music house which has long used canvassers in search of prospects for phonographs going to do to find new business? A. I. Riedling, owner of the Riedling Music Co., Albuquerque, New Mexico, has found at least one logical answer to the question. He is making an exceptional record in the sale of high-grade phonographs; and he is not going house-to-house to do it.

How the firm introduced a new and somewhat radical model to its phonograph line some time ago is illustrative of how the house gets business without endangering goodwill by ringing doorbells by the "cold turkey" canvass plan. During the week following the introduction of this new model, the company received orders for more than 300 phonographs, without asking a single individual to buy. Citizens of Albuquerque and surrounding communities formed a "waiting list" for the new model which required months to fill. Orders still are coming in as a result of that introductory program.

Makes 'em Sit Up and Take Notice

"Our plan of selling talking machines," Mr. Riedling says, "is to do something outstanding—'showy' if you wish to call it that—now and then, and follow that by consistent newspaper advertising, year in and year out. We have found that there is no substitute for consistency in the use of newspaper advertising. When business is temporarily dull, we use as much or more space than when it is good; and our sales records are evidence that the plan is sound, because we sell phonographs during every season of the year and suffer less from temporary business slumps than we have reason to believe the average house suffers."

When the manufacturers announced the new model phonograph, Mr. Riedling began at once to formulate a plan for introducing it—a plan which he felt would serve his specific purpose. He needed, first of all, a plan whereby he could show the new model to as many men and women as possible, at once. He did not wish to take too long to show it, and thereby not only devote too much of his own time to the undertaking, but lose some of the value of timeliness as well.

Demonstrates to the Public

Accordingly, he soon discarded the idea of holding demonstrations in the store, save in a very few specific cases. Instead, he rented the high school auditorium for one night. As soon as he began making preparations for the show at the auditorium, he began advertising in the local newspapers, featuring the new model but saying nothing about when or where the instrument could be seen and heard. He devoted several pages of space to this form of advertising, creating a certain anxiety on the part of the public to hear the new instrument but telling little as to when and where it could be heard.

In the meantime, Mr. Riedling arranged a private booth in the rear of the store, arranged it in keeping with the occasion, removed the sound box from a new instrument and set it up in this booth. He then made a list of

approximately twenty men and women of the city who were music lovers of some prominence, and invited them, one at a time, to hear the new model.

Each of these private demonstrations was held behind closed doors in the presence of only the music lover and Mr. Riedling. The guest in each case was pledged to secrecy regarding the new model. Most of them did exactly as Mr. Riedling wished them to do: they went away enthusiastically, talking the new instrument to their friends, pledging them to say nothing, of course, until the final announcement of the store. The result was that before the public demonstration at the auditorium, these twenty men and women had spread the fame of the new model among their intimate friends, stressing its quality and beauty of tone, especially for the secret reason that they had been given a private demonstration and had been "let in on" the secret.

How the Plan Worked

When the public demonstration was ready it was announced in a double-page spread in the local papers. Everyone was invited. During the preparations for the set-up, the teacher of one class in high school came upon Mr. Riedling testing out the instrument for sound effect and liked it so well that he asked that his class be given an opportunity to hear a few records. This request was granted. No more than this program was over when the superintendent of the high school came around and requested that Mr. Riedling give a program for the entire school body. This too was granted, for one hour on the day on which the main demonstration was to be held that evening. The school children enjoyed the program and merely helped to advertise the evening performance. As a result of consistent advertising prior to the public demonstration, more than 1,000 men and women crowded into

chines in stock or not, we go right on with our advertising program. Good business or bad, we advertise just the same. We believe that is why our phonograph business has held up the year round in spite of seasonal slumps in business. We still are able to sell practically every new model machine we can get and we believe the big noise we made about the new number and the consistent advertising thereafter are responsible."

As an example of how that publicity and the advertising that has followed regularly since still builds business, during three weeks in which Mr. Riedling was in the East recently, his young woman bookkeeper who keeps the payment records of phonograph customers took orders for twenty-seven machines from people who voluntarily came into the store and asked that their orders be placed. Mr. Riedling is certain that this sort of business would not have come if he had not made a big "show" of the new model and then followed it with advertising every week.

"You simply can't permit the public to forget that you sell phonographs," he stresses. "If you stop reminding them when business is dull, they will have forgotten you by the time business is good again. The house which makes the final sale, we believe, is the house which reminds the public most frequently that it has good phonographs for sale; and we believe that the way to remind them is through the newspapers, where they get the reminder without realizing it and thereby without any resentment toward the store."

The dealer who has the courage to get out of the beaten track profits most and the type of merchandising illustrated by the foregoing account of Mr. Riedling indicates the rewards for aggressive methods of sales promotion. There is a thought here for every music dealer, regardless of where he may be located or of

A. I. Riedling Sold 300 Talking Machines in One Week by Arranging Demonstrations to Which the Public Was Invited—1000 Heard the New Instruments

the auditorium which has a seating capacity of only 800 people, and some 400 were turned away for lack of space.

Orders Begin to Come In

Promptly the following morning orders for the new model began to come in by telephone, by letter and in person. Before the end of the first week there were over 300 customers on the waiting list, although there were only two machines in stock.

"Even though we had no stock and did not know when we would be able to fill all the orders we had," Mr. Riedling explains, "we kept right on advertising. We spent approximately one thousand dollars during the week of the demonstration for newspaper space; and the orders we received proved that the investment was a good one. Accordingly, we determined not to lose the cumulative effect of the advertising by ceasing to keep the new model in the minds of the public.

"Whether we have a complete line of ma-

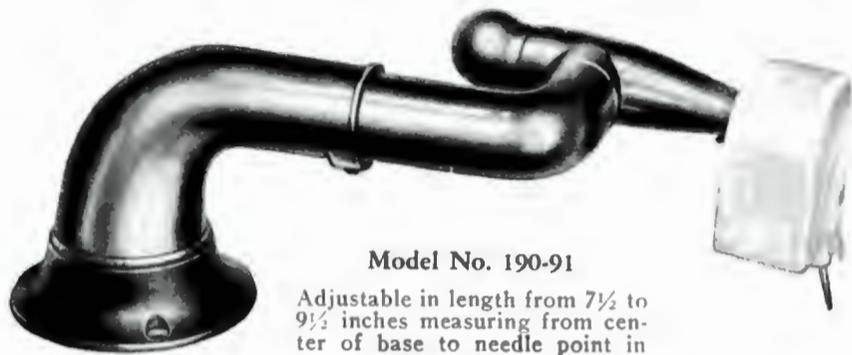
the conditions under which he operates his business. Competition among retailers makes it imperative that old and obsolete methods be discarded for more modern and effective means of selling at a profit.

Fada Style Show in Dallas

DALLAS, TEX., August 7.—A Fada Style Show was held in the Baker Hotel in conjunction with the Peaslee-Gaultbert Corp. R. E. Peat, vice-president and manager of the Texas division of this company, presided. J. A. Badgett, radio manager, made a rousing talk. T. H. Phillips, of the Fada sales force, gave a presentation of Fada 1929-1930 plans for production, advertising and merchandising, and H. A. Brewer of the technical staff described the new receivers. The meeting was very enthusiastic with 85 people in attendance, the most successful show of its kind ever held in Dallas.

NEWEST PICK-UP ARMS By ORO-TONE

Perfectly counter-balanced for 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

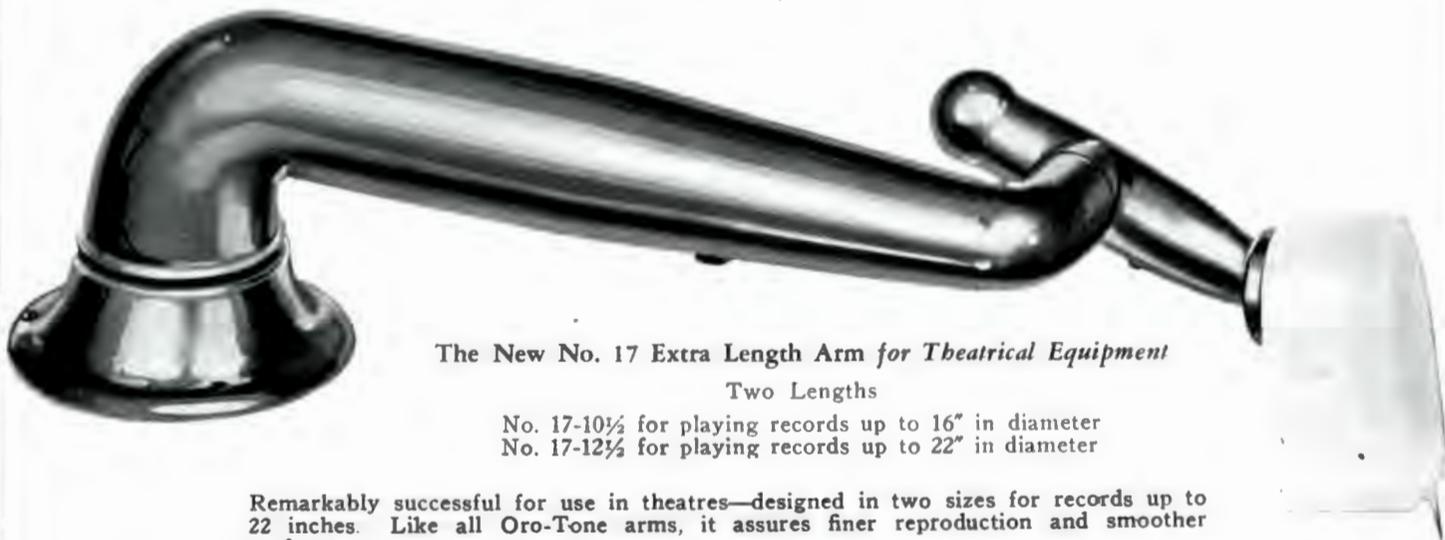
This new improved pick-up arm is flawless in design, is built to last a lifetime and is offered at a very moderate price. Easily adjustable, equipped with new throw-back bearing and skillfully designed to assure accurate reproduction. The base is flat and all ready for instant installation.



Model No. 16½

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

Radio-phonograph combination sets—so popular today—are sure to give perfect performance if the No. 16½ Pick-up Arm is installed. This model is specially designed for such sets, assures smoothest performance, and adds beauty to the instrument.



The New No. 17 Extra Length Arm for Theatrical Equipment

Two Lengths

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

Remarkably successful for use in theatres—designed in two sizes for records up to 22 inches. Like all Oro-Tone arms, it assures finer reproduction and smoother performance.



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.

Gimera Cashed in

on a \$35,000 Idea

A \$35,000 installation of automatic music is a gilt-edged investment in patronage for the new Hotel Emery in the City of Seven Hills, Bradford, Pa., according to the owner of the hotel, Miss Grace Emery, and one of the many possibilities of automatic music has been achieved by a so-called small-town radio dealer—George Gimera, also of Bradford.

This dealer, it is believed, particularly in Bradford, leads the world of radio men in installing a three-channel system to every one of the 125 rooms, 105 of which are suites and bedrooms in the new hostelry in this thriving oil town in the Alleghenies. The channels are two of radio and one an automatic instrument with record-changing device. The latter is a Capehart Orchestrope.

Possessing vision of wide magnitude as well as the proper initiative, Mr. Gimera proposed to install a diversified system of music in the hotel, when Miss Emery, a wealthy townswoman, planned to build the hotel in honor of her father, Hon. Lewis Emery, Jr., for years Bradford's most distinguished citizen and oil magnate.

Miss Emery listened to Mr. Gimera's plan. It would cost \$35,000 and that seemed at first like a bag of money to expend on one item alone in a hotel. But Mr. Gimera, knowing that the success of the hotel depended on steady patronage, convinced Miss Emery that his plan of installing such varied music would attract patronage and make every guest an everlasting friend of the hotel by giving plenty of music as well as a varied program to select from.

Bradford is a town of wealthy oil men in the center of a prosperous oil industry in that neck of the woods. It is ideally located on the Buffalo-Pittsburgh highway, close to the Allegheny State Park across the New York border, in the heart of a picturesque country.

"Music hath charms," and so Miss Emery permitted Mr. Gimera to go ahead with the installation, believing, as he did, that it would act as a magnet for her hotel, for she had already decided that, although it was small, it would be comparable to the best in the country and as up-to-date as man could make it.

This is what she got for \$35,000: Complete installation of a three-channel music system, consisting of two radios and an Orchestrope, to every room in the hotel, to the main dining room, the coffee house, and the auditorium, and a complete paging system—all controlled in the main hotel office.

Remote controls, thousands of feet of wire, switches, tumbler locks, etc., was Mr. Gimera's job to install in the hotel, but he worked long hours and accomplished the feat to Miss Emery's delight and the delectation of the guests. After laying his three-channel wiring he placed a selector switch so constructed that only one selector can be operated at a time and attached three tumbler locks, a half-turn on each permitting the guest to receive a program of music—a delightful innovation.

In order to make the system more perfect and guard against interference in manipulating it in the rooms, Mr. Gimera dismantled the rectifiers from the dynamic speakers and made his installation so that a person in the hotel office could control the operation. This also did

By P. D. Fahnstock

away with running a separate 110-volt circuit to each speaker if speakers were placed in the rooms. This installation also precludes guests tampering with the instruments—the two radios and the automatic instrument. On the latter Mr. Gimera put a relay to reject records by the operator in the office.

In connection with the three-channel music system he also installed a paging device, which is operated by a switch and microphone in the office. This operation is done by a clerk pressing a button which cuts out the three-channel system until he finishes his paging. This is an item of economy for the hotel, as it does away with hiring pages. The paging switch is so regulated that the clerk must keep his finger on the switch while he is paging his guest, for when he takes his finger off the lever on the microphone the musical program continues. This is so constructed to eliminate the possibility of cutting out the music if a clerk had another switch to turn to get the music back.

Mr. Gimera is a specialist in installations and believes that the big money for radio men is in making big installations, which will advance the radio business far more than it is to-day, especially in hotels, dance halls, skating rinks, and wherever crowds gather. For this particular installation in the Hotel Emery he has won fame in his part of the country and has received orders for installations in public places. The installation required a great amount of study and application, he said, but added that a \$35,000 job is worth it.

People's taste varies in music as it does in clothes, Mr. Gimera says, and so a guest at the Hotel Emery who does not care for either radio program on the air may turn to the automatic record instrument and order what he or she wishes in the way of entertainment.

The hotel is always filled, so the management believes that the three-channel music system is a drawing card that is paying for itself. Guests express themselves frequently as to what a pleasure it is to be able to sit in the room and hear delightful programs. It makes the hotel room so cheery and is a tonic to tired guests.

The Display Window Is a Broadcasting Station to Aid Sales

D. F. Ketcham, Head of the Sales Promotion Department of E. T. Cunningham, Inc., Emphasizes the Value of Attractive Displays as a Sales Medium

"Every radio store that has a window available for display purposes is a broadcasting station for increase of sales!" So declares D. F. Ketcham, in charge of the sales promotion department, E. T. Cunningham, Inc., radio tube company, in a cleverly presented letter message to retail dealers, emphasizing the import of window display as a "broadcasting station" to advertise the merits of the dealer's products.

Heading his letter, "Station Window Broadcasting," Mr. Ketcham, as "announcer," states: "Your window speaks to a visible audience and not to an invisible one—through a pane of glass instead of a microphone. You broadcast to the 'lookers in' and not the 'listeners in'—appealing to the eye, not the ear alone." Stressing the value of eye appeal, he continues:

"The radio audience is limited to those who happen to be tuned in to that particular station. But your audience passes back and forth continually. If you count the number of people passing your store daily—comprising your window radio audience—the number would be comparable to the daily newspaper circulation of a good-sized town."

By continuing in the same vein of comparing the shop window to the broadcasting station, Mr. Ketcham is able to drive home the value of attractive window displays with unusual emphasis. As he interprets it: "Just as a broadcasting station must have unusual features on its programs to attract a large and constantly 'tune-in' audience, so must you have an attractively dressed window appear on each of your display programs. A program that is to be put on the air requires minute attention to detail

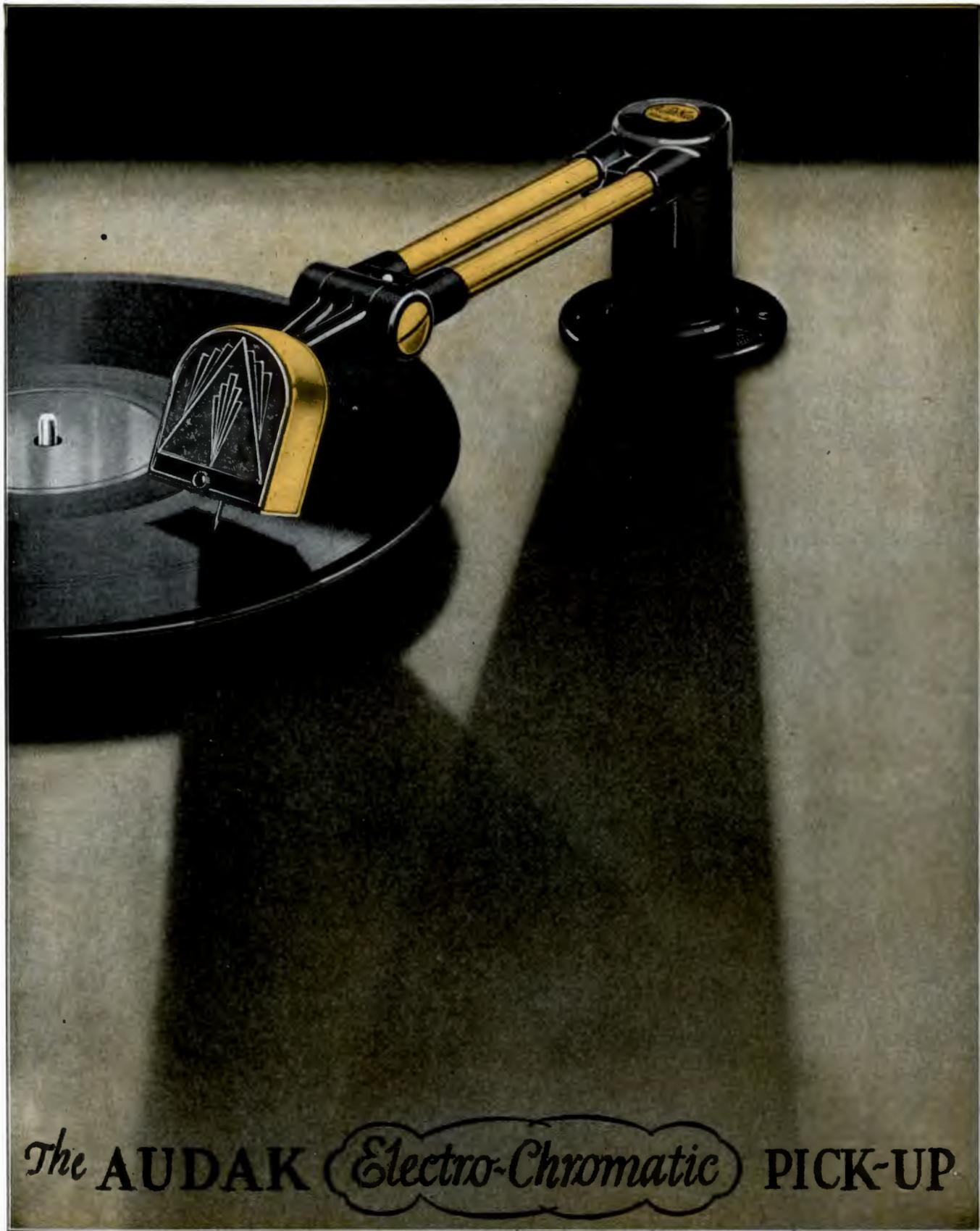
to insure perfect reception. So, too, does your window need thought and care in presenting its sales message to your audience most effectively."

Simplicity is the keynote of an attractive window "program" display, Mr. Ketcham declares. "In planning the appearance of the 'artists' on your display programs pick out one, two or even three related products and feature these in a unified display," he advises. "An unrelated miscellaneous assortment of merchandise detracts from the sale message you are putting over. It has the same effect as if two stations are broadcasting on the same wave length, so far as its appeal to the audience is concerned."

Timeliness is an essential, according to Mr. Ketcham's viewpoint. "Added interest in your window is possible," he states, "if tied up with big events to be broadcast. Time and effort in preparing original and different backgrounds and effective use of merchandise and displays pays in dollars and cents."

In concluding, he adds: "Whether your broadcasting station is large or small, equally attractive displays can be installed. It is the placing of the material used in the display that determines the sales value. Irrespective of size, take care not to choke your window. Leave plenty of space between various pieces and notice the effectiveness of the display."

The Brown & Hall Supply Co., Atwater Kent distributors of St. Louis, report they are getting results from taking advertising space in the baseball programs of the Cardinals. The Brown & Hall advertisement is advantageously placed.



AUDAK reproducers stand for absolute tonal supremacy in every known corner of the earth. Singlephase, Polyphase, Audachrome and our new Power Reproducer...all have swept their way to international success on the basis of performance. Fitting, therefore, was it that AUDAK should likewise give to the music trade a chromatic PICK-UP...a minutely adjusted instrument, capable of interpreting the fine details without which there can be no real music. The high traditions of AUDAK leadership in the sound reproducing field are bravely carried forward by this revolutionary new instrument "The standard by which others are judged and valued."

The **AUDAK COMPANY**

565 Fifth Avenue, New York

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"



ACCEPT NO IMITATIONS

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

MERCHANDISING



IDEAS

TESTED • PRACTICAL • PROFITABLE

Inspection of Sets Built Good Will— Posters Bring Prospects—Recitals Aid Sales—Co-operate With Schools and Clubs—Name Plates for Salesmen

EARLY in June the Schneider-Jordan Music Co., 223 South Third street, Evansville, Ind., inspected all radio sets purchased from the company during the period from September 1, 1928, up to the time of checking. The free service was inaugurated to insure customers receiving the maximum results for the Summer months from their receivers. The entire city was canvassed and the program of inspection took several weeks to be completed. Each inspection included checking of tubes, set and line voltages and minor adjustments. In addition to building good will for the establishment this inspection canvass naturally brought a number of orders for new equipment and proved most satisfactory for the dealer.

§

VO. DAVIS, RCA dealer of San Mateo, Cal., recently secured a very good list of prospects by distributing a large number of small posters in the form of door-knob hangers to likely looking homes throughout the territory he serves. On one side the poster contained RCA institutional copy and on the other side an advertisement of the latest model Radiolas. At the bottom, separated by a perforated line, was a business reply card requiring no stamp which the prospect was invited to mail to the dealer to receive a free copy of the RCA Radio-tion Broadcast Station Directory. Mr. Davis reports that the response was gratifying and a valuable mailing list has been secured.

§

ELSEWHERE in this issue of The World appears an article relating the experience of Howie's, Ltd., of Auckland, New Zealand, in sponsoring a series of phonograph recitals which attracted audiences of three thousand and more. From time to time these mass demonstrations have been given throughout this country, but usually the moving force behind the exploitation work has been the manufacturer or distributor, and too rarely the dealer. There are any number of places in which such demonstrations can be given with telling results. Factories and industrial plants are more and more coming to a realization of the place that music has in industry, as was evidenced by the book recently issued by the Bureau for the Advancement of Music, which gave facts and figures showing this trend and the manner in which it has taken hold. The radio-music dealer in the vast majority of cases can easily secure permission from the authorities of local industrial plants to give one or a series of recitals employing the radio receiver or phonograph or combination instrument during lunch hours for the entertainment of employees. A certain number

of likely prospects are almost certain to be secured from demonstrations given before large crowds. Clubs, civic associations, parents' associations and a score or more of other organizations offer fertile fields for the enterprising

dealer to put into effect the old adage: "If the mountain will not come to Mahomet, then Mahomet will go to the mountain."

§

IN the dead of night, before a Detroit retailer moved to a new location just around the corner, he appeared on the scene with a can of chalky paint. From the entrance of his old store to the entrance of his new he painted on the pavement a continuous series of footsteps. People who passed in the morning were naturally interested when they observed the trail, and on tracing it to its source—the old store—they found a huge placard which enjoined them to: "Follow the Footsteps to Our New Location Around the Corner."

§

THERE have been a number of radio-music dealers who for years have made it a practice to keep in close touch with the authorities of the schools in their vicinities and with the Mothers' Clubs which work in connection with the teachers of the schools and invariably these dealers have profited from the co-operation they have offered. There is one Victor dealer in Brooklyn, N. Y., who can trace a great deal of the business which he accomplishes to the fact that for a great number of years he has taken an interest in two or three schools located near his store. For years he loaned instruments for certain occasions, made gifts of records to help out the music appreciation class work and various other deeds—such as installing a radio receiver on such occasions as Inaugural Day, etc., so that the entire student body would hear the ceremonies at Washington. In return he has been rewarded by having these schools purchase all of their requirements in the music line from him; teachers, grateful for his interest, have made their own purchases at his store, and the families of pupils from near and far have also made his establishment their musical instrument shopping place. Dealers who have overlooked the school market should consider its potentialities. In time every school will be radio equipped and the dealer who is not willing to lay his groundwork to ultimately secure his share of the business is overlooking a big bet. Carl Richard, RCA dealer of Richmond, Cal., eventually hopes to supply all the schools of his city with Radiolas. Recently he was impressed by an editorial written by Arthur Brisbane, which told of the reasons why schools should be radio equipped. Mr. Richard immediately sent a letter to the school board, quoting from the editorial. He will not, perhaps, make these sales immediately, but when the time does come he will be in a

position to "cash in" on the work he is doing now. Every year the broadcast programs are including more and more educational features which the schools can use with profit—use this material as part of your selling argument.

§

SEVERAL dealers in the Toledo, O., territory are employing with considerable success the plan, often advocated in this department, of employing high school boys and girls to make a house-to-house canvass in selling records. The method used in most cases is to leave a package of six recordings at each house that possesses a phonograph. The assortment of discs is a varied one, usually including two records for mother, one for father, a couple of the latest dance selections for the young folks, and a record of general appeal. The package is left overnight and the following day the junior salesman or saleswoman calls and not only inquires as to what records the customers wish to retain, but also endeavors to secure information on other musical instrument requirements. Practically every such call results in the sale of two or more records and quite frequently the customer develops into a steady purchaser of the dealer's wares.

§

AS one of the features of its presentation of the new Victor radio line to the public, Wanamaker's department store, New York City, showed in its show window for the week starting July 15 a display of Victor products created in the Victor laboratories from 1900 to 1929. The forward strides taken in the manufacture of sound-reproducing instruments were well illustrated in the display, which contained a wide variety of styles and types of instrument and which served to accentuate the outstanding features of the new models. Another feature of the line's introduction by this establishment was the arrangement whereby Rudy Vallee and his Connecticut Yankees, one of the most popular of Victor recording orchestras, appeared in person at the Wanamaker auditorium.

§

THE employees of the B. R. Baker Co., radio-music store of Cleveland, O., all wear name plates on their coat lapels, according to the Plaza Co.'s "Sound Facts." By thus familiarizing customers with the names of the staff, officials of the store have found a personal contact is built up which has had the effect of aiding and increasing the volume of sales. This policy has been adopted by many of the leading business institutions such as banks, etc., and would seem to have a place in the radio-music store, where the dealings with customers pertain to matters that are of a nature that leads to friendly relationships.

New Triad Wholesalers

PAWTUCKET, R. I., August 4.—The Triad Mfg. Co., of this city, manufacturer of Triad radio tubes, has announced the appointment of two new jobbers. Northeastern Radio, Inc., and John V. Wilson, both of Boston, have been appointed Triad wholesalers for New England.

How Owens New Policy

Control of Demonstrations Is the Key to Fewer Repossessions and Greater Profits for Denver Dealer

By
WILLIS PARKER

*Boosts
Radio*

Profits

"OUR radio merchandising effort is based largely upon reducing the ratio of demonstrations to sales," explained H. E. Owens, manager of the Republic Music Shop, Denver, Col., in speaking of the new policy he has adopted as a means of increasing the profits in his radio department. "At the present time we average four demonstrations to one sale. In the Summertime the average is two demonstrations to one sale."

Control of Demonstrations

Indications are that Owens has solved one of the problems of instalment selling of radio sets and that he has his business down to a point where repossessions are few and far between, collections are good and the profit on sales is excellent. His plan is based upon a refusal to grant promiscuous demonstrations, an examination of the prospect's credit rating before the sales effort begins, and allowing only 48 hours' trial of a set.

"The dealer must discriminate as much as possible between the prospect who actually is interested in buying a set and the one who is seeking to get his radio entertainment for nothing by trying out all of the sets handled by dealers in his community," Mr. Owens asserted. "This is not a very easy task, no doubt, unless all of the radio dealers in the community will join together and co-operate in a determined effort to discourage the spongers. Even then, there are many small agencies who do not belong to the organization and who do not realize the importance of thwarting the sponger's efforts. But we can come pretty close to picking our prospects. For example: The dealer should watch for special occasions, such as prize fights, baseball games, inaugurations, etc., when the desire to listen over the radio is more pronounced and when he will have more calls for sets to be placed on demonstration.

"We watch such events and if a person telephones and says he'd like to have a set put in his home on demonstration, we suspect he wants to listen to the special program, so we say: 'We're afraid we can't give you a demonstration on the date you ask because we have had so many calls for demonstrations that all of our sets will be out. Would the next day be convenient?'"

"If the prospect says 'No,' we are certain that he isn't a legitimate prospect, but if he admits that the following day will be O. K., we feel that he is a bona fide prospect and may make arrangements to let him have a demonstration on the date he requested.

Limited Demonstration Time

"Another rule that is inviolable is 48 hours' demonstration. Exceptions are permitted when weather conditions are bad, of course, but we aren't willing to prolong a demonstration simply to provide entertainment for prospects. Here's the idea: If you allow two days for each demonstration, you get in three demonstrations a week with one set. If it averages one sale out of four demonstrations, you should sell the set in eight days. If you allow a week's demonstration, it means the set will be sold in a month. That's too slow a turnover, and the dealer must remember that not only does a set depreciate on account of demonstrations, but it

may become obsolete through the introduction of new models. It is obvious, then, that he must not keep a set on his hands any longer than absolutely necessary.

"When we take a set into a home for a demonstration we demand a receipt for it. This receipt is a form that we have had prepared and on it we list the make, number and description of the set, the various accessories, etc., and, in addition, have spaces wherein the prospect gives his credit references, name of his bank and all. This must be filled out and signed by the prospect. The card is returned by the salesman to the office and we immediately look up the prospect's credit standing. If it is not good, we do not expend much sales effort on him, except to ask for cash, but the salesman is prepared when the end of the demonstration comes to either drop the case or to endeavor to close it. It is a mistake to push the sales effort, sell the customer on the set, then have to cancel the order when the credit association springs the bad news. Sometimes, when one has taken the amount of the down payment, it is difficult to go back, hand the prospect his money and take the set away. The dealer is tempted to take a chance.

Watch Time Payments

"In connection with instalment selling, we are a little slow in turning our paper over to a finance company. We wait sixty or ninety days to see how well the customer keeps up his payments. If they are met promptly, we feel that the risk is A-1 and turn the paper over to the finance company. If the customer is slow in meeting the obligation, we would rather continue to hold the notes ourselves, then, if need be, repossess the machine and charge the amount received in payment to rental. If one discounts his paper immediately, he is likely to spend his money too freely and then have to repay some of it besides having to repossess the machine and sell it over again.

"Since we have adopted this policy we have had less grief and have made more money. Our sales volume hasn't slumped in the least, for we have had fewer repossessions which necessitate a second selling effort; we have wasted less time on unsatisfactory credit risks; we have not chased after the spongers and, withal, we have been able to concentrate sales effort on prospects who are more likely to purchase.

"We find that in the Summertime, under this plan, we can average one sale out of two demonstrations, because it is still evident that many people feel that Summer is the off season for radio. Any person who asks for a demonstration in the Summer is actually and thoroughly sold on buying a radio set. It may be that he has tried our set once before, but he wants to try it again to assure himself that he's on the right track.

"Referring again to turnover, we would rather book one demonstration a day for six days than to book six in one day for a 48-hour trial. It takes less sets to make six one-day demonstrations—one a day for six days—than six demonstrations in one day.

"We have the used-set problem as adduced from the necessity of trade-ins, but we don't bid very high on old sets. We take them in

for what we think they can be sold for, which is, with battery sets, about \$3 a tube, and will knock a few dollars off the selling price for cash. We stress the cash price and strive to get away from time payments on used sets, for they are just as risky as new sets, if not more so, I believe.

"In connection with collections, we watch them closely. As I previously remarked, we hold the paper ourselves for 60 or 90 days to see how well the customer is going to meet his obligations when they come due. If the first payment is not forthcoming exactly on the date, we wait a few days and send a letter. If nothing comes from this, we call around before the account is a month old, ostensibly to see how well the set is working, and if the customer is satisfied. Then, before we leave, we mention that the payment is overdue. We don't permit payments to lag."

Imports and Exports of Talking Machines

WASHINGTON, D. C., August 8.—In the summary of exports and imports of the commerce of the United States, for the month of May, 1929, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during May, 1929, amounted in value to \$26,422, as compared with \$48,109 worth which were imported during the same period of 1928. The five months' total ended May, 1929, showed importations valued at \$146,027, in the same period of 1928, \$194,271, a substantial decrease.

Talking machines to the number of 18,109, valued at \$522,301, were exported in May, 1929, as compared with 11,754 talking machines, valued at \$504,838, sent abroad in the same period of 1928. The five months' total showed that we exported 119,096 talking machines, valued at \$3,315,370, as against 56,900 talking machines, valued at \$2,435,502, in 1928.

The total exports of records for May, 1929, were valued at \$344,532, as compared with \$295,586 in May, 1928. The five months ending May, 1929, show records exported valued at \$1,740,460, as against \$1,440,955 in 1928.

The countries to which phonographs were sent during May, 1929, and their values follow: Europe, \$61,572; Canada, \$27,131; Central America, \$26,028; Mexico, \$60,793; Cuba, \$20,368; Argentina, \$46,983; Brazil, \$53,039; Chile, \$51,869; Colombia, \$31,825; Peru, \$9,452; other South American countries, \$45,550; China, Hong Kong, and Kwantung, \$24,054; Philippine Islands, \$15,844; Australia, \$6,052; New Zealand, \$598; British South Africa, \$6,197; other countries, \$34,946.

Columbia President on Coast

H. C. Cox, president of the Columbia Phonograph Co., sailed July 13 via the Panama Canal for a well deserved six weeks' vacation on the Pacific Coast.

What Do Bankers Think of Radio?

Robert I. Jamieson, Secretary and Treasurer CeCo Mfg. Co., Sees Radio on a Sound Basis



Robert I. Jamieson

[Mr. Jamieson has long been identified with financial work in New England. Since graduating from Brown University in 1905, he has been connected with the Industrial Trust Company in Providence and has served in important financial positions with the Shepard Stores of Boston, with Watson & Newell, silversmiths, of Attleboro, Mass., with the Screw Machine Products Corporation, and J. Briggs & Sons Co., both of Providence. He joined the CeCo Mfg. Co. in 1928.—EDITOR.]

DEALERS, distributors and all concerned in the merchandising of radio apparatus are accustomed to glowing predictions of radio's business future on the part of sales executives. They expect it as part of the natural enthusiasm and exuberance that is characteristic of the selling type of personality. But it is not so usual to hear the same glowing predictions from a typical financial mind, and that is what makes so exceptional an interview obtained from Robert I. Jamieson, secretary and treasurer of the CeCo Mfg. Co., Inc., of Providence, R. I.

"Radio is growing so fast," said Mr. Jamieson, "that most executives have all they can do to take care of immediate situations. Radio's growth reminds one of the problems in geometrical progression. You have all read the story of the man who said he would gladly go to work for a certain firm at a mere pittance of a penny a day, if it were agreed that each day his salary would be double that of the preceding day. The prospective employer grabbed at the chance. A penny a day! But at the end of

the month the employe would be drawing more than \$5,000,000 a day under such an arrangement. Radio is growing somewhat like that. Its moneyed future is just as incomprehensible to us as the \$5,000,000 daily wage appeared to the employer who started paying a salary of a cent a day. The soundness of radio's position in the business world is attested by the interest given to it by the nation's bankers. They are greatly interested in it and of a mind to be helpful to it. Naturally we all know that bankers are not philanthropists, but we also know that they seek safe and profitable outlets for the funds whose owners they represent and they look on radio to-day as a good place to invest money.

"Since radio has a very distinct financial problem, this attitude of the bankers is very helpful. The problem is created by the industry's extremely rapid growth. Our own case, that of CeCo, illustrates this problem very distinctly. Last year we had a production in season of about 12,000 tubes a day. This year we will have 45,000, and we are looking forward to another such jump in 1930. Increasing production to such an extent means the use of a great deal more capital, not only in material and organization, but in the creation of plant facilities to permit such a production.

"Creation of such money problems as these makes desirable the co-operation which bankers are extending to the radio industry, but does not always make desirable too free a use of the

facilities bankers may be willing to extend. It is very important to make one's capital structure keep pace with increased business. Doing so not only brings into the business many new partners, with the added value of their interest and the good will their interest may bring, but it also offers a method of rewarding the employes of the concern by making it possible for them to share in the property which their work helps to make valuable."

Plans Television Tests in Suburban Territory

A thorough study of the possibility of reliable television service for large suburban and rural areas will be made at Bound Brook, N. J., if the Federal Radio Commission grants an application now before it for a thirty-kilowatt image transmitter, according to Dr. A. N. Goldsmith, chief broadcasting engineer of the Radio-Victor Corp. of America, who will direct the tests. The wave length proposed is 101 to 105 meters, or 2,950-2,850 kilocycles. It is expected that a comparatively short time will be required to prepare for the tests.

"Our plan," said Dr. Goldsmith, "is to determine the limitations of visual broadcasts outside of cities, just as we are now studying such problems within cities. We hope to ascertain the general transmission characteristics of rural television, how such signals will be affected by static and fading, and the power required for coverage of definite areas."

Names Bremer-Tully Jobber

Alexander's, Inc., New York City, radio and automotive distributing firm, has been appointed a distributor for the radio line of the Bremer-Tully Corp., and is now displaying the receivers in its new quarters at 39 West Sixtieth street. The sales staff which covers the metropolitan district has been assembled and is now busy introducing the line to the trade.

Donate Edison Set to School

As a parting gift to their Alma Mater, the June, 1929, graduating class of the Orange, N. J., high school presented an Edison Model R-1 radio receiver to the school. A competitive demonstration of leading radio makes was arranged for so that the class could choose the radio they deemed best. Milton Schoenthal, radio dealer of Orange, N. J., made the sale.

The Goodin Radio Corp., A. K. radio distributor of Wichita, Kans., has supplied its dealers with a very novel and useful book of order forms. It is called the "Env-O-Blank" order book, and is made up of twelve pages, printed and ruled for ordering on one side, and on the other side a business reply envelope.

Carvings
for
RADIO CABINETS



A full line of:

- Carvings
- Cut Mouldings
- Pressed Mouldings
- Bead Mouldings
- Rosettes
- Dial Knobs

R-514

All in solid wood

Write for catalog

WADDELL MANUFACTURING CO.
GRAND RAPIDS, MICHIGAN



POSTAL TELEGRAPH - COMMERCIAL
TELEGRAMS TO ALL AMERICA

CLASS OF SERVICE DESIRED
 FAST TELEGRAM
 DAY LETTER
 NIGHT TELEGRAM
 NIGHT LETTER

Send the following Telegram, subject to the terms on back hereof, which are hereby agreed to

WESTERN UNION

WESTERN UNION

NEBRASKA AUTO

Crosley Radio Corporation
 Cincinnati, Ohio

1659
 No. 15
 PAY THIS END ON YOUR SERVICE
 7-1-1929

ORDER
 CENTURY RADIO CORPORATION
 104 FLATBUSH AVENUE
 BROOKLYN, N. Y.

Please enter our order for the following:

To be Shipped

CONFIRMATION
 At once

QUANTITY

DESCRIPTION

*Shuler Supply Co
 741 St Charles St
 New Orleans La*

LETTERS

WIRES

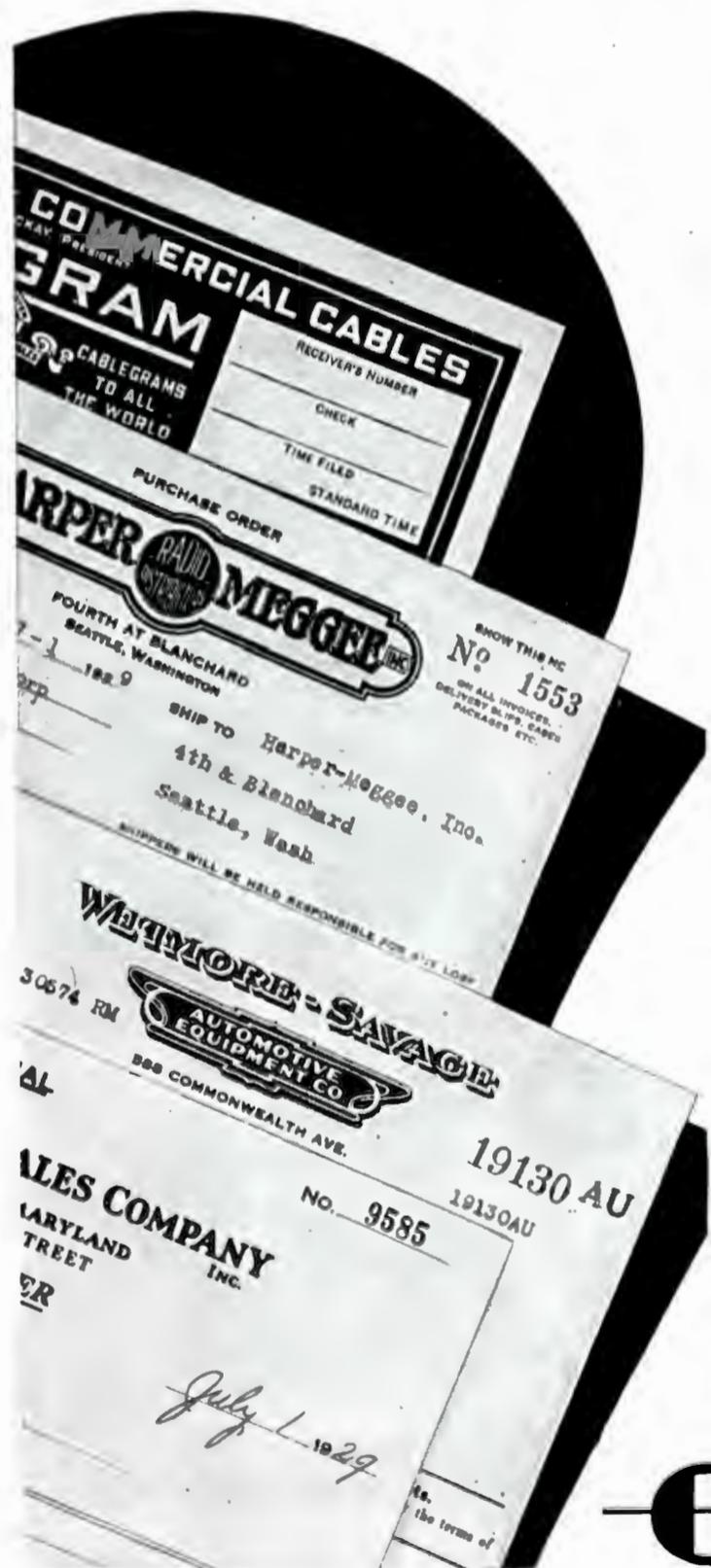
PHONE CALLS

7-1-29
 ORDER No. 9647

200 Model 42-S.A.C.
 100 Model 42-S.A.C.

Shuler Supply Co
 741 St Charles St
 New Orleans La

A deluge of orders for the new Crosley models!



THREE carloads to Boston—*rush!* . . . Two of the same, please, to Seattle . . . *Seven* to Los Angeles (it's the climate!) . . . *Another* car to Minneapolis, Toledo, Memphis, St. Louis, Ft. Worth, Wichita, Omaha, Lincoln, Des Moines, Lansing, Pittsburgh, New Orleans, Wilmington, Newark, Sterling . . .

And so they roll in! A tide of orders and re-orders that rises higher and higher. Crosley is sweeping the country!

Never before has a new line of radio received such a rousing reception. It was the hit of the Chicago show. It is the radio sensation of America today.

Everybody's talking Crosley. Everybody's reading about Crosley Radio in advertisements in *The Saturday Evening Post*, *Collier's*, *Liberty*, *The Ladies' Home Journal*, *The Country Gentleman*.

Need we add—get in touch with the nearest Crosley distributor. Let *him* tell you the *local* story of Crosley success. Or write to us for full information. But do it—*now!*

The Crosley Radio Corporation
Powel Crosley, Jr., Pres.

Cincinnati, Ohio
Home of WLW

You're there with a

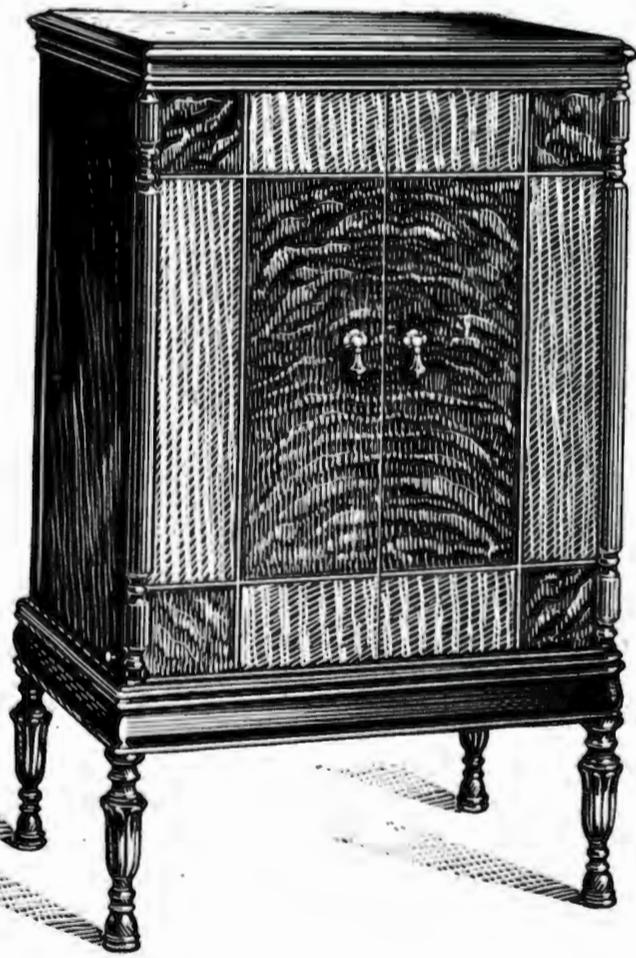
CROSLLEY

VICTOR-

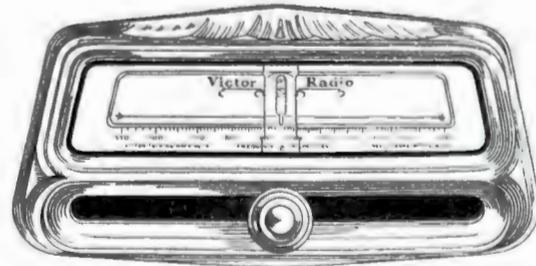
a smashing success

The mere announcement of Victor-Radio, Victor-Radio with Electrola, roused public interest in this radio-minded country to a pitch never reached before. The first demonstration of Victor-Radio electrified the radio market... proved that Victor-Radio is the finest and most saleable Victor instrument ever built... and signaled the opening of a new era of prosperity for Victor Dealers.

A definitely superior product was expected from Victor... and Victor produced it. Victor-Radio has brought new standards to radio performance... new value to the radio-buying public... new opportunity to Victor Dealers. Victor-Radio with Electrola has revitalized the



VICTOR-RADIO ELECTROLA RE-45
List Price **\$275**
Less Radiotrons



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—RADIO-VICTOR CORPORATION OF AMERICA
CAMDEN, N. J., U. S. A.



RADIO ▲▲▲

from coast to coast!

record business . . . enlarged initial profits . . .
and created a stream of future business that
will continue indefinitely.

Behind this mighty initial impetus to the music
business—to Victor Dealers' business—is a
program of Victor advertising exceeding in
scope, in power and in comprehensiveness
anything Victor has undertaken. Newspapers,
magazines, radio—and the finest advertising
helps for the Dealer ever devised, will keep
business flowing into your store.

"Victor profits only when the Victor Dealer
profits." That's the policy. That's your oppor-
tunity!



VICTOR-RADIO CONSOLE R-32
List Price **\$155**
Less Radiotrons

VICTOR TALKING MACHINE DIVISION—RADIO-VICTOR CORPORATION OF AMERICA
CAMDEN, N. J., U. S. A.



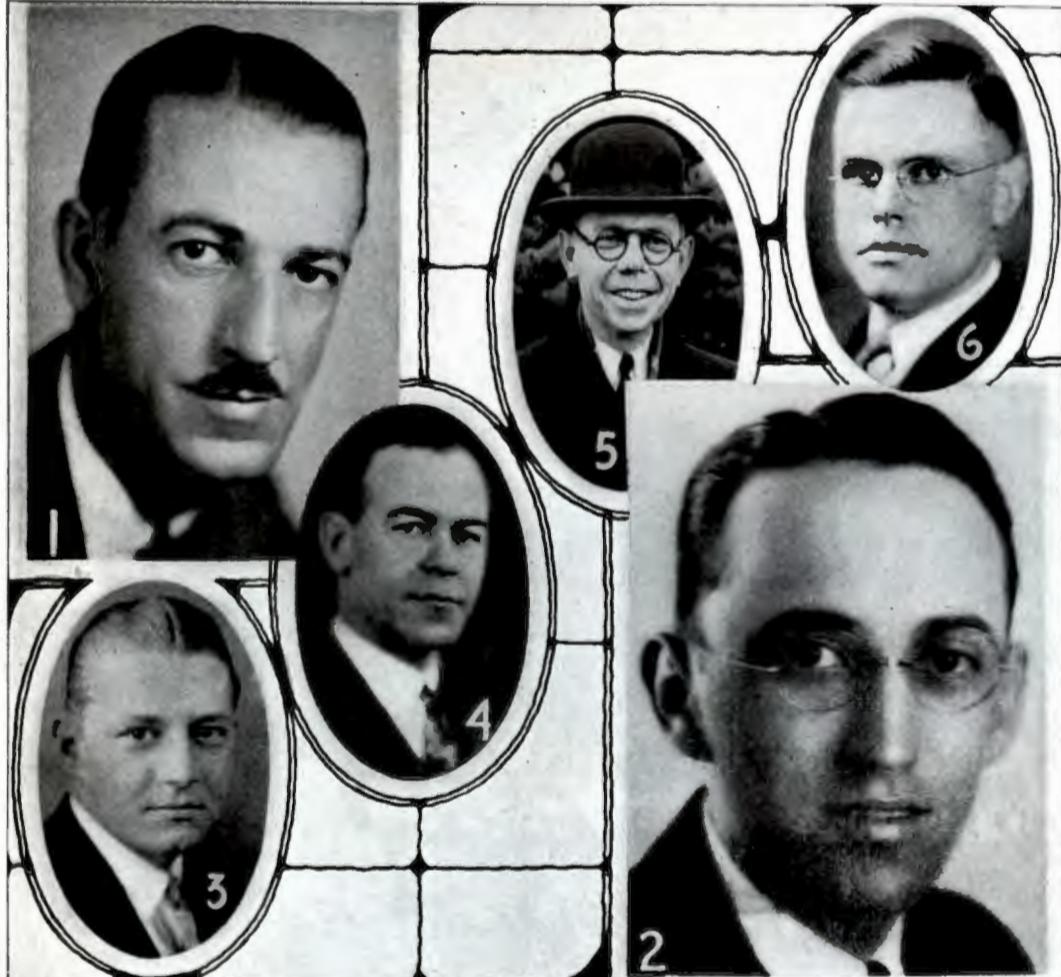
Kolster Radio Corp. Completes Reorganization of Sales Force

Field Sales Force Divided Into Five Districts Covering the Entire Country—District Managers and Their Territories Announced

The Kolster Radio Corp. has completed the reorganization of its field sales force into five districts covering the United States, according to Sales Manager L. T. Breck. The company has set up district offices in each territory and the district sales managers are now busily engaged in conducting jobber and dealer meetings throughout their respective districts, cementing closer contacts between the manufacturer and

Portland, Seattle, Spokane, Boise, Butte, Salt Lake City and Denver. Headquarters are located at 625 Market street, San Francisco.

All of the new district men are well known to the radio trade. Mr. Hopkins has come to Kolster after being affiliated for nine years with the Victor Talking Machine Co., where he was assistant to the New York district sales manager, and had been district representative



(1) L. T. Breck, sales manager, Kolster Radio Corp.; (2) J. G. Baquie, Central District; (3) C. H. Griffith, Eastern Central District; (4) R. C. Hopkins, Eastern District; (5) C. A. Lindevall, Western Central District; (6) J. A. Ramsey, Western District

the dealers and getting the field in order for a record year of business.

The five district managers are R. C. Hopkins, C. H. Griffith, J. G. Baquie, C. A. Lindevall and J. A. Ramsey. R. C. Hopkins is at the head of the Eastern district, with an office at 39 Broadway, New York. His territory includes such distributing points as New York, Boston, New Haven, Albany, Rochester, Philadelphia, Baltimore, Syracuse, Scranton, Nashville, Atlanta, Miami and New Orleans. The Eastern central district with headquarters at 547 Leader Building, Sixth and Superior streets, Cleveland, O., has C. H. Griffith in charge. His distributing points include Cleveland, Cincinnati, Columbus, Toledo, Detroit, Muskegon, Pittsburgh and Buffalo.

Chicago is the headquarters of the Central district, with J. G. Baquie in charge. Jobber headquarters in this district include Chicago, Milwaukee, St. Louis, Peoria, Indianapolis and Elkhart. Central district offices are now located at 702 London Guaranty Building, 360 North Michigan Boulevard, Chicago, Ill.

C. A. Lindevall is at the head of the Western central district with offices at 550 Gates Building, Kansas City, Mo. In his territory are Minneapolis, Mitchell, Omaha, Kansas City, Oklahoma City, Dallas, Houston and Memphis. The Western district, with J. A. Ramsey in charge, includes San Francisco, Los Angeles,

in northern New Jersey and eastern Pennsylvania. He is a native of Massachusetts but now lives in New Jersey, went to college at Dartmouth, where his brother is president of the university, graduated a "Deke" and a salesman and went to work.

Mr. Griffith, the new Eastern central district manager, has been implicated in things radio since it was known as "wireless" and before anyone asked, "What's on the air tonight?" As a result, he has a wide acquaintance throughout the radio industry.

He spent four years with Farrand as division manager, and formed the original distribution organization of that company in the Eastern half of the United States. At one time he had charge of sales in eight Eastern States for the makers of Paragon receivers and transmitters. Before that he was with E. M. Wilson & Sons, of Newark, Kolster distributors, and opened a branch in Philadelphia.

J. G. Baquie, a graduate of Tulane University of New Orleans, comes to Kolster after two years as district sales manager of Yale Electric Corp. and later as radio sales manager in charge of the Indianapolis branch of Boetticher & Kellogg Co., Kolster jobber in Indiana. For four years after leaving Tulane Mr. Baquie successfully assisted the investors of St. Paul to place their money where it would do the most good and bring the best return.

C. A. Lindevall, native of Nebraska, has been in radio for fifteen years and is an amateur operator. He knows distributors and manufacturers all over the country and has covered all of the United States as sales promotion manager for Burgess Battery Co. and as the manager of the Pacific Coast branch.

James A. Ramsey, in charge of the Western district, has spent six years as assistant sales manager of the National Carbon Co., in San Francisco, and four years in the same capacity with the Pacific States Electric Co. Through his activities in the radio field on the West Coast during the last ten years, Mr. Ramsey has become well known and is acquainted with the problems of merchandising in the land of western prices.

Each district manager is reporting unusual early activity in the radio market as the dealers are preparing for a record year, and commitments so far on the Kolster line and the new Brandes sets are early proof of the large volume of business being done this season.

Standards Measure Progress Says Kauer

"There is a tendency in all business—and radio is no exception—to overemphasize growth in volume," remarked Ernest Kauer, president of the CeCo Mfg. Co. "Such growth is important," he added, "because it reflects strength of capital, organization and increasing public acceptance. But it is never important of itself and it should never be considered without a thought being given to the technical department of the institution which makes such growth in volume possible.

"A radio plant can be no stronger than its engineering personnel. The engineers furnish the heart-action to the radio body. No institution, no matter how great its prestige, its public acclaim, its capital structure, its sales organization, its advertising program, can keep moving forward unless it maintains the vigor and imagination of its engineering department."

Mr. Kauer mentioned the courage needed by a corporation head to permit a chief engineer to have his own way. "It takes courage," he explained, "for this reason. The engineer's standards are so high that frequently his tests command a rejection of from 25 to 40 per cent of the day's output. That's an awful blow for the head of a plant to have to accept. And yet, there is no other way out. The chief engineer worth having will not permit his standards to be lowered. And to keep such an executive one has to abide by his standards.

"It is especially important in making tubes, for tubes are the mainspring in radio reception. More than ever this year, for many institutions are seeking volume to such an extent that there is apt to be a careless attitude towards technical standards."

S. T. Gerber in New Post

Samuel T. Gerber, who has been connected with the Davega, Inc., chain of radio-music, sporting goods stores for fifteen years, was recently appointed manager of the Newark, N. J., Davega establishment. He was formerly manager of the store on Ninety-eighth street, New York City, and has been succeeded by Jesse J. Schoen.

Sentinel Radio on Exhibit

Charles Feebush, sales manager of the radio division, Sentinel Manufacturing Co., Chicago, attended the Furniture Market at High Point, N. C., July 22 to August 3, in company with C. Miller Jones, secretary of the Aluminum Specialty Co., Atlanta, distributor of Sentinel radio receivers in the Southeast. The new Sentinel line of three models was exhibited.

Bremer-Tully to Go on the Air

To Ascertain Likes and Dislikes of Radio Fans by Means of a National Poll

The Bremer-Tully Mfg. Co., Chicago, will initiate a broadcast program beginning August 23, over a national hookup of the Columbia system, according to an announcement by Richard E. Smiley, vice-president and general sales manager of the company. "The Bremer-Tully program will be put on the air with the object of setting a mark of worth that will open the way to a new and more advanced era in air entertainment," Mr. Smiley declared in making public the new project of the company. "It is my firm conviction that the radio industry is under moral obligation as well as an economic one to give the radio public the very best in broadcast programs.

"In line with this idea, the Bremer-Tully Co., in conjunction with the Institute of Radio Research, sponsored by the company, will engage in a twenty-six-week-trial broadcast, going on the air every Friday evening at 10 o'clock Eastern Standard time. The fundamental purpose behind the campaign is to aid, insofar as one radio manufacturing company may, the present broadcast standards.

"The company will put on the air a composite radio program, mirroring all that has been done in radio programs to date. As the types of entertainment are presented, radio fans of the nation will be given an opportunity to indicate their likes and dislikes through a national poll. In this manner we hope to get a thorough picture of the kind of entertainment that suits best the most people." The poll will be the first one of its kind ever to be undertaken on a national scale in this country or any other nation, Mr. Smiley said.

E. W. Butler in New Cunningham Post

E. W. Butler, connected for the past five years with the sales and engineering department, San Francisco office, E. T. Cunningham, Inc., radio tube company, has just been transferred to the New York executive offices of the company, it is announced by C. R. King, vice-president and assistant general manager of the company. Mr. Butler will devote his time in the same capacity at the company executive headquarters in New York City.

Moving Display Aids Steinite Radio Sales

A unique method for stimulating local sales for Steinite dealers was recently devised by Robert Weinstock, president of Robert Weinstock, Inc., Steinite distributor, located in San Francisco. It was a moving display in the form of a truck, equipped with a Steinite radio-phonograph combination which was placed inside the truck, an audio amplifier, and two auditorium dynamic speakers mounted on top. To secure the current necessary to run the set, Mr. Weinstock installed a lighting plant which furnished 110 volts DC. This was received into a rotary converter which gave him the necessary 110 volts AC.

Thus equipped and carrying a large Steinite advertisement on either side of the truck with the names of local dealers, Mr. Weinstock visited the principal cities in his territory. Band records were played almost entirely as the car traveled through the streets. "Needless to say, the car attracted a great deal of attention wherever it went," said Mr. Weinstock. "The idea proved so successful that we have decided to make what was undertaken first as an experiment, a permanent part of our promotion campaign for Steinite on the West Coast."

May Radio & Television Corp. Recently Formed

The May Radio & Television Corp., Newark, N. J., was recently organized to acquire the capital stock, assets and business of D. W. May, Inc., Crosley-Amrad distributor for northern New Jersey; May Radio Corp., Philco distributor for northern New Jersey; May Distributing Corp., Philco distributor for Manhattan and Brooklyn, and the Winthrop Holding Corp., a real estate holding company. The formation of the new company will not affect the management or the personnel of the above-mentioned firms. D. W. May controls each of them and will control and head the new corporation. The authorized capitalization of the new company is 120,000 shares of no par value common stock, of which 110,000 shares will be presently outstanding. A stock issue has been announced.

The Grimes Music Shop of Logan, W. Va., has been incorporated with a capital of \$10,000 by W. V. Grimes, S. E. Grimes, Rebecca Grimes and others.

W. C. Heaton in Important Zenith Post

Named Sales Promotion Manager of Zenith Radio Corp.—Prominent Figure in the Radio-Music Trade

W. C. Heaton, a prominent figure in the retail and wholesale radio-music industry, has been named sales promotion manager of the Zenith Radio Corp., Chicago, manufacturer of Zenith radio receivers, in an announcement issued



W. C. Heaton

from the office of Paul B. Klugh, vice-president and general manager.

Mr. Heaton has been identified with the music industry for more than a score of years, having entered the field with the Aeolian Co. as retail sales manager. In 1912 he joined the Kohler Industries, opening their Chicago offices as manager in 1914. The year 1919 saw him vice-president of the Auto Pneumatic Action Co. and later as president in 1921.

While in the music industry Mr. Heaton served as president of the National Piano Travelers' Association, chairman of the membership committee, National Piano Manufacturers' Association, and director of the Music Industries Chamber of Commerce.

The radio industry is not by any means new to Mr. Heaton, who comes to Zenith from a similar position with one of the other large radio manufacturers. He contemplates immediately an increase in Zenith's field representation and the spending of much of his time in actual contact with his field men and Zenith's distributor organization.



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)



★ ★ ★ 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 co-operative 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

Sees Radio Market of 200,000,000 Sets, and Saturation a Myth

Dr. Julius Klein, Assistant Secretary of Commerce of the United States, Declares Results of Survey Indicate That Radio Production and Use Are Far From Peak

Radio sets totaling 200,000,000 would be required to provide facilities for the 1,000,000,000 persons in the world within range of broadcasting stations now established, the Assistant Secretary of Commerce, Dr. Julius Klein, stated recently in a discussion of the world market for radio equipment. Dr. Klein gave the figures, which he said were based on five listeners to every radio set, to emphasize his conviction that there has been no approach to saturation in the radio market.

Speaking over the National Broadcasting System, the Assistant Secretary pointed out that "even this figure of the market potentialities is conservative, for new stations are constantly being erected in all parts of the world." Nearly two-thirds of the 20,000,000 radio receiving sets in use, Dr. Klein recalled, are of American origin.

Dr. Klein's address, in part, follows:

"American manufacturers of radio receiving sets have followed in the footsteps of the automobile industry by going in for quantity production. Several producers have passed the million mark, and their sets have established themselves almost as firmly in foreign markets as American motor cars have done. A survey recently conducted by the Department of Commerce showed that there were upward of 20,000,000 receiving sets in use throughout the world, of which nearly two-thirds were of American origin.

Regulatory Methods Vary

"The market is far from saturated, however. There are a billion people within range of broadcasting stations now established; on the

basis of five listeners to every set, it would require 200,000,000 sets to provide facilities for all of them to 'tune in' the programs available to them. Even this figure of the market potentialities is conservative, for new stations are constantly being erected.

"The rapid development of radio has called forth many manifestations of the regulatory powers and proclivities of governments. The need for regulation was apparent from the start, but the authorities have acted in this direction in almost as many different ways as there are governments. Some countries, including Greece, Egypt and Siam, passed legislation prohibiting broadcasting; in others (and this class includes most of the world outside of the United States), broadcasting is a government monopoly, but is generally 'farmed out' to private or semi-official agencies. In some countries the system of broadcasting by citizens under government license is followed, and in only a few are there no regulations at all.

Broadcast Ads an Advantage

"There are, as I have said, a few countries in which the American plan of financing operations is employed; the operator of the station uses it to further his own business interests and charges the cost of its operation to his advertising account, or else rents his facilities to others to advertise their products. We in the United States should not feel impatient when the broadcasting of a musical or sporting event is suspended briefly while the announcer mentions the products manufactured, or services offered, by the sponsor of the program. These moments of commercial publicity are saving

you from the annoyance of renewing a license every year and paying a fee probably equivalent to the price of a new tube or so.

"As I have said, American radio apparatus is known the world over. We share the export trade in receiving sets about equally with Great Britain and Germany, and the recent survey by our Department of Commerce showed that 75 per cent of the radio apparatus reported, both transmitting and receiving, was constructed in the United States or contained a predominance of American parts.

Most Exports to Canada

"Our exports of radio equipment last year totaled more than \$12,000,000 in value. These exports went to every nook and cranny of the globe. Our leading market was our great northern neighbor, Canada, which took 44 per cent of the total, followed by Argentina, Australia, the United Kingdom and Brazil.

"Although Great Britain and Germany, with approximately 2,500,000 receiving sets each, and France, with 1,250,000 sets, account, among them, for nearly two-thirds of the receivers in use outside the United States, the best way to estimate the popularity of radio in any section is to figure out the ratio of sets in operation to the population of the region. In this respect, Denmark, with sixty-three sets for every 1,000 people, is second to the United States with our eighty-three per 1,000, and Sweden, its neighbor, with sixty sets to each 1,000, shows an almost equal interest. This may be explained by the fact that these countries have what is considered the best climate in the world for radio reception. After these countries come Great Britain, with a ratio of more than fifty-six sets per 1,000 people, and Australia and Argentina, with more than fifty-two sets.

"The merchandising of radio is subject to all the economic factors that affect other merchandise—competition from producers in the country of destination, the purchasing power of the population, supply and demand, and many other elements—and, in addition, it is influenced by conditions which have little, if any, effect on most other sorts of goods.

"The most important of these is climate. Of course, there are many things which deteriorate very rapidly in tropical weather, but radio batteries, wires and other parts inside the cabinet are apt to lose some of their efficiency in hot, humid, stormy weather. And, even under the best conditions, reception is poor in the tropics.

"A factor in selling radio sets abroad is the availability of electric current. In the United States, practically every village and hamlet is supplied with current, and many farms have their own generating plants. In many foreign countries, however, electric current is rare. Shipments of radios to those countries must be principally of battery sets.

Short-Wave Broadcasts

"Radio engineers and manufacturers are looking more and more to the use of short-wave broadcasts to solve many of these problems. Short-wave receiving sets are said to be remarkably free from climatic difficulties, not more expensive than those designed for the usual broadcasts, nor more difficult to operate. American short-wave broadcasts are frequently heard in England and on the continent of Europe.

"The development of radio throughout the world will, I am sure, afford further opportunities for triumphs of American merchandising. And, like every other aspect of swift and easy communication, it will be of incalculable benefit to the expansion of general commercial operations."

Sir Marks Chooses Title

Sir George Croydon Marks, president of the Columbia Graphophone Co., London, England, whose elevation to the peerage was announced in the last issue of *The World*, has decided to take the title of Lord Marks of Woolwich. His rank is that of a Baron of the United Kingdom.

hold it !

! ! !

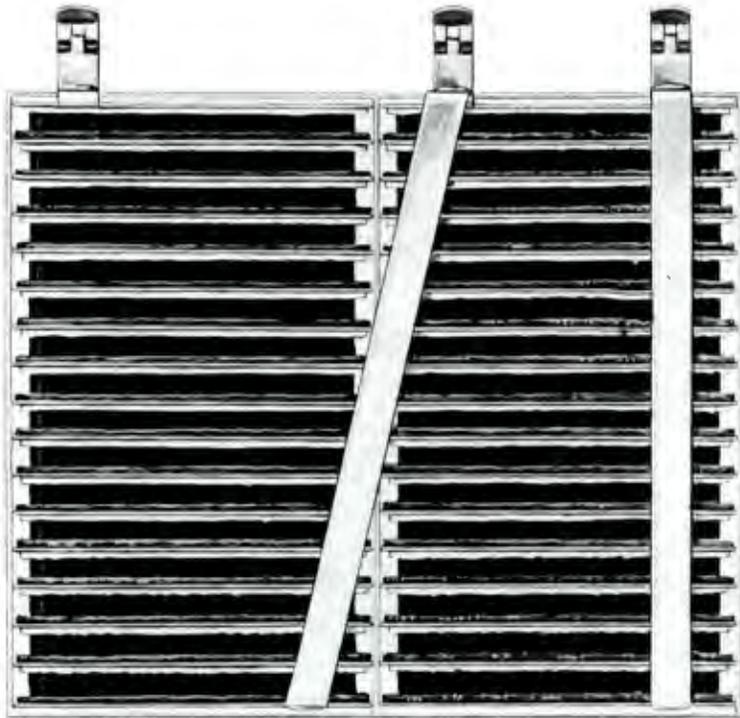
There's a sensational new needle coming out. Don't stock up too heavily till you receive our announcement . . . it is decidedly worth waiting for. Watch this magazine for the big NEWS, long awaited by merchants who want to make more MONEY out of needles.

BRILLIANTONE

Steel Needle Company of America, Inc.

371 Seventh Avenue

New York City



EVEREADY LAYERBILT CONSTRUCTION

Here is the inside story of the Eveready Layerbilt—flat, space-saving cells making connections automatically. Only five solderings, only two broad connecting bands. Maximum reliability, maximum active materials, greatest life. Layerbilt construction is an exclusive Eveready feature. Only Eveready makes Layerbilt Batteries.



This is the **LARGE SIZE** Eveready Layerbilt "B" Battery for heavy duty, No. 486, the longest lasting, most economical of all Evereadys. List \$4.25. There is also another Eveready Layerbilt, Medium Size, No. 485, listing at \$2.95.



CYLINDRICAL CELL CONSTRUCTION

Here is the inside story about every "B" battery assembled of separate, individually sealed cells—29 fine connecting wires, 60 solderings and lots of waste space between cells.

THESE INSIDE FACTS

GIVE YOU THE INSIDE TRACK

IN THE race for "B" battery sales the inside facts about "B" batteries give Eveready Layerbilt dealers the inside track. We have consistently told the inside story of "B" battery construction and superiority. Eveready Layerbilts are not merely the *most* advertised but the *best* advertised "B" batteries. No wonder dealers find them highly profitable.

Consumer advertising literally blankets the country, covering cities and towns, villages and rural districts. When the owner of a battery-operated set thinks of "B" batteries he thinks of Eveready Layerbilts. Your job of selling him is just that much simpler and easier. He has seen and studied the diagrams of construction, and read the text that tells all, frankly and fully. No other battery is like the Eveready Layerbilt in construction, service rendered, or in salability.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York
San Francisco

Unit of Union Carbide **UCC** and Carbon Corporation

• IN VITAL SERVICES •

Eveready Batteries are being used in automatic train control, aircraft beacon receivers, talking motion pictures, short wave transmission, picture transmission, television, for the protection of life and property, and to secure instant, unfailing, noiseless, perfect electrical power.

from coast to coast
this year it's

VAN HORNE

Radio Tubes



BIG things are happening in tube merchandising this year! VAN HORNE is setting the fastest pace the tube industry has ever known. Dealers and distributors are flocking to this quality line of tubes with its live-wire, bigger profit plan of merchandising.

VAN HORNE has always been known as a quality tube. A fifteen year reputation stands behind them. Now, with the new life in this well-known organization, the bigger profits they offer dealers and distributors, the big job in advertising and dealer co-operation VAN HORNE is doing, this quality tube is showing dust to all competition.

This is VAN HORNE'S year—get on the bandwagon for bigger profits.

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

J. Carl Discusses Colonial Policies

General Sales Manager, Colonial Radio Corp., Tells How Important Policies Were Developed by His Company

For two successive seasons the Colonial Radio Corp. has made sales history in the markets which it entered, according to Joseph Carl, general sales manager. "The keynote for the merchandising success of the Colonial campaigns lies in the fact that we never undertook to establish a policy with the expectation that the trade and market would adjust itself accordingly," he points out.

"We did just the opposite. We made our policies flexible so that we could adjust our merchandising plan to the individual territory that we entered. We realize that the problems of dealers in New England are not similar to those of the dealers in the metropolitan New York territory. We realize, too, that the temperament of the buyers in Philadelphia is not the same as the temperament of the buyers in New England. We know that the mid-Western public has a different viewpoint on many subjects as compared with the Eastern public; and, knowing all these factors we decided to always follow a merchandising policy which would adjust itself to the particular territory, to the problems of the dealer in that territory and to the temperament of the human element involved.

"The success of a manufacturer, in the long run, is based on the success of the dealer. If you burden him with strait-jacket policies that apply perfectly well in some other territory, he is not going to do his best job. But the manufacturer who gives the dealer's problem first consideration solves his own incidentally.

"Colonial, with a complete advertising, sales and service force, is now poised for a more extensive merchandising campaign including more effective dealer helps and more aggressive sales activity in behalf of distributor and dealer."

Pyramid Co. in New Home

The Pyramid Supply Co., Inc., Steinite distributor of Buffalo, N. Y., has moved into new quarters at 27 East Huron street, which provides them with 10,000 square feet of floor space, and better facilities for shipping and receiving. A radio service department with new equipment valued at \$2,000 has been installed, which includes the latest electrical testing devices.

Stages Dealer Meet

The Burr True Corp., Atwater Kent distributor, of Syracuse, N. Y., held its sixth annual dealers' meeting at the Hotel Syracuse on July 16, Jim Kelley, territorial manager of the Atwater Kent Mfg. Co., presiding. The new Atwater Kent screen-grid radio was given its formal presentation to the trade.

Findlay Mfg. Co. Exhibits

Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y., manufacturer of radio cabinets of metal, is exhibiting in Space 1,014 at the New York Furniture Exchange, 206 Lexington avenue, New York City. Ferd Schwartz, of the Findlay organization, has issued a cordial invitation to dealers when in New York City to visit this exhibit.

In New Home

The Music Shoppe, of Berkeley, Cal., has moved its main store to 2339 Shattuck avenue that city, where the new line of Sparton radio is being featured.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.
Phone Baring 535 Philadelphia, Pa. Cable Filaseo, Phila.

Keith Saunders in Important New Post

Appointed Assistant Sales Manager of the Freed-Eisemann Radio Corp.—Well Known to the Metropolitan Trade

Keith Saunders, well-known figure in the metropolitan radio field, has been appointed by Arthur Freed as assistant sales manager of the Freed-Eisemann Radio Corp.

In order that he may keep in contact with the distributor's point of view, Mr. Saunders will retain his association with a New York radio distributor with whom he has been working for some years past. Mr. Saunders will handle all the shipment problems of the Freed



Keith Saunders

concern and will contact with the Freed radio distributors throughout the nation.

Mr. Saunders handled the industrial products division of the Freed-Eisemann Radio Corp. prior to the merger of the Chas. Freshman Co., Inc., and the Freed-Eisemann Radio Corp. This division was dropped with the merger.

Grigsby-Grunow Split-up

Directors of Grigsby-Grunow Co. have voted an increase in the authorized capital stock of 2,000,000 shares from 500,000 shares, paving the way for a split-up of the shares on a four-for-one basis to stockholders of record August 16. A meeting of stockholders is scheduled to be held August 14 to vote on the proposed increase in the stock. There are now outstanding 437,040 shares, which will be increased to 1,748,160 shares in the event that stockholders approve.

New Brunswick Distributor

R. I. MacClellan, of the sales department of the Brunswick-Balke-Collender Co., Radio-Panatrope Division, recently signed the Loeb-Hardware Co., Montgomery, Alabama, as a Brunswick distributor in the State of Alabama.

Don T. Allen on Visit East

Don T. Allen, president of the Allen-Hough Carryola Co., Milwaukee, recently made an important business trip to the East, visiting J. B. Price, Eastern sales manager, at the New York sales office, and conferring with the Eastern trade.

A De-Luxe 35-Cent Seller



Here's a Superlatively Good Record

built especially for high-grade merchants who desire to sell a standard record at a popular price with a good profit margin.

Write for samples and prices

VAN DYKE RECORD MFG.
FOUNDRY STREET SOUTH BOSTON, MASS.

Raytheon Prepared for a Big Demand

New Plant at Newton, Mass., Rapidly Preparing for Increased Production Demand—Modern Equipment

With most of the machinery installed in its new plant at Newton, Mass., the Raytheon Mfg. Co. is rapidly preparing to meet the demands of increased production put upon it by its recently ratified agreement with the National Carbon Co. under which the latter organization assumes control of its manufacture and distribution. The new factory is three and one-half times as large as the former plant at Cambridge and will provide facilities for increasing the production of Eveready-Raytheon tubes five-fold, it is said.

The new factory buildings are ideally sit-

uated, splendidly built and present extraordinary working conditions, since they are located in a district which is principally residential. They are but a short distance from Waltham, "the watch city," where workers for years have been trained in the delicate and precise operations of watchmaking. Since the assembling of tubes is a somewhat similar operation, Raytheon already has found it possible to train new workers in tube manufacturing in a minimum of time.

Adjoining the main factory building at Newton is a large structure which will be entirely devoted to the Raytheon laboratories, which are headed by Dr. Paul T. Weeks. The greatly increased laboratory space will permit enlarged facilities for Dr. Weeks and his staff.

Automatic machinery is used in most of the processes employed in the manufacture of Eveready-Raytheon tubes. This insures, particularly in the case of the tubes most difficult to manufacture, a uniformity as well as a maxi-

mum production. Automatic exhausts, capable of exhausting tubes eight to ten times as rapidly as the hand exhausts, are another assurance of speed in manufacture. Special machines, exclusively designed for Raytheon, are used to wind grids, to press stems in the exclusive Eveready-Raytheon four-pillar form, to age the tubes before shipping, and in many other operations. With the increased staff of operators and a greatly augmented number of machines maximum production promises to be attained in a short period.

Dealers View Kolster-Brandes New Models

Columbia Wholesalers, Inc., Host to Large Gathering of Dealers from Maryland, Virginia and No. Carolina

BALTIMORE, Md., August 6.—More than 300 radio-music dealers were the guests of the Columbia Wholesalers, Inc., exclusive Kolster-Brandes distributors for Maryland, District of Columbia, Virginia and North Carolina, at the annual dealers' meeting held at the K. of C. Home in this city recently. The feature of the gathering was the introduction of the new Kolster and Brandes receivers. Following dinner and the entertainment features, L. L. Andrews, president of the distributing firm, discussed the outlook for the coming season and told of the plans of his organization. Other speakers included L. T. Breck, Mr. Hopkins and Mr. Rowe, of the Kolster Radio Corp., who introduced the new models, told of their outstanding features, and outlined the selling and advertising campaign which the company will put behind its products.

Radio Output of Canada Amounted to \$12,768,124

According to a statement issued by the Dominion Bureau of Statistics, production of complete radio sets, batteries and parts in Canada during 1928 reached a value of \$12,768,124. Imports to Canada of radio sets and parts from the United States in 1928 totaled \$5,264,642.

Radio a Big Factor in Children's Summer Camp

Radio has become an important factor in the daily life of 5,000 undernourished children at Camp Happy, municipal recreation center, maintained by the City of Philadelphia, at Torresdale. From early morning until curfew time a Philco Highboy, given the children by the Philadelphia Storage Battery Co., is kept busy.

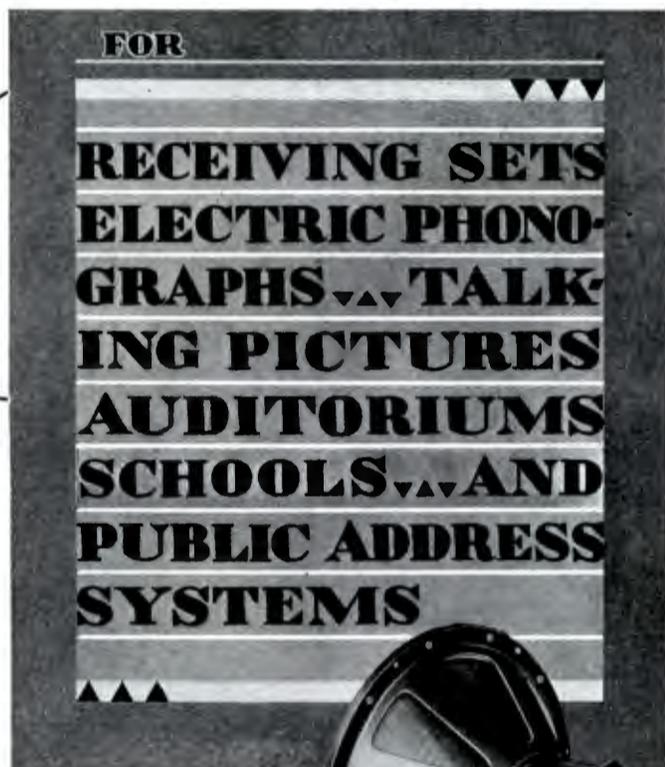
American Bosch Progress

The American Bosch Magneto Corp., for the six months ended June 30, reports a net profit of \$373,361, after depreciation, Federal taxes and other charges, equivalent to \$1.80 a share on the 207,399 no-par shares of outstanding stock. This compares with a net profit of \$103,454, after charges and depreciation, but before Federal taxes, reported for the corresponding period in 1928. Net profits for the three months ended June 30 were reported as \$150,169, after Federal taxes or 72 cents a share.

Named Kennedy Distributor

The Colin B. Kennedy Corp., South Bend, Ind., manufacturer of Kennedy Royal radio receiving sets, has announced the appointment of the Lindsay Electric Co., of Rochester, New York, as distributor. Nine counties surrounding Rochester comprise the territory to be covered by the Lindsay Electric Co.

QUALITY
REPRODUCTION



ROLA, long noted for quality, is now the recognized leader for all purposes demanding the utmost in fine sound reproduction.

These electro-dynamic reproducers have proven rugged and dependable under the most exacting conditions. They are brilliant in performance. They possess mechanical simplicity and compactness found in no other loudspeaker. Rola alone provides the consistent performance required today.

Rola "Series J" reproducers are furnished as standard equipment in many leading radio sets. They can be installed by dealers in any radio set or phonograph pick-up outfit.

The larger "Series C" and "Series R" serve in talking pictures, auditoriums, schools and all types of public address systems. There are Rola quality loudspeakers for every class of sound installation.

For Further Information Write

The ROLA COMPANY

CLEVELAND, OHIO
2570 E. Superior Avenue

OAKLAND, CALIFORNIA
Forty-fifth and Hollis Streets

ROLA

Magnavox Earnings Show Sharp Gain

Net Profit of \$71,273.96 for First Quarter — "Dynamic" Trade-Mark Registered— New Factory Branch

R. A. O'Connor, president of the Magnavox Co., of Oakland, Cal., in a recent statement to stockholders says:

"Since our report of the 8th of March, 1929, many statements and rumors of an unofficial character have appeared in the press and have been circulated by brokers. The inaccuracy of many of these statements calls for an official announcement to the stockholders, covering various points of interest to them.

"The company's earnings for the first quarter of the year of 1929 showed a net profit of \$71,273.96, compared with \$20,482.61 for the first quarter of 1928. The profits are arrived at after deduction of all charges, including reserve for Federal taxes. The company's sales for the first quarter of 1929, as compared with the first quarter of 1928, show an increase of 131 per cent. At the close of the first quarter of this year the balance sheet reflects a condition of current assets amounting to \$1,263,056.43, including \$726,014.84 cash, as compared with current liabilities of \$81,625.51, or a ratio of current liabilities of 15½ to 1.

"The second quarter of the year may not show a profit as high as the first quarter, but in the radio industry the second quarter of the year generally shows a smaller volume of business. This is occasioned by a let-down in consumer buying in anticipation of the introduction of new merchandise. At the present time the volume of the company's production is greater than during the same period of last year. This increase has been occasioned by early commitments from some of the company's larger customers. Contrary to rumor, the company's production capacity is not sold out. It is too early to estimate the profits that will be derived from the operation of the company's business during the Fall months.

"Our stockholders will be interested to know that on the 28th of May, under trade-mark No. 256,950, the United States Patent Office granted to your company the trade-mark "Dynamic." A copy of this registration is attached for your perusal.

"Your company has established a factory branch at Chicago, which will have a very important bearing on its future progress. The establishment of an Eastern factory does not mean that there will be a suspension of the activities in Oakland. Aside from the ability of our Oakland factory to produce some of our products more cheaply than in Eastern factories, we have a very large Pacific Coast business and foreign business which can be more economically served from this location."

Spectacular Stunt Features Exhibit

Wisconsin A. K. Jobbers Adopt Circus Methods to Introduce Screen-Grid Sets

The Radio Specialty Co., Atwater Kent distributor of Milwaukee, and the Morley-Murphy Co., Atwater Kent distributor of Green Bay, Wis., treated the folks in their districts to a good old-fashioned circus type of parade to spectacularly introduce the new Atwater Kent screen-grid radio.

The parade was headed by a powerful motor-driven calliope, blasting forth its never-failing, attention-attracting tunes. It attracted enormous crowds in every section of the two cities. Following, in parade formation, were salesmen, service experts, advertising, window-dressing and credit representatives, all in very elaborate-

ly decorated automobiles. This spectacular parade went through the entire business and residential districts, gaining almost complete coverage of the territory.

In almost every window in town placards had been placed, welcoming the visiting Atwater Kent dealers attending the exhibit. Banners were strung across the streets, and all vacant store windows procurable were attractively dressed with Atwater Kent radio sets.

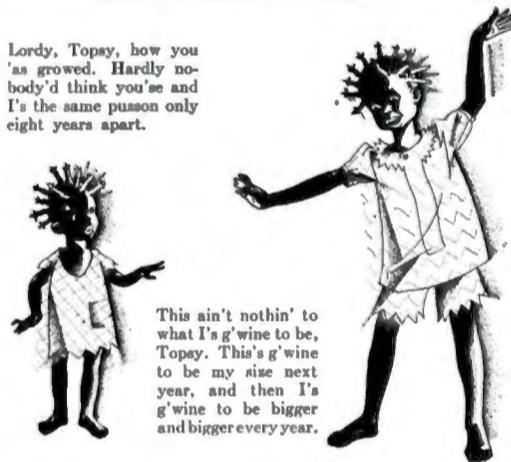
In the evening, following the dealer meeting, a "Public Showing" of the new Atwater Kent screen-grid radio sets was held at the principal hotel. Thousands of handsomely engraved invitations had been mailed out by dealers to their friends and prospects, and the attendance was exceptionally large. The new Atwater Kent screen-grid radio sets were received with enthusiasm by both dealers and the public.

A petition in bankruptcy has been filed against the Wiz Mfg. Co., 457 Sixth avenue, New York City.

Crosley-Amrad Meeting in Rochester

ROCHESTER, N. Y., August 6.—A meeting of Crosley-Amrad dealers served by the Jamestown Electrical Supply Co., the Elmira Electrical Supply Co. and the Rochester Electrical Supply Co. was held in this city recently. The dealers met in the offices of the local distributing firm and were taken to the Powers Hotel for luncheon. Following luncheon a short business meeting was held at the Community Theatre, which was chartered for the day. At adjournment a four-hour motor tour was taken with a stop-over at the Natatorium outdoor swimming pool. Dinner was served to approximately 150 dealers at the Community Theatre. Following dinner, interesting talks were given by Jack Dalton, of the Crosley Radio Corp., and B. E. Finucane, head of the three distributing firms.

A picture-book study of growing dollars in tube sales . . . for live dealers



Lordy, Topsy, how you 'as growed. Hardly nobody'd think you' 'se and I's the same pusson only eight years apart.

This ain't nothin' to what I's g'wine to be, Topsy. This's g'wine to be my size next year, and then I's g'wine to be bigger and bigger every year.

How to get your share of this \$750,000,000 market

The radio industry has, like Topsy, "just growed." Starting in with cats whiskers and crystal sets, the industry has grown from sales of \$60,000,000 in 1920 to \$650,000,000 in 1928.*

Experts predict sales of \$750,000,000 to \$950,000,000 in 1929.

But even at that, radio is still in its infancy. There are 28,000,000 homes in the United States and only 9,000,000 have sets.

Of these 9,000,000 sets only 3,000,000 are up-to-date, so there is still a market for 25,000,000 sets—89% of the possible market still unsold—still virgin territory for enterprising radio dealers.

*Data on radio market by the courtesy of Radio Retailing.

Your share depends on pushing tube sales

You can get your share, or more than your share, of this stupendous business by live, dynamic merchandising methods.

Today, 20 cents of every radio dollar goes for tubes.

And, as free service on sets is charged against the profit on that set, 30 cents of every dollar of a dealer's PROFIT comes from tubes.

Where do Ce Co tubes fit into your progress?

The new CeCo factory is not only the largest of its kind, but it is the most modernly-equipped in America.

The members of the CeCo engineering staff are among the most outstanding radio tube engineers in the world.

Each tube is given 64 tests during its manufacture to make sure that the characteristics of each will be uniform and up to the high standards set for them.

Two large set manufacturers and the two largest tube distributors in America made exhaustive tests of CeCo tubes and several other well known brands. These tests showed that CeCo tubes have 30% to 50% longer life as well as being superior in all other important characteristics.

Date stamped on each tube

After July first, each CeCo tube will have the date of its manufacture stamped on the base. This should help you in handling replacements.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.

Ce Co Manufacturing Company, Inc.
PROVIDENCE, R. I.

Ce Co tubes



This book tells of the ever-increasing importance of tube sales to radio dealers. Among others, here are some of the things it discusses:—

1. The size and development of the radio market.
2. The percentage of profit in tubes.
3. The growing replacement market for tubes.
4. How quality tubes cut losses on set sales and service.

5. Will there be a tube shortage in 1929?
6. Price-cutting.
7. Turnover.

8. An impartial analysis of the radio market by Dr. H. K. Nixon, Professor of Marketing and Advertising at Columbia University.

This book is free to authorized dealers and jobbers. To avoid promiscuous distribution, will you kindly attach your letterhead to the coupon when you send in your request?



The AC 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

CeCo Manufacturing Co., Inc., Dept. 608, 1200 Eddy Street, Providence, R. I.
Send me a copy of the dealer book on the radio tube market.

Name _____ Company _____
Address _____

Jensen Radio Mfg. Co. Starts Production in Plant Addition

Completion of New Unit Gives Chicago Manufacturer More Than 60,000 Square Feet of Space—Day and Night Shifts Employed to Meet the Demand

CHICAGO, ILL., August 5.—Record-breaking speed was made in the building and equipping of another unit to the Jensen Radio Mfg. Co.'s plant, located in the Clearing Industrial District. Ground for this second unit, which again doubles the plant capacity of the company, was



New Jensen Plant With Day Force in Foreground

broken during the week of June 10. Installation of machinery and assembly lines was started early in July with production under way by the twentieth of the same month.

With this new addition the Jensen plant is over a city block long and measures 140 feet deep, providing more than 60,000 square feet of manufacturing floor space. Tracks of the Chicago Belt railroad run directly into the building for the unloading of the materials and loading of shipments of finished Jensen electro-dynamic speakers. The completion of this new addition makes the fourth time the company has expanded its manufacturing capacity during the past two years.

This last expansion was necessitated, according to Peter L. Jensen, president, by the constantly mounting demand for the company's product since the new Concert model was introduced during the annual RMA trade show held here during the first week of June.

According to Mr. Jensen, contracts which the

company has with manufacturers of receivers indicate that a large percentage of the leading set builders of the country are using Jensen Concert dynamics. The demand for the Auditorium model, which is the largest size built by Jensen and has a twelve-inch cone, is also gaining steadily, this increase coming largely from the talkie-movie equipment builders and theatre owners as well as from manufacturers of public address installations used in large halls, auditoriums and out-of-doors.

Demand from the distributing and retail trade is also holding up in excellent shape with everything pointing to a greatly increased demand as the radio-selling season gets into full swing the end of this month and early September. The Jensen Standard speaker is finding ready sale through retail channels where it is being used extensively in modernizing earlier model receivers equipped with magnetic-type speakers and for consoles which are being made up by distributors and the larger dealers in metropolitan centers to meet the competitive condition in the low-priced field.

Day and night shifts are being employed with the day shift numbering close to six hundred workers the last week of July in order to bring production up to a point near demand.

Photograph shows the Jensen Co.'s plant in the Clearing Industrial district at Chicago as it appears with the completion of the new unit which was built in record-breaking time. Less than a month elapsed from the time ground was broken for the foundations until the installation of machinery and equipment was started. In the foreground is the Jensen day shift numbering approximately 600 employees.

transmitters, receivers, switchboards, etc.) this difficulty has been remedied by drawing the warm air through air filters located near the ceiling by means of the ventilating system. A thirty-five-panel filter is located in three different parts of the plant. Each panel is rated at 500 CEM. This ventilating system is so designed that it recirculates warm clean air through ducts to various parts of the building in winter. In warm weather air is taken from the outside of the building and filtered from dust and dirt.

By supplying clean air in this factory, costly cleaning bills are eliminated and the efficiency of workmen is increased. The filters referred to, which are manufactured by the Staynew Filter Corp., Rochester, are made of felt mounted on rustproof wire cloth held in steel frames. Thus far it has been necessary to clean these filters about every two months. The time required for cleaning each panel with a vacuum cleaner is but a few seconds, as this work can be done without removing the filters from the panels—an important advantage.

Ford Adds to His Museum of Edisoniana

A small shack with wooden plank sidings and shingled roof was presented to Henry Ford on June 22 at Parsippany, N. J., by the General Electric Co. In this shack was blown the glass bulb for Thomas A. Edison's first incandescent lamp. Mr. Ford will remove the shack in its entirety to Dearborn, Mich., where it will complete Mr. Ford's reconstruction of Edison's Menlo Park Laboratory, and become a part of



Right to left—standing—front row: G. C. Osborne, general sales manager, Edison Lamp Works; Charles Edison, president, Thomas A. Edison, Inc.; E. E. Potter, assistant general sales manager, Edison Lamp Works. Seated: Mrs. Chas. Edison, Mrs. Thomas A. Edison, Thomas A. Edison, Henry Ford, John W. Lieb, vice-president, N. Y. Edison Co.

the Museum of Edisoniana that is being established by the automobile manufacturer in honor of the inventor.

The shack originally housed Mr. Edison's glass-blowing factory. It remained at Menlo Park after Mr. Edison moved his laboratory to West Orange. The General Electric Co. moved the shack several years ago to Mazdabrook, a recreational center at Parsippany, maintained for its employees.

George C. Osborne, official of the General Electric Co., opened the ceremonies and then introduced William S. Barstow, president of the Edison Pioneers, an organization of early associates of Mr. Edison. John W. Lieb, vice-president of the New York Edison Co., then spoke. In accepting the deed to the building Mr. Ford said, "This original lamp factory will be given a place of honor at the Edison Memorial Institute at Dearborn." Mr. Ford then handed the key of the building to Mr. Edison, who responded, "Thank you, Mr. Ford, I shall be glad to keep the key as a remembrance of this occasion." After the ceremonies the official party went into the historic building where a wax impression of Mr. Edison's hand was taken.

Marvin Tube Corp. Has an Attractive New Carton

The Marvin Radio Tube Corp., of Irvington, N. J., reports that the reaction to its tube carton has been very favorable. The carton uses ingeniously the colors orange, black and green to attract attention to itself quickly and firmly.



Marvin Tube Carton

The consumer is told that the carton contains a "Marvin Master Built Radio Tube" which "serves better and lives longer." The Marvin trade-mark, which depicts a sculptor carefully fashioning a giant radio tube, is prominently displayed.

The manufacturers of Marvin radio tubes are convinced that their trade-mark and the term "Master Built" are particularly appropriate in their connection with Marvin radio tubes. Though Marvin is a new name in the radio tube field, millions of Marvin tubes are doing yeoman service in radio receiving sets the country over. The Marvin Radio Tube Corp. represents the recent merger of several independents who had been engaged in the manufacture of radio tubes for many years.

Gorsline-Finch Named Zenith Distributor

The Gorsline-Finch Sporting Goods Co., 220 Sixteenth street, Denver, Col., has been appointed distributor of Zenith automatically tuned radio receivers, according to word received from W. C. Heaton, sales promotion manager of the Zenith Corp.

The entire State of Colorado, southern half of Wyoming and northern half of New Mexico will be served by this firm, of which Tom Finch is president, W. F. Robinson, vice-president, and C. E. Gorsline, secretary and treasurer. V. S. Peecher, formerly connected with the Rocky Mountain Radio Corp., former Denver distributor of Zenith radio, has charge of the radio sales department.

New Method of Removing Wood Dust From the Air

Removing fine wood dust that floats through the air from the woodworking plant is a problem that is bothering many concerns. This dust settles on products stored and in process of manufacture in other parts of the factory and makes costly cleaning necessary.

In the Rochester plant of Stromberg-Carlson (manufacturer of radio equipment, telephone

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

Makers of



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

Long Island City, New York

Smashing overnight success

scored by

Peerless and Courier Radios

equipped with

Kylectron

Nothing like it in the industry—Never before have dealers been offered radios with the profit-making, business-producing possibilities of the Peerless and Courier Radios.

"It isn't radio . . . it's the human voice!"

Kylectron is today the sensation of radio.

Millions of people throughout America who know absolutely nothing about the mechanics of a radio, instantly realized that here was something really different. Already sales are reaching new high records. Firmly entrenched competitors—old established companies whose products have been on the market for years—are concerned about the inroads being made by the new Kylectron.

Kylectron is available now on radios built by the United Reproducers Corporation. Dealers who have lined up with this powerful organization are reaping the rewards of their foresight. Enthusiastic reports are pouring in from every section of the country. They tell of bigger sales—sales that are won by a single demonstration. They tell of lower selling costs—quicker turnover—lower overhead—larger profits. If this is what you're after, don't overlook the opportunity offered here.

Kylectron is offered now in two complete lines of radios, which are surprisingly reasonable in cost.

The first of these two lines is the Peerless—finest radios made. Retail prices range from \$195 to \$600.

Then comes the Courier line—biggest values known to radio buyers. Prices on

this line range from \$85 to \$165 retail.

We have a marvelous story to tell about Kylectron and Peerless and Courier Radios and we are telling it in a way that will bring the greatest benefits to you as a United Reproducer dealer. We are not scattering or wasting our fire but are aiming our guns at the places where your prospects live.

Newspapers by the hundreds—billboards at all strategic centers—broadcasting over important chains—all combine to get across the amazing story of Kylectron to people who will come to you.

Talk to your distributor. If he doesn't handle these great profit-makers, then lose no time in coming direct to us for full particulars. Radio's biggest season is fast approaching. Don't put off action until too late. Rush a wire through at once.



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.

3-Screen Grid Tubes

Most radio manufacturers try to get by with one or two screen grid tubes. But Peerless radios use three. 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.

Note These Features

The receiving set used in all Courier models is an eight-tube receiver. As in the Peerless, this uses 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.

UNITED REPRODUCERS CORPORATION
Rochester, New York
(Complete license protection)



COURIER MODEL 653

This console stands 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.

And here are the fastest selling speakers in the industry

Peerless Dynamic Reproducers

THE 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. 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 nine-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



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.

WHEN 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.

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, New York

{ 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 }

We thank
the trade for
correcting an
error...



Since this advertisement appeared, many dealers have told us that we omitted one of the most profitable features of Arcturus Tubes—the fact that they cut service calls more than 50%. So we are adding another Arcturus profit-point:

"Arcturus Quality Cuts Service Calls more than 50%"

and now
we challenge the
trade to match
ARCTURUS
15 ADDITIONAL
PROFIT POINTS

- 1 Acts in 7 seconds.
- 2 Immune to line surge.
- 3 Arcturus Quality cuts service calls more than 50%.
- 4 Exclusive construction at every vital point.
- 5 Liberal replacement policy.
- 6 World's record for long life.
- 7 Endorsed by 29 set manufacturers.
- 8 Sold by reliable jobbers and dealers.
- 9 Superiority easily demonstrated.
- 10 Improvements protected by patents.
- 11 137 inspections keep quality high.
- 12 New features constantly pioneered.
- 13 Colored blue for positive identification.
- 14 Millions of Arcturus Tubes now in use, giving unusual service.
- 15 Name and trade mark well known to the radio trade and the radio public throughout the country.

Only Arcturus gives you all these Extra Features. Write us today for all the facts about these better tubes.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS
BLUE LONG-LIFE TUBES

Crosley Wholesaler Stages Sales Race

A unique style of sales contest has been started by the Williams Hardware Co., Crosley distributor in central and northern Illinois. Every Crosley dealer and every Crosley dealer's salesman has been entered and each receives a starter's prize as soon as he reports his first Crosley sale after the race is started. The starter's prizes include billfolds, smoking sets, focusing flashlights, thermos bottles, golf balls and auto strop razors.

The sales race is divided into laps and there are special prizes for the lap winners. There are two sets of prizes, for dealers and for dealers' salesmen. Each dealer has a quota for the period of the contest and each dealer selling the quota during the sixty laps of the sales race receives a finish prize, which is a very beautiful clock for store or office use.

N. B. Williams, vice-president of the Williams Hardware Co., reports that the Crosley sales race, which began July 10, has excited more interest and greater effort on the part of dealers and their salesmen than any previous merchandising plan used. Listed among the many prizes offered are: Wrist watches, thin case men's watches, golf clubs, fountain pen desk sets, pen and pencil sets, and many other valuable and useful prizes.

E. J. Brennan on Board of Midwest Radio Trades Ass'n

At a special meeting of the Midwest Radio Trades Association, held June 14, at the Electric Club, of Chicago, E. J. Brennan was formally elected to the board of directors. Mr. Brennan is Chicago district radio sales manager for the Kellogg Switchboard & Supply Co. Mr. Brennan, who holds the distinction of being the youngest member of the directorial staff of the Midwest Radio Trades Association as well as the honor of being Kellogg's youngest executive, is rapidly making a name for himself among radio men. The Midwest Radio Trades Association is an influential factor in the radio field. During the past year it has done excellent work toward raising the standards of the radio business in the mid-West territory.

New Kellogg Distributors

The Kellogg Switchboard & Supply Co., Chicago, has appointed several well-known jobbing organizations to handle its new line of screen-grid receivers. The Em-Roe Sporting Goods Co., 209 West Washington street, Indianapolis, Ind., has been assigned the southern Indiana territory. Western Missouri and the entire State of Kansas will be served by the Universal Equipment Co., 1201 Winchester avenue, Kansas City, Mo. The Beckley-Ralston Co., Pittsburgh, Pa., will distribute Kellogg receivers in West Virginia, Pennsylvania, the southern part of Ohio and the northern portion of the State of Maryland.

Another distributor recently appointed by the Kellogg Switchboard & Supply Co. is the F. D. Lawrence Co., Inc., 219 West Fourth street, Cincinnati, O., which will serve dealers in eastern Kentucky, southwest Ohio and the southwestern portion of Indiana.

W. P. Mason With Ditson

William P. Mason has joined the sales organization of Chas. H. Ditson & Co., and will represent the wholesale Victor department of that company in Connecticut territory. Mr. Mason was, for a number of years, with the Horton-Gallo Co., Victor wholesalers of New Haven, Conn., and with the N. Y. Talking Machine Co., and is well acquainted with the retailers of that territory.



Bathing beauties are still in vogue as is evidenced by the accompanying photograph of Miss Roumania who selected a Majestic radio receiver on her recent visit to Chicago. Miss Magda Demetrescu, who represented her native land as Miss Roumania at the International Beauty Contest, Galveston, Texas, is taking the Majestic receiver back with her to Bucharest

Buffalo Atwater Kent Dealers Attend Meet

BUFFALO, N. Y., August 7.—Atwater Kent dealers of this city held a meeting at the Statler Hotel last month and were told of the company's program of selling 1,500,000 A. K. screen-grid receivers during 1929 and were enthusiastic in their belief that they would do their share in reaching the goal. The gathering was held under the sponsorship of the C. Kurtzmann Co., distributor. H. C. Rice, president of the distributing firm, presided and other speakers included Jim Kelly, A. K. territorial manager; John McCoy, of the Atwater Kent organization, and Frank Miller, of the A. K. factory service department. A banquet and entertainment brought what proved to be one of the most successful Atwater Kent meetings to a close.

New Zenith Distributor

The Gorsline-Finch Sporting Goods Co., 220 Sixteenth street, Denver, Col., has been appointed distributor of Zenith radio receivers, according to word received from W. C. Heaton, sales promotion manager of the Zenith Radio Corp., Chicago. The entire State of Colorado, southern half of Wyoming and northern half of New Mexico will be served by this firm, of which Tom Finch is president, W. F. Robinson, vice-president, and C. E. Gorsline, secretary and treasurer. V. S. Peecher, formerly connected with the Rocky Mountain Radio Corp., has charge of the radio sales department.

Sponsors Fada Dealer Meet

LITTLE ROCK, ARK., August 7.—Fada dealers rallied at the Little Rock Style Show held by the Voss-Hutton Co. on the roof ballroom of the Lafayette Hotel. President Hutton presided, speaking about his long experience with Fada. He predicts a 100 per cent increase in business. The presentation of the Fada 1929-30 line merchandising plans and advertising program was made by R. P. VanZile, Western manager, and T. H. Phillips. The Voss-Hutton Co. will supplement this show with regional displays in pivot towns of the State, according to its present plans.



Utah Chicago
Factory and
Offices . . .

Leads Again!



\$45⁰⁰

Utah Stadium Model 66-A

110 A.C. Operation. Diameter over-all 12¹/₄". Cone 10¹/₄". Equipped with full wave high voltage rectifier—eliminating step down transformer—can be used on 25 to 60 cycles. No hum.

Built to meet the needs of manufacturers, jobbers and dealers who feel the necessity of giving superior reproduction qualities to their products.

Ideal for largest output . . . a superior speaker for home, theatre, large hall and outdoor use.

Protect yourself on the last word in radio reproduction. Send now for details of complete line . . . table models and chassis.

UTAH RADIO PRODUCTS CO.

1737 SOUTH MICHIGAN AVENUE : : CHICAGO, ILLINOIS

E. T. Cunningham, Inc., Announce Promotions

George K. Throckmorton, C. R. King and
M. F. Burns Become Officials of Tube
Manufacturing Company

Three important executive promotions have just been announced by E. T. Cunningham, Inc., radio tube company, following a board of directors' meeting of the company, held July 5. Approval was given, creating a new executive



(1) G. K. Throckmorton, (2) M. F. Burns, (3) C. R. King

vice-president, and two vice-presidential positions.

The promotions, as announced by E. T. Cunningham, president of the company, are as follows: George K. Throckmorton, formerly vice-president and general manager, to the position of executive vice-president and general manager; C. R. King, formerly assistant general manager to the position of vice-president and assistant general manager; and M. F. Burns, formerly general sales manager, to the position of vice-president and general sales manager.

The new appointments are effective immediately, the statement reads. In making the announcement, Mr. Cunningham expressed the keen gratification of the board of directors and himself in being able to promote these three men to the highest positions within the power of their company to give. Each typifies in his career, he stated, the modern spirit of progressiveness and capitalization of opportunity in the radio industry.

George K. Throckmorton became associated with the Cunningham organization in 1926. At the time he brought to his position more than twenty-one years of intensive training and experience in merchandise selling, during which period he was connected in an executive capac-

ity with some of the largest machine and electrical concerns in the country.

C. R. King joined the executive staff of the Cunningham Co. in 1923 as district sales manager, in charge of the Chicago office. Previous to his joining the Cunningham Co. he was connected in an executive capacity with one of the largest mail order houses in the country. In July of 1927 Mr. King was promoted to the New York executive headquarters of Cunningham, with the title of assistant general manager.

M. F. Burns, designated as one of the youngest radio sales executives in the country, joined the Cunningham Co. in 1922 as district sales

manager for the New York office, which he was instrumental in opening. He was promoted to the position of general sales manager of the company in 1926.

Harry Meixell in New Post

The election of Harry Meixell as secretary and general manager of the Music Industries Chamber of Commerce by the executive committee at their meeting on Tuesday, July 23, was announced by President Mark P. Campbell. Mr. Meixell will succeed Alfred L. Smith, who has been with the Chamber since 1920, and who resigned at the recent annual meeting.

See Victor-Radio Line

The new Victor Micro-Synchronous radio was presented to North Jersey Victor dealers at a special gathering held at the headquarters of Collings & Co., Newark, N. J., distributors for this territory. At the same meeting the Micro-Synchronous radio, in conjunction with the Electrola, was also exhibited. The new models were heartily received and the Collings company officials anticipate a big Victor season

Cohen & Hughes Open Branch in Charlotte

Announcement Made by Brunswick Dis-
tributor at a Banquet and Showing of
New Brunswick Line of Radio

The opening of a new branch office on September 1 in Charlotte, N. C., was announced at a banquet tendered by the Cohen & Hughes Co., Baltimore, to the Brunswick dealers of the two Carolinas at the Hotel Charlotte, on Thursday evening, July 11, at which an advance showing of the new Brunswick radio receivers was staged. The attendance comprised about thirty-five dealer representatives from the two States.

The new Charlotte distributing office will serve all North Carolina dealers and the dealers located near the State lines. Fred Reeves, formerly connected with the Andrews Music Store, Charlotte, will be the new manager. Clarence O. Kuester, business manager of the Chamber of Commerce, was toastmaster and made a forceful speech in which he welcomed the new branch office to the city. Hal Kemp, Charlotte orchestra director and director of a Brunswick recording orchestra, directed the music as the new Brunswick Panatropes played one of his own records. I. Son Cohen, of Baltimore, welcomed the dealers to the banquet and C. S. Andrews, president of the North Carolina Music Merchants' Association, made a short speech. Speeches were also made by G. W. Kimball, of the technical division of the Brunswick-Balke-Collender Co., of Chicago; R. W. Sagle, of Charlotte, State manager for Cohen & Hughes, and Sydney Schwartz, of the Brunswick Co.

Among the dealers present at the meeting were J. R. Maynard, Salisbury; Chas. L. Whitman, Mount Airy; J. R. Sheen, Lenoir; J. L. Garwood, North Wilkesboro; W. A. Bunch, Statesville; Mr. Rogers, Mooresville; H. S. McFayden and Mr. Smith, Fayetteville; A. J. Kirby and Mr. Farmer, Gastonia; J. D. Parker, Asheville; Spencer Rackley, Goldsboro; Mr. Mason, Durham; Mr. Raby and Mr. Smith, Albemarle.

New Tube-Coating Process Developed by Triad Co.

An entirely new process of coating the filaments of AC vacuum tubes has been developed by the engineers of the Triad Mfg. Co., of Pawtucket, R. I. This coating is a non-oxide preparation and has proven highly effective in exhaustive tests in prolonging the life of the tube. Machines of special design made in the Triad plant guarantee a uniform coating with maximum production. Rigid examination of the filaments is made before the tube is assembled and many inspections and tests are made.

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.

Sees Bright Future for Radio Industry

Gordon C. Sleeper, Vice-President of Temple Corp., Home From Extended Trip Among Dealers and Jobbers

The future of the radio industry never looked brighter or more secure in the opinion of Gordon C. Sleeper, vice-president of the Temple Corp., who recently returned from an extended tour through the East and Central West attending dealer and jobber meetings and radio trade shows in those territories.

"I was amazed at the increasing interest shown in radio by the crowds that flocked to the shows at Toledo and Detroit," said Mr. Sleeper. "All indications point to a record year for the radio industry. The volume of business transacted this season has been far greater than in the same period of any previous year. The advent of the electrically operated set, presen-



Gordon C. Sleeper

tation of the new models, development of house-to-house canvassing and the evolution of a more aggressive and successful type of radio retail merchant than could be found in the earlier days of the industry has helped to bring about this extremely satisfactory condition."

Mr. Sleeper, who visited Detroit, Toledo, Cleveland, Erie, Buffalo, Rochester, Syracuse, Troy, Albany, New York, Newark and Poughkeepsie, meeting over six hundred dealers and jobbers, said he found marked enthusiasm everywhere over the Temple line of receivers.

"Three particular features in the Temple receiver caught the eye of the radio fans at the shows and were responsible for the interest shown," said Mr. Sleeper. "They are the convertible screen-grid chassis, 14-inch dynamic speaker and patented hum control. Particular interest was shown in the convertible feature which permits a shift from screen-grid to standard or from standard to screen-grid in less than thirty minutes.

Cunningham Sales Show 35 Per Cent Increase

Latest reports made by M. F. Burns, vice-president and general sales manager of E. T. Cunningham, Inc., show an increase of more than 35 per cent in the sales of Cunningham radio tubes for the first five months of 1929, as compared with the corresponding months of 1928. When final production figures of the company are available for the first six months of this year they are expected to exceed by an appreciable amount the entire volume output for 1928. Analyzing present conditions, Mr. Burns believes his company's tube sales indi-

WASMUTH-GOODRICH

COMPANY

FINE RADIO CABINETS

Fashioned by

MASTER CRAFTSMEN



103 PARK AVE., NEW YORK

PERU, INDIANA

cate that the present year will prove the greatest in radio history. Production for all manufacturing units in the United States during 1929 is expected to reach a grand total of approximately 110,000,000 radio tubes, according to an estimate made by Mr. Burns.

St. Louis Dealers Visit A. K. Plant

ST. LOUIS, Mo., August 6.—The Brown & Hall Supply Co., Atwater Kent distributor of this city, recently sponsored a visitation of more than 100 A. K. dealers from this territory to Washington, Philadelphia and Atlantic City, the prime object of the trip being a tour of inspection of the new Atwater Kent factory. A special train left this city on Saturday, July 27, en route to Washington with a stop-over at Harper's Ferry. The day's stop in the Capital included a visit to the Arlington Cemetery and to Mt. Vernon and a tour of the sights of the city. The party arrived in Philadelphia and visited the A. K. plant and held a short business meeting, departing immediately thereafter for Atlantic City, where the afternoon and evening were spent. The dealers arrived back in this city early on Thursday, August 1. The dealers who made the trip were the winners of a recently conducted special Atwater Kent sales contest in this territory.

Kolster Co. Renews Contract With Commercial Credit Co.

Ellery W. Stone, president of the Kolster Radio Corp., announces that the company has renewed its contract with Commercial Credit Co. for financing retail instalment sales of Kolster and Brandes radio receivers.

"The 10,000 Kolster and Brandes dealers in the United States will use instalment financing this year in approximately 85 per cent of their sales," he said. "The Commercial Credit deferred payment plan for Kolster and Brandes dealers is particularly adapted to the radio trade, having been prepared to secure maximum sales with sound financial assistance. With the growing public demand for the improvements in radio reproduction now available, the radio dealer is enabled to increase his sales through the lengthening of the time payment period on radio sets selling in excess of \$250.

In Europe instalment sales of the products of Kolster-Brandes, Ltd., Kolster's European subsidiary, are financed by Kolster-Brandes itself.

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.

Shield Co. Stages Crosley Conclave

Dallas and Fort Worth Distributing Organization Finds Dealers Enthusiastic Over New Line of Receiving Sets

The Shield Co., Inc., of Dallas and Fort Worth, Tex., held its regular Crosley dealer convention on the top floor of the Texas Hotel in Fort Worth on August 7. There were short talks by officials of the Crosley Radio Corp. and representatives of the finance companies who will handle the finance paper for the dealers this coming season.

The Fort Worth house of the Shield Co. at the time of this writing is undergoing some repairs which are adding to the general appearance of the place. Two new show windows are being added, together with an enlarged ware room for the new sets.

The Dallas branch of the Shield Co. is under new management, E. B. Howard having succeeded C. B. Wakefield, who has resigned to go into the wholesale furniture business.

Extensive newspaper advertising is being carried on by the Shield Co. in co-operation with the dealers.

The service department of the Shield Co. in Dallas is being handled by C. G. Schoonmaker, a competent service man of ten years' radio experience. A new Ford truck has been added to the fleet of trucks of the Shield Co. George C. Barnes, territorial salesman in the Panhandle of west Texas, is no longer enjoying the blissful happiness of single life; another good man gone wrong; Mr. Barnes is now happily married.

Fourth Lewinter Shop Opened

The Lewinter Music Shop, radio-music chain of stores, recently opened its fourth store at 1413 Kings Highway, Brooklyn, N. Y., with Sam Lewinter in charge.



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 1920

▶▶▶

AN ENORMOUS
MARKET EXISTS
FOR THE **B-H**
**RECTIFYING
TUBE**
FOR "B" ELIMINATORS



Carton of four Eveready
Raytheon B-H Tubes

**EVEREADY
RAYTHEON B-H**

THE B-H tube is standard for more than 100 makes of "B" power units. Most units were designed for the B-H tube, and millions were sold in the past few years. When tube replacements are necessary, your customers want B-H tubes.

You can buy handy cartons of four Eveready Raytheon B-H Tubes. Always keep at least one full carton on hand. Tell your customers what a great improvement in reception a new rectifying tube will make.

NATIONAL CARBON CO., Inc.
General Offices: New York, N. Y.
Branches: Chicago, Kansas City,
New York, San Francisco



Unit of Union Carbide
and Carbon Corporation



Trade-Marks

**Report Wide Interest
in Philco Radio Sets**

S. M. Ramsdell, Harry B. Brown and Robert F. Herr Cover Seventy Cities in U. S. and Canada and Report Complete Dealer Acceptance of Their Line

Covering seventy cities in the United States and Canada and receiving from radio dealers "complete acceptance of the Philco line," Sayre M. Ramsdell, manager sales promotion; Robert F. Herr, chief service engineer, and Harry Boyd Brown, manager of direct sales of the Philadelphia Storage Battery Co., are this month bringing to a close one of the most successful trade trips in Philco's history.

The story of Philadelphia's meeting, where 800 attended, of New York's, where 1,400 crowded the grand ballroom of the Hotel Pennsylvania, and of Newark's, where 1,000 attended, has been repeated in many other cities of the country, according to letters and wires being received at the head office of Philco from the three representatives. The three men this year divided the territory they were to cover, Brown starting June 12 in Philadelphia, Ramsdell June 11 in Indianapolis and Herr June 14 in Boise, Idaho.

Adds Bush & Lane Line

J. L. Brandeis & Sons, prominent department store of Omaha, Neb., has been appointed as a Bush & Lane radio dealer. The Brandeis organization is one of the most highly rated mercantile establishments in the country and it is the largest department store in the State of Nebraska. When the Brandeis organization was appointed as a Bush & Lane dealer, Omaha "Bee-News," one of the leading newspapers of the city, carried on the front page a news story describing the first showing of the new Bush & Lane radio receivers at the Omaha Radio Show late in June in the booth of J. L. Brandeis & Sons. The newspaper article stated that George Schoen, Bush & Lane district manager of Kansas City, had consummated the arrangement with the Brandeis store, and commented upon the long life of the Bush & Lane company in the music field, making pianos and furniture for a period of thirty-eight years.

Vallee in Victor Program

Rudy Vallee, nationally popular idol of the microphone and of the recording studios, and one of the most romantic musical personalities of the day, was the conductor and vocal star of the third of the new Victor series of half-hours of dance music to be broadcast from station WEAJ over the coast-to-coast system of the NBC on Thursday evening, August 1. On this occasion Vallee and his famous Connecticut Yankees played ten of his own newest recorded arrangements of current dance hits just released by the Victor studios.

E. R. Whitten Opens Store

E. Roland Whitten, who has been connected with the trade for the past twenty years, opened a complete radio, phonograph and record store at 95 Front street in Binghamton, N. Y., August 1. In opening his new retail store Mr. Whitten will feature the Edison radios, phonographs and new needle type Edison records, also electric refrigeration.

William A. Brenner Dies

William A. Brenner, member of the firm of Gretsch & Brenner, importers of musical instruments at 40 East Twentieth street, died after an illness of several months.

**Howie's Recitals
Attract Big Crowds**

New Zealand Phonograph Merchant Draws Audiences of Many Thousands by Series of Phonograph Recitals

The manner in which the phonograph can be exploited and its versatility demonstrated to audiences of thousands is well illustrated by Howie's, Ltd., pioneer music house of Auckland, New Zealand, which conducts six stores, and which was founded by S. Holden Howie in 1895. This establishment gives a series of phonograph recitals during the course of the year and be-



Phonograph Recital in New Zealand

cause of the entertaining features of the programs which are arranged to satisfy the musical desires of all types of listeners, thousands attend the events. The accompanying photograph shows a section of an audience of 3,250 people who attended one of Howie's Phonograph Recitals held in the Auckland Town Hall some few months ago.

V. G. Wiseman, secretary of the company, in explaining the reasons for the recitals and the manner in which they are presented and received writes *The World*, saying in part: "The programs are devised to demonstrate the many-sided usefulness of the phonograph, and among the most appreciated features are the classics and other solo and group dances, to phonograph accompaniment, by the star pupils of the leaders in dance instruction in the city. Vocal solos are also interspersed, and the entertainments always go with a swing. The music, composers, opera plots, and artists on the records are briefly and breezily explained by a member of our staff, Karl Atkinson, who is a popular radio recitalist.

"That the new policy is bearing fruit is proved by the fact that already over two thousand 'patrons' have signified their practical interest by requesting invitations to future recitals, and giving their names and addresses to be added to Howie's mailing list. This keenness is further exemplified by the fact that upward of 2,600 people reserved their seats at the box office in one of Howie's six shops nearest the Hall."

Mr. Wiseman forwarded the details of this aggressive policy of exploiting phonographs and demonstrating their capabilities feeling that the readers of *The World* would be interested in hearing how the trade in far-away New Zealand is merchandising and comparing methods with those of dealers in this country.

Mr. Wiseman also paid tribute to *The World*, saying: "Your paper is keenly anticipated every month by both principals and staff of this firm. With best wishes for the future prosperity and usefulness of *The Talking Machine World*."

Adds Radio Department

Hardman, Peck & Co., 433 Fifth avenue, New York City, have opened a complete radio department, carrying leading makes of radio receiving sets. A. I. Besserman, for many years in charge of advertising of the company, has been placed in charge of this increasingly important department of the business.

“NEW MAGIC IN MUSICAL REPRODUCTION”

The **ELECTRIC** Artophone Pick-Up Portable

MODEL 44

—PLAYS RECORDS ELECTRICALLY THRU ANY RADIO
—SIMPLY PLUG IN—COMPACT—COMPLETE—NO TROUBLE

A sensational, new, fast-selling item that is opening new fields of profit for jobbers and dealers everywhere.

Quick Sales — Ready Profits!

—THE MARKET

1. Every dealer will want one or more instruments to demonstrate radios in his store—gives perfect radio demonstration under any condition.
2. Every radio customer on dealer's books is prospect for this portable.—Means plus sales.—As canvass item, dealer's salesman and service men make ready sales.
3. Helps solve phonograph trade-in problem. Dealers add portable to radio sale and use extra profit to offset trade-in allowance.
4. Adaptable for outside record demonstration through loud speaker.
5. Radio and record manufacturers this year launching tremendous national advertising campaigns on combination radio-phonograph and phonograph plug-in feature on radios—this will create tremendous market for pick-up portables.

—THE PRODUCT

The Artophone Electric Pick-Up Portable is compact in size—beautiful, rich, brown DuPont coverings—padded top and bottom—equipped with new guaranteed GENERAL ELECTRIC Synchronous motor—new standard super pick-up, through back type—conveniently located volume control; electric switch and necessary cords—top may be closed while playing—convenient handle for carrying in home or from dealer store.

—The PRICE—List \$45.00

The only Electric Pick-Up Portable using Genuine Fabrikoid covering—padded top and bottom—standard General Electric motor and superior standard super-type pick-up selling at this low figure.

—SALES HELPS

Jobbers provided with circulars under their name; catalogue cuts; newspaper sale sheets; newspaper cuts and other sales help.

Manufacturer's Sales Agents Wanted

MODEL 55
High Quality—
Moderate Price



Latest Type Portables—Too!

ARTOPHONE'S 3 WINNERS

JOBBERS—The Artophone Portable line assures quick sales, fast turnover, real profit.

Wire or write for samples and attractive jobbing proposition.

MODEL 77
The Profit Maker



MODEL 66
The Price Leader



GENERAL ELECTRIC MOTOR
—
SPECIAL THROW-BACK SUPER-PICK-UP

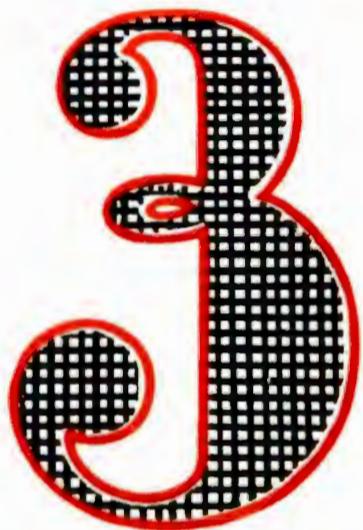
List Price \$45.00

The Artophone Corporation

1622-24 Pine Street
ST. LOUIS, MISSOURI

Jobbers Write or wire at once for sample pick-up portable and full information on discounts and sales helps

KELLOGG



SCREEN - GRID

then Power Detection

• • • and back of that ~

You know that Screen-Grid tubes . . . wonderful as they are in the R.F. stages . . . can never take the place of a strong audio when it comes to giving a set the real "punch". We believe that Kellogg 1929 models have the greatest audio ever designed. We use a first audio stage followed by a Push-Pull stage. We use the latest

KELLOGG SWITCHBOARD &

Zenith-Movie in Publicity Tie-Up

National Tie-Up Featuring Zenith Sets With Vitaphone Picture, "Broadway Babies," Is Effective Publicity

An effective national publicity tie-up was recently achieved featuring Zenith "Fifteenth Anniversary" receivers with the First National



Alice White Enjoying Reception Via Zenith Radio

Vitaphone picture, "Broadway Babies," according to W. J. Pohlman, publicity director of the Zenith Radio Corp., Chicago. The theme song, "Broadway Baby Dolls," which is sung and featured by Alice White, who is starred in the picture, was broadcast recently for the first time on the regular Zenith Hour over Station WOR, Newark.

In the midst of a party in her Los Angeles home, Miss White surprised her guests by tuning in WOR on one of the "Fifteenth Anniversary" Zenith receivers and requested everyone present to dance to the song-hit of her picture. So enthused at the broadcast in her honor and by the performance of her Zenith set, Miss White immediately dispatched a wire of appreciation which was telephotographed and received by the Zenith Radio Corp. just six minutes after the program had been broadcast.

Attractive newspaper ads and two-color window posters carrying Miss White's picture and testimonial are being used by Zenith dealers throughout the country wherever the picture shows. Theatres are co-operating by displaying "Fifteenth Anniversary" Zenith sets in their lobbies and by carrying Zenith dealer copy on the screens. A special press sheet on the picture issued by First National outlines, to the theatre manager, many novel ideas on publicity tie-ups with the dealer. A six-months' publicity campaign is assured by the sensation the picture created at its initial showing in the cities of New York and Chicago.

Stages Big Meeting

The Albany Distributing Co., Atwater Kent distributor, held a big district meeting at the Pine Point Inn, on the Albany-Schenectady Road, Thursday night, July 18.

B-L Electric Mfg. Co. Issues New Catalog

St. Louis, Mo., August 6.—The B-L Electric Mfg. Co. has issued a new catalog, covering the complete line of rectifiers and assembled apparatus for distribution to radio and electrical distributors. The catalog, which is issued in loose-leaf style in order that additional sheets might be added from time to time, is printed on a heavy coated stock, and contains illustrations and descriptions of dry metallic rectifiers and replacement items and treats of the theory of operation of rectifiers in a manner of interest to all radio users. A list of products which have used B-L rectifiers in the past and which require them as replacement items is also included in the catalog.

To Visit A. K. Plant

Parks & Hull, Inc., Atwater Kent radio distributors of Baltimore, Md., are planning an all-expenses-paid trip to the Atwater Kent radio factory for the dealers in their territory. All the staterooms on one of the largest of the Ericson Line boats have been bought and reserved for Atwater Kent dealers.

N. E. M. A. to Meet in October

The National Electrical Manufacturers Association announces that it will hold its annual meeting at the Wardman Park Hotel, Washington, D. C., during the week of October 7. A large attendance, representing the entire electrical manufacturing industry, is anticipated as this is the only meeting attended by all the different product groups in the Association.

Reports from business leaders predict a record business during the Fall.

RADIO

has *ALL* the new features of the year

TUBES - IN AN 8 TUBE CIRCUIT

a Real Audio!

and best Power Tubes . . . two 245 type tubes in model 523 and two 250 type tubes in models 524 and 525. Prices are moderate. \$250 and \$295 for the radios and \$395 for the phonograph combination . . . all in cabinets of distinguished quality. If the distributor in your territory has not already told you the story, write us for details.

*also—
Automatic
Volume
Control*

SUPPLY COMPANY, CHICAGO

Western New York Trade Views Edison Light-O-Matic Radios

Alliance Motor Corp., of Rochester, Host to Dealers in a Series of Meetings—New Line Greeted With Enthusiasm at All Gatherings

Dealers in the northwestern section of New York State greeted the Edison Light-O-Matic radios and radio-phonograph combinations with an overwhelming enthusiasm on the occasion of formal showings of the Edison models by the Alliance Motor Corp. of Rochester, distributor of Edison radios, phonographs and records. Showings were held during the last week in June.

In a report sent to Thomas A. Edison, Inc., maker of the Edison radio, R. L. Wilcox, general manager of the Alliance Motor Corp., told of the wonderful reception accorded the new Edison instruments and the confidence dealers showed in the Edison line by the tremendous

Starting on June 25 at the Rochester Club in Rochester, the showings moved to the Syracuse Hotel in Syracuse on June 26, then to the Markeen Hotel in Buffalo on June 27, and on to Binghamton on June 28 at the Arlington Hotel. Elaborate banquets and entertainments were provided at these places to average attendances of 200, including, beside dealers, local public officials and representatives of the press.

Brief addresses at each of these meetings were made by J. L. Hicks, president of the Alliance Motor Corp., who spoke on the merchandising and sales aspects of his organization; H. H. Silliman, Eastern sales manager of Thomas A. Edison, Inc., who told of the magni-

of every Edison dealer; and by W. H. Scott, service engineer of Thomas A. Edison, Inc., who explained the technical features of the new Edison Light-O-Matic radios.

The Alliance Motor Corp. also held dealer meetings at Elmira, Watertown, Hornell and Niagara Falls. Although the groups of dealers at these places were smaller, the reception given to the new Edison models was every bit as enthusiastic as at the more elaborate gatherings in the larger cities.

Marvin Musicians to Make Debut Over NBC System

The Marvin Musicians, sponsored by the Marvin Radio Tube Corp., of Irvington, N. J., will make their radio debut over the WJZ network of the National Broadcasting system on Saturday, August 31, at 8.30 p. m., New York time. The series will continue for a period of twenty-six weeks.

Hugo Mariani, ace conductor of the NBC studios, assisted by a versatile 25-piece orchestra comprise the Marvin Musicians. Mariani has evolved a novel "musical journey" idea which readily adapts itself to a flexibility in programs. Whenever practicable nationally known guest soloists will be heard. Among the programs tentatively arranged are those bearing the titles of Italy, Coney Island, Scandinavia, Hollywood, France, Chicago and Down the Mississippi.

The Marvin Musicians will be heard through WJZ, New York; WBZ, Springfield; WBZA, Boston; WRAL, Baltimore; WHAM, Rochester; KDKA, Pittsburgh; WLW, Cincinnati; WJR, Detroit; KYW, Chicago; KWK, St. Louis, and WREN, which is located in Kansas City.



Alliance Motor Corp., of Rochester, Was Host to These Dealers When New Edison Radio Line Was Shown

volume of advance orders that were booked. "Your other sectional distributors will have to do some fast stepping if they expect to exceed the Edison business that is developing from our dealers," concluded the report from Mr. Wilcox.

tude of the Edison Industries and of the new features in advertising and sales promotion activities that have been undertaken; M. S. Hutchins, of the Hutchins Advertising Agency, who outlined the local co-operative advertising campaigns that will be inaugurated for the benefit

*Rich, life-like tone
that brings quick sales*

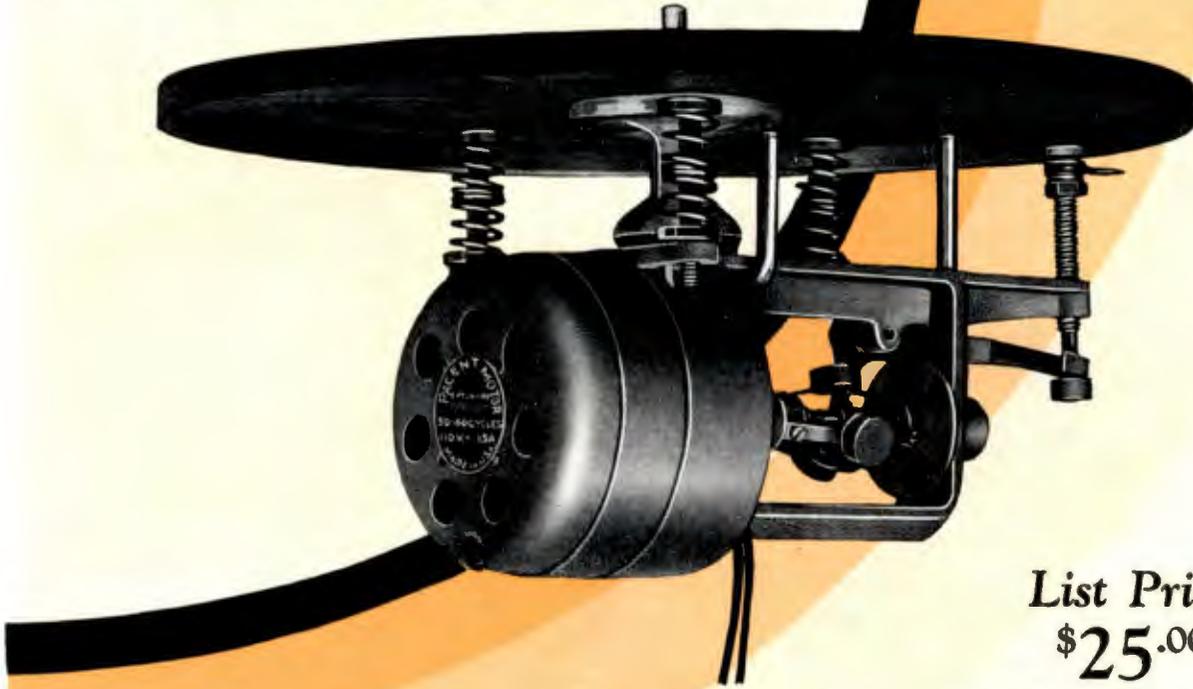


TWO beautiful models—
catalog No. 106A without
tone arm \$12.00. Catalog
No. 106B with tone arm (as
illustrated) **\$15.00**
Prices slightly higher
West of Rockies.

LIFE-LIKE tone reproduction—wonderfully rich and natural—that is the quality that turns Phonovox demonstrations so quickly into sales. Delighted owners tell their friends—new customers and bigger profits for the dealer. The NEW SUPER PHONOVOX is the last word in design and performance. ENGLISH 36% Cobalt Magnets give extreme sensitivity—balanced tone arm produces correct needle pressure—no rubber bearings to harden or cause trouble...beautiful clear tone, free from resonance or rattle. It is simple, attractive, *dependable*...a money-making item that dealers everywhere enthusiastically feature.

Super Phonovox

*Silent, vibrationless-
a marvelous new motor*



List Price
\$25.00

West of Rockies \$26.50

Can be supplied for all commercial voltages and frequencies at slightly higher prices. Catalog No. 140.

THE advanced construction of the NEW Pacent Induction-type Motor, and its smooth, silent operation, makes it the finest of all phonograph motors . . . and the easiest to sell. Completely insulated against noise it is made vibrationless by a dynamically balanced rotor. It has a die-cast frame, phosphor bronze bearings, micrometer-type speed regulator. Operates on 110 volts — 50 or 60 cycles A.C. Greatly increased production in our new factory enables us to offer this improved motor at reduced prices.

Write for complete information.

PACENT ELECTRIC CO., INC., 91 Seventh Avenue, New York

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.*

INDUCTION TYPE
Phonograph Motor

A Financier Analyzes the Outlook for the Radio Industry

E. J. Millin, Treasurer of the Colonial Radio Corp., Emphasizes the Need for Retailers to Build on a Solid Foundation for Future Profits

IN the industrial history of the United States, radio will be recorded as the most rapidly developed and most stabilized of all the important industries.

The following figures appeared in a bulletin recently issued by a prominent banking house in New York:

| RADIO SALES | |
|-----------------------|--------------|
| 1922 | \$60,000,000 |
| 1928 | 650,000,000 |
| 1929 (Estimate) | 800,000,000 |

In size and importance, it is among the industrial leaders. The dealer who takes this "overnight" development into consideration is

aware that in a growth of this kind, the human weakness for quick results oftentimes results in errors of judgment. How then shall he be guided? The best way that we can answer this all-important question is to suggest that you make an analysis of any established enterprise and see what entered into its success.

Let your thoughts go back to the early period of the industry you select to analyze, and see if you can unfold a valuable lesson to help you in your immediate problem. Is it the concern which seized the first big money promise that is surviving to-day, or is it an

organization that chose a good substantial line upon which to base its future? If you apply this analysis and reasoning to your own business, you are building on a solid foundation while your neighbor who is going in for every wild big-money promise will soon be airing his tale of woe in some such manner as "I had an opportunity to get this agency, or that line, and I regret that I neglected it."

Begin to-day to build profits for the future. The following figures will give you an idea of the tremendous market for radio that exists to-day—larger than manufacturers can supply: 19,000,000 homes wired for electricity; 18,000,000 homes have telephones; 17,000,000 homes have motor cars; 13,000,000 homes have phonographs; 7,000,000 homes have radio sets.*

Unlike most commodities, the use of radio is constantly stimulated by every important news item, musical feature and sport classic. The factor of obsolescence is no more a hindering factor in the sale of radio receivers to-day.

It is, therefore, of great importance for a dealer to so organize his business as to build on solid, substantial ground for a thriving future enterprise. The importance of selecting a manufacturer competent to build a dependable product cannot be exaggerated, neither can we overemphasize the value of mutual co-operation between the dealer and manufacturer or distributor. Their interests are mutual and make it imperative that they work together.

While a product must receive the first consideration in selecting a manufacturer, it is equally important that the sales and service contact be such as to create a permanent affiliation between the manufacturer and the dealer. It is admitted that in the early stages of any relationship there are many adjusting problems and questions which must be solved. If you are satisfied that a square deal and willingness to co-operate underlie the relationship, these problems will be met.

*Only 2,700,000 are using modern alternating current sets. This replacement business is steadily growing and is an important market factor. It is estimated that the radio audience numbers 35,000,000 today as against 66,000 in 1922.

The Televocal Screen Grid Tube AC 224 is a triumph of economic engineering. To Set Manufacturers it offers a tube that is long lived and built to stand any strain. A long series of factory inspections and tests insure uniformity in quality and performance.

To the *Consumer* it offers greater sensitivity and selectivity, more volume and fidelity of tone and quicker heating. To the *Dealer* it offers a tremendous popular demand for this revolutionary achievement and insures customer satisfaction.

Televocal Quality Tubes

No. AC 224 Screen Grid

Prepare against a possible shortage by ordering now.

No. AC 227 Quick Heating

Televocal Tubes are made in all standard types.

No. TC 245 Power Tube

Televocal Corporation

Televocal Building, Dept. E-8, 588 12th Street West New York, N. J.

Cohen & Hughes Hosts to Virginia Dealers

ROANOKE, VA., August 5.—Fifty-two Brunswick dealers from cities and towns throughout the State of Virginia were the guests recently of Cohen & Hughes, Virginia distributors of Brunswick radios and records, at a dinner and sales meeting held at the Hotel Patrick Henry in this city. There was a demonstration of the new Brunswick tone test, which has aroused interest throughout the country, and the tone qualities of the new Brunswick radio and records aroused considerable enthusiasm.

Sidney Swartz, of the Chicago headquarters, was the principal speaker and there was a very interesting musical program interpreted by a number of prominent artists. A feature of the evening was Al Jolson's latest song, "Little Pal," from the picture, soon to be released, "Say It With Songs." Harry Wagner, of the Brunswick sales staff, was master of ceremonies for the evening. Among prominent dealers present were representatives of the Grand Piano Co., Caldwell Sites Co., Thurman & Boone Co., Fulwiler-Hill Co., Dowdy Electric Co., of Roanoke, and others.

Stewart-Warner Net Up

Stewart-Warner Corp. reports net income of \$2,474,147 for the quarter ended June 30, 1929, equivalent to \$2.02 a share on the capital stock, as compared with \$2,226,050, or \$1.86, in the corresponding 1928 quarter.

Granville Fisher's Music Shoppe has just opened in the new Bohack Building on Merrick road, Amityville, L. I.

Expansion of Engineering Service Is Planned by the RMA

Walter E. Holland, New Director of the Engineering Division of the Radio Manufacturers' Association, Has Reorganized This Division of the Association

Expansion of engineering service to members of the Radio Manufacturers' Association and to the industry generally is being planned by



Walter E. Holland

Walter E. Holland, of Philadelphia, the new director of the RMA Engineering Division.

The Engineering Division has been reorganized by Director Holland, in consultation with President Richmond of the RMA, whom Mr. Holland succeeded as head of the engineering activities of the Association. As reorganized by Director Holland, standardization and other needed technical work of the industry will be handled by a unified technical organization under the leadership of eminent engineers.

There will be three major sections of the Engineering Division, the Safety Section, the Service Section and the Standards Section. The chairman of the Safety Section, appointed by Director Holland, is A. F. Van Dyck, manager of the technical and test department of the Radio-Victor Corp., Camden, N. J.

Heading the Service Section as chairman is H. A. Fenner, general sales manager of the American Bosch Magneto Corp., with headquarters in New York City.

Ray H. Manson, vice-president and chief-engineer of the Stromberg-Carlson Co., of Rochester, N. Y., has been appointed chairman of the General Standards Committee. Mr. Manson is one of the principal contributors to radio standardization during the development of the radio industry.

As reorganized, the General Standards Committee will consist of five special committees as follows: Committee on Receivers and Power Supply, Ralph H. Langley, director of engineering of the Crosley Radio Co., Cincinnati, chairman; Committee on Vacuum Tubes, George Lewis, vice-president of the Arcturus Radio Co., Newark, N. J., chairman; Committee on Acoustic Devices, F. W. Kranz, chief engineer of the United Reproducer Corp., St. Charles, Ill., chairman; Committee on Television, D. E. Replogle, of the National Carbon Co., New York City, chairman; Committee on Cabinets, R. H. Ewing, chief engineer, Adler Mfg. Co., Louisville, Ky., chairman.

The Safety Section, a small but important group, will maintain contact with the Underwriters Laboratories, Inc., and handle all work in connection with safety standards.

The Service Section is a new activity, formed in response to demands for co-operative work among service managers to solve the ever-increasing service problems in connection with radio sales. This group will keep in close touch with the RMA Merchandising Committee.

Standardization will be a major function of the Engineering Division under Director Holland. A review of all existing radio standards with a view to developing such new standards as may be needed, under a procedure that will safeguard manufacturers and the RMA against improper or undesirable standards, is planned.

General and sectional meetings of the Engineering Division and its committees are being arranged by Director Holland, who is outstanding in the ranks of radio engineering. He is chief engineer of the Philadelphia Storage Battery Co., of Philadelphia. For ten years Director Holland was associated with Thomas A. Edison in charge of battery research under Mr. Edison and later was chief electrical engineer of the Edison Storage Battery Co. Director Holland has been active in the standardization work of the American Institute of Electrical Engineers, the Society of Automotive Engineers, the Electric Power Club, the Institute of Radio Engineers, and the Radio Manufacturers' Association and the Electrical Manufacturers' Association. As chairman of the committee representing the radio manufacturers in industry conferences with the Underwriters' Laboratories, Inc., Mr. Holland was largely responsible for guiding, along practical and safe lines, the development of Underwriters' safety standards for AC electric receiving sets and power supply units.

Director Holland is a member of the Institute of Radio Engineers, the American Institute of Electrical Engineers, the American Electro-Chemical Society and the Franklin Institute.

Morley Bros., of Saginaw, Become Edison Jobbers

In order to adequately serve the fast-growing volume of Edison radio business that is developing in the State of Michigan, Thomas A. Edison, Inc., maker of the Edison radio, has completed negotiations with Morley Bros. of Saginaw, Mich., for the distribution of Edison radios, phonographs and records in that State, according to an announcement recently made by Roy S. Dunn, Western sales manager of Thomas A. Edison, Inc., Michigan Edison dealers will now be served by two Edison distributors, the other distributor being E. A. Bowman, Inc., of Detroit, who is intensifying its Edison activities within the environs of the Detroit territory.

The distribution of Edison radios by this organization will be in direct charge of T. M. Warren, manager of the electrical and radio department. It is interesting to note in this association of Morley Bros. with Thomas A. Edison, Inc., that it marks their return to the Edison distributing organization, for thirty years ago Morley Bros. were Michigan distributors for Edison cylinder phonographs and cylinder records. Arrangements are now being made by Morley Bros. for the formal initial showings of the new Edison Light-O-Matic radios to their Michigan trade.

Define Screen-Grid Radio

As a result of a formal request made by the National Better Business Bureau to Louis B. F. Raycroft, vice-president of the National Elec-

trical Manufacturers Association, a definition of "screen-grid radio receivers" has been worked out for the use of the former organization in maintaining a close watch on unethical or misleading advertising.

In order to assure a uniform stand by the entire radio industry, R. H. Manson, chairman of the NEMA radio engineering council, and W. E. Holland, director of the engineering division of the Radio Manufacturers Association, co-operated with Mr. Raycroft in formulating the following tentative definition:

"A radio receiver designed to utilize not less than two screen-grid tubes in tuned radio frequency circuits may be properly classified as a screen-grid receiver."

Perryman Radio Tube Sales Gain 350 P. C.

Six months sales of Perryman Electric Co., Inc., were \$391,000, an increase of 350 per cent over those of \$86,000 for the corresponding first half of 1928. The company's new plant at North Bergen, N. J., is working overtime in several departments on unfilled orders for more than 1,500,000 radio tubes, sufficient for four months' operations at present increasing production rate. Output of the company will reach to 25,000 tubes daily within sixty days, H. B. Forster, vice-president, announced.

The floor space of the new plant is already overcrowded because of storage requirements and the company is erecting an adjoining storage building with a capacity of about 50,000 cubic feet.



An elaborate display kit is supplied all dealers handling Philco balanced-unit radio sets. It includes full-color window displays, banner, electric sign, transfer sign, counter cards, counter folders, envelope stuffers and price cards. This display material is designed to tie up with the theme in Philco's national advertising. It includes a sixty-page book of retail selling plans

RADIO PHONOGRAPH

Manufacturers



Send for a set of beautiful backs in exact quality, size and colorings as our NEW ALBUM, pictured here (without charge). See the marked improvement they make in your cabinets.

We are ALBUM specialists. Our large factory will give you prompt service, our central location will save you freight.

Chicago Album & Specialty Co.
522 S. Clinton St., Chicago, Ill.

Out of the "red" With

Silver

(Below) . . . Lowboy with identical 5-tube chassis, including 4 screen-grid and two 243 tubes. Matched-impedance dynamic speaker—a value without precedent—complete, lacquered . . . \$160.00
(Slightly more west of the Rockies!)

Unusually beautiful and distinctive are the console cabinets of SILVER RADIO—chaste and simple such as invariably distinguishes the creation of a great designer. All over America, from women of taste and interior decorators of note come endorsements of our effort to get away from the "gingerbread" of the average radio cabinet.

SILVER RADIO blends harmoniously with any American home-setting, especially the Colonial and modern.

Highboy with sliding doors, 53 inches high; lowboy with open front, 43 inches high—these consoles are antique in finish, hand-rubbed and polished, of American walnut veneers.



(Above) Highboy of Sheraton period, distinguished for its staid beauty and dignity—8-tube all-electric chassis, including 4 screen-grid and two 243 tubes. Matched-impedance dynamic speaker—complete, \$195.00
(Slightly higher west of the Rockies!)



SILVER · ON · RADIO ·

into the "blue" **Radio**

Summer months have been "red" months to most radio dealers. Slow-moving sets, cut prices, chain store competition and unprotected territory—all make losses mount.

That was yesterday—today, throughout every month in the year, a path leads straight to profit.

Silver Radio dealers are making money—today—in spite of the heat!

Because—here are radios that gain instant public attention—for Silver-Marshall has the engineering experience to use FOUR of the new screen-grid tubes in a 7 8-tube chassis so as to eliminate the need for aerial or loop. Power to spare—and in addition band selector tuning, a Matched-Impedance dynamic speaker and an Overtone Switch which brings out all the beauty of ordinarily lost high notes as does no other radio.

SILVER RADIO dealers have a clean start—no obsolete stock—no discontinued models. They have ample assurance against ruinous competition, and protected territory.

SILVER RADIO dealers have the support of a dominant factory newspaper campaign—plus a most generous co-operative advertising allowance.

The public is sold on "screen-grid"—what they want is a screen-grid set whose actual superior performance proves screen-grid superiority.

SILVER RADIO is able to supply that demand—because of the nearly two years of screen-grid experience that are built into it.

And that's what has taken the summer months "out of the red" for SILVER dealers.

If you have not already a Silver Radio franchise—if you would have every month show "blue"—then ask your Silver Radio distributor for complete information and profit facts. Wire us for distributor's name if you are not acquainted with him.

SILVER-MARSHALL, Incorporated, 6423 West 65th Street, Chicago, U. S. A.

IS · LIKE · STERLING · ON · SILVER

Distributing Staff Views Grebe Plant

A. H. Grebe & Co. Host to Staff of Grebe Sales Co., New Metropolitan Distributing Organization

The staff of the Grebe Sales Co., newly announced metropolitan distributor for the radio products of A. H. Grebe & Co., Inc., Richmond Hill, N. Y., traveled en masse to the Grebe fac-



From left to right: Douglas Rigney, H. T. Porter and Morris Gest

tory to greet the Grebe executive staff and witness the mechanical production of the new set. H. T. Porter, president and general manager of the distributing organization, who headed the delegation, had as his guest of honor Morris Gest, the "miracle man of the theatre." After the inspection of the Grebe factory Mr. Gest aptly referred to A. H. Grebe as the "miracle man of the air." A speech on the part of the distributing organization was made by Mr. Porter and a response by Douglas Rigney, vice-president and general manager of the Grebe Co.

Among those in the delegation and the Grebe staff who welcomed them were: Harry T. Porter, president and general manager of the distributing branch; W. W. Jablon, assistant sales manager; F. A. Braun, F. Kromer, H. Stillman, D. M. McCaffrey, C. J. Strahl, J. J. Regan, Douglas Rigney, vice-president and general manager of A. H. Grebe & Co.; B. H. Baker,

sales manager; George F. Rhodes, national sales promotion manager; Claude Vermilyea, mechanical designer; A. G. Clark, factory research manager; P. Lowell, of the engineering department, and A. D. Clark, personnel and assistant manager.

Three New Silver Radio Distributors

Reliable Radio Sales Co., N. H. Bragg & Sons, and H. P. Small Co. Become Exclusive Distributors

The Reliable Radio Sales Co., 105 Dwight street, Springfield, Mass., has been appointed exclusive distributor for the new Silver radio, manufactured by Silver-Marshall, Inc., of Chicago, Ill. It will cover the western Massachusetts, Vermont and Connecticut territory, on an exclusive basis, according to a statement made by the executives of the Ayers-Lyon Corp., of Boston, factory representative in the New England territory.

The Reliable Radio Sales Co. is a new organization, formed for the purpose of distributing Silver radio and kindred products, and its executives include such well-known men as Mr. Tait, of the General Ice Cream Corp.; Morris Forer, of the Forer & Forer Associates, and R. E. Cross. Mr. Cross is general manager of the new company, and has an extensive acquaintance with the radio dealers in the territory in which the company operates. This new organization is off to a flying start, having established a large number of dealers.

N. H. Bragg & Sons, of this city, have recently been appointed exclusive distributors of Silver radio, covering northern Maine territory.

D. J. Eames, manager of the radio division of N. H. Bragg & Sons, is particularly enthusiastic over the results obtained since they secured the Silver radio franchise.

The H. P. Small Co., of Bath, Me., was recently appointed exclusive distributor for Silver radio. Ralph Small, who is known to practically every radio retailer in the southern Maine territory, and who formerly traveled for the James Bailey Co., of Portland, Me., has joined his brother and will cover the same territory on Silver radio.

Consistent advertising is the key to better retail business.

Australians Receive Capehart Training

Cecil M. and Bill H. Crowle, Sons of Head of Sydney Music House, Take Sales and Service Training Course

FORT WAYNE, IND., August 7.—The demand for the Capehart Orchestrope, manufactured by the Capehart Corp. of this city, is world wide and sales in the foreign field have been gratifying



J. E. Broyles, Cecil M. Crowle, Bill H. Crowle and H. L. Stark

to officials of the company. One of the most enthusiastic of dealers abroad is the W. A. Crowle Co., Ltd., of Sydney, New South Wales, Australia. In order to do everything possible to increase sales and to be in a position to render the best possible service to customers, Cecil M. and Bill H. Crowle, sons of W. A. Crowle, proprietor of the establishment, recently visited the Capehart plant here for a sales and service training. The accompanying photograph, reading from left to right, shows: J. E. Broyles, general sales manager; Cecil M. Crowle, Bill H. Crowle and H. L. Stark, Capehart service manager. The photo was taken at the plant.

Tie Up With A. K. Plant Dedication

The A. A. Schneiderhahn Co., Atwater Kent radio distributor of Sioux City, Ia., held a most successful National Dedication Week, celebrating the completion of the new A. K. factory. The reception by radio dealers in the Sioux City territory for this most potent sales promotion idea was exceptional. There were more than seventy special window displays featuring enlarged views of the new factory building and the products it turns out. Thirty moving picture reels were shown the entire week in as many different towns. They were shown in connection with the regular news reel. Announcements were broadcast over station KSOO.

An Architectural Triumph

Architectural circles all over the country are greatly interested in the achievement of John E. Ferguson, vice-president and plant engineer of CeCo Mfg. Co., tube-maker of Providence, R. I. Something like a million and a quarter dollars passed through Mr. Ferguson's hands in the construction and equipment of the recent new CeCo factory addition. In the entire building project Mr. Ferguson made only one mistake. It cost \$78 to remedy.

Bremer-Tully Distributor

Alexanders, Inc., of 37 West Sixtieth street, New York, have been appointed jobbers for the new line of Bremer-Tully electric sets manufactured in Chicago. Alexanders will cover the entire metropolitan district, including Westchester county.

The New Model 547 Radio Set Tester



- saves time
- simplifies testing
- increases sales

Service men remember the time when radio set testing required hours of time and satchels full of equipment. The Model 547 reduced radio set testing to its utmost simplicity and made radio servicing a profitable business instead of a necessary evil.

Model 547—for A.C. and D.C. Receivers—incorporates many new features, and meets the service-testing requirements of radio's latest developments, even taking into account the number of new tubes, sets and circuits. Handsome in appearance, it is light, but rugged, convenient and complete.

Provided with three instruments, carrying case, removable cover, panels and fittings of sturdy bakelite.

A.C. Voltmeter—750/150/16/8/4 volts. Only one selector switch is necessary.
D.C. Voltmeter—high range increased to 750 volts. Other ranges—250/100/50/10/5 volts.

D.C. Milliammeter—double range 100/20 M.A. provides for lower readings with better scale characteristics.

Tests—on A.C. reads the heater voltage and plate current can be read throughout the test while the D.C. voltmeter may be indicating plate bias or cathode voltage.

Self-contained, double-sensitivity continuity test provided. This can also be used for measuring resistance as well as testing for open circuits. Grid test can be made on A.C. or D.C. screen grid tubes—also the '27 tubes when used as a detector—without the use of adapters. Two sockets on the panel—UY tube adapters eliminated.

WESTON ELECTRICAL INSTRUMENT CORPORATION
606 Frelinghuysen Ave. Newark, N. J.

Weston
PIONEERS
SINCE 1888
INSTRUMENTS



NO TENDERFEET HERE!

The technique of radio tube production is no schoolboy's exercise, to be learned in a day, a week, or a year. It takes the knowledge so painstakingly learned over a period of years from the incandescent lamp, properly attuned to the newer concepts of physics, chemistry and radio science. To this must be added the most modern equipment, the finest obtainable materials, the organization necessary to combine all smoothly. Satisfy all these requirements and you have the "SPEED" Radio Tube. "SPEED" dealers have the best proposition in

the field. The reason—They have implicit confidence in the complete line of "SPEED" tubes—tests for volume, clarity, long-life, quicker-heating, bear them out. They have implicit confidence in the "SPEED" organization—J. J. Steinharter, J. J. Grossman, Fred Guinther,—all pioneers from lamp days and making radio tubes since 1924. And, when the product is right, the sales and re-sales are right and the profits take care of themselves. Think it over. Write us—it will pay you.

SPEED
CABLE RADIO TUBE CORPORATION
(formerly Cable Supply Co.)
84-90 North Ninth Street
Brooklyn, N. Y.



224 A. C.
Developed by Cable
in 1928



MAKERS OF RADIO TUBES SINCE 1924



HERE is more news! The biggest Record news of the year! Edison Needle Records are here! They are now being shipped to dealers who can hear for themselves the great artists and orchestras, the new tunes and the classics that are found at their best on these new Edison Records.

New—yes. Different—yes, with the difference that comes from new methods of electrical recording and record manufacturing. Fifty years of continuous development in sound reproduction finds full expression in this newest product of the Edison Laboratories.

Is it any wonder that critics who listen for the first time to Edison Needle Records ex-

claim "Astounding! You have actually captured the artist's soul!"

You, Mr. Dealer, can take for granted the perfection of every detail of these new records, and order with the confidence that any Edison product inspires. You owe it to yourself to hear these new Edison Records without delay. Listen to the many headliners who are flocking to the Edison recording studios. Such names as Giovanni Martinelli—greatest living singer, Florence Easton, Mario Basiola, B. A. Rolfe and His Lucky Strike Orchestra, The California Ramblers—all exclusive Edison recording artists. From the radio limelight—the Goldman Band, Olive Palmer,

TRADE MARK
Thomas A Edison

See list of EDISON DISTRIBUTORS in advertisement on back cover



Elizabeth Lennox, and a host of other stars—favorites of the entire country.

And remember that back of all these celebrities, back of the product itself, stands the great name of Edison. You can't go wrong by associating yourself with Edison. Quick sales—generous return allowance—rapid turn-

over—small investment—new customers—a general stimulation of all your business—all these are part of an Edison franchise. For further details ask any of our distributors—become a Charter Member of this new, money-making Edison enterprise.

THOMAS A. EDISON, Inc., Orange, N. J.

LIST PRICES OF EDISON NEEDLE RECORDS

STANDARD... Popular and "Favorite Tune" Records
10 inch . . . 75c 12 inch . . . \$1.25

GOLD SEAL... (Classical and Operatic) Records
10 inch . . . \$1.00 and \$1.50 12 inch . . . \$1.50 and \$2.00



See list of EDISON DISTRIBUTORS in advertisement on back cover

The Market for the Best

Cultured minority are the buyers of high class music on records and there is profit in making a strong bid for this trade

By
W. BRAID WHITE

in Music

COLUMBIA announces that between its American and its British divisions, all the quartets of Beethoven, the entire sixteen, have been recorded electrically. Victor has been steadily adding to its chamber music recordings during the last year and the same good example is being followed by all the other publishers. The lover of chamber music has already at his disposal a veritable feast of the best in this most lovely of all musical genres. If we consider the string quartets, the quintets for strings or for strings and wind, the quartets for piano and strings, the trios for piano, violin and cello, the sonatas for pianos and violin, piano and cello, etc., which are now available in recorded form, by composers of every school from the early classical to the latest impressionistic, we can only be very thankful. Likewise we shall only be doing the fair thing by breathing a fervent prayer that the enterprise and the foresight, so commendably shown, shall not be without its just and substantial reward, sooner or later at least.

Permanence

It has been my belief for several years past that the position of the phonograph commands us imperatively to emphasize the element of permanence, which is the principal virtue of recorded music. As a matter of fact indeed, electrically recorded music, electrically reproduced, comes out still with wonderful clarity and fidelity. Whatever may be the future for the phonograph as a machine, whether it is to be a combination radio-phonograph or not, there can be no question as to the future of the record. To my mind this is bound up indis-

solubly with the growth of public taste for good music, and especially for those forms of good music which demand that delightful process of quiet study and contemplation, which the record with its permanent impression so well permits. To be able to hear again and again the harmonic patterns which Cesar Franck so magically has woven into the texture of his string quartet, to share with Mozart for a fleeting minute the serene joys of his melodic inspiration, to penetrate into the deepest profundities of the soul with Beethoven, to taste the calm mastery of Brahms or to glimpse the ecstatic mysticism of Cesar Franck: all these joys are at the disposal of the man or woman who owns a fine phonograph and a set of the fine records now available.

Indeed, if I might make the suggestion, the recently announced outfits for utilizing a radio set in connection with the phonograph ought to be taken up by dealers with much enthusiasm. How many owners of radio sets must there be who might be turned into buyers of fine records if only they knew how simple and easy it is to make use of their radio sets at a small cost and without the slightest disarrangement of existing mechanism?

The Cultured Minority

But to return to our original matter of discussion. Let us admit frankly that high-class music does not sell in enormous quantities to millions of eager buyers. And this is simply because that which is high-class invariably and always appeals to a minority. It is a minority which buys good books, a minority which supports symphony orchestras, a minority which

cares for the things of the mind generally. So it is and must always be, a minority which can be taught to take a genuine and living interest in good music, whether in the form of phonographs or in any other way.

The fact remains that the minority is respectable in numbers, usually has money to spend, and is growing all the time. However the facts may be in older civilizations, it is an undoubted fact that in the American civilization, (by no means is it necessarily a matter for self-gratulation) culture goes with wealth. Moreover, culture is a feminine occupation in the United States, speaking generally. The natural inference to be drawn is that the strategy of merchandising high-class recorded music must take as its primary objective the conquest of the American music-loving woman. This woman exists to the number of probably 2 per cent of the population, or of, say, two and one-half millions. This estimate is based upon the known membership of music clubs, the known facts of the concert business, and so on. These two and a half millions of women are almost entirely unaware of the rich treasures which are contained in the existing catalogs of high-class recorded music. I have made it my business during the last few years to inquire everywhere among those of this class with whom I am thrown in contact throughout the country, what they think about phonographs, and phonograph records. It is shameful to say it, but the answers, in eight cases of every ten, are negative. It is nothing but the plainest truth to say that a large majority, a very large majority of those who love music and who should be supporting the publishers of high-class records and the makers of high-class phonographs, are entirely unaware of what they are missing. And then music merchants tell one that they find it hard to sell high-class records! Well, why should they find it easy, when they are doing absolutely nothing to put their story before those who alone are likely to profit by it, not to say take an interest of any kind in it?

I shall not try to tell the merchants how to tell their story. I shall simply point out to them that a developed and established trade in high-class records is far more profitable, for the investment, than an equally well-developed trade in the popular records. Profits are good anyhow. The same set of records will sell over and over again year after year, succumbing only when its place has been taken by a better recording of the same piece. Moreover, especially in the chamber music and its symphonic fields, the music itself is far more important than the names of the artists who play it. Again, high-class records of instrumental music usually come in album sets selling at from \$4.50 to \$12.50 apiece. It is as easy to sell an album set to a music-lover as to sell a single dance record to a jazz-fiend.

Questions

There is likewise another special reason for pushing chamber music records. A merchant who starts to build up a community business in high-class music will find that he can begin very nicely by introducing to his prospective

(Continued on page 57)

RADIO FURNITURE for RADIOLA 44

A New Walnut Console
to House the New
Radiola Table Model

EQUALLY ATTRACTIVE
MODEL for RADIOLA 33

Hubbell Cabinets Are in Thousands
of America's Homes Giving Pleasure
and Service

Photos and Prices for the Asking



H. L. HUBBELL RADIO FURNITURE

59-61 Market Avenue, N. W.

GRAND RAPIDS

MICHIGAN, U. S. A.

Market for the Best in Music

(Continued from page 56)

customers such things as the tuneful Haydn and Mozart quartets. From these to the smaller symphonies, like the "Surprise," "Farewell" and "Clock," of Haydn, is but a step. I should not like to be dogmatic or to suggest that there are not plenty of music-lovers whose tastes are already full-blooded enough for Tschaiakowsky's Pathétique symphony, from the start. On the other hand, every merchant knows that there is not the slightest difficulty in selling records of Schubert's Unfinished Symphony. That lovely work indeed suffers from being oversold. Why is it that the same merchants will not take the trouble to inquire into the many equally lovely works by the same composer.

One Experience

This much at any rate can be said. During the last ten years I have been gradually building up a collection of chamber music records, which now number probably five hundred or nearly one-half of my total record library. Many of them of course were bought in the pre-electric days and now are being replaced as rapidly as my purse will allow. I am constantly having music-lovers of all kinds and of both sexes in to listen; and it is my assured belief that not more than one in five has a collection of any size at all similar, even in quality and type. Will music merchants never learn that there is a rich field at their very doors waiting to be cultivated?

Marvin Announces Jobber Distribution

The Marvin Radio Tube Corp., of Irvington, N. J., and Chicago, Ill., announces its sales policy—distribution through jobbers only.

When interviewed regarding this sales policy, Mr. LaBaw stated, "By adopting this policy, we are assuring our jobbers of 100 per cent of the production of the Marvin plants. If another tube shortage should occur, which is quite possible in the case of the 224 and the 245 tubes, the jobber will receive maximum co-operation, as there will be no contracts or alliances to receive first consideration. There are, however, a number of radio set manufacturers who specify Marvin tubes to their jobbers.

"With a view to avoiding, if possible, the situation that existed last year, we are operating all six of the Marvin plants, instead of centralizing them in the Irvington and Chicago plants, as we at first planned to do," concluded Mr. LaBaw.

David M. Kasson a Benedict

David M. Kasson, president of the Van Horne Tube Co., Franklin, O., has joined the benedicts, having married Miss Helen Weinbaum, of Milwaukee, Wis. The first intimation that Kasson had settled down to running a tube business and a home came when he returned from a business trip with Mrs. Kasson. The tube business must be good.

Mrs. Kasson is a direct descendant of Lord Jessel of England, famous barrister and chancellor of the exchequer in Disraeli's cabinet under Queen Victoria's reign and is a graduate of Milwaukee Downer College and Milwaukee Normal. David Kasson comes from a Wisconsin family, is a Notre Dame man and served through the war with the Marines. He is one of the pioneers of the radio industry who remained a bachelor during the hectic days of the industry and was one of the founders of the McPhilben-Keator Corp., New York, and the Interstate Sales Co., of Milwaukee. His uncle, the late George D. Ornstein, was promi-

nent with the Victor Talking Machine Co. as sales manager.

It is understood that the Van Horne Co. will announce a special, new tube construction feature in September, which will have far-reaching effect upon the merchandising of radio tubes together with a distinct improvement in radio reception with an elimination of hum. This tube construction has been in the making in Van Horne laboratories for more than a year, Kasson announced. The new Van Horne construction, it was admitted, will apply to the



Southern Dealers Who Recently Were Guests of the Atwater Kent Mfg. Co.

complete line of tubes with a broad appeal, rather than a specific new tube.

Vreeland Corp. Licensing Radio Makers

Dr. Frederick K. Vreeland, president of the Vreeland Corp., New York, and inventor of the band selector and spaced band amplifier, announced during the past week that his company is now engaged in licensing radio manufacturers to use the Vreeland band selector system. The Vreeland Corp. controls the Vreeland inventions, covered by basic patents.

As outlined by Dr. Vreeland, band selector tuning permits the distortionless reception and reproduction of the full band as it originates at the broadcasting station. "This means," said Dr. Vreeland, "that band reception includes the side bands which are essential if the overtones which give naturalness to broadcast voice and music are to be received. The Vreeland system virtually opens an unobstructed channel through the receiving set just wide enough for any desired broadcast band to flow through and excludes all interference from adjacent waves. This is a condition which has been described as the hoped-for and ultimate ideal."

Southern Dealers Visit A. K. Plant

Five Distributors in Southern Territory Sponsor Pilgrimage to the Atwater Kent Mfg. Co.'s Plant in Philadelphia

Approximately 200 Atwater Kent dealers from the Southern States, headed by their respective distributor organizations, visited the new At-

water Kent factory in Philadelphia, Monday and Tuesday, July 22 and 23. Distributors represented in the delegation were: Cain Radio Co., Florida; C. M. McClung & Co., Tenn.; Hopkins Equipment Co., Georgia; Birmingham Electric Battery Co., Ala.; State Radio Distributors, S. C.; Asheville Battery Co., N. C.; Radio Specialty Co., La.

During the two days' stay, the visitors attended a brief business session where short talks were delivered by Vernon W. Collamore, general sales manager; H. T. Stockholm, Charles Craig and Ben Barber. Luther Still, assistant territorial manager, acted as chairman in the absence of E. L. Hollingsworth, territorial manager.

Entertainment features embraced an evening on the boardwalk, Atlantic City, a baseball game between the Athletics and Cleveland, and a motor trip to Valley Forge. The visitors were greatly impressed with the magnitude of the new Atwater Kent plant.

Leases Fifteenth Store

W. H. Nussbaum, president of Walthal's, has announced the leasing of an additional store to its chain at 1918 Kings Highway, Brooklyn. This will be the fifteenth store located throughout the metropolitan section.



Model A.C. 245 for A.C. or D.C. Dynamic Reception

UNDISPUTED LEADERSHIP

PIERCE-AIRO

The Chassis That Delivers Incomparable Performance

At radio shows, jobber conventions and dealer meetings, in fact wherever any well informed group of the radio industry gather and the subject of chassis is brought up, you will find the most widely and favorably known chassis is the Pierce-Airo—the pioneer of the field—far superior in construction and performance to any other chassis on the market.

Sell the Pierce-Airo way. Put it in a console, set your own selling price for the complete outfit, and make your own profit. Make the Pierce-Airo your leader. It will bring you more customers and boost your profits.

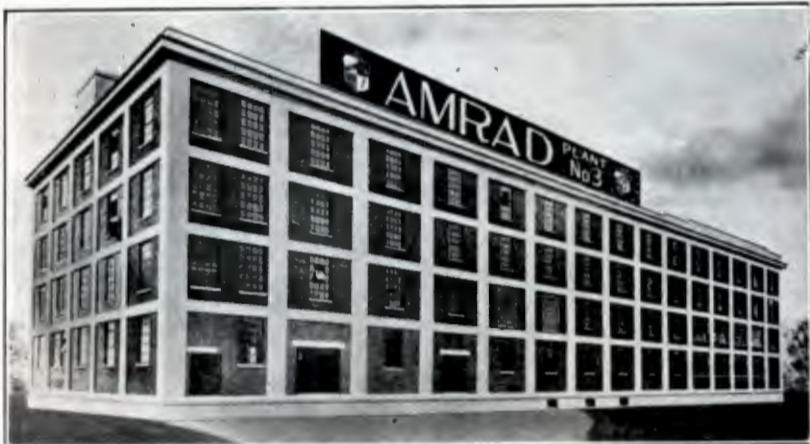
Write for Sample, Net Price and Full Particulars.

PIERCE-AIRO, Inc., 123 Fourth Ave., New York City

Amrad Radio Corp. Acquires Third Plant

140,000 Feet of Additional Floor Space to Meet Increased Demands for the Amrad Line of Radio Receiving Sets

To meet the demands of a trebly increased business, the Amrad Corp. of Medford Hillside, Mass., has acquired a large factory in North



New Amrad Plant No. 3 at North Somerville

Somerville, on the Mystic Valley parkway, a few hundred yards distant from its present central plant. The Amrad Corp. now has three factories working at top speed.

The new factory is advantageously located, and offers 140,000 feet of floor space for the use of Amrad's production department. It adjoins railroad sidings which accommodate twenty freight cars. The chassis of the Amrad radio receivers will be turned out in the central plant, and then transferred to the new factory to be assembled with speakers into the consoles. This is Amrad's second expansion within a year. One year ago the company acquired a factory near Davis Square, Somerville, to be used for the manufacture of Mershon condensers.

The Albany Distributing Co., Atwater Kent distributor, held a big district meeting at the Pine Point Inn, on the Albany-Schenectady road, July 18. All Atwater Kent dealers, salesmen and service men in the Capital district were there to view the new screen-grid line.

ELECTRAD PRODUCTS Sell—Serve—Satisfy

They sell because they're ELECTRAD—they serve because service is built into them—they satisfy because they offer MORE service at LESS cost.

ANTENNA LEAD-IN

Will more than save its cost in installation time, even if you include it gratis with receiver purchases.

Goes under locked doors and windows. One-piece copper strip heavily tinned. Triple-ply Water-proof insulation. Fahnestock clips.

LIST 25c Ea.

LAMP-SOCKET ANTENNA



An "inducement to buy" for people living in crowded districts. Every lamp-socket an efficient antenna. Pick-up from house wiring. Uses no current. Listed by the Board of Fire Underwriters. LIST 75c EACH

ELECTRAD, INC., Dept. TMB, 175 Varick Street, New York, N. Y.: Please send us complete information on Lead-In and Lamp Socket Antenna.

Firm
Address

ELECTRAD INC.

Majestic Creates Dept. of Education

Grigsby-Grunow Co. Inaugurates "Department of Education"—Ray S. Erlandson Appointed Director

Realizing the value of radio in schools of all kinds—elementary, preparatory, university, music and dancing—Grigsby-Grunow Co., of Chicago, maker of Majestic radio, has created a department new to the radio industry, very aptly called the Department of Education. Its function will be to fully acquaint educators in the many applications of the radio to instruction of every kind and to provide methods of installation that permit wide variety of uses for receivers.

The director of this newest development is Ray S. Erlandson, for several years assistant secretary of the National Education Association, and more recently president of the Associated

Series of Temple Dealer Meets Held

C. S. Bettinger and F. H. Cossitt Now Conducting Meetings in the South After Enthusiastic Gatherings in the East

CHICAGO, ILL., August 6.—Cliff S. Bettinger, sales promotion director, Temple Corp., and F. H. Cossitt have invaded the South after a triumphant march through the East in which they attended a score of rousing meetings of Temple jobbers and dealers.

The Buffalo meeting was the crowning event of their trip. It started with a cavalcade of sixty-five autos bearing Temple banners and led by a police motorcycle escort parading over the international bridge to the Pick-Wick Arms Hotel in Canada.

Edward J. Bihl, president of Bihl Bros., Inc., Temple distributors, opened the meeting and the sales manager, George Wright, introduced the speakers, who included Alfred Marche, president, Temple Corp.; Gordon Sleeper, vice-president; Mr. Bettinger and Mr. Cossitt. The meeting was attended by 125 dealers.

The Grand Rapids meeting was held under the auspices of the Ackerman Electric Co., Temple jobber. After dinner in the Hotel Rowe the dealers assembled in the studio of the Ackerman store. Ernest Cantile, the toast-



Temple dealers in Buffalo are shown above just before they opened a rousing sales promotion meeting recently. Gordon C. Sleeper, vice-president and sales manager of the Temple Corp., is shown sitting in the front row, center, with a pal's hand on his shoulder

Exhibitors of N. E. A. Mr. Erlandson's teaching experience includes a one-room rural school, principal of an elementary school at Chippewa Falls, Wis., teacher in the Milwaukee State Teachers' College and instructor at River Falls State Teachers' College, both in Wisconsin.

In commenting on his new position with the Grigsby-Grunow Co., Mr. Erlandson says, "In establishing this Educational Department, Majestic recognizes the great educational value which the radio possesses. Within the space of a few years, the radio has become accepted as a basic educational tool. It not only makes of every classroom an auditorium, but it makes of every home a school.

"We recognize that it is just as important to educate the children to recognize quality in radio, in order that the music that comes to them shall be a faithful reproduction of the original, as it is to educate them in the value of good food or in the care of their teeth.

"The possibilities of the radio have not been fully realized, either as an entertaining feature or as an educational instrument. One of the functions of the newly created Educational Department will be to carry on investigation and research in this new marvel of the age."

Ayers-Lyon Corp. to Represent La Salle Tubes

BOSTON, MASS., August 6.—The Ayers-Lyon Corp., of this city, manufacturers' representative, has recently been appointed New England agent by the Matchless Electric Co., of Chicago, Ill., manufacturer of La Salle tubes.

master, introduced H. E. Ackerman, president of the Ackerman concern, who welcomed the dealers. He was followed by Messrs. Bettinger and Cossitt, who outlined the merchandising and advertising plan for the ensuing season.

Messrs. Bettinger and Cossitt are now attending dealer meetings in New Orleans, Tampa, Charleston, Atlanta, Montgomery, Greensboro, Raleigh, Richmond, Roanoke, Washington and Baltimore.

Stages a Series of Meetings

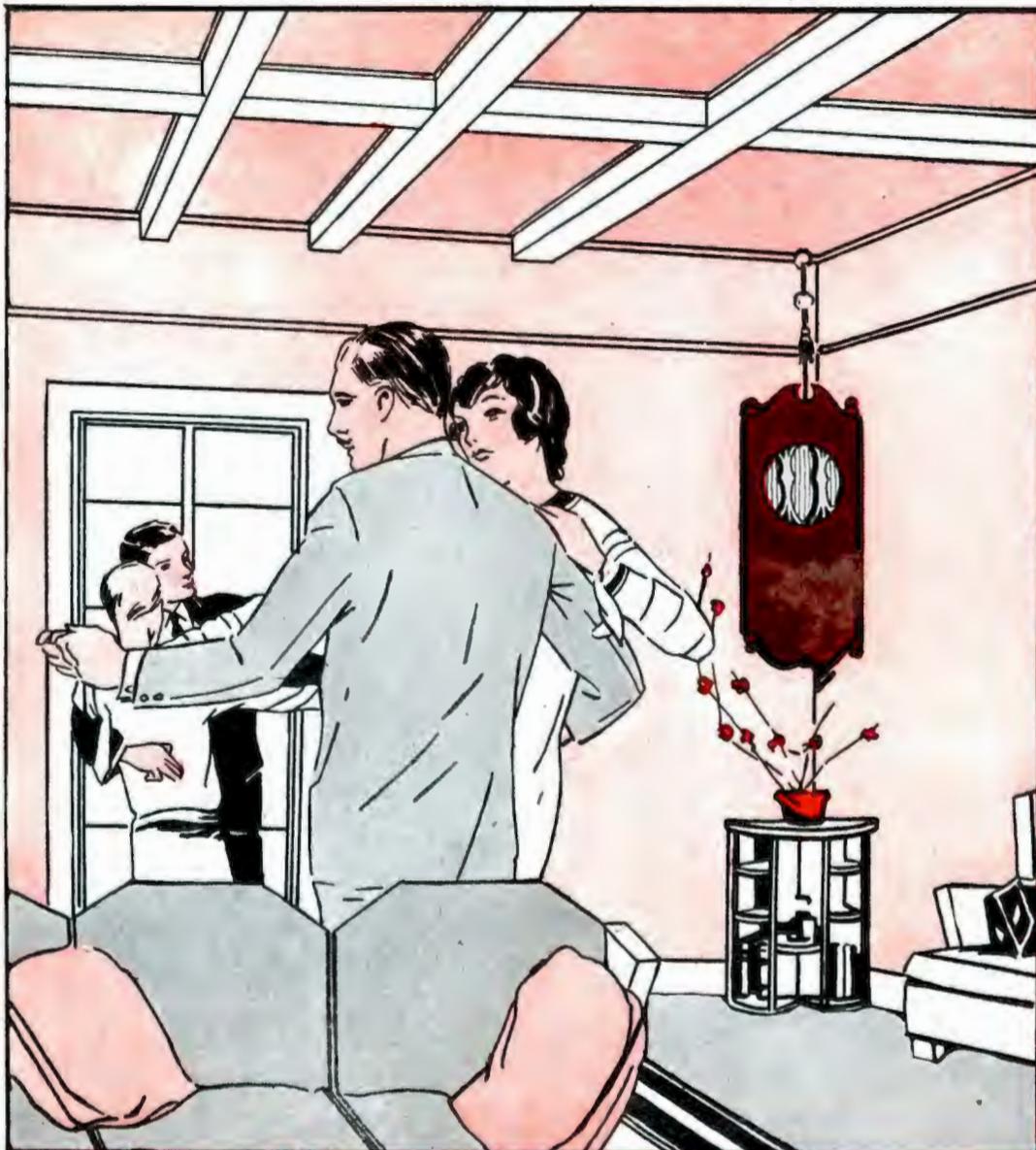
The L. P. Courshon Co., Atwater Kent distributor of Mason City, Ia., had a busy week recently with five dealer meetings in as many different centers, to introduce to the trade the new Atwater Kent screen-grid radio. On July 15 a meeting was held at Charles City, July 16 at Hampton, July 17 at Clarion, July 18 at Algona, July 19 at Forest City.

Dinner was at six, followed by a short business meeting at which representatives of the L. P. Courshon Co. and the Atwater Kent Mfg. Co. made brief, snappy talks, discussing the important problems of the radio dealers.

Issues House Organ

The Mid-West Timmerman Co., Iowa distributor for Atwater Kent, is now issuing a twelve-page illustrated house organ to be circularized monthly to dealers.

Now is the time for dealers to make plans for Fall business.



NEW! BEAUTY PERFORMANCE

OPERADIO
SPEAKERS

THE "JACK HORNER" SPEAKER

THERE is something new in Radio Speakers! A unique idea....*fundamentally new*....*scientifically sound*....not just a change in appearance. The Jack Horner *Dynamic* (and the Little Jack Horner *Conamic* Speakers) *hang in the corner*....*out of the way*.... beautiful decorative panels of hand rubbed walnut. Jack Horner has a 40 inch baffle and reproduces fundamental frequencies as *low as 90 cycles*. Hear its *fine tone quality*....*extreme naturalness!* See its *splendid eye value!*

The sales sensation of 1930! The dealer who wants his share of Speaker Sales *will show Jack Horner.*

OPERADIO

MANUFACTURING CO. ST. CHARLES, ILL.



The New
OPERADIO
Dynamic
CHASSIS

Different, better! Its sturdy, compact design permits entirely new conceptions in portable speakers. Its fine performance, sensitivity, volume, tone sweetness and power will please you. Manufacturers—write for prices.



D. E. Replogle in New National Carbon Post

Appointed Sales Engineer in the Product Development Division—Widely Experienced in Development Work

Announcement has been made by Harry S. Schott, general sales manager of National Carbon Co., of the appointment of Delbert E. Rep-



D. E. Replogle

logle as sales engineer in the Product Development Division.

Mr. Replogle comes from the Raytheon Mfg. Co., the control of production and sales of whose products has recently been acquired by the National Carbon Co. There, since its early organization, Mr. Replogle has been very close-

ly associated with the development and technical merchandising of all Raytheon products, at first working on circuit development and directing a customer technical service laboratory. He also directed publicity and edited the Raytheon technical bulletins. He has always been keenly interested in new developments in the communication field, especially in television, and was responsible for production of the Raytheon television products, and at present is chairman of the Television Committee of the Radio Manufacturers' Association.

His first interest in radio, or wireless as it was then called, goes back to the early days of the science. After graduating from Pacific College, near Portland, Ore., he entered the service of the United States Government, taking charge of an Eskimo reservation at Noocvik, Alaska, 200 miles due north of Nome and forty miles north of the Arctic Circle. Communication with outside civilization required two months. Mr. Replogle persuaded the Government to purchase a simple wireless equipment, which he installed, thereby establishing the farthest North station on the American continent. From the first the station was a success. News was received from all parts of the world, and a small newspaper, which was made up each day, was carried by native hunters to the few white prospectors and teachers in the northern wilds. During the time Stefansson, the Arctic explorer, was sick at Herschel Island, his only news from the world came through these "sheets."

Mr. Replogle left the Government service in 1920, and entered the Massachusetts Institute of Technology, where he studied electrical engineering, graduating in 1925, with Bachelor and Master's degrees. During his course he was associated with private radio interests around Boston and upon graduating, after a short time spent with the Boston Edison Co., he joined the then newly organized Raytheon Co.

Mr. Replogle will make his headquarters in the New York office of National Carbon Co.

Summer Radio Sales Good, Says RMA Head

President H. B. Richmond, of RMA, Says Indications Point to Another Excellent Year for the Radio Industry

A mid-Summer survey of the radio industry, according to President H. B. Richmond, of the Radio Manufacturers Association, indicates an-



H. B. Richmond

other "excellent" radio year. Summer sales, President Richmond states, are in unusual volume, although the present season lacks the stimulus of the presidential election campaign enjoyed last year.

"The actual number of receiving sets sold this year may not equal last year's record total," said President Richmond, of the RMA, "but, all in all, this season shapes up as an excellent one. Business in accessories, such as tubes, is greatly increased and during the 1929-30 season probably will smash all previous records. Whether the total volume of radio sales will change materially over last year is questionable, as the average price of receiving sets will be lower, with a decrease in unit cost, despite an increase in performance and value given to the public per dollar."

Marvin Sales Force Has Been Completed

With the appointment of additional distributors throughout the country, the sales force of the Marvin Radio Tube Corp., Irvington, N. J., is now complete, according to F. A. LaBaw, general sales manager.

"In addition to the distributors announced in The World some time ago," states Mr. LaBaw, "we have appointed thirty-one additional distributors. This latest addition gives the Marvin organization a sales force that covers every territory of importance in the entire country, providing excellent service for dealers no matter where they may be located and eliminating losses through delays.

"Furthermore, with the tremendous and unexpected increase in our export trade, we have granted exclusive sales rights in Japan, the Near East, Continental Europe and Scandinavia. While this export trade forms a comparatively small percentage of the total production of the Marvin organization to-day, it has exceeded our expectations to the extent that we find it necessary to keep all six of our plants in operation for some time to come, instead of centralizing them in our largest plant at Irvington, N. J."

FROST TONE ARMS and REPRODUCERS

Preferred by most manufacturers of portable phonographs because of their beautiful appearance, sound construction and unusual tone quality. Every tone arm or reproducer is thoroughly inspected and tested before leaving the factory Frost Products are made of brass in a variety of high grade finishes and are guaranteed to give the very finest results. They are backed by a reputation of more than a quarter century in the manufacture of first quality products.

FROST COMPANY
KENOSHA - WISCONSIN



The New STAR-RAIDER ELECTRIC PHONO-TABOURET *Provides Endless Sales Possibilities*

Continental offers the industry something entirely different—entirely new. Its sales possibilities are new and limitless.

The Star-Raider Electric Phono-Tabouret makes its bow this month.

It is an electrical phonograph built into an end table. It plays any disc record . . . operates with Star-Raider R-20, R-25, R-30, or any radio having a pick-up jack. Records are played through the receiving set amplifier, and reproduced by the loud speaker. It makes a combination for far below the usual cost.

This latest of Star-Raiders can enter any market. It leads the parade for appearance and performance, style and originality.

What an opportunity Star-Raiders offer the industry! For the public now buys radios as musical instruments . . . and Star-Raider is the answer from this year on.

CONTINENTAL RADIO CORPORATION
FORT WAYNE, INDIANA
(SUCCESSOR TO THE SLAGLE RADIO COMPANY)

The Star-Raider Electric Phono-Tabouret holds its own records, stands anywhere in the room, and on Star-Raider Radios may be left connected permanently. Cabinet of American Walnut, finely veneered, serves in addition as a bookshelf. Price complete, \$150.00.



the STAR-RAIDER

America's Finest Radio Made Finer

Milwaukee Dealers Making Plans for Aggressive Fall Campaigns

Wholesalers and Retailers Throughout the Territory Optimistic Over the Outlook for Business in Radios, Phonographs and Combinations

MILWAUKEE, Wis., August 5.—Wisconsin radio and phonograph dealers are entering into a period of aggressive preparation for early Fall merchandise promotion, and a survey of the trade at the close of July reveals an unusual amount of optimism among wholesale and retail dealers as to the Fall outlook.

Trade association work has not lapsed during the Summer in Wisconsin, and the Wisconsin Radio Trade Association has been going ahead on plans for its seventh annual radio exposition which will be held in the Milwaukee Auditorium, October 1 to 7.

Michael Ert, president of the Federated Radio Trades Association, and Henry M. Steussy, of H. M. Steussy, Inc., and president of the retail group of the Federated Radio Trades, were in Chicago to attend the meeting of executive directors at the headquarters of the trade group at 32 West Randolph street. "Radio business is surprisingly lively," Mr. Ert declared. "There is a brisk demand for sets, and if manufacturers generally can satisfy demands there is going to be good early Fall business all around. Local distributors are busy placing sets and issuing franchises, and getting into early Fall business."

Carl J. Bruening, with Harry E. Weber, Inc., distributor for the Stewart-Warner in Wisconsin and Upper Michigan, states that radio business has been very good so far, and that things are moving along nicely.

G. K. Purdy, secretary of the George C. Beckwith Co., and manager of the Milwaukee branch, reported that his concern has settled down for a big business, and that the new Crosley products are going over very well. An aggressive advertising campaign is being put back of the Amrad, with good results. Mr. Purdy left about the first of August, for a swing around the State, visiting Crosley dealers, and starting an advertising campaign among these dealers.

The advent of Victor into the radio field with the new Victor Radio and Victor Radio Electrola combination has been featured successfully by the North Central Distributing Co., Wisconsin distributor. The North Central Co. has also been featuring records made for the Victor Talking Machine Co. by the Lyric male chorus, of Milwaukee, one of the outstanding men's choruses of the country. A special introduction of new machines and new records was made before the Victor Record Girls' club at its July meeting, which was held in Lake Park.

The music department of Gimbel Bros. store has been successfully featuring the new Victor-Radio and the combination in its popular dining room. The machine is placed against a suitable background suggesting a home scene. Miss Helen Moreau, of the record department, is in charge of the exhibit. George Schneider, manager of the radio and phonograph section, stated that several sales have resulted.

The Pioneer Sales Co., recently formed by Sidney Neu, formerly with Michael Ert, Inc., and Morris B. Pasch, has opened an office and store at 2500 Lisbon avenue for the wholesale distribution of Erla radios. Mr. Pasch is retiring from the Pasch Radio Supply Co., and will devote his entire time for the company as secretary and treasurer.

J. A. Taylor, president of the Taylor Electric Co., which recently opened a showroom, office, and warehouse at 424 Jackson street, Milwaukee, for the distribution of Kennedy radios in Wisconsin and Upper Michigan, states that there is a good amount of business on replacement of old receivers at the present time. This concern is a branch of the Taylor Electric Co., of Madison. L. Q. Smith is local manager, and Don Clark has charge of city sales.

Shadbolt & Boyd, Wisconsin distributors for the Fada, were hosts recently to more than 200 dealers from Milwaukee and Wisconsin at a Fada radio show held at the Hotel Astor.

The B. S. Wisniewski Co., radio dealer, has started the erection of a two-story-and-base-ment addition to its store at 883 Kinnickinnic avenue. The concern features the Sparton, Majestic, Amrad, Earl and Atwater Kent radios.

The fifth annual dealer convention of the Radio Specialty Co., Atwater Kent distributor in Milwaukee and surrounding territory, was held at the Milwaukee Athletic Club on Wednesday, July 17, with approximately 275 dealers in attendance.

The Central Radio Laboratories, 20 Keele avenue, Milwaukee, have completed arrangements to take over additional floor space which will increase their production 200 per cent.

The Kramer Radio Stores, Inc., of Milwaukee, has become exclusive Milwaukee dealer for the Balkeit receiver, and State distributor for the company. Charles Kramer, widely

known as a pioneer in the radio business, is president of the Kramer Radio Stores, Inc.; Jerry Weiss is vice-president, and A. W. Forman, secretary and treasurer.

A new method of distribution is announced by the Brunswick-Balke-Collender Co., of Chicago, which will supplement its twenty-six branches with new distributor representatives for the introduction of its radio models. Wisconsin distribution of radios will be handled through the newly incorporated Wisconsin Radio Distributors, Inc., with offices at 113-115 West Water street. The company has been incorporated for \$25,000.

Atwater Kent dealers in northwestern Wisconsin and the Upper Peninsula of Michigan attended a convention at the Northland Hotel in Green Bay, Wis., sponsored by the Morley-Murphy Co., local distributor. About 175 dealers registered at the convention.

The Wisconsin Radio Distributors, Inc., has received incorporation papers to operate in Milwaukee dealing in radios, supplies, etc.

The Voisophone Co. has been incorporated to do business at Wausau, Wis. The concern has 250 shares of no par value, and will deal in mechanical and electrical sound appliances.

The Waukesha Radio Sales, Inc., has been incorporated at Waukesha, to deal in radios, and other lines of similar purpose.

The Peerless Radio Corp., of Wisconsin, has been incorporated to operate in Milwaukee dealing in radios, radio supplies, etc.

T. W. Small Abroad in Capehart Interest

Consulting Engineer, Capehart Automatic Phonograph Corp., to Investigate Expansion Possibilities in Europe

T. W. Small, consulting engineer for the Capehart Automatic Phonograph Corp., Fort Wayne, Ind., and Mrs. Small, left recently for New York City, where they embarked on the



Left to right is as follows: J. E. Broyles, general sales manager; H. E. Capehart, president and general manager; Mrs. T. W. Small and T. W. Small, consulting engineer of the Capehart Corp.

S. S. "Transylvania" for Scotland, which is to be the first stop of Mr. Small's tour through Scotland, England and France.

Mr. Small is going in the interests of the Capehart Corp., and while abroad will visit Capehart foreign dealers and thoroughly investigate possibilities for sales expansion of the Capehart Orchestrope, as well as investigate locations suitable for the erection of a Capehart European factory. The Capehart Corp.'s export business is rapidly expanding.

Inquiries concerning the corporation's products have been received from 98 foreign countries and the corporation is now selling, through its representatives, in England, France, Spain, Switzerland, Porto Rico, New Zealand, Germany, Argentine, Holland, Italy, Venezuela, Hawaii, Siam, Uruguay, Australia and Colombia.

Triad Has Built Up Fine Engineering Organization

PAWTUCKET, R. I., August 4.—Realizing the importance of the engineering staff and the strategic position it holds in the future development of an industry the Triad Mfg. Co., of this city, has gathered in this department some of the foremost engineers who have given particular attention to tube research and development. The Triad engineering staff includes S. U. Marie, Ph.D.; Roger Williams, Ph.B.; A. S.

Friedman, Sc.B., and Gregory Rylsky, E.E., M.E., in addition to graduates of the foremost technical and engineering schools in the country. A development of this laboratory is its own special process of coating the filaments of the tubes.

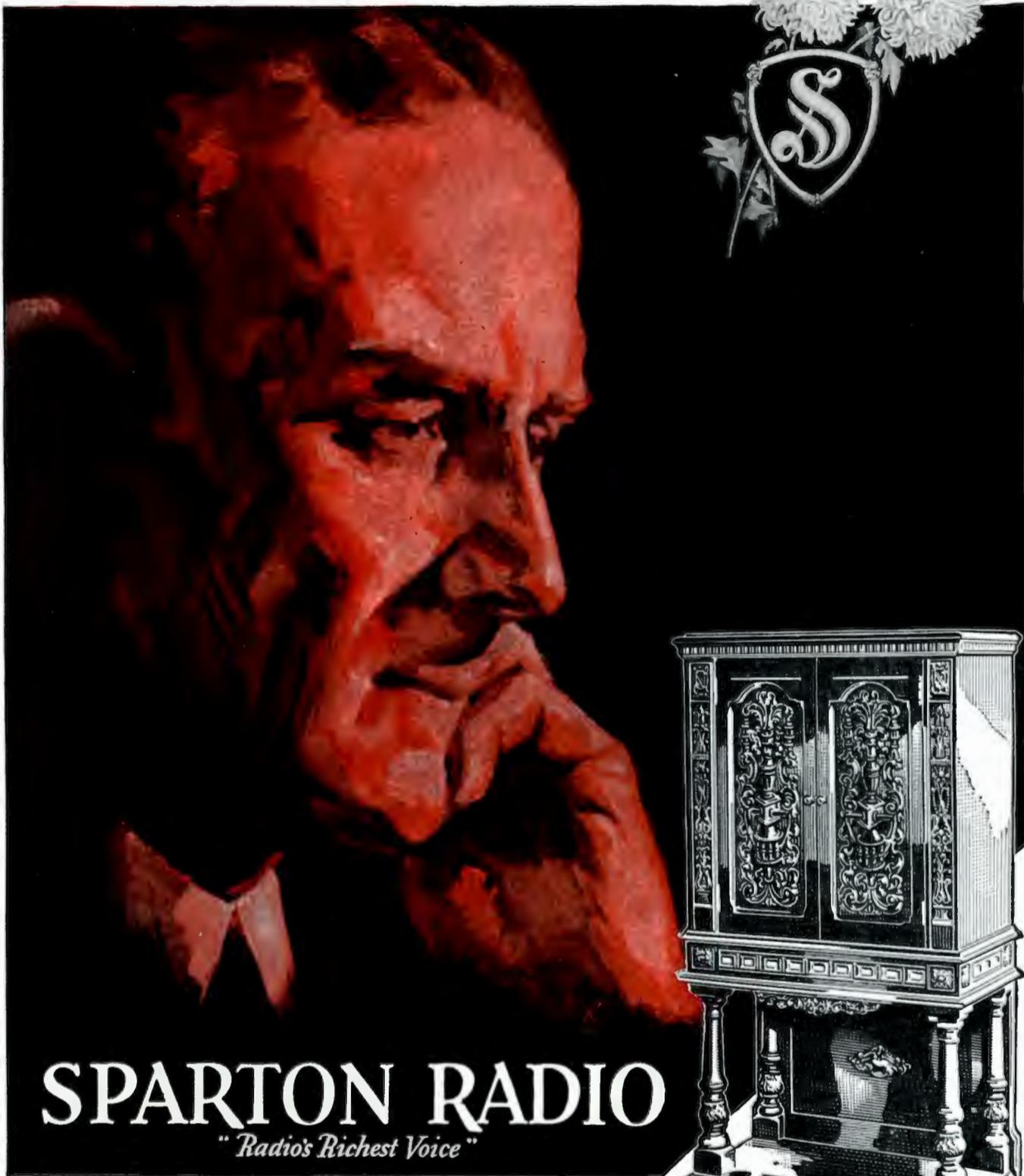
The Triad Mfg. Co. is planning to spend half a million dollars in advertising Triad tubes in newspapers and trade magazines, in addition to the Triadors, who broadcast for one-half hour every Friday night on the

NBC network. The new triangular boxes in which Triad tubes are individually packed have proven very popular throughout the retail trade, where dealers report that these boxes lend themselves particularly well to attractive window displays.

Grimes of Pirates Given Radio Set at Forbes Field

Termed the "best pitcher in the United States," Burleigh Grimes, of the Pittsburgh Pirates, was presented with a Philco balanced-unit radio set, recently, preceding a game with the St. Louis Cardinals at Forbes Field, Pittsburgh. The set was presented by C. R. Forbes Co., Philco distributor, that city.

The Listening Test



SPARTON RADIO

"Radio's Richest Voice"

"FACE-TO-FACE REALISM"

THE YEAR'S BIGGEST PROFIT FACTOR IN RADIO

Listeners instantly realize the marvel of it. "Radio's Richest Voice" has taken on a new "something" that permits them to almost SEE their entertainers... to FEEL the thrill of their personalities. The new Sparton EQUASONNE instruments with FACE-TO-FACE REALISM are easily this year's major radio development, with amazing possibilities for dealers. Consult your Sparton distributor... hear them yourself.

THE SPARKS-WITHINGTON COMPANY (Established 1900), JACKSON, MICHIGAN, U. S. A.
Pioneers of Electric Radio without batteries of any kind (346)

Model 301

The NEW SPARTON EQUASONNE

"FACE-TO-FACE REALISM"

Dealers in Toledo Territory View New Victor Instruments

Retailers Throughout the Territory Enthusiastic Over Victor Radio and Combination Instruments—Other Trade Activities of the Month

TOLEDO, O., August 6.—The outstanding event of the month was of course the bow of the new Victor combination and straight radio to the public in its "coming-out" party. It was indeed a success—dealers report large sales and unusual interest. Norman H. Cook, manager of the local Cleveland Talking Machine Co. branch, stated that several carloads of Victor machines have been delivered here direct to retailers without one going into storage. Victor merchants of Toledo held a meeting at the Lorraine Hotel this week at which merchandising and advertising plans for the immediate future were outlined and discussed. Norman Cook presided at the gathering.

At the J. W. Greene Co., Victor radio sales have been very large, according to Wm. W. Baillie, manager. The first two days of the drive more than two dozen machines were delivered to patrons. Sparton sales, too, have been much better than a year ago.

At the Lion Store Music Rooms as well as in the Radio Shop, Victor sales exceeded expectations, according to Lawson S. Talbert, manager. Attractive windows and large newspaper space announced the new models. Also newspapers, windows and direct mail were employed to tie in with the Atwater Kent dedication ceremony. Sparton Radio sales are above the same period of last year.

The Toledo Radio Trades Association at its luncheon meeting this week in the Elks Club went on record definitely and positively as opposed to the unreasonable allowances of members for battery-operated radio sets. More than that, a resolution was offered suggesting that an allowance not to exceed 5 per cent of the original cost of such sets would be liberal, in view of the fact that such rapid changes and improvements in electric-operated outfits make the old battery job practically obsolete—if not really so. At the meeting two weeks hence the matter of holding a radio show for the general public will be discussed. If the group votes for a show it will be held in September or October, Harold G. Miehl, secretary, said.

The Kahler-Toledo Co., 2420 Monroe street, has been organized as a distributing agency for the Silver-Marshall radio sets. Eighteen counties in northwestern Ohio and in southern Michigan are included in this company's territory. Floyd J. Kahler is president and general manager of the new distributing agency. He is a pioneer radio man in Toledo and formerly operated three retail radio stores. E. J. Roberts is sales manager of the company.

The Cleveland Products Co., of Cleveland, has leased for a term of years quarters in the Great Lakes Terminal warehouse, suite 218. P. T. Volans, manager of the Toledo branch of the company, announced closing of the deal Saturday. The concern distributes Temple radios and will have a display as well as sales headquarters at the new location.

One hundred and fifty Philco dealers attended the dinner given at the Commodore Perry ballroom during the past week by the McDermott-Philco Co., of 1717 Adams street, distributors of Philco radios in the Toledo territory. At this time the new Lowboy model 87 was on display for the inspection of dealers and service men and it was enthusiastically received.

Perry White, well-known radio man, who has been associated with Kolster and Brunswick distributors for a number of years, has purchased an interest in the Flightner Music Store. He will have the title of vice-president. The house has added the Brunswick and Philco lines to the Majestic and Columbia.

The United Music Store, in the theatrical district, is concentrating on the Victor and Sparton radio lines. Victor Basil, radio manager, stated sales this Summer are double those a year ago and the outlook is very bright.

At Grinnell Bros., the new Victor models attracted widespread interest and received the attention of many persons who were waiting to inspect the instruments.

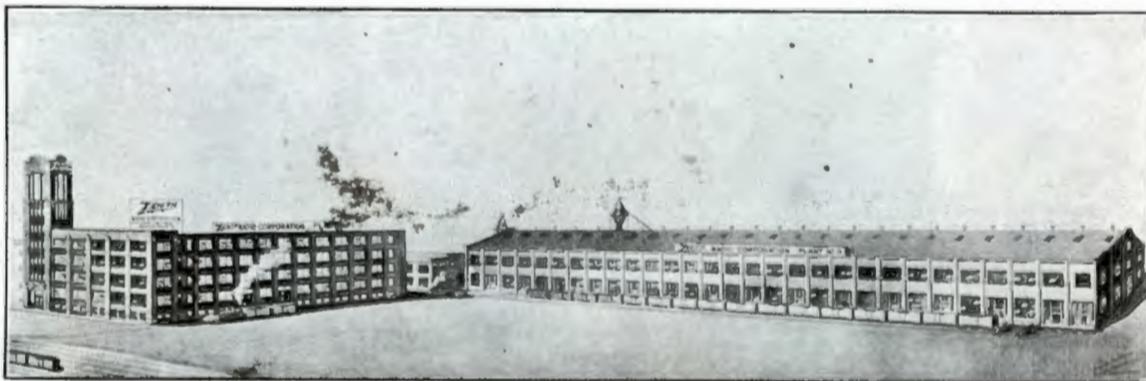
At the Whitney-Blaine-Wildermuth Co., window displays and outside speaker drew many persons to inquire about the new Victor models and, according to David Blaine, president, sales are brisk and business is gaining steadily.

The Toledo Radio Co., Sparton wholesaler,

Zenith Triples Its Production

New Plant No. 3 Contains Over 250,000 Square Feet of Space—Used as Cabinet Factory for Zenith Radio Receivers

The Zenith Radio Corp., Chicago, manufacturer of radio receivers, has tripled production this season with the addition of plant No. 3 shown on the right in the accompanying pic-



Plant No. 3 of the Zenith Radio Corp., to Be Used as a Cabinet Factory on Right in Photo. This plant, which contains over 250,000 square feet of floor space, houses Zenith's new cabinet factory, in which modern wood-working machinery valued at more than a quarter of a million dollars has been installed. Original plant No. 1 is devoted to the manufacture of chassis, automatic and remote controlled tuning devices. The general offices have been enlarged and now occupy the greater part of the main floor. Plant No. 2 contains the repair, parts and employment departments. The plants are located in the heart of the central manufacturing district of Chicago at Thirty-fifth and Iron streets.

Temple Radio Broadcast Now Covers the Country

CHICAGO, ILL., August 3.—"The Temple of the Air" program, a favorite Saturday night feature over the Columbia Broadcasting Company chain, has now invaded the Pacific Coast. A program combining an eight-piece symphony orchestra with a six-voice vocal chorus now blankets the West over the National Broadcasting Company's Pacific Coast network of stations including KPO, San Francisco; KHQ, Spokane; KOMO, Seattle; KGW, Portland; KGO, Oakland and KFI, Los Angeles. Millions of radio fans from coast to coast can now hear the Temple music and dance programs each Saturday night through two chains using thirty-one stations in all.

during the past month has sold 50 per cent more sets than during the same period of last year, Chas. H. Womeldorff, president, reported. Walter Falardeau has joined the house as Central and Western Ohio traveling representative.

The Columbus Radio Co., Columbus, O., Sparton distributor, has gotten away to a flying start, according to Edgar A. Kopf, general manager. A considerable number of new Sparton accounts have been opened in the Central Ohio territory. The list includes: The Beck Co., Canal Winchester, O.; C. F. Bell, Cambridge; H. M. Cross, Middleport, O.; Electric Shop, Newark, O.; Goldcamp Furniture Co., Ironton, O.; A. A. Hellstren, Cambridge, O.; Hobson's Music Store, Chillicothe, O.; Home Furniture Co., Athens, O.; B. M. Lepley, Mt. Vernon, O.; Newlon-Foraker, New Lexington, O.; Richardson Furniture Co., Gloucester, O.; Sell Bros., Delaware, O.; Sawyers Music Store, Gallipolis, O.; Utica Shell Oil & Gas Co., Utica, O.; Don C. Wolfe, Baltimore, O. In Columbus, Ben's Radio Shop, Elite Music Store, E-Z Tire Co., Rosenfield's, Boesiger & Brust, Stewart Bros. Furniture Store, and Braun's Radio Shop.

Signs Agreement With German Radio Firm

Kolster-Brandes, Ltd., Consummates Important Deal With Telephonfabrik Berliner Aktiengesellschaft

Ellery W. Stone, president of the Kolster Radio Corp., has announced that an agreement has been signed in Berlin between Kolster-Brandes, Ltd., and Telephonfabrik Berliner Ak-

tiengesellschaft, of Berlin, for the manufacture and sale of Kolster and Brandes radio models in Germany.

Under the proposed plan the radio division of Telephonfabrik Berliner Aktiengesellschaft, one of the oldest telephone and radio companies in Germany, will be merged with Kolster-Brandes' German operations. In the future, the Kolster-Brandes receivers will be manufactured in the factories of Telephonfabrik Berliner Aktiengesellschaft in Berlin and Hanover, and will be sold in Germany by a company to be known as Kolster-Brandes Tefag. Control of the latter company will be held by Kolster-Brandes, Ltd., but there will be no public offering of the minority stock since it will be subscribed for by Telephonfabrik Berliner Aktiengesellschaft.

"The arrangements with Telephonfabrik Berliner," said Mr. Stone, "will permit Kolster-Brandes, Ltd., to avoid the German duties on Kolster-Brandes models imported from our British plants. In addition, Kolster-Brandes, Ltd. will secure the benefit of the strong radio patent situation which Telephonfabrik Berliner now holds in Germany.

"Arrangements on similar lines are also being worked out for Kolster-Brandes' entry into other European countries through affiliations with European radio companies already established."

Dealers who use the excellent sales promotion material sent out by manufacturers are profiting through increased sales.

New Idea in Philco Radio Advertising

Strike New Note in Getting Over the Idea of Distortion in Performance of Radio Receivers Versus "Balanced" Tone

In the current Philco advertising a new note has been struck in getting over the idea of dis-



How Philco Pictures Balanced Radio distortion in a radio receiver. It has been a big problem in radio advertising to tell an adequate radio story in a non-technical way, but Philco has hit upon a pictorial advertising idea that clearly illustrates what happens to a program in a balanced and unbalanced radio. The space in the new Philco advertisements is largely

taken up by two pictures, side by side, with a musical subject such as a jazz band, an opera singer, an accordion player, etc. The two photographs are shown of each subject and are identical except that one picture is badly distorted and the other is clear and sharp,



Visualizing Unbalanced Reception which perfectly illustrates to the eye what is meant by distorted reproduction. The illustrations shown here are the first two of a series which will run all the rest of the year in Philco balanced-unit advertisements.

Louis Newman in New Post

Louis Newman, formerly of the Sonatron Tube Co., has become sales manager of the Halsey Supply Corp., 228 Halsey street, Newark, N. J., distributor of Sparton radio.

Capt. William Sparks Touring West Coast

President of Sparks-Withington Co. Entertained Dealers and Public With Exhibition by Noted Drill Team

Escorted by his noted Elks-American Legion Zouave drill team, Captain William Sparks, president of the Sparks-Withington Co., manufacturer of the Sparton radios, has been touring the Pacific Coast making a survey of conditions. The presence of Capt. Sparks, vice-president of the Radio Manufacturers' Association and the first major radio executive to visit California in an official capacity, was hailed with great enthusiasm by the Sparton radio dealers whose conventions he made it a point to attend. Along the Coast the radio men are wondering whether or not this visit, combined with the warm personal regard Capt. Sparks is known to hold for the Coast, may not prove highly significant to this section's radio future.

In each of the key Coast cities, Los Angeles, San Francisco and Seattle, Capt. Sparks entertained dealers and public with exhibition drills by his noted Zouave team. In Los Angeles the team's maneuvers were featured as one of the major events of the Elks' Convention which was in session. Because Capt. Sparks' team had won championship honors at the six preceding Elks' Conventions, they did not enter the competition this year but were featured as a special unit among the entertainment features, performing before thousands of enthusiastic spectators.

Walter M. Fagan, president of Pacific Wholesale, Inc., southern California distributor, was host to the visitors in Los Angeles, entertaining the guests with an old-time Spanish barbecue. In San Francisco they were feted by the H. R. Curtiss Co., with a banquet at the St. Francis Hotel, and in Seattle by Seattle Hardware Co.

QUIET POWER
AND CONSTANT SPEED

SIGNAL U-10 Graphomotor has that reserve power necessary for a quick pick-up and constant speed under varying loads . . . an induction type motor that is quiet . . . designed and built by motor specialists who have been building small motors since 1890 . . . has back of it the correct principles of design and embodies every essential for a satisfactory phonograph motor . . . a performance that will meet the manufacturer's most exacting needs in a phonograph motor . . . an attractive and neat design . . . ready for installation, and guaranteed.

Write for complete specifications covering your requirements

Signal Electric Mfg. Co.
Menominee, Mich.

Manufacturers of small motors since 1890

SIGNAL
MANUFACTURERS OF ELECTRICAL PRODUCTS

Priced to Sell and BUILT to

COLONIAL is Sweeping on to a Nation-wide Success! Selling at an in-between price—neither low nor high—the new Colonial represents a VALUE and a *profit-per-sale* which makes it the most attractive jobber and dealer proposition in the radio business today. Its reasonable price is more than justified . . . it will SELL in YOUR territory.

with the Colonial
INTEGRAL CHASSIS



Here are combined both the receiving and reproducing units of the new Colonial—embodying entirely new and proved ideas, new inventions and new principles.

Dealers:

Colonial proposition, advertising campaign and cooperation for the coming year have assumed tremendous business-building proportions. Send for complete details.

with FOUR
SCREEN-GRID
TUBES



Here you will find successful utilization of FOUR Screen-Grid Tubes—*not* just one or two.

with Cutting
SOUND
RADIATION

The famous Cutting Dynamic Speaker arranged so that the sound emanates from the bottom and back of the cabinet—radiating evenly to all parts of the room—giving a *flood* of music, not a beam.

To a few
Jobbers

COLONIAL offers a chance to surpass its great Eastern success!

Jobber and dealer commitments have far exceeded our highest hopes, but our tremendous new manufacturing facilities make it possible for us to designate a few more capable distributors. If you have no comparable line... if you want to reinforce a low-priced line of sets with a higher-priced line which will SELL . . . get in touch with us at once.

WRITE OR WIRE

COLONIAL RADIO CORPORATION ~ LONG ISLAND CITY, N. Y.

PROFITABLY *Command the Price!*

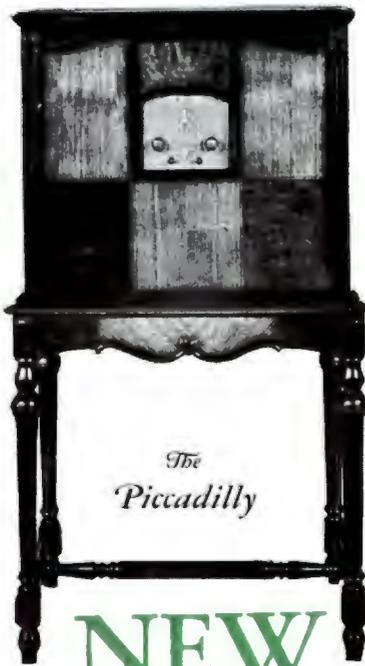


The Cavalier

The new Colonial cabinets attract attention by their "differentness"! The richness of their design and workmanship leaves no doubt of their salability. In the Cavalier, the top half of the center cameo decoration drops down, revealing recessed illuminated dial. *List Price \$235*

with SURPASSING BEAUTY of Consoles

Unique cabinet design is made possible by the elimination of the speaker grille from the front panel. The Piccadilly, illustrated below, has a wide appeal because it harmonizes with either "modern" or "period" treatments. *List Price \$235*



The Piccadilly



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. Top center panel slides up out of sight, disclosing handsome bronze control panel. *List Price \$270*

The
COLONIAL
"RADIO'S
CLEAREST
VOICE"

Radio

COLONIAL RADIO CORPORATION ~ LONG ISLAND CITY, N. Y.

A. K. Dealers Meet in Los Angeles

Ray Thomas, Atwater Kent Distributor,
Was Host to Largest Dealer Gathering
Ever Held on the West Coast

LOS ANGELES, CAL., August 2.—With approximately 1,000 dealers and their executives present, the fifth annual Atwater Kent convention of Southern California held recently established new attendance precedents. It is said to have been the largest dealer convention in



New Sales Records—That's Why Ray Thomas, Southern California Atwater Kent Distributor, is Reading a Congratulatory Message. Seated With Him is Lou Willis, Pacific Coast Factory Representative. Standing Are Mark Smith (left), Vice-President and General Manager of Ray Thomas, Inc., and J. M. McCoy, Atwater Kent Merchandising Specialist. In the Foreground is the New Atwater Kent Screen-Grid Radio

the history of Pacific Coast radio. Practically every city in Southern California had its representatives. Ray Thomas, distributor, was host to the entire delegation.

Three floors at the Ambassador Hotel, where the sessions were staged, were taken over to entertain the guests, in addition to the Ambassador Theatre, where an interesting film was shown in which the recent dedication of the Atwater Kent plant in Philadelphia, the world's largest, was pictured. The climax of the convention was the annual Hi-jinks of 45 acts, which followed a banquet.

Radio notables were on the afternoon program, the business sessions being addressed by Ray Thomas, Atwater Kent distributor; George Coleman, of the Red Lion Mfg. Co., of Red

Lion, Pa.; E. W. Butler, of San Francisco, sales engineer for E. T. Cunningham; Thomas Mercer, vice-president of the Bankers-Commercial Co.; Lou M. Willis, Pacific Coast factory representative; J. F. McCoy, of Philadelphia, merchandising specialist for the Atwater Kent factory; C. E. Patterson, of the Central Furniture Mfg. Co.; and Mark Smith, general manager for Ray Thomas, Inc. A personal message from A. Atwater Kent was delivered to the delegates by Mr. McCoy.

"We know our success depends on your success," Mr. McCoy quoted Mr. Kent as saying. "As a consequence, our merchandising policies have been shaped toward one primary end—to make the kind of radio that the dealer wants. After all, this means what the public wants.

"I don't expect you to work one iota harder to sell 1,500,000 Atwater Kent receivers this year than you did to sell 1,000,000 last year. In fact, I think it will be easier. . . . You are no longer in a small business, if you are in the radio business. Now it is your added responsibility to still better your position in the community. One important thought that I want to leave with this convention is: buy from concerns which profit from your business."

The meeting was an outstanding success and those present were enthusiastic over the new screen grid Atwater Kent radios and there was a general feeling of optimism over the outlook for Fall business.

Visited Philco Plant

E. C. Pullen, general sales manager for May Radio Corp., recently spent three days at the factory of the Philadelphia Storage Battery Co., in Philadelphia, inspecting the manufacture of the Philco Balanced Unit radio sets. He was amazed at the speedy production accomplished there and found the factory on a twenty-four-hour production schedule. Mr. Pullen waxed exceedingly enthusiastic over the prospects for the Philco line in the May territory.

What Radio Programs Are First in Favor?

Half a Million Questionnaires Show Radio
Jazz Popularity on Decline

The recent questionnaire campaign conducted by the makers of Sylvania radio tubes has conclusively proved that jazz is rapidly declining in popular radio program interest, according to a statement by the company which follows: "The returns from five hundred thousand questionnaires, distributed among half a million radio listeners all over the country, show that the pendulum of audience interest, except in the larger metropolitan centers, is swinging away from jazz in favor of old-time songs and classical numbers.

"When the Sylvania Products Co. undertook this survey there was disposition to suppose that by far the most popular program would be that which had the cleverest of syncopated dance numbers. However, the acceptance of this idea seems to sponsor its own difficulty, for with dozens of orchestra leaders in an eternal scramble for every new-born child of the syncopated melodists, songs which prior to radio might have lived six months are to-day definitely in the graveyard in six weeks.

"Thus, when the Sylvania Foresters' Orchestra was introduced, it was decided that while the instrumental music should be a foil for the old-time songs of the quartet, the orchestral music need not be jazz. The instrumental contrast was achieved by introducing the loveliest sketches of leading composers, some not so well known—pleasant-listening adventures.

"One other thing the questionnaires have established—that the fifty-two-week broadcasting plan of the Sylvania Products Co. is sound. For the great majority of broadcast listeners continue to listen throughout the Summer."

Kolster Employes Enjoy Excursion

"Up the Hudson and down the bay" was the program for the second annual excursion of the Kolster factory employes of Newark, N. J., held recently. The Kolster Welfare Association of the Thomas street plant chartered the steamer "Clermont" and at 9 o'clock in the morning 2,000 of the plant's employes embarked at Port Newark. After a ride up the Hudson, the boat turned and steamed down the bay to Atlantic Beach Park, where a picnic dinner was served. Bathing, games and dancing formed the afternoon's program. R. C. Underwood, president of Brandes Products Corp., manufacturing unit of Kolster, and E. Laistner, factory manager, were in charge of activities.



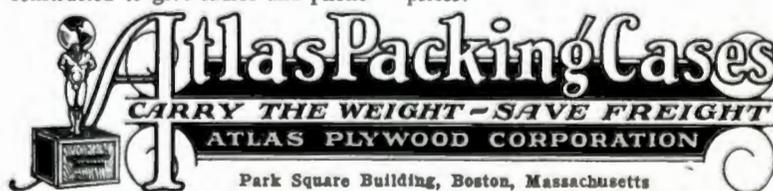
Insure Your Shipments by Using ATLAS CASES

Radio and phonograph manufacturers who realize the importance of putting their products in the hands of their dealers in A-1 shape, pack and ship in Atlas Plywood Packing Cases.

These modern containers are scientifically designed and constructed to give radios and phono-

graphs a protection from travel hazards which is thoroughly dependable. See that your dealers do not have to delay sales for damage adjustments by making sure the ATLAS trade-mark is on your packing cases.

May we give you complete information and prices?



Park Square Building, Boston, Massachusetts
New York Office: 33 West 42nd Street
Chicago Office: 649 McCormick Building
Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.;
Stockholm, Me.; Goldsboro, N. C.; Waterloo, Que.
Branch Factories in Twelve Cities

LYRIC



RADIO "The CHALLENGER"

Two chassis incorporating
the most modern
principles of radio design
including
Electro-Dynamic Speaker

Model 95

Ten Tubes. Chassis as in Model 94. De Luxe Console of Select Grained Walnut. Controls Enclosed by Drop Door. Natural Walnut Finish.

\$175.00

Less Tubes

Model S. G. 1

Screen Grid Radio

Eight Tubes, including three Screen Grid Tubes. Console of Matched Walnut. Burl Overlay across top Panel. Oriental Walnut Overlays on vertical Panels.

\$155.00

Less Tubes

**Your
Best
Weapons**

for the

Fall Radio Offensive

WHEN you have determined upon LYRIC Radio, "The Challenger," for your weapon, the attack against competition moves with the precision of a rifle shot, the irresistible drive of a tank, the speed of a pursuit plane.

LYRIC Radio, "The Challenger's," overwhelming superiority in competitive demonstration strikes at the very heart of consumer hesitancy. The public accepts it *instantly*. LYRIC Radio, "The Challenger," excels on every point—selectivity, distance, quiet operation, volume and tone. It backs up every claim, and the price clinches the sale. Unusual beauty and magnificent performance at astonishingly low prices mean more business for you.

Nationwide acceptance of LYRIC superiority guarantees quick turnover. LYRIC Radio, "The Challenger," is priced to promote quick sales and to allow a generous profit to the dealer. Sign the attached coupon. Return mail will bring you the most profitable proposition on the radio market.

ALL-AMERICAN MOHAWK CORPORATION

4201 Belmont Avenue, Chicago

Model 94

Ten Tubes, Super Push-Pull Amplification. Five Gang Condenser. Electro-Dynamic Speaker. Five-Ply Walnut Console.

\$145.00

Less Tubes

(Western Prices slightly higher)

All-American Mohawk Corporation
Dept. 68 4201 Belmont Avenue, Chicago

Send complete details regarding LYRIC Radio, "The Challenger", and LYRIC dealer franchise data.

Name

Address

City State

Capt. William Sparks Addresses Southern California Retailers

President of Sparks-Withington Co. Declares That Period of Radical Changes in Radio Design Has Passed—New Sparton Equasonne Line on Display

Basically, believes Captain William Sparks, president of the Sparks-Withington Co., radio automobile and radio industries, declaring that the period of radical changes in radio sets was



Left to right: C. W. Griffin, sales manager, Pacific Wholesale, Inc., Sparton distributor; Captain William Sparks, president, Sparks-Withington Co.; Walter M. Fagan, president, Pacific Wholesale, Inc., and Donald Keith, vice-president of that organization

sets are standardized and the industry has attained a situation comparable to that of the automobile. Speaking before the convention of

passing. "The two industries are comparable," he declared, "in that both have achieved certain standardizations of basic designs. In our field



Southern California Sparton Dealers Enjoying a Banquet in the Open

Southern California Sparton radio dealers July 12, the Sparton national chieftain compared the changes of a tube will not antiquate sets which do not happen to favor this particular type

of tube. Radio will continue to develop refinements and improvements—naturally. Ours is an aggressive young industry. But this does not mean that present sets will become obsolete. Just as a man purchasing a new car this year knows that next year's product will not antiquate it, so the man purchasing a new radio may now know that it will not have been rendered obsolete next year. There will be improved models, but the present ones will continue to give good service and satisfaction."

A notable feature of the presentation was the display of the complete new Sparton Equasonne line for 1930, among which the famous new Model 301 was shown. This latter, while newly introduced, is achieving record popularity in Southern California, it was stated.

The radio men were entertained at the Uplifter's Ranch by Walter M. Fagan, president of Pacific Wholesale, Inc., Southern California Sparton distributor. An exhibition drill by Captain Sparks' famous Elks-American Legion drill team and an old-time Spanish fiesta-barbecue which concluded the program were among the entertainment features.

Other addresses were made by Walter M. Fagan, Mat Schuster, factory service representative; C. W. Griffin, sales manager, Pacific Wholesale, Inc.; Leigh Borden, Pacific Coast representative of the Sparks-Withington Co., and Donald Keith, vice-president, Pacific Wholesale, Inc.

Eighty Miles of Publicity

It takes Sam Kades to turn a big Summer employes' picnic into an advertising tour of eighty miles of publicity that would compare with Ringling Brothers' circus in publicity and results—with over thirty automobiles in line, headed by a brass band, after touring Harrisburg, passed through the towns of Mechanicsburg, Carlisle, Shippensburg, Chambersburg and Waynesboro, with nearly one hundred employes, stopping at each of the above-mentioned towns, giving each a concert and entertainment by some colored boy dancers. The towns visited were made aware of the coming parade, which was met at the outskirts by a mounted officer in each town. They were escorted to the waiting populace at a designated place on the main business street. The big (State) Caledonia Park, on the Blue Ridge Mountains, which separates the States of Pennsylvania and Maryland just south of Waynesboro, was their destination. Mr. Kades is one of the outstanding Majestic dealers of the State. H. Wilson Yeager, sales promotion manager of the Penn Phonograph Co., of Philadelphia; H. E. Kilheffer, manager of the Harrisburg distributing branch, and F. A. Simonson, local Majestic representative, were guests.

Lectures on Salesmanship

Every Tuesday evening Walter Ferry, sales manager for D. W. May, Inc., Newark, N. J., Crosley and stands out as a real instructor of salesmanship. During classes, which are held in the same manner as any recognized school or college, Mr. Ferry has mapped out courses and lectures to be presented to his salesmen. He has worked out a scale in percentages in conjunction with prizes for those salesmen who lead the class each month, and other prizes to those who present the best selling plans, which he passes on to the dealers.

To Hold Formal Opening

The Grand Piano Co., of Jefferson street, Roanoke, Va., is arranging for a formal opening of its recently renovated and redecored building. The radio and phonograph departments are on the mezzanine floor.



PICTURED ABOVE IS Chassis Model 724-D.

Up to the minute with every desirable sales feature is the 7-tube (8 with rectifier) screen-grid Premier chassis Model 724. Eye value, tone, volume and distance. Push-pull amplification; all metal 100% shielded, phonograph pick-up and latest tube combination, employing four 224, one 227, two 245's in push-pull and one 280 type tube.

Write for Complete Information

PREMIER ELECTRIC COMPANY
1803 Grace Street Chicago, Ill.

Radio's Newest! Screen Grid

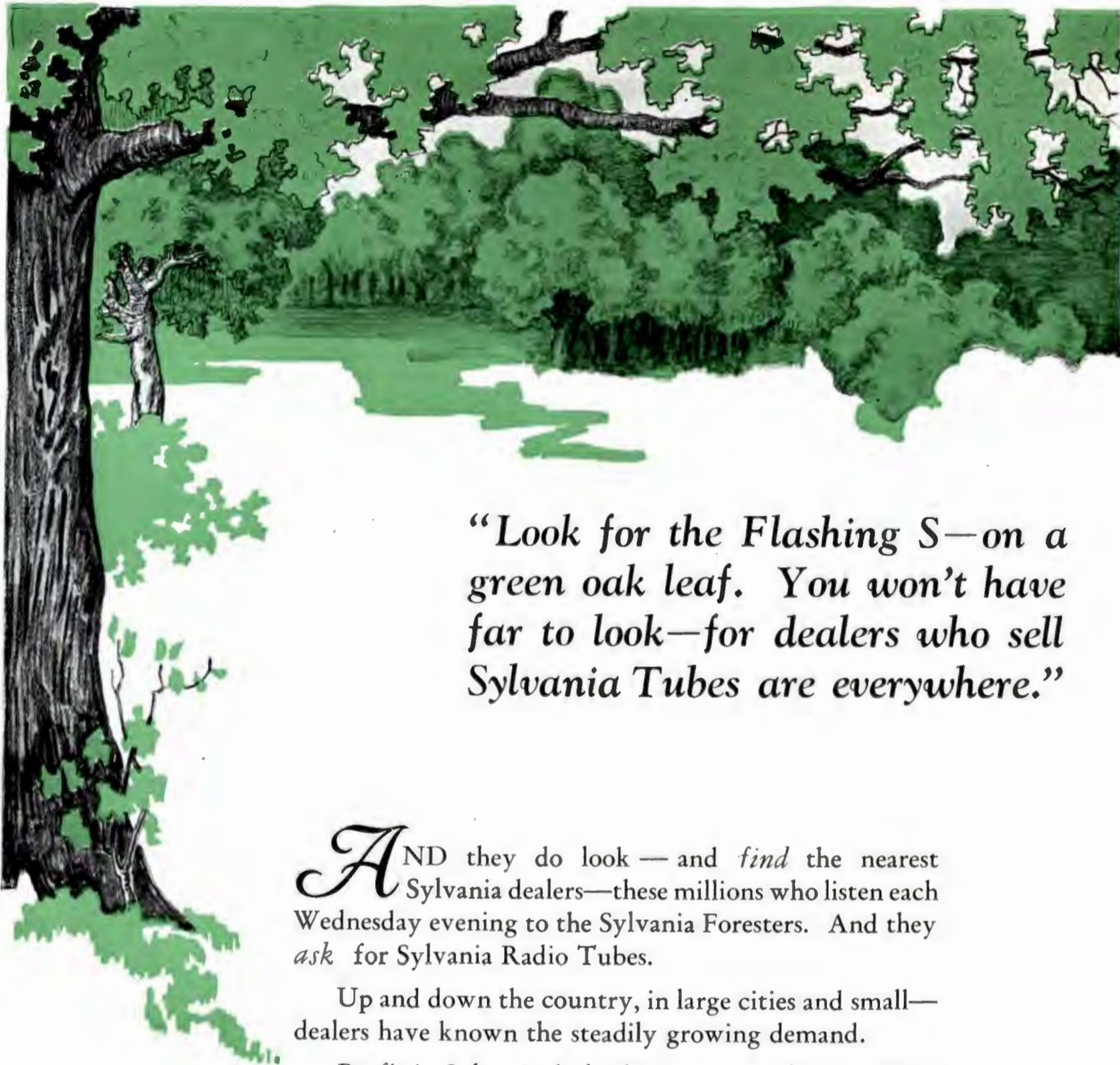
With Your Own Private Label

YOU Can Avail Yourself Of Every New Radio Development Through Premier's Modern . . . Different Merchandising Plan.

SCREEN GRID, for instance—Radio's most recent creation—may be had with your own brand name attached. Set your own price—fix your own profits. Secure rock-bottom price by buying direct from factory. That's the way to profitable radio sales.

Premier Merchandising Plan

Gives you every opportunity to meet changing market conditions. You need not sign any contracts, or buy in large quantities to secure "exclusive." You are not restricted to certain territories or burdened with excessive inventories. On the other hand, through selling under YOUR OWN BRAND NAME, you are BOOSTING YOURSELF, not the other fellow, and are increasing your own good will. It's today's plan of selling radio at the greatest possible profit! Investigate!



“Look for the Flashing S—on a green oak leaf. You won’t have far to look—for dealers who sell Sylvania Tubes are everywhere.”

AND they do look — and *find* the nearest Sylvania dealers—these millions who listen each Wednesday evening to the Sylvania Foresters. And they *ask* for Sylvania Radio Tubes.

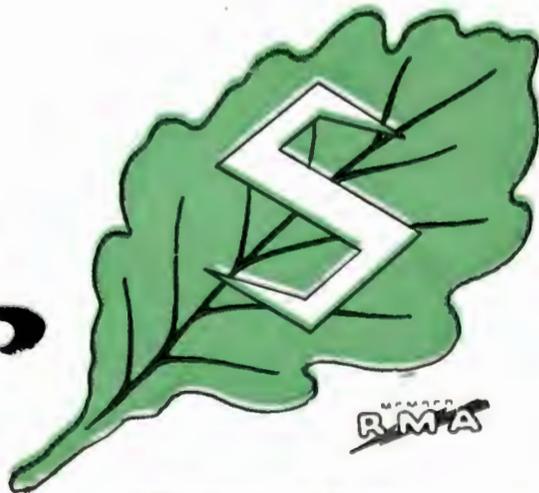
Up and down the country, in large cities and small—dealers have known the steadily growing demand.

Profit in Sylvania dealership is constantly increasing. And the dealer who enjoys that profit has price protection, uniform discounts, newspaper advertising and innumerable personal sales-helps, to keep him happy in this business friendship.

SYLVANIA PRODUCTS COMPANY
EMPORIUM, PENNSYLVANIA

Sylvania
RADIO TUBES

Licensed Under RCA Patents



RMA

In Europe to Close Speaker Contracts

Thos. A. White, Jensen Sales Head, to Visit Leading Cities to Arrange for Assembling and Sales Rights Following Recent Negotiations

Thos. A. White, general sales manager, Jensen Radio Mfg. Co., Chicago, Ill., and Oakland, Cal., sailed July 24 on the S. S. "Mauretania"



Thos. A. White Snapped on the Mauretania for a six weeks' business trip to England and the Continental countries. Mr. White's itinerary will include London, Liverpool, Paris, Prague, Zurich, Leipzig, Berlin, Amsterdam and Copenhagen.

According to Mr. White, dynamic speakers are gaining rapid favor in all of the European countries and, following the same trend as in the United States, are supplanting all other forms of reproducers. This trend has resulted in the Jensen organization receiving numerous inquiries from European manufacturers, for it will be recalled Peter L. Jensen's early experimental and research work was carried on in many Continental laboratories before he came to this country to develop and apply for patents covering his dynamic speaker. The company has been negotiating with a number of leading European manufacturers for contracts covering manufacturing, assembly and sales rights for their electro-dynamic speaker. It is to formally close these pending contracts that Mr. White has gone to Europe.

Just prior to his departure Mr. White also stated that negotiations for Jensen representation in South America had been under way for the past thirty days and that the contract for sales representation and distribution embracing all of the South American countries would be signed within the next week or ten days.

Several representatives of the South American companies with which these negotiations are being carried on have come to this country and spent considerable time in the Jensen plant in Chicago during the past several weeks. J. W. Sands has been called to the factory to take charge of the sales activities of the company while Mr. White is in Europe.

Predicts Shortage of Radio Tubes in Fall

Despite the marked increase in vacuum tube production during the past few months, William J. Barkley, assistant to the president of the DeForest Radio Co., Jersey City, N. J., predicts a tube shortage this coming Fall, particularly in the -24 and -45 types.

"At the height of the selling season on radio



Effective Atwater Kent Radio Display of August Salvadori, A. K. Distributor, Rome, Italy, at the Milan Fair

sets this Fall, there will be a serious problem in providing the necessary complement of tubes," states Mr. Barkley. "We owe it to our merchandisers to warn them of the threatened tube shortage. Just now we are in position to supply certain types of tubes in ample quantities not only for current trade, but also for building up a stock. It will pay the jobber and also the dealer to accumulate a sufficient supply of audions to meet the exceptional demands of the coming Fall season.

"We all know the situation which obtained last Fall, when radio merchandisers were unable to obtain the necessary complement of tubes for their radio sets. Many set sales were lost. Inferior tubes had to be used in the absence of the better-grade tubes. There was much dissatisfaction. Radio tube manufacturers were accused of holding back on tubes.

"I would therefore urge the trade to carry an ample stock so as to meet current demands as well as have a reserve for the peak sales of the Fall season. Tubes, unlike most other radio merchandise, do not become obsolete over night. Indeed, tubes in stock mean more than money in the bank to the radio dealer."



Big Money Waiting for You!

The New EXELLESTONE Multi-Disc

Amplified All Electric Automatic Phonograph

Sells All the Year Round

No Dull Seasons

YOU can dominate the business in your territory with the EXELLESTONE, because it is the lowest price, high quality, multiple disc phonograph on the market. Plays ten 10 or 12 inch records.

Your prospects are cafes, hotels, pool parlors, bowling alleys, theatres, clubs, fraternal organizations, ice cream parlors, barber shops, barbecue lodges, summer resorts, dance pavilions, auditoriums, service stations, way-side inns, beauty parlors, recreation centers, stores, swimming pools and so forth. And, in fact, everywhere music is in demand.

EXELLESTONE is a logical instrument for Radio dealers to handle. It is not in competition with radio, and gives you new outlets for business.

Live dealers wanted. An EXELLESTONE franchise means big money for you. Write or wire today—tomorrow may be too late.

The ICY-O COMPANY

Exelletone Division

Charlotte - - North Carolina

Temple Reports Big Business Gain

Statement by Alfred Marchev, President, Indicates Expansion of the Corporation's Business—Officers Re-elected

Business of the Temple Corp., Chicago, for the first six weeks of the present fiscal year, which began May 1, has far exceeded the busi-



Alfred Marchev

ness of the entire previous fiscal year, Alfred Marchev, president and general manager, revealed at a meeting of stockholders recently held in the offices of the Temple plant.

At the meeting the following officers were reelected: Alfred Marchev, president and general manager; Edward J. Farrell, secretary; Paul G. Andres, vice-president; Fred W. Temple, vice-president; Gordon C. Sleeper, vice-president, and Fred F. Husum, treasurer. All

the officers, in addition to Harry C. Watts, were named directors of the company.

Mr. Marchev's statement to the stockholders is one illustration of the phenomenal growth of Temple Corp. which attained national distribution of its new line of radio receivers and \$10,000,000 in orders in less than four months. The story of Temple's rapid rise from zero in the radio receiving business to a high position in the industry since March 1 of this year, reads like a fairy tale and would be almost unbelievable if it were not for the records. About two years ago Temple started manufacturing speakers, using 1,800 square feet of floor space and employing eleven people. Within six months the firm outgrew its space and a new plant, with 27,000 square feet of space was obtained. At the end of 1928, Temple had 300 employes in all.

Temple acquired control of the Sleeper Radio & Mfg. Co. early in 1928 and in the meantime a corps of radio engineers, under Professor Paul G. Andres, was perfecting the convertible screen-grid receivers.

In February of this year Temple moved into its present plant which covers 100,000 square feet of land and on March 1 the manufacture of Templetone receivers was under way. At first between fifteen and twenty receivers were produced each day. The demand for receivers grew so rapidly from the start, however, that it was apparent production would have to be pushed to the limit to meet sales. As rapidly as possible 1,500 additional employes were hired, trained and put to work. When the first flood of orders started to come in during the Spring, 100,000 receivers were set as a production quota for 1929. Now it seems almost certain that this figure will be increased to 250,000. Already the new plant is becoming too small and the Temple Corp. is negotiating for an additional factory site in Chicago.

Price-slashing is one road to bankruptcy for retailers.

Three Polymet Plants Working at Capacity

Growth of Polymet Mfg. Corp. During Past Year Has Been Great—Three Plants Now Operated by the Company

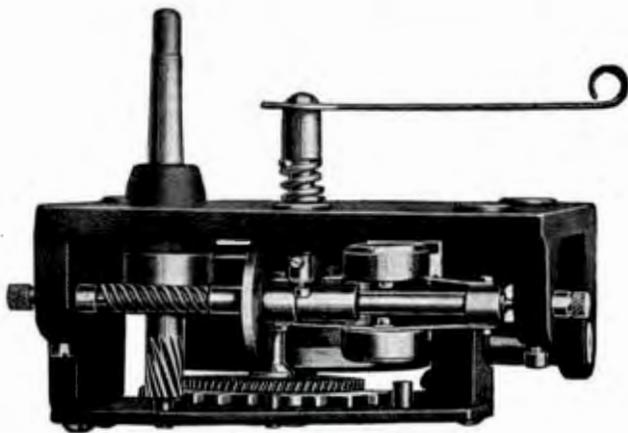
The growth of the Polymet Mfg. Corp., New York City, during the past year has been exceedingly satisfactory to officials of the company. From one factory the company has expanded to an extent that three modern plants are now engaged in turning out Polymet products. A new and larger factory at 829 East 134th street, New York City, has supplanted the old plant, and other Polymet divisions are being operated in Easton, Pa., and Winsted, Conn. The New York plant is engaged in making filter and by-pass condensers and molded bakelite (mica) condensers, resistances, volume controls, etc. The headquarters of the company are also located in this plant.

The Coilton division is located at Easton, Pa., and specializes in the manufacture of coils. Here batteries of the latest semi-automatic winding machines are used in turning out thousands of Poly-Coils daily. At Winsted, Conn., the third plant makes enameled magnet wire. Since taking over this factory from the Strand & Sweet Mfg. Corp., the Polymet Corp. has installed new equipment and production has been greatly increased. The executives of the organization state that the final goal of the company is far from having been reached and they see far greater expansion ahead.

In New Home

The Smith Music Store in McGehee, Ark., has moved into a new location at the corner of North Front and Pine streets. A large stock of radios, phonographs and pianos is carried.

Importers and Manufacturers
We are Manufacturers and Exporters of
"Helycon" Phonograph Parts
AND
"Pulwel" Portables



Motor No. 301

Send for our
Illustrated
Folders



Pulwel Grand Portable

POLLOCK WELKER, Limited

KITCHENER, ONTARIO, CANADA

Cable Address: Polwel Kitchener

Codes: A B C, 5th Edition Bentleys



**TO MEET
EVERY NEED**

**JENSEN
Standard Speaker**



Has eight inch cone. Extremely fine tone quality and excellent volume. Used extensively for modernizing earlier model radio receivers. Unit, AC, \$32.50; DC, \$25.00. In Jensen Model 6 Cabinet with AC Unit, \$50.00. DC Unit, \$42.50.

**JENSEN
Concert Speaker**



Used by many of America's leading set manufacturers in their 1930 console model receivers. The standard of comparison for all reproducers. Has ten inch cone. Unit, AC, \$35.00; DC, \$27.50.

**JENSEN
Auditorium Speaker**



Unequaled where tremendous volume is required. Used extensively for public address systems, talking movies, and in auditoriums and large halls. Twelve inch cone. Unit, AC, \$70.00 (less tube); DC, \$55.00

The IMPERIAL



Acclaimed, upon its introduction, as America's finest and most beautiful reproducer. Equipped with either the Concert or Auditorium Units. Prices, with Auditorium AC Unit, \$100.00 (less tube); with DC Unit, \$90.00; with Concert AC Unit, \$80.00; DC Unit, \$72.50.

Jensen Electro-Dynamic Speakers are made in types to meet every present day need. Write for technical data and attractive trade discounts.

JENSEN RADIO MFG. CO.
6601 S. Laramie Ave. 212 Ninth Street
Chicago, Ill. Oakland, Calif.

LICENSED UNDER LEKTOPHON PATENTS

Edison Light-O-Matic Day in Philadelphia Interests Trade

Girard Phonograph Co., Edison Distributor in Philadelphia, Host to Dealers at First Showing of the New Line of Edison Radios—Interesting Addresses

July 18 was Edison Light-O-Matic Day in Philadelphia when a large assemblage of radio dealers met on the Roof Garden of the Bellevue-Stratford Hotel to view a display of the new Edison Light-O-Matic radios and radio-phonograph combinations recently introduced by Thomas A. Edison, Inc. All arrangements for the meeting were made by the Girard Phonograph Co., Philadelphia distributor of Edison radios, phonographs and records and under whose auspices the gathering was held.

Preceding the actual showing of the new Edison instruments, the assembled dealers were served an elaborate banquet. A splendid orchestra provided entertainment for the diners. Toward the close of the dinner, Joseph T. Donohue, manager of the Girard Phonograph Co., made a brief address of welcome. He expressed the pleasure his company had in being able in this, the sixteenth year of their continuous association with Edison products, to present to the trade in the Philadelphia territory a product so outstanding as the new Edison Light-O-Matic receivers. Then, acting as master of ceremonies, Mr. Donohue introduced in turn three executives from Thomas A. Edison, Inc., R. R. Karch, assistant to the vice-president; H. H. Silliman, Eastern sales manager, and Wm. Arrowsmith, National service manager; each of whom responded with short addresses.

Mr. Karch brought to the dealers a special greeting from Thomas A. Edison, Inc., and voiced the regrets of its vice-president, Arthur L. Walsh, at not being able to be present. Mr. Karch mentioned the magnitude of the Edison Industries, and how their entire operations are inspired by the genius whose name they bear and whose great accomplishments created them. He also called attention to the significance 1929 has for the Edison dealer in that a nation-wide celebration, Light's Golden Jubilee, is now under way to commemorate the fiftieth anniversary of Mr. Edison's discovery of the incandescent light.

The talk by Mr. Silliman was of especial interest to the assembled radio dealers. He emphasized the points to consider in selecting a line to handle, as follows:

Has the manufacturer had extensive manufacturing experience in the production of electrical apparatus? Has the manufacturer adequate manufacturing facilities and equipment? Has the manufacturer rigid policies to control quality of production? Has the manufacturer seasoned and proven management? Has the manufacturer ample financial resources? Has the manufacturer established trade prestige? Has the manufacturer a volume of sales exclusive of radio products sufficient to carry the company's overhead in dull periods? Does the manufacturer assure full patent and license protection? Has the manufacturer ability to design and manufacture dependable merchandise?

The talk by Mr. Arrowsmith was technical in nature. He explained the features incorporated in the Light-O-Matic models, especially the new Light-O-Matic Tuning device.

After the addresses came the event for which the audience eagerly waited. The room was darkened. The curtains behind the speakers' dais were slowly drawn and then, in a glorious golden setting with varicolored lights playing on them were revealed the three Edison Light-O-Matic models. From the center model, the Edison Light-O-Matic radio-phonograph, came the full-throated strains of the "Stars and Stripes Forever," so realistic in quality, so magnificent in tone and volume that the whole assemblage rose up as one and cheered. The enthusiasm was

truly impressive. Repeated applause continued all through the playing of the selection. After the applause subsided, Mr. Arrowsmith removed one of the models from the stage, took out the receiver and power units so that all could examine the construction of the set and ask questions about it.

Although it was not the intention to book orders for the new Edison line at the meeting, many dealers present were so highly pleased with the new sets that they sought out the several members of Girard's sales force and entered their advance orders for Edison Light-O-Matic radios on the spot.

Big Production of Screen Grid Tubes

CeCo Mfg. Co. Devoting Entire Facilities of One Plant to 224 Tubes

PROVIDENCE, R. I., August 6.—The entire plant facilities in Providence, R. I., that served CeCo Mfg. Co. last year are now reported being devoted to the production of screen grid tubes. Only 224's are being produced at the old plant. The daily output is said to be in excess of 10,000 tubes.

In a statement from the CeCo organization it is declared that the new four-acre plant, a few blocks away from the old plant, is gradually coming into large production. Close to 1,000 workers are now employed and the number is increasing daily as additional equipment is being installed. The new plant, which will produce all types of tubes except the screen grids, will have a capacity of 35,000 daily by mid-August and 45,000 by mid-October.

Immediately in the rear of the new plant a mammoth four-story building is nearing completion. One floor is to be devoted to research, a second to equipment design and construction, a third to storage and the fourth to recreation and entertainment for the plant's employees.

High Hatters Stars of Victor Radio Program

A novel musical feature new to the air was presented by the Victor Half-Hour of Modern Dance Music on Thursday evening, August 8, when the famous Victor recording orchestra, the High Hatters, faced the microphone from WEAJ over a coast-to-coast network of the NBC for the first time. Although the High Hatters are familiar favorites with millions who have heard their distinctive arrangements of popular dance tunes, this broadcast was the first time the public has ever had an opportunity to hear this peppy organization "in person" over the radio.

T. J. Molloy on Trip

T. J. Molloy, president of the Wood Cabinet Corp., one of the largest factory-to-dealer radio cabinet concerns in the country, is now on an extended trip visiting the trade and the many members of the company's sales organization.

Since the Wood Cabinet Corp. was organized several months ago, the company has designed and produced nearly a score of models to meet the varied demands for attractive cabinets. The Wood Cabinet Corp. maintains one of the most beautiful cabinet display rooms in New York at 196 Lexington avenue.

*C. A. Earl states:
unfilled orders force plant
to double production
to supply demand*

Here's

why

\$ 99.⁵⁰

LESS TUBES



MODEL 22

WIRE TODAY

Earl Radio

CHAS. FRESHMAN CO., INC., C. A. Earl, President
122 EAST 42nd STREET, NEW YORK, N. Y. - Chicago - San Francisco - Kansas City
Canada: Freshman Freed-Eisemann Radio, Ltd., 20 Trinity St., Toronto (Prices slightly higher in Canada)



ADLER-ROYAL
Model No. 324



ADLER-ROYAL
Model No. 325

Compare *any* ADLER-ROYAL

Radio Cabinet with any other in the same price class and let your customer decide . . . *that's all we ask.*

Distinctive in design, thorough in workmanship, refreshingly different. . . Send for the facts and a full line of samples.

ADLER MANUFACTURING CO., Incorporated
LOUISVILLE, KENTUCKY

ADLER-ROYAL
RADIO CABINETS



ADLER-ROYAL
Model No. 322

All ADLER-ROYAL Cabinets thoroughly protected by design patents.

ATWATER KENT

RADIO

SCREEN-GRID

It pays to concentrate on the radio most people buy

IT PAYS to handle a radio everybody knows. There's value in the name Atwater Kent . . . famous wherever people listen.

IT PAYS to have the good will of more than 2,500,000 Atwater Kent owners.

IT PAYS to sell radios made right as only Atwater Kent with 27 years of experience can make it . . . the radio of low service costs.

IT PAYS you to offer always the latest improvements in radio. Atwater Kent engineering is always in the lead.

IT PAYS to feature Atwater Kent Screen-Grid Radio . . . the radio they are asking for . . . the radio that satisfies completely in tone, performance, range, selectivity.

IT PAYS to have customers' choice of cabinets

made by America's leading designers. And compact table models for those who prefer them.

IT PAYS to receive the benefit of radio's greatest advertising campaign . . . newspapers, posters, magazines, dealer helps.

IT PAYS to get the benefit of the far-and-wide broadcasting of Atwater Kent Radio. Three programs a week, Sunday night, Thursday night and Wednesday morning. Millions hear about Atwater Kent Radio.

IT PAYS to have back of you—doubly the largest radio factory in the world, with controlled production . . . to give you *enough* sets, without overloading.

IT PAYS to handle a radio that brings them in to see, hear, buy! It pays in sales, in turnover, in profits that never let up.

In Cabinets—The best of American cabinet makers—famous for sound design and sincere workmanship—are cooperating to meet the demand for Atwater Kent Screen-Grid Radio in fine cabinets like these.

ATWATER KENT
MANUFACTURING COMPANY
A. Atwater Kent, President

4725 Wissahickon Avenue, Philadelphia, Pa.

In Cabinets—The best of American cabinet makers—famous for sound design and sincere workmanship—are cooperating to meet the demand for Atwater Kent Screen-Grid Radio in fine cabinets like these.



The Table Model

Model 55—Screen Grid receiver. Without tubes, \$88.

Model F-4—Electro-Dynamic table speaker, \$34.



On the Air

Atwater Kent Radio Hour
Sunday Evenings, 9:15 (Eastern Daylight Time
WEAF network of N. B. C.

Prices slightly higher
west of the Rockies and in Canada

On the Air

Atwater Kent Mid-Week Program
Thursday Evenings, 10:00 (Eastern Daylight Time
WJZ network of N. B. C.

Responsibilities of the Radio Wholesaler

J. Lobel, Sales Manager, Trilling & Montague, Prominent Philadelphia Wholesale Organization, Outlines the Benefits of Co-operation With Retailers

THE term wholesale merchandiser instead of wholesale distributor or jobber more accurately describes the functions of an organization which undertakes to act as intermediary between the manufacturer and the dealer in the production, distribution and sale of merchandise. In the past a wholesale distributor was satisfied that he performed his proper functions when he acted merely as a warehousing and distributing medium for the manufacturer and his success was largely determined, from the dealer's viewpoint, as to how quickly he could supply the dealer's wants and arrange for satisfactory credit terms.

To-day, with the growing competition in all industries, and particularly in the radio industry, a radio distributor can no longer render satisfactory service either to the manufacturer or to the dealer by confining his activities to the ones mentioned. To-day a distributing organization must be, primarily, a merchandising organization and, as a merchandising organization, activities and policies must be determined largely by competitive conditions. In other words, developments and changes are taking place rapidly and frequently and a successful wholesale merchandising organization cannot afford to ignore these changes and developments by following along a narrow path in a complacent manner but must be ready on an instant's notice to change methods and tactics in order to prevent competition from getting ahead of them.

Quick Adjustment Essential

This point applies with equal force to a manufacturer, as was plainly indicated during the past year by the ascendancy of one or two manufacturers who made great headway largely because their competitors were too slow to adjust themselves to the changed order of things in the radio manufacturing field. Those manufacturers who could quickly adjust themselves to the changed order still are in the running and are likely to remain dominant factors in the industry in the future.

A wholesale merchandising organization that is tied up to a slow-changing and self-satisfied manufacturer is not only injuring its own interests but also the interests of dealers. The radio dealer is also at the mercy of the swift-changing currents of the trade and industry and his success, like that of the wholesale merchandising organization, is also dependent upon his ability to adjust himself to changing competitive conditions. However, the average retail dealer has neither the resources, facilities nor the ability to accurately gauge the trend of developments to the same degree as the wholesale merchandising organization. The retail dealer must depend largely upon the guidance and assistance of the wholesaler the same as the small boy depends upon his big brother to advise and protect him. And, like a big brother, the successful wholesaler must have that friendly interest in the dealer which creates confidence and goodwill and assures the wholesaler of the dealer's continued patronage.

More specifically, a wholesale merchandising organization must not only study the market

conditions from the standpoint of the merchandise which it distributes to be sure that the merchandise compares favorably with competitive merchandise but must also make a study of the dealer's individual merchandising problems and provide, as far as possible, the means for their solution.

Knowledge of Merchandise

The retail dealer, in order to be successful, must know all about the merchandise which he sells. If this information is not supplied by the manufacturer, the wholesale merchandiser must see that the manufacturer does supply it or else the wholesaler himself must assume this responsibility. The dealer and his sales people should be thoroughly coached either by printed literature or oral instruction through the distributor's salesmen in every detail of the merchandise which distinguishes it and which will interest the consumer in deciding in favor of the merchandise over competitive merchandise.

The retail dealer is interested in having satisfied customers. This is assured by selling merchandise that is right and seeing that it stays right for a reasonable length of time. In other words, the dealer's service department must constitute one of the most important factors of his business and he must be equipped to render service efficiently and promptly at reasonable cost. Likewise the dealer expects salable merchandise from the wholesaler and the latter must be prepared to supply such merchandise, or, if service is required, to render efficient and prompt service. This matter is of even greater importance to the wholesaler than to the retailer, inasmuch as satisfied consumers promote the sale of any line and benefit not only one dealer but all dealers handling the line, and, incidentally, the wholesaler.

Sales promotion and advertising. The retailer operating in a limited area usually can have only a limited viewpoint of his sales possibilities and he is likely to follow limited sales methods to develop his possibilities. His big brother, the wholesaler, on the other hand, is in position to gain valuable knowledge of the experience of many dealers and these he can pass on to the retailers in the form of sales promotion material, suggestions and ideas. This purpose can be served in a satisfactory manner by means of a series of bulletins or booklets treating on various sales and merchandising angles and occasionally by personal sales demonstrations to the dealer and his sales organization. The distributor's salesmen can also help in this direction by noting the appearance of the dealer's store and windows and suggesting improvements wherever possible. Particularly should the distributor's salesmen see that the dealer makes proper use of the dealer helps and display and advertising material supplied by the manufacturer for proper presentation and display of the merchandise.

A Vital Problem

Financing. This phase of the dealer's activities offers the most perplexing as well as the most vital problem in radio merchandising, but its solution largely depends on how well

the dealer conducts the other phases of his business. To illustrate this point, let us take an example. Assume that a radio dealer handles the Zenith line—the merchandise is well known and meets with consumer acceptance. Trilling & Montague, the wholesalers of Zenith radio, co-operate with the dealer by giving the dealer territorial protection and advertising co-operation. The dealer and his salesmen are thoroughly familiar with the merits of the merchandise and the proper presentation of the product to the prospect. The merchandise supplied to the dealer is clean, salable merchandise and gives satisfaction to the consumer. The dealer's inventories are not excessive, so that he secures a large turnover on his investment. He realizes that by confining himself to this line, or in combination with one low-priced line, he averts the danger of having big inventories at the end of the season and suffering financial loss. The dealer has been educated to require a sufficient down-payment, say 20 per cent or 25 per cent, on instalment sales. Where a trade-in is involved to figure the value of the trade-in conservatively so that he can see a profit from the transaction. The dealer has also learned how to figure his cost of doing business so that he does not live in a fool's paradise. He is doing business with a reputable finance company, which collects direct from the consumer. The consumer is satisfied with the merchandise and the service which he receives from the dealer, and, barring unavoidable contingencies, he is in position to meet his monthly instalments to the finance company promptly. The dealer uses his proceeds of the money from the finance company to discount his bills with the wholesaler and thus earns additional income.

All this could not happen unless the dealer functioned in the manner indicated, and, as above stated, the wholesaler is depended upon by the dealer to advise and guide him in the proper conduct of his business. Therefore, it is the duty and function of the wholesaler to know and understand these various functions which will cement the bonds of friendship between the dealer and wholesaler and assure permanence for the wholesale organization.

Speeds Kolster Financing

The Corporation Department of California has authorized the Kolster Radio Corp. to issue 31,250 transferable warrants to holders of 250,000 shares of preferred stock offered to common stockholders in the ratio of one preferred share for eight common shares held at \$45 a share. The preferred is convertible into common stock share for share until 50,000 shares have been converted, thereafter share for share plus \$5 up to 75,000 shares, and thereafter share for share plus \$10.

The company is reclassifying its stock to cut the authorized common stock from 1,500,000 to 1,000,000 shares, and setting up 150,000 preferred shares. There are 823,829 common shares now outstanding, of which 23,829 have waived rights to preferred.

Author of Triadors' Sketch

Raymond Knight, of the production and program department of the National Broadcasting Company, is the author of the Historical Moment Sketch heard during the broadcast of the Triadors every Friday night, over the blue network of the NBC. Mr. Knight is the author of many of the more popular continuities heard over the NBC chain.

These historical moments break down many of the old myths that came to us from the Greeks and Romans. Depicting the famous Triads of history, such as Caesar, Antony and Cleopatra, Helen, Paris and Menelaus and others equally well known, Mr. Knight has succeeded in burlesquing these moments for the benefit of Triad tubes.

COTTON FLOCKS OF SUPERIOR QUALITY

WE ARE SUPPLIERS TO ALL THE LEADERS IN THE
PHONOGRAPH RECORD INDUSTRY

THEY KNOW QUALITY!

Write for Samples and Quotations

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.

1925

1926

1927

1928

1929

HEADLINERS FOR FIVE YEARS

Red Lion CABINETS FOR ATWATER KENT RADIOS



A PROGRESSIVE and aggressive merchandising and advertising policy, which provides 100% co-operation with Red Lion-Atwater Kent Dealers, has built up and maintained Red Lion Cabinets as the sales leaders for five years.

The gracefully balanced design, beautiful finish, sound construction and excellent workmanship are further assurance of the continued popularity of, and unusual demand for, the newest Red Lion Cabinets among purchasers of the new Atwater Kent Screen-Grid Radios.

RED LION CABINET COMPANY
RED LION, PA.

Makers of the famous Red Lion Furniture



MODEL RL5500

Exceptionally good-looking high-boy model. Finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 16" wide, 48" high.

MODEL RL55C

Unusually attractive console model. Finished in walnut. Designed for the new Atwater Kent Screen-Grid Sets. 26" long, 15½" wide, 39" high.

Many Kennedy Radio Distributors Added in Key Cities

SOUTH BEND, IND., August 7.—The manner in which the Kennedy Royal line of radio receiving sets and apparatus, manufactured by the Colin B. Kennedy Corp., has won favor with the radio trade throughout the country is well evidenced by the long and imposing list of the leading distributing houses located in the key cities of the country, who have, during the past month or six weeks, added the Kennedy product to the merchandise which they represent as wholesalers. In every instance the distributors have entered into the jobbing of the Royal line

with enthusiasm for the product, the advertising and merchandising program which has been outlined by Kennedy officials, and with an optimism for the outlook for the line for the coming season which is contagious. They report that the same spirit of praise for the product has been the reaction received from the trade.

Among the wholesale houses whose appointments were recently announced by the Colin B. Kennedy Corp. are included the following: Whittemore Bros., Worcester, Mass., covering Worcester county; Narragansett Radio Corp.,

Providence, R. I., covering adjacent area; Gertler Electric Co., New York City, covering metropolitan New York, Westchester County and Long Island with a staff of twelve outside men; Tri-State Radio Co., Huntington, West Va., covering the territory adjacent to Huntington; Ashton-DeVeer, Inc., Boston, Mass., covering eight eastern Massachusetts counties; John Y. Parke Co., Philadelphia, Pa., covering six counties in Pennsylvania and that section of New Jersey adjacent to Philadelphia, with an outside staff of ten salesmen; G. S. Means Co., Fort Wayne and South Bend, Ind., covering northern Indiana; J. H. Blimline & Sons, Reading, Pa., covering five counties adjacent to Reading, and the Belknap Hardware & Manufacturing Co., Louisville, Ky., covering the adjacent territory.

JEWELL 409 Set Analyzer for Expert Servicemen



AGAIN Jewell takes the lead with a Set Analyzer that accurately meets service needs. In the Jewell Pattern 409 the dreams of expert radio servicemen are realized. This remarkable instrument gives filament, grid, and plate voltages, as well as plate current, simultaneously.

Two of the four 3 1/2 inch face Jewell Instruments read plate voltage and current continuously. Pressing the A. C. and grid voltmeter buttons gives the remaining values of the stage under test for instant comparison and analysis.

A Complete Portable Laboratory

The Jewell Pattern 409 tests all receivers—including those equipped with the new screen grid tubes—A and B eliminators, tubes, batteries, circuits, grid, plate, and cathode voltages, plate current, chargers, and line voltages. Comes equipped with test leads, adapters, a pad of Jewell Set Analysis Charts, and "Jewell Instructions for Servicing Radio Receivers."

Commands Confidence of Servicemen

The professional appearance of the Pattern 409 commands the confidence of radio set owners. The 3 1/2 inch face Jewell Instruments in bakelite cases, the engraved bakelite panel, push button switches, combined with the excellent finish and workmanship of this instrument, instil confidence in servicemen.

The Pattern 408 includes the 409 in large case with drawer and compartments for tools and replacement tubes.

List Price Pattern 409 - \$122.50 List Price Pattern 408 - \$137.50
Dealers' Price - \$91.88 Dealers' Price - \$103.13

Sold by
radio jobbers
everywhere

JEWELL 199 Set Analyzer



**TESTS
SCREEN
GRID SETS**

The improved Pattern 199 is still the leader in the popular priced-set analyzer field. It tests screen grid sets, and handles every other requirement. The two large instruments are of highest quality, and assure accuracy of service that is a sure foundation for profitable service work.

The pattern 198 includes the 199 set analyzer in a large case with drawer and compartments for tools and replacement tubes.

List Price Pattern 198 - \$110.00
Dealers' Price \$82.50

List Price Pattern 199 - \$97.50
Dealers' Price \$73.12

29 YEARS MAKING GOOD INSTRUMENTS
JEWELL

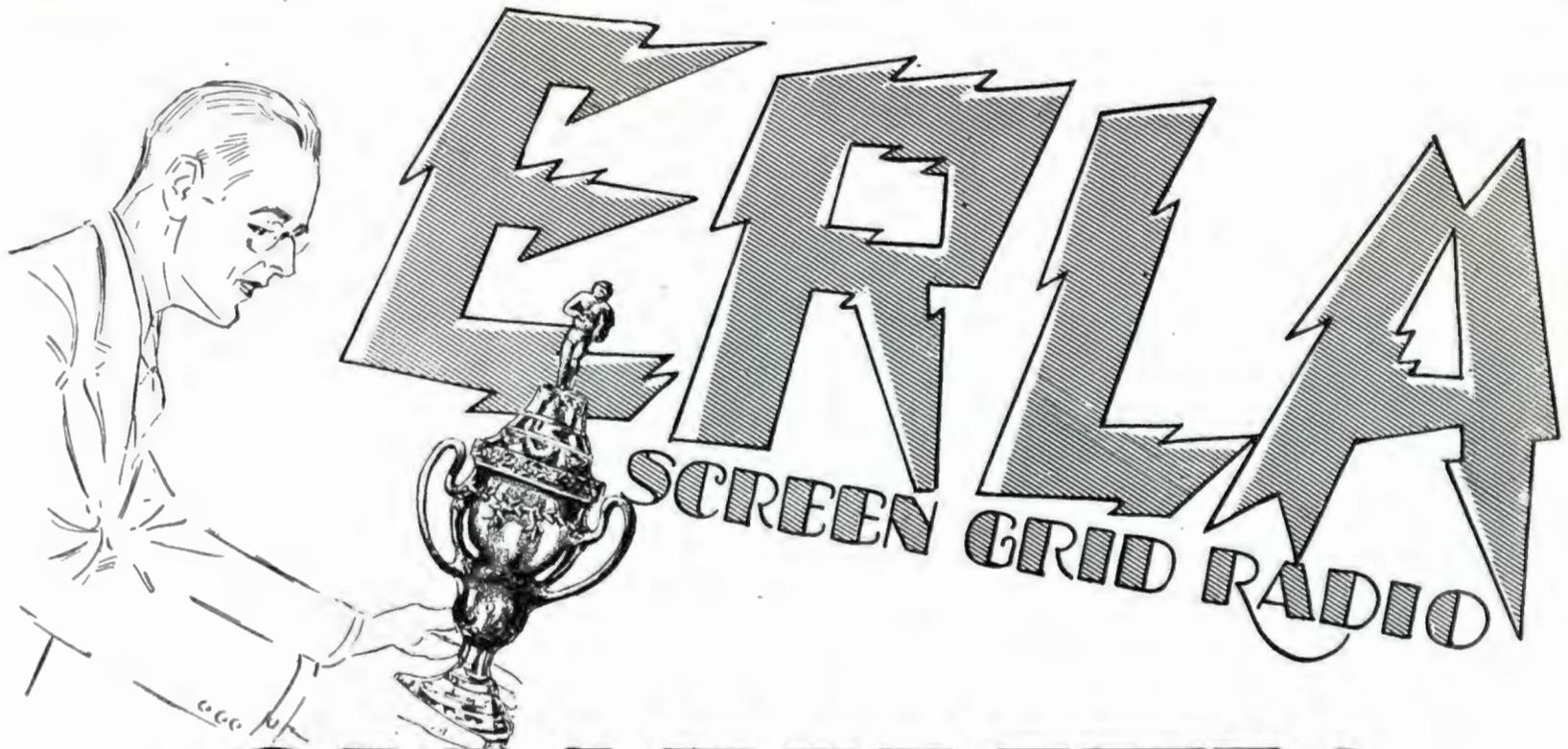
409 SET ANALYZER

Jewell Electrical Instrument Company
1650 Walnut Street, Chicago, Illinois

Please mail booklet entitled, "Instructions for Servicing Radio Receivers," and circular which gives complete data on Jewell Set Analyzers.

Name.....

Address.....



SALABILITY

~~~~~ PLUS ~~~~~

## DEPENDABLE PERFORMANCE

Let others make the claims. Erla's policy is to build extra quality into its receivers. Quality that talks for itself! This is the merchandise that sells and earns real profits for dealers. Investigate the Erla franchise today.

THE ERLA SCREEN GRID RECEIVER is an 8-tube set utilizing three 224 screen grid tubes, one 227 power detector tube, one 227 resistance coupled audio tube, two 245 power tubes in push-pull and one 280 rectifier tube.



Type 30  
DE LUXE MODEL CONSOLE  
\$165  
(Asa tubes)

CONSOLE MODELS  
in distinctive cabinets, priced from  
\$119.50 to \$189.50  
(Manufactured under license of  
Radio Corporation of America)

# ELECTRICAL RESEARCH LABORATORIES, Inc.

22nd at Paulina Street, Chicago, Illinois

## Furniture Makers Display Cabinets at Crosley Jobbers Meeting

Seven Furniture Manufacturers Display Thirty Different Cabinet Designs at Crosley Distributors' Convention in Cincinnati—Designed for Crosley Unitrad

Seven leading manufacturers of fine furniture were asked to display cabinets to the distributors of Crosley radio receivers at a convention recently held in Cincinnati, O., where the plants of the Crosley Radio Corp. are located. Distributors from all parts of the country, with the exception of the West Coast, attended, with the latter group holding a similar meeting at San Francisco at the same time. The idea of bringing the distributors and the furniture men together was sponsored by Powel Crosley, Jr., who presided at the two-day session.



Crosley Distributors at Conference With Furniture Manufacturers

The distributors had about thirty cabinet designs to select from the displays of the furniture manufacturers. Orders were placed with the different concerns and the models selected are to become the authorized cabinets. Distributors chose models which will be sold in their respective territories as standard models, for the type of cabinets which may appeal to people in New England may not appeal to those in California. With so many designs to select from, the distributors were most enthusiastic about the prospects for a banner year in the industry.

The cabinets are designed to take the Crosley Unitrad 40-S screen-grid receiving unit chassis and Dynacoil moving coil speaker. Assembly may be made in a few minutes. Provision has been made to make permanent installation by placing two screws, one in the chassis and one in the speaker. Steel rails are placed in the cabinets to permit easy placing of the chassis. When the set is assembled it has all the appearance of having come complete from the factory. The seven furniture manufacturers who displayed their thirty designs were: Berkey & Gay, Grand Rapids, Mich.; Sligh Furniture Co., Grand Rapids, Mich.; Showers Bros., Bloomington, Ind.; Thomasville Chair Co., Thomasville, N. C.; Memphis Furniture Co., Memphis, Tenn.; Rockford Furniture Co., Rockford, Ill., and Doernbecker Mfg. Co., Portland, Ore.

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### St. Louis Dealers Visit the Atwater Kent Plant

Tuesday, July 30, was the occasion of a factory visitation by St. Louis Atwater Kent dealers, under the auspices of Brown & Hall, Atwater Kent distributors. The Brown & Hall-Atwater Kent special left St. Louis Saturday evening, arriving in Washington on Monday morning. After a day of sight-seeing in the Capital, the party proceeded to Philadelphia, arriving early Tuesday morning. Headquarters were established at the Hotel Pennsylvania and after breakfast an inspection of the factory was made. Following luncheon an informal dealer meeting was held over which A. N. Doty, Atwater Kent district manager, presided. The speakers were V. W. Collamore, general sales manager; H. T. Stockholm, territorial manager; L. A. Charbonnier, service manager; John F. McCoy, manager of educational department, and Ben Barber, of the publicity department. After

this meeting all adjourned to Atlantic City, where the pleasures of that seashore resort were enjoyed until late evening, after which the Special departed on its return trip to St. Louis.

### Power Radio Stores, Inc., Is Organized

Sidney Joffe Elected President of New Chain Store Organization—Offices Are Located in New York City

Power Radio Stores, Inc., with general offices at 17 Warren street, New York City, is the new name of the recently organized radio chain formerly known as the Colonial Radio Sales Co., Inc. Sidney Joffe, former merchandising and promotion manager of the Colonial stores, has been elected president. In addition to the old directorate, several new interests have merged with the organization.

In a bulletin issued by Mr. Joffe, it is stated that no radical changes will be made in the retail and service methods of the corporation,



Sidney Joffe

but that plans for considerable expansion are now under consideration. There are now seventeen outlets of the business in New York, Brooklyn, the Bronx, Yonkers, Jamaica, Jersey City, Union City, Englewood, Bloomfield, Passaic, where most of the nationally advertised radio sets are sold. Mr. Joffe states that the retail business done last year through these outlets amounted to approximately \$1,500,000 and that present indications were that the current year will see this increased to at least \$2,000,000.

... more

### than a radio cabinet

... more than a mere set container. An exquisite furniture piece—tasteful and in harmony with other distinctive home appointments.



These dignified period cabinets are produced by experienced master craftsmen who know how to make good furniture. Sound construction and beautiful design make them favorites with home lovers. That's why they are profit producers.

Write for details—today

The Radio Cabinet Company complete line is illustrated accurately and described in detail in our new folder. Your copy is ready for you—send for it to-day.

**RADIO CABINET COMPANY**  
Designers and Builders of  
HIGH-GRADE RADIO FURNITURE  
1109 Seminary Street  
Rockford, Illinois

### Grigsby-Grunow Plan Subsidiary in Britain

William C. Grunow, vice-president of Grigsby-Grunow Co., manufacturer of Majestic radios, confirmed reports to-day that B. J. Grigsby, president of the company, was in England relative to the formation of Grigsby-Grunow, Ltd., a British subsidiary of the parent company. Plant sites are being selected and within the next few months the English company will be in quantity production. Mr. Grunow said that England and the Continent were six years behind America in the utilization of radio sets.

### Covers Utah for Bush & Lane

Daynes-Beebe Music Co., Salt Lake City, Utah, has been given the State agency for the Bush & Lane radio receiver, according to William Winstrom, of the Bush & Lane Piano Co., Holland, Mich., who conducted the negotiations. The Daynes-Beebe organization is one of the most prominent in the radio-music field and has developed a large following throughout this territory.

# KOLSTER — first to feature *Remote Control!*



Here is an amazing device—developed by Kolster—featured in the new model K45—and the most talked of improvement in radio today. It permits the owner to start the radio from a remote point—take his choice of *eight* different stations — and make the volume louder or softer as he pleases!

And yet remote control is only ONE feature of this

de luxe model K45, which includes Electrical tuning, screen grid tubes and distinguished cabinet!

Pictured on this page is the entire Kolster line for 1930. It demonstrates more than ever why neighbor after neighbor in *your own* district says "*Kolster is a fine set!*"—why dealer after dealer who knows what's what in the market is turning this year to Kolster!



**K-43**—Handsome cabinet with doors of figured butt walnut and two tone panels. Seven tubes and rectifier. Selector tuner. Dynamic reproducer. Screen grid tubes. Push-pull amplification with 2 type 345 tubes. Price, less tubes . . . . . **\$235.00**



**K-45**—Richly grained walnut cabinet—unique and exquisite in appearance. Remote control. Electrical tuning. Nine tubes and two rectifiers. Screen grid R. F. tubes. Extra large dynamic reproducer. Three stages of audio . . . second and third stages push-pull, using type 327 and type 350 tubes. Price, less tubes . . . **\$500.00**



**K-44**—Console receiver using 7 tubes and 2 rectifier tubes. Walnut cabinet of tasteful design. Selector tuner of embossed bronze. Screen grid tubes. Dynamic reproducer. Push-pull amplification, with 2 type 345 tubes. Price, less tubes . . . **\$325.00**

Prices slightly higher west of the Rockies.

# K O L S T E R R A D I O

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Kolster Radio Corporation,  
Newark, N. J., 1929

## Radio Commissioner Lafount Addresses So. California Trade

Meeting of the Radio Trades Association of Southern California Well Attended—George C. Maudslay Named Pacific Coast Manager for National Carbon Co.—Other News

LOS ANGELES, CAL., August 3.—The general meeting of the Radio Trades Association of Southern California on the 19th of July was a very notable event, being attended by Harold A. Lafount, Radio Commissioner, as guest of honor. Over three hundred were present and a very attractive program was put on by KFVB, Warner Bros. radio station, and broadcast by them. The meeting was held at 8 a. m. at the famous Breakfast Club. Mr. Lafount gave a very interesting address in which he outlined some of the difficulties which the Radio Commission have to contend with; he drew attention to the fact that radio-listeners had no taxes on their receiving sets as contrasted with the laws and taxes in Europe. He congratulated Los Angeles for the passing of an ordinance for the elimination of radio interference and stated that he believed that it would be used as a model law for the other States throughout the country. Mr. Lafount drew attention to the danger of too much advertising over the air, he said that all recognized that a certain amount was necessary but that an excess was an abuse and that any broadcaster who indulged in it did not deserve to enjoy the privileges of the air. H. E. Sherman, Jr., president of the Association, introduced A. G.

Farquharson, secretary, as chairman for the morning's meeting, and among those present were Wm. H. Richardson, president of the Music Trades Association of Southern California; Ed. H. Uhl, past-president of the National Association of Music Merchants, as well as many members from far distant points, including Santa Paula, San Bernardino, Santa Barbara, Riverside, Pomona, Santa Ana.

George C. Maudslay, popular manager of the Los Angeles division of the National Carbon Co., has been promoted to the position of sales manager for the Pacific Coast. He has received scores of letters and messages of congratulation from his numerous friends in the trade. The Reiman Electric Co. is the distributor for Eveready radio sets in Southern California.

Ungar & Watson, distributors of Majestic Radio receivers and Majestic tubes, were hosts to six or seven hundred guests, including two members from each respective Majestic dealer from various sections in Southern California. The affair took place in the ballroom of the Biltmore Hotel and the principal speakers were William (Bill) Seroy, Pacific Coast representative for Grigsby-Grunow Co., and J. J. Davin, sales promotion manager, Grigsby-Grunow Co. Bill Seroy related some of the history of his

connection with his company and gave emphatic and impressive reasons for his great confidence in the never-failing ability of his company's chiefs to continue to make an overwhelming success of business. J. J. Davin stated that his company did not plan to make any changes in the present merchandise but that they had an iron-bound rule never to buck against the public demand and the Majestic factory, huge as it is, is extraordinarily flexible and can, within two weeks, at any time, adapt itself to new conditions. He said that under any conditions or eventualities, the Majestic dealer can absolutely bank upon a square deal and need have no fears for the future. Mr. Davin urged radio dealers to form and join local associations; he said that he believed that the radio dealers in Southern California were particularly fortunate in having an especially well-organized association and they should join it 100 per cent and make use of it persistently locally; foolish, unbusinesslike practices could be eliminated in this way and the dealer should make additional profits as well as gain mutual confidence with his competitor and derive benefits through the association of ideas. After dinner a headliner entertainment was provided on a large stage which was in keeping with the usual lavishness of Majestic hospitality.

In a recent election for mayor in the City of San Bernardino, radio dealers agreed to lend their support to the candidate who would pledge his word to reduce radio interference within the city limits. As a result James Ralphs was elected and one of his first acts was to call a conference for the discovery of ways and means to combat and eliminate radio interference. In addition to the city's engineers, George R. Walters, special interference representative of the Radio Trades Association of Southern California, was sent for and requested to make definite and specific recommendations. There is every prospect of San Bernardino therefore becoming one of the best locations for radio reception in the country, due to this settled policy.

The Barnes Music Co., in addition to supplying Hallet & Davis pianos for the exclusive use in the all-talking musical Hollywood Revue which is meeting with such success, featured special and attractive window displays drawing attention to the prominent part which Earl Burtnett and His Orchestra, exclusive Brunswick artists, take in the production. The songs which appear in the revue and which are obtainable on Brunswick records, "Your Mother and Mine," and "Singing in the Rain," were especially displayed.

Although he received the appointment June 15, it has only recently become known that E. J. White is sales manager of the phonograph and radio departments of the Martin Music Co. Mr. White has been with the company for the past four years and his appointment is exceedingly popular.

### Get-Together Luncheons for Zenith Gotham Dealers

With a sales goal set for three times the business transacted last year, the North American Radio Corp., Zenith radio distributor of New York City, has inaugurated a series of "get-together" luncheons for Zenith dealers to be held at the Hotel Astor.

Dave Goldman, general manager, states that these luncheons are designed to promote a new conception of dealer-distributor "harmony" and to discuss important matters of policy. There is to be no selling talk or demonstration of merchandise. The only thing to be sold is facts and ideas pertaining to the merchandising of Zenith radio during the coming year. Beautifully engraved invitations are mailed to the dealers carrying an enclosed acceptance card and as many as three executives from each company may attend. The first of these "get-together" luncheons was held on Wednesday, July 17.



**will you trust your ears!**

By the only standard which gauges sales success—the ears of the purchaser—the T-C-A Dynamic is a better speaker.

T-C-A's claim for superiority does not hang on the slender thread of a detail here or a detail there. It does not hang on an obscure characteristic of only academic interest.

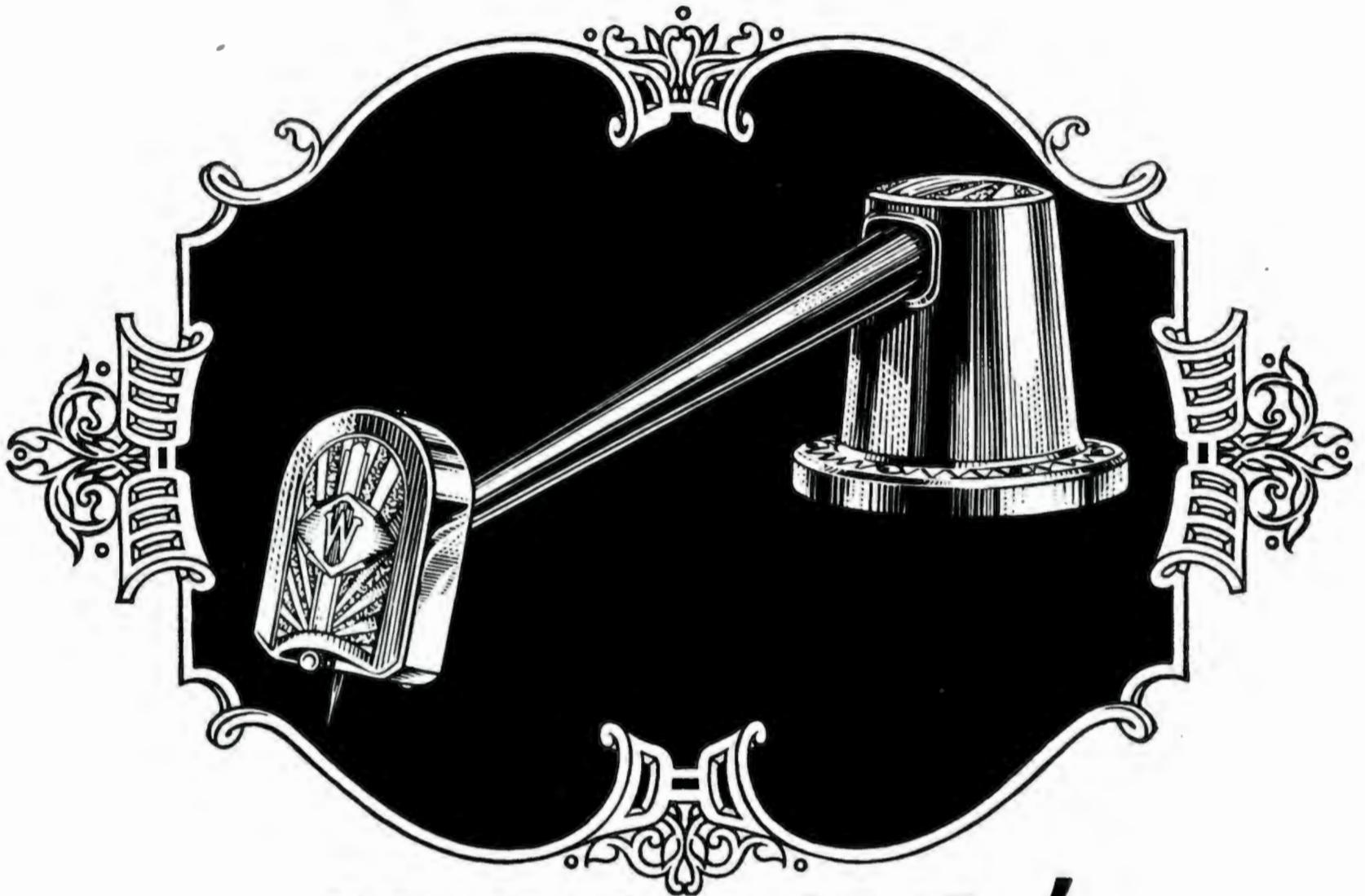
It hangs on a definite and perfectly apparent *tone value* that impresses itself not only upon the critical ear of the engineer, but upon the unpracticed ear of the ultimate layman who buys the set.

After all, the most important function of a speaker is to *faithfully* reproduce the broadcast program.

It is this characteristic that sells the set and pays the dividends.

As audio amplification specialists, the T-C-A organization is at your service. The T-C-A Dynamic is, however, only the final step in the audio series. The precision, uniformity and tone quality of the audio transformers and chokes are by no means a secondary consideration. Nor can a noisy, humming powerpack be corrected by any companion parts. Like the links in a chain, each successive unit from the power-pack to the speaker must carry the responsibility for perfect reproduction. T-C-A parts are meeting this responsibility squarely in many of the finest and most popular sets on today's radio market.

**TRANSFORMER CORPORATION OF AMERICA**  
2301-2319 South Keeler Avenue, CHICAGO, ILLINOIS  
SALES OFFICES IN PRINCIPAL CITIES



# S U P R E M E !

*in everything that counts in an Electric Pick-up*

**S**ALES-PRODUCING features—engineering leadership, correctness of design, precision manufacture, and a resulting magnificence of tone—you get them all in the newest, finest Webster Electric Pick-up!

What a profitable success it has been for dealers everywhere. The few weeks since its introduction have proved this irrefutable fact:

The public wants Webster's product!

They recognize the Webster Electric Pick-up as a perfect medium for the true reproduction of music in any form. Accurate, life-like interpretation of instrument or voice, in soft whispers or crashing crescendos, determines Webster selection in every comparison.

Webster tone is the logical result of the Webster features listed at the right. Collectively, they represent the highest pick-up development in the sound-reproduction field.

The new Webster Pick-up is available in two models, each for either battery-operated or A. C. sets. Both models are packed in attractive self-selling cartons — if your jobber has not stocked the Webster, order direct.



Model 2B includes Pick-up head, separate volume control, and necessary adapters.



*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—Card 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.



The New Webster Model 2A includes Pick-up head, supporting arm, built-in volume control and adapters.



*The Webster Electric Theater Pick-up*

This special model is offered for use with 16" records operating at 33½ R. P. M. An adjustable counterbalance makes it possible to correctly control the weight on the record. Provisions are made for mounting of base with rubber bands to obtain vibration-free mounting. Standard length from needle point to center of base is 12", but shorter length may be specified. Finished in instrument black.

Model 2D—Standard Impedance Head .....List \$25.00  
 Model 2D-1—Low Impedance Head (200 ohm) .....List 30.00  
 Model 2D-1 can also be furnished with an impedance matching transformer at \$7.50 extra.

**WEBSTER ELECTRIC COMPANY**

Racine, Wis., U. S. A.

Export Dept.: 154 Nassau St., New York City

# Webster

## W Electric Pick-up

# New Triad Plant Now in Full Swing

By H. H. Steinle

Vice-President and Sales Manager, Triad Mfg. Co., Inc.

THE plant of the Triad Mfg. Co., in Pawtucket, R. I., where radio tube production was started with a few tube types in May, is now producing twelve types of popular tubes and rectifiers, and will soon start the production of television tubes and photo-electric cells.



Above: Part of the suite of executive offices. Left: George Coby, president. Right: Ely Egnatoff, treasurer.



Above: Where Triad sales campaigns are planned and directed. Right: H. H. Steinle, vice-president and sales manager. Left: Vernon K. Wilson, assistant sales manager.

Right: Main office of the sales division at the Triad Mfg. Co.'s plant in Pawtucket.



Above: Section of the stem-making department, another place where minutely accurate work is turned out at high speed.

Left: Section of the testing department, where machinery built to specifications of the U. S. Bureau of Standards is used to insure the 95% uniformity of Triad tubes.

An observer on tour through this factory still finds some vacant floor space, for it requires more than a few months to build up a trade demand that will absorb radio tubes at the rate of 30,000 a day. However, the building is so laid out and equipped that new machines, as production requirements grow, are hitched up to waiting electric, gas and air lines in short order. More than two and a half miles of these pipe-lines were installed under the flooring.

The groups of skilled workers on the several floors increase in number and spread out, taking more and more space according to the pre-arranged plan. The exact spot for every new machine and for every additional worker has been carefully planned and provided for, and new arrivals take their places with the flawless order of an army brigade falling into line. The fundamental scheme underlying the arrangement of the Triad plant is that raw materials shall enter by a door at one end of the factory, travel in an uninterrupted line through all manufacturing stages and that the finished product shall leave the plant at another door without ever once doubling back or crossing its own trail in the process of production.

In every department, from the completely equipped experimental laboratories to the final series of testing machines, there exists the ideal combination of new, improved machinery (a good bit of it the creation of Triad engineers) directed by experts who are old in tube-making. In fact, the engineering and executive forces are, almost without exception, all pioneers in the radio tube industry, with records of success in the development, manufacture and marketing of high quality radio tubes.

The Triad Mfg. Co. is officered by George Coby, president; Ely Egnatoff, treasurer; William Cepek, secretary, and H. H. Steinle,

vice-president, and also the sales manager.

In addition to the home executive offices at the factory, Triad has branch offices in New York, Chicago, Boston, Nashville, St. Louis, Dallas, Los Angeles, San Francisco and Seattle.



Above: Section of the mounting department, where Triad tube elements are assembled by nimble fingers and spot-welding machines.



Right: The Triad plant at Pawtucket, R. I.

*There's every reason  
why you should sell **Fada!***  
*... and no reason  
why you shouldn't*

**F**ADA offers... every desirable improvement known to modern radio... a name that has stood for quality since the beginning of broadcasting... sets that work and *keep on working* with a minimum of service.

And Fada dealers have the benefit of strong dealer helps and sales co-operation... a great National advertising campaign in magazines... and newspapers of all leading cities... the Fada orchestra conducted by David Mendoza to carry the Fada message into millions of homes every Tuesday night over the Columbia Broadcasting System.

Small wonder that Fada dealers watch their profits mount. With the finest sets Fada has ever made... the greatest advertising Fada has ever done... it's *bound* to be the biggest year ever for Fada dealers. Write or wire for details regarding a Fada franchise in your territory.

F. A. D. ANDREA, INC.  
Long Island City                      New York



Screen Grid Fada 25 highboy — all electric — uses new 245 type power tubes in push-pull amplification — Fada *full power* dynamic speaker — single illuminated dial — equipped for phonograph attachment.

**FADA**  
*Radio*  
THE CHOICE OF THE EXPERTS

## Discuss the Possibilities of Education by Radio at Meeting

Leading Educators of Country Meet With Secretary of Department of the Interior and Appoint Committees to Study the Situation—Four Committees Named

"This conference may have more important results than we now realize." With this remark Secretary Wilbur, of the Department of the Interior, brought to a close the informal conference in Washington, May 24, called by him to discuss the possibilities of education by radio. The conference had unanimously agreed that a committee should be appointed to make a thorough, authoritative study of the entire subject of education by radio.

Secretary Wilbur, of the United States Department of the Interior, has appointed the following committee to study the possibilities of education by radio:

Chairman, United States Commissioner of Education Wm. John Cooper; Judge Ira E. Robinson, chairman of the Federal Radio Commission; Dr. John L. Clifton, director of education, Ohio department of education; Dr. W. W. Charters, Bureau of Educational Research, Ohio State University; Dr. H. Robinson Shipherd, Business Training Corp.; Dr. Frank Cody, Superintendent of Schools, Detroit; Merlin H. Aylesworth, National Broadcasting Co.; Dr. John H. Finley, New York Times; Dr. Will G. Chambers, School of Education, Pennsylvania State College; William S. Paley, Columbia Broadcasting System; Dr. Harold J. Stonier, American Institute of Banking; James A. Moyer, Division of University Extension, Massachusetts Department of Education; Dr. George B. Zehmer, University of Virginia; Mrs. Howell Moorhead, Foreign Policy Association; Miss Alice Keith, Radio Corp. of America.

On June 13 the committee met in Chicago and completed its organization and mapped out its work. Four committees were appointed: ways and means, headed by Dr. Clifton; fact-finding, headed by Dr. Shipherd; research, headed by Dr. Charters; executive, headed by Commissioner Cooper.

The purpose of this new "Advisory Committee on Education by Radio," as it is officially called, is simple yet comprehensive. Secretary Wilbur speaks of it in these terms: "The possibilities of radio as an educational tool appeal

to educators, broadcasters, manufacturers, and the public at large. This general interest has led to the appointment of a committee to make a thorough fact-finding study of the situation."

The whole radio industry is, or should be, interested in the subject of educational broadcasting. It should co-operate enthusiastically with the Advisory Committee, in its efforts to make of this subject a study which will be in the highest degree complete and useful.

Help may be given, according to the Committee, by supplying it at once with all available information about educational broadcasting now or recently done. This information should be sent promptly, with all possible detail, and on the assumption that the Committee is not yet in possession of it, and by sending to the Committee plans, ideas and suggestions for organizing the future of educational broadcasting, so as to secure for both education and radio, and for their great army of beneficiaries, the maximum good.

### Important Stewart-Warner Activities

Two New Field Representatives Appointed—Sales Convention Planned—Engineers to Meet—New Branch Office in Albany

R. H. Woodford, radio sales manager of the Stewart-Warner Corp., Chicago, recently announced the appointment of two new radio field representatives, A. P. Bergen and W. W. Murray. Mr. Murray's territory consists of Iowa, Nebraska, Missouri and Kansas.

The firm is planning to hold a two-day sales convention the latter part of August which will be attended by all of the radio field representatives. At about the same time all of the radio field engineers will gather at the general offices of the corporation in Chicago for a conference.

The Stewart-Warner Corp. has opened branch offices and warehouses in Albany, N. Y., and

Grand Rapids, Mich. H. W. Boettcher is in charge of the Albany office, and C. D. Goodkind has been appointed to take charge of the Grand Rapids headquarters.

Mr. Woodford also announced recently the appointment of several new distributors, including the Chapman Co., Nashville, Tenn.; C. A. Munro, Ltd., St. Johns, New Brunswick; M. E. Way, Inc., Oklahoma City, Okla.; Beach-Wittman Co., Tulsa, Okla., and McGregor Battery Engineering Co., Memphis, Tenn. S. W. Chapman, of the Chapman Co., and J. M. McGregor, of the organization which bears his name, visited the Stewart-Warner plant late in July. Both the Chapman and McGregor organizations are distributors of Alemite products manufactured by one of the Stewart-Warner subsidiaries and are well known in the territory.

### Production Begins at New Steinite Plant

Steinite Radio Co. Sets Schedule of 2,000 Receivers Per Day as a Minimum

Production is now under way in the Steinite Radio Co.'s new ten-acre plant in Ft. Wayne, Ind., according to an announcement recently made, and the formal opening of the factory will take place some time in August.

"Two thousand sets per day as a minimum is the goal we have set for ourselves when we are in full production," stated J. Abelson, president of the Steinite Co. "The administrative and executive offices of the company have been moved to Ft. Wayne, where cabinets and parts for Steinite sets will henceforth be made and assembled. A branch executive office will be maintained in Chicago.

"The Auburn, Ind., factory also is to be kept in operation for the making of cabinets, and the Atchison plant will be maintained for the fabrication of DC sets only. Production of sets was kept up to a peak during the entire time required for the moving of all facilities and offices to Ft. Wayne."

### C. I. T. to Finance Zenith Retail Sales

Hugh Robertson, treasurer and general sales manager of the Zenith Radio Corp., Chicago, reports that an exclusive contract has been executed for the financing of Zenith dealer retail instalment sales, between the Zenith Corp. and the Commercial Investment Trust Corp., New York City, known as "C. I. T." and the largest independent financing organization in the country.

"Five thousand Zenith dealers in the United States have found that instalment sales represent a large proportion of their entire volume," states Mr. Robertson. "To that end, the Zenith finance plan was created to enable the Zenith dealer organization to expand its sales volume and to provide a sound financial background for time-payment sales."

### Grigsby-Grunow Earnings

The Grigsby-Grunow Co. and subsidiaries report net earnings before Federal taxes for the year ended on May 31 of \$5,679,341, equal to approximately \$13 a share on the 437,400 shares of common stock outstanding. The net profit available for common dividends, after taxes and non-recurring charges, amounted to \$4,915,932. Dividends paid during the year totaled \$925,980, leaving a surplus for the year of \$3,989,952.

Stockholders of the Grigsby-Grunow Co. will meet on August 14 to vote on an increase in the authorized common stock from 500,000 shares to 2,000,000 shares, thus effecting a 4-for-1 split-up. After the stockholders' approval of this change, 1,748,160 shares will be outstanding.

# EBERT

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.



MODEL 77  
Height, 43". Width, 28". Depth, 15 1/4".  
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

✓ ✓ ✓ ✓ ✓ ✓ *Check these*  
**SPECIFICATIONS**  
*point-by-point... Prove to yourself that*  
**FREED RADIO VALUE**  
*cannot be matched by anything on the market!*



| SPECIFICATIONS NR-55 \$99.50 (less tubes) |      |   |   |   |   | SPECIFICATIONS NR-78 \$145 (less tubes) |      |   |   |   |   | SPECIFICATIONS NR-79 \$172.50 (less tubes) |      |   |   |   |   | SPECIFICATIONS NR-95 \$225 (less tubes) |      |   |   |   |   |
|-------------------------------------------|------|---|---|---|---|-----------------------------------------|------|---|---|---|---|--------------------------------------------|------|---|---|---|---|-----------------------------------------|------|---|---|---|---|
| FREED                                     | A    | B | C | D | E | FREED                                   | A    | B | C | D | E | FREED                                      | A    | B | C | D | E | FREED                                   | A    | B | C | D | E |
| 8 tubes                                   | ✓    |   |   |   |   | 8 tubes                                 | ✓    |   |   |   |   | 8 tubes                                    | ✓    |   |   |   |   | 9 tubes                                 | ✓    |   |   |   |   |
| Neutrodyne                                | ✓    |   |   |   |   | Neutrodyne                              | ✓    |   |   |   |   | Neutrodyne                                 | ✓    |   |   |   |   | Neutrodyne                              | ✓    |   |   |   |   |
| 4 tuned circuits                          | ✓    |   |   |   |   | 4 tuned circuits                        | ✓    |   |   |   |   | 4 tuned circuits                           | ✓    |   |   |   |   | 5 tuned circuits                        | ✓    |   |   |   |   |
| Tuned antenna circuit                     | ✓    |   |   |   |   | 4 condensers                            | ✓    |   |   |   |   | 4 condensers                               | ✓    |   |   |   |   | 4 condensers                            | ✓    |   |   |   |   |
| Shielded coils                            | ✓    |   |   |   |   | Tuned antenna circuit                   | ✓    |   |   |   |   | Tuned antenna circuit                      | ✓    |   |   |   |   | Tuned antenna circuit                   | ✓    |   |   |   |   |
| Push-pull                                 | ✓    |   |   |   |   | Shielded coils                          | ✓    |   |   |   |   | Shielded coils                             | ✓    |   |   |   |   | Shielded coils                          | ✓    |   |   |   |   |
| Output transformer                        | ✓    |   |   |   |   | Push-pull                               | ✓    |   |   |   |   | Push-pull                                  | ✓    |   |   |   |   | Push-pull                               | ✓    |   |   |   |   |
| Illuminated dial                          | ✓    |   |   |   |   | 245 tubes                               | ✓    |   |   |   |   | 245 tubes                                  | ✓    |   |   |   |   | 245 tubes                               | ✓    |   |   |   |   |
| Inductor dynamic speaker                  | ✓    |   |   |   |   | Output transformer                      | ✓    |   |   |   |   | Output transformer                         | ✓    |   |   |   |   | Output transformer                      | ✓    |   |   |   |   |
| Walnut veneer cabinet                     | ✓    |   |   |   |   | Illuminated dial                        | ✓    |   |   |   |   | Illuminated dial                           | ✓    |   |   |   |   | Illuminated dial                        | ✓    |   |   |   |   |
| Same price for D. C. model                | ✓    |   |   |   |   | Inductor dynamic speaker                | ✓    |   |   |   |   | Electrodynamic speaker                     | ✓    |   |   |   |   | Drum type tuning control                | ✓    |   |   |   |   |
| Fully licensed                            | ✓    |   |   |   |   | Light socket antenna                    | ✓    |   |   |   |   | Light socket antenna                       | ✓    |   |   |   |   | Electrodynamic speaker                  | ✓    |   |   |   |   |
|                                           |      |   |   |   |   | Phonograph pick-up terminals            | ✓    |   |   |   |   | Phonograph pick-up terminals               | ✓    |   |   |   |   | Light socket antenna                    | ✓    |   |   |   |   |
|                                           |      |   |   |   |   | Walnut veneer cabinet                   | ✓    |   |   |   |   | Closed door walnut veneer cabinet          | ✓    |   |   |   |   | Phonograph pick-up terminals            | ✓    |   |   |   |   |
|                                           |      |   |   |   |   | Same price for D. C. model              | ✓    |   |   |   |   | Same price for D. C. model                 | ✓    |   |   |   |   | De Luxe closed door highboy console     | ✓    |   |   |   |   |
|                                           |      |   |   |   |   | Fully licensed                          | ✓    |   |   |   |   | Fully licensed                             | ✓    |   |   |   |   | Fully licensed                          | ✓    |   |   |   |   |
| TOTAL                                     | 100% |   |   |   |   | TOTAL                                   | 100% |   |   |   |   | TOTAL                                      | 100% |   |   |   |   | TOTAL                                   | 100% |   |   |   |   |

Make this actual test of radio value. We have left space for five competing lines. List their features point by point. Total the score and see for yourself how FREED RADIO comes out on top every time

# FREED RADIO

THE GREATEST QUALITY VALUE ON THE RADIO MARKET TODAY

FREED-EISEMANN RADIO CORPORATION, 122 East 42nd St., New York

*Write or wire for available territorial franchises on this great new line*

## Radio Assembly Lines Thoroughly Up-to-Date

New Lines in Chicago Plant of Stewart-Warner Corp. Said to Be Last Word in Production Equipment—Speedy Output

The radio assembly lines pictured herewith are those of the Stewart-Warner Corp.'s Chicago plant and are regarded as the last word in production equipment. Factory engineers state that the new lines not only increase efficiency of employes and speed up production but permit greater supervision and inspection of assembly work. A conveyor belt almost 200 ft. long has been installed on each of the assembly lines. Instead of having a belt passing down the center of a table, each side of the assembly bench is equipped with a slowly moving conveyor carrying the chassis in special frames and stopping them before each specialized operator. A sufficiently wide space is allowed at each stage to permit the operator



Assembly Line at Chicago Plant of Stewart-Warner Corp.

to complete the portion of the assembly he or she is assigned. Two large bus bars are carried the entire length of the belt and supply the low voltage high amperage current for use in spot welding. Electric outlets are provided along the lines where soldering irons may be utilized or where sets are connected up for in-

termediate tests. On top of the assembly bench is a third conveyor upon which the jigs or dollies, which carry the sets during their construction, are placed at the end of the assembly line to receive another chassis in the making.

## Summer Radio Sales Are at High Point

Summer sales of radio products and also production are now at their peak, according to a statement by President H. B. Richmond, of the Radio Manufacturers' Association.

"Summer sales of radio products are excellent," said President Richmond. "Many of our manufacturers report that Summer business this year is as good or better than last Summer despite the fact that there was the extraordinary stimulus to sales last year of the political campaign. Better broadcasting, including unique hot-weather novelties developed by the broadcasters, together with better performing receiving sets, are undoubted reasons for the wider

Summer use and enjoyment of radio.

"New products, new models with the substantial improvements made by the industry, have been made available to the public and placed on the market sooner this year. Virtually all of the new radio products shown at the RMA Trade Show at Chicago last June are now on the market, in some cases about sixty days sooner than in past years. And many of our manufacturers have greatly increased their production

schedules. A mid-Summer survey gives every indication of an excellent radio year, with better radio programs, better broadcasting, and better products with more value per dollar to the radio purchaser than ever before."

At the meeting of the RMA Board of Directors held August 8 at the Clifton Hotel,



Captain L. Ziegenbein of the S.S. "Bremen" selected the Apex radio receiver for the S.S. "Bremen." In order to insure delivery on the boat in time Mr. Gennis, of the U. S. Radio & Television Corp., had the Apex put on a truck and he personally delivered it to Captain Ziegenbein. Photo shows Captain Ziegenbein congratulating Mr. Gennis on the U. S. Radio & Television Corp.'s achievement in building the new Apex radio receiver

Niagara Falls, Ontario, many national radio problems, especially those relating to the manufacturer, were discussed by the RMA Board with plans for expansion of service to the radio public and to members of the association.

This meeting of the RMA Board was the first one ever held on Canadian soil and also the first since the RMA annual convention and trade show at Chicago last June. The RMA leaders discussed plans for the coming year, including development of the association's engineering service, to cover the entire industry, its new merchandising department, traffic, credit and other services to RMA members.

Plans for the annual Radio World's Fair in New York City, sponsored by the RMA, and a similar public exhibition at the Chicago Coliseum in October also received the attention of the Board at the meeting.

## M. P. D. Co. Shows New Kolster Radio Receivers

Several hundred dealers attended the private showing of the new Kolster radio conducted by the Musical Products Distributing Co., New York, wholesale distributor of Kolster and Brandes radio, on July 22, 23 and 24, at the Hotel McAlpin, New York. A demonstration of the new remote control featured by the Kolster radio took place during the three days in the mezzanine parlors D, E and F. Refreshments were served to the many guests who attended the showing from all sections of the metropolitan district.

## Loeb Co. Adds Brunswick

Among the latest to be listed among the new Brunswick distributors is the Loeb Hardware Co., Montgomery, Ala. R. I. MacClellan, of the central office sales division, who was instrumental in establishing this firm as a distributor, reports that it is forming an exclusive music department to take care of radio, Pantrope with radio, and records.

## Dallas Firm Chartered

Behrends Radio Music House, Inc., has been incorporated with a capital of \$75,000 in Dallas, Tex. The incorporators are E. D. Behrends, Porter Bennett and Charles D. Turner.



**T**HIS 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

**All radio tubes are made under  
his patents . . .**

**But only  
DE FOREST  
AUDIONS**



DR. LEE DE FOREST, inventor of the radio tube  
and the "Father of Radio."

***are made under his direct supervision***

**E**VERY radio tube no matter what its name, is licensed and made under De Forest patents, but only De Forest Audions include all the latest improvements of De Forest Laboratories and bear the name of the inventor.

For example, every De Forest Audion has a vacuum exhausted to less than one millionth atmospheric pressure. Practically all other well known makers of tubes are content with an air pressure fifteen times as great as this. You can't "see" air pressure but you can "hear" it. It is one of the causes of short life and tube noises.

Another exclusive improvement of De For-

est Audions is a cathode insulator which has reduced hum and buzz to one thirtieth that of other tubes and has eliminated crackle entirely. There are many other improvements in De Forest Audions such as the use of the rare metal molybdenum instead of nickel, mica spacers, top and bottom, to insure uniform spacing of the elements and oxide coated filaments instead of thoriated tungsten.

You can prove the superiority of De Forest Audions in a few moments by replacing the tubes you are now using and noting the results. They have set the world's standard for radio tubes for 23 years. Today they are unquestionably the finest tubes you can use.

DE FOREST RADIO COMPANY, JERSEY CITY, N. J.

**de Forest**  
**AUDIONS**

# The Trade in PHILADELPHIA and LOCALITY

## Philadelphia Trade Experiences Lively Demand for New Models

Latest Radio Models and Combinations Find Favor With Public—New Victor Line Enjoys Heavy Sales—Sparton Distributors Organize—Lyric Line Shown

PHILADELPHIA, PA., August 8.—Just as forecast, the trade experienced a lively Summer demand for the newer sets of radios and their talking machine combinations. Broad publicity and other means of exploitation aided in promoting mid-Summer demands. Not only was the advertising responsible for this maintained interest in the various new sets but also the desire of the public for ownership of the modern styles of radio and the many new features that add to the efficiency of radios and their improvements in reception and operation generally. Attractive cabinets, too, have been factors for the promotion of sales.

### Heavy Demand for New Victor

As the new promotion department of the Philadelphia Victor Distributors, Inc., began to function in the past month the trade enjoyed an unusually prosperous mid-Summer demand for the Victor in its newest form, the Micro-Synchronous radio. Albert E. Hughes, who is manager of the sales promotion department, has been co-operating with the dealers in forwarding the sales of the new radio and results have been most gratifying as dealers report an unusually active Summer season resulting from the introduction of the newest devices. As this business in the Victor radio grows the Philadelphia Victor Distributors, Inc., announced the addition of a branch house at 10-12 South Fourth street in the Keystone State Capital, where Frank Espey is manager. Shipments to the trade from the new distributing house began July 15 and a rushing demand greeted the manager of the new center for the distribution of the Victor. There has been an entire revamping of the Philadelphia Victor Distributors' staff under Manager George A. Tatem, with

four additional men added to cover the field. William Gaston, who formerly was connected with the Baltimore Victor Distributing Co., is now an associate of the staff.

B. B. Todd, who conducts a music store at 1306 Arch street, reported an unusually heavy Summer demand for Victor radios as the result of the introduction of the new Victor Micro-Synchronous radios. The store, he states, has been doing a business more on a parity with Xmas tide than mid-Summer as crowds gather to hear the new radios. Sales have been at a record for a post-war year at this season and keep growing as prospects turn into buyers after hearing the daily concerts over the demonstration machine erected in the store.

### Sparton Distributors Organize

With the organization of the Associated Sparton Distributors, during the month the trade associates connected with the jobbing of the Sparton radios formed a body that will be devoted to the promotion of the interests of the wholesalers and the dealers in these radios. The co-operative body met in the Newark Athletic Club at Newark, N. J., in early July and there organized with nine members and elected the following officers: President, Homer C. Davis, of the Homer C. Davis Co., Philadelphia; secretary, H. K. Harley, Allen Distributing Co., Allentown, Pa., and treasurer, J. R. Hunt, of the J. R. Hunt Co., Baltimore, Md. There will be another meeting of the new organization at the Penn Athletic Club in Rittenhouse Square in early August. Application will be made for the incorporation of the organization this month.

### Features Lyric at Trade Show

The Philadelphia Motor Accessories Co., 3129 North Broad street, held a two-day show at the

Sylvania Hotel, July 25 and 26, at which there were shown the newest types of Lyric radios made by the All-American Mohawk Corp., of Chicago. The meeting was a joint session of the manufacturers, represented by Otto Frankfort, and the local distributor, the Philadelphia Motor Accessories Co., represented by its president, D. D. Weiss. E. R. Kuhn, Eastern district sales manager for the All-American Mohawk Corp., welcomed the dealers on behalf of his firm, while a word of cheerful import was given by the head of the local wholesale house. Then the 100 dealers joined in the discussion on the newer sets of the Lyric and were given demonstrations by the factory representatives.

### Penn Phono. Co. Holds Sales Meeting

A sales meeting in which all the staff of the Penn Phonograph Co., 913 Arch street, were assembled, was held during the month at headquarters here for the purpose of outlining the Fall sales campaigns on the Majestic radios. The plans for the coming Autumn drive were laid before the staff by the General Sales Manager, D. Wilson Mayberry, who predicted a "bigger than ever" demand for the Majestic as present growing orders justified this optimistic outlook for the latest Majestic set. There were thirty-five salesmen from the territory present. H. F. Miller, secretary and treasurer of the company, sailed for Europe on July 1 and will remain abroad until after Labor Day. He will visit England, France, Germany and Italy before the homeward voyage.

### T. F. McIntyre in New Post

Following the resignation of Charles Gomprecht from the executive staff of Trilling & Montague to join the New England distributing trade, his duties as general manager of the firm have been taken over by Thomas F. McIntyre, who has been connected with the firm for a number of years. Trilling & Montague soon will have on display at the headquarters, Seventh and Arch streets, the newest additions to the Zenith radios in the series of four new styles which are to be featured in the coming months. The new Zenith line will be ready by September with all models on display. There will be open house at headquarters here as the Zeniths arrive and later these will be shown in some central city hotel in a special introductory show with the co-operation of the Zenith Radio Corp., of Chicago.

### New Sparton Radio Distributor

An additional distributing house for the Sparton radios was opened in the Philadelphia trade in the month of June when the Homer C. Davis Co. made its bow to the trade at newly acquired quarters, 3846 Lancaster avenue. While the head of the firm, Homer C. Davis, is a newcomer to the distributing branch of the industry he long has been linked with the trade as a Victor dealer and is president of the Philadelphia Victor Dealers' Association and of the newly organized Associated Sparton Distributors, which was formed in July. The opening of the doors of the new store of the Homer C. Davis Co. was the occasion for a social welcome by trade associates when the head of the firm joined with the dealers in the luncheon refreshments served in buffet informality at the store with more than 100 dealers attending. There were shown in the new location the entire line of new Spartons displayed at the opening. A service department is maintained, with George McCloskey in charge. Miss Dorothy M. Strickland is assistant to the head of the company in the new quarters. The Davis Co. is the second distributor to be appointed for the territory, the other being the J. V. Kane Co.

### Appointed Radiotron Distributor

Radiotrons will be distributed in the Philadelphia territory.

(Continued on page 94)

## 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.



BALANCED-UNIT LOWBOY  
NEUTRODYNE-PLUS SCREEN GRID  
\$129<sup>50</sup> \$119<sup>50</sup>



BALANCED-UNIT HIGHBOY  
NEUTRODYNE-PLUS SCREEN GRID  
\$149<sup>50</sup> \$139<sup>50</sup>



BALANCED-UNIT HIGHBOY DELUXE  
NEUTRODYNE-PLUS SCREEN GRID  
\$205<sup>00</sup> \$195<sup>00</sup>



BALANCED-UNIT TABLE MODEL  
SCREEN GRID RECEIVER ELECTRO-DYNAMIC SPEAKER  
\$67<sup>00</sup> \$32<sup>50</sup>

**M**OST profitable for the dealer; most economical for the dealer's customers — that is why Balanced-Unit Radios are in such overwhelming demand that even in August, when radio business is usually slack, Philco factories have been forced to add two extra shifts. Since Philco territories are being rapidly filled, dealers who want to reap the many advantages of a Philco franchise must act quickly. Mail the attached coupon.

*Tune in the Philco Hour every Friday night, 9.30 Eastern Daylight Saving Time.*

PHILCO, PHILADELPHIA, PA.  
*Makers also of the famous Philco Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.*

Tubes extra. Prices slightly higher in Canada, Rocky Mountains and West. Every Philco model, regardless of price, uses a genuine Electro-Dynamic Speaker and two of the new extra powered 245 tubes, push-pull.

ALL-ELECTRIC

**PHILCO**

BALANCED-UNIT RADIO

PHILCO, PHILADELPHIA, PA.  
C and Ontario Streets, Philadelphia, Pa.

I am interested in making more money. Please rush me full details of the Philco franchise.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

delphia territory by the Raymond-Rosen Co., 49 North Seventh street, as the newly appointed wholesaler for eastern Pennsylvania, southern New Jersey and Delaware, according to an announcement made by Manager A. J. Slap. The Rosen Co. will carry on hand a large stock of these RCA tubes for the purpose of giving speedy service to the dealers. These will be carried in addition to the Temple radios, for which the firm is local distributor.

### Opens Philadelphia Office

An Eastern office has been acquired by the Steinite Radio Co. in Philadelphia in suite No. 200 in the Jefferson Building, 1015 Chestnut street. The new offices were opened in late July and are under the direction of S. J. Helsper, Eastern district sales manager, who will make his headquarters here. The Eastern offices will co-operate with the distributors in the section and will take in the distributors in the State of Pennsylvania and the entire territory extending along the Atlantic Seaboard and the States of the Southern tier adjoining the Coast. Simultaneously with the announcement of the opening of the Eastern offices comes the information that the new factory to be opened in Fort Wayne, Ind., next month will bring together all the distributors in the United States and Canada to celebrate the event. At this meeting the Steinite Co. will make interesting and important announcements to the trade for the 1929-30 season.

### Receives New Grebe Models

New Grebe radio models are now in stock at the local distributing house of the A. H. Grebe Co., of Richmond Hill, L. I., in the showrooms of the Rumsey Electric Co., 1007 Arch street. The new models comprise three consoles and two highboys. The Rumsey Co. will hold individual shows throughout the territory in the coming months as the samples are distributed to the dealers and shipments commence. Manager of the radio department T. W. Lauer is planning to hold these shows throughout the Fall months.

### Crosley Models in Demand

Crosley radios of the latest improved types are moving with alacrity from the warehouse of the Quaker City jobbers, Wilkening, Inc., 818 North Broad street, where the line was on display throughout the past month. Since the large consignment of several carloads was received following the arrival of an initial shipment by airplane the trade has been absorbing heavy supplies of these attractive models to meet the growing needs of the public.

### Dealers View Edison Light-O-Matic

In the presence of several hundred dealers

the new models of the Edison radios were shown with demonstrations, social feasting and many other entertaining features in the program staged on the Roof Garden of the Bellevue-Stratford Hotel on July 18. At this meeting the local distributors, the Girard Phonograph Co., co-operating with Thomas A. Edison, Inc., were the hosts and with lavish hospitality entertained the dealers and then introduced the newest of Edison developments, the Light-O-Matic radios. Details of this meeting appear elsewhere in this issue of *The World*.

### Introduces New Radiola

There was launched the Philadelphia trade a few days ago the newest of mid-Summer offerings from the Radio Corp. of America through the local distributor, the H. C. Roberts Electric Co., Eleventh and Race streets. Manager J. H. Fisher, who looks after the radio department, has been highly complimented by the dealers on the new Radiola No. 66. A heavy advance sale awaits the first shipments of these models, which indicates a very favorable reception by the trade and an equally enthusiastic reception by the public.

### Show New Brunswick Models

Exhibition of the latest improvements in the Brunswick-Balke-Collender Co. line was made by the Philadelphia branch for four days beginning July 15 at the Benjamin Franklin Hotel. On the fifteenth floor of the hotel were assembled the three new models which were viewed by more than 300 dealers who visited the displays during that time. The new models were the straight radios Nos. 14 and 21 and the No. 31, which is a combination set. General Manager E. S. Germaine, assisted by Assistant Manager T. J. Smith, welcomed the trade in the open house exhibition. The exhibit was preceded by a sales conference of the Philadelphia branch and the new Harrisburg, Pa., distributive house, Zweifler, Inc., which takes care of the central Pennsylvania requirements of the dealers. Walter Zweifler, with his assistant, T. J. Higgins, who is record merchandising specialist, and the local staff were present at the sales conferences. John Neubuck, of the South Jersey territory, and Max Saks, and J. Ver Wiebe, of the Philadelphia staff, were also present at the Show.

### Plan Showing of Peerless Radio

In a joint convention and show the Roberts Auto & Radio Supply Co. and the Philadelphia Distributing Co. will feature the entirely new Peerless line of radios in the introductory offer of these latest additions to the trade. The premier showing of the Peerless radios will be given at the Sylvania Hotel in early August.

They include the Courier Line, which features a popular-priced receiver of four models and retails from \$85 to \$165, including a table set, and the Peerless radios of five models from \$195 to \$600, the latter all consoles.

### To Extend Territory

Having recently been assigned to the distribution of the Colonial radios in the Philadelphia trade, the Lewis Radio Jobbers, 45 North Seventh street, are planning further extensions of the territory covered under their distributive rights. The territory now covered takes in the cities of Harrisburg, Pa., Wilkes-Barre and Scranton in the coal regions and southern New Jersey and Delaware State. It is the plan of the distributors to open branches for the Bosch radios and the Colonial in Harrisburg and Scranton in the Fall. The firm is displaying and shipping the new sets of the Colonial. The Lewis Radio Jobbers also have been appointed distributors for Eveready batteries. With the newer acquisitions the firm will concentrate on its major lines of the Bosch and Colonial radios, Eveready batteries, Cunningham tubes and the Jensen dynamic speakers.

### 800 Dealers at Philco Meeting

New models of the Philco 1929 line were exhibited to nearly 800 dealers from eastern Pennsylvania, New Jersey, Delaware and Maryland at the annual dealers' convention held at the Penn Athletic Club during the past month. Following the dinner addresses were made by E. R. Alexander, wholesale manager of the Middle Atlantic division, who welcomed the dealers; Peter Kain, sales manager of the Middle Atlantic division; Ralph Schnader, of the engineering department of the Philadelphia Storage Battery Co., manufacturer of the Philco, who gave a technical talk on the new models, and Harry Boyd Brown, sales promotion manager. After the discussions on the radios there was a moving picture entitled "What's Behind Philco," which showed the construction and assembly of the new sets.

### Hear Kolster-Brandes Sales Plans

A joint sales meeting of the Roberts Electric & Auto Supply Co. and the Cam-Rad organization has just been held in Philadelphia under the supervision of L. T. Breck, sales manager of Kolster Radio Corp., and Robert C. Hopkins, Eastern district sales manager of Kolster. The national merchandising plan and contest for distributors' salesmen were explained and plans for the Philadelphia campaign for the season were discussed.

A three-day dealer meeting for radio merchants of Philadelphia and vicinity followed, at

(Continued on page 96)

Distributors for Eastern Penna., Southern New Jersey & New Castle County, Del.

**ZENITH**  
RADIO

We offer the largest stock of this nationally known radio line in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unflinching sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

**TRILLING & MONTAGUE**

WHOLESALE RADIO MERCHANDISERS

"Grow With Us"

N. W. Cor. 7th and Arch Streets PHILADELPHIA, PA.  
Branch—218 Chestnut St., Sunbury, Pa.

**KOLSTER RADIO**

Wholesale Distributors

DAVID M. TRILLING

HARRY MONTAGUE

**CAM-RAD**

DISTRIBUTING CO.

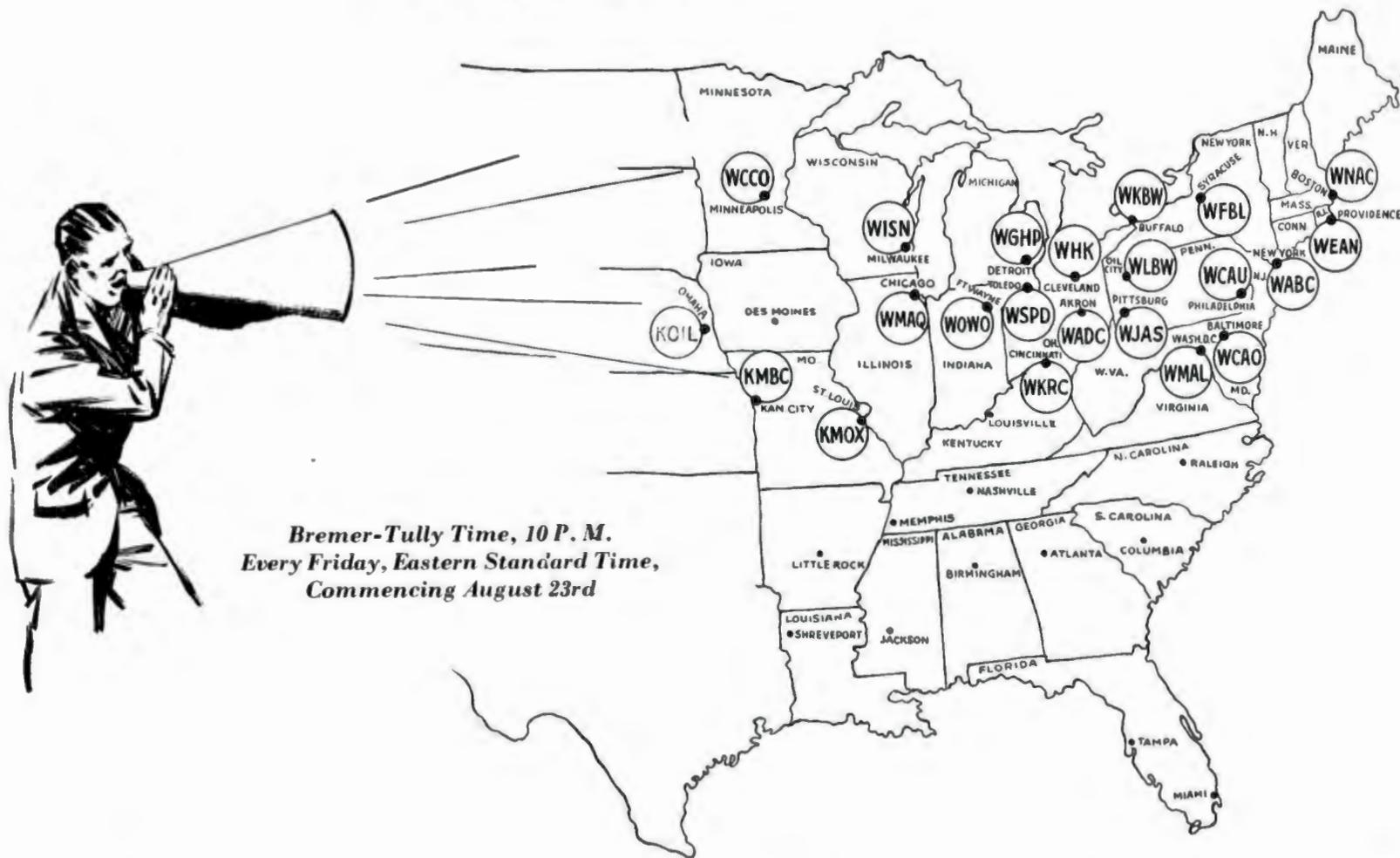
7th and Arch Streets, Philadelphia, Pa.

Branch—Sunbury, Pa.

Wholesale Distributors

**BRANDES RADIO**

# BREMER-TULLY RADIO



*Bremer-Tully Time, 10 P. M.  
Every Friday, Eastern Standard Time,  
Commencing August 23rd*

## *Goes on the Air!*

**N**OW—the greatest of all Bremer-Tully merchandising helps for dealers—a series of programs by noted entertainers, outstandingly different, over 22 high power stations of the Columbia Chain. Worth-while programs which will impress the superiority of the new Bremer-Tully Instruments upon millions.

In this over-the-air advertising, coupled with its nation-wide newspaper campaign, Bremer-Tully offers authorized dealers the greatest all-around sales assistance of any *fine* radio this year.

**Cash in! Write for details of our Selective "Big Profit" Franchise.**

**BREMER-TULLY MANUFACTURING COMPANY**  
656 Washington Boulevard, Chicago, Illinois

.....  
A P E R M A N E N T N A M E I N R A D I O  
.....

**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)**

which the plans for the Kolster and Brandes lines were revealed to the trade.

**Forms Subsidiary Company**

The Philadelphia Motor Accessories Co. recently announced the formation of a subsidiary company, the Philadelphia Wholesale Distributing Co., which will handle the Peerless and Courier radio receiver lines, Peerless speakers, Marvin radio tubes and a complete line of toys. The management of the newly organized company is the same as that of the parent organization. The sales staff, however, is being enlarged to a considerable degree.

**Enjoying the Summer**

The executives of Peirce-Phelps, Inc., Majestic distributors of this city, are occupying a bungalow near Stroudsburg. Each week-end party usually consists of J. Trevor Peirce, Charles M. Phelps, James T. Peirce and Paul Richardson.

**Cam-Rad Shows New Models**

The Cam-Rad Distributing Co., local distributor of Kolster and Brandes radio, held a radio show at the Sylvania Hotel, in this city, on Thursday and Friday, July 25 and 26. A large attendance of dealers was reported and all seemed impressed with the opportunities for sales of the Kolster and Brandes lines for the coming season. Particularly popular was the new Kolster remote control set.

**Philco on Three-Shift Schedule**

The large group of factories comprising the Philco plant, at Ontario and "C" streets, presents an illuminated appearance at night, due to the three-shift schedule recently inaugurated. This was found necessary in order to handle the heavy orders booked for the new Philco line of radio receiving sets.

**News Brieflets**

The former building of the Philadelphia Victor Distributors, Inc., now occupied by Louis Buehn Co., distributor of the Atwater Kent radios, has been sold to C. A. Battles for \$75,000. The Buehn Co. will continue to occupy the place as a radio distribution center.

Harry B. Reinhart, one of the oldest radio and music dealers in the City of Brotherly Love, during the past month celebrated his twenty-first anniversary in the industry at his place of business, Oxford and Twenty-fourth streets.

In honor of the occasion he donated a Radiola receiving set to the welfare organization at Southwark Neighborhood House.

It has been learned from Wilson N. Durham, president of the firm of Durham & Co., Inc., radio dealers and engineers, 2006 Chestnut street, who returned from a trip to Europe during the month, that a dramatic battle for the radio business of Greece has been won by American interests. Mr. Durham left two months ago to discuss with officials of the Greek Government the installation of broadcasting stations and the establishment of a complete radio service for the citizens of Greece, who have up until the present time remained ignorant of the marvels of the art. As a tribute to the American industry the contract was awarded to the Durham Co. despite heavy competition from European concerns. As a first unit in the scheme of broadcasting, a 25,000-watt station of the latest type will be built in the city of Athens by American engineers under Mr. Durham's direction.

Pietro Donato and Rose Donato have opened a radio store in the heart of Little Italy, at 1001 Christian street. The radio store will be known as Donato Radio Co.

John La Vallin has been made manager of the Philadelphia branch of the P. A. Starck Piano Co., 1125 Chestnut street. He succeeds M. Denowitz, resigned.

Trade sympathies were extended to Sales Manager D. Wilson Mayberry, of the Penn Phonograph Co., during the month upon the death of his father, D. Wilson Mayberry, Sr., whose passing took place at the home of his son following a prolonged illness from the infirmities of age.

The Columbia Phonograph Co., Philadelphia branch, is to introduce the newer models to the trade in the late Summer.

There has been such a rushing demand for the new Victor Micro-Synchronous Radios that H. A. Weymann & Son Co. is kept at full speed in the shipping department meeting the needs of its dealers.

F. K. Courtney, who conducts the Graybar Radio & Appliance Agency in the Germantown district, at 5104 Germantown avenue, is now a dealer in the Atwater Kent and Graybar radios.

Max Lang, who is head of the Lang Piano Co. and a chain of four talking machine, radio and music stores, has been summering in Europe on a combined business and pleasure trip.

**Appointed Transitone Distributors**

McDowell & Meli, Inc., 441 North Broad street, have been appointed Eastern distributors for the Automobile Radio Corp., of Long Island City, L. I., and will cover the Philadelphia and local territory of eastern Pennsylvania, New Jersey, Delaware and Maryland for the radios made by the manufacturers and known as the Transitone. The Transitone is a highly selective radio with six tubes adapted for installation in automobiles and other moving vehicles and it is growing in popularity.

**M. P. Currier Joins Girard Phono. Co.**

The Girard Phonograph Co., exclusive Edison distributor in the Philadelphia territory, has announced the appointment of M. P. Currier to its sales staff. Mr. Currier will represent the Girard organization in the city of Philadelphia. He comes to the Girard Phonograph Co. with a broad knowledge of dealer problems as he was actively engaged in retail merchandising in the music industry for several years.

**Inspect Majestic Plant**

More than 250 Majestic radio dealers from Philadelphia, Harrisburg, Wilkes-Barre and southern New Jersey, left recently for Chicago

where they inspected the huge plant of the Grigsby-Grunow Co., manufacturer of Majestic radios. The dealers were the guests of the two Majestic dealers serving this territory, the Penn Phonograph Co. and Peirce-Phelps, Inc.

**Stewart-Warner Sales Are Unusually Heavy**

The Stewart-Warner Sales Co., of Philadelphia, exclusive Stewart-Warner distributor for eastern Pennsylvania, south Jersey and the eastern shore, reports an unusually heavy business during the past 60 days, since announcement of the new and radically different series "900" Stewart-Warner receiving sets.

Since the inception of this new line the Stewart-Warner Sales Co. has signed up on franchises over 75 new dealers, making their total active dealer list nearly 200 throughout this territory.

One of the outstanding qualities of the new Stewart-Warner line of sets, according to the unanimous opinion of the dealers, is the tone quality. A great many Stewart-Warner dealers reported to their distributor that, due to the outstanding qualities of this new "900" series, they have done as much business during May and June on the new line as they heretofore have been accustomed to doing during the busiest months of the Winter.

J. B. Suess, of the Stewart-Warner Sales Co., having just returned from a visit to the factory, states that the entire output of 350,000 of the new series "900" has already been contracted for by the distributors throughout the country.

The new model 78 phonograph combination will be in production within the next 30 days, and will sell complete, including set, cabinet, speaker, tubes and phonograph unit, for less than \$260.

**Claim Patent Infringement**

Fifty-six radio manufacturers have been notified by Knight Bros., counsel for the Freed-Eisemann Radio Corp., of their infringement of a patent owned by the Freed company and further that steps will be taken to prevent the unlicensed use of said patent. This patent, known as No. 1,671,959, issued May 29, 1928, covers a radio circuit comprising a plurality of radio frequency amplifier stages having thermionic tubes arranged in cascade with a portion of their output circuits in common and a condenser shunting, substantially all of the common of the output circuits, and of sufficient capacity to keep the reactance voltage, tending to occur in the common portions of the output circuits, below the value at which it may cause self-oscillation, and is known as "means for eliminating reactive coupling in radio circuits." The use of this circuit is said to be a vital part of all radio receivers now being marketed.

**Wichita Radio Co. Organized**

WICHITA, KANS., August 6.—The Wichita Radio Co. has been organized in this city to take over the wholesale distributing business of the Wichita Battery Co., and will act as Philco distributors in this territory.

Ample facilities have been provided for the large business of this new company through a new building which has recently been erected. The executives of the company are E. B. Center, W. D. Bruner and William E. Lawson.

**A. K. Meeting in Des Moines**

Des Moines distributors of Atwater Kent radios held a one-day session at Hotel Fort Des Moines Tuesday, July 23. Speakers were A. A. Schneiderhahn, of Des Moines; A. C. Brown, of Philadelphia, and Lisle Prett, district sales representative, also of Philadelphia.

**Building Dealer Confidence Since 1921**

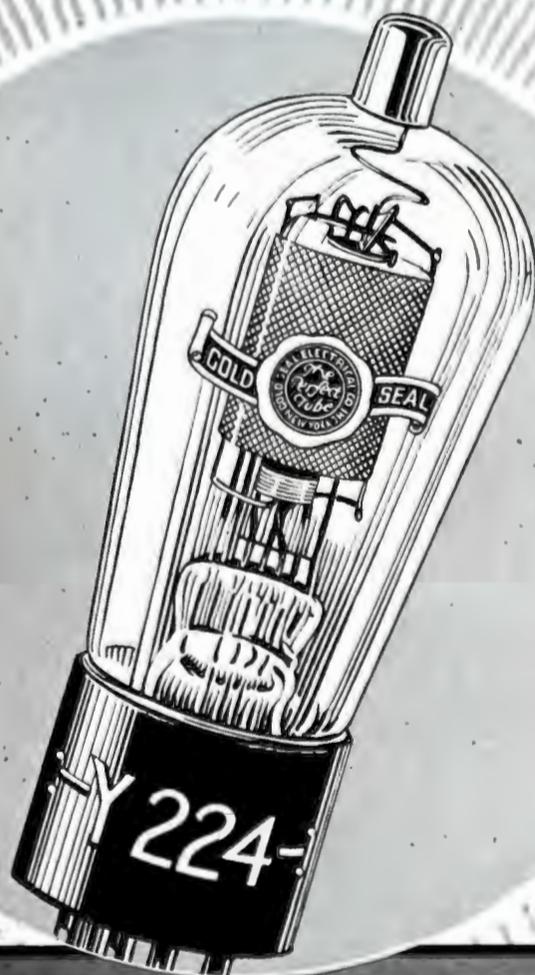
One of the pioneers eight years ago, our growth in the radio field has paralleled the growth of radio itself.

In nearly a decade, we have established many valued business connections and held them on the basis of mutual profit. Good products, good service and good dealers—there's a combination that keeps sales up.

**Wilkening**  
INCORPORATED820 N. Broad Street  
Philadelphia, Pa.Wholesale Distributor  
CROSLEY — AMRAD

# Eclipses all other Screen Grid tubes in the radio sun

LEADING set manufacturers, so that their own product may perform in the most satisfactory manner, again select Gold Seal Quality to fulfill their desires. The GSY-224 is one of the reasons why all distributors and dealers should be in a position to meet the country-wide demand for the demonstrated quality and performance of all tubes of Gold Seal make.



### Technical characteristics of the GSY-224

Circuit requirements, special shielding, base 5 prong standard; Height 5 3/4", Diameter - 1 13/16"; A Supply Trans, 2.5 Volts; Filament Volts, -2.5; Filament current amperes, 1.7; Has amplifier B Battery Volts; Plate, 180; Screen Grid, 75; C Battery Volts, 1.5; Plate current, 4; A. C. plate Resistance in ohms, .004; Conductance in megohms, .001; Voltage amplification factor, 420.

*There is a Gold Seal tube for every set and every socket*

Price range and discount policy information from

**GOLD SEAL ELECTRICAL CO., INC.**

250 Park Avenue  
New York

# GOLD SEAL RADIO TUBES

## Al Jolson Elected Brunswick Director

World-Famous Entertainer and Exclusive  
Brunswick Recording Artist Joins Di-  
rectorate of World-Wide Business

Al Jolson has combined his play with big business. He has just been elected to the Board of Directors of the Brunswick-Balke-Collender Co., Chicago, which exclusively makes and distributes all of his song records. It is one of the few instances in history where an outstanding entertainer of Jolson's type has



Al Jolson

taken an active hand in the directing of a world-wide business. Mr. Jolson's value to the Brunswick Co. is emphasized by the fact that much of his activity is centered in New York, Chicago and Los Angeles, where the Brunswick recording laboratories are located.

"The amazing demand for Brunswick records of Jolson songs prompted us in selecting Mr. Jolson as a member of our Board of Directors," said R. F. Bensinger, vice-president of the company, in making the announcement, "for we feel that anyone who can enjoy such widespread popularity as a singer can bring real ideas and real help to our company. Jolson long has been a great favorite, but to-day he stands at the pinnacle of his popularity. His records are being distributed throughout the world—even in darkest Africa and in the far-away South Sea Islands. It would seem that Al Jolson's voice reaches around the world

## TONE ARMS

By the Manufacturers  
of the world-famous  
Thorens Motor

A COMPLETE line of  
tone arms made by  
HERMANN THORENS, Ste.  
Croix, Switzerland, in-  
cluding the popular  
straight and "S" shapes;  
acoustically correct in de-  
sign. The workmanship  
is of the highest quality  
with prices exceptionally  
low.

A wide variety of sound  
boxes, spring motors, elec-  
tric motors, and other  
accessories is also avail-  
able. Write for complete  
details.

HERMANN THORENS

Ste. Croix, Switzerland

American Branch House:

THORENS, Inc.

450 Fourth Ave.

New York City

and into all nooks and corners of the globe.

"The famous 'Mammy' song sets an example of what a song can rise to in popularity—that and 'Sonny Boy,' but the hits from the talkie production of 'Say It With Songs,' including 'Little Pal,' 'Seventh Heaven,' 'Used to You,' and 'Why Can't You?' are giving the old favorites a hard run. Mr. Jolson will be in Chicago frequently in connection with his new duties as a Brunswick director, and when he is not here or at one of the other recording laboratories he will keep in constant touch with us. We are fortunate in having such a man as Jolson on our official board, for he knows what the public wants and how it wants it."

## Emile Berliner, Prom- inent Inventor, Dead

Pioneer in Development of the Gramo-  
phone and Disc Record—Interested in  
Child Hygiene—Evolved Microphone

Members of the talking machine and radio industries will learn with sincere regret of the death, at his home in Washington, D. C., on August 3, of Emile Berliner, prominent inventor and tireless crusader in the field of child hygiene. Mr. Berliner, who, in his early days in the Capital city, studied electricity and acoustics, evolved the idea of the loose-contact transmitter or microphone, which placed the telephone on an advanced commercial basis some three years after Bell and Watson had invented the telephone in Boston. In recent years the microphone has become the soul of radio broadcasting. In 1887 he became interested in the development of the gramophone and later the disc record, now so widely used, as well as a method of duplicating this type of record. For his work in the gramophone field he was awarded the John Scott and Elliott Cresson gold medals by the Philadelphia Institute. In 1900 Mr. Berliner became interested in the cause of the high death rate among babies, which he traced to the dangers of raw milk, and was instrumental in establishing milk standards that were accepted in modified form by all the large cities of the country. He was president of the Washington Tuberculosis Association for five years and wrote a number of pamphlets on health topics affecting infants.

Mr. Berliner was born in Hanover, Germany, on May 20, 1851. In 1865 he graduated from the Samson School at Wolfenbittel and came to the United States in 1870. He is survived by a widow, three sons and three daughters.

## Rudolf Roemer Opens New Branch Store

The Rudolf Roemer Furniture Co., New York City, recently added to its chain of radio stores a branch at 59 West Fourteenth street in the home of Fostoria, Inc., electrical goods establishment. The department is on the street floor and a complete line of standard radio equipment is carried. The department is under the management of Henry Auffurth, who has been connected with Frederick P. Altschul in a managerial capacity for a number of years.

F. J. Ennis, manager of the radio division of the Roemer establishment, states that if the past few weeks can be taken as a barometer of what Fall business is going to be, a good-sized volume of business is assured from the new store. The other Roemer establishments also report a consistent demand.

### COTTON FLOCKS

Air floated, all injurious foreign matter eliminated  
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street  
Newark, N. J.

## Charles Lawman Is New Columbia Artist

Exclusive Columbia Recording Artist Has  
Won Praise of Reviewers for Work on  
Majestic and Other Radio Hours

Charles Lawman, who has been broadcasting of late on the Majestic Hour, has been secured as exclusive Columbia recording artist, and as the latest addition to Columbia's popular "intimate" vocalists.

Lawman hails from Mt. Vernon, Ohio, where he plays semi-professional baseball in the Sum-



Charles Lawman

mer, both because he likes the game and to keep fit for his Winters of singing. He studied music with Bagby, composer of "Fioretta," and has been praised by The New Yorker and other reviewers for his masculine interpretations and fine diction in such songs as "Oh! Sweetheart, Where Are You To-night?" and "When We Get Together in the Moonlight," which are coupled on his latest Columbia record recently released.

## Adopt Burtex Diaphragms

The manufacturers of Victor radios and electric phonographs have adopted Burtex diaphragms for their loud speakers, the Victor organization having placed orders for over 400,000 Burtex diaphragms to date, according to Clifford E. Stevens, chief engineer of the Stevens Mfg. Corp., Newark, N. J., manufacturer of Burtex diaphragms. These diaphragms are featured in the popular Victor radio and Electrola combinations now on the market. Mr. Stevens stated that even abroad this material has been selected by three of the largest radio manufacturers in Germany for exclusive use in their radio products. Burtex diaphragms are now being used by many of the leading radio manufacturers in this country.

## A. Atwater Kent Honored

PHILADELPHIA, PA., August 6.—A. Atwater Kent, president of the Atwater Kent Mfg. Co., of this city, has been appointed chairman of the Finance Committee of Benjamin Franklin, Inc. This is an organization formed by the Poor Richard Club, well-known advertising association of this city, and with the co-operation of the Franklin Institute will erect a memorial to Benjamin Franklin which is proposed to cost at least \$10,000,000.

## SPRINGS REPAIR PARTS

RENE MFG. CO.

MONTVALE, N. J.

# Gentlemen: *let's get down to plain talk!*

Just a few short months ago, the Brandes Radio made its bow to the world! It offered 6 big features plus Selector Tuning! It was priced amazingly low! It was backed by a tremendous

advertising campaign! And it carried the O.K. of world famous experts! ¶ You know the rest! Today—in every town, city and hamlet—owners are saying what a thousand experts have already said—“Brandes leads the field in price and performance!” ¶ Somebody in your district is getting all that Brandes business . . . fine, profitable business . . . Sure, why can't it be you?

*Amazingly low prices!*  
•  
*Tremendous Advertising!*  
•  
*Hailed by Experts!*  
•



B-15

**B-15** Console receiver in walnut cabinet. Seven heater type tubes and rectifier tube. Four tuned circuits.  $9\frac{1}{2}$ " dynamic reproducer operating from 2 type 345 power tubes in push-pull. Selector tuning. Price, less tubes . . . . . **\$125.50**

**B-16** Brandes de luxe model using seven heater type tubes and rectifier tube. Decorative grille. Four tuned circuits.  $11\frac{1}{2}$ " reproducer operating from 2 type 345 power tubes in push-pull. Selector tuning. Price, less tubes . . . . . **\$165.00**



B-16



## SELECTOR TUNING!

“Hunting” for a station is a thing of the past! Today—with a Brandes—you adjust the Selector Tuner *once*—and then, your favorite stations are in full view and *instantly available*.

# The NEW



# Brandes Radio

[A DIVISION OF KOLSTER RADIO CORPORATION, NEWARK, N. J.]

Copyright by Brandes Radio Corp., 1929

## Uses Light Van to Display Bosch Line

Earle Rogers Co. Has Special Van Made to Bring Line of Ten Bosch Sets to Dealers for Demonstration Purposes

WHEELING, W. VA., August 7.—The Earle Rogers Co., Bosch distributor of this city, is using an unusual method to bring Bosch radio



Unique Auto Trailer Used by Earle Rogers Co.

to the attention of the public with resultant benefits to both itself and Bosch dealers. The van shown in the accompanying picture is used to display ten Bosch receivers, with comfortable seats and room to move around also provided. Being an aviation enthusiast and having operated several planes in the past, Mr. Rogers saw the possibility of light weight and rapid transportation and so constructed the caravan of fabric over duralumin and plywoods. The antenna is built in the roof. The van is attached to a Chrysler coupe and is capable of making fifty-five miles an hour. Not only is this manner of transportation used to show the Bosch line to dealers but the dealers themselves have taken advantage of this publicity and report many sales closed as a result of the interest developed by the van's visit.

## New Victor Needle Case

The Victor Talking Machine Division of the Radio-Victor Corp. of America recently announced the new Victor needle display case. This case has compartments for eleven different varieties of Victor needles, four steels in tins, four steels in packages, and three tungstone. The Victor trade-mark dog is atop of the cover of the display case and each of the compartments is glass-windowed. The metal drum rotates easily on a ball bearing. The drum is spun until the compartment containing the desired style of needle is over a gate at the lower part of the case. The list price of the display case is \$6.50.

## Dealers View New Kolster

A private showing of the new Kolster radio took place at the Hotel Pennsylvania, New York, on July 22, 23 and 24, under the auspices of the Greater City Distributing Corp., New York, wholesaler for the Kolster radio products. The demonstration and exhibit were under the direction of Maurice Landay, president, and Arthur Morris, sales manager of the Greater City Distributing Corp. Approximately 300 metropolitan dealers were present during the three days' showing of the new models, which are equipped with the new remote control and many advance orders were booked.

**M'f'g. 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. E.

## Automatic Phonograph Marketed

Automatic Musical Instrument Co. Announces New Product Marketed by Selectric Phono. & Radio Corp.

A new automatic selective phonograph and an automatic radio-phonograph combination instrument both equipped with multiple distant

control for use in the home are being manufactured by the Automatic Musical Instrument Co., of Grand Rapids, Mich. These instruments are illustrated and described in the New Products section of this issue. Arrangements have been made for the sale of these instruments to the trade through a separate organization, Selectric Phonograph & Radio Corp., of New York City and Grand Rapids, Mich., of which Walter Ioor is president. The instruments are made by and under the patents of the Automatic Musical Instrument Co.

The Selectric Phonograph & Radio Corp. has established offices at 1500 Union avenue, Grand Rapids, and 15 East Fortieth street, New York City. The two products mentioned above will be marketed through general sales distributive sources throughout the country.

Mr. Ioor is also president of Multi-Selecto Phonograph, Inc., a Grand Rapids organization which is manufacturing and marketing the Magnaphone, an instrument for communication which embodies a radio receiver, phonograph and microphone for use in hospitals, public buildings, hotels, schools, etc. This product is also described in the New Products Section of this issue of The World.

## Radio Merchandising Co. Adds to Staff

The Radio Merchandising Co., New York City, distributor of Air Knight and Pioneer receivers, Aston cabinets and Viking tubes, has announced the appointment of the following outside representatives: Morris Ross, formerly with the Wiz Mfg. Co., to cover the music dealers in Brooklyn; David Eisen, who has been selling the music trade for the past fifteen years, will cover the furniture stores of Brooklyn; D. E. Hoffberg, formerly with the Wiz Mfg. Co., will cover New England, concentrating on the music trade, and J. R. Ponsaing will cover the furniture trade; N. Creedman will contact the trade in Manhattan, below 125th street; Edward Strauss will cover the Long Island territory, S. Budner will contact the music dealers in New Jersey and Pennsylvania and I. Lewis will perform a similar service to the furniture trade in the last two mentioned States.

## Lombardo Aids Record Sales

Special displays of Columbia radio receivers were recently held at the Schroeder Hotel in Milwaukee, where Guy Lombardo and his Royal Canadians, Columbia recording organization, have been appearing. Lombardo, who played a week at the Palace Theatre in that city, aided dealers in the promotion and sale of his records and the campaign proved very successful.

## CeCo to Continue Radio Broadcasts

A contract just signed between the CeCo Mfg. Co., of Providence, R. I., and the Columbia Broadcasting System guarantees the weekly appearance via twenty-two stations of the CeCo Couriers until November 25, 1930. This extends for a full year the present contract between CeCo and CBS which still has four months to run. The announcement of the extension of the contract was made by Joseph C. Buckley, advertising manager of the CeCo Co. In his announcement he stated:

"We have several reasons for this long commitment ahead. Primarily, we realize our obligation as radio manufacturers to the public. It is of much importance that radio manufacturers be in the front rank as supporters of radio broadcasting. It is broadcasting which is the link between the public and the radio industry; it is imperative that broadcasting's best examples come from the makers of the apparatus that permits radio to be enjoyed in the home.

"Officials of the CBS stated that the CeCo Courier program is one of the most popular in their whole gallery of sponsored programs; that they considered it one of the outstanding hours on the CBS network. They also stated that the fan mail on this hour is among the heaviest they have. This is borne out by the specially-created department at the CeCo factory in Providence, a department devoted wholly to answering requests brought in by the Couriers' broadcasts. Tens of thousands of requests are answered weekly."

Stations which will carry the Couriers' program in the future as at present are as follows: WOR, New York; WCAU, Philadelphia; WNAC, Boston; WEAN, Providence, WFBL, Syracuse; WMAK, Buffalo; WCAO, Baltimore; WJAS, Pittsburgh; WDAC, Akron; WKRC, Cincinnati; WGHP, Detroit; WMAQ, Chicago; KMOX, St. Louis; KMBC, Kansas City; KOIL, Council Bluffs, Ia.; WSPD, Toledo; WHK, Cleveland; WLBW, Oil City, Pa.; WMAL, Washington, D. C.; WCCO, Minneapolis-St. Paul; WHEC, Rochester.

## Attractive Booklets Feature Edison Products

The radio-phonograph division of Thomas A. Edison, Inc., recently issued an attractive folder to dealers illustrating and describing the Edison portables Nos. P-1 and P-2 and citing reasons why these additions to the Edison line should prove admirable Summertime profitmakers. The announcement of the release of the new Edison needle records which play on all phonographs was also supplemented with a folder made in the form of a record with details of the releases and the opportunities afforded those dealers who stock the new line.

Other material designed for consumer use has also been issued by the radio-phonograph division. This includes pamphlets and folders describing the Edison radio and combinations, stressing the slogan, "The Set the World Awaited," a pamphlet, "Edison's Part in Radio and Other Notable Achievements," pamphlets on the new Edison portables and Edison needles and listings of the Edison diamond disc records.

## Develops Simplified Circuit

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. of 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. In addition to the saving in meters, this method means more perfect tubes for the consumer.

**Bush & Lane**  
**RADIO**  
Built Like  
a *fine* Piano

**Beauty  
Pays!**

The success of the new Bush & Lane line proves that beauty pays. For today beauty of finish and of line is the deciding factor in almost every sale.

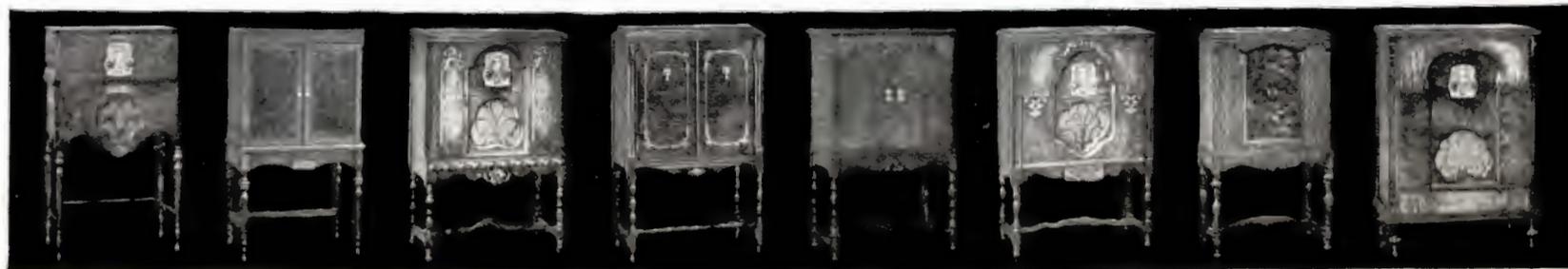
With a background of 40 years spent building fine pianos, it is only logical that beauty would rank equal with performance in radios built by Bush & Lane.

Get the facts on the Bush & Lane Exclusive Franchise NOW!

*Radio Division*  
Bush & Lane Piano Co.  
Holland, Mich.

**Bush & Lane Radio**  
Built Like a *fine* Piano

A Complete Line — With Prices That Start Where Profits Begin





# Activities of the F. R. T. A.

## Important Work Under Way by Federated Association

The Federated Radio Trade Association, the National Organization of Local Associations, Urges Every Radio Tradesman to Join Local Associations

Trade associations are coming to the front in every industry and are being recognized as one of the most important means of development and stabilization in the radio industry. We find this particularly true in that the radio industry, young as it is, has become very effectively organized in a national way and as such is able to deal quite competently with any problems arising that affect the best interests of the trade throughout the country.

The Federated Radio Trade Association is a national organization of local associations started in the year of 1926. At the present time the Association is composed of local associations scattered from coast to coast who are contributing their ideas, support and information to the betterment of the industry at large.

It is vitally necessary that in an industry as new as Radio all members of the entire trade co-operate with each other in eliminating the evils which arise. It is the belief of the officers of the Federated Radio Trade Association that the best and quickest way to stabilize the industry and eliminate the practices which are eating at the core of the industry is to form local associations in every city and municipality, teaching in this way co-operation by the manufacturers, wholesalers, retailers and, last but not least, the consumer.

The officers of the Federated make an appeal at this time to every radio tradesman to immediately affiliate themselves with the local branch of the industry and to do everything

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Complete reports of the activities of the Federated Radio Trade Association will appear on this page of *The World* each month; an accurate chronicle for members and the trade in general.

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within his power to co-operate with his fellow competitors in alleviating conditions which strike at the industry's welfare. It is vitally necessary again that all radio tradesmen support their local associations both locally and nationally so that the best interests of all may be protected.

Local associations have existed in the radio industry for over four years and it is peculiarly fitting that in the cities having the strongest organizations the radio conditions are at their best. Every association of the Federated is more than anxious and willing to co-operate with each other association in exchanging ideas and information as to how to proceed with their organizations so that better conditions will result everywhere. The organization of a local radio trade association is a simple matter, requiring, most of all, the willingness to work and co-operate between the bitterest of competitors.

The key to the necessity for an organization such as the Federated Radio Trade Association is furnished by the vital little volume issued by this group, "How to Organize a Local Radio Trade Association." Not only does this book contribute a great deal toward achieving one of the important aims of the Federated Radio Trade Association but it incidentally sets forth many of its accomplishments. This book em-

phasizes the fundamental requirements for a local radio body and also lists the more common errors which stand in the way of united action. Methods of organization are outlined in detail. Among the subjects covered are initial meetings, constitution and by-laws, officers and board of directors, dues, meetings, committees, incorporation, legal counsel and the like. Model constitution and by-laws are provided, suitable for adaptation to local conditions.

Logical policies for local associations on legislative matters are outlined and a model interference ordinance is provided.

The list of functions suggested to local associations is really a list of the successful activities engaged in during the past by the Federated Radio Trade Association and its affiliated local groups of tradesmen.

These include services as a clearing house. Another is the establishment of a code of ethics covering such matters as installation receipts, free trials, demonstrations, down payments, time payments, carrying charges, interest, free service period and free service calls, antenna installation and charges, guarantee, standard service charges and the like.

A number of local bodies are taking an active part in community radio advertising standards and, in addition to setting up standards, are opposing misrepresentation and exaggeration in advertising copy and are exerting every influence to discourage publicity unfavorable to the best interest of the industry.

The range of local sales activities includes listeners' campaigns, which are usually employed to stimulate interest during the more quiet months; Christmas activities, slogan contests, and window display contests.

A number of associations maintain an interference department and employ a capable man for the tracing down and elimination of the community's interference problems. Forms and reports for this work have been developed. These show the causes of interference and outline the ways to remedy them.

One of the industry's most difficult problems—that of satisfactory servicing—has already been solved in such cities as Chicago, Milwaukee, St. Louis, Minneapolis and San Francisco by means of a system of examining, grading and registering service men. This activity, logically carried on by their local headquarters, provides one of the biggest opportunities for service because it is now generally recognized that the efforts of the sales department and the service department are just about inseparable. A good service man is also a salesman; in addition to his technical qualifications he should have some measure of sales ability including good appearance and address.

It is recommended that every registered service man carry an identification card and that grades be set up so that they are in conformity with the classification of other local associations which will enable service men making changes in locality to carry on to their own best interests and those of the industry.

Some local associations stimulate interest and increase public good will by joint newspaper advertising, joint broadcasting and sometimes by the provision of suitable programs upon special occasions. Others conduct local co-operative billboard campaigns.

The trade-in problem has been met with good



Michael Ert

## Urges Participation in Association Work

Michael Ert, President of F. R. T. A., Extends Welcome to Radio Tradesmen to Become Active in Association

The officers of the Federated Radio Trade Association wish to take this opportunity to extend to every radio tradesman a welcome to participate in the activities of our Association and its affiliated groups. The year has meant much in the development of the radio industry and the improvements in the various channels of radio distribution.

In order that the general conditions within the industry may be improved, the Federated Radio Trade Association has built itself as a national organization of associations engaged in the development of the radio industry.

It has as its prime purpose the encouragement of friendliness and co-operation between all branches of the industry in the great battle for the consumers' dollars. It constantly watches Federal, State and local legislation so that any legislative acts will not be detrimental or hamper the progress of the industry, but rather that all acts will be for its betterment and advancement.

In a series of stories throughout the coming year, we will outline the various activities that might be engaged in by radio trade associations to a profitable advantage. Many unbusinesslike practices in the trade can be eliminated through joint co-operation and we appeal to you to co-operate with our organization in attempting to bring about greater stabilization in the industry and better conditions for all concerned.

effect in some instances through association co-operation in the form of standard trade-in books, which are set up to protect all the participating dealers.

Some units maintain official publications which grow to ambitious size upon the occasion of radio shows, the holidays and so on.

Because cost accounting is one of the principal factors in merchandising, several local associations have uniform cost account systems so that members may compare cost of doing business with a view to increased profit. Some groups employ an accountant to make a monthly checkup of members' books, which is an invaluable service to all the dealers privileged to enjoy it.

(Continued on page 104)

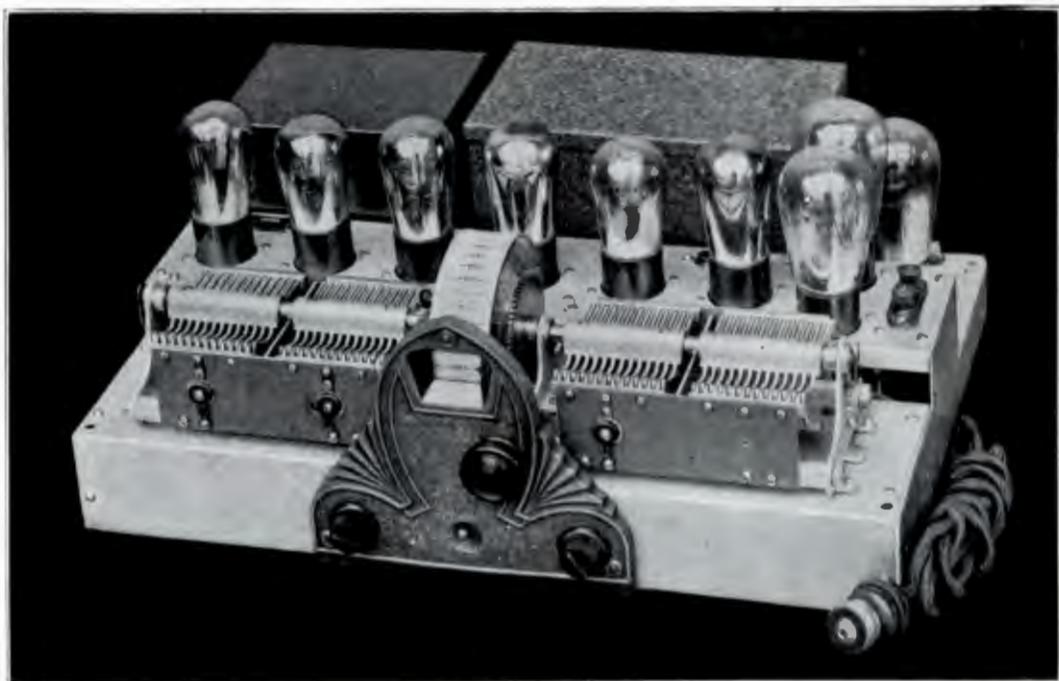
# The New 1930 MANDEL Chassis

—The Latest Triumph of a Great Engineer!



R. H. G. MATHEWS

Lt.-Commander, C-V (S) United States Naval Reserve, Ninth Naval Reserve District—formerly chief engineer of the Zenith Radio Corp. Designer of the Mandel Chassis and Mandel A.C. Dynamic Speaker, and under whose supervision these products are manufactured.



Startling realism! Unbelievable 'till you hear it yourself. This 9-tube AC Super-Bridge Circuit represents a most remarkable achievement in radio set design and construction. Selectivity, tone, volume, distance—these take on a new meaning when you hear the *Mandel* perform.

## 5 New Features Place the Mandel Chassis in a Class by Itself!



**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.

1. EXCEPTIONALLY FINE CONDENSER CONSTRUCTION. Plates of extra heavy gauge aluminum, infinitely accurate, die cast into stators and rotors. Electrically balanced and equalized before assembly in set.
2. HOW TROUBLE IS AVOIDED. A multiplicity of small, unnecessary parts such as by-pass condensers, hum adjusters, etc., have been eliminated by our improved design. Troubles in radio sets usually have their origin in these frail parts, whereas in the Mandel Chassis they have been consolidated and combined into a few larger and less troublesome units.
3. SPECIAL TYPE OF EQUALIZER. Gives perfect balance from low to highest broadcasting frequencies. No adjustments necessary after shipment.
4. FILTER CONDENSER BLOCK of highest grade construction and of sufficient size to cut hum to a minimum. Factor of safety is two and one-half times that ordinarily used.
5. TRANSFORMERS AND CHOKES BY THORDARSON. Best made, highest efficiency. Operates on line voltages between 90 and 125 volts.

### *Unusual Opportunity for Dealers*

The Mandel Chassis is built to give satisfactory service and performance. Link your name with a high quality product that will save you trouble and expense—a radio that will satisfy your customers. Write immediately for sample and our proposition.

**MANDEL ELECTRIC CO.**  
2157-61 N. California Avenue, CHICAGO, ILL.



# Activities of the R. W. A.

## Radio Wholesalers Association Is Built on Rendering Service

Peter Sampson, President of Radio Distributors' Organization, Discusses Aims and Policies of Group He Heads—Will Co-operate With Other Branches of Trade

(Complete reports of the activities of the Radio Wholesalers' Association will appear on this page of *The World* each month; an accurate chronicle for members and the trade in general.—EDITOR.)

I cannot lay too much stress on the fact that our Association is predicated entirely on rendering a definite and constructive service to the industry at large.

The officers and directors of this Association realize full well that no wholesaler can be successful unless he builds around himself a fair and equitable contact with the manufacturers he represents on the one hand, and surrounds himself on the other with a dealer organization whose interests he serves in such a way as to make it profitable for those dealers to handle the merchandise he has for sale.

In an industry that has grown as rapidly as radio there are bound to be a great many legislative and other problems affecting the general

welfare. It is one of the most important aims of the Radio Wholesalers' Association to keep in constant touch with such developments with the object in view of presenting organized and co-operative action to defeat such proposals as may be harmful to the industry as a whole and to hasten the acceptance of such others as may prove beneficial. Through a properly financed and well-organized association of this kind it is also possible to assemble and disseminate information of interest to all of those engaged in the sale of radio receivers.

Every wholesaler who has a real regard for his own business welfare must, of necessity, consider the success of the dealer he serves as the most important factor he has to consider.

We all realize that we must render a definite service to justify our existence as individual wholesalers. The Association provides us with a common meeting ground and clearing house



Peter Sampson

for the interchange of information which, if properly used, will help each member to do, in a better and more effective way, those things which will justify his position.

## Important Work Under Way by Federated Association

(Continued from page 102)

One local association has succeeded in instituting among local finance companies a system of insurance to cover radio sets on which there is an unpaid balance and also on radio sets sent out on demonstration but not yet sold. The insurance on demonstration equipment is contingent on the dealer giving all his business to one finance company and covers the full amount of the set's value. Insurance on unpaid balances covers not only fire but theft, tornado and conversion for and by any cause.

Local associations can achieve much in education programs covering such activities as servicing, window display and the other vital factors in good merchandising.

Local groups offer the means to setting up a system of credit ratings which is not only of help to wholesalers but of direct benefit to dealers because it reveals when counsel is necessary in the conduct of their businesses.

It is well recognized that there is strength in unity and the power obtained through local organizations can influence the proper wiring of apartment buildings for radio, the quality of programs broadcast locally and, through attention to the matters of trade ethics and good will, do much to foster a favorable public attitude toward the radio industry.

A partial list of the achievements of the Federated Radio Trade Association includes publication of the FRTA News, exploitation of National Radio Week each Fall; efforts to obtain reduction of insurance rates on radio stocks in store and warehouse; a study of the possibilities of a national credit and collection service.

Other outstanding contributions of the Association to the industry include the conduct of an annual forum for the secretaries of local radio trade associations; ironing out radio show dates in Autumn so that the various shows will not conflict to the disadvantage of manufacturers planning exhibits; the conduct of an annual meeting of radio show managers; provision of membership trade-mark cuts and certificates to all members for advertising and stationery; and the drafting of a serial number law

which is being introduced in the State legislatures and which would make it a statutory offense to remove serial numbers from radio apparatus of any kind.

Other accomplishments to its credit are the employment of legal counsel for assisting in presenting and also in observing and analyzing national legislation; contribution to the successful effort for reallocation of wave lengths in November, 1928; vigorous opposition to improper advertising on the air; and co-operation with the National Better Business Bureau in matters of radio advertising for the guidance of both advertisers and the press.

The associations have also regularly furnished radio publicity to both the public and the trade; have compiled ways and means of stimulating radio business during the Summer season and are doing everything possible to make radio a year-round business for the retail merchant in the fullest sense of the word.

In addition to the large number of these activities which must still be engaged in, the planks in the program of future activities include an effort to obtain the passage of interference ordinances and laws in every city and State; organization of listeners' clubs in every community to promote interest among service men and to command the attention of non-listeners; the creation of accredited schools for service men in order to attract capable young men to this work; and opposition to any form of taxation on listeners, dealers, jobbers and manufacturers such as is now being considered in several States in this country.

The Federated Radio Trade Association is constantly working hand in hand with the other national associations in an attempt to promote the best interests of the industry. We solicit the support and co-operation of every radio distributor and retailer.

Future articles covering various individual activities of the Federated and the local associations will be carried in each issue of this paper.

Build More and Better Associations and you Build Better Business.

## Officers of Radio Wholesalers Association

Peter Sampson, president, Chicago, Ill.; J. N. Blackman, vice-president, New York, N. Y.; F. Wiebe, vice-president, St. Louis, Mo.; Chas. Gomprecht, vice-president, New Haven, Conn.; Ray Thomas, vice-president, Los Angeles, Cal.; R. J. Mailhouse, secretary, New Haven, Conn.; Harry Alter, treasurer, Chicago, Ill.; James Aitken, Toledo, O.; H. Harger Blish, Jr., Des Moines, Ia.; H. C. Bonfig, Kansas City, Mo.; D. W. Burke, Detroit, Mich.; Chas. D'Elia, Bridgeport, Conn.; J. W. Goldhamer, Cleveland, O.; S. Goodman, Norfolk, Va.; F. W. Hornung, Salt Lake City, Utah; Ernest Ingold, San Francisco, Cal.; Calvin H. Marcus, Louisville, Ky.; C. C. Matthews, Indianapolis, Ind.; F. D. Pitts, Boston, Mass.; W. H. Roth, Milwaukee, Wis.; G. N. Provost, Pittsburgh, Pa.; F. D. Straus, San Antonio, Texas; Leonard C. Welling, New York City; Martin J. Wolf, Chicago.

## Directors of Federated Radio Trade Association

Michael Ert, president, Milwaukee, Wis.; J. N. Blackman, New York, N. Y.; Peter Sampson, Chicago, Ill.; Henry M. Steussy, Milwaukee, Wis.; John M. Redell, Chicago, Ill.; H. H. Cory, Minneapolis, Minn.; Harry Alter, Chicago, Ill.; James Aitken, Toledo, O.; H. J. Arens, Indianapolis, Ind.; James M. Bateman, Cleveland, O.; B. H. Furnas, Dayton, O.; Ed. E. Healy, Buffalo, N. Y.; N. E. Hill, St. Louis, Mo.; Ernest Ingold, San Francisco, Cal.; Matt Kaemmerer, St. Louis, Mo.; John M. Kibler, Buffalo, N. Y.; Joseph M. Lazar, Chicago, Ill.; Elmer C. Metzger, Buffalo, N. Y.; Charles T. Naddy, Columbus, O.; G. Spencer Pritchard, Chicago, Ill.; W. H. Roth, Milwaukee, Wis.; Julian Sampson, St. Louis, Mo.; H. C. Wall, Fort Wayne, Ind.; Fred Wiebe, St. Louis, Mo.

The Federated Radio Trade Association has officially set aside September 23-28 to be known as National Radio Week. This date coincides with the Radio World's Fair in New York City, and it is felt that through cooperation with all associations scattered throughout the country increased business may result.

# OXFORD

## Dynamic Speaker

Licensed under Lektophone patents

FOR true fidelity of tone, with the tremendous "lows" and brilliant "highs", radio chassis manufacturers choose Oxford Dynamic Speakers. Greater sensitivity coupled with long dependable trouble-free service are among the reasons for the prevalence of Oxford Speakers in the better Radio Sets.

The following exclusive Oxford features will interest you: Standard models operating with full power of No. 250 Tubes; Cloth Diaphragm, metallized, one-piece, puncture-proof, with controlled edge; three point suspension, balanced spring, inertia counteracted construction; "No-hum" A. C. speakers, both in dry plate rectifiers, and tube models. Specifications will be gladly furnished to Jobbers, Dealers, and Manufacturers.



## OXFORD RADIO CORPORATION

Successors to Joy-Kelsey Corporation

G. A. Joy, *President*

Roy W. Augustine, *Secy. and Treas.*

Frank Reichmann, *Gen'l Sales Mgr. and Chief Engineer*

3200 W. Carroll Ave,

CHICAGO, U. S. A.

# From our CHICAGO HEADQUARTERS

333 North Michigan Ave.

Telephone State 1266

LEONARD P. CANTY

## Midwest Association Expanding Rapidly

Two Hundred and Twenty-Five Members Present at Most Successful Meeting at the Stevens Hotel in Chicago

The regular meeting of the Midwest Radio Trades Association, held in the North Ballroom of the Stevens Hotel, was one of the most successful meetings the Association has ever known with over 225 members present. Harry Alter, of the Harry Alter Co., president of the Association, opened the meeting and stated that the Midwest Radio Trades Association was making rapid strides toward becoming the largest local radio trade association in the country. A report was given stating that at the present time the Association had over 300 active members.

Allan C. Forbes, Triangle Electric Co., chairman of the technical committee, spoke on registration and grading of service men, stating that there were four outstanding benefits to be obtained by the service men: 1. The advantage of an employment agency without additional cost. 2. The self-confidence gained by knowledge. 3. The recognition by the public that you are qualified to service their radios. 4. To prove your radio ability to your employer.

H. E. Richardson, of Young, Lorish & Richardson, retiring president of the Association and chairman of the board of directors, acting as spokesman for the members of the Association and of the board, presented Mr. Alter with an engraved ebony gavel.

## Harry Alter Opens Branch

PEORIA, ILL., August 3.—The Harry Alter Co., Majestic distributor with headquarters in Chicago, has opened a branch office here at 800 South Adams street with a complete sales and service department. James Hall, formerly vice-president and sales manager of the Majestic Radio Corp., of Kansas City, has been appointed sales promotion manager of the local office. The opening of the new branch assures Majestic dealers of the utmost in service.

## Vogue Tube Branch Opened

The Allan Manufacturing & Electrical Corp., of Harrison, N. J., maker of Vogue Nonpareil radio tubes, has opened a branch office at 1014 South Michigan avenue, Chicago, Ill., with L. P. Mack, formerly Western sales manager for the Sonatron Tube Co., as manager. A complete stock of Vogue tubes is carried in stock and a service department is maintained.

The D. P. Paul Co., Norfolk, Va., recently opened two new radio-music stores.

## Chicago Star-Raider Dealers Hold Meeting

Wakem & Whipple, Inc., Distributor, Host to Dealers at Dinner and Display of Lines—Plans Outlined for Season

A representative gathering of Star-Raider dealers in the Chicago territory met at a dinner at the Lake Shore Athletic Club on July 24 as guests of Wakem & Whipple, Inc., Chicago and northern Illinois distributor of Star-Raider radio receivers. A complete display of Star-Raider merchandise was on the floor, and following the dinner Roy A. Whipple, president of Wakem & Whipple, Inc., in a short address, welcomed the dealers.

Carl Boyd, president of the Continental Radio Corp., Ft. Wayne, Ind., manufacturer of the Star-Raider, who was to have been the featured speaker of the evening, was unavoidably detained in Fort Wayne, and Mr. Whipple read telegrams of regret both from Mr. Boyd and Charles M. Niezer, chairman of the board of directors of the Continental Radio Corp.

W. G. Doudell, general sales manager of the Continental Radio Corp.; Jack Hess and E. Seegmiller, district representatives; W. Howe, regional engineer, and J. McDonald spoke briefly on the sales, merchandising, engineering and advertising plans of the Continental Radio Corp., and the meeting was followed by a personal inspection and demonstration of the Star-Raider models on display. J. J. Reilly, sales manager of Wakem & Whipple, Inc., acted as toastmaster and stated that other similar meetings would be frequently held during the coming season.

## Atlas Corp. Adds Store

The Atlas Stores Corp., Chicago, Ill., recently announced a new addition to its chain of radio stores in that city, the new store being located at 4121 West Madison street. "This gives us a total of fourteen stores and a warehouse in Chicago," said Leonard Cohn, vice-president of the company. "The Atlas chain now covers the high spots of the Middle West with stores in Detroit, Cleveland, Akron and Cincinnati in addition to Chicago. It is our plan to expand in accordance with the principles of sound and healthy growth until we have acquired a coast-to-coast coverage."

## Radio Golf Club Meets

The Radio Industries Golf Club met on August 1 for the third game of the tournament at the St. Charles Country Club, St. Charles, Ill., where the members were the guests of Albert Newcombe and Jesse Hawley, of United Reproducers' Corp.

## Columbia Sets on Trains

Columbia radio receivers, manufactured by the Columbia Phonograph Co., have been installed on Chicago, Burlington & Quincy overland trains and in the de luxe club cars operated over that railroad by the American Express Co. and are functioning perfectly.

The Will A. Watkin Co., Dallas, Tex., has added the Majestic line to its stock of radio equipment carried. Other lines featured include Atwater Kent, Radiola and Sperton.

## Retailer Must Plan How Best to Serve

R. E. Durham, President, Lyon & Healy, Emphasizes Advantage of Decentralization in the Interest of Service

In the face of a marked increase in the development of Chicago's outlying retail business centers, the time has come for the retailer of the future to study how best he can serve the neighborhoods, according to Raymond E. Durham, president of Lyon & Healy, Chicago. "It is plain that decentralization has come to stay," said Mr. Durham, "and that while business downtown will continue to show an increase in volume, the outlying retail business will grow at a much more rapid rate."

"An increasing number of people find it more convenient to make important purchases in their own local neighborhoods so that several members of the family may shop together. During the past few years we have established seven branch stores in outlying districts and plan to open additional stores in the near future, following this policy."

To operate most economically and to best advantage under the changing conditions as outlined by Mr. Durham, Lyon & Healy are replacing their present warehouse and distributing point at the corner of Lake street and Ogden avenue with a large seven-story warehouse, garage, distributing and service center to be completed September 1.

The main floor of Lyon & Healy's "Loop" store has also been remodeled to use the space formerly occupied by the Lyon & Healy concert hall. Sufficient space not only to accommodate all present departments but additional space will be provided, the changes being completed by September 1.

## Dealer Host to Distributor

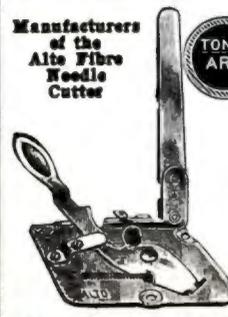
Dinners, banquets and entertainments given by manufacturers with distributors as their guests, or by distributors playing host to dealers, are nothing unusual, but when a dealer banquets a distributor's sales force, the event may readily be classed as "news." During the Greater Harvey Exposition at Harvey, Ill., the entire Harry Alter Co. sales organization was entertained at a dinner by the Harvey Radio Sales Co. Twenty-five men from the Alter organization attended the event. The Harvey Radio Sales Co. specializes in the sale of Majestic receivers in Harvey and surrounding territory and has developed a business that requires the attention of a trained sales force headed by Colonel Dell. The Harvey Radio Sales Co. is a partnership of John Mansfield and Lester Haller.

## Revere Electric Co. a Grebe Distributor

The distribution of Grebe radio, made by A. H. Grebe & Co., Inc., Richmond Hill, N. Y., in the Chicago territory was recently placed in the hands of the Revere Electric Co., of 757-759 West Jackson boulevard, this city.

The executives of the Revere Electric Co. are Van N. Marker, president; F. R. Eiseman, secretary and treasurer. Radio sales management has been placed in the hands of Howard Hollobaugh, formerly of the Grebe organization.

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.

# **DON'T BE A BROKER**

## **MR. RADIO DEALER**

Are you a Radio Dealer who handles one, two, or perhaps three of the outstanding, well-known, and seasoned radio lines, or does your line consist of six or a dozen, upon the theory that you want everything in stock that might possibly be called for? If you are the latter type of dealer, are you not more of a broker than a dealer?

The most successful merchants today handling specialty lines like automobiles, etc., usually select a well-known and dependable product, and concentrate on it. This immediately inspires confidence on the part of the prospective customer who feels that, if the dealer himself has discarded all but one or two makes to cover the field in their respective classes, the others can also be eliminated in his mind and a purchase made with confidence from such a dealer.

Then again, the dealer himself often contributes to the establishment of too many radio dealers because to get coverage and comparable representation, the manufacturer must have a corresponding number of dealers to offset the multiplicity of lines handled by the dealer.

Don't be a broker, Mr. Radio Dealer, but concentrate on a line like

# **EDISON**

*The name EDISON commands the world's respect and inspires the world's confidence*

The new line of EDISON Light-O-Matic radio, radio-phonograph combinations, portables, and new needle type records, presents an opportunity to those dealers who can qualify for establishment as EDISON dealers. The average radio dealer will be best serving his own interests and receive more consideration, support and protection from the manufacturer and distributor if he handles and concentrates upon one, two, or not over three lines to cover the field.

Don't be a broker, Mr. Radio Dealer. Be a real Radio Dealer. If your territory is not already properly covered by EDISON dealers, call on us or write for our representative to call on you. Deliveries of the new EDISON Light-O-Matic radio models will start this month, as will also a fine campaign of advertising. Show your vision and confidence in the EDISON line by getting in touch with us now.

# *Blackman*

**DISTRIBUTING CO. INC.**

**28 West 23rd St. New York, N. Y.**

## Tender Banquet to Morison Sales Staff

Majestic Distributors, Inc., Host to Sales Staff and Executives of the Morison Electrical Supply Co. of New York

Majestic Distributors, Inc., New York City, sponsored a novel and interesting banquet, tendered to the Morison Electrical Supply Co., of New York City, on the evening of July 31, 1929. The banquet was held in the ballroom of the Hotel Pennsylvania, New York City.

There were present over 170 salesmen, sales managers and executives of the Morison Electrical Supply Co., together with the executives and salesmen of Majestic Distributors, Inc. Herbert E. Young, general sales manager for the Grigsby-Grunow Co., of Chicago, Ill., was the guest of honor and delivered a very impressive message on the subject of "Outside Selling and Sales Promotion." C. T. Morison, president of the company bearing his name, also delivered a very impressive talk, in which he outlined to the men of his organization the plans and policies to be employed in the thirty-day campaign which will be directed on Majestic radio receivers during the month of August. J. M. Wicht, sales manager of the Morison Electrical Supply Co., acted in the capacity of toastmaster.

Mr. Young announced the receipt of a telegram from W. C. Grunow, vice-president of the Grigsby-Grunow Co., authorizing the presentation of two solid-gold watches to be inscribed with the names of the two salesmen who return the highest volume of Majestic sales during the month of August.

A splendid entertainment was in order after the banquet, headed by Bert Lewis, acting as Master of Ceremonies; Ermine Calloway, well known for her radio songs; Russell Robinson, famous author of popular songs; the Miller Sisters and other talent.

Among those present were: C. R. Wagner, general manager, and G. W. Poore, sales promotion manager of Majestic Distributors, Inc.; C. T. Morison, J. M. Wicht, R. J. Vogel, A. G. Erb, Ed Lowe and Tom Moore, of the executive staff of the Morison Electrical Supply Co.

Among the invited guests were Julien Loeb, Joseph Calgut, Lou Goldman and Samuel Hill, of the Specialty Service Corp., Majestic distributor, Brooklyn, N. Y.

## Lukko Co. Is Named Kennedy Distributor

The Lukko Co., 5024 Irving Park boulevard, Chicago, has been appointed as distributor for the Colin B. Kennedy Corp., South Bend, Ind., manufacturer of Kennedy radio receivers. The territory to be served by the Lukko organization consists of sixteen counties in northern Illinois and northwestern Indiana. The Lukko Co., which was founded in 1921 and in 1922 entered the radio wholesaling field, is headed by H. E. Lucker, president, and W. O. Schoning, treasurer. John M. Redell, who recently joined the firm as sales manager, is a widely known and popular figure in the trade, having been active in radio for many years and also playing an important part in various Association activities.

## R. W. Jackson Goes West

R. W. Jackson, general manager of the Radio-Panatrop division, Brunswick-Balke-Collender Co., recently returned from an extended trip to the Atlantic Coast and Canada, where he conferred with Brunswick branches and distributors. Mr. Jackson, accompanied by E. F. Stevens, record sales manager, left August 3 for a trip to the Pacific Coast, where they will make numerous stops.

## New Trav-Ler Models Shipped to Dealers

Three Models of Trav-Ler Portable Radio Receiver Placed on Market by The Trav-Ler Mfg. Co. of St. Louis

ST. LOUIS, Mo., August 3.—Deliveries of the new model Trav-Ler portable radio receivers to the distributing and dealer trade were started the last week in July from the factory of the Trav-Ler Mfg. Corp., St. Louis, Mo. The new line comprises three models ranging in price from \$65 to \$100. These new sets are described in detail in the New Products section of this issue of The World.

Following the latest and proved principles Trav-Ler engineers have perfected a highly efficient shielded circuit employing a screen grid tube in all three models and power tubes in the last audio stages of the two larger-sized models. The three models are being made for operation with either batteries or 110-volt AC or DC current. The interchangeability of the power supply is pointed out by Harold J. Wrape, president of the company, as being of a distinct sales advantage to the dealer. He can supply not only a receiver to meet any current requirement, but in turn need carry only a minimum stock of models, yet can take care of his customers by having the two styles of power packs and batteries and equipping the models in accord with the buyers' demand.

Exhaustive tests made while the chassis were being perfected proved, according to C. R. Ogle, Trav-Ler's secretary and chief engineer, that the performance is on a par with larger and more costly sets as far as selectivity and tone quality are concerned. The tests extended over a ten months' period and were not limited to the laboratory, but in addition sets were taken to all parts of the country for actual try-out under all kinds of broadcast conditions.

# MANUFACTURERS!

**JIFFYCASE**, a safe, economical pack for radio receivers, combination instruments, and cabinets, is time-tested assurance of protection for your merchandise, from the time it leaves your shipping room, until it arrives at the dealer's door.

Jiffycase is saving money for radio and furniture manufacturers. May we show you how it will do the same for you, and also build dealer good will?

# Jiffycase

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

#### NEW YORK OFFICE:

No. 80 Maiden Lane,  
Rulofson & Company  
Eastern Representative.

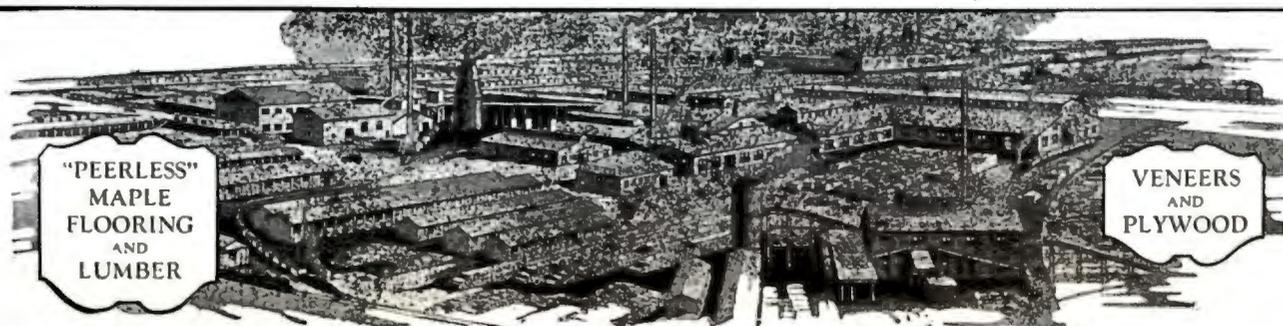
#### BRANCH OFFICES

C. L. Strey,  
General Sales Representative,  
Wabash, Indiana.

#### CHICAGO OFFICE:

Republic Box Company,  
903 N. Halsted St.,  
Representative.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.





the wonders  
among  
makers of  
dance music

# DORSEY BROTHERS

AND THEIR ORCHESTRA

- 41272 { SINGIN' IN THE RAIN (From "Hollywood Revue of 1929") Fox Trot, Refrain
  - { YOUR MOTHER AND MINE (From "Hollywood Revue of 1929") Fox Trot, Refrain
- Ten inch 75c.



## MIFF MOLE AND HIS LITTLE MOLERS

- 41273 { MOANIN' LOW (From Musical "The Little Show") Fox Trot
  - { BIRMINGHAM BERTHA (From "On With the Show") Fox Trot
- Ten inch 75c.

OKEH PHONOGRAPH CORPORATION

11 Union Square, New York, N. Y.

## RMA Merchandising Section Activities

### Comprehensive Merchandising Program, Calling for a Minimum of Six Surveys Annually, Planned—Committee Named

Major H. H. Frost, chairman of the RMA Merchandising Committee, and W. C. Alley, manager of the Association's Merchandising Department, in a recent statement told of the activities of this department, saying:

"An appropriation of \$17,500 for the Merchandising Department for the present fiscal year gives us the necessary financial resources to inaugurate and carry out a comprehensive merchandising program.

"Our budget calls for a minimum of six surveys annually on problems of importance on which information needs to be obtained. These will be condensed and passed on to the membership in the form of reports as soon as each sur-

vey is completed and ready for presentation."

Major Herbert H. Frost, chairman of the Merchandising Committee, has asked the following members to serve on the Committee: Lester Noble, Federal Radio Corp.; Joseph L. Ray, Radio Corp. of America; Herbert Young, Grigsby-Grunow Co.; Vernon W. Collamore, Atwater Kent Co.; Douglas Rigney, A. H. Grebe Co.; Morris Metcalf, American Bosch Magneto Corp.; John C. Tully, Walbert Co.; Arthur Walsh, Thomas A. Edison, Inc.; M. N. Liebowitz, Radiall Co.; H. S. Hyde, Radio Master Corp.; R. P. Van Zile, F. A. D. Andrea, Inc.; Oscar Getz, Steinite Co.; H. Curtis Abbott, National Carbon Co.; Leo Reed, Chas. M. Freshman Co.; Otto Frankfort, All-American Mohawk Corp.; James Skinner, Philadelphia Storage Battery Co.; Edward Reidel, Utah Radio Products Co.; Geo. Lewis, Arcturus Radio Co., and Ernest Kauer, CeCo Mfg. Co.

The Committee has already outlined a tentative program for the work of the department which will function under the direct supervision of the Merchandising Committee.

The Committee plans to hold its first organization meeting in New York City in September, when the merchandising program will be definitely decided upon.

Meanwhile, the facilities of the Merchandising Department have been used to good advantage in other Association work.

Many details of the trade show were cleared through the Merchandising Department and also a large amount of sales promotion work has been accomplished in connection with the RMA public shows in the Fall.

Production by the Fox-Case Co. of a talking motion picture of the June trade show and convention came under the jurisdiction of the Merchandising Department, as did supervision of the Trade Show daily newspaper.

Distribution of the RMA Better Radio Reception Manual has also been turned over to the Merchandising bureau. A series of six newspaper articles have been written and are being sent to more than 360 papers. Articles have also been sent to over 100 trade magazines serving radio and affiliated fields.

An unusual amount of publicity has been accorded the Manual by the newspaper and trade press, indicating that the Manual is extremely popular and is being widely distributed.

Several members of the RMA are placing a Manual in each set as it is shipped from the factory, thus insuring wide distribution of the Manual to the public.

These companies have placed orders for the Manual, either through the executive secretary or through the Merchandising Department as follows:

|                                       |        |
|---------------------------------------|--------|
| Grigsby-Grunow Co. ....               | 50,000 |
| Atwater Kent Mfg. Co. ....            | 25,000 |
| Kellogg Switchboard & Supply Co. .... | 25,000 |
| Colonial Radio Corp. ....             | 25,000 |
| Brandes Corp. ....                    | 19,500 |
| Radio Corp. of America ....           | 15,000 |
| Kolster Radio Corp. ....              | 15,000 |
| United Reproducers Corp. ....         | 5,000  |
| National Carbon Co. ....              | 1,300  |
| Continental Radio Corp. ....          | 1,000  |
| American Bosch Magneto Corp. ....     | 1,000  |

Smaller orders for one or two copies have also been received in large quantities as a result of the newspaper and trade press publicity.

That the Interference Manual has achieved nation-wide recognition and international importance as well is indicated by the fact that the Radio Trade Association of Southern California ordered 100 copies for its members, and the Secretary of the Dominion of New Zealand sent in a money-order for three copies for the official archives of the Dominion.

RMA members who desire to co-operate in the distribution of the Manual by including them in factory cartons, are asked to get in touch with the Merchandising Department at the RMA office, 11 West Forty-second street, New York.

## Named Kennedy Sales Promotion Manager

### C. J. Callahan Appointed to Post With Colin B. Kennedy Corp.—Has Had Wide Radio and Ad Experience

C. J. Callahan was recently appointed sales promotion manager of the Colin B. Kennedy Corp., South Bend, Ind., manufacturer of Kennedy radio receivers. Mr. Callahan was advertising manager of the Zenith Radio Corp. for the past four years and is well known throughout the radio field. According to present plans the sales promotion department, under Mr. Callahan's direction, will present to Kennedy dealers a complete promotion campaign to further the sale of the Kennedy line. Prior to his entry into the radio field, Mr. Callahan was active in the theatrical field in publicity and exploitation work and that experience, coupled with his radio activities, fits him particularly for his new post and Kennedy dealers should profit.

# The Trade Mark VALLEY FORGE

*is known in every corner of the globe. A few years ago with a handful of customers —today we have thousands who specify "Valley Forge" when main springs, repair parts, or reproducers are required. They want good materials quickly and they get them. This business built on service, has multiplied many fold and its sphere of usefulness is greatly enlarged. The growth of our organization has been due to the quality of Valley Forge products. You can safely build the future of your repair department on this same line.*

**J. A. Fischer Company, Inc.**

393 Seventh Avenue  
New York

## Plaza Official Discusses the Building of a Real Mailing List

Leo B. Bernstein, Advertising Manager of the Plaza Music Co., Says It Is Easy to Make a List, But to Make Certain They Are Prospects Is Another Matter

"Compiling a good mailing list for your store is not an easy matter. It is simple to get together a list of a thousand or more names, but to make certain that those thousand or more names are real prospects for your merchandise is another matter," says Leo B. Bernstein, advertising manager, Plaza Music Co., in the current issue of Sound Facts, the company's house organ. "It is impossible to lay down any hard and fast rules as to how to judge just how good a prospect a person may be unless you know a great deal about that person.

"Too often there is a tendency to look upon a mailing list as a collection of names. Re-

member every one of those names is somebody—some individual with a definite personality—with individual likes and dislikes, and with special tastes!

"When you send out a circular or a letter you have to make it personal to get the most good out of it—and you can't make it personal unless you can visualize the person you're sending it to and try to get his viewpoint.

"The ideal state of affairs is to know every one on your list personally, but of course, that is impossible. The next best thing, therefore, is to get as much information about him as possible. What is his business? What are his

means? What political party is he a member of? What fraternal organization? What clubs? What church? Has he a car? What kind? Has he a radio? What kind? A piano? Does he own his own home? How large is his family? What are the various anniversaries? What are his sport interests—baseball, golf, tennis, boxing? What are his musical interests? Jazz? Classical? Does he or any one else in his family play a musical instrument? Which ones? What has he bought in your store, if anything?

"You can see how all of these details would be valuable to you if the individual came into your store and you tried to sell him something. You'd know just exactly what his needs are and what angle of approach to take. The same reasoning applies to any letters or circulars that you mail out. Make your mailing list a list of human beings if you want results.

"Perhaps even more important than getting this information in the first place is keeping it up-to-date. Incorrect information is worse than none at all. People move, engage in new enterprises, get married and what not. If you continue to approach them as though there had been no change you are not giving your selling effort a fair chance. Even such small details as correct names and addresses are often overlooked—witness the reports of the U. S. Post Office as to the staggering number of letters and circulars they return daily because of incorrect addresses.

"In later articles we will discuss various methods of actually getting the above detailed information and various systems of follow-up."

## How to Get the Best Results From Tubes

Engineering Department of Arcturus Radio Tube Co. Lists Five Points That Add to the Usefulness of Tubes

On the assumption that good radio tubes receiving reasonably careful attention should have a useful life of at least two years, the engineering department of the Arcturus Radio Tube Co., of Newark, N. J., has listed the following five points to be observed in getting the most out of receiving tubes:

Care should be observed never to jar tubes. While this will seldom destroy the filament or heater, it will often derange slightly the relative position of the elements, which will change the amplifying characteristics of the tube. When tubes are repeatedly short-lived in a set, the A, B and C voltages should be checked by an expert, and an efficient voltage regulator installed if necessary. Trouble of this order may be anticipated in suburban districts. When noisy tubes are suspected, the tubes should be removed from the sockets, and the prongs cleaned with a nail file. Be sure all tubes are placed in the proper sockets. If in doubt, find the higher voltage sockets first, by inserting the required number of five-volt tubes into different sockets until they light brightly.

Always turn off the set before removing one or more tubes. Never, except under the direction of an expert, have the power turned on unless all tubes are in the sockets, is the final advice of the Arcturus engineers.

## Plan to Market the Weaver Radio Sets

YORK, PA., August 7.—The Weaver Piano Co., well known as a piano manufacturer, with a factory at Broad and Walnut streets, this city, and operating retail stores in York, Lancaster, Altoona, Hanover and many other cities, is preparing to put a radio on the market on September 1, which will bear the trade name of "The Weaver." The cabinets, in a variety of styles, have been designed by the company's own artist.

### Radio and Cabinet Manufacturers

# BOYNTON

Can Fill Your Every Requirement in Wood for Radio Furniture



3275

Embossed Carvings and Mouldings

Cut, Spindle, Turned, and Hand-carved Ornaments and Mouldings

Overlays



1333

Grilles

Turnings of All Kinds, Legs, Stretchers, etc.

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

General Offices and Factory

1725-39 Dickson Street, Chicago, Ill.

Memphis, Tennessee, Factory

Sledge and Dudley Streets



3303



3303

# DEPENDABILITY

## IN THE SEEBURG SELECTIVE AUDIOPHONE



### *The Basis for Its Success*

PRODUCED, not "promoted," the SEEBURG Selective Audiophone was designed with the primary object of faithful performance—a policy maintained during twenty-two years of specialized manufacture in the automatic musical instrument field.

**J. P. SEEBURG CORPORATION**  
1510 Dayton St. Dept. P. Chicago, Ill.

CR

# New Products

**RADIO-VICTOR CORP. OF AMERICA, New York.** Radiola 33 DC. In external appearance, dimensions and general characteristics of the circuit is identical with Radiola 33 AC. The



Radiola 33 DC

main difference between the AC and DC models lies in the Radiotrons which are used. In the 33 DC Radiotrons UX-112A are used throughout except in the final audio stage. Two power amplifier Radiotrons, UX-171A (push-pull) are used in the output stage. The receiver will operate on any 110-volt direct current lighting source. Compensation for line voltages within the limits of 107½ to 127½ volts is taken care of by a voltage switch in the power unit. A feature of this model which will be appreciated greatly by the owner is the low current consumption—approximately thirty watts.

Radiola 66. A new receiver enclosed in a console cabinet with an electrodynamic loud speaker. A super-heterodyne circuit is used, including a tuned antenna coupling circuit, one stage of radio frequency amplification, oscillator, first detector, two stages of intermediate frequency amplification, second (power) detector, and one stage



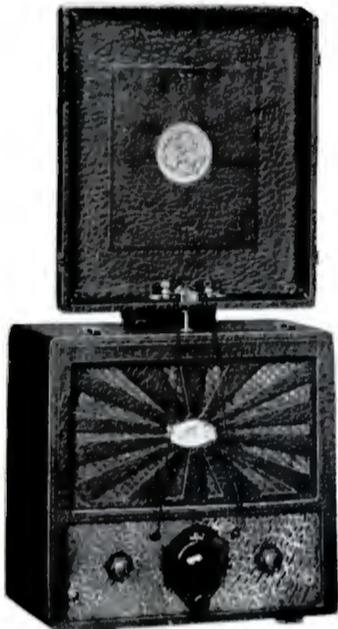
Radiola 66

of audio frequency amplification. Six AC Radiotrons UY-227 and one power amplifier tube UX-245 are used in the circuit. Radiotron UX-280 is employed in the power unit to rectify the AC current for the plate and grid supply of all the tubes and also to provide current for the loud speaker field supply. The cabinet is of attractive two-tone walnut veneer with burlled maple overlays.

**TRAV-LER MFG. CO., St. Louis, Mo.** Trav-Ler portable radio receivers, three models, known as the Aristocrat, the De Luxe and the Standard. Use a shielded circuit employing a screened grid tube in all models and power tubes in the last audio stages of the first two mentioned above. All of the sets are being made for operation with either batteries or 110-volt AC or DC current. The power packs and batteries are quickly and easily interchangeable so that the set-owner may use the Trav-Ler regardless of the location or power supply by adapting the set either for AC or DC current or by using batteries. Four tubes are used, the screen grid in the radio frequency, a type 199 as a detector and in the first audio stage and the type 120 in the last audio stage. One dial is used for tuning with a small trim-

mer condenser provided for use in congested broadcast areas and for separating nearby stations on very close wave lengths. A built-in loop is used with all three models with binding posts for antenna and ground provided. A jack to plug in head phones is also in the panel.

The Standard, the smallest of the models, is intended chiefly as a battery operated set but can be equipped with either of the power packs. When operated with batteries no power tube is used in the last audio stage. Case is covered in black Mocotan with the panel in black, green and gold crackle



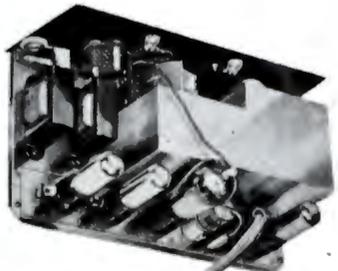
Trav-Ler De Luxe

finish. When closed measures 12¼ inches wide, 9 inches deep and 11 inches high. Opened with the loop in place the height is 24 inches. Weight,



Trav-Ler Standard

complete with batteries and tubes, 27 pounds. List price, \$85. The De Luxe model is intended for use with a power tube in the last



Trav-Ler Chassis

stage and for AC or DC operation. Space is also provided for battery equipment. The speaker chamber is larger than that of the Standard model. Case is covered with black Mocotan with panel in gold and green crackle finish. Model when closed measures 14¼ inches wide, 9 inches deep and 13 5/16 inches high. With loop in place the overall height is 28 9/16 inches. Equipped with the

power pack and tubes or batteries the weight is 30 pounds. List price, \$75.

The Aristocrat model is the largest of the models, the size of the case being increased to accommodate a seven-inch cone speaker of a new type especially developed for use in this portable receiver. Case is covered with genuine heavy Mocotan in an Autumn-brown shade. Panel is finished in a black, gold and green crackle finish. Closed the case measures 15¼ inches wide, 9 inches deep and 15¼ inches high. Fifth loop in place the height overall is increased to 28¼ inches. Weight complete with either of the power packs is 39 pounds which is increased 5 pounds when batteries are installed. List price, \$100. The prices quoted above are for the set complete with speaker but do not include power packs, batteries or tubes. The Trav-Ler AC power pack lists at \$35 and the DC unit at \$30.

**STROMBERG-CARLSON TEL. MFG. CO., Rochester, N. Y. No. 846** Stromberg-Carlson art console radio receiver with a manual control which when adjusted at a desired level, maintains the level in spite of variations in signal intensity. Linear power detection is used for improved reception from high modulation broadcast stations; two UX-245 tubes are used in push-pull for undistorted output at loud volume, and an improved dynamic speaker with highly responsive diaphragm is built into the cabinet. Uses a single station selector knob, operating an illuminated dial. The tuning meter is also illuminated and a manual volume control knob is also provided. Two other refinements are the sensi-



Stromberg-Carlson Model 846

tivity control and the silent key, which is operated by a push knob which enables the operator to cut out background noises when turning from one station to another. The chassis is built up on a copper-plated steel base. All transformers, inductors and capacitors are mounted in metal boxes and shielded with moisture-proof compound. Cabinet is one-half octagonal in shape using six supporting legs with a neatly designed stretcher tying the bottom of these legs securely together. When swinging doors are opened, the inside decoration blends into the side pedestal effect of the cabinet. When the doors are closed there is no mechanism or grille work to indicate that an instrument is contained. The control knobs for the receiver project through in a delicate reproduction of hand-carved design of dogwood trees in bloom. The finish of the cabinet is dark walnut with just enough antiquating and high lighting to give the effect of a well-preserved piece of old furniture. Receiver chassis, dynamic speaker unit and flare-baffle box are made in one assembly, which can be removed completely from the cabinet. UY-224 tubes are used in three tuned stages to give extra sensitivity, and four tuning circuits in the radio amplifier insure excellent selectivity. One UY-227 tube in the control circuit increases the bias of the control grids of the first three radio amplifier tubes and this tends to feed the signal to the detector at a uniform level. The "linear" power detection feature in this receiver is particularly adapted to reception of high modulation broadcasting and is not susceptible to overloading. There are two stages in the audio system, and the output stage consists of specially designed push-pull transformers and two matched UX-245 tubes. Provision is made for the reproduction of phonograph records in conjunction with the new Stromberg-Carlson 3A magnetic pick-up outfit. A jack in the rear of the chassis for plugging in the pick-up outfit and a switch is so arranged that by turning the manual volume control completely "off," the pick-up is connected into circuit. A large diameter, moisture-proof, corru-

gated paper cone is used in the built-in speaker. The speaker, cabinet and chassis are all carefully matched before the final assembly.

**COLIN B. KENNEDY CORP., South Bend, Ind.** New Kennedy screen grid radio receiver Model 320. Employs 8 tubes including 3 type 224, 2 type 227, 2 type 245 and 1 type 280 tube. The two 245 type tubes are used in the second audio stage in push-pull amplification enabling receiver to handle tremendous output without distortion.



Kennedy Model 320

A feature of this receiver is constant amplification over the entire frequency band. Illuminated tuning dial graduated and calibrated in kilocycles. Equipped with phonograph jack. Chassis finished in copper bronze, totally shielded. Internal parts of chassis are copper-plated as are also the base and sub-base. Equipped with ten-inch dynamic speaker. List price, \$197.

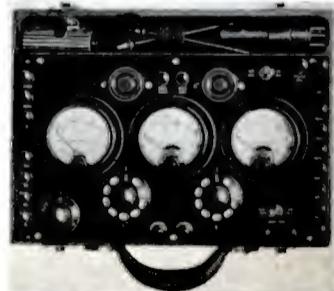
**JEWELL ELECTRICAL INSTRUMENT CO., Chicago, Ill. Pattern 198.** Set Analyzer in portable cabinet that is provided with a drawer and compartments for tools and extra tubes.



Jewell Set Analyzer

Provides all the tests made possible by pattern 199, including the servicing of screen grid sets. There are two compartments, size 3¼ by 8¼ by 5 and a drawer, size 8 by 10 by 2¼; making it possible to carry repair kit, accessories, and test apparatus in one compact and convenient case.

**WESTON ELECTRICAL INSTRUMENT CORP., Newark, N. J. Model 547** Radio Set Tester. Contained in a rugged bakelite case provided with carrying handle and compartment for housing the set accessories and a few small tools. It has a removable snap-cover—the overall size is 12¾ by 9



Weston Radio Set Tester

by 3¼ inches and the weight is approximately ten pounds. The panel on which the instruments and switches are mounted is of moulded bakelite as well as the instrument cases, switches, binding posts, test sockets and tester plug.

# New Products

**ROBERT FINDLAY MFG. CORP.,** Brooklyn, N. Y. Model No. 21/31, designed for Eveready No. 31 receiver. Finished so that when set is placed upon it, the effect is that of a complete ensemble. Embodies the Findlay



**Findlay-Eveready Model**

baffle construction for better tone value. Findlay-Victor console grand cabinet. Built exclusively for the Victor 2-55 portable and finished in rich blue



**Findlay-Victor Console**

or brown to match the case of the portable. Made to accommodate three record albums.

**SELECTRIC PHONOGRAPH & RADIO CORP.,** New York City and Grand Rapids, Mich. Automatic se-



**Automatic Selective Phonograph**  
lective phonograph with multiple distant control for use in the home. In-

strument is controlled from a battery of push buttons, mounted upon a small tablet that may be placed at a convenient spot in the room. As many controls may be used as the owner desires. Tablet contains twenty buttons, one for each selection upon ten two-faced records, one volume control and one cancelling button by which the playing of the phonograph may be stopped at any desired time, the record taken from the turntable and restored to the rack automatically. A similar instrument is also furnished in combination with an automatically controlled radio receiver, the radio set being controlled by push buttons mounted upon the same tablet. A turn of the switch transfers the electric current from the phonograph to the radio receiver, making the selection of stations merely a matter of pushing the correct button. Retail price, \$805.

**BUSH & LANE PIANO CO.,** Holland, Mich. Model 21 radio receiver, an ensemble consisting of Model 20 table type receiver mounted on a table



**Bush & Lane Model 21**

speaker. Table base is of walnut, with maple burl and inlay, designed and finished to harmonize with Model 20. Model 21 employs the Model 10 De 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-



**Bush & Lane Model 90**

wave rectifier tube. All plate, 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. List price, \$169.50, less tubes.

Model 90 Bush & Lane radio receiver containing same chassis as Model 21. Cabinet of Italian renaissance design in modern adaptation. Finished in butt walnut and Avadere, forming a pleasing figure and color contrast. List price, \$217.50, less tubes.

**BRUNSWICK - BALKE - COLLENDER CO.,** Chicago, Ill. Model "BB" battery-operated radio receiver employing six tubes, shielded circuit, tuned and neutralized. Three stages of radio frequency amplification, de-



**Brunswick Model BB**

tor stage and two stages of audio amplification. The four tuned stages are operated by single control with an antenna trimmer for fine tuning. Illuminated selector dial. Receiver uses 4 UX 201-A tubes, 1 UX 200-A tube and 1 UX 112-A tube. Cabinet is of console type of walnut finish



**Speaker for Brunswick BB Set**

standing 39 1/4 inches high. Battery compartment provides ample room for both A and B batteries and is accessible from the front. Retail price, \$89.50 less speaker, tubes and batteries.

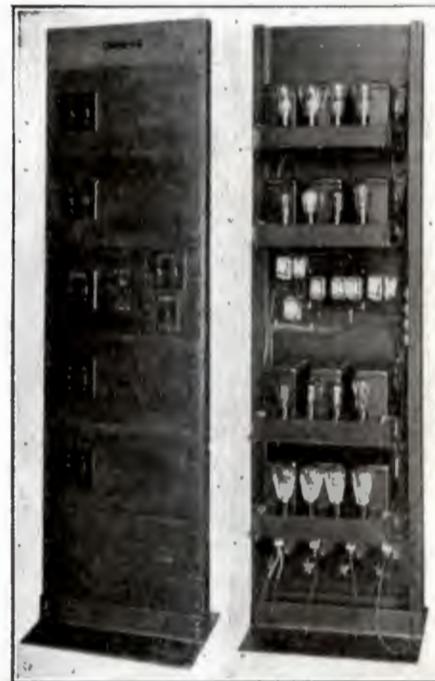
**MULTI-SELECTO PHONOGRAPH, INC.,** Grand Rapids, Mich. The Magnaphone, an instrument for communication embodying radio receiver, phonograph and microphone. Instrument is adaptable for use in schools, hospitals, public buildings, hotels, churches, factories, etc., where it may furnish entertainment from both phonograph



**The Magnaphone**

records and radio broadcasting and may also be used for announcing, paging, etc. Installed in a central office, the Magnaphone enables the operator to have instant contact with any person, anywhere in the building. Switch changes instantly from phonograph to radio, or to microphone announcements. Full electric operation. Equipped for television. Retail price, \$600, plus \$25 per speaker installed.

**RADIO RECEPTOR CO., INC.,** New York City. Amplifier racks and control panel equipment for centralized use in theatres, auditoriums, stadiums, etc. Is of panel or vertical rack type, although made essentially of powerizer units. In the case of the two-channel assembly it stands six feet high by twenty inches wide, comprises six panels and weighs 200 pounds complete. The two-channel amplifier assembly comprises a PXP-250 powerizer, made up of two units, for each channel. Thus the panel assembly represents a monitoring loud-speaker and distortion meter for the top panel;



**Radio Receptor Amplifying Racks and Control Panel**

a switch and pilot light for the PXP-250 or power output unit, representing the second panel; a switch and pilot light for the voltage amplifier or PXP-171 unit, representing the third panel; the fourth panel contains the main switch and throw-over switch from one channel to the other, the AC field switch for the dynamic speakers and a throw-over input switch from synchronous to non-synchronous; the fifth contains the second PXP-171 powerizer and its switch, and the sixth contains the PXP-250 and the switch. The assembly is so arranged that any of the complete units with panel may be removed and another unit substituted, such as a monitor, or a radio set with amplifier and microphone panel, which, of course, would take care of the microphone meter and switch. The power units are the standard powerizers arranged for bracket mounting. All audio wiring is carefully shielded, so that these units are quiet in operation.

**PACENT ELECTRIC CO.,** New York City. No. 301 Electrovox with Pacent Super Phonovox and new Pacent motor. Mounted on a 15 by 13 by 7/16 board which includes "radio-record" switch, micrometer-type speed



**Pacent Electrovox No. 301**

regulator, automatic stop, Phonovox rest, "on and off" switch, volume control, needle cups and twelve-inch turntable. List prices: No. 301, Electrovox without cabinet, \$60; No. 300, Electrovox complete with walnut cabinet, \$75, and No. 140, motor and turntable only, \$25.

**DUBILIER CONDENSER CORP.,** New York City. Disturbo-Ducon and Interference Device No. 2, interference prevention devices. The first is a filter network of inductance and capacity to be employed in series with the receiver and the power supply. It eliminates all power-line disturbances entering the receiver by way of the power line, as well as interference picked up by the power line, acting as a miniature aerial. Is also employed at the source of the disturbance when the appliance or machine is sufficiently powerful to radiate or broadcast its own operation. Interference Device No. 2 does not

(Continued on page 116)



**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.



**Radiophonic 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.

### *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.*



**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**

# New Products

Incorporate inductance in its network, since it is a condenser assembly especially suited for interference elimination in commercial work, such as oil burners, elevators, AC and DC motors, electric flashers, etc.

**ELECTRAD, INC., New York.** Tonatrol Type U, a constant resistance volume control, designed primarily to control the volume of phonograph pick-ups. It is claimed that the vary-



**Electrad Volume Control**

ing volume does not affect the impedance of either the input or output circuits.

The constant resistance volume control may also be used to control the volume of individual speakers connected to the same amplifier, provided



**Interior of Volume Control**

that the power supplied to each speaker does not exceed 2 watts. Individual speaker volume may be varied without affecting the sound amplitude of the speakers connected in the same circuit.

**CARTER RADIO CO., Chicago.** Carter Electric Automatic Radio Receiver control. A new instantaneous tuning system for inbuilding in receivers and with one or more remote controls. The device is made up of four major parts, a selector consisting of a series of push buttons, which is built into the front panel; a finder, which is the heart of the device, made up of slotted drums, which attaches to one side of the condenser gang; a tiny motor which takes its current from the regular receiver supply, and a relay switch which is used when one or



**Selector of Carter Radio Control**

more remote controls are being utilized. When a station is selected by pressing a button on the selector, the corresponding contact segment in the finder moves forward forming a contact with the surface of the drum. This starts the motor which rotates the condenser gang of the receiver. This motion continues until the contact segment reaches the slot in the drum with which it operates. Then the circuit is broken, the motor is stopped and the dial is set exactly at the spot to which the station has been tuned sharply by hand. It is understood that this device will be sold to manufacturers who will incorporate it in their radio receivers.

**PRESTO MACHINE PRODUCTS CO., Brooklyn, N. Y.** Presto recording machine, a feature is its vibration-



**Presto Recording Machine**

less construction accomplished through the simple expedient of a belt drive separating the power unit from the

recording head. Said to eliminate the need of expensive filtering devices. Available for regular recording at 80 r. p. m. or 33 1/3 r. p. m. for synchronized picture work. A vital constructional feature is the turntable tapered bearing which is self-aligning and automatically adjustable to wear without the need of end-thrust take-up. A simple cam means for establishing a positive cutting starting point is another feature. For straight recording a hand lever operation cuts the spiral groove at the end of the record. A play-back is provided on the feed slide whereby immediate testing can be made without removing or disturbing the cutter head, means being provided for engaging or disengaging either the cutter or the play-back. The machine is designed and built on the unit-construction plan, is portable and is of the precision specifications.

**GRAYBAR ELECTRIC CO., New York.** Graybar No. 600, employs a super-heterodyne AC circuit and includes among its other features use



**Graybar Model 600**

of the new UX-245 power audio tube. Because of the presence of this new tube, only one stage of audio amplification is employed. The circuit includes an antenna coupling circuit, one stage of tuned radio frequency, a power detector, oscillator, two stages of intermediate frequency, a second power detector, and one power output stage. The cabinet features a highly colored tapestry grille of unusual design. This new super-heterodyne also provides a local-distant switch which cuts down loud signals from strong local stations. Magnified dial scales are also included in this receiver. Tubes employed are six AC UX-227 Radiotrons; one UX-245 Radiotron and one UX-280 Radiotron for rectification.

**THE ICY-O CO., Charlotte, N. C.** The Exelstone, an all-electric, amplified multiple disc phonograph. Plays ten 10- or 12-inch records individually



**Icy-O Exelstone**

or continuously. The cabinet permits clear vision, is unique in construction and is unusually attractive. Finished in duo-tone lacquer.

**H. L. HUBBELL, Grand Rapids, Mich.** Model 33 walnut console cabinet especially designed for Radiola 33. Front, top and end panels are of



**Hubbell Cabinet Model 33** American walnut veneer, attractively arranged. Legs and stretcher are gum wood. Dimensions 40" high, 30 1/2" wide, 12 1/4" deep.

**SIMPLEX RADIO CO., Sandusky, O.** Simplex screen grid receiver, Model F. Uses three 224, one 227 and one 280 tubes. Has four tuned stages. Power detection with automatic grid bias, detector directly coupled to out-



**Simplex Highboy**

put stage, illuminated dial, kilocycle calibration and is completely shielded. Also has television attachment, automatic voltage regulator, safety fuse, built-in light socket antenna, phonograph connection and super-power dynamic speaker. Available in period cabinets of figured walnut. The High-



**Simplex Lowboy**

boy has sliding doors of matched Burl walnut. Lowboy is ideal for small homes, legs may be removed for use as table model if desired. List prices, Highboy \$169.50; Lowboy \$139.50, both less tubes.

**F. A. D. ANDREA, INC., Long Island City, N. Y.** Fada battery-type receiver, model 22, designed for use in rural sections and on small commercial boats and pleasure craft. Is a 6-tube Neutrodyne, employing five type 112-A tubes and one type 171-A power tube. Circuit consists of three stages of tuned radio frequency amplification. Four tuning condensers operate from a single dial control. The dial is calibrated in meters and kilocycles and

the antenna compensator is operated from the front panel. Extreme selectivity and unusual sensitivity are obtained. The volume control and on-off switch are combined. The receiver is housed in a mahogany cabinet in Duo-tone finish. This set is especially designed for use with Fada magnetic speakers, models 4 and 5. The receiver operates from a 6-volt storage battery, plus 135 to 180 volts of "B" batteries. This instrument is at present being produced only as a table model and lists for \$35.

**STEVENS MFG. CORP., Newark, N. J.** A portable AC phonograph, including the new Stevens silent motor and miniature rectifier, operating directly from AC house current. A phonograph sound box and arm delivers the music to a built-in horn which utilizes the curve of the carrying case cover as a sound reflector. Also includes a phonographic pick-up and outlet by means of which records may be played through the amplifier of any radio set and reproduced by the loud speaker. A feature is the incorporation of a small battery compartment. Where AC current is not available, a small switch disconnects the AC rectifier and substitutes the battery source. In any case, hand winding is never necessary.

**KELLOGG SWITCHBOARD & SUPPLY CO., Chicago.** Three new receivers, especially constructed for reception in territories supplied with 25 cycle current. These models, 526, 527 and 528, are identical in appearance and contain all of the features of the Kellogg 60 cycle models, 523, 524 and 525, previously illustrated and described in this publication. New AC heater screen grid type tubes are employed in new circuit requiring no neutralizing to prevent oscillation. Dynamic speaker. Automatic volume control. Model 526 utilizes 8 radio tubes and rectifier tubes. Models 523 and 527 use 10 tubes, including 2 rectifiers and are equipped with phonograph pick-up.

**AMERICAN BOSCH MAGNETO CORP., Springfield, Mass.** Bosch radio tubes, available in all standard sizes as follows: BX-112A, amplifier, \$2.50; BX-199, detector amplifier, \$2.00; BX-200A, detector, \$3.50; BX-201A, detector amplifier, \$1.40; BX-210, power amplifier, \$9.00; BX-222, 4-element tube, \$6.50; BX-224, screen grid, \$4.00; BX-226, AC amplifier, \$2.00; BX-227, AC detector, \$3.00; BX-245, power amplifier, \$3.50; BX-171A, amplifier, \$2.50; BX-280, full wave rectifier, \$3.50; BX-281, half-wave rectifier, \$7.25, and BX-250, power amplifier, \$11.00.

## F. S. Horning Brunswick Branch Head

One of the most important announcements made during July was that whereby Frank S. Horning, formerly manager of the Brunswick laboratories with especial reference to talking picture production, was appointed branch manager succeeding Edward Strauss, who is now taking care of the company's moving picture activities.

Mr. Horning needs no introduction to the radio-music trade being a veteran of nearly twenty years' experience. He was first connected with the Victor Talking Machine Co., traveling for a number of years before entering the retail trade for himself, locating in Boston. Later he was manager of the talking machine department of a St. Louis department store, and was later city sales manager of the Peter Sampson Co., Chicago radio distributor. He then joined the Brunswick organization.

## Appointed Newark Peerless Distributor

The State Radio Distributing Co., Newark, N. J., has been appointed a distributor for the Peerless radio receiver line, manufactured by the United Reproducers Corp., of Rochester, N. Y. Peerless and Newcombe-Hawley speakers, produced by the same manufacturer, will also be handled. A dinner and display of the new lines, with the Kyletron speaker featured, will be held at the Newark Elks Club on August 15 for the benefit of dealers.

## Brunswick Planning Extensive Broadcasts

### Brunswick Co. to Launch Aggressive Campaign With Stars of Opera, Stage and Talkies Broadcasting Frequently

If the excellent review book of 1929 advertising plans just off the press is an indication of the widespread publicity which will be given the new radio-Panatrope models, it would appear that the Brunswick Co. has launched one of the most aggressive campaigns in its history.

Radio listeners are assured of unusual broadcast entertainment, starting August 19, for with Al Jolson as the leader, such stars of the stage, opera and talkies as Ben Bernie, Nick Lucas, Mario Chamlee, Belle Baker, Zelma O'Neil, Abe Lyman, Ray Miller, Hal Kemp, and a host of other celebrities will be put on the air in the name of the Brunswick-Balke-Collender Co. three nights a week.

Newspapers and national magazines will carry news of these broadcasts. The following stations will co-operate in forming a Brunswick hook-up: WBZA, Boston; WCAU, Philadelphia; WBT, Charlotte, N. C.; WSB, Atlanta; WDSU, New Orleans; WSM, Nashville; KDKA, Pittsburgh; WFBL, Syracuse; WKBW, Buffalo; WTAM, Cleveland; WJR, Detroit; WLW, Cincinnati; WTMJ, Milwaukee; WBBM, Chicago; KYW, Chicago; KMOX, St. Louis; WBAP, Fort Worth; KLZ, Denver; KSL, Salt Lake City; KNX, Los Angeles; KFRC, San Francisco; KGW, Portland, Ore.; KHQ, Spokane; KOMO, Seattle; WCCO, Minneapolis; WHO, Des Moines; KMBC, Kansas City; WOW, Omaha; WKY, Oklahoma City.

Many of the programs in the forthcoming series have already been completely arranged and listeners are promised one of the snappiest and most colorful programs on the air. The list of stations which has been obtained by the Brunswick Co. for this broadcast boasts a total wattage of over 280,000, said to be three times greater than the average national broadcast.

## Television Attachment Featured in New Simplex Screen Grid Radio

The approach of the day of television is anticipated by the Simplex Radio Company of Sandusky, Ohio, manufacturers of Single-Dial-Radio instruments since 1924, and pioneers in "all-electric" sets, in the announcements of two new Screen Grid models for 1929-30, illustrated herewith.



LOWBOY

Particular attention has been paid to cabinet design as will be noted from the pleasing appearance of the two models shown, the Lowboy being designed for use in small homes or apartments, or as an end table. Its small size makes it readily portable for moving from room to room. The legs are detachable for use as a table model if desired.

The Highboy is of Louis XVI period with matched Oriental overlays and disappearing doors of burl walnut. The lid is hinged for convenient access to tubes and adjustments.

The chassis is entirely of aluminum and rust proofed steel, rigidly constructed, compact, trim and symmetrical, and employs four tuned stages with three 224 Screen Grid, one 227, one 245, and one 280 tubes, power detection with automatic grid bias, the detector being directly coupled to the output stage. The dial is illuminated, calibrated in kilocycles. Automatic voltage regulation insures a correct supply of current, irrespective of line fluctuations. All parts are completely shielded.

Though the broadcasting of television signals has not yet reached the commercial stage, the chassis is provided with the necessary jacks for readily connecting television apparatus to the set in anticipation of this rapidly developing feature of the radio art.

It is claimed that by taking the signal directly from the detector to the output tube, tremendous undistorted power is delivered to the speaker and with a marked improvement in amplification from antenna to output of approximately 2,450,000 compared to 570,000 or about four times that of ordinary sets.

Though this tremendous amount of volume is available, a perfect means of controlling it has been developed, the excess output being reduced to practically any volume desired by the means of a smooth and silent volume control.

Much of the credit for the pleasant tone is given to the new type of audio transformer using a newly discovered Swedish iron for laminations and an especially designed dynamic speaker capable of handling great undistorted power.

The variable condensers are equipped with ball bearings throughout and are said to retain their alignment and balance practically indefinitely.

A connection is provided for phonograph attachment for operation through the radio set which may be left permanently attached, and a small knob on the front panel switches instantly from radio to phonograph without disturbing the dial setting. Another small knob controls the volume of both radio and phonograph. These last two features are said to be exclusive Simplex innovations.

A built-in light socket aerial is provided and the set is said to operate equally well on this as on an outdoor aerial.

The Lowboy is priced to sell at \$139.50, and the Highboy at \$169.50, less tubes.



HIGHBOY

**SIMPLEX RADIO CO.**  
Sandusky, Ohio

## Hyvac Radio Tube Co. in New Home

### Purchased Four-story Building in Newark, N. J.—22,500 Square Feet of Floor Space in New Home

The Hyvac Radio Tube Co., Inc., has recently moved into a newly purchased four-story building at 86 Shipman street, Newark, N. J. This company, which was formerly located at 38 Spring street, Newark, is now occupying the entire building at the new address, approximating more than 22,500 square feet of floor space. Automatic machinery has been installed in the new building and, according to George D. Duff, president of the company, production will reach 15,000 tubes daily by September and 300 workers will be employed. Production at present is between 4,000 and 5,000 tubes daily, Mr. Duff stated.

In addition to Mr. Duff, the officers of the company are as follows: Gustave Binder, vice-president and treasurer, and J. Franklin Dorsey, secretary. Recently the Ampeon Radio Tube Co. and the E. B. Sales Co., radio tube manufacturer of Newark, were purchased by the Hyvac Co., according to Mr. Duff.

## Crosley-Amrad Radio Dealers Hold Meeting

The annual Crosley-Amrad dealers' convention for West Virginia, eastern Ohio and southwestern Pennsylvania territory was held at Wheeling, W. Va., July 24, under the auspices of the Ott-Heiskell Co., Crosley-Amrad distributor in that territory.

There are over 200 dealers in the territory and most of them were represented at this gathering. The program included a service school which was held in the morning under the direction of Robert Craig, expert service man for the distributor.

In the afternoon the entire group journeyed to the Belmont Hills Country Club, St. Clairsville, O., where a business session was held. W. F. Kennedy, president of the Ott-Heiskell Co., made the welcome address and introduced the following speakers: Jack Dalton and R. W. French, representatives of the Crosley Radio Corp.; H. Clifford Wood, Jr., sales promotion manager of the Amrad Corp., and G. J. McAllister, of the Commercial Credit Co. The latest models were on display. A banquet was served in the evening at the conclusion of which the dealers were brought back to Wheeling.

## R. R. A. to Stage Show

The Radio Retailers Association, Inc., New York City, is planning to sponsor a radio show for the trade and public to be held in February. The exact time and place for the event have not yet been decided upon. The show will be conducted for one week, with the mornings reserved for the radio trade.

## Steelman, Inc., in New Home

Steelman, Inc., Fada distributor for the metropolitan territory, is now located in new quarters at 235 Fourth avenue, occupying the entire fifth floor and part of the fourth. The new quarters are equipped with all modern conveniences enabling the distributing firm to render the best possible service to Fada dealers in the territory served.

Ralph B. Austrian, well known in the radio-music trade, has been appointed retail radio sales manager of the Aeolian Co., New York City.

# UPCO DYNAMIC REPRODUCERS

“ROLLS ROYCES AT FORD PRICES”

There is an Upco reproducer to fill every demand



No. 10 Dynamic Reproducer



No. 12 Dynamic Reproducer



No. 7



No. 11 Dynamic Reproducer



No. 5

In addition to our very large dealer business, we are furnishing UPCO reproducers to many of the leading manufacturers.

Pioneers in the phonograph industry have adopted the UPCO Dynamic models as their standard equipment, each being supplied with the unit in their own distinctive, exclusive design.

We are favored with many testimonials from the trade lauding the UPCO Dynamic reproducers for their marvelous performance and exquisite appearance.

Tremendous volume; full, detailed tonal qualities; distinctive designs; prices that will astound you! Let the UPCO reproducers put a punch in your sales.

*Samples and quotations at your request.*



## ULTRAPHONIC PRODUCTS CORP.

A. BORSUK, President

*Maker of Acoustic Instruments for Over 13 Years*

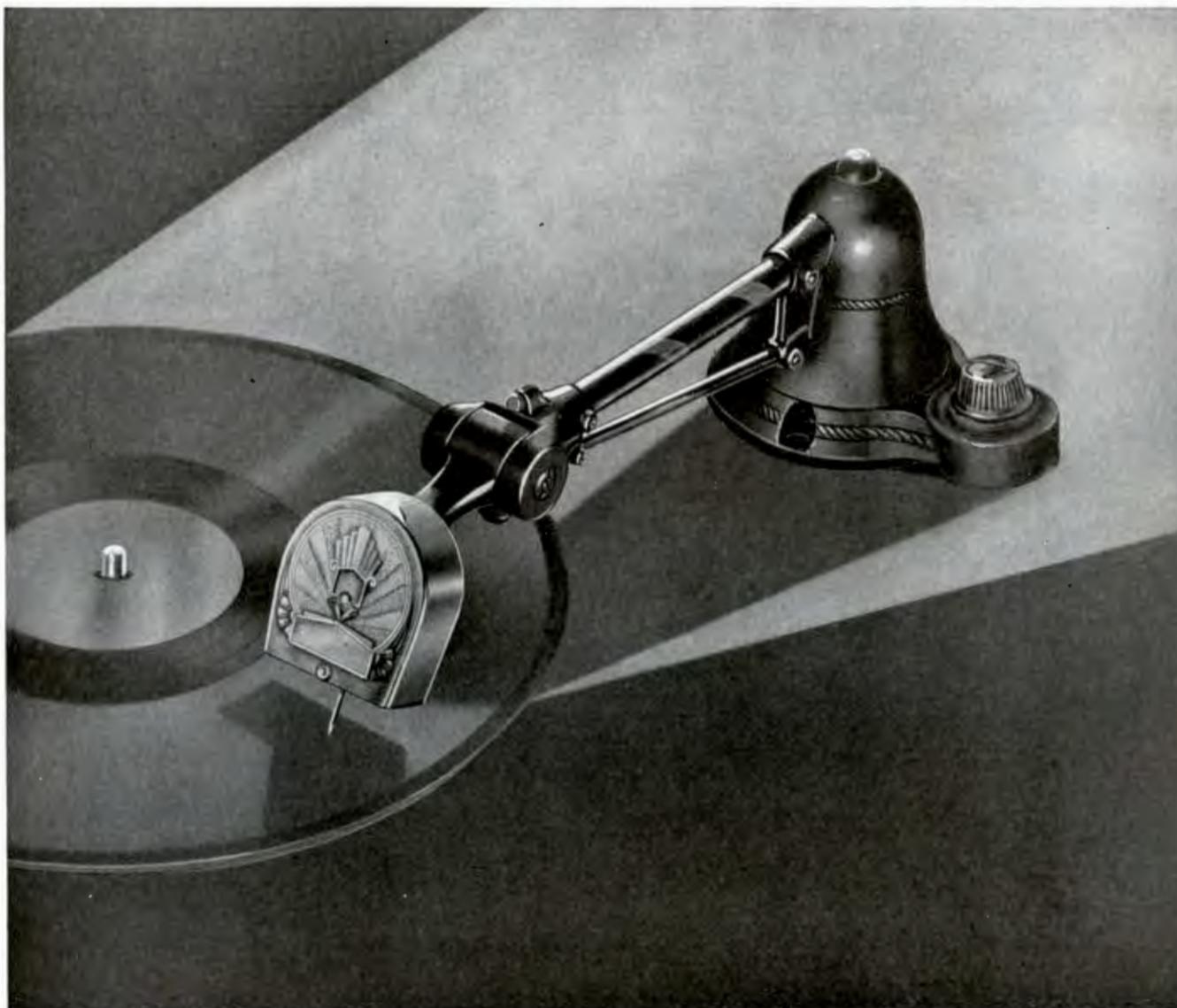
270 LAFAYETTE STREET

NEW YORK, N. Y.

Not connected with any other firm in the industry

# UPCO ELECTRIC PICK-UP

## SCIENTIFICALLY CORRECT



### UPCO ELECTRIC PICK-UP

The new UPCO electric pick-up is the result of painstaking research directed specifically to and fulfilling the exacting requirements of sound reproduction from records. Sensitive and uniform response from 5,000 to 50 cycles brings out all the richness and brilliant qualities of modern recording. Volume is adjustable on a gradual taper with the control mounted in the base of this newest, beautiful UPCO product.

Rigid inspections on each part of the structure assembled under the supervision of Anton Borsuk, maker of precision acoustic instruments for the past thirteen years, assure the matchless mechanical perfection which only careful and painstaking manufacture can bring about.

Ball-bearing yoke action and ball-seated base pivot combine with the scientifically correct weight and free needle action to bring about an absolute minimum of record surface wear.

The standard model is pictured above. Available in any desired over-all length. Thus, whether your requirements are those of portable attachments, phonograph-radio combinations, synchronous talking pictures or non-synchronous sound accompaniment, the UPCO pick-up is ready for you. Standard over-all lengths are 9½" and 13½" for 16" record, measured from base center to needle point. However, they may be altered to meet particular installation requirements.

A sturdy volume control is mounted in the base of standard models, providing uniform variation. Theatre type does not have a volume control mounted, although it may be supplied if required. A microphone jack may be mounted in place of the volume control.

Pick-up heads are available for mounting on acoustic tone arms, with the volume control mounted in a small, convenient case and connected to the extension cord.

The UPCO pick-up beauty of design commands the hearty approval of the most critical eye. Gracefully proportioned, the sturdy structure harmonizes with the finest cabinet work and withstands the most severe demands of hard, continuous service.

*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



## Tender Testimonial Dinner to R. B. Rose

Retirement of Popular Radio Executive  
From Landay Firm to Accept Ampico  
Post Occasion of Trade Event

Robert B. Rose was the guest of honor at the testimonial dinner at the Hotel Astor, New York City, the event being the retirement of Mr. Rose as general manager of the Landay Bros. chain of radio-music stores to accept the radio vice-presidency of the American Piano Co. in charge of its retail radio departments throughout Ampico stores. Max Landay, president of the Landay organization, was host and Alexander Carr, Broadway dramatic star, was toastmaster. In addition to Mr. Rose, the following members of the trade spoke briefly: E. A. Nicholas, vice-president, and George H. Kiley, general merchandise manager, Radio-Victor Corp. of America; Henry Benjamin,

vice-president of Davega, Inc., and Jules Smith, of the City Radio Stores.

Among those present, in addition to those mentioned above, were: James B. Maurice and A. W. Landay, Herbert E. Young, Paul S. Weil, Fred P. Oliver, D. H. Boley, Irving Sarnoff, E. B. Ingraham, Fred G. Carson, J. J. Steinharter, Ben Abrams, Gus Kraus, Harry A. Beach, Ben Gross, Herbert A. Brennan, Frank S. Horning and Charles R. Wagner.

## L. W. Sturdevant Joins Brunswick on West Coast

L. W. Sturdevant, who formerly directed the radio and talking machine activities of Sherman Clay & Co. for the entire Pacific Coast, has been appointed Pacific Coast representative of the Brunswick-Balke-Collender Co., with headquarters at San Francisco. Mr. Sturdevant will look after the Brunswick interests in Los Angeles, San Francisco, Portland, Seattle, Spokane and Salt Lake City.

## Secures Exclusive Use of Word "Dynamic"

Magnavox Co. Awarded Exclusive Use of  
Word in Connection With Speakers, etc.,  
in Decree of U. S. Patent Office

The Magnavox Co., Oakland, Cal., has just issued an announcement in connection with a patent decree recently handed down by the United States patent office whereby the Magnavox Co. secures exclusive use of the word "Dynamic." The company's announcement read as follows:

"According to a patent decree recently handed down by the United States patent office the Magnavox Co. secures exclusive use of the word 'Dynamic' in connection with radio loud speakers, telephone receivers and parts.

"This means that, hereafter, manufacturers, jobbers and dealers cannot describe any loud speaker as 'dynamic' unless it is made by Magnavox or one of its licensees. Use of the word for any other merchandise would be similar to selling one company's product under another company's trade-mark. Such action would be cause for litigation.

"It is understood that some manufacturers heretofore using the 'dynamic' trade-mark have stopped this practice and notified distributors and dealers to cease also.

"The Magnavox Co. advises that the 'dynamic' trade-mark has been continuously used and applied to its merchandise since 1915. The recognition of this trade-mark by the patent office establishes the priority of Magnavox in the dynamic field.

"The Magnavox Co. has brought suit against several companies for infringing dynamic patents."

## Adjudged Winner of Grebe Console Test

David Park, Dealer of Atlantic City, N. J.,  
Awarded Prize for Selecting Consoles in  
Questionnaire Test

George F. Rhodes, sales promotion manager of A. H. Grebe & Co., Inc., in an announcement in connection with the Grebe console contest held at the Chicago Trade Show, stated:

"We want to take this opportunity of extending our appreciation to the dealers and distributors who visited our exhibit at Chicago.

"We further wish to thank them for their cooperation in helping us to select the Grebe 1929-30 consoles. We took some ten or twelve consoles to the Show, each of which was designed by a craftsman of international reputation. All of these consoles looked so good that we felt it would be rather difficult for us to select those which would actually make up our line. We thought it best to let the dealers make the selection. A questionnaire card was distributed in our demonstration room and the voters were asked to choose the cabinets which most appealed to them, the winner to be decided by popular consecutive choice.

"Thousands of these cards were balloted and a final count indicated that David Park, of 1527 Atlantic avenue, Atlantic City, N. J., was the winner of the first prize of \$100. The second prize of \$50 was awarded to D. E. Mack, of 606 Riverside Drive, Fort Atkinson, Wis. The third prize of \$25 was awarded to one of the fair sex, Lucille Murray, of 426 Beaumont, Chicago, Ill."

## Announces Engagement

Archie Mayers, of A. H. Mayers, operating a chain of radio-music stores, has announced his engagement to Miss Lillian J. Masinter, of Huntington, W. Va.

# THE NEW EUREKA RADIO CABINETS

Present an Unusual  
Opportunity for Profit



Ten years of successful cabinet building permits us to offer dealers a value which will command the price and profit you must have.

A complete line of cabinets and combination cabinets at astonishingly low prices. Combination equipment installed, if desired.

The above is an illustration of Model 24,  
our most popular model.

Write for Particulars

## EUREKA TALKING MACHINE CORPORATION

Factory and Offices

5939 South Lowe Avenue

CHICAGO

ILLINOIS



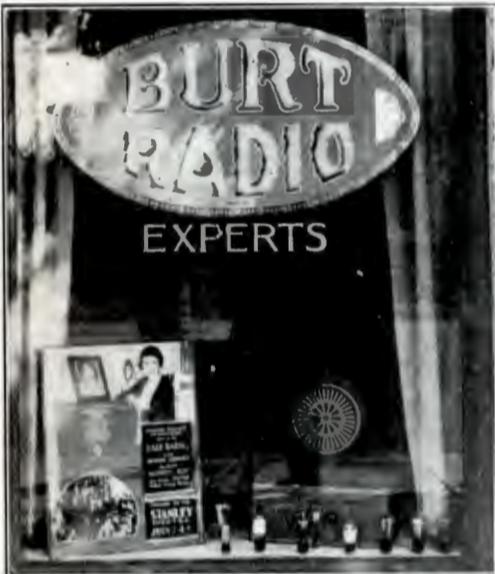
# Interesting Events of the Trade in Pictures



Left: T. C. Beirne & Co., Brisbane, awarded first prize in the all-Australian window display contest sponsored by Columbia Graphophone (Australia) Ltd. A series of monthly contests were held and the window illustrated herewith was adjudged the best. The conception showed Paul Whiteman leading "The Serenaders," a Columbia recording orchestra, and showing Senator Whiteman conducting musical dishes.



Above: Mort L. Zucker, manager of the Stewart-Warner Sales Co., of Des Moines, Ia., uses airplane transportation to keep up with the demand for Stewart-Warner receiving sets. He also uses the air for sales promotion through station WHO.



Above: The Burt Radio Shop, Atlantic City, N. J., used photos of Barbara Bennett and Morton Downey, motion picture stars, enjoying their C. A. Earl radio receivers, to attract attention to its C. A. Earl display.



Above: Gus Arnheim listening to his new records from the "Hollywood Revue of 1929" on the new Victor radio with Electrola. The Victor Dog seems an interested spectator.



Above: The Radio Service Co., of Cleveland, employs this Chrysler roadster to render speedy service. It is equipped with a rack for carrying spare tubes, all kinds of tools, oscillators and a test set. Right behind the driver's seat an Atwater Kent screen-grid set is installed to be used for demonstration.



Above: This huge replica of the new Bosch Library model receiver, mounted on a decorated motor truck, represented the American Bosch Magneto Corp. in the Independence Day Parade in Springfield, Mass. Music was supplied from phonograph records.



Above: The Bremer-Tully circuit tester, which in a single operation does the work of nine men in one-tenth the time. It operates on an entirely new principle discovered by Bremer-Tully engineers.



Above: When Paul Whiteman traveled across the country to Hollywood, he broadcast en route and listened to other concerts during the long ride by having a Kolster battery set installed in his private car.



Above: When the Grigsby-Grunow Co. reduced the list price on Majestic radio sets, 12,000 dealers were asked for their inventories so that refunds could be made. J. O. Mueller, franchise manager, is shown above after finishing the job of checking the inventories and mailing the 12,000 checks.

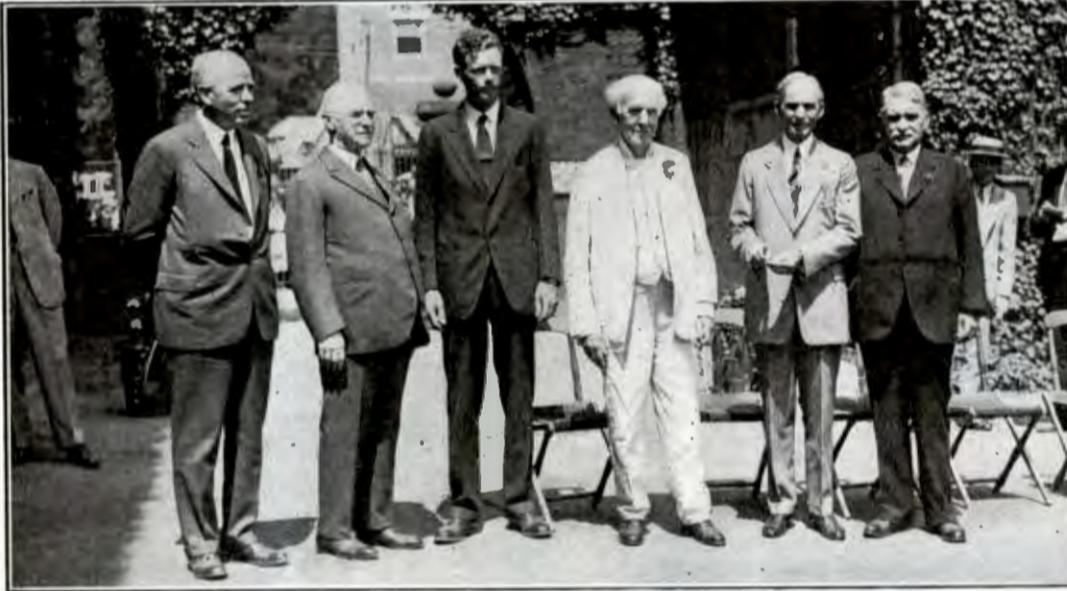
## Ceremonies Mark Close of Edison's Hunt for Protege

Wilbur B. Huston, of Seattle, Wash., Chosen to Receive Scholarship Awarded by Thomas A. Edison Following Nation-wide Hunt—Elaborate Ceremonies Make Awarding of Scholarship a Most Notable Event

Wilbur B. Huston, of Seattle, Wash., the sixteen-year-old son of Bishop S. Arthur Huston of the Episcopal Church, was the youth selected to receive the scholarship awarded by Thomas A. Edison following a nation-wide hunt among

time to present Mr. Edison, the great inventor and sponsor of the scholarship, in a voice that was clear and distinct, said:

"It is a great pleasure for me to welcome you forty-nine young men, representatives of



Left to right: Dr. Lewis Perry, George Eastman, Col. Charles A. Lindbergh, Thomas A. Edison, Henry Ford and S. W. Stratton

high school boys, resulting in the choosing of one representative from each of the forty-eight States and the District of Columbia, the bringing of the boys to Orange as Mr. Edison's guests and the final test there which gave the decision to young Huston.

The awarding of the scholarship, and the program which preceded it, were notable events. Some time ago the plan was announced by Mr. Edison and the Governors of several States were requested to select, by competition or otherwise, the high school boy to represent their State in the final contest. The States having made their selections, the boys were brought to Orange as the guests of Mr. Edison and remained for several days, enjoying an elaborate round of entertainment before being called upon to answer the questionnaire prepared under the direction of Mr. Edison as the final test. The first formal reception of the boys took place at the Edison Laboratories, in Orange, N. J., where they were met and were greeted by Mr. Edison and the members of the committee which was to make the final decision and which included in its membership George Eastman, of the Eastman Kodak Co., whose work in the cause of education is widely known; Col. Chas. A. Lindbergh, Henry Ford, old-time friend of Mr. Edison and industrial leader; Dr. Lewis Perry, headmaster of Phillips Exeter Academy, and Dr. Samuel W. Stratton, widely known president of the Massachusetts Institute of Technology.

The ceremonies connected with the presentation of the contestants were noteworthy, sufficiently so to cause them to be broadcast over a radio chain of over sixty stations and to attract newspaper photographers and reporters by scores, with the result that the daily newspapers of the country carried column upon column of news regarding the scholarship plan and its results over a period of several days. Dr. Stratton acted as master of ceremonies and introduced the several members of the committee to the boys, who were assembled immediately in front of the rostrum. Each of the judges rose to acknowledge the introduction and, with one exception, spoke a few words of encouragement to the boys. When it came

the forty-eight States and the District of Columbia.

"That you have been selected to come here is due to your own merit and to the splendid co-operation given by the Commissioners of the District of Columbia, the Governors of the States and the District and State Boards of Education.

"You young men represent a selection from the youth of America. A selection made by the exercise of the best judgment of many minds. You are here at my invitation for a



Thomas A. Edison Addressing Candidates From Every State and District of Columbia Gathered at West Orange for Competitive Examination

final competition to determine which among you shall be awarded the Edison Scholarship. Those among us who will act as judges will be influenced by many considerations in making the final award. We hope that time will prove our selection to have been a wise one. But this is up to the winner himself.

"It must be remembered that there is no test—no suitable yardstick which can positively determine the relative value of one human being as compared to another. Life and human relationships are too complex, too involved to permit such determination. The race will be a close one. It would be a stupid race, however, if everybody won.

The purpose of this scholarship contest is to

stimulate the interest of the youth of America in mental development, with particular emphasis on scientific matters and more generally in the high ideals that make for the finest type of American manhood.

"I congratulate you young men for having been chosen in this nation-wide contest. You are at the threshold of your careers. If you wish to make them noteworthy, keep your head clear and your feet on the ground."

Following Mr. Edison's welcome, the contestants filed past the members of the committee, shaking hands with each, and then stood on an elevated platform upon which had been placed forty-nine Edison radio-phonographs, one for each of the boys as a present from Mr. Edison. Each instrument bore a label indicating the State from which the recipient came, and at a given signal the forty-nine instruments, in unison, poured forth the strains of the "Star Spangled Banner," as played by the United States Marine Band in Washington and broadcast over the NBC chain. It was declared to be the first time that any such number of radio receiving sets have been operated simultaneously and as a unit.

The examinations were held at the Edison Laboratories on August 1 and consisted of answering a questionnaire containing some fifty-seven queries relating to physics, chemistry, mathematics and a wide range of general subjects. The scholarship winner, Wilbur Huston, scored an average of 92 and it was said that even the lowest among the competitors had an average of 88, which was considered a remarkable tribute to the ability of the boys. So fine was the showing that, at the suggestion of the committee, the four boys whose marks were next in line with those of the winner were also awarded scholarships, which, however, covered tuition only at any seat of learning selected by the boy himself. The four thus honored were Charles H. Brunissen, of West Reading, Conn.; Ivan A. Getting, of Pittsburgh, Pa.; James Seth, of Santa Fe, N. Mex.; and Bernard Sturgis, of Butler, Ind. The winner of the main award will attend the Massachusetts Institute of Technology, where his tuition and all other expenses will be paid by Mr. Edison. It is his ambition to become a chemical engineer.

While the contestants were the guests of Mr. Edison they enjoyed a continual round of en-

tertainment. Upon their arrival in East Orange on July 30 they were tendered a dinner and entertainment by the executive of the Edison industry, with Arthur L. Walsh, vice-president and general manager of the radio and phonograph division, as toastmaster. Following the welcoming exercises at the laboratory on July 31, they were taken on an inspection to the great Edison plant, followed by an automobile tour of the Oranges and dinner at the Rock Spring Country Club, where they were guests of Thomas A. Edison, Inc., and the Chamber of Commerce of Orange. On August 1, at the conclusion of the examination, the contestants were entertained at luncheon at the residence of Mr. and Mrs. Thomas A. Edison, in Llewel-

## W. B. Huston Chosen as Edison Protege

(Continued from page 122)

lyn Park, West Orange, and in the evening were taken to the Marine Roof of the Hotel Bossert, in Brooklyn, for dinner, and then on a tour of Coney Island. Friday, August 2, was, of course, the big day, for in the morning the committee made its announcements of the scholarship awards on the lawn of the Edison home. After these announcements the boys were taken on a sight-seeing trip around New York City, and in the afternoon were officially received by Mayor James J. Walker, of New York, who declared to young Huston that he had proved himself to be "the smartest boy in the United States." Although no official announcement was made, it was rumored that other similar contests will be held in the future by Mr. Edison for the purpose of providing educational privileges for other boys who prove their qualifications.

Charles Edison, president of Thomas A. Edison, Inc., acted as official host in the interests of his father, and was assisted by various Edison executives, including, in addition to Arthur L. Walsh, Nelson C. Durand, Ralph H. Allen and C. S. Williams, Jr., vice-presidents; Alfred Hand, advertising manager, and others.

## Windsor-Poling Co. Now in New Home

AKRON, O., August 6.—Elaborate ceremonies marked the opening of the new home of the Windsor-Poling Co. in the Hower Building on West Market street, July 26. An array of prominent guests, including leaders in the radio industry, musicians, singers and many of the leading radio and record entertainers, were present to entertain the visitors and to extend their congratulations to Earle Poling, president of the company.

Special sections of two of the local newspapers carried publicity during the week preceding the opening, giving a history of the Windsor-Poling Co. and articles telling of the products carried and the organizations which manufacture the makes of radio receivers and talking machines which are featured by the retail establishment. A special midnight theatre party for store employes and friends of the company was one of the many features staged by Mr. Poling. Among the lines carried by the Windsor-Poling firm are Balkeit, Stromberg-Carlson, Victor, Brunswick, Edison, Atwater Kent and Majestic.

## Harry Krich in Europe

Harry Krich, president of the Krich Light & Electric Co., wholesale electrical specialty jobber in Newark, Asbury Park and Trenton, and treasurer of the Radio Distributing Corp., RCA distributor in Newark, Asbury Park and Trenton, has departed for Europe accompanied by his wife, on a pleasure tour through France, England, Spain, Switzerland and Italy. While in Spain, Mr. and Mrs. Krich will visit the World's Exposition in Madrid.

Mr. and Mrs. Krich were feted by a dinner at the Hotel St. Regis Roof in company with their family and immediate friends, prior to their departure on the S. S. "Leviathan."

## New Brunswick Distributor

J. K. Beach, of the Seattle branch of the Brunswick-Balke-Collender Co., recently signed the Transport Motor Corp., Seattle, to cover the State of Washington as Brunswick distributor. This new arrangement will bring about the closing of the Panatropé division Seattle branch office.

## Entertains Three of Edison Contestants

J. Newcomb Blackman, Head of Blackman Distributing Co., Gave Personally Conducted Tour of Metropolis to Boys

J. Newcomb Blackman, president of the Blackman Distributing Co., Inc., New York, Metropolitan distributor of Edison products, entertained three of the contestants in the Edison Scholarship contest by giving them a personally conducted tour of New York City. It so happened that the scholarship winners in the States of Connecticut, New York and Vermont were all included in the territory of the Blackman Distributing Co.; the New York winner having his home in Utica, which is just on



Left to right: E. S. Palmer, sales supervisor, Thomas A. Edison, Inc.; Chas. H. Brunissen, Connecticut, prize winner; Harold William Davis, Vermont, prize winner; Louis De La Fleur, New York, prize winner; J. Newcomb Blackman, president of Blackman Distributing Co., Inc., Edison distributor for metropolitan territory

the border line of the New York State territory handled by the Blackman organization.

The tour of New York included a visit to the Woolworth Building, Stock Exchange and the financial district; a tour of the hotel districts; a visit to the Paramount Studios in Long Island City; a theatre party and a tour along the Great White Way. The boys enjoyed the tour immensely, particularly as two of them had never visited the Metropolis prior to this trip and the third one had only spent a few hours in New York several years ago.

Mr. Blackman was assisted in the entertainment of the scholarship winners by E. S. Palmer, sales supervisor of Thomas A. Edison, Inc., and incidentally the boy from Connecticut was one of the four winners who received free scholarship tuition in recognition of their high percentages in the scholarship contest and the fact that they finished so close to the grand prize winner.

## J. P. Seeburg Goes Abroad

J. P. Seeburg, president of the J. P. Seeburg Corp., Chicago, manufacturer of the Seeburg Audiophone, automatic coin-operated phonograph, sailed from New York on August 10 for Stockholm, where he will join Mrs. Seeburg. He plans to visit the foreign distributors of the Seeburg Corp. located in various important trade centers of Europe and to return to Chicago in the early Fall.

## Zenith Production on New Models Rushed

The three large factories of the Zenith Radio Corp. in Chicago are in full swing with a production program of 2,500 sets daily. The company is introducing this month its new "50 line," 15th Anniversary Zenith automatic model, and Zenith distributors and dealers throughout the country are anxiously awaiting the arrival of the new models which are said to incorporate many new features. The new receivers are of the screen grid type and are furnished in four new console models known as models 52, 53, 54 and 55. All of these receivers incorporate the Zenith automatic tuning device and remote control of automatic tuning, a new Zenith development, is incorporated in model 55. Model 52 is

priced at \$175, model 53 at \$275, model 54 at \$395 and model 55 at \$700. All prices quoted not including tubes. Complete descriptions of these new models will appear in the New Products section in a forthcoming issue of Talking Machine World & Radio-Music Merchant.

## Ken-Rad Sponsoring Series of Broadcasts

The Ken-Rad Corp., maker of Ken-Rad tubes, has announced a series of unique radio programs to be broadcast over stations of the Blue Network of the National Broadcasting Co. The Ken-Rad broadcasts will go on the air regularly each Monday evening at 10 o'clock New York time, starting September 2. The programs, to be known as Ken-Rad "Cabin Nights," will be built around the traditions of Old Kentucky and will feature Southern melodies and dialogues.

## Columbia Stars on Broadway

A number of leading Columbia recording artists will be heard in New York's night clubs and hotels during the coming season. Among the first to be signed up are Ruth Etting, who will appear at the Club Richman, and Guy Lombardo and His Royal Canadians, who will supply the dance music at the Roosevelt Hotel Grill.

## Electramuse Helps Entertain Race Crowd

Holcomb & Hoke Co. Product Installed at Indianapolis Track for Annual Speedway Automobile Race Classic

New thrills were added to the speedway classic at Indianapolis this year through the aid of the new Park model Electramuse. During the long monotonous grind the crowd was kept in a constant good humor by the splendid Electramuse music that was easily heard above the roar and din of the speeding cars.

Prior to the race a Park model Electramuse, made by the Holcomb & Hoke Co., of Indianapolis, was installed at the track. This was connected with a series of huge loud speakers placed at intervals over a distance of a mile. During the race leading record hits were played for the huge crowd. The reproductions were so fine many thought that the famous orchestras themselves had been engaged for the occasion and



Electramuse Installed at Race Track

were appearing at the track. The result of this arrangement was so successful that a permanent Electramuse installation is contemplated.

## Opens Gotham Offices

P. L. Deutsch, formerly president of the Sonora Phonograph Co., Inc., and internationally prominent in the radio-music industry, has opened temporary offices for his personal use on the fifteenth floor of the Hecksher Building

at Fifth avenue and Fifty-seventh street, New York. Associated with Mr. Deutsch in his personal offices is Adam Stein, one of the foremost engineers in the radio industry and formerly vice-president in charge of engineering at the Sonora Phonograph Co., Inc. Neither Mr. Deutsch nor Mr. Stein has made any definite plans for future activities, maintaining these offices solely for personal purposes in connection with various enterprises in which they are personally interested.

## R. W. Washburn on Extended Trade Tour

R. W. Washburn, secretary of the American Bosch Magneto Corp., of this city, has left for a tour of a large part of the United States and Canada. He will visit the factory branch maintained by the corporation at San Francisco, which will be his headquarters during a detailed inspection of West Coast conditions. On his return trip, Mr. Washburn will spend some time at the Chicago and Detroit branches before visiting several points in Canada.

## Jerry Margolish With Weber

The Weber Distributing Corp., New York City, distributor of Lyric radio receivers, manufactured by the All-American Mohawk Corp., recently announced that Jerry Margolish, formerly in charge of the K. W. Radio Co. service department, is now associated with the Weber concern and has full supervision over its service and repair department. D. R. Siegel, Long Island representative for the Weber Corp., who was ill for several weeks, has returned to his duties.

## Form Radio Trade Group

At a meeting at the Hotel Carroll, Jersey City, N. J., a new association of radio dealers was formed to be known as the Hudson County Radio Dealers, Inc. The following officers were elected: Al Levine, president, B. Schaeffer and A. W. Graydon, vice-presidents representing Jersey City; P. Lawlor, representing Bayonne; T. Loeffler, representing North Hudson County; J. Jackson, secretary, and Al Galuchie, treasurer. Plans include important merchandise aids for retailers.

## Proves Value of Animated Displays

Brunswick Co. Installs Animated Display in Three Stores—Record Sales Show Startling Increase as a Result

In a test to determine comparative values of window displays, the Chicago branch of the Brunswick-Balke-Collender Co., under the direction of Selman Schulz, manager, recently instituted with the co-operation of three dealers in Chicago an animated window display for the promotion of Brunswick records, whose ef-



Animated Brunswick Display

fectiveness was checked against that of the conventional inanimate window display.

For the test windows, those of Shalek's Brunswick Shop, 4746 North Kedzie avenue, the Wesco Music House at 6464 Sheridan road, and the Rialto Song Shop, 168 North State street, were used, representing establishments in three separate sections of the city, each catering to a different class of trade.

In establishing and maintaining the display, the following working plan was created by Mr. Schulz, who insisted that it be followed closely. An attractive girl was hired to work from one to two hours daily. Seated or standing in a window which was dressed as a living room with Brunswick instrument, lamps, chairs, etc., with the usual record posters, it was her duty to change records on the instrument which was used with the transom speaker, announcing through use of cards the selection being played.

The records used in the demonstration were not big song hits and have received no special exploitation by the publishers. A direct comparison has been drawn from the purchase of the seven records used in the demonstration by these dealers in the week previous to the institution of the animated window display and the week in which it functioned.

Shalek sold 18 of the records used in the display during the week before it was instituted compared to 163 of these same records sold during the week of the display. Wesco, during the week of the display, sold 99 of these records against 15 the week before. The Rialto Shop, situated in the main business section of the city, during the week of the demonstration sold 435 of the records used while the week previous their sales of these same records amounted to only 25 recordings.

## A Correction

In a recent issue of The World the statement was made that the Shadbolt & Boyd Co., of Milwaukee, Wis., had taken on the distribution of radio products other than that of the Fada radio line. This was an error and correction is hereby made. The Shadbolt & Boyd Co. is distributing the Fada receiver line exclusively.

R. W. Jenkins, formerly of Shaw's, Inc., has been appointed manager of the radio department of W. T. McCoy & Co., of Charlotte, N. C.

## A BETTER PORTABLE AT A Moderate Price



THE "PERIOD"  
\$20 LIST

**QUALITY**—Construction of the finest, including a specially built tone chamber to develop bass notes, and a built-in air column horn.

**SALES APPEAL**—Embodies such features as upholstered leather-like covering, padded album, automatic lid stay, and an old-gold metallic lining.

**JOBBERS**—Your territory may still be open. Write immediately for information that will mean profits for you.

PERIOD PHONOGRAPH CO.

217 E. 144th Street

New York City

## F. H. Barstow Now a Kolster Distributor

(Continued from page 32d)

western Montana. The distributing firm of Harper-Megee, formerly Kolster jobber in this territory, continues in business as the representative of various electrical products.

Mr. Barstow became interested in radio in 1908 while he was employed by the Puget Sound Electric Railway as a telegrapher and station agent. He went to the United Wireless Telegraph Co. in 1909 as a radio operator at the Seattle station when he was only nineteen years of age. For the next two years he was a radio operator at various land and ship stations from California to Alaska.

He became a Federal telegraph operator in 1911 at Portland, Ore., and advanced to chief operator a year later. In three years he was transferred to San Francisco as chief operator at the company's headquarters, and then followed service in Honolulu and back to Portland as district manager.

When broadcasting first began Barstow was strongly in favor of manufacturing broadcast receivers. When Kolster made its first sets in 1924, Barstow enthusiastically began selling them in Portland, and, he is informing the trade, "I'm still at it."

Mr. Barstow finds time to be chairman of the Board of Directors of the Oregon Institute of Technology Radio School, an office he has held since 1918, and he was one of the reorganizers of the Oregon Radio Trades Association in 1926, serving as secretary. Later, he became chairman of the organization's Business Standards Committee.

## W. F. McAuliffe in New Kolster Post

(Continued from page 32d)

pointed assistant to the executive vice-president, St. G. Lafitte. Mr. Lafitte and Mr. McAuliffe have offices at 39 Broadway, New York City.

Mr. McAuliffe is a native son of California and was born in Santa Cruz. Radio first claimed his interest in 1913 when he joined the San Francisco division office of the American Marconi Co. During the war he served as a pilot in the army air service in the United States and France, after which for six years he served as district manager for the Radio Corp. of America at Seattle and as marine superintendent for the Pacific division with headquarters at San Francisco. He entered the merchandising division of Kolster in 1925, at San Francisco, and remained there until transferred to New York in 1928.

## James K. Polk Opens New Orleans Branch

Announcement is made of the opening of a New Orleans branch by James K. Polk, Inc., distributor of Zenith radio in the South, whose main office is in Atlanta with other branches in Memphis and Richmond. Headquarters have been opened at 535 Iberville street, where ample display, office and storage space is provided for the handling of Zenith radio distribution in New Orleans and surrounding territory.

## Harry Bobker With Triad

Harry Bobker, who recently joined the staff of the Triad Mfg. Co., Pawtucket, R. I., as special representative, has made his headquarters for the past month at the recently established New York offices of the company at 34 West Thirty-third street. Mr. Bobker is widely experienced in the radio tube field.

## Temple Announces Price Reductions

Increase in Production Permits Revision Downward in Prices of Two Models—Combination and Highboy

CHICAGO, ILL., August 8.—An enormous increase in production coupled with economy in manufacture resulting from the adoption of new labor-saving devices was claimed by the officers of the Temple Corp. as a reason for the reduction in prices of two of its radio receiver models, the combination and highboy, which has just been announced.

"Ever since we have been in business it has been the policy of the Temple Corp. to share with the public the fruits of business economy, and there is no better way to do this than to give a price reduction and still retain the same high quality in merchandise," said Alfred Marchev, president and general manager.

"If we can effect savings it is only fair that we pass them on. We will profit more in the long run by increasing sales and by making new friends."

A twenty-dollar reduction has been made in both the combination and highboy models, bringing the combination price down to \$269 and the highboy to \$169.

Due to the cost of shipping prices will be \$289 and \$179 respectively for the combination and highboy at points west of the Rockies. The lowboy will sell at \$159 in these localities.

Since March 1, when the manufacture of Temple receivers started, more than \$1,000,000 worth of sets were shipped from the plant here.

## No. Carolina Philco Dealers Hold Meeting

CHARLOTTE, N. C., August 7.—Approximately 185 Philco dealers from central and western North Carolina assembled at the Hotel Charlotte, this city, the latter part of last month under the auspices of A. K. Sutton, Inc., Philco distributor, to view the new Philco line and hear sales and advertising plans for the coming season.

D. J. MacKillop, Southern district manager; W. A. Allison, territorial representative; Ralph Schneider, engineer, and Harry Boyd Brown, of the sales department of the Philadelphia Storage Battery Co., were present at the meeting and gave inspiring talks on the new Philco radio line. A. K. Sutton, of the distributing firm bearing his name, was toastmaster.

All of the dealers present expressed enthusiasm over the prospects for the Philco line for the coming season.

## Plan Giant Merger of Tube Companies

(Continued from page 32d)

of stock of the new company with provision against dilution.

"Under the proposed plan the Sonatron Tube Co. will be dissolved and the assets and business of the company turned over to the new organization. In addition to the distribution among Sonatron stockholders of the 235,000 shares of stock of the new company, there will be available for distribution a special cash dividend of 23 cents a share payable August 16 to stockholders of record August 1.

"Lehman Brothers, of New York, have negotiated the reorganization, which officials of the Sonatron Co. believe to be along the lines of sound and constructive progress."

A receiver has been appointed for the business of Whitney-Blaine-Wilderthuth, Toledo, O. David W. Blaine is closing the affairs of the company before its dissolution.

## Herbert Fink Named on RMA Committee

Appointed Chairman of the New Jersey State Legislative Committee of RMA—Is Admirably Qualified for Post

Herbert Fink, president of the North Ward Radio Co., Inc., Majestic wholesaler, at 367 Plane street, Newark, N. J., received last week formal notification of his appointment as chair-



Herbert Fink

man of the New Jersey State Legislative Committee of the RMA.

Prominent in radio activities since its earliest inception and a native resident of New Jersey, with a wide acquaintance among the political organizations in and about Newark and at Trenton, Mr. Fink is admirably situated to execute this important assignment for the RMA in the protection and welfare of the radio industry of the State.

The plan constitutes the organization of a committee drawn from active members of the radio industry as a helpful measure regarding the passing of legislation affecting the interests of radio by State legislatures and municipal bodies. The committee will meet at regular intervals, and, under the guidance of the State chairman, lay out and plan its work throughout the State. A general meeting of the State Committees from all the States will be held at the time of the annual meeting of the RMA to discuss matters relating to this work, to hear reports and exchange ideas.

## Take Over Entire Oro-Tone Co. Stock

(Continued from page 32d)

tion, Mr. Galt, treasurer and general manager, and Mr. Bramming is secretary and factory manager. Mr. Galt, who was connected with the Oro-Tone Co. about a year ago, will have active charge of the Oro-Tone organization and he stated that the company would continue to proceed along the same lines as it has for the past ten years in the phonograph and radio field. Oro-Tone products consist of tone arms, reproducers, pick-up tone arms and similar products. The firm is planning to market a synchronous sound reproducer for motion picture houses which will be used to reproduce sound for talking pictures.

The American Piano Co. has announced that it will merchandise a complete line of radio receivers through its chain of retail outlets located in a number of the principal cities throughout the entire country.

## How D. W. May Enterprises Progressed From a Small Beginning

Organizations Headed by D. W. May Have Crosley-Amrad Franchises in Northern New Jersey and Job Philco in Northern New Jersey, Manhattan and Brooklyn

From a very small beginning many years ago in the battery business, D. W. May has progressed and expanded to a point where he now has one of the most complete and best-organized chain of distributing corporations in the country, each functioning separately and manned by executives of wide experience, under the direct supervision of Mr. May himself.

This group of radio jobbers has two very valuable franchises in the radio industry, namely, the Crosley and Amrad for northern New Jersey and Philco for northern New Jersey, as well as Manhattan and Brooklyn.

D. W. May, Inc., is composed of the majority of D. W. May's old-timers. B. P. Habig, one of D. W. May's oldest associates, is now vice-president and general manager of that concern, as well as the holding corporation.

Walter Ferry, next in line, was the first of D. W. May's successors back in the dark and dim past. Mr. Ferry is now secretary and general sales manager of D. W. May, Inc.

The May Radio Corp., Newark, N. J., is exceptionally busy serving the dealers in northern New Jersey with the new Philco line. Earl C. Pullen is in charge of this organization.

The May Distributing Corp., of New York City, is another separate structure and has an exclusive franchise on Philco for Manhattan and Brooklyn. William H. Hopping, vice-presi-

dent and general manager, has had a wide experience in the merchandising of radio, having been associated with several of the larger department and chain stores. William L. King, secretary and chain sales manager, began as a jobber in the radio business, shifted to the manufacturing end for a number of years and has returned to New York, well equipped with a vast experience gained from contact with practically every jobber in the country.

Under the guiding genius of D. W. May, all his companies are extremely prosperous and are having difficulty obtaining enough merchandise from the manufacturers to supply the needs of its selling forces.

One of the finest jobbing warehouses in the country was recently opened in Newark by the May organization, which houses its New Jersey offices and is capable of handling with speed and ease enormous quantities of merchandise. As a result of the formation of the several companies, it was decided to create a holding corporation, which would control the activities of the other organizations and to permit further expansion and development without restricting the efforts of any of the existing companies. The May Radio & Television Corp. has as its aim the fostering of the present companies, as well as maintaining a watchful eye on the development of radio and television.

## Triad Broadcasts Win Public's Favor

The Triad Mfg. Co., of Pawtucket, R. I., maker of Triad radio tubes, inaugurated a series of broadcast programs on June 21, over the Blue Network of the National Broadcasting



Triadors Orchestra Broadcasting

Co. The broadcasts are scheduled every Friday evening from 8 to 8.30 until June, 1930. Under the agile baton of Joe Rines, whose Columbia recordings are widely known, the Triadors Orchestra is proving popular.

Public curiosity concerning the initial broadcast was cleverly aroused by a series of "teaser" advertisements in papers of the principal cities covered by the stations of the Blue Network. The mystery feature was entitled "A Midsummer Night's Rest." The sounds heard during this novel part of the program were a snore and noises made by familiar murderers at sleep—a mosquito, a detaching milkman (with his rattling bottles) and, at last, the well-known jangle of an alarm clock. These programs by the Triadors and assisting artists, calculated to build good will and to help introduce Triad tubes to the radio public, will be further supported with newspaper advertising.

The Beloit Music Store, Beloit, Kan., recently observed its formal opening. A complete line of phonographs and radios is carried.

## Hazeltine Files Suit

Suits have been filed in the Federal Court by the Hazeltine Corp. against twenty-six firms who are charged with having sold radios of the Atwater Kent models which it is alleged infringed the Hazeltine patents for eliminating undesirable generative effects in radio. The suits followed quickly a decision of the Circuit

Court of Appeals which affirmed a decision of the district court sustaining ownership of the patents by the Hazeltine Corp.

The decision came in a test suit directed against E. A. Wildermuth, a wholesale dealer in Atwater Kent models. The present

suits are for an accounting and triple damages. Among the defendants named in the complaints are Gimbel Bros., R. H. Macy & Co., Bloomingdale Bros., Inc.; James McCreery & Co., John Wanamaker, Ludwig Baumann & Co., the Commodore Radio Corp., the Yorkville Radio Corp., Davega, Inc., and Landay Bros.

The Atwater Kent Mfg Co., Philadelphia, Pa., has asked the Federal District Court here to protect its distributors and retail dealers throughout the country from involvement in patent litigation pending final outcome of an alleged infringement suit against the company by the Hazeltine Corp., of Jersey City, and the Independent Radio Manufacturers, Inc., of New York, according to a report.

## Magnavox Announces New Price Revision

Price reductions ranging from 16 per cent to 24 per cent on dynamic speaker units were announced August 1 by the Magnavox Co. This

is the second recent reduction made possible by improved mass production methods and increased volume. New orders from manufacturers and jobbers have been particularly heavy since the Chicago trade show and 1929 business shows every indication of exceeding last year's record-breaking business.

## W. C. Grunow Visits Twin Cities Trade

MINNEAPOLIS, MINN., August 1.—William C. Grunow, vice-president and general manager of the Grigsby-Grunow Co., manufacturer of Majestic radio receivers, recently visited this city to confer with local Majestic dealers, making the trip together with other officials of his com-



W. C. Grunow Greeted by R. O. Foster, of Foster & Waldo, at Minneapolis

pany in a giant Sikorsky, twin-motored amphibian. Mr. Grunow and his party were greeted upon their arrival from Chicago by L. W. Cohen and Roy Cohen, of the Roycroft Co., Majestic distributor; R. J. O'Brien, Majestic sales representative; R. O. Foster, of Foster & Waldo; Harry Davis of Davis & Ruben, and Ralph Cardozo, all Majestic Twin Cities dealers.

In an interview with local newspapermen Mr. Grunow stated that radio has passed the novelty and seasonal stages and told of the tremendous growth of the industry in a comparatively short period. This was the first of many trips which Mr. Grunow plans to make by plane to dealers' organizations in various parts of the country.

## Plan Name Change to Earl Radio Corp.

A meeting of the stockholders of the Chas. Freshman Co., Inc., has been called for the purpose of changing the name of the corporation to the Earl Radio Corp. The change in name has been urged by dealers and distributors in order to properly identify the company with the C. A. Earl radio line.

In a recent statement C. A. Earl, president of the company, stated that although the new plant got into operation on May 1, the sales of C. A. Earl and Freed radio sets exceeded \$1,000,000 for June. He further said that prospects for a heavy Fall demand are most promising. The company is now producing about 1,200 complete radio sets a day, and is expected to step this up to 1,500 sets daily this month.

## Eureka Marketing New Line

The Eureka Talking Machine Corp., Chicago, is introducing to the radio-music trade a new line of radio cabinets bearing the trade-mark Eureka. The new line consists of a variety of models including cabinets and combination cabinets, and if desired, the combination cabinets are equipped with motors and electric pick-ups. The Eureka Talking Machine Corp., which is widely known throughout the trade and has been active in the field of cabinet building for the past ten years, is headed by Jacob Seidscher.



T. M. Warren, Manager of the Electrical and Radio Department of Morley Bros., Saginaw, Mich., Recently Appointed Edison Distributor

## Trade News From the Cleveland Territory

CLEVELAND, O., August 8.—One of the outstanding events of the month was the arrival of the new Victor instruments. Dealers had been waiting impatiently, as they had a number of prospects on hand who had heard and seen the new sets at public demonstrations staged by the distributor, the Cleveland Talking Machine Co., before clubs and other organizations. The announcement by Howard Shartle, president of the company, of the opening of the branch at Toledo and that approximately half of the territory would be served from there created much trade interest.

The North American Radio Sales Co., distributor for the Majestic line, had a special supplement in the Cleveland Plain Dealer in celebration of the arrival of the new sets.

The Ohio Radio Trade Association held its regular monthly meeting at the Hotel Statler, at which Howard Shartle, chairman of the jobbers' division, presided.

The Grossman Music Co., recently appointed distributor for the Peerless and Courier radio lines, received first shipments during the month and put on an advertising campaign.

Herbert Whitney has been appointed manager of the small goods department of Lyon & Healy. He succeeds Lester O. Pfahl, who returned to the main store at Chicago.

The Steiger Radio Co. has been incorporated under Ohio laws for \$12,500.

The dealers' meeting of the Rogers Philco

Co., distributor for the Philco line in this territory, was held in the ballroom of the Hotel Statler and attended by 237 dealers. Dinner preceded the meeting and following it the new sets were shown and addresses made by factory and officials of the company.

The Haas Electric Sales Co. has had a caravan of motor trucks and salesmen covering its territory, showing the Federal, Colonial and Apex lines, which it distributes.

The new line of Bosch receivers is being handled in Cleveland and adjoining territory by the Radio Wholesalers, Inc. The company held its first dealer meeting at the Hotel Winton, at which 150 dealers were present. Lambert Friedl, president of Radio Wholesalers, Inc., presided at the affair. The new models were shown and created much enthusiasm.

The Pennsylvania Rubber and Supply Co. is distributing the new Freed line of receivers in twenty-four counties of Ohio and six in western Pennsylvania.

B. W. Smith, Inc., distributor for Edison and Lyric, opened a branch at Cincinnati, July 30, under the name of the Edi-Radio Mart, for the purpose of better serving Edison dealers in southern Ohio and Kentucky. T. R. Boring, of the Cleveland office, has been transferred to Cincinnati to take charge of the office.

Both Amrad and Crosley sets are going strong, the Aitken Radio Sales Corp., distributor, reports.

Milton Stein, in charge of radio sales for the local branch of the Starr Piano Co., has resigned. His successor has not yet been named.

One of the most important changes in wholesale radio circles in Cleveland is that whereby the Majestic Distributing Corp. of Cleveland becomes distributor for the Majestic line, succeeding the North American Radio Sales Co. The reason for the change, according to Ralph R. Myers, vice-president and general manager of the new concern, is to allow for expansion purposes which were urgently needed and to give the dealer and factory a better set-up in all ways. The new company is controlled by the Grigsby-Grunow Co., and the Bialosky Bros., who were the principals in the North American Radio Sales Co., still retain their financial interest, and are active in the business. The new officers and directors are as follows: President, S. J. Bialosky; vice-president and general manager, Ralph R. Myers; secretary and treasurer, R. E. Shadley; directors, S. J. Bialosky, Harry Straus and R. E. Shadley.

## Honor Welling and Krause

The members of the firm of K-W Radio, Inc., New York City, consisting of Len Welling and Gus Krause, were the guests of honor at a dinner and outing given them at Scarsdale, N. Y., on August 5, by the metropolitan trade. Both of these popular radio wholesalers have a host of friends in the local trade who took advantage of the opportunity to show their appreciation of entertainments which "Len" and "Gus" have sponsored during the past year.

## Uses Plane to Transport Orchestra



If Herbert Gordon and His Hotel Ten Eyck Orchestra of Albany are given a certain hour to do some recording at the Brunswick recording laboratories in New York City it's a pretty sure thing that they won't be late for their appointment. In order to expedite matters, Mr. Gor-

don has purchased an aeroplane for the use of his band in commuting back and forth, thus minimizing the time which it is necessary for him to be away from his duties in Albany. In the photograph Herb. Gordon is the gentleman with the light-colored top coat at the right

## ANNOUNCEMENT

Radio Engineer with important holdings in unassigned vacuum tube patents involving radical improvements with extraordinary advertising possibilities desires to organize company for the production of vacuum tubes and radio sets which will not infringe existing patents. Inquiries will be welcomed from independent radio set and tube manufacturers who may be interested in the formation of an organization whose bona fide patents will be the nucleus for the unhampered manufacture and sale of a new and novel line of radio sets and tubes. Address Box No. 1701, care Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York.

## MacGregor Corp. Opens Headquarters

The MacGregor Radio Corp., a newly appointed Zenith distributor for the State of Connecticut, has opened headquarters in New Haven under the vice-presidency and general management of Charles Gomprecht, for the past five years general manager of the well-known wholesale firm of Trilling & Montague, distributors of Zenith radio in Philadelphia.

The MacGregor organization was appointed to the Connecticut territory by the Zenith Radio Corp., to make available for dealers throughout that region the localized and specialized Zenith sales service covering other similar prosperous markets.

Headquarters are located at 120 Meadow street, where businesslike quarters embodying the practical knowledge attained by Mr. Gomprecht during his prior career in radio merchandising have been outfitted. District representatives will be maintained in Bridgeport and Hartford.

## Kolster Set Aboard Zeppelin

The Graf Zeppelin, on its historic world tour, is equipped with a Kolster radio receiving set to make possible the reception of programs from the countries it will pass over. Engineers of the Kolster Radio Corp. completed the installation of a standard receiver a few hours before the trip was started from Lakehurst, N. J. The instrument is of the same type as those being used by Commander Byrd at the South Pole.

## Alfred Crossley With Howard

Alfred Crossley has been appointed chief engineer of the Howard Radio Co., of Chicago, Ill. Mr. Crossley has been identified with radio for the past twenty years, having been connected with the U. S. Navy, operating ship and shore stations and later being associated with the United Fruit Co. and the DuPont Co. as radio engineer.

Mr. Crossley has a great many patents issued and approximately twenty important patent applications in the patent office. He has contributed numerous technical papers to the art on the subjects dealing with his various inventions and systems.

## Colonial Plans Campaign

Fred G. Carson, vice-president and general manager of the Colonial Radio Corp., New York, has announced that the organization is on the eve of the greatest advertising and sales promotion campaign in its history. Big space units in newspapers throughout the year is promised, together with other material.

## TO INVENTORS

If you have anything of merit for the phonograph, radio or film trade, and wish to connect with an organization capable of distributing it, send full particulars to Box 1700, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Avenue, New York.

# Grigsby-Grunow Outing Attended by 15,000 Employees and Families

Some 30,000 People Were Guests of B. J. Grigsby and William C. Grunow at Picnic at Fox River Grove—Grigsby-Grunow Athletic Field and Stadium Dedicated

On Saturday, August 3, over thirty complete trains, ten cars to a train or a total of 300 cars, left Chicago at 7:15 a. m. and at short intervals thereafter until 15,000 Majestic employees and their families reached Fox River Grove, Ill., where the annual Grigsby-Grunow Co. picnic was held. A total of 30,000 people

tion, located in Chicago, the radio capital of the world's new "baby giant" industry, was contributing to America's prosperity. Mr. Grunow stated that it is the belief of Majestic officials that capital and labor in the spirit of the times can ally themselves closer together through mediums of outings rather than strikes

throughout the day and boxing matches were staged by several well-known boxers who are regularly employed in various departments of the company. The athletic events were participated in by several nationally known entries, for many of the Grigsby-Grunow employees are members of the leading athletic clubs of Chicago and compete nationally.

On Sunday, August 4, the following day, the new Grigsby-Grunow Athletic Field and Stadium was dedicated and the winners of the events of the outing were awarded their prizes by Mr. Grunow after the dedication of the field. The Athletic Field and Stadium is located near the Dickens avenue Majestic factory and the opening ball game between the Armitage plant team and the Dickens avenue plant team was



Employees and Families Guests of Grigsby-Grunow Co. at Annual Picnic at Fox River Grove, Ill.

traveled by train to the outing and were the guests of B. J. Grigsby and William C. Grunow, president and vice-president, respectively, of the company. Over 900 automobiles in parade formation, escorted by motorcycle policemen, left the Armitage avenue plant at 8 o'clock for Fox River Grove to join those who had gone by train. The attendance was approximately 40,000 people, really a small-sized city in itself.

Several days before the outing newspaper and magazine publishers, various State, city and national officials and heads of civic organizations were invited by Mr. Grunow to attend and in his telegraphic invitation he invited them to see and record what the Majestic organiza-

tion, located in Chicago, the radio capital of the world's new "baby giant" industry, was contributing to America's prosperity. Mr. Grunow stated that it is the belief of Majestic officials that capital and labor in the spirit of the times can ally themselves closer together through mediums of outings rather than strikes

and the Majestic outing was certainly adequate proof of that belief and policy. In order to present an idea of the preparations enlisted for the comfort and entertainment of guests a few of the necessary items are listed—200,000 bottles of "pop," 150,000 American sandwiches, commonly known as the "hot dog" sandwich, 5,000 packages of Cracker Jack for the youngsters, over 50,000 ham sandwiches, 50,000 cheese sandwiches and over 10,000 Eskimo pies. Over \$10,000 in prizes were given to the winners of the various athletic events, which included land and water sports, under the sanction of the A. A. U.

Majestic's forty-piece band furnished concerts

the first event on the program. A ladies' baseball game followed, the teams being from the personnel of the two plants.

Earle Macke, director of the Welfare League of the Grigsby-Grunow Co., performed an admirable piece of work in bringing about this fine gathering of employer and employees. To quote one of the Majestic officials, "Personal contact and understanding gained through knowing thy neighbor is even mightier than the pen over the sword," and it was in that spirit that the Grigsby 1929 Majestic outing was planned and carried through to a successful conclusion, the event being voted the most enjoyable ever held by the company.

## F. A. D. Andrea Sees Radio as Educator

F. A. D. Andrea, president of the radio manufacturing firm bearing his name, in commenting on the place that radio broadcasting has taken as an educational factor, states that the University of the Air, extending from Coast to Coast, has a total enrollment of 5,000,000 men and women. Mr. Andrea states that is the answer to the query, "Do listeners want a liberal sprinkling of education in radio?" He further states that throughout the United States educational courses have been given by radio through the co-operation of seventy universities and colleges and further cites the experience of Massachusetts, which arranged the first educational course by radio in September, 1923 and which is now pleading for a chain of stations westward and southward to handle educational courses.

## Sales Plans Outlined for Pittsburgh Kolster Dealers

The banquet hall of the Fort Pitt Hotel,



Kolster Dealers at Meeting and Banquet as Guests of Superior Auto Accessories Co.

Pittsburgh, was crowded to the doors during the recent dealer meeting and festivities spon-

sored by the Superior Auto Accessories Co., Kolster and Brandes distributor. So great was the crowd that a public address system was installed with a microphone on the speakers' table, the only means by which all the dealers

could hear. Plans for the season were unfolded to the dealers and unusual interest was shown.

Among those at the speakers' table were the seven Blum brothers and Harry Frankel, manager of the distributing house; L. I. Breck, sales manager of Kolster Radio Corp.; Charles Rowe, of Kolster laboratories, and C. H. Griffith, Eastern Central district sales manager.

## Perryman Adds to Activities

The Perryman Electric Co., North Bergen, N. J., is expanding its sales in new radio equipment fields, having perfected and marketed a special amplifying tube for auditorium and sound movie uses on which it is increasing production to 10,000 tubes a month. The Perryman firm is also making about 2,000 tubes a month for "wire" radio use by independent telephone companies.



The Milwaukee Sentinel, One of the Leading Newspapers in Milwaukee, Wis., Arranged This Striking Victor Window Display

# GLEANINGS *from the* WORLD *of* MUSIC

## Witmark Announces Schedule of Songs for First National Films

M. Witmark & Sons Announce Schedule of Songs to Be Featured in Connection With Film Productions of First National to Be Released During the Coming Season

M. Witmark & Sons announce their schedule of songs incidental to First National films for the coming season. The following writers of music and lyrics are under contract to Witmark and have produced all the numbers for the pictures: Music—M. K. Jerome, Ray Perkins, John McLaughlin, Harry Akst, Norman Spencer, Joe Burke, Felix Bernard, Johnny Tucker, Michael Cleary and Edward Ward; Lyrics—Grant Clarke, Al Dubin, Al Bryan, Herman Ruby, Joe Schuster, Herb Magidson, Ned Washington, Marvin Kippel and Ira Schuster.

Music written for forthcoming films includes the numbers for these productions: From "Drag"—"My Song of the Nile"; from "Broadway Babies"—"Wishing and Waiting for Love"; "Broadway Baby Dolls," and "Jig Jig Jigaloo"; from "Prisoners"—"When My Dream of Love Comes True"; from "Smiling Irish Eyes"—"Smiling Irish Eyes," "A Wee Bit O' Love," and four short character bits; from "Twin Beds"—"If You Were Mine," "The Chicken Walk," "My Wee Bonnie Jean"; from "Girl in a Glass Cage"—"Every Little While"; from "The Careless Age"—"Melody Divine," "Say It With a Solitaire," and "All I Want Is You"; from "Is Everybody Happy"—"Wouldn't It Be Wonderful," "New Orleans," "I'm the Medicine Man for the Blues," "Samoa," "In the Land of Jazz"; from "General Crack"—"General Crack's Marching Song," "Who Can Tell," and "On the Gypsy Trail"; from "Divorce Evidence"—"Little Cavalier"; from "So Long Letty"—in addition to the original music "My Strongest Weakness is You," and from "The Gamblers"—"If I Came Back to You and Said I'm Sorry."

From "In the Headlines"—"Love Will Find a Way"; from "Gold Diggers of Broadway"—"Painting the Clouds With Sunshine," "Tiptoe Through the Tulips With Me," "In a Kitchenette," "Song of the Gold Diggers," "What Will I Do Without You," "Keeping the Wolf From the Door," "Go to Bed," "And Still They Fall in Love," "Mechanical Man," "Poison Kiss of That Spaniard"; from "Hearts in Exile"—"Like a Breath of Springtime," "Mother's Little Sweetheart," "Russian Drinking Song," and two character bits; from "Song of the West"—"I'll

Bless That One Sweet Day," "John Barleycorn"; from "The Man and the Moment"—"Just a Lucky Moment"; from "Isle of Lost Ships"—"Ship of Dreams"; from "Fast Life"—"A Fast Life and a Hot One" and "Since I Found You"; from "Her Private Life"—"Love is Like a Rose"; from "Girl From Woolworth's"—"Someone," "Cryin' for Love," and "You Baby Me—I'll Baby You"; from "The Great Divide"—"At the End of the Lonesome Trail," and "Si Si Senor"; from "Footlights and Fools"—"You Can't Believe My Eyes," "Pilly Pom Pom Blee," "Ophelia Will Fool You," and "If I Can't Have You"; from "A Most Immoral Lady"—"That's How Much I Need You."

## Submit Three Songs for "Marianne" Score

Roy Turk and Fred E. Ahlert, recently sent to Hollywood by Bob Crawford, president of De Sylva, Brown & Henderson, Inc., New York City, to write original songs for film productions, have just submitted three songs for the Metro-Goldwyn-Mayer production "Marianne."

"Marianne" is the first all-talking, starring vehicle for Marion Davies. To prove that Turk and Ahlert are not merely accidental hit writers, they have submitted three songs that for lyrical and melodic originality are on a par with the best songs written for sound pictures. The titles are "Marianne," "Oo-La-La-La-La," and "When I See My Sugar (I Get A Lump In My Throat)."

The production features, along with Marion Davies, the mirth-provoking Benny Rubin, he of the eccentric "Heeb" dialect, and Cliff (Ukulele Ike) Edwards.

## Feist Secures English Hit

Leo Feist, Inc., has secured from Francis, Day & Hunter, London, "I Lift Up My Finger and Say Tweet Tweet," one of the outstanding comedy song hits of England.

It is typically English and full of "gags" for an orchestra with a singing combination.

## "Pagan Love Song" Is Big Picture Hit

One of the sales leaders on music counters throughout the country at this time is "Pagan Love Song," by Arthur Freed and Nacio Herb Brown, and featured in the sensational Metro-Goldwyn-Mayer photoplay, "The Pagan."

Ramon Novarro, featured in the picture, personally sings "Pagan Love Song" twenty times throughout the film, which is one of the salient reasons for its great popularity. It is played instrumentally at least another dozen times.

The song, itself, is of the haunting, waltz type—typically South Seas in construction and melody. The Robbins Music Corp., New York City, publishes "Pagan Love Song."

## Two New M-G-M Specials Feature Robbins Songs

Two new Metro-Goldwyn-Mayer super-special releases, carrying with them a group of songs of great potentiality, are announced by J. J. Bregman, general manager of the Robbins Music Corp.

The first is "Our Modern Maidens," announced as the sequel to the film sensation, "Our Dancing Daughters." The new photoplay features an all-star cast including Joan Crawford, Rod La Roque, Douglas Fairbanks, Jr., Anita Page and Josephine Dunn. The songs accompanying the picture are "I've Waited a Lifetime For You," by Joe Goodwin and Gus Edwards, and "Should I," by Freed and Brown.

The other film release is Marion Davies' "Marianne," a musical comedy photoplay that will be accorded all the intensive exploitation usually given to this star's efforts. Featured therein are two songs by Ray Klages and Jesse Greer—one, the theme song, being "Just You, Just Me," and the other, effectively sung by Cliff Edwards, being "Hang On to Me."

## New Feist Publications

The following new publications have been announced by Leo Feist, Inc., as being class "A" or twenty cents a copy until August 31, after which they enter class "B" or twenty-two cents per copy: "I Lift Up My Finger and Say Tweet, Tweet," London's newest novelty song; "Treasure," a fox-trot ballad by Bill and Ed Gorman and J. Oliver Riehl, and "Satisfied," by Cliff Friend and Irving Caesar.

## FIVE RECORD RECORD BREAKERS



WHEN MY DREAMS COME TRUE



BABY, OH! WHERE CAN YOU BE



EVANGELINE



ONE SWEET KISS



BEAUTIFUL

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

## Just a Line or More of a New Song or Score

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



**"BLUE HAWAII"**



**"MY MOTHER'S EYES"**



**"PLEASE LET ME DREAM IN YOUR ARMS"**



**"SONG OF THE BAYOU"**



**"THEN WE CANOE-DLE-ODDLE ALONG"**



**"LOVE WILL FIND YOU"**



**"SONG OF THE WEST"**

**LEO FEIST, INC.**  
231-5 W. 40<sup>TH</sup> ST.  
NEW YORK CITY, N.Y.

Jack Harris, former Eastern manager for Waterson, Berlin & Snyder, has joined the staff of Santly Bros., Inc., music publishers, New York City, in a similar capacity. He has opened offices in the Thompson Building, 1118 Chestnut street, Philadelphia, Pa., and will cover the Philadelphia, Baltimore and Washington territories.

### Irving Bibo on Trip

Irving Bibo, well-known composer and member of the firm of Bibo-Lang, Inc., New York City, a native son of California, is on a trip to his home State for the first time in fifteen years. He is at present on a coast-to-coast trip in the interest of "Huggable Kissable You," No. 1 song of the firm's catalog.

### E. H. Morris Travels Fast

E. H. Morris, executive of the Witmark Music Publishing Co., and son of Sam E. Morris, vice-president of Warner Bros., recently completed a tour of mid-Western and Eastern branches, covering the entire trip by aeroplane.

### Features "Hello Margot"

The Edward B. Marks Music Co., New York City, is featuring "Hello Margot," styled as being the "greatest of slow-fox European melodies." In a card sent to the trade the Marks firm states that 400,000 copies were sold in Germany, 300,000 copies were sold in England, and 50,000 copies were sold the first four weeks in America.

### Gilbert-Baer Deliver

The first composition to be submitted to De Sylva, Brown & Henderson, Inc., by L. Wolfe Gilbert and Abel Baer since their affiliation with the firm is "If I Believed in You," a ballad fox-trot. Messrs. Gilbert and Baer are now busy on the first vehicle in which the Fox Film Co. will star George Jessel, entitled "The Hurdy Gurdy Man."

### Join Witmark Staff

M. Witmark & Sons, music publishers to Warner Bros., First National and Vitaphone, recently announced that Bernie Pollack, formerly a Sherman, Clay representative, has been appointed general sales manager. Harold Lee, also a Sherman, Clay alumnus, has been appointed Chicago branch manager for Witmark, and Frank Rice, formerly with Leo Feist, Inc., has assumed the management of the Witmark Boston branch.

### Pushes Ace Number

The Charles Bayha Music Co., Inc., New York City, is putting a vigorous campaign behind the firm's ace number "That's When I Learned to Love You."

### "Won'tcha" Looks Good

Joe Davis, head of the Triangle Music Publishing Co., New York City, reports that "Won'tcha," written by Andy Razak and Paul Denniker, is riding high on the crest of popularity and promises to prove a big seller. The number has been recorded as a vocal and instrumental number by several of the leading mechanical companies. "S'posin'," the firm's ace number, still continues to win new favor from the public and the profession.

### Celebrate Birthday

Green & Stept, music publishing firm of New York City, of which Bud Green and Sammy Stept are the firm name members, and of which Mack Stark is president, are celebrating their first anniversary this month. Among the leading numbers in the firm's catalog are: "I Was Not So Particular," "Love Is a Dreamer," "There'll Be You and I," and "There's a Place in the Sun for You."

### Leo Wood Dead

Leo Wood, one of the best-known song writers in the industry, and who was responsible for dozens of hit songs, died on Thursday, August 1, unexpectedly.

## Songs That Really Sell

### Outstanding Sellers in Our Popular Catalog

#### POPULAR SONGS

IF YOU BELIEVED IN ME  
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 BAR BABBLING BROOK  
(Goes Bub Bub Bubbling By)  
CHRISTINA (from "Christina")

#### FROM "FOX MOVIE-TONE FOLLIES"

BREAKAWAY  
THAT'S YOU, BABY  
WALKING WITH SUSIE  
BIG CITY BLUES

#### FROM "BROADWAY"

SING A LITTLE LOVE SONG

From Al Jolson's Sensational Picture

#### "SAY IT WITH SONGS"

LITTLE PAL  
WHY CAN'T YOU?  
USED TO YOU  
I'M IN THE SEVENTH HEAVEN

De Sylva, Brown & Henderson, Inc.  
745 Seventh Ave. New York

## Less Breakage With New Triad Tube Boxes

The Triad Tube Co. has found that there is less damage to its radio tubes since the adoption of the triangular-shaped tube box through tests conducted over a period of weeks. The reason, according to Triad engineers, is that there are three ways the tube can move in the triangular box before it hits anything solid.

## Awarded Crosley Radio Set

Harold John Wallack, of Bloomfield, N. J., a pupil of the Sacred Heart School, was awarded a Crosley radio receiver as the winner in an essay contest sponsored by D. W. May, Inc., Crosley-Amrad distributor, on the subject, "The World's Fastest Mode of Transportation Brings to New Jersey the Quickest Mode of Communication." The set awarded was the same that was transported to New Jersey from Cincinnati and was heralded throughout the country as "the big news in radio."

## Victor Posters Issued

The Victor talking machine division of the Radio-Victor Corp. of America recently issued to dealers a number of pieces of special display material. One striking one in colors featured the record releases from the "Hollywood Revue of 1929," two others were devoted to the Victor portable models, and still another featured recent releases of "red hot dance tunes."

## Kempf Bros. to Build

Kempf Bros., prominent music dealers in Utica, N. Y., have arranged to erect a handsome building at 227 Genesee street, which when completed will be occupied by this progressive institution.

The Williams Piano & Radio Co. and the Wirtz Music Co. are associated in the new store which has just been opened at 8 Maple street, S., Watertown, N. Y. The Williams Co. handles pianos, radios, etc., and the Wirtz firm, sheet music, records and small goods.

# IN THE MUSICAL MERCHANDISE FIELD

## H. N. White Cos. in Consolidation

**Cleveland and New York Organizations  
Now Consolidated Affording Better Dis-  
tribution—Management Remains Same**

One of the most important transactions in the music industries has just been concluded through the consolidation of the H. N. White Co., Cleveland, and the H. N. White Co., of New York.

Through this affiliation the H. N. White Co.'s products, comprising the "King," the "Cleveland" and the "American Standard" lines, will receive a better and wider distribution than ever before, it is stated.

The management of the parent house will remain in the same efficient hands of H. N. White, its president, Hugh White and F. A. Reynolds, while H. Simson, well-known throughout the music trades, has been elected president and general manager of the New York branch.

Increased production and reduced selling costs will permit the H. N. White Co. to serve its customers to better advantage than ever before.

An intensive educational and advertising campaign for all White products will shortly be inaugurated and the company's officials are very enthusiastic about the prospects for the coming season of 1929-30.

No effort, stated Mr. White, will be spared to co-operate with our dealers and to protect their interests to the fullest extent.

## These Mountaineers Boost Fretted Instrument Sales

When Frank Mack, of Los Angeles, "discovered" The Crockett Mountaineers and turned them into a first-class headline vaudeville act, he not only made a fine position for himself as manager of the act, but he also did a real good turn for the music merchants of the country interested in selling more banjos, guitars and kindred fretted instruments.

The Crocketts, as it happens, are what vaudeville terms "naturals." That is, they do not use make-up, special costumes or a set routine manufactured purposely for their turn behind the footlights. The clothes they wear on the stage are the simple "home-spuns" that they are accustomed to wear every day in their Blue Ridge mountain homes. The music they play is the same that they have played hundreds of times to put life and "Pep" into a mountain-folk party.

The act consists of "Pappy" Crockett and his five sons, all of whom individually and collectively can do things to guitars, banjos and fiddles that make you want to stamp your feet in unison with the music—and in most cases inspire the listener to wish that he, too, could play one of these delightful instruments.

Their act is a particularly good "tie-in" for the local music dealer because they do not play the steamy "jazz" and difficult classical renditions, but confine their efforts entirely to the old numbers which have a real appeal.

Although the Crocketts stick to only the old-time numbers, they are thorough believers in having the most modern instruments and they are completely equipped with banjos and guitars made by Gibson, Inc., of Kalamazoo, Mich. Dealers in the cities visited by the "Mountaineers" are tying-up by window displays, etc.

## Hohner Introduces New Super-Chromonica

M. Hohner, Inc., has just placed on the market the latest and a most important development in harmonicas known as the Super-Chromonica, an instrument that embodies a number of new principles in harmonica construction. It covers a range of three full chromatic octaves which makes it possible to play on it practically every selection in any key.

The octave range begins at middle C which is the first note on the new instrument, eliminating the chord usually found in the first three holes. In short, the instrument has the full range of the flute. It has twelve holes and forty-eight reeds.

In view of the steadily increasing interest exhibited in the playing of the harmonica it is believed that the new Super-Chromonica will have an instant appeal particularly among the increasing number of expert players on that instrument who will thus be able to enjoy the extended range long desired.

## Melville Clark Presents Old Harp to Henry Ford

Melville Clark, president of the Clark Music Co., Syracuse, N. Y., and a recognized authority on the harp, has presented to Henry Ford, for the latter's collection of musical instruments in his museum at Dearborn, Mich., the Marie Antoinette Harp which was made in 1720 by Nauderman in Paris.

Mr. Clark took the harp to Detroit personally to present it to Mr. Ford and played several selections for Mr. Ford and his friends. There are three harps of the same sort in America, one owned by J. Pierpont Morgan and the other by the Metropolitan Museum of New York.

## Oscar Schmidt Dies While in Germany

News was received recently of the death of Oscar Schmidt, head of Oscar Schmidt, Inc., Jersey City, N. J., which occurred in Germany while he was enjoying his usual Summer vacation. Mr. Schmidt had been a leading figure in the manufacturing of musical instruments for many years. The business was founded in 1879, fifty years ago. Mr. Schmidt was in his seventy-third year and is survived by his son, Walter Schmidt, who was vice-president of Oscar Schmidt, Inc.

## Ernst Hegeman Bankrupt

PHILADELPHIA, PA.—A voluntary petition in bankruptcy was filed in the past month by Ernst Hegeman, dealer in musical instruments, 4203 Lancaster avenue. Mr. Hegeman has been engaged in the West Philadelphia music trade for twenty-five years and is one of the noted musicians of the city and leader of the famous Hegeman String Band which has been an annual winner of the New Year Shooters' Prize in the big yearly festival sponsored by the City of Philadelphia. Liabilities are set at \$73,702 and assets at \$4,609.

## Hohner Estate Is \$473,461

The estate of Hans Hohner, manufacturer and importer of harmonicas and accordions, was appraised recently for transfer tax purposes at \$666,790 gross and \$473,461 net.

The testator left \$50,000 each to several sisters and made bequests to nephews and nieces. William J. Haussler received \$10,000.

Mr. Hohner had 1,485 shares M. Hohner, Inc., valued at \$181,566, and 1,281 shares C. Bruno & Sons, valued at \$175,000.

# BRUNO

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# The Latest Record Bulletins

## Victor Talking Machine Co.

- LIST FOR AUGUST 9
- 21955 I'm in Seventh Heaven (From Warner Bros. Picture, "Say It With Songs")—Johnny Marvin 10
- Used to You (From Warner Bros. Picture, "Say It With Songs")—Johnny Marvin 10
- 22033 Maybe!—Who Knows?—Gene Austin 10
- I've Got a Feeling I'm Falling—Gene Austin 10
- 21954 Little Pal (From Warner Bros. Picture, "Say It With Songs")—Fox-trot, George Olsen and His Music 10
- I'm in Seventh Heaven (From Warner Bros. Picture, "Say It With Songs")—Fox-trot, George Olsen and His Music 10
- 22032 Peace of Mind—Fox-trot, Pancho and His Orch. 10
- Good Morning, Good Evening, Good Night—Fox-trot, Ted Weems and His Orch. 10
- 22034 Baby—Oh Where Can You Be?—Fox-trot, Rudy Vallee and His Connecticut Yankees 10
- You're Just Another Memory—Fox-trot, Rudy Vallee and His Connecticut Yankees 10
- 22035 Junior—Fox-trot, Nat Shilkret and the Victor Orch. 10
- Reaching for Someone—Fox-trot, George Olsen and His Music 10

- LIST FOR AUGUST 16
- 22049 Moanin' Low (From "The Little Show")—Sophie Tucker 10
- Some of These Days—Sophie Tucker 10
- 22047 Moanin' Low (From "The Little Show")—Leo Reisman and His Orch. 10
- Ain't Misbehavin' (From "Connie's Hot Chocolates")—Fox-trot, Leo Reisman and His Orch. 10
- 22043 The Wedding of the Painted Doll (From M.G.M. Picture, "Broadway Melody")—Victor Salon Orch. 10
- Pagan Love Song (From M.G.M. Picture, "The Pagan")—Victor Salon Orch. 10
- 22038 What a Day!—Fox-trot, Ted Weems and His Orch. 10
- Am I a Passing Fancy? (Or Am I the One in Your Dreams?)—Fox-trot, Ted Weems and His Orch. 10
- 22039 Baby! Oh, Where Can You Be?—Johnny Marvin 10
- I'd Fall in Love With Me (If I Were You), Johnny Marvin 10
- 22050 My Sin—Franklyn Baur 10
- Junior—Franklyn Baur 10

- LIST FOR AUGUST 23
- 22041 Low Down Rhythm (from M.G.M. Picture, "Hollywood Revue of 1929")—The High Hatters 10
- Gotta Feelin' for You (From M.G.M. Picture, "Hollywood Revue of 1929")—The High Hatters 10
- 22046 Takes You—Fox-trot, The High Hatters 10
- Daddy, Won't You Please Come Home (From Paramount Picture, "Thunderbolt")—Fox-trot, The High Hatters 10
- 22042 Just Another Kiss—Waltz, George Olsen and His Music 10
- If We Never Should Meet Again—Waltz, George Olsen and His Music 10
- 22048 Love Is a Dreamer (From Pathe Picture "Lucky in Love")—Morton Downey 10
- When They Sing the Wearin' of the Green (To Syncopated Blues) (From Pathe Picture, "Lucky in Love")—Morton Downey 10
- 22057 Singin' in the Rain (From M.G.M. Picture, "Hollywood Revue of 1929")—Johnny Marvin 10
- Orange Blossom Time (From M.G.M. Picture, "Hollywood Revue of 1929")—Johnny Marvin 10

- LIST FOR AUGUST 30
- INSTRUMENTAL AND VOCAL
- 22045 The Evolution of Dixie—Parts 1 and 2 (Lake), Victor Concert Orch. 10
- 22044 A Hunting Scene (Bucalossi), Victor Concert Band 10
- Patrol Comique (Hindley-Lake), Victor Concert Band 10
- 22053 La Marseillaise (Rouget de Lisle), Republican Guard Band 10
- Marche Lorraine (Ganne), Republican Guard Band 10
- 22052 Somebody's Knocking at Your Door, Utica Institute Jubilee Singers 10
- Leaning on the Lord, Utica Institute Jubilee Singers 10
- 35970 Gems from "Follow Thru", Victor Light Opera Group 12
- Gems from "Hold Everything", Victor Light Opera Group 12
- 22036 Ploddin' Along—The Revelers 10
- Wake Up! Chillun, Wake Up!—The Revelers 10
- 22040 Katie, Keep Your Feet on the Ground, Aileen Stanley-Billy Murray 10
- Oh! Baby What a Night, Billy Murray-Walter Scanlon 10

- DANCE RECORDS
- 22055 I'm the Medicine Man for the Blues (From Warner Bros. Picture, "Is Everybody Happy?")—Fox-trot, Nat Shilkret and the Victor Orch. 10
- Wouldn't It Be Wonderful (From Warner Bros. Picture, "Is Everybody Happy?")—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 22056 Now I'm in Love—Fox-trot, Gus Arnheim and His Orch. 10
- One Sweet Kiss (From Warner Bros. Picture, "Say It With Songs")—Fox-trot, Gus Arnheim and His Orch. 10
- 22037 Piccolo Pete—Fox-trot, Ted Weems and His Orch. 10
- Here We Are—Fox-trot, Ted Weems and His Orch. 10
- 22054 Lovable and Sweet (From Radio Picture, "Street Girl")—Fox-trot, Gus Arnheim and His Orch. 10
- My Dream Memory (From Radio Picture, "Street Girl")—Fox-trot, All Star Orch. 10
- 21980 Walkin' Around in a Dream—Fox-trot, Herman Kenin and His Orch. 10
- After Thinking It Over—Fox-trot, Herman Kenin and His Orch. 10

- RED SEAL
- 1413 Album Leaf, in A Major (Grieg, Op. 28, No. 3)—Piano, Harold Bauer 10
- Capriccio, in B Minor (Brahms, Op. 76, No. 2)—Piano, Harold Bauer 10
- 7086 Faust—Dio possente (Even the Bravest Heart) (Gounod)—Giuseppe De Luca 12
- Traviata—Di Provenza il mar (Thy Home in Fair Provence) (Verdi)—Giuseppe De Luca 12
- 1422 Trovatore—Stride la vampa! (Fierce Flames

- Are Soaring! (Verdi)—Louise Homer 10
- Samson et Dalila—Mon coeur s'ouvre a ta voix (My Heart at Thy Sweet Voice) (Saint-Saens)—Louise Homer 10
- 1414 Slavonic Dance, No. 1, in G Minor (Dvorak-Kreisler)—Violin, Fritz Kreisler 10
- Songs My Mother Taught Me (Gypsy Song) (Dvorak-Kreisler)—Fritz Kreisler 10
- 7085 Komm Susser Tod (Come, Sweet Death) (Bach), Hulda Lashanska, with Chorus and Orch. 12
1. Wiegenlied (Cradle Song) (Brahms); 2. Sapphische Ode (Sapphic Ode) (Brahms), Hulda Lashanska, with Chorus and Orch. 12
- 1415 Napolitanata (Fair Maiden of Naples) (Di Giacomo-Costa)—Tito Schipa 10
- Chi Se Nne Scorda Cchiu (Oh, How Can I Forget!) (Marvati-Barthelmy)—Tito Schipa 10
- MUSICAL MASTERPIECES
- Le Cid—Ballet (Massenet), Alfred Hertz and San Francisco Symphony Orch. In Album M-56 (Nos. 1406-1408). On Three Double-faced Victor Records, with Explanatory Folder
- 1406 1—Castillane; 2—Andalouse.
- 1407 3—Aragonaise; 4—Aubade; 5—Catalane.
- 1408 6—Madrilene; 7—Navarraise.

## Columbia Phono. Co., Inc.

- MASTERWORKS
- Set No. 115—L'oiseau de Feu (The Fire Bird) of Stravinsky Ballet Suite for Orchestra. In Eight Parts on Four 12-inch Records, with Album, Igor Stravinsky and Symphony Orch.
- Set No. 116—Chopin's Sonata in B Flat Minor, Op. 35, for Pianoforte. In Five Parts on Three 12-inch Records, with Album—Percy Grainger
- CELEBRITY RECORDS
- 50163-D Tannhauser: Song to the Evening Star (Wagner)—Bass Solo... Alexander Kipnis 12
- Lohengrin: Koenigs Gebet (King's Prayer) (Wagner)—Bass Solo... Alexander Kipnis 12
- 1897-D Ma Liu' Batteau—Contralto Solo, Sophie Braslau 10
- Mah Lindy Lou—Contralto Solo, Sophie Braslau 10
- G-50164-D Preciosa: Overture (Von Weber)—Parts 1 and 2—Instrumental... Symphony Orch. 12
- 50162-D Zapateado (The Cobbler) (Sarasate)—Violin Solo... Efram Zimbalist 12
- Serenade (From "Les Millions D'Arlequin") (Drigo-Auer)—Violin Solo... Efram Zimbalist 12
- 1898-D Ramble on Love (From Richard Strauss's "The Rose Bearer") (Grainger)—Parts 1 and 2—Piano Solo... Percy Grainger 10
- 50156-D Melodie (Bridge)—Violin Solo, Felix Salmond 12
- Gavotte in D (Popper)—Violoncello Solo, Felix Salmond 12
- 50161-D Folies D'Espagne (Corelli)—Parts 1 and 2—Violin Solo... Georges Enesco 12
- 50159-D Invitation to the Waltz (Von Weber)—Parts 1 and 2—Instrumental, Felix Weingartner and Basle Symphony Orch. 12
- 1885-D Invictus—Baritone Solo... Fraser Gange 10
- The Blind Ploughman—Baritone Solo, Fraser Gange 10

- STANDARD AND INSTRUMENTAL MUSIC
- G-50158-D Lohengrin: Brautchor (The Bridal Chorus) (Wagner)—Vocal... Irmiler-Madrigal Choir 12
- Der Fliegende Hollander (The Flying Dutchman): Spinnchor (Spinning Chorus) (Wagner)—Vocal... Irmiler-Madrigal Choir 12
- 1886-D Melody in F (Rubinstein)—Cello Solo, A. Pini 10
- A Celtic Lament (Foulds)—Cello Solo, A. Pini 10
- 1899-D In a Chinese Temple Garden (Kettelbey)—Organ Solo... Quentin M. Maclean 10
- In a Persian Market (Kettelbey)—Organ Solo, Quentin M. Maclean 10
- G-50160-D Love's Dream After the Ball (Czibulka)—Instrumental... Edith Lorand and Her Orch. 12
- Indra Waltz (From "In the Realm of the Indra") (Linke)—Instrumental, Edith Lorand and Her Orch. 12
- G-50157-D Radetzky March (J. Strauss)—Instrumental, Imperial Orch. 12
- Blaze Away (Holzman)—Instrumental, Imperial Orch. 12

- DANCE RECORDS
- 1877-D Little Pal (From "Say It With Songs")—Fox-trot... Paul Whiteman and His Orch. 10
- I'm in Seventh Heaven (From "Say It With Songs")—Fox-trot, Paul Whiteman and His Orch. 10
- 1916-D I Love You—Fox-trot, Ted Lewis and His Band 10
- Lewisada Blues—Fox-trot, Ted Lewis and His Band 10
- 1882-D I'm the Medicine Man for the Blues (From "Is Everybody Happy?")—Fox-trot, Ted Lewis and His Band 10
- Wouldn't It Be Wonderful? (From "Is Everybody Happy?")—Fox-trot, Ted Lewis and His Band 10
- 1888-D I Get the Blues When It Rains—Fox-trot, Guy Lombardo and His Royal Canadians 10
- Kids Again—Fox-trot, Guy Lombardo and His Royal Canadians 10
- 1900-D Am I Blue? (From "On With the Show")—Fox-trot... Ben Selvin and His Orch. 10
- My Song of the Nile (From "Drag")—Waltz, Ben Selvin and His Orch. 10
- 1908-D The Moonlight March—Fox-trot, Ted Wallace and His Campus Boys 10
- Sweetness—Fox-trot, Ted Wallace and His Campus Boys 10
- 1884-D The Flippity Flop (From "The Dance of Life")—Fox-trot... Harry Reser's Syncopators 10
- The Whoopee Hat Bridage—Fox-trot, Harry Reser's Syncopators 10
- 1890-D Ich Liebe Dich: I Love You (From "Wonder of Women")—Waltz, Paul Specht and His Orch. 10
- At Close of Day (From "Wonder of Women")—Fox-trot, Paul Specht and His Orch. 10
- 1913-D Blazin'—Fox-trot, Fletcher Henderson and His Orch. 10
- The Wang Wang Blues—Fox-trot, Fletcher Henderson and His Orch. 10

- 1891-D Moanin' Low (From "The Little Show")—Fox-trot... The Charleston Chasers 10
- Ain't Misbehavin' (From "Connie's Hot Chocolates")—Fox-trot, The Charleston Chasers 10
- 1901-D Where Are You Dream Girl?—Fox-trot, The Knickerbockers 10
- (If I Were You) I'd Fall in Love With Me—Fox-trot... The Knickerbockers 10
- 1915-D Someday Soon—Fox-trot, A. Weeks and His Hotel Mark Hopkins Orch. 10
- Only for You—Fox-trot, A. Weeks and His Hotel Mark Hopkins Orch. 10
- 1893-D Song of the Moonbeams (From "Earl Carroll's Sketch Book")—Fox-trot, Fred Rich and His Orch. 10
- Don't Hang Your Dreams on a Rainbow (From "Earl Carroll's Sketch Book")—Fox-trot... Fred Rich and His Orch. 10
- 1878-D Used to You (From "Say It With Songs")—Fox-trot... Fred Rich and His Orch. 10
- Why Can't You? (From "Say It With Songs")—Fox-trot, Fred Rich and His Orch. 10
- 1894-D Now I'm in Love—Fox-trot, A. Weeks and His Hotel Mark Hopkins Orch. 10
- Tear Drops—Fox-trot, A. Weeks and His Hotel Mark Hopkins Orch. 10
- 1903-D Do What You Do! (From "Ziegfeld Show Girl")—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10
- Liza (From "Ziegfeld Show Girl")—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 1904-D If We Never Should Meet Again—Waltz, The Cavaliers (Waltz Artists) 10
- When You Come to the End of the Day—Waltz, The Cavaliers (Waltz Artists) 10
- 1906-D In the Hush of the Night—Fox-trot, Ernie Golden and His Orch. 10
- You're My Silver Lining of Love—Fox-trot, Ernie Golden and His Orch. 10

- VOCAL NUMBERS
- 1883-D I Want to Meander in the Meadow, Ruth Etting 10
- Now I'm in Love... Ruth Etting 10
- 1907-D Hang on to Me (From "Marianne"), Ukulele Ike (Cliff Edwards) 10
- Just You, Just Me (From "Marianne"), Ukulele Ike (Cliff Edwards) 10
- 1892-D Your Mother and Mine (From "Hollywood Revue of 1929")... Charles W. Hamp 10
- Junior... Charles W. Hamp 10
- 1896-D In the Hush of the Night, Lee Morse and Her Blue Grass Boys 10
- Miss You, Lee Morse and Her Blue Grass Boys 10
- 1914-D (If I Were You) I'd Fall in Love With Me, Eddie Walters 10
- Won'tcha? ... Eddie Walters 10
- 1895-D If I Give Up the Saxophone (Will You Come Back to Me)—Duet, Pearce Brothers (Al and Cal) 10
- Barnacle Bill, the Sailor, Pearce Brothers (Al and Cal) 10
- 1909-D Ev'ry Day Away From You... Ed Lowry 10
- Through... Ed Lowry 10
- 1917-D Ich Liebe Dich: I Love You (From "Wonder of Women")... James Melton 10
- At Close of Day (From "Wonder of Women"), James Melton 10
- 1879-D Why Can't You? (From "Say It With Songs")... James Melton 10
- Little Pal (From "Say It With Songs"), James Melton 10
- 1902-D He's So Unusual... The Mystery Girl 10
- Do I Know What I'm Doing, The Mystery Girl 10
- 1905-D Shoo Shoo Bogie Boo (From "Why Bring That Up")... Ethel Waters 10
- Do I Know What I'm Doing (From "Why Bring That Up")... Ethel Waters 10
- 1889-D It's Funny When You Feel That Way, Frankie Marvin 10
- My Mammy's Yodel Song... Frankie Marvin 10

## Brunswick Records

- LIST FOR AUGUST 15
- 331 Wild Goose Chase (Traditional)—Fiddle and Guitar... Kessinger Brothers (Clark and Luches) 10
- Johnny Bring the Jug 'Round the Hill (Traditional)—Fiddle and Guitar, Kessinger Brothers (Clark and Luches) 10
- 4383 Or What Have You? (From "The Little Show")—Fox-trot, with Vocal Chorus, Al Goodman and His Orch. 10
- I've Made a Habit of You (From "The Little Show")—Fox-trot, with Vocal Chorus, Al Goodman and His Orch. 10
- 4424 In the Hush of the Night—Fox-trot, with Vocal Chorus... Hal Kemp and His Orch. 10
- Where Are You Dream Girl?—Fox-trot, with Vocal Chorus... Hal Kemp and His Orch. 10
- 4426 La Golondrina (The Swallow)—Waltz, Brunswick Concert Orch. (L. Katzman, Dir.) 10
- Mexicali Rose—Waltz, Brunswick Concert Orch. (L. Katzman, Dir.) 10
- 4431 Hurry Johnnie, Hurry—Vocal, with Banjo, Guitar, Jew's Harp, Piano and Effects, Bob Miller and His Hinky Dinkers 10
- Duck-Foot Sue—Vocal, with Banjo, Guitar, Jew's Harp, Piano and Effects, Bob Miller and His Hinky Dinkers 10
- 4432 S'posin'—Tenor, with Orch... Eddy Thomas 10
- Heigh-Ho! Ev'rybody, Heigh-Ho!—Tenor, with Orch... Eddy Thomas 10
- 7089 Lonesome Lonesome Blues—Vocal, with Piano and Guitar... Coletha Simpson 10
- Riverside Blues—Vocal, with Piano by James Williams... Coletha Simpson 10

- LIST FOR AUGUST 22
- 332 There's No One Like Mother to Me (Traditional)—Vocal Duet, with Mandolin, Guitar and Harmonica, Lester McFarland-Robert A. Gardner 10
- The Old Cottage Home (Traditional)—Vocal Duet, with Mandolin, Guitar and Harmonica, Lester McFarland-Robert A. Gardner 10
- 4430 The Boogy Man Is Here (From "Melody Lane")—Fox-trot, with Vocal Chorus, Tom Gerunovich and His Roof Garden Orch. 10
- There's Sugar Cane Around My Door (From "Melody Lane")—Novelty Fox-trot, with Vocal Chorus, Tom Gerunovich and His Roof Garden Orch. 10

THE LATEST RECORD BULLETINS—(Continued from page 132)

- 4433 Three O'Clock in the Morning—Waltz, with Vocal Chorus .....Carter's Orchestra  
That Naughty Waltz—Waltz, (Take Me in Your Arms Again, and Waltz, and Waltz), with Vocal Chorus  
Carter's Orchestra
- 4434 Baby—Oh Where Can You Be?  
Comedian with Orch. ....Dick Robertson  
Miss You—Comedian with Orch....Dick Robertson
- 4437 Love's Old Sweet Song  
Soprano with Orch. ....Jessica Dragonette  
Old Folks at Home (Swanee River)  
Soprano with Orch. ....Jessica Dragonette
- 7090 Get Your Mind On It—Vocal with Piano and Guitar ....Lovin' Sam From Down in 'Bam  
(Sam Theard)
- Doodle It Back—Vocal with Piano and Guitar  
Lovin' Sam From Down in 'Bam (Sam Theard)
- 20089 Whoopee Medley—from "Whoopee", with Vocal Chorus .....Colonial Club Orchestra  
New Moon Medley—from "The New Moon", with Vocal Chorus ....Colonial Club Orchestra

LIST FOR AUGUST 29

- 333 Poor Girl's Waltz—Fiddle and Guitar  
Jarvis and Justice
- Guian Valley Waltz—Fiddle and Guitar  
Jarvis and Justice
- 4423 Suzanna—Fox-trot, with Vocal Chorus,  
Abe Lyman and His California Orchestra  
Junior—Fox-trot, with Vocal Chorus  
Abe Lyman and His California Orchestra
- 4440 St. Louis Gal—Fox-trot, with Vocal Duet  
The Cotton Pickers
- 4441 No Parking—Fox trot .....The Cotton Pickers  
In the Hush of the Night—Vocal with Orchestra  
Tom Waring
- Here We Are—Vocal with Orchestra  
Tom Waring
- 4442 The Far-Away Bells—A & P Gypsies (Direction  
of Harry Horlick) .....Salon Orch.  
Simple Confession (Simple Aveu)—A & P Gyp-  
sies (Direction of Harry Horlick)  
Salon Orchestra
- 7088 Don't Be No Fool—Vocal with Piano, Guitar  
and Mandolin  
Al Miller and His Market Street Boys  
I Found Your Key Hole—Vocal with Piano,  
Guitar and Mandolin  
Al Miller and His Market Street Boys
- 15205 Songs My Mother Taught Me—Contralto with  
Orch. ....Kathryn Meisle  
At Parting—Contralto with Orchestra  
Kathryn Meisle
- 15206 Eili, Eili—Violin Solo with Piano. Piano by  
Richard Wilens .....Max Rosen  
Kol Nidre—Violin Solo with Piano. Piano by  
Richard Wilens .....Max Rosen

LIST FOR SEPTEMBER 5

- 335 Wild Hoss—(Traditional), Old Time Orch.  
Al Hopkins and His Buckle Busters  
Medley of Old Time Dance Tunes—Vocal with  
Old-time Orch.  
Al Hopkins and His Buckle Busters
- 4428 Colonel Bogey—March ..Brunswick Military Band  
The U. S. Field Artillery March—March,  
Sousa .....Brunswick Military Band
- 4443 Ain't Misbehavin'—Fox-trot, From Connie's "Hot  
Chocolates". For Dancing, with Vocal  
Chorus .....Abe Lyman and His Calif. Orch.  
Bashful Baby—Fox-trot. For Dancing, with  
Vocal Chorus .....Abe Lyman and His Calif. Orch.
- 4448 Out Where the Moonbeams Are Born—Vocal  
with Orch., "The Whispering Serenader"  
Chester Gaylord  
Sing A Little Love Song—From the Motion  
Picture "Broadway," Vocal with Orch. "The  
Whispering Serenader" .....Chester Gaylord
- 4454 Southern College Medley—(Swanee School  
Songs) Instrumental .....The Southlanders  
Sweetheart of Sigmgi Chi—Instrumental,  
The Southlanders
- 4454 The Bird With the Broken Pinion—Vocal Duet  
with Piano, Violin and Guitar,  
Frank and James McCravy  
The Vacant Chair—Vocal Duet with Piano, Vio-  
lin and Guitar .....Frank and James McCravy
- 4456 Alice Blue Gown—Fox-trot, From "Irene," For  
Dancing .....Red Nichols and His Five Pennies  
A Pretty Girl Is Like a Melody—Fox-trot, For  
Dancing .....Red Nichols and His Five Pennies
- 7085 Cairo Blues—Vocal with Guitar..Henry Spaulding  
Biddle Street Blues—Vocal with Guitar,  
Henry Spaulding
- 7091 Shanghai Honey-moon—Fox-trot, For Dancing  
Kansas City Stompers  
Good Feelin' Blues—Fox-trot, For Dancing  
Kansas City Stompers

LIST FOR SEPTEMBER 12

- 340 New Coon in Town—Vocal with Banjo and  
Guitar ..Uncle Dave Macon and Sid Harkreader  
Uncle Dave's Travels—Part I (Misery in Ar-  
kansas) Vocal with Banjo and Guitar,  
Uncle Dave Macon
- 341 Soldier's Joy—(Traditional), Fiddle and Guitar  
(Clark and Luches) .....Kessinger Bros.  
Long-Eared Mule—(Traditional), Fiddle and  
Guitar, (Clark and Luches) ....Kessinger Bros.
- 4163 Chimes—Hawaiian Instrumental,  
Thompson's Hawaiian Trio  
Mele Hawaii—Hawaiian Instrumental,  
Thompson's Hawaiian Trio
- 4453 I'm Doing What I'm Doing For Love—Fox-trot.  
From the Motion Picture "Honky Tonk, For  
Dancing, with Vocal Chorus by Libby Hol-  
man .....Colonial Club Orchestra  
Pretty Little Maid of Old Madrid—Fox-trot,  
For Dancing. With Vocal Chorus  
Arnold Johnson and His Orch.
- 4449 Maybe—Who Knows?—Tenor with Orch.,  
Eddy Thomas  
"After Thinking It Over"—Tenor with Orch.,  
Eddy Thomas
- 20090 Follow Thru Medley—from "Follow Thru", With  
Vocal Refrain by Zelma O'Neal,  
Al Goodman and His Orch.  
Hold Everything Medley—With Vocal Refrain  
by Dick Robertson ..Al Goodman and His Orch.
- 7092 What Makes a Tom Cat Blue?—Vocal with  
Piano and Guitar .....Willie Harris  
West Side Blues—Guitar with Talking,  
Willie Harris
- 7093 Muddy Creek Blues—Vocal with Piano and  
Trombone .....Mary Johnson  
Room Rent Blues—Vocal with Piano and  
Trombone .....Mary Johnson

New Edison Needle Records

LIST FOR AUGUST 16

- 14009 Me and the Clock (Tick-i-ty Tock and You)—  
Fox-trot, with Singing by The Rollickers,  
Oreste and His Queensland Orch.
- Tear Drops—Fox-trot, with Singing by The  
Rollickers.....Oreste and His Queensland Orch.
- 14034 Hittin' the Ceiling (From "Broadway")—Fox-  
trot, with Vocal Chorus by Phil Dewey,  
Piccadilly Players  
Painting the Clouds With Sunshine (From "The  
Gold Diggers of Broadway")—Fox-trot,  
California Ramblers
- 14010 She Has a Little Dimple on Her Chin,  
Billy Jones-Ernest Hare (The Happiness Boys)  
It Ain't No Fault of Mine,  
Billy Jones-Ernest Hare (The Happiness Boys)
- 11001 King of the Bungaloes,  
Bob Pierce (Old Man Sunshine)  
Ya Gonna Be Home 'Lo-night? (Oh, Yeh? Then  
I'll Be Over)....Bob Pierce (Old Man Sunshine)
- 14011 Please Don't Cut Out My Sauerkraut,  
Jack Dalton and the Seven Blue Babies  
The Whoopee-Hat Brigade,  
Jack Dalton and the Seven Blue Babies
- 11047 Song of India (From "Sadko").Arcadie Birkenholz  
Hymn to the Sun (From "Le Coq d'Or")—Violin,  
Arcadie Birkenholz

LIST FOR AUGUST 30

- 14023 Walking With Susie (From "Fox Movietone  
Follies of 1929")—Fox-trot, with Singing,  
Piccadilly Players  
Susianna—Fox-trot, with Vocal Chorus,  
Piccadilly Players
- 14037 Little Pal (From "Say It With Songs"),  
Walter Scanlan  
I'll Be a Pal to Your Boy,  
Bob Pierce (Old Man Sunshine)
- 14014 In Old Tia Juana (Ti-a Wa-na),  
Billy Murray and His Merry Melody Men  
Main Street .....Cy Pitkin and the Town Band  
My Song of the Nile (From "Drag")...Phil Dewey  
Dream Mother—Tenor .....Phil Dewey  
Do Something (From "Syncotiation"),  
Ermine Calloway  
What Did'ja Wanna Make Me Love You For?  
—Comedienne .....Ermine Calloway
- 14025 Honey.....Vaughn De Leath  
Reaching for Someone (And Not Finding Any-  
one .....Vaughn De Leath
- 14026 Lonely Little Cinderella—Male Voices.The Rollickers  
Song of the Sands—Male Voices....The Rollickers

New Edison Needle Records

SPECIAL LIST

- GOLD SEAL RECORDS
- 47002 Pagliacci—Prologo, Part 1 (Leoncavallo) (12  
inch)—Baritone, in Italian .....Mario Basiola  
Pagliacci—Prologo, Part 2 (Leoncavallo) (12  
inch)—Baritone, in Italian .....Mario Basiola
- 47003 Aida—Celeste Aida (Heavenly Aida)—(Act 1)  
(Verdi) (12 inch)—Tenor, in Italian,  
Giovanni Martinelli  
Martha—M'Appari (Like a Dream)—Act 3  
(Flotow) (12 inch)—Tenor, in Italian,  
Giovanni Martinelli

DANCE RECORDS

- 11043 The Toymaker's Dream—Fox-trot, with Singing,  
B. A. Rolfe and His Orch.
- Underneath the Russian Moon—Waltz, with  
Singing .....B. A. Rolfe and His Orch.
- 11049 Wabash Blues—Fox-trot with Singing,  
The Campus Cut-Ups  
Farewell Blues—Fox-trot, with Singing,  
The Campus Cut-Ups
- 14003 Fioretta (From "Fioretta")—Fox-trot, with  
Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.
- Dance of the Paper Dolls—Fox-trot, with  
Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.
- 14004 From Sunrise to Sunset—Fox-trot, with Singing,  
California Ramblers  
My Sin—Fox-trot .....California Ramblers
- 14006 Blue Hawaii—Waltz, with Singing,  
B. A. Rolfe and His Orch.
- Mean to Me—Fox-trot with Singing,  
B. A. Rolfe and His Orch.
- 14012 Am I Blue? (From "On With the Show")—  
Fox-trot, with Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.
- Birmingham Bertha (From "On With the  
Show")—Fox-trot, with Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.
- 14016 The Wedding of the Painted Doll (From  
"Broadway Melody")—Fox-trot,  
California Ramblers  
Heigh-Ho! Ev'rybody, Heigh-Ho!—Fox-trot,  
with Singing .....The Seven Blue Babies
- 14032 I'm Still Caring—Fox-trot with Singing,  
Harry Reser's Rounders  
The One in the World—Fox-trot, with Singing  
by Phil Dewey .....Piccadilly Players
- 14033 True Blue Lou (From "The Dance of Life")—  
Fox-trot, with Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.
- The Flippity Flop (From "The Dance of  
Life")—Fox-trot, with Singing,  
B. A. Rolfe and His Lucky Strike Dance Orch.

POPULAR VOCAL AND INSTRUMENTAL RECORDS

- 14001 Olaf (You Ought-a Hear Olaf Laff) (From  
"Chauve-Souris") .....Miss Patricola  
Nothing to Do—But Think of You...Miss Patricola  
I Got a "Code" in My "Doze"—Comedienne,  
Vaughn De Leath
- 14008 I've Got a Feeling I'm Falling...Vaughn De Leath  
Coquette (From "Coquette")—Organ....John Gart  
Weary River (From "Weary River")—Organ,  
John Gart
- 14028 I Want to Meander in the Meadow—Male  
Voices .....The Edison-gsters  
Peace of Mind—Male Voices....The Edison-gsters  
S'posin'—Tenor .....J. Donald Parker  
Where Are You, Dream Girl?—Tenor,  
J. Donald Parker
- 14031 Painting the Clouds With Sunshine (From "The  
Gold Diggers of Broadway")—Tenor Duet,  
Billy Murray-Walter Scanlan  
Sweet Madelon—Tenor Duet,  
Billy Murray-Walter Scanlan

STANDARD RECORDS

- 11016 Four Little Blackberries (O'Connor)—Schottische,  
Green Brothers' Novelty Marimba Band  
A Bunch of Roses (Chapi)—Spanish March,  
Green Brothers' Novelty Marimba Band
- 11017 The Stars and Stripes Forever March (Sousa),  
The Goldman Band

- The Third Alarm March (Goldman),  
The Goldman Band
- 11024 Where the Gates Swing Outward Never  
(Gabriel)—Baritone and Tenor  
Homer Rodeheaver-Thomas Muir  
The City Unseen (Tuttle-Clark)—Baritone and  
Tenor .....Homer Rodeheaver-Thomas Muir
- 11032 My Man (Mon Homme) (From "My Man")  
—Soprano .....Gladys Rice  
My Melody Man—Soprano.....Gladys Rice
- 11036 Vale (Farewell) (d'Arcy-Russell)—Male Quartet,  
The American Singers  
When Song Is Sweet (Sans-Souci)—Male Quartet,  
The American Singers
- 11037 Honey (I'se A-waitin' Jes' Fo' Yo')—Contralto,  
Vaughn De Leath  
Oh! Susanna (Foster)—Contralto.Vaughn De Leath
- 11038 Calm as the Night (Haskell-Bohm)—Baritone,  
Theodore Webb  
Forgotten (Wulschner-Cowles)—Baritone,  
Theodore Webb
- 11039 Just A-Wearyin' for You (Stanton-Jacobs-Bond)  
—Contralto .....Elizabeth Lennox  
A Perfect Day (Jacobs-Bond)—Contralto,  
Elizabeth Lennox
- 11044 My Sweet Hawaiian Baby..Aloha Land Serenaders  
My Heart Belongs to You,  
Palakiko's Hawaiian Orch.
- 11046 When I Meet MacKay (Lauder-Lauder).Glen Ellison  
The Boss o' th' Hoose (Lauder).....Glen Ellison

FAVORITE TUNES

- 20001 Polly-Wolly-Doodle (Old Tune),  
Vernon Dalhart and Company
- 20002 Eleven Cent Cotton...Vernon Dalhart and Company  
Ben Dewberry's Final Run,  
Frankie Marvin and His Guitar  
In the Jailhouse Now,  
Frankie Marvin and His Guitar
- 20006 Barnacle Bill the Sailor.Frank Luther and His Pards  
How to Make Love...Frank Luther and His Pards  
(All Records 10-inch unless otherwise noted)

Edison Diamond Disc Records

LIST FOR AUGUST 2

- 52618 S'posin'—Tenor, with Orch. ....J. Donald Parker  
My Song of the Nile (From Photoplay "Drag")  
—Baritone, with Orch.....Phil Dewey
- 52617 When We Get Together in the Moonlight (We  
Get Along Great)—Comedienne..Ermine Calloway  
What Did'ja Wanna Make Me Love You For?  
—Comedienne .....Ermine Calloway
- 52616 Ballin' the Jack—Fox-trot, with Vocal Chorus,  
The Campus Cut-Ups  
Roll Dem Roly Boly Eyes—Fox-trot, with  
Vocal Chorus .....The Campus Cut-Ups
- 52615 My Old Kentucky Home—Male Quartet,  
The American Singers  
Carry Me Back to Old Virginy—Male Quartet,  
The American Singers

LIST FOR AUGUST 9

- 52620 Where Are You, Dream Girl?—Tenor,  
J. Donald Parker  
Peace of Mind—Male Voices .....The Edison-gsters  
52619 Painting the Clouds With Sunshine (From "The  
Gold Diggers of Broadway")  
Billy Murray-Walter Scanlan  
Sweet Madelon .....Billy Murray-Walter Scanlan  
52594 Little Pal (From "Say It With Songs"),  
Walter Scanlan  
There's the One for Me (I Says to Myself  
Says I) (From "Bull Dog Drummond"),  
Walter Scanlan

- 52621 I'm Cuckoo Again,  
Jack Dalton and the Seven Blue Babies  
I Don't Work for a Living,  
Jack Dalton and the Seven Blue Babies

LIST FOR AUGUST 16

- 82351 Aida—Celeste Aida (Heavenly Aida) (Verdi)—  
Tenor, in Italian.....Giovanni Martinelli  
Martha—M'Appari (Like a Dream) (Flotow)—  
Tenor, in Italian.....Giovanni Martinelli
- 52623 The Stars and Stripes Forever (Sousa)—March,  
The Goldman Band (E. F. Franko, Con.)  
The Third Alarm (Goldman)—March,  
The Goldman Band (E. F. Franko, Con.)
- 82352 Pagliacci—Prologo, Part 1 (Leoncavallo)—Bari-  
tone, in Italian .....Mario Basiola  
Pagliacci—Prologo, Part 2 (Leoncavallo)—Bari-  
tone, in Italian .....Mario Basiola
- 52622 I Want to Meander in the Meadow—Fox-trot,  
with Singing by the Paul Sisters,  
Phil Spitalny's Music  
Painting the Clouds With Sunshine (From "The  
Gold Diggers of Broadway")—Fox-trot,  
The California Ramblers

LIST FOR AUGUST 30

- 52629 Someday You'll Realize You're Wrong—Fox-  
trot, with Singing .....California Ramblers  
Tip-Toe Through the Tulips With Me (From  
"The Gold Diggers of Broadway")—Fox-trot,  
with Vocal Chorus .....California Ramblers
- 52628 Dixie Way .....Vernon Dalhart and Company  
Razors in De Air,  
Adelyn Hood-Vernon Dalhart and Company
- 52631 Silv'ry Moon—Waltz, with Vocal Chorus,  
Jack Stillman's Orch.  
Just Beyond the Blue—Waltz, with Vocal Chorus,  
Jack Stillman's Orch.
- 52632 In Autumn (From "Woodland Sketches")  
(MacDowell),  
Hotel Commodore Ensemble (B. Levitow, Dir.)  
Romance (Rubinstein),  
Hotel Commodore Ensemble (B. Levitow, Dir.)

Okeh Records

LIST FOR AUGUST 5

- DANCE MUSIC
- 41263 I'm in the Seventh Heaven (From "Say It  
With Songs")—Fox-trot, with Vocal Refrain  
by Smith Ballew,  
Joe Venuti and His New Yorkers  
Little Pal (From "Say It With Songs")—Fox-  
trot, with Vocal Refrain by Smith Ballew,  
Joe Venuti and His New Yorkers
- 41264 The One That I Love Loves Me—Fox-trot,  
with Vocal Refrain...The New York Syncopators  
Now I'm in Love—Fox-trot, with Vocal Refrain,  
The New York Syncopators

VOCAL RECORDS

- 41265 Why Can't You? (From "Say It With Songs")  
—Vocal, with Justin Ring's Ensemble,  
Irving Kaufman  
Used to You (From "Say It With Songs")—  
Vocal, with Justin Ring's Ensemble,  
Irving Kaufman

(Continued on page 134)

THE LATEST RECORD BULLETINS—(Continued from page 133)

41266 I'm in Seventh Heaven (From "Say It With Songs")—Vocal, with Orch....Charles W. Hamp Little Pal (From "Say It With Songs")—Vocal, with Orch. ....Charles W. Hamp

INSTRUMENTAL MUSIC

41267 I'll Always Be in Love With You (From "Syn-copation")—Instrumental Trio, with Vocal Refrain .....Roy Smeck Trio Honey—Instrumental Trio, with Vocal Refrain, Roy Smeck Trio

OLD-TIME TUNES

45353 Meet Her When the Sun Goes Down—Instru-mental, with Singing, Fiddlin' John Carson and Moonshine Kate My Ford Sedan—Instrumental, with Singing, Fiddlin' John Carson and Moonshine Kate 45354 Alabama Breakdown—Instrumental, Herschel Brown and His Happy Five Okeh Washboard Breakdown—Instrumental, Herschel Brown and His Happy Five

45355 Arizona Blues—Singing, with Piano Accomp., Phil Pavay Utah Mormon Blues—Singing, with Piano Accomp. ....Phil Pavay

RACE RECORDS

8705 Ninety-eight Degree Blues—Vocal, with Guitar, "Texas" Alexander Gold Tooth Blues—Vocal, with Guitar, "Texas" Alexander

8706 High Society—Fox-trot, Clarence Williams' Washboard Band Whoop It Up—Fox-trot, Clarence Williams' Washboard Band

8707 Big Gorilla Man—Vocal, with Piano, Gladys Bentley Red Beans and Rice—Vocal, with Piano, Gladys Bentley

EUROPEAN RECORDINGS

3261 Japanese Lantern Dance, Dr. Weissmann and Grand Symphony Orch., Berlin Chinese Street Serenade, Dr. Weissmann and Grand Symphony Orch., Berlin

3262 Suite Orientale (The Bayadores)—First Move-ment, Dr. Weissmann and Grand Symphony Orch., Berlin Suite Orientale (On the Banks of the Ganges)—Second Movement, Dr. Weissmann and Grand Symphony Orch., Berlin

3263 Suite Orientale (The Dancers)—Third Move-ment, Dr. Weissmann and Grand Symphony Orch., Berlin Suite Orientale (The Patrol)—Fourth Movement, Dr. Weissmann and Grand Symphony Orch., Berlin

INTERNATIONAL SELECTIONS

3535 Marie—Waltz; Instrumental (Okeh Label), Paul Tisen's Concert Orch. Kossovo Waltz—Instrumental (Okeh Label), Paul Tisen's Concert Orch.

3536 Chiquita—Waltz .....Dajos Bela and His Orch. Maybe—Waltz .....Dajos Bela and His Orch. 3537 The Washington Post—March, Adolf Becker and His Military Band

LIST FOR AUGUST 15

DANCE MUSIC

41268 Reaching for Someone (And Not Finding Any-one There)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch. Shivery Stomp—Fox-trot, Frankie Trumbauer and His Orch.

41269 There's a Four Leaf Clover in My Pocket (And a Horseshoe Over My Door)—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies

It Ain't No Fault of Mine—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies

VOCAL RECORD

41270 I'm Just a Vagabond Lover—Vocal, with Orch., Smith Ballew I'll Always Be in Love With You (From "Syn-copation")—Vocal, with Orch. ....Smith Ballew

HAWAIIAN MUSIC

41271 Pagan Love Song (Theme Song of "The Pagan")—Hawaiian Instrumental, with Voc-al Refrain .....The Ferera Trio Sparkling Waters of Waikiki—Hawaiian Instru-mental .....The Ferera Trio

OLD-TIME TUNE RECORDS

45356 Cat Rag—Instrumental .....Dupree's Rome Boys Twelfth Street Blues—Instrumental, Dupree's Rome Boys

45357 We're Gonna Have a Good Time To-night—Singing, with Harmonica and Guitar accomp., Bert Bilbro Yes, Indeed, I Do—Singing, with Harmonica and Guitar Accomp. ....Bert Bilbro

45358 Jennie's Strawberry Festival—Parts 1 and 2—Novelty Selection...Miller's Bullfrog Entertainers

RACE RECORDS

8708 Violin Blues—Instrumental .....Johnson Boys Prater Blues—Instrumental .....Johnson Boys 8709 Mr. Johnson's Blues No. 2—Vocal, with Piano and Guitar .....Lonnie Johnson

The New Fallin' Rain Blues—Vocal, with Violin and Piano .....Lonnie Johnson 8710 God Told the Poor Widow to Cook All She Had—Male Quartet .....I. C. Glee Quartet

I'm Going Home on the Chicassaw Train—Male Quartet .....I. C. Glee Quartet

LIST FOR AUGUST 25

DANCE MUSIC

41272 Singin' in the Rain (From "Hollywood Revue of 1929")—Fox-trot with Vocal Refrain, Dorsey Brothers and Their Orch. Your Mother and Mine (From "Hollywood Revue of 1929")—Fox-trot, with Vocal Refrain, Dorsey Brothers and Their Orch.

41273 Moanin' Low (From "The Little Show")—Fox-trot .....Miff Mole and His Little Molers Birmingham Bertha (From "On With the Show")—Fox-trot, Miff Mole and His Little Molers

41275 You Laughed When I Told You I Love You—Fox-trot, with Vocal Refrain...Morelli's Bohemians Joe College—Fox-trot, with Vocal Refrain, Morelli's Bohemians

VOCAL RECORD

41274 Singin' in the Rain (From "Hollywood Revue of 1929")—Vocal, with Justin Ring's Ensemble, Seger Ellis Your Mother and Mine (From "Hollywood Revue of 1929")—Vocal, with Justin Ring's Orch. ....Seger Ellis

OLD-TIME TUNE RECORDS

45359 The Way to Glory Land—Male Quartet, with Piano Accomp. ....Stamps Quartet Don't Forget to Pray—Male Quartet, Stamps Quartet

45360 Oklahoma Rag—Instrumental, Harmon Clem-Prince Albert Hunt Canada Waltz—Instrumental, Harmon Clem-Prince Albert Hunt

45361 Johnny and Jane—Parts 1 and 2—Singing, with Guitar Accomp. ....Frank Hutchison

RACE RECORDS

8711 Blue Guitars—Guitar-Duet, Blind Willie Dunn's Gin Bottle Four Guitar Blues—Guitar Duet, Blind Willie Dunn's Gin Bottle Four

8712 Two Strong Blues—Vocal, with Guitar Accomp., Little Hat Jones New Two Sixteen Blues—Vocal, with Guitar Accomp. ....Little Hat Jones

8713 How Do You Do It That Way?—Vocal, with Orch. ....Victoria Spivey Funny Feathers—Vocal, with Orch. ....Victoria Spivey

Regal Records

DANCE RECORDS

8811 Singin' in the Rain (From "Hollywood Revue of 1929")—Fox-trot .....The Rounders Your Mother and Mine (From "Hollywood Revue of 1929")—Fox-trot, Ed. Lloyd and His Rhythm Boys

8812 My Song of the Nile ("Drag")—Waltz, Buddy Blue and His Texans Lonely Little Cinderella—Fox-trot, Buddy Blue and His Texans

8813 Twelfth Street Rag (From "Close Harmony")—Fox-trot .....Jimmy Bracken's Toe Ticklers It's So Good—Fox-trot...Gil Roden and His Boys

8814 In the Hush of the Night—Fox-trot, Lou Gold and His Orch. Junior—Fox-trot...Buddy Blue and His Texans

8815 I Want to Meander in the Meadow—Fox-trot, Imperial Dance Orch. Where the Sweet Forget-me-nots Remember—Fox-trot .....The Rounders

8816 Miss You—Fox-trot .....Sam Lanin's Dance Orch. Wonderful You—Waltz ...Lou Gold and His Orch. 8817 True Blue Lou (From "The Dance of Life")—Fox-trot .....Lou Gold and His Orch.

8818 Ain't Misbehavin' (From "Hot Chocolates")—Fox-trot .....The Rounders What a Day!—Fox-trot...Sam Lanin's Dance Orch.

8819 Painting the Clouds With Sunshine (From "Gold Diggers of Broadway")—Fox-trot, Ed. Lloyd and His Rhythm Boys Tip Toe Through the Tulips With Me (From "Gold Diggers of Broadway")—Fox-trot, Ed. Lloyd and His Rhythm Boys

8826 (You Made Me Love You) Why Did You?—Fox-trot .....The Rounders After You've Gone—Fox-trot, Jimmy Bracken's Toe Ticklers

VOCAL RECORDS

8820 Sleepy Valley (From "The Rainbow Man")—Tenor Solo, with Orch. Accomp...Irving Kaufman Am I Blue (From "On With the Show")—Con-tralto Solo, with Orch. Accomp...Helen Richards

8821 I Get the Blues When It Rains—Trio, with Novelty Accomp. ....The Aristocrats I've Got a Feeling I'm Falling—Trio, with Novelty Accomp. ....The Aristocrats

8822 Louise (From "Innocents of Paris")—Tenor Solo, with Orch. Accomp...Irving Kaufman I'm Just a Vagabond Lover—Tenor Solo, with Orch. Accomp. ....Buddy Blue

NOVELTY RECORDS

8823 Pagan Love Song (From "The Pagan")—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio S'posin'—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio

8824 I'm Lonely and Blue—Tenor Solo, with Novelty Accomp. ....Frank Luther Left My Gal in the Mountains—Male Duet, with Novelty Accomp., Carson J. Robison-Frank Luther

8825 Daddy and Home—Singing, with Guitar, Ed (Jake) West The Wanderer's Warning—Tenor Solo, with Novelty Accomp. ....Frank Luther

Domino Records

DANCE RECORDS

4366 In the Hush of the Night—Fox-trot, Lou Gold and His Orch. Junior—Fox-trot .....Buddy Blue and His Texans

4367 My Song of the Nile ("Drag")—Waltz, Buddy Blue and His Texans Lonely Little Cinderella—Fox-trot, Buddy Blue and His Texans

4368 Singin' in the Rain (From "Hollywood Revue of 1929")—Fox-trot .....The Rounders Your Mother and Mine (From "Hollywood Revue of 1929")—Fox-trot, Ed. Lloyd and His Rhythm Boys

4369 Twelfth Street Rag (From "Close Harmony")—Fox-trot .....Jimmy Bracken's Toe Ticklers It's So Good—Fox-trot...Gil Roden and His Boys

4370 Painting the Clouds With Sunshine ("Gold Diggers of Broadway")—Fox-trot, Ed. Lloyd and His Rhythm Boys Tip Toe Through the Tulips With Me (From "Gold Diggers of Broadway")—Fox-trot, Ed. Lloyd and His Rhythm Boys

4371 Ain't Misbehavin' (From "Hot Chocolates")—Fox-trot .....The Rounders What a Day!—Fox-trot...Sam Lanin's Dance Orch.

4372 Miss You—Fox-trot .....Sam Lanin's Dance Orch. Wonderful You—Waltz ...Lou Gold and His Orch.

4373 True Blue Lou (From "The Dance of Life")—Fox-trot .....Lou Gold and His Orch. Wishing and Waiting for Love (From "Broad-way Babies")—Fox-trot, Sam Lanin's Dance Orch

4374 I Want to Meander in the Meadow—Fox-trot, Imperial Dance Orch. Where the Sweet Forget-me-nots Remember—Fox-trot .....The Rounders

4381 (You Made Me Love You) Why Did You?—Fox-trot .....The Rounders After You've Gone—Fox-trot, Jimmy Bracken's Toe Ticklers

VOCAL RECORDS

4375 Sleepy Valley (From "The Rainbow Man")—Tenor Solo, with Orch. Accomp...Irving Kaufman Am I Blue (From "On With the Show")—Con-tralto Solo, with Orch. Accomp...Helen Richards

4376 Louise (From "Innocents of Paris")—Tenor Solo, with Orch. Accomp...Irving Kaufman I'm Just a Vagabond Lover—Tenor Solo, with

Orch. Accomp. ....Buddy Blue 4377 I Get the Blues When It Rains—Trio, with Novelty Accomp. ....The Aristocrats

I've Got a Feeling I'm Falling—Trio, with Novelty Accomp. ....The Aristocrats

NOVELTY RECORDS

4378 Pagan Love Song (From "The Pagan")—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio

S'posin'—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio

4379 Daddy and Home—Singing, with Guitar, Ed (Jake) West The Wanderer's Warning—Tenor Solo, with Novelty Accomp. ....Frank Luther

4380 I'm Lonely and Blue—Tenor Solo, with Novelty Accomp. ....Frank Luther Left My Gal in the Mountains—Male Duet, with Novelty Accomp., Carson J. Robison-Frank Luther

Banner Records

DANCE RECORDS

6438 My Song of the Nile ("Drag")—Waltz, Buddy Blue and His Texans I Love the Night—Waltz, Nathan Glantz and His Orch.

6439 Singin' in the Rain (From "Hollywood Revue of 1929")—Fox-trot .....Campus Boys Sweet Baby—Fox-trot...Dubin's Dandies

6440 Your Mother and Mine (From "Hollywood Revue of 1929")—Fox-trot, Ed. Lloyd and His Rhythm Boys My Rosalie—Fox-trot .....Dubin's Dandies

6441 Twelfth Street Rag (From "Close Harmony")—Fox-trot .....Jimmy Bracken's Toe Ticklers After You've Gone—Fox-trot, Jimmy Bracken's Toe Ticklers

6442 Junior—Fox-trot .....Buddy Blue and His Texans Lonely Little Cinderella—Fox-trot, Buddy Blue and His Texans

6443 In the Hush of the Night—Fox-trot, Lou Gold and His Orch. To-morrow Means to Love—Fox-trot, Roy Carlson's Dance Orch.

6444 I Want to Meander in the Meadow—Fox-trot, Hollywood Dance Orch. Any Old Night Is a Peach of a Night—Fox-trot, Roy Carlson's Dance Orch.

6445 Wishing and Waiting for Love (From "Broad-way Babies")—Fox-trot, Sam Lanin's Dance Orch. Doesn't That Mean Anything to You—Fox-trot, Dubin's Dandies

6446 True Blue Lou (From "The Dance of Life")—Fox-trot .....Lou Gold and His Orch. Rose of Romany—Fox-trot, Roy Carlson's Dance Orch.

6447 Miss You—Fox-trot .....Sam Lanin's Dance Orch. Queen of the Caravan—Fox-trot...Dubin's Dandies

6448 Wonderful You—Waltz...Lou Gold and His Orch. To-night, Sweetheart, To-night—Waltz, Nathan Glantz and His Orch.

6449 Ain't Misbehavin' (From "Hot Chocolates")—Fox-trot .....Campus Boys Adorable You—Fox-trot .....Dubin's Dandies

6450 Painting the Clouds With Sunshine (From "Gold Diggers")—Fox-trot, Ed. Lloyd and His Rhythm Boys Dreaming by a Fireside—Fox-trot, Roy Carlson's Dance Orch.

6451 Tip Toe Through the Tulips With Me (From "Gold Diggers")—Fox-trot, Ed. Lloyd and His Rhythm Boys What Will I Do Without You, Sweetheart?—Fox-trot .....Dubin's Dandies

6452 What a Day!—Fox-trot...Sam Lanin's Dance Orch. Whoopee in Up—Fox-trot .....Dubin's Dandies

6453 Where the Sweet Forget-me-nots Remember—Fox-trot .....Campus Boys That's What I Call Love—Fox-trot, Hollywood Dance Orch.

6455 (You Made Me Love You) Why Did You?—Fox-trot .....Campus Boys Me and That Gal of Mine—Fox-trot, Hollywood Dance Orch.

VOCAL RECORDS

6454 Sleepy Valley (From "The Rainbow Man")—Tenor Solo, with Orch. Accomp...George Beaver Happiness Lane—Tenor Solo, with Orch. Accomp. ....George Beaver

6456 I've Got a Feeling I'm Falling—Trio, with Novelty Accomp. ....The Aristocrats You're Just an Armful of Love—Baritone Solo, with Orch. Accomp. ....Ralph Haines

6457 I Get the Blues When It Rains—Trio, with Novelty Accomp. ....The Aristocrats To Have, to Hold, Then Lose You—Baritone Solo, with Orch. Accomp...Ralph Haines

6458 Louise (From "Innocents of Paris")—Tenor Solo, with Orch. Accomp. ....George Beaver Love Me in My Dreams—Tenor Solo, with Orch. Accomp. ....Howard Wilson

6459 Am I Blue (From "On With the Show")—Con-tralto Solo, with Orch. Accomp...Helen Richards I'm Disappointed in You—Contralto Solo, with Orch. Accomp. ....Helen Richards

6460 I'm Just a Vagabond Lover—Tenor Solo, with Orch. Accomp. ....Buddy Blue Runaway Baby—Baritone Solo, with Orch. Accomp. ....Ralph Haines

NOVELTY RECORDS

6461 Pagan Love Song (From "The Pagan")—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio Sunny, Sunny June—Hawaiian Guitars, with Vocal Chorus .....Roy Smeck's Trio

6462 S'posin'—Hawaiian Guitars, with Vocal Chorus, Roy Smeck's Trio My Hawaiian Harbor of Dreams—Hawaiian Guitars, with Vocal Chorus...Roy Smeck's Trio

6463 I'm Lonely and Blue—Tenor Solo, with Novelty Accomp. ....Frank Luther Show Boat Blues—Tenor Solo, with Guitar Accomp. ....Chaz Chase

6464 Bum Song No. 5 (Happy-Go-Lucky-Boy)—Male Duet, with Novelty Accomp., Carson J. Robison-Frank Luther The Wanderer's Warning—Tenor Solo, with Novelty Accomp. ....Frank Luther

6465 Daddy and Home—Singing with Guitar, Ed (Jake) West Left My Gal in the Mountains—Male Duet, with Novelty Accomp., Carson J. Robison-Frank Luther

6466 Lullaby Yodel—Tenor Solo, with Guitar Accomp., Frank Luther Little Empty Cradle—Yodel, with Guitar Accomp. ....Chaz Chase

### Harmony Records

- DANCE**
- 968-H Here We Are—Fox-trot, Sam Lanin and His Orch.  
Don't Hang Your Dreams on a Rainbow  
(From "Earl Carroll's Sketch Book")—  
Fox-trot.....Sam Lanin and His Orch.
- 967-H Ich Liebe Dich (From "Wonder of Women")  
Waltz....Barney Trimble and His Oklahomans  
At the Close of Day (From "Wonder of  
Women")—Fox-trot...Sam Lanin and His Orch.
- 966-H Liza (From "Ziegfeld Show Girl")—Fox-trot,  
Jerry Mason and His Californians  
Red Hair and Freckles—Fox-trot,  
Ted Bartell and His Orch.
- 965-H Ain't Misbehavin' (From "Connie's Hot  
Chocolates")—Fox-trot,  
Jerry Mason and His Californians  
Now I'm in Love—Fox-trot,  
Ted Bartell and His Orch.
- 964-H Where Are You Dream Girl?—Fox-trot,  
Rudy Marlow and His Orch.  
(If I Were You) I'd Fall in Love With Me  
—Fox-trot.....Rudy Marlow and His Orch.
- 963-H Little Pal (From "Say It With Songs")—  
Fox-trot.....The Harmonians  
Used to You (From "Say It With Songs")—  
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- 962-H Why Can't You? (From "Say It With  
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- 959-H I'd Do Anything for You—Fox-trot,  
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Maybe—Who Knows?—Fox-trot,  
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- 958-H Song of the Blues—Fox-trot...Golden Gate Orch.  
Where the Sweet Forget-me-nots Remember—  
Fox-trot...Barney Trimble and His Oklahomans
- 955-H My Song of the Nile (From "Drag")—Waltz,  
The Harmonians  
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- 954-H More Than Anybody (From "Rah! Rah!  
Rah!")—Fox-trot...Willie Creager and His Orch.  
The Dream of My Heart (From "The Theme  
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- 952-H The World's Greatest Sweetheart Is You—  
Fox-trot.....Sam Lanin and His Orch.  
I'm Walkin' Around in a Dream—Fox-trot,  
Jerome Conrad and His Orch.
- 815-H Sleepy Valley (From "The Rainbow Man")—  
Waltz.....Bar Harbor Society Orch.  
You Tell Me Your Dream—Waltz,  
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- VOCAL**
- 960-H If I Could See Mother To-night...Mack Allen  
What Does the Deep Sea Say?.....Mack Allen
- 970-H Maybe—Who Knows?.....Kate Smith  
He's a Good Man to Have Around (From  
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- 969-H I'll Always Be in Love With You (From  
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Song of the Moonbeams (From "Earl Carroll's  
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- 961-H Why Can't You? (From "Say It With  
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T. Clines and His Music, featuring Jack Carney
- 953-H My Song of the Nile (From "Drag"), Jack Miller  
Singin' in the Rain (From "Hollywood Revue  
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- 951-H S'posin',  
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I Love the Moon,  
T. Clines and His Music, featuring Jack Carney
- 957-H Your Mother and Mine (From "Hollywood"  
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Finding the Long Way Home.....Irving Kaufman
- 956-H The Squire and the Deacon...Hobo" Jack Turner  
A High Silk Hat and a Walking Cane,  
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- RACE RECORDS**
- 1272 Wake Up! Chill'un, Wake Up!—Fox-trot, with  
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Jimmie Noone's Apex Club Orch.
- Love Me or Leave Me (From "Whoopie")—  
Fox-trot, with Vocal Chorus; for Dancing,  
Jimmie Noone's Apex Club Orch.
- 1285 Let's Knock a Jug—Fox-trot; Vocal, with Piano,  
Saxophone and Banjo Accomp.,  
Frankie (Half Pint) Jaxon  
Can't You Wait?—Fox-trot; Novelty Vocal, with  
Piano, Saxophone and Banjo Accomp.,  
Frankie (Half Pint) Jaxon
- 1286 Pat That Bread—Vocal, with Piano and Guitar  
Accomp.....Tampa Red-Georgia Tom
- 1287 If My Savior Holds My Hand I Will Go,  
The Guitar Evangelist (Edward W. Clayborn)  
Jesus Went on Man's Bond,  
The Guitar Evangelist (Edward W. Clayborn)
- OLD TIME TUNES**
- 5329 Prairie County Waltz—Waltz, with Fiddle,  
Guitar and Piano Accomp...Bob Larkan and Family
- Arkansas Waltz—Waltz, with Fiddle, Guitar and  
Piano Accomp.....Bob Larkan and Family
- 5330 Hilarious Zeb (Traditional),  
McLaughlin's Old-Time Melody Makers  
Raisin' 'Ell (Traditional),  
McLaughlin's Old-Time Melody Makers
- 5331 Red Wing,  
F. Thompson and His Home Towners, with E. Arthur  
Snow Deer,  
F. Thompson and His Home Towners, with E. Arthur
- 5332 Levee Breaking Blues—Parts 1 and 2—Vocal,  
with Yodeling, Guitar, Clarinet and Trumpet  
Accomp.....Happy Bud Harrison

### Ohio Music Merchants

#### Plan Convention Program

The program is being completed rapidly for the twentieth annual convention of the Music Merchants Association of Ohio to be held at the Deshler-Wallick Hotel in Columbus on September 9, 10 and 11.

President C. M. Alford, of the Association, is

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convinced of the value of open discussions on trade problems and is arranging for a series of group or round-table discussions for the first two days of the convention. The session on Wednesday will be a big open meeting at which the reports of the officers of committees will be received and acted upon. Full details of the program will be announced later.

### Ultraphonic Moves to Larger Quarters

A. Borsuk, president of the Ultraphonic Products Corp., New York City, reports that while the factory has been overworked in the filling of demands for the five reproducer models of the line, three additional models are now in course of development in the laboratory and will probably be presented to the trade in September. Mr. Borsuk also reports a lively demand for the new Upco electric pick-up.

The business of the Ultraphonic Products Corp. has grown to such proportions that it has been found necessary to take over larger quarters in the same building at 270 Lafayette street. This move provides more than double the space for production facilities.

### Grigsby-Grunow Earnings Show Increase

Earnings of the Grigsby-Grunow Co., Chicago, are now running in excess of \$1,000,000 a month net, or at the annual rate of \$30 a share on the stock, according to W. C. Grunow, vice-president, who stated that gross sales for the ensuing twelve months will reach \$100,000,000 as against \$49,000,000 for the fiscal year ended May 31. "Present plans," Mr. Grunow stated, "based on distributors' demands, call for increasing production to 6,500 sets daily and 100,000 radio tubes per day. This schedule will be in operation within six weeks. Our gross earnings during June amounted to \$4,100,000 as against \$2,241,000 a year ago. The net earnings in June, after all charges, amounted to approximately \$1,000,000, compared with \$200,000 net in June, 1928."



J. Abelson, president of the Stelnite Radio Co., tunes in on the first radio receiver produced in the company's new ten-acre plant in Ft. Wayne, Ind., while Lester Abelson, secretary and general manager; Leslie F. Muter, president of the Leslie F. Muter Co., a Steinite subsidiary, and Oscar Getz, vice-president of Steinite, look on with interest

### Fada Sales Conclave at Long Island Plant

Following its usual custom, F. A. D. Andrea, Inc., conducted at the big factory at Long Island City a regular Summer sales conference in which all members of the merchandising council of executives participated. The meeting lasted two days and it was said that Fada sales for the first six months have doubled the 1928 showing for the same period.

R. P. Van Zile, Western manager, came direct to the conference from a tour of his territory, and Charles M. Sherwood, Eastern sales manager, was also present. It was generally agreed that this year the dealers were showing more resourcefulness and enthusiasm in furthering Summer sales.

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