

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 4

NEW YORK, WEDNESDAY, JANUARY 22, 1930

Per Year—\$4.00



BEN SELVIN
GIVES YOU
two great numbers from
BROADWAY'S SMASH HIT!

HERE are the feature numbers from the new star-crammed musical comedy sell-out "Sons O' Guns!"

Already these song sensations are favorites on the air. You can even hear them being whistled and hummed in the streets!

With the consistent hit-maker Ben Selvin turning his famous brand of smart syn-copation on these numbers—you can be sure this new Columbia record is going to keep you busy as long as you have a copy left!

Record No. 2077-D, 10-inch, 75c.

WHY? (from "Sons O' Guns")

CROSS YOUR FINGERS (from "Sons O' Guns")

Fox Trots. Ben Selvin and His Orchestra

Columbia "NEW PROCESS" **Records**
 Viva-tonal Recording - The Records without Scratch



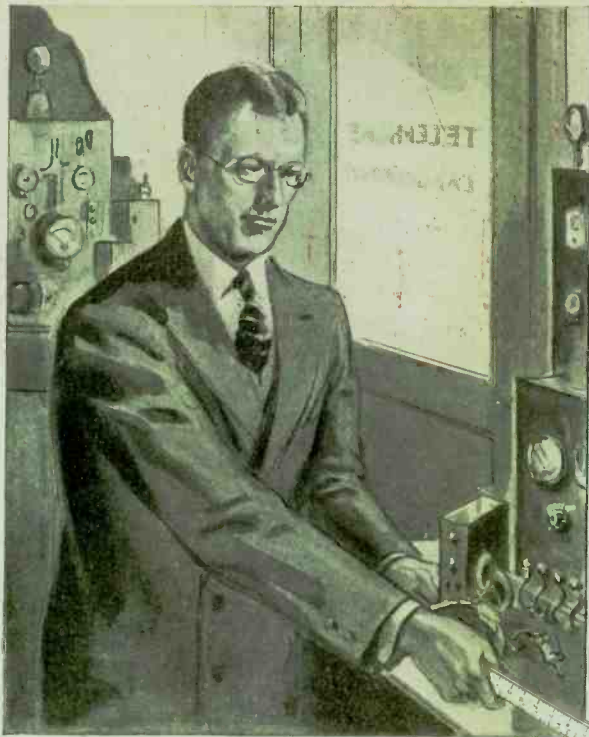
Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"All Trade Marks Reg. U.S. Pat. Off.
 M. & M. Co. Inc. 1929. New York, N.Y. 10011. No. 10011.
 Agents: M. & M. Co. Inc. 1819 Broadway, New York, N.Y.
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 International Copyright Secy. 1929. Cl. 10011. 10011.

"TRADE NEWS RIGHT WHEN IT HAPPENS"



A New-Modernized Radio-Phonograph

Telephone Engineers add
Radio's Tonal Excellence
to Record Reproduction

THIS new No. 654 Stromberg-Carlson Radio-Phonograph combination offers final proof that telephone engineering remains, as always, the leading force in advancing the science of sound reproduction.

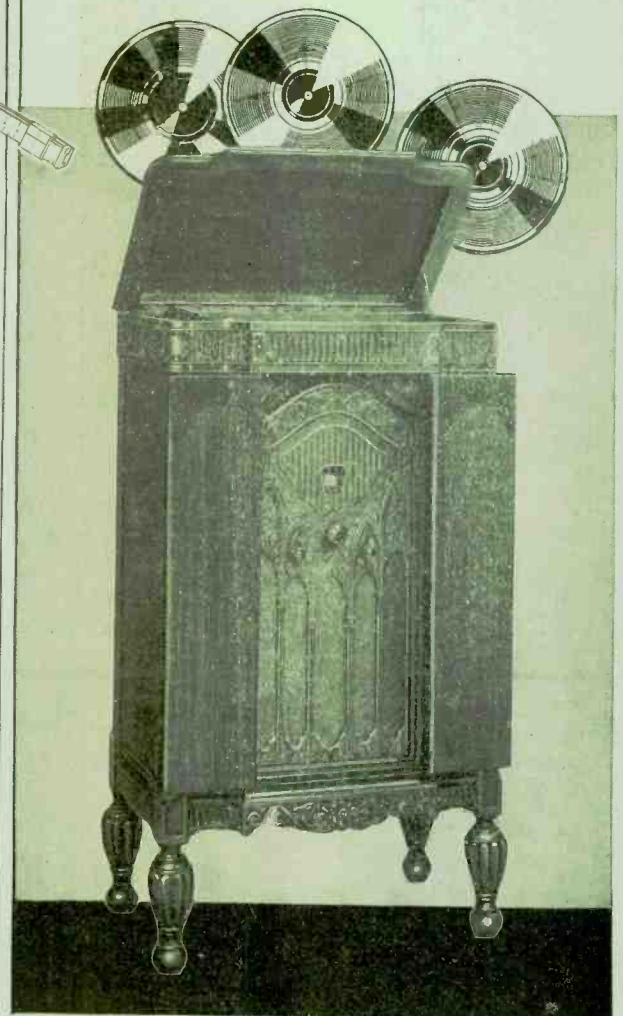
For radio reception, this instrument is unsurpassed in tonal quality. It incorporates all the latest developments of Triple Screen Grid Radio Frequency amplification, plus Linear Power Detection for utmost tonal beauty from modern highly modulated broadcasting. There is an extra-size Electro-Dynamic Speaker of the type for which all Stromberg-Carlsons are famous.

For record reproduction, the new No. 654 provides, for the first time, the same tonal excellence heretofore obtainable only from Stromberg-Carlson Radio. Unusual strength and richness are obtained through utilization of the Audio System and Electro-Dynamic Speaker of the Receiver. The result is a brilliance which was not thought possible in phonographic rendition even a few short months ago!

Stromberg-Carlson dealers are going to create countless new prospects and customers through the remarkably convincing demonstrations now possible either with records or radio, because of this new No. 654 Combination. It will also prove an impetus to record sales, because of the enhanced quality it lends to their performance.

Write for complete details of the two new additions—the No. 654 and No. 652—which make the Stromberg-Carlson line unequalled for completeness.

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

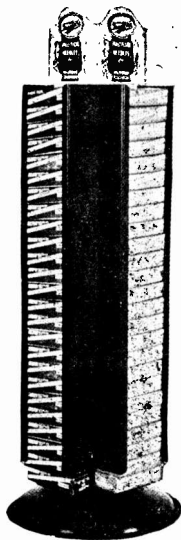


NEW RADIO-PHONOGRAPH COMBINATION
No. 654 Stromberg-Carlson Radio-Phonograph. Employs three UV-224 Screen Grid, one UV-227, one UX-245 and one UX-280 Radiotrons. Power and linear detection. Extra-size Electro-Dynamic Speaker. Phonograph turntable, rotated by silent electric motor. Automatic phonograph switch. Finished in matched walnut. Dimensions: Height, 66 inches; Width, 27½ inches; Depth, 17½ inches. Price, East of Rockies, without tubes \$369.00

Stromberg-Carlson

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

THE NEW 10-TIME PLAYING...



No. 100
Revolving
Metal Display
Stand

Truetone

TRADE MARK

BRASS PLATED NEEDLES -FOR-



No. 50
Assorted Display Stand

ELECTRICALLY

RECORDED RECORDS
...best.

... because

... each box contains an envelope holding 50 brass plated needles. This guarantees an accurate count and prevents rust.

... each tone is packed in a different colored box. This gives speed to selection.

... each needle gives 10 perfect performances.



No. 100
Display Carton



No. 50
Display Carton

OKEH PHONOGRAPH CORPORATION

11 UNION SQUARE WEST

NEW YORK, N. Y.

SOLE SALES AGENTS

Manufactured by—General Phonograph Manufacturing Co.

LYRIC

RADIO

"The CHALLENGER"

In beautiful deluxe consoles



LYRIC RADIO, "The Challenger"
De Luxe Model 97
Price \$225 less tubes with 10 tube chassis
\$230 less tubes with Screen Grid chassis.



LYRIC RADIO, "The Challenger"
De Luxe Model 98
Price \$235 less tubes with 10 tube chassis
\$240 less tubes with Screen Grid chassis.

Western prices slightly higher



LYRIC RADIO, "The Challenger"
De Luxe Model 99
Price \$245 less tubes with 10 tube chassis
\$250 less tubes with Screen Grid chassis.

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

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

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

ALL-AMERICAN MOHAWK CORPORATION

4201 Belmont Avenue, Dept. 31, Chicago

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 1

NEW YORK, WEDNESDAY, JANUARY 22, 1930

Per Year—\$4.00

R. M. KLEIN REJOINS FADA; L. J. CHATTEN MADE VICE-PRESIDENT

IS EFFECTIVE IMMEDIATELY

Fada Factory in Production. Mr. Klein States, on New D.C. Models and Regular Line — New A.C. Fada Sets to Be Announced Soon.

R. M. Klein, after a leave of absence of about a year, has returned to the general managership of F. A. D. Andrea, Inc., Long Island City, N. Y., manufacturer of Fada radio. Coincident with Mr. Klein's rejoining the Fada organization, L. J. Chatten becomes vice-president of the company with full charge of merchandising. Mr. Chatten is at the present time on a sales trip in the interest of the Fada set line.

In an interview with Mr. Klein on Friday, he stated that he was glad to be back once more with his former associates, adding that the Fada factory staff has been increased appreciably during the past two weeks, with production going ahead on a fine scale.

In addition to the new D. C. models of Fada's, described in another section of THE TALKING MACHINE and RADIO WEEKLY, there will shortly be announced several new alternating current sets to supplement, but not replace, models now being shipped to the trade, Mr. Klein said.

Nathaniel Baldwin, Inc., To Purchase Assets of Buckingham Radio Corp.

Chicago, Ill., Saturday.

Sale of the assets of the bankrupt Buckingham Radio Corp., this city, to Nathaniel Baldwin, Inc., for \$106,250 has been ordered by Federal Judge Charles E. Woodward sitting here. Frank M. McKey, receiver for Buckingham, will make the sale. In accordance with the sale, Nathaniel Baldwin, Inc., will assume the indebtedness of the bankrupt firm with the Radio Corp. of America and its affiliated companies to the amount of \$50,000.

Creditors of Buckingham will have an opportunity according to law, to appear on Friday, January 24, to show cause, if any, why the bid of Nathaniel Baldwin, Inc., should not be accepted and such sale consummated.

The Buckingham Radio Corp. was formerly a manufacturer of radio chassis. Nathaniel Baldwin, Inc., formerly manufactured head phones, but is now in the speaker field.

CONSTRUCTIVE COMPETITION ESSENTIAL IN INDUSTRY, DAVID SARNOFF TELLS FORUM

Some modern tendencies in industry were discussed last Thursday by David Sarnoff, president of the Radio Corp. of America, in one of the series of lectures before the Business Policy Forum of the College of the City of New York at the Business building of the college, Twenty-third street and Lexington avenue, New York.

"Behind the best thought of the nation today is the insistent desire for the stabilization of our industrial structure," Mr. Sarnoff stated. "We have the problem of stabilizing production so that we may avoid the crisis of over-production which at times beset the path of national prosperity. The need of stabilized production programs has been voiced by many industrial leaders. It is interesting to consider, therefore, the conditions which modern industry faces in this respect.

"There are few who will take issue with the fact that constructive competition should and must be preserved in the manufacture and distribution of commodities. True competition inspires research and invention. It makes for the improvement of industrial processes, for higher standards of quality, for better standards of value. However, there is destructive competition as well as constructive competition. There are times when it aids, and there are times when it bars the solution of important industrial problems. There is gainful competition and there is wasteful competition. There is fair and unfair competition.

It is apparent that the rivalry for markets between an inefficient industrial unit and a well-organized manufacturing organization is not effective competition.

"True competition is the rivalry between well matched factors for the maintenance of established markets or for the creation of new markets, for better and more economic public ser-

vice, for higher standards of industrial achievement.

"The latest phase of the development of our business has come with the movement for consolidation and unification in industry. Consolidations, combinations and mergers have developed first, because there were conditions that called for such measures, and, second, because there were factors that made them possible. The excessive production capacity built up by many business in many lines, demoralized competitive situations, rising distribution costs, large-scale financing requirements, duplication of producing, distributing and selling agencies, the need for patent mobilization to make new inventions effective—all these were conditions that called for the creation of large scale industry.

"The two leading factors, perhaps, that have made such combinations possible are the growth of communications and the progress of transportation.

"Next to the problem of synchronizing supply and demand within our economic structure is the problem of stabilizing employment within industry.

"That we are justified as a nation in the confidence of our future, I hold, has been demonstrated by the remarkable flexibility and range of our industry. There is no saturation point in man's desire for onward progress. In 1895 only four automobiles were manufactured in the United States. In 1928 over 4,000,000 cars were produced in this country and over 21,000,000 automobiles were in daily use on our roads. Ten years ago, except for a service of ship-to-shore and the beginning of transoceanic wireless communication, radio touched the lives only of about 30,000 amateur experimenters in the country. Today a service of entertainment, information and education has been established that is at the daily call of 40,000,000 men, women and children of this country.

RADIO PATENT ROYALTY PLAN ASSAILED BY B. J. GRIGSBY AT SENATE HEARING

Washington, D. C., Friday.

An attack on the radio patent situation was made here today by B. J. Grigsby, president of the Grigsby-Grunow Co., Chicago, when he testified before the Senate Interstate Commerce Committee. The Grigsby-Grunow Co. is licensed under patents of the Radio Corp. of America, the General Electric Co., the Westinghouse Electric & Manufacturing Co. and the American Telephone & Telegraph Co. In his testimony, Mr. Grigsby said in part:

"In the year and a half in which we

have made radio sets, we have paid \$5,302,879 in royalties. Our bankers said they would not finance us unless we took out license. They said they would not finance a patent fight and there was nothing left for us to do but to sign the license agreement. The merits of the patents were never examined by the bankers. The merits of the patents had nothing to do with the case."

The Majestic president also told the committee that his company had paid royalties of 7½ per cent. on gross re-

(Continued on page 45)

LEADERS WILL ATTEND NATIONAL FEDERATION CONFAB IN CLEVELAND

SECOND ANNUAL AFFAIR

Sampson Invites 900 Wholesalers to Be Present at Two-Day Confab—Business Problems to Be Discussed.

Cleveland, O., Friday.

Prominent radio men from all over the United States will be present at the fourth annual convention of the National Federation of Radio Associations and the second annual convention of the Radio Wholesalers' Association which will be held at the Statler hotel, here, February 10 and 11.

President Michael Ert, of the National Federation of Radio Associations, reports that representatives from over 40 local associations scattered throughout the country will be present at the conclave.

Peter Sampson, of Chicago, president of the Radio Wholesalers' Association, has extended an invitation to over 900 radio wholesalers to be present at this gathering. The entire convention will be devoted to a business discussion of the problems now confronting the industry.

The Ohio Radio Trade Association of Cleveland is the official host for the convention.

Name Members of RCA Executive Committee

Members of the newly formed executive committee of the Radio Corp. of America were elected Friday with Owen D. Young, who recently resigned as chairman of the board of the company, as chairman. Other members of the committee are General James G. Harbord, chairman of the board of the RCA; David Sarnoff, newly elected president of the corporation; Gordon Abbott, Edward W. Harden, Andrew W. Robertson, James R. Sheffield, Frederick Strauss and Gerard Swope.

General Harbord was also elected chairman of the board of directors of RCA Communications, Inc. Mr. Sarnoff was named president of the latter corporation.

T. WAYNE MACDOWELL RESIGNS KENT POST

T. Wayne MacDowell, for a number of years past with the Atwater Kent Manufacturing Co., has resigned his post as Convention Manager for the large manufacturing company, to devote himself to other interests. During his connection with Kent, he made a host of friends for himself among the company's wholesalers and dealers.

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No. 4

CORRECT IMPRESSION

How quick the public is to attribute depression to a line, on even scanty evidence, is shown in observation available to this writer on a somewhat broader plane than usual during the past week. Circumstance having brought him into contact with rather more persons than he commonly meets outside the business, it has been the general comment of the laity that the radio trade must be pretty dead. Obviously, an impression to such effect comes from newspaper reading of bankruptcies which the public does not know to be attributable to internal problems of a few concerns, beside which there is the prevalent propaganda that all 'luxury' lines are in a tough spot.

Contrariwise, the fact is that radio is exceedingly live again, with some thousands of new-style product in daily production from a number of sources, with all phases of radio distribution alert and on their toes and with no possibility of further material interruption to normal selling in the obstacle of undigested merchandise. It is the literal truth that the economic events of the last quarter of 1929 saved radio prosperity for possibly the next five years by bringing the industry quietly to earth just when it was slipping into a tailspin.

A great deal of valuable public sentiment can now be created by the trade as a whole if it stresses in all sales and advertising talk a few essentials like the following: Some makes of product are in such short supply that immediate delivery cannot be had from the dealer. Practically every bit of radio for sale throughout this country is up-to-date and workable apparatus, not product which has been rendered unfit for newer invention. Values have reached the irreducible minimum in price after only nine years of competition, so that radio purchases at the present represent an intrinsic quality not arrived at, for example, in automobiles for twenty years after their introduction. Public demand is keeping just as large a total of persons in this business as there ever were, but they are dealing with or are engaged in fewer lines. Nothing takes the place of radio.

A passing evil which promises to have short shrift in the trade has to do with recent practice among various producers and distributors of giving bonuses to retail sales people for pushing the sale of their products. The "spiff" has no proper place in modern merchandising. The only place where added value can be efficiently used is with the public, when it becomes an open premium. A "p.m." produces nothing more permanent than a few extra movies with the girl friend or a few more bottles of gin for the seller, who is quick to play one line against the other if he or she is of a stripe to take gratuities.

No inducement of an extra dollar—quickly to become two dollars, or five—is needed to promote a sale that is genuinely

in the best interest of the dealer and the purchaser. Self-respecting salespeople will not take a "spiff" and sensible merchants quickly realize that when they countenance the custom they transfer the conduct of their businesses to other hands. It is only in the last year or two that factory and jobber "p.m.'s" have been given here and there in retail circles. Older lines of business have tried it and abandoned the trick long ago.

Half the salesmen in the racket would lose their entrance cues if many buyers used the sign on the illustrious Peoria merchant's desk: "I don't give a damn if you do sell Marshall Field."

So many are listening to the gentleman in Louisiana who curses chain stores over the radio that Davega, City, Atlas and Wextark scouts are looking for good locations in the land of cotton.

"I heard over the radio last night that they had discovered the grave of Abraham, and it was thirty or forty feet down," said one plasterer to another, at work in one of the clubs last week.

"Where? In this country?"

"No, over in Europe."

What must be the conclusion of a banker who reads the statement, one day, of a trade journal that 1929 radio sales hit the record of \$800,000,000 and for days before and after reads financial reports from producers showing less sales than the year before?

An English trade journal publishes a letter from a reader saying that for best results one's gramophone records should be occasionally coated with a light oil, "of good quality," after each disk has been well dusted. For that tubby noise in a radio set, sprinkle well with a good quality of bath salts.

The man who was paid \$10,000,000 for his patent on a radio set that works without tubes is reported to be spending the money on invention of a tube that will work without a radio set.

Trostler Tells of Brunswick Good-Will

CHICAGO, ILL., Monday.

An example of good-will tactics between distributor and dealer is evidenced in a plan instituted by the Wisconsin Radio Distributors, Inc., who distribute Brunswick-Balke-Collender merchandise in Wisconsin.

A. A. Trostler, sales manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co., on his return from a visit to Milwaukee, gives

the following brief sketch of this co-operative plan. For every record that is sold in the Milwaukee stores, the Wisconsin Radio Distributors will contribute one cent. On March 1, it is their plan to take this jack-pot composed of the accumulation of record sales between the 1st of December and that time and divided on the basis of 40-30-20-10 per cent.

Mr. Trostler also reports that the Wisconsin Radio Distributors give a monthly dinner for all of the sales people of all of their Milwaukee stores which is another feature of their Brunswick Record Club.

Hieb Radio Supply Co., Majestic Distributor, Adds Iowa to Territory

Des Moines, Iowa, Friday.

The Hieb Radio Supply Co. has recently taken over the Iowa territory for the distribution of Majestic radio, product of the Grigsby-Grunow Co., Chicago. The company also retains its South Dakota territory. Headquarters are now located at 1221-23 Locust street, Des Moines.

John Hieb, general manager of the company, is exceptionally optimistic over the new 1930 Majestic models, which include two radio-phonograph combinations. He believes his company will exceed its 1929 sales considerably.

The Hieb Radio Supply Co. is one of the oldest distributing firms in this section, having been established since 1879.

DeForest Sues on Coyer Grid Patent

Charging the Grigsby-Grunow Co. with infringement of the Coyer Patent for the winding of grid electrodes, the DeForest Radio Co. has instituted injunction proceedings in the Chicago Courts to restrain the Grigsby-Grunow Co. from further production of radio tubes through the use of the grid winding machine covered by the Coyer Patent.

In its bill of complaint, the DeForest company also asks the court for an accounting for the purpose of assessing damages covering all vacuum tubes produced under the Coyer Process by the Coyer Patent, which is controlled by DeForest. According to Darby & Darby, New York patent attorneys representing the DeForest Radio Co., the action against Grigsby-Grunow Co. is a forerunner of a series of similar suits against a number of other manufacturers of radio tubes, which the DeForest company avers are violating the Coyer Patent rights in the production of vacuum tubes.

"The action just started is one of the most important in tube production," said James W. Garside, president of the DeForest Radio Co., in commenting upon the action. "There are three essentials to each vacuum tube: the filament, plate and grid which is the control element. Under the Coyer Patent a special process for winding the grid is thoroughly protected under the patent rights. This process is an exclusive asset in the production of DeForest tubes. No other company in the country has the right, under our patents, to use this method of winding, yet we have found in a number of instances, violations of this patent right. In every such instance, it is the purpose of the DeForest company to seek an injunction and an accounting. The Coyer Patents under which the suit was instituted are exclusively owned and controlled by the DeForest Radio Co. There are no licenses operating under the Coyer Patent."

STEINITE RADIO CO. OMITS ITS DIVIDEND

Fort Wayne, Ind., Thursday.

The Steinite Radio Co., this city, maker of Steinite radio sets, today passed the dividend due at this time on the no-par common stock. The last payment was 2½ per cent. on October 1, 1929.

"Lew" Bloom Reports Fine Edison Radio Sales In Cleveland Territory

Orange, N. J., Friday.

Although "Lew" Bloom, president of B. W. Smith, Inc., Cleveland distributors of Edison radio, is a frequent visitor to the executive offices of Thomas A. Edison, Inc., here, he is usually so busy in conferences with the various Edison officials, that it is quite difficult to get him to pause a few moments for a photograph. However, the enterprising photographer kept on Mr. Bloom's trail when he recently arrived



"Lew" Bloom

at the Edison offices and, luckily, caught him just as he was finishing a lengthy conference with John A. Shearman and R. R. Karch, of the Edison organization.

Mr. Bloom dates his association with Edison products back to the days when Edison cylinder phonographs were the popular thing for home entertainment. With the subsequent introduction of Edison diamond disc phonographs Mr. Bloom pioneered their distribution in the Cleveland section, and naturally, devoted himself to Edison radio affairs when Thomas A. Edison, Inc., announced their entry into the radio field.

On his latest trip to Orange, Mr. Bloom reported that B. W. Smith, Inc., Edison business was maintaining a satisfactory volume in the face of the deluge of distress merchandise that is being thrown on the market. "Dealers everywhere in Ohio," Mr. Bloom stated, "reacted most favorably to the recent announcement by Thomas A. Edison, Inc., of the price maintenance policy, and are reflecting this reaction in an unusual confidence with which all of our accounts are planning for increased Edison radio activities in 1930."

G. E. - Westinghouse Deny Competing With RCA - Victor in Radio

The General Electric Co. and the Westinghouse Electric & Mfg. Co. do not plan to manufacture radio sets in competition with the RCA-Victor Co., Inc., it was stated last week by a representative of General Electric.

"Both the General Electric and Westinghouse companies will distribute radio sets through their regular marketing channels," it was stated. "The instruments will be manufactured by the RCA-Victor Co., Inc., in its Camden, N. J., plant, and the set will carry a General Electric and Westinghouse name plate."

J. W. Million With Utah Radio Products As Research Engineer

John W. Million, Jr., well known radio engineer, has been appointed research and field engineer in charge of the development of new parts for the Utah Radio Products Co. and the radio accessories manufacturers to be merged with Utah, it was disclosed on Monday by President Herbert H. Frost.

"The addition of Mr. Million to our staff marks another step in the observance of our policy of working as closely as possible with the radio set manufacturers who purchase parts and speakers from us," Major Frost stated. "While Mr. Million will devote much time to research, standardization and development of new parts by our organization, he will give as much or more time to field work, contacting with manufacturers and others who purchase our products to insure fulfillment of all requirements. We feel that this field work is vitally important."

Mr. Million has had wide experience in the radio field, his past connections including the posts of research engineer in vacuum tubes and circuits at the Bell Telephone Laboratories in New York, and chief engineer of the King-Ilminers Radio Co., Buffalo, the King Manufacturing Corp. of Buffalo and the Brenner-Tully Manufacturing Co., of Chicago.

The newcomer to the Utah ranks is a graduate of the University of Michigan, a member of the American Physical Society, the American Association for the Advancement of Science and the Acoustical Society of America.

Detroit Electric Head Optimistic Over New Majestic Refrigerator

Detroit, Mich., Friday.

The new Majestic refrigerator line, which will be introduced in the spring by the Grigsby-Grunow Co., Chicago, will give dealers an opportunity to double their business, in the opinion of officials of the Detroit Electric Co., distributing organization for the Chicago manufacturing firm. Officials are also well pleased with the 1930 Majestic radio line, and predict a banner year with it.

The local wholesale firm operates branches in Grand Rapids, Kalamazoo, Lansing, Saginaw, Toledo and Cleveland. The company was established in 1883 and is well known in the radio-music and allied fields in this territory. Local offices are at 101-107 East Lansing avenue. H. A. Abrahamson is president of the company.

Sales Meeting Held by Albany Zenith Dealers

ALBANY, N. Y., Monday.

Zenith dealers in this territory gathered last night at the DeWitt Clinton Hotel, here, as guests of the Adirondack Radio Corp., to hear new plans for Zenith merchandising, and to inspect new models.

The meeting was punctuated by addresses by local industrial leaders, and a banquet. Local retailers, at its conclusion, voted to make this territory "bigger and better than ever" for Zenith radio sales.

TRIAD MFG. CO. GETS RCA TUBE LICENSE

PAWTUCKET, R. I., Thursday.

Negotiations between the Radio Corp. of America and the Triad Mfg. Co., this city, makers of Triad radio tubes, which have been in progress for sometime, have culminated in the licensing of the Triad Mfg. Co. by R. C. A., the General Electric Co. and Westinghouse Electric & Mfg. Co. to manufacture tubes under all future patents which may be granted to these companies.

The fact this license was granted to Triad within considerable less than a year after the formation of the company is considered a splendid testimonial to the Triad company.

The Triad company is optimistic over the prospects for 1930 business. Present indications point to a most successful year and the achievement of an enviable sales total.

New D.C. Console Set Introduced by Fada, List Price at \$175

A new screen grid all electric console set for direct current use has recently been introduced by F. A. D. Andrea, Inc., Long Island City, N. Y.

The new DC set, Fada 36, employs three type 324 screen grid tubes in three stages of tuned radio frequency amplification; two type 327 indirect heater tubes, one of which is in a power detector circuit, and the other in first stage audio frequency amplification; two type 345 power tubes in push-pull in the final audio stage. A rectifier tube is not required.

The radio frequency circuits embody tuned impedance coupling. Both selectivity and sensitivity are adjustable to suit local installation conditions. The new Fada DC chassis is equipped with a two section radio frequency power line filter for the suppression of power line interference. It operates without loop, antenna or ground for local reception.

The Fada 7B electro dynamic speaker is incorporated in this set, and the cabinet is of burl walnut with matched panels.

The complete console including the direct current chassis and dynamic speaker lists for \$175. Chassis and speaker only for installation in any suitable cabinet providing sufficient space, complete with knobs, escutcheon plates, speaker brackets, etc., is also available at \$145.

CUNNINGHAM TUBES FOR WEBER DIST. CO.

The Weber Dist. Co., Inc., 200 Hudson street, here, has been appointed distributor in the metropolitan area for Cunningham tubes. The acquisition of this popular tube line puts the Weber company in possession of wholesale franchises embracing a complete line of parts, accessories and specialties, on which an active campaign is being launched in the trade.

Jack Weber is president of the company that bears his name.

W. C. BULNER ASSIGNS

William C. Bulner, radio dealer of 4910 Fourth avenue, Brooklyn, has made an assignment to Michael Diemert, 22 Polhemus place, that borough.

Personals

B. J. Grigsby, president of the Grigsby-Grunow Co., Chicago, returned to headquarters today, after five days spent in New York.

Milton J. Barrett, New York sales supervisor of the Grigsby-Grunow Co., left several days ago for a visit to Chicago headquarters.

Alfred Juno Bohn, sales manager of the American Emblem Co., Utica, New York, returned eastward on Saturday after a stay in Chicago.

Arthur A. Trostler, sales manager of the Radio-Panator division of the Brunswick-Balke-Collender Co., Chicago, is a New York visitor this week.

George D. Duff, president of the Hyvac Radio Tube Corp., Newark, N. J., has returned from a trip which kept him away from his office for several weeks.

Don Anderson, Fred Reifenberg, Floyd Reid and Frank Miller, field representatives of the Atwater Kent Mfg. Co., are spending a few days at factory headquarters.

Lawrence Bevins, president of the Erie Radio Supply Co., Crosley distributor in the Erie, Pa., territory, visited the plant of the Crosley Radio Corp. in Cincinnati, recently.

Major James E. Hahn, president of the Amrad Corp., of Medford Hillside, Mass., visited Toronto, Canada, last week, and noted the progress of his Canadian radio interests in the Dominion.

E. R. Manning, treasurer and general manager of the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., maker of Artone portables, left last week for a two-week trip to the mid-western trade centers.

Word from Cincinnati is that Raymond H. Woodford, general sales manager of the Crosley Radio Corporation, is recovering nicely from a serious attack of acute indigestion with which he suffered for a week.

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, Ohio, who was a recent visitor to New York, returned to headquarters for a few days over the past week-end, and left for Florida on Sunday.

It is reported from Philadelphia that Frank W. Lockwood, of the well known Crosley radio distributing firm of Wilkening, Inc., has returned from a visit to the Crosley Radio Corporation headquarters in Cincinnati.

F. W. Marsh, president of the Champion Radio Works, Inc., of Danvers, Mass., was a visitor in New York last week, where he conferred with Charles A. Rice, sales manager of the Champion radio tube activities.

A. G. Coogan, of the Atwater Kent Mfg. Co. export department, is making a trip to Mexico and Cuba in the interests of the Philadelphia radio manufacturing firm. He will return to his office the latter part of February.

William H. Lyon, of the Ayers-Lyon Corp., Boston, spent the greater part of last week visiting several of the manufacturing firms in the West, and formulating plans for an early sales campaign in the New England territory.

Superior Auto Firm New Sparton Jobber In Pittsburgh, Pa.

Jackson, Mich., Friday.

With the appointment of the Superior Auto Accessories Co. as distributors for the Sparks-Withington Co. in Pittsburgh, an unusual situation develops. Six brothers become active in the distribution of Sparton radio in the Steel City territory.

Ten years ago this company was organized by the six Bloom brothers as wholesalers of automobile accessories. Ever since that time the entire six have remained active in the business.

This organization is not new in the Sparton family. For a number of years they have been distributors of Sparton Horns. Several years ago radio was taken on in a small way and this end of their business has developed until the standing of Superior in the radio field met the standards set by the Sparks-Withington Co., it is said.

In anticipation of a large increase with the Sparton line negotiations are in progress for enlargement of the Superior Auto Accessories Co.'s building at 5117-21 Baum boulevard, Pittsburgh.

May Sponsors 3-Day Trade Demonstration Of Jenkins Television

Home radio talkies, or combined and synchronized sight and sound broadcasting, were shown at the Lauter auditorium, 593 Broad street, Newark, to the radio trade for the first time, under the auspices of D. W. May, Inc., on Thursday, Friday and Saturday of last week.

Bosch Motor Radio Set On View at Auto Show

The American Bosch Magneto Corp., of Springfield, Mass., builders of precision automotive electrical devices for a long period of years, disclosed and displayed for the first time during the New York Automobile Show, its new Bosch motor car radio.

The new radio set is a precision built instrument, engineered for automobile installation, either at time of manufacture of the vehicle or later. The set utilizes the screen-grid type tubes, thoroughly shielded from outside interferences and from the electrical system of the automobile. The radio and cone type electro-magnetic speaker are contained in one small compact unit which is mounted out of sight on the dash, behind the instrument panel. A solid shaft operates the set from an unobtrusive tuning control unit which can be mounted in any convenient position on the dash.

This control unit, no larger than a man's hand, contains a key switch to prevent unauthorized operation in the absence of the owner. One knob controls the single dial; the other controls volume. The station selector dial is electrically lighted independently of other lights on the car and tuning is made easier through the use of the Bosch Line-O-Lite dial.

The radio operates from the storage battery of the car and from dry cell batteries which are carried in a weather-proof steel container mounted underneath the car. A revolutionary type antenna is employed.

RCA Victor Co., Inc., To Manufacture All Products in Camden

In an endeavor to clarify any misunderstandings which may have existed in the trade regarding the manufacturing and merchandising policies of the new RCA Victor Co., Inc., E. E. Shumaker, president of the company stated on Monday:

"To correct an erroneous impression which was created in some quarters yesterday, let me say that the RCA Victor company, the stock of which is owned 50 per cent. by the RCA, 30 per cent. by the General Electric Co., and 20 per cent. by the Westinghouse Electric & Manufacturing Co., will manufacture at its Camden, N. J., plant all the radio broadcast receiving sets, loud speakers, accessories, etc., which were formerly manufactured by the General Electric and Westinghouse companies. The RCA Victor Co., where all these activities have now been concentrated, will distribute its product not only through the distributing channels of the Radio Corporation and the Victor Talking Machine Co. but also through the distributing channels of the General Electric and Westinghouse companies.

"The arrangement effected with the General Electric and Westinghouse companies whereby their vast facilities of national distribution will be at the service of the RCA Victor Co. will, it is confidently expected, increase the volume of production of the Camden plant and make the products of the RCA Victor Co. even more readily available to all parts of this country."

Erie Radio Observes Tenth Anniversary; Crosley-Amrad Jobber

Erie, Pa., Friday.

The Erie Radio Co., this city, held open house at its showrooms recently in celebrating its tenth anniversary. Appropriate souvenirs were distributed to guests, and Lawrence Bevins, president of the organization, received congratulations from a host of friends.

Mr. Bevins, who handles the Crosley-Amrad lines here, is one of the pioneer radio distributors of northwestern Pennsylvania. In March, 1921, the Erie Radio Co. received one of the first licenses issued in this section to operate a broadcasting station.

The Erie Radio Co. has more than 3,000 sets operating in Erie, and has sold Crosley products for seven years. Mr. Bevins believes that to be successful, a radio concern must stick to one or two lines for a long period of time.

Fred W. Piper Assumes Howard Sales Post

CHICAGO, ILL., Friday.

Fred W. Piper has assumed his new duties as sales manager of the Howard Radio Co., with factory and headquarters at South Haven, Mich. Mr. Piper is a widely-known sales executive, and enjoys intimate contact with prominent distributors and dealers all over the country. Mr. Piper's headquarters will be in the Kimball Hall building, this city.

According to Austin A. Howard, president of the company, production is under way in the five and one-half acre plant of the organization, where the entire set, cabinet included, is manufactured.

W. B. Nevin, J. DePree Get Kennedy Appointments, Big Program Planned

SOUTH BEND, IND., Thursday.

The recent appointments of William B. Nevin, general sales manager of the Colin B. Kennedy Corp., this city, as vice-president of the company, and James DePree as sales manager, were disclosed at Kennedy headquarters today.

The company also reported a large expansion of the business during 1929, and expects to continue the program of expansion during 1930.

Mr. Nevin is well known in the radio industry, having been connected with radio for more than fifteen years.

Mr. DePree will work in association with Mr. Nevin, and his first task in his new post will be in the field working in close connection with the Kennedy field men and distributors. He was formerly connected with the Bush & Lane Co., Holland, Mich., piano and radio cabinet manufacturing firm, as sales director. He was formerly an all-around athlete at the University of Michigan and was also football, baseball and basketball coach at the University of Tennessee for two years, resigning to enter business.

David Trilling, Zenith Jobber, Gives Finance Advice to Retailers

Philadelphia, Pa., Thursday.

The fourth of a series of radio talks was given here recently by David M. Trilling, of Trilling & Montague, this city, distributing organization for the Zenith Radio Corp., Chicago. Mr. Trilling's subject was "The Radio Dealer's Financing Problems and Their Solution."

One of the things stressed by Mr. Trilling is that dealers to be successful must protect their credit standing. He also told of the many values of an up-to-date financial statement. "Proper connection with only one finance company is best for the retailer and he should keep his sales volume within safe limits," Mr. Trilling stated. He also mentioned several legal points which dealers should know about leases.

"Extravagance and mismanagement are the big reasons for small profits, not small trade discounts," he added. "Stop profit leaks if you would increase your profits." Methods of minimizing outside service costs were also enumerated.

Abraham Abelowitz Dies Suddenly at 60

Abraham Abelowitz, sixty, founder and since 1900 the active head of the Abelowitz Phonograph Co., New York, died suddenly on Saturday of a heart attack. He is survived by his widow, Adela Abelowitz; five sons, Chester, Neal, Sam, Harry and David, and a daughter, Anna. Chester Abelowitz is one of New York's better known music merchants, operating the Brunswick Salon, of Fifth avenue; Neal Abelowitz runs the Ansonia Music Shop, and the other three sons are active in the Abelowitz Phonograph Co.

The sons of Abraham Abelowitz are receiving the sympathies of the trade in their bereavement at their home, 1501 Undercliff avenue, Bronx.

\$23,000 in Crosley Radio Merchandise Sold in One Day by C. T. Sherer Co.

Worcester, Mass., Friday.

Selling \$23,000 worth of radio merchandise in one day is the record made by the radio department of the C. T. Sherer Co., local department store.

In its annual \$100,000 Day Sale, held recently, this enterprising concern sold 257 Crosley chassis, speaker and cabinet combinations in twelve hours.

Although other radio lines are carried throughout the year, the Sherer Co. has found, according to officials, that Crosley is the fastest seller of the lot, and concentrates on this line during the annual sale. No other set was mentioned, all models except the Crosley being removed from the floor. The radio department was brilliantly decorated with Crosley banners and signs. The company has handled the line ever since the first Crosley radio parts were manufactured.

In recording total sales of \$23,000, the radio department far exceeded its quota. Sale of Crosley merchandise at the last previous annual sale had totalled \$19,000, and \$16,000 the year before that.

Officials of the Wetmore-Savage Co., Crosley distributor in Boston, and W. F. Bell, special Crosley representative, co-operated with Mr. Anderson in preparing for the sale.

E. H. McCarthy Heads Majestic Distributors In Boston Territory

Boston, Mass., Monday.

Edward H. McCarthy, widely-known in the East as a representative of the Grigsby-Grunow Co., Chicago, has been appointed general manager of Majestic Distributors, Inc., wholesale branch of the company, in this city. Mr. McCarthy succeeds J. T. (Jack) Dalton, who assumes an executive position at the Majestic company's headquarters in Chicago.

Mr. McCarthy, who came to the Grigsby-Grunow Co. in June, 1928, assumed his new position today.

Anniversary Celebrated By Gross-Brennan, Inc.

Celebrating their fifth year as radio representatives for Stromberg-Carlson Telephone Manufacturing Co., Gross-Brennan, Inc., held their fifth annual banquet in the Rose Room at the Hotel Astor, New York, recently. Forty-six persons, including members of the organization, were present at the affair.

For the fifth year in succession, Morton Downey acted as master of ceremonies and music was furnished by Jimmy Caruso and his orchestra. Among the entertainers were: the Embassy Trio, the California Trio, Nat Leipzig, "Sleight of hand" and Jimmy Savo, featured entertainer.

Among the speakers of the evening were: Herbert A. Brennan, who, as toastmaster, gave a short talk in which he praised the loyalty of the organization which made possible the growth of Gross-Brennan, Inc.; Benjamin Gross, who gave an interesting talk on "Self-Reliance," and Lloyd L. Spencer, who spoke on "Enthusiasm and Efficiency."

H. G. Sparks Optimistic Over Radio's Prospects On Coast During 1930

Los Angeles, Cal., Thursday.

Continuing vigorously the Sparton policy of giving dealers constant contact with responsible factory officials, Harry G. Sparks, vice-president of the Sparks-Withington Co., Jackson, Mich., is spending January with the Sparton organization on the Pacific coast.

Ten days spent among dealers in southern California, according to Mr. Sparks, has convinced him that this section of the country is going to set a new high mark in radio sales in 1930, due to a combination of conditions that are extremely significant.

The first and most important of these conditions is the aggressive spirit being shown by westerners in the development of intensive merchandising.

"From our factory we have constantly stressed the importance of direct selling and personal solicitation of prospects," Mr. Sparks declared today. "We have provided materials and methods, and find that progressive dealers out here are driving ahead harder and faster than in any section of the country I have visited.

"Another condition that favors radio sales is the very rapid improvement of broadcasting on the coast last year, and new hook-ups with national chains. Great ingenuity is being shown in the development of local programs and interest runs high among listeners.

"Added to these conditions is the fact that people out here seem to be extremely appreciative of merchandise that is soundly made and fairly sold. They recognize the importance of a firmly grounded manufacturer behind a radio and of permanent and conscientious service. Sparton dealers' inventories are in an extremely satisfactory condition, and I sense a spirit of optimism for 1930 that has caused us to elevate our sights even higher since I started this trip."

Steelman, Inc., Retiring From Fada Distribution

Steelman, Inc., who for the past four years has been a distributor of Fada radio in the metropolitan territory, has decided to discontinue the sale of Fada products in the near future, according to a statement by A. J. Steelman, head of the company. The Steelman company is said to be negotiating for a prominent radio line, announcement of which will be made at a later date.

The Steelman company has occupied a prominent place in the radio industry for the past eight years, having set a standard of honest, aggressive merchandising, which has won for them a host of friends among manufacturers and dealers alike. A. J. Steelman, president of the firm, was a pioneer in the building of a closer credit understanding between metropolitan distributors, and for two years represented the radio and electrical industry on the Board of Directors of the Interchange Bureau, Inc., of the New York Credit Men's Association.

Last summer the company moved to its present address at 235 Fourth avenue, where every facility has been provided for carrying on a business of major proportions.

Bernie Reichman Lauds Jersey Retailers for Majestic Cooperation

In an interview with Bernie Reichman, treasurer of the North Ward Radio Co., Newark, N. J., distributor for Majestic radio, he stated:

"We have just closed a year which marks the greatest achievement in the



BERNIE REICHMAN

history of the North Ward Radio Co. in the matter of sales volume and movement of merchandise. The large increase in Majestic sales during the last five months of 1929 was amply reflected in the New Jersey territory. Radio retailers of New Jersey who hold a Majestic franchise are due the highest praise for the manner in which they have co-operated with us in trade promotional plans which effected so satisfactory a condition and produced such increases.

"Almost to the man our dealers are solidly behind the Grigsby-Grunow policy and factory plans for 1930."

E. H. Davis on Trip To Cuba and Florida

Edward H. Davis, publisher of the TALKING MACHINE and RADIO WEEKLY and its companion business papers, the "United States Tobacco Journal" and "Confectionery and Ice Cream World," has left with Mrs. Davis on his usual winter trip to Cuba and Florida. While mainly pleasure bent, Mr. Davis will also make a personal survey of conditions and trends in the trades served by his trio of weekly newspapers.

RCA SUES DEFOREST ON RADIO PATENTS

WILMINGTON, DEL., Friday.

The Radio Corp. of America and the American Telephone & Telegraph Co. started suit in United States District Court here today against the Universal Wireless Communications, Inc., and the DeForest Radio Co. charging infringement of two patents—used in radio and wireless communications.

The complainants ask for damages and an injunction prohibiting use of the patents by the defendants.

RECEIVERS NAMED FOR KOLSTER RADIO CORP.

ELLERY STONE APPOINTED

Increased Manufacturing Costs and Keen Competition Given by Petitioners as Causes for Losses Sustained—Allege Company Sustained a \$916,232 Loss in Year Ending Sept. 30, 1929.

Yesterday (Tuesday) in the Newark Chancery Court, Vice-Chancellor Alonzo Church appointed Ellery W. Stone, Kolster president; Harry G. Hendrick of Newark, and Harry Meyer, president of the Lincoln National Bank, Passaic, receivers for the Kolster Radio Corp., the Brandes Products Corp., and the Brandes Co., under joint bond of \$50,000. Vice-Chancellor Church urged the receivers to work out a re-organization, for the best interests of all concerned. The Kolster companies, through their attorney, Fred W. Faulks, of Lindebury, DePue and Faulks, consented to the appointment of the receivers. Mr. Faulks stated that Kolster assets were in excess of liabilities.

Application for the appointment of a receiver for the Kolster Radio Corp., Newark, N. J., was made last week before Vice-Chancellor Vivian Lewis in Chancery Court, Paterson, N. J., by David Schiffman, of Passaic, N. J., a holder of 200 shares of the company's stock. Vice-Chancellor Lewis signed an order directing the Kolster organization to show cause why a receiver should not be appointed.

At almost the same time the bill was filed with Vice-Chancellor Lewis, another bill asking for the appointment of a receiver was filed with Vice-Chancellor Alonzo Church, in Newark, on behalf of Jacob Meyer, holder of 100 shares of stock.

At a conference in Paterson last Wednesday between Vice-Chancellors Lewis and Church, the former relinquished jurisdiction in the first application to his colleague, because considerable of the Kolster property lies in Newark and also because the transfer of the suit to the latter city would be a greater convenience to the parties. Both orders will therefore be heard by Vice-Chancellor Church.

Both bills charged the Kolster company was insolvent and had sustained a \$916,232 loss in the year ending September 30 last.

Among other things, Mr. Schiffman alleged that while the Kolster company in 1928 showed gains in sales, its net profits declined 75 per cent., due to increased cost of manufacturing and to competition.

The Meyer bill states assets of Kolster are \$2,000,000, exclusive of patent rights and accounts receivable from the Federal Telegraph Co.

The Kolster Radio Corp. was incorporated in Delaware on July 1, 1926, as Federal-Brandes, Inc., and changed its name on April 9, 1928. As of November 1, 1926, it purchased the entire capital stock of the Brandes corporations in Newark, Toronto and London. Later it acquired the capital stock of the Federal Telegraph Co. by exchanging share for share of its A common stock for the \$10 par value shares of the Federal company.

SPARTON RADIO

*Metropolitan
Distributor*

McPHILBEN- KEATOR, Inc.

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

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

A STRAIGHT LINE

IS THE SHORTEST DISTANCE
BETWEEN TWO POINTS . . .

SPARTON RADIO

OFFERS A STRAIGHT LINE AND
THE TWO POINTS ARE . . .

SALES and PROFITS!

Your franchise is your arrow
—follow it to its goal ☞ ☞

B U S H W I C K DISTRIBUTING CO., Inc.

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

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

Grebe Company Will Celebrate Its 21st Birthday in March

In March of this year, A. H. Grebe & Co., Inc., Richmond Hill, L. I., "becomes of age,"—for it was in 1909 that Alfred H. Grebe started the fabrication and assembling of complete receiving and transmitting components at a period when he was playing a principal part in the pioneer research that made radio what it is today.

Now, after twenty-one years, Mr. Grebe is daily doing just exactly what he did then—spending hours in the laboratory and in the factory, where his engineering talent is constantly called into play. Mr. Grebe was not only a pioneer in manufacturing and research, but also in broadcasting.

The history of the Grebe company shows that in 1914 Mr. Grebe had issued a catalog listing various radio sets and apparatus used by amateur operators throughout the United States and all quarters of the globe.

The Grebe company pioneered in the manufacturing field, and is continuing its experimentation through a large force of research engineers.

The practice of complete panel mounting, automatic filament control of the vacuum tubes, the familiar tapered grip dial and tangent wheel vernier all originated in the Grebe laboratories, according to company officials. So quickly were the "straight line frequency condenser" and "binocular coil" recognized as important and permanent contributions to the art that these devices have been adopted practically to the exclusion of all other types.

Roycraft Co. Officials See Sales Record With New Majestic Models

Minneapolis, Minn., Saturday.

Sales which will by far exceed those of 1929 are expected by officials of the Roycraft Co., this city, for 1930. The Roycraft Co. distributes Majestic radio and tubes in this territory, and is one of the best known wholesale houses in the northwest area.

L. W. Cohen heads the company, and he has associated with him a number of well known and experienced radio men.

Officials of the company are unanimous in their praise of the new 1930 Majestic line, which includes four sets and two combination instruments. The sets range in price from \$95 for the new model 90, to 203.50 for model 103 radio-phonograph combination. Prices are less tubes.

W. Roy McCannes Sail For Europe on Friday

W. Roy McCanne, president and general manager of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., and Mrs. McCanne and Mr. and Mrs. Lee McCanne will sail for a three-month tour through Europe, on January 25, on the S. S. "Carenthia." The McCannes will also take a cruise on the Mediterranean and make an automobile tour through southern France and Italy. The party will also visit the Holy Land and later will tour England.

On the return trip, the McCannes will sail for England. They will arrive here about April 15.

New Engineering and Production Heads Are Appointed by Zenith

CHICAGO, ILL., Friday.

With its entire organization launched into an extensive manufacturing program on the new "60" line introduced recently, the Zenith Radio Corp., this city, announces a change in its factory and production management.

Frank A. Whiting has been made general factory manager with all departments, excepting the general offices, coming under his direct supervision.

Mr. Whiting has appointed George Knott as production manager. Mr. Knott comes to Zenith with an enviable reputation and record as production manager, formerly connected with one of the other large manufacturers for many years. All departments excepting the woodworking and laboratory will come under Mr. Knott's supervision.

Paul E. Anderson has been named manager of the Zenith cabinet factory, assuming full charge of all woodworking operations.

Howard A. Gates, for years associated with the Zenith laboratories, has been made chief engineer, having complete charge of all laboratory departments.

Walsh Discloses New Higher List Prices On Edison Radio Sets

ORANGE, N. J., Friday.

Thomas A. Edison, Inc., this city, is advising its trade that price increases on Edison radio models would be effective February 1. Arthur Walsh, vice-president of the Edison company, in an interview today, stated:

"We contemplated increasing prices on Edison Light-O-Matic radio several months ago, but investigation revealed that thousands of persons had planned to purchase Edison sets for Christmas and we felt that we would be opportunists if we increased prices just before the big holiday buying season.

"Now that the Edison has brought a merry Christmas to so many homes, and to dealers, a further review of our manufacturing costs makes it necessary for us to place new list prices on our models, as follows: Model R-5, \$175; R-4, \$325. These prices become effective February 1.

"All non-cancellable orders placed by dealers prior to February 1, for immediate delivery when available, will be filled at present prices.

"We are guaranteeing our trade that the new prices will not be reduced before June 1, 1930."

C. CUSHMAN JOINS ARCTURUS TUBE CO.

J. C. Cushman formerly for the past two years with the Earl Radio Corp., as south eastern district sales manager, and prior to that a sales representative for both Freed-Eisemann and the Magnavox Co., last week was appointed field sales supervisor and assistant to L. P. Naylor, vice-president in charge of merchandising for the Arcturus Radio Tube Co., Newark, N. J.

Mr. Cushman assumed his new duties last Monday.

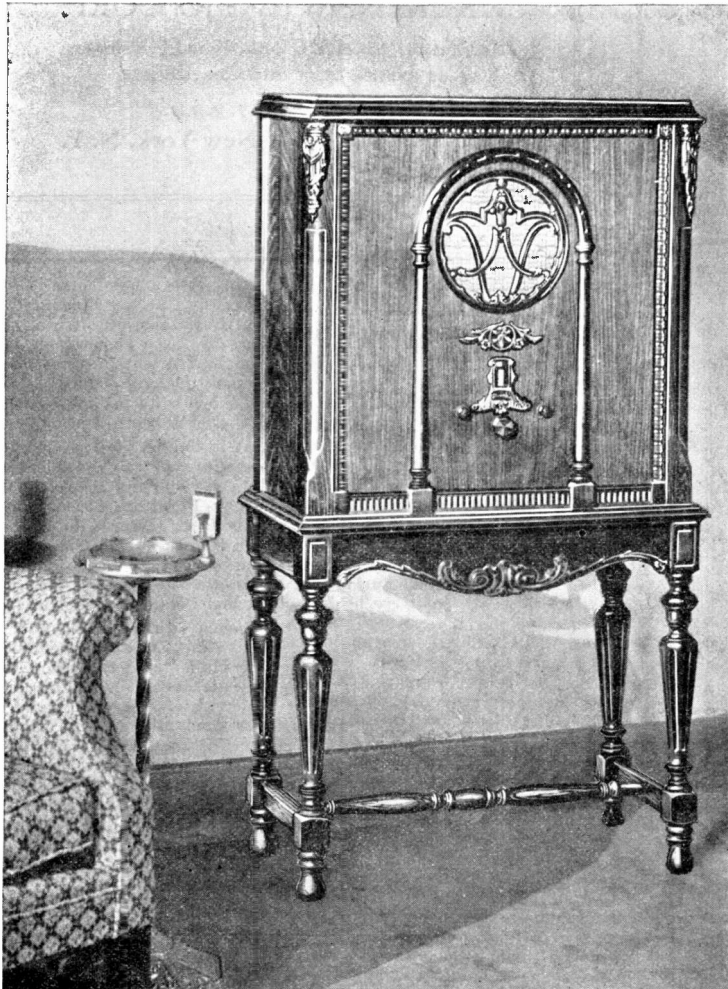


CHALLENGED

our engineers to establish a new standard of radio value . . . and they answered with . . .

THE *New* SPARTON

W. Sparks



We fittingly celebrate the beginning of our 30th anniversary year with the announcement of Sparton Model 589, setting a new high mark of radio value, dollar for dollar.

The new Model 589 reaches out to amazing distances, even on a very short aerial. Extreme selectivity makes its distance-getting power fully usable. Nation-wide experiments show an ability to pierce through local stations and capture others, which is a source of wonder, even to engineers. And with all these remarkable features, Radio's Richest Voice retains its captivating purity.

Priced lower than any other Sparton console ever marketed, the new Model 589 opens up a broad new field to Sparton dealers.

THE SPARKS-WITHINGTON COMPANY
(Established 1900)
JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind

SPARTON RADIO

"Radio's Richest Voice"

Announcing
THE NEW
SUPER ZENITHS

EVERY ZENITH DEALER IS
 OFF TO A FLYING START
 FOR 1930



NORTH AMERICAN RADIO CORP.
 1845 Broadway • New York
 Distributors for Manhattan — Brooklyn — Long Island — Staten Island

SAFE!

We know of no other make
 of radio for which deal-
 ers are clamoring, except



*The Best Buy for the Money Is
 Always the Best that Money Can Buy*

MACKENZIE RADIO CORP.
 Distributors for the Bronx, Northern Jersey,
 New York State and Connecticut
Bogardus 0280-1-2-3-4-5
 1225 Broadway New York, N. Y.

IN 1930

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TRILLING & MONTAGUE
 Wholesale Radio Merchandisers
 N. W. Cor. 7th & Arch Sts., Phila. Pa.



**OUTLOOK UNUSUALLY
 BRIGHT IN MEMPHIS**

MEMPHIS, TENN., Saturday.

The 1930 program of construction effort precludes beyond doubt anything but a phenomenal 1930 in Memphis, and many of the larger towns in Tennessee have similar bright prospects.

More than 50 representatives of the J. E. Dilworth Co., distributors of Majestic radio, attended the ninth annual sales conference in Memphis during the past week. The sessions were held at Hotel Claridge, and the banquet at the Peabody. R. C. Elwell, sales promotion manager, was in charge of the program. Mr. Dilworth presided at the banquet. Representatives from branches at Nashville, Tenn., and Vicksburg, Miss., were on hand. E. M. Grecson, vice-president, and E. C. Blackstone, sales manager of the mill supply department, assisted in making the arrangements for the event. Majestic had a wonderful record in this section last year, it was reported.

Haverty Furniture Co., at Main and McCall streets, here, devotes considerable attention to both phonographs and radio sets.

Bruner-Denman Radio Co., of 1120 Union avenue, has been appointed wholesale distributor for Silver radio, made by Silver-Marshall, Inc., Chicago. The territory of the Memphis representatives includes western Tennessee, eastern Arkansas and northern Mississippi. W. H. Bruner and L. E. Denman, members of the Memphis firm, have started on a campaign to build up their retail dealer organization.

Kelsall Music Co., Louisville, Ky., is

getting into a new home at 909 West Broadway. It has been at 632 South Fourth street since it started a few years ago as a phonograph, radio and band instrument dealer. The music company plans a chain of three stores in Louisville during the Spring season, O. C. Kelsall, president, states.

At Lexington, Ky., several fine music stores are putting on handsome displays in radio and phonographs. L. L. Roberts Furniture Co., at 425-29 West Main street, features the Majestic. The Good Housekeeping Shop, 118 N. Limestone street, carries the following radio lines: Crosley, Steinite, Majestic, Temple, and Columbia combination.

Barney Miller's radio and sporting goods store, State Theatre building, 222 East Main street, Lexington, shows the Majestic and RCA. Other Lexington dealers are: Pinson's Radio Service, Short and Mill streets; Elkin Furniture Co., Inc., 155-157 No. Limestone; Lee Furniture Stores, Inc.; Kentucky Sporting Goods Co., all showing Atwater Kent and other goods.

Bacon's department store, Louisville, Market and Fourth, has a large Victrola and radio department on its third floor.

—C. G.

**SPECIALTY SERVICE
 IN SAFETY CAMPAIGN**

The Specialty Service Corp., Brooklyn, distributing organization for Majestic radio, is cooperating with the Automobile Dealers' Association in a campaign to promote safety on the streets of Brooklyn. The drive will be carried on for several weeks.

NO "SIGNS OF SPRING" IN THE ZENITH PICTURE



WITH THE NEW
60 LINE

\$155 New Super Zenith Model 61—9 tubes, including rectifier. Advanced Screen-Grid circuit. Double Push-Pull audio amplification. Linear Power Detection. Super size Zenith Syntonic-Dynamic type Speaker. Charming low-bay console of Bilt Walnut in a distinctive Gothic design.

LESS TUBES

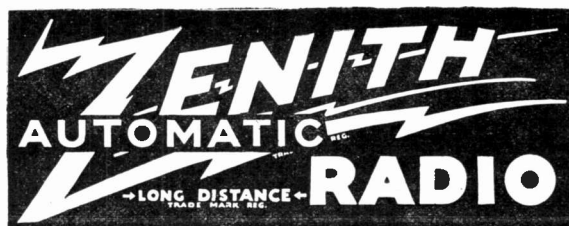
Other new Super Zenith Receivers from \$145 to \$495.

Western U. S. prices slightly higher.

IT'S STILL MID-SEASON FOR EVERY ZENITH DEALER

To Zenith Dealers everywhere 1930 has begun like a mid-season, high-peak profit period...not a pause, not a let-up in sight. See the new Zenith 60-Line and you'll know why. Zenith leads again... and by an even greater margin than ever before.

ZENITH RADIO CORP., CHICAGO, ILL.



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

Announcement!

a new type
of high vacuum
detector
amplifier ..
the CeCo-227



This recent product of the CeCo laboratories has many new features which contribute greater physical strength and higher electrical uniformity.

It embodies the following new features:

1. Two mica spacing members, the upper one much larger than usual.
2. A grid constructed around two supporting bars instead of the single bar usual in this type of tube.
3. A short cathode.
4. A shortened distance from the glass stem to the electrodes.
5. A longer glass stem.

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

**CeCo Manufacturing
Company, Inc.**
PROVIDENCE, R. I.

CeCo "keen
sense" tubes

SNOW, SLEET RETARD SALES IN ST. LOUIS

RECORD BUSINESS IS GOOD

Koerber-Brenner Co. Again Assigned Distribution of Victor Products in St. Louis Territory — Benwood-Linze Sales Staff Attending the Majestic Sales Course.

ST. LOUIS, Mo., Saturday.

The snow and sleet during the past several days has retarded radio and phonograph sales to a considerable degree but it has served to increase record sales. People who are not inclined to venture forth in unpleasant weather phone their dealer and order a fresh supply of phonograph records. Mary Helen Moore, manager of the record department at Kieselhorst's, and Mrs. Marie Scherrer, who holds a similar position at Aeolian Co., both report a large number of sales by telephone. Most of these sales have been to regular customers and consisted of selections from the album sets, although popular music has come in for its share of demand.

The show, "Follow Through," which is now playing at a local theatre, has revived a big demand for "Button Up Your Overcoat" and "My Lucky Star," two feature numbers from the musical comedy. Rudy Vallee's music, which is, of course, popular here, has come into such demand that dealers are having difficulty supplying their customers. Vallee's singing and talking picture, "Vagabond Lover," is now playing at a local movie house and is being viewed by capacity crowds at all shows.

Fred Wiebe, vice-president of Brown & Hall Supply Co., Atwater Kent distributors, acted as host to a group of distributors who departed from Union Station, recently, enroute to the Atwater Kent factories. Distributors from Dallas and Houston, Texas; Oklahoma City, Okla.; Wichita, Kans.; Kansas City, and other points south and west, met here to make the pilgrimage together.

The Victor radio line has again been assigned to the Koerber-Brenner Co., 1115 Pestalozzi street, after a change in plans in the Victor company had resulted in the installation of two jobber distributors in the St. Louis territory.

The Koerber-Brenner Co., until a few months ago, had represented the Victor company exclusively for a period of nearly twenty-five years in this territory, having started as a distributing company for musical instruments in the 1000-block on Oliver street.

Under the new plan the Koerber-Brenner company, which had continued with the line as one of two distributors, becomes the exclusive representative of the Victor talking machine division of the Radio Corp. of America. The Victor talking machine, in years past prominent in the manufacture of talking machines, went through the evolution all manufacturers of this type of apparatus have made into the combination field. Following the change the company became affiliated with the Radio Corp. of America, dominant in the ownership of patents in the radio industry through which the Victor corporation was enabled to use them to the greatest advantage in adapting the

John McCoy Succeeds E. H. Kester as Head Of Kent Statistics

PHILADELPHIA, PA., Monday.

The Atwater Kent Manufacturing Co., this city, announces the appointment of John McCoy to the position of head of the Statistical Department,



John McCoy

vacated by the resignation of E. H. Kester.

Mr. McCoy is well known throughout the music and radio industry, having held various important executive positions with the Atwater Kent company and other nationally-known organizations.

newer science to the development of combination talking machine and radio as well as straight radio models. The territory assigned to the Koerber-Brenner company represents the eastern half of Missouri, southern Illinois and a portion of Kentucky.

The growth of Koerber-Brenner has been marked by several changes in location necessitated by the acquisition of greater floor space. Fifteen years ago a change of address was made to 1507 Washington avenue, to be followed five years later by a move to 1714 Washington avenue.

Twenty-two thousand feet of floor space is now in use by the company on two floors of this plant. H. G. Koerber is president of the Koerber-Brenner company. H. B. Bibbs, formerly in the sales division of the Brunswick company in Chicago, recently joined the Koerber-Brenner organization as its general sales manager.

Twelve salesmen who cover the trade territory of the Benwood-Linze Co., distributors for the Majestic line, are attending a week's intensive course of study in the Majestic Sales School at Chicago. A number of dealers from the territory accompanied the salesmen and are taking a similar course of training. The Majestic school is an institution of the Grigsby-Grunow Co., started a year ago to familiarize jobbers, dealers, salesmen and technical men associated with Majestic radio receiver distribution in the general plans of sales and service as adopted by the company.

—N. B. TERRY.

Two New Tubes Marketed By DeForest Radio Co.

With the requirements of a successful portable radio set as well as a rural radio set in mind, the DeForest engineering staff has developed a new dry-battery type of D.C. screen-grid tube. The DeForest Radio Co., of Passaic, N. J., has just introduced this tube, which is known as the DeForest 422-A Audion.

The heavy filament, with its oxide coating, is said to make for a practically non-microphonic tube, and one with positive and ample emission during a long period of service. The other characteristics of the 422-A Audion are plate voltage, 135; screen-grid voltage, 45; control grid; -3; mutual conductance, 465 microhms.

After considerable research and engineering development, a satisfactory -99 type or dry-cell radio tube is now introduced as the DeForest 499 Audion by the DeForest company.

The DeForest 499 Audion differs from the usual -99 type tube mainly in filament.

\$1,368,162 DECEMBER SALES REPORTED BY LUDWIG BAUMANN

Ludwig Baumann & Co., metropolitan radio and furniture retail chain organization, reported net sales of \$1,368,162, for December, against \$1,452,185 in the same month of 1928. From July 1 to December 31 net sales were \$7,132,906, as against \$6,348,748 in the corresponding period of the previous year.

BURGLARS MAKE OFF WITH EDISON RADIO

BAYONNE, N. J., Friday.

William Beardsley, 142 West Thirty-seventh street, this city, recently purchased a new Edison R-4 model radio set, and according to his story to the police, it was the "flower of his eye"—as long as it lasted.

Several nights after the set was installed in his living room, burglars entered his apartment and made off with the radio set and some valuable jewelry.

Although Mr. Beardsley has the satisfaction of knowing that burglars think enough about an Edison set to break into a home for one, he is nevertheless anxious to recover his set, which bears the serial number 700538.

VICTOR FEATURING AMOS 'N' ANDY DISCS

CAMDEN, N. J., Friday.

The Victor Division of the RCA-Victor Co., Inc., is making a special drive on Amos 'n' Andy, and Sam 'n' Henry records. Amos 'n' Andy are well known to hundreds of thousands of radio fans through their humorous adventures as heard over the air nightly. This pair of dusky comedians used to call themselves Sam 'n' Henry.

APPOINT RECEIVER FOR EVERBEST RADIO CORP.

A petition in bankruptcy has been filed against the Everbest Radio Corp., 474 Johnson avenue, Brooklyn. Claims against the company total \$13,263. Judge Byers in Eastern District Court appointed Frederick S. Martyn receiver in bond of \$10,000.

Extending Our Service to
Leading Set Manufacturers.
... for 1930 ...

UTAH

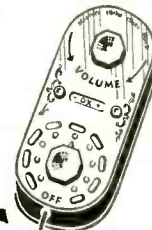
Announces

Remote Control

and a Startling

NEW

**DYNAMIC
SPEAKER**



Not one—but two startling achievements! Again Utah proves leadership, stepping to the front with perfected remote control and a new dynamic speaker amazing in its tonal quality.

Our engineers are now ready to show these new products to manufacturers of radio receiving sets.

Write for details, specifications, etc.

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

1929 AN EYE OPENER—1930,?

It has been said that "Love is blind but marriage is an eye opener." Quite true, most people will tell you, even though happily married. The year 1929 started with much blind speculation and continued upon the theory that we were living in a "new era." Eyes and ears were closed to anything tending to discredit this theory. Thousands of people were enjoying the DREAM of this "new era" idea. But at the close of 1929 they awoke at the sound of the "alarm clock" when the stock market crashed, and found they must again put on their working clothes and get back on the job.

But how was 1929 an "eye opener" for the radio business? Many radio manufacturers were blind and deaf to the warnings of over-production. The result was enforced curtailment—in some cases drastic price cuts—and a boomerang to the extent that the public hesitated to buy for the holidays while waiting for further price reductions.

New manufacturers had entered the field boasting of "new tricks" to kill sales resistance. But 1929 brought to our vision bankruptcies, undigested mass production, radio sets that do not function, and a lot of "orphans" for which somebody is trying to find "foster parents."

The ability to manufacture in quantity does not carry with it the assurance of quality or sale at a profit.

Abraham Lincoln said: "You can lead a horse to water, but you cannot make him drink." It is well to remember that famous bit of Lincoln wisdom, Mr. Radio Dealer, when you lead your prospective customer up to some radio sets.

The year 1930 has started with every indication of the necessity of a long overdue and postponed business house cleaning. The real leaders in manufacturing, wholesaling, and retailing will resume their places.

One of the greatest "eye openers" in 1929 was the radio set bearing the name

EDISON

The name EDISON commands the world's respect and inspires the world's confidence

This radio set, a product of the Thomas A. Edison Laboratories, was manufactured and marketed with a full realization of the responsibility attached to any product bearing the name EDISON—what would be expected of it by the trade, and particularly by the public. The EDISON Light-O-Matic Radio was introduced during 1929 and made under a policy of not HOW MANY but HOW GOOD.

Mr. Radio Dealer, there are going to be a limited number of dependable radio sets in 1930 for a limited number of dependable dealers to handle, with profit. An outstanding radio set for 1930 will be the EDISON Light-O-Matic Radio.

Thomas A. Edison, Inc., as the manufacturer of EDISON Radio, and Blackman as the Metropolitan distributor during 1929, have been building upon a solid foundation for the future.

If you are an EDISON Dealer you have an opportunity and a responsibility. We have also, in our EDISON distributorship. If you are not an EDISON Dealer, perhaps 1929 has been an "eye opener" to you. Your opportunity NOW is with EDISON Radio.

J. NEWCOMB BLACKMAN

Blackman
DISTRIBUTING CO. INC.

28 West 23rd St. New York, N. Y.



EDISON LIGHT-O-MATIC RADIO

**BE AN
EDISON RADIO
DEALER**

It's the world's best way to make your radio business good . . . to get a lion's share of the business to be had today . . . to build soundly for the future. Just as now is the time to buy stock in strong companies, so is this the time to tie to a great name like Edison in the radio field. For here is a radio easy-to-sell in hard-selling days. It rides on the crest of a great wave of popular enthusiasm. People *want* this radio—and will buy it because the greatest name in science assures them of today's pleasures and tomorrow's security. Build *your* business name with the Edison name. Act now. Time is *spot cash*. They're all buying the new Edison.



EDISON DISTRIBUTING CORPORATION

ATLANTA, 155 So. Forsyth St. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fé Bldg. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 2107 Grand Ave. . . . MINNEAPOLIS, 608 First Ave., N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway Ave. . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . GRAND RAPIDS, Morley Brothers . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . NEW YORK, Blackman Distributing Co., 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Brothers . . . ST. LOUIS, The Clentone Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . WATERBURY, Sprague Electrical Supply Co.

Programs in
7 seconds by
your watch!



NOW IS THE TIME TO SELL ON FACTS!

The day of radio ballyhoo has passed. The public has quit buying extravagant claims. Merit alone is the modern measure of merchandise—merit that can be *proved* to today's critical customers.

Right now, buyers are more than set-conscious—they are tube-wise. Radio tubes, like other products, must toe the mark with *proved performance* to build up your biggest asset—consumer satisfaction.

Arcturus Tubes are that kind of merchandise. They need no "sales talk." They sell steadily on proved performance, easily demonstrated by convincing tests. Show your customers Arcturus' quick action, clear tone and long life . . . and make your sales with satisfaction assured.

You need this kind of tangible quality in all your merchandise under present conditions. Concentrate on products of proved reliability, and put your business on a healthier, more profitable basis during 1930.

ARCTURUS
RADIO TUBE COMPANY
Newark, N. J.

ARCTURUS

LONG LIFE
RADIO TUBES



CLEVELAND DEALERS SHOWING INTEREST IN NEW SET MODELS WILL CARRY FEWER LINES

Industrial Conditions Show Improvement — Majestic Dist'g Corp. Holds Open House for Its Dealers — Cleveland Music Trade Ass'n Banquet Postponed Until March.

Cleveland, Ohio, Friday.

Business is somewhat quiet at the present time but dealers are showing considerable interest in the new models of the several manufacturers which are being shown by the respective distributors. It is becoming more evident that dealers are not going to carry a large number of lines as formerly but are narrowing down their selection to three or four of the better known, and that are nationally advertised. In some instances dealers are going to try out the policy of concentrating on one line only. Considerable interest is being shown by the entire trade in the coming national convention of the Federated Radio Trade Association that takes place February 10th and 11th in this city. Business generally is expected to pick up now that the various industries are getting into full swing and the trade feel optimistic over the outcome.

The Majestic Distributing Corp. held open house January 13th and 14th from 10 A. M. to 10 P. M. for its dealers throughout Cleveland and Northern Ohio and its beautiful offices and show-rooms at 4608 Prospect avenue were thronged continuously. The new models were shown and created a great deal of enthusiasm. The new policy of Grigsby-Grunow of quoting list prices complete with tubes created a great deal of enthusiasm and dealers expressed themselves as much pleased. C. I. Pagel, sales promotion manager and his assistants, were kept busy showing the new models and a large number of orders were booked. A feature of the event was the musical programs that were presented under the direction of Elmer G. Hoelzle, educational director. A short time ago the company held an audition which was participated in by three hundred young people and from these two vocal quartets were chosen. These quartets sang before the visitors during the two days and evenings of "Open House," the accompaniment being furnished by the Majestic combination model with special recordings. A number of school children appeared also in both vocal and instrumental numbers using similar accompaniment.

Majestic's school activities throughout the territory are being well received and many sets are now being used in the schools. This work is under the direction of Mr. Hoelzle.

This territory is sending a large number of salesmen to the Majestic sales school at Chicago where they receive free tuition in addition to their railroad fare and other expenses. To be eligible they must sell 25 Majestic sets.

Herman Wodicka, small goods dealer in the Starr Piano Co. building, sponsored the appearance of the KeyKord Quartet at his store this week and which drew good sized crowds. They gave demonstrations of both KeyKord banjos and guitars in the window of the store and the programs were broad-

cast over station WTAM. Mr. Wodicka reports business improving and that the Conn line of band instruments is moving well.

The date of the annual banquet of the Cleveland Music Trades Association scheduled for February 4th has been postponed until the first week in March. The committee at its meeting this week felt that the annual dinner of the Ohio Radio Trades Association which takes place on January 24th at Hotel Statler and the banquet and stag dinner to be held during the Federated convention February 10th and 11th would conflict, hence the decision to postpone it. It was also decided to invite the ladies, instead of having a stag affair.

A window that has attracted an extraordinary amount of attention is one designed by Mr. Sherring, of Lyon & Healy. It shows the various Victor models from the first one through the succeeding years up to the present radio combination model. The latter occupies the center of the window and is on a pedestal and is surrounded by the others. Each machine shows the year of its manufacture.

The small goods department received a substantial order this week from the Cleveland Heights School Board for various musical merchandise, also one from West Tech High school. Herbert Whitney, manager of the department, reports also that business in violin outfits has been remarkably brisk of late.

The Cleveland Better Business Bureau reports that nine of the leading radio distributors in Cleveland have become members of the organization within the past week and it is expected that all the wholesale trade will soon follow suit. The Bureau has been working closely with the Ohio Radio Trades Association and has accomplished much for the trade's welfare.

The local Brunswick branch reports that the screen grid sets are moving well. Buescher's, on Huron road, had a very attractive window display of the several models which resulted in a number of sales. Miss Miller, in charge of records, reports much activity in popular numbers.

—DIHM.

MORRIS MUSIC CO. MAKES FINE RECORD WITH KENT Portsmouth, Va., Thursday.

The Morris Music Co., Atwater Kent dealer of this city, did an outstanding job in Atwater Kent radio during the year just completed. Morris sold over 200 Atwater Kent model 60 screen grid radios during 1929.

"First of all I had to sell the men in our organization the idea of selling Atwater Kent radio exclusively," an official stated today. "I had to impart to them my own enthusiasm so that they could in turn impress their prospects with an equal amount of enthusiasm. Of course, I did it, mainly through the set itself."

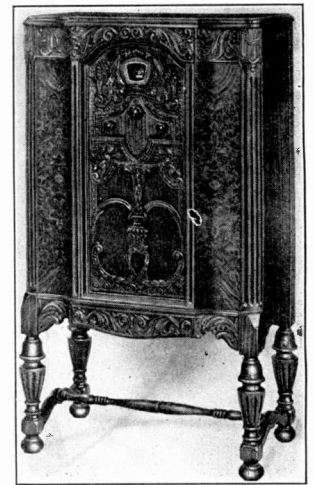
"I'm a great believer in the value of advertising and good-will on the part of customers. Word-of-mouth advertising becomes a tremendous force in the purchasing habits of a community."

"To that end we have continually tried to keep our name and the name of Atwater Kent radio in the public eye at every possible opportunity. By advertising, by publicity stunts, by good window displays, by good service, by a variety of sales promotion plans—we kept the name Atwater Kent right in front of them as much as possible, and I think that the record of sales in a town the size of Portsmouth certainly proves the soundness of our method."

Stromberg Introduces New Combination and Art Console Radio

New Stromberg-Carlson models 652 and 654 were exhibited before 300 metropolitan dealers at a meeting in the Engineering Societies building, New York, recently. These models complete the Stromberg 1930 line.

Ray H. Manson, chief engineer of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, explained to



New Stromberg-Carlson Model

the assembled dealers the many technical features and advantages of the new low art console model 652 and 654, which is a radio-phonograph combination.

The merchandising program behind the new sets was discussed by Herbert A. Brennan, Benjamin Gross and Lloyd L. Spencer, of Gross-Brennan, Inc., New York and New England factory representatives for Stromberg-Carlson. The meeting, which started at 10 A. M., was interrupted for a buffet luncheon, and was resumed until 2:30.

MAJESTIC SALES SCHOOL GRADUATES 9TH CLASS CHICAGO, ILL., Friday.

A gala banquet and entertainment featured the closing session of the ninth class of the Majestic Radio Sales School conducted by Grigsby-Grunow Co., this city. The school is under the direction of F. A. Delano.

Some 360 students were enrolled in this class and a four-day session was held at the Lake Shore Athletic Club, here. Included in the course was a trip through the factories of Grigsby-Grunow Co.

21,448 PHONOGRAPHS EXPORTED IN OCTOBER WASHINGTON, D. C., Monday.

Figures from the Department of Commerce today for the month of October, 1929, show that exports of phonographs from the United States for that month reached a total of 21,448, with a value of \$719,054. Records reached a total of 854,436, worth \$414,355.

Our best markets were Mexico, who took 3,214 instruments; Argentina, 2,878; Canada, 1,710; Chile, 2,452; Brazil, 1,735, and Venezuela, 1,226.

THEY'RE HERE!

6 Sensational New Majestic Models—all with the amazing new COLOTURA DYNAMIC SPEAKER

HERE'S the greatest profit opportunity in radio history . . . six beautiful 1930 Majestic models featuring Majestic's newest achievement—the Colotura Dynamic Speaker. The Colorful Tone that sold 2,000,000 Majestics now is richer, truer than ever. Both voice and instrument are reproduced perfectly for the first time in radio.

. . . New chassis design eliminates half the soldered connections formerly necessary—wipes out service costs.

. . . New 35% increase in over-all sensitivity results in amazing new performance.

. . . New cabinets of superb beauty—both in design and cabinet woods—provide styles and sizes to please every taste.

. . . Amazing new low prices make Majestic easier than ever to sell. No other dealers in the whole field of radio will be able to offer such pure, rich tone—such power and performance—such beauty of cabinet—at anywhere near Majestic prices.

Majestic dealers will make the big radio profits of 1930—just as they did in 1928 and 1929. Phone or wire the nearest Majestic distributor *now* for information on the Majestic franchise.

GRIGSBY-GRUNOW COMPANY, *Chicago, U. S. A.*
World's Largest Manufacturers of Complete Radio Receivers



Model 91—Early English design in Walnut and Australian Lacewood. \$116 less tubes, \$137.50 complete.

Model 92—Jacobean highboy in Walnut and Lacewood. \$146 less tubes, \$167.50 complete.

Model 103—Radio-Phonograph. Beautiful English treatment in Walnut and Lacewood. Counterpoised top. Doors faced on both sides with Matched Butt Walnut. \$203.50 without tubes, \$225 complete with guaranteed Majestic Matched Tubes.

Model 90—Compact Tudor cabinet in American Walnut. Grained Butt Walnut center panel. Special brocade over speaker. Price less tubes \$95.00; with guaranteed Majestic Matched Tubes, \$116.50.

Model 102—Same as Model 93, but with marvelous new Majestic electric phonograph added. Counterpoised Top. \$184 less tubes, \$205.50 with Majestic Matched Tubes.

Model 93—Beautiful English design matched Walnut and Lacewood. \$146 less tubes, \$167.50 with Majestic Matched Tubes.

Majestic
RADIO

Licensed under patents and applications of R. C. A. and E. F. J., also by Leekiphone, Louell & Dunmore and Hogan License Associates.

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

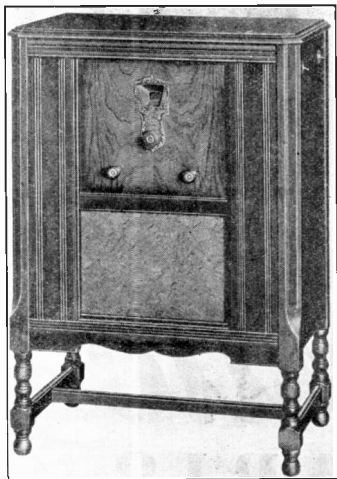
*1930:—finding Majestic still leading the radio set field
and the CAPITOL ELECTRIC CO. still at the fore of
Hoosier State wholesalers.*

There are more sales points in the new MAJESTIC models than ever before, but in addition, there are 2,000,000 owners of MAJESTIC sets who are spreading MAJESTIC'S good-will gospel throughout the country. In justice to your own business, you should handle the MAJESTIC RADIO line!

Capitol Electric Company 122-124 South Senate Avenue
Indianapolis, Ind.

Majestic

**HERE'S DYNAMITE FOR TEXAS
DEALERS TO BLAST OUT PROFITS!**



Model No. 90

NEW PROSPERITY MODELS
NEW DEALER SALES POINTS
NEW SERVICE FACILITIES

"IT'S EASIER TO SELL MAJESTIC
THAN TO COMPETE WITH IT."

Radio Equipment Company
OF TEXAS

1924 Main Street

Dallas, Texas

MAJESTICALLY SERVING THE STATE OF TEXAS--BRANCHES IN HOUSTON AND SAN ANTONIO

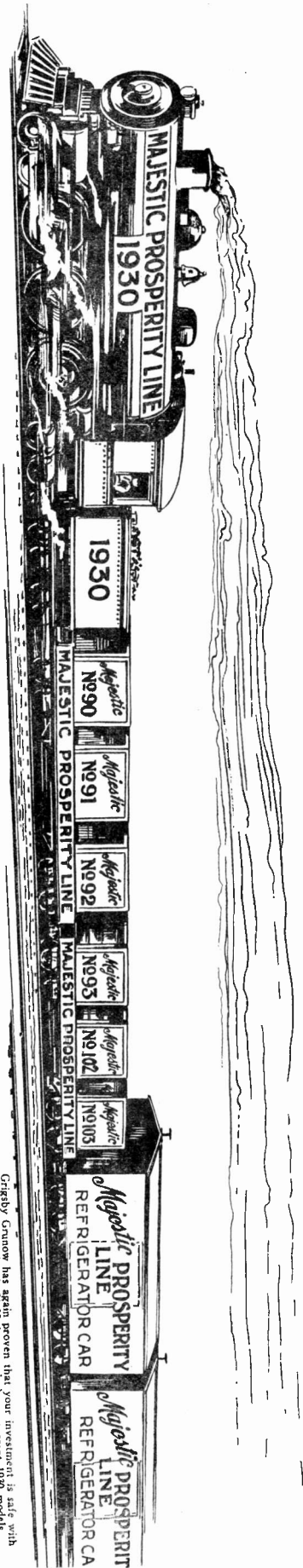


*"In the Majesty of Motion, from the boundless everywhere—
Comes the magic name Majestic, Mighty Monarch of the Air"*

DETROIT ELECTRIC COMPANY

(ESTABLISHED 1883)

MICHIGAN MAJESTIC DISTRIBUTORS



Griggby Granite has again proven that your investment is safe with Majestic. Models 91-92 (same price) are current 1930 models.

Here comes the crack train of all America — "The Majestic Special over the Majestic Prosperity Line." » » » The fastest moving line for 1930 will be ready for inspection within the next few days, and you will be invited to be present upon its arrival. » » » The "Refrigerator car" will be opened in spring and will give patrons of the Majestic Prosperity Line an opportunity to double their business. » » » We recommend that you secure your ticket exclusively via "Majestic" for continued and permanent prosperity.

Detroit Electric Company

Our New "House that *Majestic* Built" will Open Soon

WE will very shortly be in a position to offer even more personal and complete service on MAJESTIC RADIO, for we will soon enter our new BALTIMORE headquarters, where increased service facilities will be at the command of our clientele. We're still at the addresses below, however, to take care of your immediate MAJESTIC needs.

EISENBRANDT RADIO CO., Inc.

216 W. Franklin Street
Baltimore, Maryland

1111 17th Street, N. W.
Washington, D. C.

Majestic

Now HIEB RADIO SUPPLY COMPANY
announces its appointment as exclusive Distributor for
IOWA and SOUTH DAKOTA

New MAJESTIC models are ready for shipment now. Without using expletives, without undue, extravagant claims for our service facilities, we urge you to let our representative tell you about the sales points in the line. **YOU'LL SELL YOURSELF ON SELLING MAJESTIC!**

Hieb Radio Supply Company
1221-23 Locust Street Des Moines, Ia.

MAJESTIC DISTRIBUTOR FOR IOWA AND SOUTH DAKOTA

Majestic

Announcing

THE MAJESTIC DISTRIBUTING CO.
OF CINCINNATI

Supplying MAJESTIC RADIO in the new Prosperity
Styles to the trade in about thirty counties
within Cincinnati's trading area

Newly-equipped headquarters
Every facility for your
satisfactory service



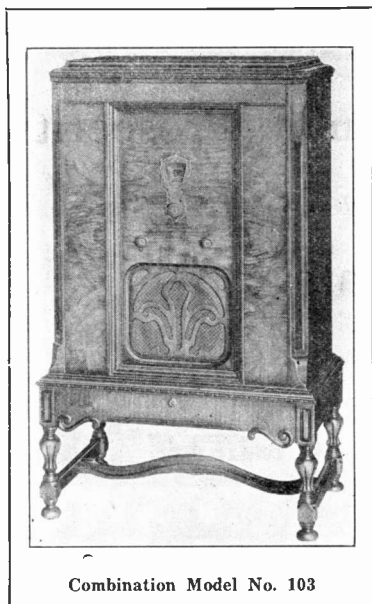
MAJESTIC DISTRIBUTING CO.
OF CINCINNATI

1042 Gilbert Avenue :: Cincinnati, Ohio

Majestic RADIO

IN CLEVELAND

***“MIGHTY MONARCH OF THE AIR”-----
PROFIT INSURANCE FOR THE DEALER!***



Combination Model No. 103

We could ask you, Mr. Dealer, what line could compare with MAJESTIC'S phenomenal success of the last few seasons. But last year's sales don't pay this year's expenses, so we can say that, backed by a reputation that MAJESTIC has, and with current models that MAJESTIC is featuring, there still is NO SUBSTITUTE FOR MAJESTIC!

If you are in our territory, and are not a MAJESTIC dealer, communicate with

Majestic Distributing Corporation
of Cleveland

4608 PROSPECT AVE.

CLEVELAND, O.

Majestic

ELECTRIC-RADIO

*Mighty
Monarch
of the Air*



The Greater City's GREATER SET!

New MAJESTIC models represent the efforts of the country's greatest engineers, at prices that the country's buying public wants to pay!

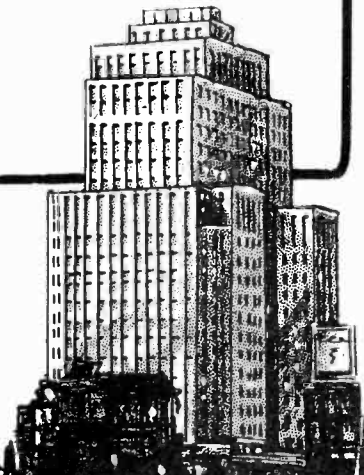
*Exclusive
Distributors*
**Manhattan
Westchester
Putnam
Rockland
Orange &
Fairfield**

also serving
KINGS COUNTY

Again MAJESTIC leads ---

Again MAJESTIC Distributors are desirous of serving you.

Again you can assure yourself of a banner year, by featuring, selling, and profiting by MAJESTIC.

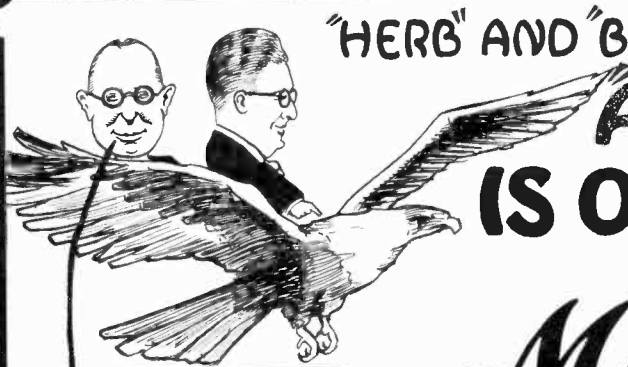


MAJESTIC DISTRIBUTORS INC.

GENERAL MOTORS BUILDING

1775 BROADWAY

NEW YORK CITY



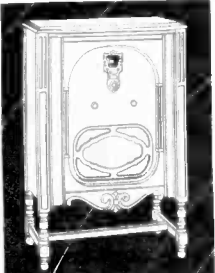
"HERB" AND "BERNIE" BROADCASTING:
**A BIG YEAR
 IS ON THE WING**
 with

**THE COLOTURA
 DYNAMIC SPEAKER
 IS A WOW!**

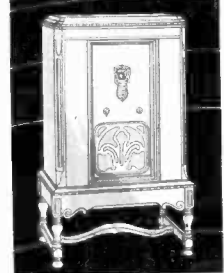
Majestic
 RADIO

PROSPERITY MODELS

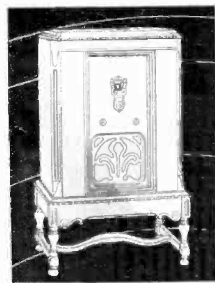
for 1930



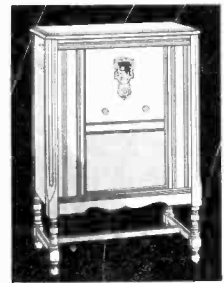
MAJESTIC RADIO-91
 \$137⁵⁰ WITH MAJESTIC TUBES



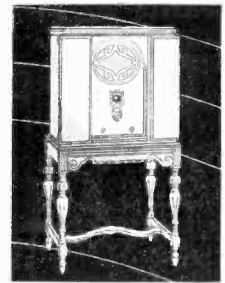
MAJESTIC RADIO-93
 \$167⁵⁰ WITH TUBES



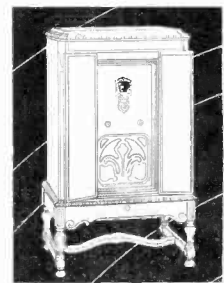
PHONO RADIO-102
 \$205⁵⁰ WITH MAJESTIC TUBES



MAJESTIC RADIO-90
 \$116⁵⁰ WITH TUBES



MAJESTIC RADIO-92
 \$167⁵⁰ WITH TUBES



PHONO RADIO-103
 \$225 WITH MAJESTIC TUBES

NORTH WARD RADIO CO., Inc.
367 PLANE STREET **NEWARK, N. J.**

millions will applaud —



In the majesty of motion, From the bound- less EVERYWHERE, Comes the magic name, MAJESTIC, Mighty Monarch of the Air. —Created and copyrighted by RUSTER & WALDO

GRIGSBY-GRUNOW'S 1930 ACHIEVEMENTS



Majestic Dealers of the Northwest look forward with complete assurance to continued and permanent prosperity with Majestic products.

80% of the Majestic Dealers in Roycraft Territory are going "*Exclusive Majestic*" in 1930—

Because—

- | | |
|--|--|
| 1. Their investment is safe with Majestic | 4. They know that they cannot sell a Better Radio at any Price |
| 2. Their profits are greater with Majestic | 5. Service maintenance on a Majestic is practically nil |
| 3. There are now nearly 2,000,000 owners boosting Majestic | 6. Majestic dealers will share in all profits of new Majestic products |



"Majestic Products Plus Roycraft Service Means A Success Insurance Policy" to the dealer.

THE ROYCRAFT COMPANY
Minneapolis, Minn. Fargo, No. Dak.

Majestic

PRESENTS

1930 Prosperity Models

MORE MODELS

MORE PROFITS

- - - featuring a model for every
style and budget requirement.

"The path of success in business is invariably the path of common-sense. Notwithstanding all that is said about lucky hits, the best kind of success in every man's life is not that which comes by accident. The only "good time coming" we are justified in hoping for is that which we are capable of making for ourselves."

SAMUEL SMILES

SPECIALTY SERVICE CORPORATION

651-653 Atlantic Avenue

Brooklyn, N. Y.

Tel.: STERLING 7800

"Service Is Our Middle Name"

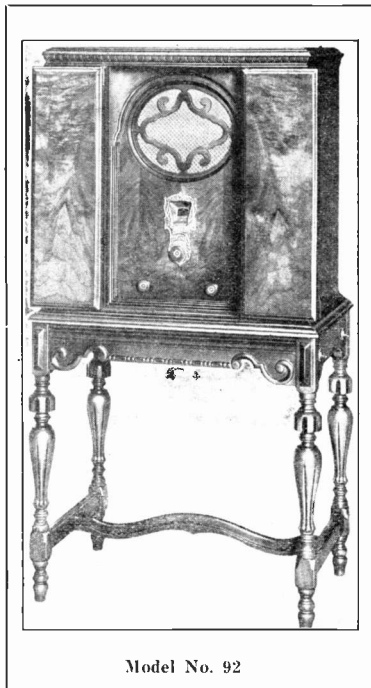
Majestic

ELECTRIC RADIO

IN

VIRGINIA AND

EASTERN NORTH CAROLINA



Model No. 92

SINCE 1909 we have endeavored to serve dealers in such a way, and with so outstanding a product, that they could not help but be prosperous. In the 21 years of our business existence, we have never before had any line so outstanding in quality and value as the new 1930 MAJESTIC radio. This is tribute indeed to the merits of the line.

*Interested dealers in our territory are invited
to participate in a gala MAJESTIC year*

WOODHOUSE ELECTRIC COMPANY, Inc.

ESTABLISHED 1909

NORFOLK, VIRGINIA

MAJESTIC DISTRIBUTORS IN VIRGINIA AND EASTERN NORTH CAROLINA

"A Majestic franchise gives the dealer the best territory—AND

ALBANY, N. Y.

E S & E Co.

278 Broadway

BALTIMORE, MD.

Eisenbrandt Radio Co.

216 West Franklin Street

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

*Selling Only Thru Legitimate,
Authorized Radio Trade Channels*

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

M

DALLAS, TEX.

Radio Equipment Company

OF TEXAS

A

HOUSTON

DALLAS

SAN ANTONIO

DENVER, COLO.

J

Intermountain Majestic Co.

1257 Broadway

*"Covering Colorado, New Mexico
and Wyoming"*

E

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

S

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

T

HARRISBURG, PA.

Peirce  Phelps*merged with*

Penn Phonograph Co.

Established 1898

I

C

HARTFORD, CONN.

Majestic Distributors, Inc.

D

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HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company
Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

MARION, S. D.

Hieb Radio Supply Co.

Superior Majestic Service

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

most generous discount, the fairest kind of a shake on operating the receiver that sells and STAYS sold."—*Wm. C. Gruno*

MEMPHIS, TENN.
J. E. Dilworth Co.
Cooperation Service Efficiency
 Nashville, Tenn.—821 Ewing Ave.

Radio Sales Company
 483 South Main Street

MILWAUKEE, WIS.
Badger Radio Corp.
MAJESTIC for Profits
 480 Market Street


MINNEAPOLIS, MINN.
The Roycraft Company
Specialized Wholesale Distributors
 25 North Third Street

NEWARK, N. J.
North Ward Radio Co.
 367 Plane Street

NEW YORK, N. Y.
Majestic Distributors, Inc.
 1775 Broadway

OAKLAND, CAL.
Thompson & Holmes, Ltd.
 291 Fourth Street
MAJESTIC Only

OKLAHOMA CITY, OKLA.
Harbour-Longmire Co.
Distributors
Oklahoma and Texas Panhandle

PHILADELPHIA, PA.
Peirce  Phelps

merged with
Penn Phonograph Co.
Established 1898
Exclusive Wholesalers
 437-51 No. Fifth Street

WILKES-BARRE, PA. HARRISBURG, PA.

PITTSBURGH, PA.
Hamburg Brothers
 963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

RENO, NEV.
Nevada Auto Supply Co.
"They Don't Divorce MAJESTIC"

ST. LOUIS, MO.
The Benwood-Linze Co.
"Pioneers in Radio - First in Midwest"

SALT LAKE CITY, UTAH
United Electric Supply Co.
 117-119 West Fourth Street

SAN FRANCISCO, CAL.
Thompson & Holmes, Ltd.
"MAJESTIC Opens The Golden Gate to Radio Profit"
 1131 Mission Street

SHREVEPORT, LA.
Radio Sales Company
 225 Crockett Street


SOUTH BEND, IND.
Radio Equipment Co.
 109 East Monroe Street

TOLEDO, O.
The Roberts-Toledo Company
 Adams and Jackson Sts.
 BRANCHES
 LIMA, OHIO PIQUA, OHIO
 222 So. Elizabeth St. Cor. Wayne St. & Penn Ry.
 MARION, OHIO

WASHINGTON, D. C.
Eisenbrandt Radio Co.
 1111 Seventeenth Street, N. W.

WHEELING, W. VA.
Hamburg Bros.
 1047 Main Street

WICHITA, KAN.
Sterling Radio Company
 Kansas City Mo.  Wichita, Kans.
 1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.
Peirce  Phelps
merged with
Penn Phonograph Co.
Established 1898

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

CHICAGO, ILLINOIS
 Exclusive Manufacturers

NEW MAJESTIC SETS SHOWN IN BOSTON

OUTLOOK IS NOW PROMISING

Herb E. Young, Grigsby-Grunow Sales Manager, Visits Majestic Distributors, Inc.—New Super-Zeniths Make Appearance.

Boston, Mass., Friday.

Business conditions in Boston since the opening of the new year have been exceedingly bright contrary to the supposition that the effects of the financial depression of last year are still in evidence. Conditions indicate that there is a strong reaction among the buying public to advertising. Following as it does the recent Christmas holidays and heavy buying season, Boston business men have come to the conclusion that the New England public is in a particularly healthy financial state.

Herbert E. Young, sales manager for the Grigsby-Grunow Co., has arrived in Boston to attend the open house celebration of Majestic Distributors, Inc. Dealers from all over New England have been invited to attend this affair.

The year 1930 looms as the greatest in the history of radio, according to Jerome Rutherford, sales manager of Majestic Distributors, Inc., who returned to Boston last week after a two weeks' conference with Majestic officials at headquarters in Chicago.

The New England sales territory under the supervision of Mr. Rutherford was given much credit for the

success of the Majestic line during the past year when high speed production of 6,000 sets per day was necessary to supply demands of dealers.

It was pointed out that only three years ago Mr. Rutherford came alone to New England to represent Grigsby-Grunow radio products and that today a large organization of 50 trained radio salesmen is needed to represent the line in this territory.

Dealer confidence in the distributing organization enabled Majestic to rise to the front rank of radio in New England, said Mr. Rutherford.

Plans are made to extend further co-operation to dealers during the coming year. In his survey of radio for 1930, Mr. Rutherford announced that new and improved receivers will be an important factor in the industry during the next 12 months.

Mr. Rutherford said, "Here is a great untapped reservoir of radio purchasers in the millions of families that now own sets which have become obsolete with the onward march of radio progress. This includes the great number which still cling to the battery operated type of receiver.

"The rivalry among broadcast program directors to present the best in entertainment to their audiences will result in bringing in the musical world to the microphone in 1930. Great events in sports and in politics will be radioed with even greater efficiency than in the past.

"The servicing of sets will be placed upon a more efficient basis and no longer will there be the slightest cause for complaint upon the score of inadequate servicing.

"These factors and the fact that Majestic sales managers report the greatest demand in history for this

LARGER QUARTERS FOR EISENBRANDT RADIO, MAJESTIC JOBBER

Baltimore, Md., Thursday.

In order to take care of its increased business, the Eisenbrandt Radio Co., Inc., this city and Washington, D. C., will shortly move into larger quarters here. The company, which is headed by A. S. Eisenbrandt, well known to the radio-music trade in this territory, distributes Majestic electric radios and tubes in this territory.

Present offices and warehouses of the Eisenbrandt Radio Co. are now maintained at 216 W. Franklin street, this city, and 1111 Seventeenth street, N. W., Washington.

Mr. Eisenbrandt is exceptionally enthusiastic over the Majestic 1930 "Prosperity Models." Six sets, including two radio-phonograph combinations, are included in the line this year. The price range is from \$95 to \$203.50, the latter prices being for model 103 combination. Mr. Eisenbrandt is also optimistic over the plans of the Grigsby-Grunow Co.,

time of the year, are but a few of the indications which lead radio authorities to predict the greatest period in the industry."

The new super Zenith radios have made their appearance in Boston. Dealers in this city carrying this new model include: Dewey Radio Co., 647 Atlantic avenue.; A. J. Fairbanks Piano Co., 120 Boylston street; Geo. O. Doyd, Inc., 47 High street; Norris Radio Co., 224 Tremont street; A. Pisco & Son, 121

maker of Majestic radio and tubes, in the electric refrigeration field. The Majestic company plans to produce an electric refrigerator to retail at a moderate price and dealers here believe this product will be a fast seller during the spring and summer months.

A house warming will be conducted with the opening of the new Eisenbrandt quarters and dealers from many miles distant are expected to be present.

Sales of the local distributing firm for 1929 exceeded by far those of 1928, and officials here anticipate for this year a record which will overshadow that of last year.

BONDED RADIO STORES NAMES TWO OFFICIALS

A. L. Hecht, formerly general sales manager of the chain of Perfection Radio Stores, New York, has been appointed vice-president of the Bonded Radio Stores, New York, newly formed chain store organization. Charles B. Charnatz, also formerly connected with the Perfection organization, has been made general sales manager of the new chain store group.

Hanover street, and Rosen Talking Machine Co., 11 School street.

The Wetmore Savage A. E. Co., distributors of Crosley, were told in his annual message by Powel Crosley, Jr., president of the Crosley Radio Corp., that radio's biggest years were ahead. President Crosley predicted an increased demand for radio sets during January, February, March and April.

— C. W. JONES.

Majestic

Again Prosperity for Our Dealers Insured by MAJESTIC!

We consider ourselves fortunate to be able to spread among Pennsylvania and West Virginia dealers the Midas-like touch of MAJESTIC radio. Never before has a line like the 1930 Prosperity Models been offered the radio dealer. Everything you could reasonably demand in radio, you'll find in the new MAJESTICS!

DISTRIBUTORS IN PENNSYLVANIA AND WEST VIRGINIA

HAMBURG BROTHERS

963 Liberty Ave., Pittsburgh, Pa.

1407 Main St., Wheeling, W. Va.

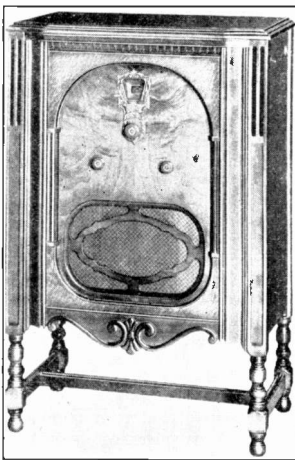
Majestic

CHICAGO,

home city of the GRIGSBY-GRUNOW CO.

WELCOMES THE NEW

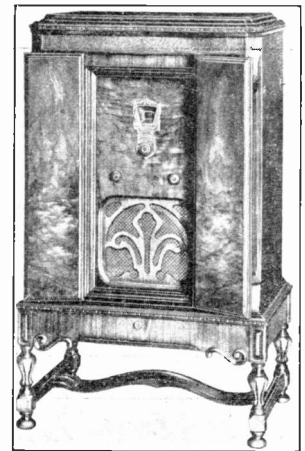
1930 PROSPERITY MODELS



Model No. 91



It is not too much to say for the new MAJESTIC sets that "we didn't think it could be done, but we knew that they would do it."



Combination Model No. 102

MAJESTIC attained its exalted position by superb merchandise, correctly priced. It keeps on top of the heap by just such sets as are offered in the 1930 PROSPERITY LINE!

HARRY ALTER CO.

340 No. Dearborn Street

CHICAGO, ILL.


DISTRIBUTING MAJESTIC RADIO EXCLUSIVELY

Majestic

ELECTRIC RADIO IN

Western Pennsylvania
Eastern Ohio and West Virginia
IS DISTRIBUTED BY PITTSBURGH'S LARGEST
EXCLUSIVE WHOLESALE RADIO HOUSE
HAMBURG BROS.

963 Liberty Ave. Pittsburgh, Pa.
Branch: 1047 Main St., Wheeling, W. Va.



All a-b-o-o-o-o-ard for
CROSLEY & AMRAD
Exclusive metropolitan Crosley and Amrad distributors

**20th CENTURY
RADIO CORPORATION**
BROOKLYN AND NEW YORK

FADA Radio

"The Choice of Experts"

Distributed in the Metropolitan Market by

STEELMAN, INC.

235 Fourth Avenue New York, N. Y.

Telephone: GRAmercy 6940

"THE HOUSE THAT RELIABILITY BUILT"

Exclusive Distributors

NORTHERN
NEW JERSEY

**MAY
RADIO CORP.**
380 Central Ave.
NEWARK, N. J.
PHONE
MITCHELL 10,000

PHILCO
BALANCED UNIT
RADIO!

MANHATTAN
AND
BROOKLYN

**MAY
DISTRIBUTING CORP.**
112 Bleecker St.
NEW YORK, N. Y.
PHONE
SPRING 0800

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors
Adopted as the Standard Lubricant by Leading manufacturers

PREPARED IN PROPER CONSISTENCY

Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid
Remains in Original Form Indefinitely

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET New York

Put in 1, 5, 10, 25, 50-Lb. Cans for Dealers
Write for Special Proposition to Jobbers

WEST PENNSYLVANIA ZENITH RETAILERS ENTHUSE OVER "60"

FREDERICK CO. IS THE HOST

George H. Rewbridge Assumes
Duties as Victor Sales Promo-
tion Manager of the Standard
Talking Machine Co.—Monroe
C. Waring, of Well-Known Or-
chestra, Killed in Automobile
Accident.

PITTSBURGH, PA., Friday.

Zenith radio dealers of western Penn-
sylvania and West Virginia were the
guests of W. F. Frederick Piano Co.,
Zenith distributors, at the Fort Pitt
Hotel, at a luncheon meeting and dis-
play of the new Zenith sets. The new
"60" line of Zenith radios was intro-
duced to the Frederick dealer organi-
zation.

The meeting was followed by a din-
ner which was presided over by D. H.
Conway, general manager of the Frede-
rick company. The speakers and their
topics were: James A. Sampson, "Pro-
gress for 1930"; W. C. Heaton, general
sales manager of Zenith Radio Corp.,
"The Zenith of 1930"; W. W. Gaston,
sales promotion manager, W. F. Frede-
rick Piano Co., "Merchandising the
Super-Zenith," and L. H. Neiplin, of
the C. E. Yost Advertising Agency,
"Advertising."

Zenith dealers, it was stated, were
much impressed by the new line and it
was freely predicted that the coming
season will be one in which there will
be a marked increase in the sale of
Zenith sets.

George H. Rewbridge has assumed
his new post with the Standard Talk-
ing Machine Co. as sales promotion
manager for Victor radio. Mr. Rew-
bridge for many years was connected
with the W. F. Frederick Piano Co. in
various executive capacities, latterly as
wholesale Victor and Zenith distribu-
tion manager. For more than 25 years
he has been an outstanding figure in
the talking machine field of western
Pennsylvania and is widely known to
the trade. His new field of labor will
be to assist retail dealers in merchan-
dising their Victor - Radio lines. His
appointment marks the move of the
Standard company to build an aggres-
sive and efficient selling group in the
Tri-State territory.

The Princeton Radio & Electric Co.,
of Princeton, W. Va., was granted a
West Virginia charter, with a capital
of \$10,000. The incorporators are Hal
P. Harman, E. B. King, Fred R. Eggle-
ston, Anna M. Harman of Princeton;
E. L. Keesling of North Fork and H.
C. Peters of Bluefield. A full line of
radio sets and accessories will be han-
dled.

The Radio Distributors' Association
of Harrisburg, with general offices at
Harrisburg, have applied to the county
court for a charter. The directors are
Roy W. Shreiner, Harry L. Myers,
Ralph M. Peffer, A. E. O'Brien, Charles
F. Knerr and William V. Kennedy.

Mrs. Pauline Geisel won the regional
radio listening championship of Harris-
burg and received a check for \$400 and
a Lyric radio set. The presentation
was made by Harry Myers, manager

of the Excelsior Radio Co., Lyric dis-
tributors.

Monroe Calderwood Waring, of "The
Warings," well-known orchestra, which
has made a number of recordings, lost
his life when the automobile in which
Mrs. Waring and he were riding was
struck by a Pennsylvania railroad train
at Tyrone, Pa. He was accorded a full
military funeral, having served in the
World War. Mrs. Waring escaped with
severe injuries.

Karl J. Kaufmann, vice-president and
a director of Gimbel Brothers, who
operate an extensive talking machine
and radio department, has resigned.
He was one of the founders of the
Kaufmann & Baer Co., predecessors of
Gimbel's, and served as general store
manager for 15 years.

Radio merchants from Uniontown,
Masontown, Connellsville, Fairchance,
Dunbar, Smithfield, New Salem and
other towns in Fayette county met at
the White Swan hotel, Uniontown, and
organized the Radio Dealers' Associa-
tion of Fayette County. The following
officers were elected: president, James
H. Dunn, of the Service Radio Co.,
Uniontown; vice-president; William
Ellis, of the Ellis Music House, Union-
town; secretary-treasurer, E. H. Ward,
of the Uniontown Credit Bureau. The
organization intends to formulate a
code of ethics governing the sale and
demonstration of radios and also for
the welfare of the members and the
industry in general.

—C. C. LATUS.

A. A. Schneiderhahn Co.

Conducts Big A-K Drive

DES MOINES, IOWA, Friday.

A. A. Schneiderhahn Co., A-K radio
distributor here, recently sponsored a
remarkably successful drive in co-opera-
tion with Davidson's, one of Des
Moines' outstanding stores, and are
concluding a second drive along simi-
lar lines that bids to even eclipse the
first in results.

In slightly over a month's time,
twelve of Davidson's salesmen — only
one-third of them regular radio sales-
men—sold 440 Atwater Kent radios.

The drive opened with a dinner for
all the employes of Davidson's at the
Fort Des Moines hotel, given by the
Schneiderhahn company. The dinner
was attended by about forty-five men,
including those of the credit depart-
ment, service department and shipping
department.

Officials of the Schneiderhahn com-
pany and executives of the Davidson
company addressed the meeting with
particular reference to the merchan-
dising of Atwater Kent sets through
the Davidson organization.

The salesmen of the company were
divided into two classifications, radio
salesmen and general salesmen, who
sell furniture and other commodities
throughout the store and who can also
take their customers to the radio de-
partment and sell them radios.

That the plan of the campaign was
a practical one is certainly evidenced
by the sales record of the forty-day
period. Of the 440 Atwater Kent sets
sold, 212 were sold by eight general
salesmen and 228 by four radio sales-
men.

TRADE ITEM

Kelley Music Co., of Chattanooga,
Tenn., dealer in pianos, radios and
musical goods, has moved to its new
location at 710 Cherry street, that city.

ONLY COLUMBIA CAN GIVE YOU *such profitable stars as these!*

COLUMBIA has alert eyes and ears appraising America's best box-office bets. Columbia is quick to spot the stars who can give you records that will *sell!* Columbia alone can offer you such a brilliant array of "name" attractions.

These four great headliners are typical of the magnetic personalities in the Columbia fold. They're quick on the draw—any *one* of their names in lights will pack a theatre to its exits. And thousands who throng to see them want their *records* as fast as they're released.

First of all there's Ted Lewis—stage, radio and talkie headliner, and the foremost exponent of hot, blue jazz. His numbers sparkle with unexpected comedy, novelty and vocal effects.

Paul Whiteman wields the cleverest baton in his unique field of

symphonized jazz, often concocting a wild-fire hit by a fresh, dance interpretation of a popular classic.

And Guy Lombardo, radio sensation and melody maestro of New York's great Hotel Roosevelt, corners the laurels as purveyor of smart, polished ball-room music.

Of course Will Osborne's orchestra is one of the finest in the country, but his nation-wide fame has sprung principally from his excellent vocalizing in the heart-crooning style which he originated. He broadcasts through 25 major stations every week—millions hear him.

These names... and the others that Columbia gives you, pay and *pay*—aces, every one! Stock their records. Push them. Tie up with the stage, screen, and radio publicity of Columbia stars. You'll find plenty of record buyers opening your door!

HERE ARE SOME RECENT BEST-SELLERS:

Ted Lewis and His Band

Record No. 2029-D, 10-inch, 75c

FAREWELL BLUES } Fox Trots
WABASH BLUES }

Record No. 1999-D, 10-inch, 75c

LADY LUCK (from Warner Bros. Motion Picture Production "Show of Shows") } Fox Trots
Incidental Singing by Ted Lewis
MY LITTLE DREAM BOAT }

Paul Whiteman and His Orchestra

Record No. 50198-D, 12-inch, \$1.25

LIEBESSTRAUM (*Dream of Love*) (Liszt) (arr. by Roy Bargy) } Fox Trots
A SONG OF INDIA (from "Sadko") (Rimsky-Korsakow) (arr. by Roy Bargy) }

Record No. 2047-D, 10-inch, 75c

A BUNDLE OF OLD LOVE LETTERS } Waltz
(from Motion Picture "Lord Byron of Broadway") }
SHOULD I (from Motion Picture "Lord Byron of Broadway") } Fox Trot

Guy Lombardo and His Royal Canadians

Record No. 2062-D, 10-inch, 75c

HAVE A LITTLE FAITH IN ME (from Motion Picture "Spring is Here") } Fox Trots
CRYING FOR THE CAROLINES (from Motion Picture "Spring is Here") }

Record No. 2045-D, 10-inch, 75c

SINGIN' IN THE BATHTUB (from Motion Picture "Show of Shows") } Fox Trots
LITTLE BY LITTLE (from Motion Picture "The Sophomore") }

Will Osborne and His Orchestra

Record No. 2064-D, 10-inch, 75c

(With You) WHERE YOU ARE } Fox Trots
JUST THINK OF ME SOMETIME }

Record No. 2044-D, 10-inch, 75c

I KNEW WE TWO WERE ONE } Fox Trots
THEY ALL FALL IN LOVE (from Motion Picture "The Battle of Paris") }

Columbia

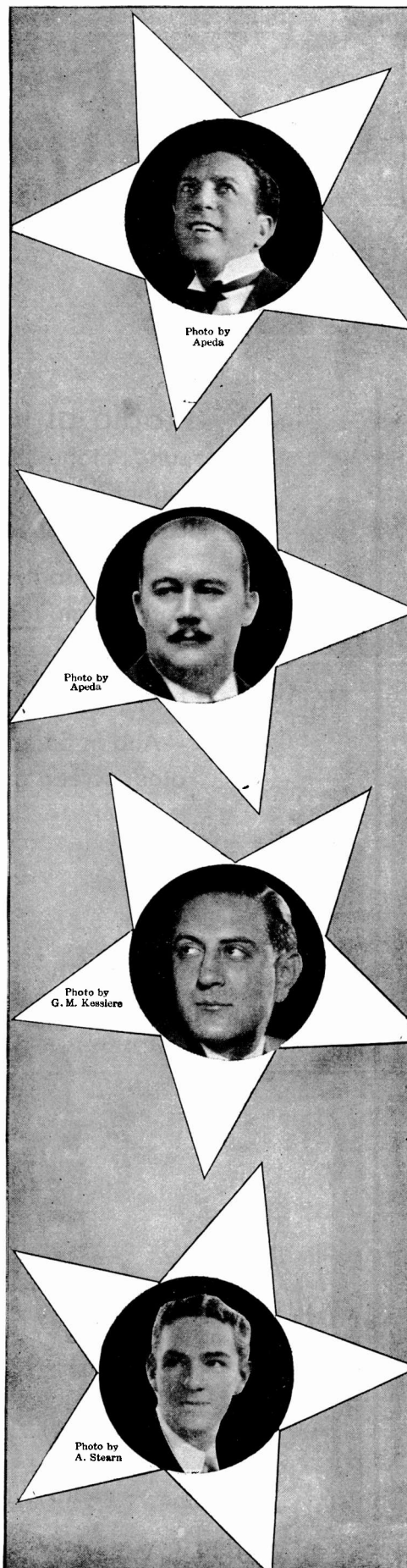
"*Vair Process*"
Reg. U. S. Pat. Off.

RECORDS



TM Trade Mark Reg. U. S. Pat. Off. J. & W. Mace, Inc. New York, N. Y. 10019. Copyright © 1935, 1936 by The Columbia Phonograph Co., Inc. All Rights Reserved. Printed in U. S. A.

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York
Canada: Columbia Phonograph Company, Ltd., Toronto



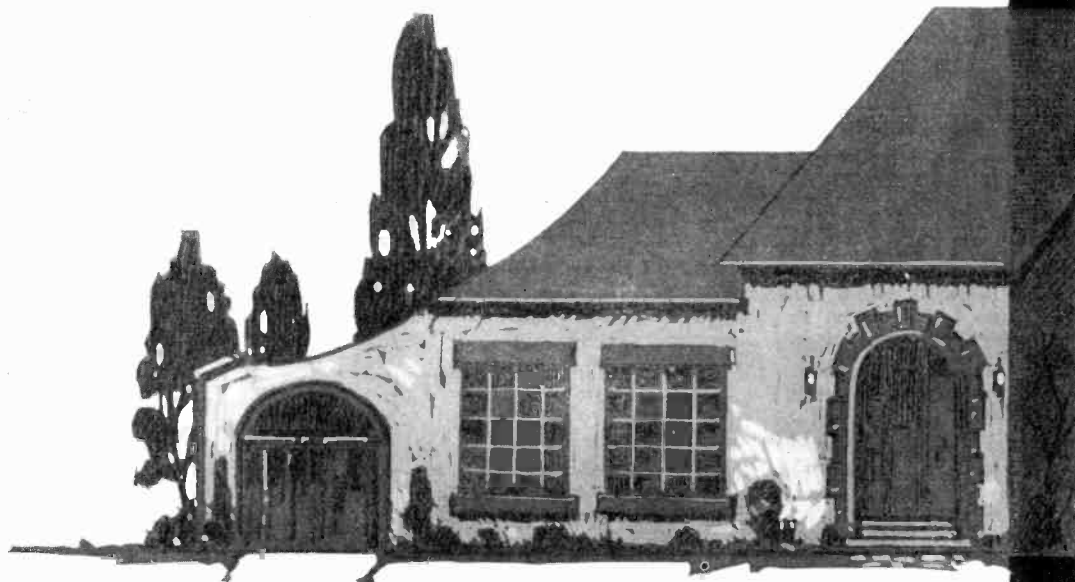
MARVELOUS DAY OR

Radio at its best, even at high noon under a blazing sun . . . tone that for clarity and volume rivals the finest night-time reception . . . that's what Brunswick dealers now can demonstrate with the 1930 Brunswick models—

—Thanks to the fact that each of these models takes four—count them, four—screen grid tubes.

Perfectly astonishing, the difference those extra screen grid tubes make in DX, Tone and Selectivity—

—And in Saleability, when demonstrated side-by-side with other screen grid radio receiving sets.



Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

RECEPTION NIGHT

4 Screen Grid Tubes

Screen Grid tubes improve radio performance even more than did the dynamic speaker. And exhaustive research has proved that **FOUR** Screen Grid tubes are necessary to derive the fullest efficiency from the Screen Grid circuit—to get power beyond any possible need—to have daytime reception equal that of the night—to insure perfect clarity of tone . . . Three 1930 Brunswick models, each with four Screen Grid tubes, and each an eight-tube set:

Lowboy Console, Model S-14 . . \$129
Highboy Console, Model S-21 . . 154
Panatrope with Radio, Model S-31 249

Prices quoted are without tubes.



Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

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

OUR INCOME TAX DEPARTMENT

Conducted by M. L. SEIDMAN, C. P. A.

[This is another in a series of articles by Mr. Seidman on how to prepare income tax returns that will appear regularly in these columns. Mr. Seidman is a well-known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 2 Lafayette St., New York City. All communications must be signed by the inquirer, but no names will be disclosed in published answers.—Editor]

A number of questions sent in by readers have accumulated and in order that they may get prompt assistance, this article will be devoted exclusively to questions and answers. The discussion of capital gains and losses will therefore be deferred until the next article.

QUESTIONS AND ANSWERS.

Securities Acquired Prior to

March 1, 1913.

Q. If I bought stock in 1910 at \$100 per share, and it was worth on March 1, 1913, \$75 per share, and I sold it in December, 1929, at \$50 per share, am I to figure the loss in making out

my tax return for 1929 as \$25 per share or \$50 per share?—F. W. S.

A. The loss is \$50 a share. Where property was acquired prior to March 1, 1913, gain or loss is computed on the basis of the higher cost or market value on that date.

Cave-in of Wall.

Q. The side wall and part of the roof of a building has caved in. Can the cost of reconstruction be deducted as an item of repairs, or is it a betterment not subject to deduction. The loss was not covered by insurance?—M. D. W.

A. You can deduct the cost of the wall and the part of the roof that caved in. The amount spent in reconstruction is regarded as capital and not expense. To determine the cost of the old wall and roof, you will have to estimate the amount as related to the total cost of the building, if there is no other or better way of figuring it.

Employe Abroad.

Q. I would appreciate your informing me if I have to file an income tax return, and if I have to pay a tax on any or all of my income. I am an American citizen employed by an American company in Cuba. My work keeps me in Cuba all year except for about six weeks' vacation in the United States. In addition to my salary I have an income from investments in

stocks of American companies, out of which I pay interest on money borrowed to help acquire said stocks.—W. F. M., Jr.

A. The income from your investments is taxable. Your salary, however, is not taxable if it does not exceed the \$30,000 earned income limitation. There is a special provision in the law exempting the salary of an individual derived from services rendered abroad for more than six months in the year.

Income of Father and Son.

Q. My father (widower) and I (bachelor) own real estate in joint tenancy. Can I report my share of the rental separately or must I report with father?—A. J. B.

A. You do not make a joint return with your father. Joint returns apply only in the case of husband and wife.

Property to Son.

Q. I gave to my son property, taking no money, nor do I ever expect to be paid for same. He pays me during my life 6 per cent. interest on a note for same. Do I have to enter as profit for this year's income, the difference between the value of land 15 years ago, when I bought it, and amount of mortgage taken from him, which is greater than the cost of the land to me.—T. K.

A. It is not clear whether you have sold the property to your son, or purchased an annuity from him. On the basis of a sale, you have no income to report (except for the 6 per cent. interest) since you received no cash from the sale. If it is an annuity, you will not have to report even the 6 per cent., until the total amount received by you exceeds your cost of the property, including the 6 per cent. items.

Cash and Accrual Basis.

S. A partnership has in the past made income tax reports on the accrual plan and now wishes to change to a cash basis. What is the procedure if any for changing? Also, does the cash basis report only such business transactions as are actually paid for?—H. W. G.

A. In order to change from accrual to a cash basis, it is necessary to apply to the Commissioner of Internal Revenue and secure his permission. On a cash basis, income and expense is reported only when occurring in the form of cash receipts or disbursements or their equivalent.

Joint Account Profits.

Q. I am in partnership with another party in a series of stock market commitments. My partner insists that since this is a partnership, our income should be only reported as the amount we have actually drawn down in cash from our account. But I contend we must report our profitable completed trades which aggregate a far larger amount. We are anxious to receive your reply on this question.—R. B. H.

A. It is the actual profits in the account and not the amount that is drawn out by you that must be reported in your tax return.

Stock Dividend.

Q. In the matter of sale of stock which has been issued as a stock dividend, shall the proceeds of such sale be considered as profit on that particular stock and reported as such, or can it be considered as a dividend which is not taxable?—L. Y. G.

A. Neither method suggested by you

is correct. A stock dividend is regarded as a division of the original holdings. The cost of the old stock is accordingly prorated over the old and new stock. Selling the stock received as a dividend is the same as selling the old stock. Gain or loss is determined on the difference between the sales price and the adjusted cost per share.

Sales as Gross Income.

Q. When one has a retail business what is designated as "Gross Income"? Will my sales be considered as gross income?—J. C. W. L.

A. The \$5,000 requirement has reference not to the sales, but to the gross profit from the sales. In other words, the cost of what was sold is applied against the sales price and it is only the difference between the two that enters into the computation of the \$5,000 amount.

WIEDENBACH-BROWN CO. IS EXCLUSIVE N. Y. SYLVANIA DISTRIBUTOR

EMPORIUM, PA., Friday.

The Wiedenbach-Brown Co., Inc., of 118-120 East Twenty-fifth street, New York, is now exclusive distributor for the Sylvania Products Co., this city, in northern New Jersey and greater New York, R. S. MacArthur, assistant sales manager for Sylvania tubes, reported today.

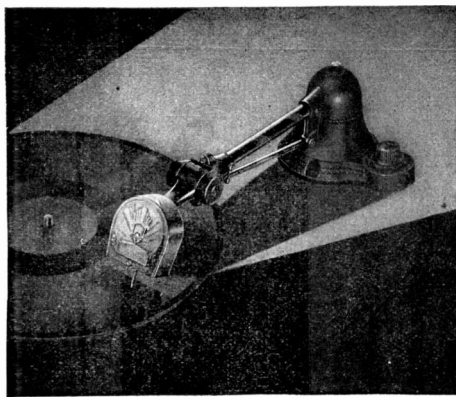
Heretofore, the Wiedenbach-Brown Co. covered only the northern New Jersey territory.

PETITION IS FILED AGAINST TROY SALES

CHICAGO, ILL., Friday.

A petition in bankruptcy has been filed against the Troy Sales Co., radio organization of 3112 North Kedzie avenue, this city. Claims total \$3,148.

PERFECTION! nothing less



UPCO ELECTRIC PICK-UP

STEP by step, from the analysis of the metal from which every part is made that goes into the Upco Pick-up—the precision fit of every part—to the rigid final test, on special frequency reading instruments covering the entire range from 50 to 5000 cycles. These are the standards demanded by Mr. A. Borsuk, designer and builder of acoustic and electrical sound devices for over 13 years, before the Upco Pick-up leaves the testing laboratory.

The Upco Pick-up reveals almost uncanny faithfulness in voice and musical reproduction.

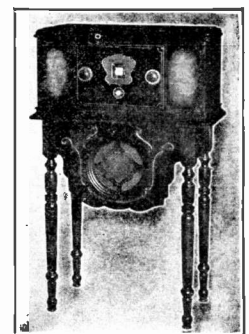
It is a precision built instrument and is invariably chosen in comparative tests. A model for every purpose. Special models for auditorium and public speaking equipment.

UPCO PRODUCTS CORP.

A. BORSUK, President

Makers of Acoustic Instruments for over 13 Years

270 LAFAYETTE ST. Canal 8523 NEW YORK, N. Y.



ELECTRIC CHELSEA RADIO

List Price \$89.50

Less 50—10

Dealer Price \$40.27

Uses 245 Power Tube
Automatic Pick-up Jack
Built-in Socket Antenna
Inductive Dynamic
Illuminated Drum Dial

Send for Circular

BARTY RADIO CO.

11-42 31st Ave. L. I. C., N. Y.

QUANTITY MANUFACTURERS
OF PRIVATE BRAND RADIO

Another Big Year for **VICTOR RADIO**

WHILE opinions differ about the future for almost every make of radio-talking machine product on the market, isn't it significant when everybody agrees that VICTOR'S enormous success last year was only a beginning?

We know that the dealers in our territory are not going to swap certainty for doubt!



GRIFFITH VICTOR DISTRIBUTING CORP.

Indianapolis, Ind.
31 East Georgia Street

Cincinnati, O.
1102 Sycamore Street

Louisville, Ky.
817 W. Market Street

GETTING A PROFIT OUT OF 1930 BUSINESS UPPERMOST IN MINDS OF SAN DIEGO DEALERS

San Diego, Calif., Thursday.

No sets sent out without a deposit is a trade improvement San Diego dealers hope to get generally enforced this year. This is expected to be the principal topic of discussion at the first meeting of the year scheduled for Radio Trades Association of San Diego county, to be held here January 21. This association meets regularly on the third week of every month.

During the rush of demonstrations incidental to autumn and holiday business last year, this was too big a problem for the local association to tackle. Whether it will get a definite solution at the hands of the association is still a matter which is very much up in the air. But in any event there is going to be a discussion and exchange of experiences which can not fail to lead to a better understanding of methods of eliminating extra costs imposed by inconsiderate people who assume the role of prospects when they have a minimum of intentions of buying, or even in many cases of ability to pay if they accept delivery and sign up for a set.

The determination to get a profit out of operations in radio in 1930 is uppermost in the minds of the entire retail fraternity in this district. The association has had its difficulties in the past, and is expected to have them in the future, but has proven its worth in providing a meeting place and opportunities for discussion and developing acquaintances between dealers. Merle C. Dearborn, president of the association, observes that radio dealers here

are getting out of the habit of thinking in a small way about their associates in the trade. Every dealer is developing a self discipline in thinking about trade relations leading toward a viewpoint which can be expressed in the idea, "Bill Jones is not a competitor, he's a good friend." Less thinking about competition and more about sound business principles is being brought about through the monthly association meetings.

Officers of Radio Trades Association of San Diego county are Merle C. Dearborn, president; Curtis May, vice-president; Louis G. Blanken, secretary-treasurer.

Roy T. Davis, manager of the Music Store of Holzwasser, Inc., the piano, phonograph and radio business conducted by the large Holzwasser department store at Fifth and Broadway, advances a common sense view of current business conditions. Dealers in this section are uniformly reporting light sales since Christmas, and there is a tendency to attribute this to belated arrival on the West Coast of the "Wall St. slump."

Mr. Davis looked up the record for the corresponding period last year, and found the same condition prevailed. He points out that general merchandise stores always put on reduced prices at this time to clean up unspent funds taken out of Christmas Clubs at the banks. Before they get back to normal spending habits the public in general seems to need about two pay days. Resumption of normal winter radio business, therefore may be expected immediately after January 15. There is no cause in its failure to develop before that date.

The Music Store of Holzwasser, Inc., operates extensively in radio and phonographs, featuring Columbia and Brunswick phonographs and records, and Radiola, Majestic, Crosley, Brunswick, Columbia and Temple radio.

Record business gets a better report from Thearle Music Co., largest local music merchandiser, than from many other front rank houses scattered through the country.

Thearle Music Co. is managed by A. D. La Motte, president; H. E. Callaway, vice-president; R. D. Kirkpatrick, vice-president, and Mrs. L. E. Burton, secretary-treasurer.

Mr. Callaway is in direct charge of phonograph and radio merchandising, and Mr. Kirkpatrick specializes in the piano field. George Austin is manager of the instrument department.

Mrs. Mabel B. Glover, who started with the Lyon & Healy organization, is manager of the record department, assisted by Mrs. Mildred Drengston and Mrs. Fern Bittaker.

Victor album sets are showing a fine response to active and intelligent promotion work here. Broadcasting by radio produces good business on these fine recordings.

Frank J. Stafford, Victor factory man working with the trade on record merchandising, is down here frequently from Los Angeles.

Columbia's "Ukulele Ike" records have developed some regular customers here who buy all his recordings. "Singing in the Rain" and "Orange Blossom Time" are moving steadily.

Brunswick's Hill Billy records are being broadcast over KFSD every Sunday from 12 to 2. The number of requests indicates this is the most popu-

lar hour this station offers during the week. Numerous record sales follow the broadcasting.

"Tiptoe Thru the Tulips," by Johnny Marvin in the Victor recording and Nick Lucas in the very popular Brunswick production, have kept up steady business since November, and no end is in sight yet, one of the best of the theme song hits turned out so far.

The way Vocalion's hill billy, "Utah Trail," is going across surprises everybody. This is a good one. Paul White-man records are selling better lately. Rudy Vallee is always good. Ted Lewis pulls all the time. Ruth Etting productions have a definite following.

Hohner harmonicas are such steady business producers that they have one of the finest display positions in the Thearle store.

Motor Hardware & Equipment Co., 1125 Columbia street, is reported to be actively seeking a new line for wholesale distribution exclusively, in San Diego and Imperial counties. W. A. Mayne is manager of the radio department. In their automotive and radio departments they travel nine men in the two counties. Their radio business has covered six years with Gilfillan and two with Eveready.

—S. F. PARKER.

BANKRUPTCY PETITION FILED BY MYE RADIO

A petition in bankruptcy has been filed by Mye Radio Stores, Inc., 558 Fifth avenue, Brooklyn. No schedule was attached to the petition. Liabilities are about \$7,500 and assets about \$7,000.

LUDWIG BAUMANN TO CARRY SPORTS GOODS

The chain of Ludwig Baumann radio and furniture stores throughout the metropolitan district will in all probability open sporting goods departments in each of the twelve stores, this Spring, according to reports received last week. Ludwig Baumann operates seven house-furnishing stores and five additional exclusive radio stores in Manhattan, Bronx, Brooklyn, Yonkers and Newark.

In connection with this report, it was also said that the company will in all probability open additional stores shortly to carry radio and sporting goods.

Officials of Ludwig Baumann reported that 1929 was the most successful year in the company's history.

3 NEW SHOPS OPENED BY UNITY RADIO CO.

Three new retail stores have recently been opened by the Unity Radio Stores, Inc., New York, and two others are shortly to be added to the chain, Irving E. Cohen, secretary, reported last week.

The new Unity stores are located at 1181 Jerome avenue, 2115 Southern boulevard, and 312 West 145th street, all in New York. Other stores will be opened by February 1 at Fifth avenue and Sixteenth street, and at 47 East Fordham road, Mr. Cohen reported.

An Added Sale with each Combination



SELL

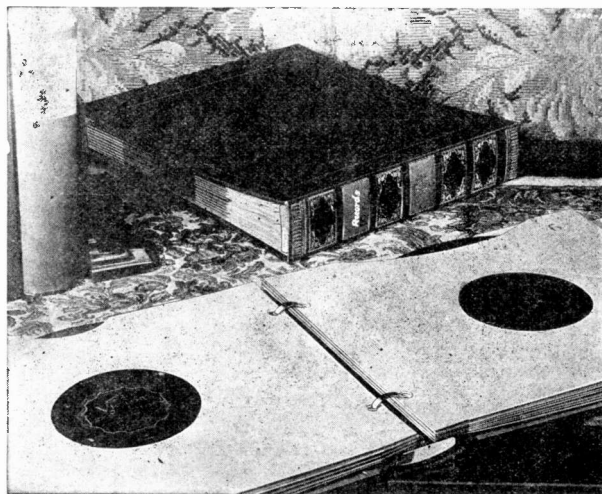
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.

HERKIMER, N. Y.

Peerless Announces a New Quality Record Album For the Trade and Cabinet Manufacturers



A solid-back album that opens absolutely flat. Heavy brown kraft envelopes, and exclusive patented loose leaf features make this the finest and most exclusive album for the better

grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. DESIGNED ESPECIALLY FOR YOU IF DESIRED.

Our regular line of albums has long been considered the standard of the phonograph industry.

PEERLESS ALBUM CO.

62-70 W. 14th Street

New York City

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.
Wholesale Distributors
Serving Radio Dealers With Promptness and Efficiency
ATWATER KENT — POOLEY — RED LION

BOSTON, MASS.

J. H. BURKE COMPANY
Featuring Atwater Kent Product
For the New England Trade
221 Columbus Ave. **Tel. Kenmore 0750**

BOSTON, MASS.

HOWE & COMPANY
DISTRIBUTORS
EXCLUSIVELY
883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH
METROPOLITAN DISTRIBUTOR
1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.
ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY
Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.
Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.
Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio
5205 Euclid Avenue
Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

COLUMBUS, O.

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

INDIANAPOLIS, IND.—

WAGNER RADIO CO.
615-621 N. Capitol Avenue
ATWATER KENT SALES AND SERVICE

MILWAUKEE, WIS.

RADIO SPECIALTY CO.
"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"
495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.
SPECIALIZING IN ATWATER KENT SERVICE
296 Elm Street

NEW YORK, N. Y.

E. B. LATHAM & CO.
"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.
METROPOLITAN SERVICE
ATWATER KENT RADIO
250 W. 54th Street

PHILADELPHIA, PA.

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

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.
1504 Pine Street
Get Your Share of One Million and a Half A-K's
for the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.
950 Van Ness Ave.
Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

The Seeds of Majestic Success Planted in
1929 Will Yield More Fruit in 1930 with

Majestic

ELECTRIC
RADIO

EXCLUSIVE DISTRIBUTORS

Richmond, Nassau, Suffolk and Queens
Counties, also Serving Kings County

Specialty Service Corporation
"SERVICE" Is Our Middle Name

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.

SCREEN-GRID BOSCH RADIO



Wide selling range—strong price advantages—flexibility
of inventory—backed by sound merchandising—Bosch
factory to dealer cooperation. Write for details.

AMERICAN BOSCH MAGNETO CORP.

Springfield
Branches: New York Chicago Detroit San Francisco
Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario Massachusetts

INCREASING INTEREST MANIFESTED IN NEW SETS IN QUAKER CITY

RECORD BUSINESS IS BRISK

Robert Cameron Is Named Zone
Manager for General Motors
Radio Corp.—Trilling & Montague
Hosts to 275 Zenith Dealers;
Paul B. Klugh Featured
Speaker.

Philadelphia, Pa., Friday.

Though early year sales of radios are not as lively as they were in the immediate post holiday period there is a fairly good interest displayed by prospective customers to warrant an optimistic attitude on the part of the trade as regards the outlook for springtime revival of business. All along the line, from the manufacturer to dealer, the trade is looking ahead with courage despite the uncertainty that has been manifested in the past fortnight.

A few of the talking machine manufacturers have been receiving a goodly share of record business, particularly of those selections featured in "talkies." Wide publicity given by prominent manufacturers has enabled the dealers to dispose of more of these recordings this season than anticipated.

The General Motors Radio Corp. has appointed Robert Cameron as manager of the local zone trade. Mr. Cameron formerly was associated with the Franklin Electric Co., 50 N. Seventh street, as manager of the radio department and previous to joining that concern was with the American Bosch Magneto Co. in its radio division. He will cover Eastern Pennsylvania, Southern New Jersey and the eastern shore of Delaware.

Pending the completion of the new building which will house the entire offices of the General Motors Corp., including the Radio Corporation, the radio department will be located in the Public Ledger building where Mr. Cameron has taken temporary quarters in Room 252. When the new General Motors building, at 1624 Hunting Park avenue, is completed the Radio Corporation will re-move to that address which will be the regional offices for the Atlantic seaboard.

B. E. Newall has been appointed general sales manager of the radio department of the Franklin Electric Co., succeeding Robert Cameron. The Franklin company is now open for a set line for Philadelphia distribution.

Trilling & Montague were the hosts to the Philadelphia dealers and those in the eastern part of the State of Pennsylvania, South Jersey and the eastern shore of Delaware at a luncheon and business session held at the Adelphia Hotel last Friday, from noon until 3 P. M., when officials of the local company and the factory addressed the dealers on trade topics, the general outlook for the radio industry and the financing problems which confront the industry in its retail branch. 275 dealers were on hand as guests of Trilling & Montague. Among the speakers were: Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., David Trilling of the firm of Trilling & Montague, and Mack Gilles, of the Commercial Investment Trust, Inc., New York, and Jack Lobel, adver-

tising and sales manager of Trilling & Montague. Vice-president Klugh after being introduced by Mr. Trilling as presiding official, gave a most elucidating and interesting talk on the radio industry and assured the dealers that the Zenith Radio Corp. despite rumors that have been misleading, was sounder than ever in its history and ready to go ahead in the current year with plans that will bring bigger sales and better profits to the dealers. David Trilling gave the dealers vigorous pointers on problems, stressing the factors of strong business management that will mean a sounder basis upon which to build for the profitable conduct of their individual firms and for the trade as a whole. Mack Gilles answered questions that were laid before him by Mr. Trilling on the financial problems which are daily brought to the attention of the retailers in the sale of radios.

Temple radio distributors in the Philadelphia territory attended the meeting of the factory officials held at the Temple Radio Corp. headquarters in Chicago last week when the manufacturers announced policies for the continuance of business. Glenn Tongue, & Bros. Co., Inc., journeyed to the business conference at Chicago as representative of his firm and upon his return announced that the Temple radio will continue to be the main line featured by his company with further announcement of plans in the near future.

Raymond Rosen, of Raymond Rosen & Co., also Temple distributors, here, was another Philadelphia distributive representative who journeyed to the Windy City to join in the conferences held the past week and will return here on Monday.

—CARR.

Northwest Radio Ass'n Holds Get-Together

MINNEAPOLIS, MINN., Thursday.

A meeting of the Northwest Radio Trade Association was held recently at the Nicollet hotel here, and was attended by a large group of radio dealers.

A full program of entertainment was furnished following the luncheon. During the business meeting a number of important problems confronting the industry were discussed and reports of committees made. The meeting was addressed by H. A. Bellows, president of the Northwestern Broadcasting Co., who spoke on the status of broadcasting at the present time and the prospects for 1930. Mr. Bellows is chairman of the legislative committee of the association.

Seated at the speakers' table were R. A. Cooley, treasurer of the association; H. H. Cory, executive secretary; J. W. A. Henderson, president; H. A. Bellows, A. L. Milner, E. O. Borglin, N. P. Smith and H. L. Derringer, directors.

ZEITNERS DISCARD CLOTHING BUSINESS, TAKE ON A-K RADIO

TRIPP, S. D., Friday.

Zeitner Brothers, of this city, recently disposed of their clothing business and from now on will concentrate their energies on the sale of radio. Their new set-up calls for the exclusive handling of Atwater Kent radio, product of the Atwater Kent Mfg. Co., Philadelphia.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



RADIO DEALERS

Write, Wire, or Telephone for Prices

EARL and FREED Radio Receivers
f. o. b. Denver

ROCKY MOUNTAIN RADIO CORP.

1153 BANNOCK ST. Tabor 5271 DENVER, COLORADO

MILWAUKEE RADIO FIRMS ANTICIPATE GOOD SPRING SALES

NEW MAJESTIC EXHIBITED

Lappin Electric Co., Wholesaler, Sponsors Dealer Meeting and Banquet—Lively Call Reported for Recordings.

MILWAUKEE, WIS., Friday.

Radio sales are expected to increase in this territory within the course of the next two months. The presence of a quantity of distress merchandise now being offered for sale at unusually low prices has caused somewhat of an unsettled condition at the present time.

The Interstate Sales Co., distributors of Bosch and Star-Raider, anticipate an increase in sales this Spring. The firm is pushing the sale of the console models at the present time. Sometime after the first of next month Bosch will introduce an automobile set at a moderate price, which can easily be installed in any make of car. A large demand for this type of receiver is anticipated.

David Lappin, president of the Lappin Electric Co., distributors of Philco radios in Wisconsin, is back from a distributors' meeting at the new Philco factory in Philadelphia. He reports that jobbers in all parts of the country are optimistic regarding prospects for 1930.

The Lappin Electric Co. will hold a State-wide dealers' meeting and banquet, today. The sales and advertising plans for the coming year will be made known on this occasion.

The new 1930 Majestic "Prosperity Line" is being displayed this week at the Hotel Pfister, under the auspices of the Badger Radio Corp., distributors. Increased activity is predicted for this set during the course of the next two months, an order for thirty-five carloads for January and February delivery having been made by the firm.

An increased demand for the Mills automatic talking machine has been noted during 1929, according to F. A. Schneider, head of the Master Music Co., local representatives. Sales are expected to show further gains in the coming year. Summer resorts, restaurants, ice cream parlors and in some instances dance halls are making use of them.

Samson's, a division of Artseo, is discontinuing their store at 422 Wisconsin avenue.

The North Central Distributors, Victor representatives in this territory, report lively demand for recordings from the movie musical comedy "Sally," featuring Marilyn Miller, and now being shown at one of the downtown theatres. A large sale of records from the popular "Pirates of Penzance" is anticipated. Recordings of several selections sung by the soloist, and numbers played by the organist of the First Church of Christian Science in Boston are to be released in the very near future.

The first meeting of the Victor Record Girls' Club, this year, was held on Tuesday evening, January 14, at the offices of North Central Distributors.

The George C. Beckwith Co., Crosley distributors, are of the opinion that conditions will show a marked improvement within the next two months and

Distributors from East, West, South Visit Crosley Plant

Cincinnati, Ohio, Monday.

Visitors at the headquarters of the Crosley Radio Corp., here, recently included Crosley distributors from three widely separated parts of the Western hemisphere. Senor Carlos de Dominici, of H. J. Chilibroste & Co., Crosley distributor in Buenos Aires, spent several days at the plant. Visitors from the Pacific Coast included R. F. Meggee, Seattle distributor, and Charles R. Kierulff, of Kierulff & Ravenscroft, Crosley-Amrad distributor in California. H. Mingins, president of the Twentieth Century Radio Corp., came on from New York City.

Messrs. Meggee and Kierulff went on to the East to visit New York and the plant of the Amrad Corp., at Medford, Mass.

Indications point to a marked increase in business on the West Coast after February 1, Meggee said. He added that dealers were giving more consideration to standard, well-established lines, concentrating on one line exclusively in many cases, stating that there was little merchandise in the hands of Crosley dealers on the Coast, but that heavy shipments were enroute to meet the expected increase in demand.

Messrs. Meggee and Kierulff were accompanied by P. W. Bialowsky, Crosley western division sales manager. Bialowsky stated that sales in January had been larger than during the holiday season, and declared the outlook for the immediate future was good.

Senor Dominici came to Cincinnati to prepare for the opening of the fall season, which in the Argentine starts March 1. He said no radio slump had been noted beyond the usual summer recession, and predicted that Crosley sales would again be doubled during the coming season. There is an especially big market for the screen grid battery set, he said, in view of the large number of unwired homes in his territory.

Telephone Interests Lose Pacent Appeal In Circuit Court

In a decision handed down by the United States Circuit Court of Appeals for the Second Circuit, by Circuit Judges Swan and Mack last week, the appeal by the American Telephone & Telegraph Co.-Western Electric talking picture interests against Pacent Reproducer Corp. and Pacent Electric Co., Inc., from the dismissal of the infringement suit brought by the telephone group against the Pacent companies, was dismissed.

Louis G. Pacent is president of the Pacent companies.

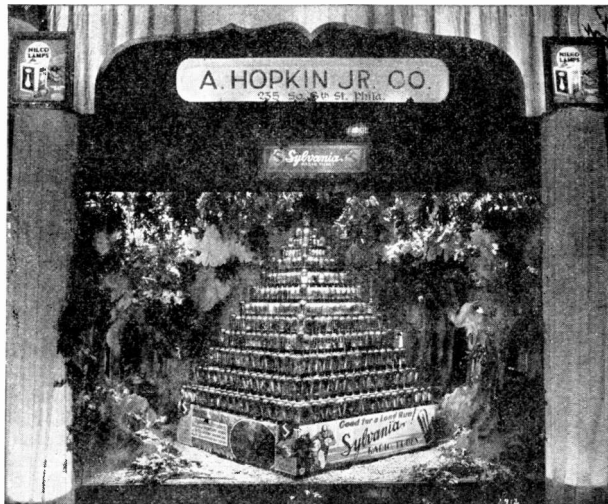
that sales will increase in the very near future.

Sheet music sales are brisk at the present time, according to Mr. Tillman of the Tillman Song Shop, near the corner of Fourth and Wisconsin.

The Flanner Hafsoos Music Store, on Broadway near East Wisconsin, reports that Philco and Atwater Kent radios are moving well at the present time.

—E. S.

Artistic Sylvania Pyramid Display Sponsored by Distributors Attracts Considerable Attention



Sylvania Tube Display

Reading, Pa., Thursday.

Following his visit to the recent Philadelphia Electric and Radio Show, J. H. Blimline, of this city, head of the J. H. Blimline Co., distributor of Sylvania tubes, made arrangements to have the contents of the Sylvania booth set up in the local display window of the jobbing firm. Six hundred and sixty-seven Sylvania radio tubes were

used in pyramid fashion in the exhibit.

The display was four feet square at the base and six feet high, each quarter of the pyramid having lights inside shining through the tubes. The pyramid was mounted on a turntable that revolved.

The Philadelphia Show exhibit was sponsored by the A. Hopkin, Jr. Co., Sylvania distributors in the Philadelphia area.



Honest Quaker Main Springs Repair Materials

An Announcement
... that MEANS SOMETHING!

ON January 1st., 1930 this organization acquired control of the G. S. LOVELL CLOCK CO., of Philadelphia, established for over 75 years.

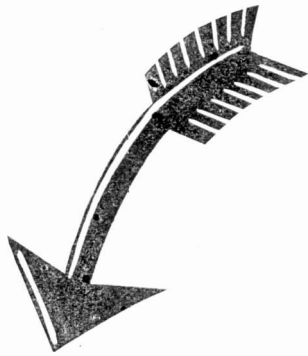
This marks the successful termination of our efforts to secure a suitable companion line to our HONEST QUAKER Products.

NEXT WEEK—"What this means to you"

LOVELL CLOCK DIVISION
OF

Everybody's
TALKING MACHINE CO., INC. 810 ARCH STREET
PHILADELPHIA

EVERYBODY'S TALKING MACHINE CO., Inc. Makers of Honest Quaker Products



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Sheet Music and the Radio Store

In these days when the sheet music industry is in the throes of sales slump, it would seem that balm in Gilead would be sought by enterprising publishers or their sales representatives to bolster sales to a higher point. A logical outlet for selling sheet music is the strictly radio shop, however paradoxical it may seem. In remote instances, it is admitted, radio stores have handled sheet music, and in most of these instances, they have been able to show a legitimate profit. There are 30,000 radio dealers in the United States; 30,000 fertile markets for sheet music sales. The public goes to its radio shop for its musical entertainment and an attractive display of sheet music is bound to be of interest to Mr. Music Lover.

Radio is consistently offering tie-ups upon which alert publishers could capitalize. The Philco radio, for example, one of the country's leading sellers, has effected an arrangement with Paramount Pictures, by the terms of which its dealers are featuring at the present time Maurice Chevalier and his "Love Parade" picture. Philco radio dealers have been urged to secure sheet music in this and forthcoming Paramount pictures, and to feature these songs in their windows. In New York, several stores in the City Radio chain have added sheet music to the lines of musical product which they merchandise. Out of town, several of the leading chain stores are doing the same thing.

The publisher's sales representative, in his own territory, would do well to investigate the possibilities of selling his local radio dealers on the idea of carrying sheet music.

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

Watch It! It's A HIT - Sure as Shootin!
THE ONE I LOVE
"JUST CAN'T BE BOTHERED WITH ME"

Just A 'Natural' Hit!
"FUNNY, DEAR, WHAT LOVE CAN DO"

Rudy Vallee Picked Another Great Song
"LOVE MADE A GYPSY OUT OF ME"

The Waltz Hit Of The World!
"LOVE ME"

The New Waltz Hit by the Writer of Ramona
"IT HAPPENED IN MONTEREY"
from PAUL WHITEMANS Picture "The KING OF JAZZ"

Mabel Wayne's De'lightful Fox Trot Song
"DO YA' LOVE ME"
JUST A TINY BIT - DO YA'?

Diff'rent and Unusual!
"WE LOVE US"

Haters & Florio's Charming Waltz Song!
"I LOVE YOU SO"

Sensational Waltz Song from Rio Rita!
"YOU'RE ALWAYS IN MY ARMS"

The Fox Trot Hit From Rio Rita!
"SWEETHEART, WE NEED EACH OTHER"

Bigger And Better Than Ever!
I'M JUST A
"VAGABOND LOVER"

One Of The Real Hits!
"SATISFIED"

Bright! Snappy! Dandey!!!
"THE TALK OF THE TOWN"

Rube Bloom's Descriptive Masterpiece
"SONG OF THE BAYOU"

LEO. FEIST INC.
231 W. 40th ST., NEW YORK, N.Y.

Songs that Sell

Hit Songs in Sound Pictures

Gloria Swanson sings
LOVE--Your Spell Is Everywhere
(from "The Trespasser")

Duncan Sisters' introduce
I'M FOLLOWING YOU
HOOSIER HOP
I'M SAILING ON A SUNBEAM
(in their newest picture "It's A Great Life")

Norma Talmadge sings
A YEAR FROM TODAY (in her first talking - singing picture "New York Nights")

Irving Berlin's
WAITING AT THE END OF THE ROAD (from "Hallelujah")

WHAT IS LIFE WITHOUT LOVE
(from "Broadway Scandals")

WOULD I LOVE TO LOVE YOU
(from "Broadway Scandals")

SONG OF THE CONDEMNED
(from "Condemned")

POPULAR HITS

TO BE FORGOTTEN (new)
by Irving Berlin

SAME OLD MOON, SAME OLD JUNE (But Not The Same Old You)

LUCKY LITTLE DEVIL (new)

DON'T GET COLLEGIATE (new)

I ACTUALLY AM IN LOVE

THE MOONLIGHT REMINDS ME OF YOU

SWEET CAROLITA (Rudy Vallee)

SOUND PICTURE SONGS (In Preparation)

Al Jolson's latest picture "Mammy"
by Irving Berlin

Story and Songs by Irving Berlin
LET ME SING AND I'M HAPPY TO MY MAMMY
THE CALL OF THE SOUTH KNIGHTS OF THE ROAD
(Across the Breakfast Table)
LOOKING AT YOU

Harry Richman's first singing-talking picture introducing
PUTTIN' ON THE RITZ
THERE'S DANGER IN YOUR EYES, CHERIE
ALICE IN WONDERLAND WITH YOU

IRVING BERLIN Inc.
1607 Broadway New York City

Duncan Sisters' Film Opens in New York; Score Is Lauded

"It's a Great Life," the Duncan Sisters' first audible picture, opened on Friday at the Capitol Theatre, New York, where it was greeted with unanimously laudatory comments from the press. The songs in the picture were mentioned in several of the reviews, with "Following You," picked by many to be the ace song of the film. Other tunes in the score include "Sailing on a Sunbeam" and "Hoosier Hop." Irving Berlin, Inc., publish the score.

Robbins Sales Head Off on Long Tour

Bernard Prager, sales manager for the Robbins Music Corp., New York, left last week on a six weeks' trip through the country which will take him as far as the Pacific Northwest, and during which he expects to cover more than 15,000 miles, believed to be a record for a trip of that duration.

The popular "Bernie" will concentrate on dealer tie-ups with current Metro-Goldwyn-Mayer film productions, among which are "Hollywood Revue of 1929," "Untamed," "Devil May Care," "Marianne and "Dynamite." Together with the Robbins sales and field promotional men, he will arrange for window and counter displays in key cities.

Witmark New Offices Opened Yesterday

Yesterday marked the official opening of the new offices of M. Witmark & Sons, prominent music publishers, in the new Cunningham building, Broadway between Fifty-first and Fifty-second streets. The offices are said to be among the most beautiful publishing headquarters in the world.

Opening of the offices yesterday was attended by many prominent members of the publishing and theatrical pro-

"Perfect Song" Stages Strong Comeback

"The Perfect Song," a number relegated to the memory section a number of years ago, according to E. F. Stevens, record sales manager of the Brunswick-Balke-Collender Co., is staging a mighty comeback.

This melody, if talking pictures had been current ten or more years ago, might have been spoken of as a theme song, for it had a very prominent spot in the musical of D. W. Griffith's film classic "The Birth of a Nation." However, at that time, the song did not catch on as a popular favorite. It was only when it was instituted as a theme melody in conjunction with the broadcasting of Amos 'n' Andy, that the song showed signs of revival. First in the field with a record of the selection was the Brunswick company, who has been enjoying tremendous success in its sale.

It is arranged by Louis Katzman and played by the Brunswick Concert Orchestra, under his direction, exactly as it is used on the radio chain.

Majestic Branch Opens In Cincinnati, O., With Geo. H. Deacon Manager

Cincinnati, Ohio, Saturday. "Our sales of Majestic radio during 1930 should exceed those of 1929 to a considerable extent," an executive of the Majestic Distributing Co., of Cincinnati, declared today in discussing the new Majestic "Prosperity Models."

The local organization covers thirty counties within the local trading area with headquarters at 1042 Gilbert avenue this city. Offices have recently been newly equipped.

According to officials of the local organization, retailers are highly enthusiastic over the Majestic 1930 set up as to models and price range.

On the occasion of the anniversary of the 45th year of Witmark's connection with music.

CLASSIFIED SECTION

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

SALESMEN: — SPLENDID OPPORTUNITY FOR MAN WITH EXPERIENCE IN RADIO OR MUSIC LINE TO COVER NEW YORK AND PENNSYLVANIA FOR LARGE MANUFACTURER OF MUSICAL MERCHANDISE WITH LARGE ESTABLISHED TRADE. ATTRACTIVE SALARY, BOX 467, THE TALKING MACHINE AND RADIO WEEKLY, 146 WATER STREET, NEW YORK CITY.

HIGH GRADE SALESMAN: thoroughly experienced, with executive ability. Looking for an opportunity. Box 463, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

KANSAS CITY TRADE SEE STABILIZATION IN TRADE THIS YEAR

Kansas City, Mo., Friday.

The radio business in Kansas City and the territory is spotty, but promises well for both retailer and distributor. The trade expects a great deal from the first year of the new decade. The general feeling indicates that 1929, while being a good year for unit sales, was not a good year for profit, and there was too great an over production.

It is expected that 1930 will reduce the number of radios on the market, bringing the industry down to more profitable competition. A stabilizing of the entire business—retailer, distributor and manufacturer—is hoped for as the thing that will bring radio back to a sounder basis.

Price cutting last fall seems to have affected the public to the extent that they are still waiting for radio to hit new low prices during January and February. A number of retailers feel that this is the reason the holiday season in this territory was not quite all it might have been.

However, the majority of those in the industry consider that business, while not so good as 1928, was good in 1929 and will be far better during 1930. With the increasing popularity of combinations—the best entertainment value in radio, in the opinion of dealers—records are expected to stage a comeback.

The number of 1929 sets still on the market have distributors and retailer worried to a certain extent. They are wondering whether or not the public was far wrong when it held off during the holidays expecting new low prices.

Although business at the radio department of Davidson's was not so good in 1929 as 1928 the holiday season showed good returns in comparison with the rest of the year, according to A. Nelson, manager of the department. This store is well satisfied with 1929 results and expects to have at least as good a volume in the current year.

Mr. Nelson was among the Majestic dealers who attended the Majestic sales

RADIO SALESMAN—wholesale, 10 years' experience, desires connection with reputable concern. Brooklyn territory preferred. Box 465, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

RADIO BUYER and merchandise man, seven years' experience, at present connected with one of New York's largest department stores. Seeking new connection where ability and qualifications would be appreciated. Box 446, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

school in Chicago the week of January 6. He is enthusiastic about the results of the school.

Conditions point to a very good 1930, Mr. Nelson said. There won't be so many small sets on the market, and the entire radio business will fall into a somewhat similar line-up as the automobile industry.

B. H. Thomas, formerly radio salesman for the Kansas City Power & Light Co., recently joined the Davidson staff.

The G-R Stores experienced a very good holiday business with volume since that time holding up very well, according to Mrs. George Ryan. As a whole, business was better than last year. The new store, recently opened on Troost avenue, although considered to be doing not so well, was found to have turned a fair profit when books were balanced, according to Mrs. Ryan.

The Sterling company the next two weeks is holding a series of dealers meetings at six different points in its territory for the purpose of re-franchising its dealers. The Sterling company reports business as fair. There has been no appreciable post-holiday slump, according to L. C. Truesdell, advertising manager.

Mr. Truesdell reported a very interesting trip of Majestic dealers to the Chicago school. An outstanding result of the school was that a large number of the dealers came back with the idea of handling Majestic exclusively. This idea of exclusive representation of one good radio seems to be gaining considerable ground in the Kansas City territory. If the movement becomes general the effect upon radio distribution and retailing will be considerably affected.

The Graybar company here looks upon 1930 as a good year in radio according to L. C. Brady, of the merchandising department. Much is expected of the year in clearing the field of too many machines and in reducing over production. It is likely that with 1929 and 1930 experience in too many radios that the field will not again be over produced.

The Philco radios were introduced at a sales meeting at the Kansas City Athletic Club, recently. More than 100 dealers from the territory attended the meeting. L. M. Kelly is territory manager for the Philco company.

—KENNETH FORCE.

SPARTON RADIO 1930 PLANS OUTLINED AT PORTLAND GATHERING

HARRY SPARKS A VISITOR

Condon Company Named Distributor for General Motors Radio Corp. — Farrington - Daline Radio Shop, Featuring Edison, Is Organized.

PORTLAND, ORE., Thursday.

Sparton radio distributors of the Pacific northwest held a meeting at the Benson hotel recently and were guests at dinner of Harry Sparks, vice-president of the Sparks-Withington Co., of Jackson, Mich., manufacturers of Sparton radios. Seattle, Spokane, Tacoma, Boise and Portland were represented at the conference, which was called to discuss means for sales promotion. Mr. Sparks expressed himself as satisfied with the sales of Sparton sets in this territory and outlined plans for extending Sparton merchandising and service.

Mr. Sparks, whose father Captain William Sparks, visited Portland recently with his Zouave drill team, spent only the day of the conference in the city. He was accompanied by Mrs. Sparks, who during the day was the guest of Mrs. Ambrose Cronin. At the meeting the P. J. Cronin Co., of this city, was represented by Ambrose Cronin, Sr., A. M. Cronin, Jr., and Moose Johnson. Frank L. Drake, district manager for Sparton, and M. D. Schuster, Sparton's west coast engineer, were present.

Announcement has been made by the General Motors Radio Corp., manufacturers of Day-Fan radio, of the appointment of the Condon Co. of Portland as distributors for Oregon and the river counties of Washington. According to James W. Condon, Jr., the new association of Day-Fan and General Motors offers distinct advantages to the radio buying public by employing the facilities of the General Motors Acceptance Corp., which enables the purchaser to buy a radio through one of the most complete financial organizations in the country. Since preliminary announcement of the Condon appointment many dealers have been assigned franchise for the sale of Day-Fan, according to Norman A. Hayes, sales manager. The first shipment of Day-Fan models has been received by the Condon company and regularly scheduled shipments are being forwarded from the factory, Portland thus becomes one of the centers of activity for General Motors in their new venture into radio, and the Condon company anticipates the greatest volume in their history as a result of this newly acquired line.

A new Edison service has been organized in Portland. It is known as the Farrington-Daline Radio Shop, and as its head are R. C. Farrington of Farrington Service, who has been identified with Ediphone and Edison products for 20 years, and O. L. Daline, who for some time has been connected with Edison radio. The Farrington-Daline Radio Shop succeeds Jack Lang's Radio Shop. Location is 191 Broadway. The deal was announced by Ed A. Borgum, of the Edison Distributing Corp. "The association of Mr. Farrington with Edison radio is particularly gratifying to the Edison corporation," he said. "Mr. Farrington brings to Edison radio the

same high standard of service that he has established in his handling of the Ediphone. Mr. Daline is well known in radio circles and knows the Edison from A to Z. The new shop will stock not only Edison radios, but Edison toasters, percolators and other Edison products.

Bosch radio was well represented in Portland recently when the city was visited by J. W. Costigan, San Francisco branch manager; F. E. Castro, new Northwest representative, and G. W. Stackman, Pacific coast Bosch manager, who were here conferring with Harry Brown, manager of the Electric Corp., local Bosch distributors. Stackman and Costigana were making a coast trip visiting all of the Bosch agencies. Castro joined the party here coming to this city from Salt Lake.

"The furniture dealers of Portland are to be commended for their production of the first night radio show ever held in Portland," said J. King Byron, executive secretary of the retail Furniture Dealers of Oregon. "It is a mark of progressiveness that will be appreciated by the people of the city, and that it affords them an opportunity to get a close-up on radios—a keen appreciation of what the radio means to the family and the home."

—LESLIE

Radio Patent Plan Assailed by B. J. Grigsby At Senate Hearing

(Continued from page 5)

receipts, which included radio apparatus, cabinets and packing cases, but that royalties on cabinets had been discontinued by RCA.

"If the royalty on cabinets had been continued, it would have forced us out of the cabinet business. We served notice that unless this policy was changed we would manufacture our cabinets through a separate company so that these royalties would not be collectable."

The RCA changed its policy and abandoned the royalty on cabinets, he stated.

"Even with this deduction no industry can long pay 7½ per cent. royalty to its competitor. The combine could sell its products and make a profit of 7½ per cent. that would represent only our cost, and therefore eventually bankrupt us. If there were merit in any of the combine's patents we would have no objection to dealing with the individual companies that owned these patents, but we do protest that it is a violation of the anti-monopoly laws to compel us to deal with all of them as one group and to take all of their patents and to pay royalty not on the merits of a patent, but solely on the power of the combination to destroy us unless we surrender.

"When the RCA fixed a royalty of 7½ per cent. it did so on the pretense that it had a complete monopoly of the radio patents situation and that its patents covered every part of the receiving set. That is not true. We are now paying royalties to three other patent owners and have been sued by five additional companies, claiming infringement of seven patents. In no case has the RCA protected us against these patents or helped us in the suits which have been filed against us."

BUFFALO MERCHANTS SEE GOOD PROSPECTS

G. CLAY COX PASSES AWAY

Erion Radio Store Adds Zenith, Stewart - Warner and Philco Lines—Joseph Strauss & Co. Host to Northern Pennsylvania Dealers.

BUFFALO, N. Y., Monday.

The holiday volume of business for radio and talking machine dealers in this district was very good in spite of the conditions preceding the holidays. This was due a great deal to the well-planned advertising and merchandising campaigns conducted by most of the stores and which brought the sales record of 1929 very near those of the same period of 1928.

Merchants say that the outlook for 1930 business in the radio industry is very good and will improve steadily. They hope that the present dollar value of this commodity will so impress itself on buyers that purchases will be broad and satisfactory.

Buffalo and vicinity dealers were greatly interested in the disposition which Curtis N. Andrews, formerly of the Victor and RCA wholesalers here, made of the estate of his brother, the late W. D. Andrews, who was in similar business in Syracuse prior to his death. The Buffalo man who retired recently to manage his personal affairs was the sole beneficiary of his brother's will, made more than 25 years ago.

C. N. Andrews, knowing of his brother's philanthropic turn of mind, announces voluntary gifts of approximately \$350,000, although the will contained no bequests. The money went to organizations and persons in which the latter had an interest in life. To Syracuse University was given \$100,000, while other institutions were allotted from \$5,000 to \$25,000. Former employes of Andrews wholesale firm were called together and given a total of \$22,000 in appreciation of their service.

After an absence of eight months from the employ of the Duffy-Powers Co., of Rochester, N. Y., C. H. Jones has rejoined the staff as manager of the radio department. Before he severed his connection with the company last year he had been the manager of the art, lamp and radio department for 12 years.

The Erion Radio Store of Buffalo has added Zenith, Stewart-Warner and Philco radio lines to its stock. Marty Schwab, manager of the store, reports an excellent demand for all three lines.

Manager Clarence E. Rutan, of the Music Lovers Shop of Rochester, announces its removal the early part of this month to an excellent new location at 370 East Main street, adjoining the Eastman School of Music. The store was formerly at 31 East avenue.

Fire in the stock room of the Ehrenberg Electric & Radio Co. store in East Aurora, N. Y., caused damage of nearly \$15,000.

G. Clay Cox, for many years a musical instrument dealer in Cincinnati, and who for nearly 25 years manager of the large music store of J. W. Martin & Bro., in Rochester, died suddenly recently in his home in that city.

A dinner and meeting was held by Joseph Strauss & Co., Buffalo distributors for Zenith radios, for the entertainment of the northern Pennsylvania dealers in the Reed Hotel, Erie, Pa. of the Indiana National Bank.

J. V. Duncombe of Erie was master of ceremonies, introducing as speakers the representatives of the company's Chicago office and also of the Buffalo jobbing house, who made very interesting addresses.

Buffalo radio dealers were very much pleased when the General Electric Co. announced the opening at once of a three-year construction program which will scrap all of the 25 cycle direct current transmission equipment in use here and substitute that of 60 cycle, alternating current, throughout the city.

Radio and furniture dealers of the East side business districts of Buffalo will close their stores each evening of the week except Saturday, instead of operating every evening. This agreement, brought about by Harry Rubenstein, of the Maisel Furniture Co., working with other leaders in this business field, has the hearty approval of radio dealers who have been putting in about 16 hours a day at their stores.

—FAHNESTOCK.

New Majestic 1930 Line Introduced to Capitol Retailers at Meeting

Indianapolis, Ind., Thursday.

Majestic radio dealers in this territory saw for the first time on Tuesday the new line of Majestic radio sets and combinations at the fourth annual dealers' meeting conducted by the Capitol Electric Co., this city, distributing organization for the Grigsby-Grunow Co., Chicago. The gathering was held at the Columbia Club, here.

The four new Majestic models, including two radio-phonograph combinations, were exhibited to the dealers. The present two models of the line have been retained, making a total of six sets offered this year by the Chicago manufacturing organization. The sets are known as the "prosperity models."

Representatives of the Grigsby-Grunow Co. also told the gathering of the company's entrance into the refrigeration field with a moderately priced refrigerator.

H. E. Peuley, assistant chief engineer of the Grigsby-Grunow Co., gave a technical description of the Majestic line, and pointed out that a number of refinements have been made in the chassis, which is the same in all models. There are also changes in the power supply and in the speaker.

Duane Wanamaker, advertising manager for Majestic, discussed the company's advertising campaign for 1930.

R. P. Oblinger, president of the Capitol Electric Co., told of his company's plans for cooperating with dealers, and Robert Uhle, secretary of the local firm, discussed the "Capitol Special," a sales school to be conducted by the distributing firm this season. Other Capitol representatives who spoke were: C. C. Mathews, vice-president and general manager, and Charles E. Marshall, treasurer.

The gathering was brought to a close with a banquet and entertainment in the evening. At this affair, Larry W. Symons, territorial manager for Majestic, discussed his company's broadcasting program this year, in which there is to be included an education feature known as the "School of the Air." This will supplement the regular Majestic Sunday night programs.

Mr. Mathews acted as toastmaster at the banquet. Other banquet speakers were Mr. Oblinger, Mr. Marshall and Gwynn F. Patterson, vice-president

H. H. Steinle Believes Radio Industry Is in A Splendid Condition

Pawtucket, R. I., Friday.

An interesting series of comments on the condition of the radio industry is provided in a recent statement by H. H. Steinle, vice-president and general sales manager of the Triad Manufacturing Co., this city, manufacturers of Triad radio tubes.

"Although many maintain," remarks Mr. Steinle, "that the radio industry might be considered still in a formative condition, my own observations have led me to believe that this is far from being correct. True, there have been readjustments during the past year, yet this is only to be expected. Readjustments are continually being made in the oldest and most firmly established industries.

"To my mind, what is most signifi-

cant is not necessarily these facts but the undisputable evidence shown by radio dealers, jobbers and manufacturers during the past year, of a splendid spirit of real progressive merchandising that has made 1929 radio's greatest year and has laid a foundation that justifies the most favorable predictions for 1930. I say these things as an active participant in the world of radio and as one who has seen these results reflected in a most successful tube business during the past year.

"Only recently I completed an extensive trip, talking with hundreds of leading distributors and dealers throughout the country, all of whom were proud of their 1929 sales records. Distributors and dealers alike I found to be in a highly receptive attitude of mind, an attitude which resulted in a number of new Triad distributing points. If 1929 records and the present condition of the radio industries may serve as a criterion there is no doubt that the radio industry will assume even greater proportions during the coming year."

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

FROM SCRATCH—

In less than two years to first or second place in retail sales throughout the country. An achievement possible only through careful judgment in production, necessitating no reduction in prices and no overstocking right down the line from manufacturer to dealer.

Our present set-up in models and prices guaranteed to the expiration of your franchise May 31st.

An Advertising Scoop—

To be launched in January of such magnitude as has never before been attempted in radio.

Direct tie-up with all Paramount stars in Nine Thousand Paramount Theatres.
Twenty Thousand Billboards.
Through sixty broadcasting stations (Columbia chain).
Single and double page spreads in leading magazines.
Newspaper ads and plenty of publicity.
Public Contests and dealer helps.

While the rest of the big boys are floundering around, lowering and raising their prices and working off their headaches a-plenty:

We leave it to your own good judgment whether or not Philco with its sound financial position and greatest dollar value ever offered is the line to concentrate on during 1930.

1930 Another Philco Year

H. H. Simons

UNIVERSAL RADIO COMPANY
536 Bergen Ave. New York City
Ludlow 1800

Exclusive "PHILCO" Distributors for Bronx, Westchester, Queens, Nassau and Suffolk Counties

Join in SENTINEL'S Success!

This popularly-priced Radio
will bring you profit
in 1930

BECAUSE of its sensational sales increases through 1929—its remarkable performance—its sensible price—Sentinel offers dealers the SAFEST and MOST PROFITABLE line of popularly-priced radio for 1930.

No other set has so many selling features:—a powerful, ultra-modern nine-tube screen grid chassis, with FOUR screen grid tubes—the famous Quam dynamic speaker—beautiful cabinets of 5-ply walnut with two-tone maple overlays—ALL THIS AT THE AMAZINGLY LOW RETAIL LIST PRICE of \$99.50. And the finest popularly-priced radio-phonograph combination at a price you usually sell a radio alone!

Nationally Advertised

These real selling features are told throughout America by Sentinel's strong national advertising. Dealer helps—all possible forms of dealer support—are provided to help you get your full share of the profit this quick-moving, sensibly-priced line affords.

No Disturbing Price Cuts

Sentinel Radio is priced on actual value—it was originally so priced—therefore price cuts, coming at the height of your busy season are entirely unnecessary—your legitimate profit need never be sacrificed with Sentinel.

Keep these facts on real built-in value before you in planning for 1930. And wire us today for instant delivery in meeting your immediate needs. Sentinel is priced right for quick sales! Plan your success in 1930 with Sentinel Radio!

"You're Safe With a Sentinel"



\$99⁵⁰
LIST PRICE
Less Tubes

Prices are slightly higher in Colorado and the West.

MODEL No. 666

A splendid nine-tube set, using four screen-grid tubes plus the new 227 tubes and two 245 tubes in push-pull—handsome five-ply walnut cabinet with two-tone maple overlay—and equipped with the famous Quam Dynamic Speaker.

MODERN SCREEN GRID PLUS



\$149⁵⁰
LIST PRICE
LESS TUBES

MODEL No. 666-C

A modern radio-phonograph combination, complete in every detail, and offered at a price at which you would ordinarily sell a radio alone.

SENTINEL

SENTINEL MANUFACTURING COMPANY

9705 COTTAGE GROVE AVENUE, CHICAGO, ILL.

Division of United Air Cleaner Company

ELY STEINBERG INSTALLED AS PRESIDENT OF CINCINNATI RADIO MERCHANTS' GUILD

Cincinnati, O., Friday.

Pledging himself to renewed efforts toward closer cooperation among the dealers and others in the radio industry, during 1930, Ely Steinberg was re-installed, Wednesday night, as president of the Radio Merchants' Guild. Municipal Judge A. L. Luebbers officiated at the installation, which was marked with brief ceremony. The affair also included a dinner-dance to which manufacturers' agents and distributors had been invited. Nearly 200 persons, including radio merchants, wholesalers and their wives were in attendance. An elaborate program of entertainment concluded the affair.

President Steinberg advocated an intensive advertising campaign, in which the public would be told of the advantages of radio in general. Such a drive, he declared, would be of great benefit to all dealers, and should increase the sale of all reliable merchandise. Reference also was made to the proposed alliance of the Guild and the Wholesalers' association with the Radio Division, Cincinnati Electric Club, which if effected, would aid materially in bringing about the unity of action so necessary for the success of the industry as a whole.

Articles of incorporation have been filed with the State officials at Columbus, by the Majestic Distributing Co. of Cincinnati, at \$250,000, by E. A. Donley, H. L. Van Tassel and David M. Donley. George Deacon, formerly sales manager of the old organization, has been chosen president of the new company. A showing of Majestic "Prosperity Models" now is under way at the Hotel Gibson.

Inquiries made of several men active in either the retail or wholesale radio sales in Cincinnati and vicinity during the past week have resulted in interesting comments on trade conditions as they now exist and may be expected for the coming year.

Increased revenue for 1930, despite decreased unit sales, is seen by Howard Sellers, president of the Cincinnati Radio Wholesalers' Association, with the local branch of the Brunswick-Balke-Collender Co.

Mr. Sellers said in part: "We look for substantial business for several months to come. Unit sales will not be as large as in 1929 but with the higher priced units on the market, the revenue will be higher. Decent market conditions and stabilized business will be enjoyed by the distributors and dealers who will remain in the business."

The present unsettled state, brought about by stock market conditions, is expected to stabilize within the next three or four months, according to Stanley Isaac, manager of the Stewart-Warner Sales Co. "The next two or three months will be quiet, but May and June will show a decided increase," he said.

Exceptional business will be enjoyed by those in condition to weather the storm, but 1930 will be extremely bad for those not in position to stand the strain, in the opinion of L. T. Milnor, with the Milnor Electric Co., distributors of the RCA Radiola.

The oversupply evident at this season in previous years, is not shown, and according to W. B. George, Johnson Electric Co., distributors of Kolster and Brandes sets, the picture is not as bad as it appeared on the surface. A steady resumption of buying all along the line is anticipated, he said.

Little is expected from the manufac-

turing end, during the next four months by Emil Glaser, with the E. D. Lawrence Co., Kellogg distributors. With about 20 per cent. of the retailers going out of the field, the rest of the dealers should enjoy a good business during that period, according to Glaser.

Strong and firmly established companies will not be affected by any upsets in the industry, according to T. P. Boring, of the Edi-Radio Mart, Edison radio distributors. In comparison with last year, the outlook is optimistic, Boring said. The survivors in the industry must adopt correct merchandising policies and place the right kind of goods on the market to meet with success, he said.

So-called bargains no longer appeal to the public, said T. A. Kennally, factory representative of the Philadelphia Storage Battery Co., manufacturers of the Philco. Manufacturers, dealers and jobbers will enjoy a healthful business in Cincinnati during 1930, according to Kennally. —RAINE.

COMPACT STROMBERG MODELS MEET MODERN HOUSING TENDENCIES

ROCHESTER, N. Y., Thursday.

The Stromberg-Carlson Telephone Mfg. Co., this city, in designing its sets, has given special attention to the furniture problem of the apartment dweller. The new No. 652 Stromberg-Carlson low console measures only a fraction over two feet in width. This company's new No. 651 radio-phonograph combination carries out still further this space saving plan. A full screen grid radio set is combined with a modernized electric phonograph in one cabinet, measuring only 27½ inches in width.

TEXAS DEALERS CHEER NEW MAJESTIC LINE

Dallas, Texas, Tuesday.

What is believed to have been one of the most enthusiastic retail gatherings in the history of radio, last week was held under the auspices of the Radio Equipment Co. of Texas, with headquarters at 1924 Main street, this city. Approximately four hundred retailers from this city, Houston and San Antonio, where the Radio Equipment Co. operates branches, cheered the showing of the new "Prosperity Models" of the Grigsby-Grunow Co., Chicago, for whom the local company is exclusive state wholesaler.

It is reported that dealers stood on chairs and cheered when the new line-up of Majestic radio was shown, and the wholesale company predicts a banner year for its feature product.

RECEIVER NAMED FOR LITTLEFIELD PIANO

Barre, Vt., Friday.

Daniel A. Perry, of Berlin, Vt., was recently appointed receiver for the bankrupt Littlefield Piano Co., Inc., this city, by Judge Harland B. Howe, of the United States District Court. George B. Littlefield, head of the company, filed the petition in bankruptcy in behalf of his company. The firm's liabilities were listed at \$207,601 and its assets at \$156,277.

The Littlefield company was one of the best known retail music houses in this territory.

Pittsburgh Dealers Shown Majestics by Hamburg Brothers

Pittsburgh, Pa., Monday.

Initial showing of the new "Prosperity Models" in the Grigsby-Grunow Co. line for 1930 has awakened a fine interest in the local trade, it is reported by Hamburg Bros., Majestic distributors, with headquarters in this city and a branch in Wheeling, W. Va.

It was stated by Elmer Hamburg of the local wholesale company, that the confidence and reaction of his company's trade has been highly satisfactory.

J. V. CREMONIM FIRM TAKES ON SEVERAL LINES FOR EXPORT

J. V. Cremonim, with offices at 236 West Fifty-fifth street, New York, who has been active in the domestic and export business for over seven years, has enlarged his quarters and has appointed Dr. L. Forno as manager of the foreign department.

J. V. Cremonim was recently appointed exclusive export representative of the Mid-Continent Electric Co., manufacturer of a special amplifier designed for talking pictures, and public addressors.

The Bush & Lane Piano Co., Holland, Mich., has also named Mr. Cremonim distributor of its radio and its radio and phonograph combinations. A well-known manufacturer of a sound equipment for theatres and public addressors has also appointed J. V. Cremonim as export agent.

The Cremonim offices are also the headquarters of several foreign firms who have appointed this firm as their American representative. Mr. Cremonim has established offices in Hamburg, Germany, and Padova, Italy.

BRUNSWICK CO. OMITTS QUARTERLY DIVIDEND

Chicago, Ill., Monday.

The Brunswick-Balke-Collender Co., this city, today passed the regular dividend of 75 cents a share on the common stock which is due at this time. Directors of the company said that they had concluded that it was for the best interests of the stockholders to conserve the cash resources.



why "humless"
AUDIONS
cut service
costs

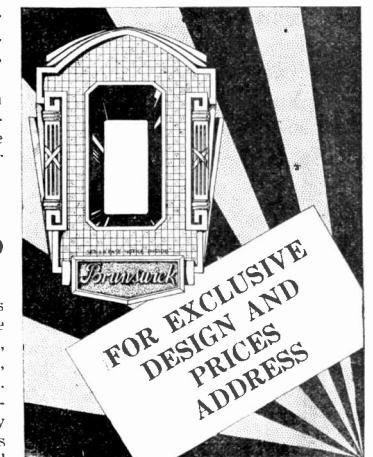
AVOID the chance of service calls and dissatisfaction by equipping at the start the sets you sell with "humless" De Forest Audions.

Hum and crackle may not be noticed when you sell a radio, but often require a service call later when customers tune in on the carrier wave of a station with no broadcasting on. If your customers complain of A-C "noise" you can end it immediately by substituting the tubes they have with De Forest Audions. These remarkable tubes cut hum and buzz to 1-30th their ordinary value and eliminate crackle entirely.

Whatever radio tubes you sell are all made by license agreement under De Forest Patents but only De Forest Audions include the latest improvements of the De Forest Laboratories and bear the name of the inventor.

DE FOREST RADIO CO.
PASSAIC, N. J.

DE FOREST AUDIONS
have 24 years' engineering
experience behind them!
1906 — 1930



AMERICAN EMBLEM CO.
UTICA, N. Y.

SET BUSINESS SPOTTY IN CHICAGO DISTRICT

PLAN VIGOROUS CAMPAIGNS

J. K. Utz, Kellogg Radio Sales Manager, on Trip East — Six New Directors Appointed to Steinite Board — New Philco Models Shown at Meeting of 600 Dealers.

CHICAGO, ILL., Friday.

Funeral services for William L. Jacoby, president of the Kellogg Switchboard & Supply Co., were held last Tuesday morning from St. James Episcopal Church. Mr. Jacoby died in St. James Hospital, Chicago Heights, from pneumonia induced from pleurisy, although he had not been well for some time.

J. K. Utz, radio sales manager of the Kellogg Switchboard & Supply Co., is making a trip East to look into sales conditions there, and will incidentally visit S. L. Capell, the newly-appointed metropolitan sales agent. Mr. Utz will also visit Kellogg distributors in Boston, Philadelphia and Pittsburgh before returning to Chicago.

Following a meeting of creditors of the Steinite Manufacturing Co. last Saturday, Jay Abelson, president, announced that a plan for operation and production of the company had been worked out. Final negotiations were concluded Monday whereby the following were elected directors of the company: M. B. Wiley, of E. I. du Pont de

Nemours Co.; Charles F. Anderson, of the National Surety Co.; Harry Simpson, Anaconda Brass Co.; Sanford Brown, of the Halowax Corp.; Clarence Maier, of the Radio Condenser Co., and J. B. Wiles, of the Fort Wayne Chamber of Commerce. This will increase the number of creditors to nine.

Six hundred and nine dealers, salesmen and members of the Philco sales force in Chicago metropolitan territory met at the Medinah Athletic Club, recently, where the new Philco models were shown and plans outlined for business during the next six months. Among those who discussed the various plans were R. L. Heddeling, Central sales manager; E. W. Shepherd, Central division manager; Theodore Pritikin, local promotion manager, and James Herron, manager of city sales. The dealers were told of the co-operative advertising plan of Philco. Mr. Herron declared that prospects in the Chicago area look unusually good; that there are approximately 150 more dealers handling Philco than a year ago and all are out to get their share of the business. New additions to the local sales force are Wm. B. Faulkner, who will cover north central Chicago territory; Phillip L. Shaffer, on the extreme south side; Earl P. Maricle, the extreme north; F. H. Stuckwisch, suburban area south to and including nearby Indiana cities, and E. A. Orph, central Chicago from the lake west.

The Gulbransen Co. is making extensive plans for merchandising its sets this year and is constantly adding new distributors and new sales representatives. The newest distributors are: Allen Auto Supply Co., Galion, O.; Specialty Distribution Co., Detroit; Dis-

tributors Saks Co., Little Rock, Ark.; Snow Sales Co., Spokane, Wash.; James H. Blumm Co., Denver. The appointment is also announced of T. E. Thorne, to represent the company in Ohio. Ed. Wellman, radio sales manager for Gulbransen, is on a visit to dealers in the East, including Philadelphia and other centers, intending to be absent a week or so. Fred Adamson, of the sales force, is on a trip to Southeastern territory, while Gillian Anderson, assistant radio manager, is touring Ohio.

The radio sales department of the Triangle Electric Co. is now under the direction of Leonard Cohen, formerly with the Atlas organization.

Bloomfield's Radio and Supply Store, at 71 West Van Burn street, has discontinued there and is concentrating business at its two other stores in Chicago.

A little more cheerful attitude is being taken by the district sales managers and wholesale distributors operating in this territory, for now that most of the organizations have "found" themselves following closing of their inventories and have checked up their last year's business, the consensus seems to be that while it might have been better, it might have been worse. Showings of the newest developments in sets have been made by several manufacturers and distributors in this section during the last week or two, and expressions secured from dealers are exceeding expectations. Orders are coming in somewhat better than during the latter part of 1929, so there is every indication that business is on the mend.

The new models introduced by the Zenith Radio Corp. are being received by dealers with acclaim and many of the distributors have already increased their quotas for January, February and March. Commander Eugene F. McDonald, president of Zenith, is well on his southern world tour, having passed through the Panama Canal on his yacht "Mizpah" and is now reported in the Pacific Ocean, sailing south. Paul B. Klugh, vice-president and general manager, who has been in the east since the holidays, is expected to return here Monday. He has been spending considerable time visiting dealers' shows in New York, Philadelphia and Boston.

The Kimberly Radio Corp., Zenith distributors here staged a 3-day demonstration and sales conference for the benefit of its dealer customers in this territory the first week of the month, the sessions being held at the Congress Hotel. Kimberly representatives were well satisfied with results of the conferences and found that dealers are on their toes and expecting big things for 1930, though all agreed that work and door bell pulling, especially, will bring in the orders.

Gordon C. Sleeper, formerly sales manager for Temple, Inc., has already gotten into the harness in his new job with the Howard Radio Co. at its Chicago offices at 1623 Kimball building, and after conferences with both A. A. and R. R. Howard, who came here Tuesday from the plant at South Haven, Mich., is lining up plans for putting the new Howard sets on the market. Included in his plans are arrangements for sales and distribution which he is not ready to divulge yet.

The local branch of E. T. Cunningham, Inc., is going along, according to F. E. Harding, district sales manager, and conditions are fairly good, he says. He believes business is improving and will continue just as soon as manufacturers get their production plans lined up.

H. G. Erstrom, executive secretary of

the National Federation of Radio Associations, left Monday for an extended southern trip, intending to visit Louisville, Memphis, Indianapolis, Birmingham, Chattanooga, Nashville and Atlanta with the purpose of getting the local radio associations lined up for organizations of radio merchants formed in these various cities. He will be absent two weeks. Directors of the National organization met in the secretary's office here Monday to talk over a number of plans for future association activities.

R. B. Lacy, district representative of the Perryman Electric Co., is spending two weeks at the local office after which he will return east to the factory at North Bergen, N. J. The tube business in this section is reported to be improving.

Jack Redell, who with his son, has been handling local sales with the Lucio Co., of the Kennedy radio in Chicago territory, from the Jackson boulevard office, has severed that connection and is making plans for representing another line of sets.

—ALEXANDER.

Virginia, North Carolina Dealers Await New Line Of Majestic 1930 Sets

Norfolk, Va., Friday.

Dealers in the South are anxiously awaiting the arrival of the new 1930 Majestic "prosperity models." Jonathan Woodhouse, president of the Woodhouse Electric Co., Inc., this city, said here today. The Woodhouse firm covers Virginia and eastern North Carolina for the Grigsby-Grunow Co., Chicago, manufacturer of Majestic radio and tubes.

The Woodhouse company has been established here since 1909 and is well known in the trade. Officials of the company in addition to Mr. Woodhouse are J. P. Gulley, vice-president; Thomas I. Woodhouse, treasurer, and S. Goodman, secretary.

ASSIGNMENT

The Lazar Music Shop, Inc., 312 West 145th street, New York, has made an assignment to Arthur Werner.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



All styles of Phonographs, Tone-Arms and Sound Boxes, made by one of the most celebrated European manufacturers.

Write for Particulars

THORENS, Inc.

Sole Distributors for U. S. A.
150 Fourth Ave., New York City

Now! TRIAD TUBES LICENSED UNDER R. C. A. PATENTS



In recognition of the quality of their product, TRIAD MFG. CO., of Pawtucket, R. I., have been granted a license by R. C. A., General Electric Co., and Westinghouse Electric Mfg. Co., to manufacture TRIAD radio tubes under all present and future patents held by these companies.

New — TRIAD Tubes, Nos. T-24 and T-27! Now definitely protected against burn-outs and rendered completely non-microphonic. Here is still another TRIAD achievement of TRIAD engineers.

TRIAD MFG. CO., Inc.
Pawtucket, R. I.

TRIAD
INSURED
RADIO TUBES

Call your Jobber
or write us direct
for complete in-
formation on
TRIAD Tubes.

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp. Chicago, Ill.
Amrad Corp. Medford Hillside, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
American Bosch Magneto Corp., Springfield, Mass.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Barty Radio Co. Long Island City, N. Y.
Bremer-Tully Mfg. Co. Chicago, Ill.
Brunswick-Balke-Collender Co. Chicago, Ill.
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.
Crosley Radio Corp. Cincinnati, O.
Edison, Inc., Thos. A. Orange, N. J.
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Illinois
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
Mills Novelty Co. Chicago, Ill.
Philadelphia Storage Battery Co., Philadelphia, Pa.
RCA-Victor Co., Inc. New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Silver-Marshall, Inc. Chicago, Ill.
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sonora Products Corp., 50 W. 57th St., New York
Sparks-Withington Co. Jackson, Mich.
Steinite Radio Co. Ft. Wayne, Ind.
Sterling Manufacturing Co. Cleveland, Ohio
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Stromberg-Carlson, 1060 University Ave., Rochester
Temple Corp. Chicago, Ill.
Trav-Ler Mfg. Corp., 3403 N. Halsted St., Chicago
Ware Manufacturing Corp. Trenton, N. J.
Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
Caswell Mfg. Co. Milwaukee, Wis.
Columbia Phonograph Co., 1819 Broadway, New York
Edison, Inc., Thos. A. Orange, N. J.
Everybodys' T. M. Co. Philadelphia, Pa.
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
Radio-Victor Corporation of America New York
Sonora Phono. Co., Inc., 50 W. 57th St., New York

ELECTRIC PICK-UPS

Pacent Elec. Co. 91 Seventh Ave., N. Y.
Upco Products Corp. 270 Lafayette St., New York
Webster Electric Co. Racine, Wis.

RADIO CABINETS AND TABLES

Bogalusa Furniture Mfg. Co., Bogalusa, La.
Eastern Cabinet Co., Ltd., Univ. Pl. at 9th St. N. Y.
Ebert Furniture Co., Red Lion, Pa.
Federal Wood Prod. Corp., 206 Lexington Ave, N. Y.
Hawley & Mackenzie, 55 W. 42nd St., New York
Pooley Co., The, Philadelphia, Pa.
Radio Cabinet Manufacturing Corp., Chicago, Ill.
Red Lion Cabinet Co., Red Lion, Pa.
Radio Cabinet Mfg. Co., Chicago, Ill.
Radio Master Corp., Bay City, Mich.
Showers Bros. Co., Bloomington, Ind.
Starr Piano Co., Richmond, Ind.
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Superior Cabinet Corp., 206 Broadway, New York
Udell Works, Indianapolis, Indiana
Wood Cabinet Corp., 196 Lexington Ave., New York

PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
Sonora Phono. Co., Inc., 50 W. 57th St., New York
Wall Kane Needle Co., 5922 14th Ave., Brooklyn

TALKING MACHINE PARTS

Diehl Mfg. Co., Elizabethport, N. J.
General Industries Co., Elyria, O.
Thorns, Hermann, 450 Fourth Ave, New York, N. Y.
Pacent Elec. Co., 91 Seventh Ave, New York
Upco Products Corp., 270 Lafayette St., New York
United Air Cleaner Co., Cottage Grove Ave., Chicago

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri, St. Louis, Mo.
Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co., Huntington, W. Va.
Alexanders, Inc., 39 W. 60th St., New York
Alber Co., Harry, Chicago, Ill.
Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.
Badger Radio Corp., Milwaukee, Wis.
Beckwith Co., Geo. C., Minneapolis, Minn.
Benwood-Linze Co., St. Louis, Mo.
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.
Bluefield Hardware Co., Bluefield, W. Va.
Boley-Oliver Co., 1440 Broadway, N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C., 351 Fourth Ave., New York
Buehn Co., Louis, Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Canton Hardware Co., Canton, O.
Capitol Electric Co., Indianapolis, Ind.
Capitol Electric Co., Atlanta, Ga.
Chase Engineering Co., W. E., Spokane, Wash.
Chicago T. M. Co., Chicago, Ill.
Cincinnati Majestic Radio Corp., Cincinnati, O.
Cleveland Distributing Co., Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co., Newark, N. J.
Columbus Ignition Co., Columbus, O.
Detroit Electric Co., Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver, Albany, N. Y.
Dilworth Co., J. E., Memphis, Tenn.
Eastern Talking Mach. Co., Boston, Mass.
Edmond & Co., E. J., 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Electric Supply & Equipment Co., Albany, N. Y.
Elyea Talking Machine Co., Atlanta, Ga.
Everybodys' T. M. Co., Philadelphia, Pa.
Franklin Elec. Co., 50 N. Seventh St., Phila. Pa.
Frederick Co., W. F., Pittsburgh, Pa.
Girard Phonograph Co., Philadelphia, Pa.
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.
Griffith Victor Distributing Corp., Cincinnati, O.
Grinnell Bros., Detroit, Mich.
Gross-Brennan, Inc., 205 E. 42nd St., New York
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.
Halsey Supply Corp., 228 Halsey St., Newark, N. J.
Hamburg Bros., Pittsburgh, Pa.
Harbour, Longmire Co., Oklahoma City, Okla.
Harger & Blish, Des Moines, Ia.
Hieb Radio Supply Co., Marion, S. D.
Holmes & Crane, Oakland, Calif.
Howe & Co., 883 Boylston St., Boston, Mass.
H. T. Electric Co., Indianapolis, Ind.
Ingold, Inc., Ernest, San Francisco, Calif.
Kimberly Radio Corp., Chicago, Ill.
Koerber-Brenner Co., St. Louis, Mo.
K. W. Radio Co., 350 Hudson St., New York
Landon & Co., Inc., W. C., Rutland, Vt.
Latham & Co., E. B., 250 4th Ave., New York
Lewis Electrical Supply Co., Boston, Mass.
Majestic Distributing Corp., Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
May, Inc., D. W., 398 New St., Newark, N. J.
May Distributing Corp., 112 Bleeker St., N. Y.
Macgregor Radio Corp., New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Monarch Radio Co., Inc., 12 Warren St., N. Y. C.
Motor Equipment Co., Wichita, Kan.
Nevada Auto Supply Co., Reno, Nev.
New York T. M. Co., 460 W. 84th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc., Baltimore, Md.
Peirce-Phelps, Inc., Philadelphia, Pa.
Penn Phonograph Co., 918 Arch St., Philadelphia
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Pitts Co., F. D., Boston, Mass.
Plymouth Electric Co., New Haven, Conn.
Polk, Inc., James K., Atlanta, Ga.
Proudfit Co., R. S., Lincoln, Neb.
Radio Distributors, Inc., Baltimore, Md.

Radio Equipment Co. of Texas, Dallas, Texas
Radio Sales Co., Little Rock, Ark.
Radio Equipment Co., South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co., Toledo, O.
Rochester Auto Part & Radio Corp., Rochester, N. Y.
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.
Rochester Elec. Supply Co., Rochester, N. Y.
The Roycraft Co., Minneapolis, Minn.
Sampson Electric Co., Mich. and 32nd St., Chicago
Saviers & Son, H. E., Reno, Nev.
Seedman Co., G. J., Brooklyn, N. Y.
Sharar-Hohman, Inc., Rochester, N. Y.
Shaw's, Inc., Charlotte, N. C.
Smith, Inc., B. W., Cincinnati, O.
Sorensen Co., H. E., Des Moines, Ia.
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co., Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Steelman, Inc., 235 Fourth Ave., New York
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
Sterling Radio Co., Kansas City, Mo.
Stern & Co., Hartford, Conn.
Superior Distributors, Inc., 150 W. 52 St., New York
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Thompson & Co., F. H., San Francisco, Calif.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co., Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Van Asche Radio Co., St. Louis, Mo.
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn
Wahn Co., G. H., Boston, Mass.
Wagner Radio Co., Indianapolis, Ind.
Wakem & Whipple, Inc., Chicago, Ill.
Weber Radio Corp., 200 Hudson St., N. Y.
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn

RADIO LOUD SPEAKERS

American Bosch Magneto Corp., Springfield, Mass.
Andrea, Inc., F. A. D., Long Island City, N. Y.
Atwater Kent Mfg. Co., Philadelphia, Pa.
Brunswick-Balke-Collender Co., Chicago, Ill.
Crosley Radio Corp., Cincinnati, O.
Jensen Radio Prod. Co., Chicago, Ill.
Kolster Radio Corp., Newark, N. J.
Pacent Electric Co., Inc., 91 Seventh Ave., New York
Radio Corporation of America, New York
Rola Co., The, Cleveland, Ohio
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Stromberg-Carlson, 1060 University Ave., Rochester
Utah Radio Prod. Co., Chicago, Ill.

RADIO TUBES

Areturus Radio Tube Co., Newark, N. J.
Bond Elec. Corp., Jersey City, N. J.
Cable Radio Tube Corp., Brooklyn, New York
CaCo Mfg. Co., Inc., Providence, R. I.
Cunningham, Inc., E. T., 370 7th Ave., N. Y.
DeForest Radio Co., Jersey City, N. J.
Duovac Radio Tube Corp., Brooklyn, N. Y.
Gold Seal Elec. Co., 250 Park Ave., N. Y.
Hyvac Radio Tube Co., Inc., Newark, N. J.
National Union Radio Corp., New York, N. Y.
National Carbon Co., New York, N. Y.
Perryman Elec. Co., North Bergen, N. J.
Radio Corporation of America, New York, Pa.
Sylvania Products Co., Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.
Van Horne Tube Co., Franklin, Ohio

LUBRICANTS

Ilsley, Doubleday & Co., 229 Front St., New York

MUSIC PUBLISHERS

Berlin, Inc., Irving, 1607 Broadway, New York
De Sylva, Brown & Henderson, 745 7th Ave., N. Y.
Feist, Inc., Leo, 235 W. 40th St., New York
Triangle Music Pub. Co., 1658 Broadway, N. Y.

MISCELLANEOUS

American Emblem Co., Utica, N. Y.
Horrocks Desk Co., Herkimer, N. Y.
Peerless Album Co., 62-70 W. 14th St., New York
Q. R. S.-De Vry Corp., Chicago, Ill.

RADIO BATTERIES

Bond Electric Corp., Jersey City, N. J.
National Carbon Co., Long Island City, N. Y.



1929's Greatest Radio Success
Will Be Still Greater in
1930

Stick to

VICTOR RADIO

IT'S SAFEST!

ALBANY, N. Y.

Oliver Ditson Co., Inc.,
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.
The Eastern Talking
Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

**THE CLEVELAND TALK-
ING MACHINE COMPANY**
4300 Enclid Avenue

Toledo Branch:

1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PEORIA, ILL.

Koerber-Brenner Co.
800 S. Adams Street

PHILADELPHIA, PA.

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

H. A. Weymann & Son, Inc.
EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

W. F. Frederick Co.
525-527 Penn Avenue

Standard Talking Machine Co.

Exclusively Wholesale
305-7-9 Penn Avenue

ST. LOUIS, MO.

Koerber-Brenner Co.
1115 Pestalozzi St.



What
every radio dealer
needs to know in
1930

That the merchandise you carry is backed by a manufacturer of established reputation.

That this merchandise is of a quality that you need never be ashamed of.

That it is priced to give a fair profit to the manufacturer, a fair profit to you, *and satisfaction to your customers.*

That your standing as a responsible dealer in your community—this year and next year—will have the backing of a going and growing radio manufacturing organization—a permanent force in radio progress.

RADIOLA DIVISION RCA-VICTOR COMPANY, INC.

Look for and insist upon



the famous RCA trade-mark

RCA RADIOLA