

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 8

NEW YORK, WEDNESDAY, FEBRUARY 19, 1930

Per Year—\$4.00



## HERE'S A NEW SELVIN HIT

*right down  
the dollar alley!*

**Y**OU'LL rate "Tain't No Sin" mighty high just as soon as you've reviewed it. And rightly, too—it's a wonderfully peppy novelty number with the added brilliance of Ben Selvin's clever musical showmanship.

A delightfully different number stamps this record's other side—it's another fine

fox trot, but a little smoother and more sentimental than the hot face. It rounds out one of the best dance couplings you'll meet in a month of Sundays!

Stock plenty of this Selvin hit record now, and be sure your copies are stacked on a handy shelf—for they won't stay there long!

Record No. 2096-D, 10-inch, 75c

'TAIN'T NO SIN (To Dance Around in Your Bones) } Fox Trots

FUNNY, DEAR, WHAT LOVE CAN DO . . . . . } Ben Selvin and His Orchestra

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



"All Trade Marks Reg. U.S. Pat. Off."  
No. 2,104,127 of Pat. Appl. Mar. 11, 1938  
Approved by U.S. Patent Office  
Registered Copyright Mar. 11, 1938, Class 2, 2175

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto



"All Trade Marks Reg. U.S. Pat. Off."  
No. 2,104,127 of Pat. Appl. Mar. 11, 1938  
Approved by U.S. Patent Office  
Registered Copyright Mar. 11, 1938, Class 2, 2175

**"TRADE NEWS RIGHT WHEN IT HAPPENS"**

# Get in on a "RISING MARKET"

YOU won't find stock market "mountain peaks and valleys" in Stromberg-Carlson sales charts! But consistent growth . . . . continuous prosperity . . . . are there. One look at the five years' figures reveals an eloquent story.

Conservative building along the lines of sound business economics, is Stromberg-Carlson's policy. Every effort is made to protect dealers — to insure that they *make money*. Prices guaranteed by the factory. No radical changes in design. Nothing, in fact, but quality merchandise offered at prices guaranteeing fair profits!

Telephony — which has contributed so much to radio's growth — is responsible for a great deal of Stromberg-Carlson's success. Its influence in perfecting these famous instruments, is amply demonstrated in the two new models recently completing the line.

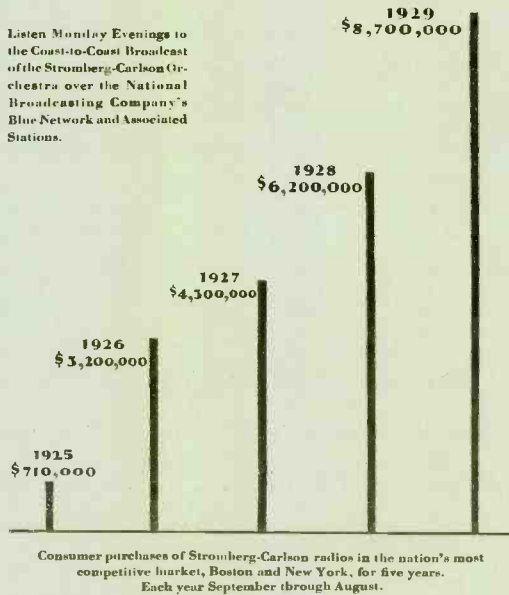
STROMBERG-CARLSON TELEPHONE MFG. CO.,  
ROCHESTER, N. Y.



No. 846 Art Console. Embodying automatic volume control, visual tuning meter, silent tuning key and 2-35 Push-Pull audio amplification. Triple Screen Grid circuit. 10 Tubes. Price, less tubes, East of Rockies . . . . . **\$347.50**



No. 642 High Console. Walnut cabinet with molded linen fold front and ornately molded grill panel. Triple Screen Grid radio frequency circuit. Price, less tubes, East of Rockies . . . . . **\$259**



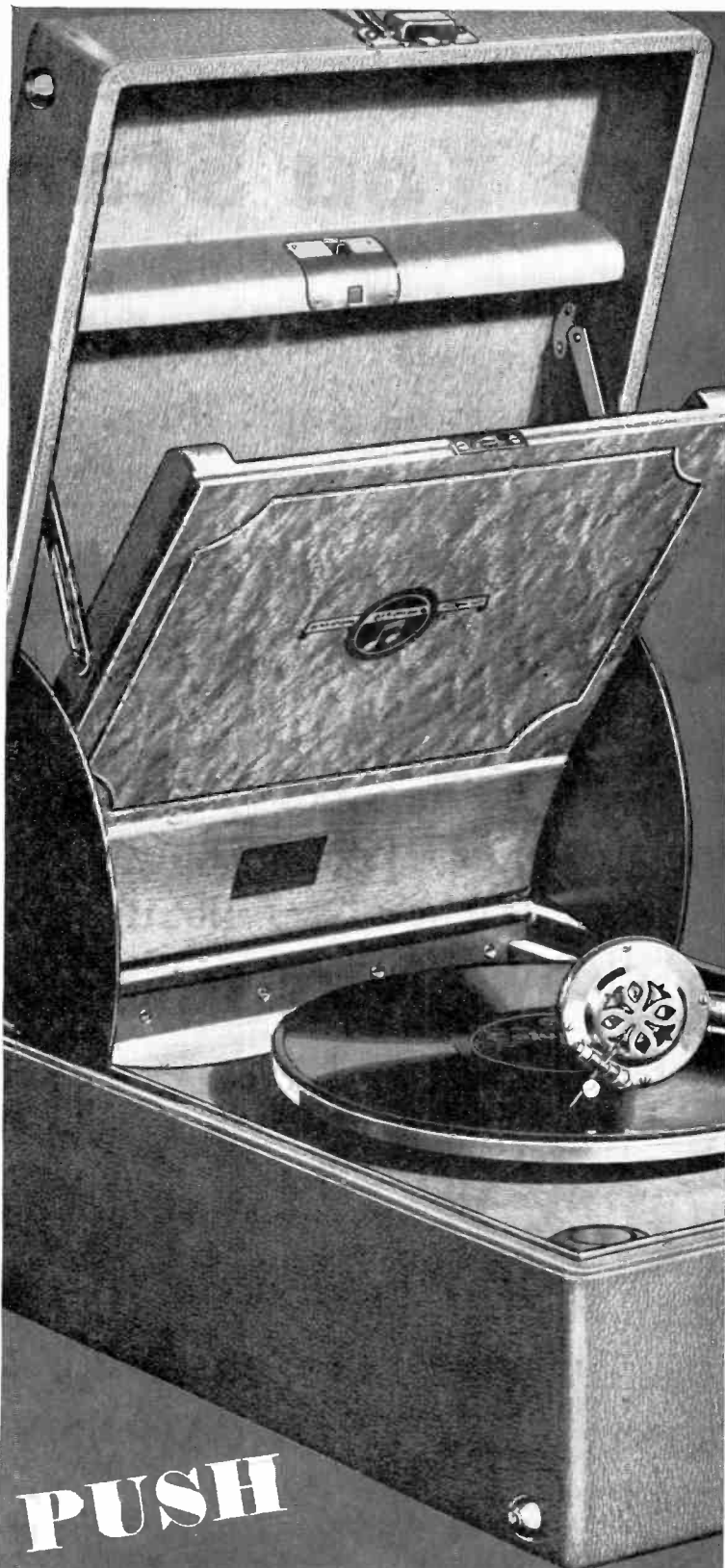

No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Compact walnut finished cabinet of French influence. Triple Screen Grid radio frequency circuit. Price, less tubes, East of Rockies . . . . . **\$369**



No. 652 Low Console. Compact walnut finished cabinet of modern French influence. Gives full size Stromberg-Carlson radio reproduction. Triple Screen Grid radio frequency circuit. Price, less tubes, East of Rockies . . . . . **\$239**

# Stromberg-Carlson

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



**PUSH**  
**Columbia Portables**  
*it will pay you!*

Columbia Phonograph Company, New York  
 Canada: Columbia Phonograph Company, Ltd., Toronto

# It will pay you to feature this leader of the COLUMBIA PORTABLE LINE!

The Viva-tonal Columbia Portable line is the best selling group of portable instruments on the market. That's because the handsome design and wonderful tonal fidelity—"like life itself"—of these instruments gives you quality that's *startling* in portables!

And Viva-tonal Columbia Portable No. 175 is the aristocrat of this splendid line—it's the *finest* portable made. The customer who wants portable compactness, who demands flawless tone reproduction, and is willing to pay a little more for the last word in refinements, will buy this beautiful instrument on a five-minute demonstration. One in your window will pull him in off the street to begin with! This model is electrically operated from house current. Its trim and hardware are gold plated—and it sells for \$60.

At \$50, you'll sell *plenty* of No. 163 Viva-tonal Portables—they're ideal for the thousands who must consider the limited space of small homes and apartments. This instrument has the tonal quality and volume of a high priced cabinet, and a smart appearance that's a credit to *any* living room. It has the new Master Flyer spring motor, and all its hardware is beautifully buffed and lacquered heavy brass plate.

And don't pass up the great volume business there is in lower-priced portables! Columbia gives you the best in *this* class, too—the Viva-tonal Columbia Portable No. 126, selling for only \$25. This portable is a great seller to the slimmer pocket-books. And it's an especially suitable model for camping and motor trips, and for the student's rooms. No other moderately priced portable has such pure tone—"like life itself"!

Stock these blue-ribbon portables *now*, display them and *push* them—they're the busiest go-getters you'll ever collect on!



All Trade Marks Reg. U.S. Pat. Off.  
 W.M. & Co. N.Y. N.Y. 10011  
 Approx. 1935. 1936 or 1937 Approx. 1938  
 Musical Instruments Dept. No. 1000 2045 2078

# Know Where You Stand!

At a time when Doubt shrouds the future of  
so many radio and radio-phonograph lines,

# VICTOR

offers a definite merchandising policy that  
stands for absolute Certainty! You know  
exactly where you stand when you tie up  
your success with VICTOR'S!



## NEW YORK TALKING MACHINE COMPANY

*Victor Wholesalers Exclusively*

460 West 34th Street  
New York City

176 Johnson Street  
Brooklyn, N. Y.

327 Washington Street  
Buffalo, N. Y.

218 E. Washington Street  
Syracuse, N. Y.

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# The TALKING MACHINE AND RADIO WEEKLY

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## REMEDIES FOR TRADE EVILS URGED BY FEDERATION CONVENTION IN 4TH ANNUAL ALLIED MEETINGS

J. NEWCOMB BLACKMAN IS CHOSEN AS PRESIDENT

**Harry Alter Heads Radio Wholesalers' Association—Many Business Topics Ventilated by Prominent Men at Dual Sessions in Cleveland—Better Practices Seen as Aid to Stabilization.**

[Special to THE WEEKLY]

CLEVELAND, O., Saturday.

One of the most interesting sessions in the history of the allied radio trade associations, now known as the National Federation of Radio Associations, took place here during the early part of this week.

A substantial attendance materialized and put in its presence at all sessions, while a special meeting of the Merchandise Committee of the Radio Manufacturers' Association on Monday preceding the convention brought a number of manufacturing executives with whom the conferees could maintain contact.

On Monday the Federation meeting opened with official commentary by Michael Ert, of Milwaukee, as president and Howard J. Shurtle, vice-president of the Ohio Radio Trade Association, welcomed those present on behalf of the Ohio trade. Mayor John D. Marshall, of Cleveland, also addressed the gathering, paying a tribute to radio

and Ray H. Bechtol, newly-elected president of the Ohio organization, spoke on the value of co-operation. At the Monday luncheon H. B. Richmond, president of the R. M. A. and William S. Hedges, president of the National Association of Broadcasters, were the principal speakers.

Reports from prominent members of the Radio Wholesalers' Association took up the afternoon session, including Harry Alter, Set Committee chairman; David Burke, Trade Relations; James Aitken, Market Study; David F. Goldman, Better Selling; H. E. Richardson, Accessories; A. A. Schneiderhahn, substituting for chairman of Trade Relations committee; Dr. George W. Allison, Chicago, discussed for the meeting "The Trade-in Problem"; David M. Trilling, of Philadelphia, spoke on "Financing Time Payment Sales" and E. A. Reutner, St. Louis, discussed "Uniform Accounting and Cost Systems."

A banquet for all present was held Monday evening at the Hotel Statler.

(Continued on page 33)

## WELLING SYNDICATE BUYS TEMPLE ASSETS, TO OPERATE COMPANY

CHICAGO, ILL., Saturday.

Leonard C. Welling, president of the K. W. Radio Co., Inc., New York, representing a syndicate of business men, has purchased the entire assets of the Temple Corp., this city. According to Mr. Welling, the syndicate will continue operations in the plant immediately and will continue the use of the Temple trade name.

The purchase includes all patents, good will, trade name, machinery, equipment and merchandise inventory, which is reported to be well above a million dollars.

Many of the former Temple distributors throughout the country have already applied for wholesalers' franchises and in certain sections, jobbers will be appointed, Mr. Welling stated. Several experienced radio production and sales executives have already joined the new group, and it is expected that within a few days the plants in this city will be in full operation.

Several new merchandising innovations will be inaugurated by the syndicate, which, it is said, will assure the plants continued manufacturing throughout the summer months and during the "off season."

Mr. Welling is making his headquarters at the Temple plant here and is personally supervising all activities.

## \$7,500,000 WILL BE SPENT BY RCA-VICTOR FOR 1930 EXPANSION

NEW BUILDING IS PLANNED

**More Than \$2,000,000 Worth of Equipment to Be Brought to Camden from General Electric and Westinghouse Factories—Victor and RCA Radiolas to Be Manufactured in New Camden Factory—Edward E. Shumaker Is Optimistic Over Future of Industry.**

CAMDEN, N. J., Friday.

An expansion program involving the expenditure of more than \$7,500,000 during 1930 is to be undertaken at once by the RCA-Victor Co., Inc., according to a statement today by Edward E. Shumaker, president of the company. More than \$5,500,000 of this sum will be spent for the construction of a new building, and mechanical equipment including machine tools, small tools, conveyors and other important items. The new building is to be used for the manufacture of radio parts for radio assembly and shipping. In addition to this, over \$2,000,000 worth of equipment is being brought to Camden from the General Electric

(Continued on page 33)

## LIQUIDATION OVER, CREDITS RECOVERING, R. M. A. DIRECTORS' SURVEY DISCLOSES

CLEVELAND, O., Friday.

The radio industry is receiving many reports of improved business conditions. At a meeting of the Radio Manufacturers Association's board of directors at Cleveland, February 10th, coincident with the annual convention of the National Federation of Radio Associations, of jobbers and dealers, there were numerous reports of better business during January, and also in future prospects.

Effects of last year's over-production of radio receiving sets, according to industry reports, are almost past. The era of cut prices, due largely to distress merchandise, is about over, it is said, and with reduced production, normal manufacturing schedules and distribution soon will be reached.

H. B. Richmond, of Cambridge, Mass., president of the R. M. A., in a report to the board of directors, and also in addresses to the convention of jobbers and dealers and on broadcast station WHK of Cleveland, told of the

encouraging trade reports and outlook. President Richmond and Major H. H. Frost, chairman of the Association's merchandising committee, both reported that liquidation of excess production, contrary to past predictions, was about over and probably would be completed in a few weeks instead of a few months, as originally expected. Referring to the industry's difficulties last year, President Richmond stated that 25 per cent. of the manufacturers have maintained price levels, 35 per cent. cut prices, and 40 per cent. have become involved in financial difficulties. This, however, reduced the number of manufacturing units, President Richmond said, with production schedules now approaching reasonable prospective demand. Chairman Frost, of the merchandising committee, reported that distress stocks were not large and had been reduced greatly since December 15th, with only a few more weeks of liquidation in prospect. Chairman Leslie F. Muter of the credit committee also reported substantial improvement in industry credit conditions.

## Grigsby-Grunow January Sales Total \$5,368,788

CHICAGO, ILL., Saturday.

That the country is inherently prosperous and willing to buy that which it considers necessary for entertainment and education, is indicated in a statement made yesterday by B. J. Grigsby, president of Grigsby-Grunow Co., maker of Majestic radio, relative to his company's sales of last month. Mr. Grigsby's report follows:

"Our company's sales for the month of January were \$5,368,788, which compares with \$5,255,975 for the corresponding month of last year. Reports from our dealers indicate that their sales for the month were substantially in excess of the company's production."

## AMRAD INCOME FOR 1929 WAS \$290,054

MEDFORD HILLSIDE, MASS., Tuesday.

The Amrad Corp., this city, reports for the year ended December 31, 1929, net income of \$290,054 after charges and Federal taxes, equal to \$3.63 on 79,983 capital shares, against \$182,179 or \$2.98 a share in 1928.

## Five New Directors Elected in R. M. A.

CLEVELAND, O., Friday.

Personnel changes among prominent executives of several radio manufacturers have resulted in several changes on the board of directors of the Radio Manufacturers' Association. At the Cleveland meeting of the board resignations were received from Vernon W. Collamore, formerly of Philadelphia; George C. Furness, of New York; A. J. Carter, of Chicago; Major H. H. Frost, of New York, and Jess B. Hawley, of St. Charles, Ill. Mr. Furness will continue service for the association as chairman of the Statistics Committee. Major Frost also will continue as chairman of the Merchandising Committee, and Mr. Hawley as chairman of the Show Committee.

To fill the five vacancies caused by the above resignations, the board of directors elected unanimously to its directorate the following: A. T. Haugh, of Rochester, former president of the R. M. A.; Fred D. Williams, of New York; E. N. Rauland, of Chicago; James M. Skinner, of Philadelphia, and Arthur C. Kleckner, of Racine, Wis.

# The Talking Machine & Radio Weekly

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No. 8

## OUT THE SELFSAME DOOR

Last week's assembly of the National Federation of Radio Associations brought together about five hundred sensible men, very serious about saving the radio industry and regardless whether the business needs saving in the respect that internal deliberations can save or slay it. It may be doubted whether anything is radically wrong with radio traffic save a degree of indifference in public demand, due to inadequate and poorly-managed broadcast, and to this phase of the situation the convention paid no attention. Over-production, premature new models and tubes and foolish business policies are evils, it is true, but trade conventions can do very little to curb them and their harm, indeed, is palpable most when public demand is not all that it should be. When business is brisk, one hears little if any howling about the vagaries of mismanagement that radio and every other business manifest.

Passing over the larger aspects of the situation, and taking the Cleveland program and its participants at their face value, the event may be reckoned as well worth its cost of time and outlay to those attending. Apparently the wholesale distributive aspects of the trade offer the most specific future problems, as there were by several times more wholesalers than either manufacturers or retailers present. The very important role the distributor plays in radio merchandising, that of 'taking up the slack,' is a gruelling one just now. Numbers of him were on hand at the Statler Hotel to find out whither we are drifting.

The whole convention failed to ask, however, why nothing more interesting than Jocko Monk's Society Orchestra in a program of dance tunes is the chief attraction that a man buys, practically for a year now, when he buys a radio set. Until consumer demand is aroused avidly by a great variety of broadcasting, high lights of which have been mentioned again and again in THE TALKING MACHINE and RADIO WEEKLY, business will continue so dull that fist-fights can be started about an argument whether fifty and ten or fifty, ten and five is the proper discount from the factory.

It cannot fail to have been arresting to anyone studying the Cleveland picture that so many present were quite palpably enjoying substantial business, though the industry is supposed to be reeling from a succession of stupefying blows. Even such men as were looking for jobs, and jobbers as were looking for lines, presented a cheerful front and—each within their own capacities—financial responsibility. A majority of those actively engaged in business received telegraph or telephone reports of daily sales and matters at home almost as energetically as in boom period. There was no fear and little nervousness in any man about his own proposition. It is the fashion, of course, to suspect or to profess to suspect that everybody else's is sour.

Now, these are not the signs of a dejected or a degraded

industry. It would be gloomy, in the extreme, if signs of dejection or degradation showed. It is important to mention this for the benefit of such as were not in the phonograph business when radio came along, or in the piano business when the talking machine appeared.

The bugbear of liquidation is feebly waving its legs and those who turned white at mention of it only a few weeks ago are asserting with a swagger that there is little or no more over-production to be marketed. Some of them do not know that they imbibed most of their reassurance from this page in THE TALKING MACHINE and RADIO WEEKLY, which has been about the only authority definitely and positively to maintain that dumping would not greatly demoralize the 1929-30 season because production stopped among weak sisters when borrowing at the bank became a trick for Houdini in October last.

Communitistic, chauvinistic schemes for curbing future over-production by periodic reports to a central bureau will have to witness a great advancement in the essence of human nature before they work. It is no more likely that men will inform, for the possible edification of competition, anyone of the truthful and exact proportions of their operations than that they will split profits with competitors.

The best guide to proper production and guard against over-production that commercial sense can devise will be found in experience and wisdom on the part of the individual. Output should follow credible estimate of sales, not sales an incredible estimate of output. The industry has passed the point where the wish for riotously profitable selling can be father to the thought of unbridled immediate manufacturing.

The remark of Mr. J. N. Blackman at one of the wholesalers' conferences in Cleveland to the effect that there are some 2,900 distributors in radio, with a resultant of about 13½ dealers per jobber, has attracted comment from Mr. Morris Metcalf, who writes: "If Mr. Blackman's figures were anywhere near correct, it would appear that there is just as much over-production of dealers and jobbers as of radio sets. A reduction of jobbers and dealers will mean as much in terms of profitable business to those who remain as a reduction in the volume of radio sets will mean to those manufacturers who survive the corrective process. It is not more sales outlets that the manufacturer wants, but fewer and better ones, and it is the sincere hope of the manufacturer that the lists of recognized jobbers and dealers for the coming and subsequent seasons will more nearly describe the respective functions of these two outlets than they have in the past."

The fact is that there are not 2,900 radio wholesalers. The example cited jocosely by Mr. Blackman was a trade mailing list and, as everybody knows, a list of 2,900 names can be sold at a higher price than a list of 900 names which might more accurately describe the field in terms of going concerns, well-rated.

Over-production of the retail and wholesale trades has been prevalent since radio began and is only relatively less

onerous at present than eight years ago, though water is naturally seeking its own level. Quick results cannot be too confidently anticipated, in further decimation of the ranks, owing to the comparatively small amounts of money requisite for going into either the jobbing or the retail business and the constant recurrence of new brands of goods seeking outlet. Just at this moment, several makes of product are on the horizon whose avowed objectives are exclusive wholesalers and exclusive retailers. Does anyone imagine that hordes of existing jobbers and dealers intend, or even are able, to throw off their existing obligations and espouse the new lines? Some will, but to a large extent exclusive new representation at either retail or wholesale will be drawn into the field from men in other kinds of business to whom the new types of radio will look good. Then the true and bloodiest battle for survival of the fittest in radio merchandising will begin. For every dealer who quits miscellaneous selling to become an exclusive agent, someone will appoint still another dealer from the present ranks of the trade. It is clear that radio as a business is about as stabilized as a soap bubble. There are no ipse dixits for clarifying the competitive struggle, nor patents upon an easy way to quick success.

In a stage like the present, specialty industry like radio consolidates its gains very quickly and some permanent benefit ensues if a wave of genuine and great prosperity can be swept over it. Then lines that have the capacity to do well make their affiliations formidable and it becomes just that much harder for demoralizing forces to assert themselves when a lull has come again. Without the prosperity wave, corner-cutting competitive practices ranging all the way from dumping to unwise trade-in allowances hurt everyone. The only way to set up a prosperity wave in radio is to put kick back into public demand.

## Chain-Store Operator, After Reading Editorial In "T. O. W.," Hopes Trade Sanity Will Return

Editor,

TALKING MACHINE  
and RADIO WEEKLY:—

I just can't refrain from writing you and congratulating you upon the wonderful editorials in your issues of February 5th and 12th. You certainly have the radio situation as it now exists down pat.

The only trouble is that you are too lenient in describing the situation. I have been in the radio business since its inception, in the phonograph and piano business for twenty years, but never in my experience have I seen any such condition as exists at the present time.

The tragic part of the whole thing is the almost impossible task of trying to collect the outstanding accounts from the public who feel that they are, and have been imposed upon whenever it becomes necessary for them to make a payment on their account, due to the fact that they are able to replace the article they have at less than the balance owing on their accounts.

I believe that if a survey were made of the various retailers, you would find a condition more serious than you can imagine.

We can only hope that everyone interested in the welfare of our industry, will come to their senses and very quickly.

With kindest personal regards, I am

Sincerely yours,  
Frederick P. Altschul.

## New England Distributor Commends Editorial Rehearsing Radio "Follies of Nineteen-Thirty"

Editor,

TALKING MACHINE  
and RADIO WEEKLY:—

Your "Follies of 1930" is one of the best editorials I have read in many a day. I am asking your permission to use parts of this, (giving you full credit for it naturally), in our house organ, known as Sternfax.

That portion pertaining to the Pentode tube is a knockout.

Very truly yours,  
Francis E. Stern.

## TENTH ANNIVERSARY CELEBRATED BY FADA

That the next five years will see double the number of radio sets in American homes than there are at present was the prediction made last week by Frank A. D. Andrea, president of the Fada radio manufacturing firm which bears his name. Mr. Andrea estimated that there are at present at least ten million radio sets in operation in the United States.

The Fada organization celebrates its tenth anniversary this year. The company was organized in 1920, the same year that regular broadcasting began. "Our company has in the past decade endeavored always to build the finest radio apparatus possible to serve the American people," Mr. Andrea declared.

"I have confidence in the future of radio broadcasting and predict continued and continuous improvement in the quality and variety of broadcast programs," the Long Island set manufacturer stated.

"The Fada company will continue its part of the program striving to manufacture the finest radio that skilled engineers can design and master craftsmen fabricate. I am sure that our tenth birthday this year will prove an inspiration to everyone who is a member of our organization to continue the Fada record and Fada standard of quality through the years to come. We have never manufactured or sold anything but radio apparatus and have never been identified with any other industry except radio."

## E. R. Johnson, Former Victor President, Gives \$250,000 to University

Philadelphia, Pa., Friday.

Eldridge R. Johnson, former president of the Victor Talking Machine Co., and a trustee of the University of Pennsylvania, has made a gift of \$250,000 to the university, it was disclosed yesterday by Provost Josiah H. Penniman. This gift is to further the endowment of the Eldridge R. Johnson Foundation for research in medical physics, which was established by Mr. Johnson in 1927.

The gift forms a part of a \$500,000 contribution which Mr. Johnson is making in connection with the effort of the university to meet deficits incurred and to provide it with an adequate endowment fund. His latest gift raises his total for the foundation to \$850,000. In addition it increases to nearly \$2,000,000 the amount which the former Victor president has given to the University of Pennsylvania.

## Steinite Reports Loss Of \$148,592 for Year

Ft. Wayne, Ind., Friday.

A net loss of \$148,592, after charges, was reported by the Steinite Radio Co., this city, for the year ended September 30, 1929. The previous report of the company was for the year ended August 31, 1928, and showed a net profit of \$383,017 after Federal taxes, equal to \$2.25 a share on 170,000 shares of no par stock.

## QUARTERLY NET PROFIT OF \$58,662 REPORTED BY ZENITH RADIO CORP.

BIG JANUARY SHIPMENTS

Last Month Was Largest January in Company's History, Paul B. Klugh Declares—Inventory Consists Only of Raw Materials — Wholesalers Report Smallest Stock in Three Years —Bright Future Predicted for Company.

CHICAGO, ILL., Monday.

The Zenith Radio Corp., this city, through Paul B. Klugh, vice-president and general manager, reports net profits for the three months ending January 31, 1930, after reserves, royalties and charge-offs, but before federal taxes, of \$58,662. For the nine months ending on the same date the net profit was \$130,256.

Mr. Klugh reports that the unsettled conditions which affected earnings of the corporation prior to January have been successfully met and that the month of January was the largest January in the company's history. Net profits for the past month were \$57,502 as compared with a loss of \$27,273 for the same month a year ago. The number of sets shipped last month was almost three times as many as a year ago.

The company's balance sheet as of January 31 shows an excess of current assets over current liabilities amounting to \$1,287,498. Cash on hand totaled \$748,768.

During the nine month period, Mr. Klugh reports that the company has established a modern cabinet plant, which, in addition to the two plants previously operated, gives the company complete control over the manufacturing of all elements and parts for Zenith sets and guarantees the preservation of Zenith quality.

Mr. Klugh reports that the inventory consists entirely of raw material which is being manufactured into the new '60 line' of super Zenith radio sets. The company has no manufactured sets on hand and is producing and shipping only on definite orders from its wholesale distributors, which are sufficient to give the company a satisfactory volume in the Spring months. An inventory of stock on hand by wholesale distributors on February 1 is the smallest reported during the last three years.

In commenting upon the future, Mr. Klugh said, "We are passing through an era in the radio industry when it is becoming increasingly difficult for the inexperienced to survive. Stabilization has come with a vengeance and this makes the future of old established, solid and properly managed concerns like Zenith brighter than ever. I can see the radio industry's greatest year ahead and Zenith proposes to maintain its position of dominance in the price field where superior quality of products is placed within the price range of the average buyer. I expect to see the general level of prices of radio sets sharply advance next Summer."

**Personals**

B. J. Greenbaum, head of the Superior Cabinet Corp., New York, left on a middle-western sales trip last week.

Nicholas De Vries, of the Arlington Radio Service, Brooklyn dealer, left for a three-week trip to Florida last week.

Don Mackenzie, of the cabinet manufacturing firm of Hawley & Mackenzie, New York and Philadelphia, returns today from a visit to Cincinnati.

Report from Utica-out-of-Ogdensburg, N. Y., is that Alfred Jentian Bohn, the escutcheon kid from the American Emblem Co., has been visiting Boston.

R. A. Drake, of Boston and Paul W. Carlson, of Albany, Ditson-Victor distributing officials, were recent visitors at the New York headquarters of the Oliver Ditson Co.

Charlie ("Himself") Izenstark, Chicago's patriarch of the Westark retail radio chain, has left for his headquarters following several weeks at the New York offices of the company.

Word from Pittsburgh, Pa., is that Joseph C. Roush, founder and president of the Standard Talking Machine Co., Victor distributor, is due in the East this week for a visit at Camden and New York.

Ray Montalvo, Jr., the radio-music merchant prince of New Brunswick, N. J., postcards "The Trade's Only Weekly" from St. Pierre, Martinique, that the country around there is "Just like radio—so many ruins."

W. E. Titus, head of the Radio Corp. of Kansas, Crosley distributor, with headquarters in Wichita, is preparing to conduct some radio experiments from the Carlsbad Cavern in New Mexico. A Crosley triple screen grid set will be used in this work by Mr. Titus.

Anton Borsuk, president of the Upco Products Corp., is expected back at the New York headquarters of his company this week. Mr. Borsuk attended the National Federation convention in Cleveland last week, following which he visited several prominent manufacturers in the West.

Word from Pittsburgh is that Lew Hamburg, the skinny member of the enterprising Majestic radio wholesaling house of Hamburg Brothers, will leave this week for Havana, Cuba, via Miami, Florida, purposing to absorb a tidal wave of colorful tone, like a Majestic set, from the sun in the tropics.

Underground signals from Indianapolis, Ind., state that C. C. Mathews, the fighting general manager of the Capitol Electric Co., will this week join the colony of Majestic radio wholesalers who are re-capturing Cuba for the United States. Mr. Mathews said he would not fire until he could see the whites of the eggs.

A. I. Aamodt, sales representative for the Crosley Radio Corp., Cincinnati, in the Rocky Mountain States,

**APEX RADIO DISTRIBUTORS SEE NEW LINE  
FEATURING SET AT \$101; TUBES COMPLETE;  
J. CLARKE COIT, PRESIDENT, OUTLINES PLANS**

Chicago, Ill., Friday.

Enthusiasm of a high order ruled the first Apex radio wholesalers' conference since the assumption by J. Clarke Coit of the presidency of the United States Radio & Television Corp., the sales event taking place last week at the Apex factory in Marion, Indiana. Mr. Coit, former president of the Simmons Hardware Co., of St. Louis, for eight years and before that a partner in the Lee-Coit-Andresen Hardware Co., of Omaha, Nebr., was a principal speaker at the meeting, which was conducted by H. H. Cunkler, sales manager of the company, as chairman.

Popular-priced standard radio, featuring a set with tubes complete to list at \$101; an automobile set and a

complete line embodying remote tuning control will be the bases of the Apex operation during 1930, the officials told the assembled distributors. Mr. Coit emphasized his belief that radio as a business had suffered far more from industrial mismanagement than from inherent evils. Conservative policies and meritorious product will be the aim of the corporation, he said, and he mentioned having great pride in the fact that a majority of those present had been distributors of Apex radio since the infancy of the line.

The Marion, Ind., plant of the corporation is highly regarded by production experts for moderate cost and uniformity of output. Facilities are stated to be at hand for a very substantial output and it is planned to call the line Apex Unified radio.

reports a bright future for radio sales around Idaho and Utah. On a recent automobile trip around his territory he was caught in a ten-foot snow storm with the temperature 27 degrees below zero in Idaho. He was accompanied by H. W. Eskusche, manager of the Western Supply Co., Salt Lake City.

When Mrs. Julien Loeb and Miss Kay leave for a Southern trip next week, they will be accompanied as far as Washington, D. C., by the well known Brooklyn distributing executive, Julien Loeb. Ed M. Lehrer, for the past seven years with the Speciality Service Corp., and who is Miss Kay's fiancée, will also accompany the party. Incidentally, Julien Loeb returns today following a Chicago trip.

**Dudley Cohen Named  
Sales Manager for  
G. J. Seedman Co.**

An item of importance to the local retail radio trade came to light with the disclosure yesterday of the appointment of Dudley Cohen as sales manager for the Brunswick radio, Panatrope and record division of the G. J. Seedman Co., Inc., distributor for Brunswick product in the metropolitan district.

Mr. Cohen comes to the Seedman organization after several years of direct contact with local dealers in the capacity of sales manager of the K. W. Radio, Inc., New York.

**BROWN & HALL TIES-UP  
WITH TALKING PICTURE**

St. Louis, Mo., Thursday.

Brown & Hall Supply Co., Atwater Kent distributors here, is capitalizing on the talkie "New York Nights" with Norma Talmadge, by supplying all dealers with window steamers announcing the appearance of Donald Novis, winner of the 1928 Atwater Kent Radio Audition, in the supporting cast of the picture.

The film is showing at Loew's theatre at St. Louis, and an Atwater Kent cabinet model is on display in the theatre lobby as a further tie-up.

Every night from 6:30 to 7:30 P. M. the set is used to bring in the MGM Stars' broadcast.

**PERRYMAN CO. GETS  
RCA TUBE LICENSE**

North Bergen, N. J., Monday.

The Perryman Electric Co., Inc., this city, has been licensed by the Radio Corp., of America, General Electric Co., Westinghouse Electric & Manufacturing Co. and other affiliated companies for the manufacture of radio tubes. B. S. Katz, president of Perryman, reported today.

Patents held by the RCA group cover the entire field of radio tube manufacturing and the benefits of the engineering staffs and laboratories maintained by those companies are thus made available to Perryman.

Numerous patents of George H. Perryman are controlled by the local tube manufacturing company.

**A. J. Cunningham With  
Grigsby-Grunow Co. as  
Baltimore Supervisor**

Baltimore, Md., Monday.

Arthur J. Cunningham, formerly with the Landay Bros. organization and Collings & Co., Inc., Newark, N. J., has become territorial supervisor in this district for the Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radio product.

Mr. Cunningham is making his home in Washington, D. C., and is working cooperatively with the Eisenbrandt Radio Co., local Majestic distributor, among Baltimore dealers.

**'WHOOPEE' GIRLS VISIT  
MAJESTIC FACTORIES,  
STUDENTS ARE HOSTS**

Chicago, Ill., Thursday.

Girls from the Ziegfeld production "Whoopie," starring Eddie Cantor and now running at the Illinois Theatre, here, were guests recently of the Majestic Sales School, conducted by the Grigsby-Grunow Co. The "Whoopie" girls were received by 150 students at the school, and after a luncheon party were loaded into sight-seeing busses and taken on a trip through the several radio set and tube factories of the Grigsby-Grunow Co., where

**E. S. RIEDEL AIDE TO  
H. E. YOUNG IN SALE  
OF MAJESTIC TUBES**

[Special to THE WEEKLY]

CHICAGO, ILL., Friday.

Herbert E. Young, general sales manager of the Grigsby-Grunow Co., announces the appointment, February 1, of Edgar S. Riedel, familiarly known as "Eddie" Riedel, to the position of assistant sales manager, in charge of the Majestic tube division.

Henceforth, Mr. Riedel will concentrate his efforts on the 16 million Majestic tube replacement possibilities created by the fact that there are now 2,000,000 Majestic sets in use, and more going into users' hands at the rate of over 4,000 daily, according to the headquarters survey here.

Eddie Riedel is well known throughout the radio industry, his sales experience dating back to the pre-console days of 1926 when he was vice-president in charge of sales with the Reichman company, while from April, 1927, on, he held the post of general sales manager of the Raytheon Mfg. Co., of Cambridge, Mass. More recently he was vice-president in charge of sales with the Utah Radio Products Co. of Chicago and Salt Lake City, makers of Utah reproducers.

In his younger days, Riedel was an athlete of outstanding ability as he captained an Oak Park High School basketball team to a Central States Championship, was pitcher for the baseball team, and found time to win the Cook County high school singles tennis championship. During his freshman year at the University of Chicago he won the Olympic try-outs to represent the United States in the high hurdles at Amsterdam, Holland, setting a new world's record of 13 seconds for the 100-yard high hurdles. Eddie is a strong exponent of the practice of business men keeping fit with handball, squash, golf and swimming.

**Buckingham Sale  
Set for Monday**

Chicago, Ill., Friday.

Frank M. McKey, receiver and A. L. Schapiro, attorney for the receiver, in the case of the Buckingham Radio Corp., Chicago, have notified parties in interest that bids are now solicited for the assets of the Buckingham company. Tenders will be received, and must be accompanied by certified check for 25 per cent. of the amount bid, until 9:30 o'clock Monday morning, February 24, and will be reported to Federal Judge H. Wilkerson a half hour later. The Buckingham assets are listed as the receiver's title in license agreements, patents and good will, approximately 800 screen-grid chasses, approximately \$85,000 in parts inventory and various machinery and office equipment, all located at the company's offices, 440 West Superior street.

they saw the intricate operations necessary in the manufacture of radio products.

After a tour of inspection, the young ladies selected a Majestic set for Mr. Cantor, who was unable to be present because of a previous engagement.

Frank A. Delano, director of the Majestic Sales School conducted the group on the inspection tour.



## F. C. ESTEY APPOINTED SALES ENGINEER FOR ALUMINUM CONCERNS

PITTSBURGH, Pa., Saturday.

F. Clifford Estey, for a dozen years widely known in radio, has just been appointed sales engineer for the radio activities of the United States Aluminum Co. and the Aluminum Co. of America, which constitute probably the most prominent producers and fabricators of aluminum in the country.

Mr. Estey will make his headquarters for the time being at the research laboratories of the companies in New Kensington, recently completed at an estimated cost of \$1,000,000 and later he will make his office at the company headquarters in the Oliver building, Pittsburgh. The new Aluminum Co. official has had an extensive career in radio, both from a scientific and from a commercial standpoint. He was early a prominent operator in code communication, holding posts in the Radio Amateurs' Relay League before the advent of popular broadcasting and in the commercial development of the business since 1921 was first identified with the Clapp-Eastham Co. and the American Radio & Research Corp. in suburbs of Boston. Mr. Estey's later affiliations have been with several manufacturers of prominence and he was for a term assistant to Powell Crosley, Jr., founder and president of the Crosley Radio Corp. in Cincinnati.

## Frye-Glasser, Inc., Is Formed as Stromberg Agent in Detroit Area

Detroit, Mich., Monday.

Frye-Glasser, Inc., has been formed here as representative for the radio product of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., in this city and eastern Michigan. The executive personnel of the organization consists of J. A. Frye, president, and H. A. Glasser, vice-president and treasurer.

Mr. Frye's experience in music merchandising dates back ten years, his most recent connection having been that of sales manager for the Earl Radio Corp., while Mr. Glasser has had fifteen years of retail merchandising in the music industry.

## BIG DEMAND FOR RADIO ORNAMENT ELEPHANTS

The new "Osco" elephants, product of the O. Simms Mfg. Co., 13 East Seventeenth street, New York, are enjoying a fine sale throughout the radio-music trade, Oliver C. Simms, head of the company, reported last week. These elephants, which are made of metal and come in various colors, are used as ornaments for radio sets, and are said to be exceptionally attractive.

The Simms company also manufactures radio benches and scarfs.

## ADOLPH WOLKE FILES BANKRUPTCY PETITION

A petition in bankruptcy was filed Monday by Adolph Wolke, radio dealer, 35-02 Roosevelt avenue, Jackson Heights, Long Island. Liabilities are listed at \$8,379, and assets at \$5,716.

## OTTO N. FRANKFORT RESIGNS SALES POST AT ALL-AMERICAN

Chicago, Ill., Saturday.

The resignation of Otto N. Frankfort as vice-president in charge of sales of the All-American-Mohawk Corp., makers of Lyric radio, was announced today at the headquarters of the company. Eugene R. Farny, president of the company, said that plans for the continuance of the company's merchandising without change of policy and on an expanded basis had been settled and that various announcements in this line would be forthcoming from time to time.

Mr. Frankfort's retirement comes after six years' continuous identification with Mohawk and later All-American-Mohawk sales direction. He was formerly an official of the Sehl Advertising Co. and in that capacity had early contact with radio, which led to his being offered the Mohawk sales management. When the company was consolidated with the All-American concern and the Lyric line of radio was originated, he assumed sales charge of the merger. Mr. Frankfort has figured as one of the most active and picturesque personalities in radio, totaling tens of thousands of miles in his annual travels and being noted for intimate friendship with the trade he served. During his earlier career he pioneered in outdoor advertising and he has come to be regarded as one of the most astute merchandising practitioners in the industry.

## Highest Honor in Electrical League For Ernest Ingold

San Francisco, Calif., Thursday.

Ernest Ingold, founder and president of the Atwater Kent radio distributing firm bearing his name in this city, has been elected president of the Electrical Development League of San Francisco, comprising a membership of about one thousand well known members of the electrical industry in all its branches. Power, light, traction and electrical and radio operations of every kind are represented in the League and it has long been regarded as one of the largest and strongest organizations of its type.

Mr. Ingold is prominent in Pacific Coast Radio Trade Association activities and has long been regarded as one of the outstanding distributors of Atwater Kent radio.

## GROSS-BRENNAN, INC., REPORTS FINE SALE OF NEW STROMBERG SETS

Sales of Stromberg-Carlson sets during the first seven days in February have borne out indications gained during January by exceeding sales of a similar period in February, 1929, according to Lloyd Spencer, sales manager of Gross-Brennan, Inc., factory representative organization for Stromberg-Carlson Tel. Mfg. Co., Rochester, in the New York and Boston areas.

"Orders on the new phonograph combinations have exceeded all expectations," said Mr. Spencer, "the factory at the present time being far behind in production."

## MENDLES, EGLASTON BUY BALKEIT CO.

Chicago, Ill., Saturday.

Announcement was made this week that the plant, stock and equipment of the Balkeit Manufacturing Co., at North Chicago, have been purchased by R. I. Mendles and R. L. Eglaston who will operate under the name Balkeit Sales Co. Mr. Mendles is president of the new company and Mr. Eglaston, vice-president and general manager. Offices will be maintained at North Chicago and also in Chicago at 205 W. Wacker drive, where Mr. Eglaston has been in business under his own name.

## P. B. Klugh Motoring To Pacific Coast on Zenith Trade Tour

Chicago, Ill., Friday.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., left this week on a business trip to the West Coast via motor car. While Mr. Klugh's trip will take him to California, it is his intention to stop off, both on the way down and back, and visit Zenith distributors. Not having been able to call on any of the Zenith western distributors in the past year due to the tremendous amount of work which has kept him constantly at his desk, Mr. Klugh intends to visit as many he can during this trip.

It is expected that he will return to Chicago about the latter part of March.

## Frank A. Hinners Joins Fada Engineering Staff

Frank A. Hinners, who has been identified with radio since 1910, and formerly was president of the King Hinners Radio Co. has been appointed assistant chief engineer of F. A. D. Andrea, Inc.

His long experience as a set designer, engineer, manufacturer and production executive makes him a valuable addition to the personnel of the Fada company.

For the past year, Mr. Hinners has been a member of the technical staff in the department of apparatus development for the Bell Telephone Laboratories in New York City. Since 1915 he has been a full member of the Institute of Radio Engineers and since 1926 has been a Fellow of the same organization.

Frank A. D. Andrea, president of Fada, in announcing the appointment of Mr. Hinners, states that it is in line with the present policy of the company to strengthen the personnel and continue actively and aggressively in the design and manufacture of quality radio apparatus without deviation from the Fada program which was established in 1920, when the company was founded.

## HYGRADE REPORT SHOWS GAIN OVER '28 FIGURES

Salem, Mass., Monday.

The Hygrade Lamp Co., tube manufacturer here, reports for the year ended December 31, 1929, net income of \$519,909, after Federal taxes and inventory-writedoff equal after preferred dividends to \$3.41 on 117,684 common shares, against \$500,892 or \$3.24 on the common in 1928.

## NEW MAY COMPANY FORMED FOR PHILCO IN BOSTON REGION

Disclosure was made on Monday by D. W. May that a new organization has been formed in Massachusetts to take over exclusive distribution of Philco radio in the counties of Worcester, Middlesex and Norfolk, that state. The new company will be known as May Distributors, Inc., with offices and warehouse in Boston and a warehouse in Worcester.

Headquarters of the company will be at 797-805 Beacon street, Boston, where 9,000 square feet of floor space will be provided following alterations now under way.

The new May enterprise, the fifth Philco distributing unit operated by the May companies, is headed by D. W. May, as president; George P. Wiseman, recently with Majestic Distributors, in Boston, is vice-president and general manager; W. L. Galt, former sales promotion manager of the Majestic Boston factory branch, secretary and sales manager; Charles Kocornick, who has been connected with the May organizations in Newark, N. J., for a number of years, is assistant treasurer.

The new company will commence operations this week.

## W. C. Griffith Radio Spokesman in Rotary At Indianapolis

INDIANAPOLIS, IND., Friday.

William C. Griffith, president of the Griffith Victor Distributing Corp. of Indianapolis, Cincinnati and Louisville, at the current meeting of the Indianapolis Rotary Club was elected Radio Distributing Rotarian with all the eclat due the occasion, including a brand-new badge. Mr. Griffith was not unversed in the Rotary ritual as he functioned as Talking Machine Rotarian in the Chicago club during several years of his career as president of the Chicago Talking Machine Co. H. T. Griffith, president of the Udell Works, widely known radio furniture maker, has long been Furniture Manufacturing Rotarian in the Indianapolis body and he and Brother Bill may be expected to cancel one another's votes on all radio matters affecting the Indianapolis area.

## 2 New Record Cabinets Are Introduced by Udell

Indianapolis, Ind., Friday.

Two new phonograph record album cabinets have recently been introduced by the Udell Works, this city, maker of radio furniture and cabinets. One of the models is a single door cabinet and the other a double door affair. Both are made of walnut.

The single door cabinet houses fourteen record albums and the double door cabinet has room for twenty-four albums.

H. T. Griffith, president of the Udell Works, which was established in 1873, is optimistic over the possibilities of these new cabinets.

## 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 ☞ ☞

## BUSHWICK DISTRIBUTING CO., Inc.

17 West 60th Street      1755 Bushwick Avenue  
Columbus 2818              Glenmore 6366  
New York, N. Y.              Brooklyn, N. Y.

## SPARTON RADIO

*Metropolitan  
Distributor*

## McPHILBEN- KEATOR, Inc.

17 West 60th Street      68 34th Street  
Columbus 4470-1              Sunset 3516-7-8  
NEW YORK, N. Y.              BROOKLYN, N. Y.

## TRIANGLE RADIO FETES GOTHAM RETAILERS, NEW FADA IS SHOWN

Some 250 Fada dealers of the metropolitan district attended a luncheon meeting in the Pennsylvania hotel last Thursday given by the Triangle Radio Supply Co., Inc., New York, exclusive Fada distributor in the Gotham area. The introduction of the new Fada console model 40, listing at \$260, less tubes, was one of the features of the meeting.

Herman A. Linde, president of Triangle, and a Fada jobber for seven years, acted as toastmaster. He welcomed the guests in behalf of the Triangle Radio Supply Co. and F. A. D. Andrea, Inc., Long Island City, N. Y., maker of the Fada line, and told of the merchandising and advertising co-operation to be given to dealers this year. Mr. Linde predicted that his company will do its biggest job this year. The Triangle company was only recently appointed exclusive New York Fada jobber, the firm having previously been a co-distributor in the metropolitan district.

F. X. Rettenmeyer, chief engineer for F. A. D. Andrea, Inc., was the next speaker. He described the new model 40 and explained the new tuning device incorporated in this latest of Fada's sets.

The next speaker was R. M. Klein, general manager for Fada, who told the dealers of his company's sound financial condition and of its substantial bank balance. "Our ten years in the radio manufacturing field have taught us that in order to be successful in business one must have men and money," Mr. Klein declared. "I am proud at this time to state that the Fada company has both these requisites."

Mr. Klein was followed by Harry Winsten, of Addison-Vars, advertising counsel for Fada, who outlined the company's advertising plans for the year. Others at the speaker's table included Frank A. D. Andrea, president of the Fada company; Louis J. Chatten, vice-president of Fada in charge of merchandising; Mrs. Herman A. Linde, Ralph Boland, metropolitan sales manager for the factory; Leo Altschuler, sales manager for Triangle, and Jack Greenberg, credit manager for the distributing firm.

The new Fada set was greeted with rounds of applause when first shown to the dealers, and those present were unanimous in predicting a fine sale for this model. The set is housed in a walnut cabinet of Gothic design, with French doors of figured walnut. It has decorative side panels of matched burl walnut, wine glass high lighted legs and an artistic speaker grille with a bold damask brocaded tapestry background.

Its new features include an automatic station finder and indicator. The set uses three type CX-324 screen grid tubes, two C-327 heater tubes, two type CX-345 power tubes in push-pull and one CX-380 rectifier. I has a single dial calibrated in meters and kilocycles. The set has been approved by the Underwriters Laboratories.

The Atlas Stores Corp. reports for the seven months ended December 31, 1929 a surplus of \$979,757 after charges, taxes and preferred dividends, equivalent to \$3.19 a share on 306,401 no par shares of common stock outstanding at the end of the period. Net sales totaled \$11,415,698.

## Soviet 5-Year Plan Calls For Construction of 87 Broadcasting Stations

[Special Washington Correspondence]

WASHINGTON, D. C., Saturday.

A program calling for considerable development of the radio industry, within the limitations of the Five Year Plan, has been outlined by the Soviet Government, according to information from official Soviet sources, transmitted to the Department of Commerce from Berlin.

The number of broadcasting stations in the Soviet Union is constantly growing. Beginning with one station in Moscow in 1925 the number increased to 28 for the entire country in 1926, 41 in 1928 and 65 in 1929, with 44 of these continuously active. Additional large stations are under construction. There is also a large number of short wave stations in operation; these can be set up by anyone, while the others are run by the State.

The Five Year Plan provides for the building of 87 new broadcasting stations of 918 kilowatt total power, with 101 subsidiary stations. A sum of 33,200,000 rubles (1 ruble nominally \$0.5146) has been assigned to this object in the Plan; of this amount 2,000,000 rubles are allocated to the great Komintern (Communist International) station in Moscow.

The number of receiving sets is still comparatively small. In 1927, a total of 200,000 crystal sets and 30,000 tube sets were listed. These sets, however, are largely connected with loudspeakers in public institutions, workrooms, clubs, etc., and serve large numbers of people. In 1928, it was estimated that 326,000 receiving sets were in operation, increasing to 400,000 in 1929, of which some 10 per cent. were in cities.

## Harger & Blish Conduct Philco Dealer Meeting; 250 Retailers Attend

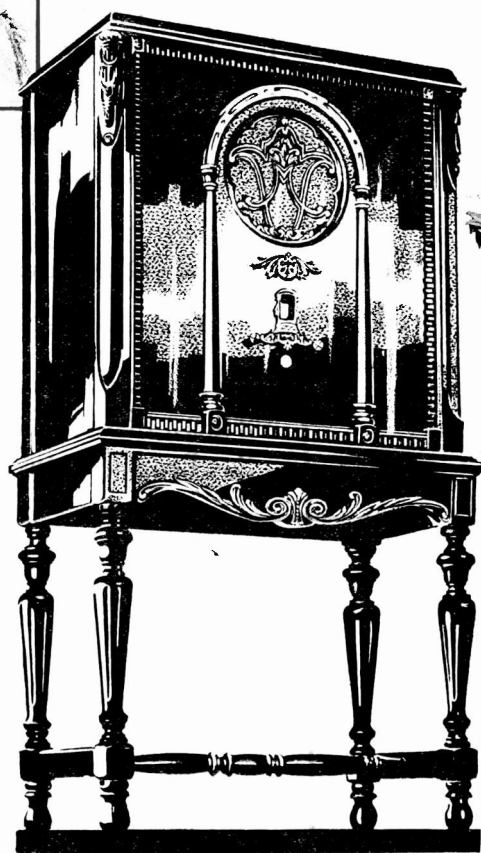
Des Moines, Iowa, Friday.

Some 250 dealers from all parts of Iowa and Rock Island county, Illinois, attended the recent first annual Philco banquet and meeting conducted at the Hotel Fort Des Moines, this city, by Harger & Blish, distributors for the Philadelphia Storage Battery Co., maker of Philco radio.

Philco plans for 1930 were outlined to the dealers by R. L. Heberling, central division manager for the set manufacturing firm; R. W. Shepard, Chicago division manager, and V. E. White, Iowa manager. H. H. Blish, Jr., of the local wholesale firm, explained the co-operative plans of his company, and C. H. Wilson, service engineer for Philco, outlined the proper functions of the service department.

During the banquet the dealers were entertained by "Bill and Herb," the "highboy" and "lowboy" of Philco. The entire Paramount-Publix stage show appearing at the local Paramount theatre, was transferred to the ballroom of the Fort Des Moines for the entertainment of the dealers, and at the conclusion, the retailers were guests of Harger & Blish at the showing of the picture "The Love Parade," with Maurice Chevalier, which photoplay is used in a national Philco tie-up.

“The most wonderful radio to DEMONSTRATE we have ever seen, say dealers”



*W. Sparks*



The New SPARTON Model 589

Complete with 10-tubes

**\$159.85**

*Western and Canadian prices slightly higher*

THE really wonderful thing about the New Sparton Model 589 is not particularly its great power, but the amazing selectivity that permits this power to be USED. It knifes through local broadcasting as though it did not

exist, bringing in station after station that are completely “covered” on most radios. Demonstrating this new Sparton is just as

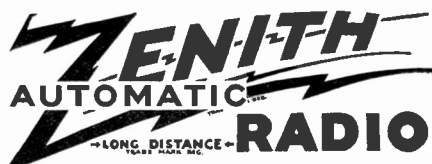
thrilling for dealers as it is for listeners. To invite a prospect to operate it himself for a few moments is to create a desire that nothing but ownership will satisfy. The price is only \$159.85, complete with ten tubes.

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

THE *New* SPARTON (426)  
 “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

IN 1930

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**TRILLING & MONTAGUE**

Wholesale Radio Merchandisers

N. W. Cor. 7th & Arch Sts., Phila. Pa.



**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.

**Northern Distributing  
 Has Brunswick Display  
 At Jersey City Show**

NEWARK, N. J., Monday.

One of the most attractive booths at the Jersey City Radio Show last week was that sponsored by the Northern Distributing Co., Inc., 235 Halsey street, this city, newly appointed distributor for Brunswick radio, Panatrop with radio, records and portables for northern New Jersey and Staten Island, N. Y.

The entire 1930 line of Brunswick screen grid sets and combinations attracted thousands of show visitors to the Northern display.

Sidney Rogovin and Bernard Max head the Northern Distributing Co.

**Randall-Lore, Inc., Is  
 Formed to Represent  
 Stromberg - Carlson**

BALTIMORE, MD., Friday.

L. A. Randall and Leslie Lore have organized the manufacturers' representative firm of Randall-Lore, Inc., to act as sales agents in this territory for the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

Randall-Lore, Inc., has offices in the Court Square building, this city, and in the Washington Loan & Trust building, Washington.

**Centralized Radio Used  
 In Many Hospitals and  
 Hotels, Says J. L. Ray**

The extent to which radio reception has increased its scope and usefulness outside the home was indicated last week when J. L. Ray, vice-president of the RCA-Victor Co., Inc., disclosed that during 1929 scores of schools, hospitals, hotels and other institutions throughout the country had been equipped with centralized radio apparatus for the multiple reception of programs.

Just as radio has become an indispensable part of home life, so it is destined to enlarge its influence outside the home, Mr. Ray said. "Radio now carries the pronouncements of national figures and the lectures of leading educators into the classroom; it heartens and comforts the sick in the hospital, and brings the convenience and good cheer of the home to the hotel guest. The wide field of radio's application outside the home is only now beginning to be realized."

Mr. Ray pointed out that educators everywhere are rapidly coming to appreciate radio's promise as a medium for supplementary education. Governmental recognition of radio as an educational agency is evidenced in Secretary of Interior Wilbur's appointment of an advisory committee to study this new field and cooperate with its pioneers. Broadcasters, too, are organizing their efforts in this direction. Meanwhile, more schools are continually being radio-equipped for the reception of suitable program material.

# LOUIS ARMSTRONG

## "KING OF THE TRUMPET"



LOUIS ARMSTRONG brings to Jazz the unusual in harmonic rhythm ... it's a rhythm that is fascinating young dance people all over the country ... why? ... because LOUIS knows how to make 'em sweet.

### *Louis Armstrong and His Orchestra play . . .*

8756—

ROCKIN' CHAIR—Fox Trot

I AIN'T GOT NOBODY (And Nobody Cares for Me)  
—Fox Trot—Refrain

41298—

SOME OF THESE DAYS—Fox Trot—Refrain

WHEN YOU'RE SMILING (The Whole World  
Smiles With You)—Fox Trot—Refrain

41350—

AFTER YOU'VE GONE—Fox Trot—Refrain

ST. LOUIS BLUES—Fox Trot—Refrain

8714—

AIN'T MISBEHAVIN'—Fox Trot—Refrain

(What Did I Do To Be So) BLACK AND BLUE—  
Fox Trot—Refrain

### A SPECIAL FEATURE

75c. ~ 75c.

**Okeh**  
ELECTRIC  
RECORDS

—8657—

ST. JAMES INFIRMARY  
SAVE IT, PRETTY MAMMA  
FOX TROTS

75c. ~ 75c.

**Okeh**  
ELECTRIC  
RECORDS

OKEH PHONOGRAPH CORPORATION

11 Union Square, New York, N. Y.

## SOUNDER MERCHANDISING METHODS PREVAIL IN SAN DIEGO; CONCENTRATE ON FEWER LINES

San Diego, Calif., Thursday.

The tendency of dealers to take a long look ahead, and make a determined effort to correct deficiencies in methods of operation, is becoming more noticeable every week, as the season advances. Haphazard methods are being squeezed out of the industry by economic pressure. The most successful dealers are not trying to kid themselves or anybody else. They freely admit that in the past much of the failure to realize profits in the retail branch of the industry has been due to operating under a belief that the strongest dealer would prove to be the one who could make the most errors and still survive. All-of-a-sudden principles exemplified in almost forgotten proverbs, such as "Look before you leap," and "Be sure you are right, then go ahead," are being chosen as guiding rules of the business. As one dealer remarks, "I thought I was a good buyer last year. This year I've had three factories slide out from under me. Now I am ready to pay the price of stability."

The trade is coming to realize that this price is paid in part by sound methods, kept up month after month.

The greatest current weakness in the local market is over caution, and a tendency to lean too heavily on the jobber. The public is buying radio, and retailers who are doing a real job

of merchandising are reporting sales in excellent volume, and made on a profitable basis.

Philco dealers have been making a very active drive for business, using heavy group advertising in the newspapers and special sales methods, in the tie-up with the Paramount picture, "Love Parade," running here for eight days.

Stocks of old sets taken on trades during the rush last year are apparently moving slowly, and absorbing energy which is needed for pushing new merchandise. However, a number of dealers are rejoicing in being practically or entirely free of this handicap.

J. F. Duff, who travels San Diego and Imperial counties for Leo J. Meyberg Co., 1022 Wall street, Los Angeles, southern California Radiola distributor, observes a distinct advance in merchandising methods since the first of the year. Dealers throughout the territory are concentrating their efforts on a minimum number of lines, and pushing them harder. Interest in window display improvement is widespread. Retailers are showing greater appreciation of information about trade conditions. They are taking more time to read their TALKING MACHINE and RADIO WEEKLY promptly and thoroughly, watching for the news of the week. Trade sentiment shows confidence in a steady advance which will make this a good radio year.

Leo J. Meyberg Co. carries a stock of Radiola merchandise in warehouse in San Diego, for the convenience of retailers in this trade district.

R. C. Garner, manager of the radio department at Holcomb's Auto Service, 916 Union street, reports that they will continue distributing Zenith, Bosch and Stewart-Warner, having a good clientele on each line, but convinced that three makes of radio is enough for any house. This retailer has done well with Zenith, finding the name rates well with the public, and price is no drawback with rightly selected prospects. There are plenty of people to whom good, dependable merchandise is the first consideration.

Mr. Gardner gives out his simple method of avoiding trouble with "joy riders." It is to ask an enquirer about radio right out if he is in a position to buy, and actually intends to buy a radio. "Joy riding" would never have developed if dealers had refrained from showing over anxiety to sell, and fear of losing a demonstration.

Charles T. Holcomb, proprietor of Holcomb's Auto Service, has been distributing Bosch radio four years, Stewart-Warner three years, and is going into the second year on Zenith. Radio has become an important branch of the business.

Day-Fan distribution is to be pushed more aggressively in San Diego and Imperial counties, this year. Wholesale business on the General Motors line is in the hands of a strong jobbing house, Electric Supplies Distributing Co., 435 Second street. Walter C. Wurfel is president, B. Guthrie, purchasing agent, and Fred Goss, sales manager. Gene M. Cramer has been placed in charge of radio sales promotion, as manager of the radio department. Set distribution is supplemented by wholesale business in Eveready-Raytheon tubes, Magnavox speakers, and protectors, insulators and all types of radio general supplies and accessories.

E. W. Pohl has moved his Pohl Radio

Supply Co. store across the street to 4121 University. He is picking up considerable work for his service department by locating eliminators which can be had for a price, and renovating old battery sets.

General Electric Supply Corp., formerly Pacific States Electric Co., with headquarters at Second and Central, Los Angeles, operates a branch in San Diego at 206 W. Market street, E. C. Lampe, manager. This prominent electric supplies wholesaler confines its operations in radio to RCA goods exclusively, distributing Radiola sets and RCA Radiotrons and speakers in San Diego county.

Kierulf & Ravenscroft, of Los Angeles, Crosley distributors, are sending a window trimmer over the territory to give dealers expert service. James A. Bowker, proprietor, Jim's Radio Shop, Strand Theatre building, Ocean beach, has a window which testifies to the excellence of display provided through the wholesaler's cooperation with Crosley dealers.

Felix H. Lyon, dealer in Sparten and Crosley at 925 W. Washington, in the Mission Hills district where there are many fine homes, is making a bid for the highest type of trade with the wonderful Sparks ensemble. A demonstration with this de luxe combination, in the store, shows performance up to the expectations aroused by superb cabinet work.

—S. F. PARKER.

### TRADE ITEM

The Pentern Radio & Music Shop, of Brooklyn, received a New York state certificate of incorporation last week. The company is capitalized at \$10,000.

## Home Demonstrations Vital in Radio Set Sales; Says David F. Goldman

The most logical and practical way of purchasing a radio set is through a home demonstration, according to David F. Goldman, general manager of the North American Radio Corp., New York, distributor of Zenith radio.

"The day has long passed since the public purchased radio merely to receive sounds out of the air regardless of what the radio set looked like or how large or small it was. Since radio has taken its place in the home as an every-day household necessity and an important unit in the furnishings of a home, the prospective buyer invariably insists upon hearing and seeing the set in the surroundings of his or her own home before deciding upon its purchase," Mr. Goldman declared.

"It is interesting to know that the home demonstration method is applied by the Zenith factory to all new models of Zenith radio before a new line of sets is announced," declared Mr. Goldman. "Before a new design of chassis is approved it is tested under the identical conditions found in the average home. For this purpose apartments are leased in various cities throughout the country and the models are tested under each and every existing condition. This is but one of the many methods employed by Zenith to maintain its standard of high quality and assure superior performance of its sets."

**The HEIGHT OF PERFECTION**

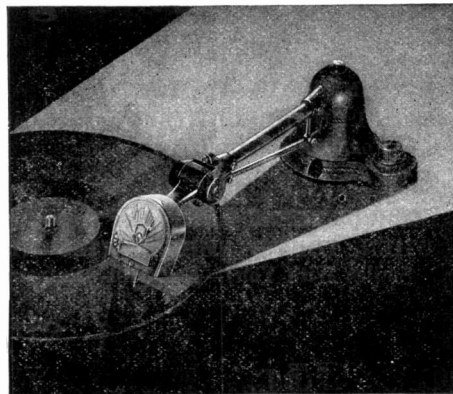


**Majestic**  
ELECTRIC RADIO

**Majestic**  
RADIO TUBES

**NORTH WARD**  
**RADIO CO., Inc.**  
367 Plane St., Newark, N. J.

## 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 Upeco Pick-up—the precision fit of every part—to the rigid final test, on special frequency reading instruments covering the entire range from 60 to 6000 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 Upeco Pick-up leaves the testing laboratory.

The Upeco 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 3852 NEW YORK, N. Y.

UNITED STATES  
**APEX UNIFIED RADIO**

SCREEN GRID, OF COURSE,  
 BY PUBLIC DEMAND

Retail  
 Price

**\$101**



complete  
 with  
 tubes

The *new* **1930 RADIO SENSATION!**

**H**ERE is a money-maker for you! Here is the radio set you've been waiting for! It has everything—everything you can expect of sets that retail for far more than the list price of the new 1930 United States Apex! And when you can say to your customer "Here's a set that retails for \$101—everything complete"—you've made a sale!

It's ready—the radio sensation of the year! U. S. Radio has solved the problem of a new set—a greater set—at a lower price, complete with tubes! Not a cut price on old merchandise, but new precision radios at a popular price on new improved modern standards.

It has long been recognized that trends in the radio industry were toward a complete set—a set ready to install, with nothing more to buy. But it remained for United States Radio and Television to bring out this smashing new piece of

merchandise—an up-to-date, *brand new* set—seven tube super-screen-grid model, in a beautiful new cabinet, *complete with tubes*, to sell at \$101!

*Other Apex Models*

- Console Model 11—8-Tube Super-Screen-Grid. \$130 complete with tubes.*
- Console Model 14—8-Tube Super-Screen-Grid. \$155 complete with tubes.*
- Battery Console Model 54—5-Tube Super-Screen-Grid. \$95 complete with tubes.*
- Battery Table Model 55—5-Tube Super-Screen-Grid. \$58 complete with tubes.*

*Study these Features:*

the famous United States Apex Super - Screen - Grid chassis, with seven tubes. The United States Apex Multi-Phase Circuit—goal of radio engineers for years. The new United States Apex Full Tone-Color Electro-Dynamic Speaker—the speaker that has given new conceptions of tone fidelity. And a cabinet equaled in few sets that sell for twice the price of the new 1930 United States Apex!

Apex dealers everywhere are making money. Will you let some one else get the profits that logically belong to you? Write, wire, or telephone the distributor in your city for details of the United States Apex franchise!

UNITED STATES RADIO AND TELEVISION CORPORATION · *Factory:* Marion, Indiana

*United States*  
**APEX**  
 UNIFIED *Radio*

RADIO HOST FROM COAST TO COAST

## Announcing— new TRIAD Tubes Types T-24 and T-27



Still another TRIAD achievement — new design and improved construction now fully protects Tubes T-24 and T-27 against burn-outs and renders them completely non-microphonic! TRIAD research and TRIAD engineering skill have now made possible longer tube life and finer tube performance — further proof that TRIAD deserves the leadership which it has won in the radio tube world.

NOW! TRIAD TUBES ARE FULLY LICENSED UNDER ALL R. C. A., GENERAL ELECTRIC AND WESTINGHOUSE ELECTRIC MFG. CO. PATENTS!

TRIAD MFG. CO.  
Pawtucket, R. I.

**TRIAD**  
RADIO TUBES

## SETS FINDING READY MARKET IN BOSTON; VICTORS IN DEMAND

### NEW SILVER DISTRICT HEAD

Silver-Marshall, Inc., Appoints W. S. Ellis—Jordan-Marsh Co. Features Amrad Sets — Victor Records in Good Call.

Boston, Mass., Wednesday.

Coincident with the appointment of Stern & Co., Inc., as New England distributor for the Silver radio line, Silver-Marshall, Inc., has disclosed the appointment of W. S. Ellis as district manager for the New England territory with temporary offices at 285 Columbus avenue.

Mr. Ellis is well acquainted with the trade in New England and has a background of retail, wholesale and factory experience dating back to 1922, when he was one of the partners in the retail firm of Ellis Bros., of Dorchester, Mass. He later became a wholesale salesman for Stern & Co., and subsequently factory field representative for Silver-Marshall, Inc.

Roy Marks and Joe Jacobs, who have been identified with the industry in Boston for the past three years, have organized a radio advertising service which will be known as the United Radio Advertising Agency, with offices in the Metropolitan building.

The Star-Raider Sales Co., located at 118 High street, was recently organized here to handle the sales and service of the new 1930-31 Star-Raider set line. This set is manufactured by Continental Radio Corp., Fort Wayne, Ind.

C. F. Hovey Co.'s radio department reports a lively business during the past week on Victor radios.

A. W. Chamberlain, district manager of the Stromberg-Carlson line in New England, is busy these days in his new salon at the Statler building demonstrating the new Stromberg-Carlson models No. 654 and 652. Dealers are very enthusiastic over these models, he reports.

Hodgdon & Son, 93 Broadway, Somerville, Mass., reports fine sales on the Cathedral model RCA Radiola.


The Stieff Piano Co., 114 Boylston street, reports steady sale of the popular Victor records. Some of the best sellers are: "Lady Luck," "Chant of the Jungle," "The Dairy," "Love Made a Gypsy Out of Me," and "Romance." Jordan-Marsh Co., Boston's leading department store, has broken all records the past two weeks in its radio department on the sale of Amrad sets. The two models most in demand are the "Aria" and the "Serenata."

Mr. Steinert & Sons, 162 Boylston street, report excellent sales on Victor models R-32 and RE-45.

Shepard's Radio Store, Winter street, has just received a large shipment of Bremer-Tully sets. These will be placed on sale immediately.

R. H. White Co.'s radio department this week has been featuring the Victor Model R-32 in window displays and demonstrations.

—CHARLES W. JONES.



# Honest Quaker

Main Springs Repair Materials

## Keeping Pace

WE HAVE ALWAYS GIVEN UNCEASING ATTENTION AND RESEARCH TO CHANGING CONDITIONS AND NEW DISCOVERIES, SO THAT WE MIGHT INCLUDE IN OUR LINES THE LATEST DEVELOPMENTS IN THE MUSIC INDUSTRY. IF YOU ARE NOT IN TOUCH WITH EVERYBODY'S OR ONE OF OUR DISTRIBUTORS—WE'RE BOTH LOSERS.

OUR PRODUCTS INCLUDE  
HONEST QUAKER MAIN SPRINGS AND REPAIR PARTS

TONE ARMS	REPRODUCERS
MOTORS	NEEDLES
ELECTRICAL PICK-UPS	RADIO ACCESSORIES

AND NOW — ELECTRIC CLOCKS

Catalogs Cheerfully Furnished Upon Request.

### Everybody's

TALKING MACHINE CO., INC. 810 ARCH STREET PHILADELPHIA

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

## WOMEN EMPLOYED FOR OUTSIDE SALESWORK BY KENT RETAILERS

BALTIMORE, Md., Thursday.

Several Atwater Kent dealers in the Baltimore territory have employed women for outside sales work at the suggestion and under the supervision of Parks & Hull, Inc., Atwater Kent radio distributors. These dealers are meeting with a uniformly fair degree of success.

Experience indicates that women of middle age are more to be relied upon than their younger sisters and as a general proposition do a better selling job. The bulk of their sales, however, are closed for them by a crew manager of the opposite sex, who works either on a salary or a commission basis and in some cases a combination of both.

Under this arrangement selling costs have been reduced somewhat under the usual outside selling set up.

## HARRY KAPLAN NAMED STROMBERG DEALER ON STATEN ISLAND

Harry Kaplan, one of the leading radio dealers of Staten Island, has just been appointed authorized Stromberg-Carlson dealer in that territory, according to Lloyd Spencer, sales manager of Gross-Brennan, Inc., eastern district representatives for the Stromberg-Carlson Telephone Manufacturing Co.

## Midwest-Timmerman Co. Promotes B. J. Kerper

Dubuque, Iowa, Thursday.

B. J. Kerper, manager of the Davenport branch of the Midwest-Timmerman Co., this city, distributor of Atwater Kent radio, has recently been elected secretary of the company and a member of the board of directors. Mr. Kerper has been connected with the Midwest-Timmerman company for twelve years, beginning as a salesman and graduating to sales manager and later manager of the Davenport office.

He is well known in the radio and automotive industries in Iowa, Illinois and Wisconsin, and his intimate acquaintance with dealers in these states will be a considerable asset to him in his new post. He still remains in actual charge of Davenport operations.

## VAN HORNE HAS NEW TYPE TUBE DESIGN

FRANKLIN, O., Friday.

The Van Horne Tube Co., this city, has recently completed development of a new type tube design which is known as the Van Horne "ring type" construction. It is in the form of a gold plated ring or band which is incorporated in the tube assembly between the top of the base and the glass bulb. The metal ring acts as a separator between the tube base and the glass bulb proper, and functions as a heat radiator.

Aside from the technical features, the use of the ring is said to make a tube with more eye value.



# ATWATER KENT RADIO

Every good Radio Dealer  
should know these facts

**T**HE Atwater Kent Manufacturing Company owns outright its business and its factory. It has been in business for twenty-eight increasingly profitable years, has always done business on its own capital and has never borrowed a dollar.

All its resources and experience are concentrated upon just one thing—the making and selling of fine radio instruments. Production in its 32-acre factory is scientifically controlled, so that Atwater Kent dealers are

never overstocked. Its inventory is never excessive.

Single-minded devotion to its one job—the production of the finest radio that can be built—has put the Atwater Kent Manufacturing Company today in the strongest position it has ever held.

Any merchant who centers his selling effort upon Atwater Kent Radio is building for his own prosperity, now and in the future.

## SCREEN-GRID

ON THE AIR—Atwater Kent Radio Hour—Sunday Evenings, 9:15 (Eastern Time), WEA network of N. B. C. Atwater Kent Mid-Week Program—Thursday Evenings, 10:00 (Eastern Time), WJZ network of N. B. C.



Model 1055  
Atwater Kent  
lowboy

## SCREEN-GRID

ATWATER KENT -  
MANUFACTURING COMPANY

*A. Atwater Kent, President*

4710 Wissahickon Ave., Philadelphia, Pa.

Simplicity and elegance have been so embodied

in this model that it

harmonizes with the furnishings in any room

## SELF-EVIDENT QUALITY

THAT NEEDS NO "SALES TALK"

### 1 QUICK ACTION



Your customers want quick action! Let them hold a watch on Arcturus... the program is there in 7 seconds.

### 2 CLEAR TONE



Your customers want clear, pure tone. Let them listen to an Arcturus-equipped set—no question about tone quality.

### 3 LONG LIFE



Your customers want long-lasting tubes. Your meter shows that Arcturus Tubes easily withstand exceptional overloads; definite proof of stamina that means long life.

This kind of proved performance is bringing more business and increased profits to thousands of Arcturus dealers. Ask your jobber for all the facts about Arcturus Blue Tubes

ARCTURUS RADIO TUBE CO.  
Newark, N. J.

## ARCTURUS

LONG LIFE  
RADIO TUBES



## VICTOR ESTABLISHES NEW SALES DISTRICT IN FAR NORTHWEST

F. G. HAWKINSON IN CHARGE

Harper - Meggee, Inc., Appointed Portland Crosley Amrad Distributor — Fada Sales Supervisor Visits Trade.

Portland, Ore., Thursday.

After a recent trip through the northwest, officials of the Victor company were so impressed with the progressive spirit and growing possibilities of this section that arrangements were made for the establishment of a direct factory sales district comprising the states of Oregon and Washington, and sections of Montana and Idaho. This is in addition to the factory's distributing houses at Portland and Seattle, which will continue to serve Victor dealers as heretofore.

There are at present eight such factory district operations in the country. The Portland office will be located at the Northwestern Victor Distributing Co., Seventeenth and Irving streets, and is under the direction of F. C. Hawkinson, who has been appointed northwest district manager of the Victor division of the RCA-Victor Co., Inc.

Mr. Hawkinson has been a member of the Victor sales organization for nine years. During the past two years he has been with the sales contract division at the factory's main office at Camden. He also has been district sales manager of the southern district at New Orleans, as well as having spent considerable time in sales work in the middle west. Prior to his joining the Victor sales organization, Mr. Hawkinson conducted two retail music stores in Illinois.

"With but six months of actual manufacture in 1929 sales were among the greatest in the factory's experience. The nation-wide acceptance of Victor radio measured fully to expectations, and with the merchandising and sales program now being inaugurated, 1930 promises to surpass all records," Mr. Hawkinson stated. "Radio," he said, "has passed the days of fundamental experimentation. In a recent cross-country analysis of predominating buying reasons of a large group of radio purchasers, it is interesting to note that 86 per cent. placed tone quality first in importance. Reputation of the manufacturer, ease of tuning, appearance and price followed in the order named. The elevation of radio from a novelty to the standard of a real musical instrument was the Victor company's goal from the start. Naturally our 30 years' experience in the talking machine and recorded music fields placed us in an enviable position to accomplish this."

A. J. Sisto, sales manager of the Radio Owl Co., of Los Angeles, was a Portland visitor recently.

Harper-Meggee, Inc., one of the largest radio firms in the Pacific Northwest, has been appointed distributor for Crosley and Amrad radios and has opened headquarters at Ninth and Everett streets, Portland, where the concern will maintain complete service for merchandising these two products. Harper-Meggee, Inc., which is a Seattle firm, having been established 12 years ago, has absorbed the Barstow-Meggee

Co., which was established at the same Portland location last year to handle the Kolster-Brandes line. With the acquisition of this State, the Harper-Meggee firm now serves the States of Oregon, Washington, northern Idaho and Montana, and maintains branches at Spokane, Seattle and Butte. The management of this new branch is in charge of Thomas J. Tobin, who came to Portland from Spokane, which branch has been under his management for the last three years. Mr. Tobin is well known in radio trade circles of the northwest, having been identified with the industry for many years, and is considered one of the outstanding merchandisers of this class of commodity on the Pacific coast. Mr. Tobin is an ex-Portland man, having made his residence here for a number of years and attended school in this state. L. M. Wakefield, well known in radio circles in the State, has been named sales manager by the firm and has assumed his duties. Mr. Wakefield will be remembered as the manager of Barstow-Meggee. P. W. Blalkowsky, western division representative for the Crosley Radio Corp., spent a week in Portland recently helping the Harper-Meggee company establish the new branch.

A spirit of optimism prevails with all manufacturers of California regarding business conditions in Portland and the entire Pacific northwest, according to Sol Jerome Cohn, merchandising manager of the Cohn Bros. stores of this city. Cohn Bros. specializes in Atwater Kent radios. Mr. Cohn has just returned from a ten-day buying trip in California and while there had ample opportunity to determine the attitude of the manufacturers and merchants there.

"We look for a heavy radio buying season," said Mr. Cohn. "This seems

to be the same attitude other merchants in the northwest have, for a careful study of the economic conditions in this part of the country points towards ample buying power on the part of the general public."

The Marshall Wells Co. has added a new line and is now the distributor in this territory of the Rola radio, which is styled the "baby grand of radio," according to M. A. Dobbin, manager of the radio department of the firm. The Rola is manufactured in Oakland, Cal., where the company has for several years manufactured loud speakers. The Rola company, according to Dobbin, has entered the set field in order to meet a demand for a well built machine of an entirely new class. The initial shipment was disposed of immediately upon arrival in Portland.

Among the recent visitors to Portland were Tom H. Phillips, sales supervisor of F. A. D. Andrea, Inc., manufacturer of Fada radios, who was accompanied by H. S. Lyman, Northwest sales manager, who have been making a tour of the Pacific coast. Mr. Phillips stated that he found the Portland market constant, with the best grades of radios in good demand.

—LESLIE.

## Receiver Appointed for Weber Talking Machine

A petition in bankruptcy has been filed against Jacob H. Weber, who conducts the Weber Talking Machine Co., the Weber Music & Furniture Co. and the Weber Furniture Co. at 319 and 343 Broadway, Brooklyn. William R. Bayes has been appointed receiver in bond of \$40,000.

MADE POSSIBLE

GREAT  
PHILCOS  
IN  
1929

PHILCO  
ALL-ELECTRIC RADIO

GREATER  
PHILCOS  
FOR  
1930

### WEEKLY BULLETIN

#### The Spirit of '76

must have been in the hearts of our dealers who so quickly and enthusiastically responded in ordering the Philco "76", the marvelous new Screen Grid Chassis, in rich artistic console cabinet, with genuine electro-dynamic speaker.

Watching the orders come in—from the far off stretches of Long Island to the Westchester County limits—has given us the thrill of an election.

The enthusiasm shown in ordering the new 9 tube "95", too, was most surprising. This tailor-made job is steadily increasing in popularity where the discriminating buyer wants distance uncanny, maximum sensitivity, automatic control of volume and fading and reduction in background noises.

There must be a reason for Philco's continued success  
1930 Another Philco Year

*M. Simons*

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

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

FOR

12

# DEFINITE REASONS YOU CAN MAKE BIGGER PROFITS

## Selling Majestic Exclusively

Experience proved to automobile dealers that profits were greater when they handled only one line. Soon radio dealers must face the same facts. Start now and be first on the road to bigger, surer profit. Majestic offers 12 sound reasons for concentrating all your efforts on Majestic.

### Read Carefully—Think What Each of These Points Can Mean to You

- 1** Selling Majestic exclusively, you represent only one manufacturer—the best known in radio. Famous among dealers for fair policies and fair profits.
- 2** Majestic gives complete coverage of every fast-moving price class. If a prospect will buy any radio he will buy a Majestic. Six new beautiful models, two with new electric phonograph. All with the amazing Colotura Dynamic Speaker. \$95 to \$203.50 without tubes. Sold complete with Majestic tubes, from \$116.50 to \$225.
- 3** Majestic Matched Tubes, guaranteed for 1000 hours, shipped with every new Majestic. Servicing reduced and customer satisfaction assured.
- 4** You are supported by the outstanding advertising campaign of the industry. Newspapers, magazines, broadcasting, billboards. Plus the endorsement of two million pleased customers.
- 5** Majestic Sales School provides expert training without tuition to help you and your salesmen sell more—earn more.
- 6** No dead models or orphans left on your hands. No forced sales of any kind.
- 7** Only one advertising campaign to tie up to.
- 8** Only one set of counter literature needed.
- 9** Only one window campaign to install.
- 10** Only one line to stock—with every model the fastest selling machine in its price class.
- 11** Only one distributor — working whole-heartedly with you for mutual profit.
- 12** ?????? An amazing new profit-leader to be announced soon to exclusive Majestic dealers.

Talk it over with your Majestic distributor. Learn what hundreds of exclusive Majestic dealers have already proved—that profits are greater when selling efforts are concentrated on Majestic. Get in touch with your Majestic distributor today.

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

*Majestic*  *Radio*  
MIGHTY MONARCH OF THE AIR

**“A Majestic franchise gives the dealer the  
ing 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  
1042 Gilbert Avenue


CLEVELAND, O.  
**Majestic Distributing Corp.**  
OF CLEVELAND  
4608 Prospect Avenue

DALLAS, TEX.  
**Radio Equipment Company**  
HOUSTON DALLAS SAN ANTONIO

DES MOINES, IOWA  
**Hieb Radio Supply Co.**  
1221-23 Locust Avenue  
Established Since 1879

DETROIT, MICH.  
**Detroit Electric Co.**  
101 East Jefferson Avenue  
*“Michigan’s Oldest Radio  
Distributing Organization”*

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


HARRISBURG, PA.  
**Peirce  Phelps**  
*merged with*  
**Penn Phonograph Co.**  
Established 1898

HARTFORD, CONN.  
**Majestic Distributors, Inc.**

HUNTINGTON, W. VA.  
**Air-Ola Radio Co.**  
*Exclusive Majestic Wholesaler*  
625 Tenth Street

INDIANAPOLIS, IND.  
**Capitol Electric Co.**  
*“Capitol Quick Service”*  
122-124 South Senate Avenue

JACKSONVILLE, FLA.  
**Southern Hardware & Bicycle Co.**  
20 East Fourteenth Street

KANSAS CITY, MO.  
**Sterling Radio Company**  
Kansas City Mo.  Wichita, Kans.  
1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.  
**R. S. Proudfit Co.**  
Established 1879  
720 O Street

LITTLE ROCK, ARK.  
**Radio Sales Company**  
217 East Markham Street

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

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

MARION, S. D.  
Hieb Radio Supply Co.  
*Superior Majestic Service*

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

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

PHILADELPHIA, PA.  
Peirce  Phelps  
*merged with*  
Penn Phonograph Co.  
437-51 No. Fifth Street  
PHILADELPHIA, PA.

HARRISBURG, PA. WILKES-BARRE, PA.  
PITTSBURGH, PA.  
Hamburg Brothers  
963 Liberty Avenue

PORTLAND, MAINE  
Majestic Distributors, Inc.

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

SHREVEPORT, LA.  
Radio Sales Company  
225 Crockett Street


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

I 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

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

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

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

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

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

# 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 Massachusetts  
San Francisco  
Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario

## 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]

in income. The amount received by law suit or agreement as damages on account of injuries or sickness, likewise does not have to be reported.

Amounts received as compensation, family allotments and allowances for war risk insurance or as pensions for military service are also exempt. The soldier's bonus comes in this category.

### Gifts and Bequests.

Gifts are not taxable either to the giver or the receiver, irrespective of the value of the property at the time of the gift and its cost to the donor. Neither are legacies and bequests taxable. Of course, the income from the property so received would be subject to tax in the regular way.

Having discussed in this terse fashion what may be excluded from income, we may now proceed to the more important question of what must be included in income. All income not specifically exempted is taxable. This includes profits on sales, compensation for personal services, business gains, interest, dividends, etc. In the next article we will analyze the first group, namely, profits on sales. We will there try to explain exactly how profit is to be computed for income tax purposes.

### QUESTIONS and ANSWERS.

#### Support of Sick Daughter.

Q. My daughter who is twenty-two years of age took suddenly ill in February, 1929, and was in the hospital for two months and was not able to work during that year. I paid all hospital expenses, including nurses' and doctor bills, and I would be glad to know if this can be deducted from my 1929 income tax. Also, whether I can claim exemption of \$400 on account of my supporting her for that year.—S. I. G.

A. While you are not permitted to deduct the hospital bills and other expenses of your daughter, you can claim the \$400 credit for dependent, since your daughter was not physically capable of self-support in 1929.

#### Dividends Paid in Securities.

Q. A corporation invested its surplus funds in stocks of other corporations. Finding no further need for the surplus, it distributed such stocks as a dividend to its stockholders. Is such dividend taxable as income at the time of distribution, or can it be deferred until the stock is sold?—B. F. D.

A. A dividend that is declared in stock of another corporation is taxable at the time of distribution based on the value of the stock distributed.

#### Insurance and Taxes.

Q. Should a widow list the following as income in her tax return? Her husband died from an accident and she receives from the Industrial Commission about \$36.00 every two weeks. She also received insurance of \$10,000 which she left with the insurance company and they pay her 4 per cent. interest twice each year. Are the taxes on the dwelling in which she lives deductible from her income?—W. H. C.

A. Industrial insurance pension awards are not subject to tax. The interest received from the insurance company is subject to tax. The taxes on the dwelling in which you live are a proper deduction in computing net income.

#### Income Exempt from Tax.

The subject reserved for discussion in this article was that of non-taxable income. That subject will here be discussed. Let us consider that briefly, so that space can be devoted to questions and answers as well.

#### Tax Exempt Interest.

Undoubtedly the most familiar tax exempt item is interest on the increasingly popular tax exempt bond. What bonds are tax exempt? It is generally believed that bonds issued by the United States Government come in the exempt class. That is not strictly so. With the exception of the 1st Liberty Bond 3½% issue, only the interest from \$5,000 of Liberty Bonds and Treasury Notes are fully exempt. Any excess, while exempt from normal tax, is subject to surtax. Federal Farm Loan Bonds, however, have complete exemption. Likewise, the interest on bonds issued by a State or any of its subdivisions, like a city or county, is exempt from both normal and surtax.

#### Income Earned Outside of United States.

United States citizens who work abroad enjoy an exemption on their salaries, or more exactly, their earned income. The exemption applies to one who for more than six months during the year resides abroad and the income is earned abroad. Thus, a salesman covering foreign territory for a greater part of the year would be exempt on his salary and commission applicable to the foreign business. (But, subject, of course, to the earned income restrictions.)

#### Building and Loan Dividends.

Dividends or interest from building loan associations up to \$300 are exempt from tax. It is necessary, however, that substantially all the business of the association be confined to making loans to members.

#### Insurance Proceeds.

The proceeds of life insurance policies paid by reason of the death of the insured to his estate or to any beneficiary, is exempt from tax. However, where the insured himself collects the proceeds upon the maturity of the policy, taxable income must be reported to the extent of the difference between the amount collected and the total premiums paid during the life of the policy.

Amounts received through accident or health policies, or under workmen's compensation acts, for personal injuries or sickness, need not be included

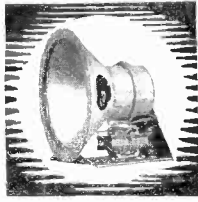
All abo-o-o-ard for  
**CROSLEY & AMRAD**  
Exclusive metropolitan Crosley and Amrad distributors  
**20th CENTURY  
RADIO CORPORATION**  
BROOKLYN AND NEW YORK

**BRUNO** means **Security**  
Over 95 Years of **DEPENDABLE** Service to The Music Trade  
THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA  
Exclusively Wholesale ESTABLISHED 1834  
**C. BRUNO & SON, Inc.**  
351-53 FIFTH AVE. NEW YORK CITY

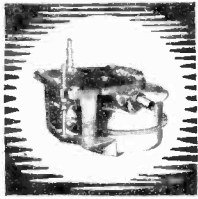
Exclusive Distributors  
NORTHERN NEW JERSEY  
MAY RADIO CORP.  
380 Central Ave.  
NEWARK, N.J.  
PHONE MITCHELL 10,000  
**PHILCO**  
BALANCED UNIT  
RADIO!  
MANHATTAN AND BROOKLYN  
MAY DISTRIBUTING CORP.  
112 Bleecker St.  
NEW YORK, N.Y.  
PHONE SPRING 0800

# Sentinel presents

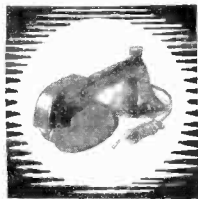
new perfection  
in radio . . . at  
Popular Prices



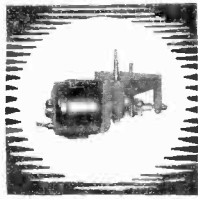
One of the first dynamic speakers—its name and tone are nationally famous.



Most famous of motors for phonographs.



United Pick-ups have been standard in the music field for years.



For years many of the finest phonographs and radio-phonograph combinations have been powered by the United Electric Motor.



LIST PRICE  
**\$99.50**  
LESS TUBES

MODEL No. 666

A nine tube screen grid chassis utilizing four screen grid tubes plus 227 and 245 tubes in push-pull. Attractive five-ply walnut cabinet with two-toned maple overlay. Equipped with the famous Quam Dynamic Speaker.

Since the earliest days of the industry United products have been in the vanguard of radio advance—

A famous speaker—the finest motor for combinations—a sensational electric pick-up. Then Sentinel Radio, the finest radio ever offered at a popular price . . .

Now comes the new Sentinel—the greatest contribution of all! The *most perfect* radio for the public! The *most profitable* radio for the trade!

Feature after feature has been added to assure the new Sentinel a *thrilling* voice, a *living* presence. Nine tubes—*four* screen grid tubes—a screen grid chassis that is a marvel of radio engineering—with 1930 Quam Dynamic Speaker—cabinets of distinguished beauty.

## AT PRICES SO LOW!

Amazingly skilled, large-scale production and seasoned, successful manufacturing policy have kept Sentinel prices at a sensationally low level. All Sentinel models are priced *on value*—for *volume* sales. And the line includes a splendid radio-phonograph combination at a price at which you usually sell a radio alone!

## STRONG NATIONAL ADVERTISING

A consistent campaign of National Magazine advertising and strong newspaper advertising will tell the public the features of the new Sentinel's perfection.

Sentinel dealers are taking advantage of this great campaign—are preparing to make real profits with these sensational new models. If you want to share in these profits write or wire us **NOW!**

List Price  
**\$149.50** less tubes

MODEL No. 666-C

A fine radio-phonograph combination, at a price at which you usually sell a radio alone!—A nine tube screen grid radio chassis, with four screen grid tubes—the famous Quam Dynamic Speaker—the United Pick-up and United Electric motor. Beautiful walnut cabinet.

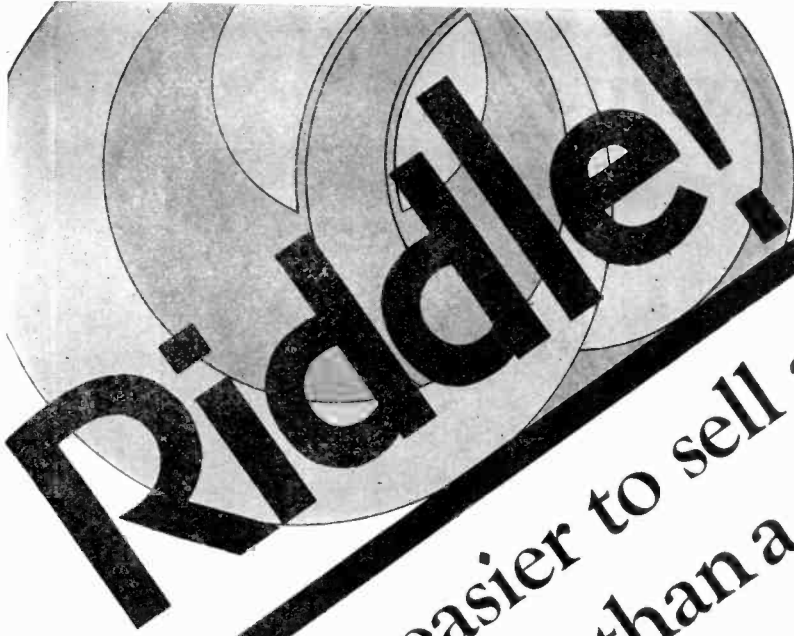
## SENTINEL MANUFACTURING COMPANY

9705 COTTAGE GROVE AVENUE, CHICAGO, ILL.

Division of United Air Cleaner Company

"You're Safe With a Sentinel"





# Riddle!

When is it easier to sell a \$249 set to a radio prospect than a cheap set...and incidentally to make a longer profit?

**Easier**—because you immediately lift your sale out of a fiercely competitive field...into a highly selective field, where superiority is quickly recognized...

**Easier**—because you offer a **plus value** every music lover wants—at an increase in price astonishingly small...

**Easier**—because you are able to offer a high trade-in concession for an old radio set or phonograph and still assure yourself a splendid profit.

# Brunswick

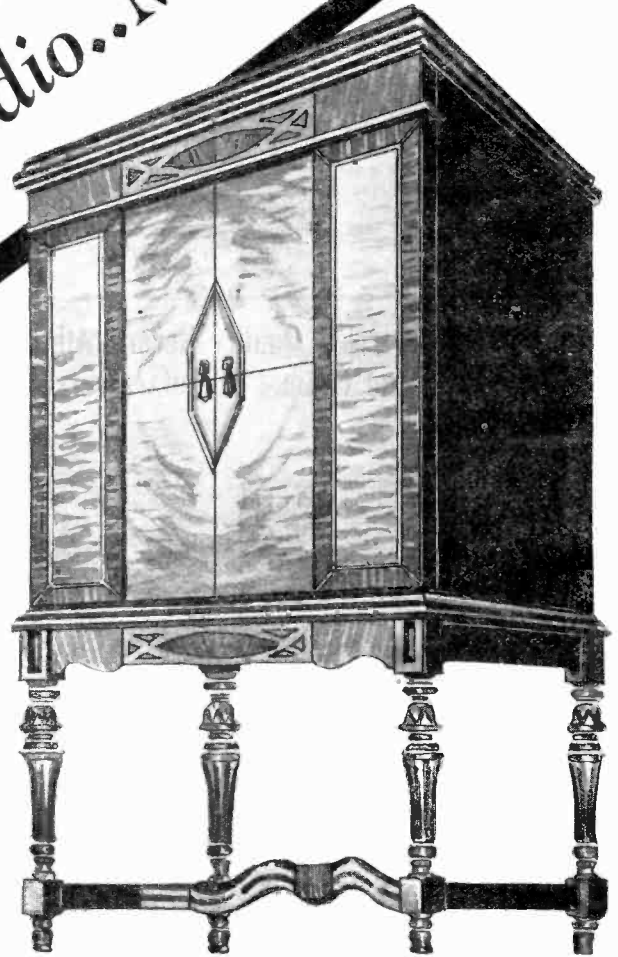
RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,



**Answer!**  
When the set you offer is a  
Brunswick Combination  
(Panatrope with Radio..Model S-31)

— and how your profit from the sale of a Brunswick Combination grows and **grows** and **GROWS** — each month — each year — as a result of the steady and endless sale of Brunswick electrically recorded records! Find out today how you can participate in this highly profitable business.



**Brunswick**  
RADIO... PANATROPE WITH RADIO... RECORDS

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

## SET SALES RUNNING LIGHT WITH PACIFIC COAST MERCHANTS

SAN FRANCISCO, CAL., Thursday.

The radio trade of the East-Bay territory appears to have lost a little of its snap and pep of late. This is a territory in which a large percentage of its building for a number of years has been in individual homes. It is easy to see why it is good retail radio territory. In fact, it is pretty good territory for anything in the music line, and right now there is a fair turn of piano selling, for a good piano is still a magnificent ornament to the home, as well as desirable for the person who loves to learn music as well as to enjoy the performance of others.

D. W. Ramsell, who for a number of years has been manager of the piano department of the Jackson Furniture Co., reports that they are having a rather encouraging turn, some sales and very encouraging prospects. The schools are giving more attention to piano music, and there seems to be something of a revival of interest on the part of those who are learners. He has taken on the care of the radio department also. W. W. Cross, who for so long has made an enviable record in this department, found his attack was more serious than supposed. While reports of his condition have some encouragement, it does not appear that he will be able to take charge soon. So, Mr. Ramsell is giving the depart-

ment his services, but hoping and wishing for the return of Mr. Cross, as something always moves when Mr. Cross gets into action. Sales have been running a little light in the radio department but more sales are beginning to appear and more prospects are on the string. Fortunately, says Mr. Ramsell, he finds the stock a clean one of actual sellers, invoice close, and no trade-ins to speak of on the floor. In fact, he believes in placing very-low valuation on trade-ins if they are accepted at all for the reason that even though sold again at fair advantage, there is always the prospect of more than a profitable amount of servicing ahead.

George Calvin, manager of the Hauschildt Music Co., reports that they are having no quiet time around their place. In fact, the sales boys have been making so much fuss about it that they have been obliged to yield and give them another floor for radio display and demonstration. As they have five stories and a basement all their own, they can manage this. Mr. Calvin states that all their lines of radio (about seven) are selling more or less. Sometimes one line runs ahead, sometimes another. Just now they are betting heavy on the Philco, because of the wonderful tie-up they have made and its unparalleled advertising advantage. A banner on the front of the awning tells of a Philco concert at the T. & D. and offers an autographed photo of Maurice Chevalier to each lady attending the matinee. The great bug-a-boo of the trade in Oakland at the present moment is the dumping of distress merchandise. Of this they have had more than their share, principally

done by department stores. The Hauschildt establishment is so situated as to catch many prospective customers for distress merchandise, and their sales force have learned to accentuate the fact that such merchandise must be in distress either because it has not had satisfactory selling qualities or because its makers are ready with some newer patterns to merchandise. The argument wins, so they are very busy, and not worried by the dumping.

The Music Shoppe, operated by J. M. O'Neill and M. V. Moore at the corner of Durant and Shattuck avenues, looks up swell in its new home. Great windows give a cheerful appearance. One steps inside on soft high-pile rugs. Divans, sofas, and double-upholstered chairs invite the visitor to be at home and comfortable. Tasteful setting, flowers and growing plants all help to get away from business formality. "The best January we have ever had," is the report they render. The general run of trade are looking for moderate-priced instruments, yet some of the better ones sell. Among others they sold during January five Grebe instruments at \$310, and eight at \$250. While the Grebe is something of a favorite with them in that they believe in its quality and also in its high-grade prices, yet other numbers are not at all out of the selling. Take the Brunswick. It has many admirers, and is good for an all-year-round trade. In fact, they believe in considerable variety, enough to meet any reasonable taste of the customer. Collections in Berkeley they report excellent. A run over their long list of outstanding accounts recently showed but one to place on a doubtful list, and that not hopeless. They pronounce Berkeley still a fine radio city.

The Henderson Radio Shop at the corner of Bancroft & Shattuck is now putting up a great display of Radiolas and Radiotron tubes, and their shop is a great display in itself.

The University Radio Laboratories at 2440 Bancroft are now putting up a great exclusive Majestic display. With the various models distributed about an elegant large display and sales room; immediately in front of the great plate glass window is a curtain of dark plush. On its lower edge stands one of the new models while swinging above a great eagle, with the inscription above "Majestic."

Lee S. Roberts, the San Francisco music dealer, has moved to the second floor on the corner of Post and Stockton. This second floor has display windows like the first floor, though not so high.

The Fox Piano Co., in Oakland, caught red-handed unloading a truckload of Victor radio—said they were going to sell them. They report that they have been having excellent success with the Victor, and the nice part of it is that customers are so well satisfied. They feel that they have got their money's worth. —ALLEN.

## William Powell Picture In National Philco Tie-Up

Philadelphia, Pa., Friday.

Philco dealers throughout the country are tying up with the Paramount picture "Street of Chance," with William Powell. The Philadelphia Storage Battery Co., this city, maker of Philco radio, is using billboard posters and magazine advertisements showing William Powell in the blur and in the clear and featuring the tie-up between the picture and Philco.

This is the second Paramount picture

## SALT LAKE SPARTON RETAILERS GATHER

SALT LAKE, UTAH, Thursday.

The Daynes Beebe Music Co., of this city, is conducting a remodeling sale, due to the fact that it is remodeling the entire four floors of the establishment on Main street, here.

Fifty Sparton dealers of Salt Lake attended a meeting at a local hotel, this past week, and were shown the new 1930 Sparton by Win. Bode, manager of the Motor Equipment Co., here. Mr. Bode and Frank Edwards, president of the Motor Equipment company, led an interesting discussion on "The Future of the Radio Dealer."

Employees of the United Electric Co., distributor of Majestic radios, sponsored a dinner-meeting at the New-house hotel, here, recently, in celebration of a banner business year during 1929. Among those present were Sam Beck and Sam Rosenfield, United Electric Co. executives, from Denver; I. S. Orr, manager, and K. S. Roberts, supervisor of this territory for the Grigsby-Grunow Co., manufacturers of Majestic radios, and H. R. Bygel, manager of the United Electric Co.

Robert Nevins has been elected president of the Mountain States Music and Radio Trades Association at a meeting held this week at the Chamber of Commerce, here. Others elected include John Elliott Clark, vice-president, and P. G. Lasky, J. S. Perry and G. Wayne Stillman, directors. Directors re-elected were G. A. Rogers, Eugene Neff, G. C. Spratt and Royal Daynes. H. S. Jennings was re-appointed secretary.

The Glen Brothers Roberts Co., formerly located south on Main street, has moved into its new quarters at 74 So. Main street where it has a beautiful establishment.

Musical hits from "No, No, Nanette" are being revived with a good deal of success here due to the appearance on the screen of this new production. All local dealers are selling these numbers heavily, it is reported. Numbers from "Hit the Deck" are also receiving added exploitation and are selling well inasmuch as this is also a new screen musicale, being offered in this city for the first time at the Orpheum Theatre.

The new Philco radio is being vigorously featured by the Radio Studios, Inc.

C. L. McWhorter, the Pacific coast branch manager of Philadelphia Storage Battery Co., manufacturers of the Philco radio, and Harry Boyd Brown, retail sales promotion manager of the organization, will preside at a Philco dealers' meeting at the Hotel Utah of this city this week, it is announced by Harry M. Frank, vice-president of Louis A. Bailey, Inc., local Philco distributor.

A general policy and sales plan will be outlined to seventy-five dealers in intermountain territory, it is stated.

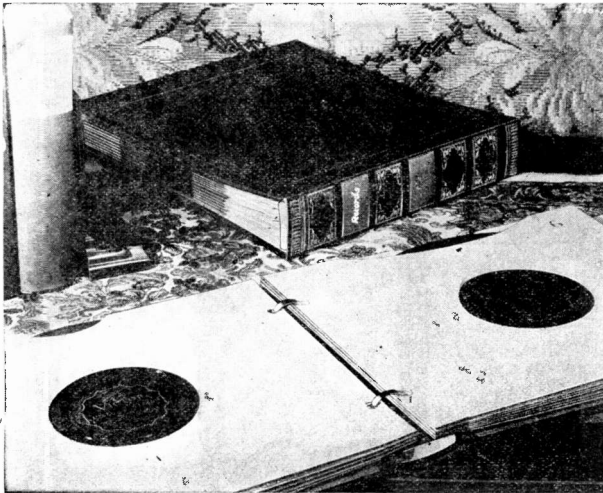
—BROWNING.

## TRADE ITEM

Kendis, Gusman & Samuels, New York music shop, has changed its name to the Kendis Music Corp.

which has been used in a national tie-up with Philco, the first being "The Love Parade" with Maurice Chevalier.

## 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

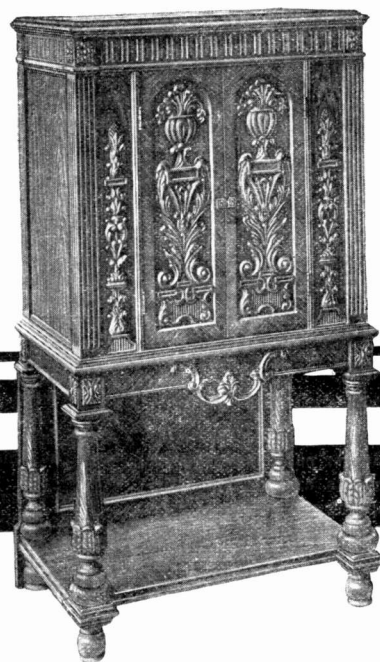
# Captivating charm Radiant beauty *in the new deluxe consoles*



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.



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

# LYRIC

## RADIO

### "The CHALLENGER"

**T**O the successive advancements offered by LYRIC Radio are now added the new deluxe consoles, presenting an entirely new LYRIC mode.

The consoles are interchangeable with the two famous LYRIC Chassis—the 10 Tube Neutrodyne and the Tri-Pent Perfected Screen Grid Chassis—which assure for you a display of sets never approached in their price class.

These consoles are built of the finest woods, especially selected for the purpose, beautifully carved in authentic Italian Renaissance design. Thus LYRIC Radio, "The Challenger", again reveals a supremacy with an emphasis that commands unqualified respect.

LYRIC Radio, "The Challenger", is proving the most popular radio ever offered to the public or the dealer. Our scale of discounts is liberal, and our policy toward the neighborhood dealer is always one of helpful cooperation.

A distributor's salesman will be glad to tell you all about LYRIC Radio, "The Challenger", or write direct to us. Whatever you do, get the facts now about this fast-selling, most-profitable radio.

**ALL-AMERICAN MOHAWK CORPORATION**  
4201 Belmont Avenue, Dept. 32, Chicago

## TIE-UPS RESULT IN FINE PHILCO RADIO SALES IN PHILADELPHIA DISTRICT RECORD DEMAND IS GOOD

Wanamaker Radio-Music Department Moves to New Temporary Quarters—Colonial Sales Show Gain—Walter Linton Takes on Stromberg Line—Fada Dinner Postponed Because of Illness of G. W. Dickel.

Philadelphia, Pa., Friday.

While the radio trade has been stimulated to a livelier public participation in the newer sets as they are introduced the main interest insofar as present day sales are concerned is in the reductions that have been made in a few of the nationally prominent makes. There has been a fairly good demand for records since the month began and this has continued until the present when a peak for the year has been reached. Brighter outdoor life has also been helpful, the milder temperature bringing out the traffic that leads to the dealers' stores.

Philco radios are forging to the front these days as the Motor Parts Co., and the Philco manufacturers, the Philadelphia Storage Battery Co., cooperate with the trade through the Paramount Pictures in a comprehensive program of exploitation. Newest factors to enter into the Philco tie-up with Paramount is the Sunday afternoon concerts which will be featured

over WPEN broadcasting station every Sabbath for the next ten weeks with six dealers grouping in the broadcasting of the songs that are to be sung in the Paramount talkies playing here weekly. The six dealers who will be included the first series of ten weeks are Garland & Merz; Wallace's Radio Shop, Berryman Furniture Co., Wirt-schafer Bros., Thor Electric Co., and J. Hall Egan, all of Philadelphia.

All the Warren Bros. Equity Theatres in the Philadelphia territory including forty-three theatres, will every evening beginning at 7 P. M. have a radio program over the Philco radio placed on the stage, featuring the Amos 'n' Andy series. The Equity Theatres are united in this Philco program to keep patrons at the houses at this time. It has been found that patrons leave at 7 P. M. to go to their homes to hear Amos 'n' Andy, so, to avoid empty seats at this hour the noted radio artists are brought to the theatre patrons through the Philco.

Lewis Radio Distributors, 45 North Seventh street, now are offering the 25 per cent. trade-in allowance which the Colonial Radio Corp., recently merged with the Symington Co., of Rochester, N. Y., are submitting to the dealers on "trade-ins" for the Model 32, during the month. Sales have been stimulated by the offer.

The Lewis Radio Distributors also feature Bosch radio. No new models are looked for in this line until after the June convention of the R. M. A. The firm reports that Bosch radio sales are steady as a result of the policy to hold to a stabilized price list, and sales to date this year show the confidence of the dealers in the line.

Record sales of the recent issue of the Columbia Phonograph Co., with a local branch at 40 N. Sixth street, in two recordings of the "St. James Infirmary" and "The Man from the South," both on a single record by Rube Bloom and Iliis Bayou Boys, have been booming here in recent days.

Ted Lewis' records in the Columbia list will be the high light of the week commencing February 22, when the local branch will tie-in with the dealers in the special window displays and exploitation programs to mark Ted Lewis' appearance at the Mastbaum Theatre during that week.

The Wanamaker radio and talking machine departments have been assembled on the seventh floor temporarily pending the completion of the newly decorated and elaborate quarters on the same floor, which will be the permanent section for these trade wares. The radio and talking machine department will be removed by March 1 to the new location in the central section of the floor near the Juniper street side. There will be attractive furnishings, a larger number of booths and demonstration rooms for radios. The offices of the buyer for the departments, Robert Allen, will remain on the balcony beneath the main floor, while the offices of the assistant buyer, George B. Young, are removed to the Seventh floor in the new quarters. All the well known and nationally known makes are to be carried.

The Stromberg-Carlson radios have been added to the lines carried by Walter Linton, for sixteen years in the talking machine and radio business in this city, and at one time president of the Philadelphia Victor Dealers' Association, with two stores at 224 S. Fifty-second street and 4713 Frankford avenue. Associated in the business are his two sons, James W. and Donald W., the former having recently joined the Fifty-second street sales staff to learn

the business. The new line augments the Victor and the RCA lines.

A telegram to the Philadelphia Victor Distributors, Inc., last week informed the firm of the sudden passing of Leo Landau, one of the four Landau Brothers, whose business is located in Wilkes-Barre and Hazleton, Pa. Landau Brothers are among the leading radio and music dealers in the coal regions.

Reports received by the Philadelphia branch of the Brunswick-Balke-Collender Co., 40 N. Sixth street, from the Scranton and Harrisburg jobbers are to the effect that a full schedule of business has been accomplished to date and that all orders for radios in the Brunswick line will be taken under advance purchases made earlier in the season. The Harrisburg distributor, Zweifler, Inc., is linked with the Philadelphia district while the Scranton territory comes under the Buffalo offices.

David Trilling, of Trilling & Montague, spent several days in Cleveland attending the national convention of the R. M. A.

Owing to the illness of G. W. Dickel, head of the Dickel Distributing Co., 1327 N. Broad street, the dealers meeting and exhibition of the Fada line, which was booked at the Majestic hotel for this week, has been postponed. Mr. Dickel is at home with a severe attack of tonsillitis. The new Model 40 in the Fada line was shown this week at headquarters having arrived in sample sets last Thursday and the dealers paid high tribute to the latest set by a generous advance order list.

C. M. Sherwood, sales manager of F. A. D. Andrea, Inc., manufacturers of the Fada, was a visitor here this week supervising the introductory sales of the new model at the Dickel Distributing Co.

There was introduced to the trade here by the newly appointed distributors of the CeCo tubes, the Penn State Radio Distributing Co., 40 N. Seventh street, the Pentode tube, or five-element tube, which adds another screen grid to the four-element making this tube really a "three-screen" grid tube.

## Colin B. Kennedy Corp. Makes Reproduction Tests of Its Radios

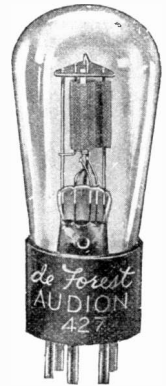
South Bend, Ind., Saturday.

A series of tests to prove that Kennedy screen grid radio sets faithfully reproduce what the broadcasting station puts on the air, were made recently by the Colin B. Kennedy Corp., this city, under the direction of Professor Charles A. Nash, of the Armour Institute of Technology.

Using a recording oscillograph, said to be the most sensitive instrument available for such tests, Professor Nash made photographic records of modulated currents direct from the broadcasting station's amplifier, and compared them with records made directly from a stock Kennedy sets, tuned in on the same program.

"The oscillograph records indicate that a Kennedy sets, barring static and possible outside interference which affects all radio, gives its owners just what the station broadcasts," Professor Nash declared.

"The oscillograph test is unusually interesting and valuable," said R. H. Caldwell, chief engineer for Kennedy. "For it represents the first attempt of a radio manufacturer to prove to the radio public, in a scientific manner the claims of faithful reproduction made in advertising and selling."



## Ordinary Heater Tubes Won't Do Today

THE great improvement in audio frequency systems and loud speaker equipment demanded a humless A-C heater tube. De Forest Engineers supply it. Audion 427 cuts the hum and buzz common to most -27 type tubes to 1/30th their former value and eliminates crackle entirely.

Think what this will mean to you when you demonstrate an A-C set — purer tones, greater selectivity, increased volume—but no hum, buzz or crackle. Audion 427 establishes new standards of broadcast reception.

They make sales easier and make sets stay sold.

DE FOREST RADIO COMPANY  
PASSAIC, N. J.

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



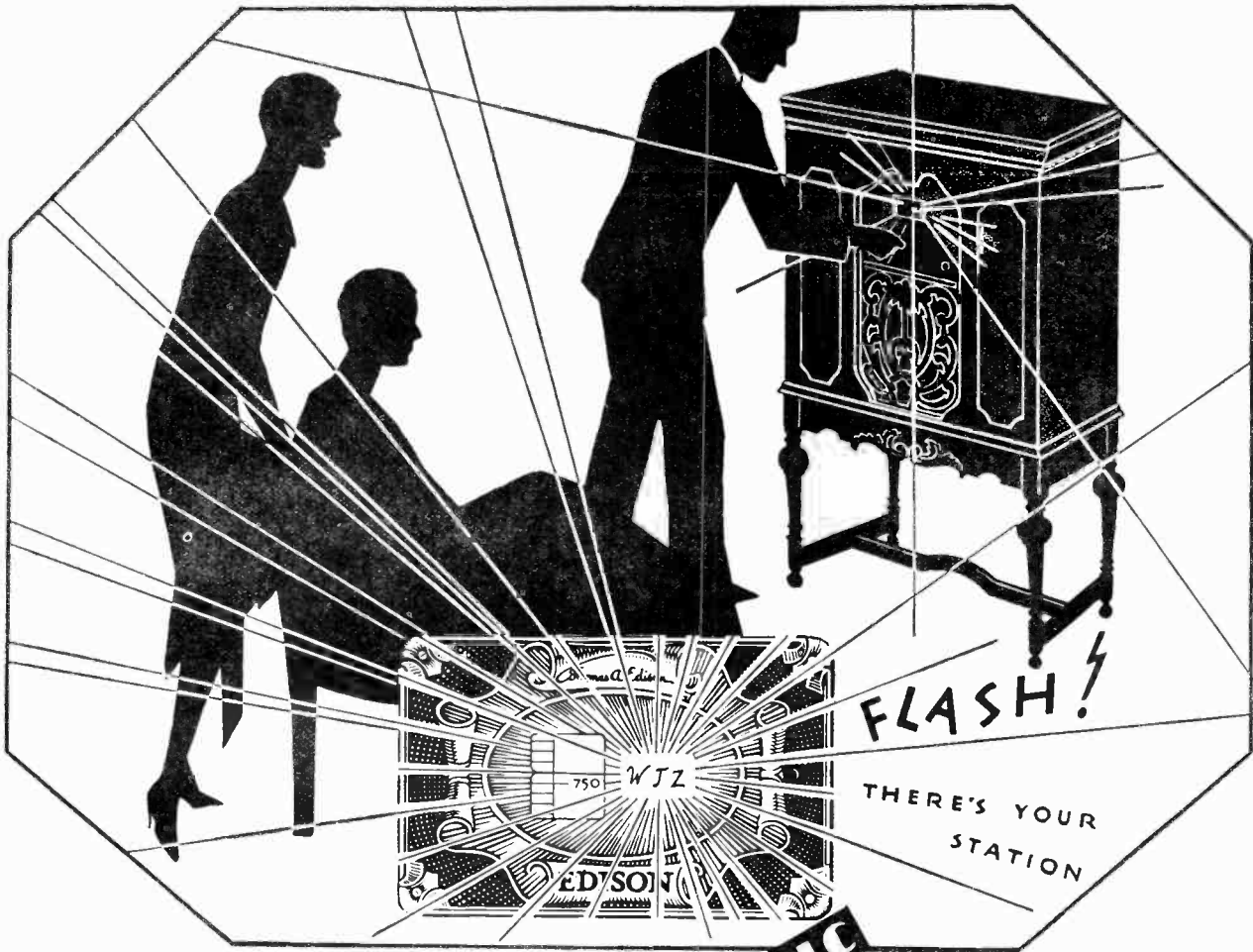
## An Added Sale with each Combination



**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.



# EDISON RADIO

**LIGHT-O-MATIC**

*Tune in with the Times—Sell the Edison*

There's certainty in profits where there's confidence in a name. People don't go bargain-hunting for government bonds. Nor do they come price-heckling when they inspect the Edison at your store. They expect great things of the Edison. When they hear it their belief in Edison genius becomes more confirmed—their desire to own an Edison radio more intense. The Edison's Light-O-Matic tuning in-

trigues them. Its ease in operation delights them. Its naturalness of tone thrills them. They want the Edison—and they are buying it...buying it all over the country! It's the radio trend of the times! Put your store in tune with Edison... where your profits are assured.



## EDISON DISTRIBUTING CORPORATION

ATLANTA, 199 Forsyth St. S. W. . . . BOSTON, Stalter Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe 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 . . . 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. . . . MEMPHIS, Russell-Heckle Co. . . . 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, Marley Brothers . . . ST. LOUIS, The Clentone Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.



*6C6 Tubes are licensed under patents and applications of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company.*

## Good Tubes Build BIG BUSINESS

**P**ROFITABLE radio retailing demands that dealers sell good tubes . . . tubes that will stand the heavy duty that modern radios must deliver.

Service calls don't make money . . . and they lose goodwill.

Only tubes made expressly for longer distance . . . greater volume . . . finer selectivity and continuous operation can do 1930 radio duty.

Sell your customers tubes that give them maximum result . . . and you'll retain their business. Good tubes build big business.

6C6 Tubes have shown that they last 30% to 50% longer in actual tests conducted by recognized authorities. That's proof . . . for dealers as well as users.

6C6's fair and helpful dealer policy will appeal to every wide-awake dealer. Write or wire for details.

**6C6 MANUFACTURING  
COMPANY, INC.**  
1200 Eddy St., Providence, R. I.

*EXTENSIVE advertising is supported by a tremendously popular radio program broadcast every Monday for 52 weeks over the Columbia chain of 22 stations.*

# 6C6

## RADIO TUBES

Largest exclusive manufacturer of radio tubes

## CONFIDENCE-INSPIRING CLEVELAND CONCLAVE STIMULATES PUBLIC INTEREST IN RADIO SETS INDUSTRY IS IN LIMELIGHT

**B. W. Smith, Inc., Expanding  
Quarters — Victor Dealers in  
Tie-Up With Free Home Demonstration Campaign—M. & M.  
Co. Reports Brisk Call for  
Sparton Sets.**

CLEVELAND, O., Friday.

Radio received a great deal of favorable publicity this week due to the Ohio Radio Trades Association being official host to the fourth annual convention of the National Federation of Radio Associations and the second annual convention of Radio Wholesalers, at the Hotel Statler. The convention was well attended by Cleveland and northern Ohio dealers and every distributor in this vicinity was also present. The talks inspired new confidence in the trade and the conclave proved conclusively to the general public that the bottom has not fallen out of the industry as some seemed inclined to think. The three local newspapers gave liberal editorial space to the affair and both radio stations broadcast part of the proceedings.

The visiting dealers from nearby towns gave their respective wholesalers orders for sets, in many instances, and the general opinion heard during the convention was that business was beginning to pick up and that the outlook for the future is bright.

B. W. Smith, Inc., Edison distributor, has taken a two-year lease with option for one additional year on approximately 6,000 square feet of space in the Forster building, 6545 Carnegie avenue. It will be used for a service department and other purposes. The company's offices and salesrooms will be maintained at Euclid avenue, near East Nineteenth street.

A campaign is being run in Cleveland newspapers for the benefit of Victor dealers in which free demonstrations without obligation in the home are featured. This advertising is pulling good results, the Cleveland Talking Machine Co., distributor, reports. Dealers are tying up with the drive and there are many attractive window displays throughout the city. The Lyon & Healy Co. had a double window display of Victor this week. The Wurlitzer store on Euclid avenue also had a very attractive display of Victor machines and records.

The Starr Piano Co. was the only music house in the city to have a booth at the Cleveland Food Show at the Public Auditorium. It was in charge of Mr. Nussley, sales manager, and in addition to pianos the Starr radio was featured.

The Grossman Bros. Music Co. has been appointed distributor for the Trilorian and Silver lines of fretted instruments, comprised of various types of guitars, ukuleles and mandolins. The company has added two new salesmen to its force, V. Sanborn Clayton and L. Bloomberg. They are selling both supplies and instruments. Business, especially from out-of-town points, is steadily increasing, officials of the company report and they are looking forward to a good volume this Spring.

The Haas Electric Co., distributor for Colonial sets in Cleveland and northern Ohio, has extended the lease on its present quarters on Huron road for a period of years. This location

is ideal in many respects as it is in the heart of the downtown section with plenty of parking space available. They report that they are adding new dealers each week and that requests for the line in many instances are sought for, and that their entire territory is pretty well lined up. Joseph Gerl, sales manager of Colonial, and Fred Carson, general manager, were both in Cleveland for the convention and paid a visit to the Haas Electric offices.

The Cleveland Products Co., on East Ninth street, has again begun selling parts for radio. Prior to its becoming distributor for the Temple line it had built up a large business in parts, but gave it up to devote its full efforts to the selling of sets.

The radio store that is to be opened by Herman Lesser on Prospect avenue will be operated as "Herman's." It is a large double store and runs through from Prospect avenue into Huron road and is but a couple of doors from the interurban station. Nationally-known lines of radio and accessories will be carried. The opening will take place within a week.

The M. and M. Co., radio wholesalers, have a special display of the new Hammond electrical clocks in their window this week that is attracting much attention. The various models of the line are shown and they give the time at various American cities and others in Europe. The M. & M. company distributes Sparton sets, and reports a steadily increasing demand for them.

The Goodman Music Co., 10526 St. Clair avenue, has been conducting a sales drive on the Bosch sets, with very good results. This company and other radio merchants in the Glenville district are taking part in the merchandise exposition at the Uptown Theatre this week, which is proving good publicity as the affair is being attended by large crowds.

## Walter Pierce Elected Head of Midwest Ass'n

CHICAGO, ILL., Friday.

Walter Pierce, of Pierce Radio Shop, Evanston, Ill., was unanimously elected president of the Midwest Radio Trades Association at a meeting of the board of directors, held recently.

Harry Alter, of the Harry Alter Co., has been president of the association since last June, but has resigned and Mr. Pierce was elected to succeed him.

Mr. Pierce began his official duties immediately and has issued a call for a general meeting of the radio dealers in Chicago to be held Friday, February 21.

Harry Simmons was elected secretary to take the place vacated by John M. Redell, Jr., recently deceased.

The Midwest Radio Trades Association is starting on an active campaign for the betterment of the radio industry in Chicago and metropolitan area. One of the most outstanding activities of the association is that of examining and registering service men.

## GOLD SEAL SUPPLY RECEIVER APPOINTED

A receiver was appointed last week for the Gold Seal Supply House, Inc., maker of phonograph parts and toys at 15 West Seventeenth street, New York.

## DISTRESS STOCKS RAPIDLY DECREASE IN MILWAUKEE MART

Milwaukee, Wis., Friday.

Radio sales continue at a low ebb in this territory and indications are that conditions will not change materially until after March 1. The amount of distress merchandise on the market at the present time is rapidly decreasing, much to the satisfaction of local retailers.

The Badger Radio Corp., Majestic distributors, reports that January sales exceed those of the corresponding month a year ago by more than 22 per cent. E. Durr, general sales manager, announces the appointment of Newton D. Weinberg to succeed D. C. Groshong recently resigned, as representative of the firm in the southwestern part of the State. An ever-increasing number of stores are handling Majestic sets exclusively. It is estimated that approximately 70 per cent. of the dealers out in the State followed this policy during the past year and found it profitable.

Mr. Skeels, sales promotion manager of the Badger Radio Corp., is now the proud father of a baby girl, the stork having visited his domicile, recently. Both mother and child are doing nicely.

The Speak-O-Phone Corp. plans to open its studio at 191 Fourth street within the next two weeks.

Mr. Purdy, of the George C. Beckwith Co., Crosley distributors, is attending a jobbers' convention at the factory in Cincinnati.

Recordings from the Paramount movie, "The Love Parade" featuring Maurice Chevalier, are moving rapidly, according to the North Central Distributors, Victor representatives in this territory. All of those who attended the Tuesday meeting of the Victor Records' Club were presented with a Valentine containing a picture of Maurice Chevalier.

Mr. Blumenthal, of the foreign record department of the Victor company, called during the past week. He reports that a large number of foreign records are sold in Milwaukee each year, and that sales are increasing.

The Orth Music Co., on Wisconsin, near Fifth, reports that January sales are approximately the same as those of the corresponding month a year ago. Atwater Kent, Victor and Sparton sets are enjoying a good demand. Especially is this true of the new Sparton, which is steadily growing in public favor. Columbia records are said to be selling rapidly.

The Interstate Sales Co. has taken on the distribution in this territory of an automatic phonograph manufactured by the Plymouth Radio & Phonograph Co., of Plymouth, Wis.

January sales are approximately the same as those of the corresponding month a year ago, according to the Great Lakes Radio Corp., which operates several stores in Milwaukee. Atwater Kent and Majestic sets are enjoying a fairly brisk demand. The new Howard radio is expected to sell rapidly this spring.

The radio department of the Boston Store reports that business has shown considerable improvement during the last three weeks. Indications are that sales will increase in spring.

Sparton and Kellogg sets are being featured in the windows of the Real Radio store, at the corner of Twentieth and Vliet.

—E. S.

# 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

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!"*

## FAVORABLE REACTION IN OFFING, DECLARE CHICAGO JOBBERS

SITUATION LOOKS HEALTHY

Hudson-Ross, Inc., to Move to Larger Quarters—Commander Eugene F. McDonald, Jr., Zenith President, Back from Cruise Chicago, Ill., Friday.

As the year grows older local radio manufacturers are beginning to decide upon their policies for the year, which are to the effect that production will be held down for a month or so to meet the anticipated demand. At the same time wholesale distributors are laying plans for enlarged sales and new territories to work in, with preliminary work so far indicating that a favorable reaction is in the offing. The situation in general looks healthy and the trade is consequently more optimistic.

Hudson-Ross, Inc., Crosley and Amrad distributors here, are planning to move before April 30 to either a west side or south side location where parking space will be permitted dealers who wish to visit their offices. Bob Himmel, president, with his brother Charles, returned Wednesday of this week from Cleveland where they had been attending the National Federated and Wholesalers' convention. He said that business is better here than he had anticipated; that the reaction from his dealers is very favorable. Both Bob and Charles will leave Chicago Sunday night for Cincinnati where a three-day Crosley convention will be held. Future radio distribution plans will be talked over as will those for the new electric refrigerator that the Crosley organization is soon to bring out.

L. R. O'Brien, district sales representative of the Ken-Rad Corp., is on a trip through his territory which includes part of Iowa, Wisconsin and Illinois in the interest of his company's tubes.

After more than a month spent in the South Seas on a cruise in his yacht "Mizpah," Commander Eugene F. McDonald, Jr., president of the Zenith Radio Corp., returned home with his party this week. The party brought with them a penguin and a lizard while sea lions and four giant tortoises are awaiting shipment from Miami, Fla., where the party disembarked.

E. R. Peel, formerly representing the H. H. Eby Mfg. Co., who maintained offices at 205 W. Wacker drive, has recently closed these offices and is now located with the Utah Radio Products Co., with which the Eby concern recently consolidated.

The assets of the Ampli-Sound Systems, Inc., 224 N. Desplanning street, bankrupt, were sold at auction February 13. On February 11 the assets of the Division street Music Shop, 2100-02 W. Division street, were also sold at auction for the benefit of creditors.

For the second time in the last six months the store and office of the Leonard Lynn Radio Co., at Wells and Jackson streets, are being remodelled. Business is going on as usual.

—W. H. ALEXANDER.

## DE FOREST-CROSLLEY DECLARES DIVIDEND

The De Forest-Crosley Radio Co., Ltd., of Canada, has declared an initial quarterly dividend of 20 cents a share.

# CLASSIFIED SECTION

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

**RADIO SALESMAN**—Here is an unusual opportunity for a man experienced in selling radios to the trade to hook-up with one of the outstanding lines of radio receiving sets; married man preferred; must operate own car and cover the following counties in New York State:

Albany,  
(Except City of Albany);  
Schenectady,  
(Except City of Schenectady);  
Delaware, Greene,  
Columbia, Berkshire, (Mass.)

Drawing account against commission; write giving full details. Box 478, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, N. Y. C.

**RADIO SALESMAN**—Here is an unusual opportunity for a man experienced in selling radios to the trade to hook-up with one of the outstanding lines of radio receiving sets; married man preferred; must operate own car and cover the following counties in New York State:

Saratoga, Clinton,  
Essex, Franklin,  
Warren, Washington.

Drawing account against commission; write, giving full details. Box 479, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, N. Y. C.

**RADIO - PHONOGRAPH SERVICE AND REPAIR-MAN**

Twelve-year record of satisfactory accomplishment with one of the leading manufacturers, whose change in policy makes my services available. Prefer to locate in New York with factory branch or jobbing house that wants a repairman far above the average in ability and reliability. Box 483, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, New York City.

**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.

**MANAGER** for one of New York City's largest retailers of Imported and Domestic records. Please state age, experience. Address Box 470, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, New York.

**RADIO RETAIL STORE MANAGER**—Executive, efficient, reliable, A-1 closer seeks connection in or near New York. Extensive Experience. Highest References. Box 472, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, New York.

**YOUNG LADY**—Office manager, stenographer, familiar with credits and collections. Several years experience in furniture and radio field, desires connection. Box 1000, TALKING MACHINE & RADIO WEEKLY, 146 Water street, New York.

**BUYER AND MANAGER** with six years successful record in department, furniture and chain store operation, seeks permanent connection with organization looking for volume business with maximum profits. Address Box 484, The TALKING MACHINE and RADIO WEEKLY, 146 WATER street, New York.

**YOUNG LADY**—Desires position with wholesaler as stenographer, telephone operator and billing clerk. Familiar with radio terms and knows the retail trade in metropolitan New York territory. Highest references. Address Box 477, The TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

**MANUFACTURER'S AGENT** wanted for exclusive territory in South Eastern, Central Eastern and Middle States to handle unconditionally guaranteed radio tubes. Give references and qualifications. Box 476 TALKING MACHINE and RADIO WEEKLY, 146 Water street, N. Y. C.

**RETAIL STORE MANAGER**—THOROUGHLY EXPERIENCED RETAIL RADIO STORE EXECUTIVE; aggressive, capable, responsible, business builder, seeks connection with retail organization in or near New York where qualifications and ability are recognized. Box 480, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

Am immediately available for sales work and can offer an acquaintance with over 800 wholesale radio distributors throughout the United States and strong dealer acquaintance so that I can work anywhere. My experience covers 9 years of satisfactory radio selling with a few nationally-known manufacturers. Box 481 TALKING MACHINE and RADIO WEEKLY, 146 Water street, N. Y. C.

**RADIO BUYER MANAGER WANTED** by one of the largest radio stores in Detroit. Since it will be necessary to do all buying you must know how to get the lowest prices and the greatest discount. Must have the ability to build around yourself the sort of personnel that will satisfy customers and put over sales; in short, you must be a high-grade, all-around man. The position is steady and a good one for the right man. Address Box 473, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

**FISCHER DISTRIBUTING CO.** Milton Auster has withdrawn from this partnership, and will not be liable for debts incurred after January 18, 1930. Milton Fischer, remaining partner, will continue the business and will be solely liable hereafter.

## Triad Plans Extensive Advertising for 1930; Sales Gains Reported

Pawtucket, R. I., Friday.

The Triad Manufacturing Co., Inc., this city, has announced its advertising plans for 1930, and in actual figures, the money to be spent by the Triad company amounts to double that spent last year. Trade journals, newspapers and other media will be used in an even more extensive scale in carrying the Triad tube message to the country at large. As in 1929, the advertising will be handled by the Harry M. Frost Co., Boston.

The 1929 business far exceeded the most optimistic hopes of Triad officials. Added to that, the company reports a large increase in sales since the news has been made public that Triad tubes are now licensed under all RCA, General Electric and Westinghouse Electric patents. This fact, coupled with the recent improvements in Triad T-24 and T-27 tubes, which are said to be protected against burn-outs and rendered completely non-microphonic, has resulted in an even greater increase in the sales, an increase that bids fair to establish an extremely gratifying sales volume for Triad during 1930.

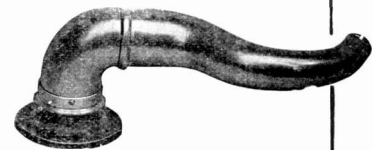
## WEYMANN FIRM HOLDS VICTOR DEALER MEET

Camden, N. J., Thursday.

More than 30 Victor dealers in this city and suburbs attended a recent meeting in the Walt Whitman hotel, here, sponsored by H. A. Weymann & Son, Inc., Philadelphia, distributor for the Victor Division of the RCA-Victor Co., Inc.

Herbert W. Weymann, president of the wholesale organization, was in charge of the meeting, and speakers included Roy A. Forbes, instrument sales manager for the Victor Division of the RCA-Victor Co., and Loyal Ohdner, secretary of the Camden Chamber of Commerce. A cooperative advertising campaign was outlined by Weymann officials.

## 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.  
450 Fourth Ave., New York City



## Remedies for Trade Evils Are Urged by 4th Allied Meetings

(Continued from page 5)

with a musical program including various radio broadcast attractions.

The keynote of Tuesday morning's session was receipt of a report on the tube situation, by J. Newcomb Blackman, of New York, as chairman of a special committee in charge. Mr. Blackman also read a report by Louis Buehn for the Trade Relations section of the general committee, Mr. Buehn being absent. Mr. Blackman reported for the Tube Committee that standardization of practices, similar to that which time has brought about in older industries, is essential for the radio tube industry. The bicycle and the automobile were two commodities which he compared with the radio set, in tracing the stages during which they were merchandised at first with a conglomeration of accessories and later with uniform and identified parts and supplies. Mr. Blackman deplored the unstable conditions characteristic of the set and tube business at retail today and vigorously recommended remedial action by the trade in adopting higher standards of sale, both in original equipment and in the development of replacement business.

Robert J. Mailhouse, of New Haven, reported for the Market Study section; Hollis Baughn, of Boston, for the Better Selling Committee; Francis E. Stern, of New Haven, for the Traffic Committee and H. C. Bonfig, of Kansas City, for the Membership Committee. The findings of all these officials were received with interest by the meeting and it was agreed among those present that each report reflected careful and intelligent work in its preparation.

Michael Ert, as retiring president, was presented with a handsome desk set and testimonial before the election of new officers. J. Newcomb Blackman, of New York, years ago president for several terms of the National Association of Talking Machine Jobbers, later a director in the Music Industries Chamber of Commerce, was

elected president of the Federation. Mr. Blackman is founder and president of the Blackman Distributing Co., an organization for thirty years continuously engaged in wholesaling home entertainment product in the metropolitan district. Harry Alter, founder and president of Harry Alter & Co., Chicago, Henry M. Steussy, Milwaukee retail merchant and Fred A. Wiebe, vice-president of the Brown & Hall Supply Co., St. Louis, were elected vice-presidents; Robert Himmel, president of Hudson-Ross, Chicago, treasurer and H. H. Corey, Minneapolis, honorary secretary. H. G. Erstrom, for several years a popular administrative officer of the organization, was appointed executive vice-president. The following were chosen as directors: Chas. T. Naddy, Columbus, O.; H. C. Wall, Fort Wayne, Ind.; Frazer B. Towner, Rochester, N. Y.; Edward P. Young, Buffalo, N. Y.; Louis Meir, Cleveland, O.; George Gaertner, St. Louis, Mo.; William Mayes, New York City; Eugene Wilder, Indianapolis, Ind.; Ernest Ingold, San Francisco, Cal.; W. H. Roth, Milwaukee, Wis.; James Aitken, Toledo, O.; Gordon Parks, Baltimore, Md.; Ray Bechtol, Cleveland, O.; Benjamin Gross, New York City; Lawrence Luckner, Minneapolis, Minn.; D. W. Burke, Detroit, Mich.; David Trilling, Philadelphia, Pa.; French Nestor, Jacksonville, Fla.; C. C. Mathews, Indianapolis, Ind.; Michael Ert, chairman of the board, Milwaukee, Wis.; Harold J. Wrape, chairman of the advisory committee, St. Louis, Mo.

The Radio Wholesalers' Association, one of the most important sections of the Federation, chose as its officers and directors:

Harry Alter, Chicago, Ill., president; J. Newcomb Blackman, New York City, vice-president; Fred Wiebe, St. Louis, Mo., vice-president; Ray Thomas, Los Angeles, Cal., vice-president; James Aitken, Toledo, O., secretary; Robert Himmel, Chicago, Ill., treasurer; David Goldman New York, vice-president.

Directors: Francis Stern, Hartford, Conn.; Chas. Gomprecht, New Haven, Conn.; Chas. D'Elia, Bridgeport, Conn.; Louis Buehn, Philadelphia, Pa.; Howard J. Shartle, Cleveland, O.; G. N. Provost, Pittsburgh, Pa.; French Nestor, Jacksonville, Fla.; S. Goodman, Norfolk, Va.; Calvin H. Marcus, Louisville, Ky.; C. C. Mathews, Indianapolis, Ind.; W. H. Roth, Milwaukee, Wis.; D. W. Burke, Detroit, Mich.; L. T. Johnson, Chicago, Ill.; H. Harger Blish, Jr., Des Moines, Ia.; H. C. Bonfig, Kansas City, Mo.; Ernest Ingold, San Francisco, Cal.; F. W. Hornung, Salt Lake City, Utah; Peter Sampson, Chicago, Ill., chairman of the board; H. G. Erstrom, Chicago, executive vice-president.

The Resolutions Committee reported, and received unanimous adoption of, expressions of thanks for the convention hospitality to the Ohio trade and the City of Cleveland; profound sympathy to Mrs. John M. Redell, wife of the late well-known Chicago tradesman who was an enthusiastic association worker; endorsement of a proposal to give the Federal Radio Commission authority to do away with the zone broadcast system; votes of appreciation and encouragement to the National Broadcasters' Association and the Radio Manufacturers' Association. With respect to the market situation, the Federation resolved in favor of collection of data to curb over-production; deplored premature announcement of new radio invention; advocated a committee from the organization to originate broadcasting ideas and set Na-

## \$7,500,000 Will Be Spent by RCA-Victor For 1930 Expansion

(Continued from page 5)

and Westinghouse plants for use in radio production in the RCA-Victor plant. Combined with the appropriation of \$3,820,000, which was authorized last year and which is still being expended, the RCA-Victor Co. by the end of 1930 will have made an outlay of \$11,420,000 for plant expansion and development.

Preparations for the construction of the new building are already under way. The structure will occupy the entire square bounded by Delaware avenue, Cooper, Front and Penn streets, with the exception of the plot now covered by the RCA-Victor executive offices. Several rows of houses, two parking places, the Victor individual garages, the present factory employment office, an old factory building and the engine house of the Victor private fire department will have to be removed to make room for the new factory building.

Mr. Shumaker pointed out that since the unification of Victor with RCA and with the radio manufacturing organizations of General Electric and Westinghouse, the need for expansion of the RCA-Victor plant has been acute. It has been decided that not only Victor radio, Electrolas and records, but also RCA Radiolas, which formerly were manufactured in Westinghouse and General Electric plants, will now be produced in the Camden plant of the RCA-Victor Co. This plan demands immediate addition of space and equipment and will make Camden the radio manufacturing center of the United States.

"The great expenditures authorized by the RCA-Victor Co.," said Mr. Shumaker, "are significant of the confidence in radio's future entertained by the financial and industrial leaders who are directing the destinies of RCA-Victor. They are a part of the purpose of the company to bring to the American public the finest and most advanced radio and phonograph products at prices made possible by enormous demand and production. These expenditures also reflect our belief in the fundamental soundness and prosperity of the country upon which our industry, like all others, depends. We face the immediate as well as the distant future with absolute confidence."

## MIDWEST-TIMMERMAN HAS CHAMPION KENT ICE-HOCKEY TEAM

Dubuque, Ia., Friday.

The Atwater Kent Hockey team of this city, sponsored and managed by the Midwest-Timmerman Co., Kent radio distributors in this city, are battling hard to retain their championship crown gained last season in the Dubuque Amateur League.

Last season the Atwater Kent team was undefeated, winning 11 games and scoring 87 points against their opponent's 7. This year they are going ahead at the same rapid pace, it is said.

tional Radio Week for 1930 as from September 8th, Indianapolis, Ind., was chosen as the next convention city.

## Kierulff & Ravenscroft Hold Monthly Meetings With Crosley Dealers

Los Angeles, Cal., Wednesday.

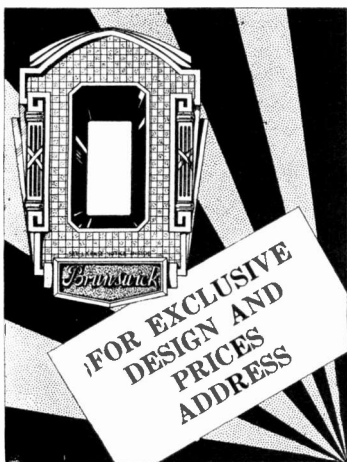
An innovation in merchandising in the radio industry, is the monthly meeting held by Kierulff & Ravenscroft, of Los Angeles and San Francisco, distributor of Crosley radio. These sales meetings are held for the dealers and a special guest speaker is present at each session. The last gathering was held in this city and was addressed by V. O. Knudson, professor of physics of the University of California, who spoke on the subject of "Sound Vibrations." Other talks were made by E. L. Duffy, of Kierulff & Ravenscroft, and by Waverly N. Miller, Crosley representative.

The importance of these monthly meetings may be estimated by the fact that over 100 dealers attend them. Russell E. Riley, Crosley dealer in Barstow, Calif., travelled from his home, a distance of 135 miles, by airplane, in the remarkable time of 40 minutes to attend. He left his store in Barstow at 7:00 P. M. and was at the meeting in Los Angeles just one hour later.

## DUMONT INTRODUCES NOISE ELIMINATOR FOR AC AND DC SETS

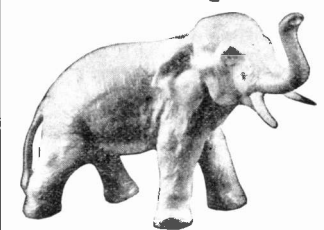
A new product known as the Dumont noise eliminator has recently been introduced by the Dumont Electric Co., Inc., 40-42 West Seventeenth street, New York. This product, according to Philip Dubilier, head of the Dumont company, eliminates disturbing radio noises caused by oil burners, motors, fans, electric refrigerators, buzzers and other such electrical household apparatus. It may be used in either AC or DC current.

The simplest method of using the new Dumont product is to plug the radio set directly into the eliminator and the plug of the eliminator into the house current. "The Dumont eliminator has been scientifically built to overcome and suppress extraneous line noises before they enter the radio set, and results obtained have been exceptionally satisfactory," Mr. Dubilier stated.



AMERICAN EMBLEM CO.  
UTICA, N. Y.

## The Latest in Radio Ornaments Genuine "OSCO" Elephants



No. 1000

7" high 9" long  
Made of Metal, Felt bottoms  
Colors: — Red, Green, Bronze

O. Simms  
MANUFACTURING CO.

13 E. 17th St. NEW YORK



# THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

## BERLIN'S SCORE IN RICHMAN FILM, IS LAUDED BY CRITICS

What the New York press was unanimous in hailing as one of the outstanding contributions to talking picture-dom, and a film which serves to introduce a quartet of "songs that can't miss," is the new Harry Richman picture, "Puttin' on the Ritz," which had its Broadway premiere last Friday night at the Earl Carroll theatre. The local critics were loud in their praise of the production, predicting a long run for the film and a great amount of popularity for the score, which is the result of the composing genius, Irving Berlin.

As a result of the justification of its confidence in the picture by the newspapermen, and an outstanding first night audience, Irving Berlin, Inc., is in the midst of a widespread campaign on the songs in the film, a campaign that embraces every known field of exploitation and selling.

The "Puttin' on the Ritz" score includes: "Puttin' on the Ritz," "There's Danger in Your Eyes, Cherie," "Alice in Wonderland" and "With You," the last named tune having been tagged by practically every critic present as a "natural."

## Jolson's Concert Tour To Take Him to Berlin

Al Jolson, whose stage, screen, and concert success has for the past decade been a high-mark for aspiring vocalists to aim at, and whose Brunswick record of "Sunny Boy" established a sales record which is likely to endure for some time to come, is enjoying huge success in the first lap of his world concert tour, which will take him to Berlin.

## MPPA Starts Injunctions Against "Song Sheets"

What is believed to have been the first attack against the song sheet "racket," as it was named by United States District Attorney Charles H. Tuttle, has been made by the Music Publishers' Protective Association, acting under the direction of John G. Paine.

The Association, it is stated, is determined to stamp out the "racket," and has enlisted the support of the United States Government in its endeavors.

## Sam Wigler Joins Red Star Music Co.

Sam Wigler, long and favorably known in the popular music publishing field, has joined the rapidly expanding organization of the Red Star Music Co., which under Pat Flaherty's direction is rapidly rounding into working form. Mr. Wigler brings to his new

## Victor Record of "After You've Gone" Gets Special Release

A Victor record of "After You've Gone," made by Gene Austin, a best-selling vocal artist, was released recently, ten days after the disc was recorded. The number is listed as a special, and a concentrated effort is being promoted by the Victor company and the Triangle Music Pub. Co., Inc., publisher of the song, to put the record over with a bang, according to Joe Davis, Triangle president.

The Triangle Music Publishing Co. has secured the right to the two feature tunes in the forthcoming Paul Specht film, "Love at First Sight," scheduled for release about March 1. The tunes are "Love at First Sight," and "Let's Jig the Jig-a-boo." Another addition to the Triangle roster of popular songs is one of the latest compositions of Andy Razaf in collaboration with Len Joy, bearing the title, "The Verdict Is Life—With You."

## Feist Gets Rights to New United Artists Film Titled, "Hell's Harbor"

When Henry King's production of "Hell Harbor," an all-audible United Artists picture, opens throughout the country, shortly, it will bring with it as one of the outstanding theme songs of the present, "Caribbean Love Song," the only tune featured in the film. "Hell Harbor" features Lupe Velez, Jean Hersholt and John Holland, and the popularity of the three cinema favorites seems to insure the success of the picture, and the accompanying excellent exploitation of the "Caribbean Love Song."

Leo Feist, Inc., New York, is publishing the tune, on which an active drive has already been started.

## Fox Issues New Booklet Of 'Popular Appeal' Songs

The Sam Fox Publishing Co., this city, and New York, has recently issued a booklet of "Songs of Popular Appeal," for use in concert, studio and the home. Such semi-classics as "Into the Dawn with You," "Bambina," "Marika," "When Twilight Comes," "Indian Dawn," "Lassie o' Mine," "Out of the Dusk to You," "I Love a Little Cottage," "La Rosita," "Bells of the Sea," "Neapolitan Nights," "One Fleeting Hour," and "Waitin' in the Shadows," among others are contained in the folio, which contains only specimens of the songs, and is not to be sold.

Dealers' orders for 100 or more assorted songs will be filled with 200 "Songs of Popular Appeal" booklets, and the retailers' own imprint, it was stated.

connection a wealth of experience in all phases of sheet music exploitation, production and merchandising.

## Songs that Sell

Gloria Swanson sings  
LOVE---Your Spell Is Everywhere  
(in "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 "New York Nights"

TO BE FORGOTTEN  
by Irving Berlin

Harry Richman introduces  
WITH YOU  
THERE'S DANGER IN YOUR EYES, CHERIE  
PUTTIN' ON THE RITZ  
ALICE IN WONDERLAND  
in his first singing-talking picture "Puttin' On The Ritz"

LUCKY LITTLE DEVIL

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

WHAT IS LIFE WITHOUT LOVE  
WOULD I LOVE TO LOVE YOU  
(from "Broadway Scandals")

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

SONG OF THE CONDEMNED  
(from "Condemned")

ON A BLUE AND MOONLESS NIGHT (new)

SOUND PICTURE SONGS  
(In Preparation)

Al Jolson's latest picture "Mammy"  
Story and Songs by Irving Berlin  
(Across the Breakfast Table)  
LOOKING AT YOU  
TO MY MAMMY  
LET ME SING AND I'M HAPPY

IRVING BERLIN, Inc.  
1607 Broadway New York City

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 Writers of Ramona,  
IT HAPPENED IN MONTEREY  
from PAUL WHITEMAN'S Picture "The KING of JAZZ"

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

Diff'rent and Unusual!  
"WE LOVE US"

Kahn's & Fiorito'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!! Dancey!!!  
"THE TALK OF THE TOWN"

Rube Bloom's Descriptive Masterpiece  
"SONG of the BAYOU"

LEO. FEIST INC.  
231 W. 40<sup>th</sup> ST., NEW YORK, 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 Euclid Avenue  
Toledo Branch:  
1217 Madison Avenue

**DALLAS, TEX.**

Southwestern Victor Dist. Co.  
912 Commerce St.

**DETROIT, MICH.**

Grinnell Brothers  
1447 First St. Cor. State

**HARRISBURG, PA.**

Phila. Victor Distributors, Inc.  
Exclusively Victor  
10-12 South 4th Street

**INDIANAPOLIS, IND.**

Griffith Victor Dist. Corp.  
31 E. Georgia

**LOUISVILLE, KY.**

Griffith Victor Dist. Corp.  
815 W. Market

**NEWARK, N. J.**

Collings & Company

**NEW YORK, N. Y.**

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.



## INDIANAPOLIS CABINET FIRMS IN \$1,800,000 MERGER; TO CONCENTRATE ON RADIO FURNITURE

CABINET CAPACITY WILL BE FOUR THOUSAND DAILY

Furnas Furniture Co. and Radio Allied Industries in Combine—Officials Include Prominent Members of Trade—Indianapolis Selected for 1931 Federated Convention—Business Outlook Bright.

Indianapolis, Ind., Saturday.

One of the most important recent developments in Indianapolis was the merger of the Furnas Furniture Co., Inc., and the Allied Radio Industries, Inc., forming a \$1,800,000 corporation, devoted exclusively to the manufacture of radio cabinets. The new corporation is capitalized for 250,000 shares no par value and will continue to manufacture cabinets and boxes for radio sets. Capacity will be 4,000 daily. W. H. Sears, president of the merged organizations, has been head of the Allied Industries, Inc., for the past year, and prior to assuming that position had been associated with the Showers Brothers, of Bloomington. Murray M. Morris, secretary, has been manager of the Furnas Furniture Co., Inc., for the past thirteen years. Wier Marshall will be the factory manager. Albert G. Messick, of Marion is chairman of the board of directors which also includes Arthur R. Baxter, of Indianapolis and Wilbur C. Perkins and Fredrick Spiegel, of Chicago. The Radio Allied Industries, Inc., is located at 1148 Division street and the Furnas Furniture Co., Inc., is at 139 South East street. Manufacturing facilities of both plants will be retained under the new management.

Indianapolis was selected as the 1931 convention city at the annual convention last week in Cleveland of the National Federation of Radio Associations. Indianapolis men instrumental in bringing the meeting to this city

were: George Stalker, Henry Davis, Sam Howard, Carl Fohl, C. C. Matthews, Eugene Wilder and Ted Brown. C. C. Matthews, of the Capitol Electric Co., and Eugene Wilder, of the Indianapolis Music Shoppe, were elected to the directorate of the association.

Ray G. Chrisney, who for the past eighteen months has conducted a radio business with the Fuller-Ryde Music Co., has moved to 213 Massachusetts avenue where larger quarters will enable him to better care for his growing business. Mr. Chrisney will handle Victor, Majestic and Atwater Kent. A complete service department for all makes of sets has been installed.

The W. W. Kimball Co. is moving shortly from 150 N. Delaware street to 235 N. Pennsylvania street.

Fred Shinn has opened a radio and electric shop at 3106 South Washington street, Marion.

The Radio Service Co. has opened offices at 207 Pythian building, South Bend, with Bruce Bouchard, manager.

The Craig Radio Co. recently established at 3021 North Illinois street, has an attractive display room in which Brunswick radio sets are featured. A competent service department is also maintained.

Miss Eleanor Brane is the new record saleslady at Murphy's store. This department is one of the busiest in the city and much of its success is attributed to having a supply of what the public wants on hand, its slogan being "You can always get it at Murphy's."

The Acme Radio Service Laboratory, Inc., Indianapolis, has been incorporated with a capital stock of 200 shares having a par value of \$50 each to buy

and sell radios, musical instruments and other merchandise and parts. The incorporators are Ralph R., Mary L. and Simon L. Forster.

The Sparton Radio Sales Co., 2907 Central avenue and the D. K. Lutes Co., 3818 College avenue, are conducting a sales drive on the Philco radio.

Roy Kumler, manager of the Wilks Distributing Co., local Sparton distributor, reports good sales on the new Sparton Model 589.

Announcement was made last month by C. G. Conn, Ltd., of the arrangement between that firm and Settimio Soprani and Figle of Castelfidaro, Italy, for exclusive representation in this country and other parts of the world for the sale of Soprani accordions. A new company incorporated as Soprani, Inc., in which the Conn company has the controlling interest, will conduct the business in this country. The president of the newly organized concern is Arthur B. Miller, of Seattle, who has had charge of the Soprani business for several years. Alfred L. Smith, executive vice-president of C. G. Conn, Ltd., Elkhart, is vice-president and secretary.

The L. S. Ayres & Co.'s sheet music department is now very favorably situated in the balcony of the store. Song hits from the shows at local theatres are selling well now. Worthy of special mention among these numbers are: "A Year From Today," "No, No Nannette," "I Want to be Happy" and "I I Can't Have You." Mrs. Gertrude Buttz is again in this department and her assistant is Mrs. Edith Glass.

The school for the instruction of dealers in the installation and service for Transitone radio equipment, conducted by the Eddie Co., closed recently. Twenty-five dealers attended the sessions of the school, which were conducted by William Balderson, Transitone expert of the Automobile Radio Corp. Dealers who attended will serve central Indiana in installing and servicing Transitone radios in motor cars. The Banner Furniture Co., 31 South Meridian street, has added the Beverly radio to its line of sets.

New models of the Majestic and Stromberg-Carlson radios were on display at the salesrooms of the Stewart Radio, Inc., at 3510 College avenue and Thirty-eighth and Illinois streets.

The Capehart Corp., of Fort Wayne, will present a "Pageant of Progress" in the Hotel Anthony, that city, February 24. The second annual national sales convention of the company will be held at that time and continue in session for the remainder of the week. At the pageant, an exhibit of the instruments manufactured by the company, earliest and latest models, will be made together with displays showing other manufacturers' products which are used in Capehart equipment.

Fort Wayne dealers attending the recent Federated Radio Trades Association convention in Cleveland included Herbert C. Weil, H. W. Lang, Warren Keen and K. D. Ross.

Six colored men are under arrest in connection with the operation of a north side ring responsible for the theft of more than \$3,000 worth of sets. Approximately \$2,500 worth of sets have been recovered and an attempt is being made to trace the remainder of the loot. The gang used a garage at 4206 College avenue as the base of operations, one of the men being employed as night man at the garage. Automobiles stored overnight were used in transporting the stolen radios. Radios recovered include an \$800 set stolen from the Indianapolis Music Shoppe, 4172 College avenue, and one stolen the same night from a radio shop owned by Milton

Albershardt, 652 East Fifty-second street.

P. M. Jackson, proprietor of Jackson Radio Sales, has opened another store at 5616 East Washington street, in the room vacated by the Pearson Piano Co. Mr. Jackson will continue his present store at 4100 East Washington street.

United Motor Service, Inc., of Detroit, with a branch in Indianapolis at 961-63 North Meridian street, has been named to handle sales and service of the Delco automotive radio. Dealers will be announced soon.

The Martin Band Instrument Co., of Elkhart, has bought controlling interest in the Harry Perler & Co., clarinet manufacturing concern.

—VAN HOOSIER.

## Improvement Reported In New England Trade By Silver Distributor

Hartford, Conn., Saturday.

A little better trade atmosphere has been evidenced in New England during the past week or ten days, Francis E. Stern, of Stern & Co., Silver radio distributing organization, declared today. "Nevertheless, we haven't started to get the business in the amount we think we should be entitled to right now," Mr. Stern stated. "We are at least getting dealer interest and promises, whereas up to the last couple of weeks, the average dealer looked like the chief mourner at a funeral."

Mr. Stern reported that Stern & Co., Inc., of Maine, is now doing business at its new quarters, in the Hines building, 335 Forrest avenue, Portland. Owen Webb, known to the radio trade throughout Maine, is an officer of the company and is directly in charge of its activities. He has with him in his sales force Ralph F. Small and P. Y. Ilesley, both known to Maine dealers. The reception of the Silver line in the hands of Stern & Co., Inc., of Maine, has been exceptionally satisfactory, it is reported.

## VICTOR TRADE URGED TO INSTALL SETS FOR ROTARY BROADCAST

Camden, N. J., Friday.

The International Rotary Clubs will listen to the special Silver Jubilee of Rotary International which will be broadcast over a coast-to-coast network of the National Broadcasting Co., February 26 at 1:30 P. M. Eastern Standard Time. The ceremony will take place in Washington, and arrangements have been made by hundreds of local Rotary Clubs for the reception of the program.

Victor dealers have been urged to approach Rotary Clubs in their respective vicinities and to arrange to install a Victor radio and Electrola at the Rotary meeting place for this event. Roy A. Forbes, manager of instrument sales of the Victor Division of the RCA-Victor Co., Inc., believes that this is a fine opportunity to win the good will of Rotary organizations.

## ALVIN F. FRITZ LEAVES ATWATER KENT CO.

Philadelphia, Pa., Friday...

Alvin F. Fritz has resigned from the sales promotional department of the Atwater Kent Mfg. Co., this city. Mr. Fritz has many trade acquaintances in Maryland, District of Columbia, Virginia, Pennsylvania and New Jersey.

MEET THE FAMILY

**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.

## SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION MAKES THE MOTOR EFFICIENT

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

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

ILSLEY - DOUBLEDAY & CO.

229-281 FRONT STREET

New York

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

## SET BUSINESS IS SPOTTY IN MISSOURI

THEME RECORDINGS ACTIVE

**Philco Line Moving at Good Pace. District Manager Kelly Reports — Fada Sales Forging Ahead.**

Kansas City, Mo., Thursday.

While some distributors and retailers report a slow January and February, the turnover of a number of sets in this territory has been quite satisfactory.

In the record business it would seem that the talking pictures have proven a fine stimulus. Theme songs are in good demand.

O. D. Standke, owner of the Standke Music Store, has been experiencing a very nice business both in records, portables and radios. All three branches of his business are doing very well. Theatre hits seem to be bolstering up the record business considerably but this store has a steady and good demand for discs at all times outside those numbers.

"We maintain the same selling spirit as we did years ago," Mr. Standke said. "Saturday still is our big day in the week, and our business generally is equal to what it used to be. We use our windows and counters for stimulating sales, and old reliable methods still bring us the business."

Cecil C. Jones, manager of the radio department of Mace-Ryers, is very well satisfied with the way radio sales opened up in February. While January was a bit dull, the present month has introduced spring buying. Majestics are leading because they are being pushed by this firm, but other machines are going nicely, too.

This firm finds that the fight over KWKH has stimulated the radio business. Mr. Jones reports that the campaign of "Hello World" has caused a 25 per cent. increase in his radio turnover.

The Mace-Ryer Co. has discontinued its record department. The company, however, still is selling portables and is doing a nice business in this line. Tube replacement business is to be pushed during the present year, according to Mr. Jones, who says that he feels it will amount to about a third of the volume of the radio department. According to L. M. Kelly, district manager here for the Philco, business in the Middle West for this line has been very satisfactory and the outlook points to still better conditions. January, surprisingly held up very well, and February is still better. A number of new salesmen have been added to the Philco sales force. These are W. S. Faulk, J. C. Calloway, C. E. Esterly and Charley Gaffney. With the addition of these during the past two weeks, the total number of salesmen the Philco division here now has on the road is increased to 16.

"We are very optimistic about our present and future prospects," Mr. Kelly said. "On some of the new models we have run out of stock several times during the last three or four weeks. We are getting some good new dealers all the time. Six dealers from small towns in Missouri and Kansas came in one day this week and wanted to represent the line"—which is indicative of how well the Philco is being received. The Fada Radio Co., Kansas City

## Walter H. Nussbaum in New Radio Chain Store Enterprise in New York

Walter H. Nussbaum, well known metropolitan radio chain store executive, has announced the establishment of a new chain of stores to be known as the Chain Auction Syndicate, Inc., with executive offices and warehouse at 18-20 West Eighteenth street, New York. The first store of the new chain will be opened shortly at 111 West Forty-second street, Manhattan, and plans are under way for ten stores to be opened shortly on main thoroughfares in New York and cities within 150 miles of the metropolis.

Harold M. Schwab is associated with Mr. Nussbaum in the new enterprise and will act as general manager of the corporation.

The new company will buy surplus merchandise as well as general radio merchandise and will also conduct a radio auction.

## Fones Bros. Named Sole Zenith Jobber In Arkansas Zone

The appointment of the Fones Bros. Hardware Co., of Little Rock, Ark., as exclusive distributor of Zenith radio in the State of Arkansas, has been announced by W. C. Heaton, sales promotional manager of the Zenith Radio Corp., Chicago.

The Fones Bros. company has been established in the hardware business since 1865 and is now engaged in the wholesale distribution of hardware, furniture and radio. H. H. Tucker is president and J. R. Fones, vice-president, while the radio department is under the management of Paul Martin, Jr.

## KENT KNOXVILLE JOBBER EXECUTIVE PERSONNEL CHANGES

Knoxville, Tenn., Wednesday.

Walter M. Bonham was elected president of C. M. McClung & Co., here, Atwater Kent radio distributors, at the annual meeting of the board of directors held recently. He succeeded C. J. McClung, who was made chairman of the board.

Bruce Keener, Jr., formerly secretary, and John S. Van Gilder, formerly assistant manager, were named vice-presidents. F. E. Barkley, former assistant treasurer was elected treasurer. C. A. Burks retains the office of assistant secretary of the concern.

division, has done considerably well during the last few months. Officials said that the division here couldn't come up to the record of the Chicago division—but last week W. E. Woods reports, the office here sold more radios than the Chicago office, though Chicago is five times as large as Kansas City.

The Peake Auto Supply Co., Sixteenth and Oak streets, distributors of General Motors' Day-Fan, has had a very nice business although January was a little slow. R. Belt is manager of the radio department, and is optimistic as to the possibilities for spring.

—KENNETH FORCE.

## Tampa Radio Corp. Is Named Edison Jobber For State of Florida

Orange, N. J., Thursday.

In line with the policy of establishing additional Edison distributorships to accommodate the growing Edison radio business in the Southern districts, H. H. Silliman, eastern sales manager of Thomas A. Edison, Inc., has appointed the Tampa Radio Corp., Tampa, as distributors for the State of Florida. This is the second Southern distributor appointed for Edison since the beginning of the year, Mr. Silliman having announced recently the appointment of the Russell-Heckle Co., in Memphis, Tenn. There are now six Edison distributors operating in the Southern states, located at Dallas, New Orleans, Memphis, Tampa, Atlanta and Richmond.

The Tampa Radio Corp. is a subsidiary of the Tampa Drug Co., one of Florida's leading specialty jobbing houses. W. G. Allen, chairman of the board, established the business in 1906, developing the concern from the proverbial shoestring to its present position of prominence. Mr. Allen is also interested and active in various other business and civic enterprises.

The other officials of the Tampa Radio Co. are W. R. Allen, president; C. L. Bromley, vice-president; R. P. Connally, treasurer; Walter G. Allen, secretary-manager.

While headquarters will be maintained at Tampa, the new Edison distributor intends to establish branches at Miami and Jacksonville, carrying at

## Amos 'n' Andy Series Supplies Philco Trade With Effective Tie-Up

Philadelphia, Pa., Wednesday.

Another tie-up between the nationwide popularity of Amos 'n' Andy and a radio set manufacturer was disclosed last week, when the Motor Parts Co.'s Philco branch in this city arranged with the thirty-four theatres of the Warner-Equity Co. to have a Philco model No. 95 installed in each theatre, with city-wide propaganda announcing that the popular comedians might be heard at any of the theatres at seven o'clock through a Philco set.

According to the Motor Parts Co., the campaign stunt has been successful to a fine degree, with many sales traced directly to the broadcast tie-up.

## KEN-RAD TUBE REPORT SHOWS \$258,155 PROFIT

Owensboro, Ky., Friday.

The Ken-Rad Tube & Lamp Corp., this city, reports for the year ended December 31, 1929, net profit of \$258,155 after charges and Federal taxes, equivalent to \$1.47 a share on 175,000 combined class A and B common shares, comparing with \$347,010, or \$1.98 a share in 1928.

each of these points an adequate stock of Edison radios and complete service facilities.

## Chain-Store Executive Factory or Divisional Sales Promotion Expert

now available for engagement, due to change of conditions in present concern in another line of business. This man has been responsible for some of the greatest sales successes of the past 25 years in the industry. He will submit a record that will surprise you, with a capacity for work that does not recognize hard knocks or tiresome grind.

To rejuvenate your sales viewpoint, communicate with

Box 482

Talking Machine and Radio Weekly  
146 Water Street New York, N. Y.

# 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  
Kellogg Switchboard & Supply Co. .... Chicago, Ill.  
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  
Sparks-Withington Co. .... Jackson, Mich.  
Sprague Specialties Co. .... Quincy, Mass.  
Sterling Manufacturing Co. .... Cleveland, Ohio  
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.  
Stromberg-Carlson, 1060 University Ave., Rochester  
Traveler Mfg. Corp., 3408 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.  
Everybody's 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

Pacnet 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.  
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.  
Superior Cabinet Corp., 206 Broadway, New York  
Udell Works .... Indianapolis, Indiana

### 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.  
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.  
Pacnet Elec. Co. .... 91 Seventh Ave., New York  
Upco Products Corp. .... 270 Lafayette St., N. Y.  
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  
Alter 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.  
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.  
Bluefield Hardware Co. .... Bluefield, W. Va.  
Broy-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.  
Capital Electric Co. .... Atlanta, Ga.  
Chase Engineering Co., W. E. .... Spokane, Wash.  
Chicago T. M. Co. .... Chicago, Ill.  
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.  
Everybody's 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.  
Hieb Radio Supply Co. .... Marion, S. D.  
Howe & Co. .... 883 Boylston St., Boston, Mass.

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 Dist. Co. of Cincinnati, .... Cincinnati, Ohio  
Majestic Distributing Corp. .... Cleveland, Ohio  
Majestic Distributors, Inc., .... 1775 Broadway, N. Y.  
May, Inc., D. W. .... 393 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.  
Motor Equipment Co. .... Wichita, Kan.

Nevada Auto Supply Co. .... Reno, Nev.  
New York T. M. Co., 460 W. 34th 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., .... 913 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, Nebr.  
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.  
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.  
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.  
Pacnet Electric Co., Inc., 91 Seventh Ave., New York  
RCA-Victor Co., Inc. .... 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

Arcturus Radio Tube Co. .... Newark, N. J.  
Bond Elec. Corp. .... Jersey City, N. J.  
Cable Radio Tube Corp. .... Brooklyn, New York  
CeCo 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  
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.

# "The only big new feature to increase Radio Sales is **REMOTE CONTROL**"

## HERE COMES THE FUTURE

Philosophic conclusions of fact impart to a moment like New Year's the only significance it has apart from the turn of the calendar. It is a time for doing a little thinking out loud.

The events of 1929 show that, no matter what the allied industries may do, it is likely that every four or five years public demand will lapse below all reasonable anticipation.

The only big new feature for enhancing radio saleability in the immediate future is the application of remote control.

Television may be nearer than many people now believe but it also is showing evidence of ability to develop into a great new separate art, much as the talking machine developed as a great new addition to the field of musical instruments.

Tens of millions of people are ready and willing to buy radio product if they see any reason why they should. Considerable doubt may be said to surround further revolutionary development in tube performance; there is enough sensitivity, selectivity or tone volume in available tube hook-ups and there is question whether any newer objective will be worth having after it has been gained.

Everyone to whom independent sources of knowledge are open sees a rapid and apparently lasting decrease in the number of distributors of radio and this will in turn be reflected by a decrease in the number of dealers.

The entire situation assures more future business for the fewer who will be left to share in it.

From an editorial in The Talking Machine and Radio Weekly issue of January 1st, 1930.

**REALIZING** that remote control was sure to come, Utah engineers have spent years perfecting Utah Remote Control.

In the Utah laboratories twenty-five distinct types have been tested, measured and improved to perfect Utah Remote Control. Dozens of models were discarded before Utah engineers pronounced Utah Remote Control "ready" scientifically and practical in production.

We are now showing Utah Remote control to radio set manufacturers.

**UTAH RADIO PRODUCTS CO.**  
12 E. 41st St. New York City  
1737 So. Michigan Ave. Chicago, Ill.

and  
**UTAH**  
... has **PERFECTED** it!



# Year by Year *the* Radiola Franchise *increases in value*

A tie-up with a Radiola Franchise is a tie-up with the leader in the industry...a tie-up with the greatest and most complete line of radio instruments! Dynamic and continuous advertising in

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and other forms of publicity have won for the Radiola line the greatest measure of consumer acceptance. The Radiola is riding on the crest of the wave of popularity... AND 1930 WILL SEE RADIOLAS MORE FIRMLY ENTRENCHED IN PUBLIC PREFERENCE THAN EVER BEFORE. That means greater sales and greater profits for Authorized Radiola Dealers.

RADIOLA DIVISION RCA-VICTOR COMPANY, INC.

Look for and insist upon



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# RCA RADIOLA