

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 6

NEW YORK, WEDNESDAY, FEBRUARY 5, 1930

Per Year—\$4.00

The croon-king hands you a bubbling new **SALES BOOSTER!**

THE woods are full of Will Osborne imitators — “me too” songsters whose efforts make the *original* heart-tug crooner’s performances more popular (and valuable) than ever.

And this new Osborne record is right up to the high mark he has set for smooth yet peppy dance music and intimate “IT” vocalizing. The waltz is the hit of Metro-Goldwyn-Mayer’s new Van and Schenck talkie, and the fox trot is every bit as fine.

Get *your* copies of this great Columbia seller now, and feature them—they’ll pull mighty profitably for you!



Record No. 2093-D, 10 inches, 75c.

THERE WILL NEVER BE ANOTHER	} Waltz
MARY . . . (from Motion Picture “They Learned About Women”)	
THE LANGUAGE OF LOVE . . .	} Fox Trot

Will Osborne &
His Orchestra

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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“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 245 Push-Pull audio amplification. Triple Screen Grid circuit. 10 Tubes. Price, less tubes, East of Rockies \$347.50



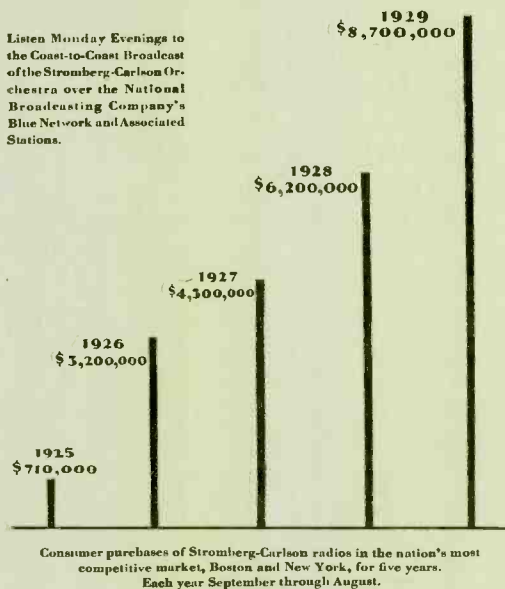
No. 642 High Console. Walnut cabinet with molded linenfold front and ornately molded grill panel. Triple Screen Grid radio frequency circuit. Price, less tubes, East of Rockies \$259



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

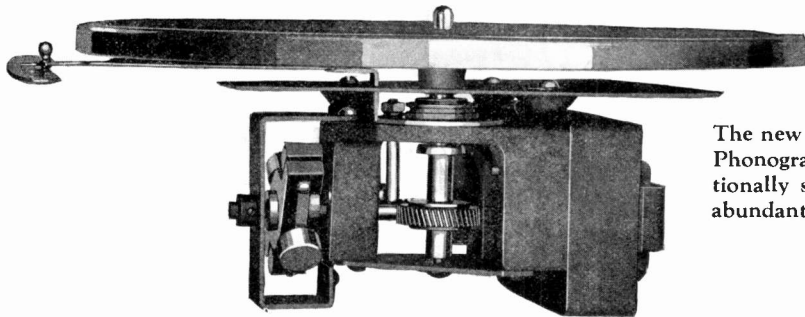
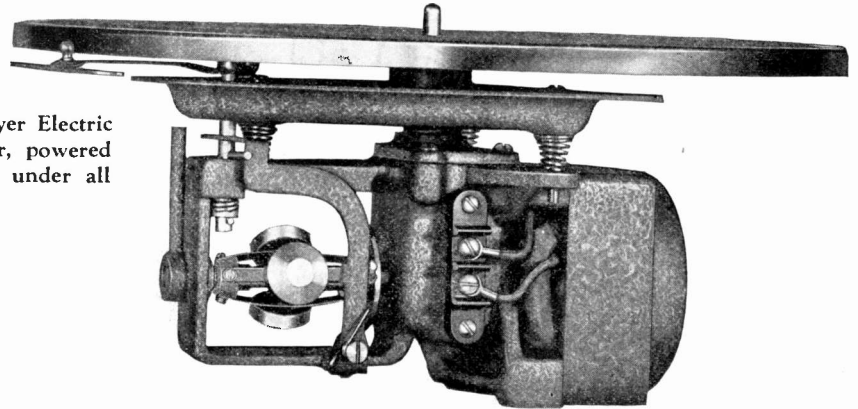


Stromberg-Carlson

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

FLYER ELECTRICS

The new Blue Flyer Electric Phonograph Motor, powered for perfect service under all conditions.



The new Green Flyer Electric Phonograph Motor — exceptionally small and light, yet abundantly efficient.

Flyer Electrics are of standard power motor type, and operate on standard 110 volts AC, 50-60 cycles. Open construction with complete ventilation; no overheating. Long over-size bearings, silent precision-cut fibre gears. Handsome cracklin enamel finish — respectively blue and green. Supplied complete, ready for installation, with all accessories. Responsibly guaranteed.

*Immediate deliveries.
Wire or write for full particulars.*



THE immediate success of both the Blue Flyer and the Green Flyer Electric Phonograph Motors is important to every manufacturer, distributor and dealer interested in portable phonographs or electrical pick-up sets.

It signifies general widespread high approval, not only of what these new Flyer Motors are but particularly of how they get that way.

Appreciation of super performance, yes. **When considered along with two other important factors:**

Invaluable Know-how

First, there are 15 years of uninterrupted success in producing phonograph motors of highest excellence—more than 5,000,000 of them—behind every Flyer Motor.

Next, there is a quarter century of like success which the same manufacturing organization and plant have had in making light electrical apparatus.

The Flyer Electrics get all their outstanding perfection of super power, control and dependability right at home, and the source is known for reliability.

GENERAL INDUSTRIES CO.

3013 Taylor Street,
Elyria, Ohio



IN FEBRUARY ALONE
More than 25,000,000
advertisements like these
will carry the RCA Radiotron
message to America's
set owners.

You are penalizing your profits
... if you do not carry
RCA Radiotrons



Display the red and black Radiotron carton

SELLING inferior vacuum tubes means the loss of replacement business. Defective tubes multiply your servicing costs. Indirectly you may lose a lot of set business.

Carry the RCA Radiotron—the tube line which is the biggest seller, the most widely advertised—the complete and uniform line for every radio purpose.

RCA RADIOTRON COMPANY, INC.
HARRISON, N. J.

RCA Radiotron
THE HEART OF YOUR RADIO SET

The TALKING MACHINE AND RADIO WEEKLY

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SPARTON RECORD YEAR IS SHOWN IN STRONG FINANCIAL POSITION

\$1,737,990 CASH ON DEC. 1ST

Rare Record of Earnings Increase in Radio Industry for Last 6 Months of 1929 Revealed in Formidable Balance Sheet of Sparks-Withington Co.

[Special to THE WEEKLY]

JACKSON, MICH., Friday.

Revealing 1929 as by far the most prosperous year in the twenty-nine year history of the organization, the latest balance sheet of the Sparks-Withington Co., maker of Sparton radio, here, has just been made public, showing the formidable position of the company to be at the ratio of ten to one, for quick assets as against quick liabilities. In addition, the earnings statement as of December 31 last reveals that the Sparton company is possibly the only, and certainly one of not more than two or three radio manufacturing concerns, achieving greater earnings during the last six months of 1929 than during the corresponding period of 1928. The net profit for the 1929 period was at the rate of \$2.40 per common share as against \$2.05 in the corresponding term.

Extremely conservative accounting is

(Continued on page 36)

New List Prices for Three Radiola Models

New prices on three Radiola set models of the RCA-Victor Co., Inc., were disclosed at the company's headquarters yesterday. The models affected by the new lists are the 47, 64, and 66, which formerly listed at \$275, \$550 and \$225 respectively.

The three new list prices, without Radiotrons, are \$195 for the 47; \$193.50 for the 64 and \$175 for the 66.

STEWART-WARNER CO. REPORTS \$6,838,938 EARNINGS FOR 1919

Chicago, Ill., Saturday.

A net profit of \$6,838,938 after charges and Federal taxes was shown in the preliminary report of the Stewart-Warner Corp., this city, for the year ended December 31, 1929. This is equivalent to \$5.37 a share (par \$10) on 1,273,449 shares of stock, and compares with a net profit in 1928 of \$7,752,531, or \$6.09 a share, computed on the same number of shares.

TRADE LEADERS TO ATTEND JOINT CONCLAVE OF NATIONAL FEDERATION AND RADIO WHOLESALERS IN STATLER HOTEL, CLEVELAND, FEBRUARY 10-11

FORTY LOCAL ASSOCIATIONS WILL BE REPRESENTED

Radio Manufacturers' Association Directors to Meet in Ohio Metropolis During Convention—Will Be a "Down-to-Facts" Conference—Problems Now Confronting Industry Scheduled for Discussion.

Cleveland, O., Tuesday.

Representatives of more than forty local radio associations from all sections of the country will be in attendance at the Fourth Annual Convention of the National Federation of Radio Associations and the Second Annual Convention of the Radio Wholesalers' Association to be held jointly at the Statler hotel, this city, next Monday and Tuesday, February 10 and 11. Many prominent men in the industry will be present. A meeting of the board of directors of the Radio Manufacturers' Association will be held in the Cleveland hotel, here, on Monday and will bring many leading manufacturers to this city.

Michael Ert, president of the National Federation of Radio Associations, will officially open his organization's convention at a meeting at 9:30 A. M. on Monday. Peter Sampson, head of the Radio Wholesalers' Association, has extended invitations to 900 distributors for what he declares will be one of the most important conclaves ever held in the industry.

The convention will be devoted to business discussions of the problems now confronting the radio industry. Convention officials said today that the gatherings next week will be the first "down-to-the-facts" conferences ever held and leaders in the trade will cooperate in solving the problems now before them.

The Ohio Radio Trade Association is the official host for the conventions.

The Federation convention will be of particular interest to retailers in that many of the dealers' most vital problems will be discussed by authorities on the subject.

Policies will be outlined for the operation of retailers' and wholesalers' organizations for 1930.

The results of the committee activities during the past year will be given at the convention of the Radio Wholesalers' Association in order that distributors may secure facts and figures as to the actual operating conditions. Papers have been prepared by prominent wholesalers on subjects that have been thoroughly analyzed by means of questionnaires.

The board of directors of the National Federation will meet here Sunday to

(Continued on page 36)

MUSIC TRADE SHOW TO BE HELD IN NEW YORK AFTER RMA GATHERING

AT THE COMMODORE HOTEL

Music Convention and Show Will Begin June 9 Following Radio Trade Gathering at Atlantic City—Schedule Will Make Possible Attendance at Both.

In order to make it possible for music dealers who handle radio and music merchandise to attend both the radio and music trades conventions and exhibits next June, it has been arranged to hold the music industry meetings and exhibition in New York on the week following the annual convention and trade show of the Radio Manufacturers' Association at Atlantic City. The Music Industries Chamber of Commerce and the National Association of Music Industries sponsor the music shows.

The RMA events will be held at the seashore resort during the week of June 2, and the music industry events will follow at the Commodore hotel, New York, during the week of June 9. Last year both conventions were held in Chicago during the first week in June. It is expected that this arrangement will increase the attendance of both gatherings.

In addition, at Atlantic City there is planned during the week of the radio show a meeting of several other radio organizations including the Institute of Radio Engineers and meetings of the National Federation of Radio Associations and the Radio Wholesalers Association.

The second annual meeting of the Newspaper Radio Editors' Association is also planned at Atlantic City during the show here. This association has more than 100 radio editors and writers in its membership.

UNFAVORABLE REPORT ON SALE PRICE BILL IS GIVEN CONGRESS

ALABAMAN MAKES ATTACK

Says It Aims at Agencies and Is Against Common Law—Representative Huddleston Also Declares Proposed Measure Would Interfere With Present System of Open and Fair Competition—Says Bill Would Fix Retail Prices.

Washington, D. C., Monday.

An unfavorable report on the resale price bill, was made today from the House Committee on Interstate and Foreign Commerce by Representative Huddleston, of Alabama. The Alabama Representative said in part:

"The purpose of this bill is to enable large producers to dictate to dealers the price at which an article shall be sold at retail. There is no public demand for this bill. It is merely another selfish interest measure. It is pressed by interests seeking larger and more stable profits. The consumer's welfare is totally ignored.

"This bill legalizes contracts which

(Continued on page 36)

VERNON W. COLLAMORE JOINS RCA-VICTOR CO. AS MANAGER OF RADIOLA DIVISION; E. A. NICHOLAS WILL HEAD A NEW RADIOLA DISTRIBUTORSHIP

J. L. Ray, vice-president of the RCA-Victor Co., Inc., disclosed yesterday at factory headquarters in Camden, N. J., that Vernon W. Collamore had been appointed manager of the Radiola division of the company, in charge of national merchandising of Radiola sets and speakers. Mr. Collamore comes to the Corporation following twenty years of active participation in specialty mer-

chandising, the last ten years of which he spent as general sales manager of the Atwater Kent Manufacturing Co., Philadelphia, Pa.

Mr. Collamore succeeds E. A. Nicholas, for many years a Radio Corp. of America executive, who leaves to become president of a radio distributing organization which will handle RCA-Victor, Inc., product, exclusively. The name and location of Mr. Nicholas' new venture have not as yet been disclosed.

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FOLLIES OF 1930

When time rang the curtain on "The Follies of 1929" in the radio business, some tried to assure themselves that they had seen positively the last appearance of slapstick comedy in industrial affairs. Others, with a more abundant faith in the capacity of the craft to burlesque any situation, have kept their seats for "The Follies of 1930" and have not had to wait long for the prologue. As swiftly as if obeying the demands of Belasco, Lee Shubert or Ziggy for a Broadway opening, those gifted for supplying tragedy or farce in what is supposed to be a business have staged a series of contretemps that would be amusing if not so vastly expensive within the first six weeks of the new year. (Late comers will not be seated until the end of Act One.)

Two or three weeks ago there occurred just such a broadcast event as radio folk had literally prayed for since Tunney took the long count. For the first time in United States history the living voice of an English king was heard in America; for the first time in the annals of the Anglo-Saxon race a monarch of England could be listened to throughout the British Empire. The occasion was, of course, the broadcast of proceedings of the Naval Armament conference in London, an event as sudden and unexpected as it could be with only a couple of years of public preparation for it by the participating governments.

Popular interest in the phenomenon was so immense that with scarcely a week's advance notice and by the aid of only such newspaper attention as the news services incidentally gave to it and radio editors could find head-lines for in pages crowded with manufacturers' press dope concerning the stabilization of the industry and tonight's hour for Amos 'n' Andy, it is recorded that several million people arose at unaccustomed morning hours to hear the king, hordes of them at four o'clock, central standard time, and to the westward even earlier. Yet it is doubtful whether as many as five thousand sets were sold expressly for this occasion, while if the industry had prepared its advertising and salesmanship with any adequacy, there could have been a movement of at least one hundred thousand.

Radio is fond of boasting of its colossal influence in public affairs, of the priceless potency of its energy to make audible expressions from men who desire for their expressions the extremest audibility. Yet no one anywhere in radio exerted so trifling an influence with the managers of the naval conference as to place the more or less formalistic opening of that program at two or three o'clock of a London afternoon, an hour at which tens of millions of Americans could have heard the royal address with ease, instead of a few million with inconvenience. Why the broadcast of the world navy parley was made a secret for scholars and the serious-minded instead of an attraction for the multitudes, it is not a duty for this newspaper to determine, though if it would help to prevent a

recurrence of the error we could do so. As it stands, the incident is as gaudy an opening number for the "Radio Follies" as the balance of the year or industrial indifference to the fundamental possibilities of the business is likely to provide.

After the entrance music must come some sentiment, and for sentiment in radio read, Science. The tube laboratories are bringing forth a juggling act which bids fair to make it as impossible to balance inventories of set merchandise as W. C. Fields' elastic billiard cue made it impossible for him to run pool in Ziegfeld's classic show.

There is a new type of tube in the offing. Merely in the offing, mind you, but it is being given unlimited consumer publicity in the radio sections and is actually mentioned in occasional tube-sponsored broadcasting, though not a single tube of the projected type is in a radio store for sale, nor if one were sold could any buyer find a set it could be used in. So, at an interval when perils of liquidation, new lines, over-population of the industry and under-nourishment of consumer-interest in conventional product are driving wide contingents of the trade into indecision and distrust, the public is being told with considerable force and effectiveness—for naturally the public is more willing to believe than to doubt it—that a revolutionary new type of radio construction is just around the corner and that anyone who buys a set now is an ass.

It is almost unbelievable that such opportunistic acrobatics can be the bed-rock of a genuinely great industry. It challenges reason that the welfare of the whole and consequently of all of its parts can be repeatedly and systematically threatened for temporary, theoretical, individual competitive gain. Yet as long as the principle of cut-and-try substitutes for logical practice, as long as there is no unity in essentials or tolerance in non-essentials, as long as the radio business refuses to pattern after other big occupations and yields to the premise that every radio producer or merchant is law unto himself and that there is as much honest permanence in his objective as there is honor in a racket, the "Follies" will hold the center of the stage and anyone intending to play the drama legitimately will make as much money helping to shift the scenes, where at all events he will not be out of work.

Andrea Optimistic Over Future of Radio

One of the strongest expressions of confidence in the future of the radio industry has just come from Frank A. D. Andrea, president of F. A. D. Andrea, Inc., Long Island City, N. Y., maker of Fada radio.

Mr. Andrea believes that 1930 will be an excellent year for radio. He maintains that better broadcasting talent and higher class programs have made the public appreciate quality radio sets. He confidently looks forward to a busy, active year in which there will be a pronounced demand for the higher qual-

ity sets to meet the requirements of the discriminating public.

"Directly in line with our 1930 sales policy, to produce and sell the highest quality radios and to develop even more aggressively the markets for such sets, we are strengthening our personnel with several changes and additions," Mr. Andrea stated.

Thos. A. Dougherty New Mackenzie Credit Man

Thomas A. Dougherty has been appointed credit manager for the Mackenzie Radio Corp., New York, distributing organization in the metropolitan district for Zenith radio.

"JACK" REDELL DIES IN CHICAGO AFTER A BRIEF ILLNESS

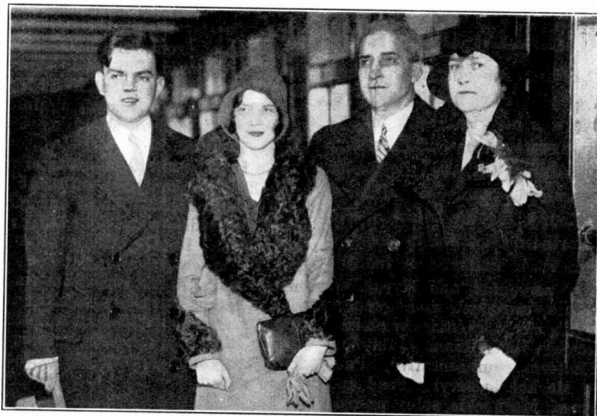
Chicago, Ill., Saturday.

Members of the local trade were saddened this week by the untimely death of John M. Redell, familiarly known as "Jack," and one of the most popular sales representatives in this section. Apparently a well man a week ago, he was suddenly taken ill with appendicitis and following an operation last Monday, pneumonia developed from which his death resulted.

Mr. Redell had been connected in various capacities with the radio industry for the last seven or eight years, representing some of the various parts and appliance manufacturers under his own name until about a year ago when he became affiliated with the Lukko Co., wholesale distributors of the Studebaker radio, on West Jackson boulevard. However, that connection was severed the first of the year and he and his son, who had been associated with him, had practically completed arrangements for other representation here.

The funeral was held Thursday from his home, 2449 Byron street, and a large delegation of radio men and members of the Mid-West Radio Trades Association, of which he was secretary, attended. Besides his widow, he is survived by his son.

W. ROY McCANNE, STROMBERG PRESIDENT, ON TEN-WEEK EUROPEAN HOLIDAY TOUR



Lee McCanne, Mrs. Lee McCanne, W. Roy McCanne, President of Stromberg-Carlson, and Mrs. W. Roy McCanne, Off on Trip Abroad.

Rochester, N. Y., Friday.

W. Roy McCanne, president and general manager of the Stromberg-Carlson Telephone Mfg. Co., this city, left last week on the S. S. "Carenthia" for a cruise on the Mediterranean Sea and a tour of Europe and the Near East.

After the Mediterranean cruise, Mr.

McCanne will make an automobile tour through southern France and Italy, and will subsequently visit the Holy Land and England. He is expected to return around April 15. Accompanying Mr. McCanne is Mrs. McCanne, their son, Lee, and the latter's bride.

The photograph herewith shows the party on the deck of the "Carenthia."

RMA PRESIDENT REPORTS MARKED IMPROVEMENT IN JANUARY VOLUME

PRICES ALSO ON UPGRADE

H. B. Richmond Asserts Recent Depression in Industry Is at an End—January Sales Well Over Those of December and November.

Cambridge, Mass., Saturday.

The recent depression in the radio industry appears to have passed and January radio sales showed marked improvement, according to H. B. Richmond, of this city, president of the Radio Manufacturers' Association, in announcing the meeting of the Association's board of directors at Cleveland on February 10. The manufacturers' meeting is coincident with the national annual convention of the organizations of radio jobbers and dealers, the National Federation of Radio Associations and the Radio Wholesalers' Association. Many important industrial problems will be considered jointly by these two branches of the radio industry.

"The radio industry apparently has turned a corner and is now on the upgrade," said President Richmond. "Sales of all radio products in January showed a marked improvement over December and last November. From parts and accessory manufacturers, as well as set manufacturers, come general reports of decided improvement in their January business.

"Broadcasting is also at its peak, domestic as well as the new regular international broadcast. The heavy-weight pugilistic contest scheduled for this month is another large sales stimulus in prospect.

"There is also a stiffening in prices of radio products. Several manufacturers have recently announced increases and others are contemplating a similar policy, and the recent period of price-cutting is about over. Inventories have been well moved and the radio industry is now in a more healthy condition and faces the future with confidence."

Big Tube Sales Expected By National Carbon Head

Paul P. Huffard, recently elected president of the National Carbon Co., New York, declared last week that he predicts record sales of radio tubes during the present year. The National Carbon Co. manufactures Eveready-Raytheon tubes.

Mr. Huffard sees in the current year indications of the sharpest competition so far in the radio tube manufacturing field. He said in part:

"The manufacture and sale of tubes is gradually being concentrated in the hands of a few concerns just as the bulk of automobile production has been concentrated. The withdrawal of the National Carbon Co. from the radio set manufacturing field has left the way open for set manufacturers to favor sales of Eveready-Raytheon tubes by their distributors.

"The radio tube offers one of the largest replacement markets open to the industry and will grow from year to year."

WIFE OF PRESIDENT OF AEOLIAN CO. OF MO. DIES AFTER ILLNESS

St. Louis, Mo., Thursday.

Funeral services for Mrs. William Perry Chrisler, wife of the president of the Aeolian Co. of Missouri, 1004 Olive street, this city, were held recently at the new St. Louis Cathedral. Burial was in Holy Cross Cemetery. Mrs. Chrisler had been ill for eleven months.

In addition to her husband, Mrs. Chrisler is survived by five children.

Mrs. Chrisler was an ardent devotee of music and art. Her keen appreciation of the cultural side of music attracted a host of friends to the Chrisler home, among them many of the world's eminent artists.

Paul B. Klugh, Zenith Official, Optimistic Over 1930 Prospects

Chicago, Ill., Friday.

The business on the books of the Zenith Radio Corp., this city, for the months of February, March and April forecasts satisfactory profits for the months mentioned, Paul B. Klugh, vice-president and general manager for Zenith declared yesterday. He further said in part:

"Orders booked from our distributors are sufficient to carry our factory through the months of February, March and April with a normal working force.

"Zenith has no overdue obligations to meet. Our assets, including our bank balance and accounts receivable are far in excess of all liabilities."

Concentration to Aid Arcturus Production

Newark, N. J., Friday.

Production of the Arcturus Radio Tube Co., this city, in its three plants, two in this city and the other in Harrison, will increase to a point double that of the former six plants as a result of concentration of the output, George Lewis, vice-president of the company, said today.

"The plan for concentration," Mr. Lewis stated, "was determined upon some time ago. We carefully analyzed the manufacturing fields of the country and chose Newark for the home of Arcturus because of its favorable location and the splendid supply of skilled labor upon which to draw. Our experience since selecting Newark has more than justified our choice and we look forward to a year of continued progress."

Large Sale Forecast On New Popular Priced Sparton Console Set

JACKSON, MICH., Friday.

Extensive enlargement of the market for Sparton radio is forecast by the Sparks-Withington Co., this city, with the recent introduction of the model 589, listing at a lower price than any former Sparton console. The new model retains all of the characteristics for which Sparton instruments are known, but new features have been added which make it of particular interest to the trade, according to reports.

The easy accessibility of all parts for service which has characterized previous Spartons is evident in this one also.

Sparton is said to have taken the precaution of making tests in every section of the country before announcing the new model 589. Gratifying results were obtained in more than twenty localities from coast to coast.

H. C. Brown Appointed Assistant Sales Head For E. T. Cunningham

H. C. Brown, for more than eighteen years connected with the electrical industry, has recently been appointed assistant sales manager of E. T. Cunningham, Inc., New York, maker of radio tubes.

Mr. Brown was formerly national secretary of the National Electrical Contractors' Association, now the Association of Electragists, International.

The Cunningham company has also appointed Arthur J. McGettrick as resident manager at Washington, D. C.

RCA LINE FOR PITTS IN NEW ENGLAND ZONE

Boston, Mass., Friday.

Disclosure was made this week of the appointment of the F. D. Pitts Co., 219 Columbus avenue, this city, one of the East's most aggressive wholesalers, as distributor in New England for the radio set line of the RCA-Victor Co., Inc. In an interview with Frand D. Pitts, head of the company that bears his name, he stated:

"After a careful study of the radio situation we decided that the RCA line would best serve our many dealers because of the stability, public acceptance, financial condition, character of present models and plans for the future on this line."

Offices of the Pitts organization include, in addition to F. D. Pitts, president and treasurer; L. J. Pitts, vice-president; W. J. Parker, sales promotion manager, and T. B. Choke, service manager.

Personals

J. W. Hathaway, special representative for the Crosley Radio Corp., Cincinnati, is now on a month's tour of the southwest.

Wesley J. Jorgensen, Crosley representative in the southern district, visited the headquarters of the Crosley Radio Corp. recently.

Myron Studner, of the New York firm of Studner Bros., last week paid a visit to the headquarters of the L. S. Gordon Co., Chicago, for which his firm is sales agent.

Larry Hardy, sales manager of the CeCo Manufacturing Co., Providence, R. I., spent several days in New York last week visiting the manufacturing trade in the metropolitan territory.

E. R. Manning, general manager of the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., maker of Artone portables, is expected to return next week from a trip to the midwest.

Nathan Abrams, sales manager of the Electric Clock Corp. of America, Chicago, was a visitor in New York last week and the early part of this week, making his headquarters at the McAlpin Hotel.

C. A. Cooper, veteran representative of the Crosley Radio Corp., Cincinnati, has just recovered from a severe attack of pneumonia. He was confined in a hospital in Nashville, Tenn., for several weeks.

Mr. and Mrs. L. C. Wiswell, of the Wiswell Radio Co., well-known distributors of Sparton radio in Chicago, sailed last week from New York on the Holland-America line for a three-week trip to Havana, Cuba.

David H. Boley and Fred Oliver, of the well known factory representative organization of Boley-Oliver Co., New York, left on Tuesday on a tour of the Central West, visiting several manufacturing firms in the radio industry.

Robert W. Jackson, general manager of the Brunswick-Balke-Collender Co., and Arthur A. Trostler, sales manager of the radio-Panatrope division, returned to Chicago headquarters last week after spending several days in New York.

Ernest Hawkes, president of the Hawkes Sales Corp., Crosley distributor in Lansing, Mich., was a recent visitor at the Crosley plant in Cincinnati. He was accompanied by John Webb, general manager of the wholesale organization.

Word from Chicago is that Herbert E. Young, general sales manager of the Grigsby-Grunow Co., accompanied by James J. Davin, sales promotion manager, last week completed a successful showing of the new Majestic "prosperity models" for ten days in several Canadian cities.

Joseph M. Lacalle, composer and band leader, and veteran musical director of the export department of the Columbia Phonograph Co., will shortly embark on an indefinite vacation for his health. A native of Cadiz, Spain, Mr. Lacalle, who is affectionately known at the Columbia executive offices as "Maestro," has travelled widely, and has long been considered an authority on regional music of the Spanish speaking countries.

MACKENZIE SPONSORS SERIES OF MEETINGS FOR DEALER CONTACT

A series of dealer meetings, promoted to more closely ally itself with its retail trade was held last week in Asbury Park, Trenton, Newark, Paterson, Hackensack, Jersey City and the Bronx by the Mackenzie Radio Corp., New York, distributor for the Zenith Radio Corp. in Northern New Jersey and the Bronx. Dr. F. A. Rafferty, of the Zenith factory personnel, and Myron W. Craddick, vice-president and general manager of the Mackenzie organization, together with William J. Gaynor, Zenith Eastern representative, Paul Wandeldt, Mackenzie service head and R. J. Barnes, Mackenzie sales promotional director, addressed all of the meetings. Ninety per cent. of the Mackenzie Radio Corp.'s retail clientele attended the conclaves.

In Newark and in the Bronx, two meetings were held, one in the afternoon, and one in the evening. According to Mr. Craddick, the experiment of having local business meetings in each of the cities was highly successful, for, it was found, many purely local problems of the dealer were brought up, discussed, and a solution decided upon as a result. The discussions generally lasted about five hours, and thirty-five dealers was the average in attendance.

Mr. Craddick further stated that the sales conferences found Zenith occupying a paramount position in the dealers' estimation and sales, with high optimism prevailing for the continued successful selling of Zenith sets.

Kolster Sets Tentatively Sold to Distributors; Opposing Brief Filed

Following agreement by fifteen or more distributors of the Kolster Radio Corp., Newark, N. J., manufacturing concern lately petitioned into a receivership to pay approximately \$500,000 for completion of sets in process now in the factory and tentative approval of the offer by the court, a petition for rehearing of the matter has been entertained and next Tuesday, February 11, set as the date for hearing why the offer should be rejected. It is petitioned by various shareholders that a greater sum could be realized for the merchandise by other means of sale.

DeForest Hearing Is Postponed for a Day

Vice-Chancellor V. M. Lewis postponed the application of H. C. Vonkorf, of Staten Island, for a receiver for the De Forest Radio Co. until Wednesday at 11 o'clock, in Paterson, N. J.

Attorney Barclay, of Lindbury, Dewey & Faulk objected, stating that DeForest would suffer irreparable loss if there were further delays. Vice-Chancellor Lewis stated that although he was inclined to hear the case on Monday, and admitted that the company might suffer, he doubted that the loss would be "irreparable."

Crosley Radio Earned \$2 Per Share in 1929

Cincinnati, O., Monday.

The Crosley Radio Corp., this city, reported net profits of \$1,085,823, after charges, depreciation and taxes for 1929. This is equivalent to \$2 a share on 542,800 no par shares, against \$3,605,973 or \$6.93 a share on 520,000 shares in 1928.

The balance sheet shows total assets of \$6,851,938, compared with \$8,514,363 at the end of 1928. Cash and government securities were \$651,612 against \$4,145,322. In the liabilities account, \$14,126 is carried as a reserve for price reduction. No such item was carried in 1928. Surplus amounted to \$3,260,769 against \$4,464,891 in 1928.

Net sales for the year totaled \$15,525,612, against \$17,460,829 in the previous year.

Sanford Radio Gets Brunswick Line Here

The Sanford Radio Corp., 480 Canal street, New York, has been appointed New York distributor for the radio and record products of the Brunswick-Balke-Collender Co., New York and Chicago. Initial deliveries on the line will start immediately, Sanford Samuels, president of the wholesale company, stated on Monday, with an active campaign on Brunswick products in the immediate offing.

The Sanford sales staff now consists of Paul Southard, W. E. Madelung, Bernard Wurm, Samuel Amlin, George Faurie, Mannie Hoffman, S. H. Graubard, George Bretz and Mrs. V. Dubpernell. Mr. Betz and Mrs. Dubpernell are in the record division of the Sanford organization, over which F. A. Anderson, for a number of years past with Charles H. Ditson Co., is sales manager.

U. S. Radio & Television Distributors Meet

Chicago, Ill., Thursday.

A sales conference of distributors of the Apex line of radio sets made by the United States Radio & Television Corp., has been called for next week here under the chairmanship of Clark Coit, president of the manufacturing concern. Mr. Coit has spent the greater part of the past two weeks at the Marion, Indiana, factory of the company directing the preparation of plant operations for the new line to be shown to the conference and Allen G. Messick, chairman and W. C. Perkins, vice-president of the company, have collaborated here with Mr. Coit in preparation of a program which is expected to be of great importance in initiating 1930 operations for Apex and Radiotrope product.

'PROGRESSIVE' MOVES TO NEW QUARTERS

The Progressive Musical Instrument Corp., well known distributing organization, is now fully established at its new home, 404 Fourth avenue, New York. This company, which imports, manufactures and distributes musical instruments, was located at 641 Sixth avenue for many years.

A. W. Landay is president of the Progressive Musical Instrument Corp.

NEW KELLOGG HEAD AN ENGINEER AND LAWYER, MANY YEARS WITH FIRM

CHICAGO, ILL., Thursday.

G. A. Yanochowski, who was recently elected president of the Kellogg Switchboard & Supply Co., this city, succeeding W. L. Jacoby, deceased, has been associated with the Kellogg organization for the past fifteen years. He entered the service of the firm in 1915 as an assistant to the head of the legal department. He later became in charge of the company's legal and patent de-



G. J. YANOWSKI

partment, and during the past three years he had practically daily association with Mr. Jacoby, assisting him in matters of major importance.

Mr. Yanochowski studied electrical engineering at the University of Illinois, and upon leaving the university became associated with a telephone manufacturer. He first worked in the factory and later took a student's course in the plant after which he worked as a telephone switchboard installer and maintenance engineer.

After several years of experience in this field, he entered the patent department of the company, and there he familiarized himself with the legal work of the telephone business.

In 1915 Mr. Yanochowski became identified with the legal department of the Kellogg Switchboard & Supply Co., and then took up the study of law. He was admitted to the Illinois State bar in 1919.

For the past five years Mr. Yanochowski has been in direct charge of the Kellogg legal and patent department. This work has brought him in close touch with the various departments of the business—administrative, productive and engineering. His election to the presidency was the unanimous choice of the board of directors.

LESLIE L. LAWRENCE ASKS FOR RECEIVER

A petition in bankruptcy was filed last Monday by Leslie L. Lawrence, Jr., radio dealer, of 90-36 161st street, Jamaica, L. I. Liabilities are listed at \$13,025 and assets at \$7,653.

Distributors Confer With Crosley Officials On Sales Campaigns

Cincinnati, O., Friday.

Distributors who visited the plant of the Crosley Radio Corp., here, recently, included Robert Coleman, general manager of the Geo. C. Beckwith Co., Minneapolis; H. F. Lang, president of the Fort Wayne Iron Store Co., of Fort Wayne, Ind.; Charles Carper, general manager of the Nebraska Buick Co., of Lincoln, Neb.; Theo Bass, president of the National E & A Supply Co., of Peoria, Ill.; L. C. Wheeler, president of the Hardware Products Co., of Sterling, Ill., and W. B. Turner, of the Central Auto Equipment Co., Springfield, Ill. The distributors conferred with Crosley executives and made plans for extensive sales campaigns.

Messrs. Wheeler and Bass reported that business was in a healthy condition in Illinois and that their radio sales in 1929 had exceeded 1928 figures. The former stated that the demand for the Crosley screen grid battery set was unusually heavy in the rural districts. Mr. Bass said his company had added several new dealer accounts since the first of the year.

Milhender Electric Host to 1,000 Philco New England Dealers

BOSTON, MASS., Friday.

More than 1,000 Philco dealers of New England were the guests of the Milhender Electrical Supply Co., New England distributors of Philco radio, at the Hotel Statler, last Wednesday night, when the plans for 1930 were outlined by factory and Milhender officials.

The new models of Philco receivers were shown and their features explained to the dealers.

Salesmen from all territories covered by the Milhender organization were also on hand at the dinner.

DEATH TAKES FATHER OF LOUIS GOLDMAN

The condolences of the local trade are being extended to Louis Goldman, general manager of the Specialty Service Corp., Brooklyn, N. Y., upon the death of his father, who died Monday of this week at a Brooklyn hospital, at 8 a. m.

Mr. Goldman sustained injuries in an automobile accident last week, which later proved fatal.

Ayers-Lyon Corp. Named New England Sales Representative for Kennedy Radio

BOSTON, MASS., Friday.

The Ayers-Lyon Corp., manufacturers' representatives, with headquarters in the Statler building, have been appointed New England factory representatives of the Colin B. Kennedy Corp., South Bend, Ind., manufacturer of Kennedy radio sets.

The Ayers-Lyon Corp. is well known in New England, by virtue of its activities in radio.

In an interview today, Mr. Lyon,

Zenith 'Super Midget' Model Especially Suitable for Use in Kitchenette Apartment



New Zenith "Super Midget" Model as Used Alongside of Twin Beds.

CHICAGO, ILL., Friday.

Filling a long-felt want for a small compact radio set in console type which would prove suitable for use in a nook or corner of the small modern kitchenette apartment, alongside of a fireside chair or between twin beds, the Zenith Radio Corp., this city, has recently introduced a new set known as the "super midget."

This "super midget" model is especially desirable for those living in small apartments where space is more or less limited. It can be picked up and carried with ease from one place to another and requires only a small piece of wire for the antenna and ground.

The "super midget" model contains the same new super Zenith specially

designed screen grid chassis with double push-pull audio amplification and a super-sized syntonic-dynamic type speaker as is found in the larger super Zenith "60 line" models. Turned up at full volume or subdued to a whisper, the Zenith "super midget" is said to reproduce each tone in a clear and life-like manner.

The cabinet measuring approximately 28½ inches high, 19¼ inches wide and 15½ deep, is of early American design with selected matched butt walnut front, sides and top and striped walnut instrument panel. The half door, when open, reveals the escutcheon plate, control knobs and illuminated dial calibrated in both meters and kilocycles.

COLUMBIA FEATURES SIX NEW RECORDS

The Columbia Phonograph Co. is now issuing records twice a month, and from the first new list the following are being featured by the company:

Paul Whiteman's recordings of ar-

rangements of "Liebestraum" and "Song of India"; Ruth Etting's "If He Cared" and "Crying for the Carolines"; "Cross Your Fingers," played by Ben Selvin and his orchestra; "Tea for Two" and "I Want to Be Happy," played by the Ipana Troubadours; Oscar Grogan's recordings of "All That I'm Asking Is Sympathy" and "Love Made a Gypsy Out of Me," and "Does My Baby Love?" and "I Have to Have You," sung by the Sunshine Boys, Joe and Dan Mooney.

WM. BALDWIN, CROSLLEY REPRESENTATIVE, WED

Kansas City, Mo., Friday.

William B. Baldwin, veteran representative of the Crosley Radio Corp., Cincinnati, O., was married here recently to Miss Georgia De Brazeall, of this city.

Mr. Baldwin, who is known in the radio field throughout the country, has received scores of congratulatory messages upon joining the ranks of the benedicts.

SILVER WHOLESALERS VISIT CHICAGO PLANT; LAUD NEW SET MODELS

MODEL 95-B IS NOW \$145.00

Factory Economies Permit \$35 Reduction of Feature Set — Wholesale Contingents in Daily Factory Trips — To Continue Silver Production on 24-Hour Schedule.

Chicago, Ill., Monday.

All last week, and continuing through this week, groups of wholesale executives from all parts of the country are visiting the plant in this city of Silver-Marshall, Inc., producer of the popular Silver radio set line. According to F. C. Bodman, sales director of Silver product, enthusiasm reigns supreme among wholesale heads over the merchandising possibilities of the new line, featured in which is model No. 95 B, listing at \$145 instead of the previously announced price of \$180, due to factory economies realized after production and sales had begun. McMurdo Silver, president of Silver-Marshall, Inc., and one of the industry's leading engineers, was on hand daily to greet the visitors, as were Howard Sams and F. K. Randall, factory officials.

The company recently started night and day production on its new models in its three-acre plant in this city. The new Silver 30 B chassis, included in all new models, embodies double-deck pre-selection, three screen-grid tubes, improved screen-grid power detection, phonograph jack, and push-pull.

McMurdo Silver, in an interview today, commenting on the new scale of production, said:

"We have protected our dealers with a conservative merchandising program so that now, with their low stocks and with the growing demand for Silver radio, we expect to make the greatest strides in our history during the next four months."

Among the prominent distributors visiting the factory last week were: F. G. Macomber, F. E. Stern, Stern & Co., Inc.; William Davis Hawk, Wm. Davis Hawk, Inc.; M. Turner Lippe, Turner Lippe Co., Inc.; Herman Krug, Pilgrim Radio Dist. Co.; C. E. Saviers, H. E. Saviers & Son, Inc.; J. Solberg, Belmont Corp.; H. M. Moltz, Redding Radio, Inc., and M. A. Coleman, H. Coleman Co.

GOLD MEDAL AWARDED WESTINGHOUSE MAN

R. E. Hellmund, chief electrical engineer of the Westinghouse Electric & Manufacturing Co., Pittsburgh, has been awarded the Lamme gold medal of the American Institute of Electrical Engineers, it was disclosed last week by F. L. Hutchinson, national secretary of the institute.

RECEIVER NAMED FOR GUARANTEE PHONO CO.

A receiver was appointed last week for the Guarantee Phonograph Co., 110 Delancey street, New York. Max Mandell is the proprietor of the Guarantee store. Judge Byers appointed Herman Bachrach ancillary receiver in bond of \$5,000.

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
Columbus 2818
New York, N. Y.

1755 Bushwick Avenue
Glenmore 6366
Brooklyn, N. Y.

SPARTON RADIO

*Metropolitan
Distributor*

McPHILBEN- KEATOR, Inc.

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

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

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]

"The Government owes me money this year. I had some beautiful losses." That is the reply facetiously given very frequently when a person has been asked whether he filed his income tax return or paid his tax. But the reply is not so facetious. To use a trite but apt expression, it contains more truth than poetry. Under the income tax law, one can in all seriousness come pretty near sending a bill to the government when he loses money. Let us see why and how.

Under the law net losses of one year can be used as an offset against the income of subsequent years. That is a great relief provision for taxpayers. It enables them to recoup, in part, the effect of their losses, out of profits of future years. It gives them a credit bill, so to speak, that can be used against other purchases. Perhaps comparing it to a raincheck might convey the thought better.

But it is not all so rosy. Like most other provisions of the law that look good and generous, there are a few limitations and exceptions that must be noted.

Business Losses Only.

To begin with, only such net losses as arise from the operation of a trade or business may be carried forward and applied against subsequent income. In other words, a salaried individual who dabbled in the stock market on the side and who lost more in 1928 than his salary for the year, could not apply his 1928 net loss against 1929 profits, because his business as such, was not that of stock market trading. However, a person can have more than one business, so that if the individual here supposed entered into stock market trading with sufficient frequency and time to constitute it a regular business of his, the loss would be deductible from future years' profits.

When any particular activity is a business, and when it is merely a side line, is a question of fact, and depends upon the particular circumstances of each case. The point that is here important is that if a net loss does not arise from a business, it may be taken as a deduction in computing income of subsequent years. If it does not arise from a business, then even though there may be a net loss, it is of no avail in computing the next year's tax.

Two Year Limitation.

Here's another limitation. The net loss cannot be carried forward for more than two succeeding years. For instance, a net loss in 1928 can be deducted from income in 1929. If it ex-

ceeds the income of 1929, the excess can be applied against the income of 1930, but if it exceeds the 1930 income, it cannot be carried forward any further.

The deductibility of net losses is not new to the present law. It was also in effect under the 1921, 1924 and 1926 laws. Net losses of 1927, to the extent that they exceeded 1928 income, may be deducted from 1929 income. Net losses of 1928 may be likewise applied against 1929 income. A taxpayer will not be doing this right by himself, therefore, if in preparing his 1929 returns he doesn't first find out what his status was in 1927 and 1928 on the net loss situation.

Accounting for Losses.

Obviously, accounting for losses is now just as important as accounting for profits. Taxpayers are too prone to overlook this point. As a rule, where losses are involved, the feeling of despondency, or whatever the cause may be, seems to make individuals become lax in their method of accounting for losses. They probably figure that it makes no difference anyhow. However, as we have just seen, and paradoxical as it may sound, net losses, if properly substantiated, have actually a cash profit value for income tax purposes.

The exact manner of computing the net loss is rather complicated and confusing. It will serve no particular purpose to go into the details here. Suffice it to say that it is not merely the excess of the business deductions over the business income. Instead, it would be now accurate to describe it generally as the excess of the business deductions over all other income, whether the income is from the business or other sources, including tax exempt income.

Let us now inventory a bit. In these articles, we have to date covered all the important general provisions of the income tax. We have seen who must file returns, what the exemptions are, the tax rates and the method of computing the tax, including the special computations for earned income and capital gains. We have also touched on the question of net losses. We are now ready to see how the amount of taxable income is to be arrived at.

But perhaps the first thing to get out of the way is an understanding of what is net income, and what income is exempt from tax. That will be the subject for the next article and thereby clearly mark the rest of the road.

QUESTIONS AND ANSWERS.

Depreciation on Trust Property.

Q. In the administration of a trust fund by a trust, the income of which is paid to an individual for life, may the individual take the depreciation on capital assets as a deduction from income?—E. S.

A. The allowable deduction for depreciation is apportioned between the income beneficiaries and the trustee in accordance with the instrument creating the trust, or in the absence of such provisions, on the basis of the trust income allocable to each.

Accordingly, if there are no contrary

(Continued on page 34)

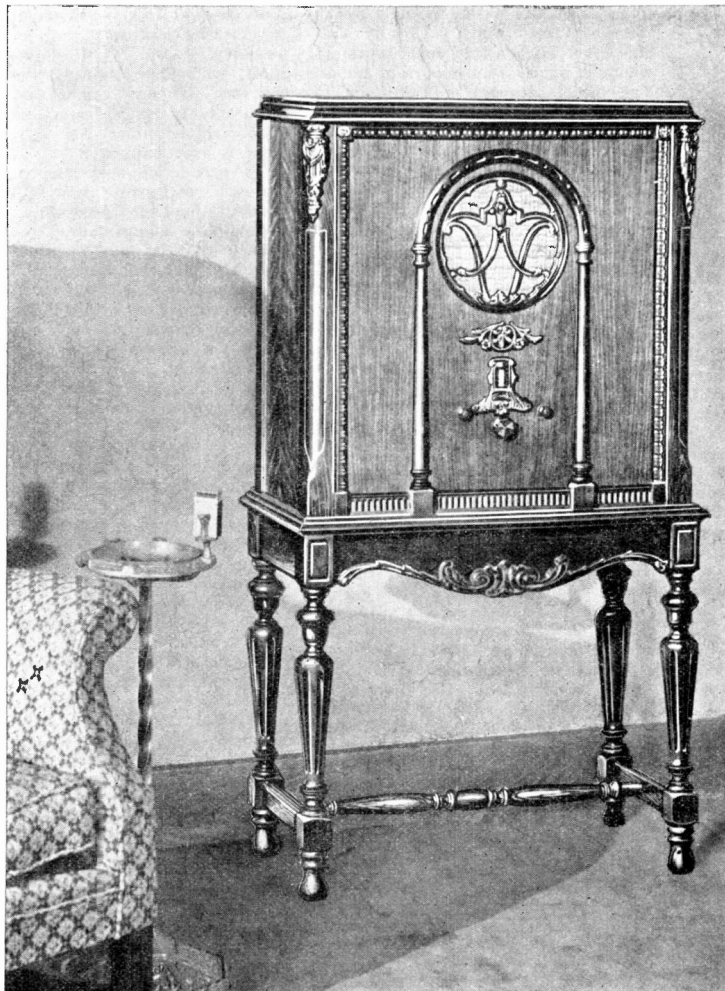


“THEY TOLD ME

that such a musical instrument could never be sold at this price . . . but here it is . . .

THE NEW SPARTON

MODEL 589”



W. Sparks

In Sparton's new Model 589 we have a true Sparton . . . rich, smooth, full . . . with its FACE-TO-FACE REALISM that characterizes every Sparton. But there is something more. There are improvements making this set so marvelously selective that its ability to cut through local stations and reach out to distant points is a revelation to experts. There is distance-getting power that is tremendous. We have tested this remarkable new model in every section of the United States . . . in competition with every other well-known radio . . . and we unhesitatingly say that it is far, far ahead of its price class in both performance and tone. It is a Sparton, worthy of its name, and its price is lower than has ever been previously asked for a Sparton console.

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

SPARTON RADIO

“Radio's Richest Voice”

(421)

CONVINCE YOURSELF ♦♦♦ THEN CONVINCE YOUR CUSTOMERS



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



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



Your customers want long-lasting tubes. Your meter shows that Arcturus Tubes easily withstand a 50% overload; definite proof of stamina that means long life.

You need this kind of self-evident quality in all your merchandise under present conditions. Ask your jobber for all the facts about Arcturus Blue Tubes.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS

LONG LIFE RADIO TUBES



JANUARY VOLUME PLEASES BUFFALO RADIO MERCHANTS

OPTIMISM NOW PREVAILING

Formation of Majestic Wholesalers, Inc., Disclosed by Robert D. Glennie, President of the New Concern—Hornell Dealers Organize.

Buffalo, N. Y., Saturday.

The Buffalo talking machine and radio trade has passed through the first month of a new year with most gratifying results. Many dealers had felt that because of the somewhat depressed industrial situation sales, particularly in the radio field, might show a decided falling off. Time has shown, however, that this fear was groundless. A canvass of leading jobbers here this week showed that sales to dealers actually increased from ten to 15 per cent. in January of this year as compared with the same month of 1928, while the gains made by dealers were as great, if not greater, in the district as a whole.

There is now a very strong feeling that the early part of this year is going to be a good period particularly for radio and that well planned merchandising will bring results comparable with those which have been obtained in January as noted.

The formation of the Majestic Wholesalers, Inc., for the exclusive distribution of Majestic receivers and Majestic tubes, has been announced by Robert D. Glennie, president of the Falls Equipment Co. of Buffalo. This new organization has plans under way to open branches in Erie and Niagara Falls.

The officers of the new concern are R. D. Glennie, president; Clarence A. Tyron, vice-president; M. H. Anthony, secretary, and F. N. Coe, treasurer. The general manager is Glenn E. Burdick, who has been identified with the wholesaling of Majestic products.

The new firm held open house last week at the Lafayette hotel for the purpose of exhibiting the six models in the Majestic line.

Thorne's Electric Co., Buffalo dealer in radio, has filed a petition in bankruptcy.

Charles F. Bricka, formerly of the firm of Brica & Enos, radio dealers, who died recently leaves an estate valued at \$394,034.76.

Announcement was made to radio dealers of London, Ont., and vicinity at a district convention, that the Rogers batteryless radio and the Majestic electric radio, heretofore manufactured and marketed in Canada as two separate products would be sold under the name of Rogers-Majestic. This arrangement was recently completed by the Rogers-Majestic Corp., Ltd., of Toronto, and the Grigsby-Grunow Co., of Chicago, manufacturers of the Majestic radio in the United States.

The merchants were guests at a dinner and meeting at the Hotel London in connection with the Rogers-Majestic Trans-Canada Caravan, which is covering the entire Dominion of Canada.

A public exhibition of new models of the Majestic radio was displayed in the Hotel London, attracting a great many admirers.

Radio dealers of Hornell, N. Y., have

New Zenith '60' Models Meeting With Success, To Step Up Production

CHICAGO, ILL., Friday.

The public and trade response to the recently introduced "60 line" models of the Zenith Radio Corp., this city, has been immediate and enthusiastic, according to W. C. Heaton, sales promotion manager of Zenith. This statement is based on reports and orders received from distributors and dealers throughout the country, Mr. Heaton declared.

Foremost in demand is the new super model 61 which brings Zenith quality and performance within the reach of every radio prospect and makes possible, for the first time in Zenith history, the placing on the market of a low priced set embodying quality materials and the same engineering features as is found in the higher priced super Zenith models.

In the metropolitan centers great interest is manifested in the new Zenith "super midget" which is ideally suitable for kitchenette apartments or wherever space is an important factor. This model, although only 28½ inches high and 19¼ inches wide, incorporates the standard Zenith chassis and speaker, and boasts of the same tone as all other Zenith models.

Super model 62, incorporating Zenith genuine "automatic tuning," is occupying a prominent spot in the limelight of attraction with its "press the button, there's your station" feature. Its cabinet design, in early American period, adapts itself to the most exquisite of home furnishings.

The three Zenith plans are producing 800 to a 1,000 sets a day, which is not sufficient to take care of the orders being received, it was said. A step-up in production is expected the first of February.

formed a new association to be known as the Hornell Radio Dealers Association. Officers are Milo Waldorf, president; George Nelson, vice-president; Hugo Hug, secretary, and George Peters, treasurer.

Walter E. Erion, secretary of the Erion Piano Co., radio dealers of Buffalo, was elected president of the Broadway-Fillmore Merchants Association.

In connection with the Automobile show of Syracuse, radio dealers of Syracuse will display all the late models of radios and equipment.

Pudney Brothers, dealers of pianos and several different models of radios, London, Ont., have purchased the property formerly occupied by the London Silverware Plating & Repairing Co., at 340 Dundas street. The new location offers larger quarters for business.

Radio dealers of Watertown, N. Y., and vicinity have taken action against so-called "joy-riders" or persons who have been enjoying radio sets in their homes for long periods without cost. It has developed that many persons have gone to radio dealers, ordered a machine on trial, used it for several weeks, then declaring it unsatisfactory, practiced the same trick on another dealer. Hereafter a committee of the dealers association will report the names of "joy-riders" and they will not be permitted to get machines unless down payments are made. The dealers numbering 22, plan to hold weekly meetings hereafter.

—FAHNSTOCK.

NEW MAJESTICS MAKE DEBUT IN PORTLAND

PORTLAND, ORE., Wednesday.

With several hundred dealers from all over this territory in attendance, the new Majestic radio made its bow recently to the men who will retail it to the public.

At the meeting in the banquet room of the Multnomah hotel, Abner R. Willson, general manager of the Majestic Distributing Co., and Don H. Slocum, branch manager in charge of the Portland division, introduced the new set to the dealers.

Speakers at the meeting were Willson, Slocum, William J. Walsh, William O. McKay, president of the concern; G. P. Ellis, Pacific coast manager for Grigsby-Grunow Co.; Ward Robinson, territory representative, and B. N. Hutchinson, advertising director. Fifteen carloads of new sets are en route to the Majestic Distributing Co. for distribution over the Northwest territory.

Mr. Ellis also confirmed the report that the Grigsby-Grunow Co., manufacturers of the Majestic, is to produce a refrigerator. The refrigerator plant is practically completed and will be in production before Spring. The Majestic refrigerator will be the last word in simplicity, according to Ellis, and will be manufactured in such a manner that its only installation will consist in plugging a cord into an electric light socket.

Sherman, Clay & Co., home of the Steinway piano, and headquarters of the following makes of radios, Victor, Atwater Kent, Brunswick, Bosch, Majestic, Radiola, Spartan and Stromberg-Carlson, moved during the latter part of January from Sixth and Morrison, where it has been located for many years, to its new quarters in the Woodlark building at West Park and Adler streets.

"We will have one of the most modern and convenient music stores on the Pacific coast," said Frank L. Youse, manager of the Portland branch. "We will occupy three floors of the building. We have spent more than \$50,000 to date to make them as attractive and accessible as possible."

The company will have more selling space in the new location than was available at the old, as service facilities will be located outside the store, at Fifteenth and Kearney, instead of within the store as formerly. A ten-year lease is held on the new location. Negotiations for this lease were completed several months ago, since which time the alterations and improvements have been made to meet the needs of this popular music house.

One of the most unusual uses for radio ever tried in Portland was made in the play, "Mary, Mary, Quite Contrary," which was produced by the Portland Civic Players, featuring Mrs. Sanford Lowergart in the leading role. The set, an Atwater Kent, model 66, took the place of a whole orchestra and played the prelude and the intermission numbers, the music being picked up from a local radio station. The novelty was introduced by R. E. DeMent, manager of Cohn Bros. radio department, with the assistance of Walter Alfonso, of the Sunset Electric Co., Atwater Kent distributors.

—LESLIE.

ATWATER KENT RADIO

Are you tired of gambling in radio stocks?

GETTING any radio *into* your stock is easy. But how is it going to give you a profit if it *stays* in stock?

Atwater Kent Radio doesn't hang around. It doesn't pile up stocks in your storeroom and basement. It doesn't tie up your assets and freeze your credit.

On the contrary, it is always Atwater Kent's policy to control production on the basis of what dealers can actually sell. So Atwater Kent Radio moves in steady procession from the factory, through distributors and retailers, into satisfied customers' homes.

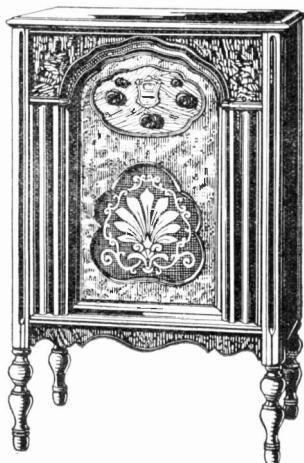
Atwater Kent controlled production means clean stocks for you.

Why take a chance with something you *hope* will sell, when you could be stabilizing your business with Atwater Kent Radio, which you *know* will sell.

Stabilize with Atwater Kent Radio for 1930!

Simplicity and elegance have been so embodied in this model that it harmonizes with the furnishings in any room.

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.

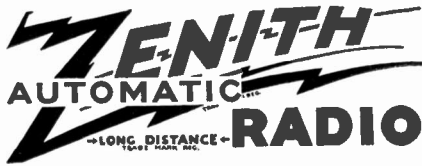
ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, President

4710 Wissahickon Avenue, Philadelphia, Pa.

Announcing
THE NEW
SUPER ZENITHS

EVERY ZENITH DEALER IS
 OFF TO A FLYING START
 FOR 1930



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

SAFE!

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



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

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

IN 1930

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



**Creditors Authorize
 'Ampico' Operations on
 Skeletonized Basis**

The creditors of the American Piano Co. last week adopted a resolution to authorize the Irving Trust Co., New York, receiver in equity for the company, to continue business on a skeleton basis for at least thirty days and for such further period as may be recommended by the creditors' committee. Fifty creditors attended the meeting.

Annual expenses of the company have been reduced about \$2,000,000, Colonel Oliver S. Lyford, of the Irving Trust Co., reported. Eight of the company's twelve retail stores were closed on Friday. Colonel Lyford also reported that current assets of the company exceeded current liabilities by \$2,354,395 before making allowances for the expenses of the receivership.

**H. A. WEYMANN & SON
 PUSH SALES OF NEW
 VICTOR RECORDINGS**

PHILADELPHIA, PA., Friday.

H. A. Weymann & Son, Inc., this city, distributing organization for the radio and talking machine products of the RCA-Victor Corp., Inc., is making a special sales drive on the following new Victor record releases: "Naughty Marietta," by Else Marvenga; "Man from the South" and "Harmonica Harry," by Ted Weems and his orchestra; "You Do Something to Me" and "You've Got That Thing," played by Leo Reisman and his orchestra, and recordings of "Babes in Toyland,"

**Charles Gilbert Named
 Pilot Vice-President**

Charles Gilbert, well-known radio executive, has become affiliated with the Pilot Radio & Tube Corp., of Brooklyn, N. Y., in the capacity of vice-president in charge of merchandising.

Mr. Gilbert is one of the real pioneers, his connection with the art dating back to the early days of the DeForest Radio Telephone & Telegraph Co. He was treasurer of that company from 1915 to 1921, and president and general manager from 1921 to 1924. With the sale of the controlling interest of the DeForest company in 1924 to a Detroit syndicate, he became secretary of the Brandes Division of the Kolster Radio Corp., in charge of the purchasing and material control division, and held that position until a short time ago.

Upon assuming his new post, Mr. Gilbert announced the establishment of branch offices and warehouses in Chicago, Detroit and San Francisco. These branches are in charge of Nathan Cherof, Warren E. Brennan and Arnold Sinai, respectively.

**H. L. WILLIAMS NAMED
 ROLA ADVERTISING HEAD**

OAKLAND, CAL., Thursday.

The appointment of Henry L. Williams as advertising manager of the Rola Co., this city, maker of radio speakers, was disclosed today by H. S. Tenney, president of the firm. Mr. Williams was formerly advertising manager of Silver-Marshall, Inc., Chicago.

"The Fortune Teller" and "Sweet hearts."

"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!



CHESTER A. WILLOUGHBY

137 South LaSalle Street
Chicago

IN THE DISTRICT COURT OF THE UNITED STATES
FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

In the Matter of
TEMPLE CORPORATION, } In Bankruptcy
Bankrupt. } No. 43442

NOTICE OF SALE

In pursuance to an order entered on January 23, 1930, by the United States District Court for the Northern District of Illinois, Eastern Division, the undersigned, as Receiver in Bankruptcy of the estate of Temple Corporation, hereby solicits bids for the following property belonging to the Temple Corporation, 5253 W. 65th Street, Chicago, Illinois:

A stock of approximately 2500 completed radio receiving sets.

A large stock of raw materials such as wire, coils, transformers, power packs, speakers, variable condensers, fixed condensers, cables, hook-up wire, miscellaneous resistors, brass, copper, steel and cabinets, all of which at cost value approximate the sum of \$1,000,000.00.

A completely equipped plant with modern machinery for the manufacture of radio receiving sets, speakers, and radio accessories, consisting of punch presses, winding machines, drill presses, kick presses, spray booths and electric welders, together with office furniture and fixtures of the approximate book value of \$250,000.00.

Good will of the bankrupt corporation consisting of the right to use the name of the bankrupt, list of distributors, stationery, supplies and sundry advertising matter, together with the right, title and interest of the Receiver, if any, in and to certain patents, all of which are more fully described in the Receiver's inventory on file with the Clerk of the United States District Court in said proceedings.

Bids will be received by the Receiver at his office, Room 619—137 S. LaSalle Street, Chicago, Illinois, up to 9:30 o'clock in the forenoon of Monday, the 10th day of February, A.D. 1930, and will be reported to the Honorable James H. Wilkerson, Judge of the United States District Court, at 10:00 o'clock in the forenoon of the same day in the court room usually occupied by him in the Federal Building, Chicago, Illinois.

Bids must be accompanied by a certified check for 25% of the amount bid. If no satisfactory bid is received, the Receiver will apply to the Court for authority to sell the property at public auction without further notice to creditors.

The Receiver will be pleased to furnish full information with respect to the condition of the property. This notice will admit you to the plant of the bankrupt corporation.

CHESTER A. WILLOUGHBY,
Receiver in Bankruptcy of the Estate
of TEMPLE CORPORATION.

A. L. Schapiro & Frank R. Leonard,
First National Bank Bldg.,
Chicago, Illinois.
Attorneys for Receiver.

**1,000 MAJESTIC DEALERS
ATTEND HAMBURG MEET****10TH ANNIVERSARY OF FIRM**

**J. H. Troup, Well-Known Dealer,
in Hospital — Motor Parts Co.
Host to Philco Retailers.**

Pittsburgh, Pa., Thursday.

More than 1,000 Majestic radio dealers in the tri-state district were guests of Hamburg Brothers, 863 Liberty avenue, exclusive wholesale distributors of Majestic radio, at the second annual style show held in the William Penn Hotel.

The show marked the tenth anniversary of Hamburg Brothers, which has grown to be one of the leading distributors in the country. A dealers' meeting in which the 1930 program was outlined, and a banquet followed.

The outlook for the radio industry this year is very favorable, E. A. Hamburg, president of Hamburg Brothers, said. "There have been no radical changes this year in radio, but the industry has become more stabilized with the elimination of a number of manufacturers. In general the industry looks very promising this year, especially for the last half of the year."

William Boate, recently appointed sales manager for Hamburg Brothers, completed arrangements for the program.

The first meeting of the new year of the Blair County Radio Dealers' Association was held at the Penn Alto Hotel, Altoona, Pa., with a good sized turnout. Herbert Wolf presided. The officers were all re-elected for the ensuing year. It was stated by some of the members that the year just ended was a very satisfactory one from a sales standpoint.

J. H. Troup, head of the J. H. Troup Music House, of Harrisburg, is a patient in the Harrisburg Hospital due to a dislocated hip which he sustained when he fell on a slippery pavement a few days ago. Mr. Troup is vice-president of the Mechanics Trust Company. The Troup Music House is one of the leading dealers in Central Pennsylvania.

The Motor Parts Co., newly appointed Philco radio distributors in Central Pennsylvania, was host to the dealers in the territory at the Colonial Country Club, near Harrisburg. William H. Ernest, member of the Pennsylvania State Senate, spoke on "Radio and its Influence on the World. R. E. Matthews, sales manager of the Philco distributors, was toastmaster at the dinner. Speakers included Peter Kane, divisional sales manager of Philco; Harry B. Brown, advertising manager for Philco, who outlined the publicity program for the coming year, and J. C. Marden, advertising manager of the Motor Parts Co., who spoke on plans of the distributors. L. R. Lally, Harrisburg branch manager, extended a welcome to the dealers and assured most hearty and full co-operation to the Philco retailers in central Pennsylvania. James Parsons, Philco factory engineer, gave a demonstration of the new Philco model. Virtually every Philco dealer was of the opinion that business conditions were bound to be much better in 1930 than in the preceding year.

The Geiger Electric Co. of Reading, Pa., was granted a Pennsylvania charter with a capital of \$5,000, to engage in the sale of radio sets. The place of business is on Schuylkill avenue. Majestic radio dealers to the number

of 125 assembled in the West Virginia Hotel at Bluefield, W. Va., when the features of the 1930 Majestic line were explained. The meeting was held under the auspices of the Air-Ola Radio Co., distributors for Majestic in southern West Virginia and Virginia. G. E. Middleton presided at the dinner that followed the display and demonstration. C. V. Chevrou, president of the Air-Ola company, was the principal speaker. Others who spoke briefly were G. E. Middleton, territory supervisor; J. S. Kitchen, F. R. Lyons and F. H. Root.

The Superior Auto Accessories Co., 5117 Baum boulevard, Pittsburgh, has been appointed wholesale distributors in the Pittsburgh territory for Spanton radio. The new Spanton model 589 has been well received by the dealers who report sales as exceptionally brisk.

—C. C. L.

350 Majestic Dealers

**Attend Convention of
Radio Equip. Co. of Tex.**

Dallas, Tex., Friday.

The Radio Equipment Co. of Texas, distributor for Majestic all-electric radio, conducted its second Majestic convention at the Baker hotel here recently with nearly 350 dealers from all parts of the State in attendance. Some dealers traveled 800 miles in order to be present at the meeting. The spacious Crystal Ballroom of the Baker hotel was elaborately decorated for the affair and the current Majestic radio models were attractively displayed.

The morning session of the convention was opened by Chas. K. Cohn, vice-president and director of sales of the Radio Equipment Co. of Texas, who stressed the opportunities for prosperity for 1930 in radio, stating that in his opinion 1930 would prove the biggest year radio dealers of Texas have ever experienced.

B. G. Powell, advertising and sales promotion manager of the local firm, was the second speaker, his subject being the "Greatest Returns Per Dollar Invested." Mr. Powell was followed by F. W. Terrell, field representative of the General Outdoor Advertising Co. The convention then adjourned to Peacock Terrace where luncheon was served, re-assembling in the Crystal Ballroom for the afternoon session.

The Majestic dealers then heard C. B. Corbin, southwest district sales manager for Grigsby-Grunow Co., Chicago, maker of Majestic radio, who spoke on the Majestic College of the Air. Mr. Corbin was followed by Linwood Griffin, secretary-treasurer of the Radio Equipment Co. of Texas, who spoke on modern financing plans. W. L. Cohn, president of the Radio Equipment Co. of Texas, then graphically recounted Majestic activities for 1929, explained the policies for 1930, and presented the new Majestic "prosperity models."

The evening session was devoted to a banquet, entertainment and dance in the Crystal ballroom, with more than 350 Majestic dealers, their wives and friends in attendance.

**\$145 LESS TUBES, PRICE
OF NEW SILVER MODEL**

The price of the new Silver radio highboy model 95B, made by Silver-Marshall, Inc., Chicago, is \$145, less tubes, or \$169.50 complete with tubes, and not \$180, less tubes, as was inadvertently stated in a recent issue of the TALKING MACHINE and RADIO WEEKLY. This new Silver model made its first appearance February 1.



WHOLESALEERS AND DEALERS TELL US that three out of five "service" calls made during 1929 covering sets that "won't work" were directly traceable to poor tubes; that all the service men did on these calls was to put in good tubes and the set functioned perfectly. This is a tremendous accusation against the tube business, and one that calls for the progressive tube houses to eradicate.

...ERS ARE NOW UNDER ...

THE above clipping was a leading editorial in one of the principal magazines devoted to the radio industry. It is of vital interest to anyone connected with radio.

The De Forest Radio Company fully agrees that the future of Radio depends to a large degree upon the excellence of tubes supplied to dealers and to set users. The responsibility is squarely up to tube manufacturers.

For years De Forest Audions have set the world's standard of excellence. They contain less than one-fifteenth the air pressure of other standard makes. The degree of vacuum is directly responsible both for the life and for the operating qualities of a radio tube.

De Forest Audions are subjected to more rigid tests and inspections than any radio tubes

on the market. Before a De Forest Audion is permitted to leave the De Forest Laboratories it is as nearly perfect as it is possible to make a radio tube. It is as accurate as a fine watch.

While all radio tubes are licensed under patents controlled by the De Forest Radio

Company, De Forest Audions contain many individual refinements of filament design, improved chemical processes and more rigid mechanical construction. Thus every De Forest Audion is equipped to reduce the staggering total of service calls and dissatisfaction now traceable to inferior tubes.



DE FOREST RADIO COMPANY
PASSAIC, NEW JERSEY

Branch Offices Located in

Boston, New York, Philadelphia, Atlanta, Pittsburgh, Chicago, Minneapolis, St. Louis, Kansas City, Denver, Los Angeles, Seattle, Detroit, Dallas, Cleveland.



de Forest AUDIONS

BECK & CORBITT CO. NAMED BRUNSWICK JOBBER IN ST. LOUIS

NEW POLICY IS DISCLOSED

Universal Cabinet Co. Organizes New Radio Service Laboratories Division—New Majestic Models Viewed by Dealers at Chase Hotel Gathering.

St. Louis, Mo., Friday.

The Beck & Corbitt Co. has been appointed distributor of Brunswick radio, radio-phonograph combinations and records in the St. Louis territory. It brings a change in the distribution policy of the Brunswick-Balke-Collender Co., which hitherto has distributed radios and phonographs from its branch in St. Louis.

Three men from the Brunswick organization have joined the Beck & Corbitt Co. sales force. They are John A. Rohan and Edward Walsh, who will cover the city, and L. W. Miller, who will act as representative in the country.

The Brunswick radio and combination models have consistently been in good demand in this territory and with the recent introduction of the new combination model dealers have enjoyed an appreciable increase in sales. In introducing this model a program by prominent artists was broadcast from a New

York radio station. This program was picked up by a Brunswick set and the reproduction from the radio was recorded. A disc was made in the studio of the broadcast. In introducing the new combination model dealers used these two recordings to demonstrate the life-like reproduction of Brunswick radios and phonographs. This demonstration was successful not only in St. Louis and this territory but throughout the entire country.

The Universal Cabinet Co., local distributor, has organized a new division which will be known as the Radio Service Laboratories and has secured the services of G. L. Simpson, field engineer formerly with the Temple Corporation. Mr. Simpson attended the University of Oxford, graduating with a bachelor of science degree. He was also formerly with Marconi, Ltd.; Western Electric, Inc.; Bell Telephone Laboratories, and Movieton Division of Electric Research Products, Inc.

A barometer of the radio industry in the St. Louis territory at the present time which seems to indicate the possible sales in the near future was the placing of orders by dealers here, totaling more than \$100,000 for Majestic sets.

Five hundred dealers were on hand recently to witness the debut of the six new Majestics. An enthusiastic audience filled one of the large dining rooms when Duane Wanamaker, director of advertising of Grigsby-Grunow Co., opened the meeting and told of the manufacturing schedule just completed and the plans of the company in the future in tube and set production. J. C. Stalz, director of publicity; H. M. Paulsey, service engineer, and J. E. Monder, district sales manager of the company also spoke. Harold Wrape, president of the Benwood-Linze Co., and B. S. Tucker, sales manager, also addressed the dealers. An elaborate banquet and entertainment was given at the Chase Hotel in the evening which was attended by all who were present at the sales conference. According to Harold Wrape, increased sales activity was noticeable throughout the session and the \$100,000 orders booked during the afternoon was a forerunner of an excellent spring business.

—N. B. TERRY.

Universal Radio Co. Launches Campaign To Assist Retailers

The Universal Radio Co., wholesale distributors of Philco Radio in the Bronx, Westchester, Queens, Nassau and Suffolk Counties, 536 Bergen avenue, New York, in a campaign to more intensively aid its dealers, has just instituted a sales promotion department which will be directed by J. B. Chaffe, it is announced by A. S. Simons, one of the heads of the Universal company.

Mr. Chaffe who has had extensive experience in the field of sales promotion will closely cooperate with the dealers in the counties covered by the Universal organization and in this connection will also direct several crews of house-to-house salesmen who will comb the territory for Philco radio prospects.

Mr. Simons declared he was pleased with January activity on the Philco line and the stimulus given this product by the introduction of the new models. He is highly optimistic over the outlook for Philco radio for the balance of the winter and spring seasons.

Conron-Williams Firms Merge; Will Distribute Philco Set in Illinois

PEORIA, ILL., Friday.

Two well-known Illinois radio distributing organizations will merge as of February 1, it was reported here today. The consolidated organization will distribute Philco radio, made by the Philadelphia Storage Battery Co., exclusively.

The merge firms are the Conron Distributing Corp., this city, and the Williams Hardware Co. radio division, of Streator. The name of the consolidated company is the Conron-Williams Corp.

The Conron Distributing Corp. was organized in 1928 to distribute Philco radio, while the Williams Hardware Co. radio division was organized in 1922 and formerly distributed Crosley and Amrad lines.

T. W. Conron is president of the new corporation, and N. B. Williams, vice-president in charge of sales.

K. HENNEY WILL SPEAK AT NEXT LECTURE OF NATIONAL UNION

Keith Henney, well-known radio engineer and physicist, will be the speaker Friday night at the regular lecture course conducted by the National Union Radio Corp., New York, at Rumford Hall, in the Chemists' Club, 52 East Forty-first street, this city. Mr. Henney's subject will be "The Pentode Tube," which is the new five-element, screen grid, screen plate tube.

Captain William Sparks Keeps in Close Contact With Field Organization

JACKSON, MICH., Friday.

How Captain William Sparks, president of the Sparks-Withington Co., this city, maintains his intimate and frequent contact with his field organization is well illustrated by his recent trip to the New York automobile show.

Starting from Jackson, he made a stop at Buffalo, where he was present at a meeting of the Radio Manufacturers' Association. Taking advantage of the opportunity offered, he also conferred with H. B. Alderman, Sparton radio distributor at Buffalo, regarding merchandising plans.

From Buffalo he went successively to Montreal and Quebec. In both of these places he held meetings with officials of the Canadian Fairbanks-Morse Co., who distribute Sparton radio in eastern Canada. Sparton's policy of independent consideration of Canadian sales problems makes these meetings of extreme importance.

Going to New York from Quebec, Captain Sparks renewed friendship among the hundreds of automotive executives and accessory jobbers with whom he has been intimate during his thirty years in the manufacture of automotive equipment.

Captain Sparks' interests in both radio and automobiles makes his task of maintaining his personal contacts one of gigantic proportions. He solves the problem by frequent stops whenever he makes a major trip, which is very frequently.

MADE POSSIBLE

GREAT
PHILCO
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCO
FOR
1930

WEEKLY BULLETIN

Speaking About Sales for 1930. . . .

A lot of dealers will do more business in 1930 if they put on their long range glasses.

Your Ideas . . . Or Ours . . . Or Both!

Practice the Golden Rule. It builds good-will and good-will is your store's foundation.

In the presence of customers, don't talk with your behind-the-counter neighbors about anything except business.

Know your stock and know your merchandise.

If a customer brings in another person who is to act as advisor, concentrate on the advisor. If a wife brings her husband along, and you sell the husband, you'll sell the wife.

Don't apply high pressure. Don't sell the customer something the customer doesn't want. In this age of keen competition, the trend is swinging toward service. The store that creates a reputation for honest service is the store that succeeds.

1930 Another Philco Year

A. S. Simons.

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

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

The HEIGHT
OF
PERFECTION



Majestic
ELECTRIC RADIO

Majestic
RADIO TUBES

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

THEY'RE HERE!

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

HERE'S the greatest profit opportunity in radio history . . . six beautiful 1930 Majestic models featuring Majestic's newest achievement—the Colotura Dynamic Speaker. The Colorful Tone that sold 2,000,000 Majestics now is richer, truer than ever. Both voice and instrument are reproduced perfectly for the first time in radio. . . . New chassis design eliminates half the soldered connections formerly necessary—wipes out service costs.

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

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

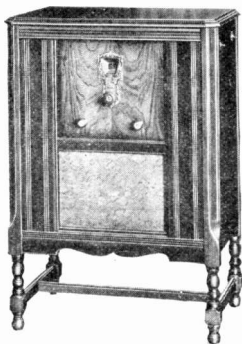
. . . Amazing new low prices make Majestic easier than ever to sell. No other dealers in the whole field of radio will be able to offer such pure, rich tone—such power and performance—such beauty of cabinet—at anywhere near Majestic prices.

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

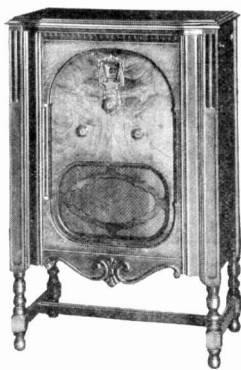
GRIGSBY-GRUNOW COMPANY, Chicago, U. S. A.
World's Largest Manufacturers of Complete Radio Receivers



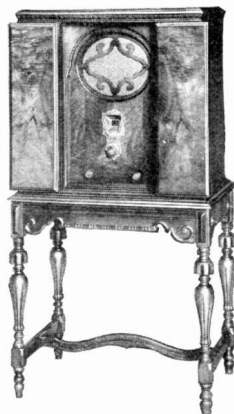
Model 91—Early English design in Walnut and Australian Lacewood. \$116 less tubes, \$137.50 complete.



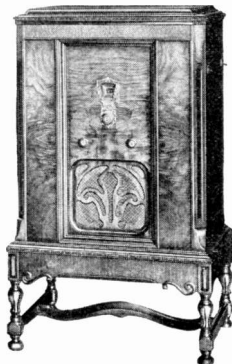
Model 90—Compact Tudor cabinet in American Walnut, Grained Butt Walnut center panel, Special brocade over speaker. Price less tubes \$95.00; with guaranteed Majestic Matched Tubes, \$116.50.



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



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



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

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



Majestic

RADIO

Licensed under patents and applications of R. C. A. and P. C. L., also by Loekophone, Lowell & Dunmore and Hogan License Associates.

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

"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
*Selling Only Thru Legitimate,
Authorized Radio Trade Channels*
1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.
OF CLEVELAND
4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company
OF TEXAS
HOUSTON DALLAS SAN ANTONIO

DENVER, COLO.

Intermountain Majestic Co.
1257 Broadway
*"Covering Colorado, New Mexico
and Wyoming"*

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
729 O Street

LITTLE ROCK, ARK.




Radio Sales Company
217 East Markham Street

MARION, S. D.

Hieb Radio Supply Co.
Superior Majestic Service

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

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

<p>MEMPHIS, TENN. J. E. Dilworth Co. <i>Cooperation Service Efficiency</i> Nashville, Tenn.—821 Ewing Ave.</p>	<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> Oklahoma and Texas Panhandle</p>	<p>SAN FRANCISCO, CAL. Thompson & Holmes, Ltd. <i>"MAJESTIC Opens The Golden Gate to Radio Profit"</i> 1131 Mission Street</p>
<p>Radio Sales Company 483 South Main Street</p>	<p>PHILADELPHIA, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. 437-51 No. Fifth Street PHILADELPHIA, PA.</p>	<p>SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>HARRISBURG, PA. WILKES-BARRE, PA. PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>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</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>RENO, NEV. Nevada Auto Supply Co. <i>"They Don't Divorce MAJESTIC"</i></p>	<p>WASHINGTON, D. C. Eisenbrandt Radio Co. 1111 Seventeenth Street, N. W.</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>SALT LAKE CITY, UTAH United Electric Supply Co. 117-119 West Fourth Street</p>	<p>WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>OAKLAND, CAL. Thompson & Holmes, Ltd. 291 Fourth Street <i>MAJESTIC Only</i></p>	<p>WICHITA, KAN. Sterling Radio Company Kansas City Mo.  Wichita, Kans. 1515 GRAND AVE. 1st & ROCK ISLAND</p>	<p>WILKES-BARRE, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. Established 1898</p>

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

Majestic

ELECTRIC RADIO IN
Western Pennsylvania
Eastern Ohio and West Virginia
IS DISTRIBUTED BY PITTSBURGH'S LARGEST
EXCLUSIVE WHOLESALE RADIO HOUSE
HAMBURG BROS.
963 Liberty Ave. Pittsburgh, Pa.
Branch: 1047 Main St., Wheeling, W. Va.

RADIO SET ACTIVITY GRADUALLY REVIVED IN SAN DIEGO MARKET

TRADE IS MORE OPTIMISTIC

Good Number of Cash Sales Indicate Healthy Condition—January Meeting of Trade Body Is Postponed.

San Diego, Calif., Thursday.

The public has been coming into the market again since the middle of January and numerous dealers report themselves well pleased with the volume of business, and even better satisfied with the improved attitude of buyers showing a willingness to deal on a reasonable basis.

Leaders in the trade have made advances in tightening up along the lines where weakness ran toward extremes during the final three months of last year. Progress is noted in salesmanship tending to definitely qualify inquirers as having a real intention to buy promptly before sending out a set for demonstration. Contrary to the expectations of some dealers, a firm policy tending to eliminate "joy riding" generally is not only accepted without question by intending buyers, but frequently calls forth favorable comment. Business people seem to have reached the conclusion that the retail business in radio was getting over extended on free service, and when this is frankly admitted they are ready to cooperate personally toward getting the local trade on a better foundation.

The undercurrent of feeling that big reductions would be announced early in the year is passing, and intending buyers who were hesitating at the holiday season for this reason are now buying.

The number of cash deals reported by several leading stores indicates that confidence in general business outlook is building up more rapidly than was expected here as recently as the first two weeks in January.

The January meeting of Radio Trades Association of San Diego County which was to be held January 21 was postponed out of courtesy to a number of active members unable to attend on account of illness. When the meeting is held the matter of more strict enforcement of a deposit or down payment before sending out a set for demonstration will come up for discussion.

Glenn H. Dutton, 3885 Van Dycke, is reported making a good recovery from an operation. The store has been under management of Mrs. Dutton, who is no novice at the business, as she has been in the habit of assisting at the office, so Mr. Dutton does not have to worry about the store while he is convalescing.

Warner "Bud" Wendell suffered a painful fracture of the ankle while participating in winter sports made possible by the heavy snowfall in the mountains, on January 19. Although the break came in a bad place, recovery due to skillful surgical treatment and a rugged constitution will enable Mr. Wendell to get back on the job in a few more days. He is manager of the radio department at Benbough Furniture, Fourth and B streets, very prominent in the local list of high grade radio retailers.

Display of a multiple line stock has been worked out to a fine point of

efficiency at the exclusive radio store of Jas. Urquhart, 631 B street. Arrangement shows the goods and creates a buying atmosphere, and assists the salesman to bring the prospect rapidly forward to a definite selection. James Urquhart and his brother, Norman, who manage this store, living up to its slogan "Dependable radios," were prominent in the business life of the city before going into radio upwards of six years ago, and founded the business with a fine personal following to assure success. But in the main it is apparent that their growth has come through activity and a sincere purpose and determination to make service the way to progress. In fact they tell every customer they sell they expect him to bring them in three more, and on averages they actually get two.

James and Norman Urquhart restrict their radio operations to three makes, RCA Radiola, Edison and Philco. They educate the public to deal with them on the strength of their really knowing radio, and how to service it. As a practical matter it is difficult for a technician to keep in his mind the details which he must know, and learn all the new things, if he has too many different makes to take care of.

This store observes that RCA merchandise is a steady runner, a year-round seller in the complete line, every year. It has a following in the public, and does not fluctuate.

Edison radio gives its dealers in this locality fine backing, through H. R. Curtis Co., of Los Angeles, distributors. Manager Claude Foote has become very popular through demonstrating promptness and square dealing in trade relations.

M. C. Dearborn, proprietor, Dearborn Radio Co., 1025 University avenue, and president of the county radio dealers' association, gives a favorable report on his individual experience since the first of the year, eliminating free antenna installations for demonstrations. In San Diego, as elsewhere, it was believed by many that competitive conditions forced all dealers to continue this wasteful practice. Mr. Dearborn finds he is getting just as many sales, possibly more, by collecting \$5 in advance. It is only the joy rider who walks out with a flimsy excuse when the news is sprung. In doing this he saves a dealer time which can be used profitably. On the other hand it is only human nature for a prospect to buy of a dealer to whom he has already made a payment. Having the courage to get \$5 for the antenna is a big step toward clinching a deal promptly.

"The new Spartan model 589, which we opened business on January 25, is a wonderful machine, and its price, with complete equipment, enables us to get the business of workmen having fair to moderate regular wages," is the enthusiastic comment of C. P. Nesselroad. Mr. Nesselroad and A. W. Reynolds have a striving four year old business in Spartan and Atwater Kent, the Reynolds Radio Co., 3636 University avenue.

G. E. PALMER JOINS TOBE DEUTSCHMANN

CANTON, MASS., Friday.

George E. Palmer, former general sales manager of the Dubilier Condenser Corp., New York, has resigned from the Dubilier company to join the Tobe Deutschmann Corp., this city, as vice-president in charge of the condenser division. He will assume his new duties early in February.

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

RADIO DEALERS

Write, Wire, or Telephone for Prices

EARL and FREED Radio Receivers

f. o. b. Denver

ROCKY MOUNTAIN RADIO CORP.

1153 BANNOCK ST. Tabor 5271 DENVER, COLORADO

Exclusive Distributors

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

PHILCO
BALANCED UNIT
RADIO!

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

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING 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.

229-231 FRONT STREET New York

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

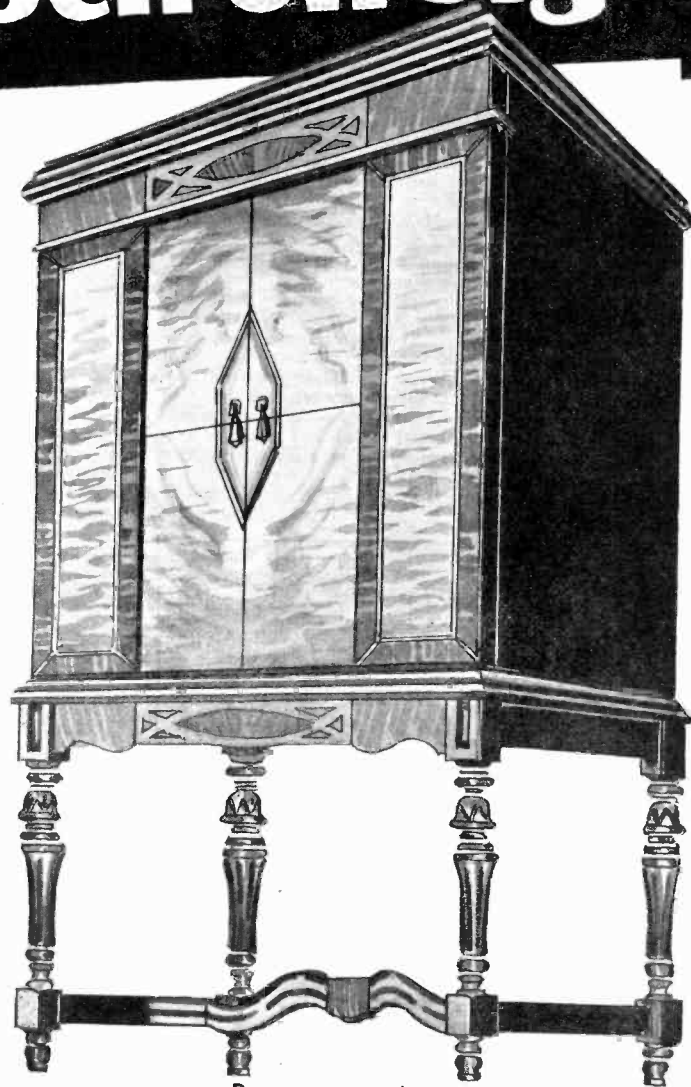
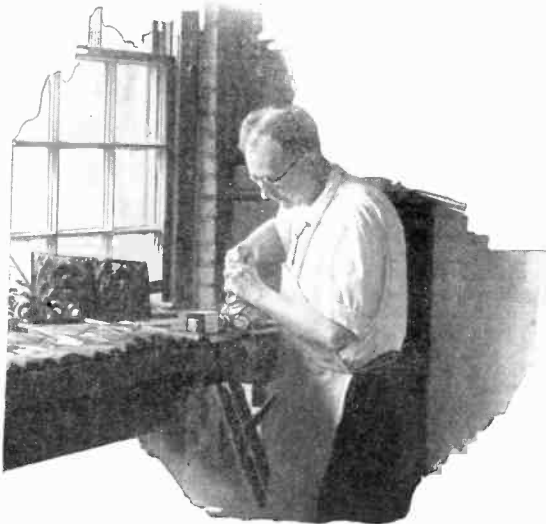
so finely made they sell on sight!

Fortunate are Brunswick dealers — because the radio receiving sets they show are so appealing to the eye that they win an instant exclamation of delight from the Chief-Buyer-for-the-Family!

One thing only is then required to complete the sale — the demonstration of true tone.

And Brunswick's experience in perfecting fine musical instruments has achieved — in its 1930 models — a tone exactly reproducing the performance of the broadcasting artists.

See and hear these new 1930 models — each an eight-tube set — each equipped with four Screen Grid Tubes — and each offered at a price no higher than is elsewhere asked for models that are obsolete!



Panatrope with Radio

The ultimate instrument for home entertainment. Combines the finest radio built (an 8-tube set), with the famous Brunswick Panatrope. Brunswick never made a better instrument.

MODEL S-31

\$249
Less Tubes

Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

SET SALES HOLDING UP WELL ON COAST

DEALERS' HOPES RENEWED
Eight-Page Majestic Supplement in Large Daily Arouses Much Interest — Philco Popularity Gains Momentum — Otto May on Eastern Trip.

SAN FRANCISCO, CAL., Thursday.

There was an encouraging amount of radio activity here during January. Most dealers are having some business; and there are some who have had unusual success. In the latter case, of course, it is a matter of special sales drives. But the fact that a special drive gets special response is taken as an indication that better steady trade ahead may be presumed.

Eight pages in the San Francisco Call-Bulletin, the largest evening paper in San Francisco, were taken to tell the Majestic story again to the people of this part of California. It was a great opening gesture for Thompson & Holmes, Ltd., the new distributors for northern California.

The award in the sales contest of the Majestic, announced by W. J. Aschenbrenner, sales manager for the wholesale distributors, Thompson & Holmes, Ltd., were the following, and each is now enjoying a trip to Chicago to attend the Majestic sales school, all expenses paid by Thompson & Holmes, Ltd., and by Grigsby-Grunow Co. They are E. J. Kelly, with the T. White Eastman Co.; H. K. Marrion, with the

Eastern Outfitting Co., J. J. Southard, with Lachman Bros.; R. E. Wolfinger, with the Redlick-Newman Co.; J. E. Doyle, with the Fred M. Bowman Co.; S. R. Bennet, with Loshier & Hodgert; E. M. Bolin, with George W. McLees; Joe Crowdus, with the Gailey Service Station; Walter F. Day, United Hardware Co.; A. Sheela, Jones Hardware Together with them went Grant Woodruff and C. E. Chandler of Thompson & Holmes, Ltd.

Osmond S. Stone, salesman for Thompson & Holmes, Ltd., is back from attending the Majestic Sales School, and quite enthusiastic over the school as well as the facilities for healthful exercise and enjoyment that are provided.

The Philco distributing office reports that their dealers are more than enthusiastic over the Lasky tie-up. Instead of trade settling down during January, orders are piling in on them faster than they have prepared to meet them, and it looks now in this territory as if 1930 had started in to show 1929 how to sell Philco receiving sets, and it will certainly take some action to do that.

Otto May, president of the California Victor Sales, Inc., is now in the East attending a sales conference at Chicago, and may go on to Camden. Robert Bird, sales manager for the Victor, is visiting the trade in the San Joaquin Valley. The Victor dealers are quite pleased with the stabilization policy of the company. William Lancaster, assistant sales manager, reports that they continue to have a very fine sale of Red Seal records and of record sets.

George K. Brown, assistant manager at the Sonora office, reports that while they are awaiting with considerable interest the arrival of new merchandise,

their dealers are doing quite a job with the sets they already have, and some are succeeding nicely with special sales.

William Quarg calls attention to the fact that there is some very unprofitable price-cutting taking place by some of the smaller dealers who are evidently trying to get from under, and that some to whom the radio is but a sideline are using it much as other stores use cigarettes, to attract customers for the benefit of other merchandise, regardless of any profit. Such activity not only damages the trade of the legitimate merchandisers, but tends to injure the standing of the entire trade. Mr. Quarg, speaking of his article appearing in the TALKING MACHINE and RADIO WEEKLY last month, states that it has brought him numerous responses. It has challenged the attention of sheet music producers, and some of them are immediately modifying their merchandising plans in a way that promises to restore to some extent at least the interest of the trade in trying to merchandise sheet music. The Quarg store, with its wonderful Spanish village, still challenges the city as a beautiful and unique radio emporium.

Fred Lindquist, after a couple of months at the City of Paris, feels quite optimistic. He came to his present position with considerable sales and managing experience, having last been with Sherman, Clay & Co., in charge of three of the branches in and about Tacoma. The manager of the department, C. Lundburg, had been in the hospital, and the department needed some pepping up. Mr. Lindquist believes in advertising to do business so they are letting it be known they have a department, with eighteen billboards spread over the city, and through other channels. A little set that is drawing them much attention is the Radiette, made by the Keller-Fuller Mfg. Co., in Los Angeles. Attractive, compact, with six tubes, and built-in speaker at \$59.50, it serves as an attraction for many who feel that they want a small or a cheap set at the present time. These various appeals are starting the new year off with a very promising increase of trade.

C. Lundburg, until recently manager of the radio department of the City of Paris, is back again assisting in the department. When he went to the hospital, there seemed little hope of his recovery, but since returning he has been looking and feeling better than ever.

The Nathan Dohrman radio department has succeeded in putting over a very lively January sale. Making a sales number of the Beverly receiving set, they did a liberal job of advertising, and succeeded in turning 175 sets while the sale was on. While the two weeks is past, they still have many calls daily by people who have seen the set. In the shortage of merchandise for the immediate present these, of course, make good prospects for other sets, or for the future.

—ALLEN.

EARL RADIO CREDITORS HAVE UNTIL FEB. 17 TO FILE THEIR CLAIMS

The time within which the creditors of the bankrupt Earl Radio Corp. may file their respective claims has been extended until February 17. Oscar A. Klammer and Harry G. Hendricks are receivers for the company, which formerly occupied a set manufacturing plant in Clifton, N. J.

New Majestics Shown to New Orleans Dealers

NEW ORLEANS, LA., Friday.

Several hundred Majestic radio dealers met in annual convention here as the guests of Woodward Wight & Co., Majestic distributors in New Orleans territory. The session was held in the Venetian room of the Roosevelt Hotel, Monday morning. Roy D. Gallagher, of the New Orleans firm, acted as chairman and welcomed the dealers. He outlined the 1930 plans for Majestic in the New Orleans territory. E. A. Seagrave, representative for Grigsby-Grunow Co., in this section, spoke on the growth of Majestic and the outlook ahead. Henry Burwell, assistant manager of the Southern district, offered sales promotional suggestions. L. M. Pearce, of Woodward Wight & Co., spoke on window displays and sales helps. After luncheon Mr. Gallagher showed the new models.

VICTOR DISTRIBUTOR SHIPS SET BY PLANE

Grand Rapids, Mich., Thursday.

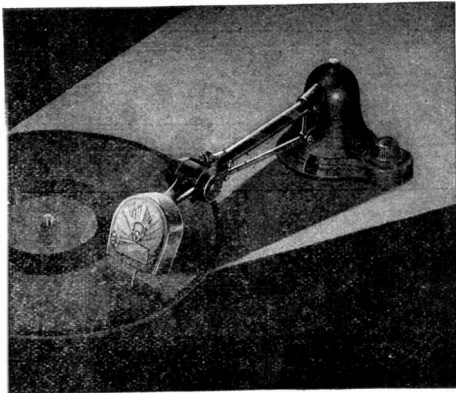
With the recent opening of the daily air express service from Grand Rapids into northern Michigan, the Western Michigan Music Co., 59-63 Market avenue, N. W., this city, distributing organization for the RCA-Victor Co., Inc., Camden, N. J., shipped a Victor radio model RE-32 by plane for delivery to the Grinnell Brothers Music Store at Traverse City.

The plane made the trip to Traverse City and the set was immediately dispatched to the store where it was exhibited in a display window.

Other dealers have already expressed their interest in similar shipments, the Western Michigan Music Co. reports.

Officials of the wholesale firm are C. R. Moores, president, and Eugene S. Goebel, secretary and treasurer.

PERFECTION! nothing less



UPCO ELECTRIC PICK-UP

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

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

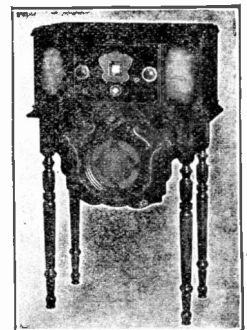
It is a precision built instrument and is invariably chosen in comparative tests. A model for every purpose. Special models for auditorium and public speaking equipment.

UPCO PRODUCTS CORP.

A. BORSUK, President

Makers of Acoustic Instruments for over 13 Years

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



ELECTRIC CHELSEA RADIO

List Price \$89.50
Less 50—10

Dealer Price \$40.27

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

Send for Circular

BARTY RADIO CO.

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

QUANTITY MANUFACTURERS
OF PRIVATE BRAND RADIO

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

Serving Radio Dealers With Promptness and Efficiency
ATWATER KENT — POOLEY — RED LION

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave.

Tel. Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio
5205 Euclid Avenue

Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

COLUMBUS, O.

COLUMBUS IGNITION CO.

Serving Central OHIO, in the Capitol of a Great
State for ATWATER KENT Radio

46 South Fifth Street

INDIANAPOLIS, IND.—

WAGNER RADIO CO.

615-621 N. Capitol Avenue

ATWATER KENT SALES AND SERVICE

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

296 Elm Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA
we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street

Get Your Share of One Million and a Half A-K's
for the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.

Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

RAY H. BECHTOL ELECTED PRESIDENT OF OHIO RADIO DEALERS' ASSOCIATION

PREDICTS GOOD RADIO BUSINESS PERIOD DURING 1930

Lambert Friedl, Howard Shartle and Henry Berger Named Vice-Presidents of State Body—New Set Models Moving at Good Rate.

CLEVELAND, O., Friday.

While the weeding out process of those in the trade who are unable for various reasons to carry on is still proceeding, there is a distinct feeling of optimism prevailing among the rest of the jobbers and dealers throughout northern Ohio. This was brought out at the meeting of the Ohio Radio Trades Association, recently. Several speakers declared most emphatically that 1930 gave every evidence of being a good business year. It is noticeable already that the dealers and jobbers intend concentrating on one or two lines. A number have already expressed their intention of selling one line exclusively. The new models that are now arriving are moving better than expected and instead of worrying over what has occurred, the trade is getting down to the business of selling and is making good at it.

Ray H. Bechtol was elected president of the Ohio Radio Dealers' Association at the annual meeting at Hotel Statler. Other officers elected were: Vice-presidents: Lambert Friedl, Radio Wholesalers, Inc.; Howard Shartle, Cleveland Talking Machine Co.; Henry Berger, of the Berger Department Stores. Eldon D. Lewis was re-elected secretary. New directors are: Howard

Shartle, Earl Morford, E. S. Hershberger, Lambert Friedl, Ralph Myers and Ray H. Bechtol, representing the wholesalers' division; Henry Berger, Ray L. Hartman, Louis Meier and C. C. Lipstreu, representing the dealers' division. Broadcasters are represented by Deane S. Kintner of Station WHK. The election of Mr. Bechtol assures the association of a leader whose heart and soul is for the advancement of the radio industry. As president of the Cleveland Distributing Co., Atwater Kent wholesalers, he is known not only to the trade of northern Ohio but nationally as well. In his speech of acceptance he pointed out that the association had plenty of work ahead and that it was absolutely essential that the dealers as well as the jobbers give their wholehearted support. He predicted that 1930 would prove a good business year and pledged his best efforts in behalf of the organization.

The meeting, which was held in the ballroom of Hotel Statler, was preceded by dinner and entertainment. Howard Shartle was chairman and gave a splendid address at the opening of the business session. He said that the association had only been in existence since May 15, 1929, and that it had accomplished a number of things for the good of the trade. These he then enumerated and which included: the code of ethics for retail selling and advertising standards. A delegation of members that filled eight cars went to the convention at Chicago and secured for Cleveland the convention of the Federated Trades' Association which takes place February 10 and 11 and which will give the local trade much favorable publicity.

He went on to say that many dealers have been complaining about the refusal of the finance companies to handle their paper. This was due, he said, to the dealers' method of doing business. Many made no carrying charge, no installation charge and a smaller down-payment than good business procedure warranted. As a result, the finance companies felt that the handling of paper on such sales was not a good investment and declined it. He urged that the dealers follow the suggestions of adequate down-payments, carrying charges, etc., that had been recommended previously.

Speaking of the slump in business, he pointed out that the trade should feel grateful for the amount of business they were getting as compared to other lines of trade. In closing he urged dealers to carry less lines and to carefully scrutinize the standing and financial strength of both manufacturer and distributor before signing up.

Lambert Friedl, president of Radio Wholesalers, Inc., also spoke briefly and predicted a good business year. He said that the business of those who had passed and were passing out of the picture would be inherited by those remaining and that his own business had already shown an increase over that of the past month.

Dale Brown, manager of the Cleveland Better Business Bureau, also gave

an inspiring address on business ethics.

An involuntary petition in bankruptcy has been filed in United States District Court against Martha Schoch, of 246 E. Main street, Alliance, O., by the Starr Piano Co., The B. W. Smith Co. and the Kolster-Brandes Sales Co., all of Cleveland. The total amount owed the petitioners is given as \$10,242.60. Defendant operated under the name of Schoch Studio.

The local Bosch distributor, Radio Wholesalers, Inc., expect their first shipment of the new Bosch sets for automobiles early in February. They have already had a large number of inquiries for them and also have booked quite a number of orders.

Leo Feist, Inc., has filed suit in Federal court against the Honolulu Conservatory of Music of Cleveland and other cities for infringement of copyright on "Rio Rita" and "Honey." Damages and restraining order is asked.

—DHM.

PHILCO COAST BRANCH EXTENDS TERRITORY

Portland, Ore., Thursday.

The Philco Pacific coast sales organization of the Philadelphia Storage Battery Co., with headquarters in this city, has expanded its direct distribution territory to include eastern Washington and northern Idaho.

A sub-branch has been opened in Spokane, with H. D. Hansen, the local depot manager, in charge. The sales department will continue under the direction of J. B. Lathrum.

Republic Radio Conducts Zenith Dealer Meeting

DETROIT, MICH., Friday.

The Republic Radio Corp., this city, was host to the Zenith dealers of Grand Rapids and western Michigan at a banquet and dealer clinic held at the Hotel Rowe, here, this week.

Despite the heavy downfall of snow, dealers from the most remote corners of the territory were in attendance, with support and enthusiasm that forecasts a season of prosperity and progress for the new Zenith "sixty" models, officials here believe.

Among the speakers were Dr. Frank A. Rafferty, an official of the Zenith Radio Corp.; C. C. Christiancy, manager of the Republic Radio Corp., of Grand Rapids, and C. H. W. Merrill, branch sales manager of the Republic Radio Corp.

After expressing confidence in the stability of business in general, Dr. Rafferty gave facts and figures confirming the financial stability and progress of the Zenith Radio Corp. "Undisputable proof that confidence in Zenith—its policies, its products—is not misplaced confidence, but a confidence born of the soundest of business, ethical and economic principles is evidenced by the fact that dealers everywhere are flocking to Zenith," he declared.

In his concluding remarks Dr. Rafferty assured his audience that Zenith's reputation for quality extends not only to its merchandise, but even to its arteries of distribution

An Added Sale with each Combination



SELL

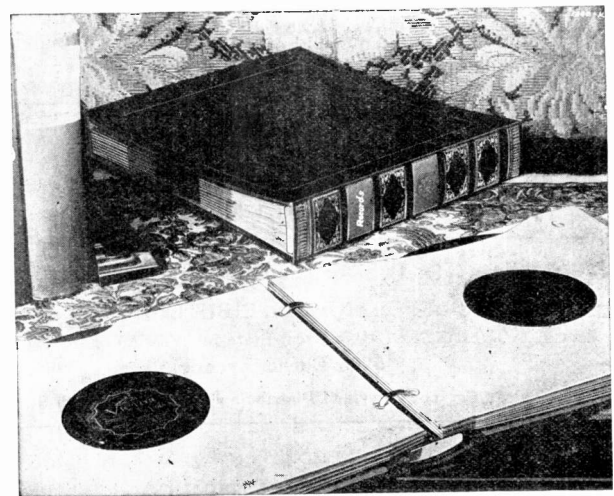
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.

HERKIMER, N. Y.

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



A solid-back album that opens absolutely flat. Heavy brown kraft envelopes, and exclusive patented loose leaf features; make this the finest and most exclusive album for the better grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. **DESIGNED ESPECIALLY FOR YOU IF DESIRED.**

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

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

CHICAGO SET MAKERS FORMULATING PLANS FOR ACTIVE SEASON

UPWARD TREND IS NOTED

Gulbransen to Launch Intensive Campaign on Set Line—Targ & Dinner Absorb Tonofone Co.—Milligan's Music Shop Assets Sold at Auction.

Chicago, Ill., Saturday.

With sales meetings over and the dealers back in their stores after having seen the new models, business has resumed a normal aspect. At note of cheerfulness is in the air, the whole industry here being pervaded with the view that the early months of 1930 promise a reasonably good business.

Among Chicago manufacturers who are going ahead with production plans is the United Air Cleaner Corp., manufacturers of Sentinel sets. While an assembling plant has been maintained for some time on Seventy-sixth street, it is now planned to do all the work under one roof—at the Cottage Grove avenue plant—and to that end the research laboratory has been enlarged and re-equipped with up-to-the-minute apparatus for making the finest and closest tests to insure perfection in the sets turned out. The United company has now laid plans to go after this district's business with all possible effort.

The Gulbransen Co. reports that its radio business done during the last year, which was its first in radio, showed a very satisfactory profit, and plans have been laid to make 1930 a very active one with the company in placing its sets on the market. H. S. Alexander, advertising manager, is well pleased at the showing made and is going ahead with plans for placing Gulbransen radio in the forefront this year. H. R. Harris, assistant sales manager, left Tuesday for Cincinnati, where he visited Gulbransen jobbers and outlined sales plans for 1930.

Reports received here by the local office of the Zenith Radio Corp. from Commander Eugene F. McDonald, Jr., its president, who is now cruising the South Seas in his yacht "Mizpah," are to the effect that he will bring back a large number of new specimens of sea animals and birds for the Shedd Aquarium and the Lincoln Park zoo. Incidentally, advices received told of Commander McDonald's discovery of a German doctor and his wife marooned for five months on Charles Island in the Galapagos group and that the expedition left the doctor and his wife a year's provisions. Mr. McDonald and his party are expected to return to Chicago within the next month of so.

The Kimberly Radio Corp., Zenith distributors here, is "out and after them," according to President L. J. Johnson, who says that the "60" models are going over nicely with the trade. The sales force has been increased.

Roy A. Whipple, president of Wakem & Whipple, Inc., Kolster and Brandes distributors here, has been in New York for the last few days, following up plans for the re-organization of the Kolster concern. Meanwhile J. J.

Reilly, sales manager, announces that Wakem & Whipple, have taken on the distribution of the Apex set in Chicago territory. Announcement of this followed a meeting in Wakem & Whipple's offices here last Saturday when its sales force and executives of the Apex organization conferred over plans for distribution here. Included among the Apex officials here were A. H. Kunkler, sales manager, D. L. Clapp, advertising manager, H. E. Cail, local district manager, and the company's radio engineer. Sales plans were outlined and Mr. Reilly believes that with receivers ranging from \$99.50 upward in price, there is an excellent field presented. In fact, he said that salesmen who have gone out have met a very nice reception from dealers.

The Targ & Dinner Music Co., long time established music merchants here, have announced the purchase of the "entire stock, patents and good will and the rights of Miss E. E. Powell of the business known as the Tonofone Co." and that the company will henceforth conduct the old Tonofone company under the Targ & Dinner direction.

Business is reasonably good with the Chicago Talking Machine Co. but plans are being perfected, according to E. J. Flynn, assistant to T. A. Renholm, sales and advertising manager, for an intensive home demonstration campaign to begin February 7 and end March 15. This is expected to put the merits of the new Victor radio and combination before every householder in the Chicago company's territory, which includes as far west as Iowa. Mr. Renholm left Sunday for Biloxi, Miss., where he will spend a few weeks away from the rigors of the hard winter Chicago is passing.

Crowds have been gathering all week at the Commonwealth-Edison Co.'s retail store to inspect the various floor models and samples that are offered for sale.

A. Kellner, proprietor of the Wash Radio Co., had a better December business than he had expected, all conditions considered. January volume has not hit up so strongly, but the new Majestic models, especially, are expected to go over big with his patrons.

The local office of E. T. Cunningham, Inc., reports business generally good, according to F. H. Larabee, assistant general sales manager, who makes his headquarters here. He has been visiting the trade in St. Louis and Minneapolis, where dealers and distributors were feeling more cheerful than for some time.

—W. H. ALEXANDER.

RCA-VICTOR CO., INC., HAS ELABORATE EXHIBIT AT BARCELONA EXPOSITION

Barcelona, Spain, Jan. 27, 1930.

One of the largest and most interesting industrial exhibits at the International Exposition of Barcelona is that of the RCA-Victor Co., Inc., New York, maker of Radiolas and Radiotrons, as well as of broacasting and commercial apparatus.

The RCA-Victor Co. has spared no effort or expense to make its exhibit an outstanding one and the hundreds of visitors who daily crowd the various rooms and platforms testify to its popularity. The full line of RCA Radiolas, Radiotrons, broadcast apparatus, commercial transmitters and receivers, marine equipment and centralized radio equipment is on view to the visitors from all over the world.



CeCo 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

PROFITABLE 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.

CeCo 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.

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

CeCo 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.

CeCo

RADIO TUBES

Largest exclusive manufacturer of radio tubes



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

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.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

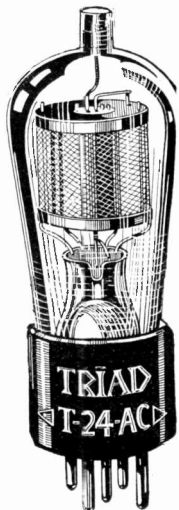
C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



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



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

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

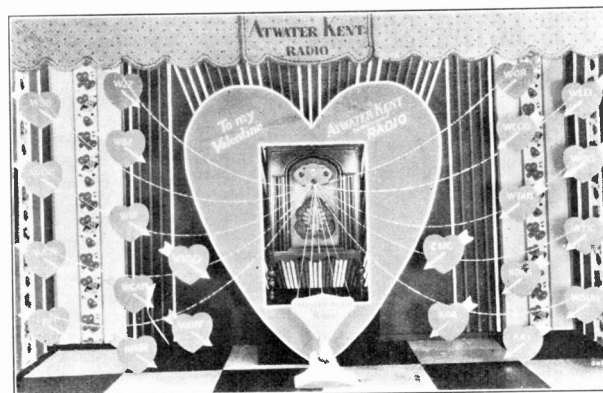
TRIAD MFG. CO., Inc.
Pawtucket, R. I.

TRIAD
RADIO TUBES

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

THE TALKING MACHINE and RADIO WEEKLY

Valentine's Day and Washington's Birthday
Feature Atwater Kent February Window Trims



Effective Kent Valentine Trim

Philadelphia, Pa., Friday.

Two special window displays have been suggested by the Atwater Kent Manufacturing Co., this city, for dealers' use during the month of February. These displays are part of a monthly service recently inaugurated by Atwater Kent.

The first is a Valentine window trim tying-up with the seasonal gift theme—modern and striking in its effect. The center point of interest is an Atwater Kent cabinet model radio set in a huge heart-shaped valentine with ribbons running from the dial to smaller hearts,

bearing the call numbers of well-known radio stations, pasted on the glass front of the window.

The second window display for February is a Washington's birthday window—balancing an Atwater Kent cabinet model radio with a large photograph of Washington, with both tied into a large center placard reading "The Choice of the People."

Both displays are extremely colorful, and clever in their novel use of crepe paper. Both are real eye-catchers, capable of being installed at a low cost, and packed with plenty of selling punch.

C. E. Bailey Co. Holds

Lyric Sales Meeting;

125 Dealers Present

BOSTON, MASS., Thursday.

More than 125 dealers from all parts of New England attended a dinner-meeting Monday night at the Hotel Statler, here, launching the 1930 sales campaign for Lyric radio, product of the All-American Mohawk Corp., Chicago. The C. E. Bailey Co., 98 Brookline avenue, this city, New England distributor for Lyric, sponsored the affair.

Guests at the affair included Major James A. Garfield, prominent economist and grandson of President Garfield; Eugene R. Farny, president of the All-American Mohawk Corp.; Worcester Bouck and L. P. Naylor, vice-president and sales manager, respectively, of the Arcturus Radio Tube Co., Newark, N. J., and A. N. French, New England representative for Arcturus.

E. A. Joyce, vice-president and general manager of the C. E. Bailey Co., was toastmaster, and read a telegram of regret from C. E. Bailey, president of the firm, who was unable to attend because of illness.

Major Garfield's topic was "Where Is the Consumer's Dollar Coming From?" He declared that the average income was little affected directly by the recent stock market slump and that the nation's buying power is unimpaired.

Mr. Farny analyzed the problems of retail merchants and explained the psychology of selling. He declared that a large volume of sales does not always bring high profits.

The importance of private engineering research in keeping abreast with the progress of the radio industry was stressed by Mr. Naylor. He also told of some of his company's activities in this line.

At the close of the dinner, Mr. Joyce

Conron Distributing

Holds Philco Meeting

Peoria, Ill., Friday.

More than 150 Philco radio dealers in this territory attended the recent meeting and dinner given at the Hotel Pere Marquette, this city, by the Conron Distributing Corp., here, wholesaler for the Philadelphia Storage Battery Co.

The new line of Philco 1930 balanced unit sets was exhibited and explained to the dealers. Speakers included E. W. Shepard, of Chicago, manager of the middlewestern division for Philco and Mr. Rubins, of Paramount Pictures, who explained the Philco-Paramount Pictures tie-up. T. W. Conron, president of the local distributing organization, acted as toastmaster.

Among the entertainers were Charles Ray, film star, J. H. Stickle and W. C. Nelms. After the dinner, the dealers were guests of the Conron Distributing Corp. at the showing of the picture "The Love Parade" in the Madison Theatre.

The Conron firm exhibited the Philco line at the recent Peoria Food Show held in the Armory.

A-K SET SAVED FROM
WHITE HOUSE FIRE

Washington, D. C., Thursday.

Among the personal effects saved from the recent White House fire here was an Atwater Kent screen grid radio set encased in a Red Lion Lowboy cabinet. The radio set was saved together with a bookcase filled with some of President Hoover's books.

announced that an increased business schedule was planned for Lyric radio during the coming six months. The affair was closed with an entertainment.

CINCINNATI RADIO GROUPS IN MERGER

CINCINNATI, O., Friday.

With the acceptance by the Cincinnati Radio Wholesalers' Association of the offer to merge with the Radio Division, Cincinnati Electric Club, and serious consideration to the proposal being given by the Radio Merchants' Guild, the prospects are bright for making Cincinnati one of the outstanding cities in the country with regard to cooperation between the various interests in radio. Sponsored by the Union Gas & Electric Co., the Electric Club has available to the members of its various divisions a clerical force and industrial research department so efficient that a single organization would find difficult to equal.

It is the intention of the Radio Division of the Electric Club to develop a strong distributor and strong dealer organization in the Cincinnati field, with the two groups meeting on common ground at intervals for the purpose of solving mutual problems which may arise. The terms of consolidation provide that each branch, the retail and wholesale, maintains the individual identity now held, together with its officers and governing body. The affiliation with the Electric Club, it is believed, would make the separate organizations more powerful, locally and would provide means for a better knowledge of radio conditions throughout the country, as this information is gathered by the Electric club office personnel.

Faced with the probability of dissolving as a corporation, in order to enter the proposed merger, the Radio Merchants' Guild has not reached a decision on the matter. It is the desire of all concerned to overcome this barrier in order that the combined forces may start operation at once. Whether some other means of affiliation may be worked out, or whether the Guild, while retaining its identity, will relinquish its articles of incorporation, probably will be decided within the next week.

Urging an optimistic attitude on the part of radio distributors and dealers throughout the country. Oscar Getz, vice-president of the Steinitz Radio Co., Fort Wayne, spoke to members of the Radio Division, Cincinnati Electric Club, Wednesday. Mr. Getz, who is making a tour of the East and Middle West, was the guest of T. J. Dugan, of the C. & D. Auto Supply & Radio Co.,

Steinitz distributors in the Cincinnati territory. With the survival of the stronger companies, both in the manufacturing and marketing lines, the picture is brighter for satisfactory business in the future, according to Mr. Getz. The demand for radio entertainment is a strong as ever and it remains for those in the business to adopt sound sales and service policies and get this business, he said.

A tour of the southwestern territory is being made by J. H. Hathaway, special representative of the Crosley Radio Corp., who left Cincinnati Wednesday. He will be gone a month.

Among the Crosley distributors who visited the plant of the Crosley Radio Corp. during the past week were: Robert Coleman, Minneapolis, general manager of the George C. Beckwith Co.; H. F. Lang, Ft. Wayne, Ind., president of the Ft. Wayne Iron Store Co.; Charles Cooper, general manager of the Nebraska Buick Co., Lincoln, Neb., and Ernest Hawkes, Lansing, Mich., president of the Hawkes Sales Corp.

The installation of Crosley screen grid battery receivers as standard or optional equipment on nine makes of motor boats at the annual motor boat show in New York, was reported by Leonard A. Kellogg, assistant sales manager, Crosley Radio Corp., who recently returned from the show. Officials of the company see a bright future in this field, as screen grid battery set may be sold to many boat owners this year.

Word has been received at the Crosley factory here, of the complete recovery of C. A. Cooper, veteran factory representative, of Nashville, Tenn., who had been suffering from pneumonia.

—RAINE.

RADIO CORP. OF KANSAS DINES CROSLY-AMRAD DEALERS, SALESMEN

WICHITA, KAN., Friday.

The Radio Corp. of Kansas, distributor of Crosley and Amrad radio products, was host to fifty-five local dealers and salesmen at a dinner-meeting in the Innes Tea Room, here, recently. C. B. Titus, manager of the wholesale organization, was in charge of the affair.

Among those present were officials and salesmen of the Rorabaugh Dry Goods Co., the Harris-Gear Co., the Vowel Furniture Co., Uptown Radio Corp., Sanger Brothers and the Home Furnishing Co.

COLD RETARDS SET SALES IN MISSOURI RECORDS ARE MOVING WELL

Fada Branch Reports Good Activity — Sterling Radio Co. Sponsors Series of Majestic Dealer Meetings.

KANSAS CITY, Mo., Thursday.

The impression secured from a review of the radio industry in Kansas City is one of uncertainty. Business itself is generally quiet but speculation as to the rapidly changing conditions which face the industry in general is not. It is the opinion that the industry will show a very different face to the world at this time next year.

The weather, which only recently rose to zero and above, has had a slowing-up effect on radio turnover. Few shoppers have been out and only the most hardy have made purchases. This condition, however, no longer exists, and with February, retailers should begin to show a nice increase in sales.

The Kimball company, retailing Majestic, Philco and the new Kimball radio, has experienced a rather quiet January, although it has compared favorably with the same period last year.

The largest sale on records for the year so far for Paul's has been on the hits from "Sunny Side Up," according to Mrs. Mary McMurray. The two numbers, "I'm a Dreamer" and "If I Had a Talking Picture of You," are doing excellently. Paul Whiteman's dance arrangement on the Columbia, and Johnny Marvin's Victor recordings are both moving well.

The "Love Parade" numbers are selling quite well, stimulated by the fact that the show now is playing here. Already there is a demand for the releases of the song hits from the show "Sally" which will open here within the week. Mrs. McMurray expects the numbers from this show to go over very well.

Brunswick's recent release, "The Woman in the Shoe," which is similar in music to "The Painted Doll," Mrs. McMurray expects to be as popular as the last named. Each instrument is soloed in the number which is played by Jess Stafford's orchestra.

The minor chords of "Crying for the Carolines," Ruth Etting and Guy Lombardo renditions, contain a lot of possibilities for the next few months, according to Mrs. McMurray.

One quite good dance record is Brunswick's "My Little Honey and Me." The Paul shop is unable to keep the record in stock, so great is the demand. The number is played by the Irving Mill's orchestra.

Johnny Johnson's first release for some time, "That's Why I Am Jealous of You" and "Kiss Me My Sweetheart," the last number of which is written by Phil Baxter of Kansas City, are selling nicely. The twelve-inch recording of the "Song of the Bayou" is having quite a sale due to his having played it as a dance.

Marion Harris returns to the Brunswick with two numbers, one of which, "Nobody's Sweetheart," she featured several years ago. She is appearing in "Devil May Care," which should stimulate the sale of her records here considerably. At one time she was the most popular of Brunswick artists. From indications, she is coming back into public favor.

Combinations still lead at this store

with the business on both those and straight radio very satisfactory, according to Mrs. McMurray.

According to T. H. Condon, of the Brunswick branch here, the radio business during January, while quiet, has been satisfactory. The record business compares favorably with last year, according to H. H. Dickson.

The biggest week the Fada branch here has had during the past six months was the week ending January 25, according to W. E. Woods, manager. This record was in number of sets moved. Business following and previously has been highly satisfactory. Six \$700 combinations were sold during that one week alone, Mr. Woods reported. Long distance and telegraph orders remind Mr. Woods of four years ago, when the radio business was the "crisis" industry. Two new dealers were signed recently in Kansas City, making 14 in all, with about 100 in the territory.

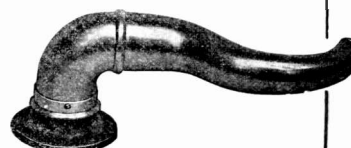
Sterling Radio Co., headed by H. C. Bonfig, vice-president and general manager; C. M. Willis, sales manager; J. M. Scales, manager of the service department; and H. E. Dreier, treasurer and promotion manager, just completed the most successful series of dealer meetings in the history of the company. These were held in St. Joseph, Mo., Wichita, Dodge City, Kan., Manhattan, Kansas City and Joplin. Hays McFarland, head of McFarland Advertising Agency, was the principal speaker at the Kansas City meeting. In spite of the sub-zero weather—it was as low as 20 degrees below at some points—the attendance in every instance was practically 100 per cent. In Wichita two of the men drove in with frozen fingers. The series was held so that dealers would not have to come to Kansas City in the severe weather. The full line of Majestics, 6 models, were described, interest being centered in the new chassis and power pack one unit feature.

The company is working with dealers on the "American School of the Air" movement which starts February 4, according to H. C. Dreier.

Jay Richmond, Majestic dealer at Parsons, Kan., recently installed a Majestic in each of the four schools there. The Sterling company recently was awarded 9 more counties in northeast and central Kansas, according to Mr. Dreier.

—KENNETH FORCE.

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

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

NEWSY NOTES OF THE INDIANA ZONE

Indianapolis, Ind., Friday.

The Fort Wayne Amplified Music Co., Inc., of Fort Wayne, has been incorporated with a capital stock of 1,000 shares of no par value. The directors are Eben Lesh, George P. Shaffer and Marion J. Smith.

Gray, Gribben & Gray, 151 N. Illinois street, Indianapolis, after 45 years of experience as retailers of high grade jewelry, have entered the radio field, specializing in the Crosley line.

Lane Robertson, of the Robertson Piano Co., 225 North Pennsylvania street, says "business is good" and predicts a general improvement in the very near future.

South Bend dealers featuring the Philco include Harmon Bros., 1008 S. Michigan street; South Bend Radio Co., 109 West Monroe street; Miami Radio & Electric Co., 1611 Miami street, Citizen's Radio Shop, 640 La-Porte avenue, and Gerber's Furniture Co., 110 S. Michigan street.

Indianapolis headquarters of the Kimball Piano Co. are soon to be moved from 150 North Delaware street to 235 North Pennsylvania. Work on the demonstration suites and executive offices is being pushed so that they will be ready for occupancy by March 15, it is announced by L. R. Tippin, manager. The latter assumed management of the store early in January, coming from South Haven, Mich., where he was connected with the Everett Piano Co. A

general expansion program makes necessary the removal to larger quarters. The new home will be provided with a second floor auditorium with a seating capacity of about 400 for the use of music teachers in giving recitals. Every effort will be put forth, according to Mr. Tippin, to make the Indianapolis branch a real factor in music advancement as are the stores elsewhere maintained by the Kimball company.

The Claypool Music Shop, formerly operated by George Stewart, has discontinued business.

The M & N Radio Co., Inc., Indianapolis, has been incorporated with a capital stock of 300 shares, no par value. The incorporators are Merle Neese, Marcus Reineke and Fred H. Lang, all of this city.

Miss L. E. Black, owner of The Music Shop, 25 Monument circle, reports a good trade in school band and orchestra sheet music. Mail order business is exceptionally good.

Philco radio dealers of Fort Wayne were hosts at a radio show, held recently in the Fox building, Calhoun and Jefferson streets. The purpose of the show was to acquaint the people of Fort Wayne with the newest models of the Philco balanced-unit radio. A complete showing of all models was made. Bill and Herb, Philco's Lowboy and Highboy were the principal entertainers at the show. They broadcast from the front windows of the show-rooms in which they had set up their own studio. The show was the first of its kind to be held in Fort Wayne and was well-attended. It was sponsored by the Foulk Radio Shop, A. C. White,

Duesler Music House, W. C. Wharton, Ed. Samsen and the Economy Radio Shop.

Westark Radio Stores, Inc., a Delaware corporation, has been incorporated under Indiana laws. The Indiana agent is J. Earl Davidson, South Bend. Capital stock represented in Indiana consists of 1,510.50 shares.

A costly collection of rare old violins was exhibited for three days at the Wilkening Music Co.'s store, 120 East Ohio street, last week. Among the valuable instruments was a Stradivarius made in 1731 and valued at \$50,000. The entire collection's estimated value is \$500,000, and is the property of the Rudolph Wurlitzer Co.

W. G. Albershardt, manager of the radio department of the Taylor Furniture Co., reports satisfactory sales, and looks forward to a highly successful year.

Mrs. Helen Cary is the new assistant in the record department of the Pearson Piano Co., 128 North Pennsylvania. Mrs. Mitchell, manager of the department, reports an increase in record business, with a gain for theme songs and Standard Masterworks. Brunswick, Victor and Columbia records are sold here, and 12 recording booths are used for record demonstrations.

The dealers of the radio division of the Electric League of Indianapolis held a dinner meeting Thursday night, at the Hotel Severin. George L. Stalker was in charge of the gathering which was favored with an address by H. G. Erstrom, secretary of the National Federation of Radio Trade Associations, who spoke on "The Future of the Radio Trade." —VAN HOOSIER.

VEGA CO. APPOINTED COLONIAL JOBBER FOR NEW ENGLAND ZONE

Boston, Mass., Friday.

The appointment of the Vega Co., 155 Columbus avenue, as exclusive distributors of Colonial radios in Massachusetts, Rhode Island, New Hampshire and southern Maine, was recently announced by officials of the Colonial Radio Corp.

William B. Ladd, up to this time Boston sales manager, has been appointed by the factory as New England sales manager. He will make his headquarters with the Vega Co.

Mr. Ladd will travel about New England and make arrangements for the appointment of a Vermont distributor at once.

The Vega Co.'s present radio organization under the management of E. E. Christianson, combined with the Colonial staff, is now contacting its dealers.

One of the first and most reputable wholesale houses in Boston, the F. D. Pitts Co., 219 Columbus avenue, long a factor in the New England radio trade, announces its appointment as New England distributor for the Radiola division of the Radio-Victor Corp. of America.

As president and treasurer of the firm bearing his name, F. D. Pitts is most enthusiastic over the prospects of this year with the Radiola line. With this appointment the Pitts Co. is authorized to distribute Radiola sets, speakers and accessories.

Officials of the F. D. Pitts Co. include L. J. Pitts, vice-president, W. J. Parker, sales promotion manager and T. B. Croke, service manager.

The Steiff Piano Co. reports a good volume of sales during the past week on Columbia and Victor discs. Some of the most popular records just now include, "A Little Kiss Each Morning," "Turn on the Heat," "I Have to Have You," "Singin' in the Bath Tub" and "Lucky Me."

—CHARLES W. JONES.

Miss Helen Klein, 21, a Crosley Radio Engineer

Cincinnati, O., Thursday.

Miss Helen Klein, a graduate of Wellesley College and the proud possessor of a Phi Beta Kappa key, is one of the few girl radio engineers in America. At the age of twenty-one, she holds an important position with the Crosley Radio Corp., this city.

Following her graduation from Wellesley last June, Miss Klein became assistant to Ralph H. Langley, chief engineer of the Crosley corporation. As Mr. Langley's "right-hand man," she studies and determines the worth of numerous inventions which are submitted to the Crosley engineers. She also keeps a complete file of important radio patents as they are issued.

"My laboratory work also consists of testing materials such as condensers and resistors, and also testing tubes for characteristics," says Miss Klein. "At college I majored in physics and did research work on the power loss in glass condensers. I have been interested in radio since the days of the early crystal sets."

NOW AVAILABLE

JOBBERS DEALERS

We have prepared attractive roto-gravure sheets showing our complete line of UDELL dependable RADIO CABINETS, which are now available. We will be pleased to send this sales literature to jobbers and dealers who request it.

Permanent Udell Exhibit

AMERICAN FURNITURE MART

666 Lake Shore Drive, Chicago

NEW YORK FURNITURE EXCHANGE

7th Floor, Space 708, 206 Lexington Ave., New York



Attractive Udell Highboy

For delivery particulars on these sheets write

The UDELL WORKS, Inc.

Established 1873

Incorporated 1901

INDIANAPOLIS, IND.



The STRONG-BOX of the RADIO INDUSTRY

THE First National system of separate unit sales insures concentrated purchases. Chassis—speaker—and cabinet—a perfectly matched assembly—or chassis alone may be ordered by First National dealers.

A complete line of cabinets and the famous Jensen Concert Dynamic Speaker is available. All three units at prices insuring a liberal profit on each sale.

Investments in the Strong Box of the Radio Industry will show a real profit on your books at the end of the year.

TO JOBBERS EVERYWHERE—Your territory may still be open. We offer you the sanest, safest and most profitable proposition in Radio. Write or wire.

FIRST NATIONAL RADIO CORPORATION

254 W. 54th Street

New York

STATEMENT OF ASSETS

- Chassis Frame of 16 gauge automobile body steel.*
- Shielding of aluminum and steel.*
- 8 Tubes. 3 screen-grid; 2 type 227, one as power detector, the other as first audio; 2 type 245 super-power tubes, and 1 type 230 rectifier.*
- Power Detection — power without distortion.*
- Selector Dial — marked in kilocycles.*
- 4-Gang Synchronized Condensers — individually and totally shielded.*
- Precision Synchronized radio frequency coils. Aluminum Tube and coil shields.*
- Micro-adjustable Volume Control — from a whisper to auditorium volume.*
- Short-circuit Proof high-voltage electrolytic power condenser — self-heating.*
- Unit Construction — instant interchangeability of all parts.*
- Lock Washers on nuts throughout, spot welding and rosin flux soldering.*
- Rust and Tarnish-proof bronze finish over all.*
- Combination Resistance-coupled and super-power push-pull audio amplifier.*
- Operates on Long Antenna, short antenna or ground as an antenna.*
- Speaker, phonograph and aerial have instantaneous spring-jack plug connectors—speakers wires color coded.*
- No Hum—due to special filter circuit employing oversize chokes and condensers.*
- Test — each individual instrument is laboratory and broadcast tested. As much time is required for testing as used in building the complete receiver.*
- Phonograph attachment combination volume control and phono. switch are front of set.*
- Licensed under RCA, Hazeltine, Latour and other patents.*

BRISK MID-WINTER ACTIVITY REPORTED BY MEMPHIS TRADE

MEMPHIS, TENN., Saturday.

Radio and talking machine stores report good activity for the entire week. The record and phonograph business, however, suffered slightly from the cold weather. Wholesalers are planning big activities as soon as the weather conditions and minor floods subside in the local area. These do not appear to be serious but cover to a slight depth a good many acres in the lower alluvial sections. The snows and other factors predicate a good year for the farmers. Some lines of trade were helped by the cold weather, the coal trade especially, which had been rather dull of late.

Melody Music Shop, 13 S. Main, of which Saul Bluestein is manager and Ben Bluestein, assistant, reports brisk mid-winter business. Victor machines and Columbia, Brunswick, Victor and Okeh records are carried. Stringed instruments are displayed on tables. The booths and wall cases are elaborate with potted plants and suitable decorations.

Vesey Piano Co., 102 S. Main, show the Kimball lines of phonographs and pianos. They have several concert rooms on the main floor and balcony. Mr. Vesey is director of the Apollo Club, a vocal organization with eighty members.

Mr. Rosenthal, at the New Bry's, reports a busy week in phonographs, records and radio. He has several assistants. The department is now again located upstairs.

B. F. Wiley, 156 Union avenue, opposite the Peabody Hotel, maintains an attractive retail establishment. He reports trade as being fair. Good windows, carpeted floors, seats and good signs show the mark of an experienced merchant. Mr. Wiley was long with the Goldsmith radio department and opened his own store a few months ago.

J. Warren Butler, at Jas. K. Polk, Inc., in the McCall building, is developing a good trade in a wide territory on the lines of that firm. Phonographs, radio and accessories are carried.

Braid Electric Co., E. E. Hyde, man-

ager, S. Main street, is effecting a big distribution in this section on Atwater Kent.

Radio Sales Co., S. Main, wholesalers in Majestic, have enlarged their display rooms, warerooms, etc. J. E. Dilworth Co. have the general Majestic distribution in Memphis and Nashville. There are many stores in Memphis that feature Majestic.

Other radio lines distributed by various wholesale and retail firms show much life and customer enthusiasm continues unabated, country as well as city. 1930 will see an enlargement of the local field with the substantial growth of Memphis domain. The city has almost doubled its territory as a city by suburban annexations and the newly acquired district will be immediately given urban improvements.

Chattanooga Majestic dealers have had a busy January despite the wintry weather that has prevailed in the shadow of old Lookout Mountain. The new models of Majestic are featured at Sterchi Bros.; Fowler; Gottschalk National Furniture Store; Glenn Young Furniture Co.; Osborn's Furniture Store and other uptown stores in that city.

L. E. Carroll has been appointed manager of the radio department of Haverty Furniture Co., Little Rock, Ark., E. V. Markham, general manager, announces. This is Mr. Carroll's third promotion since he came with the store.

The New Albany, Ind., Radio Dealers' Association had a dinner-meeting at the Tavern last Wednesday. It was attended by practically all the members. Ed. Leaf, president of the organization, was in the chair. There were several informal talks on radio-dealer problems, a business session following the dinner. The entertainment committee included Henry Schlenk and Albert Akers.

—C. GRISSAM.

OUR INCOME TAX DEPARTMENT

(Continued from page 10)

provisions in the instrument creating the trust and the individual in question receives all the income of the trust, he may take full depreciation on the capital assets held by the trust as a deduction from his income.

Tax on \$20,000.00.

Q. Can you give me an estimate of how much Federal tax I will have to pay on a net income of \$20,000.00 in both normal and surtax?—T. R. H.

A. The tax will be about \$600.00.

Loss of Rents.

Q. Am availing myself of the service offered to inquire about reporting a loss on rented property on the income report. We own a building. The building has been vacant since March 15, 1929. May I include in the loss the income that I should have received had the building been rented?—E. J. S.

A. You cannot deduct the amounts you might have received as rent but didn't. The fact that you have no rents to report already decreases your tax. To get a reduction for not reporting rents would be to double the loss.

THE TALKING MACHINE and RADIO WEEKLY

OUTLOOK FAIR IN MILWAUKEE MARKET

MILWAUKEE, WIS., Friday.

Although there is still some distress merchandise on the market here, indications are that it soon will be disposed of, and radio sales as a result are expected to increase. Within the course of the next three months, many of the local stores no doubt will take on the sale of sets for installation in automobiles.

The Badger Radio Corp., Majestic distributors, is actively engaged in promoting "The American School of the Air," whose sessions will be broadcast every Tuesday and Thursday at 1:30 p. m., Central Standard Time, starting Tuesday, February 4. The Tuesday program is to deal with American history, while that on Thursday will cover a multitude of subjects. This is being carried out in an effort to discover more fully the possibilities of the radio method of disseminating education. It will be watched with interest by local educators, and may be the forerunner of developments, which will put radio in a position of great and far-reaching significance, which far exceeds that which it occupies today. The programs are to be broadcasted over the Columbia chain and will be of half-hour duration.

The "Daily" Portable Timer—the latest in coin collectors—designed for use with Majestic sets, is proving popular in this territory, and is earning considerable income for dealers employing its use. These sets are being placed in confectionery stores, cigar stores, drug stores, pool rooms, dance halls, or wherever people congregate. They are either being sold to the owners of establishments in which they are placed, or the earnings are shared. A local merchant reports that \$51.60 was the earning of one machine between December 24 and January 6. The timer permits the radio to be used five minutes for a nickel. Any number of nickels up to twenty may be inserted at one time.

Mr. Zinke, of the Interstate Sales Co., attended the Auto Show at Chicago Sunday for the express purpose of viewing the new Bosch Car Radio displayed there. The set, which retails at \$140.00, is standard equipment on Reo cars. The installation of this type of set is extremely simple. The chassis itself is mounted on the dash yet well out of sight. No drilling or mutilation of the instrument panel is necessary in its installation. The tuning control dial has large and easily

figures, and tuning is further simplified by the use of Bosch Line-O-Light method of tuning. A six-inch cone type magnetic speaker is used, which reproduces voice and music with surprising fidelity. This speaker is permanently mounted to the set chassis itself and completely housed to protect all internal parts from damage. The antenna used is fastened to the car chassis. Power is supplied by four blocks of dry B batteries and from the A battery which is standard equipment on the car itself. The set uses less current than one headlight, it is said.

W. G. Horton, formerly in charge of radio sales for the Marachowsky Co., Majestic dealers at Mauston, Portage and Reedsburg, is now in the employ of the O'Connor-Lazar Co., which operates a store at the corner of Broadway and Mason.

C. C. Hicks, Minneapolis, president of the North Central Distributors, Victor wholesalers, was in town this week and called at the local offices. Messrs. Hicks and Nolan, of the Milwaukee division have left for the Victor factory in Camden, N. J.

The Wurlitzer store, on Broadway near Wisconsin, is conducting a sale on pianos this week. The Lyric radio is being featured in its window at the present time.

Mr. Colman, of Minneapolis, vice-president of the George C. Beckwith Co., called at the local offices of the firm. He left shortly after for Cincinnati. During the past week the company has conducted a sales drive on the Crosley set.

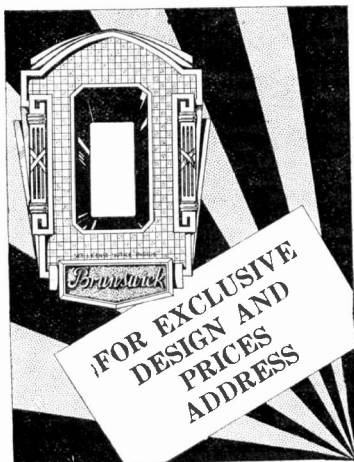
—E. S.

NEW YORK ATWATER KENT JOBBER IN EFFECTIVE TIE-UP WITH THEATRE

The New York City Atwater Kent radio distributors, E. B. Latham & Co., E. J. Edmond Co., and E. A. Wildermuth, have in the past few months established important publicity tie-ins with several motion picture companies, controlling the distribution of films in several large chains of motion picture houses.

The latest promotion "stunt" fostered by the three New York distributors was a tie-in with the presentation of Gary Cooper in his latest picture, "The Virginian." Attractive window cards, with an inserted photograph of Mr. Cooper posing beside his new Atwater Kent screen-grid radio carried the news that Mr. Cooper was appearing at the Rialto Theatre in "The Virginian."

The cards were displayed in dealers' windows throughout metropolitan New York and in many other types of store windows.



AMERICAN EMBLEM CO.
UTICA, N. Y.

KOLSTER

A fine set finely merchandised for
the finest trade in New England.

LEWIS ELECTRICAL SUPPLY CO.

117 Federal Street

BOSTON

MASS.

Songs that Sell

Hit Songs in Sound Pictures

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

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

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

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

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

SONG OF THE CONDEMNED (from "Condemned")

POPULAR HITS

TO BE FORGOTTEN (new)
 by Irving Berlin

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

LUCKY LITTLE DEVIL (new)

DON'T GET COLLEGIATE (new)

I ACTUALLY AM IN LOVE

THE MOONLIGHT REMINDS ME OF YOU

SWEET CAROLITA (Rudy Vallee)

SOUND PICTURE SONGS
 (In Preparation)

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

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

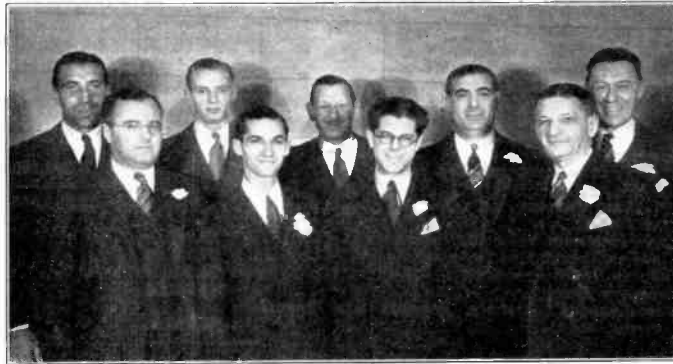
Harry Richman's first singing-talking picture introducing
PUTTIN' ON THE RITZ
THERE'S DANGER IN YOUR EYES, CHERIE
ALICE IN WONDERLAND WITH YOU

IRVING BERLIN, Inc.
 1607 Broadway New York City

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Warner Bros. and M. Witmark Executives Snapped At Recent Opening of New Witmark Headquarters



Warner-Witmark Group

At the opening of new quarters from the M. Witmark & Sons publishing organization recently, a group, pictured herewith, was snapped by the Music Box cameraman.

Reading from left to right, are:

Lewis Warner, Ira Schuster, professional manager, Buddy Morris, president of the Warner Club, Bernie Pollack, Witmark sales manager, Isador Witmark, Junior Witmark, Bob Miller, Jay Witmark and Jimmy Clark.

Leo Feist Staging Valentine Day Stunt On Seven "Love" Songs

For the week preceding the coming Valentine Day celebration, the various offices of Leo Feist, Inc., are staging a concentrated drive on the seven "Love" songs in the company's roster, making an effective tie-up. The tunes to be featured during this week are "Love Me," "We Love Us," "I Love You So," "Do Ya' Love Me," "Punny Dear What Love Can Do," "Love Made a Gypsy Out of Me" and "The One I Love Just Can't Be Bothered with Me."

The last-named tune is a result of the combined talents of Gus Kahn and Seymour Simons.

Rocco Vocco Named E. C. Mills Aide

Rocco Vocco, formerly Chicago manager for Leo Feist, Inc., has been appointed assistant to E. C. Mills at the Radio Music Co., Inc., his place in the Windy City being filled by Chester Cohn, formerly Vocco's assistant, and a tunesmith of merit. Vocco with function as contact man with artists on the National Broadcasting Co.'s programs, being assisted in this work by Nathan Feist, son of the founder of the publishing company, Leo Feist. The standard-Classical songs division of the Radio Music company is under the direction of S. L. Ross, with Franklin W. Dunham, formerly of the Aeolian company, heading the Educational division.

The Radio Music Co. has signed Harry Archer, Gus Kahn and Ted Fiorito to exclusive contracts. The first two named composers have combined to furnish "So Sympathetic," "Down

LOEW BANS SALE OF SHEET MUSIC COPIES IN THEATRE LOBBIES

A noteworthy decision to protect the music dealer, was made last week by Louis K. Sidney, managing director of all Loew theatres to the effect that henceforth sheet music from Metro-Goldwyn-Mayer pictures would not be sold in the lobbies of the theatres.

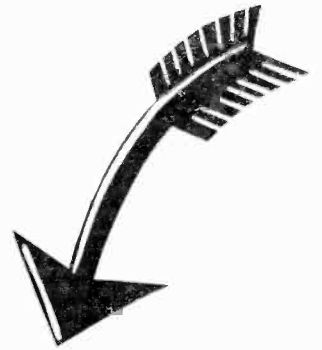
Mr. Sidney's decision was disclosed by J. J. Bregman, general manager of the Robbins Music Corp., New York, exclusive publishers for M-G-M. Although, it was stated, the lobby sales had proved a fine source of income for the Loew theatres, the legitimate music dealer was feeling the effect of lost sales, and, it is said, Mr. Robbins' bringing this fact to Mr. Sidney's attention was directly responsible for the Loew executive's action.

Paul Tremaine Stars Joe Davis' Numbers

Paul Tremaine, Victor recording artist with his Young's restaurant band in New York, is rising to the fore among local bandmasters. Tremaine and his orchestra are a regular feature from the Columbia Broadcasting System's chain, and the young leader is attaining a high point of popularity.

Among Tremaine's favorite numbers are a quintet from the Triangle Music Pub. Co.'s roster, including "Language of Love," "Blue Turning Grey Over You," "Just Think of Me, Sometime," "After You've Gone" and "I Ain't Got Nobody."

Where the Daffodils Grow" and "Alone With My Dreams" for the company.



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

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

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

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

The Waltz Hit Of The World!
"LOVE ME"

The New Waltz Hit by the Writer of Ramona
"IT HAPPENED IN MONTEREY"
 (from PAUL 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"

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

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

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

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

One Of The Real Hits!
"SATISFIED"

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

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

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

Unfavorable Report On Resale Price Bill Is Given to Congress

(Continued from page 5)

are now unlawful. To do so, it would uproot an age-old principle of common law.

"Sound public policy has always forbidden, and sound public policy must always forbid such contracts.

"The fundamental principle upon which business is founded, and on which it has attained its present state of unprecedented development, is the system of open and fair competition.

"An effort is made to present the bill under the cloak as being aimed at the chain store. The effort is to capitalize the opposition to the chain store system. In truth, the bill has no bearing whatever upon the chain-store problem.

"The larger producers and packers support this bill. It will increase their profits and make them more secure. Numerous retailers have also been induced to support the bill by the propaganda that it will relieve them from 'price-cutting' and other competition. They do not realize that they are to be the ultimate victims of the measure. More and more the retailer will become a mere 'agent' and his store a mere depot through which advertising producers distribute their products. More and more he will be driven toward the position of servant for the large producer master, and the good will which he may strive to build will belong to the latter. The retailer can get no permanent benefit from this bill. To retain his independence, he must face in the opposite direction, refuse to handle advertised specialties, and assert his right to handle goods under his own labels, upon merit and price, according to old-time competition.

"The foregoing is confined to the general principles applicable to the bill. Its objectionable details, of which there are a number, are obvious," Representative Huddleston stated.

Sonora Receiver to Continue for 2 Months

The Irving Trust Co., receiver for the Sonora Phonograph Co., Inc., and the Sonora Products Co., was authorized on Monday by Federal Judge Alfred C. Cox to continue the business of the companies for two months, and to apply for a further extension at that time, if necessary.

The Irving Trust Co. attorneys asked that business be continued under the receiver's direction to give the firms an opportunity to reorganize and to allow the receiver to liquidate part of the inventories and collect outstanding accounts.

Seedman Club in 5th Annual Party Sunday

An excellent entertainment program is being arranged for presentation at the fifth annual entertainment and dance of the Seedman Club, employees' organization of the G. J. Seedman Co., Inc., radio distributor of 765 Atlantic avenue, Brooklyn, N. Y. The affair will be held at the Elks' Club, Brooklyn, next Sunday.

All the company's dealers have been invited, and upwards of five-thousand retailers, employees and friends are expected.

Sparton Record Year Is Shown In Strong Financial Position

(Continued from page 5)

shown in many of the items in the latest available balance sheet. Reserve for doubtful accounts receivable is maintained at ten per cent. and patents are carried at approximately \$25,000, this being the sum expended for "paper work" in the company's patent applications for radio and automotive

inventions over a number of years, while goodwill has been written down to \$150,000. A contingency reserve fund of \$750,000 is maintained and the profit and loss surplus as of December 31 last stands at \$3,655,988.

Among the current assets is cash on hand in the sum of \$1,737,990. The balance sheet itself follows:

ASSETS		
CURRENT:		
Cash on hand and in bank		\$1,737,990.29
Trade acceptances receivable		391,161.00
Accounts receivable—customers, etc.	\$1,308,203.83	
Less: Reserve for doubtful	138,627.35	
Less: Merchandise cash vouchers	111,231.94	
		1,058,344.54
Inventories:		
Raw, in process, supplies, etc.		2,396,150.60
		\$5,583,646.43
OTHER ASSET:		
Cash surrender value life insurance	\$ 29,855.50	
Cleveland plant held for sale	87,157.00	
Display Board inventory	24,244.40	
Treasury Stock	243,941.95	
Miscellaneous accounts, deposits and investments, etc.	77,216.18	
		462,415.03
PERMANENT:		
Land, buildings, machinery and equipment (less depreciation)	1,769,778.31	
Patents	25,553.85	
Tradename and Goodwill	150,666.07	
DEFERRED:		
Prepaid insurance, taxes, supplies, etc.	10,898.56	
Advertising and development exp. deferred	251,067.96	
		261,966.52
Total Assets		\$8,254,026.21
LIABILITIES		
CURRENT:		
Accounts Payable	\$ 324,957.88	
Accrued payroll	34,184.40	
		359,142.28
Federal Income Tax, prior year		185,537.90
		\$ 544,680.18
Total Current		754,220.05
Reserve for Contingencies		200,000.00
Reserve for Federal Taxes (Current Year)		
CAPITAL STOCK:		
Preferred: 6% Cumulative Convertible	\$1,000,000.00	
Less: Converted	635,100.00	
		364,900.00
Non-Par Value Stock:		
Authorized 2,000,000 Shares		
Issued 684,606 Shares		2,734,237.24
Profit and Loss: Surplus		3,655,988.74
		\$8,254,026.21

Steinite President Reports Agreement With Creditors Body

Fort Wayne, Ind., Friday.

Reports that creditors were considering asking a receiver for the Steinite Radio Co., this city, have resulted in a statement from the company's president J. Abelson, who, in an interview here today, stated that his officials had met with creditors both in Chicago and New York, and arranged an agreement. A final meeting was held here recently in an attempt to formulate a closer working arrangement. Mr. Abelson said the company is operating as usual, and making deliveries.

BANKRUPTCY PETITION FILED BY EFFANEL RADIO

A petition in bankruptcy has been filed by the Effanel Radio Electric Co., retailer at 3625 Broadway, New York.

Tube Makers Got 22% of Money Spent for Radio In United States in 1929

More than 22 per cent. of the money spent by the American public for their radio needs during 1929 went into the purchase of radio tubes, C. R. King, vice-president and assistant general manager of E. T. Cunningham, Inc., New York radio tube manufacturing firm, said last week. Mr. King made this assertion after a study of sales figures of radio products.

From these figures, Mr. King also computed that tube demands and sales equal 37 per cent. of the total amount spent specifically for radio sets. In comparison to other accessories, including cabinets, the sale of tubes showed a superior volume exceeding the former's mark by about 25 per cent.

The members of the firm are Irving Finkelstein and Samuel Lang.

Trade Leaders to Attend Conclave in Cleveland Next Week

(Continued from page 5)

make final plans for the gathering. The board of the Radio Wholesalers' Association will also convene here on Sunday prior to the opening of the convention, as will the tube, set, accessories, traffic and vigilance committees of the association.

Speakers at the Federation convention will include Michael Ert, president; Howard Shartle, president of the Ohio Radio Trade Association; H. B. Richmond, president of the Radio Manufacturers' Association; William S. Hedges, head of the National Association of Broadcasters; Henry M. Steussy, chairman of the retailers' group; Peter Sampson, president of the Radio Wholesalers' Association; Dr. George W. Allison, A. G. Hancock and Willis K. Wing. Social gatherings on the Federation program include a banquet and dinner dance on Monday evening and the annual stag party on Tuesday evening.

Those who will address the Radio Wholesalers' Association are President Peter Sampson, Harry Alter, chairman of the trade relations section of the set committee; James Aitken, also of the set committee; David Goldman, of the better selling section of the set committee; H. E. Richardson, chairman of the accessories committee; A. A. Schneiderhahn, A. C. Forbes and N. B. Williams, also of the accessories committee; J. N. Blackman, general chairman of the tube committee; Louis Buehn, R. J. Mailhouse and Hollis Vaughan, also of the tube committee, and F. E. Stern, of the traffic committee.

DeSylva Acquires All Green & Stept Songs

DeSylva, Brown & Henderson, Inc., has acquired the catalog of Green & Stept, Inc., featured in which is a ballad of prominence, "Congratulations." The publishers feel that within thirty days the tune will be one of the most popular of sheet music songs, in view of its present sales records, and an extensive campaign now being planned on it.

Other Green & Stept tunes include "Love is a Dreamer," "It's Unanimous Now" and others.

Engel Off to Coast For Fortnight Trip

Harry Engel, of Davis, Coots & Engel, Inc., left for California for a flying business trip, last week. He will be gone for two weeks on important negotiations in behalf of his firm.

The firm has just published two new popular songs that have fine possibilities. One number is entitled "You Can't Stop Me from Falling in Love With You," which was introduced by Harry Richman over a coast-to-coast hook-up and which was dedicated to Clara Bow. The other song is entitled "Blue Eyes (Get Red Red Ready for Love)," which is becoming a favorite among the more prominent stars throughout the country.

NEW MODELS AROUSE MUCH INTEREST IN PHILADELPHIA ZONE

OUTLOOK IS NOW PROMISING Territory Re-Allotted for Victor Radio Distribution — Sparton Jobbers Hold Get-Together.

PHILADELPHIA, PA., Friday.

There is much interest shown by the dealers in the newer sets of radios which have been heralded as the initial 1930 offerings by the manufacturers. Distributors find the dealers buying fairly well of the newest sets. Retailers report a gratifying demand from customers who either are in the market for new sets or who are exchanging older types for the improved models.

The Philadelphia Victor Distributors, Inc., 234 N. Eleventh street, and H. A. Weymann & Sons, Eleventh and Filbert, have been allotted Victor-Radio distributive rights in the Philadelphia zone. P. V. D. will cover North Philadelphia, and the central section of the city as well as the southern zone with the five counties in the Anthracite Region, Harrisburg as well as upper Delaware. H. A. Weymann & Sons will distribute Victor Radios in West Philadelphia, seven counties adjoining Philadelphia and southern New Jersey.

Members of the Sparton Radio Distributors' Association gathered at the Penn Athletic Club last Tuesday evening. Those who attended included: J. R. Hunt, J. R. Hunt Co., Baltimore; Harry K. Harley, Allen Distributing Co., Allentown, Pa.; Lloyd Harlacher, Capital Distributing Co., Harrisburg, Pa.; F. R. Gooding, F. R. Gooding Co., Wilmington; Homer C. Davis, Homer C. Davis Co., Philadelphia, and J. V. Kane, of J. V. Kane & Co., Philadelphia. A. H. Riese represented the manufacturers, the Sparks-Wilmington Co., Jackson, Mich. Talks were given by Mr. Riese and by the members in open forum discussions. Plans for the advertising program on the Sparton for the year were disclosed. As the members discussed trade conditions and prospects there was unanimous opinion that closer co-operation and united effort were important factors for the progress of the industry as a whole. Those reporting stated the Sparton has been particularly popular in the season to date.

J. V. Kane & Co., 3137 N. Broad street, Philadelphia, has been very successful in introducing the latest addition to the Sparton line. The Kane company recently held open house for the dealers when the new model was shown. There was a warm introductory demand throughout the period when the retailers showed their confidence and appreciation of the Model 589.

Homer C. Davis Co., distributors of Sparton, also held an introductory drive at its headquarters, 3846 Lancaster avenue.

Ernest F. Ver Wiebe, formerly manager of the Brunswick branch, here, has joined Davis Hunt, Inc., sales representatives for the Stromberg-Carlson Telephone Mfg. Co., with headquarters in the Real Estate Trust Building, at Broad and Chestnut streets. He will cover Harrisburg and York counties for the Davis Hunt company.

—CARI.

CLASSIFIED SECTION

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

MANAGER

With 12 years experience in music-radio industry, capable of taking full charge of store, supervising outside sales and merchandising, now considering change for improvement. Address Box 469, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

MANUFACTURERS agents wanted for exclusive territory in New York, Pennsylvania or New England states, to handle a complete line of dry cell radio batteries and radio tubes. Give references and experience in detail, Box 471, 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.

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.

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

Manufacturers' Representative Open for Lines

Well-known New York City sales representative desires to secure standard lines of Radio, Radio Cabinets and allied lines as manufacturers' representative.

Thoroughly familiar with trade conditions in this territory and has an extensive following in the Metropolitan area having been in the Radio and kindred lines for 17 years. Will give entire time to proposition; can supply and direct sales staff and warehouse product if necessary. References gladly exchanged.

Address Box 474
The TALKING MACHINE and RADIO WEEKLY
146 Water St. New York

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

RADIO ADVERTISING EXPERT—now advertising director for prominent tube concern, desires to change before spring. He is thoroughly experienced in radio advertising, publicity, jobber and dealer promotion. Has complete direction of prominent national account, including net work broadcasting. Address Box 468, 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.

KENT SET INSTALLED IN SPANISH PRISON

Madrid, Spain, January 27.

An interesting story of how an Atwater Kent radio was chosen to be installed in the big prisons of San Miguel de los Reyes, in Valencia, Spain, has just come from Auto Electricidad, Atwater Kent Spanish distributing organization, with headquarters here.

When prison officials decided to have a radio installed, a "jury" was nominated and several makes of radio, including three American brands, were selected for competition.

After exhaustive tests, the Atwater Kent radio was finally chosen by the prison officials and was installed a few days later.

Giant Sylvania Tube Cartons Draw Crowds

Emporium, Pa., Friday.

Surveys have shown Sylvania executives that one of the sure-fire ways of attracting the attention of the general buying public to Sylvania tubes is to



A Tube-ful of Feminine Pulchritude

exhibit giant tube cartons—in display windows, street parades and various types of shows.

The photograph shows three young women, office workers at the local plant of the Sylvania Products Co., packed in one of the giant exhibition tube cartons.

FARMER IS GOOD RADIO PROSPECT NOW, STATES WESTERN KENT JOBBER

DES MOINES, IOWA, Friday.

The farmer has more use and more need for a radio than his city brother, in the opinion of A. A. Schneiderhahn, Atwater Kent radio jobber in Sioux City and Des Moines.

Mr. Schneiderhahn further amplified his remark by saying that "right now, when the farmer is more isolated than at any other time, when the snow is deep and the roads bad—now is the time when he especially realizes his need for a radio. Right now is the time when he can be sold a radio easier than at any other time of the year. He has the time and the inclination to talk about it. Between January 1 and April 1, the farmer has more leisure time than any other period.

"In addition," he declared, "the greatest portion of the farmer's income is received during the months of January, February and March. Many of the farmers are now receiving their money for hogs, cattle, etc. Another factor that acts to the advantage of the radio salesman is the fact that there are fewer people making an effort to sell him. The automobile salesman and the farmer implement salesman are not calling on him now."

TRADE ITEM

Sammy Lerner, prolific lyricist with DeSylva, Brown & Henderson, Inc., in conjunction with Nat Shilkret, Victor recording star, has written the theme song for the Mobiloil Hour, broadcast over a nation-wide hook-up. The tune, bearing the title "Road of Romance," was first heard last Wednesday on the Mobiloil program.

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.
Sterling Manufacturing Co. Cleveland, Ohio
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Stromberg-Carlson, 1060 University Ave., Rochester
Trav-Jer 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. 3922 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.
Boley-Oliver Co. 1440 Broadway, N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C. 351 Fourth Ave., New York
Buehn Co., Louis Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Canton Hardware Co. Canton, O.
Capitol Electric Co. Indianapolis, Ind.
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 Eros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Heb 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. 84th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.

Parks & Hull, Inc. Baltimore, Md.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co. 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. 306 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
Kola 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.



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Smiles With You)—Fox Trot—Refrain

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ST. LOUIS BLUES—Fox Trot—Refrain

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