

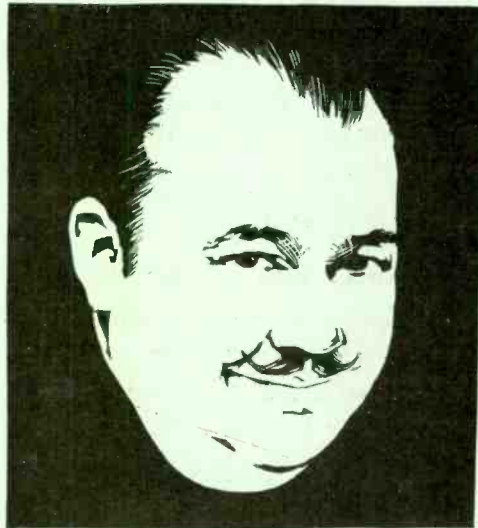
The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 3

NEW YORK, WEDNESDAY, JANUARY 15, 1930

Per Year—\$4.00

THIS PAUL WHITEMAN MERGER
gives you a new 'round-the-year seller!



PAUL WHITEMAN has made this record by merging his smart, modern dance rhythm with the beautiful melodies of two much-loved classics.

He finishes off both numbers in royal style with one of his most brilliant symphonic arrange-

ments. This combination of peppy tempo with two enormously popular airs (and played by the King of Bandsmen!) gives you a smashing best-seller.

These immortal numbers will keep this record selling *big* for you—and for long after a flock of “latests” have been forgotten!

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

LIEBESTRAUM (Dream of Love) (Liszt)
(arr. by Roy Bargy.)

A SONG OF INDIA (from “Sadko”) (Rimsky-Korsakow)
(arr. by Roy Bargy.)

Paul Whiteman and His Orchestra

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

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto



“All Trade Marks Reg. U.S. Pat. Off.
M.A. M. Reg. U.S. Pat. Off. 1925 & 1926
Applied for in U.S. & Foreign Countries
Columbia Phonograph Co. Inc. New York, N.Y.

“All Trade Marks Reg. U.S. Pat. Off.
M.A. M. Reg. U.S. Pat. Off. 1925 & 1926
Applied for in U.S. & Foreign Countries
Columbia Phonograph Co. Inc. New York, N.Y.

“TRADE NEWS RIGHT WHEN IT HAPPENS”

Profit by the Law of Natural Selection!

For eighty-seven years this company has successfully weathered every business storm...many of them far more threatening to business than the recent stock market decline, because they were accompanied by generally unsound economic conditions which do not exist today.

During the last two decades of its history, this company has specialized in the making of *musical instruments*, so true in tone, so pleasing to look upon, that they have rightfully been chosen by the most discriminating.

As a result, the name Brunswick on a cabinet...whether it be Radio, Panatope, or both in one...has come to mean to the American public the ultimate in craftsmanship.

▲ ▲ ▲

You have heard of the Law of Natural Selection. It is nature's way of choosing the finest and best, and eliminating those that are poorly equipped to cope with life's tasks.

Today the Law of Natural Selection...or a law mighty similar...is working overtime in the radio industry.

...And greatly to the benefit of Brunswick dealers!

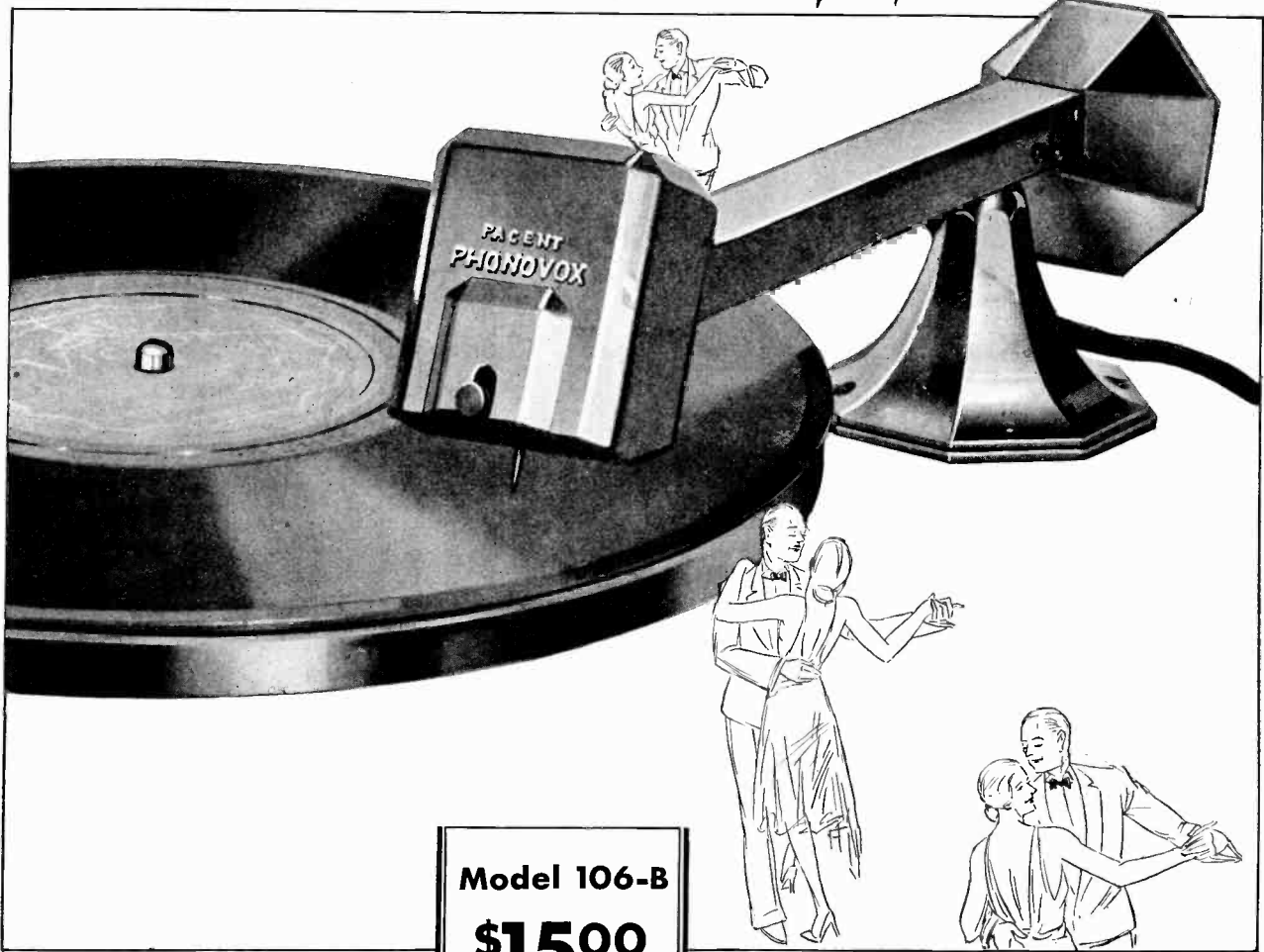
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As never before in the history of our great industry, it is to the interest of every dealer, as he enters 1930, to make sure that the company he represents is powerfully entrenched, enjoys the full confidence of the American public, and is prepared by experience, equipment and ideals, to deliver a value so extraordinary that it will command selection, regardless of the ablest competition in the field.

On this basis Brunswick invites the consideration of every dealer not now enjoying a Brunswick franchise and desiring to reap full benefit from the present while building for the future...the consideration of every dealer who is seriously determined to win from 1930 its full measure of prosperity.

(Signed) B. E. Bensinger, *President*

The Brunswick-Balke-Collender Co.



Model 106-B

\$1500

(Illustrated)

Supplied with new
Phonotrol Adapter, es-
pecially designed for
Atwater Kent, Crosley,
and other screen grid
sets.

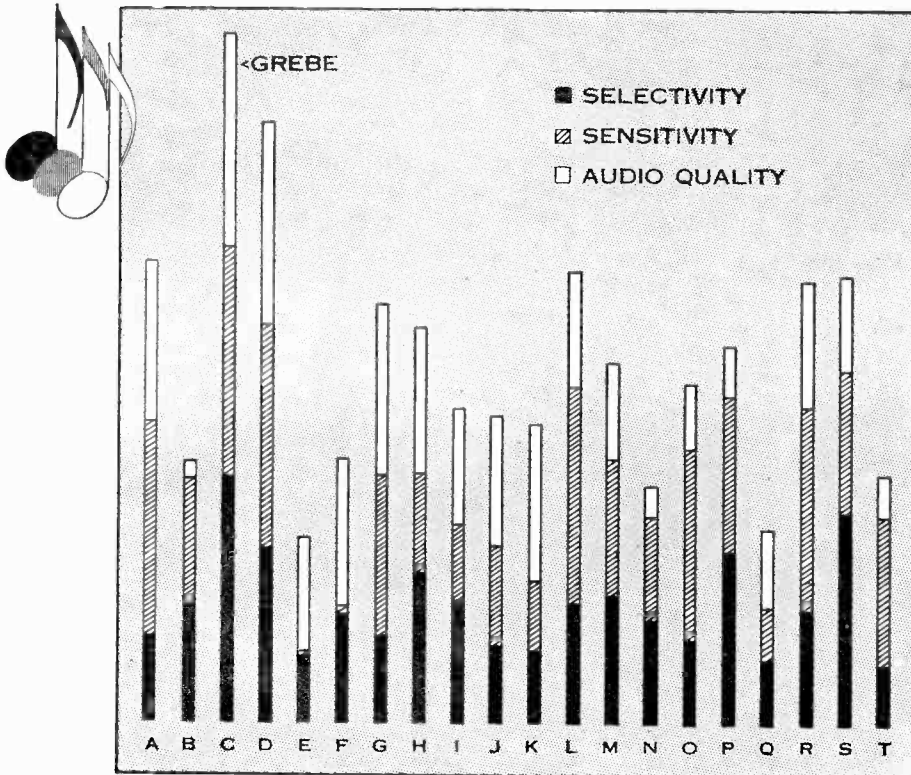


*Prices slightly higher West
of Rockies and in Canada.*

Every note high or low, whether instrument or voice . . . is reproduced with startling realism by the Super Phonovox. Its lifelike tone is its own best salesman . . . that is why dealers find it so profitable to feature. This fine pick-up has the extreme sensitivity that only English 36% Cobalt Magnets can give. It is entirely free from troublesome rubber bearings. And Super Phonovox demonstrations lead to sales.

PACENT PACENT ELECTRIC COMPANY
91 Seventh Avenue - - - - New York, N. Y.
Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co. Ltd., Bedford, England.
Licensee for Canada: White Radio Limited, Hamilton, Ont.



Cynic turns fan

TABLE the superlatives when he comes in; don't bear down with sales talk; this hardened cynic wants *evidence*. And on this chart he finds the facts that show him exactly what to expect of the Grebe—clear-cut comparisons that shatter his shell. Now let him listen to the set that is *newer* than screen grid and watch him turn fan.

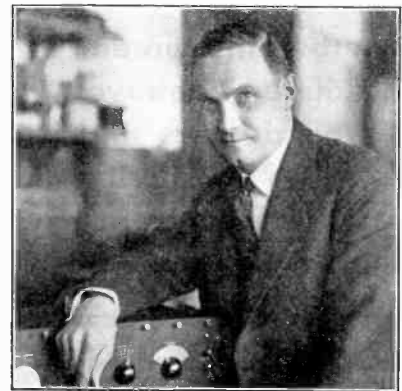
He is critical but his demands are not unreasonable when put to the Grebe. This set satisfies them with plenty to spare for it is at least *a year ahead of the field*. Show him how sharply the Grebe

separates one station from another. Thrill him by reaching out for weak, distant broadcasts. Close the sale with the lifelike tone that enables him to identify every instrument, every voice.

Then, after he has signed on the dotted line, be sure you deliver on time. You know how it is with this type of buyer; once you have sold him, you cannot get the set to his home quickly enough!

There is extra profit in the Grebe franchise. In addition to getting normal business, it sells those who would not otherwise be ready for another year or more.

Alfred H. Grebe—"In the new folder being distributed to the public by our dealers we prove the uniformly high quality of this new set in every important characteristic of radio reception. We support the statement that Grebe prices will not be reduced with the pledge that Grebe quality will not be reduced. To franchise-holders this means that *profits* will not be reduced—that every sale will continue to yield a worth-while return."



Grebe
radio
SUPER-SYNCHROPHASE

A. H. GREBE & COMPANY, Inc., Richmond Hill, New York
 Western Branch, 443 So. San Pedro Street, Los Angeles, California

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 3

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KENT DISTRIBUTORS APPLAUD STATEMENT OF FACTORY POLICIES

FIRST 1930 CONVENTION

A. Atwater Kent Asserts Faith in Radio Future and Predicts Exciting Competition — F. E. Basler and Associate Officials and Jobbing Executives Conduct 2-Day Sessions.

[Special to THE WEEKLY]

PHILADELPHIA, PA., Friday.

The first Atwater Kent distributors' convention in 1930, held at the Hotel Pennsylvania, this city, Monday and Tuesday, and attended by practically all the ninety-odd Atwater Kent wholesalers, their sales executives, factory officials and field men, was characterized by an unanimous feeling of enthusiasm over the prospects of Kent radio for the coming year.

High lights of the convention, presided over by F. E. Basler, newly appointed sales manager of the company, included a tremendous ovation accorded Mr. Kent upon the occasion of his appearance, whole-hearted approval of the policy to continue the manufacture and sale of the present screen-grid models during the Spring selling season, unrestricted enthusiasm over the presentation of new advertising plans, award of trophies to the first month winner in the new Distributors Trophy Contest and an innovation in the form of two short sessions given over to the distributors themselves, without factory direction.

Mr. Basler opened the two-day conference by presenting an exhaustive summary of the past year in the radio industry and a pre-view of what may be expected to occur in 1930. The meeting was then turned over to Mr. Kent, who after expressing his delight at again having the opportunity to welcome the distributors to Philadelphia, conducted an open forum discussion for the greater part of the first day.

Mr. Kent, in the course of his re-

(Continued on page 36)

BANKRUPTCY PETITION FILED AGAINST TEMPLE

CHICAGO, ILL., Friday.

An involuntary petition in bankruptcy has been filed in the local U. S. district court against the Temple Corp., claims aggregating \$184,000. The petitioners are the Duilo Mfg. Co., with claims of \$77,000; the Automatic Electric Co., Inc., with \$72,000, and the Diehl Manufacturing Co., with \$35,000.

FACTORIES OF NEW RCA RADIOTRON CO., INC., TO EMPLOY 5,500, PRODUCE 210,000 TUBES DAILY; ORGANIZATION POSSESSES STRONG PERSONNEL

PLANTS PROVIDE 1,147,000 SQUARE FEET OF FLOOR SPACE

Warehouses Located in New York, Atlanta, Dallas, Chicago and San Francisco With Factories in Harrison, Newark, Cleveland and Indianapolis—Executives All Well Known in Tube and Lamp Industry.

The five factories of the recently formed RCA Radiotron Co., Inc., with headquarters in Harrison, N. J., provide 1,147,000 square feet of floor space, will employ 5,500 persons, and have an output of 210,000 tubes a day, officials of the company declared last week. The RCA Radiotron Co., Inc., is backed by the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric & Manufacturing Co. The plants are located at Harrison, Newark, Cleveland and Indianapolis.

Officials stated that plans for expansion and development will enable the new company to meet all the demands of the trade for Radiotrons. The company is said to be the largest producer of radio tubes in the world. Warehouses are located in New York, Atlanta, Dallas, Chicago and San Francisco.

Taking over, as it does, the activities of the RCA, General Electric and Westinghouse in the vacuum tube field, the new RCA Radiotron Co. will be a flexible unit. Centralized research and manufacturing and selling direction, it is expected, will result in increased operating efficiency and better selling plans. At the Radiotron laboratories in Harrison, some of the foremost radio engineers and scientists will devote their time and effort to the improvement of present Radiotrons and in the development of new Radiotrons to improve the quality of radio reception.

Heading the new company is T. W. Frech, former vice-president of the General Electric Co. in charge of its incandescent lamp business since 1901 when he joined General Electric. He played an important part in the development of the tantalum lamp, the pressed filament tungsten lamp and the drawn wire tungsten lamp.

George C. Osborn, vice-president in charge of sales for the new company, was formerly general sales manager for the Edison Lamp Works, having been with the Edison company for twenty-five years. In 1910 he was made assistant to the salesmanager and later general sales manager. Mr. Osborn is considered one of the foremost authorities on distribution from manufacturer to the jobber and dealer to the public.

In W. T. L. Cogger, vice-president in

(Continued on page 33)

R. H. WOODFORD NAMED SALES MANAGER FOR CROSLEY RADIO CORP.

TWENTY YEARS IN TRADE

New Cincinnati Official Has Held Important Posts With Stewart-Warner, Columbia and Ampico — Neal E. Newman Resigns.

[Special to THE WEEKLY]

CINCINNATI, O., Friday.

Powel Crosley, Jr., president of the Crosley Radio Corp., this city, has just announced the appointment of R. H. Woodford as general sales manager, succeeding Neal E. Newman, resigned. Mr. Woodford assumed his new duties this week.

With twenty years' experience in the radio-music field, Mr. Woodford is regarded as exceptionally well qualified for his new position. For the past five years he was general sales manager of the radio division of the Stewart-Warner Speedometer Corp. His previous experience included a year with Liberty Magazine, Eastern office; a year as sales manager of the Wahl-Eversharp Co.; seven years as Cincinnati branch manager of the Columbia Graphophone Co., and eleven years with the American Piano Co. He handled outside sales for the latter organization and played an important part in the introduction of the Ampico piano.

Having spent considerable time in

(Continued on page 33)

W. L. JACOBY DIES; KELLOGG PRESIDENT

Chicago, Ill., Monday.

William Lawall Jacoby, for the past two years president of the Kellogg Switchboard & Supply Co., this city, died here on Saturday of pleurisy, at the age of fifty-six. Mr. Jacoby was graduated from Lehigh University as a mechanical engineer at the age of 18. He was general manager of the Latrobe Steel Co., later organizing the Intercoastal Steel Co., of which he was president at 34, building its plant in Chicago Heights. From 1912 to 1918 he was president of the American District Telegraph Co., in New York, and for the next nine years vice-president of A. G. Becker & Co., bankers.

Mr. Jacoby was said to have been the youngest man to enter Lehigh, and the youngest ever to graduate. He married Laura Warren in 1903. His clubs included the Union League, Middy and Press Clubs of Chicago, and the Engineers of New York.

NET PROFITS FOR UTAH COMBINE STATED TO BE MORE THAN \$1,000,000

CHICAGO, ILL., Monday.

Pending final audits and evaluation of the manufacturing companies merging with the Utah Radio Products Co., the directors of the company late Friday at their regular quarterly meeting took no action on the dividend, it was disclosed by President Herbert H. Frost.

A preliminary combined balance sheet was presented showing the merger group to be in an unusually sound financial position. This statement shows cash and Liberty bonds of \$773,214.91, which alone is \$159,719.80 in excess of total current liabilities, and in addition, current assets of \$2,208,051.13 consisting of inventories and receivables. The ratio of total current assets of \$2,941,266.04 to total current liabilities of \$573,495.11 is \$5.13 to \$1.00.

The net profits of the Utah Radio Products Co. for the fiscal year ended September 30, 1929, are estimated at \$605,796.42 before deduction for Federal income taxes or at the rate of \$2.42 per share. Current assets of that company stood at \$1,244,150.19 and current liabilities at \$314,892.43, or a ratio of \$3.95 to \$1.00.

The net profits of the merging companies for the fiscal years specified in the merger contracts, from preliminary figures, were \$1,109,948.78 before deduction for Federal income tax. The condensed balance sheet shows total assets of \$4,668,778.80.

The figures shown do not reflect the Fibroc Insulation Co. in any way as this company was not included in the original merging group. The companies included in the consolidated figures shown are the Utah Radio Products Co., Caswell Runyan Co., Carter Radio Co., and H. H. Eby Manufacturing Co., Inc. Negotiations with the Fibroc Insulation Co. are still in process.

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Vol. 29

NEW YORK, WEDNESDAY, JANUARY 15, 1930

No. 3

AN HONOR WELL EARNED

The honor paid Mr. David Sarnoff last week in his election to the presidency of the Radio Corporation of America cannot fail to bring satisfaction to everyone who knows how vitally radio public service requires leadership of the highest order, endowed with the broadest possible experience. The latest is not the most unusual distinction which so far has been achieved by Mr. Sarnoff for last summer he unofficially executed duties of international consequence in Europe at the request of Mr. Owen D. Young and other administrators of the Dawes Plan. It is not likely to be the last, as he is not yet forty years of age and so astutely orders his living that he can fairly be considered to be still below the peak of his powers. But in the presidency of the Corporation he is certain to influence more than heretofore the farthest reaches of an industry upon which his career has already made deeper impress than any other man's.

In many places it is the fashion to derogate the Corporation and all its works. That is always the price of position, the penalty of independent greatness. For it would be a puzzle to find who should have, or could have, if the Corporation had not, done such things as first organize national broadcast service so that radio could have use, bring the oldest and largest institutions in electrical science into public consciousness radio-wise and be first to give employment to thousands of hands in the making and sale of radio, and establish patent rights so that general business could not run into and out of radio at will. It is all very well to say that these things would have come about somehow, but the record is that this industry is doing hundreds of millions of dollars in only the ninth year of its age and a glance at balance sheets will show that the Corporation has an entirely modest share of the total, though in some respect its operations bear helpfully upon nearly every soul in the field.

In the writing of more trade event than any man, David Sarnoff has correlatively directed most of the work of the Radio Corporation. He has a profound sense of responsibility to humanity for the singular art which invention and discovery have set up. He has a penetrating understanding and vision of radio in its most extreme dimensions. He has been rated by extraordinary judges as second to none in planning and negotiations. Yet he is very little of a dreamer, considerable of a mystic and deals agreeably in practicalities in the somewhat impractical realm of electrical entertainment.

Bad weather is producing good business all around the country in radio, which suggests that umbrellas and over-shoes make desirable side-lines for the dealer.

LIVING IN GLASS HOUSES

"That looks like a bargain," said a stranger in the smoking compartment of a train the other night, pointing to a newspaper advertisement of radio sets at a price. "Yes, but the makers of that set are quitting business," a bystander replied. "It may be hard to get a repair part for it only a few months hence. A radio of many standard makes can be bought for very little more." "I guess that's right," said the stranger. "Some years ago I bought a Premier automobile for \$4200. Six months later the company went out of business. A few weeks afterward I broke the rear axle of the car, could not get a new one anywhere in the United States or Canada, and had to sell my \$4200 automobile for \$250."

The foregoing is a true occurrence, and illustrating as it does the ease with which human nature turns to self-protection when a bargain is argued against, it is difficult to understand why so many in radio are frightened speechless by price-cutting, liquidation operations and similar profitless ventures. The average merchant would grow rich if he had the courage and aggressiveness to confine himself merely to the men whom he could remind of having sold their \$4200 automobiles for \$250.

The hapless competitor of a bargain sale, however, does not even take it on the chin but lies down well in advance and gets his chin out of harm's way. Last week in a large city there was a sale of sets at \$64.50. The same newspapers that advertised the offer had on an adjoining page announcement of the same set at another store for \$49.50. But there was no advertisement by anybody of the fact that it is possible to buy an automobile for \$4200 and have to sell it for \$250.

If any serious-minded and responsible radio dealer has a bullet-proof argument in favor of his own proposition, let him advertise it in the same papers in which his dreaded rivals shoot at him. Shayne's fur establishment in New York for years has run, at the customary season for fur liquidations, announcements something like this. "As usual, there will be no bargain sales this year of Government bonds, Tiffany diamonds or Shayne furs."

Notwithstanding the fact that reams can be said in favor of standard merchandise profitably priced and presented, the mighty hosts of everyday merchandising are paralyzed with horror every time some bad boy gets out his slung-shot and starts breaking a few windows. Retailers who would not commit themselves to take three radio sets apiece if offered a factory 'dump' in advance run around in circles emitting shrill and pitiful cries of pain when a big store knocks off a snootful and proceeds to do all the business in sight.

The truth is that as much can be said against most bargain sales as for them. The bargain sellers tell it to the world. Their opponents tell it to themselves.

F. E. BASLER, ATWATER KENT SALES MANAGER, OUTLINES SALES POSSIBILITIES, IN KEYNOTE SPEECH AT FIRST 1930 JOBBER CONVENTION

Following is, in part, the keynote speech delivered by F. E. Basler, new sales manager of the Atwater Kent Manufacturing Co., delivered at the first 1930 Kent distributors' conclave, held on Monday and Tuesday of last week:

"This past season radio sales have lacked the stimulation they enjoyed the previous year, primarily through a lack of broadcast of national interest. To what extent we were indebted to President Hoover and to his unsuccessful opponent, "Al", in 1928, it is difficult to estimate, but we will all agree that both were wonderful radio salesmen,—as were also some few pugilistically inclined gentlemen. Just recently European programs have reached our homes with gratifying clarity, and it may be that broadcasts of an international character will be responsible for an added interest.

"Reports of extravagant discounts, and other forms of concessions, have added up month by month, as incidentally did stocks of slow moving merchandise in the hands of manufacturers, distributors and dealers. More sets were manufactured than the radio market could safely absorb. In course of time, as was but natural, those manufacturers whose production programs outstripped sales, and whose financial resources were not of the soundest, found themselves in a precarious position,—desperate measures were called for,—another five per cent. here, another ten per cent. there,—pay any share of the expense to get publicity, pay the dealers' salesmen a couple of dollars every time they sell a set,—do anything, try everything,—eventual result,—much grief—no profits and no progress.

"Along comes the stock market debacle, with a subsequent decrease in New York stock exchange values of seventeen billions of dollars—a truly staggering amount. Then was the opportunity presented to those in a position to do so, to show their faith in our country's basic soundness. Atwater Kent, with a carefully controlled output, a steadily increasing public demand reared on a policy, strictly adhered to, of sage, sound merchandising, with a financial position beyond reproach, increased the value of the radio buyer's dollar by VOLUNTARILY reducing prices on the best radio sets in the world.

"Mr. Kent's action stimulated sales volume to the point where, as you know, we found ourselves unable to fill the demand for our product, and this in spite of the fact that production was twice subjected to important increases.

"The announcement made some weeks back to the effect that our present models would be continued throughout the spring season, met with a reception which paid the highest compliments a manufacturer could desire, since it indicated clearly complete satisfaction with our product,—it's price, it's workmanship, it's marketability.

"So much for the past—and now—what lies ahead?

"President Hoover, by one master stroke, in summoning to Washington for conferences with him, the heads of industry and big business, struck a death blow at the gathering pessimism for 1930, changing it almost overnight

New Atwater Kent Sales Manager Has Had Wide Experience in Business



F. E. Basler

to one of confidence in the stability of American business.

"Expansion of the activities of our basic enterprises including the steel industry and the railroads was pledged to the extent of billions of dollars; the railroads alone to the extent of \$670,000,000, the public utilities to \$1,500,000,000, the American Telephone & Telegraph to \$700,000,000 and the steel industry \$300,000,000.

"Julius Barnes, chairman of U. S. Chamber of Commerce, estimates that as a result of these increased expenditures for new works during 1930, improvements to 1,000,000 American homes will average \$2,000 each—a total of \$2,000,000,000 in home improvements alone—new paint, new plumbing, new wiring, new furniture,—new radio.

"In all of this no mention has been made of the hundreds of millions to be expended by municipal, state and Federal governments for new buildings, new sewer and drainage projects, new waterworks and new roads.

"It must be remembered, however, that not all of this torrent of dollars for wages and materials will be released at once. Vast areas of this great country will for months to come be buried under ice and snow so that of necessity much of these funds will be withheld until spring.

"Rich possibilities are staring us in the face; opportunities arise to openly challenge us. Let us for a moment consider just what are these opportunities, these avenues to greater accomplishment and profit, and at the same time consider just what obstacles there are that must be met and overcome, before we can achieve the full measure of our opportunities.

"According to a recent survey there are, aside from the 12,600,000 wired homes in the United States still without radio service, two other vast markets for modern receivers, the un electrified

(Continued on page 26)

'Escutcheon Nabob' Sees Outlook Good

Alfred Jakupko Bohn, who sells radio escutcheons from the pellucid reaches of the Atlantic to the noble expanse of the Pacific ocean, vegetated for several days last week in New York in the interest of his firm, the American Emblem Co., of Utica, N. Y. In between snatches of ease, Mr. Bohn visited one of the most prominent radio manufacturers in the industry, in the neighborhood of Philadelphia, conferred with a leading maker of radio pick-ups in Manhattan and made arrangements to figure on the hardware requirements of three Middle Western producers of automatic phonographs. "It is always very refreshing to me to visit New York," he said one evening at his headquarters in the New York Athletic Club, "for whereas if I stay in Utica our president, Mr. George B. Ogden, and our production manager, Mr. A. A. McMann, persuade me that we will never catch up with contracts on hand, when I am in the metropolis I am invariably aroused by new possibilities for the consumption of our product. I observe that the Public Service Corporation of Northern New Jersey has run short of metal tokens for their bus fares. This is their own fault. We have been obliged to concentrate for some time since on radio and phonograph metal trimmings exclusively and we have no time for public utilities and railways and steamship lines."

COLIN B. KENNEDY FIRST RADIO GUEST AT THE NEW YORKER

Colin B. Kennedy, founder and president of the Kennedy Radio Corp., of South Bend, Ind., last week won the probable distinction of being the first radio executive to be a guest at the new Hotel New Yorker, largest hostelry in the world and which was opened only a few days previously. Mr. Kennedy came in from South Bend to look over Eastern territory and expressed satisfaction at the trend of the business generally. His company is experiencing difficulty in keeping abreast of demand, he said, for its production schedules over the past several months have at no time been as large as the management would like to make them. Mr. Kennedy called on a number of his friends in the industry while here and left for Chicago on the 20th Century Limited on Thursday.

JAMES A. AGO REPORTS NEW ENGLAND ZONE IN HEALTHY SHAPE

James A. Ago, manager of the radio division of the well-known Boston, Mass., distributing concern, the Lewis Electrical Supply Co., was in New York a few days ago, accompanied by Mrs. Lewis. He mingled business with pleasure by conferring in extenso with the executives of the Kolster Radio Corp. by day and attending the newest productions on the Great White Way by night. Mr. Ago said that business throughout New England territory is exceeding the expectations of substantial radio interests generally. In the opinion of the genial founder and president of the concern, Edwin J. Lewis, said Mr. Ago, the radio industry will benefit permanently by the shaking down process which it is undergoing and the survivors will enjoy greater prosperity than has been seen in the trade in recent years.

GENERAL MOTORS RADIO HEADS MAKE RECORD BY KEEPING MUM

Robert E. Emmert, president, John E. Grimm, Jr., vice-president, and Charles T. Lawson, general sales manager of the General Motors Radio Corp., whose production headquarters are in Dayton, Ohio, headed a group of executives of the new radio manufacturing concern that visited New York last week during the Thirtieth Annual Automobile Show. They made their headquarters at the Hotel Roosevelt and were thoroughly occupied throughout the week with conferences among both members of the General Motors organization who were here and persons in the industry having to do with various aspects of the proposed G. M. C. radio activities.

General Motors radio suitable for automobiles and which will be standard equipment in certain of the company's cars, was shown in an elaborate exhibit of the company's product at the Hotel Astor during Show week. The visiting officials said that they were going to break all records in current history by keeping mum about their company's plans and product for the time being. It is expected that announcements of importance proportionate to the resources which the concern brings to the new field will be made in the early future.

S. L. Capell Appointed Kellogg Sales Agent in Metropolitan District

Chicago, Ill., Friday.

S. L. Capell, long a well known figure in New York radio merchandising circles, has been appointed sales agent for Kellogg radio, product of the Kellogg Switchboard & Supply Co., this city, it was reported here today. Mr. Capell's territory will cover all of the metropolitan New York, New Jersey and the Connecticut area.

Offices have been established in the General Motors building, 1775 Broadway.

Zenith for Sorenson As Iowa Distributor

CHICAGO, ILL., Friday.

The H. E. Sorenson Co., of Des Moines, Iowa, has been appointed distributor of Zenith radio, according to Hugh Robertson, sales manager of the Zenith Radio Corp., here.

The Sorenson company, which will serve the central portion of Iowa, has been known as one of the most successful distributors of radios and lighting fixtures in this territory for the past ten years. H. E. Sorenson is sole owner of the business.

Mr. Sorenson, upon his visit to the Zenith plants and inspection of the new Zenith "60" line, stated that he believed his company was indeed fortunate in securing the Zenith line and that Zenith could expect a greater number of dealer outlets and a still greater volume of business from the Des Moines territory within the next three months.

Personals

Don Mackenzie, member of the Hawley & Mackenzie radio cabinet manufacturing firm, is in Chicago this week.

Ben Barker, Atwater Kent sales promotion man, is on a tour of the southwest, contacting various A-K distributing organizations.

S. Ragovan, of the Northern Distributing Co., Newark, N. J., has returned from a trip to Chicago.

Dave Slobodien, head of the Apollo Radio Co., Newark, N. J., wholesaler, spent several days last week in Boston, returning to headquarters yesterday.

Robert Himmel, president of Hudson-Ross, Inc., Crosley and Amrad distributor in Chicago, Ill., spent part of last week in New York, stopping at the Hotel Astor.

George Lyons, sales promotion man for the Atwater Kent Mfg. Co., Philadelphia, is spending a few weeks in the middle west on special factory survey work.

Lou Willis, newly appointed Pacific Coast sales manager for Atwater Kent, is spending a few days at the Kent factory in Philadelphia, prior to returning to California.

Oscar Willard Ray, president of the Commonwealth Radio Distributing Co., New York, N. Y., spent several days last week in the Chicago market, visiting friends in the industry.

Walter L. Eckhardt, the Philadelphia radio magnifico and pioneer phonograph executive, was in New York the latter part of the week, stopping at the Hotel Sherry-Netherland.

L. L. Andrews, of the Baltimore, Md., radio distributing firm, Columbia Wholesalers, Inc., has returned to his headquarters after spending several days in the metropolitan market.

Powel Crosley, Jr., founder and president of the Crosley Radio Corp., Cincinnati, Ohio, has been at the Hotel Vanderbilt in New York for several days, preparatory to a visit to Florida.

H. H. Southgate, recently sales manager for the Continental Radio Corp., Fort Wayne, Ind., headed by Carl D. Boyd, has relinquished his position and is at his home in Bloomfield, N. J.

Odin F. Jester, sales manager of the radio division of the Stewart-Warner Speedometer Corp., Chicago, arrived in New York on Thursday for a call at the Gotham branch during a trip through Eastern territory.

Ernest Ingold, president of Ernest Ingold, Inc., Atwater Kent distributor of San Francisco, Calif., left New York last night after spending three days in Gotham. Mr. Ingold plans to stop off in Chicago on his way to the Golden West.

W. L. Marshall, advertising manager of the Radio Corp. of America, returned last week to New York headquarters from a holiday in Canada, his first in a number of years, and on Thursday went to Camden, N. J.,

J. R. Kennally Plans Big Philco 1930 Campaign For Eastern Territory

With the recent introduction of the new line of Philco radio for 1930, James R. Kennally, eastern division manager for the Philadelphia Storage Battery Co., with headquarters in New York, is planning an aggressive sales campaign in order to put Philco metropolitan sales over the top. Mr. Kennally and members of his staff are unusually enthusiastic over the new Philco models, and believe 1930 sales will even top the sales record of last year.

Mr. Kennally is widely known about the territory and his genial personality



JAMES R. KENNALLY

has won for him a host of friends in Philco ranks. Two of his brothers are also Philco executives; one, Thomas, covers portions of the Middle West with headquarters in Cincinnati and another, William, covers the Boston district.

Mr. Kennally has the following sales representatives working under him in the metropolitan area: Harry C. Frey, covering Long Island; J. L. Abramson, covering New York City; Arthur W. Sayre, covering Bronx and Westchester counties; Maurice B. Isaacs, covering Brooklyn; Fred Du Mont, covering the Connecticut and Rhode Island territory, assisted by Dave Fisher and Bob Kutscher, and Arthur L'Honniedieu, covering New Jersey.

Harger & Blish Retire As Majestic Jobbers

DES MOINES, IA., Tuesday.

Harger & Blish, well known wholesale firm with headquarters in this city, has relinquished the Majestic radio line, which it formerly distributed in this territory, it was disclosed here today.

Plans for 1930 will be formulated in the near future by the Harger & Blish organization, at which time they will be disclosed to the trade.

manufacturing headquarters for the week-end.

J. Newcomb Blackman, head of the Blackman Distributing Co., metropolitan wholesale organization for Edison radio, again proved that he is a stellar orator by his excellent performance as toastmaster at the testimonial dinner Sunday night to Adolph H. Mayers at the Knights of Columbus hotel, New York.

SPARKS-WITHINGTON TO PROTECT PRICES, SAYS CAPT. SPARKS

JACKSON, MICH., Friday.

Looking squarely at the serious, although temporary, problem presented to stronger radio manufacturers by the amount of distressed merchandise dumped on the market during the past few weeks, the Sparks-Withington Co. has announced to its trade a policy of price-protection until April 1.

The announcement, by Captain William Sparks, president of the Sparks-Withington Co., is, in part, as follows:

"Careful analysis of the condition of the market today will convince any radio dealer that there is no cause for any alarm whatever. Those who form the normal market for good radio sets recognize the importance of buying from a firmly established manufacturer. Not many of them are interested in merchandise with a questionable future. To be sure, thousands of sets are being disposed of at any price at all, but these are going to buyers outside of our primary market.

"Instead of being a menace to business, the disposal of distressed merchandise will strengthen the position of the strong manufacturers who have not been forced to unload. The public will never forget the lessons learned from buying orphan cars at bargain prices. Few persons who make up the solid market for either radio sets or motor cars can be tempted with offers of this kind nowadays, and we look for greatly increased business from those who recognize the true situation."

Columbia Reports Big Call for Masterworks

Masterworks sets of records are reported by the Columbia Phonograph Co., New York, to be steadily increasing in sales, with 115 sets now carried in the current list. The best evidence comes in the increased frequency with which new sets appear. In the first two weeks of January three new albums were released.

These were: Grieg's Sonata in C Minor, Op. 45, by Toscha Seidel and Arthur Loesser (Set No. 127); Cesar Franck's Quartet in D Major, by the London String Quartet (Set No. 128); and Stravinsky's Le Secre du Printemps, by Stravinsky himself and Symphony Orchestra (Set No. 129).

The Stravinsky set, announced in advance in the Chicago Opera Company's program, brought several mail orders from the Windy City direct to Columbia's executive offices in New York, from customers impatient to secure it at once.

MARKET NEW TYPE OF TUBE - TESTER

Chicago, Ill., Friday.

A new and simplified tube checker for A. C. tubes has been disclosed by the Jefferson Electric Co., 1500 South Laflin street, here. It is said that with only two readings it is possible to determine the condition of any make of A. C. tube.

Each tester is furnished with complete instructions and a chart, it is reported at headquarters here.

J. W. HITCHCOCK GETS NEW A-K SALES POST NAME DIVISION MANAGERS

Five Sales Areas Created in New Territorial Set-Up — Discontinue Two Offices.

Philadelphia, Pa., Friday.

Following closely the recent appointment of F. E. Basler as sales manager of the Atwater Kent Manufacturing Co., this city, to succeed V. W. Collamore, who had resigned, comes the announcement today of additional changes in existing territorial set-ups and sales personnel of the company.

One of the major appointments was that of J. W. Hitchcock as assistant sales manager. It was also decided to discontinue the present positions of assistant sales manager in charge of personnel and assistant sales manager in charge of distributors' relations.

Another important change is the creation of five divisional sales areas in the United States as follows: Northeastern, Southeastern, Central, West Central and the Pacific Coast. In line with this new divisional set-up, the following appointments have been made:

Northeastern sales manager, George H. Jaud; Southeastern sales manager, J. Harry Hickey; Central sales manager, E. E. Rhoads; West Central sales manager, H. T. Stockholm and Pacific Coast sales manager, L. M. Willis.

This entire plan is said to be a logical outgrowth of the present form of sales organization. Atwater Kent territorial managers will henceforth be known as field supervisors, and salesmen will be known as representatives.

Zenith Dealers Guests Of Trilling & Montague At Quaker City Meet

PHILADELPHIA, PA., Saturday.

Zenith dealers in this territory were guests yesterday at a "get-together" luncheon in the Crystal Room of the Hotel Adelphia, this city, Trilling & Montague, distributing organization for Zenith, sponsoring the meeting.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, was guest of honor, and delivered an intimate message of interest to the dealers. The new Zenith 1930 line was described to the retailers.

Pressinger, Burlingame Merge Their Interests

Bruce Burlingame and Whitfield Pressinger, manufacturers' representatives in the metropolitan area, have consolidated their interests and formed the firm of Pressinger-Burlingame, Inc., with offices at 130 West Forty-second street, New York.

This firm will represent the following companies in the New York area: Wells-Gardner Co., Valley Appliances, Inc., Radio Master Co., Supreme Instruments Corp., and the Melvin B. Benson Corp.

MAJESTIC DISTRIBUTORS ORDER 1,300,000 SETS FOR 1930; GRIGSBY-GRUNOW FACTORIES NOW MAKING 4,200 RADIOS, COMBINATIONS DAILY

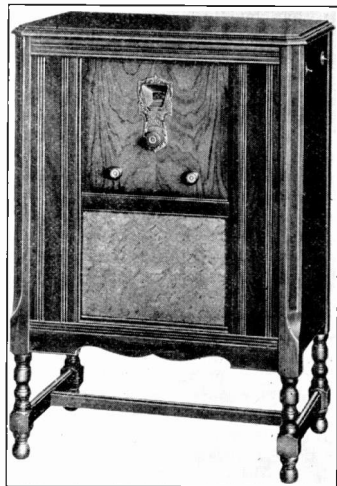
\$160,000,000 WORTH OF MAJESTIC SETS SOLD DURING 1929

Details of 1930 "Prosperity Models" Revealed — Company Enters Electric Refrigeration Field — Herbert E. Young Predicts 1930 Will Be Banner Year for Industry — New Models Feature Colatura Dynamic Speakers.

Chicago, Ill., Friday.

During the year 1929 the public absorbed practically \$160,000,000 worth of Majestic radio sets at retail value, which represented a production of almost a million sets, Herbert E. Young, general sales manager for the Grigsby-Grunow Co., this city, maker of Majestic radio, reported today. Mr. Young predicted that the year 1930 will be a prosperous one for the radio industry as a whole and particularly for Majestic.

The Grigsby-Grunow Co. entered the



Model No. 90

tube manufacturing field in the spring of 1929, and during the balance of the year the company's sales ran into several million Majestic tubes, Mr. Young reported.

"The fact that the number of satisfied Majestic owners of which there are nearly 2,000,000, means that we have a tremendous asset in their good will on entering our 1930 business," Mr. Young declared. "All of our dealer franchises expired as of December 31, and in refranchising for 1930, it is our intention to offer greater protection to those dealers who were outstanding in performance during the past year. A recent investigation demonstrated that day by day Majestic dealers throughout the country are becoming exclusive Majestic dealers, as indicated particularly for the territory covered by Shaw's, Inc., our distributor at Charlotte, N. C., where 80 per cent. of the dealers carrying Majestic products sell no other radio set.

"In connection with our 1930 Prosperity Models, we have built around our popular models 91 and 81 by bringing out lower and higher priced sets, in order to give the dealer a complete price range, making it possible for him to become exclusively Majestic, and in order to eliminate the possibility of making models 91 and 92 obsolete.

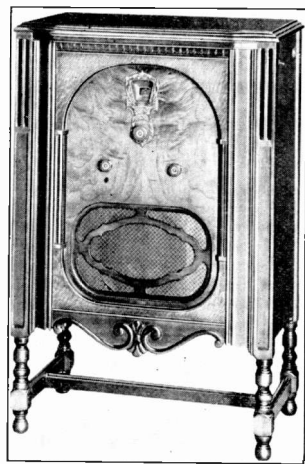
"At our recent distributor conven-

tion, our jobbers ordered more merchandise than ever before for one year. Their orders for 1930 were approximately for 1,300,000 sets, and orders for the first quarter have necessitated our being in production of 4,200 sets daily at present."

William C. Grunow, vice-president and general manager of the company, announced recently that the Grigsby-Grunow organization has definitely decided to enter the field of electric refrigeration. At present two factories are being erected for that purpose, with floor space exceeding 500,000 square feet, and a third factory is about to be started.

Mr. Young declared that the biggest advertising campaign ever to be arranged by Majestic is shortly to get under way. The company will use magazines, trade papers, billboards and newspapers featuring "colorful tone," the 1930 "Prosperity Models" and the highly developed Majestic feature to be known as "Colatura dynamic speaker."

"Our prediction for 1930 may seem most optimistic," Mr. Young stated,



Model No. 91

"but history has proven that Majestic has always exceeded not only its production but previous performance.

The Majestic 1930 sets use four stages of radio frequency, power detection, five tuned circuits for selectivity, automatic sensitivity control for uniform range at all wavelengths, two type-45 tubes in the output, in addition to the new Majestic Colatura dynamic speaker, said to be free of all fuzziness or barrel-effect at any volume.

Model 90 in the new line, lists at \$95, less tubes. The cabinet is of compact Tudor design of American walnut, with an attractively grained butt walnut center panel, fluted corner posts and moulded top rail and side panels. The speaker opening is covered with especially patterned walnut-brown material.

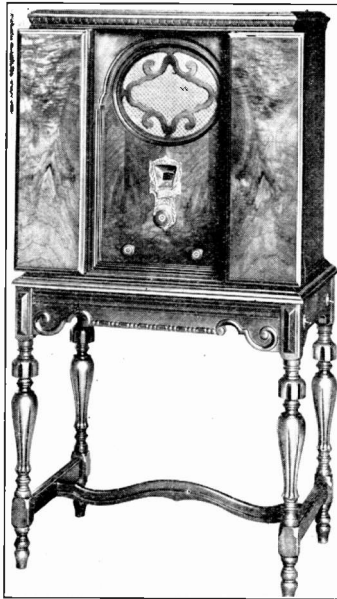
Model 91 has a list price of \$116, less tubes. The cabinet is a modern

interpretation of early English design in American walnut. It has a matched butt walnut center panel overlaid at the top with imported Australian lacewood. It is enriched by mouldings and frets, with a bowed front which is said to accentuate graceful lines.

Model 92 is priced at \$146, less tubes. It is a highboy Jacobean period cabinet of American walnut. Doors are of matched butt walnut, both front and

matched butt walnut center and side panels, fluted posts, frets at the bottom and mouldings around the top and bottom panels. The overlay on the center panel and corner posts is of imported Australian lacewood, the bottom front rail drops forward revealing a large compartment for two record albums. The top is fitted with a silent automatic support by which the lid may be left open in any position. The electric pick-up is new and a recent motor drive for the turntable has a speed control conveniently located beside the turntable, with a switch under the control knob to the left which permits instant transfer from the radio to the phonograph and vice-versa.

The last of the new instruments is model 103, the other radio-phonograph combination with a list price of \$203.50, less tubes. The cabinet features a heavy, dignified English treatment of American walnut with doors or matched butt walnut on both sides and the fronts enriched with imported Marquetry banding. Center panel and side panels are also of grained matched butt walnut while the top and bottom panels



Model No. 92

back, and it has overlays of Australian lacewood on the center panels and fronts of the doors, as well as applied mouldings and reeded legs said to considerably enhance the dignity and beauty of the set.

Model 93, also lists at \$146, less tubes. The cabinet is of English design in American walnut, with matched butt



Combination Model No. 102

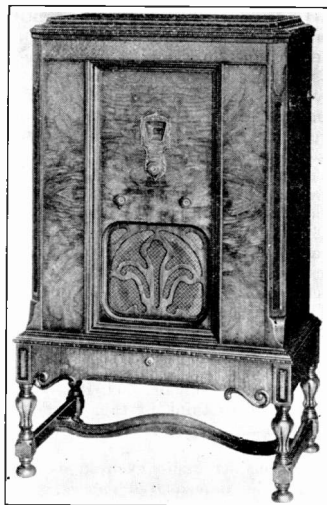
are edged with moulding. There are genuine Australian lacewood overlays on the corner posts and center panel. Lid supports are said to be silent, automatic and permit the tops to be left open in any position. Behind the bottom rail, which drops forward, is a compartment for two record albums. The pick-up and turntable are the same as in model 102.

WALGREEN STORES START AIR SERIES

The Walgreen chain of drug stores, whose founder, Charles R. Walgreen, is a director of the Utah Radio Products Co., Chicago, is a newcomer to the ranks of radio broadcasters, and went on the air, Wednesday evening, January 8, on a hook-up of eight stations, and every Wednesday night thereafter. A different master of ceremonies will preside at the Walgreen hour each week.

GRIFFITH FIRM URGES VICTOR CONCENTRATION

Indianapolis, Ind., Friday. The Griffith Victor Distributing Corp., this city, Cincinnati and Louisville, is urging its dealers to concentrate all of their efforts and resources on promotion of the Victor line, product of the RCA-Victor Co., Inc. Officials of the local distributing firm believe 1930 will be a banner year for Victor products and Victor dealers.



Combination Model No. 103

walnut center and side panels, in addition to top rail and overlays on corner posts of Australian lacewood. The design is enriched with fluted posts, reeded legs, carved frets at the bottom and mouldings around the top and bottom panels.

Of the radio-phonograph instruments, model 102 lists at \$184, less tubes. It has an English design cabinet with

NATHANIEL BALDWIN IN COMBINE WITH SYMPHONIC RADIO

DETAILS ARE DISCLOSED

Symphonic Plant at Bloomsburg, Pa., Will Assemble Nathaniel Baldwin Products Under Terms of Agreement.

SALT LAKE CITY, UTAH, Tuesday. Affiliation of Nathaniel Baldwin, Inc., radio products manufacturers, with the Symphonic Radio Corp. of America, a New York organization, was effected at a meeting of the board of directors of the Baldwin company at their offices here this week.

Details of the association were announced following the meeting. George W. Singleton, president of the Symphonic corporation, attended the conference, it is stated.

The Baldwin directors stated that the affiliation has joined a \$1,500,000 firm with Nathaniel Baldwin, Inc., which has \$3,000,000 assets.

Under terms of the agreement, it was announced that the Symphonic company's plant at Bloomsburg, Pa., with a daily capacity for assembling 2,000 radio sets and speakers, will assemble Nathaniel Baldwin products exclusively, having the rights and use of Baldwin, Inc., patents, management and engineering research. Parts for the assembly of the products will be shipped from Salt Lake where general sales offices will remain.

With the consummation of negotiations for the affiliation, the Baldwin interests have assembly plants in Salt Lake, Los Angeles, Chicago, Bloomsburg, with a total capacity of 6,000 radio sets and speakers daily. The instruments and parts will be marketed under the name of Nathaniel Baldwin to jobbers on a franchise basis.

Negotiations for the association were started last July when Mr. Singleton came to Salt Lake, it is stated.

The Glen Brothers Roberts Piano Co., here, is conducting a \$75,000 removal sale which has been in progress during the holidays and which is reaping highly satisfactory results. This company will move this month to 74 South Main street, here, from their present location at 161 South Main. The record of "When It's Springtime in the Rockies" and "The Utah Trail" is being especially featured here at this store and continues to sell big.

The song hits and new musical numbers from "The Love Parade" are selling well here this week due to tie-ups with local dealers and the Paramount theatre, which is presenting this new screen musical entertainment. The selection of the new melodies include "Dream Love," "My Love Parade," "Let's Be Common" and "Nobody's Using It Now."

Stromberg Set Saved At White House Fire

An incident of the White House fire which gutted President Herbert Hoover's offices at Christmastime surprised officials of the Stromberg-Carlson Telephone Mfg. Co. and their New York sales agents, Gross-Brennan, Inc., in a complimentary fashion. Pictures of the fire-swept wing of the Executive Mansion, appearing in New York, showed a Stromberg-Carlson radio set,

Giant Sylvania Radio Tube Carton Attracts Widespread Attention During Publicity Drive



Giant Sylvania Tube Carton and Escort

Cleveland, O., Friday.

A giant tube carton attracted considerable attention at a recent one-week display in this city under the auspices of the Sylvania Products Co., Emporium, Pa., maker of Sylvania tubes.

More than seven feet high and three

and a half feet wide, this carton dwarfed the one-ton truck that was used as its personal escort here. The picture shows the tube and its escort.

The publicity stunt marked the advent of Erskine-Healy as Sylvania distributors in the Cleveland territory.

RADIO IN THE HOME AN ECONOMICAL NECESSITY, SAYS EUGENE F. McDONALD, JR., ZENITH HEAD

Chicago, Ill., Friday.

In any panoramic sketch of human activity, in any story of man's evolution, in any historical outline of his progress and accomplishments, a factor that ever has been present is the human desire for wholesome entertainment, Commander F. McDonald, Jr., president of the Zenith Radio Corp., this city, said in an interview yesterday.

"While entertainment in general embraces a multiplicity of diversions, we, of the present era, have the exceptional good fortune, thanks to scientific achievement, to enjoy a specific form of entertainment unknown to our ancestors, yet one which has become a necessity in our daily lives. I speak of 'radio broadcast,' the most economical and diversified form of entertainment ever given to humanity. Not only does radio broadcast contribute to the satisfaction of human wants, the appetite for diversion and entertainment, which in itself would import its necessity, but it is a most potent factor in world progress. Progress is dependent upon the interchange of intelligence. Radio, with its unseen voice, reaching into isolated communities, into the most hallowed retreats, exerts an influence, humanitarian, educational, social, that is just beginning to be understood. It is a fallacy indeed to think of this wonderful invention as a luxury or mere amusement.

"To consider radio even in a small part of the unmeasured sphere of its activity, we find radio in the home a modern necessity, even though its real economic value is little understood. The American public demands diversion and entertainment. But where in the whole spectrum of entertainment from the lowliest side-show to the most classic opera do we find a program as diversified and economical as that furnished

model 642, as having been removed from the path of the flames in the nick of time.

at our hearth-side circle by radio broadcast? When we invest in theatre tickets, we must sit through the performance whether we like it or not, else forfeit our investment for the evening's entertainment. Yet at our fingertips on the radio there are five hundred programs to choose from by the simple twist of the dial or a press of the button, not to mention the convenience of enjoying entertainment without having to leave our homes.

We have classified radio entertainment as the most economical entertainment known. How many people realize that for less than one cent per hour, any home can have \$75,000,000 worth of entertainment per year that is now flowing over their roofs? What greater economy can we conceive as possible than to have the highest paid artists in the world come into our homes for less than one cent an hour? If we are to experience a period of business depression, and economy is necessary in many homes, radio becomes all the more a necessity. Its economic value should be better appreciated when we realize that one evening at the theatre with the family costs more than one year's entertainment with your radio at home.

"A consideration of these and kindred facts will tend to dispel the fallacy that unfortunately has gained ground, that radio is a luxury. It is not a luxury. It is within the reach of all. It effects an economy so obvious as to make it a necessity. Radio gives the lie to the slogan 'You cannot get something for nothing.' True it is we pay for life itself with our toil to sustain it. Great loneliness may be the price for our high ideals. We may pay for our inevitable losses with anger or with resignation, but for radio entertainment we pay an insignificant nothing that changes the gloomy hours of leisure into the golden panacea of enjoyment.

"The position of radio is most conspicuous from day to day. No home,

McMURDO SILVER SEES 1930 AS YEAR OF BIG PROFITS FOR LEADERS

CHICAGO, ILL., Friday.

The past year has been one of unquestioned over-production, and the underlying causes of this are familiar to all who study the trends of business, McMurdo Silver, head of Silver-Marshall, Inc., this city, declared yesterday in a business forecast.

"In 1928, most businesses were extraordinarily prosperous. Radio sets for the home had reached, after struggling towards it for a number of years, the goal of being able to take their entire power supply direct from an ordinary house wiring outlet. In this same year came the presidential campaign, conducted so largely via radio, with the shining personalities of Al Smith and Herbert Hoover. On top of these came the announcement of the A.C. screen-grid tube, with the result of dangling before the eyes of manufacturers the possibility of far more efficient receivers than had been possible under the limitations of tubes available up to that time.

"The inevitable result of this combination of circumstances," Mr. Silver declared, "was what might be termed a 'scramble' on the part of manufacturers of speakers, cabinets, and other radio accessories to enter the complete set field, and they were joined at the same time by a number of important musical manufacturers whose business had been affected by the rise of radio, and who, consequently, determined to go into radio themselves. Mergers, stock promotions, and a determination on the part of various well financed groups to establish an immediate substantial position in the radio industry naturally resulted in the somewhat frenzied condition which has obtained throughout 1929.

"Liberal offers were made to desirable distributors, dealer discounts were raised and manipulated, extravagant advertising allowances were made to key outlets, and the industry was put into a state of confusion and hysteria.

"The dealer in 1930 will scrutinize very carefully the products that are offered him and will buy on value rather than on promises and discounts, and will be a better judge of the ability of a manufacturer to continue to supply him with profit making merchandise. With increased expertness on the part of dealers in these directions will come a natural tendency away from sliding scale discounts and from huge and extravagant advertising allowances to key outlets.

"Consequently, with the field dominated by dealers who have had the business acumen to survive the trying conditions of 1929, and by manufacturers whose policies have made it possible for them to best recuperate from conditions trying also for the manufacturer, there would seem to be no reason to doubt that 1930 should be a year of great financial profit for those who have proven by their own foresight their right to continue in the radio business."

however lowly can afford to be without a radio of some type. No home, however luxurious can lay claim to modern enjoyment unless it is equipped to partake of the golden entertainment that radio offers."

Universal Radio Co. Reports Gratifying Call for Philco 76

A gratifying trade acceptance of the new Philco Console, model 76, is reported by Universal Radio Co., exclusive Philco distributors in Bronx, Westchester, Queens, Nassau and Suffolk counties. "Dealers are demanding increased allotments of this set, and we are constantly urging the factory to speed up shipments," declared A. Stanley Simons, of the Universal.

"The distinctiveness in design of the new model, the low list price, \$112, less tubes, and typical Philco quality are said to be the principal factors in the rapid popularity this set has attained since its introduction," Mr. Simons added.

The set is constructed very compactly and for that reason is declared to be particularly desirable for the small apartment. A novel feature of this model is the elimination of the grille or front opening for the speaker. The chassis employs seven tubes, three of which are screen grid, and is said to be highly selective and powerful as well as realistic in tonal reproduction.

Another new Philco set which is steadily gaining fame is the model 95, known as the screen grid plus, with an automatic volume control feature.

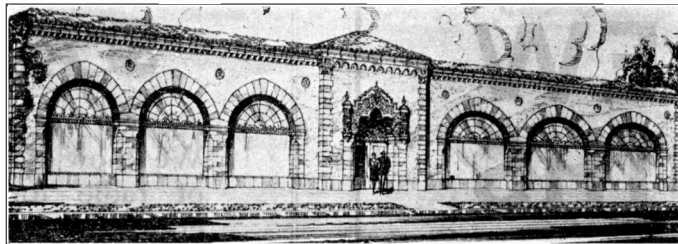
E. INGOLD DEPLORES UNCIVILIZED SELLING IN EASTERN RADIO

Ernest Ingold, the spirit of Frisco in the Atwater Kent radio distributing field, graced New York last Wednesday for a day, accompanied by hand-tooled luggage filled with neck-ties. Mr. Ingold looked contemptuously over some of the bargain offerings in the New York daily press—not realizing that the metropolitan radio trade does not always mean what it says—and said that he would send some of the more glaring examples to William Darden, the unterrified Ingold sales manager, to frighten him with what can happen in uncivilized localities. "I have 3,500 Atwater Kent sets in transit by rail and water to our establishment," said Mr. Ingold, "and if all or most of them are not there by the time I return, the common carriers of this country will hear from the Interstate Commerce Commission and the shipping lines will hear from the United States Shipping Board and we shall see whether when the mouse is away, the cats will play. I observe that on the day of which we speak the weather in San Francisco is clear, yet with sixty-six one-hundredths of an inch of rainfall. This phenomenon is accounted for by the limpid quality of California rain, one gallon of which mixed with ice makes a cool and refreshing drink in the summer, or one gallon of which if heated slightly makes a hot and invigorating drink in the winter."

PEARSALL CREDITORS TO MEET MONDAY

The final meeting of creditors of Silas E. Pearsall Co., Inc., former wholesale distributor in the metropolitan territory, will be held at the office of the referee in bankruptcy, Harold P. Coffin, 217 Broadway, this city, on Monday, January 20th, at 11:30 A. M.

Columbia Secures 10-Year Lease on New Office Quarters and Recording Studios in Los Angeles, California



New Columbia Los Angeles Home

Los Angeles, Calif., Monday.

The Columbia Phonograph Co., New York, is completing an expansion program in this city with the securing of a ten-year lease on the \$75,000 building, at 1142-44-46 South Wall street, here, where it will distribute phonographs, radios and records to its large dealer clientele. E. C. Rauth, Columbia branch

manager here, directed the construction of the building, a view of which appears herewith.

3,000 square feet in the new building is being utilized for a recording studio under the supervision of Monroe Wayne. Some of the well-known stars who will record here are Ted Lewis, Paul Whiteman, Moran and Mack and Cliff Edwards.

Morris Metcalf and Roy Davey Visit Gotham Auto Show

Morris Metcalf, vice-president and treasurer of the American Bosch Magneto Corp., and one of the most popular executives in the national industry, came down from Springfield, Mass., headquarters last week to look over the Automobile Show, as did Roy Davey, advertising manager, and several other Bosch officials. As a gesture to radio on the road, said Mr. Metcalf, the Bosch interests have produced just about the best radio set there is for automotive installation, anyone thinking to the contrary being at liberty to inspect the job for himself and note the admirable features it embodies. Mr. Davey varied the tedium of the Motor Show by going to Atlantic City for a day or two to inspect the Bosch exhibit at the Road Show there.

Joseph H. Mayers Sees 1930 as Good Year for Stenola Cabinets, Sets

The radio and cabinet business will show renewed life in the near future, in the opinion of Joseph H. Mayers, treasurer and sales manager of the Stettner Phonograph Corp., manufacturers of radio cabinets and sets under the Stenola trade-mark.

"We are confidently looking to good business this year," Mr. Mayers stated to the TALKING MACHINE & RADIO WEEKLY, on Monday. "Radio has come to be accepted as a necessity for its educational as well as entertainment features, and this factor coupled with steadily improving economic conditions throughout the country should make 1930 a normal year. Manufacturing concerns who produce a line bearing intrinsic merit, selling at prices consistent with cost and guarding against over-production will no doubt reap good results this year," Mr. Mayers concluded.

Claude C. Levin Named Walthal General Mgr., Succeeds Harold Schwab

Claude C. Levin has been appointed general manager of the Walthal chain of radio shops in the Greater New York territory, with headquarters at 233 Spring street, this city, succeeding Harold Schwab in this post.

Mr. Levin for the past two years has been associated with the Wextark organization, of which the Walthal chain is a subsidiary, opening and operating stores in Peoria, Springfield, Galesburg and Rockford, all in Illinois, Madison, Wis., Davenport and Des Moines, Iowa, and in other middle western cities.

Prior to his joining the Wextark organization, Mr. Levin was connected with the Walthal radio chain in an executive capacity, coming to the company at its inception.

Lester E. Noble Reports Fine Sales Possibilities For Kylectron Speaker

SPRINGFIELD, O., Friday.

Lester E. Noble, president of United Reproducers Corp., this city, and a director of the Radio Manufacturers' Association, has recently returned from the east where he attended a meeting of the board of directors of the R. M. A.

While making the trip he visited several United Reproducers distributors and discussed with them the fine sales possibilities of the Kylectron wall speaker, a recent development which makes possible the rendition of Kylectron reproduced music in a number of rooms of a home from one radio set, according to Mr. Noble.

Mr. Noble said that the attitude of the distributors towards Kylectron and especially the singing picture was extremely gratifying and that they are all looking forward to a dominating 'Kylectron' year in 1930.

ELLERY STONE FAVORS INDEPENDENT CABLE, RADIO COMMUNICATION

RECOMMENDS A COMMISSION

Kolster Radio and Federal Telegraph Co. Head Testifies Before the Senate Committee on Interstate Commerce—Tells of Development of Radio, Phonograph — Urges Fostering of Newer System.

Washington, D. C., Thursday.

Ellery W. Stone, president of the Kolster Radio Corp., Newark, N. J. and of the Federal Telegraph Co., of California, the latter a subsidiary of Kolster, declared himself yesterday in favor of the immediate establishment of a Communications Commission along the general lines and with the general powers outlined in the pending bill. Mr. Stone made his recommendations in testifying before the Committee on Interstate Commerce of the United States Senate, here.

In his testimony Mr. Stone traced the history of the Federal Telegraph Co. and told of its relations with the Radio Corp. of America and other communications companies. He appeared before the Senate as a representative of the Federal company.

He declared that he is strongly opposed to the repeal of Section 17 of the present Radio Act and to the deletion of Section 15 of the pending bill so as to permit the control of international radio communications by cable interests. "Clause 17 of the Radio Act should not be repealed on the ground that it is a mere reiteration of the anti-trust laws," Mr. Stone stated. "The argument that radio is a supplement to the cables and not a competitor thereto, and therefore should be merged with the cables is fallacious.

"A few years ago, it was not generally appreciated that radio was on the threshold of the revolutionary development of short waves which already have largely superseded former types of transmission and have greatly reduced initial and operating costs. No one can say that further discoveries may yet be made for the public benefit. The driving force of competition is the surest incentive to research and development.

"Cable control would stifle radio development, be a barrier to further reduction in rates and cripple our communications in time of war.

"Radio has played the same role in communications as it has in the production of music. In the latter field, we set as our first goal the equalling of phonograph reproduction. Then we passed it. Then we lifted the phonograph to the level of radio and today the phonograph is a radio development. The phonograph companies went through some difficult times before they finally accepted radio technique. But had the obsolete system gained control of the new, it is hard to believe that we would have attained the perfection of technique which we have reached today. And we will go still further."

TRADE ITEM

Lohr & Kramer, dealers of radio accessories, of Ithaca, N. Y., have been incorporated with a capital of \$40,000.

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

MERGER OF MAJESTIC PHILADELPHIA JOBBERS AROUSING INTEREST

Philadelphia, Pa., Friday.

Merger of the two Majestic distributors in the Philadelphia territory was announced with the new year. The merger, which has aroused much interest in trade circles, includes the amalgamation of the Penn Phonograph Co. with Peirce-Phelps, Inc., both firms having branches located in Harrisburg and Wilkes-Barre. The title of the Majestic distributing firm will be Peirce-Phelps, Inc., merged with Penn Phonograph Co. Under the merger the personnel of the distributing house will be as follows: T. W. Barnhill, chairman of the board; W. G. Peirce, Jr., president and general manager; J. Trevor Peirce, first vice-president in charge of sales; H. W. Miller, vice-president; C. M. Phelps, secretary and treasurer; D. Wilson Mayberry, sales manager; Paul C. Richardson, sales promotion manager; C. F. Limroth, credit manager; A. E. O'Brien, Harrisburg, branch manager, and D. O. Manseau, Wilkes-Barre branch manager.

The Peirce-Phelps corporation dates back to 1926 when the firm absorbed the R. C. Allen Co. A year ago it took over the larger warehouses and offices at the N. Fifth street location to take care of its rapidly expanding business. The Penn company was organized in 1898 and until 1924 was engaged in the wholesale distribution of Victor product, with T. W. Barnhill at its helm. Mr. Barnhill is one of the best known men in the talking machine and radio

field here and through long association with the trade has a wide circle of friends. He is also actively engaged in prison reform work and a member of the Philadelphia Prison Board. W. G. Peirce is long connected with the radio trade and a pioneer distributor in the City of Brotherly Love.

J. Ralph Wilson, head of the firm of Wilrath, Inc., 212 S. Seventh street, is no longer connected with the group of stores bearing his name. Mr. Wilson, who is a former president of the Philadelphia Victor Dealers' Association and one of the foremost radio and talking machine merchants in the local industry, is now making Wilrath, Inc., his sole business enterprise, with Victor and Majestic his main products.

Maury Spior, 1207 Race street, is now representing Speed radio tubes in the Philadelphia territory as factory promoter of sales for the Cable Radio Tube Corp., 84-90 Ninth street, Brooklyn, N. Y.

The Philadelphia division of the American Radio & Television Stores Corp., the Post Standard Stores will confine its business to the following stores in this vicinity: 605 Market street; 8 N. Fifty-second street; 3 S. Sixtieth street; 4659 Frankford avenue; 2650 Germantown avenue; 5616 Germantown avenue, and 6 Broadway, Camden, N. J.

The Ludwig Piano Co., 1103 Chestnut street, in addition to the Edison has taken on the Sparton radio which it will retail in its group of stores at the Chestnut street address, in the Richmond section, Burlington, N. J. and in the Wilmington, Del., store. The manager of the radio and talking machine departments is Charles Leudeke.

Philadelphia distributor of the Stewart-Warner radio, Joseph H. Suess, is spending the week in the Chicago fac-

tory headquarters of the Stewart-Warner Radio Corp. conferring on plans for 1930. He will upon his return to Philadelphia wholesale quarters of the Stewart-Warner Radio Distributors, 1419 N. Broad street, announce the sales policies and advertising plans for the coming year and the promotion work in cooperation with the dealers.

Among the local distributors doing a lively advance 1930 business is the Brunswick-Balke-Collender Co. with branch headquarters at 40 N. Sixth street. Manager Ernest Ver Weibe has been called upon to increase factory shipments to the Philadelphia trade. E. Wallerstein, district record sales promotion manager for the Eastern territory, called here at headquarters recently and was highly gratified with the volume of sales of Brunswick recordings.

Joseph B. Suess, manager of the Stewart-Warner Radio Distributors, 1419 N. Broad street, was at his desk again this week after spending the past week at the factory headquarters in Chicago discussing the new year's plans of the manufacturers. These plans will be disclosed to the dealers in the next few weeks when the 1930 sales drive on the Stewart-Warner radio will be launched.

One of the largest of Quaker City chain store dealers has added to its line of radios the Brunswick sets. It is the A. C. Radio Corp. with main store at 4728 Market street where sales drives are being staged on the line. It is the intention of the management and the owners, C. A. Mezger and C. H. Morrell to add the Brunswick in all their stores here. The firm is planning expansion in the current year which will give it 25 retail outlets.

Harry G. Russell, sales manager, will accompany the general sales manager

Frank Goodman of the American Bosch Magneto Co. to Philadelphia to preside at the first 1930 sales conference with the staff of the Lewis Radio Jobbers, 45 N. Seventh street, on January 17th.

—CARR.

SAFE!

We know of no other make of radio for which dealers are clamoring, except

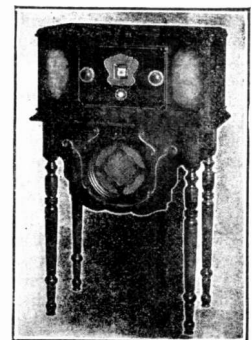


*The Best Buy for the Money Is
Always the Best that Money Can Buy*

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.



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

At Your Service for Another **ZENITH** Success!
-LONG DISTANCE- RADIO

Adirondack Radio Distributors Colonie & Montgomery Sta.
ALBANY, N. Y.

James K. Polk, Inc. ATLANTA,
GEORGIA

Branches in Richmond, Va., Memphis, Tenn., and New Orleans, La.

Radio Distributors, Inc. 20 South Eutaw Street
Baltimore, Md.

Kimberly Radio Corp. 154 East Erie Street
Chicago, Ill.

REPUBLIC RADIO CORP. 421 BEAUBIEN ST.
(At East Jeff Avenue) DETROIT, MICH.
53 N. DIVISION ST. GRAND RAPIDS, MICH.

Tarr, McComb & Ware Commercial Co. KINGMAN
ARIZONA

Macgregor Radio Corp. 120 Meadow Street
New Haven, Conn.

Mackenzie Radio Corp. 1225 Broadway
New York

North American Radio Corp. 1845 BROADWAY
NEW YORK

Trilling & Montague Seventh and Arch Street
Philadelphia, Pa.

W. C. Landon & Co., Inc. RUTLAND
VERMONT

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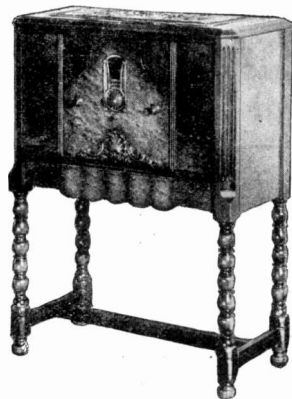
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Here's Philco's new radio



CONSOLE

The new and exceedingly attractive Philco Console Model—with 8 tube Neurodyne-Plus Chassis—or 7 tube Screen Grid Chassis, \$112. Tubes extra.

A marvelous, new Screen Grid Chassis — in rich, artistic console cabinet.

No. 76 retailing for only

\$112

WITH GENUINE ELECTRO-DYNAMIC SPEAKER

(Slightly higher in Canada, Rocky Mountains and West)

HERE is unprecedented opportunity for volume sales, liberal profits, customer satisfaction. A new and truly remarkable screen grid radio with power, distance-ability and selectivity equaled only in Philco's super-set, Screen Grid Plus. In performance and cabinet beauty this new No. 76 outsteps anything you've ever been able to offer at its low price—\$112.00.

5—Most attractive Console Cabinet, of genuine Butt Walnut, with built-in genuine Electro-Dynamic Speaker.

The Famous No. 95 Screen Grid Plus

Nine tube, automatic control, built-in aerial. Philco's marvelously true tone, and even greater power. Automatic volume control counteracts fading and tends to hold constant the distant stations which this set brings in easily. Both this and No. 76 have double-tuned input circuit which sharpens selectivity and tends to reduce static and other interference noises. Philco challenges any set, at any price, to match the performance of No. 95 Screen Grid Plus.

The Great No. 87 Eight Tube Neurodyne-Plus

For people who want a powerful but moderately priced receiver with built-in aerial, this immensely popular set is continued with the addition of a smaller and lower-priced Console Cabinet. No. 87

Five Big Selling Points

- 1—Seven Screen Grid Tubes, including Screen Grid Detector Tube which just about doubles amplification and provides tremendous power.
- 2—Tremendous volume — more than will ever be needed in the home—and no distortion.
- 3—Daylight reception of distant stations now available in difficult locations.
- 4—Clear, rich tone, possible only through Philco's exclusive balanced-unit construction.



HIGHBOY

Distinguished Highboy Cabinet, latest style half doors, beautiful butt walnut side panels and matched Oriental walnut on doors.

Screen Grid, New Model 76 . . \$139.50
Screen Grid Plus, New Model 95, 169.50
Neurodyne-Plus, Model 87 . . 149.50

Tubes Extra



the News!

development

puts great distance reception plus Philco's amazing tone and selectivity within reach of practically any pocketbook.

Wonderfully Rich Cabinets

Philco Cabinets are the product of the studios of America's leading furniture designers. In richness and elegance of line they are unapproached at anywhere near their prices.

A Fresh, Strong, Well-Established Line—With Nothing Obsolete

Philco meets today's demand for the best in performance—purest, clearest tone quality, enormous power and selectivity; flawless, dependable performance—and very reasonable prices; Philco's prices are set properly at the start, and maintained.

Philco dealer discounts will continue as generous as heretofore. Not only will the Philco dealer have the fastest selling line in the business but, still more important, every time he sells a Philco he will make a substantial, satisfactory profit.

Dealer Franchise Protection will be continued. There will be only a limited number of dealers in a given radius, and they will receive full protection and cooperation. Safe, Firm Furniture Plan. Philco

Radio will continue to be sold only in Philco Cabinets, so that all Philco dealers are on a fair and equal basis. No price variations because of varying cabinets. No need for dealers to stock up with cabinets which may become a dead loss.

Vigorous National Advertising Already In Full Swing

Full pages and double spreads in The Saturday Evening Post, Time, Collier's—coast-to-coast broadcasting of the New Philco Hour—Columbia Chain—54 stations—new features.

Return engagement of Leopold Stokowski and the Philadelphia Orchestra, beyond question the outstanding musical feature on the air. Nation-wide publicity—reading matter of gripping interest, prepared by expert writers. Big, eye-catching banners. Window display. 24 sheet posters. Neon sign. Dealer advertisements. Selling plans. Sales and Service Manuals.

If you handle Philco, get in touch with your jobber now. Get ready to take full advantage of this month's advertising. Get your share of the big buying swing to Philco. Whether you are a Philco dealer or not, send the coupon for full details. Find out if it is still possible to get the Philco franchise in your locality. Philco, Philadelphia, Pa.



HIGHBOY DE LUXE

Handsome, luxurious Highboy de Luxe Cabinet, with sliding doors on metal runners. Elegantly finished in burled walnut, framed and overlaid with costly woods.

Screen Grid, New Model 76 . . \$195.00
Screen Grid Plus, New Model 95 . . 225.00
Neutrodyne-Plus, Model 87 . . 205.00

Tubes Extra



LOWBOY

The attractive Philco Lowboy, built of genuine burled walnut, with artistic panels. Equipped with genuine 10-inch Electro-Dynamic Speaker and Acoustic Equalizers.

Screen Grid, New Model 76 . . \$119.50
Screen Grid Plus, New Model 95 . . 149.50
Neutrodyne-Plus, Model 87 . . 129.50

Tubes Extra

PHILCO, Ontario and C Streets, Philadelphia, Pa.

Send us complete information about Philco for 1930—models, prices, discounts, advertising and dealer cooperation.

Name _____

Address _____

City and State _____

NATIONALLY KNOWN LINES EXPLOITED IN NEW MEXICO STATE

LAS CRUCES, N. M., Wednesday.

If there is any state where radio merchandising is still depending for sales largely on the initiative of its public, it is probably New Mexico.

The man who announced to a group of manufacturers recently that every block contained at least two salable prospects for radio, and that the sales can be made by canvassing the block, would probably find an even better average prevailing in this State. Some blocks have at least four or five prospects. The only obstacle to economi-

cal canvassing is the length of the blocks, which may run anywhere from a few rods up to fifty or seventy miles, with the average coming in the miles rather the rods.

Broadcasting did not get much that was worth hearing into New Mexico until comparatively recently. So when the market did develop, with improved sets and better reception, local merchants and travelers for wholesalers were able to figure with some confidence that practically everyone having money enough to buy a radio would come into the market without excessive delay. Determining who has the money is one of the main functions of the local merchant. Scattering unpaid for merchandise over a thousand square miles of country cut up by mountain ranges and desert areas is not considered in an offhand manner here. It is done, but on credit ratings which have been established by experience. The good

radio accounts in this country are being developed by wholesalers who adapt their merchandising to local conditions. That local merchants are making a success with radio, in this State, is incidentally the strongest proof of the success of manufacturers in turning out a product which requires a minimum of expert service attention. The public here has become sold on radio, well satisfied with the values they get for their money. So the largest and best managed mercantile houses in the State are rapidly pointing the ranks of radio dealers. Volume of business is too light in any given area, except in three or four cities, to warrant more than one or two exclusive radio stores.

Samuel Klein, proprietor, Las Cruces Furniture Co., 122 So. Main, is developing his radio and music section into one of the most active departments of the store. Mr. Klein appears well pleased with results of his operations in this field. He is doing business on Brunswick phonographs, radio, combinations and records, Stewart-Warner and Atwater Kent.

On the strength of the sales ratio shown in recent months in the Brunswick line, which ran to about 60 per cent. combination machines, he has a lot of confidence in the future of combinations in this State. He finds in the combination the best answer to the question, "Will my purchase give me any entertainment during the summer months?" Dealers have to go light in making promises about summer reception here, due to the great distance from all surrounding high powered broadcasting stations.

C. T. Seale, proprietor Las Cruces Drug Co., practically turns a corner of his store over to the public, and during busy periods lets them try out a stock of Columbia records on a Columbia portable, and pick their favorites. Drop in on a Saturday night and this is the busiest corner in the store, and the visitors are in earnest about their playing. After trying records they buy them. Mr. Seale is featuring Brandes and Kolster radio, and looks for a good future business on Columbia combination machines. Mexican records on the Columbia list have built up a good following in this district, due to good employment conditions bringing prosperity to the people who prefer this music.

Loomis & Co., 106 So. Main street,

is one of the pioneer radio accounts of the State. Charles S. Loomis has been at it seven years, building up from beginnings that had a background of conditions just about as difficult as can be conceived. Today Loomis & Co. has a fine store, with agencies for Radiola, Victor and Majestic. Val Dage is radio sales manager. Saturday night brings large crowds into the city from surrounding country within many miles, and the Loomis radio store is consistently one of the centers of attraction in the business district.

Dealers in New Mexico are exceptionally keen about rating the performance of sets. They have to be. In this country people still sit up until late at night, getting a thrill out of bringing in distant points. When they pick up a fine bit from a program broadcast from a remote station they tell their friends about it. Sales are made on reputation built by performance to a degree that is now becoming only a memory to the trade in the densely populated districts of eastern, midwestern and Pacific coast States. It takes time to get a radio established in New Mexico, and with the limited market the number of manufacturers represented is confined largely to those whose product has had a consistent record of success every year over an extended period.

C. F. Knight, proprietor and manager of The Myers Co., 104 N. Main, first class hardware store, is just breaking into the local radio field. He is making a start with the Franklin, from Franklin Radio Corp., Chicago. Instead of making an extended investigation of available lines, Mr. Knight took up a proposition attractively presented, and in reviewing the grounds for his decision put considerable stress on the item that "they furnish their own financing."

Radio business in New Mexico has received considerable benefit from improved broadcasting during the past few months. There is a State college at Las Cruces, which is putting on the air a lot of stuff that goes over well with the public. El Paso is close enough so that its low power broadcasting helps the situation. Improvements contemplated are believed to assure continued rapid progress in winning new buyers during the present year. —S. F. PARKER.

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

BRAINS AND ACTION WILL MAKE 1930 A REAL BANG-UP YEAR

THE tremendous buying power and financial strength of the country is proven in the quick recovery since November 1st. The sound and constructive building and improvement program laid out for 1930 by the industrial leaders throughout the nation leaves no doubt of a prosperous year to come.

We have unquestionably passed through a critical period of adjustment in so far as stocks were concerned. One of the principal understandable reasons for this slaughter was the usual desire of a lot of people who just didn't "belong," to grab off some easy money. The tremendous losses sustained by the average speculator consisted of paper profits, never collected, or actual profits collected during the year, which, if the unusual rising market had not occurred, would never have been accumulated. The entire program simply placed him back either in the position he previously held, or the loser of a few hundred dollars.

The larger operator, who lost a bucketful, can in most cases pocket his loss, and still buy more than necessities.

The usual number of suicides happened, but the newspapers used larger type, and incidentally, we haven't heard of a single radio dealer who has jumped in the river. Every year has had a slow month or two in radio, and I dare say that this year, the accountant could prove to the average dealer that if, for the entire year, he showed a loss, it certainly wasn't due to any stock market slump.

The mouth-to-ear story of unemployment is a myth. On the average, it's about the same as last year at this time, with nothing to worry about.

There probably will be some bargains in radio sets, but that's due to a lot of manufacturers who counted heads in China instead of America. All in all, I'm quite sure more radio sets by far were sold in 1929 than in any other year.

The whole country may have taken a small spanking, but we Yankees sure have a way of laughing those things off—and quickly, too. Brains—action—and guts, working together to secure luxuries we must have, will undoubtedly make 1930 a real bang-up year.

Just forget November and get to work.

M. Simons

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

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

Biggest Business in Radio's History Is Just Around the Corner, Says Oscar Getz, of Steinite

Fort Wayne, Ind., Friday.

In analyzing the present status of the radio business as a basis for formulating plans for the new year, Oscar Getz, vice-president and general manager of the Steinite Radio Co., this city, sees the founders of the radio industry, the men who have really contributed something of true worth to radio's progress, and who have for years produced merchandise of true value, faced with the task of eliminating from the field these elements which seek to cash in on the efforts of these pioneers.

Mr. Getz parallels this condition to the automobile industry of twenty years ago when names such as Aerocar, Aurora, Rotary, Mighty Michigan and others were in the field attempting to cash in on the progress made by the Ford, Buick, Packard, Overland and other well known companies.

"The 'Comets,' the 'Golden Nightingales' and the 'Doubletones' are one by one disappearing from the radio market. Some are going because they

offered overpriced, obsolete and inefficient merchandise to the American public. Some, unsound in financial structure, are being blown away by passing winds of business unrest. Others, who deserted their original fields because they thought there was easy money in radio, find the going too hard.

"Twenty years ago when the undesirable elements of the automobile industry had gone, the automobile business boomed. Sales grew by leaps and bounds, and the 'saturation point' vanished and never reappeared. Profits multiplied and automobile distributors and dealers, who had recognized the true leaders of the industry and stayed with them through thick and thin, cleaned up.

"The biggest business in radio's history is just around the corner. And today, as twenty-years ago, the distributor and dealers who will recognize and cling to the true leaders of the radio industry, will make a fortune out of the radio business."

NOW

Four MAY Companies Distributing



BALANCED UNIT RADIO

IN THE METROPOLITAN AREA

NOW

with the new PHILCO line, ranging in price from \$112 to \$149.50, with improved service facilities that our organization has perfected.

NOW

is the time, Mr. Dealer for you to feature, sell and profit by the new PHILCO balanced - unit radio as distributed by

D. W. MAY, Inc.

393 New Street
NEWARK, N. J.

MAY DISTRIBUTING CORP.

112 Bleecker Street
NEW YORK, N. Y.

MAY RADIO CORP.

380 Central Avenue
NEWARK, N. J.

D. W. MAY, Inc.

34-36 W. Houston Street
NEW YORK, N. Y.

BUSINESS OUTLOOK MUCH IMPROVED IN CLEVELAND MARKET

OHIO INDUSTRIES ACTIVE

Anthony L. Maresh Re-elected President of Cleveland Music Trade Association at Annual Meeting—Cleveland Distributing Co. Oversold on Model 60.

Cleveland, O., Friday.

The outlook for business is much more encouraging now that there is a general resumption of activity in the steel and allied trade throughout the northern section of the state as well as in Cleveland. Local automobile plants and those manufacturing parts, and also steel mills are increasing their working forces and solving the unemployment problem to a big extent. The rubber factories in the adjacent city of Akron are again in production. All of which augurs well for better general business conditions.

There is not much activity in small goods at present. Sheet music volume is keeping up well.

The annual meeting of the Cleveland Music Trades Association took place on Tuesday evening in the Hotel Winton with a remarkably good attendance. Anthony L. Maresh, president, was in the chair. Dinner preceded the business session. An address was given by George N. Graham in which he offer-

ed the cooperation of his paper in having a weekly feature in the shape of a page devoted to music. President Maresh appointed the following as a committee to go further into the matter: Messrs. Kimmell, Jones and Kirsch. There was a discussion of the new fifteen cent unbreakable and non-scratchable record, about which the newspapers have been running stories. Opinion was that the effect on the market could only be told when they were placed in the hands of the trade.

All present officers were re-elected and are as follows: Anthony L. Maresh, president; Harry Valentine, vice-president; Rexford C. Hyre, secretary and treasurer. This makes the fifth consecutive term as president of the association for Mr. Maresh.

In a discussion of television the opinion was expressed that the newspapers were hurting the radio business as they were featuring various improvements that might not be used for an indefinite period, if at all. The result was that the public got the idea that present models would soon be obsolete and put off buying.

The annual banquet will be held in February, a tentative date being set for Tuesday, February 4th. Whether it will be a stag affair or not was left to the committee as were all other details. This committee is composed of Messrs. Sherring, Kimmell, Winger, McInerney, Wells and Goldhammer.

The Cleveland Distributing Co., Atwater Kent distributors, are still oversold on their model 60. Of particular interest to the trade is the announcement that there will be no new models at present as the line of sets are giving satisfaction. R. H. Bechtol, presi-

dent, is now at the Atwater Kent factory where he attended the distributors' convention. The last minute demand for Atwater Kent at Christmas caused Mr. Bechtol to have a carload shipped by express to relieve the situation and this and the necessary cabinets arrived on Sunday. All officers of the company donned working clothes and with the aid of employees worked all day assembling so that shipments were made Monday morning.

The South Euclid Schools have installed an Atwater Kent in their auditorium.

The monthly meeting of the dealers division of the Ohio Radio Trades Association took place the past week with a fair attendance. The matter of the coming national convention to Cleveland on February 10 and 11 was discussed at length and considerable enthusiasm shown concerning it. Other matters of interest to members were also discussed.

The technical division composed of service men is holding regular meetings at Euclid avenue and East Forty-second street which are well attended as there is also something of vital interest to the members in the daily problems, going on. Good speakers, and men who are authorities on radio technicalities, address each meeting which is followed by a round-table discussion of any problem that a member may present. All service men are eligible to membership in the association and new members are being constantly admitted.

Secretary Eldon Lewis calls attention to the annual meeting which will be held on January 24th, in which all divisions will participate. —DIHM.

SPARTON LINE WELL REPRESENTED IN THE MEMPHIS SET MARKET

MEMPHIS, TENN., Saturday.

The fine weather we have been having has injected renewed life in the radio and talking machine stores. The inventory season is over and plans for the coming months by the wholesalers and retailers are now being considered.

W. T. Sutherland, of O. K. Houck Piano Co., 103 S. Main street, anticipates a brisk 1930 in the music trade but thought the first half of the year might be somewhat quiet. Holiday trade had been fair with them. L. U. Pitts is head of the wholesale radio and phonograph departments and Mr. Pinson directs the retail division. The store at Little Rock is managed by W. P. Hamilton; the one at Nashville, Tenn., by O. E. Furner, and Shreveport, La., by D. A. Morton. The store in this city is housed in a five-story building and has two warehouses on Front street adjacent to truckage. The Victor line is featured extensively.

John B. Vesey, 102 S. Main, owner of the Vesey Piano Co., said that recent months showed a decided gain.

Landolina & Dye, 14 North Cleveland street, recently entered the radio business here. It features the Sparton.

McTyier Radio Co., 189 Union avenue, with a branch store at 3417 Summer, is an active Sparton dealer.

Rhodes-Jennings Furniture Co., Main and Gayoso, is one of the uptown Sparton dealers. Graham & Van Natta, 1359 Madison avenue, also in the Cross-town section, handle Sparton, as does Meister Tire Co., with two stores, Monroe and Fourth and the other at Cooper and Union. Wayne Spinks Co., 182 Union near Third, handles radio exclusively and carries the Sparton. Sparton Radio Sales Co., 1155 Union avenue, is another Memphis dealer. Thus it will be seen that Sparton activities are quite pronounced in this city.

January has been dedicated as "Good Times Month" by RKO theatres and RCA radio dealers. The Memphis Radiola Club has extended its help to the dealers and the Radio-Keith-Orpheum Theatre has pledged its support of the drive.

Salesmen from Tennessee, Arkansas, Mississippi, Louisiana, Kentucky and Missouri attended an all-day district meeting of the Artophone Corp., held at Hotel Peabody, Memphis, one day this week. The Artophone Corp., McCall building, here, is now distributing Philco radio in conjunction with its other lines.

The New Bry's, in its demand for room, has again moved its phonograph and radio department from the ground floor on the Jefferson avenue side to the fifth floor where it occupies a larger section. L. M. Rosenthal, manager of the department, reported a roseeat outlook for the new year.

Manager Witzermann, who has lately come to the helm in Lowenstein's phonograph and radio department on the eighth floor, has made many improvements in the displays and reports trade recently as being very good.

—C. GRISSAM.

TRADE ITEM

A certificate of incorporation has been filed by the Belmont Music Stores, of the Bronx. The firm is capitalized at \$20,000.

NOW AVAILABLE

JOBBER 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.

DOUBLE YOUR SALES EFFICIENCY!

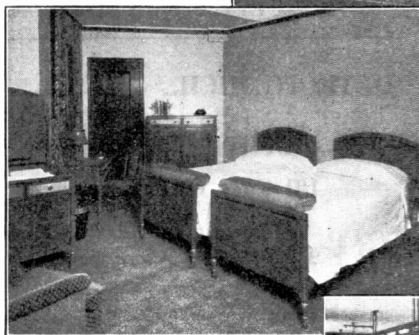
YOU can increase your selling ability 100% in five days. The Majestic Sales School is helping others do it. It can help you too.

The Sales School is now in larger quarters at the magnificent Lake Shore Athletic Club, Chicago. Majestic dealers and salesmen enrolled in the Sales School enjoy all the privileges of the club. The swimming pool, gymnasium, library, billiard room, and a dozen other facilities are at their command.

Enroll now for a week of priceless training in mind and body. No tuition. Mail the coupon today to your Majestic distributor for complete details.



The beautiful Lake Shore Athletic Club, Chicago—new home of the Majestic Sales School. Majestic dealers and salesmen enjoy all club privileges while attending the Sales School.



One of the Club's large, comfortable bedrooms, where dealers and salesmen are housed during their course in the Majestic School.



Billiards, bowling, handball, swimming, and gymnasium work fill leisure hours with pleasant, healthful recreation.



TO YOUR MAJESTIC DISTRIBUTOR:
Please send complete details about the Majestic Sales School.

Name.....
Company.....
Street and Number.....
City and State.....

Majestic  *Radio*
MIGHTY MONARCH OF THE AIR

“A Majestic franchise gives the dealer the best territory—AND THE BEST PRICE”

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.

The Cincinnati Majestic Radio Distributing Corporation
Selling Only Thru Legitimate, Authorized Radio Trade Channels
1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.
OF CLEVELAND
4608 Prospect Avenue

M

DALLAS, TEX.

Radio Equipment Company
OF TEXAS
HOUSTON DALLAS SAN ANTONIO

A

DENVER, COLO.

Intermountain Majestic Co.
1257 Broadway
“Covering Colorado, New Mexico and Wyoming”

J

DES MOINES, IOWA

E

Harger & Blish
112 Eleventh Street

S

DETROIT, MICH.

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

T

Branches: Grand Rapids, Mich., Saginaw, Mich., Kalamazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

I

HARRISBURG, PA.

Peirce  Phelps
merged with
Penn Phonograph Co.
Established 1898

C

HARTFORD, CONN.

Majestic Distributors, Inc.

D

HUNTINGTON, W. VA.

Air-Ola Radio Co.
Exclusive Majestic Wholesaler
625 Tenth Street

I

S

INDIANAPOLIS, IND.

Capitol Electric Co.
“Capitol Quick Service”
122-124 South Senate Avenue

T

R

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.
20 East Fourteenth Street

I

KANSAS CITY, MO.

Sterling Radio Company
Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

B

U

LINCOLN, NEB.

R. S. Proudfit Co.
Established 1879
720 O Street

T

O

LITTLE ROCK, ARK.

Radio Sales Company
217 East Markham Street

R

S

MARION, S. D.

Hieb Radio Supply Co.
Superior Majestic Service

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

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

MEMPHIS, TENN.

J. E. Dilworth Co.

Cooperation Service Efficiency
Nashville, Tenn.—821 Ewing Ave.

Radio Sales Company

483 South Main Street

MILWAUKEE, WIS.

Badger Radio Corp.

MAJESTIC for Profits
480 Market Street

MINNEAPOLIS, MINN.

The Roycraft Company

Specialized Wholesale Distributors
25 North Third Street

NEWARK, N. J.

North Ward Radio Co.

367 Plane Street

NEW YORK, N. Y.

Majestic Distributors, Inc.

1775 Broadway

OAKLAND, CAL.

Thompson & Holmes, Ltd.

291 Fourth Street
MAJESTIC Only

OKLAHOMA CITY, OKLA.

Harbour-Longmire Co.

Distributors
Oklahoma and Texas Panhandle

PHILADELPHIA, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

Exclusive Wholesalers

437-51 No. Fifth Street

WILKES-BARRE, PA.

HARRISBURG, PA.

PITTSBURGH, PA.

Hamburg Brothers

963 Liberty Avenue

PORTLAND, MAINE

Majestic Distributors, Inc.

RENO, NEV.

Nevada Auto Supply Co.

"They Don't Divorce MAJESTIC"

ST. LOUIS, MO.

The Benwood-Linze Co.

"Pioneers in Radio - First in Midwest"

SALT LAKE CITY, UTAH

United Electric Supply Co.

117-119 West Fourth Street

SAN FRANCISCO, CAL.

Thompson & Holmes, Ltd.

"MAJESTIC Opens The Golden Gate to Radio Profit"

1131 Mission Street

SHREVEPORT, LA.

Radio Sales Company

225 Crockett Street

SOUTH BEND, IND.

Radio Equipment Co.

109 East Monroe Street

TOLEDO, O.

The Roberts-Toledo Company

Adams and Jackson Sts.

BRANCHES

LIMA, OHIO PIQUA, OHIO
222 So. Elizabeth St. Cor. Wayne St. & Penn Ry.
MARION, OHIO

WASHINGTON, D. C.

Eisenbrandt Radio Co.

1111 Seventeenth Street, N. W.

WHEELING, W. VA.

Hamburg Bros.

1047 Main Street

WICHITA, KAN.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

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

CHICAGO, ILLINOIS
Exclusive Manufacturers

Business Friends



The makers of Sylvania Radio Tubes are plain people. When you deal with a Sylvania Jobber—when you buy the tubes with the Flashing S, on a green oak leaf—you discover you are the business friend of a tube manufacturer with whom good business principles are a creed.

Your word is enough—on orders and on adjustments. Your welfare is protected—at every point. And your turnover is insured by consistent newspaper advertising and by the foremost of radio tube programs—the Sylvania Foresters—each week on a huge network.

As for the product—try a set of Sylvania Tubes in your own receiver. They're mighty good tubes.

SYLVANIA PRODUCTS CO.

Emporium Pennsylvania

The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WBEW, WBRC, WNBZ, KFAB.



Sylvania
RADIO TUBES

Licensed Under RCA Patents

RADIO ACTIVITY FOR NEW YEAR GETS UNDER WAY IN BALTIMORE, MD.

RCA VOLUME SATISFACTORY

Joseph M. Zamoiski Co. Host to Staff — Eisenbrandt Launches Dealer Drive on Majestic — Receivers Named for Charles Electric Co., Inc.

Baltimore, Md., Friday.

Radio activity in this section has gotten under way satisfactorily, with some distributors and retailers reporting some good buying since the first of the year. It is only fair to note that some dealers are somewhat disappointed over the way business for the new year has started.

The Joseph M. Zamoiski Co., 111 West Redwood street, distributors of RCA Radiolas, reports business of an even and satisfactory character. The early part of January finds that RCA dealers in this section are not burdened with a heavy inventory. Dealers are buying daily though not heavily.

The Harrisburg, Pa., branch of the concern, which is in charge of W. V. Kennedy, and the Norfolk, Va., branch, in charge of "Bill" Anthony, also report a normal demand for Radiolas.

A sales meeting of the combined forces of the Baltimore, Harrisburg and Norfolk divisions of the Joseph M. Zamoiski Co., was held at the Lord Baltimore Hotel, this city, at which was discussed the outlook for the new year, sales and the radio business generally, but particularly that phase of it pertaining to the sale of RCA products. Executives of the concern and the division managers addressed the gathering. All were put in excellent mood with a palatable dinner served in Maryland's most appetizing way.

Nathan Ullman, general manager of the Baltimore division of the Joseph M. Zamoiski Co., has been made vice-president of the concern. Mr. Ullman is well known to the local radio industry and his many friends are pleased at the manner in which he has been rewarded by the concern with which he has been identified for some time.

R. L. Dowell, formerly sales manager of the Redding Radio, Inc., local distributors of Silver radio, is now on the Eisenbrandt Radio Co., Inc., sales force, local distributors of the Majestic. The Eisenbrandt company, with headquarters at 216 West Franklin street, will begin during the coming week to re-franchise its dealers. Work will be started in western Maryland and continued to all sections in which the distributors have dealers until all are signed up. All Majestic dealers' franchises in this section expired with the end of last year, as it has been the practice of the distributors to issue franchises for one year only.

The Redding Radio, Inc., 1726 North Charles street, local distributors for Silver radio, has had fine results with this line since it began its distribution about six months ago, when the set first appeared on the market.

The Radio Supply Co., 1724 North Charles, said to be Baltimore's oldest radio establishment, has experienced good activity in virtually all the makes carried.

The Charles Electric Service Co., 2 East Lafayette avenue, is a new addition to the retail radio field of this

city. James E. Crowe, formerly sales and service manager, is head of the concern.

The local branch store of the Meisel Tire Co., Charles and Biddle streets, has added radios. The Crosley is carried.

Radio Distributors, Inc., 20 South Eutaw street, local wholesalers of Zenith, have received the new Zenith Model 60. They have distributed samples to their dealers who have expressed themselves as very enthusiastic over it, according to Leonard Pasano, of the firm. The dealers are anxious to place orders after having seen the new model, and the distributors are planning to make deliveries at an early date.

The local branch of F. R. Altschul, radio retailer, has been discontinued at 334 North Howard street, and has been removed to 2678 Pennsylvania avenue, where it has joined hands, so to speak, with the Penn Cliff Service Co., Inc., retailers of radios.

The combined piano and radio business of Robert Ansell, Inc., 1108 Light street, has been discontinued at that address, and the stock of instruments sold at a receiver's sale.

Two receivers have been appointed for the Charles Electric Co., Inc., 1730 North Charles street, upon petitions filed by four creditors. The concern was adjudicated an involuntary bankrupt. The petitioners were Columbia Wholesalers, Inc., General Electric Co., Westinghouse Electrical Supply Co. and the Atlantic Electrical Supply Co., who claimed to be creditors to the sums of \$5,146.34.

The radio division of the L. S. Julien Co. has moved from 1123 No. Charles

Bright Prospects for Kylelectron—S. M. Doak

Springfield, O., Friday.

The future prospects of Kylelectron are unusually bright in the opinion of S. M. Doak, sales manager of the United Reproducers Corp., this city, following a recent trip through the eastern trade centers.

Mr. Doak after having called on a number of the eastern distributors expressed the opinion that the Kylelectron speaker, belonging exclusively to the United Reproducers Corp., would next year assume an outstanding position in the radio field due to its excellence of reproduction.

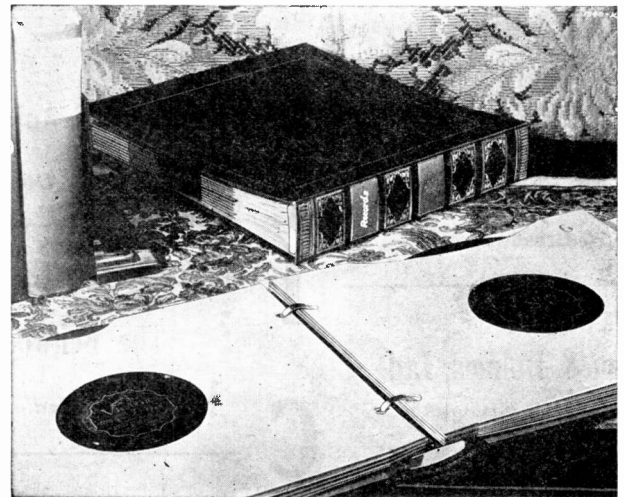
The attitude of the distributors is displayed in the comments of one of the eastern group who recently said that he believed Kylelectron to be the greatest sales feature in the industry and the most sound, and that he is looking forward to next year with confidence as being the greatest his firm has yet enjoyed.

According to Mr. Doak, the United Reproducers engineers are at work on the development of a number of new features for the Courier line which will be incorporated in the set in the near future. Just what these features are could not be revealed at this time as the plans have not been definitely completed.

street to 431 East Twenty-fifth street, where the radio business of the concern will be conducted.

—JOHN F. IGNACE.

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



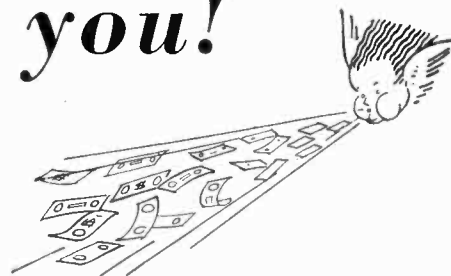
PUSH

Columbia Portables
it will pay you!

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

JANUARY

has a cargo of quick dollars for you!



MAYBE you think that "right now" isn't the time to give Portables a push. But just think again—perhaps you're passing up some green January cash!

Remember—there are a flock of Portable customers at this time. Lively Mr. and Miss Scholar (back in college) want music with them wherever they go—they'll simply *snap* at attractive Portables! And apartment house dwellers everywhere need Portables for economy in price and space. Columbia Portables are made to fit the smallest purses as well as the smallest places!

Think what business you can do with the splendid Viva-tonal Columbia Portable! It sells for only \$50! It has the brilliant tone and volume of an expensive cabinet instrument—quality that's *startling* in a Portable! Handsomely bound and fitted, it's right at home in the most luxurious surroundings.

For bigger purses there's a more elaborate Columbia Portable at \$60. It is electrically operated, from the house current, and the hardware is gold plated.

And you can reach the slimmer purses, too—with a great Columbia Portable that sells for only \$25. It can be had in two excellent grained Fabrikoid finishes. That price tag will certainly make it move!

You'd better stock this group of knockout Portables—they're lightweight champions with heavyweight punch!

"Talkies" Increase by 15,000,000



AL JOLSON



BELLE BAKER



HARRY RICHMAN



MARION HARRIS

and Greatly BRUNSWICK Who Feature Records



EARL BURTNETT



LAWRENCE GREY



BENNY RUBIN

By AL JOLSON
("Singin' Fool" and "Say It With Songs")
"Sonny Boy" and "There's a Rainbow 'Round My
Shoulder." 4033
"Little Pal" and "I'm In Seventh Heaven" 4400
"Used to You" and "Why Can't You." 4401
"One Sweet Kiss" and "Liza." 4402

By NICK LUCAS
("The Gold Diggers of Broadway")
"Tip-toe Thru the Tulips With Me" and "Painting
the Clouds With Sunshine." 4418
"Ich Liebe Dich (I Love You)" and "My Song of
the Nile." 4464
"Where Are You, Dream Girl?" and "Sweet-
heart's Holiday." 4468
"Until the End" and "I Don't Want Your
Kisses." 4547

By BELLE BAKER
("Song of Love")
"I'll Still Go On Wanting You" and "Love, Your
Spell Is Everywhere." 4624
"I'm Walking With the Moonbeams" and "Take
Everything But You." 4558
(I'm a Dreamer) "Aren't We All?" and "If I Had
a Talking Picture of You." 4550

By HARRY RICHMAN
("Puttin' On the Ritz" Soon to be Released)
"Makin' Whoopee!" and "It All Depends
On You." 4626
"My Dear" and "Now I'm In Love." 4420

By EARL BURTNETT & HIS LOS ANGELES
BILTMORE HOTEL ORCHESTRA
("Broadway Melody" and "Hollywood Revue
of 1929")

"Look What You've Done to Me" and "My Fate
Is In Your Hands." 4618
"At Last I'm In Love" and "Red Hot
Rhythm." 4607
(I'm a Dreamer) "Aren't We All?" and "Turn On
the Heat." 4573
"Parade of the Blues" and "Reach Out For a
Rainbow." 4634

By EARL BURTNETT'S BILTMORE TRIO
"Out of the Past" and "If I Can't Have You." 4619
"Look What You've Done to Me" and "What Do
I Care." 4605

Brunswick

Radio > Panatope with Radio > Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY

Weekly Audience People in 1929



JESSE STAFFORD

JUNE PURSELL

CHARLES KING

SCRAPPY LAMBERT

DAVEY LEE

HARRY HORLICK
(A & P. Gypsies)

to the Profit of
DEALERS
by Brunswick "Talkie" Stars

By JESSE STAFFORD & HIS ORCHESTRA
(*"Close Harmony"*)

- "Feelin' the Way I Do" and "Last Night Honey"
(I Only Wish I Had You With Me). 4627
- "Campus Capers" and "Sophomore Prom." 4519
- "I Don't Want Your Kisses" (If I Can't Have
Your Love) and "Until the End." 4518
- "The Album of My Dreams" and "I Love
You." 4661
- "The Woman in the Shoe" and "A Bundle of Old
Love Letters." 4659
- "Should I?" and "Only Love Is Real." 4658
- "I'm Following You!" and "I'm Sailing On a
Sunbeam!" 4630
- "My Sweeter Than Sweet" and "The Prep
Step." 4629

By JUNE PURSELL
(*"Hollywood Revue of 1929"*)

- "Marianne" and "When I See My Sugar" (I Get
a Lump In My Throat). 4501
- "From Sunrise to Sunset" (From Sunset Till
Dawn) and "I'm Walkin' Around In a
Dream." 4412
- "The Album of My Dreams" and "Never Say
Die." 4635

- By BENNY RUBIN**
(*"Marianne" and "It's a Great Life"*)
- "Football" and "Why Is Thanksgiving." 4606

By SCRAPPY LAMBERT
(*Short Sound Features*)

- "Ev'ry Day Away From You" 4560
- "When the Real Thing Comes Your Way" and
"Like a Breath of Spring-time." 4556

By DAVEY LEE
(*"The Singin' Fool," "Sonny Boy," and
"Say It With Songs"*)

- "Sonny Boy's Bear Story--Part 1" and "Sonny
Boy's Bear Story--Part 2." 4491

By LAWRENCE GREY

- (*"Marianne" and "It's a Great Life"*)
- "I'm Following You!" and "I'm Sailing On a
Sunbeam!" 4631

By MARION HARRIS

- (*"Devil May Care" Soon to be Released*)
- "Nobody's Using It Now" and "Funny, Dear, What
Love Can Do." 4663

By CHARLES KING
(*"Broadway Melody," "Hollywood Revue of 1929"
and "Chasing Rainbows"*)

- "Love Ain't Nothin' But the Blues" and "Happy
Days Are Here Again." 4615
- "Everybody Tap" and "Lucky Me--Lovable
You." 4616



NICK LUCAS

Brunswick

Radio ▶ Panatropé with Radio ▶ Records

New York - Chicago - Toronto - Branches in All Principal Cities

MILWAUKEE DEALERS, JOBBER OPTIMISTIC OVER 1930 PROSPECTS

DISC SALES ARE STEADY

Badger Radio Corp. Sales Staff Attending Factory School — Victor Radio Outlook Satisfactory, Dealers Say.

MILWAUKEE, WIS., Friday.

Radio dealers and jobbers in this locality are optimistic regarding prospects for the new year. Indications are that January and February will be quiet, with a decided pick-up in sales early in March. Record sales have remained fairly steady during the past year and an increase is anticipated for 1930.

The Speak-O-Phone Corp. is planning to establish a studio and recording laboratory in Milwaukee in the very near future, according to information received by the local representative of the TALKING MACHINE and RADIO WEEKLY. By means of a specially designed recording apparatus it will be possible for individuals as well as organizations to have records made to order. The discs to be used are of a heavy durable material.

W. E. Pugh, representative for Columbia records in this State, reports that dealers here have done a lucrative disc business during the past year. Guy Lombardo's recording, "College Medley," is said to have been unusually

popular. Song hits from recent movies have stimulated sales, it is said.

Salesmen of the Badger Radio Corp., Majestic distributors, are attending a sales school at Chicago conducted by the Grigsby-Grunow Co. The group includes W. B. Jones, B. C. Groshong, R. T. Yohn, S. R. Olsen, T. J. Katz, J. W. Herron and W. G. Weiss. The classes are being held in the Lakeshore Athletic Club building in Chicago.

Recordings from the movie musical comedy, "Sunnyside Up," continue to increase in sales, according to North Central Distributors, Victor representatives in this territory. "The Red Hot Man from the South," released this week, is expected to prove popular with the public. Song hits from "Sally," which is soon to make its appearance at the Alhambra theatre, will no doubt stimulate the sale of discs, it is believed.

The North Central Distributors, of Milwaukee, and the North Central Distributors, of Minneapolis, held a joint three-day sales meeting recently, at the latter city. Salesmen of both companies attended.

Victor has now firmly established itself in the field of radio, and indications are that it will continue to grow in popularity during 1930. Dealers in this territory report that sales have steadily increased since its introduction last June.

The Rinzel & Tesch store, near Eleventh and Scott, reports that business has been good during the past year and that prospects are favorable for 1930. An unusually attractive Atwater Kent window this week is arousing much interest.

Cabinet models predominate in the preference of buyers, according to the C. C. Warner Co., on Eleventh and

F. E. Basler Outlines Sales Possibilities at Kent Jobber Conclave

(Continued from page 7)

home and the replacement prospect. Together it is estimated that they total 9,500,000 prospective purchasers.

"Figures compiled indicate that approximately 4,400,000 up-to-date radio sets are now in use in this country. The survey shows that 6,200,000 sets purchased between 1923 and 1926 are still in operation. Many of these owners are considered good prospects for the purchase of modern equipment.

"Wired homes in the United States now number 19,500,000 and unwired homes 10,300,000. Of the number of un electrified homes, the survey shows that about 4,000,000 families are of low purchasing power. The estimated number of live prospects for battery operated sets in the United States is 5,000,000, the number of replacement prospects 4,500,000.

"The Radio Manufacturers' Association is beginning an investigation to determine the number of wired homes in each county in every State in the Union. This information is expected to prove of value not only to radio set manufacturers in the distribution of the latest electric radio receivers, but also to local municipal authorities, who do not know accurately the number of homes wired for electricity in their respective territories.

"What a tremendous wealth of opportunity! What a devastating answer to the prophets of gloom that spout generalities about 'saturation points.' What other business can offer fairer gifts to its participants. We are still in the infant stage, lusty and well-formed, to be sure, but with endless number of years of vigor and success before us. The high road is there before us and it is up to us, as leaders of this strong, well-favored industry, to grasp these opportunities and keep our place in the sun—shadowed by no one.

"Another encouraging note is struck by the statement current that whatever 'dumping' of sets may transpire, all will be bought up before the end of February and cause such a small flurry in the general radio picture that we shall forget within sixty days from now that such a situation ever existed.

"At least a passing reference can be made to the greatly increased interest taken in retail distribution of radio by outstanding public utilities throughout the country, and also the giant strides made in the past year by the various educational agencies engaged in pioneering this phase of the radio business.

"Here are some interesting figures. This business which you represent in your several communities, not general radio but the Atwater Kent business alone—eclipses by three fold the combined vacuum cleaner industry and the entire leather glove industry, by five fold, the power laundry equipment busi-

ness and by seven fold the whole music printing and publishing industry.

"Such a comparison should undoubtedly bring home to us the great responsibility that our part in the Atwater Kent business involves. Considered apart from the entire radio business, we, who are bone and muscle of this gigantic business concern, leadership we have attained, and strong in the determination to push that leadership still further ahead during the coming twelve months.

"While at the moment there is little doubt but that we are on the top of the world, your responsibilities and our responsibilities are for that reason greater than ever. Let us fully realize the potentialities and capabilities of 'the other fellow' and during this convention strive earnestly to gain such knowledge, and formulate such plans, as will insure a still more dominant position when the time comes for our next family gathering."

ZENITH RADIO CORP. OMITS ITS DIVIDEND

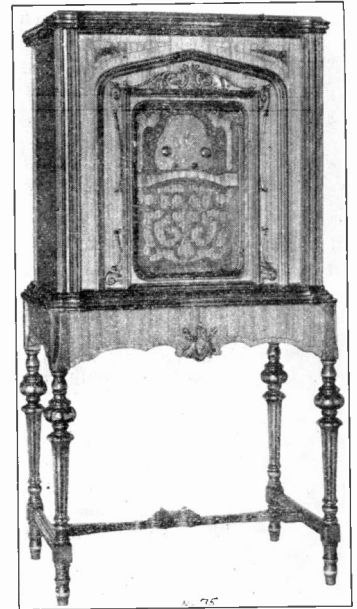
Chicago, Ill., Thursday.

The directors of the Zenith Radio Corp., this city, maker of Zenith sets, equipped with automatic tuning, have voted to omit the quarterly dividend of 50 cents due at this time.

TRADE ITEM

The Actual Radio Co., accessories organization has been incorporated with \$10,000 capital.

An EASTERN Creation FOR STROMBERG-CARLSON OR COLONIAL

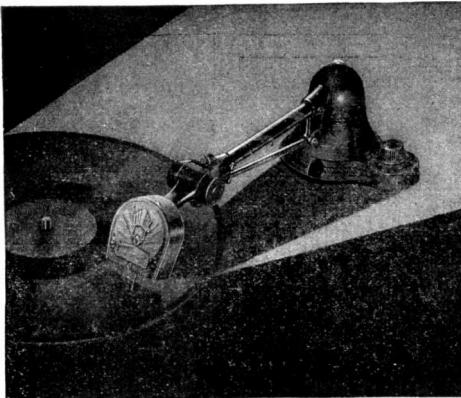


Style 75—SLIDING DOOR MODEL

Write for prices on this and other models

Eastern Cabinet Co., Ltd.
UNIVERSITY PLACE at 9th ST.
NEW YORK
TEL. STUY. 4292

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.

Washington. Nationally advertised sets have sold fairly well in the past year.

Columbia records, especially those recording theme songs, experienced a brisk demand during 1929, according to the Noll Piano Co., one of the leading music stores on the south side.

—E. S.



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

“Sunny Side Up” Score Featured in Window of Kresge Detroit Store With Gratifying Results, DeSylva Reports



Kresge Detroit Window

Detroit, Mich., Monday.

The accompanying photograph shows the window of the S. S. Kresge store in this city, featuring the sheet music from “Sunny Side Up,” the all-audible picture for which DeSylva, Brown & Henderson, Inc., publish the score. Five of the tunes from the film, “If I Had

a Talking Picture of You,” “Aren’t We All,” “Turn on the Heat,” “Picking Petals Off Daisies” and “Sunny Side Up” are featured on a placard in the center.

According to a report from the publishers, the effective display pictured here had much to do with the fine sales of the songs in this city.

“YOU CAN'T GO WRONG WITH ANY FEIST SONG”
 The Waltz Hit Of The World!
“LOVE ME”
 With This One—Everybody Seems To Be
“SATISFIED”
 One of the substantial Hits of the Year!
“VAGABOND LOVER”
 THE NEW WALTZ HIT FROM “RIO RITA”!
“YOU'RE ALWAYS IN MY ARMS”
 Guy Lombardo's Novelty Ballad!
“MY VICTORY”
 (WAS CONQUERING YOUR HEART)
 RUDY VALLEE PICKS THIS ONE!
“LOVE MADE A GYPSY OUT OF ME”
 JESSE CRAWFORD'S ORGAN FEATURE—
“UNDER THE SPELL OF THE ROSES”
 LITTLE JACK LITTLES BIG BALLAD HIT!
“THE CHURCH UP ON THE HILL”
 COUNT YOURSELF IN ON THIS ONE—IT'S GOOD!
“WHEN YOU'RE COUNTING THE STARS ALONE”
 The FOX TROT HIT FROM “RIO RITA”!
“SWEETHEART, WE NEED EACH OTHER”
 THEME SONG of “WOMAN TO WOMAN” featuring BETTY COMPTON
“SUNSHINE of MY HEART”
 RUBE BLOOMS DESCRIPTIVE MASTERPIECE!
“SONG of the BAYOU”
LEO. FEIST INC.
 231 W. 40th ST.
 NEW YORK CITY

FIRST RED STAR SCORE FOR PICTURE WILL BE RELEASED THIS WEEK

One of the first productions for which Pat Flaherty's Red Star Music Co., Inc., will issue the score is entitled “Harmony at Home,” destined for immediate release, and bringing with it an embryo hit tune in “A Little House to Dream.” Following the release of this film, is a Fox production called “Happy Days,” which will have three Red Star published songs in it.

The tunes from “Happy Days” include “We'll Build a Little World,” sung by Janet Gaynor and Charles Farrell, “Happy Days” sung by Jack Smith, and “A Song to the Girl I Love,” sung by Harold Murray.

Will Osborne Stars Three Triangle Tunes In Palace Program

Will Osborne, Columbia record star, and crooning broadcasting artist, was featured at the Palace Theatre, New York, last week, where he played three songs from the catalog of the Triangle Music Pub. Co., namely “Language of Love,” “Just Think of Me” and “S'posin'.”

Osborne and his orchestra are at the

Pollack Leaves on Trip To West Coast for Songs In M. Witmark Catalog

Bernie Pollack, sales manager for M. Witmark & Sons, New York publishers, is leaving shortly on an extended sales tour which will take him as far west as the Pacific Coast, it is reported. Mr. Pollack will be gone for several weeks, and will visit every Witmark office in the country on his trip.

It is disclosed that a formal opening and reception of the new Witmark quarters will be held next Tuesday, January 21.

THREE MUSIC FIRMS TO WITHDRAW SOON

George and Arthur Piantadosi, music publishing organization, disbanded the firm last week, with the two immediately disclosing their future connections. George Piantadosi goes to Remick as general manager, effective Monday of this week with Arthur joining the Vitaphone music division in Brooklyn at the same time.

The irrespressible Damsel Rumor rises to the fore with whisperings of the withdrawal shortly of two other music publishers, in both of which firms a pair of tunesmiths comprise the firm name, or part of it.

Riverside theatre, here, this week, where he is continuing to star the three ace tunes of Triangle.

INTENSIVE CAMPAIGN PLANNED BY BERLIN ON RICHMAN PICTURE

What is stated to be one of the most complete and intensive campaigns it has ever sponsored will shortly be instituted on the new Harry Richman-United Artists picture, “Putting on the Ritz,” by Irving Berlin, Inc., publisher of the score. Four feature tunes in the production will be worked on by Berlin, it is disclosed.

The score of the Richman vehicle contains “With You,” “Alice in Wonderland” and “Putting on the Ritz,” all by Irving Berlin, and “There's Danger in Your Eyes,” by Pete Wendling. The film has its initial showing in New York February 12, and advance indications are that Berlin has four hit tunes up its sleeve.

Feist Plans Drive on Newest Mabel Wayne Song

Leo Feist, Inc., is planning a special campaign on “Do Ya' Love Me,” Mabel Wayne's new novelty fox-trot, the first move of which is the placing of the tune in Class “A” or twenty cents a copy class until January 31, after which time, the price is twenty-two cents.

The publishing company reports demand for the entire score of “Rio Rita,” including the two new songs, “You're Always in My Arms” and “Sweetheart, We Need Each Other,” as well as four “love” songs, “Love Me,” “Love Made a Gypsy Out of Me,” “Funny Dear, What Love Can Do” and Miss Wayne's new “Do Ya' Love Me.”

SONGS THAT REALLY SELL

OUTSTANDING SELLERS IN OUR POPULAR CATALOG

LITTLE BY LITTLE (from “The Sophomore”)
 LOOK WHAT YOU'VE DONE TO ME (from “Why Leave Home”)
 DANCE AWAY THE NIGHT (from “Married In Hollywood”)
 THE RIGHT KIND OF MAN (from “Frozen Justice”)
 TAKE EVERYTHING BUT YOU (From “Song of Love”)
 YOU'LL FIND YOUR ANSWER IN MY EYES (From “Romance of Rio Grande”)
 SITTING BY THE WINDOW (from “A Song of Kentucky”)
 A NIGHT OF HAPPINESS (from “A Song of Kentucky”)

Hits From “Sunny Side Up”

IF I HAD A TALKING PICTURE OF YOU
 AREN'T WE ALL?
 SUNNY SIDE UP
 TURN ON THE HEAT

Hits From “Marianne”

MARIANNE
 WHEN I SEE MY SUGAR (I Get A Lump In My Throat)

De Sylva, Brown and Henderson, Inc.
 Music Publishers
 745 Seventh Avenue, New York

Majestic

ELECTRIC RADIO IN

Western Pennsylvania
Eastern Ohio and West Virginia

IS DISTRIBUTED BY PITTSBURGH'S LARGEST
EXCLUSIVE WHOLESALE RADIO HOUSE

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Branch: 1047 Main St., Wheeling, W. Va.

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IN THE CHICAGO TERRITORY

WAKEM & WHIPPLE, Inc.

225 East Illinois Street

Chicago, Ill.

FADA Radio

"The Choice of Experts"

Distributed in the Metropolitan Market by

STEELMAN, INC.

235 Fourth Avenue

New York, N. Y.

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"THE HOUSE THAT RELIABILITY BUILT"

Exclusive Distributors

NORTHERN
NEW JERSEY
MAY
RADIO CORP.
380 Central Ave.
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PHONE
MITCHELL 10,000

PHILCO
BALANCED UNIT
RADIO!

MANHATTAN
AND
BROOKLYN
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DISTRIBUTING CORP.
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NEW YORK, N. Y.
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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.

225-231 FRONT STREET

New York

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

KANSAS CITY DEALERS SEE THOROUGH STABILIZATION OF INDUSTRY IN 1930

EXPECT TO SELL FEWER SETS WITH GREATER PROFIT

Stromberg-Carlson Midwest Representatives Gather for Two-Day
Conclave—100 Majestic Dealers Leave for Factory School.

KANSAS CITY, Mo., Friday.

The year 1929 was good in this territory, although for the retailer in general it meant a rather high volume of sales with the volume of profits not correspondingly high. The next year retailers hope to sell fewer radios with a greater profit — there will be, they feel, fewer sets on the market.

The public has discarded the idea that radio is "novel"; and retailers alike expect the business to become thoroughly stabilized during 1930. A noticeable improvement in the record industry is noted, particularly the steady growth in sales on numbers of good music and rich melodies. "Hit" numbers are good sellers, it is found, for a short time and then go out of demand. This makes production so much more expensive and profits correspondingly low.

"Business is picking up in this territory," said K. G. Gillespie, Stromberg-Carlson sales representative in Kansas City. "We look for fine conditions during the coming year."

The Stromberg-Carlson company here will hold a meeting of all its salesmen in the territory today and tomorrow. There will be about 12 attending. The territory runs from St. Louis west to Utah, Montana and Wyoming, and from Nebraska to the Gulf.

One hundred Majestic dealers from this territory, about 16 salesmen of the Sterling company, and L. C. Truesdell, advertising manager; C. M. Willis, sales manager; H. C. Bonfig, general manager of the company, and H. C. Dreier, treasurer, will leave for Chicago on a special train tomorrow to attend the Majestic sales school during the week of January 6.

The Sterling company, though the period following Christmas was quiet, expects a good season during 1930. Dealers are enthusiastic and conditions in the territory are good, according to Mr. Truesdell, advertising manager.

Though 1929 was the first year in radio for the Edison Distributing Corp., the division here, according to H. C. Curran, manager, has had a very satisfactory sales volume. The company expects a slight raise in prices in the near future, but no cut, according to word received from Roy S. Dunn, sales manager. Mr. Curran just returned from a trip to the Iowa and Nebraska territory and the outlook in that section he found very promising. Telegraphic and mail orders were greater January 2 than on any one other day, Mr. Curran said. The division here covers western Missouri, Iowa, Kansas, Nebraska, part of Arkansas and part of Oklahoma.

H. H. Dickson at the Brunswick branch, here, reports that the volume of business has been good and has been steady up through the holidays. There should be a brisk activity on Brunswick radio through the new year, Mr. Dickson feels. Dealers are supporting it. The new advanced screen grid circuits have stimulated business considerably.

Records have been hitting a steady pace. With the new machinery for talks making theme songs more and more popular, and with increased in-

expensive combinations, substantial increases in records are expected for 1930, according to Mr. Dickson, who believes the combination gives the public the maximum entertainment value.

Chick Scoggins' first Brunswick recording, "If I Could Write a Song—I'd Write a Song About You," has just been placed on sale and is enjoying a very gratifying response. The song is a Kansas City publication. "Harmonica Harry," by Jimmy Joy and his orchestra, is selling very nicely also. Both these orchestras are 'home talent.'

The Rorabaugh Dry Goods Co., Wichita, Kan., has recently taken on the Brunswick line, both radio and records.

December 30 was one of the best days in the history of the Kansas City division of the Fada Radio Co., according to W. E. Woods, branch manager here. Mr. Woods reports business good with stimulated sales on the Model 35-B, which sells for \$10 more than the old Model 35. 1929 was the best year the division has had.

Formerly under the Chicago office, the branch of the Fada here is now directly connected with the factory. The Kansas City territory has been increased to include Oklahoma and Nebraska. The division here has the lowest inventory in four years, Mr. Woods said, there being no obsolete stock in the establishment.

Mr. Woods reports a steady demand for battery sets from the territory; and for console models at that. Farmers have cleaned up their fall work and are thinking of entertainment. They are asking for a little better model, too. The outlook for the coming year Mr. Woods considers very good.

C. A. Lindevall, district sales manager for Kolster and Brandes, reports a good business. Mr. Lindevall spent the holidays with his family at Holdrege, Neb. He was accompanied by Mrs. Lindevall.

Prospects look favorable for 1930, Mr. Lindevall says. He predicts that the first four months of 1930 will be better than the first four months of last year because the public, after waiting for a price cut the first of the year, will then buy.

R. T. Florea, of the Florea Jewelry & Drug Co., radio dealers at Coffeyville, Kan., was a visitor in Kansas City recently and reported a fair business in his territory. The Florea company was established in 1879.

Mrs. McMurray, Paul's Music Shop, reports a splendid holiday business.

Mace Ryers have experienced more sales on radio since Christmas than any time in December, according to Manager Jones. December as a whole was under November but just about equalled December, 1928. A lesser volume with better net profits is predicted for 1930 by Mr. Jones.

Everett G. Newkirk, 29 years old, owner of the Handy Radio Shop, 4509 Independence avenue, was killed recently when he was struck by a motor car while walking along a highway out of Marshall, Mo. Mr. Newkirk was walking toward the town with a friend after their car had had tire trouble.

—KENNETH FORCE.

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

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

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J. H. BURKE COMPANY
Featuring Atwater Kent Product
For the New England Trade

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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!"

R. P. VAN ZILE NAMED CHICAGO DISTRICT HEAD FOR FADA RADIO CO.

OPTIMISTIC OVER OUTLOOK

Father of H. E. Richardson Dies
—Business of Electrical Appliances Co. Being Liquidated.

Chicago, Ill., Monday.

J. L. Dubrueil, who for more than a year has been district manager of the local branch of the Fada Radio Co., has been succeeded here by R. P. Van Zile, western sales manager, who will take over the reins of this office. W. Kreff has been appointed office manager succeeding M. N. Wolf. Mr. Van Zile is optimistic over 1930 business, stating that to date it has been better than expected, with the same or better reports coming from the Kansas City office. Fada is announcing two new jobs that promise well in direct current territory. One is the No. 36 DC console job at \$175 and the No. 36-S chassis for installation in other cabinets. There is a good field here, it is believed, for direct current radio and consequently Mr. Van Zile will go after that business strong.

The business of the Electrical Appliance Co. is in process of liquidation and it is expected that stocks of both the main office here and the branch at

Peoria, Ill., will be closed out finally by March. C. C. Smeltzer, who has been manager of the radio department, has left and gone with the Harrison Wholesale Co., wholesale radio distributor.

Young, Lorish & Richardson, Spartan distributors here, are doing a fair business, said P. F. Wilber, and to put further pep in local dealers, the firm plans to hold a get-together in their building on January 17, when peppy entertainment will be interspersed with sales talks and demonstrations of the new Spartan models. H. E. Richardson, vice-president and general manager, had the misfortune to lose his father several days ago. To add to the family's bereavement Mrs. H. E. Richardson's brother, Philo L. Alcott, died and his body was brought to Chicago for burial elsewhere, while the senior Richardson's funeral was being held.

Announcement was made this week by B. J. Grigsby, of the Grigsby-Grunow Co., whereby approximately \$5,000,000 in additional working capital will be secured through a contract arrangement with the Commercial Investment Trust Co. of New York, which will take over the financing of time purchases of Grigsby products, which were formerly handled by the Majestic Corp., a subsidiary of the Grigsby-Grunow Co. The new arrangement will take effect within 30 days and thereafter the Majestic Corp. will discontinue business. Mr. Grigsby states that the Commercial Investment Trust will extend the same services to Majestic dealers as were formerly provided.

Assets of Jacob Cohen, doing business as the Chopin Music Shop at 1457 W. Chicago avenue, were sold at auc-

tion Thursday for the benefit of his creditors.

Jay Abelson, president of the Steinite Radio Co. on January 8 issued a statement to the effect that the concern's difficulties are being ironed out. He stated that officials of the company have met with creditors in New York and Chicago and have arrived at an agreement, though a final meeting was to be held in Ft. Wayne January 9 to plan a working agreement. The plant, Mr. Abelson said, is operating as usual and making deliveries.

A new stunt in radio stealing was tried successfully January 8 when two young men called the Emerald Radio Shop at 1958 West North avenue and ordered a \$200 set delivered to their apartment which was given as second floor, 713 Brompton place. Paul Friedman, salesman for the Emerald shop, delivered the machine to the address given and while talking to the two young men, explaining the operation of the radio, was set upon by a third young man, and the three tied up Friedman, loaded the radio, which had not been paid for, into an auto and drove off.

Harry L. Monroe, commercial vice-president of the General Electric Co., with headquarters at Chicago, died Tuesday in Dallas, Texas, where he had gone in an effort to recover his health. He was sixty years old and had been prominent in the electric industry of Chicago since 1892. He started in the employ of the Thompson-Huston Electric Co. and went with the General Electric Co. when the former was consolidated with the Edison General Electric Co.

"Marking time." This briefly tells the story gathered from various members of the local trade as to the state of business. Retailers are slightly busy making changes or adjustments in sets sold at Christmas time, but distributors and manufacturers are waiting on one another to see what the near future will bring.

Officials of Hudson-Ross, Inc., distributors here for Crosley and Amrad, are optimistic over the near future, Charles Himmel believing that there is potential business to be had by going after it. Mr. Himmel amplified this statement by remarking that the man who buys a cheap or so called "distress" set will not be interested for some time in real good, higher priced apparatus but that in a year's time he will be a good prospect. Hence, work now for that future business. Mr. Himmel believes the general public has got past the experimental stage in radios and now wants a set that looks good and works at highest efficiency. Naturally such sets will cost more money and the public, he believes, is ready to pay more now. Robert Himmel, president of Hudson-Ross, has been spending a few days in New York and the east, on business and pleasure combined.

T. L. Clarkson, district manager for the Triad Mfg. Co., is busy lining up prospects for his company's tubes in this territory, and is optimistic over future business. H. H. Steidle, sales manager of the company, with headquarters in Pawtucket, R. I., is expected here soon on one of his periodical trips.

Because he operated his loud speaker demonstration set on the sidewalk in front of his store before 9 a. m. and after 6 p. m., Veto Luneto, radio dealer at 403 West Oak street, was arraigned in court before Judge Erickson and fined \$25.

The Telephone Maintenance Co., Chicago distributor, is open for another

STROMBERG AFFILIATES WITH BLUDWORTH, INC., REMOTE CONTROL FIRM

Rochester, N. Y., Thursday.

Through recently completed negotiations between the Stromberg-Carlson Telephone Mfg. Co., this city, and Bludworth, Inc., New York, designers and builders of special amplifying and remote control systems, the Bludworth organization has become affiliated with Stromberg-Carlson, it was reported here today. Stromberg-Carlson, it is understood, secures the rights to all inventions and laboratory work of Bludworth, Inc., prominent among which is the radio remote control system, developed by T. F. Bludworth and Arthur P. Davis, which has been in service in the field for several years. Under this agreement Bludworth, Inc., also receives the rights to use certain patents held by the Stromberg-Carlson company.

Bludworth, Inc., will have the advantage of additional working capital, to meet the demands of a rapidly expanding business, as well as receiving the benefit of the Stromberg-Carlson sales and service organization.

Three RCA Distributors In Cleveland Territory

In a recent issue of THE TALKING MACHINE and RADIO WEEKLY, it was inadvertently stated under the Cleveland correspondence, that "after January 1 there will be but one RCA distributor in the Cleveland territory instead of three as at present."

The three RCA wholesale organizations will continue to distribute Radiola products in the Cleveland area as in the past, the Radiola line having enjoyed a fine sale in that territory during 1929.

set line, according to S. L. Miller, president.

A rather novel use of a rather wide entrance-way to the East Wacker Street entrance of the new Carbon-Carbide building at Michigan and Wacker Drive has been adopted by the National Carbon Co. to show a rather extensive display of the Eveready batteries for radio sets, flash-lights, and Raytheon tubes. Every visitor entering the building from that entrance cannot fail to be impressed with the products. An attractive young lady is placed there to explain the merits of the various products shown.

The Chicago office of the United Reproducers Corp., which has been maintained for some time at suite 1708, 333 North Michigan building, has been closed and visitors are requested to get in touch with C. A. Duntley at 343 So. Dearborn street.

R. F. Drake, assistant advertising manager for the QRS-De Vry Corp. has left the services of the company and is locating elsewhere in similar capacity in the industry.

H. T. Roberts, vice-president of the U. S. Radio & Television Corp., left Monday for a visit to the plant at Marion, Ind., and intended to return to his office here Thursday. Direct connection by special telephone wires is maintained with the factory so that office and factory are in daily touch at any time and all hours.

—W. H. ALEXANDER.

SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

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

KOLSTER

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

LEWIS ELECTRICAL SUPPLY CO.

117 Federal Street

BOSTON

MASS.

RECORD SALES SHOW RENEWED VIGOR IN HUB CITY DISTRICT

HAVE CONFIDENCE IN 1930

**New Stromberg - Carlson Models
Make Debut at Dealer Meeting
— Bentley E. Loring Named
Lyric Radio Representative.**

BOSTON, MASS., Friday.

Leading phonograph and radio dealers of this city report good business during the past week. Of course, there is the noticeable slacking up that is always felt immediately after the holiday rush, but on a whole, sales are reported satisfactory. All agree that 1930 will be a banner year in the industry.

Record business the past week has been very brisk, which would mean probably that a number of phonographs were bought at Christmas time.

Dealers say a goodly number of customers are not satisfied now with only a radio set, but insist on having a phonograph and radio combination instrument.

A new radio store has been opened at 411 Highland avenue, Somerville, by Berman Radio, well-known Boston retailers. The new store will contain a complete line of popular receivers and will be provided with unusual facilities for demonstrating them.

The manager of the new Somerville branch is Maurice Robinson, well known in the furniture business and until recently manager of Berry's Furniture Store.

Two new Stromberg-Carlson radio models, a low console, 652, and combination radio-phonograph, 654, were introduced to 120 authorized dealers at a luncheon given at the Hotel Statler, recently. Herbert A. Brennan and Benjamin Gross, of Gross-Brennan, Inc., New York and Boston sales representatives for Stromberg-Carlson, were present and addressed the gathering.

In his remarks Mr. Brennan predicted that there would be fewer manufacturers in the field this year, but assured the dealers that business would be just as good, if not better, than the past year. Stromberg-Carlson, pioneer radio manufacturers, he stated, are in a strong position and will continue throughout this year to maintain their high standards of producing quality radios.

Ray H. Manson, vice-president in charge of engineering, and Harry A. Beach, newly appointed manager of radio for Stromberg-Carlson, also attended the meeting and spoke briefly about the new models.

A. N. Chamberlain, Boston manager of Gross-Brennan, Inc., and his assistant, Joseph O'Shea, were in charge of arrangements for the luncheon and meeting.

Announcement is made at the offices of the C. E. Bailey Co. that Bentley E. Loring has been appointed factory representative for the All-American Mohawk Corp., manufacturers of Lyric radios. Mr. Loring will make his headquarters at the Bailey Co.'s offices at 98 Brookline avenue, who are exclusive distributors of Lyric radios throughout Maine, New Hampshire, Vermont and Massachusetts.

M. Loring is known to the jobbers

and dealers of New England and has been traveling in this section for the past seven years; for the last three as special representative of the Federal Radio Corp., of Buffalo, N. Y.

Mr. Loring stated he was convinced that the manufacturers of Lyric radios, with their splendid organization, capable personnel, sound policy and financial backing, and with the fine spirit permeating the entire organization, is destined to reach and maintain that leadership in the radio field which honestly-built, honestly-marketed merchandise merits.

He also stated that Lyric radios will continue to be built on a basis of quality and performance. Prices will be maintained and full protection will be accorded every dealer in New England, as throughout the country. These statements are a reiteration of those made by Eugene Famy, president, and Otto Frankfort, vice-president in charge of sales, of the All-American Mohawk Corp. at a conference held a few days ago in New York.

—CHARLES W. JONES.

All Indications Point To Industry's Biggest Year, Says Ramsdell

PHILADELPHIA, PA., Saturday.

"With the coming of the new year, the radio sales outlook is better than it has ever been in the past," said Sayre M. Ramsdell, sales promotion manager for Philco, this week.

"One great factor—the demand of the American public for inexpensive entertainment in its home has had more than anything else to do with making radio the solid and sound industry which it is today," Mr. Ramsdell said.

"Of course, there was some uneasiness in the radio industry following the November fall in stock prices," he continued. "It was feared that the American public had invested so heavily and lost so much in paper profits that radio sales would suffer in consequence. Many radio manufacturers had over-produced and later cut their prices in anticipation of a sales drop.

"Philco has not found this expedient necessary. I myself saw no indication of seriously reduced buying power while on my extensive trip recently. There was real evidence of a more critical radio buying public—purchasing audience that demanded more in tone and quality of radio receiving sets than had ever been the case before. Dealers I visited were selling more Philcos than ever before."

Necessity for entertainment has been so established as a part of American life today, Mr. Ramsdell continued, that even though there have been losses in finance the radio receiving set in the home remains a piece of equipment that comes under the heading of a year-round need.

"With radio entertainment at its highest peak—with broadcasting of the finest symphony orchestras, the up-to-the-minute news which goes out over the air, with almost every evening bringing to the American home fine music and instruction—it is reasonable, especially in view of the continued good business we have enjoyed recently, to turn the corners into 1930 with optimism as to what it will bring for radio manufacturers," concluded Mr. Ramsdell.



**TRIAD customers
won't accept
substitutes**

The demand for TRIAD is sweeping along to tremendous proportions—and TRIAD quality has done it! Quality that eliminates all guess work from tube buying and selling; quality backed by an actual bona fide guarantee of six months' perfect service or satisfactory adjustment. Every dealer knows what that means — reduced service calls, easier and quicker sales, greater profits and absolute satisfaction for him and his customer. The TRIAD line is complete, including even television photo-electric cells. Don't delay—send in your stock order now.

Call your jobber or write us direct for complete TRIAD information.

TRIAD
INSURED
RADIO TUBES

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

Majestic

RADIO EXCLUSIVELY

No need to tell
you about this
set - - it speaks
for itself.

PEIRCE



PHELPS

merged with

PENN PHONOGRAPH CO.

HARRISBURG

PHILADELPHIA

WILKES-BARRE

Tom O'Loughlin, New May Sales Manager, A Pioneer in Radio

The accompanying photograph shows Tom O'Loughlin, one of radio's pioneers, and recently appointed sales manager of D. W. May, Inc., New York Philco distributor. Mr. O'Loughlin entered the radio industry as a crystal detector salesman, later acting as New York distributor for radio parts, func-



TOM O'LOUGHLIN

tioning under the name of the Waltham Radio Corp., in 1922. During the past five years, and up to the time he joined the May organization, Mr. O'Loughlin has been representing the National Carbon Co., New York, directing all sales activities of Eveready radio from Portland to Miami, and acting as senior representative for the company in the metropolitan territory.

D. W. May, Inc., makes its New York headquarters at 34-36 West Houston street, where Mr. O'Loughlin is in charge. He stated last Wednesday during the May reception for dealers at the Hotel McAlpin, that he has the utmost confidence in the Philco line and in his hand-picked sales staff to put the product over.

MYRON KIDDER CO. NEW BOSCH DEALER

Portland, Me., Thursday.

The Myron Kidder Co., Forest avenue, this city, Reo car dealer, has opened a retail radio division, featuring Bosch radio, on which it has started an active campaign.

Another Bosch retail booster in New England is the Blair & Brodrib organization, with stores at New Haven, Waterbury and Meriden, Conn., who are working in the H. M. Tower Corp. territory.

CLIFF CHRISHOLM NOW JOINS BENEDICTS

Belfant, Me., Friday.

Clifford V. Chrisholm, in charge of radio affairs of Thomas A. Edison, Inc., in Boston, has been married to Miss Lavaughn Coombs, it was learned here today. Mr. Chrisholm is manager of the Edison Distributing Corp., in the Huh City.

Radio Exports for First 10 Months of Year Show Big Gain

Washington, D. C., Saturday.

Exports of radio apparatus for the 10 months' period ending October 31 amounted to \$18,235,957, or an increase of over 100 per cent, compared with the corresponding period of last year. Shipments of this class of material for the month of October, 1929, showed a gain of \$2,204,015 over the same month in 1928.

Considering the individual items under this class, it is noted that exports of radio receiving sets showed the greatest increase, rising from \$628,692 in October, 1928, to \$1,568,390 in 1929, the 10 months' gain of this item amounting to \$4,251,124. Canada was the largest purchaser of receiving sets, such shipments to that country amounting to \$124,209,999 in value with Mexico next, taking \$114,442 worth. Exports of radio receiving sets to Cuba during October amounted to \$72,730 and those to Italy were valued at \$47,961; New Zealand and Chile each imported approximately \$30,000 worth and Argentina and Australia about \$20,000 each.

Foreign shipments of radio receiving set components during the month under review amounted to \$867,671, or an increase of \$504,467 over the same month last year, and the gain for the 10 months' period reached \$1,242,078. Canada was the most important country purchasing this class of material. The value of such purchases amounting to \$615,285. Italy took \$47,327 worth and Argentina \$35,938.

H. W. Winningham Gets Edison Executive Post In Northern District

Seattle, Wash., Friday.

Taylor C. White, manager of the Edison Distributing Corp., here, Northwest distributors of Edison radio, announced recently the appointment of Harold W. Winningham to take charge of sales and service of the outside territory in Western Washington. Before becoming connected with the Edison Distributing Corp., Mr. Winningham was associated with the Stewart-Warner Sales Co. as sales engineer.

Mr. Winningham is well known to the Northwest radio industry, having been active for many years, in merchandising and engineering of radio. He is the founder of the Puget Sound Radio Broadcasting Co., which built and operated Stations KVI, Tacoma, and KUJ, Seattle, and is recognized as one of the pioneers in radio research in the Northwest.

H. Wilson Yeager With Grigsby-Grunow Co.

PHILADELPHIA, PA., Friday.

H. Wilson Yeager, who for the past year or more has been identified with the Penn Phonograph Co., Majestic distributor, now merged with Peirce-Helps, Inc., at 437-451 N. Fifth street, here, has joined the staff of Grigsby-Grunow Co., Chicago, in an executive capacity. He will be attached to the refrigerator division.

Berg Firm Celebrates Silver Anniversary; Makes Artone Portable

The Berg Auto Trunk & Specialties Co., Long Island City, N. Y., maker of Artone portable phonographs, is celebrating its twenty-fifth anniversary this year. Offices and factory of the Berg organization are located in the modern American Chiclé building, Thompson avenue, where a daylight factory is in production of Artone portables, automobile trunks, luggage, automobile lunch kits and other allied wood products covered with leather or artificial leather.

Artone portable phonographs are distributed throughout the United States and in twenty-three foreign countries. Prior to manufacturing its own brand of portables, the Berg company for many years made portable cases and radio cabinets for other manufacturers.

Joseph Berg is president of the company and E. R. Manning, treasurer and general manager, has been associated with Mr. Berg for many years.

In addition to a number of traveling representatives, Berg sample rooms are maintained by L. H. Meyers, 358 Fifth avenue, New York; W. D. Fletcher, North American building, Chicago; G. E. Spindler, Ryan building, St. Paul, Minn.; C. J. Warner, 717 Market street, San Francisco; the Folsom Co., Dallas, Tex., and F. H. Bailey, Atlanta, Ga.

Satisfied With Future In Radio Industry, Says Peck & Hills Executive

That the Peck & Hills Furniture Co., operating branches in eleven principal cities, with headquarters in Jersey City, N. J., has experienced a very satisfactory business in radio since it entered the industry, was stated last week by J. B. Jones, New York manager of the company. Mr. Jones stated further:

"We are confining ourselves to sales to the retail furniture merchant. Radio cabinets have now reached the point where they are developed along the lines of ornamentation and are considered only in the light of fitting appointments for homes instead of the 'cut and dried' radio cabinets of a home of a year or so ago.

"We are satisfied with our future in the radio business, and we believe it will be a large and profitable one. While we have no plans to disclose as yet, we are considering a number of them, and as soon as they have materialized, we will announce them to the trade."

GOOD DEMAND FOR HOWARD RADIO SET

CHICAGO, ILL., Wednesday.

In an interview today with R. R. Howard, secretary of Howard Radio Co., with factory and general sales offices at South Haven, Mich., and local headquarters at 306 S. Wabash avenue, this city, he stated that pre-Christmas demand for Howard radios was surprisingly large, and the orders for his company's product have continued to come in since in satisfactory volume.

Mr. Howard further stated that the company's factory is running full blast, with production just about keeping step with demand.

A. H. MAYERS HONORED BY HIS EMPLOYEES AT TESTIMONIAL DINNER

Employees of Adolph H. Mayers, operator of a chain of retail radio stores in New York, honored their employer Sunday night at a testimonial dinner and dance at the Knights of Columbus hotel upon the occasion of the twenty-fifth anniversary of the founding of the A. H. Mayers "Department Stores of Music." Some 200 employees, friends in the trade and well-wishers attended the affair.

J. Newcomb Blackman, head of the Blackman Distributing Co., New York jobbing organization for Edison radio, acted as toastmaster, and in an address told of his business relationship with the guest of honor during the past quarter of a century. Mr. Blackman declared that Mr. Mayers' greatest business asset is character. The toastmaster was introduced by Irwin Kurtz, president of the Talking Machine & Radio Men, Inc., metropolitan radio-music trade organization.

Mr. Mayers was deeply touched by the many tributes heaped upon him during the evening, and in an address he thanked his business associates and employees for their cooperation and faithfulness in the building of the Mayers chain, which now includes six stores. Mr. Mayers also related a number of interesting incidents during his twenty-five years in business.

Harry Ross, head of the Employees Mutual Benefit Association of A. H. Mayers, which staged the affair, acted as chairman of the arrangement committee and in behalf of his fellow workers, presented the guest of honor with a traveling bag. Lloyd Spencer, sales manager for Gross-Brennan, Inc., metropolitan and Boston representative for the Stromberg-Carlson Telephone Manufacturing Co., also spoke. Also at the speakers' table was Joseph Mayers, brother of A. H. Mayers.

Those on the committee in addition to Mr. Ross were: Abraham I. Wolfe, William B. Rothlein, S. Samuel Kosiner, Abe Miller, Herman Zuckerman and Jack B. Myers.

1929 Will Be a Year of Growth—Ernest Ingold

SAN FRANCISCO, CAL., Monday.

"We count upon 1930 being a year for consistent growth and we hope it brings an opportunity more firmly to establish ourselves in our particular field," Ernest Ingold, head of Ernest Ingold, this city, distributing organization for the Atwater Kent Manufacturing Co., Philadelphia, said today. Mr. Ingold further said in part:

"The opening of the year may not witness business upon the same rousing scale as a year ago, but that it will be quite vigorous and healthy we think is almost a foregone conclusion. Toward mid-year, we believe the atmosphere in a general economic way will have cleared and all those who have correct policies and right merchandise and whose methods are sound will prosper in no uncertain terms.

"It is our confident belief that, taken as a whole, 1930 will wind up with better profits and a sounder position for those who deserve to be in business than has 1929; and 1929 has been, for the right type of organization, a good year."

CALIFORNIA MAJESTIC JOBBERS MERGE, FORM THOMPSON & HOLMES

SAN FRANCISCO, CAL., Thursday.

The Majestic radio distributing firms of Frederick H. Thompson Co., this city, and Holmes & Crane, Oakland, Cal., have consolidated and are now operating under the name of Thompson & Holmes, Ltd. The new organization will distribute Majestic sets in central and northern California.

Officers of the merged company are J. W. Holmes, president; C. Sharrah, vice-president and general manager; Robert Crane, secretary; M. M. Sharrah, treasurer; W. J. Aschenbrenner, sales manager, and L. P. Boyce, director of advertising and sales promotion.

Headquarters of the concern will be at 1131 Mission street, this city, and a branch warehouse will be maintained at 291 Fourth street, Oakland. Distribution of Majestic radio in Alameda and Contra Costa counties will be made from the Oakland branch, which will be in charge of Mr. Crane. Service departments will be maintained both in San Francisco and Oakland.

This merger will make Thompson & Holmes, Ltd., one of the largest radio distributing firms in the west, officials of the company declared today. Considerable enthusiasm has already been displayed by California dealers over the new Majestic line for 1930, and officials here believe 1930 will be a banner Majestic year in California.

R. H. Woodford Named Sales Manager for Crosley Radio Corp.

(Continued from page 5)

the field with salesmen and dealers, in addition to his executive duties, Mr. Woodford enjoys a very wide acquaintanceship in the radio and music trades. He received many congratulatory messages upon his appointment with the Crosley corporation.

"I am keenly enthusiastic about my new position," Mr. Woodford stated. "With Crosley radio so firmly identified in the industry and possessing unusual facilities including the most powerful broadcasting station in the country, the assignment appeals to me from every angle. I feel that the appointment not only will mark a milestone for me personally, but also will enable me to be of value in promoting the business interest of the Crosley Radio Corp. The organization is so firmly established, of course, that no radical change in sales policies is contemplated. Development will be along progressive lines.

"I feel that the future of radio is very definitely established. The surface of the market has hardly been scratched. There is no other industry that enjoys any greater consumer acceptance. I believe that the public, distributors and dealers alike look to Crosley radio to continue its leadership."

Mr. Woodford is forty-four years' old. He is a graduate of the University of Pennsylvania.

May Companies Hold Banquet, Open House For Gotham Dealers

The May Distributing Corp., of 112 Bleecker street, and D. W. May, Inc., 34 West Houston street, both in this city, combined last week to tender a banquet to the New York retail trade at the Hotel McAlpin, followed by a two-day showing of Philco radio product. Visiting dealers were strong in their commendation of the latest products of the Philco company, and the two local wholesale firms look for a banner year. The confidence in the line is manifested by a poem written by Nate Hast of the D. W. May, Inc., organization. The poem follows:
P—for performance and tone divine,
H—for the hours of peaceful recline,
I—for the interest you're bound to find,
L—for the luck in the Philco line,
C—for the cabinets in the home,
O—for the 1930 Philco boom!

Philco Jobbers, Dealers Complete Season's Plans

PHILADELPHIA, PA., Friday.

Radio dealers and jobbers throughout the country, after a series of conferences held in the various Philco district headquarters, have just completed their plans for merchandising Philco sets during the early part of 1930, it was reported today by Sayre M. Ramsdell, sales promotion manager of the Philadelphia Storage Battery Co.

For the past few weeks the sectional offices have been the headquarters of scores of dealers and jobbers, who have been conferring with Philco officials. At the main offices of the company here, distributors from the middle Atlantic states, including New York, Connecticut, New Jersey and Pennsylvania, have been convening for last-minute plans. First-hand knowledge of manufacturing methods of the set they sell was obtained by an inspection of the Philco factory at Ontario and C streets, which is now running at full blast turning out orders.

"In spite of the uneasiness felt throughout the radio industry today," said Mr. Ramsdell in outlining his firm's plans, "Philco should experience the best season in its history. I have just returned from a nation-wide tour, visiting Philco dealers, and they assure me that sales are at a high peak. Consequently, orders are pouring in and the factory is working at full blast to fill them."

In addition to various merchandising methods, the conferences developed a unique window display which will be used by dealers all over the country.

Kolster Will License Other Manufacturers

NEWARK, N. J., Monday.

With the execution of a patent license agreement with the Scoville Manufacturing Co., Waterbury, Conn., Rudolph Spreckels, chairman of the board of the Kolster Radio Corp., this city, announced today the inauguration of a policy on the part of his company to license other manufacturers under certain of its patents in the broadcast receiver field.

This license will permit the Scoville company to manufacture condensers for radio sets under a patent of Dr. Kolster's relating to condenser design

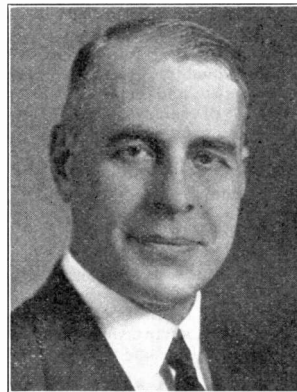
Factories of New RCA Radiotron Co., Inc., to Employ 5,500, Produce 210,000 Tubes Daily

(Continued from page 5)

charge of manufacturing, the RCA Radiotron Co. has one of the most experienced vacuum tube manufacturing men in the industry. Under his supervision were manufactured the General Electric Company's first commercial vacuum tube. From 1917 to 1919, Mr. Cogger was in charge of all

from an infant to one of the giants, but has also played a vital part in helping form and mold the business of which he is a part. He is one of the known men in the radio trade, his duties having taken him before countless sales meetings from coast to coast.

Mr. Brunet's association with the electrical industry began in 1914 in the production department of the General Electric Co. He later became affiliated with the sales department of the Radio Corp. of America in the Chicago district. Then followed his appointment to assistant sales manager in charge of merchandising with head-



T. W. Frech

engineering and manufacturing of vacuum tubes by the National Lamp Works for the United States government.

Mr. Cogger's first work was with the engineering department of the National Electric Lamp Association in 1910. His rise in the industry was gradual and in 1924 he was appointed manager of the vacuum tube manufacturing department of the General Electric Co. He has studied radio tube manu-



Meade Brunet

quarters in New York, then sales manager of the Radiotron division and later vice-president of the Radio-Victor Corporation.

Directing the sales promotion and advertising activities of the RCA Radiotron Co. will be J. W. McIver, formerly in charge of sales promotion and advertising activities for Edison Lamp Works. Mr. McIver is recognized as one of the foremost sales promotion and merchandising men in the electrical industry. As a writer he is known to thousands in the industry as the author of "Five Minutes with J. W. McIver."



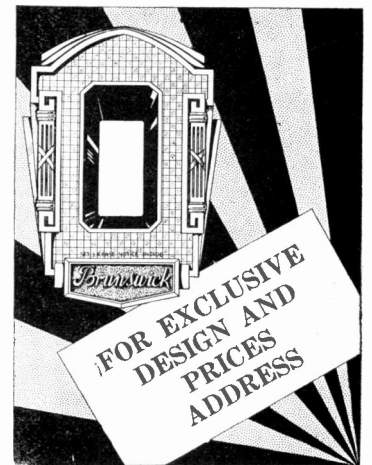
G. C. Osborn

facturing methods not only here, but extensively in Europe.

Meade Brunet, formerly vice-president in charge of sales for the Radiotron division of the Radio-Victor Corp. of America, is sales manager of the RCA Radiotron Co., Inc. Mr. Brunet has had long experience in the radio industry, and has not only seen it grow

and construction through the payment of suitable royalties to the Federal Telegraph Co., a subsidiary of Kolster.

It was further stated by Mr. Spreckels that Kolster was in negotiation with more than thirty other radio manufacturers.



AMERICAN EMBLEM CO.
UTICA 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]

Earned Income Credit.

The last article covered the computation of the normal tax and the surtax. There is another computation still to be made, but a bit more pleasant since it reduces the tax otherwise to be paid. It is the so-called earned income credit and applies against the normal and surtax. Every individual is allowed the credit. Let us see just how it is determined.

What Is Earned Income.

To start properly, let us first clear away what is meant by earned income,

although the term is almost self-explanatory. Earned income is income from services as distinguished from like interest on bonds or profits on what might be called unearned income, stocks. Salaries, fees, wages, commissions, etc., are earned. They result from the figurative "sweat of the brow." Income so earned is obviously of a different nature from the income derived from clipping coupons.

One who receives interest or dividends, presumably has accumulated funds to invest and bring an income. The receipt of salary, however, does not imply the existence of accumulated capital. Since the income tax is based on the ability to pay, Congress felt it no more than reasonable to tax the income from services somewhat more lightly than the income from capital. It accordingly provided a 25 per cent. credit against the tax for earned income. To put it more exactly, the credit is 25 per cent. of what the normal tax and the surtax would be if the individual's total income were his earned income.

Limitations on Earned Income.

On the face of things, this appears to be a very substantial tax reducer. However, like all things that look too good to be true, we find that they are not true. The nigger in the woodpile here is that irrespective of what the actual earned income may be, when it comes to computing the credit, it is arbitrarily limited to a maximum of \$30,000. As a result, the largest saving produced by the earned income credit in the case of a married man, who takes the \$3,500 exemption, is \$430. Let us work out a concrete case showing this.

Suppose that A is a married man and his income for 1929 is \$34,000, all of which is from salaries. His regular normal tax, figured in the way we have already pointed out, would amount to \$1,000. His surtax would be \$1,200, making a total of \$2,220. We said that the earned income credit is 25 per cent. of what the normal tax and surtax would be if the earned income were the total income. In this case, although A's actual income is \$34,000, in computing the credit it is limited to a maximum of \$30,000. The normal tax on \$30,000 is \$840; the surtax is \$880. The earned income credit would therefore be 25 per cent. of \$840, or \$210, and 25 per cent. of \$880, or \$220. The total earned income credit is thus \$430. This is subtracted from the \$2,220, leaving a net tax of \$1,790.

As an offset for the \$30,000 maximum limitation, it is provided that in no case shall the earned income be considered at less than \$5,000, irrespective of the real nature of the income. Hence, a widow, whose income amounts to \$5,000, all resulting from interest on bonds, would be entitled to have the entire \$5,000 considered as earned income. She would, therefore, take a 25 per cent. credit against her normal tax to arrive at the net amount she owes to the Government. (She would have no surtax, since the surtax begins with incomes in excess of \$10,000).

Individual in Business.

The fellow who is in business for himself—how is his earned income de-

termined? It being his own business, he perhaps may not draw a salary, or his salary may be far less or more than what he would ordinarily get. Here, too, the law makes an arbitrary provision, declaring that the earned income shall be limited to 20 per cent. of his share of the profits of the business. In no event, of course, would the amount be less than \$5,000, for, as we just mentioned, everybody is entitled to at least that amount.

Other Illustrations.

Lest the illustrations given will not cover situations that may come up in many returns, let us work out another example. Take this case. A has a net income of \$7,500, made up of a \$30,000 salary, less a \$22,500 loss on stocks. In other words, the earned income is greater than the net income. That, however, does not change the method of computing the credit. There is no surtax on an income of \$7,500. The normal tax would be \$20. The earned income credit would be figured on the \$30,000. From our previous computation, we know that on \$30,000 the normal tax credit is \$210. However, the earned income credit on the normal tax cannot exceed 25 per cent. of the actual normal tax. The actual normal tax, we said, was \$20. Hence, the earned income credit on the normal tax would be restricted to \$5. The earned income credit against the surtax on earned income of \$30,000, we found, was \$220. A is entitled to this even though his net income is not subject to surtax. His total earned income credit, therefore, is \$225. Since the regular normal tax was only \$20, the credit would exceed the tax and accordingly leave nothing for A to pay.

Knowing how to compute the normal tax, the surtax and the earned income credit, we can say the worst is over. In some cases, however, the so-called capital gain tax may also have to be considered. That is what we shall discuss in the next article.

QUESTIONS AND ANSWERS.

Carfare to and from Work.

Q. I pay carfare to and from work of \$500. Can I deduct that as a necessary expense?—C. S. H.

A. Amounts paid for carfare to and from work are not deductible.

Amounts Paid for Support.

Q. I am supporting a thirteen year old niece of mine in Europe. Can I deduct these expenses from my net income?—F. S.

A. You are allowed the exemption of \$400 for the support of your niece. You cannot deduct the actual expenses involved.

American Working Abroad.

Q. My brother is in the employ of the U. S. Government located in a foreign country. He pays a Poll tax in Massachusetts and shall continue to do so regardless of the period of his sojourn in Europe. He receives about \$100 from invested securities in Massachusetts. His salary from the government is around \$2,000. How are these items to be treated in his return?—R. S.

A. The Poll tax is deductible. The income from securities and salaries are taxable.

R. B. Rose Predicts Big Year Ahead for Aggressive Merchants

R. B. Rose, former vice-president of the American Piano Co.'s radio division, in a resume of past activity, and a forecast of conditions to come, said:

"From all that I can gather the retail radio business is much better than outward appearances would seem to indicate.

"While it is undoubtedly true that the buying public has been somewhat conservative in its attitude toward the purchase of luxuries since the stock market reaction, it is also true that radio has come to be regarded as practically a necessity, and it is my belief that any depression prompts the average person to turn to some form of entertainment or diversion. There is no less expensive form of entertainment than a radio set, on which the cost of upkeep is practically nothing.

"In my estimation, there are too many manufacturers of radio sets in the field. A comparatively small number of these manufacturers do the bulk of the business, and even though the total sales volume may be greater than last year, the business which the outside manufacturers can hope to get is spread so thin that it cannot support them and their pretentious programs.

"Those dealers who are using the new, progressive methods of intensive selling are cashing in. One of the better-known of these methods is outside selling, but there are other methods of intensive retailing unfortunately unknown to the average radio retailer, who in the past has not had to be a merchant, but simply an order-taker."

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.

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NATION'S
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ELECTRIC-RADIO

Cunningham
RADIO TUBES

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

PACIFIC COAST RADIO DEALERS FORMULATING PLANS FOR NEW YEAR PRICE CUTTING DENOUNCED

Combine of Holmes & Crane With Frederick H. Thompson Co., Majestic Distributors, Arouses Interest of Trade.

SAN FRANCISCO, CAL., Wednesday.

The radio trade of the East-Bay district does not appear to have enjoyed as good a December rally as occurred in San Francisco. They did, however, enjoy a considerably better run on November trade, apparently being less affected by stock market conditions. There is considerable complaint among smaller dealers of undercutting on prices, and also because of the fact that the larger departments sell merchandise for practically nothing down and with long-time easy payments. This the small dealer cannot safely do. This reminds us of the sentiment expressed by a representative of one of the branch organizations that there were too many small dealers, too many trying to do business without capital and therefore unable to meet the conditions which the trade demands.

Robert E. Crane, of Holmes & Crane, East Bay distributors for the past year for Majestic radio, reports that they have done what they consider a handsome piece of selling during the past year, but they are very sanguine that they will pass the mark in 1930. During the past year the Frederick H. Thompson Co. has distributed the Majestic in San Francisco and a part of the coast territory, and the interests of the two organizations have been so close that it has become quite apparent that they can operate much more advantageously as a solidified organization. So they have completed their amalgamation of the new organization. J. W. Holmes will be president, C. E. Sharrah the vice-president, Robert E. Crane, secretary and M. M. Sharrah, treasurer. Walter Aschenbrenner, who during the past year has been sales promotion manager for the Frederick H. Thompson organization, will act as sales manager for the combined organization. L. P. Boyer has been made advertising and sales promotion manager. Mrs. Frederick H. Thompson (Mr. Thompson having passed away some time ago) remains interested in the new organization as a considerable stockholder. The head office will be in San Francisco, but the local office and warehouse in Oakland will continue to look after the needs of their East-Bay customers as heretofore.

Robert E. Crane, of the new Majestic distributing organization, reports that they expect for the coming year to push the Majestic radio tubes. They have become well satisfied that the Majestic tube is one of the finest on the market, and they will encourage their dealers to stress them and use them more exclusively than heretofore. He also advocates the policy of encouraging dealers to confine their efforts to a single line. With the Majestic offering a range from \$116.50 to \$225.00, they feel that they have sufficient range, and also to these will be added several new models.

The Breuner organization in Oakland report that the radio trade has been steady in December, but the aver-

age sale is running to lower prices than for some time past. November was a heavier month, with better average prices.

Harlan Hauschildt, of the Hauschildt Music Co., reports that they have been having a good steady run of trade, and that November was a very good month. The branch they have started in their home town at Haywood has made even more progress than the Oakland store. Having been raised there and educated there, Harlan needed no introduction, and the trade came in his spontaneously. William Stuart is in charge of the Haywood store, and to help him occasionally, the sales hustlers from the Oakland store go down and make a raid on good prospects.

Edward Jessen has been helping the H. C. Capwell radio department during the holiday season, and is staying on a while after. The department has a very lively holiday trade. They did some heavy advertising and got results, especially in turning several carloads of Sonoras.

R. R. Souders, the busy and capable Columbia salesman of the East Bay territory, is still on the job and is seeing to it that the dear public never forget Columbia records.

The Oakland Electric Supply Co. has taken on the distribution of the Day-Fan radio.

A sample of the new Rola is now occupying the window at 2045 Broadway, in Oakland.

Capwell, Sullivan & Furth, in Oakland, are spreading some double billboards letting the world know that they are prepared to supply everybody and his brother with the Bosch radio.

The Baldwin Piano Co., at 310 Sutter street, in San Francisco, is now featuring the Bosch radio, and is letting the public know about it by an extensive use of billboards.

The White-House in San Francisco has been featuring the Gilfillan of late in its advertising.

The System Radio, at 1212 Broadway, reports that the radio business in Oakland has been injured considerably by the practice of selling on such small down payments that reverts are rather invited, all of which is tending to take the legitimate profit out of business.

—ALLEN.

RCA Charges Patent Infringement in Suit Vs. Universal Wireless

WASHINGTON, D. C., Friday.

Suits charging infringement of patents in radio communications apparatus have been filed in Buffalo, N. Y., and Newark, N. J., by the Radio Corp. of America against Universal Wireless Communication Co., according to information made public at the offices of the Federal Radio Commission.

In the Buffalo case three bills of indictment were filed in the United States District Court, alleging the infringement of six patents relating to vacuum tubes, crystals and their circuits. The New Jersey case is based on the DeForest feed back patents, and was filed with the United States District Court in New Jersey.

According to information reaching the Commission, District Judge William N. Runyon, of the New Jersey Court, signed an order to show cause why a preliminary injunction should not be issued against the Universal company. This order is returnable January 20.

Universal, a New York corporation, was granted 40 continental short-wave

channels for domestic radio telegraph communication by the Commission in December, 1928. The grant provided that Universal link 110 cities with the 40 available channels for radio telegraph service in connection with the existing wire services by the end of 1931.

The three bills in the Buffalo court were lodged by the RCA and the General Electric Co., the RCA and the American Telephone and Telegraph Co.,

and the RCA and the Western Electric Co., Inc., respectively. They are based on the patents granted to Langmuir, Lowenstein, Vady, Schottky, Housekeeper and Stoeckle.

In the New Jersey case, it was explained that the DeForest Radio Co. was joined as defendant with the Universal company but only on account of its interests in the DeForest patents. No charge of infringement was made against that company.

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

Majestic ELECTRIC RADIO

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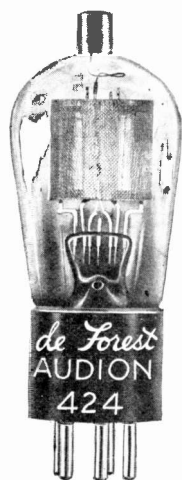
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CROSLEY & AMRAD
Exclusive metropolitan Crosley and Amrad Distributors

20th CENTURY RADIO CORPORATION
BROOKLYN AND NEW YORK

Let Screen Grid AUDION 424 make sales for you



Make certain that the new screen grid sets will perform without a trace of hum or buzz common to A. C. operation. Install the new, HUMLESS De-Forest Screen Grid Audion 424 and take no chances.

The new cathode insulator in this tube, perfected by De Forest Engineers, and mica spacers top and bottom, have entirely eliminated crackle and have reduced hum to practically one thirtieth its former value.

De Forest Audion 424 is the outstanding SCREEN GRID TUBE of the year. It has an amplification factor of 420 with the undistorted tone of battery operation.

If you want to convince yourself of the superiority of Screen Grid Audion 424, make a direct comparison with any tube on the market. We welcome such a test.

DE FOREST RADIO COMPANY
Passaic, N. J.

1906 1930



Kent Distributors Applaud Statement Of Factory Policies

(Continued from page 5)

marks during the various sessions, said that he looked for a good year in 1930, was more than ever satisfied with the great future of radio, and said that he was looking forward to the coming 12 months with great interest inasmuch as they promised to be more exciting than any period preceding.

The latter part of the first day's business conference was devoted to an outline of advertising plans by David Bauer, advertising manager of the Atwater Kent company, and Roy Durstine, member of Batten, Barton, Durstine & Osborne, and by a one-hour session among the so-called metropolitan distributors, presided over by Louis Buehn, Philadelphia distributor, with Mr. Kent and factory officials listening in but taking no part in the discussion.

After dinner in the ballroom of the hotel, enlivened by a short entertainment program, all the delegates to the convention were guests of the company at a musical show.

Mr. Basler opened the second day of the meeting and, after a few preliminary remarks, again turned the meeting over to Mr. Kent, who continued his open forum discussion of the preceding day. Just before luncheon W. Lee White, an official of the Bankers Commercial Security Co., addressed the convention on the subject of "Finance."

Eli Dyson, credit manager of the Atwater Kent company, spoke immediately after luncheon, and was followed by P. A. Ware, sales promotion manager.

Mr. Ware stressed the tremendous interest taken by all the distributors' organizations throughout the country in the Distributors Trophy Contest, and announced the 10 winners of the 10 major contest divisions for December—the first month of the contest. The winners were as follows, their awards being made solely upon their sales increases for the period:

Division No. 1—E. A. Wildernuth, Brooklyn; Division No. 2—E. B. Latham, New York City; Division No. 3—New Haven Electric Co., New Haven, Conn.; Division No. 4—New Jersey Radio Co., Newark, N. J.; Division No. 5—Johnstown Auto Co., Johnstown, Penn.; Division No. 6—D. T. Lansing Co., Scranton, Pa.; Division No. 7—A. A. Schneiderhahn Co., Sioux City, Iowa; Division No. 8—Edmond, Inc., Poughkeepsie, N. Y.; Division No. 9—Midwest-Timmermann Co., Dubuque, Iowa, and Division No. 10—L. P. Comshon Co., Mason City, Iowa.

Handsome silver trophy cups will be awarded to these 10 winners, which will become their permanent possession in the event that they win three times. In addition, gold insignia will be awarded to each of their salesmen in recognition of the part they played in securing the trophy.

Following Mr. Ware, a second one-hour discussion for distributors themselves was held, this time for distributors in rural communities, with Ned Vestal, of Reinhard Bros. Co., Inc., of Minneapolis, Minn., in the chair.

Shortly thereafter, the convention was adjourned with the general sentiment expressed by everyone present that it had been one of the most profitable in the history of the company.

CLASSIFIED SECTION

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

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.

MR. DEALER: Your deliveries, installations taken care of for you at moderate charge. Careful, reliable service. Box 460, The TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York, N. Y.

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

SALESMAN for radio wholesaler to cover Brooklyn. Please state full details in letter. Box 464, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

EXPERIENCED SALESMAN knows Bronx retail trade desires connection with New York radio distributor. Young, personable, conscientious. Apply Box, 461, The TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York, N. Y.

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.

Bosch Far Western Executive States Business Is Normal

San Francisco, Cal., Thursday.

That business in general and the radio business in special is coming back to a normal state of mind, is the opinion of George W. Stackman, Pacific Coast Division Manager for the American Bosch Magneto Corp., manufacturers of Bosch radio. Mr. Stackman, who recently left on a swing around the Western territory almost immediately upon returning from a four weeks' trip through the East, states that in spite of adverse weather conditions the Pacific Coast has suffered comparatively little from the recent stock market crash, and that while there was a temporary slowing up of buying, confidence is being restored and the outlook for business in general for the balance of the year and early next year is good.

When run to earth, Stackman says, the rumors of cancellations of orders, rejections of shipments, reduction in sales forces, increasing unemployment and other signs of disintegrated business are, with occasional exceptions, only rumors. He finds the Northwest and Intermountain territories in a healthy condition, and with the drought broken by the saving rains general through the West, an immediate reaction in the way of increased buying is being noted.

The products of his own company, Stackman further states, show satisfactory sales, both East and West, and production at the Bosch factories in the radio departments is going on with the full working staff.

A little suggestive treatment along constructive lines is the remedy indicated for American business at this time, he said.

Demonstrate Unusual Paper-Backed Record

The Durium Products Corp., 460 West Thirty-fourth street, New York, last Friday demonstrated a new phonograph record having as a featured component a composition known as Durium, said to be a "liquid in its original form, which is transformed by subjection to heat into a soluble, infusible solid which combines hardness and flexibility." A cardboard back is used for the new record, and a thin coating of Durium placed on it. Electrically recorded "mothers" are then pressed into the Durium, and the record is practically ready for shipment.

Durium Products Corp. plans to issue one record a week of the week's best selling song number, retailing the standard-sized disc at \$.15. The record in its finished state is flexible, light and practically immune from surface scratches. At the demonstration last week, the surface of a record was hammered, scratched with a phonograph

needle, bent and scraped, but the playing quality of the disc was not impaired.

The new "Hit of the Week Record" will be in production at the end of January, it was stated by L. A. Van Patten, president.

CINCINNATI MAJESTIC BRANCH IS ORGANIZED

DEACON TO HEAD CONCERN

Powel Crosley, Jr., Announces Appointment of R. H. Woodford as General Sales Manager — Radio Merchants' Guild Holds Annual Dinner-Dance.

CINCINNATI, O., Friday.

The appointment of R. H. Woodford, for the past five years sales manager of the radio division of the Stewart-Warner Corp., as general sales manager of the Crosley Radio Corp., has been announced by Powel Crosley, Jr., president. Mr. Woodford has been active in the radio and music field for twenty years. He formerly was with the American Piano Co., the Columbia Graphophone Co., and the Wahl-Ever-sharp Co. He succeeds Neal E. Newman, who resigned.

Representing the C. and D. Auto Supply and Radio Corp., distributors in the Cincinnati territory for the Grebe radio, Thomas J. Dugan, vice-president and general manager of the concern, has been in New York City the past week, attending a general sales conference of representatives of that line.

Plans for an extensive sales campaign in northern New Jersey were made in Cincinnati recently by David Slobodien, president, Apollo Radio Co., Newark, N. J., who has been appointed Crosley distributor in that section. Mr. Slobodien visited the plant of the Crosley Radio Corp. here, where he conferred with factory officials.

That Crosley screen grid models are becoming tremendously popular in the Argentine, was the opinion expressed by Senor Carlos de Dominici, member of H. C. Chilibroste & Co., Crosley distributors in Buenos Aires. He visited the Crosley plant here during the past week. Sales will more than double in 1930, he predicted. Favorable reception also is being met by the Crosley Icyball refrigerator in South America, according to Senor De Dominici.

Reorganization of the Cincinnati Majestic Radio Distributing Corp. was being effected during the past week, here, by Herbert E. Young, sales manager of the Grigsby-Grunow Co. The Cincinnati office now will be a factory branch of the company, but will be a separate corporation, with George Deacon, formerly sales manager of the old organization, as president. Arrangements have not been completed, but a complete new layout of the plant and office, to conform with similar branches throughout the country, is being designed. In addition to the regular radio line, it is reported that a moderate-priced electric refrigerator also is to be manufactured.

Announcement has been made that the annual dinner-dance of the Radio Merchants' Guild, which marks the installation of officers for 1930, and to be held at the Hotel Metropole, January 15, will be open to all branches of the radio industry in Cincinnati. Howard Chubb is chairman of the entertainment committee. Nearly all officers of the organization were re-elected at the election in December. They are: Ely Steinberg, president; Cliff Link, first vice-president; Arthur Biddle, second vice-president; Carl J. Rist, third

vice-president; Moe Fischer, treasurer, and Edward Sanker, secretary.

In an effort to make Cincinnati outstanding in the radio field, a movement is under way for the merger of the Radio Merchants' Guild, the Cincinnati Radio Distributors' Club and the Radio Division, Cincinnati Electric Club. Under the proposal, which now is being considered by the three groups, each would retain its individual identity, but would operate under the general direction of the Electric Club, which is made up of members of both retailers and wholesalers. This arrangement, sponsors of the movement say, would give the Guild members the advantages of the permanent office force of the Electric Club and in addition to the financial backing, would be a source of valuable information to the dealer members. No definite action has been taken by any of the separate organizations, but is expected during the coming week.

Among the Atwater Kent distributors who attended the annual convention of the organization in Philadelphia, January 6 and 7, were P. H. Oelman and George Kleeman, of the B. W. Smith Corp., Kent wholesalers in the Cincinnati territory.

Plans for a special train for radio distributors and dealers from Cincinnati, who will attend the annual R. M. A. show in Atlantic City this year, are already under way here. Dealers and distributors in Dayton also are planning to occupy a special car which will be a part of the Cincinnati special.

Distribution of the Howard radio in the Cincinnati territory now is under the direction of the J. J. Bantlin Sons Co.

After a recess for the Christmas season, when radio dealers could not take time to attend the meetings, the Radio Division, Cincinnati Electric Co., held the first meeting of the new year, on Wednesday. Wilbur Reichtin is president of the Radio Division.

Tom Kennally, factory representative in the Cincinnati district for the Philadelphia Storage Battery Co., and Al Wenstrup, Cincinnati distributor for Philco radio, are back from Philadelphia, where they attended a convention of factory representatives and distributors.

—RAINE.

The Louis Buehns Off On West Indies Trip

Louis Buchn, the justly famous Atwater Kent radio wholesaler in Philadelphia, Pa., came to New York last Tuesday preparatory to sailing on Wednesday on the Holland America liner "Statendam" for a two-weeks' cruise of the West Indies. He was accompanied by Mrs. Buehn and their son, Louis, Jr. Pop says that the young man is entertaining thoughts of matrimony, so it is likely that the tropic nights will picture to him the fair charmer back home and far away.

The Buehn family were entertained at dinner before their departure by Mrs. J. Newcomb Blackman, of the Blackman Distributing Co., with whom they have been close friends for a long period of years.

TRADE ITEM

Rudy Vallee, sensational star of Victor records and radio, stepped out of his usual character last week to offer his interpretation of "I Ain't Got Nobody," a "blues" song from the Triangle Music Pub. Co.'s roster, on a radio program.

No Price Reduction on Sparton This Season, Says Captain Sparks

Boston, Mass., Friday.

Two hundred and fifty Sparton dealers attended the recent meeting at the Kenmore hotel, here, sponsored by the New England Distributing Co., this city, wholesaler for the Sparks-Withington Co., Jackson, Mich., in this territory. Captain William Sparks, president of the Sparks-Withington Co., was the guest of honor and principal speaker.

During the course of his address, Captain Sparks assured the dealers that there would be no reduction in the price of Sparton radio sets for this season, because, he said, he could not break faith with either the dealer or the public, on the line of merchandise upon which he had set a price—previous to this season.

Captain Sparks urged dealers not to be influenced by price alone; that the experience and the financial condition of the manufacturer reflected the product which he made and advised dealers to investigate the integrity of manufacturers before they stock their products.

The following officers of the New England Distributing Co. were present: Ralph A. O'Reilly, president; Edward C. Bonia, vice-president; Royal K. Abbott, treasurer and general manager; Oscar Bresnick, advertising manager; Clark A. Libbey, Maine service representative; Jack W. Greene, eastern Massachusetts sales representative; Edward L. Bister, Springfield service representative, and Mark Kindt, service manager.

E. R. Johnson Plans Archaeological Trip To Southern Pacific

Philadelphia, Pa., Friday.

Plans for the archaeological expedition to the South Pacific, for which he is having a \$1,500,000 yacht built were discussed last week by Eldridge R. Johnson, founder and former president of the Victor Talking Machine Co.

Mr. Johnson said that with a party of fifteen or twenty scientists, he intended to cruise about the district from New Zealand to New Guinea in the hope of finding at least one island "not yet looted." He pointed out that there were about 10,000 islands in that area to be explored, many of which are uncharted.

W. L. Dunn New Chief Engineer for Sprague

Quincy, Mass., Friday.

W. L. Dunn, former chief engineer of the Colonial Radio Corp., Long Island City, N. Y., has joined the Sprague Specialties Co., this city, as head of the engineering department.

In his new capacity, Mr. Dunn, who has had considerable experience in the designing of radio sets, will have charge of the Sprague research work, and will work to further adapt the products of the local firm for use in radio circuits. R. C. Sprague is president of the local company.

Conference for Branch Managers Is Conducted By Stromberg-Carlson

Rochester, N. Y., Thursday.

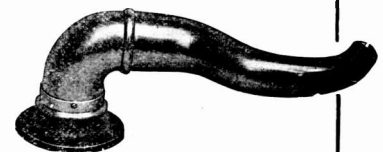
Thirty-five branch managers, officials and representatives of the Stromberg-Carlson Telephone Mfg. Co., this city, representing the United States from coast-to-coast, attended a business conference recently at the Stromberg-Carlson plant, here.

The sessions of the conference were all held in the plant and a luncheon was served in the factory dining room. A dinner and meeting were held at the Genesee Valley Club.

Out-of-town managers who attended the meeting included: Benjamin Gross, H. A. Brennan, L. L. Spencer, Gross-Brennan, Inc., New York; R. Davis and C. J. Hunt, Davis-Hunt, Inc., Philadelphia; J. E. McCauley and A. B. Crawford, Crawford-McCauley, Inc., Pittsburgh; C. E. Heston, Cincinnati; N. W. Baldwin, Toronto; C. W. Schafer, Paul Myers, A. C. Berg and Everett Worthington, of Chicago; C. D. Kinne, Kansas City; O. C. McCanne, St. Louis; R. G. Bookless, Garnett Young & Co., Los Angeles; F. C. King, Scoville Mercantile Co., Atlanta, Ga., and L. A. Randall, Baltimore.

The Rochester officials and representatives who attended follow: W. R. McCanne, president and general manager; George A. Scoville, vice-president in charge of sales; E. A. Hanover, vice-president in charge of production; Ray H. Manson, vice-president in charge of engineering; B. Woodbury, special representative; E. A. Reinke, chief sales engineer; W. T. Eastwood, advertising manager; E. R. Stonaker, consulting traffic engineer; J. S. Gibson, radio manager; D. W. Brown, manager Rochester sales; F. K. Cannon, export manager; J. W. Kennedy, Rochester sales department; F. H. Anibal, special representative in Rochester; S. H. Hanford, L. A. Casler, F. B. Farley, H. Nicholson and R. C. Reno, of Lyndon, and Hanford and Kimball, advertising agents.

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TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

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

TALKING MACHINE AND RECORD MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
Capehart Corp. Fort Wayne, Ind.
Caswell Mfg. Co. Milwaukee, Wis.
Columbia Phonograph Co., 1819 Broadway, New York
Edison, Inc., Thos. A. Orange, N. J.
Okoh Phonograph Corp., 11 Union Sq. West, N. Y.
Radio-Victor Corporation of America New York
Sonora Phono. Co., Inc., 50 W. 57th St., New York

ELECTRIC PICK-UPS

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

RADIO CABINETS AND TABLES

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

PHONOGRAPH NEEDLES

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

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabethport, N. J.
General Industries Co. Elyria, O.
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.
Pacent 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
Alber Co., Harry Chicago, Ill.
Auto Hardware & Equip. Co., 245 W. 65th St., N. Y.
Badger Radio Corp. Milwaukee, Wis.
Beckwith Co., Geo. C. Minneapolis, Minn.
Benwood-Linze Co. St. Louis, Mo.
Blackman Distributing Co., Inc., 23 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.
Cincinnati Majestic Radio Corp. Cincinnati, O.
Cleveland Distributing Co. Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, O.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Dilworth Co., J. E. Memphis, Tenn.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J., 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Electric Supply & Equipment Co. Albany, N. Y.
Elyea Talking Machine Co. Atlanta, Ga.
Franklin Elec. Co., 60 N. Seventh St., Phila. Pa.
Frederick Co., W. F., Pittsburgh, Pa.
Girard Phonograph Co., Philadelphia, Pa.
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.
Halsey Supply Corp., 228 Halsey St., Newark, N. J.
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Harger & Blush Des Moines, Ia.
Hieb Radio Supply Co. Marion, S. D.
Holmes & Crane Oakland, Calif.
Howe & Co. 883 Boylston St., Boston, Mass.
H. T. Electric Co. Indianapolis, Ind.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Korber-Brenner Co. St. Louis, Mo.
K. W. Radio Co. 350 Hudson St., New York
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
May, Inc., D. W., 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.
Monarch Radio Co., Inc., 12 Warren St., N. Y. C.
Motor Equipment Co. Wichita, Kan.
Nevada Auto Supply Co. Reno, Nev.
New York T. M. Co., 460 W. 84th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc. Baltimore, Md.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co., 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.
Proudfitt Co., R. S. Lincoln, Nebr.
Radio Distributors, Inc. Baltimore, Md.

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.
Thompson & Co., F. H., San Francisco, Calif.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co., Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Van Asche Radio Co. St. Louis, Mo.
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn
Wahn Co., G. H. Boston, Mass.
Wagner Radio Co. Indianapolis, Ind.
Wakem & Whipple, Inc. Chicago, Ill.
Weber Radio Corp. 200 Hudson St., N. Y.
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A., 1061 Atlantic Ave., Brooklyn

RADIO LOUD SPEAKERS

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

RADIO TUBES

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

LUBRICANTS

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

MUSIC PUBLISHERS

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

MISCELLANEOUS

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

RADIO BATTERIES

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



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

Stick to

VICTOR RADIO

IT'S SAFEST!

ALBANY, N. Y.

Oliver Ditson Co., Inc.,
1039 Broadway

BOSTON, MASS.

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

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

THE CLEVELAND TALK-
ING MACHINE COMPANY
4300 Euclid Avenue

Toledo Branch:

1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

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

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

C. Bruno & Son, Inc.
New York Talking Machine Co.

PEORIA, ILL.

Koerber-Brenner Co.
890 S. Adams Street

PHILADELPHIA, PA.

Phila. Victor Distributors, Inc.
EXCLUSIVELY VICTOR
240 No. 11th Street

H. A. Weymann & Son, Inc.
EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

W. F. Frederick Co.
525-527 Penn Avenue

Standard Talking Machine Co.

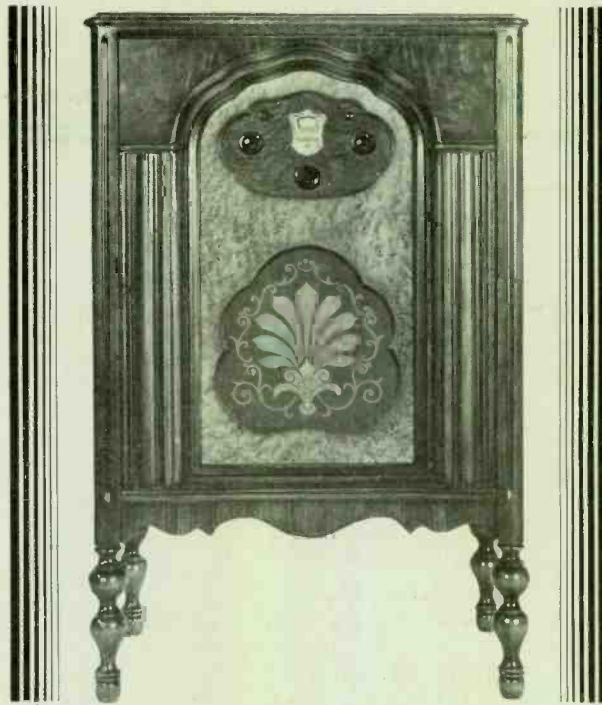
Exclusively Wholesale
305-7-9 Penn Avenue

ST. LOUIS, MO.

Koerber-Brenner Co.
1115 Pestalozzi St.



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Atwater Kent Mid-Week Program—Thursday Evenings, 10:00 (Eastern Time), WJZ network of N. B. C.

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