

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 5

NEW YORK, WEDNESDAY, JANUARY 29, 1930

Per Year—\$4.00

*your newest*

## TED LEWIS NUMBER



*packs a wicked one-two punch!*

PLAY both sides of this great record for your customers—the second face will clinch the sale the first one put over alone!

Both numbers are brilliantly blue, and both are loaded with Lewis comedy. "You've Got That Thing" has all the pull and publicity behind it of a big talkie hit.

And "Harmonica Harry" is hotter than the recent "Piccolo Pete"—it's topped with Ted's fine vocalizing in addition to startling harmonica and novelty effects.

Once more Ted Lewis has given you a record that's a profitable "in-and-out" — your copies scamper out almost as soon as you've stocked 'em in!

Record No. 2088-D, 10-inch, 75c.

YOU'VE GOT THAT THING (from "Fifty Million Frenchmen")

HARMONICA HARRY (The Harmonica King)  
(Incidental Singing by Ted Lewis)

Fox Trots

Ted Lewis and His Band

**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

"NEW PROCESS" Marks Reg. U.S. Pat. Off.  
U. S. Pat. Off. Reg. No. 1,442,112 & 1,442,113  
Patented 12-15-1926. Also Reg. U.S. Pat. Off.  
International Registration No. 1,049,254 & 2,072

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International Registration No. 1,049,254 & 2,072

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



# STABILITY

in your radio business  
is assured when you  
tie-up with

# VICTOR

Other radio dealers may wonder where they'll be before the first six months of 1930 are over.

But Victor dealers know now where they'll stand, because of Victor's clean cut merchandising policy for 1930, summed up in these three definite, stabilizing assurances —

1. No new Victor Radio or combination instruments before June 1930.
2. No change in list prices on Victor Radio or combination instruments before May 1, 1930 — if at all.
3. Protection by rebate in the usual way for wholesalers and retailers if reduced prices on the R-32, R-52, RE-45 or RE-75 seem desirable after May 1, 1930.

There's a policy you can build on with confidence — buy on and sell on without any doubts about what next month's models or next month's prices may look like!

For a stabilized radio business in 1930 — a profitable radio business — tie up with Victor!

## NEW YORK TALKING MACHINE COMPANY

*Victor Wholesalers Exclusively*

460 West 34th Street  
New York City

176 Johnson Street  
Brooklyn, N. Y.

327 Washington Street  
Buffalo, N. Y.

218 E. Washington Street  
Syracuse, N. Y.

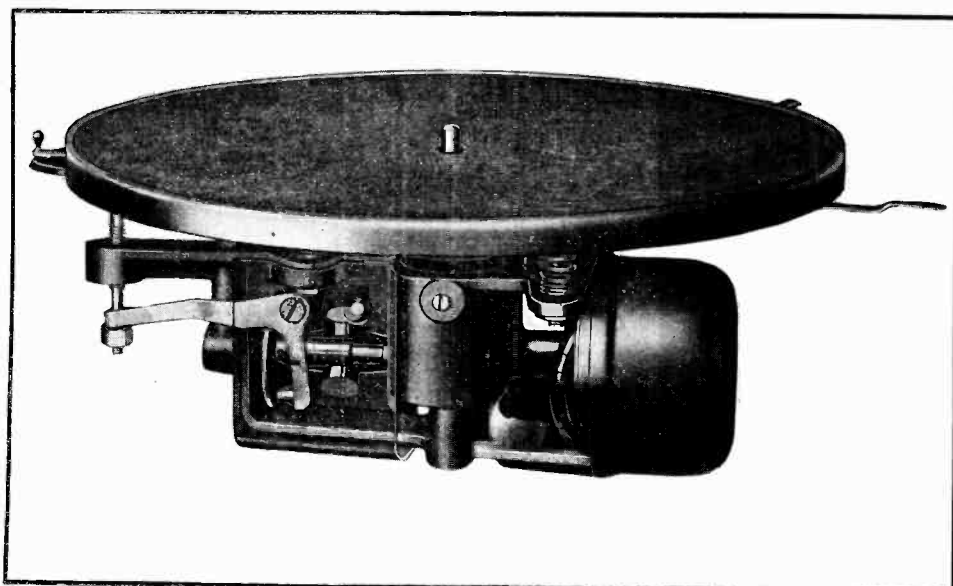


# DIEHL

## THE MOTOR MANUFACTURER

### *OFFERS*

## THE RADIO MANUFACTURER



The Diehl Electric Phonograph Motor is built for all voltages and frequencies; for either 78 R.P.M. or 33 R.P.M. operation. The positive action Diehl Automatic Stop is supplied as optional equipment.

**A**N electric phonograph motor which is gaining increased acceptance with the important radio manufacturers.

Quick starting, uniform in speed, silent, smooth running, compact, easy to install -- all the important features in demand incorporated in its design -- and a record for long and dependable service.

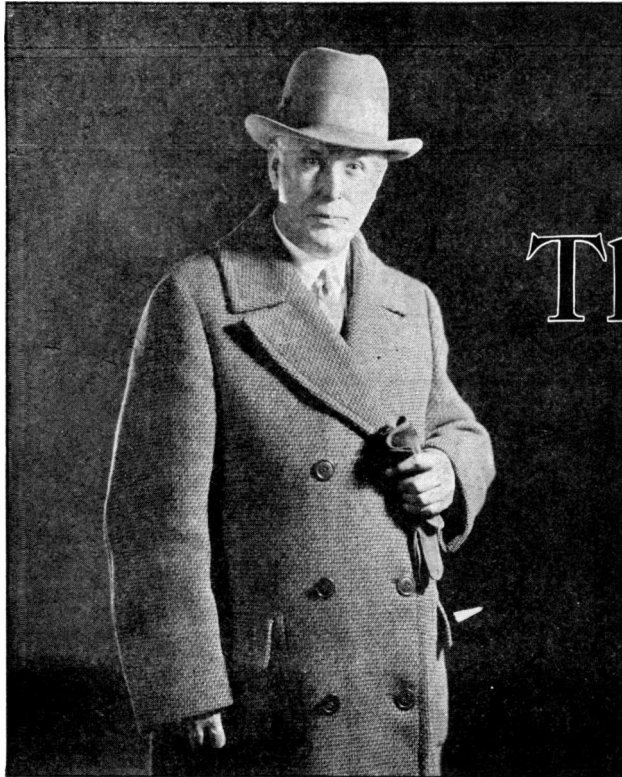
Built in a large modern plant equipped with up-to-date automatic precision tools for quantity production, by a manufacturer with 45 years experience in the electric motor industry -- a pioneer in the radio-phonograph motor field.

Let us send you a sample of the motor that insures perfect record reproduction.

**DIEHL MANUFACTURING CO.**

Electrical Division of  
The Singer Manufacturing Company  
Elizabethport, New Jersey

Atlanta Boston Chicago New York Philadelphia



# The skeptic *converted*

those which he has heard in the homes of his friends.

But, tho hours of radio listening have made him



**C**AUTIOUS, cold-eyed, tight-lipped—enter, the skeptic. Shy of words, keen on facts, he judges shrewdly the true worth of each set. Prove the case and bind the bargain; that is his way of buying. And Grebe franchise-holders meet him on level ground, because that is their way of *selling*. Their formula for thawing him out is simple: demonstrate the new Grebe—let it replace his doubt with confidence—watch how quickly it brings his check-book out of seclusion.

Here is a man who sees thru meaningless generalities—finds tinsel superlatives inane—bristles at whoop-it-up sales talk. He has owned a set before and, in addition, his mind is a catalog of

critical, they have given him an established basis of comparison. So that, when he hears the Grebe, he realizes that it is at least *a year ahead of the field*.

Turn the dial under the Grebe escutcheon—separate the powerful local stations without the smallest overlapping fringe. Step across the continent and bring in feeble, distant broadcasts with local clarity and volume. All the while, let him enjoy *Tri-toned radio*—reception so vivid, so warm, that it melts away his last doubt.

*Newer than screen grid*, the Grebe sells your “hard” prospects. It brings back the hesitant buyer, turns the cynic into a fan and converts the skeptic. It means *extra* profit for the franchise-holder.

Alfred H. Grebe—“From the start, the technician, thru scientific reasoning, has recognized the new set as an engineering achievement. To the public, it has made its successful appeal thru the ear and the eye. Now, in our newspaper advertising, we chart its performance—make a comparison of twenty of the most popular receivers for selectivity, sensitivity and audio quality. Proving by scientifically accurate tests that the Grebe ranks first in every quality essential to radio enjoyment, we strengthen our appeal to the senses of hearing and sight with an address to *common sense*.”



**Grebe  
radio**  
SUPER-SYNCHROPHASE

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

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## LEGAL MANOEUVRE SEEKS TO EMBARRASS DE FOREST - GARSIDE

**WILL CHALLENGE ACTION  
Complete Statement in Answer to  
Receiver Plea Will Be Issued  
February 4 — DeForest's Position  
in Tube Industry Outlined.**

PATERSON, N. J., Monday.

An order directing the DeForest Radio Corp., Passaic and Jersey City, maker of radio tubes, to show cause why a receiver should not be appointed was granted here on Saturday by Vice-Chancellor Vivian M. Lewis. The rule is returnable in this city on February 4.

The action was brought by H. C. von Korff, of Staten Island, who holds 1,300 shares of stock of the company. In his petition, Mr. von Korff states that although the DeForest plant is not virtually closed, the company is operating at a loss. He blames the situation on the general business slump and keen competition.

Commenting on the petition yesterday, James W. Garside, president of the DeForest Radio Corp., charged that Mr. von Korff's action was a "well-devised plan to embarrass the corporation at a time when it is assuming a dominating position in the radio tube industry."

"This legal manoeuvre," Mr. Garside declared, "based upon a bill of complaint filed in behalf of an alleged stockholder, is not only unjustified but absolutely without foundation in fact. The entire document appears to have been prepared by some one entirely unfamiliar with the facts concerning the DeForest Radio Corp. and the Jenkins Television Co."

"Facts have been controverted, untrue statements made and a manifestly unfair advantage of the company and its officers taken late on a Saturday when they were powerless to combat statements by a presentation of documentary facts."

"The application for a receiver will be vigorously contested, and in due course a further statement will be made."

## R. T. PIERSON JOINS GENERAL CABLE CORP.

R. T. Pierson, formerly connected in an executive capacity with the Bremer-Tully Mfg. Co. and with the Hazeltine Corp., has joined the General Cable Corp. as executive representative contacting the radio, automotive and electrical specialty industries. Mr. Pierson is well known in the radio trade.

## TEMPLE CORPORATION ASSETS TO BE SOLD BY RECEIVER; 2,500 COMPLETE RADIOS INCLUDED

**BANKRUPTCY SALE WILL BE CONDUCTED FEBRUARY 10**

**Materials of Bankrupt Corporation Said to Be Worth \$1,000,000 —  
Plant Valued at \$250,000—Oral Bids to Be Accepted on Day of  
Sale.**

Chicago, Ill., Monday.

Bids for the assets of the bankrupt Temple Corp., this city, are being solicited by Chester A. Willoughby, receiver in bankruptcy of the Temple Corp., in pursuance to an order entered Thursday by Federal Judge James H. Wilkerson, of the United States District Court, here. Bids for the whole or any part of the assets will be received by the receiver at his office, Room 619, 137 S. LaSalle street, this city, up to 9:30 A. M., February 10, and will be reported to Judge Wilkerson on the same day. In addition to written bids, oral bids will be also accepted by Judge Wilkerson on the day of the sale.

The assets of the Temple Corp., which formerly manufactured Temple radio sets and speakers, includes the following:

Approximately 2,500 completed radio sets; a large stock of raw materials, such as wire, coils, transformers, power packs, speakers, variable condensers,

fixed condensers, cables, hook-up wire, miscellaneous resistors, brass, copper, steel and cabinets, all of which have a cost value of about \$1,000,000.

Also, a completely equipped plant with modern machinery for the manufacture of radio sets, speakers and radio accessories, consisting of punch presses, winding machines, drill presses, kick presses, spray booths and electric welders, together with office furniture and fixtures, valued at about \$250,000. Also included in the assets is the good will of the bankrupt corporation, consisting of the right to use the name of the bankrupt, list of distributors, stationery, supplies and sundry advertising matter and patent rights.

Bids must be accompanied by a certified check for 25 per cent. of the amount bid. If no satisfactory bid is received, the receiver will apply to the court for authority to sell the property at public auction without further notice to creditors. A. L. Shapiro and Frank R. Leonard, of the First National Bank building, are attorneys for the receiver.

## G. A. YANOCHOWSKI IS NEW KELLOGG HEAD

Chicago, Ill., Saturday.

Following a meeting of the board of directors of the Kellogg Switchboard & Supply Co. this week, George A. Yanochowski has been elected president of the company to succeed W. L. Jacoby, deceased. Mr. Yanochowski has been associated with the company for 18 years and was assistant to Mr. Jacoby during the three years he was president of the company.

## MID-WINTER SESSION CONDUCTED BY NEMA

The National Electrical Manufacturers' Association conducted its annual mid-winter meetings in New York last week at the Hotel Commodore, New York, and at the Westinghouse Lighting Institute. Clarence L. Colens, president of NEMA, presided at the business sessions of the association.

Among the social functions conducted in connection with the gathering was an informal dinner party in the East Ballroom of the Commodore, Tuesday evening.

## TWO EASTERN RADIO FIRMS DISCUSS MERGER

Discussions, which, it is expected, will lead to closer working arrangements between two well known Eastern manufacturers are reported to be taking place as this issue of the "Trade's Only Weekly" goes to press. Both manufacturers are well known as a result of their manufacturing activities during the past several seasons, and as both companies are located within New York State the commercial advantages of such a combine seem to have unusual possibilities benefiting both parties to the discussions.

## MUSICAL INSTRUMENTS ENTERING MEXICO NOT ON FREE LIST, GOV'T RULES

Washington, D. C., Monday.

Musical instruments and articles of luxury can not be imported into Mexico free of duty as household goods, according to a cable received by the Bureau of Foreign and Domestic Commerce from Commercial Attache George Wythe, Mexico City. Only used furniture may enter free of duty.

## Q. R. S. ENTERS RECORD INDUSTRY; TO MARKET POPULAR PRICED DISC

**GEO. L. AMES IN CHARGE**

**Company Is Well Known in Portable  
and Musical Instrument  
Field—Will Release Five New  
Records Semi-Monthly.**

Chicago, Ill., Friday.

The Q. R. S.-De Vry Corp., this city, maker of piano rolls, musical and optical instruments, today announced its entry into the phonograph record manufacturing field. The company is now marketing 10-inch electrically recorded popular priced discs, and according to officials of the company, five new records will be released semi-monthly.

"The name 'Q. R. S.' on a record inspires confidence and insures quality," an official of the company declared today. "We assure the dealer and the general buying public that the Q. R. S. record will be a quality product by excellent artists."

The price of the new Q. R. S. record to dealers will be 18 cents.

George L. Ames is general manager of the record division.

## SPRECKELS HOPES TO RE-ORGANIZE KOLSTER

Stating that "It is my hope and expectation to bring about a reorganization that will protect all of the shareholders in the Kolster Radio Corp.," Rudolph Spreckels, testified in Newark on Monday that he had indorsed notes to the extent of \$1,350,000 for the Kolster Radio Corp., that he had underwritten its preferred stock, and had purchased 57,246 shares of the preferred stock in an effort to keep the radio concern on its financial feet.

Mr. Spreckels was a voluntary witness before Special Master in Chancery J. A. Bernhard, who was appointed by Vice-Chancellor Alonzo Church to conduct an investigation of charges made by Albert Schwartz, Paterson, N. J., a lawyer and a Kolster stockholder. Mr. Spreckels added:

"In my long business career there never has been any question of my integrity, nor has there ever been a charge that any shareholder ever has suffered from unfair treatment by me."

## ARTHUR WALSH ON WEST INDIES TRIP

ORANGE, N. J., Thursday.

Arthur Walsh, vice-president and general manager of the radio division of Thomas A. Edison, Inc., this city, sailed recently for an extended cruise through the West Indies. He was accompanied by his brother, Frank.

# The Talking Machine & Radio Weekly

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SIDNEY E. DAVIS  
Manager

EDWARD H. DAVIS, Publisher

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Vol. 29

NEW YORK, WEDNESDAY, JANUARY 29, 1930

No. 5

## FLIES IN THE OINTMENT

Sales records by the hundred are being established almost daily in many lines of business throughout the country. There was never more abundant proof of the inherent soundness of the national situation.

On Tuesday three weeks ago a large Eastern department store sold \$120,000 worth of a special make of radio in a day, for the largest day's turnover in the history of the department. On Monday of the week before last a sixty-nine-year-old Southern clothing house recorded the greatest day's business in the annals of its men's clothing section. In one week of a January furniture drive, a Chicago firm signed the greatest total of contracts involving the biggest total cash percentage of receipts for that period in its history. In instance after instance it is being indubitably shown that mercantile stocks are low, consuming power is prompt and capacious when met with aggressive selling and producers are in poor shape only in such cases as have been in preparation under bad or incompetent management for a long time.

Of all industries, the home-entertainment field is plainly among the first and most fortunate to have put its house in order. Instead of over-production, the market presents limited supplies of surviving brands and a sharp decrease in the number of brands in competition. Instead of distribution crippled for credit, there are literally thousands of wholesalers and retailers so little concerned about their ability to pay that sellers well able to judge the risk are fighting for their favorable attention. Instead of a saturated market, radio counts at best 6,000,000 sets in a country that maintains 26,000,000 automobiles. The crisis, whenever it loomed in this industry, is over. From now on, profits in complete security await those who know what to do to earn them.

A healthier state for permanence among concerns endowed with the knowledge and resources to reach the present could not well be contrived. The strength of the situation alone outlines the quickness with which it will reveal any weakness, so that formidable contenders may have the satisfaction of knowing that 'cut-throat' competition will have an even shorter shrift from now on than normally. The radio business has come within its internal experience for development of sound commercial capacity to a point—as it has in the improvement of product and the creation of high value received for the consumer dollar—not commonly attained by specialty industry in twice or thrice the nine years of popular radio.

"It is all very interesting to read, in your editorial January 15 on advertising legitimate merchandise against bargains, that the public does not want to get gypped," writes one of the members of the trade in the Middle West. "But how is the small dealer going to buy space like the depart-

ment stores? Or merchandise, either, for that matter? How are you going to make a prospect pay as much attention to my one-inch ad. as to a big store's full page? You know this business is being run just for a favored few and you are trying to cover up their tracks."

Totally aside from the rejoinder that if we are covering the tracks of a favored few, we have done it well and have still coming to us several million dollars as final payment for the job, we shall explain how to combat destructive advertising and selling in the mass by constructive advertising and selling in the molecule. First, there must be enough molecules willing to become a mass. If there are not, it is simply a tough spot for the molecularly-minded and the masses are going to sit on them harder and longer, till they are little more than atoms. But not many wise authorities upon selling in this country under present conditions expect to see the small retailer smashed further into atoms. Rather, they say it looks bad for the mass outlet, that it has at least seen its best days.

Now, without going into any farrago of nonsense about co-operative space buying, or pool buying of merchandise itself, here is how a molecule can defend himself against being afflicted by a mass, and stand a good chance of making the mass look where it sits down. This is the case of A. B. Molecule, whose radio store is in outlying Brooklyn, let us say, or Evanston, Illinois.

For a beginning, Molecule must make a decision whether he is going to publish a one-inch advertisement on Wednesday, January 29, or whether he is going to be in business for as much as one year and so may expect to run as many as twenty-five one-inch announcements over that exciting period of time. Next, since advertising is salesmanship-in-print, it would be well to decide finally in advance what subjects the twenty-five inches will deal with. As there are now scarcely twenty-five makes of product on the market it will be hard to follow the good old rule of preparing to allow an inch to a different make of set, once every two weeks. Be moderate, and figure on dealing in not more than ten sets. Better still, be sensible and figure on three, which leaves eight—or eighteen, or eighty—inches of space to each brand of goods in the small dealer's store. Which three brands A. B. Molecule will select, he himself must independently decide, or the Federal Trade Commission will have us all in the hoose-gow.

Now, enter the jobber's salesman. He is after an order, of course, and maybe a date with the dealer's cashier and somewhere in the back of his mind is the thought that this merchant, or some other somewhere, should tie up with a factory newspaper display which is going to appear locally two weeks from next Thursday.

But it is A. B. Molecule talking. "Here, youse—send me one each of the three models," he says before the cashier has had time to recognize whether this is a fellow with a new line and unlimited expenses or that guy who has been coming around all season with only unlimited desires. "How many dealers you got in this county? Twenty-seven, eh? Well, I am not one of the biggest but I am not one of the smallest. If you could get all of us to go as far as we could with your

line, how much advertising could we buy in the newspapers the people read here?

"All right. Now, by anywhere near sensible division of this space and jockeying for position and so forth, we could pretty nearly answer The Big Store or the Cut-price House down the street here every time, couldn't we? We could just lay for them scoundrels and puncture every one of their phoney sales talks, couldn't we? We could say some things about them that they don't say about themselves, couldn't we?"

"Then I am willing to shoot one-third of my year's advertising with your line if your factory will leave us a little space down at the bottom in which us merchants can put some facts about our service and merchandise against the gyp's. Maybe it won't do your factory any harm to leave out, a few times, everything it has to say about its own product except the name, for I notice that all the radio factory ads. read pretty much alike. And it won't do your factory any harm with the gyp. When he wants to buy all he is interested in is discount and he doesn't care what we poor suckers say in our ads. about him."

If a hundred local and sectional campaigns such as are here described by A. B. Molecule ran in the radio market within a year, all of the contributors to them would be in possession of more and safer business. But everybody waits for George to do it.

## CECO DEMONSTRATES NEW PENTODE TUBE, HAS FIVE ELEMENTS

ERNEST KAUER PRESENT

**New Tube Said to Be Most Important Radio Development in Twenty-four Years — Is a Double Screen Grid Affair — Will Make Possible Sets With Fewer Tubes.**

The new A.C. pentode tube was demonstrated and explained by officials of the CeCo Manufacturing Co., Providence, R. I., at the Park Central hotel, New York, last Wednesday afternoon. According to CeCo officials and engineers, this new five-element tube is the most important radio development since the three-element tube was perfected in 1906.

CeCo engineers, working under N. O. Williams, vice-president and works manager, have perfected and applied this new tube in a new circuit, only four tubes being necessary.

Representatives of the CeCo company present at the demonstration included Ernest Kauer, president; Edward T. Maharin, vice-president in charge of sales; Larry Hardy, general sales manager; Arthur Roche, New York representative, and Franklin Snow Huddy, assistant chief engineer under N. O. Williams. Fred Baer, of Fred Baer & Associates, publicity counsel to CeCo, was also present.

Mr. Kauer summarized the principal features of the pentode as follows: Three times as powerful as the screen grid tube; capable of being utilized to its full efficiency; cancels necessity of multi-tube sets; will lower manufacturing costs of sets; will decrease maintenance costs for set owners, and through savings will greatly enlarge the radio merchandise market.

"The public has been asking for radio sets," said Mr. Kauer, "which do not employ so many tubes. This new development makes it possible to build

sets which will satisfy that demand. Bringing, as it is bound to do, more simplicity into radio manufacture and set operation and maintenance, it will reduce manufacturing costs, material costs and therefore costs to the radio public."

Mr. Kauer did not believe that by the use of few-tube instead of multi-tube sets, the tube division of the radio industry would suffer.

"It means less tubes per family, but a great many more families will own sets," he said. "The probabilities are that tube sales would be greater than ever."

Mr. Kauer said that the circuit worked out by the CeCo engineers for the use of the new pentode tube would be made available to manufacturers of radio sets without obligation. He added:

"Our general sales manager, Larry Hardy, and Franklin Snow Huddy, assistant to our chief engineer, Mr. Williams, are soon to start out on a visit to set manufacturers, to show them this new tube, how it works, what its possibilities are. Our engineering staff and our engineering facilities are available for cooperation on set-building problems. This is a service which tube makers owe to set makers and we are eager to render all the aid we can."

## May Declares Dividend Of \$1 on Common Stock

A dividend of \$1.00 per share has been declared on common stock of May Radio & Television Corp., of Newark, N. J., at a meeting of the Board of Directors held recently. The first quarter dividend of 25¢ per share will be paid February 15th to stockholders on record as of January 30, 1930.

D. W. May, president of the corporation, Philco distributors for Northern New Jersey, Manhattan, Brooklyn and Staten Island, reported that total sales for the year 1929 exceeded sales of the preceding year by nearly \$2,000,000. Mr. May further stated that the corporation had expanded its facilities and personnel in anticipation of even a greater increase in volume of business for 1930.

## 1930 Program of National Union Radio Corp. Calls for Sale of More Than 15,000,000 Tubes



National Union Radio Corp. Sales Conference

Plans for the sale of more than 15,000,000 tubes during the present year were outlined by Nathan Chirelstein, president of the National Union Radio Corp., New York, at a two-day convention of the sales organization, last week. Other plans for 1930 were also disclosed by Mr. Chirelstein.

Joseph E. Davies, chairman of the board of directors of the National Union Radio Corp., and former chairman of the Federal Trade Commission, brought out several important points relative to the radio industry at the banquet which concluded the convention. Mr. Davies said in part:

"No one can adequately forecast from the present vantage ground the extent to which the radio industry will grow. That it will grow enormously goes without saying. The present is a period of rapid flux in the factors going to make up the future. The

status of the industry is much similar to that which existed between 1910 and 1915 in the automobile industry. Within the next eighteen months the course of the industry will be more or less definitely set, and the final producing and distributing units will take definite form. The result will be that out of the present companies in the field, many will fall by the wayside. There will survive a number of large and small strong companies which will serve the future."

Other speakers were E. A. Tracey, vice-president in charge of sales for National Union, and Paul M. Mazur, economist, and partner in Lehman Brothers, bankers.

Coincidentally with the gathering of the sales organization, the company announced the appointment of Charles M. Blackburn as chief engineer. Mr. Blackburn is known as one of the leading technicians in the radio equipment field.

## Fada in Business to Stay, Says F. C. Kenyon

F. A. D. Andrea, Inc., Long Island City, N. Y., maker of Fada radio, does not contemplate any mergers, consolidations, stock promotions or other procedure out of line with the stable development this organization has followed since the beginning of popular broadcasting. F. C. Kenyon, Jr., assistant general sales manager, declared last week in discussing his company's future in the industry. Mr. Kenyon said in part:

"In some sections of the country, and no doubt inspired by nefarious tactics, the rumor has become prevalent that F. A. D. Andrea, Inc., is liquidating and will discontinue business.

"It is unfortunate that such unwarranted and unfounded rumors should exist, and that they should result in telephone calls, telegrams and correspondence asking if we intend to continue in business. Of course we intend to continue. There is no foundation whatsoever for rumors to the contrary.

"With less well-founded and established radio manufacturers falling by the wayside, the commercial position of Fada, a pioneer in the industry, becomes more firmly established. Fada's sound and aggressive policies which have weathered the 'growing pains' of the radio business for the past decade, are being so shaped as to establish for Fada dealers, distributors and ourselves a most favorable position in the radio field.

"Recent additions to the laboratory staff and executive personnel are evidences of the clear-sighted business vision of the Fada management.

"Fada is continuing in the manufac-

## V. A. Searles, Sparton Advertising Manager, On Job After Illness

JACKSON, MICH., Friday.

After five months of illness, during which time he continued to handle the most important of his duties from his bed, V. A. Searles is back at the advertising manager's desk at the Sparks-Withington Co. factory here. A foot-high stack of letters and telegrams of congratulation from distributors and dealers has become one of his most prized possessions.

Mr. Searles' illness developed at a time when he was putting forth his efforts along the important lines of coordinating the Sparton advertising and merchandising work with the retail sales organization. Right in the middle of the gigantic task of laying before dealers the elaborate plans and materials he had prepared, he was stricken. With a telephone at his bedside and a direct line to a capable assistant in the person of W. R. Hinkley, he continued to run his job.

The success of his game fight is reflected in the part Sparton advertising played in an extremely successful year, and in the co-ordination of those phases of dealer activity which come under the direction of an advertising manager.

Mr. Searles has emerged from his siege with a determination to heed his doctor's advice about all-night work during peak seasons.

ture of quality radio sets, and on a more aggressive basis than ever. We are counting our dealers to grow and prosper with us."

## Personals

Vernon W. Collamore, well known trade figure, was a New York visitor last week.

Henry Bobker, of the CeCo Manufacturing Co. sales promotion department, left for California last week by airplane.

Frank V. Goodman, sales manager of the American Bosch Magneto Corp., Springfield, Mass., spent a few days in the Greater City last week.

J. J. Borsuk, of the Upco Products Corp., New York, has returned to California after visiting with his brother, Anton, head of the Upco corporation for the past few months.

Worcester Bouck, vice-president and treasurer, and L. P. Naylor, sales manager, of the Arcturus Radio Tube Co., Newark, N. J., attended a sales meeting in Boston last week.

P. W. Bialowsky, Crosley Radio Corp. sales manager on the Pacific Coast, was recently marooned on a train caught in a blizzard while en route from Chicago to Salt Lake City.

H. P. Bode, formerly with the Seattle, Wash., sales organization of the Philadelphia Storage Battery Co., maker of Philco radio, has been transferred to the newly created Walla Walla sales district.

Jack B. Price, national merchandiser and sales producer extraordinary of the Upco Products Corp., is again contacting the Chicago radio fraternity this week. He is expected back at his New York offices in about a week.

Douglas Rigney, treasurer, and George F. Rhodes, sales promotion manager of A. H. Grebe & Co., Inc., Richmond Hill, N. Y., were speakers at the recent sales convention conducted by the Michigan Radio Co. in Detroit.

Dr. L. Forno, manager of the foreign department for J. V. Cremonim, New York, radio-music exporter, will sail for Europe on February 8. Dr. Forno will visit Italy, France and Spain, among other countries, where he plans to introduce American products.

Herbert E. Young and James J. Davin, general sales manager and sales promotion manager, respectively, of the Grigshy-Grunow Co., Chicago, postcard-ed the 'Weekly' from Montreal, Canada, where they are introducing the new Majestic "Prosperity Models."

Irving Sarnoff, president of the Radiola distributing organization of George L. Patterson, Inc., New York, has returned following a recuperating trip, and is once more back at his desk. The youthful radio executive declared Monday that he has fully recovered and is looking forward to a banner year with the Radiola line in the metropolis.

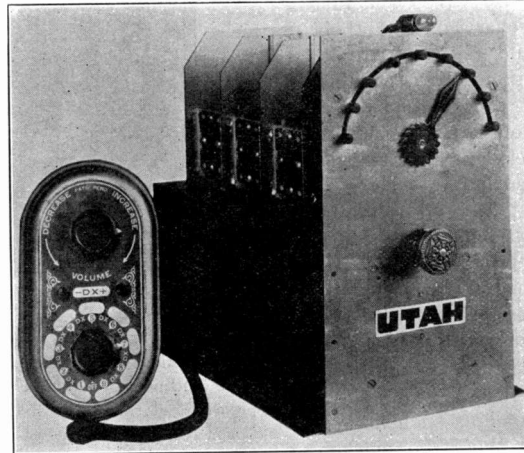
## Atlas Declares Dividend Of Cash, Stock Rights

Chicago, Ill., Monday.

At a meeting of the Board of Directors of the Atlas Stores Corp., large chain store organization, operating radio and radio-music establishments in seven large cities, declared a regular quarterly dividend on the common stock of the corporation of 25 cents per share in cash and 1 1/4 per cent. in common stock, payable March 1, to common stockholders of record at the close of business February 15.

No fractional shares or scrip will be

## New Automatic Radio Remote Control Device Made by Utah Radio Products Co. Embodies Many New Features; Is Small and Compact



Utah Remote Control Device

CHICAGO, ILL., Thursday.

An automatic radio remote control device, said to embody revolutionary advances in construction and performance, including the ability to "fish" for distant stations aside from tuning in pre-selected stations, and regulate volume from the remote control point, has been perfected by Utah Radio Products Co., this city, it was reported today by Major Herbert H. Frost, president. The device was completed after six years of research, Major Frost said.

While the device must be built into the radio set, it will entail comparatively minor changes in design on the part of most of the set manufacturers, it was said.

One of the most important features is a tiny motor of new design, declared by patent attorneys to be the first new motor produced in the last twenty years. This motor, three inches in diameter and three-quarters of an inch long, is both brushless and reversible. Relays have been eliminated in the Utah device, and as there is no disturbance due to brush noises, the loud speaker is not cut out during the process of tuning, Major Frost stated.

Two units comprise the device, one being attached to the variable condensers of the radio and the other a remote control switch box, the two being connected by a cable of any desired length. The automatic selector occupies a space five and one-quarter inches in diameter and one inch deep

above the base of the radio set, and three and a half inches in diameter and two and one-quarter inches deep below the base.

In this small space is contained the Utah reversible shaded pole motor, automatic clutch, gearing, automatic selector switch with adjusting buttons, manual control and control transfer switch.

The remote control switch box is six inches long, two and a half inches wide and one and one-quarter inches high, and may be placed in the dining room, bed room or any other point where control is desired. This unit contains the switch for automatic tuning of nine pre-selected stations, two buttons for tuning in stations other than the pre-selected ones, and a knob for remote volume control.

The Utah remote control device is claimed to be the smallest and most compact yet devised, and E. L. Barrett, of the company engineering staff, who designed every part of the apparatus, said it embodies ten advances, the most important of which are the ability to "fish" for stations other than the pre-selected ones; the regulation of volume from the remote control point; the transfer of volume control from the panel of the radio to the remote control device and back again as desired; the new motor; elimination of relays; precision of operation; lack of "back lash"; simplicity of construction and economy of production.

## Here's a Real Inquiry for Manufacturers of Radios, Phonographs, Seeking So. American Representative

HINOJOSA & CO.  
Bolivia, South America

Editor,  
TALKING MACHINE  
and RADIO WEEKLY:—

We know that you publish a trade paper for phonograph and radio set manufacturers, and we take the liberty of addressing you in order to secure not only a copy of your paper, and a yearly subscription, but also what the possibilities are for securing local representation here for phonographs, radio sets, or (and) phonograph-radio combinations.

Thanking you, we are,  
Hinojosa & Co.,  
Correio Castilla, No. 131,  
Cochabamba, Bolivia, S. A.

issued in payment of the stock dividend, but in lieu thereof, adjustment will be made in cash out of the net proceeds

of the sale of the fractional stock interest, according to H. M. Stein, president.

## Herbert Fink and Dave Goldman on Havana Vacation

Herbert Fink, president of the North Ward Radio Co., Newark, N. J., distributing organization for Majestic radio, who was recently confined to his home due to illness, sailed on Saturday on the S. S. "Orizaba" for Cuha. He was accompanied by Mrs. Fink, and Mr. and Mrs. and Mrs. David Goldman. Mr. Goldman, head of the North American Radio Corp., New York Zenith wholesale firm, and Mr. Fink were close friends for many years.

Since December 27, Mr. Fink has been recuperating from his recent illness, and it is expected that he will return in about a month, all pepped up for a gala Majestic season.

It is expected that the two metropolitan executives will confer in the far-famed Havana climate with E. H. Davis, head of the Consolidated Trade Publications, Inc., of which the TALKING MACHINE and RADIO WEEKLY is a member. Mr. and Mrs. Davis are also sojourning 'neath Cuban skies.

## Triangle Radio Gets Fada Exclusively in Metropolitan New York

Exclusive distribution of the popular Fada radio, product of F. A. D. Andrea, Inc., Long Island City, L. I., in the metropolitan New York area, is now vested in the Triangle Radio Supply Co., 381 Fourth avenue, New York, which formerly for the past seven years was a dual distributor in this territory for Fada. The securing of the exclusive franchise, it was stated last week by Herman A. Linde, president of the Triangle company, is expected to result in Fada's biggest year in metropolitan sales volume. The appointment of R. M. Klein to the general managership of the Fada company is the initial step of an aggressive sales campaign that the factory is instituting. Additional Fada news will be released soon that will be of outstanding interest to Fada dealers.

All departments of the Triangle organization will be increased in personnel and space, Mr. Linde said, adding that all the Triangle salesmen are off for a better year than ever, and the increase of the Fada-Triangle dealer family.

## New Symphonic Model Pick-Up Marketed by Upco

A new Symphonic model has been added to the line of pick-ups manufactured by the Upco Products Corp., maker of reproducers and pick-ups with headquarters at 270 Lafayette street, New York. The new pick-up model is for theatre and auditorium use and according to Anton Borsuk, president of the Upco company, it has several salient features which will undoubtedly prove dominating influences in securing volume business.

Several new reproducers are also said to be in the course of preparation, designed to take care of the exacting requirements of prominent phonograph manufacturers. The Upco laboratories, working under the direct supervision of Anton Borsuk, will soon announce another new electric pick-up, bearing the Upco trade-mark, Mr. Borsuk revealed last week.



### Three New Silver Radio Models Available Soon; Six Sets Now in Line

Chicago, Ill., Friday.

Six models of Silver radio, instead of the present three, will be available the end of January, it was reported yesterday by McMurdo Silver, president of Silver-Marshall, Inc., this city. A new chassis, known as the model 30-B, operating with three screen-grid tubes, (seven in all), will be offered in the Silver lowboy, highboy and concert grand models, in addition to the present eight-tube chassis which will continue to be available in these three types of cabinets. The list price, less tubes, of the new models will be \$15 lower than the present ones.

In these latest models of Silver radio (60-B lowboy, 75-B concert grand and 95-B highboy), a similar screen-grid circuit is used, with improved screen-grid detector. The same audio circuit and dynamic speaker are used in the new line, giving tone quality equal in every way to that of the older models. The new models are suitable for use with an antenna—a 75 foot aerial allowing practically the same sensitivity, according to reports of tests thus far made, as the model 30-A now current, which requires no external aerial connection. The chassis will be the same size in every respect, and will have the same cadmium plate finish. A phonograph jack is provided below the tuning knob of the new chassis, and good volume is said to be obtainable from records without the use of any transformer connected between pick-up and the regular amplifier in the new chassis.

"The new set will in no way interfere with production of the original model," said Mr. Silver. "But some people live in locations where a less sensitive set is perfectly practical—and it frequently happens that these same locations require extraordinary selectivity. It is for listeners in such localities that we have designed this radio—to be less expensive, but still more useful from their standpoint, than our present models."

Tubes required for operation of the "Series B" chassis are three 224, one 227, two 245 and one 280. The list price of the seven tubes required is \$24.50, as against the \$28.50 cost of the eight-tube equipment necessary to operate the present models of Silver radio. Prices on the new models will be: model 60-B lowboy, \$145, less tubes, or \$169.50 complete; model 75-B concert grand, \$158 less tubes, or \$182.50 complete, and model 95-B highboy, \$180 less tubes, or \$204.50 complete.

### Seedman Club Party To Be Held Feb. 9

The fifth annual entertainment and dance of the Seedman Club, a social and benevolent organization composed of employees of the G. J. Seedman Co., Brooklyn, metropolitan radio distributor, will be held on Sunday, February 9 at the Brooklyn Elks Club, Livingston street and Boerum place, that borough.

Last year some 6,000 persons attended the Seedman affair. Invitations have again been extended to every dealer in the automotive, radio and allied lines in Greater New York.

An all-star array of entertainment has been booked for the event, and J. A. Scocco, president of the club, believes that this year's party will be even bigger than that conducted in 1929.

### L. E. Hilduser Promoted By Grigsby-Grunow Co.

Chicago, Ill., Friday.

L. E. Hilduser, well known in the radio-music field throughout the middle Atlantic states, has recently been named district manager in the Philadelphia territory for the Grigsby-Grunow Co., this city, maker of Majestic radio and tubes. Mr. Hilduser succeeds E. H. McCarthy, who has taken up similar duties in the Boston area.

"Hilly," as he is known in the trade, started in the music business in 1919 as a salesman for the Columbia Phonograph Co. In 1923 he changed his affiliation from Columbia to the Sonora Phonograph Co. as district manager, and in 1927 he became sales manager for Okeh-Odeon records. Later he returned to Sonora as branch manager of that company's Philadelphia and Pittsburgh districts, and this was followed by a district managership of this company in charge of eleven states.

In October of last year, Mr. Hilduser joined the Grigsby-Grunow Co. His territory now includes eastern Pennsylvania, southern New Jersey and New Castle county, Delaware. This territory is served for Majestic by Peirce-Phelps, Inc., merged with the Penn Phonograph Co. His offices are located at 437-51 North Fifth street, Philadelphia.

### CeCo Net Earnings \$4 Per Share for 1929

Providence, R. I., Friday.

The CeCo Manufacturing Co., this city, reported net income for the year ended December 31, 1929, of more than \$300,000 after charges and Federal taxes. This, according to Ernest Kauer, president, is equivalent to about \$4 a share on the average number of shares outstanding during the year and to approximately \$3.50 a share on 87,800 no par shares of capital stock outstanding at the end of the year.

For the year ended March 31, 1929, the company reported net income of \$389,050, equal to \$5.36 a share on 72,500 shares then outstanding. Net sales for 1929 were more than double 1928 sales of \$2,091,374. December business was reported as only slightly less than for the same month of 1928, and sales for the first fifteen days of January were 80 per cent. above sales for the first fifteen days of December.

### D. W. MAY BACK FROM DUCK HUNTING TRIP, FETES SALES FORCE

NEWARK, N. J., Tuesday.

D. W. May, head of the May companies in New York and this city, gives a dinner to his executive staff and sales force at the New Jersey Automobile and Motor Club, tonight. Mr. May brought the ducks for the feast from a recent hunting trip in Maryland.

The May companies distribute Philco radio throughout New Jersey and New York.

### LEW BLOOM, EDISON JOBBER, IN HAVANA

Lew Bloom, president of B. W. Smith, Inc., Cleveland, distributor of Edison radio, left New York on Saturday on the S. S. "Carmania" for a short vacation in Havana. Before sailing, Mr. Bloom paid a brief visit to the executive offices of Thomas A. Edison, Inc., at Orange, N. J.

### Stromberg Sales Up 50% Annually for Six Years, Says B. Gross

"When our sales figures showed over a 52 per cent. increase for the year of 1929 over the previous year, we felt more convinced than ever that Stromberg-Carlson policies of production and distribution are based on fundamentals vital to safety in pioneering a future in a new industry," Ben Gross, president of Gross-Brennan, Inc., Stromberg-Carlson Tel. Mfg. Co. factory sales representatives, declared last week.

"Every year since Stromberg-Carlson started to manufacture radio in 1924, our sales have been over fifty per cent greater than in the previous year. In each one of these years one or more other manufacturers may have shown greater growth than Stromberg-Carlson, but many of these same concerns are now out of radio.

"It was to avoid the possibility of over-production that Stromberg-Carlson at the outset established the policy of building each year only enough additional sets to take care of the natural demand created by the word-of-mouth advertising resulting from the satisfaction enjoyed by a normally increasing number of Stromberg-Carlson owners.

"But it is not merely in the selling of radio to the individual user that the future of radio manufacturers rests. The installation of broadcast receiving equipment and public space amplifier systems in hotels, hospitals and other institutions, as well as in stadiums, indoor arenas and other places of amusement, is a rapidly growing field in which Stromberg-Carlson also is prominent. The world's largest hotel, the New Yorker, in New York City, has recently been equipped throughout with Stromberg-Carlson public space amplifying system and a broadcast program service in each of the 2,500 rooms. Similar Stromberg-Carlson equipment is also in use in the Montclair hotel, New York, in other hotels throughout the country, as well as in high schools, universities and hospitals.

"As a result of the success of these activities, the Stromberg-Carlson Tel. Mfg. Co. was compelled to build a second factory in 1927-28, more than double the size of its first factory, which it still occupies and this second factory is already taxed to its capacity to produce all the equipment demanded of the various Stromberg-Carlson activities.

"Probably the best illustration of the progress made and position attained by conservative Stromberg-Carlson methods is the statement recently made by our president, Roy McCanne. 'Business continues good. This is our best telephone year and our best radio year also. Our radio volume has increased about 50 per cent. year by year and 1929 will show that increase over 1928. In six years' time our radio volume has grown to the point where it now exceeds our telephone volume which we have spent thirty-five years in developing. These two lines of business fit together admirably the telephone peak coming in the spring and summer, the radio peak in the fall and winter. Having these two lines of work has enabled us to carry out our long established aim of keeping a standard sized force of high grade workers continuously busy. In the last six years our organization has gradually grown from 800 to 1,800 workers.'

### HARGER & BLISH NEW IOWA JOBBER FOR PHILCO RADIO

Des Moines, Iowa, Friday.

Harger & Blish, of this city, have been appointed Iowa wholesale distributors for Philco radio. The company was founded in 1887 in Dubuque by H. H. Blish, president, and has long been identified as one of the leading wholesale distributors of musical merchandise and radio in the middle west. In 1911 the business was moved from Dubuque to this city, where the company is housed in its own six-story office and warehouse building erected in 1919. Mr. Blish, the founder, foresaw the popularity of the phonograph and for a period of twelve years the company was one of the large Edison jobbers. In 1924 radio began to receive attention and at present its sole effort is on radio and radio accessories. The company has ten territory representatives and a home office force of thirty people. Warehouse facilities are maintained in Cedar Rapids, Council Bluffs, Iowa and Sioux City, Iowa.

The officers and executives are: H. H. Blish, president; H. H. Blish, Jr., vice-president and general manager; F. P. Blake, assistant sales manager; Lawrence Goetzman, credit manager; Wm. B. Hill, sales promotion manager, and Russell Reed, traveling sales promotion manager.

### 500 Chicago Dealers See New Sparton Set

Chicago, Ill., Friday.

Some 500 dealers from this territory attended the recent get-together meeting held here by Young, Lorish & Richardson, Inc., this city, distributing organization for the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio.

The occasion of the meeting was the introduction of the new Sparton radio model 589.

With the thermometer hovering at ten and fifteen degrees below zero, the dealers who attended showed unusual enthusiasm over the new set and cheered lustily as it was exhibited for the first time.

Officials of Young, Lorish & Richardson believe that this will be a banner year for Sparton radio in the Chicago territory.

### GRIGSBY - GRUNOW TO SPEND \$3,500,000 FOR ADVERTISING

CHICAGO, ILL., Friday.

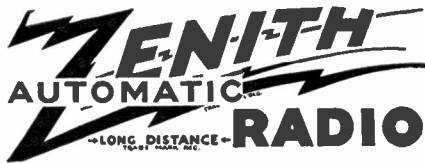
The Grigsby-Grunow Co., this city, will spend \$3,500,000 in advertising Majestic radio in 1930, it was reported here today by Duane Wanamaker, advertising manager of the company. The company plans to sell \$60,000,000 worth of Majestic radio this year through its fifty-four distributors who now operate in exclusive territory. The company's sales passed the \$52,000,000 mark in 1929.

### GREBE HAS DISPLAY AT MOTOR BOAT EXHIBIT

A. H. Grebe & Co., Inc., Richmond Hill, N. Y., exhibited a line of radio equipment for motor boats, yachts and other pleasure craft at the annual Motor Boat Show in New York last week. The Grebe company had a display booth at the show.

# 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

## EUGENE FARNY ADDRESSES NEW ENGLAND LYRIC DEALERS; SEE BIG YEAR IN 1930

GATHERING IS SPONSORED BY BAILEY COMPANY, JOBBER  
Eveready Raytheon Tube Plant Facilities at Newton, Mass., Are  
Expanded—Philco in Big Tie-Up With Publix Theatres.

BOSTON, MASS., Friday.

For the past two days Boston has been experiencing a real old-fashioned snow storm. However, it apparently has not affected retail radio activity. Dealers report good sales the last few days and numerous requests for demonstrations of the new models.

That 1930 will be radio's best year was predicted by President Eugene Farny, of the All-American Mohawk Corp., Lyric radio manufacturers, at a dinner to more than 100 New England radio retail dealers in the Hotel Statler.

The retailers were guests at the annual dinner tendered Lyric radio dealers of New England by the C. E. Bailey Radio Co., distributors of the Mohawk Corp. product in this section.

Sales Manager E. A. Joyce, of the C. E. Bailey Co., who presided, spoke of the opportunities for sales in the new year and urged dealers not to believe that the people of the country were less able to afford radios for their homes than they had been. He thanked the dealers for their loyalty to the Bailey company and praised the stability of the product which they are selling.

A telegram from President C. E. Bailey of the company, now in Ohio because of illness in the family, was

read by Sales Manager Joyce. President Bailey expressed his regret at being unable to attend and extended his sincere thanks to the dealers for the support and friendly cooperation which they had given the company during the past year.

"Where the Consumer's Dollar Comes From" was the subject of a talk given by a guest speaker at the dinner, Major James A. Garfield, of New York. Major Garfield, who is a grandson of the late President, reviewed the financial situation of 1929 and explained the results of the stock market decline.

Other speakers were: Charles Hall, manager of the Kenmore branch of the Shawmut National Bank; L. P. Naylor, sales manager of the Arcturus Tube Co., of Newark, N. J., and Roger Goodnow, president of the Goodnow Specialty Co.

Additions to the mechanical facilities of the Eveready Raytheon tube factory at Newton, Mass., have considerably increased the personnel at the plant, and one of the largest advertising appropriations ever devoted to a single product of its line is included in the 1930 plans of National Carbon Co. for its Eveready Raytheon tube division, according to an announcement made by Harry S. Schott, general sales manager of National Carbon Co.

The sales records set by Eveready

Raytheon tubes in 1929, resulting from the wide demand for the four-pillar tube construction, plus the demonstrated increase in consumer demand for radio tubes with the expansion of the industry, have resulted in the extensive expansion program, it is said.

"Radio tubes constitute one of the most important items in the entire radio industry," Mr. Schott stated, "in addition to an ever-broadening market of new users, it offers a tremendous and consistent replacement market."

The opening announcement of the Philco campaign in cooperation with the Publix Theatres and leading New England dealers brought hundreds of entries to the Milhender Electric Supply Co., 617 Atlantic avenue, wholesale distributors in New England for this line.

At the stores of World Radio, Standard Stores, C. C. Harvey and Summerfield's there are displays of the Philco line.

The world's largest radio set, an exact replica of the Philco radio, standing 21 feet in height, is now on exhibition at the Boston Auto Show at Mechanics building.

Majestic radio dealers are now showing a complete line of six Majestic receivers and radio-phonograph combinations. The 1930 line of Majestic sets has been called the "Prosperity Series."

William H. Lyon, of the Ayers-Lyon Corp., has returned from a Western trip, where he has been making plans for a sales campaign in New England.

A. Ullman, president of the Northeastern Radio, Inc., exclusive distributors of Zenith radios, discloses his concern's plans for the expansion of its sales force for 1930.

Heading this sales force is George Cohen, who is ably assisted by Henry Franks, traveling field supervisor. The

merchandising department has been instituted under the direction of L. T. Maloney. Clyde C. Witham will cover New Hampshire and Clarence A. Sawyer, Maine. Suburban Boston and the city itself will be contacted by Byron Drew and Henry Parnes.

Major James E. Hahn, president of the Anrad Corp., recently made a trip to Toronto, Canada.

—CHARLES W. JONES.

## LARRY HARDY NAMED CECO SALES MANAGER

Providence, R. I., Friday.

Larry Hardy, formerly in charge of CeCo tube sales in the midwest and northwest areas, has been appointed general sales manager of the CeCo Manufacturing Co., this city, it was reported today by Edward T. Maharin, vice-president in charge of sales.

For more than a year Mr. Hardy has been in charge of CeCo's sales work in the middle west and northwest, with headquarters at the CeCo building, 1312 South Michigan avenue, Chicago. He has made an enviable record and on that record he goes to his new post at headquarters here.

Mr. Hardy is known as one of the most aggressive salesmen in radio; both in personal selling and in directing the activities of other salesmen. He is starting off on a journey which will touch many points before he takes time to move his family from Chicago to Providence.

Before joining the CeCo organization Mr. Hardy was connected for many years with the merchandising department of the General Electric Co. and also the manufacturers of the "Universal" brand of electric products.

# 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.

# NO "SIGNS OF SPRING" IN THE ZENITH PICTURE



WITH THE NEW  
**60** LINE

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

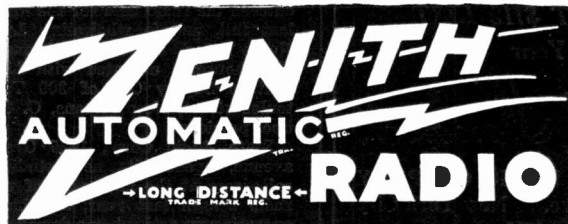
Other new Super Zenith Receivers from \$145 to \$495.

*Western U. S. prices slightly higher*

## IT'S STILL MID-SEASON FOR EVERY ZENITH DEALER

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

ZENITH RADIO CORP., CHICAGO, ILL.



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

## Stromberg Reorganizes Its Sales Department

Rochester, N. Y., Thursday.

Because of the increased volume of business that has been flowing to the Stromberg-Carlson Telephone Mfg. Co., this city, George A. Scoville, vice-president in charge of sales, has found it necessary to rearrange the work of the sales department.

Under the new arrangement, E. A. Reinke takes the title of commercial sales manager. He will price all Stromberg-Carlson telephone merchandise, carry on cost studies, head the apparatus standards committee, through which all standards are released, and handle the larger contractual sales work.

Ben Woodbury, who up to this time has been special sales representative, takes the title of telephone sales manager, and will have charge of all telephone sales and supervision of the installation department.

Radio sales will be under the direction of Harry A. Beach, radio manager, who was appointed by Mr. Scoville recently.

J. S. Gibson takes the title of merchandise manager and will supervise the work of seeing that dealers have a sufficient stock of merchandise on hand at all times.

Stromberg-Carlson officials believe that, with this new sales organization, they will be able to take care of the 1930 business which promises to be the

## EASTERN HARDWARE CONDUCTS BIG PHILCO PARTY IN BALTIMORE

BALTIMORE, Md., Friday.

More than 1,000 persons attended a recent Philco radio party conducted in the Lord Baltimore hotel, here, under the auspices of the Eastern Hardware & Supply Co., this city, distributing organization for the Philadelphia Storage Battery Co., maker of Philco radio.

Officials of the local wholesale house report unusual enthusiasm over the new line of Philco balanced unit radio among the retail trade.

## POLYMET CO. SHOWS INCREASE IN EARNINGS

The Polymet Mfg. Co., New York, reported net profits of \$768,000, after charges and Federal taxes, for the twelve months ended December 31, 1929. This is equivalent to \$4.26 per share on 180,000 no par shares, against \$486,707 or \$2.98 per share on 163,500 shares for the fiscal year ended July 31, 1929. The statement of December 31 shows current assets of \$1,338,587, as compared with current liabilities of \$163,716.

greatest in its history with greater ease than during 1928, which was a banner year.

## DALLAS RADIO MERCHANTS SEE NEED FOR AGGRESSIVE MERCHANDISING STUNTS

Dallas, Texas, Thursday.

Casey Jones gave the answer to a question which has been bothering many dealers, and he stated the case very clearly, in a few words. He explained just why it has been so hard to hire, or develop from raw material, salesmen who can go out and sell radio to make it worth while to put them on the job.

Casey Jones went into radio as an amateur 21 years ago. Now he is proprietor of Casey Jones Radio Co., 2020 Greenville avenue, with agencies for Philco, Temple and Steinite. Mr. Jones has to his credit such achievements in pioneering as first installations of radio in the oil fields for company communication, and the first installation for S. A. T. air lines, who now have five land stations working.

His offhand answer to the query about salesmen has been quoted to numerous other dealers, and they all agree that it is hard to beat. He said, "They all fall down because there is too much for 'em to learn, in the time they have."

The dealer's problem is to take ordinary salesman material, and work out short cuts in education.

Following are some very useful hints along this line suggested by Mr. Jones:

The average novice salesman acts as if he had completed his job when he gets a demonstration accepted. He fails to sell because he quits talking about the radio when his man accepts the demonstration. He should go ahead and find out about the trade-in and all that stuff before he puts the set in the home.

All you demonstrate for is to prove it will do what you said it will do—to back up your sales talk. If you have got your sales talk thoroughly impressed on the prospect's mind before you put the set in, a quick demonstration will clinch the sale.

Regard the set as an accessory to the sale. Its function is to keep the prospect off guard while you convince him it is a good buy. You have the advantage of being the man's invited guest in his home, making your close while his eye is pleased with cabinet appeal, and his ear with music. The rest is up to the salesman.

Today the public appreciates quality in radio more than ever before. In buying automobiles deals are swung on a difference of \$50 in price where the same man will spend the money for quality in radio. It is easier to sell a \$100 a month man a \$300 radio than any other kind of a deal involving a similar amount of money.

Thank you, Mr. Jones, for this interesting contribution.

The Electric Specialty Co., 409 Co. Akard street, wholesalers of electric supplies for 20 years in this state, entered the radio field for the first time last fall, and is wholesaling Lyric in North Texas. L. L. Stille is manager. This house is affiliated with Lighting Fixture Supply Co., of 309 Tchoupitoulas street, New Orleans, C. G. Justice, president.

State Radio Corp., 1925 Greenville avenue, opened its new studio type salesroom at the beginning of the fall radio season last year, and has been operating an active home demonstration campaign on Majestic exclusively. Gordon M. Rudd is president; C. O. Dunn, sales manager. Service work is facilitated by an up-to-date test panel in the shop at the rear of the salesroom.

A branch store is operated in Ft. Worth.

Mrs. Everett, who conducts the record department operated by one of the prominent Dallas music stores as a trade building outpost in the popular Van Winkle's book store, 1611 Elm street, observes that advanced students in the local schools are becoming interested in fine records. A student dropped in and bought a Victor portable and after deliberation bought Schubert's Unfinished Symphony and the Scherezade suite to start his record collection. Students are almost as regular as middle aged and elderly music lovers in coming into the market for Victor Music Arts Library features. Popular music demand comes into the new hits with a rush following theatre production or radio broadcasting. Working on tie-ups is an absolute necessity. People ask for new numbers almost before the dealers are ready for demand. It is found here that a broad line of portables helps to get business. This department stocks five lines and people mention that they come here to buy because they can make comparative tests conveniently.

R. M. Flynn and Robert Z. Glass, engineers who built and now supervise the technical operation of broadcasting station KRLLD, are becoming important factors in the installation of theatre sound equipment, broadcasting equipment, and public address systems in Texas, Oklahoma and Louisiana. They are proprietors of Public Address Service Co., 2024½ Commerce street, Dallas. Some of the lines utilized in their installations are those of Thordarsen, Audak, International, Peerless, and Radio Receptor Co. factories. They have equipped their laboratory for running tests which enable them to build a correct amplifier system and know it is right when it goes out.

Penniman, Inc., specializing in Atwater Kent radio, operates two of the best arranged retail salesrooms in Dallas. The main store at 3919 Gaston avenue, is an excellent example of the modern studio type exhibit room. The Penniman business includes an awning factory, which they have run for many years, and they have developed a skill in the decorative arts which shows to good advantage in the exterior and interior treatment of their main building. They operate a downtown branch store at 1521 Elm street, opening off the entrance of the Capitol Theatre.

Harry Penniman is vice-president, and his sons Clarence and Allen are president and secretary - treasurer. Dwight Smith is manager of the Elm street store.

Contrary to an idea commonly held, Allen Penniman observes that radio is sold much more easily than electric refrigeration, their auxiliary line.

—S. F. PARKER.

## CUNNINGHAM TUBES FOR EVERYBODY'S

PHILADELPHIA, PA., Thursday.

Everybody's Talking Machine Co., 810 Arch street, this city, has been appointed distributor of Cunningham radio tubes, it was reported here today.

The Everybody company distributes a line of musical products and also manufactures Honest Quaker main springs, Umantone needles, tone arms, reproducers and electric clocks.

### MADE POSSIBLE

GREAT  
PHILCOS  
IN  
1929



GREATER  
PHILCOS  
FOR  
1930

### WEEKLY BULLETIN

#### THERE ARE NO RADIO BARGAINS!!

Like purchasing a discontinued car and trusting the wheels will keep turning. In radio, the discontinued bargains represent a subscription to the support of ignorance—Your buy is a box of manufacturers and merchandising mistakes.

The usual supply of radio mistakes this year made possible by dealers who, through poor judgment, selfishness, or the desire to give a helping hand to the worthy salesman, is with us. The dumping, which deserves no dealer's support, immaterial of price, which is usually such as to show no profit, will take its usual toll in absorbing sales that could have been more satisfactory in profit and good will.

#### MAKE 1930 AN EFFICIENCY YEAR.

Looking ahead, we see just six sets, with a possible seventh, that will have a look-in. Franchises on all would be conflicting, unbusiness-like, and impossible. It may be good business to check off on this list such manufacturers that showed a no-profit year, or who have unstabilized our market through continual price changes.

While turnover is important, just remember your net profit will be regulated by the discount you receive on a fast-moving number. Considered from every angle, Philco must be your logical set for 1930.

Our liberal sliding scale of discounts, which can be built to 40-5-5-5 also applies on

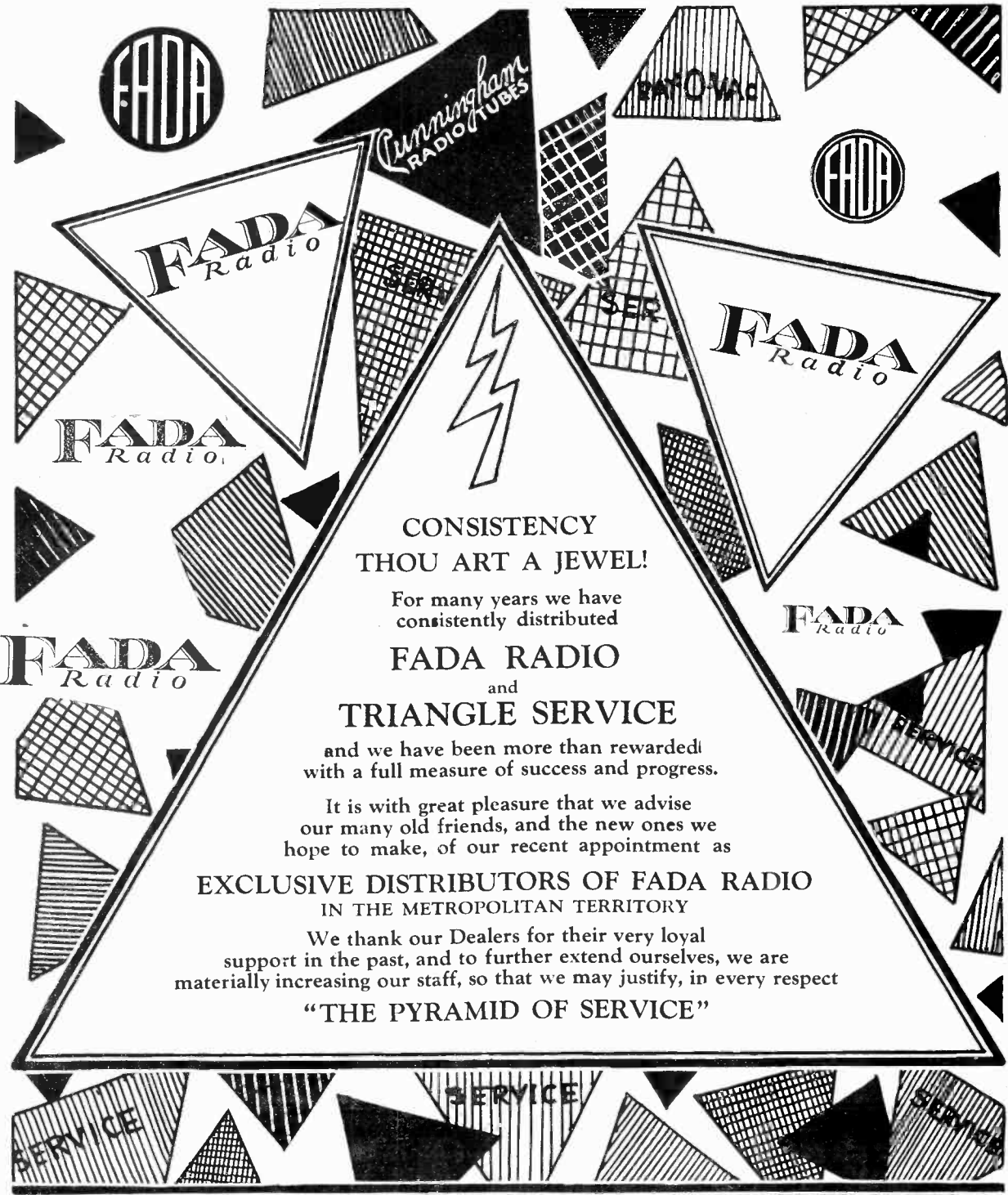
#### THE NEW 76 CONSOLE AT \$112 LIST

1930 Another Philco Year

*H. Simons*

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

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



CONSISTENCY  
THOU ART A JEWEL!

For many years we have  
consistently distributed

**FADA RADIO**

and

**TRIANGLE SERVICE**

and we have been more than rewarded  
with a full measure of success and progress.

It is with great pleasure that we advise  
our many old friends, and the new ones we  
hope to make, of our recent appointment as

**EXCLUSIVE DISTRIBUTORS OF FADA RADIO  
IN THE METROPOLITAN TERRITORY**

We thank our Dealers for their very loyal  
support in the past, and to further extend ourselves, we are  
materially increasing our staff, so that we may justify, in every respect

**"THE PYRAMID OF SERVICE"**

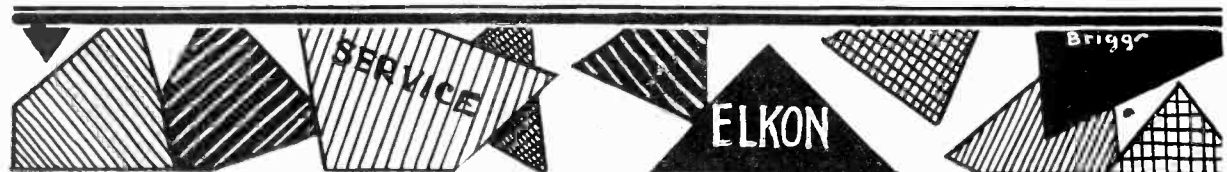
**TRIANGLE RADIO SUPPLY CO.**

INCORPORATED

**381 FOURTH AVENUE**

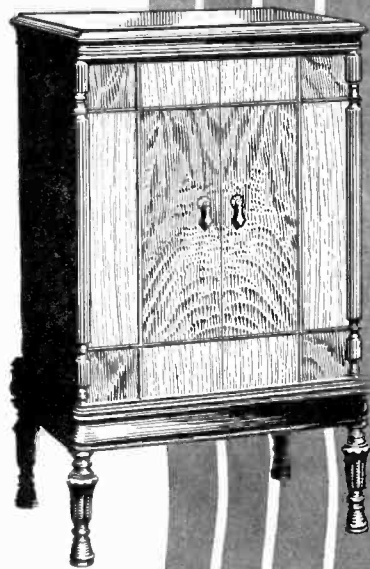
**NEW YORK**

BOGARDUS 2170-5



# 1929

## *The biggest year in*



VICTOR-RADIO with ELECTROLA RE-45. The complete modern musical instrument. Same radio equipment as R-32, R-52 and RE-75. All-electric Radio and Victor Record reproduction. List price \$275. Less Radiotrons.



VICTOR-RADIO CONSOLE R-32. The radio receiver that has the unqualified endorsement of the world's great musicians in every field. Amazing ease of operation, sensitivity, selectivity and power. Revolutionary TONE QUALITY. List price \$155. Less Radiotrons.



# Victor History

During 1929 the American people purchased more VICTOR instruments and VICTOR records than ever before.

In a short five and a half months VICTOR attained a commanding position in the highly competitive radio field. Today Victor-Radio PERFORMANCE—Victor TONE QUALITY are the standard by which all other instruments are judged.

The new VICTOR Radio-Electrola has given a tremendous new impetus to the Record business. *Record sales are today greater than at any time since the advent of broadcasting.* Victor is opening up an almost limitless field of opportunity.

Victor Dependability, Victor Value—the Victor NAME have been proven the greatest merchandising assets in the industry.

Again VICTOR stands on the threshold of a new and great era. Concentrate on VICTOR.

---

**Victor Division**  
**RCA Victor Company, Inc.**

CAMDEN, N. J., U. S. A.

---

**CHESTER A. WILLOUGHBY**

137 South LaSalle Street  
Chicago

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

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

**NOTICE OF SALE**

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

A stock of approximately 2500 completed radio receiving sets.

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

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

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

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

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

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

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

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

## New Walnut Lowboy Added to Line of Cabinets For Atwater Kent Screen-Grid Radio Sets



*New Atwater Kent Cabinet Model A-K 100*

Philadelphia, Pa., Friday.

A new walnut lowboy, known as model A-K 100, has been added to the regular line of cabinets available exclusively for Atwater Kent screen grid radios, it was reported here today at the offices of the Atwater Kent Mfg. Co. Beauty of design, sturdiness of construction and excellence of finish all contribute to the popularity of this model, according to Kent officials. Distributors throughout the country re-

port unusual enthusiasm for this cabinet, the report adds.

The new lowboy is said to fit harmoniously into any modern decorative scheme. It is finished in dark walnut with a moulded front enhanced by recessed paneling. The speaker opening is covered with a fleur-de-lis pattern tapestry done in old gold. English turned legs add to its eye value. Dimensions of the cabinet are 38 3/4 inches high, 24 1/2 inches wide and 15 inches deep.

The lowboy is built to accommodate all Atwater Kent screen grid models, including model 66.

### PRODUCTION WILL BE GUAGED DURING 1930, SAYS LAMBERT FRIEDL

Cleveland, O., Thursday.

With the year 1929 having passed into history, there seems to be prevalent among radio dealers a feeling of skepticism, and in some instances even slight pessimism regarding the outlook, Lambert Friedl, head of Radio Wholesalers, Inc., this city, distributing organization for Bosch radio, said here today.

"This condition," Mr. Friedl continued, "is bound to create a hesitant and waiting attitude and is apt to retard the natural progress of business, and therefore militate against the earning of profits as a result of continued and increased sales. Truly, there seems to be no justification for such sentiments.

"Of some twenty manufacturers who are expected to remain in the picture, a baker's dozen is expected to do ninety per cent. of the total business of tomorrow, and if the dealer has chosen well selected lines, he has nothing to worry about. I believe that 1930 will eliminate a number of persons from all branches of the industry, but I believe that this year will be one of the finest radio years of any I have yet known. Production will be guaged and no recklessness will be indulged in."

### D. W. May, Inc., Conducts Public Demonstration Of Jenkins Television

Newark, N. J., Saturday.

The first public showing of synchronized sight and sound by radio was conducted on Thursday, Friday and Saturday of this week at the auditorium of the Lauter Piano Co., this city, under the auspices of D. W. May, Inc., distributing organization for the Jenkins Television Corp., Jersey City.

The demonstrations were given afternoons and evenings and were attended by thousands of persons interested in the new art.

### BANKRUPTCY PETITION FILED BY J. J. CLANO

A petition in bankruptcy was filed last week by John Clano, doing business as J. & J. Clano, musical instrument retail organization of 202 First avenue, New York. Liabilities of the Clano firm are listed at \$52,664 and assets at \$62,077, the main items being \$47,077 in accounts receivable. This store carried radio and musical goods.



# COMING!!!

## A NEW RADIO TUBE

If this were merely the announcement of another new radio tube, it would not command your interest. New radio tubes arrive all too frequently.

But this is *the* new radio tube, long awaited. It is the radio tube which had to come, as the natural result of the formation of the National Union Radio Corporation.

It was to be expected that this huge \$16,000,000 combine of resources and engineering genius would result in a radio tube new in quality, new in sales appeal, and new in its possibil-

ities for profit to dealer and jobber.

This new tube will represent a high water mark of present-day radio tube engineering. It will offer evidence in its tone, its performance and its long life, of the untiring efforts of a famous group of engineers. It will take its place among the more noteworthy achievements of American industry.

It will be produced in plants that are modern-to-the-minute, equipped with the newest and most remarkable developments in automatic machinery and manned by the finest workers in the field.

## NEW IN QUALITY

So much painstaking care will be lavished on the production of this new tube, that it will create a new conception of how good a radio tube can be. A Sales Inspection Department, without responsibility for speed

or cost-of-production, will double-check the daily output. There is little question in the minds of dealers and jobbers as to the very tangible effects of radio tube quality on radio tube sales. We have built our new tube with that thought in mind.

## NEW IN SALES APPEAL

We have clothed this new radio tube with an idea which will make it a star of the first magnitude in the radio sky. The most brilliant of merchandising, the most effective of advertising will be employed in its behalf. To the dealers and jobbers who will be entrusted with the presentation of this tube to the American public, we offer these assurances of a prosperous business relationship.

## WAIT!

---

# NATIONAL UNION RADIO CORPORATION

---

400 Madison Avenue

» » » »

New York City

## AGGRESSIVE ST. LOUIS DEALERS LOOKING TO GOOD RADIO YEAR

St. Louis, Mo., Thursday.

Although phonograph and radio dealers are not escaping from the business depression that hovers over this city and vicinity most of the leaders in the trade are optimistic concerning business during 1930. Much of the present lull is nothing more than the post-holiday let-down and most dealers have already started or plan to launch in the near future, aggressive sales campaigns. Very few local dealers found themselves with an excessive stock of sets when the holiday commotion had cleared away and inventories were taken. Any changes to be made in new models will not force dealers to dump so-called obsolete sets on the market at sacrifice prices. Considering the situation from all angles, music business in St. Louis and this territory isn't anything to get terribly worried about. In fact, the larger and more aggressive dealers are looking forward to a banner year.

The Evans Radio Co., at 6811½ Michigan avenue, is using the weekly neighborhood newspaper in that section of South St. Louis to bring business to its emporium. The company uses small space advertisements, two column by five inches, set in type corresponding to that of the news stories in the paper. Instead of the usual blah and unbelievable superlatives about the priceless advantages of the models they sell, this company uses most of its advertising space to tell of various pleasures, joys and benefits that radio brings to the home. A paragraph or two deals with the friendliness and hospitality of the firm and only one paragraph is devoted to praise of the certain sets which this store sells.

The second annual meeting of the Majestic radio dealers in the St. Louis territory was held by the Benwood Linze Co. at the Chase Hotel, recently. At this meeting, which was limited to dealers and sales managers in the territory, were introduced the new "Prosperity Models," including two combination phonograph and radio models. Among those who attended the dinner were Duane Wanamaker, director of advertising of the Grigsby-Grunow Co., makers of the Majestic; John E. Maunder, territory supervisor; H. M. Pauley, service engineer, and W. T. Volbroth, Western district sales manager.

B. S. Tucker, sales manager of the Benwood Linze Co., addressed the dealers who had gathered here from southern Illinois and eastern Missouri, as well as this city. Harold Wrape, president of the Benwood Linze Co., welcomed the visitors to this city. An entertainment and banquet ended the festivities Monday night.

New set models were exhibited by O. C. McCanne, local representative of the Stromberg-Carlson Tel. Mfg. Co., at a business session which was attended by approximately forty Stromberg-Carlson dealers at the Hotel Chase, recently. Mr. McCanne informed his audience that the Stromberg-Carlson company is required to immediately start production on the new models to fill the orders now on hand.

The meeting, which was attended by C. D. Kinne, territorial manager for Stromberg-Carlson, with offices in Kan-

## Grigsby-Grunow Co. Holds Sales Convention for Three Days at Stevens Hotel in Chicago; Representatives of Forty-Nine Distributors Present



A view of the assemblage, with B. J. Grigsby, W. C. Grunow, Herbert E. Young and other Majestic executives at the back of the group.

With every one of its 49 distributors represented, and all its 60 field and sales promotional men in attendance, the Grigsby-Grunow Co., this city, held

its second annual convention at the Stevens Hotel here, December 15 to 18, as reported in detail in a recent issue of this publication.

The accompanying photograph shows the Majestic distributors, their representatives and the company's executive staff at one of the business sessions in the three-day conclave.

### Four Dealer Meetings Held for Philco Trade By Motor Parts Co.

PHILADELPHIA, PA., Friday.

A series of dealer meetings has been conducted by the Philco branch of the Motor Parts Co., this city, distributing organization in this area for Philco radio. The Motor Parts Co. territory was divided into sections and a dealer gathering conducted at each central point.

The first meeting was held in Camden, N. J., at the Walt Whitman Hotel, for dealers in four counties surrounding Camden. The next meeting was held at the Lorraine Hotel, here, with 375 Philadelphia dealers present.

Another dealer meeting was conducted for dealers in Delaware and in Cecil County, Maryland, and was held in Wilmington. The last of the gatherings was held in Harrisburg, Pa., at the Colonial Country Club with Senator William H. Ernst as the guest speaker. Senator Ernst spoke of radio from a legislative point of view. The Motor Parts Co. took over the distribution of Philco in the Harrisburg territory on the first of the year.

Speakers at each of the banquets included Peter Kain, divisional sales manager for the Philadelphia Storage Battery Co.; Harry Boyd Brown, advertising counsel for Philco; James Young, factory sales and service engineer, and R. J. Matthews and John C. Marden, both of the Motor Parts Co.

The new Philco console and model 76 chassis were introduced to the dealers at each of the meetings by Mr. Kain, who also outlined the Philco sales policy for 1930.


sas City, and his assistant, Kenneth Gillespie, was followed by a dinner, at which Kinne told of the sales policies of the company and the business outlook for the Spring.

—N. B. TERRY.

### DIXIE GREBE BOOSTER IS GOTHAM VISITOR

William H. Harrison, Jr., covering the South and Southeast territories for

A. H. Grebe & Co., Richmond Hill radio makers, was a recent visitor at headquarters with Treasurer Douglas Rigney and Sales Manager B. H. Baker, bringing very favorable reports of the situation south of the Potomac river.



# Honest Quaker

Main Springs Repair Materials

## What It Means To You!

(Last week we announced that we had acquired the G. S. Lovell Clock Co., of Phila.—thereby adding a complete line of Clocks to our HONEST QUAKER PRODUCTS.)

If you have been seeking a remunerative companion line to add to your Talking Machine and Radio Products, you will find that **CLOCKS**, especially the new and popular **Electric Clocks**, are **JUST THE THING**.

They offer you an easy way to stimulate sales and increase profits.

Write us for full details and catalogs.

Next Week — Introducing William F. ("Bill") Lyon.

**LOVELL CLOCK DIVISION**  
OF

# Everybody's

TALKING MACHINE CO., INC. 810 ARCH STREET PHILADELPHIA

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

# THEY'RE HERE!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Majestic**  
RADIO

Licensed under patents and applications of R. C. A. and R. F. E., also by Leistikow, Loedel & Trueman and Hogan License Associates.

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

# "A Majestic franchise gives the dealer the ing territory—AND

ALBANY, N. Y.

**E S & E Co.**  
278 Broadway

BALTIMORE, MD.

**Eisenbrandt Radio Co.**  
216 West Franklin Street

BOSTON, MASS.

**Majestic Distributors, Inc.**  
*Exclusively Wholesale*  
539 Commonwealth Avenue

BROOKLYN, N. Y.

**Specialty Service Corp.**  
*"Service Is Our Middle Name"*  
651 Atlantic Avenue

CHARLOTTE, N. C.

**Shaw's, Inc.**  
*Majestic Exclusively*  
314 Tryon Street

CHICAGO, ILL.

**The Harry Alter Company**  
340 N. Dearborn Street  
Telephone: Whitehall 8300  
Distributing Exclusively Majestic Radio

CINCINNATI, O.

**Majestic Distributing Co.**  
OF CINCINNATI  
*Selling Only Thru Legitimate,  
Authorized Radio Trade Channels*  
1042 Gilbert Avenue

CLEVELAND, O.

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

DALLAS, TEX.

**Radio Equipment Company**  
OF TEXAS  
HOUSTON DALLAS SAN ANTONIO

DENVER, COLO.

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


DES MOINES, IOWA

**Hieb Radio Supply Co.**  
1221 - 23 Locust Avenue  
Established Since 1879

DETROIT, MICH.

**Detroit Electric Co.**  
101 East Jefferson Avenue  
*"Michigan's Oldest Radio  
Distributing Organization"*  
Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-  
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

**Peirce  Phelps**  
*merged with*  
**Penn Phonograph Co.**  
Established 1898

HARTFORD, CONN.

**Majestic Distributors, Inc.**

HUNTINGTON, W. VA.

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

INDIANAPOLIS, IND.

**Capitol Electric Co.**  
*"Capitol Quick Service"*  
122-124 South Senate Avenue

JACKSONVILLE, FLA.

**Southern Hardware & Bicycle Co.**  
20 East Fourteenth Street

KANSAS CITY, MO.

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

LINCOLN, NEB.

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

LITTLE ROCK, ARK.

**Radio Sales Company**  
217 East Markham Street

MARION, S. D.

**Hieb Radio Supply Co.**  
*Superior Majestic Service*

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

most generous discount, the fairest kind of a shake on operat-  
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.

437-51 No. Fifth Street

PHILADELPHIA, PA.

HARRISBURG, PA.

WILKES-BARRE, PA.

PITTSBURGH, PA.

Hamburg Brothers

963 Liberty Avenue

PORTLAND, MAINE

Majestic Distributors, Inc.

RENO, NEV.

Nevada Auto Supply Co.

"They Don't Divorce MAJESTIC"

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

MAJESTIC

DISTRICTS

GRIGSBY-GRUNOW CO.,  
OF COMPLETE RADIO RECEIVERS

CHICAGO, ILLINOIS  
Exclusive Manufacturers

# Majestic

ELECTRIC RADIO IN

Western Pennsylvania  
Eastern Ohio and West Virginia


IS DISTRIBUTED BY PITTSBURGH'S LARGEST  
EXCLUSIVE WHOLESALE RADIO HOUSE

**HAMBURG BROS.**

963 Liberty Ave.

Pittsburgh, Pa.

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



All a-b-o-o-o-o-a-r-d for

## CROSLY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

# 20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

## RADIO DEALERS

Write, Wire, or Telephone for Prices

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

**ROCKY MOUNTAIN RADIO CORP.**

1153 BANNOCK ST. Tabor 5271 DENVER, COLORADO

## Exclusive Distributors

NORTHERN  
NEW JERSEY

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

**PHILCO**  
BALANCED UNIT  
RADIO!

MANHATTAN  
AND  
BROOKLYN

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

## SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION  
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors  
Adopted as the Standard Lubricant by Leading manufacturers  
PREPARED IN PROPER CONSISTENCY  
Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid  
Remains in Original Form Indefinitely

**ILSLEY - DOUBLEDAY & CO.**

229-231 FRONT STREET

New York

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

## NEWSY NOTES OF THE HOOSIER STATE TRADE

INDIANAPOLIS, IND., Friday.

A novel method of merchandising radio sets has been adopted by the Kruse Radio, Inc., Indianapolis distributors for Amrad and Crosley. A salesman's automobile has a trailer which carries a complete display of the Crosley and Amrad sets. The sets are shown as in a regular display room, on both sides and in the rear of the car, providing ample space for inspection of the sets. A long cable attached to each set may be attached to any AC socket for power. The large silver finished car has the appearance of an airplane cabin. Advertising and publicity precede the arrival of the traveling display in the towns visited.

An inspection trip through northern and eastern Indiana has just been completed by C. J. Kruse, president of the firm; James Archer; O. G. Clements, sales manager, and Gene Revercomb, of the Crosley Radio Corp. A satisfactory situation is reported as existing these sections.

Announcement is made of the appointment of the Capital Paper Co., 221 West South street, as exclusive Indiana distributors of Atwater Kent radios. A re-organization of the radio department of the company is being made providing for additional men on the sales, sales promotion and advertising staffs. A number of Atwater Kent officials were in the city recently to confer with I. F. Kahn, president of the company.

The Dee Jewelry Co., Inc., Indianapolis, has been incorporated with a capital stock of 1,000 shares, no par value. The firm will also handle radio. The incorporators are Aaron Drosdowitz, Edith Riley, Morris Dee, Abe Drosdowitz and Mary Drosdowitz.

Soprani, Inc., Elkhart, has been incorporated with a capital stock of 5,000 shares, common, having no par value, to deal in musical instruments. The incorporators are Carl D. Greenleaf, Arthur B. Miller and Alfred L. Smith.

Ray Coverdill, who has been store manager of the Kimball Piano Co. since its establishment at 150 North Delaware street, has been appointed general manager of the retail display rooms of the Baldwin Piano Co., 35 Monument Circle. Prior to his connection with Kimball, Coverdill had been on the Baldwin Piano Co. staff for twelve years.

The Capitol Electric Co., Indianapolis distributors for Majestic radio, were hosts to dealers of the Indianapolis territory at a meeting, recently. More than 300 Majestic dealers attended the gathering.

Duane Wanamaker, advertising manager for the Grigsby-Grunow Co., Majestic radio manufacturers, outlined for the dealers the company's advertising plans for the year. Other speakers were William Vollroth, district manager for Grigsby-Grunow, and C. C. Matthews, vice-president and general manager of the Capitol Electric Co. Short talks were given by R. P. Oblinger, president of the distributing firm; Charles Marshall, treasurer, and Robert Uhle, secretary. A banquet and entertainment followed the business sessions.

The King Radio Co. has moved from 801 East Sixty-third street to 40 North Chester street, this city.

E. P. Reynolds and Frank M. Diener

## Majestic Cincinnati Distributor Sees Big Set Business in 1930

Cincinnati, O., Friday.

Presentation of the new Majestic Prosperity radio line, and establishment of a new jobbing organization here owned by the Grigsby-Grunow Co., Chicago makers of Majestic, were accomplished coincidentally last week. The new sets were shown during a three-day program of dealer meetings at the Hotel Gibson, attended by several hundred retailers from the Cincinnati territory who responded enthusiastically to the showing.

The new distributing organization is known as the Majestic Distributing Co., of Cincinnati, and occupies the same quarters, remodeled and newly equipped of the Cincinnati Majestic Radio Distributing Corp., at 1402 Gilbert avenue. It is under the general management of George H. Deacon, recently territorial representative of the Grigsby-Grunow Co. in this region and for twenty years well-known in Central Western radio-music merchandising. Mr. Deacon lately was in charge of store operation for some of the Lyon & Healy units and prior to that for a number of years was a representative of the Cleveland Talking Machine Co., Victor distributors. He entered the business as a representative of the Victor Talking Machine Co. and was selected by Walter B. Fulghum, when Mr. Fulghum retired as traffic manager of the Victor company, to manage a Victor store at Richmond, Indiana, in which Mr. Fulghum was interested. Mr. Deacon's knowledge of radio-music salesmanship from every wholesale and retail angle is considered unusual and he expresses keen enjoyment of the opportunities presented in his present post.

## Sales Confab Conducted By Conron Dist. Corp.

PEORIA, ILL., Friday.

An enthusiastic sales meeting was recently conducted by the Conron Distributing Corp., wholesale organization in this territory for Philco radio. The affair was held at the Creve Coeur Club.

Those in attendance included members of the Conron sales staff, T. W. Conron, president of the wholesale firm; F. O. Renaud, credit manager; C. C. Tyler, auditor, and De Witte Stevenson, service manager. Dinner was served at 6:00 P. M., and this was followed by a talk by Mr. Conron, who described the new Philco line to the gathering. Mr. Hartley, Philco factory representative, also spoke, describing the new Philco model 76.

L. L. Wilson and Paul Pierson recently joined the sales staff of the Conron Distributing Corp.

have established the Motor Supply Co. at Monticello and will deal in automobiles, radios and accessories.

Rudolph Chase Radio Stores have opened store No. 4 at 10 South Ninth street, Richmond, Ind.

One of the newest Indiana radio stores is the Paramount Radio Shop, 130 East Wayne street, Fort Wayne, specializing in Day-Pan sets.

—VAN HOOSIER.

*Here's a mighty profitable pair . .*

# YOU'D BETTER BACK THEM BOTH!

Model Number 180



Model Number 163



**Y**OU'LL sell plenty of Columbia Radiographs because this instrument transforms a radio set into a combination electric reproducing phonograph and radio—for only \$55!

Its design is beautiful and restrained to harmonize with the most luxurious radio set. Recorded music is served to you with the full tonal perfection of the radio set to which the Radiograph is attached.

And it's simple to operate. It has a complete-range volume control right on the motor board, and a convenient switch that sets you for either records or radio at a click. It connects quickly to either battery or A. C. power radios. It has its own electric synchronous motor.

And remember—the Radiograph sells for only \$55!

This Viva-tonal Columbia Portable has the rich, full tone and volume of an expensive cabinet machine. It's *hand-some*—it looks right at home in the loveliest living room. And its economy in price (*it sells for only \$50!*) is coupled with the economy in space that's another powerful added attraction—especially to apartment dwellers!

Of course there are also fine Columbia Portables for other purses and preferences—and they're great sellers, too!

*Selling for \$60* there is a Columbia Portable which is electrically operated from the house current, and whose metal fittings are gold plated.

And there's a more popularly priced Portable which boasts of pure tone quality just as startlingly "like life itself" as its more elaborate brothers. But it sells for only \$25!

*The Columbia Radiograph and the Viva-tonal Columbia Portables are bound to fatten your profit columns! They're showing a swelling sales volume that's nothing short of remarkable. They're packed with sales appeal—push them, for they're as good as gold to you!*



© 1935 Columbia Phonograph Co., Inc. All Rights Reserved. Made in U.S.A. Patent 2,100,000. Registered in U.S. Patent Office. Model No. 180. Price \$55.00. Model No. 163. Price \$50.00. Model No. 163. Price \$60.00. Model No. 163. Price \$25.00.

# Columbia

Phonograph Company • New York

Canada: Columbia Phonograph Company, Ltd., Toronto

# How



Marion Harris, whose crooning, lilting voice has made her possibly the most popular Star of Big Time Vaudeville. She is now duplicating her Variety triumphs in Talking Pictures.

... an exclusive Brunswick artist

# Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,



# “Devil May Care” is Boosting Profits for Brunswick Dealers

Big crowds packing the foyers of the Moving Picture Theatres . . . lining up four abreast along the sidewalks . . . hundreds of thousands of people waiting impatiently to see and hear “Devil May Care”—the big-hit “Talkie” featuring Marion Harris, exclusive Brunswick star!

The songs that catch the fancy of the Four Million are the big money-makers in the record business. Which explains, in part, why “Devil May Care” is swelling record sales into record profits—for Brunswick dealers.

<b>The Shepherd's Serenade (Do You Hear Me Calling You?)</b> Waltz, with Vocal Chorus		<b>March of the Old Guard and</b> <b>Charming</b> —Fox trots by Colonial Club Orchestra with Vocal Quartette	4690
<b>If He Cared</b> —Fox trot by Abe Lyman and his California Orchestra	4633		
<b>The Shepherd's Serenade (Do You Hear Me Calling You?)</b> <b>Charming</b> — Tenor solos by Frank Munn, with orchestra	4683	<b>The Shepherd's Serenade (Do You Hear Me Calling You?)</b> and <b>If I'm Dreaming (Don't Wake Me Too Soon)</b> Organ Solos by Lew White—with Guitar, Xylophone and Vibraphone	4691

See and hear

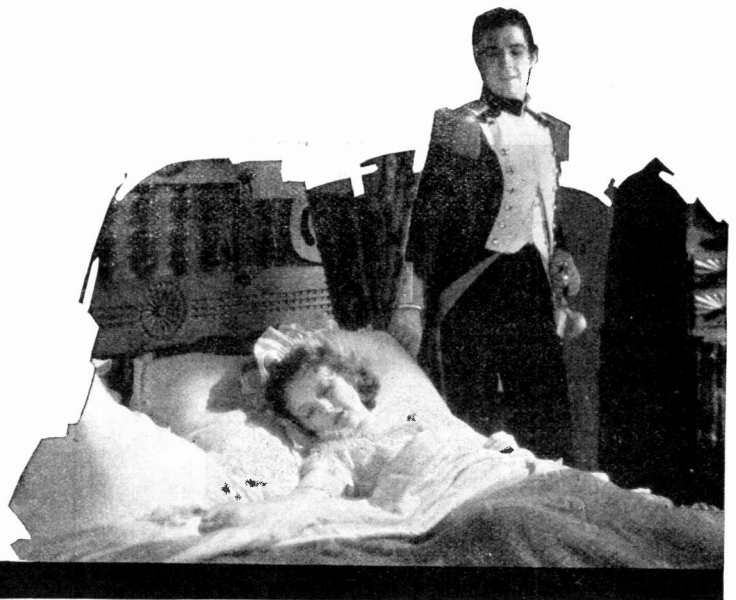
## Marion Harris

featured with  
Ramon Navarro in

### “Devil May Care”

Orpheum headliner, star of  
“A Night in Spain,” Marion  
Harris scores new triumphs—  
for herself and for Brunswick  
dealers—with:

<b>Nobody's Using It Now and</b> <b>Funny, Dear, What Love Can Do</b> Vocal with Orchestra	4663
<b>My Fate Is In Your Hands and</b> <b>Nobody's Sweetheart</b> Vocal with Orchestra	4681



# Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

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

## OUR INCOME TAX DEPARTMENT

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

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

Now that we have covered the normal tax, the surtax and the earned income credit, we are ready to complete the picture on the possible tax computation by discussing the tax on capital gains and losses. That is the object of this article.

### Capital Gains and Losses.

Special and favorable consideration is given to the tax on gains from so-called capital assets. It will be recalled that the surtax rate does up to 20 per cent. and the normal tax rate to 4 per cent., so that one may have to part with 24 per cent. of his profit for income taxes. Under the capital gains provision, however, the tax rate is limited to 12½ per cent., where what is sold had been owned for two years or more. The theory of the law is that it is unfair to tax a profit in the regu-

lar way all in one year, when the profit in the regular way all in one year, when the profit really has accrued over a period of years. On the other hand, where the transaction results in a loss instead of a gain, the limitation works just the other way and the tax that would otherwise be payable, cannot be reduced by a maximum of 12½ per cent. of the loss.

### The Two Year Period.

In determining whether property has been held for the necessary two year period there are some peculiar things that should be noted. In the first place, if a stock dividend is declared, it is not the date of the actual receipt of the new stock that starts the two year period. Instead, the new stock is deemed to have been already held for as long as the old stock had been owned. In 1928, for example, General Motors Co. declared a 150 per cent. stock dividend. If a person bought 100 shares of General Motors in 1922, he received in 1928 an additional 150 shares. These 150 shares are regarded as having been owned by the stockholders since 1922, so that if he went out the day after he had actually received the shares and sold them, the gain or loss would be regarded as a capital asset transaction.

The situation is similar with respect to property that is acquired by gift. If "A" bought a piece of real estate in 1923 and gave it to "B" in 1929, and "B" sold it in 1929, "B" is deemed to

have held the real estate since 1923, and, therefore, any profit would be regarded as capital gain, and any loss as capital loss.

### Capital Gains Optional.

To what extent does the capital gain feature really result in a saving? In the first place, not everybody's income is subject to a 12½ per cent. tax. It is apparent, therefore, that as to such individuals, a tax of 12½ per cent. on their capital gains would be a detriment rather than an advantage. However, since the law is designed to help where profits are involved rather than hurt, provision is made that it is optional with the taxpayer whether he wants to come under the capital gain limitation or not. As a general proposition, the tax rate on incomes below \$35,000 is less than 12½ per cent., so that all those whose income is less than that amount should not elect to come under the capital gain provision, but, instead, compute their tax in the regular way. Those whose net incomes are in excess of \$35,000 will probably find it profitable to take advantage of the tax rate limitation on their capital gains.

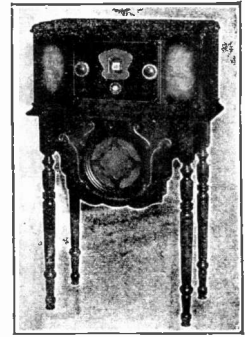
Let us work out an example to bring this home more forcefully. We will assume that "A," a married man, with no dependents and an earned income of \$5,000, has a total net income of \$75,000, of which \$25,000 is from capital net gains and \$50,000 of ordinary income. If no consideration were given to the capital gain provision and the tax were computed in the regular way on an income of \$75,000, the tax would be \$9,598.13. However, by giving effect to the capital gain limitation, the regular tax is computed on an income of \$50,000, resulting in a tax of \$4,598.13. The tax on the \$25,000 of capital gains at 12½ per cent. would be \$2,875, making the total tax \$7,473.13. As the tax without the capital gains provision was \$9,598.13, there is a saving of \$2,125.00.

### Capital Losses Compulsory.

When it comes to capital losses, the rule is in one very important respect different from that of capital gains. We said that it was optional with the taxpayer whether he computed his tax considering the capital gain feature or not. In the cases of capital losses, however, where the 12½ per cent. limitation results in a higher tax than if the income were computed in the regular way, the tax MUST be computed on the basis of the capital losses.

Let us take the case of "A" again, and we will assume this time that the situation is reversed. He has a net income of \$50,000, arrived at by deducting from the ordinary income of \$75,000, capital losses of \$25,000. The tax on an ordinary net income of \$50,000 is \$4,598.13. However, by considering the capital loss limitation, the tax is first computed on the ordinary income of \$75,000, or a tax of \$9,598.13. The effect of the capital loss of \$25,000 is a maximum reduction of 12½ per cent., that is, 12½ per cent. of \$25,000, or \$2,875. "A's" tax is, therefore, \$6,723.13. If the limitation for capital losses did not have to be considered, but, instead, everything computed on the regular basis, the tax would have been \$4,598.13, so that as a result of the capital loss limitation, "A" must pay a higher tax by \$2,125.

Inquiries have come in from many readers asking whether net losses of one year can be applied against income of subsequent years. We will consider



### 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

the important subject in the next article.

### QUESTIONS and ANSWERS. Rights.

Q. In the sale of "Rights" to buy additional stock, is this considered as profit on the stock or can it be considered as a dividend?—M. T. D.

A. When a "Right" is received, it is deemed to cost the stockholder something. The amount is determined by apportioning the cost of the stock on which the "Right" is received, on the basis of the value of the "Right" and the value of the stock at the time that the stockholder becomes entitled to the "Right." Gain or loss is therefore determined by reference to that computed cost. However, the taxpayer has the option of reporting the entire proceeds from the sale of "Rights" as income. In that event he needn't make any adjustment reducing the cost of the stock on which the "Rights" are granted.

### Broker's Account in Incorrect Name.

Q. When a stock transaction has been handled with a broker in the name of one person, but really represents the interest of two individuals, each wishing to have his share of the profit or loss, which ever the case might be, should each person show his share of the transaction and make notation on his tax return that the matter was handled as above stated?—L. A. F.

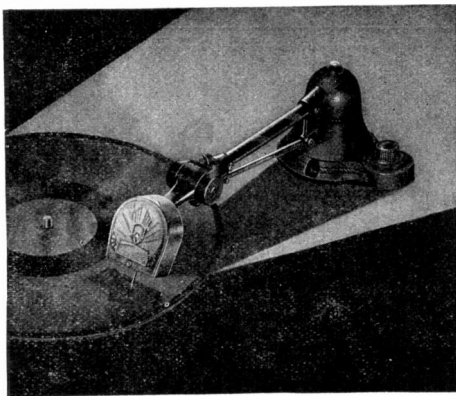
A. The name in which an account is kept is relatively immaterial. It is the actual ownership that counts and returns should be made out by the owners accordingly. You can call attention to the facts on your return, as you suggest.

### H. E. YOUNG, J. J. DAVIN ON TOUR FOR MAJESTIC

PORTLAND, ORE., Thursday.

Herbert E. Young, general sales manager for the Grigsby-Grunow Co., Chicago, and James J. Davin, sales promotion manager, stopped off here yesterday with the Majestic radio "Prosperity Model" caravan.

## 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.

# ATWATER KENT DISTRIBUTORS

**BALTIMORE, MD.—**

**PARKS & HULL, INC.**

Wholesale Distributors

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

**BOSTON, MASS.**

**J. H. BURKE COMPANY**

Featuring Atwater Kent Product  
For the New England Trade

221 Columbus Ave. Tel. Kenmore 0750

**BOSTON, MASS.**

**HOWE & COMPANY**

DISTRIBUTORS  
EXCLUSIVELY

883-885 Boylston Street

**BROOKLYN, N. Y.**

**E. A. WILDERMUTH**

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

**CHICAGO, ILL.**

**SAMPSON ELECTRIC CO.**

ATWATER KENT EXCLUSIVELY  
WHOLESALE ONLY

Michigan Ave. at 32nd St.

**CINCINNATI, O.**

**B. W. SMITH CORP.**

Central Parkway at Sycamore Street  
ATWATER KENT EXCLUSIVELY

**CLEVELAND, O.**

**CLEVELAND DISTRIBUTING CO.**

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

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

**COLUMBUS, O.**

**COLUMBUS IGNITION CO.**

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

46 South Fifth Street

**INDIANAPOLIS, IND.—**

**WAGNER RADIO CO.**

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

**MILWAUKEE, WIS.**

**RADIO SPECIALTY CO.**

"WISCONSIN'S OLDEST EXCLUSIVE  
RADIO HOUSE"

495 Broadway

**NEW HAVEN, CONN.**

**NEW HAVEN ELECTRIC CO.**

SPECIALIZING IN ATWATER KENT SERVICE

296 Elm Street

**NEW YORK, N. Y.**

**E. B. LATHAM & CO.**

"LATHAM SERVICE  
MUST BE GOOD"

250 Fourth Avenue

**NEW YORK, N. Y.**

**E. J. EDMOND & CO.**

METROPOLITAN SERVICE  
ATWATER KENT RADIO

250 W. 54th Street

**PHILADELPHIA, PA.**

**THE LOUIS BUEHN COMPANY**

To the Radio Dealers in  
THE PHILADELPHIA METROPOLITAN AREA  
we offer

QUALITY SERVICE ON THE FASTEST SELLING  
AND MOST PROFITABLE RADIO MERCHANDISE  
835 Arch Street

**ST. LOUIS, MO.—**

**BROWN & HALL SUPPLY CO.**

1504 Pine Street

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

**SAN FRANCISCO, CALIF.—**

**ERNEST INGOLD, INC.**

950 Van Ness Ave.

Service That Is Uncommonly Good

*"Seven Years of Radio Leadership!"*

## SEASONAL VOLUME REPORTED BY RADIO MEN IN CLEVELAND

### PREPARE FOR CONVENTION

Schultz Discontinues Cleveland Branch — Levy Music Co. in New Quarters—Edison Dealers Enthusiastically Receive News of Price Advance.

CLEVELAND, O., Saturday.

The trade is looking forward to the national convention to be held here February 10th and 11th, when it is hoped something may be done that will alleviate the condition which the average dealer now finds himself in through distressed merchandise sales.

Dealers are showing considerable interest in the low-priced electric refrigerators that several manufacturers are bringing out in the near future and distributors have a number of inquiries on hand.

The general music business is somewhat quiet, but no more so than usual at this time of the year. Combination sales continue to stimulate the sale of records.

The H. C. Schultz, Inc., has closed its Cleveland branch and the business has been transferred to the main office at Detroit. The company was distributor for Earl and Sonora radios, Pan American band instruments and small goods. They were located at Payne avenue and East Seventeenth street.

The Levy Music Co., of 12409 Kinsman road, has moved into larger quar-

ters at 12405 on the same street. It held its formal opening this week and the store was thronged throughout the day and evening. Many baskets of beautiful flowers were received from friends and well-wishers in the trade, both in Cleveland and also out of town. An orchestra furnished music for the event. The store is handsomely appointed in every respect and the leading makes of radio are carried, as well as a complete line of general musical merchandise. Mr. Levy has been in the music business in this city for a number of years and is widely known in the trade.

The Aitken Corp., distributors for Crosley and Amrad, reports that business is proceeding in a normal manner and that its dealers in the smaller towns of northern Ohio are doing better than many in the city. The new models of both lines are attractively displayed in the company's showrooms on Euclid avenue and Owen Smith, local manager, is looking forward to a steady increase in business. The new iceless refrigerator that the Crosley Corp. is bringing out is creating a great deal of interest in both city and out-of-town trade. The Aitken Corp. has been appointed distributor for the Hammond line of electrical clocks in this territory and anticipates a good business in this merchandise.

The announcement of the advance in price on Edison models on February 1 has been received by Edison dealers and by the trade in general with much satisfaction, and who feel that it will go far towards restoring confidence on the part of the public. E. S. Hershberger, manager of the B. W. Smith Co., Edison distributors, states that notice of an advance in price has caused a flood of orders from dealers who wished to take advantage of present prices and both straight radio and combination models are being shipped out as quickly as possible. In order to meet this demand it was necessary to place additional orders with the factory. Mr. Hershberger feels that the months of February and March will be productive of considerable new business.

Stock and fixtures of the Vogt Electric Co., East Fifty-fifth street, near Woodland avenue, were sold at public auction this week.

Harry Bevington, well-known radio sales manager, is back from the national bridge tournament in which he made some very high scores. He has not made any announcement of his future plans.

The Colonial line of receivers is moving well, the Haas Electric Sales Co., distributors, report. Dealers have been enjoying a very fair business for this time of the year and are not overstocked.

—DIHM.

### WITZ & POLIKOFF FIRM IS DISSOLVED

PHILADELPHIA, PA., Friday.

Martin J. Polikoff, formerly of the factory representative firm of Witz & Polikoff, this city, will shortly announce a new connection in the radio field. The firm of Witz & Polikoff has been dissolved by mutual consent. The company was formerly national manufacturers' agents for Ebert radio cabinets.

Mr. Polikoff has been identified with the radio-music trade in a sales executive capacity for the past decade.

### Grebe Sales Co. to Give Merchandising Counsel To Authorized Dealers

To aid the retailer in solving the many problems of administration and merchandising that daily face him, the Grebe Sales Co., Inc., distributor in and about New York for A. H. Grebe & Co., Inc., has organized and put into operation the merchandising counsel service department, now in charge of O. A. Gressing, with offices in the Grebe Sales Co. suites in the Steinway building, 109-113 West Fifty-seventh street, New York.

This efficiency division is dedicated to the sales expansion program of every dealer handling Grebe products, H. T. Porter, president of the Grebe Sales Co., stated last week.

In his announcement covering the work of Mr. Gressing and his associates, Mr. Porter declares:

"This department functions in an advisory capacity for the assistance of any authorized Grebe dealer who has any merchandising problem confronting him, whether it appertains to Grebe merchandise or the complete operation of his business.

"Upon application from the dealer, this department will call upon him and make a complete investigation and summary of his business, and will then offer its advice and suggestions as to

the best manner in which to overcome any merchandising obstacles that may be confronting this dealer.

"In some cases the merchandising counsellors may be able to assist the dealer in a short visit, but at all times he is prepared to stay with the dealer until his services have been of some assistance. The services of this department are available to such authorized dealers as request them."

The installation of this department is the outcome of a recent survey of trade conditions in the retail radio market covering the New York metropolitan district, by Mr. Porter, who speaks of it as "a revolutionary forward step on the part of radio manufacturers toward constructive cooperation with their retail outlets."

Mr. Porter asserted that he felt that the various branches of the radio industry are so closely allied that it behooves the stronger to afford what assistance it can to those in need of such constructive cooperation.

Certain Grebe dealers, when interviewed regarding their reaction to this innovation, have expressed themselves as highly pleased with it, and state that this is "the first human touch that has been noticed in the industry during recent times, and must necessarily bear tremendous good-will for an organization that has its dealers' problems so closely at heart."

The new department will deal with these topics: Merchandising, buying, selling, advertising, servicing, collecting, financing, organization, personnel, system, bookkeeping, credits, demonstrating, overstock, capital, banking, and alterations.

### An Added Sale with each Combination



### SELL

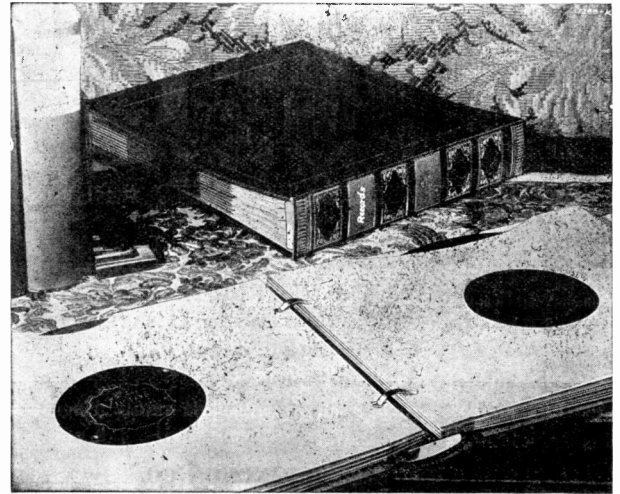
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

**HORROCKS DESK CO.**

RECORD FILING DEPT.

HERKIMER, N. Y.

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



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

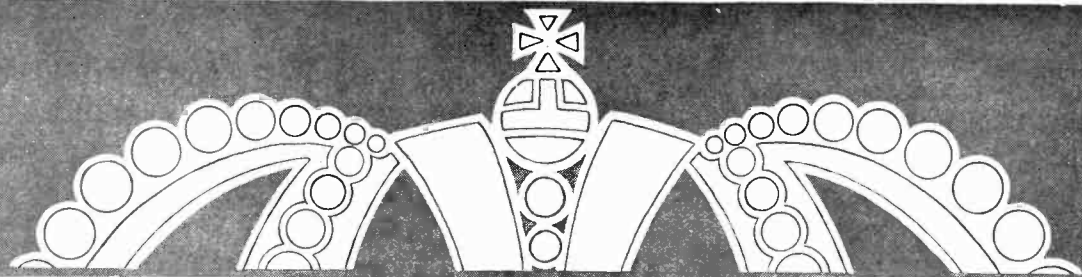
grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. **DESIGNED ESPECIALLY FOR YOU IF DESIRED.**

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

**PEERLESS ALBUM CO.**

62-70 W. 14th Street

New York City



## To the Radio Distributors and Dealers of America

**T**HE selling of radio receiving sets has developed into a battle of superior merchandising methods and a better application of highly specialized selling effort. It is necessary, therefore, not only to have a good set to sell, but to use the best practical methods in merchandising and selling.

Behind the built-in quality of Kennedy—a receiving set of established leadership, embracing a knowledge of radio engineering and experience since 1911—there is a vital “plus” value. This “plus” value is the outstanding program of action-compelling cooperation for dealers and distributors developed by the Kennedy Corporation. Every cog in the wheel of this program is based upon the practical experience of men who have achieved success in radio and industry.

Into every Kennedy set is built quality—performance that is second to none. Into the Kennedy sales and merchandising program, we have built certain advantageous features never before offered by other radio manufacturers. With Kennedy the dealer and distributor can build his business upon a foundation so firm that it will weather all storms and allow him to reap the profits he has a right to expect. COLIN B. KENNEDY CORPORATION, South Bend, Indiana.

*NOW is the time for action—investigate Kennedy—  
write for Kennedy's new Presentation Manual—ad-  
dress your request to the Sales Promotion Department*

# KENNEDY

*The Royalty*  *of Radio*

1911

1930

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

# Majestic ELECTRIC RADIO

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation

"SERVICE" Is Our Middle Name

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LARGEST MUSICAL  
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IN AMERICA

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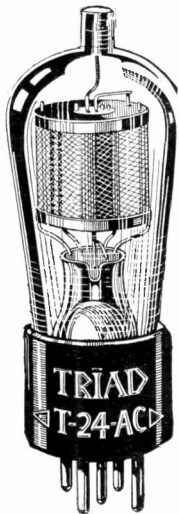
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Over 95 Years  
of  
**DEPENDABLE**  
Service to The  
Music Trade



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



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

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

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Pawtucket, R. I.

**TRIAD**  
INSURED  
**RADIO TUBES**

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

## BALTIMORE RADIO JOBBER IN TIE-UP WITH AUTO EXHIBIT

SET BUSINESS HOLDING UP

Fifteen Hundred at Affair Spon-  
sored by Local Philco Whole-  
saler—Sparton Sales at Satis-  
factory Level, J. R. Hunt &  
Co., Jobbers, Report.

Baltimore, Md., Friday.

While there is complaint in some quarters regarding radio business in this territory, many of the representative dealers report business this year to date to be of a satisfactory character.

There is some hesitancy in some quarters because of an apparent uncertainty in the industry and dealers say they are marking time closely watching developments.

A number of the leading radio distributors in this territory tied-up with local automobile dealers in the annual Baltimore Automobile Show, held at the Fifth Regiment Armory and instead of being an exclusive motor car exposition was a combined automobile and radio show. Much interest was created in the radio models on exhibition. One of the features of the show which helped the radio exhibitors was the showing of a jeweled miniature automobile, valued at \$100,000. This model was on display in the balcony of the Armory and it was in the balcony that the radio distributors had their booths.

Among the firms having exhibits at the show were Parks & Hull, Inc., 1031-35 Cathedral street, distributors in this territory of the Atwater Kent; Radio Corp. of America; Baltimore Victor Distributors; Victor; Stewart-Warner Corp.; Eisenbrandt Radio Co., Inc., 216 West Franklin street, Majestic; J. R. Hunt & Co., Calvert and Saratoga streets, Sparton; Lincoln Sales Co., 1128-30 Cathedral street, Eastern Hardware & Supply Co., Charles and Lombard streets, Philco; R. J. Looek & Co., 343 North Gay street, Apex; Redding Radio, Inc., 1726 North Charles street, Silver, and Milton Distributing Corp., 6 N. Frederick street, Lyric.

The year 1929 was the best year the Eastern Hardware & Supply Co., Philco distributors here, have ever had in the sales of radios. It was substantially better than the preceding year, according to C. T. Farnen, manager of the radio department of the concern. The year 1930 has started off very well, with sales running well ahead of December of last year and also of the same month of last year. Mr. Farnen looks for the current year to be the best the concern has ever had. The business experienced, to date, indicates that it will be.

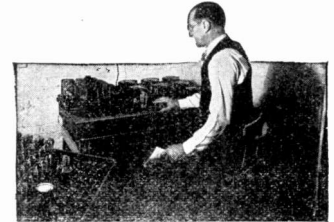
The company staged a very successful radio party at the Lord Baltimore hotel, recently, which was attended by fifteen hundred persons. The newest models in the Philco line were on display in an attractive setting. An interesting entertainment program was presented.

The local Philco distributors through the manufacturers of the line are running a tie-up with the local moving picture theatres. Displays of the Philco are being featured in the lobbies of the amusement houses. The first was staged at the Stanley. Others will be

## Tube Testing a Hobby Of Ben Erskine, Head Of Sylvania Products

EMPORIUM, PA., Friday.

Ben Erskine, president of the Sylvania Products Co., this city, maker of Sylvania radio tubes, is constantly to



Ben Erskine in Laboratories

be seen in the testing laboratories of the local factory.

His exacting scrutiny is that of an engineer with more than twenty-five years' experience and his knowledge as well as his business experience are important factors in the steady growth of Sylvania tube popularity.

He is seen in the accompanying picture in the act of spot-checking the strict testing requirements, an integral part of Sylvania tube production.

## ASK CREDITORS TO FILE CLAIMS AGAINST THE SANFORD DIST. CORP.

WILLIAMSPORT, PA., Friday.

Creditors of the bankrupt Sanford Distributing Corp., radio wholesale organization of this city, have been ordered by Judge H. W. Whitehead to file their claims against the bankrupt corporation with Edgar H. Maitland, receiver, on or before March 17.

held at the Century, Valencia, Parkway, all leading theatres of the city. This is the first time in this city that such a tie-up has been made.

H. Seward, of the Philco organization of Philadelphia, and J. Hathaway, formerly of the Manufacturers Finance Co., of Baltimore, who handled radio accounts, will join the staff of the Eastern Hardware & Supply Co., as sales promotion managers of the Philco.

J. R. Hunt & Co., Calvert and Saratoga streets, distributors in this territory of Sparton, are finding the demand for the instrument growing. According to Edward W. Bauernschmidt, manager of the radio department, the month of January to date has been better than December of last year.

The Kennedy radio, distributed in this section by the Carroll Electric Co., Inc., 38 South Calvert street, is gaining in favor with the public. According to S. V. Holcomb, manager of the radio department, activity in Kennedy sets in the territory covered by the local concern is very satisfactory.

Leonard J. Levee, trading as the Homewood Music Shop, radio retailer will move early in February to 3120 Greenmount avenue from 3216 Greenmount, where he has been conducting his business for a number of years.

The Charles Electric Co., Inc., retailers of radios and electrical appliances, 1730 North Charles street, which recently declared an involuntary bankrupt, filed, in the United States District Court a schedule of assets and liabilities. The assets were given as \$11,525.32, while the liabilities, \$25,238.85.

—JOHN F. IGNACE.

## MORE ENCOURAGING TONE NOTED AMONG CHICAGO DEALERS

### VICTOR DISTRIBUTORS MEET

**Plans Outlined for Coming Season —New Sparton Arouses Much Interest — Eugene F. Farny, All-American Mohawk President, on Eastern Trip.**

Chicago, Ill., Monday.

Dealers and wholesalers alike are reporting greater interest being manifested by the general public in radio sets. The wave of pessimism that hung over the turn of the year has now been almost entirely disapated and there are more reports of orders coming in and more honest-to-goodness expressions of better business for the future. One reason for this is that distress merchandise is going rapidly disposed of by the department stores and others.

Approximately 70 Victor distributors of the middle west and west coast divisions and executives of the Victor division, RCA-Victor Co., gathered here last Tuesday at the Drake Hotel for a conference on sales plans for the near future. The meeting was presided over by R. E. Kane, of Chicago, central district sales manager and addresses were made by R. A. Forbes, manager of instrument sales, A. A. Brandt, assistant manager of instrument sales, all of Camden, N. J. Representatives were present from as far west as San Francisco, Seattle and Salt Lake City, and it was declared to be the most intensive sales meeting ever held and certainly the best under the new organization. The talks centered on sales promotion plans which are to be started under way soon, but actual announcement of which is being held in abeyance.

The Wiswel Radio Co., Sparton distributor here, was host to its dealers at the Stevens Hotel last Thursday and it was more in the nature of a get-together than a talk-fest. Suitable entertainment along with the eats was provided, and the new Sparton was shown in which the dealers evidenced great interest and stated their appreciation. L. C. Wiswell, president, said he was well pleased with the comments made and gathered that business, though quiet now, will soon pick up to normal proportions.

Eugene F. Farny, president of the All-American-Mohawk Radio Corp. is on an eastern trip, visiting Lyric distributors in Buffalo, Boston, Pittsburgh, New Haven, New York, Paterson and Newark, from which he is expected to return early next week. Otto F. Frankfort, vice-president and sales manager, took a quick jaunt during the week to North Tonawanda and Buffalo, but has already returned.

"Business as usual," is the expression emanating from the Erla plant here, and production is being kept even with orders received, which are coming in in gratifying volume. George Russell, sales manager, who spent several months in the east, visiting the dealers and distributors, found business greatly improved, especially in the smaller cities.

The downtown sales room of the Commonwealth-Edison Co. has been attracting the public all week to see the new Philcos, which at \$112 and up,

less tubes, are reported to be moving quickly.

The Edison Distributing Co. here has found a very favorable reaction to its announcement that effective February 1 prices for the Edison would be increased. This moved the dealers to action and they have placed some nice business. Consequently, said S. F. Patchin, manager, business is keeping up gratifyingly. J. Carson, assistant manager, has just got through serving on the jury and after finding it necessary to serve in a murder trial he observes in his sly, Scotch humor, "that a man has no right at all these days; they arrest a man for killing somebody."

Young, Lorish & Richardson were hosts last Friday night to 500 Sparton dealers and friends, it being an overflow meeting, despite the sub-zero weather. While a few talks were made—one by H. E. Richardson on the business outlook, the new Sparton and the services Sparton dealers can render their customers—the evening was mainly devoted to entertainment. The new model was on display and was explained to the assemblage.

The Radio Doctors, Inc., store at 347 S. Clark street, was invaded last Sunday by two other robbers with guns who forced two clerks, Ted Epstein and Mel Redlick, into a back room and then departed after helping themselves to \$250 from the cash register.

The Twentieth Century Mail Order Corp. has recently opened business quarters on the third floor at 234 S. Wells street, where radio parts and accessories may be secured at wholesale.

—ALEXANDER.

## Lindhorst Radio Assets Are Sold at Auction

ST. LOUIS, Mo., Friday.

The assets of the Lindhorst Magic and Radio Co. were sold recently at auction. During the progress of the sale, Will L. Lindhorst was discussing the affair with the correspondent of the TALKING MACHINE and RADIO WEEKLY. As he plucked a quarter from one ear he observed, "Even a magician couldn't foresee the trouble in that business." Back at selling pianos again the sorcerer-salesman grants that in magic as in business there is a trick or two he doesn't know.

In November, 1928, Lindhorst quit his job in an Olive street music house, deciding to capitalize his 30 years—at the age of 9 he began mystifying his family—of practicing tricks with rabbits, silk hats and playing cards. He opened up a magic and radio company at 3628 Olive street, selling sets of parlor tricks to novice conjurers and some of his 400 original illusions to professionals in all sections of the country. His largest and strongest forte, however, was radio and he set up a large stock of receiving sets. His idea was, he says, that the novelty of a magic shop in connection with a radio store would prove interesting and unusual and consequently would draw a great deal of trade.

"But I didn't push the sale of magic hard enough," he explained, "and the margin of profit in radios was too slim. I barely made a living. Anyhow, I was getting homesick for the music store; so when my old employer asked me to come back the other day, I decided to sell out while I was still solvent. I'm confident the creditors will be paid in full."

Although magic waves a poor wand in business, in Lindhorst's opinion, it

is an invaluable aid in engaging the attention of prospective piano buyers. Mind-reading, too, is an asset to Lindhorst, the salesman.

Besides his other activities, Lindhorst gives evening demonstrations of the dark art to business and social organizations. At one time, about eighteen years ago, he was with Thurston on the stage, and he has had his own act on the Orpheum circuit. He knows most of the prominent magicians and was a close friend of the late Houdini, from whom he learned his knot tricks.

The entire St. Louis trade and many of his friends throughout the country extend their condolences to William Chrisler, whose wife died recently after an illness of eleven months. Mrs. Chrisler, wife of the head of the Aeolian Co. of Missouri, was born and reared at Indianapolis, Ind., but received her education at the Mount de Chantal Convent, Wheeling, W. Va. In 1911 she was married to William Chrisler at Indianapolis, moving to St. Louis in 1916.

W. H. Newton, sales manager of the radio department of the Barret Electrical Supply Co., is optimistic over the outlook for business during 1930. "Last year," he said, "this company did three times the volume of business it handled the year before, and we are satisfied by every indication of the sales of the Navigator that we should double last year's gross returns this year. We are now developing a new radio department and have five city salesmen and two in the territory. Our territory extends into southern Illinois and through eastern Missouri."

The Barrett company began its business on a veritable shoe-string seven years ago and in that period has built up a commercial enterprise that re-

## DeForest Co. Charges Ken-Rad Infringement

Wilmington, Del, Monday

The De Forest Radio Tube Co., Passaic, N. J., has filed suit in the Federal District Court here against the Ken-Rad Tube & Lamp Corp., Owensboro, Ky., charging infringement of patent on improvement in grid-making tube machinery, it is reported.

A permanent injunction restraining the Ken-Rad company from use of the device, and an accounting and damages are asked for. Both litigants are Delaware corporations.

## RADIO CORP. ACQUIRES CUBAN ORGANIZATION

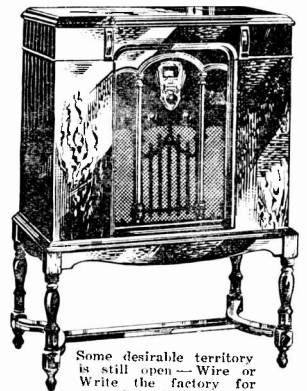
The Radio Corp. of America, New York, has acquired the Cuba Transatlantic Radio Corp., with headquarters in Havana, it is reported.

The Havana company is a small organization wholly owned in Cuba. It has pick-up offices in Havana and in some interior cities of Cuba, and does a communication business with Madrid, and also with New York, where it operates through RCA.

quires a lot more dressing than the original shoe-string. Consequently, the company had to build a new fire-proof structure at 3111-15 Washington boulevard a year ago. The business has increased to such an extent that the enlarged quarters which were ample a year ago have become crowded and indicate that additional enlargements will soon have to be made. -N. B. TERRY.

# THERE is No FINER Radio...

than the NEW PRECISION Screen Grid HOWARD



Some desirable territory is still open—Wire or Write the factory for complete information.

## HOWARD RADIO CO. South Haven, Michigan



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

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

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

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

The Waltz Hit Of The World!  
**"LOVE ME"**

The New Waltz Hit by the Writer of Ramona  
**IT HAPPENED IN MONTEREY**  
from PAUL WHITEMAN'S Picture "The KING of JAZZ"

Mabel Waynes Delightful Fox Trot Song  
**"DO YA' LOVE ME"**  
JUST A TINY BIT—DO YA'?

Diff'rent and Unusual!  
**"WE LOVE US"**

Kahn's & Florito's Charming Waltz Song!  
**"I LOVE YOU SO"**

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

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

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

One Of The Real Hits!  
**"SATISFIED"**

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

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

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

## THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

### Lita Grey Chaplin to Sing Triangle Number In RKO Radio Program

Lita Grey Chaplin, stage and screen actress of renown, sings next Tuesday evening on the RKO program over a nation-wide hook-up, and in her program, conspicuously spotted, will be "Blue Turning Grey Over You," Joe Davis' feature song for this year. The number is enjoying unusual popularity with the trade and profession, it is stated, one of the leading broadcasts being Guy Lombardo's, whose orchestra plays it regularly.

The Triangle Music Publ. Co., Inc., has accepted a new tune bearing the title "Imagine," by Will Osborne, Andy Razaf and Paul Denniker, which is scheduled for early exploitation.

Along with "Blue Turning Grey Over You," Joe Davis is concentrating on "Language of Love" and "Just Think of Me, Sometime," both of which are also in big demand.

### Jack Robbins Tenders Informal Supper to Nacio Herb Brown

Last Wednesday evening, Jack Robbins, head of the Robbins Music Corp., played host to Nacio Herb Brown, popular composer, upon the latter's arrival in this city from the coast, at an informal supper held at the Brass Rail, New York. Representatives from practically every recording firm in the industry were present, as well as such well known orchestra leaders, theatrical stars and artists as: Guy Lombardo, Roger Wolfe Kahn, B. A. Rolfe, Phil Spitalny, Will Osborne, Mr. and Mrs. Jesse Crawford, Fred Rich and Gene Austin.

Nacio Herb Brown is the writer of "Wedding of the Painted Doll," "Broadway Melody," "Singin' in the Rain," "Pagan Love Song," and Robbins' new "Chant of the Jungle," among others.

### New Feist Catalog Grows Stronger With Each Broadcasting

The catalog of popular songs in the Leo Feist, Inc., roster is shaping up stronger with each succeeding day, for the company enjoys radio "plugs" second to few in the publishing industry. At the present time, Feist's ace tunes include, "Just Can't Be Bothered With Me," "Funny Dear What Love Can Do," the foreign hit, "Love Me," the Rio Rita success "Sweetheart, We Need Each Other," Vallee's signature song, "I'm Just a Vagabond Lover," and "Satisfied."

Other songs rounding out the roster of the firm are: "Love Made a Gypsy Out of Me;" "It Happened in Monterey;" from the forthcoming Paul Whiteman picture; Mabel Wayne's novelty, "Do Ya' Love Me;" another novelty song, "We Love Us;" "I Love You So,"

### Red Star Negotiates With Two Firms for Foreign Sales Rights

Negotiations have practically been completed by Pat Flaherty acting for the Red Star Music Co. and Campbell-Connolly, London, whereby the latter firm secures the United Kingdom sales rights to all Fox production music published by Red Star, it was disclosed last week. Australian sales rights will in all probability be assigned to Davis & Co., it was further stated. The amounts involved in the two transactions are said to be record-making.

Red Star-published tunes from the forthcoming "Big Party" film include "Bluer Than Blue Over You," "Good for Nothing But Love," "Day Dreams," "I'm Climbing up a Rainhow" and "Nobody Knows but Rosie." Other Fox productions for which Red Star will publish the score include "One Mad Kiss," "Golden Calf" and "High Society Blues."

### Berlin Has Publishing Rights to Song in New Norma Talmadge Film

The Paramount Theatre, New York, on Friday will house the initial showing of Norma Talmadge's first audible film, bearing the title "New York Nights," adopted from Broadway's last season legitimate attraction, "Tin Pan Alley." The popular star sings "A Year From Today" in the film, the song being published by Irving Berlin, Inc., who believes it has another "Love" in the offing.

Berlin is instituting a campaign at the present time on three songs from "Puttin' on the Ritz," a talking picture which marks the debut of Harry Richman on the screen. The former "Scandals" star sings "There's Danger in Your Eyes, Cherie," "With You," and "Puttin' on the Ritz," all from the Berlin roster, in the film.

### New Professional Studios for Harms In Strand Building

The professional, orchestra and radio departments of Harms, Inc., have been moved to the Strand Theatre building, New York, where Will Rockwell continues in charge. The Harms firm has been outstanding among show and popular music publishers for many years, but its present catalog is ranked by its executives as one of its most formidable.

Among the feature tunes in the company's roster are: "Moanin' Low," "A Little Kiss Each Morning," "Sweeter than Sweet," "I Love You, Believe Me I Love You, and the perpetual "Lover Come Back to Me."

a waltz, and a new fast fox-trot, "The Talk of the Town."

### 3 New Picture Songs For DeSylva Firm

Two forthcoming productions contain songs which DeSylva, Brown & Henderson, Inc., is publishing. These are "Rich People," a Pathe picture in which is featured "One Never Knows," written by Walter O'Keefe and Bobby Dolan; "Happy Days," a Fox Movie-tone musical production, in which are "Mona" and "I'm on a Diet of Love." The production "Happy Days" is one for which the Fox Film Corp. is planning an extensive campaign, in view of its great box office value, with its forty or more name attractions, gorgeous sets and song numbers.

DeSylva, Brown & Henderson, Inc., has already outlined a great campaign for both "Mona" and "I'm on a Diet of Love" in conjunction with the production and the combination of the favorable spotting of the songs in the picture and the campaign which the publishers will put behind the songs will undoubtedly bring them very prominently before the music buying public.

"Mona," "I'm on a Diet of Love" and "One Never Knows" are already being recorded extensively by the leading mechanical companies, it is said.

### W. C. BRAUN CREDITORS WILL MEET SATURDAY

Chicago, Ill., Friday.

First meeting of creditors of the W. C. Braun Co., Inc., bankrupt, will be held in the Northern District Courtroom, 137 South LaSalle street, on February 5th at 10 a. m.

Harry A. Parkin is referee in bankruptcy.

## 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



# CLASSIFIED SECTION

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

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

MANUFACTURERS agents wanted for exclusive territory in New York, Pennsylvania or New England states, to handle a complete line of dry cell radio batteries and radio tubes. Give references and experience in detail, Box 471, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

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

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

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

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

RADIO ADVERTISING EXPERT—now advertising director for prominent tube concern, desires to change before spring. He is thoroughly experienced in radio advertising, publicity, jobber and dealer promotion. Has complete direction of prominent national account, including net work broadcasting. Address Box 468, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

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

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

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

## Field Work Essential In Tube Sales, Says Arcturus Executive

NEWARK, N. J., Friday.

It is essential that the sales manager relinquish the pride and comfort of his mahogany desk to establish and maintain intimate contacts among his associates on the outside, in the opinion of L. P. Naylor, sales manager of the Arcturus Radio Tube Co., this city.

"As much as I dislike to leave my office," Mr. Naylor declared, "I must admit that one week in the field will give me a better appreciation of conditions and the human factors necessarily associated with salesmanship than I could gain in the home office over a period of many months.

"The successful sales manager must have a thorough understanding of the problems with which his salesmen are confronted. He must not merely know what these problems are, but he should appreciate them from the salesman's point of view. His understanding should be sympathetic. Only in such a way can he hope really to know the man who is selling his product, and do full justice to his ability, guide his efforts or detect inefficiency with speed and accuracy.

"To establish this intimacy, it is essential to know the man as well as the salesman. The formality of the office or store is an atmosphere inimicable to the fostering of this wholehearted understanding. I have found that the most profitable relationship between branches of a sales organization can be built up by informal meetings across the breakfast or dinner table.

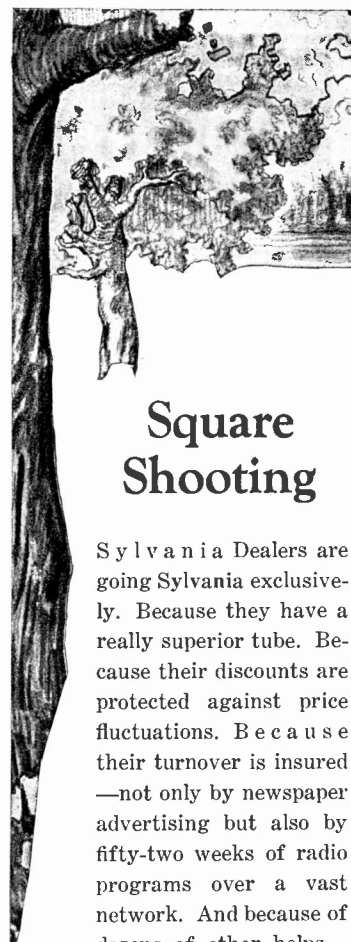
"Here the scintillating give and take, the arguments, the exchange of ideas where one thought begets another, and one man is encouraged by the temerity of his neighbor to express an opinion that would otherwise be buried under the dust of diffidence—all stimulates and brings out the originality and innate worth of your men, at the same time acquainting the sales manager with every problem of his department and establishes him as a friendly figure ever willing to give ear to honest criticisms and constructive thought.

"My personal preference is for a breakfast party. Minds are fresh and eager in the morning. I have discovered some of the finest sales ideas in the world, and have had more sales problems solved for me between grape fruit and coffee! Fifteen is about the ideal number at such a gathering. This is an easy, informal number—one never feels that he is addressing an audience, and there is sufficient variety to stimulate an incessant flow of thought. I generally endeavor to have present a handful of our salesmen, two or three men from the office and representatives of our distributors.

"A dinner is your next best bet, and while the gathering may lack the spontaneity of a morning get-together, there is plenty of time and the mellowing influence of a cigar and a demitasse is quite effective.

"Luncheons, however, are definitely out. Half the party is invariably late, and the meeting is necessarily cut short by those who leave precipitately to keep other appointments.

"Give me a handful of men, fresh from the shower, and faces shining with the morning shave, let me sit with them through ham and eggs and coffee and cream, and I'll tell you more about them, and how they sell their wares."



## Square Shooting

Sylvania Dealers are going Sylvania exclusively. Because they have a really superior tube. Because their discounts are protected against price fluctuations. Because their turnover is insured—not only by newspaper advertising but also by fifty-two weeks of radio programs over a vast network. And because of dozens of other helps—displays, electric signs, streamers, booklets, folders, transparencies, as well as technical bulletins and assistance.

Sylvania dealers tell us this is Square Shooting.

Sylvania Products Co.  
 Emporium Pennsylvania

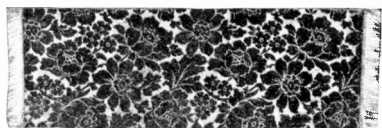
The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WREN, WBR, WNEZ, KFAB, WGY.



Sylvania  
 RADIO TUBES  
 Licensed Under RCA Patents

## DON'T WAIT --- START NOW use "OSCO" Radio Bench and Scarf Sets

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13 East 17th Street  
 New York, N. Y.

## SET SALES SHOW SLIGHT GAIN IN MILWAUKEE ZONE

### NEW SPARTON INTRODUCED

**Dealers Planning to Reduce Number of Set Lines Handled — Over Three Hundred Dealers at Majestic Meeting at the Hotel Pfister.**

Milwaukee, Wis., Monday.

Radio sales have shown a slight increase during the last few weeks, according to reports received from several of the leading distributors in this territory. The introduction of new models has served to stimulate the public's interest in radio. Members of the trade in this territory are of the opinion that dealers as a whole will reduce the number of set lines they are carrying this spring and concentrate on the sale of one, two or three nationally known makes. One jobber, located in this city, has already followed this procedure, and is granting franchises only to those merchants handling their line exclusively. This experiment is being closely watched by both dealers and distributors in this territory.

The new Sparton model 589, a ten-tube set, selling at \$159.85 with tubes, has been placed on the market here. The J. J. Dougherty Co., distributors, has been conducting a "teaser" campaign in the daily papers during the last week, which was climaxed with large ads announcing the presentation of the set on Saturday.

The new Sparton model is expected to prove popular with the local trade. In performance it is equal to the Sparton of last year plus greater sensitivity and improved tone quality. It is a "highboy" with a burl walnut top, and sides and front of straight grain walnut.

The J. J. Dougherty Co. has taken over the territory in Illinois, Iowa and Wisconsin formerly served from Dubuque, Iowa. T. H. Thompkins will represent the firm in this section. An extensive advertising campaign is planned for the next three weeks.

More than 300 dealers from all parts of the State attended the dealer showing of the new Majestic models at the Hotel Pfister, according to Mr. Skeels, of the Badger Radio Corp. During 1930 the firm will sell only to those selling Majestics exclusively, it is said.

R. A. Britt, of Delevan, opened a Majestic radio store, at Lake Geneva, "Bill" Grunow's home town, last week. In addition to this location Mr. Britt operates stores in Delevan, Darien and Walworth.

The OE Simplex automobile radio set, was displayed last week at the Milwaukee Auditorium, during the Automobile Show. It is a six-tube screen grid receiver of the most modern type. The remote single dial control is placed in a handy position on the instrument board enabling one to tune in, while going at any speed. A non-directional aerial, concealed in the top of the car, makes possible the same reception going in any direction. The set proper can be installed under the dash or under the hood of any make of car. It is completely shielded, not only from dust or water but also from electrical interference. The set operates from the automobile battery using less current

## Name F. Howard Waite Radio Representative For Stromberg in Ohio

ROCHESTER, N. Y., Friday.

F. Howard Waite has been appointed radio representative for northern Ohio with headquarters in Cleveland for the Stromberg-Carlson Telephone Mfg. Co., this city, it was reported today by George A. Scoville, vice-president in charge of sales.

Mr. Waite has been associated with



F. HOWARD WAITE

the radio industry for many years and has had experience in every phase of the trade from the standpoint of merchandising. He began as a dealer and after gaining recognition as being one of the most progressive retailers in his district, he entered the sales merchandising field with the Brunswick-Balke-Collender Co.

Mr. Waite will be assisted in the northern Ohio district by A. V. Frank and H. G. Almquist who have been associated with him for the past two years.

than one headlight. It is manufactured by the OE Simplex Automobile Radio Laboratories, a division of the O. E. Specialty Manufacturing Corp. of Milwaukee. The Jackson-Bell Radio Distributing Co., has been appointed local distributor. The set is to retail at \$59.50, less tubes.

The Wisconsin Radio Distributors, Brunswick wholesalers in this territory, report that sales at the present time exceed those of December. Stocks are rapidly being depleted, and several salesmen have been added to the firm to meet the increased demand.

Higher priced models of both the Apex and Grebe line are selling rapidly, according to the Lemke Electric Co., local distributors.

The Lakeside Corp., of Milwaukee, has placed a pocket radio on the market weighing less than ounces, and so small that it may be carried from place to place in the vest pocket or a lady's purse. By attaching a little wire to a telegraph call box, telephone, or electric light fixture, radiator, gas pipe, storm window strip, fire escape or any metal large enough to serve as an aerial, one can hear programs broadcast over the air. It is being retailed at \$3.95. —E. S.

## SEATTLE RETAILERS LOOK WITH OPTIMISM TO BUSINESS IN 1930

SEATTLE, WASH., Friday.

Lester L. Eby was recently added to the staff of the Northwest Victor Distributing Co., of Seattle. Mr. Eby has had many years' experience in the buying and selling of radios, and is very well known along the Pacific coast and in the Northwest. He counsels radio distributors to concentrate on but one line of radios if possible, so as to eliminate sales resistance and the duplication of inventory, which would be inevitable if many lines were carried. Mr. Eby looks to the record and radio business with much optimism as to the future of the trade.

The Wedel Co. of Seattle, distributors of the Airplex, Cunningham, and Bush & Lane radios, have just completed the biggest year they have ever had in the sale of radios. 1929 was considered the banner year in their organization, but by the present trend of conditions, 1930 will surpass that record.

With no change being made in price at the present time, the Seattle Hardware Co. recently added one more tube to their Sparton radios No. 931 and No. 301, thereby increasing the power of each set.

The general manager of Harper-Meggee, Inc., of Seattle, R. F. Meggee, has left for a few weeks to attend a convention at the Crosley radio factory in Cincinnati, Ohio.

The Seattle dealers of Balkeit radio, Killam, Inc., recently made a change of address. Their business, formerly located at 2030 Third avenue, is now at 217 Stewart street.

The issuance of the Northwest Radio Weekly booklet was approved at a meeting of the Radio and Music Trades Association held in Seattle last week. The board of directors were named as follows: Archie Taft, of station KOL and of the Pioneer Sporting Goods Co. of the firm of Piper and Taft; C. M. Anderson, sales manager of Harper-Meggee, Inc., and E. R. Mitchell, manager of Mitchell's Liberty Music House. This successful transaction incurred the tireless efforts of Birt Fisher of station KOMO, to whom the board are greatly indebted.

Hampton & Westering, Inc., of Longview, Wash., have been named dealers of the Day-Fan radios in southwestern Washington.

One of the most complete radio re-

pair departments in the city of Seattle is located in the Piper and Taft organization at 1107 Second avenue. The expert "trouble" men have the very finest of tool equipment for the testing and repairing of sets and tubes. This company plans to sell at least two thousand radio sets this year.

The Seattle distributing firm of Harper-Meggee, Inc., have just experienced the best year in the history of their company in the sale of radios. They intend to do even better in 1930 as the outlook is very favorable at the present time.

The Vose & Sons Piano Co. recently chose the Doner Piano Co. of Seattle as their representatives in that city. The Vose pianos were among the first to be made in America and since then a large and increasing trade has been built up by the three generations of the family. Among the most notable make of pianos carried by the Doner Piano Co. are the Kroeger and the Haddorff.

—PATTERSON.

## Enthusiasm Prevails at Zenith Gathering for Adirondack Dealers

Albany, N. Y., Thursday.

One hundred radio dealers from the northeastern part of New York State and Berkshire County, Mass., gathered at the DeWitt Clinton hotel, this city, last week to attend a Zenith dealer get-together dinner given by the Adirondack Radio Distributors, Inc., wholesalers for the Zenith Radio Corp., Chicago.

After the dinner the dealers listened with interest to addresses by Isador Goldman, president of the Adirondack Radio Distributors, Inc.; E. M. Finbury, of the Commercial Investment Trust Co., and David F. Goldman, general manager of the North American Radio Corp., New York City, who made an analysis of the general retail outlook. David Goldman's talk was most optimistic for the future. Outlining the strong position of Zenith in the industry and paying particular attention to the fact that Zenith had no distress merchandise to carry over from 1929, he predicted that the close of 1930 would mark the greatest sales year in Zenith history.

The new 60 line of Zenith models, including five console models, introduced and described by Mr. Goldman was enthusiastically received by the dealers. Particularly favorable comment was heard when the new prices were announced.

# KOLSTER

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

## LEWIS ELECTRICAL SUPPLY CO.

117 Federal Street

BOSTON

MASS.

## SAN FRANCISCO TRADE WELL PLEASED WITH JANUARY PROGRESS

OUTLOOK IS SATISFACTORY

**Bosch Distributing Branch Shows  
Splendid Gains — Edison Line  
Steadily Increasing in Public  
Favor.**

SAN FRANCISCO, CAL., Thursady.

With the holiday season well out of the way and January half gone, speculation as to how big 1930 will be is now the chief center of interest. The general attitude may be briefly described as optimistic. The trade of 1929 in the San Francisco Bay region evidently went under the volume of 1928. It is doubtful if any considerable retailer chalked up a volume equal to that of last year. But after the financial crash things went so completely dead for a couple of weeks that most of them feel pretty good that business came back as well as it did. The jobbing and wholesale volume was more satisfactory, for the increase in their numbers did not compare with the increase in the number of retail dealers.

Of course, every man has a right to start any business if he can, yet the fact that so many started without capital, and so many relied on consigned merchandise to carry them over, threw something of a monkey wrench into the

works, a fine help to weaken the business of those who invested considerable capital, and who paid for their goods. Some of those have been eliminated, and some more are due to follow, as with a quiet spell they immediately become poor risks for the finance companies.

To catch G. W. Stackman, manager of the Bosch distributing branch in San Francisco, is to get hold of a real bunch of optimism. And that very spirit is one of the explanations why Bosch radio set sales have doubled every year on the Pacific coast since 1926. Especially encouraging were the reports for December. All along the coast and all through the interior their dealers have sent in very satisfactory reports for business in that month. Mr. Stackman was in New York at the time of the stock market crash, and relates that the immediate impression was that all business was paralyzed. It was with some misgiving that he headed for the coast, and immediately began a detailed survey of the territory from San Diego to Seattle, and was more than pleased to find business far less affected than he had anticipated. Nearly all their dealers were going right ahead. January has started off very good, and from Seattle especially have come some splendidly cheerful reports, which indicate a big year ahead for the Pacific Northwest. Mr. Stackman leaves tonight to get a detailed line on the situation in Los Angeles. He will probably take his copy of the TALKING MACHINE and RADIO WEEKLY, as he declares that is the one radio publication he never fails to read.

The Bosch headquarters in San Francisco, at 1262 Post street, occupy some 25,000 square feet, and have over forty people on the payroll. Here, of course, is administered the magneto as well as the radio business. Besides the showroom for the radios, and large office space, they maintain a complete equipment for repair and laboratory work, though but little of the space and work is required for radio repair work. They also carry generally from 500 to 1,000 sets ready for quick delivery, though now down to not over three hundred sets. Most large orders, however, they manage to have shipped direct from the factory. It is noted that the shipping room is equipped with a saw electrically operated and with other facilities to do the job of packing right. Mr. Stackman explains that all but their carved work cabinets they have made in the West, as this is cheaper than shipping them from the East. Otherwise, all their work is done in their own factory in Springfield, Mass.

H. J. Zeusler, manager of the Edison branch in San Francisco, reports that sales in January have been coming in surprisingly well, so that the month is scoring as well as December, though not up to the heavy months of October and November. The past year has been very successful, and they are looking forward hopefully to a still better year, with some of the difficulties of the past year eliminated. One of the greatest obstacles to good business the past year he considers to have been the placement of consigned goods. This works a hardship on the dealers who invest their capital in the business, and becomes the means of multiplying dealers unduly in every locality. One of the worst features has been that this favor has been extended to dealers with little capital and poor financial standing who after weakening the trade of permanent dealers for a while finally fade from the picture. He tells of one of their customers, a deal-

er of substantial standing for many years, who during December was offered six different sets on consignment, but preferred to stay with the two with which he had always done well.

There's a stir among the 300 Philco dealers of San Francisco and the East Bay region. The occasion has been the making ready for a big sales drive on the new Philco set announced at the dealer meeting last week. The gathering was held at the Clift Hotel, and the plan of national advertising was explained. A musical program followed the session, which was provided by Paramount and NBC artists.

Ernest Ingold is due back from an Eastern trip on the twenty-sixth.

The first carload of radios ever shipped to one dealer in Berkeley, Cal., was received last week by the Henderson Radio Shop at the corner of Shattuck and Bancroft. It was in celebration of the appointment of the Henderson Radio Shop as exclusive Radiola dealer in Berkeley, in pursuance of their new plan of distribution. J. W. Henderson started a bicycle business in Berkeley nine years ago. He later added radio. As the latter business developed, he rented the corner he now occupies, a key position, and opened one of the first exclusive radio stores in the city. In August, 1927, he added the adjoining store room, so that he now has an elegant and convenient place both for sales and service. He has from the first handled the Radiola.

—ALLEN.

## REINHARD BROS., KENT JOBBERB, CONDUCT BIG DRIVE FOR DEALERS

Minot, N. D., Friday.

Reinhard Bros. Atwater Kent radio distributors in North Dakota, in co-operation with the local dealers of Minot, have just completed a comprehensive and successful tie-up with the State Theatre, of this city, in the form of a theatre radio show.

Every possible publicity plan was used to put this latest theatre show over with a bang. Co-operative advertising was run every day in the newspapers during the week preceding the event, and in alternate issues the week of the show. "Movie" trailers were flashed on the screen of the theatre, bearing the dealers' slugs and a daily broadcast program, sponsored by the theatre and the dealers, and featuring the theatre organ helped the campaign along. Signs were pasted on busses and cars announcing the event, and all dealers tied-in their window displays with the theatre show. In addition, other windows than the radio merchants' were secured for special show cards.

During the week of the show, the Atwater Kent dealers in co-operation with Reinhard Bros. had installed a Kent display in the foyer of the State Theatre, and "Atwater Kent Radio Week" was carried on the lighted outside canopy together with the current picture.

Reinhard Bros. declare that much favorable publicity was gained in Minot, a town of 18,000 people and the effect of the theatre show has already been felt in the store sales of the local dealers not to mention the valuable prospect lists developed. The whole promotion "stunt" was so successful that Reinhard Bros. are planning to arrange similar show tie-ups with theatres in many other towns in their territory.

## Cleveland Majestic Corp. Predicts Record Sales In "Prosperity Models"

Cleveland Ohio, Thursday.

Another banner Majestic year is predicted for 1930 by sales officials of the Majestic Distributing Corp. of Cleveland with headquarters here at 4,608 Prospect avenue. This company is wholesaler in this territory for the Grigsby-Grunow Co., Chicago, maker of Majestic radios, tubes and electric refrigerators.

Extensive sales plans are being arranged in conjunction with the Grigsby-Grunow Co. and with dealers in this area for the new line. Reports from the trade indicate that dealers are exceptionally enthusiastic over the new Majestic line as regards models and price.

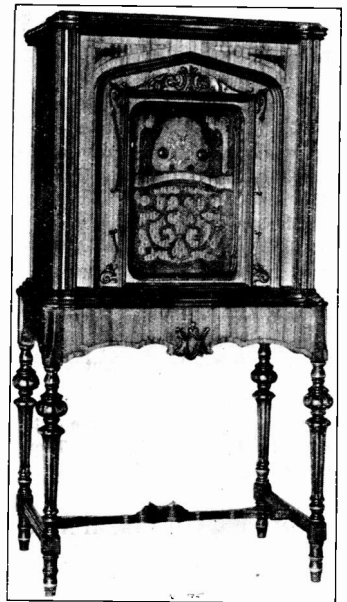
## MARKET & BROAD CO. DISPLAYS SILVER SET

Newark, N. J., Friday.

The entire line of Silver radio sets, made by Silver-Marshall, Inc., Chicago, is displayed in the Broad street annex window of the Market & Broad Music Co., this city. The annex store is located at 775 Broad street, in the heart of Newark's downtown shopping center, and the windows are seen daily by tens of thousands of pedestrians who pass the "Four Corners."

The Silver exhibit was installed with the cooperation of the Turner-Lippe Co., Inc., this city, northern New Jersey distributor for Silver-Marshall.

## 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

The  
**PERFECT  
COMBINATION**

**Majestic**  
ELECTRIC RADIO

**Majestic**  
RADIO TUBES

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

1906 1930



Radio's  
greatest  
name

“DE FOREST”

Ever since Dr. Lee De Forest invented the first radio tube in 1906, which he called the Audion, the history of radio has been the history of De Forest.

Today De Forest Screen Grid Audion 424 represents the highest development in radio tube design and construction. While all radio tubes—no matter what their name, are made under De Forest patents—you will only find the name, “De Forest,” on tubes made under the supervision of the inventor. De Forest Screen Grid Audion 424 will instantly be recognized by your customers as a tube giving superior performance. When compared with other tubes the reason for this superiority is instantly apparent.

Identify your store with radio's greatest name by equipping the sets you sell with De Forest Audions. They build sales and profits for you.

DE FOREST RADIO COMPANY

PASSAIC, N. J.



## RADIO INDUSTRY WILL TURN CORNER IN FEBRUARY, SAY CINCINNATI MERCHANTS

NEW SPARTON ANNOUNCED

Liquidation of Surplus Stocks to Be Completed Next Month, in Opinion of John Schuster, Crosley Distributor — T. A. Kennally, Philco Factory Representative, Back from Visit to Headquarters.

CINCINNATI, O., Friday.

Through Eugene P. Zachman, secretary-treasurer of the Cincinnati Radio Corp., Sparton distributors, announcement has been made of the new Sparton model 589 which, according to engineers, is one of the most remarkable developments in the history of radio. The new receiver is priced materially below that of any previous Sparton console model. The new model, it was pointed out, is not replacing any of the present line, but is an addition. The chassis refinements have aided materially in the selectivity of the set, and the control features make its great volume usable, it is claimed. In establishing the price, no sacrifice has been made in Sparton standards, according to Zachman, but this has been attained solely through manufacturing economies.

Gradual strengthening of the radio industry as a whole is seen by A. H. Schrage, president of the Fisher-Aeschbach Co., distributors of A-C Dayton radio. “A large majority of the public did not buy radio sets before Christmas, thinking there would be a general reduction in prices. Since they have found that the better and more popular sets have not declined in price, they are purchasing radio sets in an ever-increasing number,” Schrage said.

With the liquidation of any overstocks expected to be completed by February 1, John Schuster, of the Schuster Electric Co., distributors of Crosley in the Cincinnati territory, anticipates a good year for the industry. There will be good demand for the regular run of merchandise, he believes.

Ray Klein, of the Klein Kramer Co., former Temple distributors, with Mrs. Kramer and their daughter, is in Florida, where they will stay for several weeks.

T. A. Kennally, representative of the Philco factory in southern Ohio, recently returned from an official visit to the plant of the Philadelphia Storage Battery Co., in Philadelphia.

In the opinion of Carl E. Haller, of the Graybar Electric Co., in charge of distribution of the Graybar radio, the present condition in the radio industry has brought forth the need for more intensive selling campaigns, with more attention paid to sales methods. With a re-organization of sales methods, those in radio should enjoy a good business during 1930, according to Haller. “We anticipated some disruption in the business and kept our inventory down, so that we are in good shape,” he said.

A better feeling exists among the dealers in the Cincinnati territory than was evident at this time last year, according to O. E. Koch, president of the Enterprise Co., Gulbransen distributors. Many dealers and distributors will be out of the business and this condition will benefit those remaining, he said. “We are enjoying a steady

sale and anticipate no price reduction. Those who do business on a legitimate plane will be successful and enjoy sound, stable volume, according to Mr. Koch.

February will see better retail buying, and from that time on a steady stream of radio business for the balance of the year, asserted T. J. Dugan, vice-president of the C. and D. Auto Supply and Radio Co., Inc., distributors of Steinite and Grebe. “January always is slow, but all ‘dumping’ of merchandise will have been completed by the end of the month,” Dugan said.

Discussing conditions in the radio industry from the retail point of view, Howard Chubb, of Chubb and Steinberg, dealers, said: “We have gone through an elimination period, with the result that the dealer who carried radio as a side-line has passed out of the industry. They have found that with no effort to give proper service there have been no repeat sales. Manufacturers curtailed production, and as a result there is not the distress merchandise on the market that was anticipated some time ago.

—RAINE.

## SCULPTRESS WILL DO BUST OF T. A. EDISON

Fort Myers, Fla., Friday.

Mrs. Evelyn Longman Batchelder, considered America's foremost sculptress, has been commissioned to do a bust of Thomas A. Edison in heroic size. The bust will be presented by various Edison interests in this country to the Deutsches Museum in Munich, where it will balance a bust of the German scientist Werner von Siemens.

The bust will be executed in marble, the head to be about 11½ inches high. Mrs. Batchelder will arrive here about March 1. Mr. Edison is spending the winter here.

## HIEB RADIO SUPPLY ADDS TO SALES STAFF

Des Moines, Iowa, Friday.

With the addition to its territory of eighty-nine counties in Iowa, the Hieb Radio Supply Co., Majestic distributors, has increased its sales force materially to handle the 1930 Majestic set business in this territory. The Hieb company also covers the State of South Dakota.

The main office of the company is now located at 1223 Locust street, this city, and warehouses will be located at Sioux City, Mason City, Cedar Rapids and Ottumwa, all in Iowa, and in Marion and Watertown, S. D.

## RAYTHEON CO. OMTS ITS STOCK DIVIDEND

Cambridge, Mass., Monday.

The Raytheon Manufacturing Co., this city, maker of radio tubes, has omitted its quarterly stock dividend of 5 per cent due at this time.

## AL FRIEDMAN SALES CO. ASSIGNS ITS BUSINESS

The Al Friedman Sales Co., Inc., radio set assembling organization, of 140 West Twenty-third street, New York, has made an assignment of its assets to Marvin W. Clark.

## First National Is New Kennedy Jobber In New York, Jersey

The First National Radio Corp., New York, which last season occupied a prominent position in New York radio distributing circles due to the number of dealers it had secured on the product it was then handling, has been appointed wholesaler in the metropolitan territory and northern New Jersey for the Colin B. Kennedy line of radio set product. The First National company, under the executive direction of B. W. Fink, will be one of two Kennedy wholesalers in New York, but will be Kennedy's exclusive distributor in Northern New Jersey, it is disclosed.

Coincident with the appointment comes word that First National will also sell its own fully-licensed chassis. Harry Fox has been placed in charge of sales and merchandising by Mr. Fink, and an active campaign on both the Kennedy set and the First National's own chassis is in the offing.

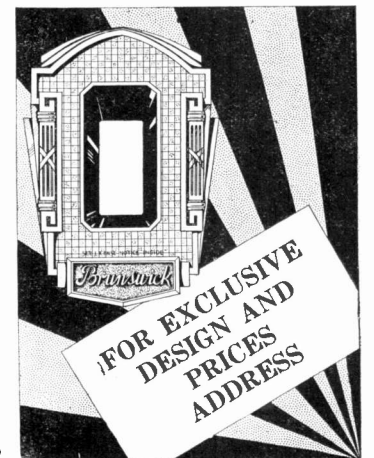
## Fred Sparer Reports Good Colonial Radio Call in New Jersey

Newark, N. J., Friday.

Fred Sparer, New Jersey district manager for the Colonial Radio Corp., with local quarters at 327 Washington street, this city, reports that the line has enjoyed exceptionally good sales here during the past six months.

“We have a fine dealer clientele in this territory and the friendly courteous feeling that exists between our salesmen, myself and the dealers has built for us here in Jersey a solid foundation to do some splendid Colonial business at present and in the future,” Mr. Sparer declared today. There are 175 Colonial dealers in this territory, he reported.

“The chaotic condition of our industry has hurt our sales somewhat, but we still are moving Colonial radio to our satisfaction. We are pleased with the business of our dealers and are not seeking new retail outlets.



AMERICAN EMBLEM CO.  
UTICA, N. Y.

## Stromberg Retailers Attend Conference in Albany, See New Sets

ALBANY, N. Y., Friday.

Dealers of the Stromberg-Carlson Telephone Mfg. Co. in eastern New York held a sales meeting and dinner at the De Witt Clinton hotel, here, recently. The gathering was held to display the new additions to the Stromberg-Carlson radio line, the No. 652 low console and the No. 654 radio-phonograph combination.

The affair was under the supervision of C. M. Shear, Stromberg sales representative in eastern New York. Mr. Shear gave the opening address at the conference and explained and demonstrated the new models. He was followed by R. H. Bertenshaw, industrial manager of Commercial Credit Corp., of Albany, who outlined the credit plan to dealers.

Triple screen grid radio amplification permitting linear power detection and a single audio output stage feature the radio portion of the No. 654. A scientifically baffled electro-dynamic speaker giving high output for a given electrical input is another feature.

The phonograph turntable is rotated by a silent electric motor with a switch conveniently located near the turntable to start it, while an automatic stop which operates on either spiral or eccentric stopping grooves is used to hold the turntable. The volume control knob of the radio when turned to the left throws the phonograph into circuit, and a separate pick-up is of the low impedance, flexible armature type, which prolongs the useful life of phonograph records. The general effect of the walnut-finished cabinet is ornamented Gothic with the three control knobs fitting into the arch patterns. Access to the record turntable is gained by lifting a light-weight, balanced lid.

The No. 652 set includes all the radio features, including the loud speaker, but does not have the phonograph features.

The walnut-finished cabinet enclosing this model also is extremely compact, its depth measuring only 15 inches. This model was designed without doors so as to fully reveal the unusual beauty of the urn carved grille panel and burl walnut pattern on the side pilasters.

## PHILADELPHIA TRADE LOOKING TO BETTER BUSINESS IN SPRING

NEW MODELS STIR INTEREST

Brunswick Wholesale Distributor to Be Named Shortly—Trilling & Montague Are Pleased With Zenith Activity.

Philadelphia, Pa., Friday.

The trade is looking ahead to a livelier springtime business after the present disturbing element has been eliminated and law of supply and demand creates a stabilized condition that will mean greater security for the dealers.

While no definite plans have been made public and negotiations for the creation of a local distributorship are pending, the Brunswick-Balke-Collender Co. has taken initial steps for the appointment of a Quaker City distributing concern in the local field in lieu of the branch which heretofore has been conducted by the manufacturers. E. L. Ver Wiebe has resigned his post as manager of the local branch. It is expected that the manufacturers of the Brunswick will have completed the negotiations for the local jobber in the coming week. E. S. Germaine, eastern district manager for Brunswick, is now in the Quaker City trade in touch with prospective wholesalers with a view to appointing a concern to handle the line.

The Franklin Electric Co., with headquarters at 50 North Seventh street, will continue to distribute the Eveready Raytheon tubes, it is announced. Ben E. Newall, who recently succeeded Robert Cameron as manager of the Franklin Electric Co.'s radio department, will give the Eveready Raytheon a prominent place in the list of the accessories which the firm carries.

Trilling & Montague, Seventh and Arch streets, distributors of the Zenith, have been highly gratified with the appealing sales possibilities of the latest Zenith models which were introduced in the early part of the month. All of the five new models of the Zenith have been well received by the trade and dealers have been able to dispose of all models obtainable.

There will be on display for the benefit of dealers in this territory at the Philadelphia Motor Accessories Co., 3129 N. Broad street, the newest models

of the Lyric, made by the All-American Mohawk Corp. The first carload of these newer sets arrived on January 21st following the return of President David D. Weiss, of the Philadelphia Motor Accessories Co. from a visit to the factory at Tonowanda, N. Y., where the Lyrics are manufactured. The new 1930 line consists of three styles in console cabinets and these are either in the straight tubes or in the screen grid.

Philco radio is to be distributed in the Harrisburg, Pa., territory through the newly opened branch of the Motor Parts Co., of this city, in the State Capitol at 121 Berry street. The new distributing branch will be under the management of Ray J. Matthews who is also manager of the Motor Parts Co., Philco distributing division, of this city with headquarters at Twenty-fourth street and Fairmont avenue. The new branch will cater to the trade needs in the central section of Pennsylvania. A complete line of the Philco is to be carried in the new branch.

The Rumsey Electric Co., 1007 Arch street, is now seeking a new connection as distributor of radio sets, in the Philadelphia territory.

Another Philadelphia house that is seeking a new connection with radio manufacturers is the Supplee Biddle Hardware Co.

There was received by the Simmons Hardware Co., 1050 N. Delaware avenue, last week a carload of Apex sets made by the U. S. Radio & Television Co. These new models are screen grid sets operated with dynamic speakers.

G. C. Ramsdell, head of the firm of Ramsdell & Son, dealers in musical instruments, pianos and radios and president of the Philadelphia Piano Dealers' Association, is spending a fortnight in Virginia. He will return to his desk at headquarters here at 127 S. Twelfth street in early February. The Ramsdell company recently reconstructed its radio department into an attractive showroom with modernistic decorations that show off the radios on display most effectively.

Davis & Hunt, Inc., with offices in the Real Estate Trust building, representing the Stromberg-Carlson Telephone Mfg. Co., have been introducing to the Philadelphia trade the latest sets of this make with much success.

J. J. Doherty, who formerly was manager of the Columbia Phonograph Co. in this city, has joined the staff of the Radio-Victor Corp. of America and will be assigned to the Boston trade.

—CARR.

## Russell-Heckle Co. New Edison Jobber in South; Offices Are in Memphis

ORANGE, N. J., Friday.

H. H. Silliman, Eastern sales manager of Thomas A. Edison, Inc., this city, disclosed recently the appointment of Russell-Heckle Co., Memphis, Tenn., as an Edison radio distributor. The growth in Edison radio business in the Southern areas has been gradual, according to Mr. Silliman, and for the past several months it was apparent that additional facilities had to be provided in order to ensure good service to the many thousands of Edison dealers in the Southern States. After a careful survey of the field, Mr. Silliman completed arrangements with the Russell-Heckle Co. to take care of Edison radio affairs in the Memphis district.

The Russell-Heckle Co. is a subsidiary of the Russell-Heckle Seed Co., one of the largest agricultural jobbing houses in the South. The officials of the concern are J. T. Russell, president; Chas. E. Heckle and L. F. Young, vice-presidents; Jas. A. Bedwell, treasurer, and Bryan E. Nearn, secretary. The warehouse facilities maintained have a capacity of more than 100 carloads of merchandise and are located on tracks offering direct rail connection with nine trunk line railroads covering every part of the South.

Commenting on their appointment as an Edison radio distributor, L. F. Young, vice-president of Russell-Heckle Co., said: "The Edison radio jobbing distributorship is another forward step for our firm. We have ample capital, ample warehouse facilities and an efficient organization. The Edison radio distributorship affords us an ideal connection and the deal was quickly consummated. In joining the Edison organization of distributors, we pledge ourselves to a dealer service that will maintain, in every particular, the established policies of Thomas A. Edison, Inc., which have been so instrumental in placing them among the leaders of the radio industry today."

## FINE DEMAND FOR NEW D. C. TUBES REPORTED BY ARCTURUS FIRM

NEWARK, N. J., Friday.

The public and trade have given the new line of Arcturus D.C. tubes a splendid reception, it is reported here by officials of the Arcturus Radio Tube Co.

Prior to the introduction of its line of D.C. tubes recently, Arcturus manufactured only A.C. tubes. The demand for the former type became so great that the local company was obliged to enter that field, it was stated. A considerable portion of New York and Brooklyn, as well as sections of other cities are served with direct current, which necessitates the use of D.C. sets and tubes.

# SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

Springfield

Branches:

New York

Chicago

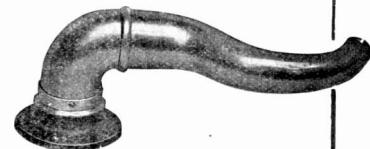
Detroit

Massachusetts

San Francisco

Canadian Distributors: Radiocraft Corp., Ltd., Ottawa, Ontario

## TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

Write for Particulars

### THORENS, Inc.

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

# Where to Buy --- Where to Sell

TRADE DIRECTORY OF  
LEADING FIRMS IN  
THE INDUSTRY

## The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE  
OF THE INDUSTRY  
IS REFLECTED

### RADIO SET AND SUPPLY MANUFACTURERS

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

### TALKING MACHINE AND RECORD MANUFACTURERS

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

### ELECTRIC PICK-UPS

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

### PHONOGRAPH NEEDLES

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

### TALKING MACHINE PARTS

Diehl Mfg. Co. . . . . Elizabethport, N. J.  
General Industries Co. . . . . Elyria, O.  
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.  
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  
Alter Co., Harry . . . . . Chicago, Ill.  
Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.  
Badger Radio Corp. . . . . Milwaukee, Wis.  
Beckwith Co., Geo. C. . . . . Minneapolis, Minn.  
Benwood-Linze Co. . . . . St. Louis, Mo.  
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.  
Bluefield Hardware Co. . . . . Bluefield, W. Va.  
Boley-Oliver Co. . . . . 1440 Broadway, N. Y.  
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.  
Bruno & Son, C. . . . . 351 Fourth Ave., New York  
Buehn Co., Louis . . . . . Philadelphia  
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.  
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn  
Canton Hardware Co. . . . . Canton, O.  
Capitol Electric Co. . . . . Indianapolis, Ind.  
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.  
Everybody's T. M. Co. . . . . Philadelphia, Pa.  
Franklin Elec. Co. . . . . 50 N. Seventh St., Phila. Pa.  
Frederick Co., W. F. . . . . Pittsburgh, Pa.  
Girard Phonograph Co., . . . . . Philadelphia, Pa.  
Grebe Sales Co., Inc., . . . . . 109 W. 57 St., N. Y.  
Griffith Victor Distributing Corp. . . . . Cincinnati, O.  
Grinnell Bros. . . . . Detroit, Mich.  
Gross-Brennan, Inc. . . . . 205 E. 42nd St., New York  
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.  
Halsey Supply Corp., 228 Halsey St., Newark, N. J.  
Hamburg Bros. . . . . Pittsburgh, Pa.  
Harbour, Longmire Co. . . . . Oklahoma City, Okla.  
Harger & Blish . . . . . Des Moines, Ia.  
Hieb Radio Supply Co. . . . . Marion, S. D.  
Holmes & Crane . . . . . Oakland, Calif.  
Howe & Co. . . . . 883 Boylston St., Boston, Mass.  
Ingold, Inc., Ernest . . . . . San Francisco, Calif.  
Kimberly Radio Corp. . . . . Chicago, Ill.  
Koerber-Brenner Co. . . . . St. Louis, Mo.  
K. W. Radio Co. . . . . 350 Hudson St., New York  
Landon & Co., Inc., W. C. . . . . Rutland, Vt.  
Latham & Co., E. B. . . . . 250 4th Ave., New York  
Lewis Electrical Supply Co. . . . . Boston, Mass.  
Majestic Distributing Corp. . . . . Cleveland, Ohio  
Majestic Distributors, Inc., . . . . . 1775 Broadway, N. Y.  
May, Inc., D. W. . . . . 398 New St., Newark, N. J.  
May Distributing Corp. . . . . 112 Bleecker 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. 34th St., New York  
New York T. M. Co., 356 Livingston St., Brooklyn  
New Haven Elec. Co., 296 Elm St., New Haven, Conn.  
North American Radio Corp., 1845 Broadway, N. Y.  
North Ward Radio Co., 367 Plane St., Newark, N. J.  
Parks & Hull, Inc. . . . . Baltimore, Md.  
Peirce-Phelps, Inc. . . . . Philadelphia, Pa.  
Penn Phonograph Co. . . . . 918 Arch St., Philadelphia  
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.  
Pitts Co., F. D. . . . . Boston, Mass.  
Plymouth Electric Co. . . . . New Haven, Conn.  
Polk, Inc., James K., . . . . . Atlanta, Ga.  
Proudfit Co., R. S. . . . . Lincoln, Nebr.  
Radio Distributors, Inc. . . . . Baltimore, Md.

Radio Equipment Co. of Texas . . . . . Dallas, Texas  
Radio Sales Co. . . . . Little Rock, Ark.  
Radio Equipment Co. . . . . South Bend, Ind.  
Radio Specialty Co., 115 W. Water St., Milwaukee  
Republic Radio Corp., . . . . . Detroit, Mich.  
Roberts Toledo Co. . . . . Toledo, O.  
Rochester Auto Part & Radio Corp., Rochester, N. Y.  
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.  
Rochester Elec. Supply Co. . . . . Rochester, N. Y.  
The Roycraft Co. . . . . Minneapolis, Minn.  
Sampson Electric Co., Mich. and 82nd St., Chicago  
Saviers & Son, H. E. . . . . Reno, Nev.  
Seedman Co., G. J. . . . . Brooklyn, N. Y.  
Sharar-Hohman, Inc. . . . . Rochester, N. Y.  
Shaw's, Inc. . . . . Charlotte, N. C.  
Smith, Inc., B. W. . . . . Cincinnati, O.  
Sorensen Co., H. E. . . . . Des Moines, Ia.  
Southern Hardware & Bicycle Co., Jacksonville, Fla.  
Southwestern Victor Dist. Co. . . . . Dallas, Tex.  
Specialty Service Corp., 651 Atlantic Ave., Brooklyn  
Steelman, Inc. . . . . 235 Fourth Ave., New York  
Standard T. M. Co. . . . . 305 Penn Ave., Pittsburgh, Pa.  
Sterling Radio Co. . . . . Kansas City, Mo.  
Stern & Co. . . . . Hartford, Conn.  
Superior Distributors, Inc., 150 W. 52 St., New York  
Tarr, McComb & Ware Com. Co., Kingman, Ariz.  
Thompson & Co., F. H. . . . . San Francisco, Calif.  
Trilling & Montague, 7th & Arch Sts., Philadelphia  
20th Century Radio Corp., 104 Flatbush Ave., B'klyn  
United Electric Supply Co. . . . . Salt Lake City, Utah  
Universal Radio Co., 586 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  
RCA-Victor Co., Inc. . . . . New York  
Rola Co., The . . . . . Cleveland, Ohio  
Stewart-Warner Corp., 1838 Diversey Pky., Chicago  
Stromberg-Carlson, 1060 University Ave., Rochester  
Utah Radio Prod. Co. . . . . Chicago, Ill.

### RADIO TUBES

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

### LUBRICANTS

Iisley, 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.  
800 S. Adams Street

**PHILADELPHIA, PA.**

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

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

**PITTSBURGH, PA.**

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

Standard Talking Machine Co.

Exclusively Wholesale  
305-7-9 Penn Avenue

**ST. LOUIS, MO.**

Koerber-Brenner Co.  
1115 Pestalozzi St.



## The ATWATER KENT Mfg. Company

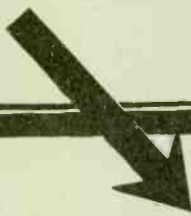
has never had any shares of its stock on the market.

It owns outright its business and its manufacturing plant. It has been in business for more than twenty-seven increasingly profitable years, has always done business on its own capital and has never borrowed a dollar.

All its resources and experience are concentrated upon just one thing—the making and selling of fine radio instruments. Production in its thirty-two acre factory is scientifically controlled, so that Atwater Kent dealers always have enough radio on hand to meet the public demand, and are never overstocked. Its inventory is never excessive.

Single-minded devotion to its one job—the production of the finest radio that can be built—has put the Atwater Kent Manufacturing Company today in the strongest position it has ever held. Strongest in the excellence of its product—Atwater Kent Screen-Grid Radio. Strongest in the confidence of the public. Strongest in stability, which is the keystone of permanence in any business.

A. Atwater Kent, President.



**T**HIS is a facsimile of an advertisement published in newspapers November 1, 1929. Since then the Atwater Kent Manufacturing Company has moved steadily forward. Public demand for its radio is so great that for many weeks the factory was unable to keep up with orders, although production has been materially increased. Its collections are absolutely normal—showing the responsibility of the business men who sell Atwater Kent Radio.

More than ever before, the purchaser of radio is concerned with the stability of the manufacturer who makes his set. The Atwater Kent Manufacturing Company has been stabilized for twenty-eight years.

A. Atwater Kent, President.