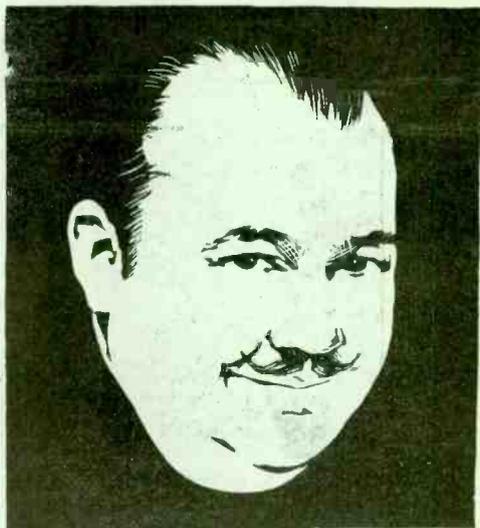


The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 9

NEW YORK, WEDNESDAY, FEBRUARY 26, 1930

Per Year—\$4.00



THE ACE OF JAZZ

has a great new trump for you!

PAUL Whiteman gives you a new Columbia dance record that's ear-marked as a big-money card—and for a long time to come!

The hit of the big "Vagabond Lover" talkie embellishes one side, and a great popular melody

is stamped on the other—both leaping to smart, swaying life under the spell of Paul's brilliant baton.

These are sellers of the Whiteman order—that should warn you to stock them *early and plenty!*

Record No. 2098-D, 10-inch 75c

NOBODY'S SWEETHEART (from Motion Picture "The Vagabond Lover")
AFTER YOU'VE GONE

Fox Trots
Paul Whiteman and His Orchestra

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"The Trade Mark" Reg. U.S. Pat. Off.
M. & C. Inc. 1929. New York, N.Y. 10022. U.S. Pat. 1,511,000.
Copyright 1929 by Columbia Phonograph Co., Inc. All Rights Reserved.
Published Weekly except the first issue of the year which is published bi-monthly.

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"TRADE NEWS RIGHT WHEN IT HAPPENS"

1919

10 YEARS OF RADIO MANUFACTURING

Plus OVER 12 YEARS of PIONEERING in ELECTRICAL REPRODUCTION of SOUND

1930



JAMES J. RYAN
Treasurer



LOUIS G. PACENT
President



B. H. NODEN
Secretary

IN 1919 when the Pacent Electric Company began to manufacture radio essentials, the industry was truly in its infancy. The years since have seen a steady and healthy growth, until today, the company enjoys the distinction of being one of the oldest and most far-sighted manufacturers.

Today Pacent Electric Company has the largest engineering and research staff in its history. All Pacent devices are examples of modern leadership in engineering and in sound, creative manufacturing.

Pacents Quality and Service are enemies of business depression.

Pacents Electric Co.

91 Seventh Avenue, New York

Manufacturing Licensee for Great Britain and Ireland:
IGRANIC ELECTRIC CO., LTD., BEDFORD, ENGLAND

Licensee for Canada: **WHITE RADIO LIMITED, HAMILTON, ONT.**



C. F. GOUDY
Chief Engineer



GEORGE SOULE
Sales Manager



H. H. BROWN
Production Manager



O. B. PARKER
Ass't Chief Engineer



TORE LUNDAHL
Sound Engineer



W. P. POWERS
Technical Director



A. C. BRADY
Ass't Prod. Mgr.



SAFETY FIRST

Concentrate on

VICTOR

**IT'S THE SUREST
WAY TO BUILD
A PERMANENT
PROFITABLE
BUSINESS**

BE SECURE!

Push

VICTOR



**GRIFFITH VICTOR
DISTRIBUTING CORP.**

**Indianapolis, Ind.
31 East Georgia Street
Cincinnati, O.
1102 Sycamore Street
Louisville, Ky.
817 W. Market Street**

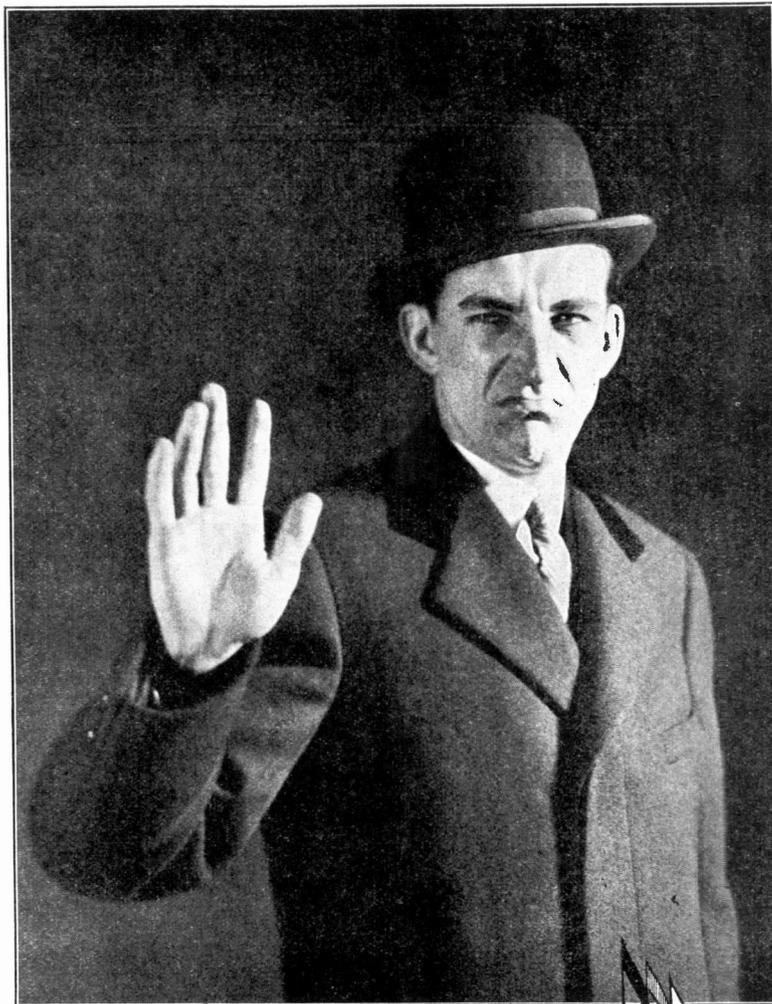
But he *does* want to buy

First thing this man will say is that he doesn't want a new set. "Just came down to please the wife"—you know the line. Don't let it fool you. His you-can't-tell-me mask conceals a craving for the enjoyment of modern radio. He *does* want to buy—but he is stubborn because he wants to be sure his judgment is right when he finally signs up.

Let him talk the mule out of his system. Then peel off his camouflage with a demonstration of the new Grebe—the set that is *newer than screen grid*.

Show him how it responds to the touch—how sharply it separates the stations from end to end of the dial, *without overlapping*. And give him a chance to feel its hair-trigger action for himself. . . . Prove that he need not stay up until the wee small hours to hear distant broadcasts—pull them in for him while all the local stations are on.

Grebe
radio
SUPER-SYNCHROPHASE



Watch his face and linger on the program that interests him most—give him time to appreciate the lifelike quality of Grebe *Tri-toned* radio. Let him identify his favorites by the tonal vividness of this instrument.

Now talk to him. He already realizes that the Grebe is at least a year ahead of the field, so just tell him about the equalized band pass filter, that new and *exclusive* development. At the same time get your pad ready.

When he walks out, he may still wear the mask of the scoffer, but he will be a Grebe owner. And, at the bottom of his heart, he will really be glad of it.



Alfred H. Grebe—"A great deal of next year's business is being secured *now* by our franchise-holders. For the new Grebe is going into the homes of many who would not otherwise buy any set. Our advertising definitely explains its merit—the performance of the Super-synchrophase proves it—the *extra* profits steadily earned by our franchise-holders show it."



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

The TALKING MACHINE AND RADIO WEEKLY

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COLONIAL RADIO CORP. AND VALLEY APPLIANCES IN COMBINE; TO OPERATE AS SEPARATE UNITS

DR. FULTON CUTTING CHAIRMAN OF BOARD OF NEW FIRM

W. S. Symington, President of Merged Companies—Fred G. Carson, Vice-president in Charge of Sales — I. G. Maloff, Designer of Peerless and Symington Dynamic Speakers, Chief Engineer — Facilities to Be Considerably Augmented — No Public Financing Contemplated.

Disclosure of the merger of the Colonial Radio Corp., Long Island City, N. Y., manufacturer of Colonial Radio, with Valley Appliances, Inc., of Rochester, headed by W. S. Symington, well known manufacturer of speakers and other products, was made on Friday by Dr. Fulton Cutting, chairman of the board of the Colonial corporation and nationally prominent radio engineer. Dr. Cutting added that the new organization will be a closed corporation and no public financing whatever is contemplated.

The officers and directors of the new Colonial Radio Corp. are as follows: president, W. S. Symington; vice-president, in charge of sales, Fred G. Carson; treasurer, E. J. Millin; comptroller, R. E. Frederickson. The board of directors, of which Dr. Cutting is chairman, includes Donald Symington, who is president of the Baltimore Trust Co., C. J. Symington, William C. Schmidt, W. S. Symington and Fred G. Carson.

This new company is said to combine the engineering, production and financial resources of two strong corporations and makes possible still greater service for all concerned. Each division of the new corporation will continue to be operated as an independent unit, but the facilities of both will be greatly augmented. In this respect the interests of the Colonial Radio Corp. will be considerably advanced, as its extended manufacturing facilities will, from now on, provide for the production of all of the basic parts used in Colonial sets. The Rochester plant of Valley Appliances, Inc., will continue to manufacture speakers under the direction of W. S. Symington, and Colonial's Long Island plant will be operated as heretofore.

The majority of the officers and directors who have been responsible for the consistent growth of these companies will continue to be actively in charge of the engineering development, the manufacture and sales of the new company's products. W. S. Symington will direct the manufacture and distribution of Symington products. I. G. Maloff, who designed the Peerless and Symington dynamic speakers, will be chief engineer of the combined corporations. The general sales office of the Colonial Radio Corp. will be run under the direction of Fred G. Carson with Joseph Gerl as general sales manager in Long Island City, while the sales offices of

Valley Appliances, Inc. will be located in Rochester. In commenting on the merger, Dr. Cutting said:

"These companies have enjoyed a

(Continued on page 32)

NAME F. G. MACOMBER CROSLY SALES HEAD

CINCINNATI, O., Thursday.

The appointment of F. G. Macomber as general sales manager for the Crosley Radio Corp., this city, was announced at the Spring distributors' convention of the company held here on Monday and Tuesday. Mr. Macomber was formerly treasurer of the Stern Co., radio distributing firm of Boston and Hartford.

Mr. Macomber is well known in the radio industry and has enjoyed an unusually successful career in the trade. His experience will stand him in good stead in his new post.

DEATH COMES TO JAMES P. BRADT AT AGE OF SEVENTY-ONE

FORMER COLUMBIA OFFICER

Veteran of 22 Years' Service With Graphophone Co. Was Widely Known in Trade — Began Life as Telegrapher and Newspaperman.

James P. Bradt last Wednesday evening was third of a coterie of veteran officials of the old Columbia Graphophone Co. to answer the roll-call of Death, succumbing in his seventy-second year after a long illness at his home, 160 Riverside Drive, Manhattan. John A. B. Cromelin, who was general manager and Edmond F. Sause, who was export manager in the years of Mr. Bradt's activity in the industry, have died within recent months.

Mr. Bradt was a conspicuous figure in Columbia affairs for a long period and his connection with the company extended from 1897 to 1919. He was born in Duaneburg, N. Y., and came to New York City when a boy of fourteen. Entering the employ of the Western Union Telegraph Co. as messenger, he became an operator and attained such skill as to win a number of prizes in national competition for telegraphers. Telegraph dispatching led Mr. Bradt into newspaper work and he joined the United Press, becoming its Baltimore manager and meeting with experiences as a newspaper man of which he was wont to tell with much interest and drollery in his later career.

In 1897 Mr. Bradt joined the then infant Columbia company, seeing in the new invention of the phonograph an instrument of widespread use and popularity. His familiarity with the elements of the industry, combined with an impressive personality and a capacity for making friends and holding them, brought him rapid advancement. He was salesman, branch manager at Baltimore and Philadelphia, branch manager at Berlin, Germany, European sales manager and eventually United States sales manager for the company. When the control of the Columbia company was bought by interests close to the du Ponts of Delaware in 1917, Mr. Bradt resigned and went with the Canadian Columbia company, where he served as general manager until 1919.

The funeral services, held Sunday afternoon at St. Paul's M. E. church, Eighty-sixth street and West End avenue, were attended by a large number of devoted friends of the deceased in the industry and floral mementoes were received from many parts of the country. Mr. Bradt is survived by his widow, two sisters and several nieces and nephews.

500 METROPOLITAN VICTOR DEALERS ENTHUSE OVER FACTORY OFFICIALS' TALK ON STABILITY

While nobody in the trade was looking, so to speak, the RCA-Victor Company's merchandising officials, in conjunction with the two New York Victor radio distributing houses, last week at the Hotel New Yorker conducted a luncheon attended by about five hundred retail proprietors and executives which was marked by protracted enthusiasm for the Victor policies outlined by the principal speakers. Inasmuch as both Victor prices and product, as far as new styles are concerned, have been guaranteed against alteration until Spring, the affair had none of the "presentation of new models" aspects of conventional radio trade assemblies; the officials presiding had nothing in particular to sell except the conservatism and dependability of the Victor company and the responsiveness merit-

ed by such a position was quickly evoked from those present.

Harry C. Grubbs, vice-president of the manufacturing concern; Roy A. Forbes, sales manager and R. A. Bartley, Jr., northeastern district sales manager, made addresses which clicked to a wov finish in the assembly. The formidable points in the Victor program, based as they have been upon one of the outstanding radio merchandising successes of the last several years in the line's initial performance during the 1929 season, were the basis of the trio of addresses. Among the jobbing officials present were Charles B. Mason, president and Henry Cunningham, sales manager of the New York Talking Machine Co. and Charles Sonfield, vice-president and Jerome Harris, secretary of C. Bruno & Son, Inc.

M. W. CRADDICK RESIGNS MACKENZIE POST; CHAS. GOMPRECHT COMES TO GOTHAM FIRM

Myron W. Craddick, for the past five years vice-president and general manager of the Mackenzie Radio Corp., last week resigned the post and Charles Gomprecht, who has been general manager of the Macgregor Radio Corp., of New Haven, Conn., was appointed to succeed him. The Mackenzie company, Zenith radio distributor in Bronx and New Jersey, is one of the best known distributing organizations in the metropolitan district and since its establishment, practically, has achieved an annual sales volume running comfortably into seven figures. The Macgregor company is also a Zenith wholesale firm. Mr. Gomprecht organized the Macgregor company last autumn after a successful career as general manager of the Philadelphia Zenith radio job-

bing house of Trilling & Montague. Mr. Gomprecht will retain the management of the New Haven concern.

Mr. Craddick said yesterday that he expects to announce new activity in the trade within a short time and for the moment has taken an office at 1440 Broadway and is combining personal business with a little recreation during his first period of leisure in five years. He is widely known and popular in the metropolitan trade and has considerable acquaintance throughout the industry, having begun his radio career at the start of popular broadcasting when he was assistant to the president of the De Forest Radio Co., then a set maker. Before entering radio he was active in automobile merchandising and was identified with the Cadillac Motor Car Co. in this area.

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No. 9

STRONG FORCES FOR RIGHT

Since appearance some weeks ago of an article entitled "Living in Glass Houses" in this place in THE TALKING MACHINE and RADIO WEEKLY, in which it was pointed out that the so-called legitimate trade has as much to say—if it has anything to say—against bargain buying as liquidation outlets can put forward in favor of special sales, several of the very foremost lines of radio product have executed some heavy-calibre advertising precisely in the direction of the bargain-seeker and very probably a wholesome effect nation-wide has been exerted in proving to the public that radio does not afford something for nothing any more facily than any other commodity.

Among specimens of effective campaigning which have been furnished to us are advertisements for, alphabetically ordered, Atwater Kent, Majestic, Sparton and Victor radio. The Sparton advertising, indeed, appeared before Christmas and so did some sponsored by a group of the Victor trade in Boston. The Sparks-Withington Co. presents a very succinct case against duping one's self with a radio bargain purchase when it says: "Radio Orphans of the Storm. Will Your Radio Set Be an Orphan?" and continues with the argument, "Did you ever buy an automobile and have the tragic experience of seeing the manufacturer go out of business, with a resultant loss of car value, poor service and non-replaceable parts? Radio will be no exception and will have in the future its proportion of distressed-selling and bargain-price sales by dealers helping certain manufacturers to 'pass out.' Sparton has been in business for thirty years and is proud of its 'name plate' . . . Buy a radio for which you can be sure your children could purchase service parts."

"They Call It Dumping" says the Grigsby-Grunow Co., and goes on to draw the deadly parallel in advertising phraseology through which the public is invited to be deceived. "But they neglect to tell you, however, it is not only for the first time that a Gazookus (set) is offered at a ridiculous price but that this also is the last time such an offer can be made; because in all probability the Gazookus personnel has disbanded, its factories are closed and the remaining assets of the company are about to go under the auctioneer's hammer.

"Further than this," say the Majestic makers, "they neglect to explain that the service you may need, and deserve to have, can no longer be guaranteed because the manufacturer has passed out of the picture. . . . A radio is not purchased for a few days or a few months of use. It should be a purchase for the years to come."

A striking note of emphasis for the responsibility which the public attaches to the manufacture of radio is sounded in the advertising of the Atwater Kent Manufacturing Co. "More than ever before, the purchaser of radio is concerned with the stability of the manufacturer who makes his set," says the Philadelphia advertising. "The Atwater Kent Manufacturing

Co. has been stabilized for twenty-eight years. The Atwater Kent Manufacturing Co. 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 Co. today in the strongest position it has ever held."

The Victor Boston trade's anti-bargain drive was headed "Whoa! Think soundly before you buy your new radio. Don't let a startling price or a 'hurry up' salesman rush you into a mistake during this excited Christmas selling. You—or somebody—are going to live with that radio for quite a while. . . . There are no reduced prices on Victor-Radio because the selling price of Victor-Radio was placed at its lowest point before Victor Radios were sent to your dealer's store. Every dollar, every penny that could be cut off the retail price of Victor-Radio was eliminated at the beginning. . . . Don't let a dealer who does not have Victor-Radio sell you something else. Insist on a Victor-Radio demonstration—then buy!"

Continued effort not merely to create but to direct radio buying into serviceable channels is invaluable to the permanent welfare of the industry. As we stated in this place January 15: "The truth is that as much can be said against bargain sales as for them. The bargain sellers tell it to the world. Their opponents tell it to themselves."

GENERAL MOTORS RADIO

The first wave of hot botheration as to whether the new General Motors Radio Corp. would give away sets with cars or cars with sets has swept over the trade and in the ensuing calm some staunch intellects have forgotten that the Detroit magnificos are really in the racket. It is worthy of note, therefore, that they are not only in but are preparing to stay.

While not a tittle of well-considered and penetrating plans for a radio success which the newcomers have completed may be revealed for a few weeks, this writer has been acquainted with sufficient fact to assure that a constructive force, a decent force and a powerful force is to be put into the radio business under the standard of General Motors. The years of experience, the enormous wealth and the minute study of markets and human nature which have made the parent company one of the four or five most formidable corporate organisms in America are being welded into a radio unit having for its objective serviceable and therefore profitable business operation in the new industry. Their plans do not contemplate

raiding anyone's market, bombing anybody's doorway or setting off any new and original fireworks in a field that has celebrated the Fourth of July twice a week since 1921.

A word will not be amiss — in this business essentially endowed with marked personalities — about Mr. John E. Grimm, Jr., one of the chief administrative new officers of G. M. Radio, which has as sales manager the well-known veteran, Mr. Charles T. Lawson. Mr. Grimm is about thirty-five or thirty-six years' old and has seen such practical work in Chevrolet and Frigidaire that he uses phrases like "We intend to try to do it this way" or "We have found that it just plain can't be done" more often than vocables of similar moderation are ever heard in radio. Yet he glows with an inner fire of merchandising conviction that somehow or other rings the bell. Allowing for all fallibility of new specialty manufacture, if Mr. Grimm is not a foremost figure in radio industry not long from now, we shall have been wrong for possibly the first time in twenty years of estimating men and their capacity to win.

TOUGH SPOT FOR MICAWBERS

If there is one factor more than another that artificially retards the normal course of a business like radio, it is a spurious policy of "conserving resources," for specialty selling necessarily involves more than a small amount of willingness to take reasonable chances. Just now dealers are saying to wholesalers, jobbers are saying to manufacturers and manufacturers are saying to their salesmen that this is an interval for "sitting tight." That is to say, all of them are doing this except a notable few who, by reason of their aggressive frame of mind, are turning out to be extremely successful, season or no.

It was sharply evident during the late financial unpleasantness that recourse was had by people, who should have known better, to deferred payments of indebtedness, quarreling over fictitious claims and other devices for mistakenly keeping cash on hand. Some turned to trade acceptances in preference to earning discounts and others flatly repudiated obligations which under fairer skies they would have met without question. All this, despite the established truism that the best use a financially responsible concern can make of its resources is to maintain its position in times of stress. If it has not the resources so to do, it is obviously not of eminent responsibility and just then truths as to standing and capacity are revealed.

In the present interim, somewhat of a hang-over from the October and November days of doubt and hesitancy is evident. Numbers in all walks of the trade are marking time, trusting to the situation at a future date to make them the beneficiary of some very fortunate opportunity. It is important to realize, therefore, that there is less possibility today of anyone's getting a lucky break without benefit of forethought and skill and prepared resources than it has ever been before in the radio business. It is more certain than ever that the great sales successes of 1930, as they are to be revealed in the passage of the last half of the year, are those that are in preparation and partial execution this very minute.

The Chinese maxim that there is a time to fish and a time to dry nets applies in theory to any commercial life. But radio is specialty merchandising and any who cannot see the present year will be a bitterly gruelling one had better go into the fish business. Under such competitive straits as already face the trade, there are not enough days in the year to produce enough business to save a numerous coterie from extinction. Conspicuous among the candidates for execution are, inevitably, those who are willing to waste fifty or a hundred business days waiting for a "natural."

RCA LICENSE FOR SPEED RADIO TUBES

The Cable Radio Tube Corp., Brooklyn, maker of Speed tubes, has been granted a license for the manufacture of tubes under the patents of the Radio Corp. of America, General Electric Co., Westinghouse Electric & Manufacturing Co. and associated companies.

J. J. Steinharter, president of Cable, considers this announcement the most vital Speed news to be issued in recent months. Well known as a lamp manufacturer for many years, Mr. Steinharter's radio career has been equally as successful. Mr. Steinharter last week expressed the hope that this new arrangement would prove beneficial to all concerned.

Prospects for Speed tubes in 1930 look particularly opportune, Mr. Steinharter declared. Five Cable factories are now in operation, distribution facilities are better than ever and sales figures are mounting, he stated.

A. B. Ayers on Coast Trip for Sprague Co.

QUINCY, MASS., Friday.

A. B. Ayers, general sales manager of the Sprague Specialties Co., this city, maker of Sprague condensers, left for the west coast recently. In San Francisco he will be joined by R. J. Noel, of the R. J. Noel Co., western sales agents for Sprague condensers.

Messrs. Ayers and Noel will call upon western radio and electrical manufacturers in a survey for 1930 operations for the local organization. Mr. Ayers will also make a tour of the motion picture studios and will study the equipment used there.

SAMPSON ELECTRIC CO. INAUGURATES DAILY MESSAGES TO TRADE

CHICAGO, ILL., Friday.

The Sampson Electric Co., Atwater Kent radio distributor here, has inaugurated an intensive postcard promotion campaign throughout its dealer organization.

Short, snappy copy, characterized by sound business sense and selling policies, pounding home the idea of stability and the value of concentration, lend to every piece real wallop, according to officials.

Starting with "good morning" and jumping right into the meat of the message, these cards are mailed to the dealer every business day.

ATLAS STORES CORP. EMPLOYEES HOLD ANNUAL GATHERING

The Employees' Association of the Atlas Stores Corp. of America, the largest organization of its kind in the world, held its first annual dinner, dance and entertainment in the Grand ballroom of the Commodore Hotel, last Sunday evening. There were more than 1,000 present.

The affair represented the first function staged by the Employees' Association since the recent combine of Davoga, Inc., City Radio Stores and the Atlas Stores, forming a corporation with an annual sales volume of over \$20,000,000.

2ND ANNUAL CAPEHART SALES CONVENTION IN SESSION IN FT. WAYNE

BANQUET SET FOR FRIDAY

"Pageant of Progress" Will Show Development of Capehart Orchestropes from the First to Present State of Perfection—Conference Lasts Entire Week.

FORT WAYNE, IND., Monday.

The second annual national sales convention of the Capehart Corp., this city, maker of the automatic Orchestrope, opened at the Anthony hotel, here, this morning, and will continue through the week. All meetings will be conducted in the Anthony and all Capehart representatives here for the conclave are being quartered there.

Early meetings conducted by the company brought to light the rapid progress enjoyed by Capehart during the two years of the company's existence. During this short space of time the company has been forced to build new and enlarged factories on several occasions, and at present an addition is being built to the present plant which was completed last Summer.

The feature event of the convention will be the banquet at the Anthony hotel on Friday night. In connection with this affair, there will be three addresses by officials of the company, several vaudeville sketches and an exhibit of Capehart products, which will include a "Pageant of Progress" showing the development of Capehart instruments from the first to the present state of perfection.

Officials of the Capehart Corp. reported that the popularity of the Orchestrope has brought increased demands for records wherever these automatic phonographs are in use. "With automatic phonographs playing as high as 200 selections per day in certain locations, it is only logical that the dealers who sold those instruments should have a continuous and profitable business on records," an official of the company declared. "The proprietor of a business operating an automatic phonograph which takes in \$10 per day in nickels can well afford to change records frequently. Many such installations take in from \$30 to \$40 per week and almost any good location will take in \$20 per week.

"The increased popularity of automatic phonograph music for the home and club also ushers in a new and substantial source of revenue from the sale of records. The Capehart Corp. supplies its dealers and users with recommendations as to the most desirable records to be used for various purposes."

HARRY REINHART HAS MAJESTIC DISPLAY AT HOME EXPOSITION

PHILADELPHIA, PA., Thursday.

Harry Reinhart, Majestic dealer of Twenty-fourth and Oxford streets, this city, had a display at the recent Home Building Exposition staged recently at the First Regiment Armory. The new Majestic line was particularly conspicuous in this exhibit.

Mr. Reinhart furnished the music for the entire show, his radios playing constantly. A large number of live Majestic prospects were secured as a result of the exhibit.

Taylor C. White, Edison Northwest Manager, on Trip to Orange Plant

ORANGE, N. J., Friday.

Taylor C. White, Northwestern manager for Thomas A. Edison, Inc., with headquarters in Seattle, is now in the East and was a recent visitor at the local Edison plant. On his eastward trip, Mr. White attended the Radio Wholesalers' Association convention in Cleveland.

Commenting on the Edison price increase which went into effect on Feb-



Taylor C. White and E. A. Borgum

ruary 1, Mr. White said that this move not only had a tremendous stabilizing influence on the Northwest radio trade, but also resulted in completely cleaning out Edison radio stocks due to the heavy volume of sales before the new prices became effective.

The photograph shows Mr. White bidding good-bye to Ed. A. Borgum, Oregon Edison representative, before the former left Seattle.

Mrs. Arthur D. Geissler Dies in New York City

Mr. Carol Moore Geissler, wife of Arthur D. Geissler, who for years was president of the old New York and Chicago Talking Machine companies and more recently established the radio distributing firm of Standard Home Utilities in New York, died on Sunday at her residence on Park avenue. Mr. Geissler had a wide circle of friends in the talking machine business. She is survived by Mr. Geissler, three sons, Allen M., Kenneth D. and Arthur D., and a daughter, Martha Geissler. The funeral was held yesterday afternoon at the Campbell Funeral Church.

Temple Manufacturing Seeks Incorporation

Chicago, Ill., Friday.

Application for incorporation in Illinois has been made by the Temple Manufacturing Co., with initial capitalization of \$1,000,000, consisting of 100,000 shares of \$10 par preferred stock.

The company plans to increase its capitalization later to \$5,000,000 to consist of \$4,000,000 common and \$1,000,000 preferred stock.

Personals

Harry G. Neu, of the Regal Record Co., Inc., is back at headquarters after a trip to Chicago.

H. B. Foster, vice-president in charge of sales of the Perryman Electric Co., of North Bergen, N. J., is expected back at the headquarters of the company this week after a brief visit to the trade in the West.

James A. Ago, radio manager of the well-known Boston firm, the Lewis Electrical Supply Co., was in New York last week looking over the metropolitan market before leaving for a brief mid-winter vacation in the South.

Major H. H. Frost, president of the Utah Radio Products Corp., has been at the New York office for a few days after an extended stay in Chicago and will return to Chicago again this week for further activities at headquarters.

J. Newcomb Blackman, founder and president of the Blackman Distributing Co., New York, has left for three weeks in Florida, his itinerary including a visit with the French Nestor Co., at Jacksonville, in which he is a partner.

A postal from Mr. and Mrs. Leslie C. Wiswell, of the Wiswell Radio Co., eminent Spartan radio distributors in Chicago, advises that they are enforcing National Prohibition in Havana, Cuba, in the course of their cruise of the West Indies.

Pierre Boucheron, district manager of the R. C. A.-Victor Corp., at Atlanta, Ga., and formerly advertising manager of the corporation here, was a New York visitor last week, paying his respects to General Sales Manager Vernon W. Collamore.

Arthur Walsh, vice-president and general manager of the radio-phonograph division of Thomas A. Edison, Inc., is back at headquarters in Orange, N. J., having suffered an attack of tonsillitis following his recent holiday voyage through the West Indies.

Herb Fink, president of the North Ward Radio Co., in Newark, who was spending a vacation in Havana and Miami, returned recently with Mrs. Fink. Soon after his return he made a hurried trip to Chicago visiting the Grigsby-Grunow Co. to prepare for an extensive campaign in the Jersey territory in behalf of the Majestic line.

Production, Employment Rising at CeCo Factory

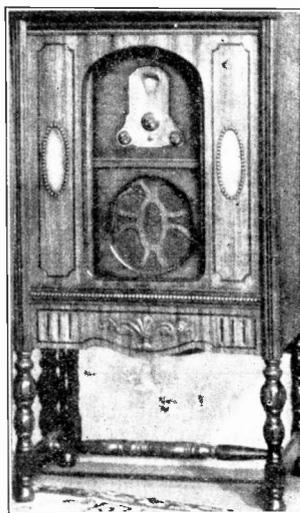
Providence, R. I., Friday.

The personnel department of the CeCo Mfg. Co., this city, reports an upward swing in employment in the local tube plant, and that the payroll has been increasing steadily since the middle of January.

The CeCo factory is now working steadily until 9 P. M. each week night, and is busier than at any time since last October when it was working twenty-three hours daily. While orders are reported heaviest from the urban centers, general distribution is reported gaining. Pacific Coast shipments are running unusually high, sales officials state.

Commonwealth Becomes Stewart Warner Jobber In New York Market

The Commonwealth Radio Distributing Corp., 13-15 Laight street, New York, has been appointed exclusive wholesaler in Manhattan, Westchester, and the Bronx for the Stewart-Warner



Late Stewart-Warner Model

radio set line, it was disclosed on Friday by O. W. Ray, president. The Stewart-Warner sets range in price from \$130 to \$157.50, with a combination at \$235.75, and are said to embody the latest in radio construction refinements.

Among the models which Commonwealth is featuring for Stewart-Warner is the Oxford Period Console, available in either direct or alternating current, or with battery hook-up, and priced at \$150 with screen grid hook-up or \$146.50 with "balanced bridge" circuit. In D. C. sets, price is \$157.50, and the battery operated model lists at \$131.50.

Farrands Offered by Mercantile Radio Corp.

The Mercantile Radio Corp., 135 Liberty street, New York, is making a special sales drive on Farrand dynamic and magnetic speakers. This company, which specializes in surplus merchandise, recently purchased all the speakers on factory floors and in process of construction in the Long Island City plant of the Farrand Mfg. Co., and is wholesaling them to the trade.

William G. Mallada, head of the Mercantile Radio Corp., reports that he has enjoyed unusual success with the Farrand speakers during the past few weeks.

The price range of the speakers is from \$2.95 for the panel model 63 magnetic, to \$17.50 for the table console dynamic.

HULBURT CREDITORS WILL MEET MARCH 3

Los Angeles, Calif., Thursday.

A meeting of the creditors of Robert Hulburt, bankrupt, doing business as the National Radio & Supply Co., this city, will be held at 715 Security building, here, at 10 A. M. Monday, March 3. Rupert B. Turnbull is referee in bankruptcy.

CAPEHART OFFICERS AND DIRECTORS ARE RE-ELECTED FOR 1930

FORT WAYNE, IND., Thursday.

Officers of the Capehart Corp., this city, who served the organization last year, were re-elected at a meeting of stockholders last week. All of the directors of the company were also re-named.

Capehart officers are: C. M. Niezer, chairman of the board; H. E. Capehart, president and general manager; J. W. Caswell, vice-president; E. E. Collison, vice-president; J. E. Broyles, secretary, and L. D. Thomas, treasurer.

Assets of the company, which was organized two years ago, were reported as approximately \$1,000,000. The firm moved to this city from Huntington less than a year ago, and is now doubling the size of the local factory.

The Capehart Corp. conducts its business in nineteen foreign countries and in every State in this country. Its product is the Orchestrope, an automatic phonograph which plays twenty-eight records on both sides continuously.

Stewart-Warner Radio Finding Good Demand in Brooklyn, Long Island

Active demand for Stewart-Warner radio is reported in Brooklyn, Long Island and Staten Island by the Stewart-Warner Sales Co., 1060-62 Bedford avenue, Brooklyn, distributor in the territory mentioned for the popular set line. According to C. C. Patten, radio sales manager for the Stewart-Warner Corp., Chicago, the line is finding increased favor daily, offering as it does stability, performance, furniture and price appeal.

The Stewart-Warner Sales Co. is concentrating its entire efforts on sales in Brooklyn, Long Island and Staten Island.

Reorganization Planned By the Magnavox Co.

SAN FRANCISCO, CAL., Thursday.

The Magnavox Co., speaker manufacturing concern of this city, is being reorganized to facilitate the possible consolidation with other radio concerns, it was reported here today by officials of the company. Incorporation papers were filed in Delaware today for the Magnavox Co., Ltd., with a capitalization of 2,500,000 shares without par value. Shares of the Magnavox Co., which is an Arizona corporation, will be exchanged for those of the new Delaware corporation, it was said, and a new factory will be erected, possibly in Chicago.

NEW NUSSBAUM CHAIN OPENS FIRST STORE

The first retail radio store of the new Chain Auction Syndicate, Inc., which was recently organized with Walter H. Nussbaum, well known radio chain store executive as head, was opened on Saturday at 111 West Forty-second street, New York. Additional stores will be opened shortly, it was said Monday at headquarters of the Chain Auction Syndicate, 18-22 West Eighteenth street, New York.

GEORGE EARNSHAW VISITS A-K FACTORY

Philadelphia, Pa., Friday.

The accompanying photograph shows George Earnshaw, right handed pitcher of the world's champion Philadelphia Athletics, after a trip through the



Athletic Pitcher Discovering that "Tempus do Fugit"

local Atwater Kent Mfg. Co.'s plant. The premier American League moundsman for 1929 left for the Athletics' southern training camp immediately after the inspection tour.

DEATH OF FATHER OF HENRY CUNNINGHAM

Condolences are being expressed in the trade to Henry Cunningham, sales manager of the New York Talking Machine Co., Victor radio distributors here, upon the death of his father, which occurred Sunday. The elder Cunningham was sixty-five years of age. His wife passed away within the year.

HOLLAND CAPEHART DEALER VISITS PLANT

FORT WAYNE, IND., Friday.

L. Duwaer, of Duwaer & Naessens, Amsterdam, Holland, was a recent visitor at the local factory of the Capehart Corp. Mr. Duwaer spent two weeks at the Capehart plant and made a study of the Orchestropole from a mechanical standpoint. He also attended the Capehart School of Instruction for dealers and dealers' salesmen.

The European Capehart representative reported a steady market for the automatic phonographs in Holland, and said that every Orchestropole sold by his firm has given perfect satisfaction to the purchaser.

FINDLAY CREDITORS WILL MEET TODAY

A meeting of the creditors of the Robert Findlay Manufacturing Co., Inc., Brooklyn, maker of metal radio furniture, will be conducted at 3 o'clock this afternoon (Wednesday). A full statement will be rendered of the condition of the company, and a creditors' committee appointed to consider a composition. Other matters of interest to creditors will be taken up.

The conference will be held in the office of Charles Pearle, counselor at law, 2 Lafayette street, New York.

David F. Goldman Sees Need for New Zenith Loop Operated Models

Designed for the thousands of homes wherein the hanging of aerial wires both inside and outside are prohibited and wherein such wires strung along the walls and floor prove annoying as well as unsightly, the Zenith Radio Corp., Chicago, has introduced two new loop-operated models which incorporate a specially designed built-in directional loop antenna eliminating the necessity of both an inside or outside aerial and the customary ground connection.

"One of the advantages of a loop operated set," according to David E. Goldman, of the North American Radio Corp., New York, distributor of Zenith Radio, "is the greater amount of selectivity obtained by simply directing the loop toward the location of the station desired. With an ordinary outside aerial, signals are gathered from every station on the air and the set must possess sufficient selectivity to be able to cut through stations around the same

wave length and pick up the one wanted. Oft-times this cannot be accomplished because of interference from some nearby local station having great power. With a loop antenna, this can easily be done by simply directing the loop away from the annoying station.

"Greater convenience of installation and ease of operation are also afforded," Mr. Goldman believes. "No installation is necessary other than that of inserting the tubes and plugging the set into the light socket. A loop antenna picks up radio signals more quickly and outside interference is reduced to a minimum.

"The super Zenith models 64 and 67 are the only loop operated sets manufactured and found on the market today," adds Mr. Goldman. "They are the culmination of years of experience in the building of successfully operating loop radios. Both models incorporate the new nine-tube specially designed Zenith screen grid chassis employing double push-pull audio amplification which attains new heights of tone naturalness. Automatic tuning, Zenith's exclusive feature, is also included. These sets are also equipped with an automatic station indicator."

Ken. Reed Brunswick Booster in Montana

Butte, Mont., Saturday.

Kenneth Reed, formerly with M. Steinert & Son, Boston; Federal Radio Corp., Buffalo, and the Freed-Eismann Radio Corp., New York, postcards the "Trade's Only Weekly" from this city, where he is a representative for the Brunswick-Balke-Collender Co., Chicago. Mr. Reed reports that the Brunswick distributor and dealers in this territory can't get enough sets to meet the demand.

"Every house and shop in this thriving section boasts of a Brunswick," he writes.

Mr. Reed is well known to the radio-music trade throughout the east.

LORELY RADIO CO. FILES PETITION

Charles E. Stein, trading as the Lorely Radio Co., 305 East 204th street, New York, filed a voluntary petition in bankruptcy last week. No assets or liabilities were listed.

The Profit Line for 1930

Brunswick

Radio • Panatropo with Radio • Records

Distributed in Northern New Jersey and Staten Island, N. Y., by

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

Distributed in Manhattan, Bronx, Westchester, Brooklyn, and Long Island by

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 4251

Distributed in Metropolitan Territory by

G. J. Seedman Co., Inc.

Brooklyn: 765 Atlantic Avenue

New York: 245 West 55th Street

NEW KYLECTRON SET LINE INTRODUCED BY UNITED REPRODUCERS

SPRINGFIELD, O., Friday.

The United Reproducers Corp., this city, is introducing a new line of radio sets to be known as Kylectron radio in the series K-70. The new series derives its name from one of its leading features, the Kylectron speaker, which is standard on both of the models representing the line at this time.

The models, K-71 and K-72, are both equipped with the new and perfected Kylectron speaker. Non-directional reproduction is said to be an established fact in the new Kylectron radio. Kylectron speaker is exclusively owned by the United Reproducers Corp. and can be found on no other 1930 radio than the new series K-70 line.

S. M. Doak, sales manager of the company, who has been making flying trips through the territories, has been keeping in close touch with the progress of the new line during its introduction to the United Reproducers distributors.

The new chassis is based on the latest developments in screen grid radio manufacture. The circuit used is a basic screen grid circuit, employing four screen grid tubes, one as a power detector, and three in stages of radio frequency amplification. The use of the screen grid detector in the circuit has brought about the result wanted in selectivity and sensitivity. Kylectron radio is being introduced to the trade only after many months of engineering and testing, during which time the K-70 chassis has been perfected to a point of continuous operation on a high plane.

The model K-71 has an eastern list price of \$149.50, without tubes. American walnut is used in this console which stands 42% inches high and is 29% inches wide. This cabinet presents an open face grill backed by a woven dull bronze grill cloth.

Model K-72 has an eastern list price of \$169.50, without tubes. Standing 42% inches high, American walnut is used in the top and sides of the cabinets. The new type doors have been executed in matched butt walnut. This console is 29% inches wide and the doors slide open to a folded position to disclose the grill as is used in the K-71. Western list prices are slightly higher.

Set Sales Show Gain, A. H. Grebe Reports

Within the past three weeks radio business has increased most encouragingly in the field of higher priced sets, according to Alfred H. Grebe, president of A. H. Grebe & Co., Inc., Richmond Hill, N. Y., who bases his opinion on latest sales reports and new commitments of dealers.

"I find that most people have begun to realize that a radio is a necessity, not a luxury, in every well-ordered home," Mr. Grebe stated, "and the temporary depression which naturally affected radio is now being overcome by newer public demand and aggressive sales policies.

"Relaying of European programs has assisted in stirring new enthusiasm."

New Sprague Condenser Factory Has 120,000 Square Feet of Space

QUINCY, MASS., Friday.

The new plant of the Sprague Specialties Co. in North Adams, Mass., has more than 120,000 square feet of floor space for use in the manufacture of Sprague paper and electrolytic condensers. General offices and the research laboratories of the company are located in this city.

"The Sprague program for this year will include the manufacture of electrolytic condensers in addition to our well known and established paper types and I anticipate with pleasure the privilege of serving our old and new friends with their requirements in that field," R. C. Sprague, president of the company, said in a recent interview. "Our new plant and laboratories now enable us to meet condenser requirements for every electrical purpose," he declared.

The Sprague company lists among its clients some of the most widely known radio manufacturers and makers of other electrical products and musical instruments.

Officers of the company in addition to R. C. Sprague are: J. K. Sprague, vice-president; A. B. Ayers, general sales manager; C. Shugg, production manager; F. W. McNamara, purchasing agent; Dr. P. Robinson, research engineer; W. L. Dunn, circuit engineer; F. D. Sprague, mechanical engineer, and R. U. Clark, sales engineer.

B. G. Erskine Heads RMA Convention Group

With the appointment of Ben G. Erskine, of Emporium, Pa., as chairman of the Convention Committee of the Radio Manufacturers' Association, rapid progress is being made on plans for the annual convention and trade show of the RMA at Atlantic City next June. The trade show arrangements are being pressed by Chairman Jess B. Hawley and G. Clayton Irwin, Jr., trade show manager, while Mr. Erskine has charge of the convention and also the large annual banquet of the RMA. Mr. Erskine also is chairman of the association's broadcasting committee.

The annual RMA banquet, according to plans of Chairman Erskine, promises to be the largest ever held in the United States for a similar gathering. Tentative plans to hold the banquet Wednesday evening, June 4, have been made. This and the extensive entertainment program planned will be staged in the great ballroom of the Atlantic City Auditorium. The broadcast facilities of Station WPG, on the nationwide chain of the National Broadcasting company, are available.

CHARLES A. RICES HAVE NEW FAMILY ADDITION

The stork last week presented Mr. and Mrs. Charles A. Rice with an eight-pound boy, who has been named Charles Ainsworth, III. Mr. Rice is general sales manager of the Champion Radio Works, Inc., of Danvers, Mass., maker of Champion tubes.

Mrs. Rice and Charles Ainsworth, III, are getting along fine at their home, 321 East Forty-third street, New York.

Zenith Jobber Officials Back from Chicago Visit

Harry Goldman and Al Meyer, president and secretary, respectively, of the North American Radio Corp., returned to the New York headquarters of the company last week after a visit to the Zenith Radio Corp.'s factory in Chicago. The distributing executives were accompanied by William Schwartz, of the Peck Advertising Agency, who directs the advertising campaign in behalf of Zenith radio product.

Upon their return the trio expressed themselves as agreeably surprised at the volume of business Zenith is now doing in all parts of the country and look for better activities as the new "60" line gets under way. The North American company has instituted a sales drive in behalf of the D. C. models and loop-operated sets. Several carloads have been allotted to some of the outstanding outlets in New York especially in the D. C. sections and an extensive advertising schedule has been prepared to put the sales campaign over in a big way.

Plan Establishment of Radio Trade Congress In Greater New York

Plans for the establishment of a radio congress in the metropolitan district were discussed last night (Tuesday) by a gathering of distributors and dealers conducted under the chairmanship of Irving E. Cohen, executive secretary of the Radio Retailers Association, Inc., New York. The meeting was held in parlors F and G of the Hotel New Yorker and invitations were extended to all dealers and jobbers, irrespective of their trade association affiliations.

The purpose of the proposed congress will be to overcome the evils now prevalent in the trade and to conduct discussions relative to the general trade welfare. Present plans call for a body to be composed of ten jobbers and ten dealers.

The meeting voiced with disfavor certain current trade evils, including dumping of stocks.

RCA-VICTOR COMPANY AWARDED GOLD MEDAL AT BARCELONA FAIR

A. B. C. Scull, manager, foreign department of RCA-Victor Co., Inc., New York, disclosed the receipt of a radiogram from Spain advising him that the judges of the International Exposition at Barcelona had awarded the RCA-Victor company a gold medal and diploma for the all-round excellence of its products exhibited there.

W. R. NAGLE OPENS NEW READING STORE

READING, PA., Friday.

W. R. Nagle, radio dealer of this city, has recently moved to new quarters at 13-17 South Fourth street. Mr. Nagle has set aside a part of his new home for the permanent display of Majestic radio, which he features.

Peirce-Phelps, Inc., Majestic distributor with headquarters in Philadelphia, serves the Nagle store.

\$5,507,702 Total Sales For Arcturus in 1929; Net Profits \$538,429

Newark, N. J., Thursday.

Total sales of \$5,507,702 and net earnings after all charges and taxes of \$538,429, equal to 90 cents a share on the 600,000 shares of common stock outstanding, were reported by the Arcturus Radio Tube Co., this city, for the year ended December 31, 1929. This compares with sales of \$1,096,323 and earnings of \$93,909 for 1928.

The balance sheet as of December 31 shows net current assets of \$2,067,881, a ratio of current assets to current liabilities of over five and a half to one; and cash on hand of \$578,159 which was more than sufficient on that date to liquidate all current and fixed liabilities. Notes and accounts receivable are \$577,525 after allowances and eliminations for doubtful and bad accounts.

During the year \$1,681,061 was invested in new plants and equipment, most of which did not become productive until the fall. Net earnings for 1929 are figured after deducting all expense incident to expansion; including costs of consolidating operating units, moving to new plants, extensive sales promotion and advertising, and all development and experimental expenses incurred during the year.

"The company is now established as one of the largest radio tube manufacturers in the industry," Chester H. Braselton, president, stated last week, "and is prepared to present new and improved designs as may be required. Marketing outlets were extensively enlarged during the year and now cover the entire country. Prospects in the tube industry are good and we look forward with assurance."

J. V. Wilson Co. Get Gulbransen Set Line

BOSTON, MASS., Friday.

The John V. Wilson Co., 74-76 Brookline avenue, this city, well known in New England wholesale radio circles, has taken on the exclusive distribution of the Gulbransen radio line for eastern Massachusetts and the states of New Hampshire and Vermont, it was stated today by J. V. Wilson, president.

Mr. Wilson further declared that his sales representatives and himself are very enthusiastic over the possibilities of the Gulbransen line, and particularly over the new low-priced model recently disclosed to the trade.

OLLSTEIN CELEBRATES AT 3th BIRTHDAY

Charles Ollstein, sales manager for the Sanford Radio Corp., 480 Canal street, New York, Brunswick distributor, celebrated his thirty-fourth birthday on February 15, and was the recipient of many congratulatory messages from the trade.

Mr. Ollstein, who started in the radio business in 1928, is well known for his work in the sale of Cunningham tubes during 1928-29.

Louis Buchner, who for many years past was associated with the Brunswick-Balke-Collender Co., has been appointed assistant sales manager for Sanford Radio.

UNRIVALLED

in Quality, Value, Salability

..and the only LOOP set on the market!



SO far ahead has Zenith gone in the perfection of the loop-operated receiver... requiring neither aerial nor ground... that other manufacturers have ceased entirely to compete. Super Zenith Model 64, with its exquisite high-boy cabinet, stands alone today, not only as a matchless "buy" for the consumer, but as a great profit-maker for the dealer. Are YOU cashing in on it? ZENITH RADIO CORPORATION, CHICAGO, ILL.

\$370

LESS TUBES

Western Prices Slightly Higher

Super Zenith MODEL 64. Nine tubes, including rectifier. New Screen-Grid circuit. Double Push-Pull. *Genuine* Automatic Tuning. Super-size Syntonic Dynamic type speaker. Loop-operated. Handsome high-boy console of Butt and solid Walnut.

NEW SUPER ZENITH

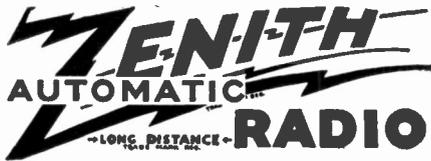
MODEL 64



"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.

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

SAN DIEGO DEALERS GOING VIGOROUSLY AFTER SET VOLUME

OPTIMISM NOW PREVAILING

Merchants Buying More Liberally
—Otto May, President of California Victor Sales, Inc., a Los Angeles Visitor.

SAN DIEGO, CAL., Thursday.

Confidence has returned, buying by dealers has made its appearance, and all signs point to the advance of radio sales into new volumes for the months of March and April. Selling campaigns which are producing the best results are cooperative efforts, in which the coast representatives of factories, and the strong jobbing houses, are doing some big things in a way that is turning public interest to the new radio models and reducing sales resistance.

Dealers are not confining themselves to mere praise of these efforts made by factories and jobbers, costing a lot of money, and laborious work by high priced field men and executives. Retailers are training themselves and their salesmen to more effective methods, and getting out and making their contacts with the public, working long hours, and hitting the market with cleaner, but harder drives than ever before.

As James Urquhart sums it up, "This is turning into a good year for radio. But we have got to make up our minds to plan better, and work harder to get the business; and the

dealer who is not hooked up right, on standard merchandise, is on his way out the door and going fast."

One of the signs of the times is the keen attention with which dealers go through the advertising pages of the TALKING MACHINE and RADIO WEEKLY, as soon as each new number arrives. With so many rumors afloat, dealers want to shape their plans under guidance of those who speak with authority. It is recognized that all advertisements in the "Trade's Only Weekly" have had the approval of responsible executives, which makes their information acceptable because it comes through without delay in transmission, or possibility of exaggeration or distortion. Retailers and wholesalers this year consider the information service supplied by this publication as indispensable as are charts to the navigating officer of an ocean liner. This is set down here entirely as a matter of news based on observations in the field. It is one of the significant elements in trade progress this year.

C. C. Stevenson, California Victor's star salesman in southern California, heads the news column this week—arrival of a baby girl, his first child, at his home in Los Angeles.

Otto May, of San Francisco, president of California Victor Sales, Inc., visited with dealers for several days in Los Angeles.

George Morton, California representative of the Victor factory, with headquarters in San Francisco, has just returned after visiting many dealers as far south as San Diego. The Victor home demonstration campaign is most successfully enlisting dealer co-operation in more intensified work to develop the Spring market. The Victor broad-

cast of February 14 came through in splendid shape. Hard work is carrying the trade ahead to realization of excellent prospective business on Victor products. During the last six weeks Mr. Morton has been much interested in promoting the introduction of Victor combinations in schools. Even in towns where the population is under 2,000, schools are buying the Victor \$375 combination. Cities of larger size are buying the machines in quantities. This school work paves the way for dealers to develop many new prospects for combinations in the homes.

Stuart Ashenberg, manager of the San Diego branch of Southern California Music Co., remarks, immediately after placing a substantial order for new Victor merchandise, that current radio sales activities indicate that Victor has really put over the story of tone to the buying public. People show even more interest in tone now than they did in the holiday buying period last year. Current merchandising is based on evidence the public is investing in tone instruments, and will demand and expect tone from their broadcast favorite artists. The Victor broadcast is giving them a standard to measure by, and they appreciate it. Increasing business in combinations will put the average dealer on a good firm financial foundation this year. Southern California Music Co. is now training its salesmen to start with the record, and build up desire for the combination type of machine. Salesmanship is being advanced to an entirely new basis of effectiveness in enlarging the average value of units sold.

Thearle Music Co. is making a highly effective featuring of the Coltura Majestic sets, in large space display

advertising, special window display, and in other features rounding into a well balanced selling drive.

Harry Fore, Philco executive at the Los Angeles division headquarters at 1149 So. Wall street, C. F. Kratz, service supervisor, and other men in the factory organization, are being highly praised by San Diego dealers for the effective cooperation rendered in putting across the big tie-up with a popular movie production early this month. Business secured and prospects interested have convinced dealers of the ability of Philco merchandising executives to put on a big special nationwide campaign in such a manner as to increase the value of a Philco franchise to the local dealer. The exhibit of Philco merchandise at the Fox Theatre was expertly handled, creating most favorable comment from the public and dealers.

R. L. Templar, proprietor of the Columbia Store, 733 Broadway, observes that Ted Lewis' records continue to hold up as the most consistently selling merchandise in favor with local Columbia record buyers.

G. A. Funk, manager of the Radio Shop, 746 Broadway, is strengthening his hold on the fine set market with the addition of Stromberg-Carlson, for which they expect a consistent development in this field. This exclusive radio store was established nearly ten years ago by Dr. W. A. Funk, whose son is now manager. Its popular line is the Crosley, for which it has been retailer in this city about six years.

Curtis W. May, 812 West Washington, has been out campaigning for dealer cooperation in a comprehensive attack on the interference problem.

—S. F. PARKER.

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.

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

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

James K. Polk, Inc. ATLANTA,
GEORGIA

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

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

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

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

Tarr, McComb & Ware Commercial Co. KINGMAN
ARIZONA

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

Mackenzie Radio Corp. 1225 Broadway
New York

North American Radio Corp. 1845 BROADWAY
NEW YORK

Trilling & Montague Seventh and Arch Street
Philadelphia, Pa.

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

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ANNOUNCEMENT!

THE STEWART WARNER SALES CO.

1060-62 BEDFORD AVENUE, BROOKLYN, N. Y.

Remains Distributor for

STEWART WARNER RADIO

In Brooklyn, Long Island and Staten Island

"DISTRIBUTING 'THE SET WITH THE PUNCH'

WITH STRAIGHT FROM THE-SHOULDER SERVICE"

STEWART WARNER SALES CO.

1060-62 Bedford Avenue

Tel. Sterling 7206

Brooklyn, N. Y.

OUR INCOME TAX DEPARTMENT

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

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

Again the accumulation of readers' questions makes it advisable to devote a complete article to questions and answers. Many questions have been submitted that center around the same point. Instead of repeating each of these questions verbatim, one of a group is selected and answered and the questions considered automatically disposed of in that way. Furthermore, space limitations necessitate that the questions of more or less general interest be given preference in the publication.

QUESTIONS and ANSWERS. Stock Dividends and Treatment in Case of Sale.

Q. Where I receive a stock dividend in stock of the same corporation, how shall I treat it upon receipt, and also in the event of subsequent sale?—D. V. W.

A. The stock dividend is not income, and hence need not be accounted

for in the tax return until the stock so received is sold. To arrive at gain or loss, the stock is deemed to cost a proportionate part of the original holdings on which the stock dividend is paid. Thus, if you had 100 shares of stock costing you \$1,000 and you received 100 shares additional as a stock dividend, the 200 shares are then regarded as costing you \$1,000. The cost of each share is computed accordingly as \$5 per share.

Identification of Stock Acquired at Different Times, in Case of Sale.

Q. I hold as an investment certain stock which I acquired at \$20.00 a share. I still have the original certificate. Simply as a trading proposition I purchased additional stock at 52 which I sold at 54. In preparing my income tax return, can I show the profit as a difference between 54 and 52 or must I show it as a difference between 54 and 20?—W. C.

A. Since you are able to identify the stock which you sold as being the stock which you bought at 52, the profit to be reported is \$2.00 a share and not \$34.00 a share. You are not required to sell first the stock which you bought first. Where, however, you cannot identify the stock which you sold, it is presumed that you sold first the stock which you bought first.

Deductibility as a Bad Debt of Interest and Dividends Never Received.

Q. In December, 1929, I received a final dividend on some realty stock from the receiver appointed to sell the

building which was in back of the stock. The settlement was 46 per cent., so that I suffered a 54 per cent. loss. The last nine dividend payments were passed. Can I claim a loss for the unpaid dividends?—W. I. P.

A. Since you never reported the unpaid dividends as income, you cannot claim the amount as a loss. The same principle applies in the case of unpaid interest which was never received.

Corporation's Allowance on Capital.

Q. Our corporation has been in operation a little over three years. When computing Federal income tax, can we make a deduction of 8 per cent. on the capital stock and surplus as of January 1, 1928, or must we deduct on stock alone?—G. D. J.

A. No deduction can be made for capital stock or surplus. The 8 per cent. provision applied under the old excess profits tax law. That has been repealed and there is now only the income tax, the amount of which has nothing to do with the capital of an enterprise.

Profit on Legacy.

Q. About twenty-five years ago my father invested \$4,000 in a real estate corporation. At the time of my father's decease in 1923, the appraiser of his estate placed a value of \$600 on his stock. Since then the company has worked itself into better shape and the liquidating committee has paid out a number of dividends. I paid income taxes on these dividends in 1928 on the excess over \$600 and the appraised value of the stock. I have been informed recently the Treasury Department has made a ruling that the original cost of an investment shall be used in determining whether a gain or loss has been made by a legatee.—P. I. T.

A. The rule you refer to has been eliminated. The rule now is that gain

or loss is computed on the basis of the value of the property at the time it is acquired by the legatee, or if it is sold by the estate, the value at the time of the death, controls.

Failure of Stock Broker.

Q. During 1928 I bought stock on a margin account with a New York broker. Early in 1929 the broker was declared bankrupt. The claim entered in my behalf was based on the market value of the stocks on my account on the date when bankruptcy proceedings were started, that is, it included paper profits never received. It is probable that the creditors will receive practically nothing and that settlement will not be made in time to enter losses on the 1929 tax return. In that case must I include in my return and pay taxes on the paper profits forming part of my claim against the bankrupt and wait until a future return to enter my loss?—R. M. B.

A. You need not report any paper profits. The loss that you will ultimately be able to deduct will be on the basis of the cost of the securities.

Interest on U. S. Bonds.

Q. (1) Am I required to add interest received on U. S. Bonds. (2) To whom do I make my report, and how, and such other information as you think will help me if I have to make a report?—W. J. P.

A. (1) The exemption from tax of the U. S. Bonds depends upon the bond. The interest on Liberty Bonds, for example, is exempt from normal tax, but is subject to surtax to the extent that it exceeds the interest on \$5,000 of bonds. (2) Your report must be filed with the Collector of Internal Revenue for the district in which you reside, or where your principal place of business is located. It can be sent by mail at any time before March 15.

Announcing the Appointment of the

Commonwealth Radio Distributing Corporation

AS EXCLUSIVE DISTRIBUTOR FOR

STEWART WARNER RADIO

PRODUCT OF THE STEWART WARNER CORP., CHICAGO, ILL.

In the New York Market Including
Manhattan, Bronx and Westchester

COMMONWEALTH RADIO DISTRIBUTING CORPORATION

O. W. RAY, President

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NEW YORK

HOUSE COMMITTEE TO LOOK INDEPENDENTLY INTO CHAIN STORES WILL START OWN INQUIRY

Chafe at Delay of Federal Trade Commission—Act in Answer to Appeals to Congressmen from Merchants All Over Country.

WASHINGTON, D. C., Wednesday.

Chain stores all over the country are in for a thorough probing by the House Banking and Currency Committee, it appears here, where it is announced that action will be taken to ascertain whether chains are operating in violation of the anti-trust laws.

The House Banking and Currency Committee, heeding the suggestions of many constituents of Congressmen that the Federal Trade Commission had taken no action on the resolution sent to it from the Senate in 1928 providing for an investigation into general chain store methods, took the bit into its own hands today at its first meeting.

Asked for a statement of the situation, committee members were somewhat reluctant to discuss, possibly in advance, what the action of the committee might be, but at the same time a fairly good outline was obtainable.

It was explained that chain system banking is so closely allied with chain store operation that if the Banking and Currency Committee of the House, af-

ter taking testimony, which it is now preparing to do, should make a favorable report and both Houses of Congress should act in accordance with it, there might be a considerable change brought about in chain store operations. Formal investigation into chain banking will open Tuesday, with Secretary Mellon or one of his assistants and J. W. Poole, comptroller, as the first witnesses. Regular hearings will take place until the study is completed.

"This investigation which we are about to begin," committee members said, "is primarily for the purpose of learning whether chain banks are operating in violation of any of the anti-trust laws."

Asked further what effect this would have on chain store management and operation, it was stated "if it is found that the banks are operating in violation of law, then the same principle would apply to the chain stores. Both are operated along the same lines. There is no difference, whatever."

It is noted that perhaps the sentiment in Congress is stronger in city members of Congress for the retention of the chain store system than in those from the country. The reason is obvious. The average city Congressman has but little if any acquaintance with the chain management in his locality while the country member knows practically all of his constituents by name. It is these, in a large measure, who are now making the appeal that their little stores are being closed because of the force and power of the chains who are, because of their size, able to undersell and consequently destroy them. But this is not all. Many complaints are also coming in from other sources alleging that the chains are operating to the detriment of various other concerns.

It is apparent that the Federal Trade Commission, members said, is not ready to take any action or make any recommendations for some time, hence the activity of Congress.

In 1928 the Federal Trade Commission was authorized by a Congressional resolution to probe into this matter and make its report as soon as practicable but, so far, nothing has been accomplished, the independents say, toward holding the chain stores in control.

Hearings are to begin before the House Banking and Currency Committee during the coming week with regard to determining whether the allegations made by the independents show the situation to be as serious and full of menace as they claim.

Members of the Committee said yesterday that they had been informed the situation has reached such a point that both independent stores and small banks claim they cannot much longer hold out against the chain store and chain bank organizations and it has been decided, therefore, that the best thing to do is to investigate without waiting longer on the Federal Trade Commission.

Considerable doubt exists in Congress whether it would be advisable to vote more money to the Commission for this purpose, the matter having come before the House Committee on Appropriations a day or two ago when the Commission asked for additional funds. Members of the Commission were asked by committee members why they had not already made their report to Congress and were informed that they required additional financial help before they could do so. That, with the many appeals coming to Congress from independent merchants all over the country, forced Congress to a position where it decided to take ac-

Wm. J. Seroy Acquires All Outstanding Stock Of Electric Radio Co.

Oakland, Calif., Thursday.

All the outstanding stock interests of the Electric Radio Co., Inc., 419 Fourteenth street, this city, have been acquired by William J. Seroy, the first salesman for Majestic radio and formerly Pacific Coast manager for the Grigsby-Grunow Co. The Electric Radio Co. retails Majestic radio exclusively, and according to Mr. Seroy, has enjoyed since the inception of Majestic, the largest sale of that line in the San Francisco Bay section.

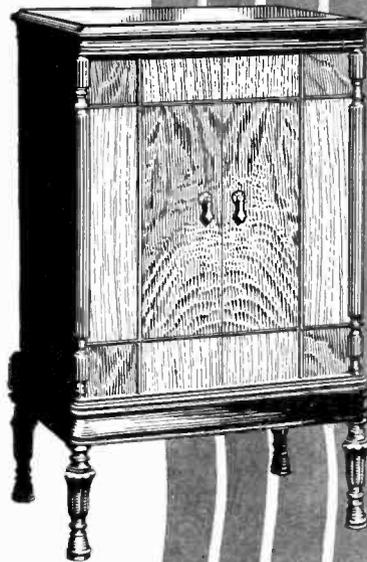
Mr. Seroy was Pacific Coast sales manager for Grigsby-Grunow for many years and says that he feels very much at home retailing Majestics. Mr. Seroy is known on the Pacific Coast as "Ling," the Chinese character of the air which he is featuring in a daily broadcast program. He reports that although the general trend of business is bad in this section, the business of the Electric Radio Co. is good.

tion without longer waiting on the Commission.

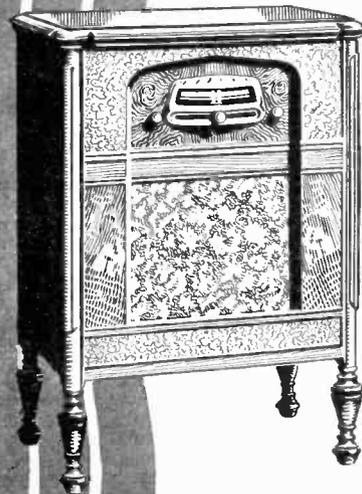
In communications to Senator McNary of Oregon, chairman of the Senate Committee on Agriculture, Senator Borah of Idaho, and others, chain store operators are likened to the Goths of old and the Congressmen are told that unless some restraint is used many independents will be crushed out of existence in the near future.

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.

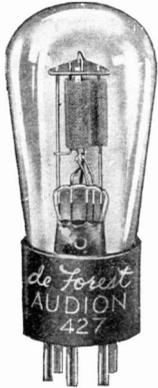
The new VICTOR Radio-Electrola has given a tremendous new impetus to the Record business. *Record sales are today greater than at any time since the advent of broadcasting.* Victor is opening up an almost limitless field of opportunity.

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.



Radio tubes that make SALES

DE FOREST is the best known name in radio. De Forest Audions have set the world's standard for twenty-four years. Whatever tubes you sell are all made by license agreement under De Forest patents but only tubes with the name "De Forest Audions" include the latest improvements of the De Forest Laboratories and bear the name of the inventor.

Your customers have heard of De Forest Audions but when you are making a demonstration, the tone quality De Forest Audions produce will be the most convincing evidence of their outstanding performance.

De Forest Audions are practically "humless," cutting hum and buzz to 1-30th their ordinary value. They eliminate crackle entirely.

These are but a few of the reasons why De Forest Audions help you to make sales.

DE FOREST RADIO COMPANY
PASSAIC, N. J.

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



CHAS. O. WEISSER NEW KENT REPRESENTATIVE IN NEW ENGLAND ZONE

RICHARDS TO COVER PHILA.

Stewart-Warner Sales Co. Now Showing New "900" Series — National Radio Co. Suffers Fire Damage.

Boston, Mass., Friday.

William Richards, New England representative for the Atwater Kent Mfg. Co., of Philadelphia, for the past five years, is leaving this district to watch over the interests of the same company in a territory nearer his home in the Quaker City.

Mr. Richards' efforts in New England have been met with great success during his stay here, through his untiring work and the hearty co-operation of the two distributors in this section, J. H. Burke & Co., and Howe & Co.

Charles O. Weisser, who served the Atwater Kent Co. as territorial manager in Chicago for the last four years, will succeed Mr. Richards in this region.

Mr. Weisser before coming to New England, conducted a survey of radio conditions between Chicago and the east to determine a few of the factors which affect the present market situation. His summary for the coming season is most optimistic and he believes that this year the advantages of screen grid radio sets will more than ever be firmly established in the public consciousness. Mr. Weisser is not a new-comer to radio, having been associated with the industry for the past ten years.

The Stewart-Warner Sales Co., wholesale distributors of Stewart-Warner radio in this territory, is showing the 1930 models of this line in new and improved cabinets at the Boston Furniture Exposition.

The models shown include the "Woodstock," the 17th century English console, the "Oxford," period console, the "Tremont," console and the radio-phonograph combination. These cabinets all house the "900" series radio chassis which features three screen grid tubes, air cooled transformers, automatic voltage control, complete shielding and antenna compensator.

There was a fire this week on the fourth floor of the National Radio Co. at 680 Beacon street. The blaze which started from an over-heated oil stove in the stock room of the company, spread rapidly through the fourth floor of the building. Charles Abbott, proprietor of the radio firm, with employees fought the flames with buckets of water until firemen arrived. Damage was estimated at \$5,000.

Announcement has been made by Sheldon H. Fairbanks, director of the annual radio shows here, that the 10th anniversary radio exposition which will be held in the Boston Garden this fall will surpass anything of this nature ever held here.

—C. W. JONES.

FILE PETITION AGAINST BROOKLYN RETAILER

A petition in bankruptcy was filed last week against Helen Salpeter, radio dealer, trading as the Astor Radio & Piano Shop, 7209 Eighteenth avenue, Brooklyn.

COLUMBIA RECORDS MOVING BRISKLY IN BALTIMORE MARKET

BALTIMORE, MD., Friday.

New low prices at which a number of sets are being sold are enabling many radio retailers of this city to register good sales.

The Columbia Wholesalers, Inc., 205 West Camden street, distributors, report that the Columbia record business for January has held up very nicely.

Columbia dealers in this section have been tying up with the movie successes such as Sunny Side Up, The Love Parade and others, with excellent results.

Dealers also report interesting sales in Columbia Masterworks records. The Stieff Piano Co., 315 North Howard, one of the leading musical instrument stores of the city, sent out a special letter to 3,000 of the outstanding musicians of the city tilling in enthusiastic terms about Masterworks sets. Fine sales on these recordings resulted.

Other dealers, notably the G. Fred Kranz Co., 327 North Charles street and Kunkel's, Inc., 120 North Liberty street, recently put on a big sales campaign on Masterworks sets from which they secured an increase in business. One customer, at one of the stores, bought a \$6 set on one day, only to return the next day and invest \$64 in the Columbia Masterworks sets.

Lenning's, Inc., located in the Highlandtown section of the city, which recently took on the Columbia line, has developed a very fine business. This dealer is cooperating with moving picture houses and is developing a good business in theme song recordings.

Keith's Theatre, on Lexington street at Park avenue, one of the leading theatres of the city, has bought a Columbia-Kolster electric phonograph for use in the lobby in playing theme song records and also for entertaining waiting patrons.

Public School No. 79 has purchased a large Columbia radio phonograph for use in the school auditorium. The machine was purchased after a careful investigation by the Parents-Teachers Association.

Rudolph P. Deubell, manager and treasurer of the Eisenbrandt Radio Co., Inc. distributors in this section of the Majestic, has joined the ranks of the benedicts. He recently married Miss Virginia Benson, daughter of Mr. and Mrs. Benjamin Benson, of Baltimore. After the ceremony Mr. and Mrs. Deubell left for New York City to sail for Bermuda on a two weeks' honeymoon trip. They will make their home in the 3400 block, Grantly road.

Mr. Deubell has been treasurer and general manager of the Eisenbrandt Co., Inc., since its incorporation about two years ago. The concern, under his management, has grown to a \$3,000,000-a-year business and recently moved into new and larger quarters in the Sonneborn building, at Pratt and Paca streets. The concern was formerly located at 216 West Franklin.

A radio show will be a feature of the Ninth Annual Better Homes and Building Exposition, of Baltimore, to be held at the Fifth Regiment Armory, April 26 to May 3. The radio phase of the show is expected to be an important feature of the exposition on the theory that the radio is now almost as much

a part of the home as the roof, heating plant and other essentials.

The McCready Co., home furnishers and radio dealers, 112-114 Main street, Annapolis, Md., will henceforth concentrate its efforts on the sale of Victor radio, exclusively.

Kleeka, Levy & Russy, Inc., 2232 East Monument street, home furnishers and radio retailers, have incorporated. Capital stock is given as 1,000 shares, no par value. The incorporators are John Maggid, Joseph F. Levy and Lotie Stern.

The American Automatic Corp., 1802 Whitmore avenue, has been incorporated for the purpose of dealing in a device known as the Radio Clock Control Mechanism. Capitalization is given as 250 shares, having no par value. The incorporators are Frank B. Robertson, Paul Robertson and William H. Wood.

—JOHN F. IGNACE.

H. H. Murray Resigns From Victor Division

CAMDEN, N. J., Monday.

The resignation of Henry H. Murray as manager of the technical service department of the Victor Division of the RCA-Victor Co., Inc., this city, has been announced by Harry C. Grubbs, vice-president. Mr. Murray was connected with the Victor organization for years.

As yet no successor has been appointed, but until further notice, J. F. McGarrey will be acting manager of the technical service department.

The
**PERFECT
COMBINATION**

Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

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

FOR

12

DEFINITE REASONS
**YOU CAN
 MAKE BIGGER PROFITS**

Selling Majestic Exclusively

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

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

- 1** Selling Majestic exclusively, you represent only one manufacturer—the best known in radio. Famous among dealers for fair policies and fair profits.
- 2** Majestic gives complete coverage of every fast-moving price class. If a prospect will buy any radio he will buy a Majestic. Six new beautiful models, two with new electric phonograph. All with the amazing Coltura Dynamic Speaker. \$95 to \$203.50 without tubes. Sold complete with Majestic tubes, from \$116.50 to \$225.
- 3** Majestic Matched Tubes, guaranteed for 1000 hours, shipped with every new Majestic. Servicing reduced and customer satisfaction assured.
- 4** You are supported by the outstanding advertising campaign of the industry. Newspapers, magazines, broadcasting, billboards. Plus the endorsement of two million pleased customers.
- 5** Majestic Sales School provides expert training without tuition to help you and your salesmen sell more—earn more.
- 6** No dead models or orphans left on your hands. No forced sales of any kind.

- 7** Only one advertising campaign to tie up to.
- 8** Only one set of counter literature needed.
- 9** Only one window campaign to install.
- 10** Only one line to stock—with every model the fastest selling machine in its price class.
- 11** Only one distributor — working whole-heartedly with you for mutual profit.
- 12** ?????? An amazing new profit-leader to be announced soon to exclusive Majestic dealers.

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

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



MIGHTY MONARCH OF THE AIR

**“A Majestic franchise gives the dealer the
ing territory—AND**

ALBANY, N. Y.
E S & E Co.
278 Broadway

BALTIMORE, MD.
Eisenbrandt Radio Co.
216 West Franklin Street

BOSTON, MASS.
Majestic Distributors, Inc.
Exclusively Wholesale
539 Commonwealth Avenue

BROOKLYN, N. Y.
Specialty Service Corp.
“Service Is Our Middle Name”
651 Atlantic Avenue

CHARLOTTE, N. C.
Shaw’s, Inc.
Majestic Exclusively
314 Tryon Street

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

CINCINNATI, O.
Majestic Distributing Co.
OF CINCINNATI
1042 Gilbert Avenue

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

M A
DALLAS, TEX.
Radio Equipment Company
HOUSTON DALLAS SAN ANTONIO

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

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

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

T I C
HARRISBURG, PA.
Peirce  Phelps
merged with
Penn Phonograph Co.
Established 1898

HARTFORD, CONN.
Majestic Distributors, Inc.

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

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

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

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

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

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

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

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

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

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

Radio Sales Company
483 South Main Street

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

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

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

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

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

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

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

PORTLAND, MAINE
Majestic Distributors, Inc.

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

SHREVEPORT, LA.
Radio Sales Company
225 Crockett Street

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

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

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

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

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

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

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

SCREEN-GRID BOSCH RADIO



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

AMERICAN BOSCH MAGNETO CORP.

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

FADA IN PRODUCTION OF NEW CONSOLE SET, HAS STATION FINDER

A new AC electric screen grid console model with dynamic speaker, new automatic station finder and indicator and special tone character adjustment control has recently been introduced by F. A. D. Andrea, Inc., Long Island City, N. Y.

"Some false rumors about the Fada company recently have referred to mergers or consolidations of Fada with other companies and still others, possibly originating with intentional malice,

OREGON PHILCO JOBBER HOST TO 100 DEALERS 1930 PLANS ARE OUTLINED

Speakers Include C. L. McWhorter, H. Curtiss Abbott and Henry Boyd Brown — Large Shipment of RCA Super-Heterodyne - Phonograph Combination Arrives.

PORTLAND, ORE., Thursday.

More than 100 Philco dealers, from Oregon and southwestern Washington, were guests of H. D. Hansen, Oregon distributor and other officials of the Philco company, Friday night, at the Multnomah hotel, to discuss the 1930 selling plan and publicity hook-up with the Paramount - Publix theatres. The Paramount theatres were represented by Charles E. Kurtzman, district manager.

Speakers were C. L. McWhorter, Pacific coast manager of Philco; H. Curtiss Abbott, Northwest promotion manager; Mr. Hansen; Franz Herr, factory engineer; Henry Boyd Brown, national director of retail selling.

Philco has joined hands with the Paramount theatres in a unique publicity plan and with the slogan, "Two Stars of Entertainment — Paramount on the Screen, Philco on the Air."

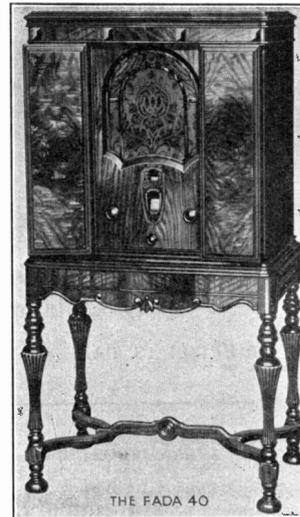
Mr. Brown, who spoke on the selling problem of the dealer, said in part: "The day is close at hand when there will be six or seven manufacturers with many valuable franchises, and the dealer who picks one of these will make money. The dealer who is fortunate to pick the right one will wake up to find himself in a business ten times as great as he has imagined before."

The new Philco model 95 was shown and examined by dealers. The Philco-Paramount executives are touring the country and went from Portland to Spokane and Seattle.

A. D. Strathy, sales director of the Cable Radio Tube Corp., who is referred to as the "two-fisted salesman," was in Portland the middle of February and enfranchised a new distributor for Speed tubes, Stevens & Rathkey.

A large shipment of the combination radio-phonograph of the RCA super-heterodyne, with dynamic loud speaker and sensitive electric pick-up for record reproduction, has arrived in Portland, according to R. O. Bremmer, sales manager of the General Electric Supply Corp., of this city.

Bands from all over the Northwest have expressed their intention of entering the first annual Northwest band concert to be held in July under the joint auspices of Jantzen beach (Portland's Coney Island) and Sherman, Clay & Co. According to Howard Stanchfield of the Sherman, Clay music house, secretary of the contest, unofficial entries have been received from points as far away as Colville, Wash.; Kendrick, Idaho, and Marshfield, Ore. Thus far approximately 50 tentative entries have been received. —LESLIE.



THE FADA 40

New Fada 40

have hinted at our retirement from the picture as a manufacturer of radios and reproducers, F. A. D. Andrea, head of the company, stated last week. "I need hardly say that none of these rumors have any foundation whatever in fact and that we do not plan any mergers or consolidations or any other departures from our established program as an independent radio manufacturer continuing in the design and fabrication of quality radio apparatus just as we have been doing for the past ten years.

"This new Fada, model 40, on which our factory is now in production, will, we believe, prove pleasing to both the eyes and ears of the public and embodies the mature culmination of our decade of experience in the design and manufacture of radio apparatus. I am particularly proud to announce this new model just at this time when others are retiring from the field.

"Special features of this new set include station finder and indicator, which is automatically illuminated as the tuning dial is turned and shows the call letters of stations which had been previously selected and logged by the user. A new quality permits instant adjustment of tone character to suit the individual taste of the user and can also be used to minimize interfering noises in bad reception locations."

Circuit and tubes specifications of the new Fada 40 follow: a radically new and improved impedance coupled circuit design using three type C-324 AC screen grid tubes. There is an overall static shield to improve selectivity in local broadcasting shock areas; and a chassis base of auto-body steel, single

dial calibrated in meters and kilocycles with indirect illumination, jack for phonograph connection, power line drainable condenser to suppress power line disturbances. The exposed metal parts of the chassis and speaker are finished in silver and gold color and the speaker is a Fada super-dynamic.

All abo-o-o-ard for
CROSLEY & AMRAD
Exclusive metropolitan Crosley and Amrad Distributors

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

BRUNO means **Security**

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

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FURTH AVZ. NEW YORK CITY

Exclusive Distributors

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

PHILCO
BALANCED UNIT
RADIO!

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

R M A BOARD WIDENS SCOPE OF SERVICES TO TRADE; NEW COMMITTEES APPOINTED

Cleveland, Ohio, Monday.

Measures to increase services to radio manufacturers were adopted and many important problems considered at a meeting here, recently, of the Board of Directors of the Radio Manufacturers' Association. Addition of new services to RMA members was ordered, together with changes in the organization to make it more effective for the needs of various groups, such as receiving set, tube and other manufacturers. Development of an associate membership of the RMA, to include manufacturers of products affiliated but not directly engaged in the making of radio products also was discussed by the Board of Directors. This is in charge of Chairman N. P. Bloom, of the Membership Committee, and Lester E. Noble of a special committee to consider the development of the associate membership.

Among the new services approved by the directorate were surveys of advertising practices, conducted by the RMA Statistical and Merchandising Committee, under the direction of their respective chairmen, George C. Furness and Major H. H. Frost, of New York. There is now being mailed to RMA members results of the first survey, of advertising practices of receiving set manufacturers. This information will guide manufacturers in the disclosure of the division of radio advertising in newspapers, magazines, billboards, broadcast and other forms. Similar advertising surveys of practices among tube and other manufacturers will soon be distributed to such members of the RMA, but these surveys will not be made public. Returns of questionnaires regarding 1929 and current production of radio receiving sets are not yet complete. It is hoped to compile them soon.

Additional service to RMA members in connection with finance problems also was ordered by the Board of Directors.

The Merchandising Committee held a special meeting in Cleveland and heard suggestions from a committee representing the Radio Wholesalers' Association, including Harry Alter, president, of Chicago; Harold J. Wrape, of St. Louis; J. N. Blackman, of New York City, the latter the newly elected president of the National Federation of Radio Associations. They urged especially that receiving set manufacturers adopt a plan of selling and shipping sets with tubes. This has many merchandising difficulties and will be subject to future discussions.

Following the Association's recent success in a national reduction of 10 per cent. in freight rates on radio receiving sets, with an annual saving of over a million dollars to manufacturers, Chairman B. J. Grigsby, of the Traffic Committee, reported substantial progress in plans to secure other freight and also express rate reductions. This work is in immediate charge of W. J. M. Lahl, manager of the Traffic Department of the RMA. Special efforts for reduction of transportation rates on radio cabinets and several other products now are being urged upon the carriers.

Effective organization to protect radio interests against harmful legislation—national, state and municipal—was reported to the RMA Board of Directors by Mr. C. C. Colby, Chair-

man of the Legislative Committee. Enrolled in this legislative work are now 157 men, spread over 31 states. The organization in other states is being completed. Daily reports regarding radio legislation introduced anywhere are received by Frank D. Scott, of Washington, Legislative Counsel of the RMA. Prompt action is taken to protect radio interests against harmful or unfair legislation calculated to injure sales. Chairman Colby reported an anti-radio proposal which would have placed an 11:00 o'clock curfew on the use of all radio sets and introduced other drastic limitations. This proposed ordinance was killed in committee. A similar bill in the New York Legislature also is having attention, as is a bill in the South Carolina Legislature to tax receiving sets. In Massachusetts there is being opposed a plan to ban receiving sets from automobiles.

Plans for further extension of the RMA credit service to members, in charge of Leslie F. Muter, of Chicago, chairman, were approved by the Board of Directors. Chairman Muter will negotiate with the National Credit Office for a new and improved credit reporting service for RMA members and will renew the contract with the New York Credit Clearing House Corporation for collection service. This service is afforded free to RMA members and for special such members are given a substantial discount.

Action to maintain broadcasting and defend the interests of broadcasters also was reported to the Board. The RMA sometime ago made representations against a proposed order of the Federal Radio Commission which would have hampered broadcasting and this order recently was annulled. RMA officials also cooperated with the National Association of Broadcasters in connection with the proposal to ban microphones from big league baseball parks, with favorable results. Close cooperation is had on broadcasting problems by RMA officials with those of the National Association of Broadcasters and the chain and other broadcasting interests.

Unusual progress on the patent interchange of the RMA was reported by Chairman LeRoi J. Williams, of the Patent Committee. Members recently have signed the patent pool agreement, this being pressed vigorously by Chairman Williams in the hope of early adoption to eliminate what Chairman Williams reported as an "acute situation." Mr. Williams reported that there is no factor more vital in the present and future welfare of the radio industry than the prompt and proper solution of its very serious patent problems. Chairman Williams also reported increased distribution of the RMA patent information service.

Work by several committees of the RMA Engineering Division on important problems was reported by Director Walter E. Holland, of the Engineering Division. R. H. Manson, Chairman of the Standards Section of the Division, told of plans for a meeting in New York early in March, and also of issuance, before the Atlantic City convention and trade show, of a new RMA Manual of Standards, to assist manufacturers and engineers as well as the industry generally.

Chairman Morris Metcalf, of the Fair Trade Practice Committee, reported progress in raising the standards of

Movie Theatres Feature Amos 'n' Andy Program, Buy Atwater Kent Sets

Philadelphia, Pa., Thursday.

Many Atwater Kent radio dealers, particularly in the eastern section of the country, are capitalizing on the unprecedented public popularity of the famous proprietors of the "Fresh Air Taxicab Company of America, Inc."—Amos 'n' Andy. The two burnt cork gentlemen of radio's first comic strip are helping to sell radio in more ways than one.

Hearing that many managers of motion picture houses were "regusted with the whole proposition," since Amos 'n' Andy had caused a considerable decrease in the attendance of their first evening performances, several enterprising dealers have sold Atwater Kent screen-grid radios to the movie theatres and now Amos 'n' Andy enthusiasts may attend the early evening show and at the same time learn how successful Andy and Kingfish have been in their efforts to get the money "the little fellow" is saving to embark on a matrimonial career with Ruby Taylor.

A recent survey indicated that hundreds of Atwater Kent installations have already been made in motion picture houses for this purpose, and Atwater Kent dealers are earnestly hoping that Harlem's most widely advertised pair continue to bask in the limelight of public attention.

"Check and double check!"

Copeland Refrigerators To Be Distributed by Rocky Mountain Radio

Denver, Colo., Thursday.

The Rocky Mountain Radio Corp., this city, has just consummated a sales affiliation with the Copeland Sales Co., of Mt. Clemens, Mich., for the distribution of Copeland electrical refrigerators in Colorado, New Mexico and Wyoming.

The Rocky Mountain Radio Corp., has been in the field of commercial refrigeration for the past two years. Paul B. Lanins, president of the company, believes that no exclusive radio dealer or wholesaler can profitably continue in business without lines which will build up spring and summer sales to offset the drastic seasonal variation in radio merchandising.

radio advertising. In cooperation with Better Business Bureaus, and also in adjustment of disputes between various radio interests, Mr. Metcalf stated that radio advertising gradually was being brought to a higher plane.

Comprehensive plans to develop export trade were presented by Chairman H. H. Pollock, of the Foreign Trades Committee, who has just returned from an extensive European trip. Bulletins on export trade conditions in several countries are being prepared for early distribution to RMA members. In Australia a higher import tariff is proposed, and in cooperation with the United States Department of Commerce and also Australian representatives of American manufacturers, the proposed increase is being opposed.



What'll It Get You?

What'll it get you to sell Sylvania Tubes?

Fifty-two weeks of national network, and consistent newspaper advertising and window trims and electric signs and counter displays and magazine advertising and window transparencies and window streamers and newspaper publicity and really helpful literature. And adequate discounts. And support on replacements. And price protection. And gyp protection. And friendliness.

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, WBRC, WNEB, KFAB, WGY.



Sylvania
RADIO TUBES
Licensed Under RCA Patents

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.

The Shepherd's Serenade (Do You Hear Me Calling You?)
Waltz, with Vocal Chorus
If He Cared—Fox trot by Abe Lyman and his
California Orchestra 4633

The Shepherd's Serenade (Do You Hear Me Calling You?)
Charming—
Tenor solos by Frank Munn, with orchestra 4683

March of the Old Guard and
Charming—Fox trots by Colonial Club Orchestra
with Vocal Quartette 4690

The Shepherd's Serenade (Do You Hear Me Calling You?) and
If I'm Dreaming (Don't Wake Me Too Soon)
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:

Nobody's Using It Now and
Funny, Dear, What Love Can Do
Vocal with Orchestra 4663

My Fate Is In Your Hands and
Nobody's Sweetheart
Vocal with Orchestra 4681



Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

ST. LOUIS DEALERS IN GROUP BUYING PLAN

St. Louis, Mo., Friday.

Group purchasing and merchandising has been put into effect by five radio firms in St. Louis. The firms are the Kaemmerer Music Shops, of which Matt Kaemmerer is ahead; A. C. Brandt; The Sampson Co., headed by Julian Sampson; Gaertner Electric Co., headed by George Gaertner, and R. A. Kissell.

All the heads of these firms have been active in radio organization work as well as in business. At first the five firms got together to buy radio products in carload lots because of the manifest advantages to themselves and to the public. Then they found that it paid them to advertise jointly. Presently, too, they found that group buying could be applied to tubes and other merchandise as well as to sets and speakers. The five firms work independently when it comes to selling the merchandise they have bought as a group, but they do meet frequently to establish policies and work out plans for service work, financing sales and so forth. The benefits of their group buying has been so obvious that all five firms are extending it gradually to cover about everything that they sell. They also cooperated on an advertising campaign which enabled them to run large newspaper copy at a cost to the individual members considerably

less than they had been expending for smaller and less effective announcements.

The "song racket" which originated in Chicago and has resulted in two federal indictments in New York has reached St. Louis. Peddlers are seen and heard on prominent street intersections, at the Air Show being held this week in the Arena, and other gathering places holding up orange sheets of paper and shouting, "The words of 100 popular songs for a dime." An investigation into this alleged pirating of popular songs was conducted here on complaint of Karl P. Spencer, an attorney representing the American Society of Composers & Publishers of New York. Two men were arrested and taken to the office of United States District Attorney Breur where questioning disclosed they were employed by people authorized to use the copy-righter songs and were not violating the criminal provision of the copy-right law.

Local sheet music dealers were not seriously affected by this street hawking of lyrics. In fact, several of the larger dealers, including Hunleth's and Ludwig's, both located on busy Washington avenue, reported an increased business during the past few weeks. Whether or not this increase was in any way resultant from the song hawking is a matter for conjecture but several dealers are of the opinion that people who purchased these song sheets would take a liking to the words of some song and desire the music. As the song sheets contained no music the melody devotees would of necessity come to sheet music houses for their music. Woolworth's and McCrory's, five and

ten cent stores, also report an increase in their sheet music business.

Record business has been fair during the first half of February. Nick Lucas who is appearing in person at the Ambassador Theatre has given an impetus to the sale of his Brunswick records, especially his recordings from the picture, "Gold Diggers of Broadway." These numbers, "Tip Toe Thru the Tulips With Me" and "Painting the Clouds with Sunshine," are his most popular numbers in the city.

"The New Moon" which last week closed a two weeks' engagement at the Schubert theatre brought an avalanche of requests for the two song hits from that show, "Lover Come Back to Me" and "One Kiss."

Henshaw-Dudley Distributing Co., wholesalers of the Sparton radio, tied up their newspaper advertising with a recent picture of the St. Louis theatre. In the photoplay, "This Thing Called Love," Edmund Lowe and Constance Bennett, the stars, were shown listening to a Sparton radio, the music could be heard clear and rich in tone. The newspaper advertisement showed a flash from the picture and told of Sparton's "Face to Face Realism."

—N. B. TERRY.

Iowa Crosley Dealers Guests of Factory

CINCINNATI, O., Thursday.

An official welcome to several Crosley dealers from Iowa who were in the city visiting the plant of the Crosley Radio Corp. and broadcasting studios of WLW and WSAI, was extended recently by Mayor Russell Wilson. Mayor Wilson met the visitors at the Cincinnati Club where a meeting was being held. Crosley officials who met and entertained the group included Lewis M. Crosley, vice-president of the organization; Leonard A. Kellogg, W. R. Perkins, Neil Bauer and John Hope. The following Iowans made the trip: John Hanson, Waterloo; E. H. Owen, Cedar Rapids; J. H. Kinder, Dike; W. S. Hustvedt, Decorah; C. R. Lietach, West Burlington; H. M. Rummel, Dows; Seth L. Larson, Wolford; R. H. Llewellyn, Cedar Falls, and Robert Klemmish, Charles City.

Officers of three radio organizations in Cincinnati are to be the speakers at the first joint meeting, Friday, at the Hotel Metropole, which will mark the merger of the Cincinnati Radio Manufacturers' Association, the Radio Merchants' Guild and the Radio Division, Cincinnati Electric Club. Although operating from a central headquarters in the Electric Club, each organization will retain its former identity and the same official personnel.

The speakers will include Howard Sellers, president of the wholesalers' group; Ely Steinberg, president of the Guild; Wilbur Rehtin, president of the Radio Division, and Larry Coen, manager of the Electric Club, who will serve as secretary of the combined associations. With the consolidation now an established fact, it is expected that harmony and prosperity will prevail throughout all branches of the industry in this section of the country.

George Deacon, president of the Majestic Distributing Co., of Cincinnati, recently returned from Chicago, where he conferred with Herbert E. Young, sales manager of the Grigsby-Grunow Co., and Duane Wanamaker, advertising manager of the company. Sales and advertising campaigns for the season were planned at the meeting.

—RAINE.

RADIO SALES LAG IN MILWAUKEE AREA RECORD BUSINESS STEADY

Spring Prospects Good, Majestic Jobbers Say—New Sparton 589 Creating Much Interest.

MILWAUKEE, WIS., Friday.

Radio sales continue to lag, but indications are that it will be only a matter of weeks before conditions will again approach normal. Dealers and jobbers in this territory report that combinations are selling unusually well at the present time. Automatic phonographs and radios are increasing in popularity, and a large number of restaurants and soda fountains throughout the State are finding it profitable to install these instruments. Record sales are reported as being fairly steady.

Prospects for the Spring season are very good, according to the Badger Radio Corp., Majestic jobbers. Models 101 and 102 have both shown rapid increases in sales. Many of the local dealers have been very successful in placing sets in schools. The demand for combinations has shown an unusual gain during the course of the last two months.

Within the next week, the Interstate Sales Co., distributors of Bosch radios in this territory, will have one of the new Bosch automobile sets on display. This receiver, which retails at \$140, will be sold through local radio and automobile dealers. Its sturdiness as well as ease with which it is installed are features which no doubt will appeal to the average car owner.

Combinations are selling unusually well at the present time, according to Wisconsin Radio Distributors, Brunswick wholesalers in this territory. Set sales as a whole are gradually increasing and prospects for the Spring season are favorable. "Tip Toe Through The Tulips," a Brunswick recording released in October, continues to enjoy widespread popularity, and information received from local dealers is that it will continue to hold the spotlight for some time to come. A new arrangement of "The St. Louis Blues," released two weeks ago, promises to be an unusually popular recording.

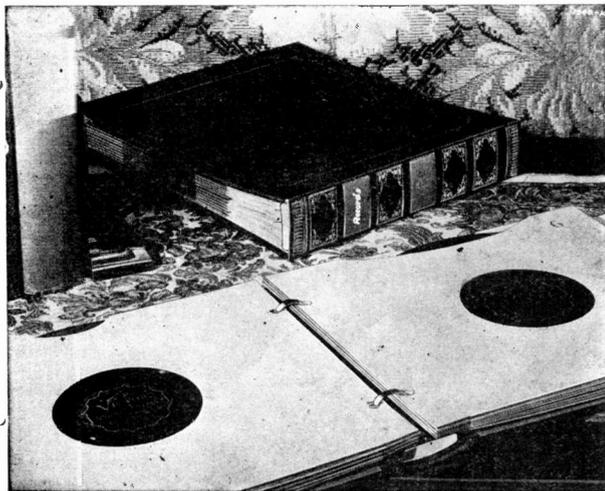
The new Sparton set model 589 is selling rapidly in this territory, the J. J. Dougherty Co. reports. Since its introduction thirty days ago radio sales have been stimulated. Prospects for the Spring season are said to be very good.

Automatic coin-operated phonographs have sold unusually well during the months of January and February, according to the Master Music Co., Mills representatives in this territory. Drug stores and restaurants in the city of Milwaukee and out in the State are installing these instruments, and finding such ventures profitable. Its selective feature, which enables an individual to choose the selection he wishes played has done much to increase its popularity. With the coming of the Summer season it is believed that many will be installed in Summer resorts.

Sheet music sales are reported as being very good at present, by the Tillman Song Shop at 416 Wisconsin avenue. Record sales are said to be fair, and the presence of several movie musical comedies is expected to increase their sales.

—E. S.

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

SEATTLE TRADE BODY EFFECTIVE IN CURBING "JOY RIDING" EVIL

Seattle, Wash., Thursday.

Efforts of the Radio and Music Trades Association on behalf of the dealers on the matter of "joy riding" and radio demonstrations, are proving helpful. The association is a clearing house for information of this nature. Dealers report to the secretary, Donald D. Minnock, what sets are sent out on demonstration and the name and address at which they are delivered. Other dealers who are called upon for demonstrations can ascertain by calling the association, whether this same prospect has had other sets demonstrated, when such demonstrations took place and whether the instruments are still in the prospects' home or whether they have been returned to the store sending them out. When the demonstrated sets are returned unsold, the dealer calls the association and reports return of the merchandise. This protects the dealer against both loss of time and instruments, in the case of the customer who might move and leave no address, taking the radio with him. It also keeps the dealer stepped up to an immediate follow-up on his prospective sale.

John M. Wilson, chairman of the Radio Group for the association, works closely with Mr. Minnock in the functioning of this service. This new system has been in effect for several months and has revealed less abuse than was anticipated. Most metropolitan dealers make very few demonstrations. One of the largest made only four during December. Dealers are co-operating in the matter of furnishing lists of offenders and all such information is available to members of the association.

Philip T. Clay, president of Sherman, Clay & Co., was a Seattle visitor last week. Mr. Clay was most enthusiastic over the new Seattle unit of this great music store chain. Said Mr. Clay, "Seattle has an appreciation of good music more marked than any city of its size in the United States. For that reason we have given Seattle the nation's most beautiful and most complete music store. There is nothing like the Seattle store in our entire chain of eighteen stores and nothing like it out-

side our chain. I have seen them all. I base my assertion about music loving Seattle on the records our various branches keep. They show we have sold more Steinway pianos here, in proportion to population, than we have at any of our stores. And people who do not appreciate good music seldom buy that grade of instrument. Incidentally, we have a smaller percentage of past due accounts in Seattle than we have at any one of our other stores.

Through the local association, music dealers in Seattle are offered an opportunity to dispose of old phonographs taken on trade-ins for new instruments. Arrangements have been made for the sale of these instruments to an exporting firm. The sales price is very small, of course, but enables the dealer to clear his shelves of a lot of useless stock and to break even or a little better on the deal. The exporting firm reconditions the instruments and sells them to foreign markets.

Harper Meggee, Inc., well known radio and electric refrigerator distributors in the Pacific Northwest, have again expanded, their latest developments being the establishment of a branch in Portland. They have been granted an exclusive franchise for Crosley and Amrad radios in this territory. Former representation for these lines for Oregon was through C. A. Sharp Co. Harper Meggee were established in 1918 in Seattle for the distribution of Willard Storage batteries in the Washington territory. They engaged in wholesale radio distribution at the start of the radio business, and have become so active in this work that the Willard Storage battery business is now handled by a subsidiary corporation and Harper Meggee Co., devote their entire time to radio and Copeland Electric refrigeration. Substantial growth has been noted in the establishment of distributing houses in Portland, Spokane and Butte, the latter having been established only last June. They are exclusive Crosley and Amrad franchise holders for the States of Oregon, Washington, northern Idaho and Montana.

The Barstow-Meggee Co., a subsidiary, which was established in Oregon last year to handle distribution of Kolster and Brandes radios, has been absorbed by the parent organization and will now operate under the name of Harper-Meggee. Mr. F. H. Barstow, formerly associated with the Seattle branch, is now manager of the Spokane office, succeeding T. J. Tobin, who has been transferred to Oregon, where he will direct activities of the company in that State. Mr. Tobin was formerly Pacific Coast manager for Kolster Radio Corp. Mr. Barstow is one of the best known radio men in the entire west. His experience in the radio field dates from 1909 and he is regarded as one of the most thoroughly efficient officials in the industry.

According to Thomas Evans, of the Northwest Victor Distributing organization, record business for the last six months of 1929 was 18 per cent. greater than for the first six months of the year. Theme song and dance records are leading the field at the present time. "For every straight radio shipped from the Seattle distributing headquarters, we ship two combination instruments," says Mr. Evans. Dealers are becoming educated to sell the combination instrument and are coming to realize that the customer who buys a combination is a live prospect for repeat sales for an indefinite length of time, on record business alone. Release of Victor dance programs over the air did much to stimulate the sale of dance records for the home.

—PATTERSON.

IOWA KENT DEALERS USE NOVEL STUNTS IN PUSHING SET SALES

Des Moines, Iowa, Thursday.

Atwater Kent radio dealers in the territories of A. A. Schneiderhahn Co., Sioux City, and Des Moines; L. P. Counshon Co., Mason City, and Midwest-Timmerman Co., Dubuque, Atwater Kent distributing organizations, are making enviable sales records for themselves and for their jobbers with the new screen grid line.

One reason for this is the fact that many dealers in this territory realize the value of out-of-the-ordinary sales promotion effort. They have capitalized on the valuable publicity and good-will that can be secured through the sale and installation of radio sets in public and semi-public places.

For instance, S. B. Matson, Atwater Kent dealer, sold a model 60 to the high school in Mediapolis, Iowa. The Williams Piano Co., dealer in Sioux Falls, S. D., sold a model 67 to the prisoners in the state penitentiary.

R. E. Libaire, dealer in Adrian, Minn., sold a model 67 to an official of the Sells Sterling circus, which was installed in a truck serving as the owner's

home, and it recently began its trip through the country.

"Fritz" Fitzgibbon, at Wapello, Iowa, arranged recently with the manager of the local theatre to have an Atwater Kent display in the theatre lobby and thereby secured many prospects.

Beranek & Co., at Mt. Vernon, Iowa, sold an Atwater Kent to Prof. H. J. Bingstahler, president of Cornell College.

These and similar sales promotion stunts are helping to keep these three western territories well up from a national sales standpoint.

Two New Officials Are Appointed by Capehart

FORT WAYNE, IND., Friday.

C. F. Baker has been appointed advertising manager, and W. A. Bannon, sales promotion manager of the Capehart Corp., this city, maker of the Capehart automatic Orchestrope. These men have already assumed their new positions, completing the Capehart organization for the present. They will work directly under C. E. Ihrie, director of advertising and sales promotion for the company.

MADE POSSIBLE

GREAT PHILCOS IN 1929



GREATER PHILCOS FOR 1930

WEEKLY BULLETIN

The Chain Store Evil? ?

The distorted picture of the inside workings, profit and danger of the grown and growing chain held by the individual dealer, is like an unbalanced radio set.

Analyzing the problem, we find that thirty to sixty per cent. of these chain branches usually show a loss. Continual guessing for hot spots is not always accurate. Few managers can get out of a chain outlet what a progressive owner can and will.

Profit, Not Volume, Is Your Keystone.

Renovate your store inside and outside. Attractive windows frequently dressed is essential. And more important still, bear in mind a great deal of Childs' restaurant success was due to their "Bright as Day" illumination. A fair profit is more necessary than a large volume of business. Steer clear of discontinued lines. Concentrate on a standard brand whose past performance and future prospects are unquestionable—quality, eye-value, price, finances, discounts and stability as to price changes should be carefully considered when choosing your leader.

Get on the Outside of Your Store.

Your complete salvation must include outside canvassing. We are in a position to launch you on an outside campaign of from one to ten men, depending upon your condition. We will teach you the business, supply you with all the necessary equipment and information, and supervise the entire operation for you without charge.

We believe the individual dealer to be the backbone of the industry, provided he has the ability and finances to run his business. If clean merchandising is your policy, a level head on your shoulders, as a local man you will have the edge on the newcomer immaterial of what name is placed on his shingle. Just remember—

A High Class Store Cannot be Run in a Cheap-John Manner.

1930 Another Philco Year

M. Simons.

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

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



AMERICAN EMBLEM CO.
UTICA, N. Y.

TOLEDO WHOLESALERS REPORT SET VOLUME CLIMBING STEADILY

MOREY CO. OPENS BRANCH

George Bradford Named District Manager in Charge of New Bosch Distributing Branch — James McDermott Co., Philco Jobbers, in Larger Quarters.

Toledo, Ohio, Saturday.

Wholesale radio set distributors in this territory are closing a greater volume of business at this time than they did a month ago. Two or three report increases over the corresponding period a year ago. The approach of spring coupled with several sunshiny days recently has awakened the desire in dealers to put on that delayed drive for new business and enlarged operation.

The Morey Co., Inc., distributors of Bosch radio, with headquarters in Detroit, Mich., recently opened a branch at 329 Sixteenth street, Toledo. George Bradford has been appointed district manager in charge of the office. He is widely known in the trade and has been connected with such well known firms as Victor Talking Machine Co., General Phonograph Co. and American Bosch Magneto Corp., and has promoted such bands and musical organizations as Paul Whiteman's orchestra, McKinney's Jazz band, Fletcher Henderson's All Star band and others. The Morey Co., Inc., in connection with Mr. Bradford has conceived, planned and executed an entire campaign which started with

small teaser ads in a Toledo paper and embraced a spectacular bonfire in which 172 old radio sets were consumed before a crowd of 4,000. A dance was held at Madison Gardens at which 4700 persons were present. Mayor Wm. Jackson was among the guests. Dealers who took part in this campaign include: J. F. Shaw Furniture Co., Colins Radio, Hoffman Bros. Furniture Co., Keating Electric Co., Rapp Radio Co., Starr Radio Shoppe, Schneider Radio Co., United Music Store, Toledo, and Stadelman Furniture Co., Monroe, Mich. A R. Morey, president and J. L. Thorpe, secretary-treasurer, of Detroit, were here for the concluding event of the campaign. Seventeen radio sets were put into condition for use in hospitals and institutions from the assortment consigned for destruction.

Visitors, on opening day at the beautiful Hillcrest Arms, an apartment hotel, were given a rare treat as they passed through the 250 suites on their trip of inspection by the R. C. A. radio installation in each suite and which rendered music for the visitors throughout the afternoon and evening. Manager Eitemiller stated this radio feature has proven a mighty factor in renting such a large number of apartments in so short a space of time.

The James MacDermott Co., Philco wholesaler in nine northwestern Ohio counties, has moved from Adams street to Jackson and Thirteenth streets into larger and more convenient quarters. The house has added to its facilities and has broadened its service features. C. V. Chew has been appointed sales promotion manager. He reported January sales 50 per cent. above the same period a year ago and February volume equally good. The company operates another house at Wellington, Ohio, from which ten central Ohio counties are served. In line with its expansion policy, two salesmen have been added to the staff. These are J. Fox, formerly Majestic salesman, and F. Betz, formerly Kolster-Brandes booster.

A billboard campaign in which well known Paramount stars and Philco radio are featured is in progress here. This tie-up has been very successful from a sales standpoint, according to Harold Henkes, MacDermott manager. The Jumbo Philco which has occupied vantage places at many points in the city has also created much comment, it is said.

At the LaSalle & Koch Co., leading department store, Fred Gambie, formerly assistant manager, has been appointed general manager, succeeding Ward Dorrell. The new manager has in formation plans for an aggressive spring sales drive on Sparton, Zenith, Atwater Kent, Majestic and Elkay outfits. Victor, Columbia and Brunswick records are dealt in. Miss Virginia Thomas stated that numbers from the musical film productions are in demand.

The Cable Co. is conducting a drive on the Victor radio. Windows in connection with the newspapers are employed. Streamers leading from the window pane to the set emphasize the important features of the instrument and on account of the colorful discs used attract more than the usual number of passersby.

The Wm. Duck Co., radio retailer who has occupied a location downtown for several years, has moved his business to Adams and Eighteenth streets, away from the congestion. Wm. Duck stated growth had prompted the move as well as better facilities for handling the affairs of the business. The Sparton line is carried.

The J. W. Greene Co. is meeting with success in its efforts to promote the

THE TALKING MACHINE and RADIO WEEKLY

new Victor records of the Gregorian Chant. These records in album form are now a part of the collection of good music of his grace, Samuel Stritch, Bishop of the Toledo diocese, and of Dr. I. Kelly, director of music for the diocese, as well as of the directress of music in the Catholic schools here, Manager W. W. Baillie reported. The discs were made by the Pious X school of Liturgical Music, in New York. The Victor Book of the opera and "What We Hear in Music," by A. S. Faulkner, are recent additions to stock, Miss Helen Baumgardner stated. Popular records in demand include, "Chant of the Jungle," "Should I" and "Under a Texas Moon."

At the Lion Store Music Rooms & Radio Shop, sales of receiving sets are holding up fine, Manager Lawson S. Talbert stated. He believes, however, that radio manufacturers can be of great assistance to the radio salesman if they will issue a booklet setting for the salient facts regarding their set and how the salesman can use the information in making sales. It is true, of course, that most manufacturers get out pamphlets and letters which they shoot out at intervals to lists of salesmen but these do not get down to the meat of the job and for this reason are not of sufficient value in closing a sale. Boiled down facts which tell in a simple manner what the superior qualities of the set are, should be in the hands of every salesman of radio sets, he feels. Most salesmen need radio education of a highly constructive type.

Miss Zoe Osborn, in charge of records at Lion's, states, "If I Had a Talking Picture of You," and "Cryin' for the Carolines," are heading the list of popular records.

The Basil Radio Co., according to

Victor Basil, head of the enterprise, has increased its volume each month of the six that it has been in business. Two outside men have been added to the force recently, Geo. Harper and F. Stewart. Only two lines are dealt in by the concern—Sparton and Majestic. —SCHLACHTER.

FRANKLIN HOVEY HEADS PHILLY VICTOR RECORD DEPARTMENT

Philadelphia, Pa., Friday.

The record department of Philadelphia Victor Distributors, Inc., local wholesaler for the Victor Division of the RCA-Victor Co., Inc., has been completely reorganized and Franklin S. Hovey has been placed in charge. This move, according to George A. Tatem, P. V. D. sales manager, has been made with a desire to further improve the company's record department and its service to dealers.

Mr. Hovey was associated with the Victor Talking Machine Co. for more than ten years, and covered the local territory for several years. Several helpful plans for the promotion of dealer record sales are in the course of preparation.

KENNEDY CORP. EXTENDS TERRITORY OF E. M. CRAIG

South Bend, Ind., Friday.

The Colin B. Kennedy Corp., this city, radio manufacturing firm, has appointed E. M. Craig, of Detroit, factory representative for the Ohio territory. He will also continue his work in the Michigan territory as in the past.

An Added Sale with each Combination



SELL

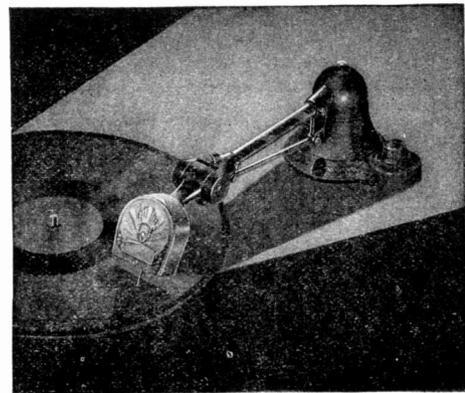
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.

HERKIMER, N. Y.

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 3852 NEW YORK, N. Y.



Honest Quaker

Main Springs Repair Materials

Keeping Pace

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

OUR PRODUCTS INCLUDE
 HONEST QUAKER MAIN SPRINGS AND REPAIR PARTS

| | |
|---------------------|-------------------|
| TONE ARMS | REPRODUCERS |
| MOTORS | NEEDLES |
| ELECTRICAL PICK-UPS | RADIO ACCESSORIES |

AND NOW — ELECTRIC CLOCKS

Catalogs Cheerfully Furnished Upon Request.

Everybody's

TALKING MACHINE CO., INC. 810 ARCH STREET PHILADELPHIA

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

Announcing —

new TRIAD Tubes

Types T-24 and T-27



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

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

TRIAD MFG. CO.
Pawtucket, R. I.

TRIAD

RADIO TUBES

CANTON HARDWARE CO. GETS BRUNSWICK LINE IN CLEVELAND ZONE

SPRING OUTLOOK IS GOOD

Radio-Music Sales Show Decided Pick-up — B. W. Smith, Inc., Edison Distributor, Moving to New Quarters.

Cleveland, O., Friday.

Business has shown a decided pick-up within the past couple of weeks, according to both wholesalers and a number of prominent retailers. Conditions are expected to show still further improvement right along. While there are less dealers in the picture than formerly, those remaining are handling fewer lines and are getting down to brass tacks in going after orders.

Much favorable comment is heard regarding the recent convention, especially about the various talks given.

The sale of records has been keeping up remarkably well and give every promise of continuing. Sheet music sales are also coming along good. A number of sales of accordions are reported and small goods are beginning to move better.

The Canton Hardware Co. has been appointed distributor for the Brunswick line of radio, Panatropes and records in this territory and expects to open offices at 4800 Prospect avenue immedi-

ately. Ben Booth is local manager. Headquarters are at Canton, O.

The dealers' division of the Ohio Music Trades Association held its regular monthly meeting at the News auditorium on Superior avenue, on Monday. There was an excellent attendance and Henry Berger, chairman of the division, presided. There were two speakers, Ray H. Bechtol, head of the Cleveland Distributing Co. and president of the Ohio Radio Trade Association, and Lambert Friedl, president of Radio Wholesalers, Inc. Both urged the closer co-operation of the dealers and their need to work for the elevation of the radio industry. The recent convention was discussed and favorably commented upon. Mr. Bechtol said that there would be a meeting of the executive board of the association at which a program for the ensuing year will be worked out and which would be submitted to the dealers at their next meeting.

Harry L. Bevington, well known sales executive, has been appointed distributor for the Lyric set line.

The Motor Radio Corp., connected with the Chrysler interests, is opening offices at 4800 Prospect avenue.

Harry Valentine, vice-president and general manager of the Lyon & Healy Cleveland store, is back from a business trip to Chicago.

Miss Grace Liddacoat, head of the record and sheet music department of the Buescher Co., on Huron road, is spending a few weeks in Florida. Irving Buescher, head of the company will leave for the South in the near future for a short vacation.

B. W. Smith, Inc., distributor for the Edison line, is to move on March 1 to

a new location at 6544 Carnegie avenue. It will occupy the entire second floor of the building and will have much more space than is now occupied at Euclid avenue, near East Nineteenth street. It will also have an abundance of parking space for its dealer customers, something they lacked in their old quarters. Another convenience will be AC current instead of DC. E. Hershberger, general manager, reports that the Edison sets are moving along well and that dealers are re-ordering frequently. An invitation to the trade is extended by the company to visit the new quarters after March 1.

Eldon Lewis, secretary of the Ohio Radio Trades Association, journeyed to Akron recently for the purpose of addressing a number of the radio trade there regarding the benefits of forming an organization. He again visited the Rubber City this week and completed the organization, which elected permanent officers. There is a strong possibility that the new body will affiliate with the Cleveland organization. About seventy-five dealers from Akron and nearby points were present at the meeting which was held at "The Canteen." Mr. Lewis pointed out the many benefits to be derived from an organization of this kind and told what had been accomplished in Cleveland. He has been the recipient of many congratulations from the Cleveland trade on his fine work.

Joe Baldi, well known solo accordion artist, and who is on the staff of station WTAM, is at the Lyon & Healy store this week demonstrating the Hohner and Lyon & Healy makes of accordions. Herbert Whitney, small goods department manager, states that a con-

siderable number of instruments have been sold. The company has just received orders for band and orchestra equipment from the Cleveland Heights and Lakewood schools.

Joe Gannon, head of the radio department of Kinney & Levan, has been made chairman of a committee of the dealers' division of the Ohio Radio Trades Association to conduct a membership campaign throughout greater Cleveland. Each member of the committee is given the district in which he has his place of business to canvass for new members.

The Majestic Distributing Corp. reports that the month of February is looking up big as regards orders and that there is every indication that business is going to keep on improving right along. The company is having great success in its concert work in the schools, and the American School of the Air is arousing much interest throughout this territory. Broadcasting by the local concert group is being done from the Akron station with the combination model being used for the accompaniments. It is expected that a Cleveland station will be used a little later.

A new department has just been inaugurated at the Cleveland Majestic branch, a window trimming service department for dealers. The service consists of having an expert trimmer decorate the window each month. The company supplies everything and there is a very nominal charge made. This service is proving very popular already and in all probability will have to be extended in the near future.

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

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

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave.

Tel. Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

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

46 South Fifth Street

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

296 Elm Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"

250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE

ATWATER KENT RADIO

250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in

THE PHILADELPHIA METROPOLITAN AREA
we offer

QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street

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

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.

Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"

Colonial Radio Corp. and Valley Appliances In Combine; To Operate as Separate Units

(Continued from page 5)

high rank in engineering ability and the trade may look forward to a continuance of the high quality of its products which will embrace every advantage to the consumer. As a result of engineering cooperation between the companies prior to the merger, the new company will soon make an important announcement of value to the manufacturer, jobber, dealer and consumer.

"Colonial Radio Corp. with wide distribution in the Metropolitan district of New York and other sections of the country, will continue to produce quality sets and gradually increase its business on a substantial national basis." Referring to Colonial's method of merchandising development, Dr. Cutting stated that the dominant purpose of the corporation will be to safeguard the interests of jobbers and dealers by advancing in accordance with actual market trends.

"In affecting this highly favorable combine," Dr. Cutting added, "we have brought about a condition which will inevitably be reflected in the growing prosperity of our associates. The team work, economies in production, added engineering facilities and the industrial strength achieved, place both concerns



Dr. Fulton Cutting

on a footing which gives ample assurance that the interests of manufacturers, jobbers and dealers, as well as the general public, will be well served."



Fred G. Carson

W. W. Delaney, Song Writer and Publisher, Dies at Age of 65

William W. Delaney, 65 years old, song writer and publisher, died at his residence, 395 Stratford road, Brooklyn, on Saturday night. One of his most popular and best known compositions was "Let Her Go, Gallagher," a title which served as a byword many years ago. Since closing his shop at 117

Park row in 1924 he had been a proof-reader on the World.

Mr. Delaney was born in this city on First avenue and Sixteenth street and wrote his first song when fifteen years old. He was then a printer's devil on the Sunday Citizen. Later he was a reporter for the New York News Agency and for The Sun. He opened his Park Row shop in 1880, and for the next forty-four years published, wrote and collected American songs of what was then designated as "ragtime." Jazz or music of an untimely different tempo became the rage and cut into Mr. Delaney's output to such an extent that he was forced to retire.

CLASSIFIED SECTION

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

RADIO - PHONOGRAPH SERVICE AND REPAIR-MAN

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

MR. MANUFACTURER — MR. JOBBER: Here is an experienced, conscientious two-fisted salesman, age 32, who does not know the meaning of "BUSINESS IS SLOW." Can you use him? Address Box 486, THE TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

WHOLESALE or RETAIL SALESMAN—Manager 9 years' broad experience in radio and music merchandising; most of that time in business for myself and now obliged to return to New York due to wife's illness; unblemished record and excellent references; seek permanent opportunity with responsible firm. Box 485, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York City.

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

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

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

Normal Business in Spring and Summer Seen by Radio Dealers in Washington

WASHINGTON, D. C., Saturday.

While business was somewhat slowed down here today on account of Washington's birthday, it was not entirely a holiday. Many of the music and radio stores were open, doing business as usual.

While few of the Washington dealers were desirous of committing themselves as to what proportions sales of radio here might assume in the next few months, there appeared to be a spirit of optimism prevailing.

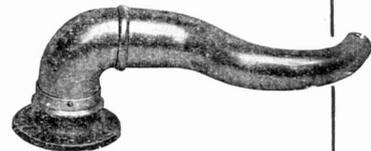
So far as Washington is concerned there have been few changes in the radio world, only one or two small shops closing because of lack of business. The same thing may be said of conditions in the nearby Virginia and Maryland territory.

Secretary Lamont, of the Department of Commerce, just before he boarded a train for a visit to the South today, declared in his weekly conference with newspaper men that the turn of the corner in the financial and industrial world had already been made and that he was glad to see bright future for the Spring just ahead.

Washington is naturally different from many other cities in the country in that no matter what conditions may be elsewhere the government goes on and with it is 50,000 or more employes here who get their pay check with due regularity. It takes a certain number of employes to carry on the Government's work from day to day and the

pay roll is seldom cut. This stabilizes Washington's trade conditions and the main reason why those radio dealers who will talk of the future see nothing in sight to cause alarm and look for a normal Spring and Summer business.

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

**Czechoslovakia Offers
Fine Phonograph, Disc
Market, Consul Reports**

Washington, D. C., Friday.

Czechoslovakia provides a steady and increasing market for phonographs and records, according to a report by Vice-Consul John W. Bailey, Jr., of Prague. The people of the country have long been noted for their love of music, and phonographs have become popular with all classes. The introduction of the radio has apparently had no adverse effect on the sale of phonographs, sales having increased more rapidly during recent years than ever before. Mr. Bailey's report follows in part:

"The local demand for phonographs is supplied principally by German manufacturers who furnish 60 per cent. of the total imports. Great Britain is the second largest supplier followed by Austria and Switzerland. France and United States have only a relatively small share of the trade at present. German and Swiss products have been sold largely on a price basis, while the British trade is confined to higher priced quality machines. The domestic production of phonographs is not important, being confined to two comparatively small factories.

Imports of phonographs into Czechoslovakia in 1920 were valued at \$19,350. Total imports in 1927 were valued at \$224,382, as compared with \$580,441 in 1928 and \$1,069,714 during the first nine months of 1929. The rapid expansion of the phonograph trade in Czechoslovakia can be clearly seen by a comparison of the foregoing statistics.

"While both portable and cabinet phonographs are sold in Czechoslovakia, the principal demand is for the former type, which is popular for outdoor use and is also used considerably in the home. Electrically driven phonographs and phonographs combined with radios are in very little demand, as the high prices for these types have prevented any important development in sales. The market is well supplied with all kinds of cheap portables selling at prices ranging from \$8.82 to \$14.70. The cheap portable type was formerly in great demand but at present a better grade of phonograph is desired and the most popular types are those selling at about \$22.

"There is a good demand for phonograph records of all kinds, and there is a fair call for parts such as springs and reproducers.

"Practically all the phonograph manufacturers doing business in this market appoint general agents who, in turn, appoint sub-agents or distribute to the retailers. Retailers, as a rule, do not deal in phonographs exclusively but also handle various articles, such as typewriters, accounting machines, bicycles, etc.

"The customary credit terms are thirty days, except for German factories which usually grant up to 90 days. Discounts of 33 to 50 per cent. on list prices are customary and German manufacturers give discounts as high as 60 per cent.

"It is believed that the Czechoslovak market affords a good opportunity for the introduction of American portable phonographs of sturdy construction and possessing good mechanical qualities which can be retailed at around \$22 (750 crowns.) It is believed that American machines will compare favorably with those of German and Swiss manufacture and should be able to obtain a larger share of the business.

"While English is understood by the

**CONTINUED IMPROVEMENT NOTED BY THE
QUAKER CITY RADIO-MUSIC FRATERNITY**

P. V. D. PROMOTIONAL DRIVE PROVES VERY EFFECTIVE

Elaborate Showroom in Modernistic Motif Opened by Everybody's Talking Machine Co.—Sparton Model Presented to Vice-president Curtis—Peirce-Phelps, Inc., Conduct Aggressive Sales Promotional Campaign.

PHILADELPHIA, PA., Friday

As the month draws to a close there is continued improvement in the Quaker City trade with radio purchases gradually growing broader and a fairly good demand for the recordings of artists who now are appearing at local theatres. Though the majority of dealers are marking time, the distributors report a fairly good demand for the newer models and increasing orders.

Promotional work as it has been conducted by the Philadelphia Victor Distributors, Inc., 234 N. Eleventh street, has been effective in increasing demand for the Victor radios in this territory. In line with the national campaign now being conducted, the local distributive house has been co-operating with newspaper, window and display exploitation with excellent results. Last Wednesday evening there was held a promotional drive in the Harrisburg, Pa., territory with Branch Manager Frank Estey in charge. The meeting of the dealers was held at the Penn Harris Hotel. Those who addressed the dealers were Robert Bartley, Jr., Northeastern district sales manager of the Victor Division, Radio Corp. of America; President Harry A. Ellis, of the P. V. D., Inc., and Sales Manager George Tatem, of the P. V. D. staff. Manager Estey presided.

H. A. Weymann & Son, Tenth and Filbert streets, have been exploiting the Victor in an educational campaign along the lines of the national program.

Back from a trip to Cleveland where he was among the speakers at the R. M. A. convention, David Trilling announces the issuance of the fifth booklet of educational "Radio Talks," which the firm of Trilling & Montague, Seventh and Arch streets, has prepared for the dealers. This booklet deals with the trade-in problem and is a complete study of this phase of trade practice as it affects the dealer. The firm reports the largest January business on the Zenith in its history, sales in the first month of the current year topping all previous records.

With its modernistic show room just completed at its headquarters at 810 Arch street, Everybody's Talking Machine Co., Inc., is now arranging for a display of its specialties in a most artistic setting. The new show room has been designed with textured plastic walls that harmonize with the attractive furnishings and here will be dis-

leading business houses, it is preferable to correspond in either German or Czech to get the best results. In corresponding with prospective agents it is well to offer them some assistance in the matter of advertising, as the most popular makes have been advertised extensively, and in view of competition advertising would be essential in developing this market."

A list of Czechoslovak dealers in phonographs will be lent to interested firms upon application to the Commercial Intelligence Division of the Department of Commerce.

played a complete line of electrical clocks, Honest Quaker portable talking machines, made under the firm's own label, Cunningham and Arcturus tubes and its other lines.

Jack Greenberg, advertising manager for Everybody's, is back at his desk after a honeymoon trip to the nation's capital following his marriage to Miss Annie Kreiner.

Presentation of a combination Sparton radio and phonograph to Vice-president Curtis, in the reception room of the Mayflower Hotel in Washington, D. C., today, will be made by A. H. Riese, district sales manager for the Sparks-Withington Co., Jackson, Mich. Mr. Riese will journey to Washington accompanied by Homer C. Davis, of the Sparton Distributors, 3846 Lancaster avenue, who will be present at the reception to the Vice-president. District Manager Riese will make the presentation on behalf of the Sparks-Withington Co.

Two Sparton radios were presented to St. Bernard's Church, on Wednesday evening, during a Mardi Gras held at the Church in Tacony, by the Economy Electric Service Co., Torresdale avenue. The presentation ceremonies were held at the church when John Brennan of the Economy company and Homer C. Davis of the Sparton Distributors made the presentation.

A meeting of the Philadelphia Radio Distributors Board of Trade was held on Thursday evening at the Philadelphia Automobile Trade Association headquarters at 713 N. Broad street.

A. E. O'Brien, of the Majestic distribution branch of Peirce-Phelps, Inc., Harrisburg, Pa., was a speaker before the Harrisburg Chamber of Commerce, taking as his topic the radio industry in Pennsylvania.

Wilrath's, Inc., 212 S. Seventeenth street, has added the Stromberg-Carlson to its line. The head of Wilrath's, Inc., is J. Ralph Wilson, president of the Philadelphia Victor Dealers' Association and one of the leading retail-music merchants in the Philadelphia territory.

President David D. Weiss, of the Philadelphia Motor Accessories Co., distributors of Lyric radios, has returned from a visit to Cleveland.

O. H. Heyer, manager of the Columbia branch, 40 N. Sixth street, is now making the rounds of the dealers in the coal regions. Columbia has been active in promoting the recordings of Ted Lewis as that artist appears at the Mastbaum Theatre. There is a Columbia radio and phonograph in the lobby of the theatre where the records of the orchestra leader are demonstrated and announcements are made from the stage on the Lewis numbers.

Peirce-Phelps, Inc., of 437 N. Fifth street, has held 250 sales meetings in Majestic retail stores in this territory in a sales promotion campaign during the month, conducted by Paul C. Richardson, promotion manager. These sessions have been planned to further the business of dealers through training of their staffs by the local Majestic distributors.

—CARR.

**Montreal Music Group
To Affiliate With NAMM**

Action taken at the last meeting of the Montreal Piano and Music Merchants Association indicating a desire on the part of that association to affiliate with the National Association of Music Merchants, has been reported to the executive secretary of the National Association by W. W. O'Hara, secretary-treasurer of the Montreal Association.

Under the new constitution and by-laws of the National Association of Music Merchants, local associations are eligible to affiliate with the National body and at the last convention the application for affiliation by the Music Association of Ohio was received and favorably acted upon by the Association at its last convention meeting.

The Montreal association is an active local body. The officers elected for the fiscal year of 1929-1930 are as follows: President, J. A. Hebert, C. W. Lindsay & Co., Ltd.; vice-president, J. W. Shaw, J. W. Shaw & Co.; secretary-treasurer, W. W. O'Hara, C. W. Lindsay & Co., Ltd. Committee: J. D. Langelier, J. D. Langelier & Co.; R. A. Willis, Willis & Co.; A. M. Layton, Layton Brothers, Ltd.; E. Archambault; S. Isaacs, Hartney & Co. Several of these officers are already individual active members of the national association.

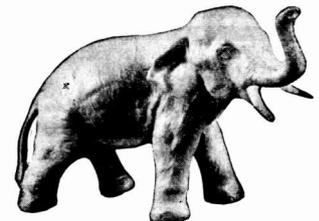
**Arcturus in Production
Of Ten New Type Tubes**

Newark, N. J., Monday.

The Arcturus Radio Tube Co., this city, has gone into high speed production on ten improved types of tubes in the new Arcturus plant on Frelinghuysen avenue, George Lewis, vice-president of the company, reported today.

These tubes are being made on the latest designed of automatic machinery insuring uniformly perfect production of the tubes which represent new developments in the standard Arcturus line of A. C. and D. C. types, Mr. Lewis stated.

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



No. 1000

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

O. Simms
MANUFACTURING CO.

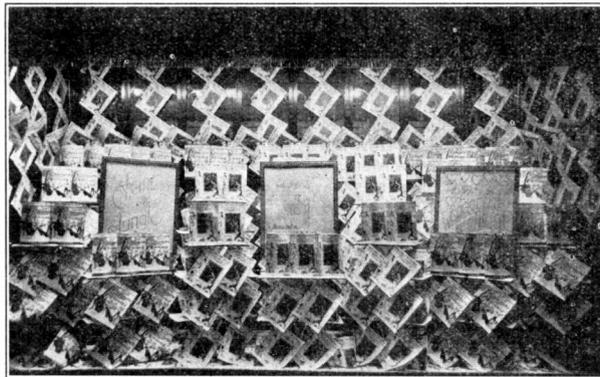
13 E. 17th St. NEW YORK



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Kresge Store in Boston Features Three Robbins
Picture Tunes in Attractive Window Display



Kresge Window Here.

Boston, Mass., Monday.

The three current best sellers in the Robbins Music Corp. catalog are shown in the accompanying window display, now being exhibited in the store in this city of the S. S. Kresge Co.

The tunes given prominence are, "Chant of the Jungle," and "That Wonderful Something," from "Untamed" and "How Am I to Know," from "Dynamite," all of which are enjoying a fine sale in this territory, as well as throughout the country.

Red Star to Publish Score for Forthcoming John McCormack Film

The John McCormack audible picture version of "Song of My Heart," which serves to introduce to the silver screen the voice that has made its possessor dear to the hearts of the entire country, has its premiere about the middle of March in New York, later to be shown throughout the nation. Songs sung by Mr. McCormack in the film include: "I Feel You Near Me," "Song of My Heart," "A Pair of Blue Eyes" and "How Dear is the Hour," written by Mr. McCormack. All these tunes have been recorded for Victor discs by the celebrated tenor and will be released co-incidentally with the opening of the picture in New York.

The Red Star Music Co., Inc., now established in its large quarters at 729 Seventh avenue, New York, is confident it has a smashing score in the "Song of My Heart" film.

Triangle Music Co. to Publish Hill Billy Folio

Joe Davis, president of the Triangle Music Pub. Co., Inc., New York, announces a new folio, to be known as "The Joe Davis Folio of Carson J. Robison Songs," together with hill country ballads and old-time tunes. Fifty songs are contained in the folio, which will retail for thirty-five cents. Among the numbers listed are: "My Blue Ridge Mountain Home," "Little Marion Park-

er," "Gambler's Blues," "Poor Lonesome Cowboy," "A Memory That Time Cannot Erase," "Carolina Home," "Oh, Dem Golden Slippers," "Frankie and Johnnie," and "Hallelujah, I'm a Bum."

Mr. Davis on Friday, further disclosed the acquisition by his Triangle company of a new song of Willard Robison's, bearing the title, "There Religion in Rhythm," introduced recently by the Seiberling Singers and the Revelers on the radio. An immediate exploitation plan is being worked out by the Triangle company on this tune, it is stated.

Radio Music Co. Has Potential Hits in Three Kahn-Archer Numbers

The first songs formed by the combination of Harry Archer and Gus Kahn, exclusive writers for the Radio Music Co., New York, are starting off like potential hit tunes, according to an executive of the company. The tunes are: "Alone With My Dreams," "So Sympathetic" and "Where the Golden Daffodils Grow." The three tunes are distributed through Leo Feist, Inc.

Revived interest in "The Stein Song," published by Carl Fisher, Inc., is being noticed due particularly to the broadcasting of the tune on two separate occasions by Rudy Vallee and his orchestra. The number is a school song at the University of Maine, and its appeal is widespread judging from the mail received by the singing saxophonist, and the orders on file at the publisher's.

Broadcasts Tend to Increase Popularity of Berlin Picture Score

Following the successful opening of the picture "Puttin' on the Ritz," starring Harry Richman, the four ace tunes in the film are heard nightly, daily, and whenever a dance band or vocalist broadcasts over the air, according to Music Box's own radio listener. "Puttin' on the Ritz," "With You" and "There's Danger in Your Eyes, Cherie" and "Alice in Wonderland" comprise the quartet, the popularity of which is second to few popular songs, even though they have been on the market less than a month.

Guy Lombardo and his Columbia recording orchestra has made "There's Danger in Your Eyes, Cherie" and "With You;" Harry Richman recorded "Danger," "With You," and "Puttin' on the Ritz" for Brunswick, while Victor has released Waring's Pennsylvanians' record of "With You" and "There's Danger in Your Eyes, Cherie," Leo Reisman's interpretation of "Puttin' on the Ritz," and Nat Shilkret's version of "Alice in Wonderland."

Irving Berlin, Inc., publisher of the score, reports a concentrated demand for the sheet music of the numbers.

Paul Specht and His Columbia Record Band Popular in New England

Paul Specht and His Orchestra, exclusive Columbia recording artists, are playing New England college dates at present, under the management of the New England offices of the Majestic Radio Corp. On February 7th Specht entertained at the Dartmouth Winter Carnival and on February 22nd he played for the Senior Prom of Massachusetts Institute of Technology.

Specht's latest Columbia record couples "Keepin' Myself for You" and "The Harbor of My Heart," from "Hit the Deck." In the latter selection he creates more of his hornpipe effects which were an outstanding hit in his record of "My Annapolis" a year ago.

Byrd Lights Franklin Bust 7,000 Miles Away

Philadelphia, Pa., Thursday.

Flashing 7,000 miles from Antarctica, a recent message from Rear Admiral Richard E. Byrd was converted into light and became a perpetual illumination over the bust of Benjamin Franklin, which adorns the doorway of the Poor Richard Club in this city.

Quicker than it can be told, the click-click of the instrument sending the code message away off near the South Pole was transmitted and thus the energy of Richard E. Byrd, explorer and aviator, was used as an external light for Richard, the statesman-philosopher who discovered electricity.

The experiment was planned by Wilson N. Durham, radio engineer and president of Durham & Co., this city. With several assistants he worked on the project for six weeks. The radio impulse received at a short wavelength station on Long Island was relayed to the club over land wires. Its power was increased thousands of times by means of a new system of amplification and sent through a contactmaker to light a series of bulbs over the image of Franklin.

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

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

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

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

The Waltz Hit Of The World!
"LOVE ME"

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

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

Diff'rent and Unusual!
"WE LOVE US"

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

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

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

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

One Of The Real Hits!
"SATISFIED"

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

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

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

PEP UP YOUR BUSINESS

LOOK AT THESE BARGAINS

FARRAND DYNAMICS



TABLE MODEL

Special—Model 71-A. C. \$35.00
The most beautiful of all table Dynamic Speakers. Exquisite two-tone cabinet with graceful leaf-effect grill. Height 13" Width 10 3/4" Depth 7"

OUR PRICE **\$9.00**



MODEL 78-AC

Table model Farrand Electro-Dynamic. For A. C. operation. Richly walnut-finished table, amply sized to accommodate almost any receiver. Size 30" high 28" long 14" deep, \$48.50

OUR PRICE **\$12.75**



MODEL 72—AC and DC

Especially designed for quick, easy installation in all types of radio or phonograph consoles. Tonal range and fidelity unmatched by any other reproducing unit in general use. Height 9" With 8 3/4" Depth 7"

OUR PRICE **\$7.00**



TABLE CONSOLE

Special—Model 77-A. C. \$55.00
Two-tone walnut, enhanced by decorative, carved panels; place this reproducer among the wanted objects of a luxurious home. Height 34" Width 32" Depth 16 1/2"

OUR PRICE **\$17.50**

FARRAND MAGNETICS



MODEL 60

Farrand Gothic Magnetic Speaker. Cabinet of classic Gothic design, with "Rose Window" grille, in two-tone walnut effect \$21.50

OUR PRICE **\$5.50**



MODEL 64

Farrand Clock-type Magnetic Speaker. Cabinet of handsome bronze-finished metal \$16.50

OUR PRICE **\$3.50**

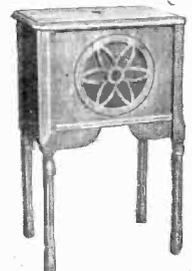


FARRAND PANEL

(Model 63)

A charming, decorative speaker mounted within a rich, two-tone walnut panel embellished with carved ornamentation. Distinctive silk screen \$12.00

OUR PRICE **\$2.95**



END TABLE DYNAMIC

Special—Model 75-A. C. \$42.50

A Dynamic speaker of remarkable reproductive capacity, housed in a gracefully designed table console of handsome two-tone walnut. A matchless combination of outer beauty and tonal perfection.

Height 30" Width 18" Depth 12"

OUR PRICE **\$11.25**

TERMS:—

10% cash with order. Balance C. O. D.
This merchandise is sold subject to prior sale.

GUARANTEE:—

All merchandise new and in factory sealed cartons. Bank references supplied.

MERCANTILE RADIO CORP.

135 LIBERTY STREET

NEW YORK

Phone: Barclay 1469

RADIO-MUSIC TRADE IN WINDY CITY SEE GOOD SPRING AHEAD

MAJESTIC OUTPUT 4,000 SETS

New Syndicate Acquiring Temple Assets Incorporates for \$1,000,000—Mac Harlan Resigns Kellogg Advertising Post.

Chicago, Ill., Saturday.

The radio division of the Gulbransen Co. is finding its new model No. 50 obtaining a nice reception by the dealers, with the general tone of trade good. Over a thousand sets were sold last week and representatives of the company who have been traveling are pleased with the outlook. John S. Gorman, vice-president, returned from the annual meeting of wholesalers and the National Federation at Cleveland last week greatly inspired over what he heard and saw. Gillan Anderson, assistant radio sales manager, spent some time this week in Port Washington, Wis., interviewing dealers there, while Mr. Harris visited St. Louis and Memphis on a similar mission.

The local office of the Victor Talking Machine Co. is in the midst of the home demonstration campaign which is being conducted all over the country. The campaign is getting good results in this district, local officials say. R. E. Kane, district manager, is on a visit to the home office at Camden, N. J.

Roy A. Whipple and J. J. Reilly, president and sales manager, respectively, of Wakem & Whipple, Inc., spent several days last week at the Apex factory at Marion, Ind., where a district meeting of Apex distributors was held and plans laid for a big campaign this year. Incidentally, an auto radio set was demonstrated which made quite a hit with the visiting distributors, some of who see big possibilities in it. Mean-

while, Apex sales here by Wakem & Whipple are good, according to Mr. Reilly.

R. P. Van Zile, western district and sales manager for Fada, finds local business better than expected, with similar reports coming from the Kansas City office. F. P. Melvin, former city sales manager for the Bremer-Tully Mfg. Co., is now associated with Fada here, representing it in north side territory. A. C. Sperry, who formerly covered Chicago suburban districts, has left Fada because of his wife's ill health and is moving to a warmer climate.

Production at the Grigsby-Grunow plant is at the rate of 4,000 sets daily, sufficient to meet the demands from dealers. B. J. Grigsby, president, left Wednesday for Biloxi, Miss., by airplane, making stops at St. Louis and other points. Bill Grunow has gone to Arizona for a month being troubled with sinus affection and expecting to dry it out down there. The Majestic school of instruction which was recently moved to the Lake Shore Athletic Club is attracting as big a crowd of dealers as ever, with excellent results. Thousands of reports received at the local office attest to the success with which the recently inaugurated "school of the air" is going across to the general public.

At the regular meeting of the Chicago Radio Traffic Association held Thursday evening at the Atlantic Hotel, Paul Komm, assistant chief engineer in charge of the laboratory of the Thorndarson Electric Mfg. Co., was the principal speaker, his talk covering the performance of power and audio transformers and tubes.

The factory at Aurora, Ill., of the Belmont Radio Corp. is producing around 125 sets a day, according to P. S. Billings, president, who makes his headquarters in Chicago. This company produces sets for large stores and others who desire their own name on the sets. Business is a little quiet right now, Mr. Billings says, and production is off-normal as a result. Plans are being made for enlarged activities in the future, however.

The local branch of the Patent Elec-

trical Co., under the direction of E. W. Applebaum and his brother, is covering its territory—Illinois, part of Iowa and Indiana and Michigan—with fairly good results, everything considered, and both reproducers and special motor control electrical pick-ups are meeting with approval.

Following the sale last week of the assets, plant, equipment, etc., of the Temple Corporation to a syndicate headed by Leonard C. Welling of K. W. Radio Co., Inc., New York, it was stated here that a new concern is to be incorporated in Illinois for \$1,000,000 consisting of 100,000 shares at \$10 each.

Frank Huddey, of the CeCo Manufacturing Co., gave a talk before the Institute of Radio Engineers on Friday night, February 21, in their quarters in the Engineering Building. He dealt with the new Pentode tube manufactured by CeCo.

The local distributing office for the Philco radio reports sales improving, James Herron, manager of city sales, saying that he believes the bottom has been reached and that from now on better business can be expected. The local sales force is working hard and finding Philco balanced-unit sets meeting a favorable reception, Mr. Herron says.

Low Frankel, treasurer of the Electrical Research Laboratories, is basking in the sunny climes of Florida, where he intends to spend an extended vacation.

A meeting of shareholders of the Grigsby-Grunow Co. was held Thursday afternoon at which time an increase in the authorized stock of from 2,000,000 to 3,000,000 shares was voted. It was informally learned that the company will show net earnings on capital stock of \$5,500,000 for nine months ending February 28. This is at the rate of \$2.75 per share on 1,997,897 shares outstanding.

C. C. Smeltzer, formerly in charge of radio sales for the Electrical Appliance Co., but more recently in a similar capacity with the Harrison Radio Corp., whose plant is at Ft. Wayne, Ind., has joined the Continental Co.

The A. L. Owen Music Co., well known North side music and radio dealer, long located at 4736 No. Racine avenue, has moved to new and larger quarters at 4812 Sheridan road, at Lawrence avenue.

Mac Harlan, for several years advertising and sales promotion manager for the Kellogg Switchboard & Supply Co., has resigned this post and has been appointed advertising director of the Household Finance Corp. with offices in the Palmolive building, here.

Majestic Week, February 22 to March 1, is being observed in excellent fashion by Majestic dealers all over the city in effective window displays, streamer displays, and special exhibition of various models in the stores.

At the first regular meeting, February 21, of the Midwest Radio Trades Association following the annual meeting, retiring President Harry Alter turned the chair over to President Walter Pierce. Speakers for the occasion were Allen J. Forbes, who gave a general talk on the benefit of trained service men to the dealers and also reported on the recent Cleveland convention; and H. G. Erstrom, executive vice-president of the National Federation of Radio Associations and the Radio Wholesalers' Association, who also talked on the convention, and stressed the importance of definite programs of activities for the local association. It was decided that henceforth weekly meetings of the organization will be held, the first Friday for

the general meeting; the second Friday for the West Side dealers, the third for the West Side and the fourth for the South Side. Each section will formulate and carry out its own programs and will bring special business or suggestions before the general sessions on the first Friday.

Other topics discussed at the meeting had to do with proposed insurance, methods of handling trade-ins, and particularly loud speaker ordinance which Chicago is seeking to enforce. The local department of health has started in to enforce the ordinance, but wishes first to obtain the cooperation of the radio dealers. Dr. Kohler and Mr. Connelley, of the department, have requested the dealers to get together on the matter and advise the department. To that end a questionnaire is being sent out requesting the dealers to state whether they will agree to abate the nuisance of continued operation of loud speakers and how it should be done, etc.

Executive Vice-president Erstrom, of the National Federation of Radio Associations, announces that the organization is soon to bring out a booklet on the importance of registered service men, how they can be of benefit to the dealer and public alike, as well as to the manufacturer. It will contain a register of qualified service men, with samples of registration cards, examination questions, etc.

—H. A. ALEXANDER.

Spring-like Clime Gives Good Boost To Memphis Trade

MEMPHIS, TENN., Saturday.

Spring-like weather is proving of benefit to the radio-music retail stores. The Spring outlook is reported to be very bright.

J. F. Houck, president of the O. K. Houck Piano Co., 103 S. Main street, has announced that W. Otto Miessner will be in Memphis all next week, beginning Monday, February 24, to conduct a course of instruction in Melody Way Institute. The store is doing a good deal for band music promotion, musical studies, and its Victrola and piano departments are very active.

In business for the last three weeks handling Edison radios, W. S. Roberts, Jr., John K. Walker and E. Rice, Jr., have applied to the Secretary of State for a charter for the Tri-States Radio Co., capitalized at \$5,000. They have opened a place of business on the ground floor of the O. K. Storage Co. building, 161 Jefferson avenue. L. T. Baker is service manager.

MME. STURKOW-RYDER APPEARS IN DALLAS; PRESENTED BY WATKIN

DALLAS, TEX., Saturday.

Theodora Sturkow-Ryder, well-known concert pianist, was in Dallas this week through the co-operation of the Grigsby-Grunow Co., Chicago, and the Radio Equipment Co. of Texas, Majestic distributor with headquarters in this city.

During her stay here, Mme. Sturkow-Ryder appeared at the Majestic Theatre and in the Watkin Music Salon, operated by the Will A. Watkin Co., well-known dealer of this city. She also took part in a radio broadcast from WFAA and appeared at the Woodrow Wilson high school.

MEET THE FAMILY

Majestic ELECTRIC
RADIO

EXCLUSIVE DISTRIBUTORS

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

Specialty Service Corporation
"SERVICE" Is Our Middle Name

651-653 Atlantic Ave. Tel: Sterling 7800 Brooklyn, N. Y.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

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

PREPARED IN PROPER CONSISTENCY

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

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET New York

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

CALIFORNIA TRADE REPORT LIGHT WEEK SPRING PROSPECTS GOOD

**Victor Dealers in Effective Tie-up
With Factory Home Demonstration Campaign — O. N. Rothlin Joins Victor Staff.**

San Francisco, Calif., Thursday.

The general run of the trade among radio retailers is reported light for another week. The general run for all business has been light. Perhaps the chief difficulty has been a streak of beautiful June weather in February, splendid for beach parties, for strolling in the parks, for stepping on the gas, too nice to go shopping or do anything else indoors.

But still business comes to him who hustles while he waits. Dropped in on G. A. Einselen at 3285 Mission. He's away out. He used to run a classy music store twelve or fourteen blocks lower down. Then the rent-hog rooted him out. He went down town, and a cracker-jack salesman robbed him. The salesman went to prison, but that didn't bring the money back, so Einselen moved the remaining fragments of his business away out here at 3285 Mission street. No business. No good as a business center; but rents a mere fraction of those farther down. Then Sears-Roebuck nosed in a block or so away. More people came. Business pepped up. Einselen pepped up. Little overhead. His own book-keeper and cashier. Chiefly his own salesman. One service man. He began advertising, using chiefly an evening paper circulating largely throughout the residence section—generally some specialty in the ad—about \$3,000 a year in advertising. Customers came from distant parts of the city—they call over the telephone—little trade from the immediate neighborhood—but sales every day—some big days—and a surprisingly monthly aggregate. My advertising bill may seem large for a small store," says Einselen, "but it is bringing profitable results and the advertising, plus my other overhead is now less than my rent in my former location, and I had to advertise some there. In short, from being strictly up against it a couple of years ago, the Einselen Music Store, by steady plugging, light overhead and liberal spending in advertising, is now doing a considerable volume of business and all at considerable profit.

Einselen attributes part of his success to the fact that he sticks to a few lines without stock accumulation. The Victor, Stromberg-Carlson and Stewart Warner are his choice. "There are, of course, other good sets, he explains, "but how can a man do justice to more than three lines?"

Edward L. Kelly is back from his long trip east. He was one of the trip winners in the Majestic sales contest. He's liable to win almost any sales contest he starts into. He pours out unstinted praise of the treatment all the boys got from Grigsby-Grunow, unstinted praise for their splendid sales school. He is also proud of the fact that every representative of California came out of the school at the top, the only 100 per cent. state. Instead of coming back with the crowd, Kelly took a trip through the South, visiting his old home by the way, and visiting the leading trade centers of the south. He declares that in spite of some discouragements, there is no place where the

outlook is better than in California, and that's not slamming anybody else.

The T. White Eastman Co., of whose radio department Edward I. Kelly is sales manager, is using a store a few doors away for a trade-in stock, meeting other competition this way. This is traded in very cheap, says Kelly, and not much accumulation. There are many working people in the district pleased to get cheap sets for a while, and their service men soon put them in good shape. The sale of new sets, however, is going ahead surprisingly well, and their sales have easily passed many of the downtown stores and departments.

Robert Bird, sales manager for the California Victor Sales Co., reports that dealers in this territory have responded about 90 per cent. to the nation-wide home demonstration campaign, and they are much pleased at the manner in which the Victor company planned and aided in this campaign. There resulted a large number of placements which terminated in good sales, and this has raised the month of February already far above January in point of sales.

The Victor radio program on the thirteenth of February was one that brought unusually good immediate results; as a number of dealers have reported sales made the following day that were immediately traceable to the broadcasting of the evening before. A good advertising move was also the appearance of Chevalier at the San Francisco auto show. At the same time one of the dealers had four girls there dressed in uniform selling his records, and with good results.

O. N. Rothlin has joined the Victor staff, and has taken charge of the home demonstration campaign. He just returned from a trip down the coast, and was very happy to get cooperation from all their dealers 100 per cent. Mr. Rothlin was formerly in the Victor fold as a member of the sales force of Sherman, Clay & Co. He then took charge of a demonstration store of the Sonora Phonograph Co., and was later in charge of the store of the Sonora Phonograph Co., and was later in charge of the San Francisco office of the Kolster Distributing Co., distributors of Sonora. The Sonora later established its own distributing office, and the past year he was in charge of sales in San Francisco. So he has an unusual complete knowledge of the territory, and in coming back to the Victor feels very much like being back home again.

Otto L. May, president of the California Victor Sales Co., is making a trip over the Los Angeles territory.

L. W. Yule, sales manager on the Coast for R. C. A., states that he returned from his eastern trip quite imbued with the feeling that perhaps the best future for growth in the radio field is in the West owing in considerable part to the fact that it is a territory of rapidly growing population and wealth. The great improvements being made in broadcasting service, especially in national and international broadcasting, promise to add constantly greater incentive to the purchase of good sets. The atmosphere seems to be well cleared now for a very satisfactory merchandising year in radio.

There has been quite an objection

Fada Set Production Reported Increased

Since the introduction a short time ago, of the new 1930-31 Fada model 40, it has been necessary to constantly increase factory production, Frank A. D. Andrea, president of the F. A. D. Andrea, Inc., Long Island City, reported last week. "It has been necessary to increase the number of people employed in our plant to three times the number working only a month ago and we are preparing for a good year," declared Mr. Andrea.

"Those of us who have been manufacturing radio apparatus for as long as ten years have seen stormy times before and lived to tell the tale. I have every confidence in the progressive continuation of the radio industry—and particularly for those manufacturers who have offered and will continue to offer a well-made, well-designed product backed by the established principles of business that have proved sound in other lines as well as radio."

in the Bay District on the part of dealers in sheet music to the sale on the streets of "100 most popular songs for a dime." It is estimated that twenty to thirty thousand have been sold in the Bay Region. The Publishers' Protective Association has asked United States Attorney Hatfield to seek Federal indictment against those responsible.

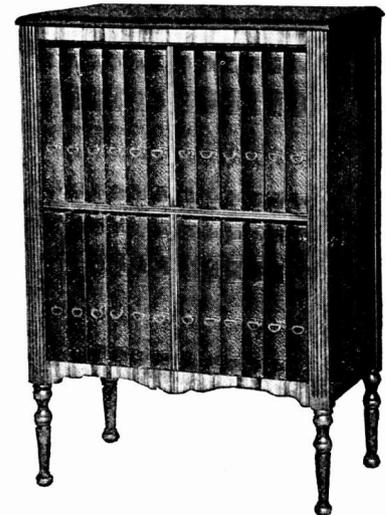
—ALLEN.

UDELLE ANNOUNCES NEW RECORD ALBUM CABINETS

You are continually having the problem of "Where can I keep my Records?" put up to you and we have solved it.

In UDELL New Record Album Cabinets we have combined attractive design, fine workmanship and beautiful finish, with a real price that will enable you to make a fine profit.

Write today for complete information.



No. 163 UdeLL Record Album Cabinet
H 40" — W 26½" — D 15"
Holds 24-12 inch Albums—Record Capacity 288
List Price \$27.50
Without Albums

The UDELL WORKS, Inc.

Established 1873

Incorporated 1901

INDIANAPOLIS, IND.

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp. Chicago, Ill.
Amrad Corp. Medford Hillside, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
American Bosch Magneto Corp., Springfield, Mass.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Barty Radio Co. Long Island City, N. Y.
Bremer-Tully Mfg. Co. Chicago, Ill.
Brunswick-Balke-Collender Co. Chicago, Ill.
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.
Crosley Radio Corp. Cincinnati, O.
Edison, Inc., Thos. A. Orange, N. J.
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Illinois
Kellogg Switchboard & Supply Co. Chicago, Ill.
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
Mills Novelty Co. Chicago, Ill.
Philadelphia Storage Battery Co., Philadelphia, Pa.
RCA-Victor Co., Inc. New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Silver-Marshall, Inc. Chicago, Ill.
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co. Jackson, Mich.
Sprague Specialties Co. Quincy, Mass.
Sterling Manufacturing Co. Cleveland, Ohio
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Stromberg-Carlson, 1060 University Ave., Rochester
Trav-Ler Mfg. Corp., 3408 N. Halsted St., Chicago
Ware Manufacturing Corp. Trenton, N. J.
Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINE AND RECORD MANUFACTURERS

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

ELECTRIC PICK-UPS

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. 3922 14th Ave., Brooklyn

TALKING MACHINE PARTS

Diehl Mfg. Co. Elizabethport, N. J.
General Industries Co. Elyria, O.
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.
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.
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.
Bluefield Hardware Co. Bluefield, W. Va.
Boley-Oliver Co. 1440 Broadway, N. Y.
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.
Bruno & Son, C. 351 Fourth Ave., New York
Buehn Co., Louis Philadelphia
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn
Canton Hardware Co. Canton, O.
Capitol Electric Co. Indianapolis, Ind.
Capital Electric Co. Atlanta, Ga.
Chase Engineering Co., W. E. Spokane, Wash.
Chicago T. M. Co. Chicago, Ill.
Cleveland Distributing Co. Cleveland, O.
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.
Collings & Co. Newark, N. J.
Columbus Ignition Co. Columbus, O.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Dilworth Co., J. E. Memphis, Tenn.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Electric Supply & Equipment Co. Albany, N. Y.
Elyea Talking Machine Co. Atlanta, Ga.
Everybody's T. M. Co. Philadelphia, Pa.
Franklin Elec. Co. 50 N. Seventh St., Phila. Pa.
Frederick Co., W. F. Pittsburgh, Pa.
Girard Phonograph Co., Philadelphia, Pa.
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.
Griffith Victor Distributing Corp. Cincinnati, O.
Grinnell Bros. Detroit, Mich.
Gross-Brennan, Inc. 205 E. 42nd St., New York
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.
Halsey Supply Corp., 228 Halsey St., Newark, N. J.
Hamburg Bros. Pittsburgh, Pa.
Harbour, Longmire Co. Oklahoma City, Okla.
Hieb Radio Supply Co. Marlon, S. D.
Howe & Co. 888 Boylston St., Boston, Mass.
Ingold, Inc., Ernest San Francisco, Calif.
Kimberly Radio Corp. Chicago, Ill.
Koeber-Brenner Co. St. Louis, Mo.
K. W. Radio Co. 350 Hudson St., New York
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lewis Electrical Supply Co. Boston, Mass.
Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio
Majestic Distributing Corp. Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
May, Inc., D. W. 398 New St., Newark, N. J.
May Distributing Corp. 112 Bleeker St., N. Y.
Macgregor Radio Corp. New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhibben-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Motor Equipment Co. Wichita, Kan.
Nevada Auto Supply Co. Reno, Nev.
New York T. M. Co., 460 W. 34th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc. Baltimore, Md.
Peirce-Phelps, Inc. Philadelphia, Pa.
Penn Phonograph Co. 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 32nd St., Chicago
Saviers & Son, H. E. Reno, Nev.
Seedman Co., G. J. Brooklyn, N. Y.
Sharar-Hohman, Inc. Rochester, N. Y.
Shaw's, Inc. Charlotte, N. C.
Smith, Inc., B. W. Cincinnati, O.
Sorensen Co., H. E. Des Moines, Ia.
Southern Hardware & Bicycle Co., Jacksonville, Fla.
Southwestern Victor Dist. Co. Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Steelman, Inc. 235 Fourth Ave., New York
Standard T. M. Co. 305 Penn Ave., Pittsburgh, Pa.
Sterling Radio Co. Kansas City, Mo.
Stern & Co. Hartford, Conn.
Superior Distributors, Inc., 150 W. 52 St., New York
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co. Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
Van Asche Radio Co. St. Louis, Mo.
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn
Wahn Co., G. H. Boston, Mass.
Wakem & Whipple, Inc. Chicago, Ill.
Weber Radio Corp. 200 Hudson St., N. Y.
Weymann & Son, H. A., 10th & Filbert Sts., Phila.
Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn

RADIO LOUD SPEAKERS

American Bosch Magneto Corp., Springfield, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Brunswick-Balke-Collender Co. Chicago, Ill.
Crosley Radio Corp. Cincinnati, O.
Jensen Radio Prod. Co. Chicago, Ill.
Kolster Radio Corp. Newark, N. J.
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

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

MUSIC PUBLISHERS

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

MISCELLANEOUS

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

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Bond Electric Corp. Jersey City, N. J.
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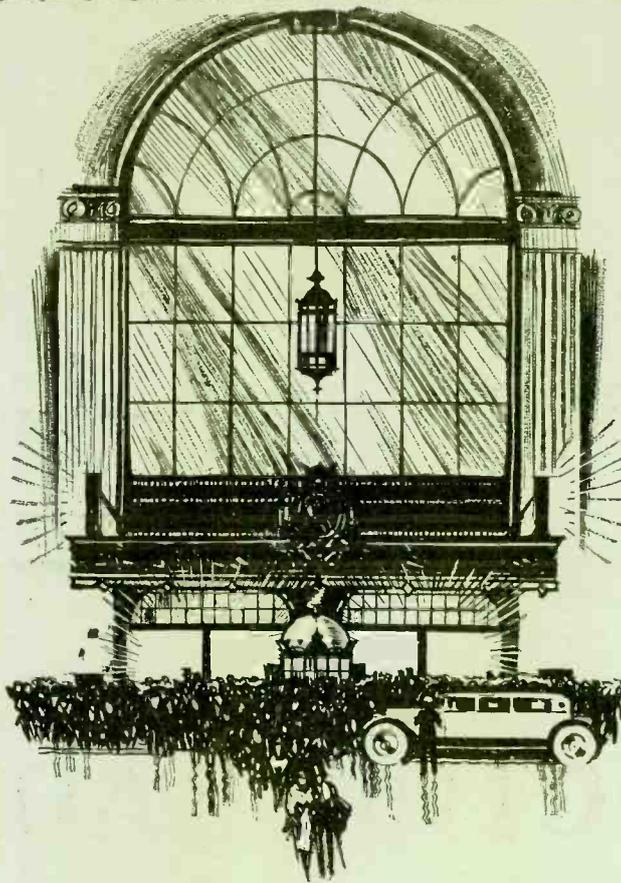
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